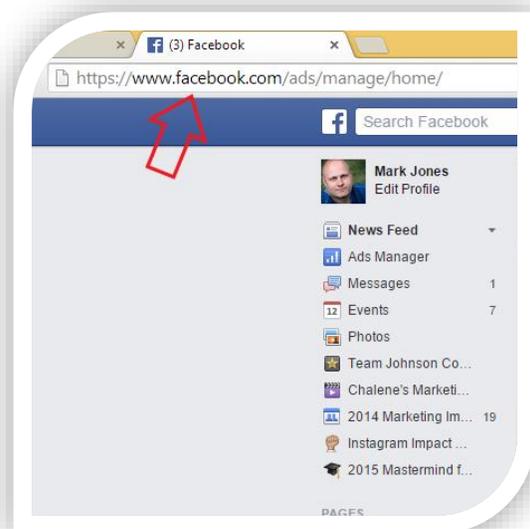


# How to Create a “Like” Ad in Facebook

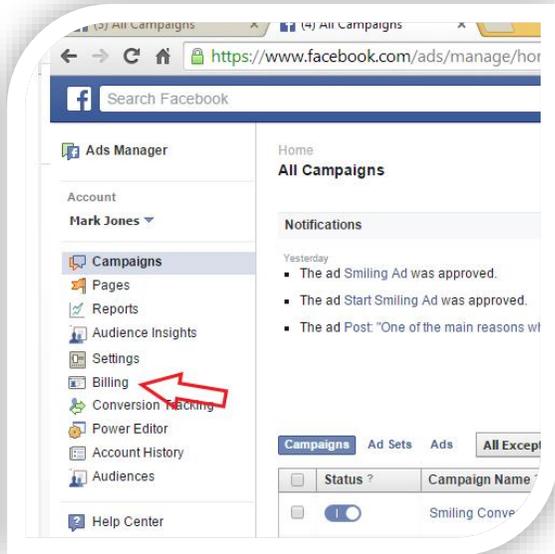
## Step 1

You need to use ads manager to create the ad. You can get there a few different ways. First way, From your like page, at the top click on Build Audience and it will drop down, then click on Use Ads Manager. Second way, Open Facebook or a browser and type in this address <https://www.facebook.com/ads/manage/home/> and the Third way, From your personal Facebook Home page, Look under your profile pic on the left and Ads Manager should be listed there.



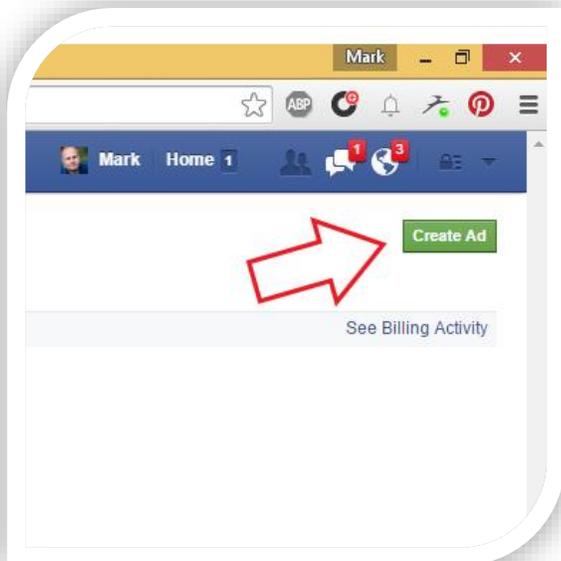
## Step 2

Once you're in Ads Manager you will need to setup your billing info if you haven't already. This can be found in the list on the left.



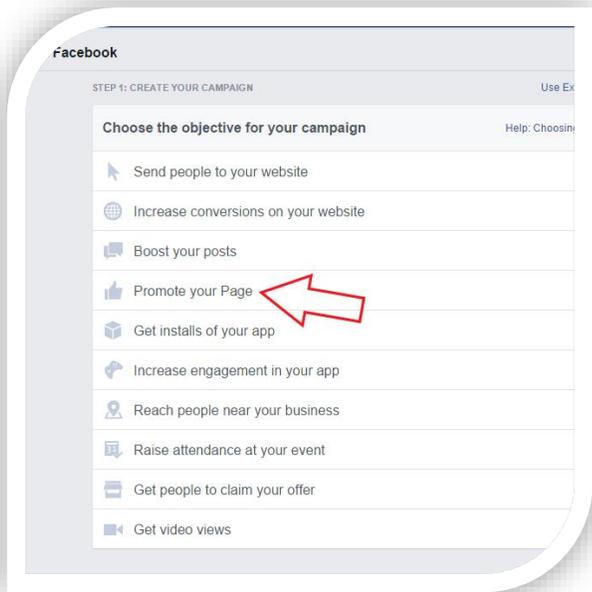
## Step 3

Now that your billing is setup you can create an Ad. Click on the green button in the top right corner of the Ads Manager screen.



