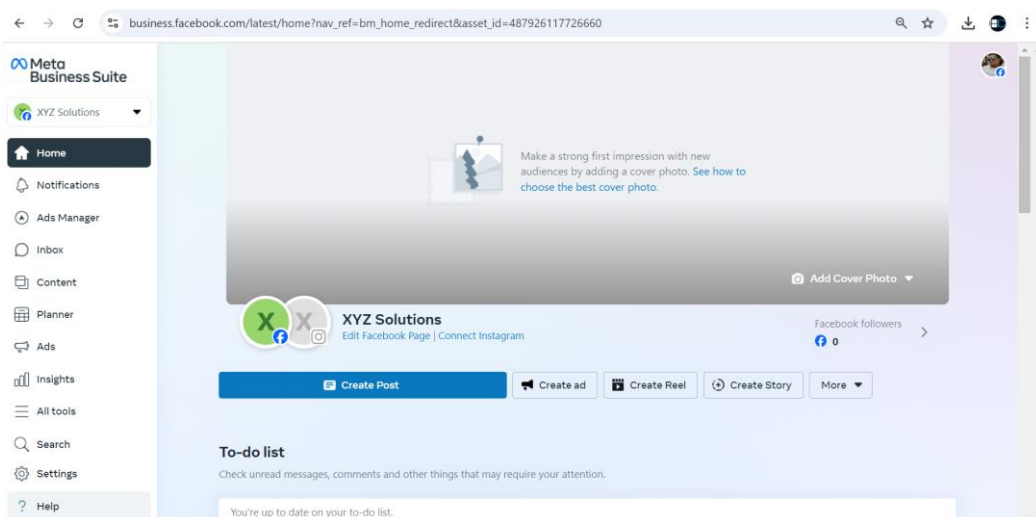Here's a step-by-step guide on how to run a Meta (formerly Facebook) campaign using **Meta Ads Manager**:
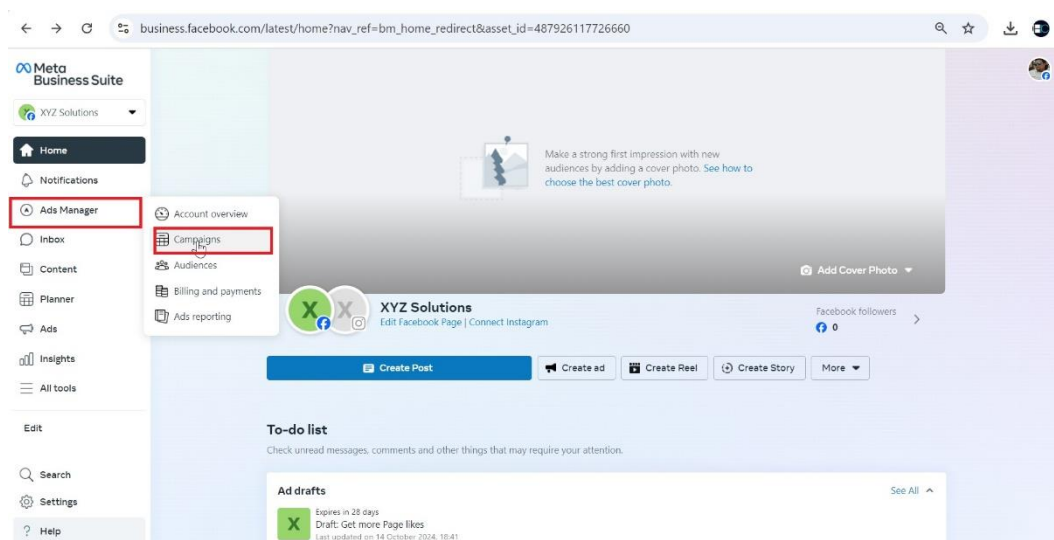
1. Access Meta Ads Manager

- Log in to your **Facebook** account and go to the **Meta Ads Manager** by visiting business.facebook.com. This is where you can create, manage, and analyze your ad campaigns.
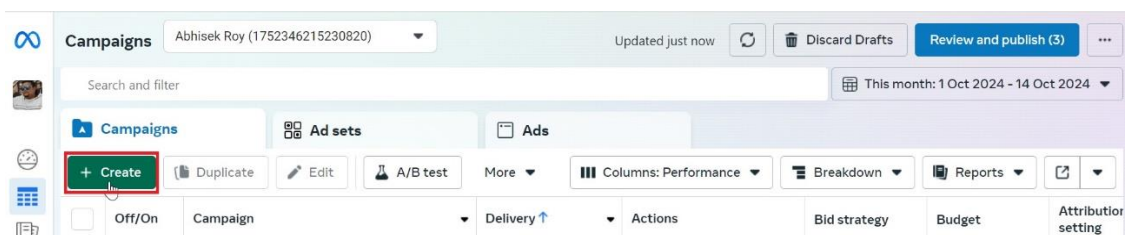

2. Create a New Campaign

- Click on **Ads manager** button in the Meta Business Suite and then go to Campaigns.

