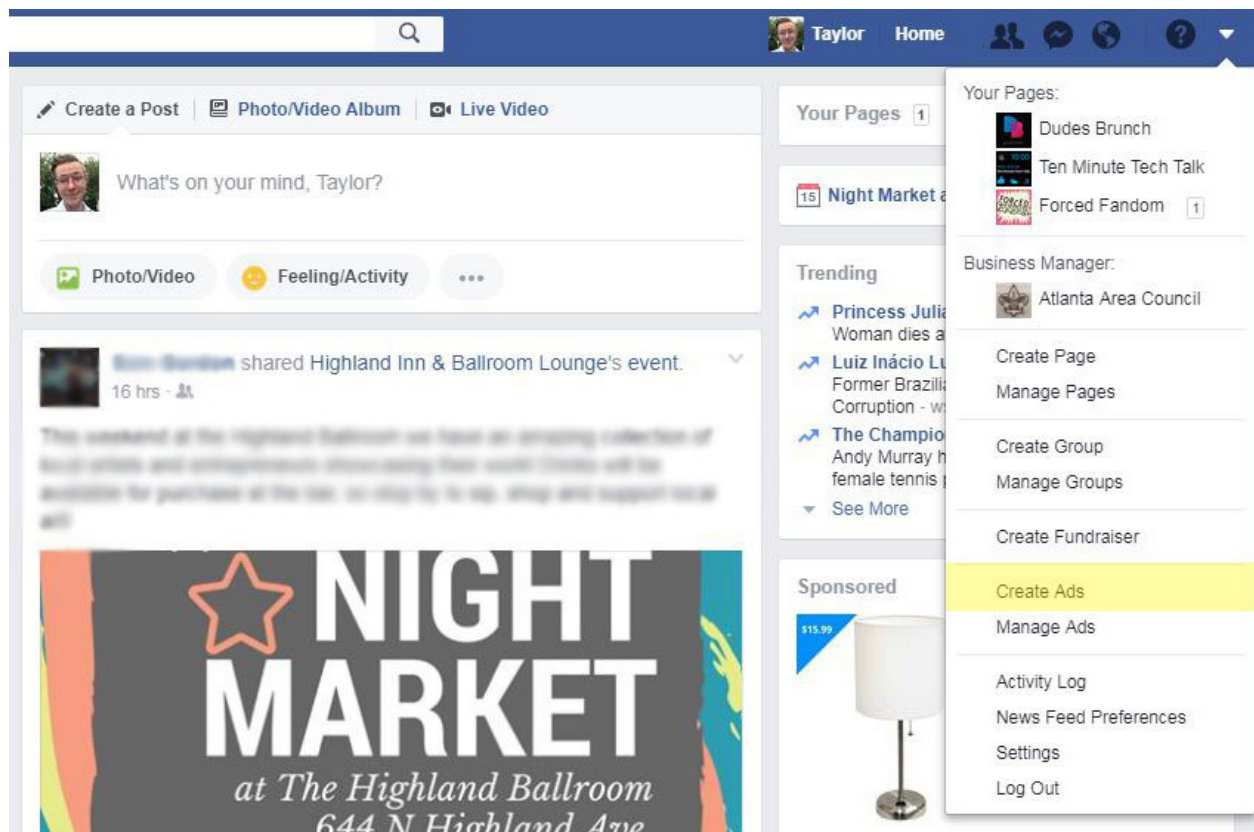


FACEBOOK AD CREATION GUIDE

Facebook ads are a simple and affordable way to promote community outreach events at the unit level. Units can create Facebook ads for significantly less than traditional advertising and can be much more granular in the families they reach out to. This guide will explain how to set up a simple ad targeted towards mothers of Cub Scout age boys to let them know about a Sign-Up Night.

