

# How-To Build a Basic Facebook Pay-Per-Click Advertising Campaign

This is a quick how-to so you can crank up a Facebook ad campaign to drive traffic to the “Mitsubishi Electric Heat Pump Rebate Program” website.

I know this appears long and complicated, but that's only because I'm spelling out every step in detail. This shouldn't take you more than ten or fifteen minutes to set up once you have the info listed below.

You'll need a few things before you start.

- **A credit card or checking account** to set up the billing for your Facebook ads. If you need help setting up your account, [click here](#).
- **A list of the zip codes in the areas where you want to generate leads.** Click here for a great zip code map. <http://zipmaps.net/Pennsylvania.htm>
- **6 images that will be used for your ad set.** If you need free, preapproved images, [click here](#).

**Step 1: Choose where you want to send people who click your ads.**

Facebook ads enable you to send people who click your ad to a variety of places based on what you are trying to accomplish.










Since all of Mitsubishi's promotion will be driving traffic to their landing page, and your company has been given a protected territory for this program, you can confidently drive traffic directly to the Mitsubishi landing page, <http://www.philadelphiaductless.com/>.

***This will increase the number of website visitors directly from the zip codes where your prospects live.***

If, on the other hand, you have a page on *your* website that showcases the Mitsubishi Ductless product *and* the rebate offer, you can just as easily send people there.










It's totally your call.

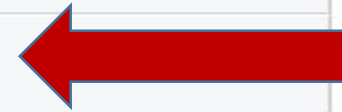
### What kind of results do you want for your ads?

	Page Post Engagement
	Page Likes
	Clicks to Website
	Website Conversions
	App Installs
	App Engagement
	Event Responses
	Offer Claims
	Video Views

Choose “Clicks to Website”.

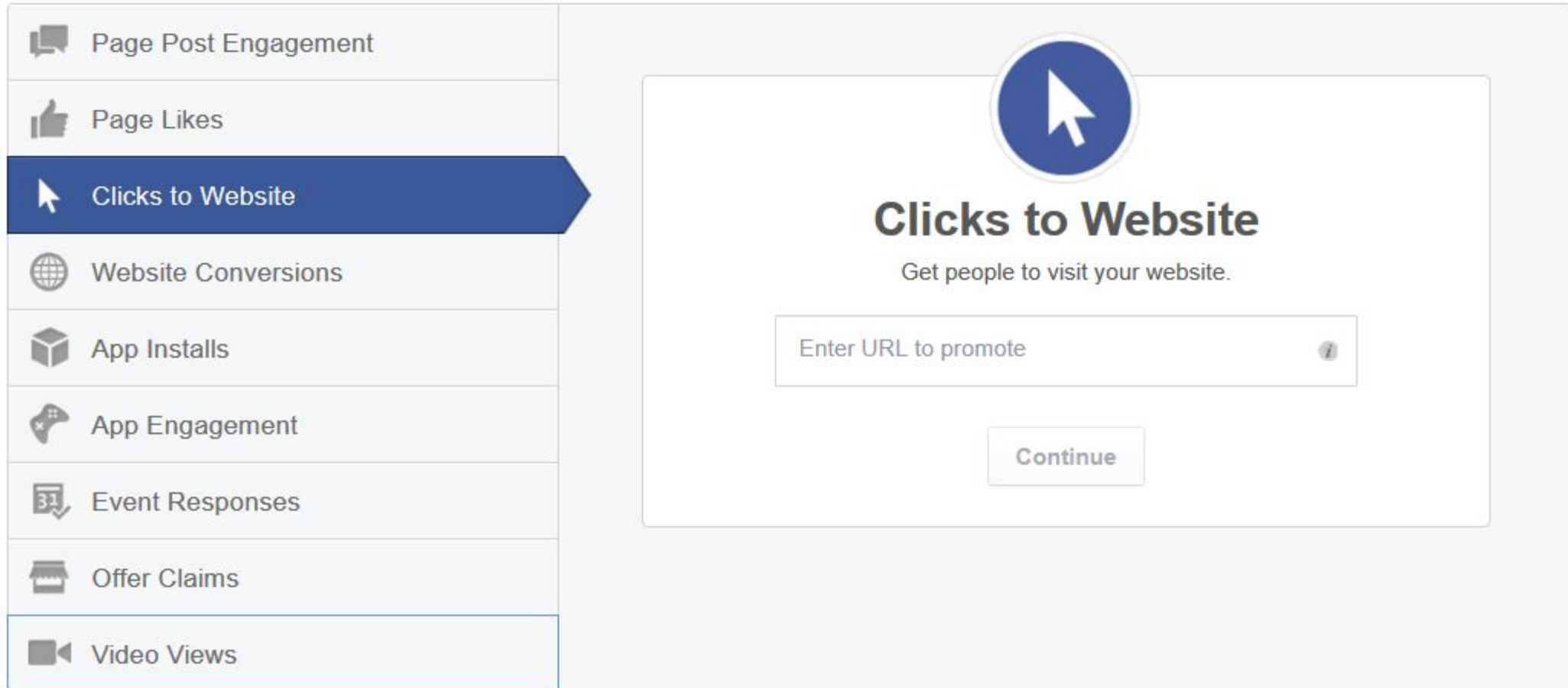
### What kind of results do you want for your ads?