Then you need to click on create to create a New Ad Campaign.

3. Choose Your Campaign Objective

- Meta offers several objectives for your campaign. Choose the one that aligns with your goals. Common objectives include:
    - **Awareness**: Increase brand awareness.
    - **Traffic**: Drive users to your website.
    - **Engagement**: Encourage interaction with your posts.
    - **Leads**: Collect customer info via forms.
   - **Sales**: Promote purchases on your website or in-app.
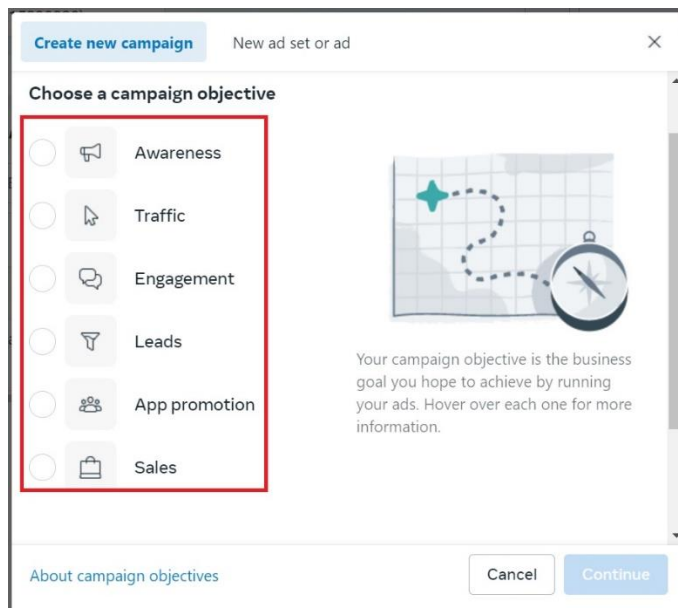
    - Once you select the campaign objective you need to choose the setup process where you need to select "**Manual Setup**" so that you can setup your ad as per your need.
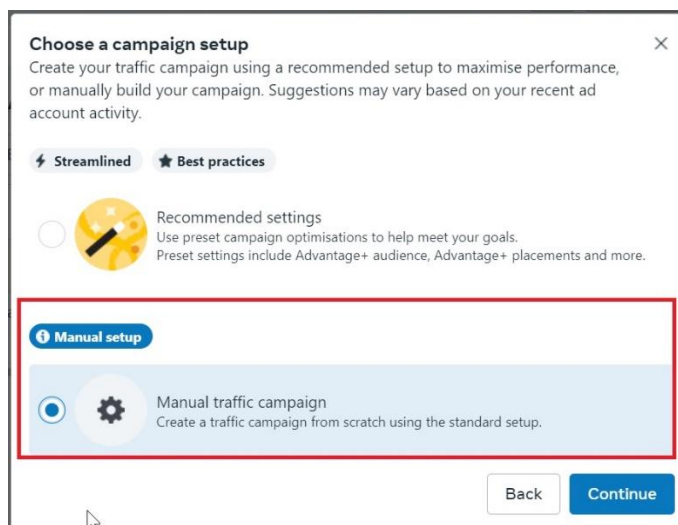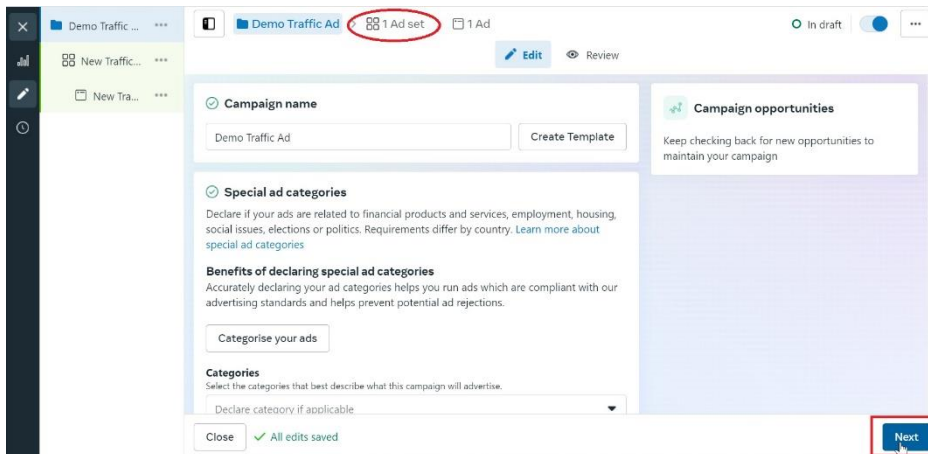
4. Name Your Campaign

