

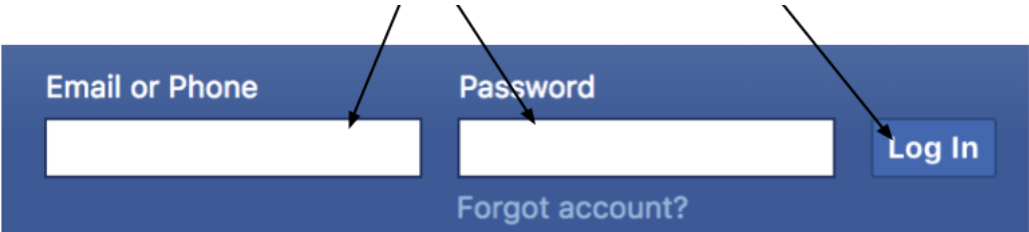


Advertising on Facebook helps you attract new customers by targeting specific locations, demographics, and interests with tailored messaging. Learn more at <https://www.facebook.com/business/connect>.

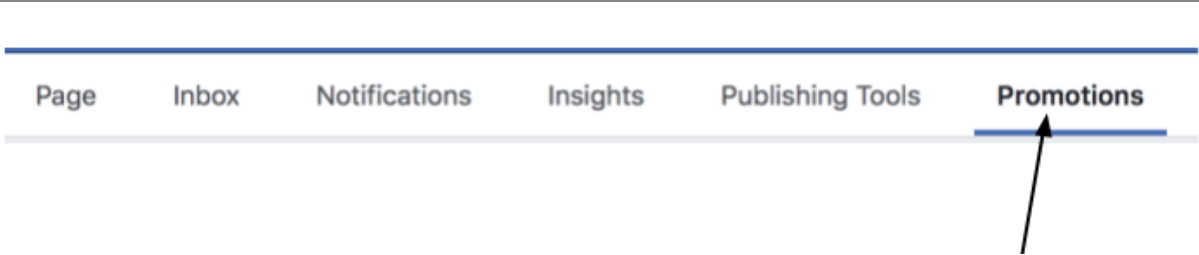
4. Signing In

To log into your Facebook account, type “<https://www.facebook.com/>” in the address bar.

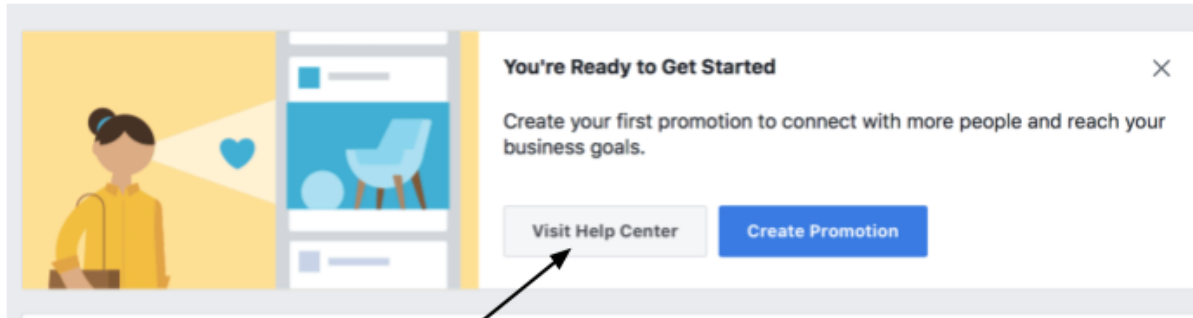
Type in your email address and your password here. Then click Log In.



Now you're ready to start posting!



Go to your page and click “Promotions” at the top of the screen.

