

eBook



HOW TO: FACEBOOK ADVERTISING

Credits

This report is provided by the Kutztown University Small Business Development Center.

Last update: March 5, 2015

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Introduction

Facebook provides an intuitive space that can help your business reach a vast population of consumers. Whether you are selling a service or a good, Facebook provides all types of consumers to promote to.

Facebook however is not free to use for businesses. People who wish to utilize the social media site in order to gain a profit are not welcomed without a price and a few regulations.

This guide will provide you with the basic average costs of advertising on Facebook and how to create an ad on Facebook section.

A Brief History of Facebook

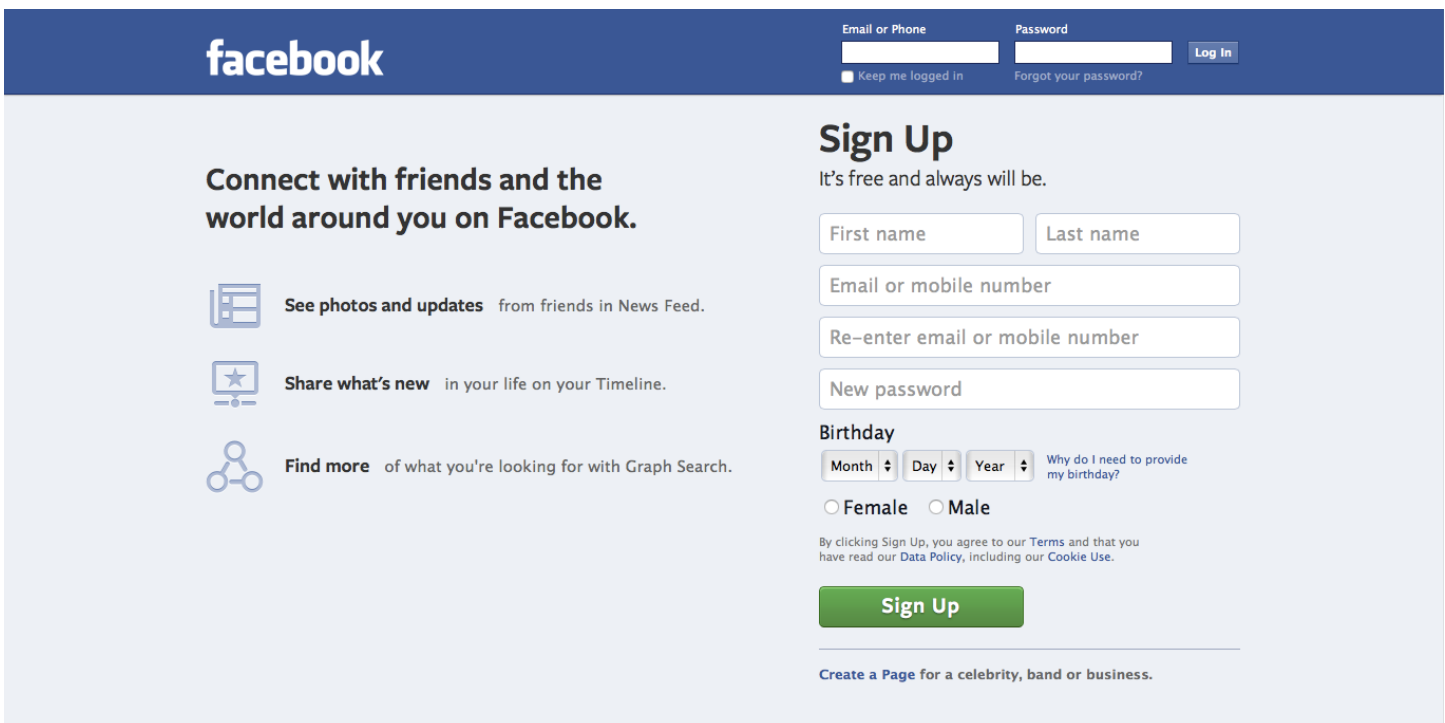
Founded by Mark Zuckerberg, Facebook launched in February 2004. It was originally designed for Ivy league schools, but was then expanded to people 13 years of age or older with an email address.