- Name your campaign to help organize and track it later. You can also save it as a template so that you can use it to setup ads with the same settings.
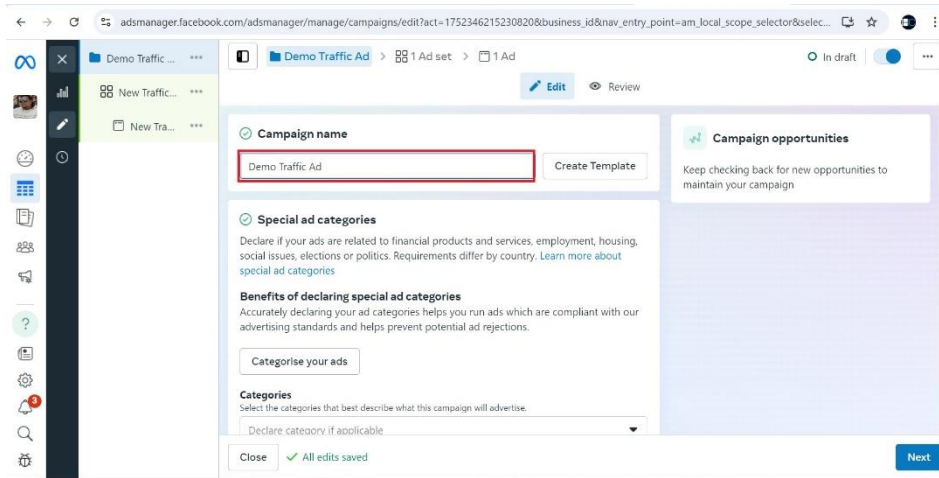

It's recommended not to change any other settings in this page and click on "Next**" which will take you to the next page which would take you to the "**Ad set**" page.
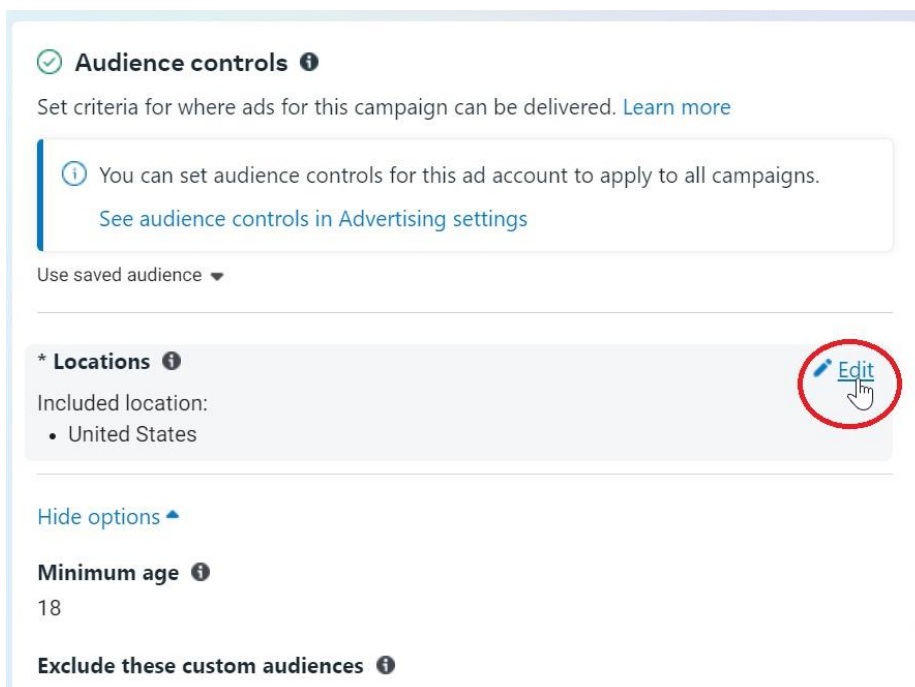
5. Set Your Budget and Schedule

- Choose whether to set a **Daily** or **Lifetime** budget for your campaign.