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 App Installs
 App Engagement
 Event Responses
 Offer Claims
 Video Views



Your screen view will change to something like this.

What kind of results do you want for your ads?



The image shows a screenshot of the Facebook Ads campaign selection interface. On the left is a vertical menu with various campaign objectives, and on the right is a detailed view for the selected objective, 'Clicks to Website'.

**Left Menu:**

- Page Post Engagement
- Page Likes
- Clicks to Website** (highlighted with a blue arrow)
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
- Video Views

**Right Panel (Clicks to Website):**

- Icon: A blue circle with a white mouse cursor arrow.
- Section Header: **Clicks to Website**
- Subtext: Get people to visit your website.
- Input Field: A text box with the placeholder text "Enter URL to promote" and an information icon on the right.
- Button: A "Continue" button.

Enter the website address you want people to visit, then click “Continue.”

What kind of results do you want for your ads?

The screenshot shows the Facebook Ads Manager interface. On the left is a vertical menu with various campaign objectives. The 'Clicks to Website' option is highlighted with a blue arrow pointing to the right. The main area displays the 'Clicks to Website' objective, including a sub-header 'Get people to visit your website.', a text input field labeled 'Enter URL to promote', and a 'Continue' button.

Page Post Engagement
Page Likes
<b>Clicks to Website</b>
Website Conversions
App Installs
App Engagement
Event Responses
Offer Claims
Video Views

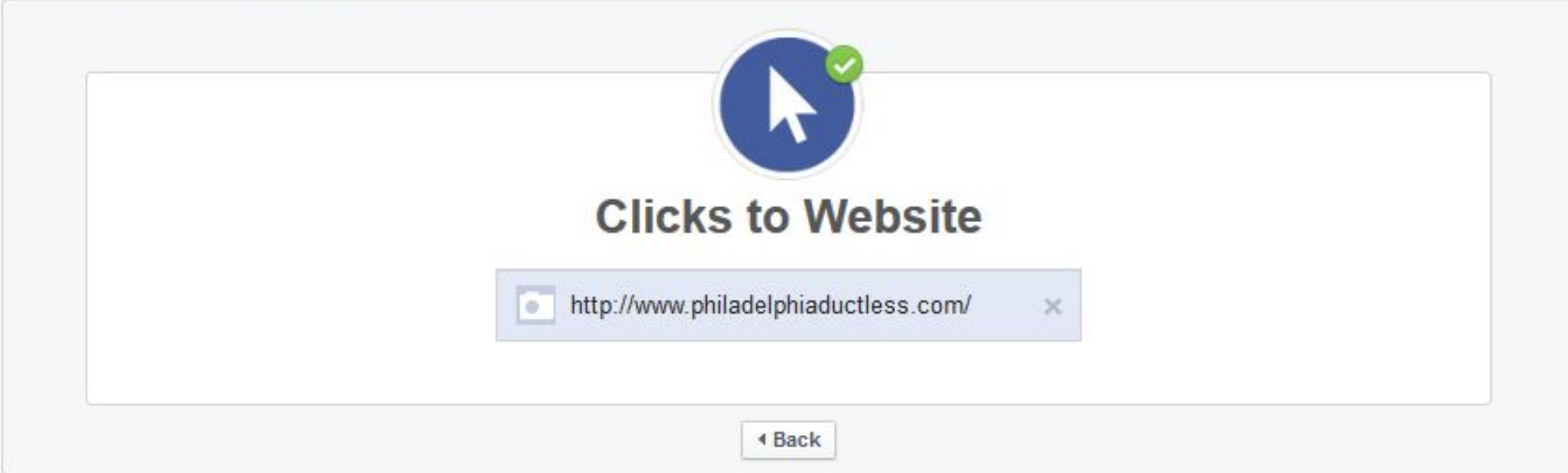
**Clicks to Website**  
Get people to visit your website.