STEP 1: NAVIGATING TO ADS MANAGER

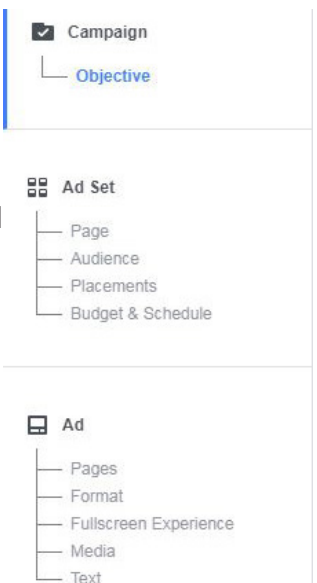
To navigate to Facebook's Ads Manager, where all ads are created, click the drop-down in the top-left of the website and choose "Create Ads".



HOW FACEBOOK ADS ARE STRUCTURED

Facebook ads are structured into Campaigns, Ad Sets and Ads. A campaign is a collection of ads with a shared goal, such as promoting the Sign-Up Night. An Ad Set is a collection of ads within a campaign that is targeted at a certain group of people. Complex campaigns may have multiple ad sets, with each set targeting a different group or using different types of ads. An Ad is an individual advertisement including a photo or video and a few lines of text. Variations of an ad using the same text, but with different images can be created.

Most work in Facebook Ads Manager is done at the Ad Set level. This where the intended audience, scheduling and budget of the Ads are determined. Each Ad Set has it's own independent schedule and budget, so it's important to be aware of how much money is budgeted in each and how it adds up to the total Campaign Budget.



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STEP 2: CAMPAIGN SETUP

You will reach a screen asking you to name your campaign and choose its objective. The objective determines how you will be charged by Facebook. This example's objective is "Reach" meaning Facebook will optimize the ad to be seen by the most people and we will be charged each time a person sees it. This is the most common objective and usually costs a few cents per person "reached".

Press "Continue" to move on to the next step.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
<input checked="" type="checkbox"/> Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Reach

Show your ad to the maximum number of people.

The New Reach Objective
Choose this objective if you'd like to show your ad to the largest audience for your budget. [Learn more.](#)

☐ Create Split Test: Use this ad campaign to test ad set strategies NEW

Campaign Name Pack 111 Sign Up Night August 2017

Continue

STEP 3: AD SET SETUP

The next screen will ask you to name your Ad Set and connect it with a Facebook Page. Ads can only be connected to Pages, not Profiles or Groups. The associated Page will be who the Ad appears to be "from" on your audience's News Feed.

Create New Ad Set Create Multiple New Ad Sets

Ad Set Name Smyrna - Moms 24-35

Page
Choose the Facebook Page you want to promote.

Facebook Page Atlanta Area Council, Boy Scouts of ...

Audience Size

Your audience selection is fairly broad.

Potential Reach: 225,000,000 people

STEP 4: SELECTING YOUR AUDIENCE

Scrolling down on the Ad Set page you will see the Audience Builder. If you do not already have an Audience saved from a previous campaign you can build on here.


The goal when building an Audience is to reach a defined sub-set of Facebook users. If you cast your net too broadly

you may pay for people to see your ad that aren't interested. Facebook will not allow you to advertise to an audience smaller than 1,000 people due to privacy concerns. During the Audience building process, Facebook will present a gauge on the right side of the screen. Ideally, your audience size should be somewhere in the green area.

The first step in building an audience is choosing a location. We recommend choosing based upon Zip Codes, which easily break down the Metro-Atlanta area into manageable sections. Type the Zip Codes you want to reach into the location targeting field, pressing "Enter" after each one. You can also select whether to target people living in or just visiting the area. You can preview the results on the map.