What is Facebook Advertising?

“Advertising on Facebook helps businesses meet new customers and stay in touch. Most online advertising reaches only 38% of its intended audience. Facebook’s average is 89%. With our tools for businesses, you can set your budget and create ads to reach all the right people.” Taken from www.facebook.com

How to Advertise on Facebook

1. Go to; www.facebook.com



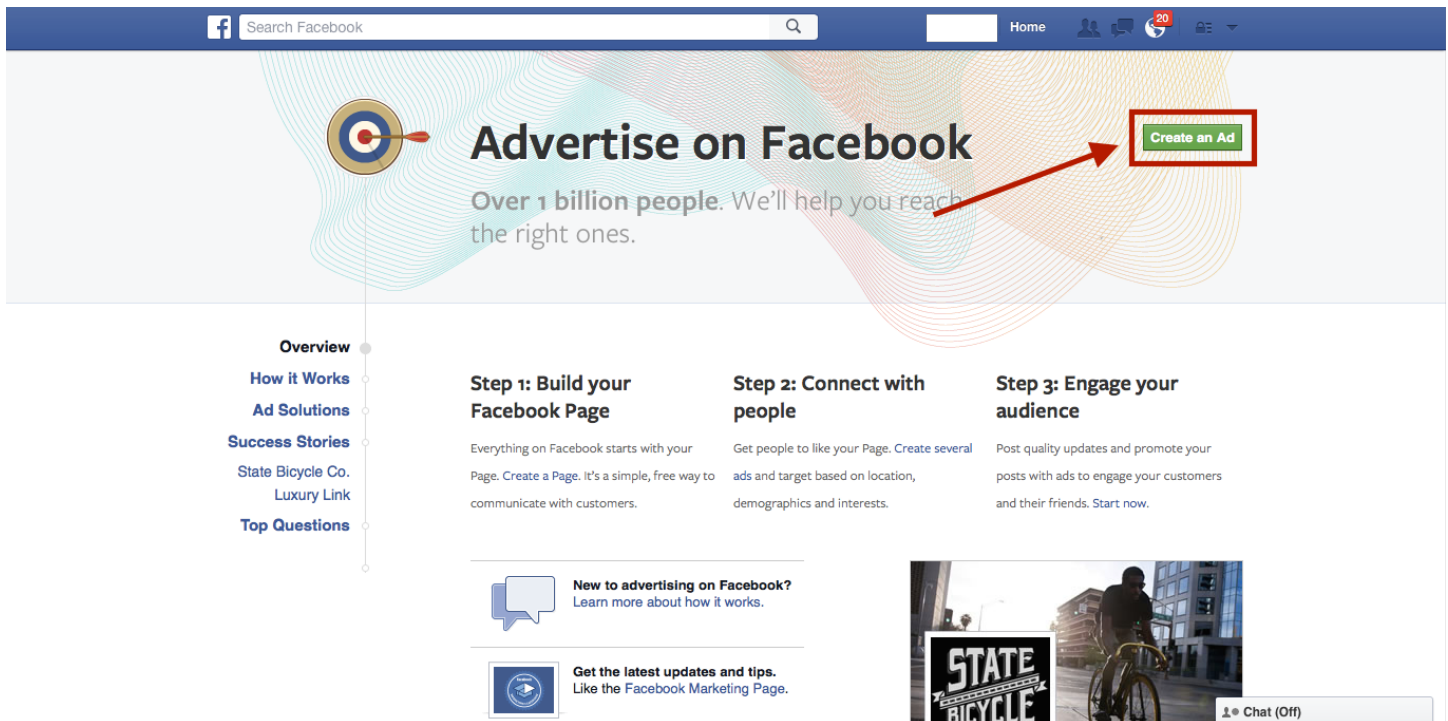
The screenshot shows the Facebook homepage. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields on the right. The login fields include 'Email or Phone' and 'Password' with a 'Log In' button. Below the login fields are links for 'Keep me logged in' and 'Forgot your password?'. The main content area is divided into two columns. The left column features the text 'Connect with friends and the world around you on Facebook.' followed by three icons and their descriptions: 'See photos and updates from friends in News Feed.', 'Share what's new in your life on your Timeline.', and 'Find more of what you're looking for with Graph Search.'. The right column features the 'Sign Up' section, which includes the text 'It's free and always will be.' followed by input fields for 'First name', 'Last name', 'Email or mobile number', 'Re-enter email or mobile number', and 'New password'. Below these fields is the 'Birthday' section with dropdown menus for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom of the sign-up section is a green 'Sign Up' button. Below the button is a link that says 'Create a Page for a celebrity, band or business.'

