



Guide to Facebook Advertising

Advertising on Facebook is an affordable and effective way to reach a targeted audience. This kit will assist you in promoting and generating leads for getting more members on your off-peak rates and Steffes heating systems.

Cost

Facebook advertising is affordable and effective. You choose how much you want to pay for each ad. The minimum budget is \$1 per day. So hypothetically, you could run a campaign for a week with just \$7. However, the more you pay, the more reach you're going to get. We recommend that your total budget for an ad run be at least \$50 per week.

Types of Advertising on Facebook

Boosting Facebook Posts

On Facebook Business pages you can post pictures, announcements, events, and any other information you want your followers to see. It is a tool to communicate with customers and potential customers. You also have the option to boost each post for target consumers who do not already like your page to see. This is the easiest option to place advertisements on Facebook.

When you pay to boost your post on Facebook, it acts like an ad and appears in your audience's timelines like any other paid ad would. It helps your message reach more people and it also gets your brand out there which typically results in more people liking your Facebook page.

Paid Ads Through Facebook Ads Manager

Ads Manager is Facebook's platform that allows you to choose different types of advertisements, specifically target who you would like to see your ads by geographic,



demographic, and psychographic criteria, and design ads. The complex platform takes time to learn so if you and your team are new to Facebook advertising, we suggest starting with boosting posts since it is easier and essentially achieves the same thing. Here is some links to helpful resources if you want to go the Ads Manager route.

- *YouTube Tutorial on Ads Manager:* <https://youtu.be/LVq5tmHWx7M>
- *Guide to Understanding Ads Manager:* <https://www.facebook.com/business/m/ads-manager-guide>

How to Set Up a Business Manager for Facebook Ads

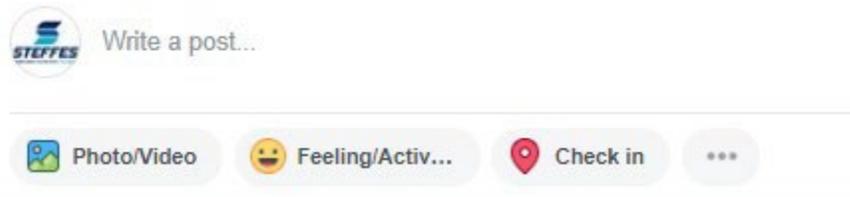
Before you can boost posts or place any other type of advertising on Facebook, you need to have a Business Manager account set up on Ads Manager. It requires a credit card on file to charge when you run ads or boost posts.

If you do not have one set up for your business' page already you will need to do so before placing any advertisements. Please go to the below link for a how to guide on how to set it up.

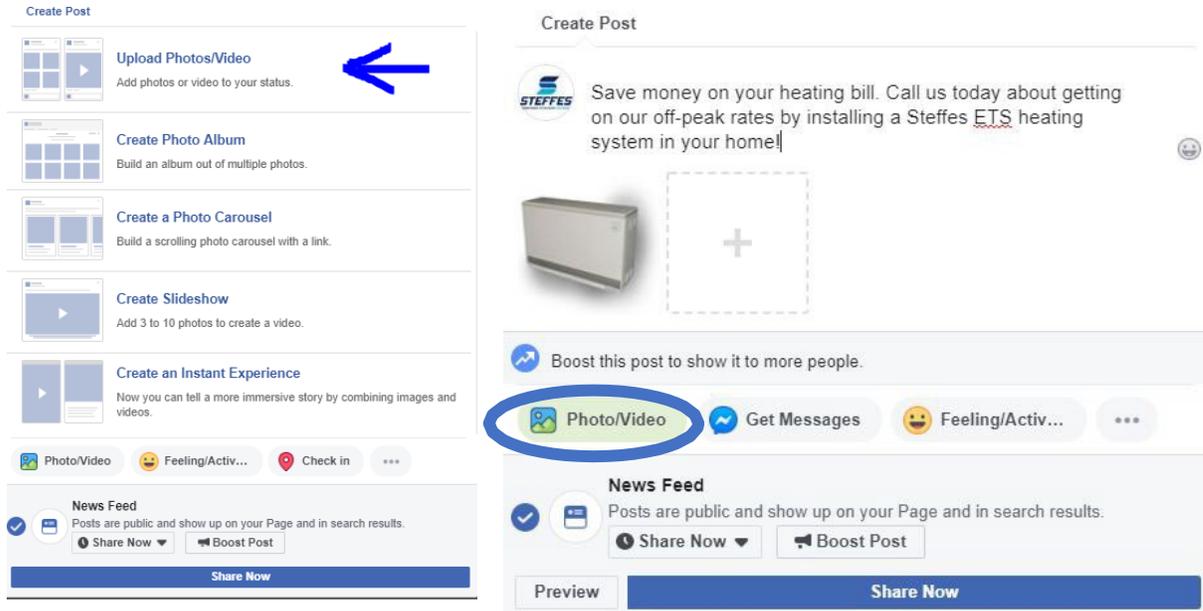
- *How to Guide for Setting Up Ads Manager:*
<https://www.facebook.com/business/help/1710077379203657>

