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 <u>business.facebook.com</u>. This is where you can create, manage, and analyze your ad campaigns.

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Notifications	audiences by adding a cover photo. See how to choose the best cover photo.	
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All tools		
Search	To-do list	
Settings	Check unread messages, comments and other things that may require your attention.	

## 2. Create a New Campaign

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

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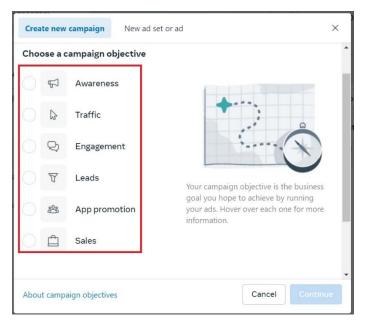
Then you need to click on create to create a New Ad Campaign.

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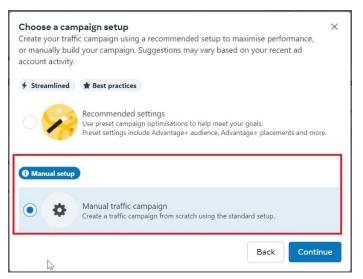


## 3. Choose Your Campaign Objective

- 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.



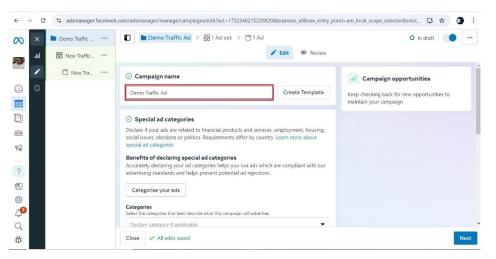
• Once you select the campaign objective you need to choose the setup process where you need to select "**Manual Setup**" so that you can setup your ad as per your need.





## 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.



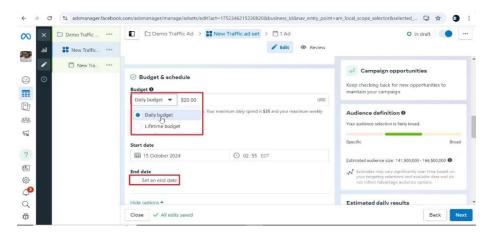
\*\*It's recommended not to change any other settings in this page and click on "**Next**" which will take you to the next page which would take you to the "**Ad set**" page.

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	Benefits of declaring special ad categories	
	Accurately declaring your ad categories helps you run ads which are compliant with o advertising standards and helps prevent potential ad rejections.	bur
	Categorise your ads	
	Categories Select the categories that best describe what this campaign will advertise.	
	Declare category if applicable	-
	Close ✓ All edits saved	Next



### 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.



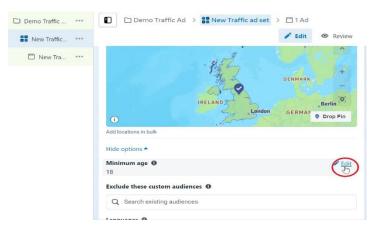
Once you setup your Budget and fill in the Start & End Date , you need to scroll down the page and go to "Audience Control" and click on "Edit"

Set criteria for where ads for this campaign can be delivered. Learn more
<ul> <li>You can set audience controls for this ad account to apply to all campaigns.</li> <li>See audience controls in Advertising settings</li> </ul>
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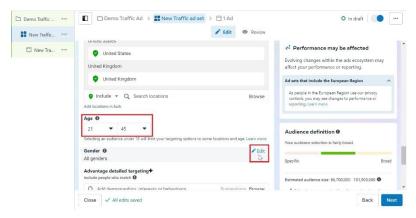


#### 6. Define Your Audience

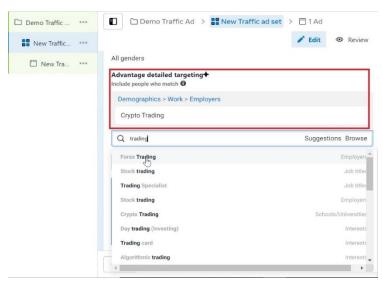
- This step is critical for targeting the right audience. You can set parameters such as:
  - Location: Target people based on geographic location.



• Age: Define the age range of your audience.



- o Gender: Specify whether to target men, women, or both.
- o Interests: Target based on specific user interests.





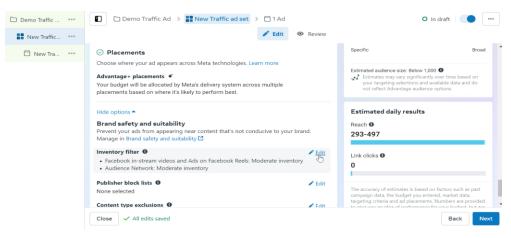
• Custom Audiences: Use data like email lists for retargeting.

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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:
  - Facebook News Feed
  - Instagram Feed
  - o Messenger
  - Audience Network





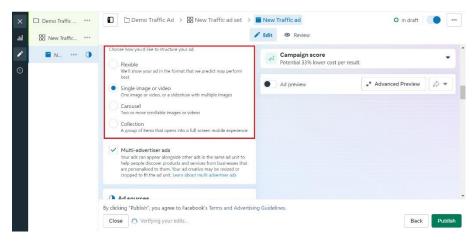
Once you have selected the placement you need to click on "**Next**" to proceed further.

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

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	⊘ Ad setup Create Ad		
	☆ Create a catalogue and drive more sales with Advantage+ catalogue ads		
	By clicking "Publish", you agree to Facebook's Terms and Advert	ising Guidelines.	Back Publish

## 8. Set Up Your Ad Format

- Choose the type of ad format you want to use. The most common formats are:
  - Single Image or Video: Use one image or video.
  - **Carousel**: Display multiple images or videos in a single ad.
  - Slideshow: Create a looping video ad using multiple images.
  - Collection: Showcase multiple products.

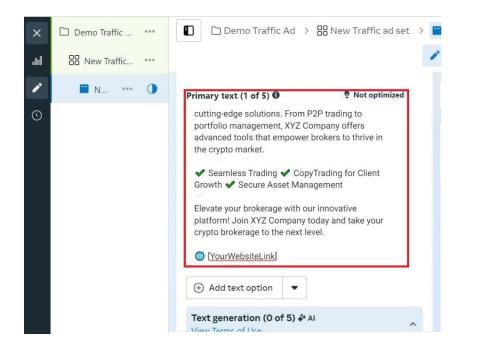




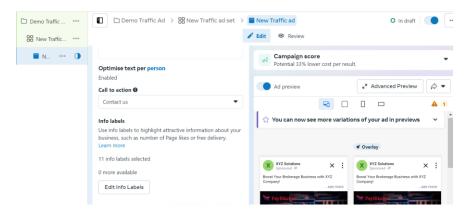
## 9. Create Your Ad Content

• 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.).

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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.

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## 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.

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		Ad rendering and interaction may vary based on device, format and other factors.

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



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