- You can also select the **Start** and **End dates** or run the ad continuously.

- If you uncheck the End Date then the Ads will run continuously.
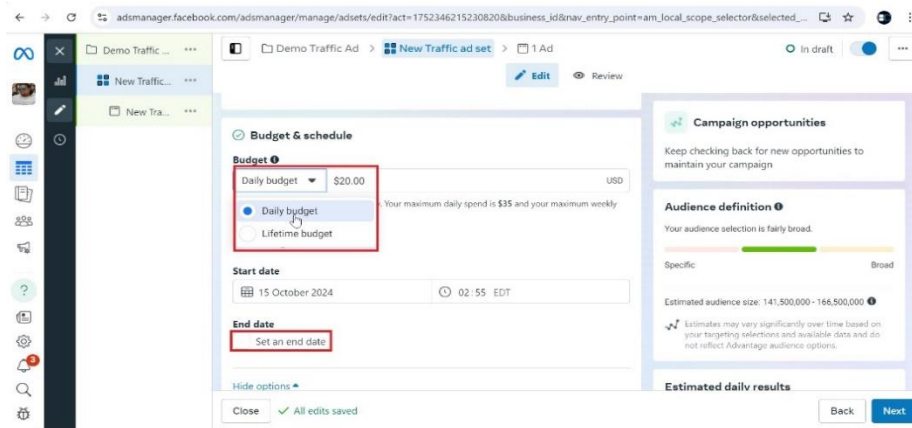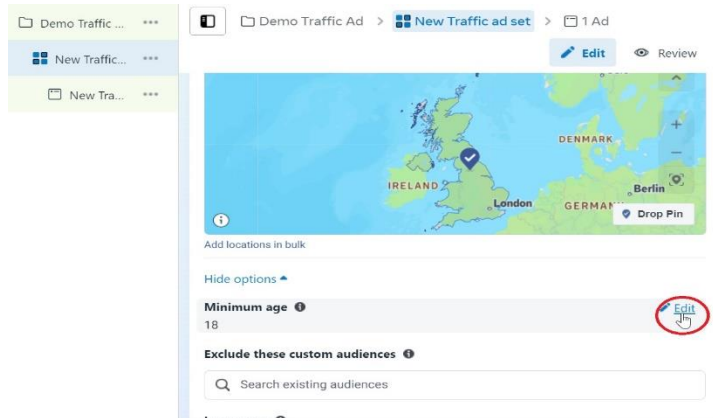

Once you setup your Budget and fill in the Start & End Date , you need to scroll down the page and go to "**Audience Control**" and click on "**Edit**"
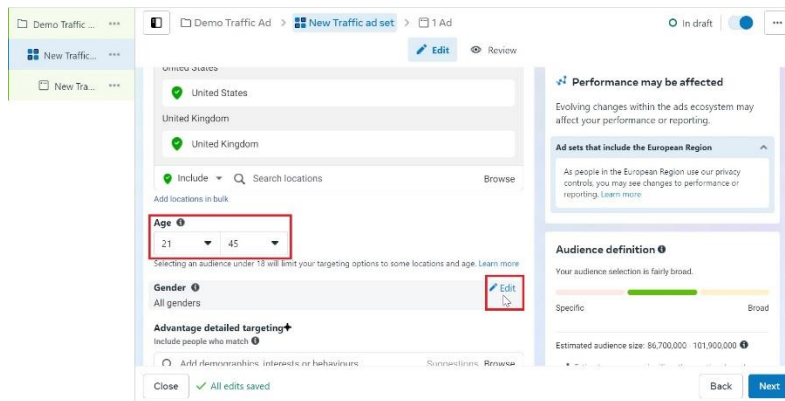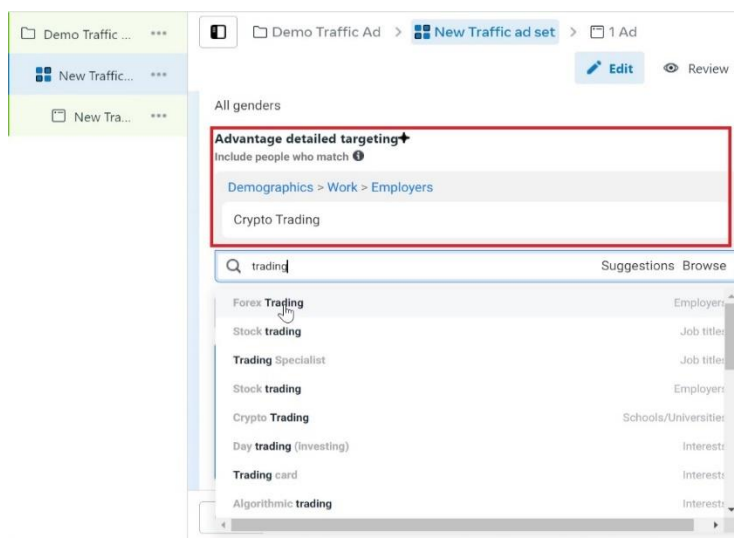
6. Define Your Audience