Enter URL to promote

Continue

Once you enter the website address (URL), this is how it should look.

What kind of results do you want for your ads?



The screenshot shows a configuration window for an advertisement. At the top, a question asks "What kind of results do you want for your ads?". Below this, a large light blue box contains a central selection area. At the top of this area is a blue circular icon with a white mouse cursor and a green checkmark. Below the icon, the text "Clicks to Website" is displayed in a bold, dark font. Underneath the text is a browser-style address bar containing the URL "http://www.philadelphiaeductless.com/" and a close button (X). At the bottom center of the selection area is a button labeled "Back".



**Step 2: Scroll down to the "Images" section.**

Facebook is going to automatically pull in some or all of the images from the target URL.

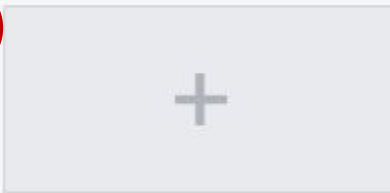
Sometimes you might want to use these images, sometimes not, so click on the “X” in the upper right corner of the image to get rid of any you do not want to use.

### Images

Help: Selecting Images



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



 Upload Images

 Browse Library

 Find Images

 Reposition Images

#### Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

#### Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).



Images used in right column ads must meet our 20% text policy just like News Feed ad images.

[Check your images.](#)

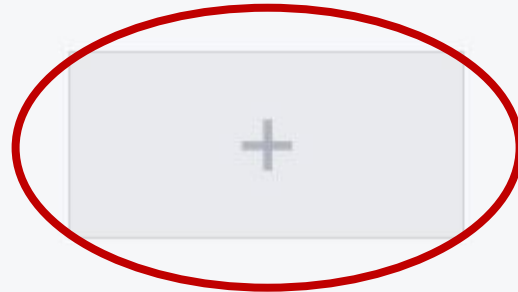
Click on the plus (+) sign to open you upload box.

## Images

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[Check your images.](#)

Select all the images at once by holding down your ctrl key and clicking on all the images you want to upload.

The screenshot shows a Facebook upload interface with a Windows File Upload dialog box open over it. The dialog box is titled "File Upload" and shows a grid of eight images selected for upload. The images are labeled as follows:

Image Label	Dimensions
Mitsubishi 1	628x628
Mitsubishi 2	474x438
Mitsubishi 3	628x628
Mitsubishi 4	726x628
Mitsubishi 5	628x628
Mitsubishi 6	756x628
Mitsubishi 7	732x628
Mitsubishi 7	800x800

The dialog box also shows a file name field containing: "Mitsubishi 7 732x628" "Mitsubishi 1 628x628" and a file type dropdown set to "Image Files". Buttons for "Open" and "Cancel" are visible at the bottom of the dialog.

The background shows the Facebook upload page with a search bar, navigation buttons, and a 20% text policy warning:




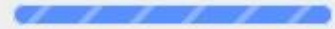


Images used in right column ads must meet our 20% text policy just like News Feed ad images.  
[Check your images.](#)

The bottom right corner features the **comfortmedia** logo with the tagline "MARKETING GEARED FOR CONTRACTORS."

◀ Back

Images

Help: Selecting Images

 UPLOADING	 UPLOADING	 UPLOADING
 UPLOADING	 UPLOADING	 UPLOADING

- Upload Images
- Browse Library
- Find Images
- Reposition Images

Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the Ads Product Guide.



Images used in right column ads must meet our 20% text policy just like News Feed ad images. Check your images.

**Step 3: Once the images have uploaded, scroll down to the "Text and Links" section.**



Clicking your ad will take people back to the website you enter, but the ad itself will be offered by *your* Facebook Page, so under "Connect Facebook Page", choose your business page.

Enter a catchy headline and some text which will be the messaging people will see in the sidebar view of your ad. Be sure to include a straightforward call to action like "Click here..."

