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So you're on Facebook and have a business Page that represents your company, but you're not seeing the results you thought you would with organic social posts?!

That's where paid ads come in! Advertising with Paid Ads on Facebook is a great way to expand your reach and potentially discover new audiences! While Facebook Ads are simple to create and implement, it can be a bit tricky at first to navigate the intimidating world that is Facebook.

Facebook Ads Manager is a great tool to utilize if you want to

- Quickly Duplicate your ad, ad sets, and ad campaigns.
- Edit all your ad settings, such as targeting and budget, from one place
- See all the metrics that matter to you, right from one consolidated view.
- Analyze results and make informed changes to your ads and campaigns.
- Customize your graphs and tables to see the metrics most important to you.

First things first. In order to create paid ads, you'll have to access your Facebook Ads Manager account.

To access your account go to the right hand corner of your Facebook page and click on "manage ads" Every business page comes with an account so no need to sign up for one! Once in your Ads Manager account, you'll be able to get started and create campaigns, ad sets, and ads!



Create an Ad

While creating an ad campaign isn't hard once you get the hang of it, it can be a bit tricky the first time! The ad creation process is made up of three components: [campaigns](#), [ad sets](#), and [ads](#).



Choose / Create an Audience

Create your audience from a wide variety of criteria such as selecting location, behaviors you wish to target, demographics, and they even can be based on Facebook connections.



Ad Analytics

You will be able to view ad analytics in Ads Manager while your ads are running and after they have been completed. For every ad run, you can view insights on how the ad performs.

Now you are ready to improve your customer experience by implementing this fun new marketing strategy! This tool is great for instant contact and connection with your prospects and customers.

[Learn More](#)

Check out what we can do for
you!

[LEARN MORE](#)

In Case You Missed It!



5 Ways to Build Your Brand with Social Media

Building a brand on social media takes hard work, dedication, consistency and sometimes help. It can be challenging to build up your brand especially if your accounts are new and still undiscovered which is why we want to talk about it! Stay tuned and you'll learn lots of great tips and tricks to solidifying and building up your brand through social media.

[**Read More**](#)



How IOS14 Impacts Your Facebook AD Campaigns

How IOS14 Impacts Your Facebook Ad Campaigns In a recent survey, 4 out of 5 people want a privacy law to protect their personal data. That means that 73% of people would like to pay more to online service companies to ensure they do not sell their personal data for marketing purposes.

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