2. Log In with your personal or business Facebook Account Name and Password or Sign Up.

3. Click on “Advertising on Facebook” on the drop down menu at the right hand corner of the screen.



4. Click on “Create an Ad”



5. That’s it! Just answer all of the questions and you are ready to start advertising on Facebook.

How Much Does It Cost?

Facebook determines the cost of advertisement off of a fairly scientific formula. They take into consideration your bid, marketplace competition, target audience, and ad performance history.

Help Center

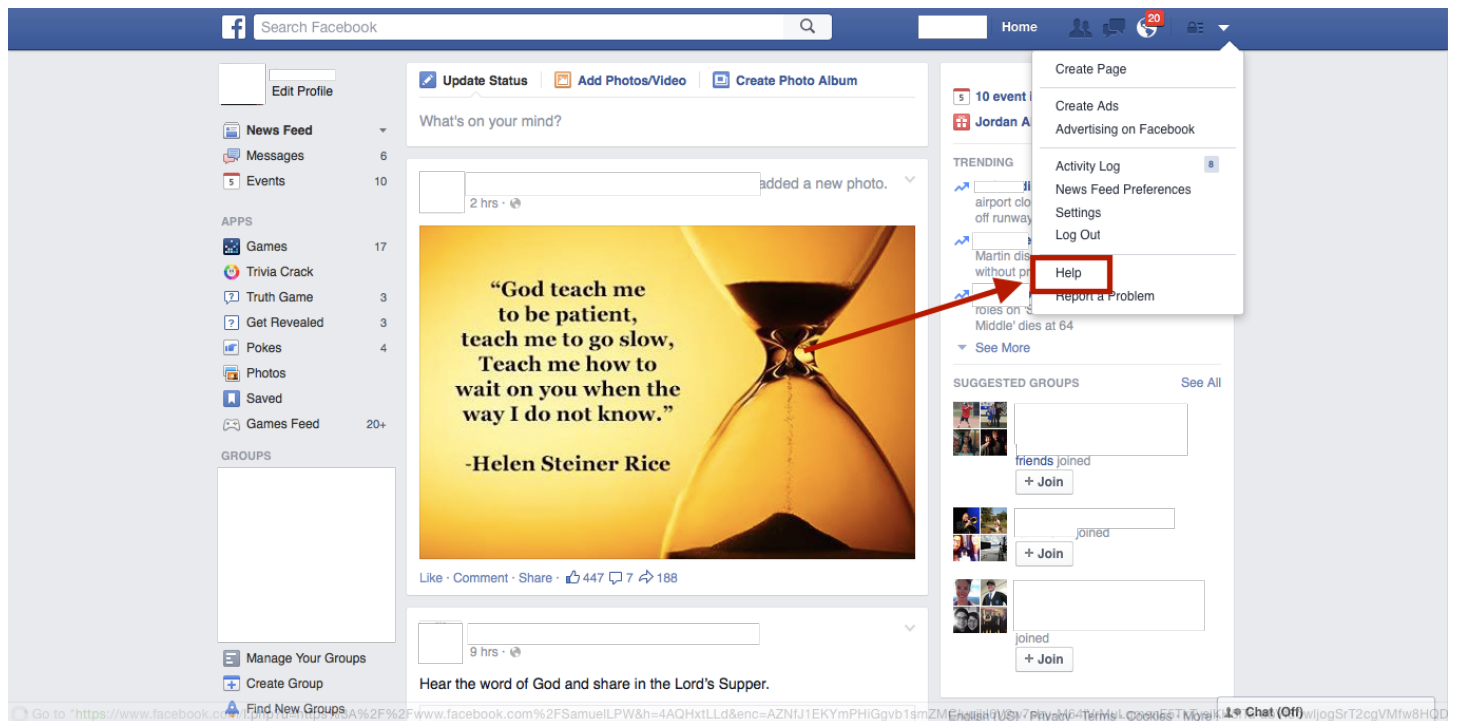
For more detailed help, Facebook offers an entire guide on how to successfully advertise with them.