The screenshot displays the Facebook Ads Editor interface. On the left, the 'Text and Links' panel is visible, containing several sections:

- Connect Facebook Page:** A dropdown menu labeled 'Choose Facebook Page' with a plus sign button next to it, and a link to 'Turn Off News Feed Ads'.
- Headline:** A text input field containing the text 'How is Your Home Comfort?'.
- Text:** A text input field containing the text 'Click here to save \$500 on ductless heating and protect your family from polar vortex 2|'.
- Call To Action (optional):** A dropdown menu currently set to 'No Button'.
- Show Advanced Options:** A dropdown arrow.


On the right, the 'AD PREVIEW AND PLACEMENTS' panel shows a preview of the ad in a 'Desktop News Feed' and 'Mobile News Feed'. The desktop preview shows the ad with the headline 'How is Your Home Comfort?' and the text 'Click here to save \$500 on ductless heating and protect your family from polar vortex 2|'. The mobile preview shows the ad with the headline 'How is Your Home Comfort?' and the text 'Click here to save \$500 on ductless heating and protect your family from polar vortex 2|'. The mobile preview also shows the 'Right Column' and 'Partner Mobile Apps' placement options.

Now you should be able to see your ad previews in the pane to the right.

Then click on "Show Advanced Options" and a box will appear where you can really talk about the offer in detail.

Text and Links Help: Editing Ads

Connect Facebook Page  
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 McAllister Service - Heating... +

or [Turn Off News Feed Ads](#)

Headline ⓘ 0  
How is Your Home Comfort?


Text ⓘ 2  
Click here to save \$500 on ductless heating and protect your family from polar vortex 2!

Call To Action (optional) ⓘ  
No Button ▾


**Show Advanced Options ▾**

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

 **McAllister Service - Heating & Air Conditioning**  
Just now

Click here to save \$500 on ductless heating and protect your family from polar vortex 2!



How is Your Home Comfort?

INFO.MCSERVICE.COM

✓ Mobile News Feed Remove

✓ Right Column Remove

✓ Partner Mobile Apps Remove



Choose a call-to-action button.

Headline ⓘ 0


How is Your Home Comfort?

Text ⓘ 2

Click here to save \$500 on ductless heating and protect your family from polar vortex 2!

Call To Action (optional) ⓘ

- No Button ▾
- ✓ No Button
- Shop Now Options ▾
- Book Now
- Learn More
- Sign Up
- Download



How is Your Home Comfort?

INFO.MCSERVICE.COM

- ✓ Mobile News Feed Remove
- ✓ Right Column Remove
- ✓ Partner Mobile Apps Remove

Be creative here but be sure to accurately articulate your value proposition and call to action in this section.

The image shows a screenshot of a Facebook ad editor interface. On the left, there are several configuration sections: 'Text' with a character count of 2, 'Call To Action (optional)' with a 'Learn More' button, and 'News Feed Link Description' with a character count of 12. The 'News Feed Link Description' field is highlighted with a blue border and a red circle. The text in this field reads: 'Eliminate problem hot and cold spots in your home and save \$500 on your new Mitsubishi heat pump. Then save all year round on your energy bill with this amazing ductless system. |'. On the right, a preview of the ad is shown. It features a photo of a woman in a pink robe, a headline 'How is Your Home Comfort?', a body text 'Eliminate problem hot and cold spots in your home and save \$500 on your new Mitsubishi heat pump. Then save all year round on your energy bill with this amazing ductless system.', a URL 'INFO.MCSERVICE.COM', and a 'Learn More' button. At the bottom right, there is a list of placement options: 'Mobile News Feed', 'Right Column', and 'Partner Mobile Apps', each with a 'Remove' button.

## **Step 4: Define Your Target Audience.**

Start by entering the zip codes you want to target.

Enter each zip code individually one after the other until you have them all in there.

**Audience** Help: Choose Your Audience

**Locations** ⓘ United States, Pennsylvania  
**Philadelphia, 19114**  
Add a country, state/province, city or ZIP

**Age** ⓘ 13 ▾ - -- ▾

**Gender** ⓘ **All** Men Women

**Languages** ⓘ Enter a language...  
More Demographics ▾

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**Interests** ⓘ Search interests | Suggestions | Browse

---


**Behaviors** ⓘ Search behaviors | Browse

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**More Categories** ⓘ Choose a category | Browse

**Connections** ⓘ  All  
 Advanced connection targeting


**Audience Definition**

 Your audience is defined.