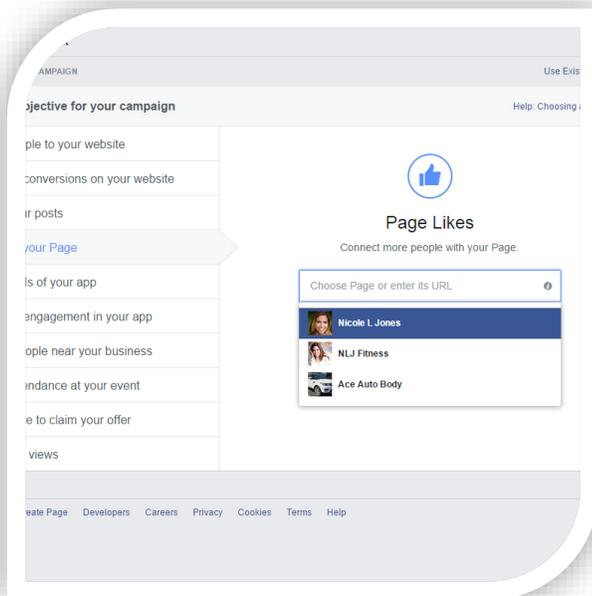
## Step 4

Click on Promote Your Page



## Step 5

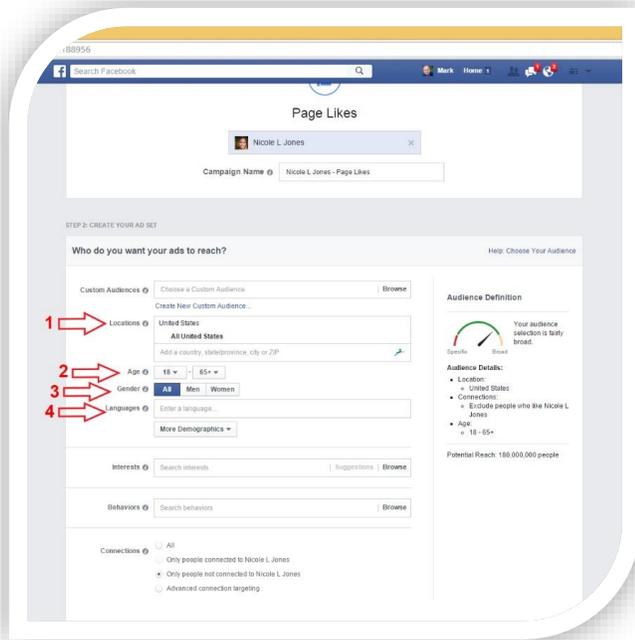
Chose the page you want to promote.



## Step 6

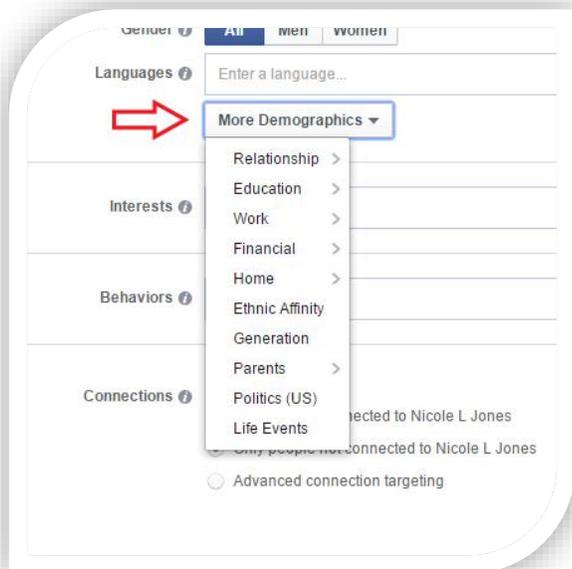
**Tip: You want to make sure for like ads your Potential Reach is 1.2 million or less. Less is better. You pay when Facebook serves your ad to someone so if you have 15 million people the chances of targeting people you don't want are higher and that will cost you more.**

1. Choose the locations you would like to target.
2. Set your age range to be 5 years before to 5 years after your own age. (example: If your 35 you want it to be 30-40) You can fine tune it down later if needed.
3. Select the gender you want to target. (example: If you're working with moms your would want it to me women)
4. Enter in all the languages you speak or want to target.