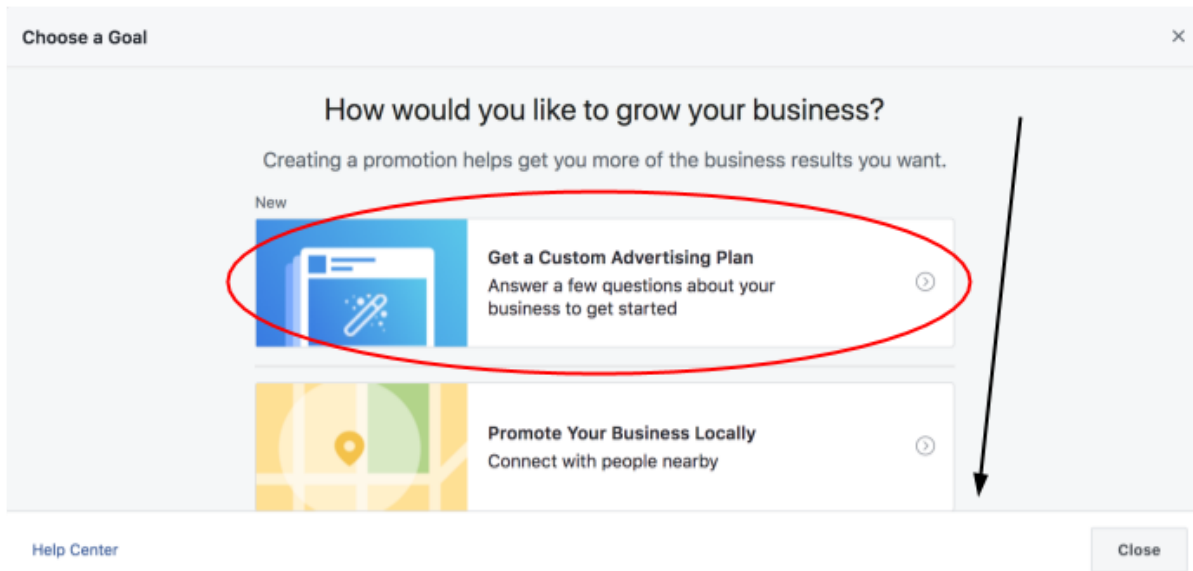


For more information about creating ads, click the “Visit Help Center” button that will bring you to Facebook’s Business Page Promotion help page, or go to this link :

<https://www.facebook.com/business/help/547448218658012>

If you’re ready to create an ad now, click the blue “Create Promotion” button!

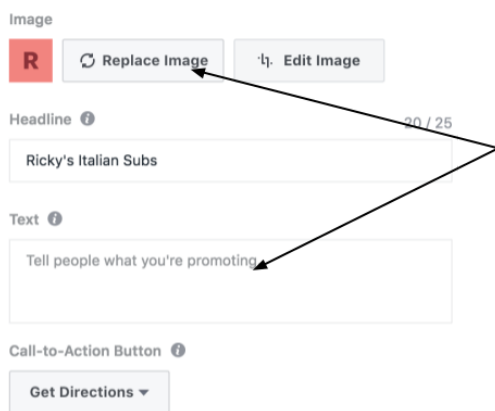
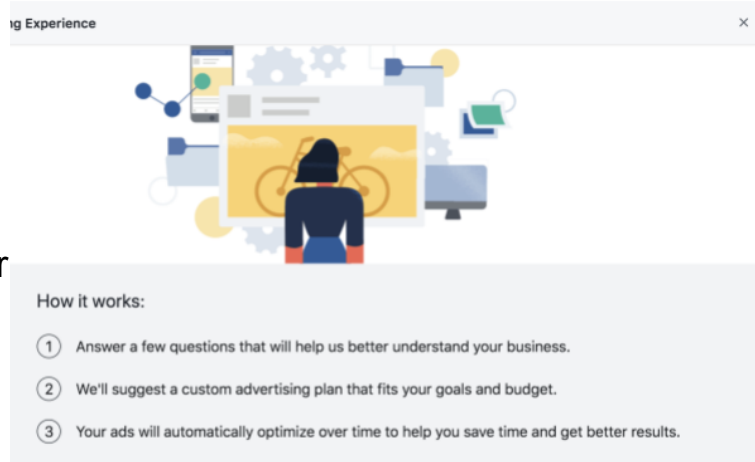
A window like this will pop up:



Scroll down to choose a goal for your add or choose “Get a Custom Advertising Plan”.

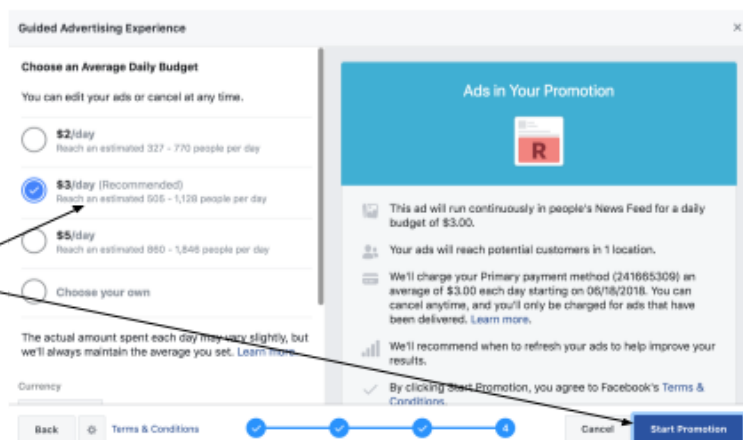
From “Get a Custom Advertising Plan”, Facebook will ask you some questions about your business and then create a plan according to your answers.

Click “Get Started”.



After, reviewing Facebook’s proposed plan, you will be brought to this window where you can create an image and text for your ad.

Once you’re satisfied with your ad, facebook will give you a daily price and an estimate for how many people the ad will reach. Make sure you are comfortable with the price and timeline and then click “Start Promotion”.



Congratulations! You just created your first Facebook ad!