**Audience Details:**

- Location - Living In:
  - 19114, Pennsylvania, United States
- Placements:
  - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 12,000 people



Then choose the range of ages of the people who you want to see your ads. You don't have to choose an upper limit, but you definitely want to ensure you're not advertising to kids.

There are more advanced targeting methods, but since this how-to is for a basic Facebook PPC campaign, I'm not going over any of the more advanced options here. If you want to know more about these advanced options, [click here to schedule a quick call.](#)

**Audience**

[Help: Choose Your Audience](#)

The screenshot displays the Facebook Audience targeting interface. On the left, there are several filter categories: Locations, Age, Gender, Languages, and Interests. The 'Locations' field is populated with 'United States, Pennsylvania' and lists three specific ZIP codes: Philadelphia, 19114; Philadelphia, 19115; and Philadelphia, 19154. The 'Age' field is set to '13' with a dropdown menu open showing options from 13 to 29. The 'Gender' field is set to 'Men' and 'Women'. The 'Languages' field is empty. The 'Interests' field is also empty. On the right side, there is an 'Audience Definition' section with a gauge showing the audience is defined. Below this is an 'Audience Details' section listing the location and placements. At the bottom right, the 'Potential Reach' is shown as 36,000 people. The 'comfortmedia' logo is visible in the bottom right corner.

**Locations** ? United States, Pennsylvania  
Philadelphia, 19114  
Philadelphia, 19115  
Philadelphia, 19154  
Add a country, state/province, city or ZIP

**Age** ? 13 - --  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29

**Gender** ? Men Women

**Languages** ? language...  
Demographics ▾

**Interests** ? Interests | Suggestions | Browse

**Audience Definition**

Your audience is defined.

**Audience Details:**

- Location - Living In:
  - United States: Philadelphia (19114, 19115, 19154) Pennsylvania
- Placements:
  - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 36,000 people

**comfortmedia**  
MARKETING GEARED FOR CONTRACTORS.

**Step 5: Set your campaign timeframe and budget.**

Click the link that says, "Change Campaign" and click the button, "Create a New Campaign". This enables you to create campaign names that are easy for you and your staff to identify when your ad dashboard begins to fill up with multiple campaigns.