STEP BY STEP HOW TO BOOST A POST *(Note: You must first set up an ad account with Facebook in order to pay for the boosted posts. See attached resources for how to set that up)*

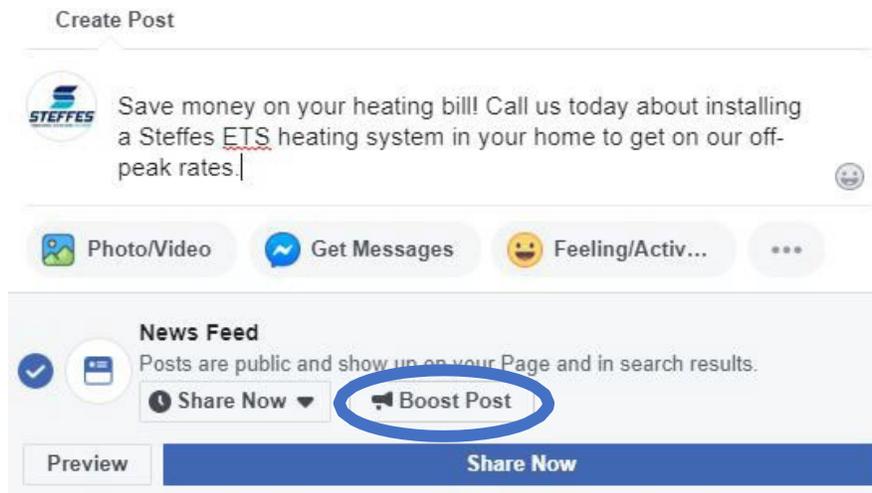
1. Open your business Facebook page, click on the "Write a post..."



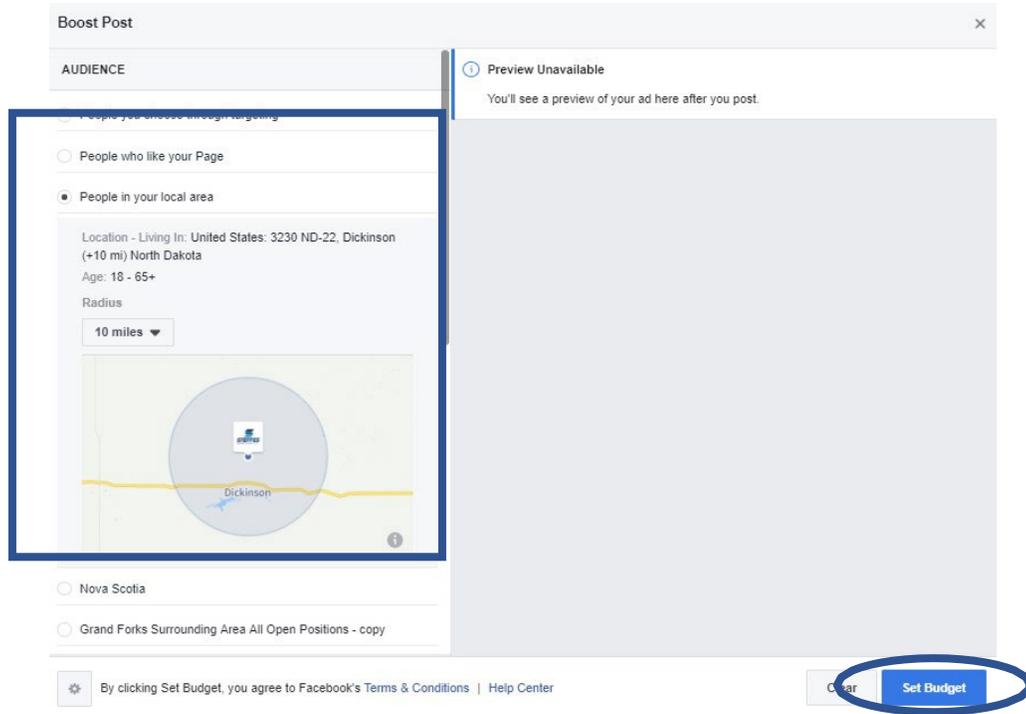
2. Copy and paste your chosen text from the attached post text suggestions in the text box. Then click the "Photo/Video" button below it. Upload one of the accompanying photos we have provided attached. (First save the image to your desktop)