- This step is critical for targeting the right audience. You can set parameters such as:

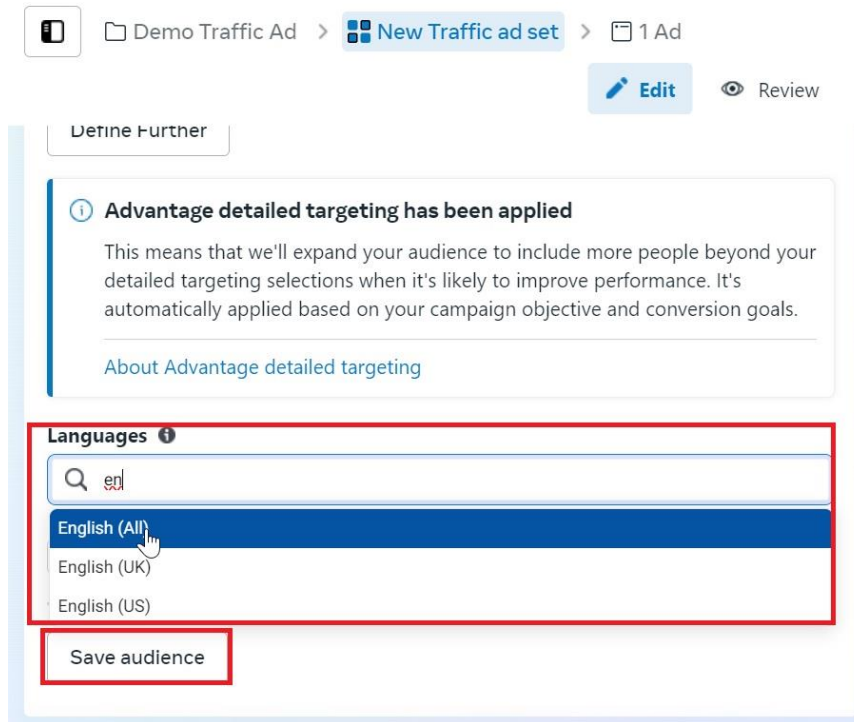   - **Location**: Target people based on geographic location.

    - **Age**: Define the age range of your audience.

    - **Gender**: Specify whether to target men, women, or both.

   - **Interests**: Target based on specific user interests.

o **Custom Audiences**: Use data like email lists for retargeting.

Once you have put all the "audience" setting you need to save the setting to proceed to the next step.

7. Choose Your Ad Placement

- Select where your ads will appear. You can either choose **Automatic Placements**, where Meta decides where to show the ad, or **Manual Placements**, where you can select from options like:

    o **Facebook News Feed**

    o **Instagram Feed**

    o **Messenger**

    o **Audience Network**
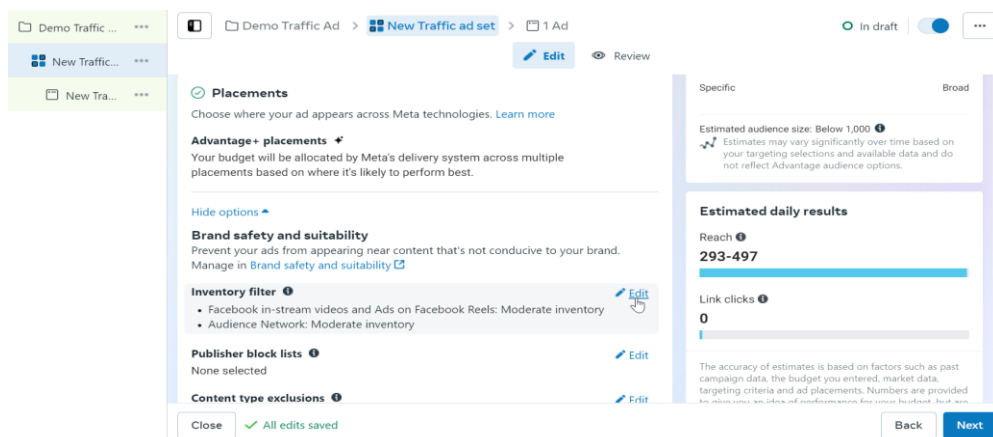
Once you have selected the placement you need to click on "**Next**" to proceed further.