[Create New](#) [Use a Saved Audience](#)



New! Use LTV for Better Performing Lookalikes
By including LTV in a Custom Audience, you can get better ROAS by creating a lookalike of people similar to your most valuable customers.
[Get Started](#)

×

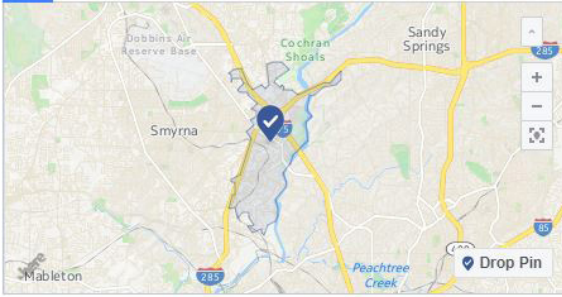
Custom Audiences [Add Custom Audiences or Lookalike Audiences](#)
[Exclude](#) | [Create New](#)

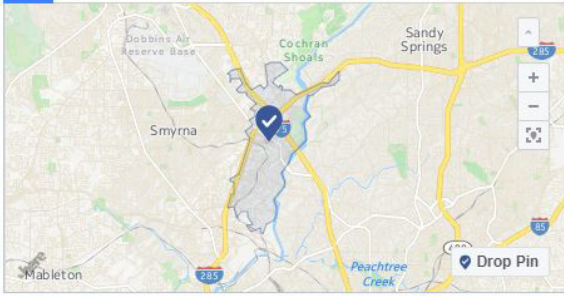
Locations ☐ Use your Facebook Page location to reach people near your business
Everyone in this location
United States
United States
Include | Type to add more locations | [Browse](#)
[Add Bulk Locations...](#)

Age 18 - 65+
Gender **All** Men Women
Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following
[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)
[Exclude People](#)

Connections [Add a connection type](#)

Locations ☐ Use your Facebook Page location to reach people near your business
Everyone in this location
United States
30339
Include | Type to add more locations | [Browse](#)
Your audience location has been changed from United States to 30339. Undo Change

[Add Bulk Locations...](#)

Locations ☐ Use your Facebook Page location to reach people near your business
Everyone in this location
People who live in this location
People recently in this location
People traveling in this location
Include | Type to add more locations | [Browse](#)
Your audience location has been changed from United States to 30339. Undo Change

[Add Bulk Locations...](#)

Next you can select the age and gender of Facebook users you would like to target. In this case we'll be targeting moms, so we want to select "Female" and an appropriate age range.

Age 24 - 35

Gender All Men Women

Languages Enter a language...

The last section of audience building is the detailed targeting section. Here you can target Facebook users based on interests, employment, hobbies, life stages and other criteria. Feel free to explore these criteria and find a mix that works for your audience. Hovering over any criteria will show a brief description of it.

Detailed Targeting INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors Suggestions Browse

Demographics

Interests

Behaviors

More Categories

Connections

Save This Audience

Since we are marketing a Cub Scout recruitment event, our final audience is targeting Women, ages 24-35, who live in Smyrna and Marietta who Facebook has identified as "Moms of Grade School Kids". Our audience is an appropriate size, and Facebook estimates that we could reach between 560 and 1,300 of these moms each day with our ad.

People who live in this location

United States

30060

30066

30067

30069

30080

30339

Include Type to add more locations Browse

Map showing locations in the Atlanta area, including Acworth, Kennesaw, Roswell, Marietta, Smyrna, Sandy Springs, Powder Springs, Mableton, and Peachtree.

Add Bulk Locations...

Age 24 - 35

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Parents > Moms

Moms of grade school kids

Audience Size

Your audience is defined.

Potential Reach: 3,100 people

Estimated Daily Results

Reach

560 - 1,300 (of 2,800)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?




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Towards the bottom of this page, Facebook asks about Ad Placement. This determines where on Facebook and/or Instagram your audience will see your Ads. In almost all cases you should select Automatic Placements.

Placements
Show your ads to the right people in the right places.

