

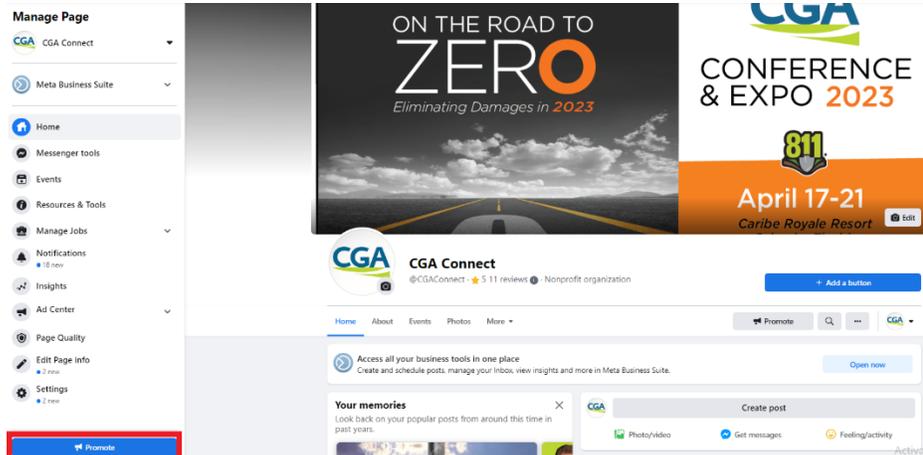
# HOW TO: Create a Basic Facebook Advertising Campaign

Facebook is an excellent channel for reaching professional excavators and the general public through digital advertising. Facebook ad campaigns give you the ability to display your critical public safety messages in the Facebook newsfeed, in Instagram newsfeeds, and around the web via the Facebook Audience Network. Compared to traditional advertising, Facebook marketing is very cost effective and targeted.

**Please note** that this document is intended as a very basic overview on getting started with Facebook ads. For more complete information, visit [Facebook's Beginner's Guide to advertising](#) or work with your organization's social media staff or agency.

To create a basic advertising campaign using the Digging into Summer graphic, follow these steps:

1. **Log in to your organization's Facebook page.** You will need to be a page administrator.
2. **Click the "Promote" button on the bottom left of your page.**



3. **Choose the goal of your ad campaign.** For the Digging into Summer ad, CGA recommends selecting "Get more visitors to your website" as your advertising goal, so that you can direct the general public to a landing page on your website geared toward homeowners or the general public.

4. **Customize the advertising campaign.** After selecting the goal of your campaign, a screen will open that allows you to customize, target and set a budget for your ad.

The screenshot displays the Facebook 'Promote Your Website' interface. On the left, the 'AD CREATIVE' section includes a URL field with 'http://www.commongroundalliance.com/', a 'Format' dropdown set to 'Single Image', a 'Headline' field with 'Common Ground Alliance', and a 'Text' field. On the right, a preview shows the ad on a desktop news feed. The ad features a horse racing image with the text 'Never gamble with safety... always bet on 811' and a 'Learn More' button. The ad is sponsored by CGA Connect.

- First, **enter the URL** that you want to drive people to. If your organization does not have a landing page developed for the general public, you might consider driving people to 811BeforeYouDig.com.
- Then, if using CGA’s Digging into Summer graphic, **select “single image”** as the format of your ad and upload the Digging into Summer graphic.
- **Create the headline and text for your ad**, as well as the call to action button (CGA recommends **“Learn More”**).
- In the **audience section of the ad interface**, you will want to click **“edit”** and **adjust parameters** to best fit your organization’s geography and goals. For the Digging into Summer ad, you may want to adjust the age of your audience, as well -- for example, targeting people aged 30-60.
  - In the **“detailed targeting”** section, you may also choose to add **interests** to best target your ad. For example, you could select “gardening” or “DIY” to assure that your ad displays only to people who have listed those interests.
- **Back to the general ad interface**, you may want to adjust the **“Automatic placements”** slider to “off” if you’d prefer for your ads to only appear in Facebook feeds (versus Instagram feeds or the Facebook Audience Network). However, leaving automatic placements on is recommended by Facebook as it is typically the most efficient use of budget.
- **Finally, select the duration and budget for your campaign and input a payment method.** Note that you are setting a daily ad budget, so make sure that your total advertising spend accounts for the daily ad budget multiplied by the total number of days that you’ve set your campaign to run. Facebook’s ad manager will automatically estimate the reach and clicks that your campaign will

generate based on the daily budget you input (indexed against your audience targeting parameters).

5. **Wait for your ad to be approved, and monitor its progress.** Facebook reviews all ads to ensure that they do not contain inappropriate material. The review process is typically quick, and you will be alerted when your ad begins running. Continue to check your Facebook page to monitor campaign results. Visit Facebook's Ad Center to make adjustments to your ads during the campaign.

For help with your ad campaign, visit <https://www.facebook.com/business/help/support> for a list of common topics or to begin the process of contacting a Facebook representative.