



American Land
Title Association

Protect your property rights

HOW TO CREATE A FACEBOOK ADVERTISEMENT





To create a Facebook ad, go to www.facebook.com/advertising. Click on Four Steps to Business Success. This page and the previous page can help you with advertising on Facebook. On Step four of this page, click create ad. Choose the goal of your ad.

To send people to your web site, type in your URL. Choose your target age group and demographics using the drop down menus for gender, age, languages, and interests. You can target more specific audiences by using the dropdown menu called “more demographics”. Now define your budget for your ad using the dropdown menus in this section. Choose how much you want to spend and how frequently you want to spend and how frequently you want your ad to appear. You can choose how you want your ad to look by choosing a layout.

Once you choose the look, you can add images and text to your ad. To add images, click choose image and select the image you want to appear. You can also drag and drop an image from a folder onto the ad where it tells you to. Once you have finished designing your ad and you are satisfied with the way it looks, click Place Order. Make sure to review your order before you finally click Place Order.