 **Ads in Instagram Stories**
Now you can create ads that will run in stories. Ads in stories can only be run on Instagram. [Learn more about ads in stories.](#)

☒ **Automatic Placements (Recommended)**
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☐ **Edit Placements**
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

STEP 5: BUDGET & SCHEDULING

Further down this same page you will select your budget and the schedule you Ad will run on. Budgets can be set Daily or as Lifetime Budgets. A Daily Budget spends the same amount each day until the ad is turned off. Lifetime budgets spend a set amount over the life of the Ad Set and no more. For this reason we recommend Lifetime Budgets.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

☒ **Daily Budget**

☐ Lifetime Budget

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$35.00** per week.

To set a Lifetime Budget, switch the Budget type in the dropdown and then enter your Start Date, End Date and Budget Amount. We recommend running an Ad Set for 1-2 weeks prior to an event such as a Sign-Up Night that does not require pre-registration to attend. The typical budget for an ad of this length is around \$150. Facebook sets a minimum budget based on the number of days your Ad Set will run.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ


Lifetime Budget +


\$150.00

\$150.00 USD


Schedule ⓘ


Start

 Aug 1, 2017

 11:04 AM

End

 Aug 13, 2017

 11:04 AM

(Eastern Time)

Your ad will run until **Sunday, August 13, 2017.**

You'll spend up to **\$150.00** total.

The rest of this section should be left on it's default settings as shown below. Press "Continue" to move on to the next step.

Optimization for Ad Delivery ⓘ Reach ▾

Frequency Cap ⓘ 1 impression every 7 days

Bid Amount ⓘ
☒ Automatic - Let Facebook set the bid that helps you get the most reach at the best price.
☐ Manual - Enter a bid based on what 1,000 impressions are worth to you.

When You Get Charged ⓘ Impression

Ad Scheduling ⓘ
☒ Run ads all the time
☐ Run ads on a schedule

Delivery Type ⓘ Standard - Show your ads throughout your selected schedule (recommended)
[More Options](#)

[Hide Advanced Options](#)

STEP 6: AD CREATION


Next you will create the Ads that your audience will see. First, if you are placing an ad on Instagram you'll need to select an Instagram profile. If not you can ignore this step. Be sure to name your ad something that will help you remember what it is.


Next you choose your Ad Format. Single image ads are the most common. Michigan Crossroads Council have created ad images for use in this format by Districts and Units. They are available for free download at <http://michiganscouting.org/membership-recruitment/>

Ad Name ⓘ


Create New Ad Use Existing Post

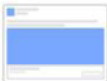
Pages


Facebook Page
 Atlanta Area Council, Boy Scouts of America [Change](#)


Instagram Account
If you don't want to use a Facebook Page to represent your business, then this Instagram account will be used. Remove any accounts in your Page Settings.
 atlboyscouts

Format
Choose how you'd like your ad to look.

☐
Carousel
Create an ad with 2 or more scrollable images or videos

☒
Single Image
Create up to 6 ads with one image each at no extra charge

☐
Single Video
Create an ad with one video

☐
Slideshow
Create a looping video ad with up to 10 images

Choose your image by browsing the library of your previously uploaded Facebook Photos or upload it from your computer clicking the “Add More Images” button. You can select up to six images, which will each create a copy of the Ad using the same text created in the next step, but with different images.

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#)[Free Stock Images](#)

[Customize for Instagram Feed. Learn more.](#)

☐ [Use a different image](#)

Recommended Image Specs

- Recommended image size:
1,200 x 628 pixels
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

Scrolling down the page, the next step is to type in the text that will appear with your ad. Here you should type a short 1-2 sentence sales pitch for your unit, event or fundraiser that ties in with the imagery of the ad. For ideas and examples visit <http://michiganscouting.org/membership-recruitment/>

Text

Enter the text for your ad. [Learn more.](#)

Text

Your son is going to love Cub Scouts! Sign up to join Pack 111 on August 10 at 7:00 PM at Central Elementary School!

☐ [Add a website URL](#)

[Show Advanced Options](#)

Ad Preview

1 of 1 Ad < >

Mobile News Feed

1 of 9 < >

Atlanta Area Council, Boy Scouts of America
Sponsored ·

Your son is going to love Cub Scouts! Sign up to join Pack 111 on August 10 at 7:00 PM at Central Elementary School!