Select your Facebook Page name and Instagram account in the "**Identity**" section.
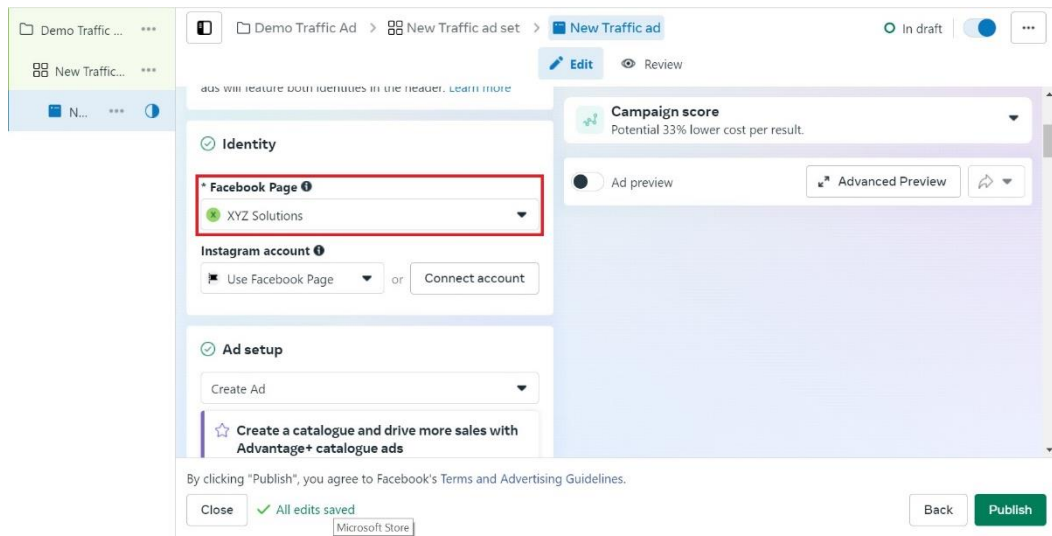

8. Set Up Your Ad Format

- Choose the type of ad format you want to use. The most common formats are:

  o **Single Image or Video**: Use one image or video.

  o **Carousel**: Display multiple images or videos in a single ad.

  o **Slideshow**: Create a looping video ad using multiple images.

 o **Collection**: Showcase multiple products.
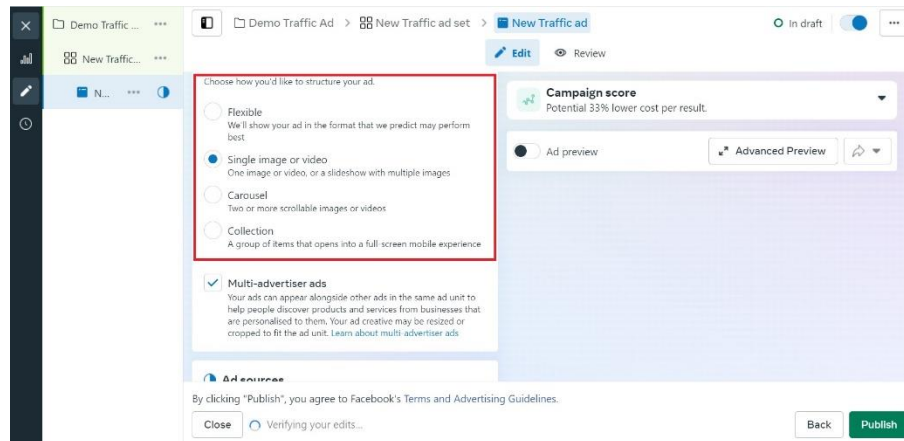
9. Create Your Ad Content

