

LEARNING SUMMARY

SOCIAL MEDIA ADVERTISING: FACEBOOK – CREATE AD SETS

1. TARGETING OPTIONS ON FACEBOOK

Audience
Define who you want to see your ads. [Learn more.](#)

Create New | Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | **Create New** ▼

Locations ⓘ Everyone in this location ▼

United States
United States
Include ▼ | Add locations

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 ▼

Save This Audience

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | **Create New** ▼

Locations ⓘ Everyone in this location ▼

United States
United States
Include ▼ | Add locations

Add Bulk Locations...

Age ⓘ 18 ▼

Custom Audience
Reach people who've already interacted with your business.

Lookalike Audience
Reach new people on Facebook who are similar to your most valuable audiences.

- **Locations** (by country, state, city, zip code, or the area around your physical business); you can include/exclude certain locations
- **Age** (define a range)
- **Gender** (all, men or women)
- **Languages Detailed Targeting** (demographics, interests, behaviors etc.; browse pre-defined options or search)
- **Connections** (people who do/don't like your page)
- **Custom Audience** (target specific users by uploading contact information, website traffic, app activity, or Facebook engagement)
- **Lookalike Audience** (target users who are similar to your existing customers or Page fans)

2. BUDGET & SCHEDULE

- **Budget:** Choose between a Daily or Lifetime Budget for your Ad Set
- **Schedule:** Run ads continuously or with a set start and end date
- **Advanced Options:**
 - **Optimize Ad Delivery** (for Clicks, Impressions or Reach)
 - **Bid Amount** (Automatic or Manual [Facebook recommends bid range])
 - **When You Get Charged** (Impressions, Clicks or Actions)
 - **Ad Scheduling** (run ads all the time or limited to certain weekdays/times)
 - **Delivery Type** (Standard or Accelerated, i.e., as quickly as possible)