Like

Comment

Share

[Back](#)

[Review Order](#)

[Place Order](#)

When you are finished, click “Place Order” and your Ad Campaign will be submitted to Facebook for approval. Approval typically takes less than 30 minutes. The main criteria for approval are that your Ads are not promoting anything against Facebook’s Terms of Service and that your image is composed of 20% or less text.

STEP 7: TRACKING RESULTS

The results of your Ad Campaign are housed in Facebook's Ads Manager. Ads Manager can be used to monitor your Ads throughout the campaign, change budgets, and even turn off ads that aren't performing as well as others. To access Ads Manager, click on the drop-down in the top-right corner of Facebook and click "Manage Ads". There is also an Ads Manager app for Android and iOS.

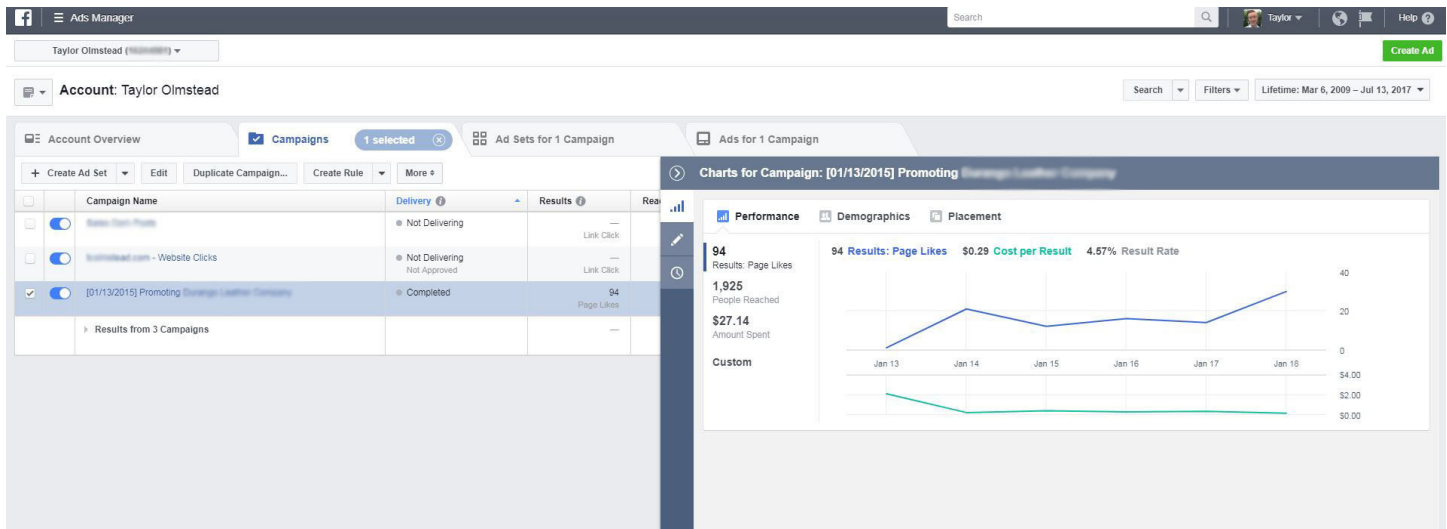
The screenshot shows the Facebook homepage for a user named Taylor. The top navigation bar includes a search bar, the user's profile picture, and the name 'Taylor'. Below the navigation bar, there are options to 'Create a Post', 'Photo/Video Album', and 'Live Video'. The main feed shows a post from 'IndieWire' shared by 'Brandon Brubaker'. On the right side, there is a 'Your Pages' section with a list of pages: 'Dudes Brunch', 'Ten Minute Tech Talk', and 'Forced Fandom'. Below this is a 'Business Manager' section with 'Atlanta Area Council'. A dropdown menu is open, showing options: 'Create Page', 'Manage Pages', 'Create Group', 'Manage Groups', 'Create Fundraiser', 'Create Ads', 'Manage Ads' (highlighted), 'Activity Log', 'News Feed Preferences', 'Settings', and 'Log Out'. Below the dropdown, there is a 'Sponsored' section featuring a 'Mainstays Stick Table Lamp With Shade, Cfl Bu...' from 'walmart.com'.

