There are a few key benefits of advertising. Ads can help to build customer awareness of your business and brand, which can help to drive sales in the long run. Additionally, ads can be used to generate leads or customers through targeted campaigns, and they can also be used to increase website traffic or improve brand awareness.

Facebook ads are a great way to reach new customers and grow your business. Facebook Ads allow you to target your audience based on demographics like age, gender, location, and interests. You can also target people who have visited your website or engaged with your content on Facebook.

The amount you'll pay per click or impression depends on a number of factors, including your audience's location, age, and interests.

Create an Ad

1. In Meta Business Suite desktop, click on **Ads** from the left sidebar. Then select **Create ad** in the top right. You can also click the **Promote** button located at the top of your home page.

2. Select your ad account from the drop-down menu in the top right.

3. Select a goal for your ad.

4. Complete the sections on the next screen. Depending on the goal you select, we may ask you to give us information for your:

   - **Ad creative:** Select a format, upload your photo or videos, and fill in your ad text and headline. You can also select your call to action and whether you want to use Meta Advantage+ placements. Learn more about how placements work.

   - **Special ad category:** Select whether you're running an ad for credit, employment or housing offers. Learn more about choosing a special ad category.

   - **Audience:** Select who you want to see the ad based on specific traits, such as their interests, location, gender, age group and more. You can select an audience that we've created for you, such as people who like your Page, or you can select an audience you've used before. Click **Create New Audience** to use a new group.

   - **Schedule and duration**: Select a **start date** and **start time** for your ad. You can choose how long you'd like the ad to run by editing **Days** or select an **End date** to determine your ad's duration.

- **Daily budget**: Select a daily budget. This is the amount that you will spend on your ad each day for the duration of your ad. The estimated number of <u>people</u> your ad will reach will change based on what you select.

- **Customer info:** Select the information you want to collect from customers in your form. Click **Show More Options** for more information that might be helpful for you.

- **Payment:** Select the ad account to charge for this ad and how you want to pay for it. You may also be asked to select your currency.

- **Privacy Policy**: If your business has a Privacy Policy, you can add it directly to your ad. Fill in the information for the title of your policy and a link to the policy to include it with your ad.

5. On the right-hand side, you can preview how your ad will look. Click the Preview drop-down menu to see how it will look across different formats.

6. When you've finished, click **Promote now**.

Review your Ad

You can access your ads by clicking **Ads** from the menu on the left-hand side. Select an ad to see the following information about it:

- **Status**: See what the ad's status is, such as whether the ad is active, in review or completed. You can turn off an ad to make it inactive. The ad will stop running.

- **Campaign information**: See information about your ad, such as how long it will run, audience and placements.

- **Ad preview**: See how your ad will appear in different placements, along with insights for each placement.

- **Results**: Click **View results** to see how your ad is performing for a given amount of time, and how much money has been spent on the ad. If you select Lifetime, you can also see results based on the audience.

- **Audience**: See how your ad is performing for specific audiences filtered by gender, age, placements and location.

- **Switch ad accounts**: Switch accounts under Ads in the top left to see ads for the different ad accounts that you have.