- Add your **images**, **videos**, and **text** for the ad. Make sure the content aligns with your campaign objectives. Write a compelling **headline** and **description** and ensure your **call-to-action (CTA)** button is clear (e.g., "Learn More," "Shop Now," etc.).
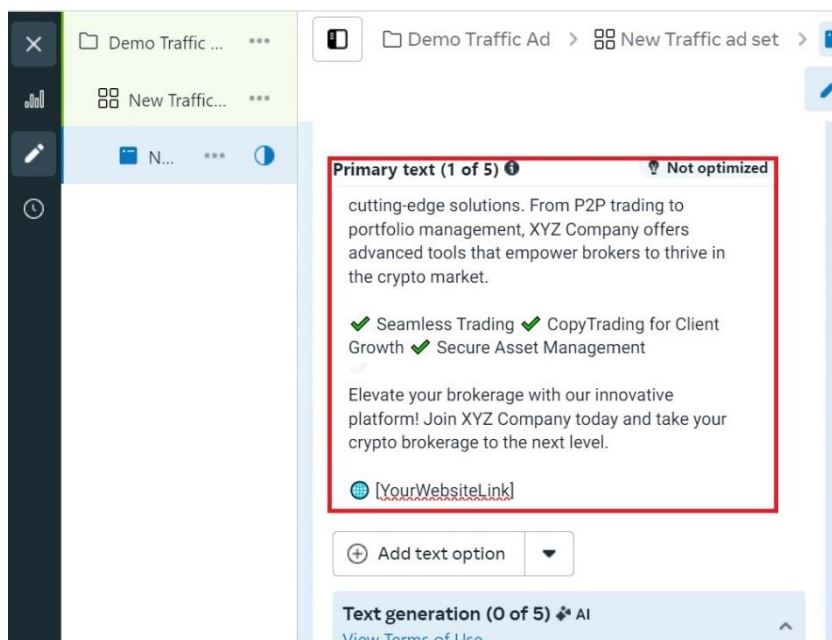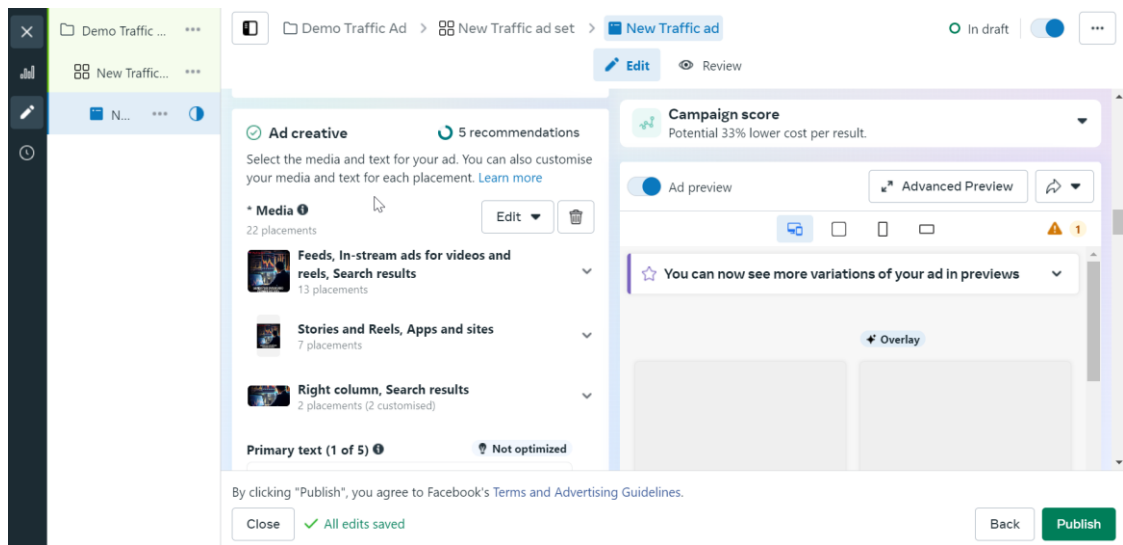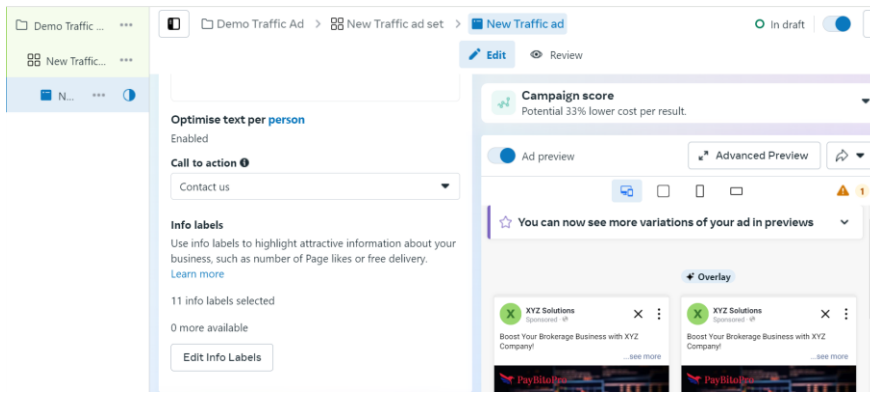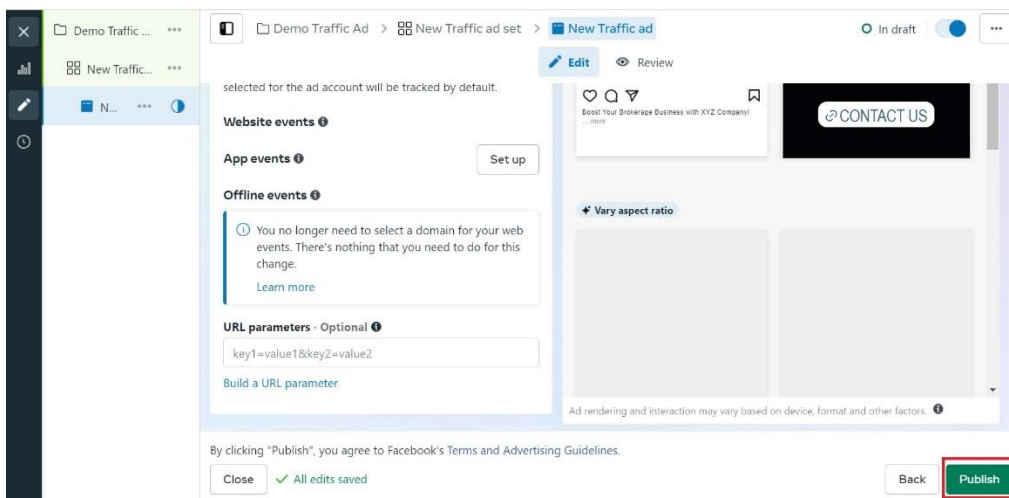