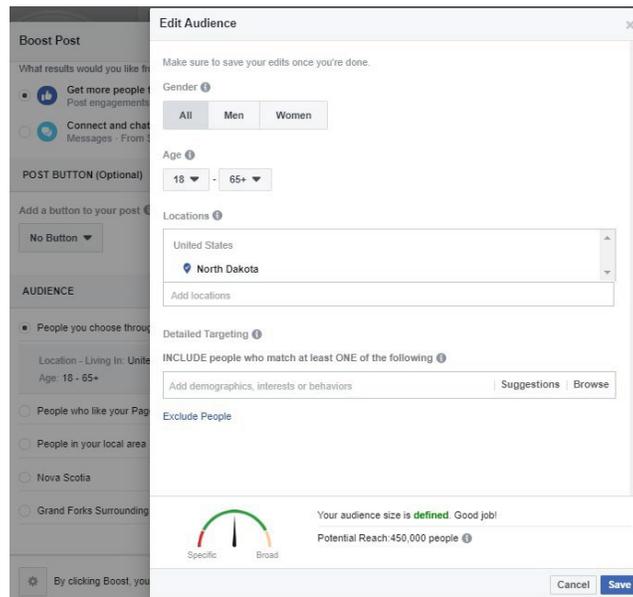
3. Once you have your text and photo the way you want it to appear, click “Boost Post”



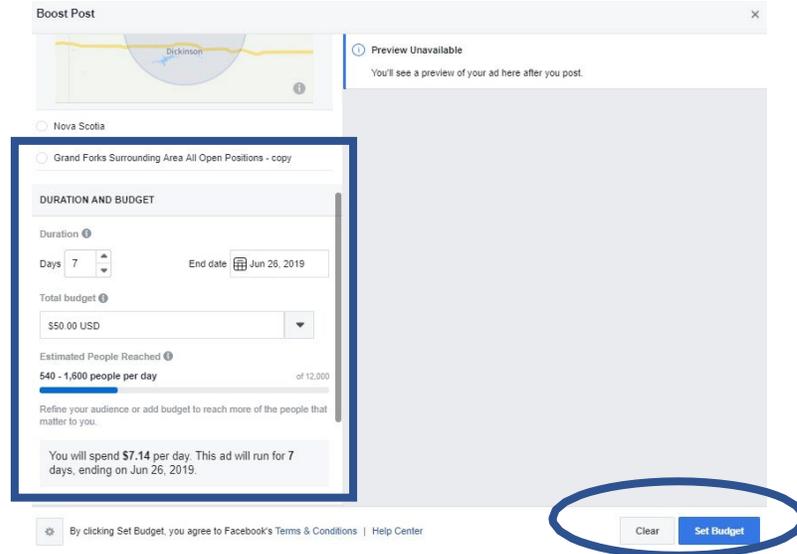
4. You can choose who is going to see your post/ad a couple different ways. The easiest way that we would recommend is to simply choose “People in your local area” and select the mile radius from your business you would like.



Another option that is a little more advanced is to target a specific profile of people who would be most interested in your offer and most likely to be interested in learning about heating options for their home. To do so, click the “edit” button directly under audience. A pop up screen will appear. Select the gender, age range, and location of people you want to see the ad. Then type in keywords of things those people would typically be interested in. Such as “electric heating”



5. Select how long you would like to run the ad and how much you want to spend during that time. The more you bid, the more people your ad will be shown to and the more times it will appear to them. (See the “Estimated People Reached” bar below it to give you an idea of how many people will see your ad). We recommend spending a minimum of \$50 per week on an ad. Then select “Set Budget”



6. Review your post and make sure it looks the way you want. The click “Share Now” to publish your post/ad.