## Step 7

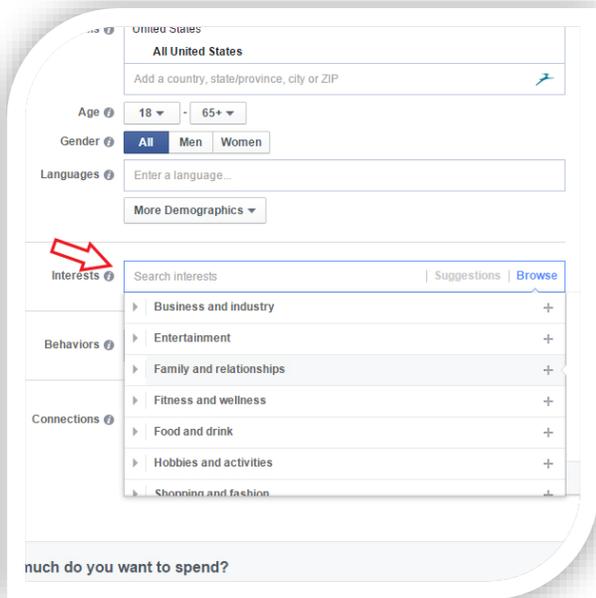
Click on More Demographics and this will drop down in to categories. This is where you are going to target the people you want to reach. You will have to go and select what you're looking for in a person by using these categories.



## Step 8

This is the **Important** part. You need to think about what types of people you want to target and bring to your page. Think about where the person would shop, what they would read, what hobbies they would have and get real deep into it. It takes time but it's worth it in the end. Now you can only use an interest that pops up when you type it in and you unfortunately can't just use whatever you thought of. You will see what I mean once you do it, so you may have to search on Google or Facebook for pages like those interests you thought of and try and see if the page will pop up but like I said it takes time and thought.

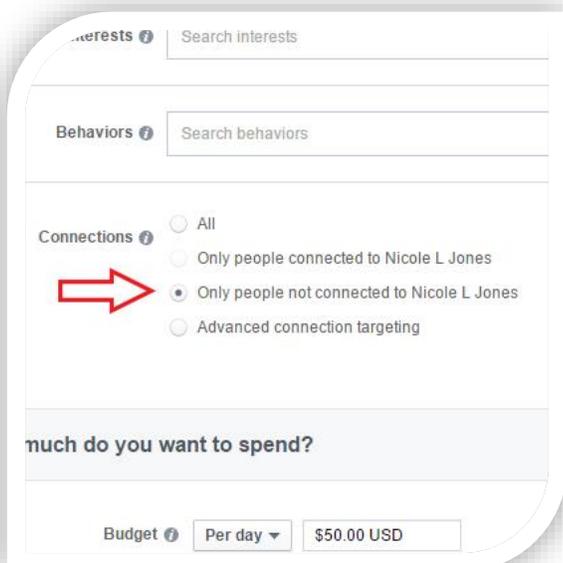
**TIP: don't use interests that are over 2-3 million people or your cost per like will be higher because more people are targeting them and you will be competing with them for the bidding.**



A screenshot of the Facebook targeting interface. At the top, it shows 'United States' and 'All United States'. Below that is a search bar for 'Add a country, state/province, city or ZIP'. The 'Age' range is set to '18' to '65+'. The 'Gender' is set to 'All'. There is a 'Languages' field with the placeholder 'Enter a language...'. A 'More Demographics' dropdown is visible. The 'Interests' section is expanded, showing a search bar and a list of categories: Business and industry, Entertainment, Family and relationships, Fitness and wellness, Food and drink, Hobbies and activities, and Shopping and fashion. A red arrow points to the 'Interests' header. At the bottom, there is a question 'How much do you want to spend?'.