Once you have filled up all your creative you can see the "**Advanced Preview**" and check how your Ad would be displayed to your target audience on different devices and on different platform of Meta.
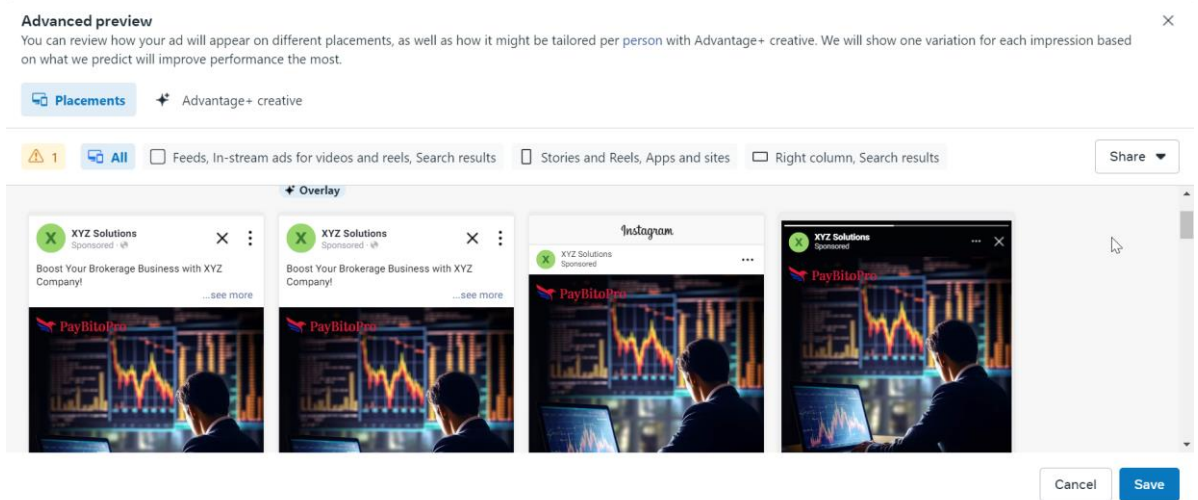
10. Review and Publish

- Review your entire campaign, including budget, audience, and ad creative. Once everything looks good, click **Publish** to start your Meta campaign.

By following these steps, you can effectively set up and run a Meta campaign to achieve your marketing goals.