**Campaign and Ad Set**

**Campaign** ⓘ info.mcservice.com/get-a-fr... - Website Clicks [Change Campaign](#)

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**Ad Set Name** ⓘ

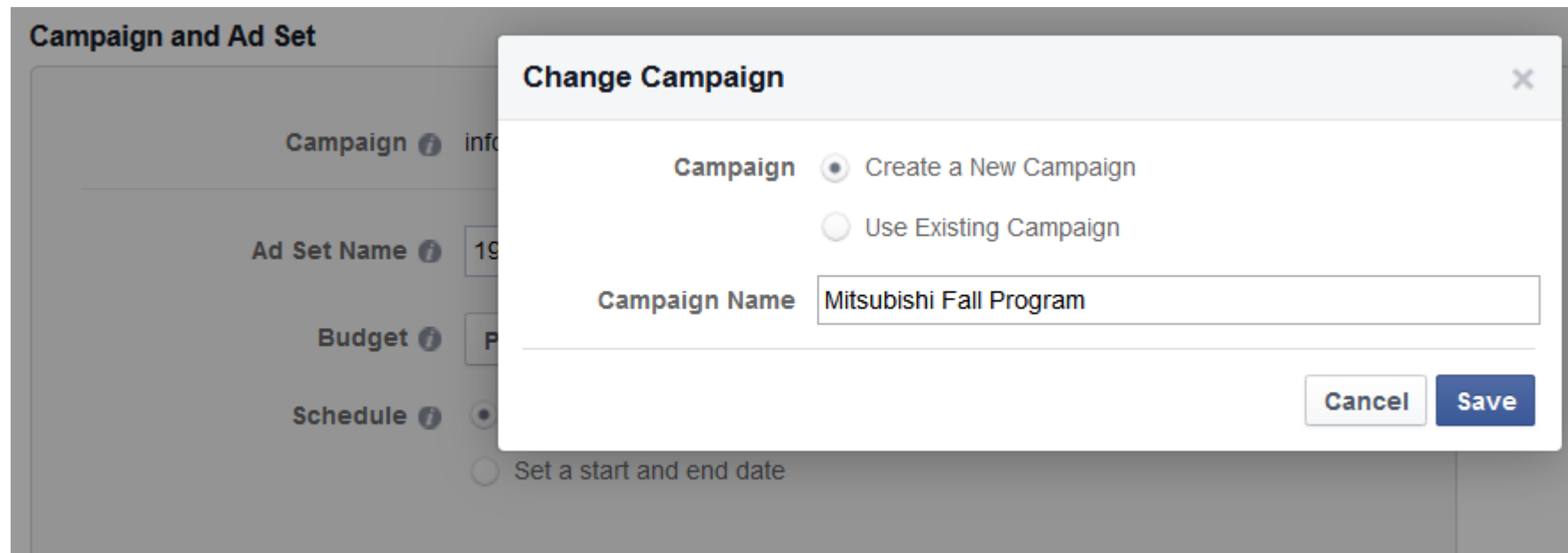
**Budget** ⓘ

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

You can also change the name of the ad set to something easier to identify.

Then you can choose the budget for your campaign, either a lifetime budget or daily budget. In both cases, you are able to plan the amount you want to spend on the ads.

You can even choose start and end dates if you'd rather just set a daily budget and let the campaign run on autopilot.



The image shows a screenshot of a marketing tool interface with a 'Change Campaign' dialog box open. The background interface is titled 'Campaign and Ad Set' and includes fields for 'Campaign', 'Ad Set Name', 'Budget', and 'Schedule'. The 'Schedule' section has a radio button selected for 'Set a start and end date'. The 'Change Campaign' dialog box has a title bar with a close button (X). It contains two radio button options: 'Create a New Campaign' (selected) and 'Use Existing Campaign'. Below these is a text input field for 'Campaign Name' containing the text 'Mitsubishi Fall Program'. At the bottom right of the dialog are 'Cancel' and 'Save' buttons.



**Last Step: Bidding and Pricing.**

Not much to do here. Just be sure you're set to "Optimize for Clicks" and "Automatically optimize your bid to get more clicks".

### Bidding and Pricing

[Help: Bidding and Pricing](#)

Bidding ⓘ	<input type="text" value="Optimize for clicks"/>
Pricing ⓘ	Your bid will be optimized to get more clicks on your ad. You'll be charged each time your ad is served.
	<input checked="" type="radio"/> Automatically optimize your bid to get more clicks
	<input type="radio"/> Manually set your maximum bid for clicks (CPC)

[Place Order](#)

[Review Order](#)

[✉ Questions about creating your ads?](#)

By clicking "Place Order", you agree to the [Facebook Statement of Rights and Responsibilities](#) including your obligation to comply with the [Facebook Advertising Guidelines](#). We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd.

That's it! All you need to do now is click the green, "Place Order" button and you're in business.

Facebook will send you approvals for each ad once they've had the chance to review the content. This usually happens within an hour, but during very busy time, it can take as long as a few hours for the ad to launch.

**Bidding and Pricing** [Help: Bidding and Pricing](#)

Bidding ⓘ Optimize for clicks ▼

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Pricing ⓘ Your bid will be optimized to get more clicks on your ad. You'll be charged each time your ad is served.

- Automatically optimize your bid to get more clicks
- Manually set your maximum bid for clicks (CPC)

Place Order Review Order [✉ Questions about creating your ads?](#)

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If you do not have the time or the inclination to do this, Comfort Media Group can do it for you for a flat rate of \$350.

Click the link below to set up a quick call and we'll let you know what we need to get started.

[Get Help With Your Facebook Ad Campaign](#)



How is Your Home Comfort?

Text ⓘ

2

Click here to save \$500 on ductless heating and protect your family from polar vortex 2!

Call To Action (optional) ⓘ

Learn More ▾

Hide Advanced Options ▲

News Feed Link Description ⓘ

22

Eliminate problem hot and cold spots in your home and save \$500 on your new Mitsubishi heat pump. Then save all year round on your energy bill with this amazing ductless system. |



### How is Your Home Comfort?

Eliminate problem hot and cold spots in your home and save \$500 on your new Mitsubishi heat pump. Then save all year round on your energy bill with this amazing ductless system.

INFO.MCSERVICE.COM

Learn More

✓ Mobile News Feed

Remove

✓ Right Column

Remove

✓ Partner Mobile Apps

Remove