Here is how to get there...

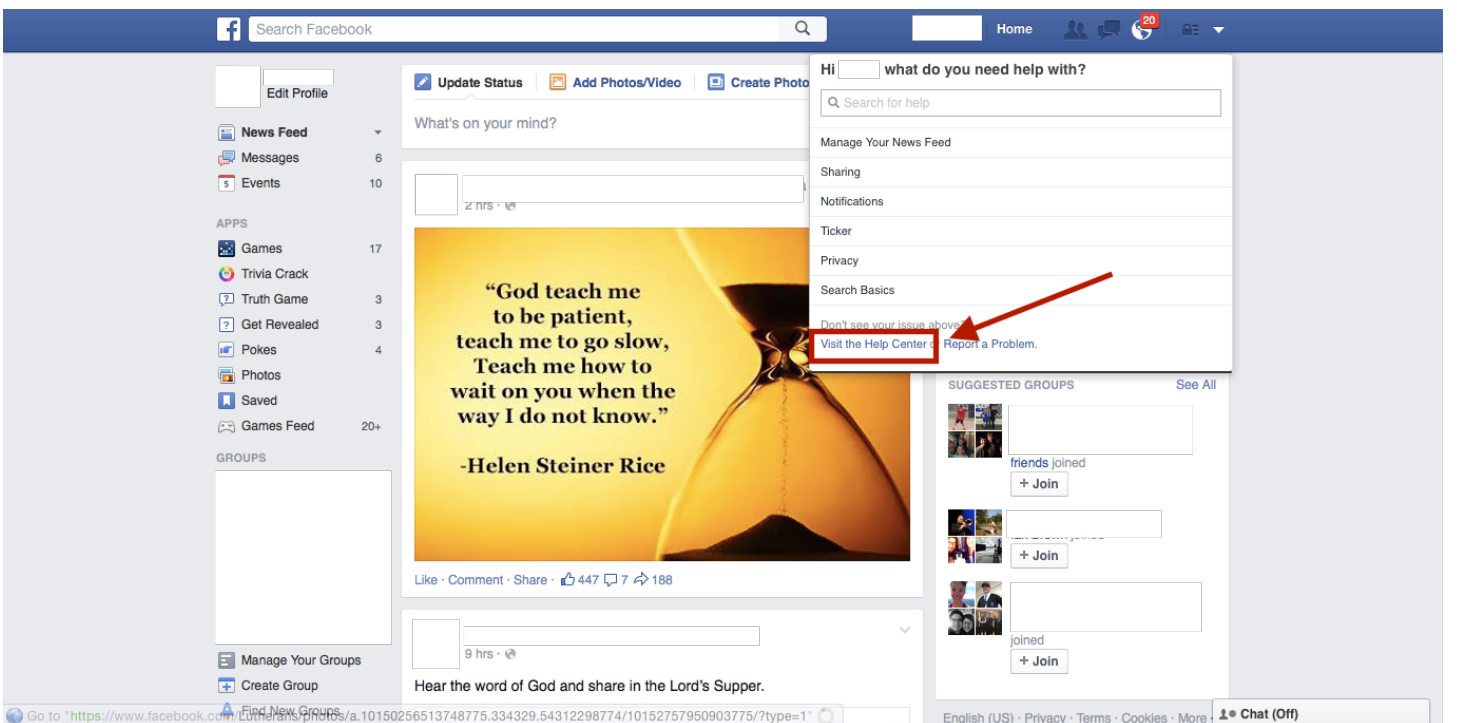
1. Go to; www.facebook.com

2. Sign In or Sign Up.

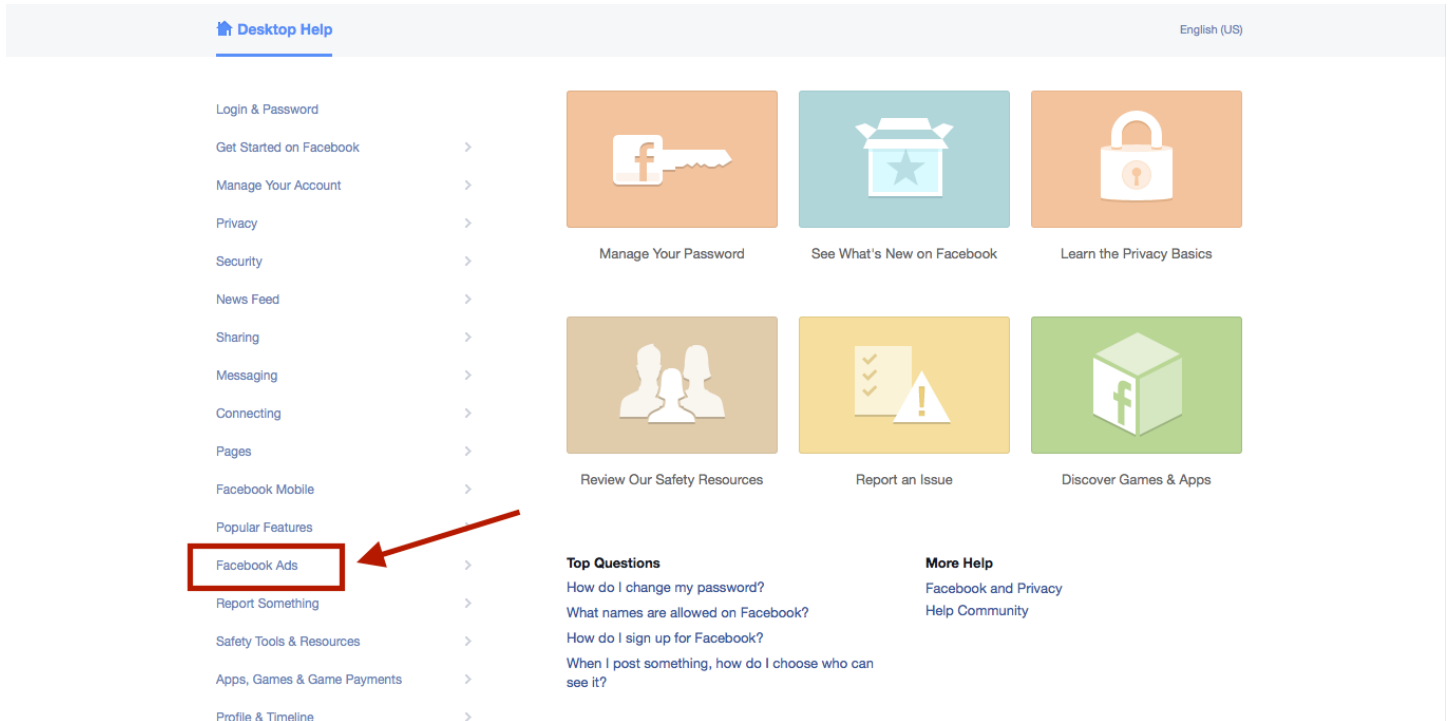
3. Click on “Help” on the drop down menu at the right hand corner of the screen.



4. Click on “Visit the Help Center” on the next popup.



5. Scroll down until you can click on “Facebook ads”



5. That’s it! Now all you have to do is click on the information that you would like to know more about to start learning.

Revision History

Date	Author	Modification
3/5/15	Chad Butz	Creation



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Kutztown University of Pennsylvania

Helping businesses start, grow, and prosper.

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