## Step 9

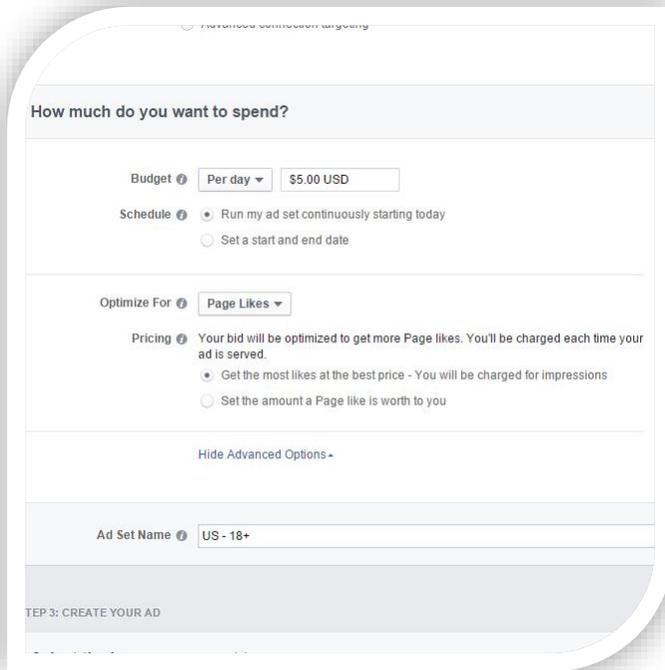
We skip over Behaviors and move on to Connections. Make sure this is set to "Only people not connected to (your page here)".



A screenshot of the Facebook targeting interface, focusing on the 'Connections' section. The 'Interests' and 'Behaviors' sections are collapsed. The 'Connections' section has four radio button options: 'All', 'Only people connected to Nicole L Jones', 'Only people not connected to Nicole L Jones', and 'Advanced connection targeting'. A red arrow points to the 'Only people not connected to Nicole L Jones' option. Below this is the question 'How much do you want to spend?'. At the bottom, there is a 'Budget' field set to 'Per day' with a value of '\$50.00 USD'.

## Step 10

Here you want to set your budget. You can select per day or Lifetime. I like to use per day so I have set this ad to run for \$5 per day until I stop it. You can add a start and stop date if you would like so you don't forget that it's running. Obviously if you put a higher budget you will get more likes but \$5 creates a good like drip. If you want to boost your likes faster than you need to pay more. At \$5 per day you should be getting about 10-30 likes per day. Leave Optimize for at Page Likes and Pricing at Get the most likes at the best price.



How much do you want to spend?

Budget ⓘ Per day ▼ \$5.00 USD

Schedule ⓘ  Run my ad set continuously starting today  
 Set a start and end date

Optimize For ⓘ Page Likes ▼

Pricing ⓘ Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.  
 Get the most likes at the best price - You will be charged for impressions  
 Set the amount a Page like is worth to you

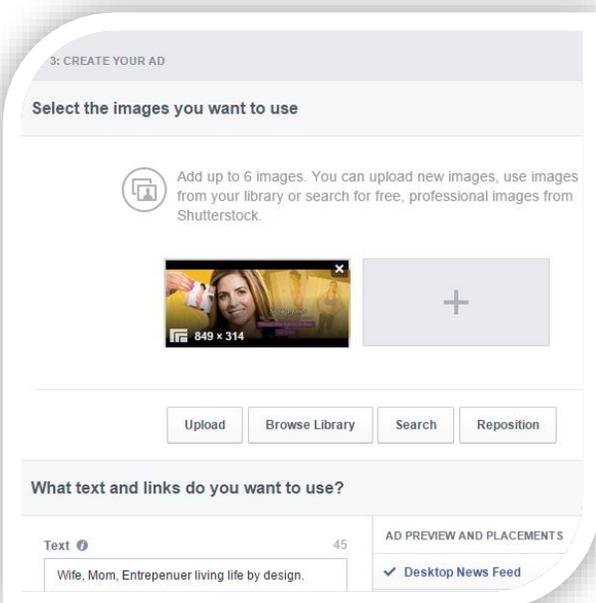
Hide Advanced Options ▾

Ad Set Name ⓘ US - 18+

STEP 3: CREATE YOUR AD

## Step 11

You should have your Like page cover photo automatically entered but if you want to use a different photo you can upload one or search for one here.



STEP 3: CREATE YOUR AD

Select the images you want to use

 Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

Upload Browse Library Search Reposition

What text and links do you want to use?

Text ⓘ 45 AD PREVIEW AND PLACEMENTS

Wife, Mom, Entrepenuer living life by design.  Desktop News Feed

## Step 12

Here you will see what your ad will look like. You can click on Mobile News Feed, Desktop News Feed or Right Column to see what it will look like on each one. We are not going to use Right Column.

1. Enter in a brief sentence or 2 on what the page is about. You can only use 45 characters here.
2. Click on Remove to remove the right column ad.
3. Now you can Review or Place your order.



**Congratulations you have now created a “Like” Ad. The ad now goes into review by Facebook and can take anywhere from a few minutes to a few hours to be approved or denied. You will be notified by email and by Facebook Notification.**

To view your ad and see the stats you can go back to Ads Manager and click on the ad in the list or on your personal page it should show on the top right hand side.