In Ads Manager you will see a list of all of your Ad Campaigns, with a basic overview of their results including how much you spent. You can use the Toggle Switches to the left of each campaign to turn them on or off if need be.

The screenshot shows the Facebook Ads Manager interface. The top bar includes the 'Ads Manager' title, a search bar, and the user's profile picture. Below the top bar, there is a 'Taylor Olmstead' account selector. The main content area shows a list of ad campaigns. The table has columns for Campaign Name, Delivery, Results, Reach, Cost per Result, Amount Spent, Ends, Frequency, Impressions, and Unique Link Clicks. The table lists three campaigns: 'Basic Open Profile', 'IndieWire.com - Website Clicks', and '[01/13/2015] Promoting [Example Location Company]'. The 'Basic Open Profile' campaign is currently 'Not Delivering'. The 'IndieWire.com - Website Clicks' campaign is 'Not Delivering' and 'Not Approved'. The '[01/13/2015] Promoting [Example Location Company]' campaign is 'Completed'. The table also shows a summary row for 'Results from 3 Campaigns'.

Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Ends	Frequency	Impressions	Unique Link Clicks
Basic Open Profile	Not Delivering	Link Click	---	Per Link Click	\$0.00	Ongoing	---	---	---
IndieWire.com - Website Clicks	Not Delivering Not Approved	Link Click	---	Per Link Click	\$0.00	Ongoing	---	---	---
[01/13/2015] Promoting [Example Location Company]	Completed	Page Like	---	Per Page Like	\$0.00	Jan 19, 2015	---	---	---
Results from 3 Campaigns			People		\$0.00 Total Spent		Per Person	Total	Total

To view more detailed results about your campaigns, click the check box to the left of the campaign you'd like to view, then click the bar graph icon in the tool bar on the right side of the screen. Here you can view breakdowns of your audience's responses to your ad.



You can view and compare the same information for Ad Sets and individual Ads by clicking on the tabs across the top of the Ads Manager page.

Ad Set Name	Delivery	Results	Reach	Cost per Re...	Budget	Amount Spent	Schedule	Page Likes
[01/13/2015] Promoting Storage Lockers Company	Completed	94 Page Likes	1,925	\$0.29 Per Page Like	\$5.00 Daily	\$27.14 of \$27.14	Jan 13, 2015 - Jan 19, 2015 6 days	94
Results from 1 Ad Set		94 Page Likes	1,925 People	\$0.29 Per Page Like		\$27.14 Total Spent		94 Total

Ad Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Relevance	Page Likes
[01/13/2015] Promoting Storage Lockers Company	Not Delivering Ad Set Completed	94 Page Likes	1,925	\$0.29 Per Page Like	\$27.14	—	94
Results from 1 Ad		94 Page Likes	1,925 People	\$0.29 Per Page Like	\$27.14 Total Spent		94 Total

STEP 8: PAYMENT

Facebook will bill you at the end of your Ad Set's scheduled Lifetime Budget. You will be billed for the total number of times your audience viewed or clicked on or your Ads. This may mean that your total bill is less than your initial budget.

CONCLUSION

Facebook Ads are an affordable and flexible way to raise awareness for Scouting your community. Michigan Crossroads Council encourages any interested districts or units to take advantage of this exciting new technology to share Scouting with more families. If you have any questions on how to use Facebook Ads to promote your Scouting program email Chris Hopkins at christopher.hopkins@scouting.org or communications@michiganscouting.org.