



Toastmasters Facebook Ad Guide

Step by Step Instructions

Toastmasters International wants to help you reach social success.

After running several social media ad campaigns with global success over the past few years, we are excited to share some concepts and creative elements with you.

Why Facebook? With more than two and a half billion active users around the globe, Facebook is the largest social media platform in the world. The website allows advertisers to narrow down demographics by location, education, hobbies, interests, behaviors, and much more. This will allow for targeted ads for a more focused approach. In this guide, you will find detailed instructions on how to start running your very own Facebook ad campaign!

Are you ready to reap the benefits of running ads on Facebook? Toastmasters is excited for you and your team to experience:

- Brand awareness
- Access to demographics and audience
- New prospective member reach
- Lead engagement
- Website visits

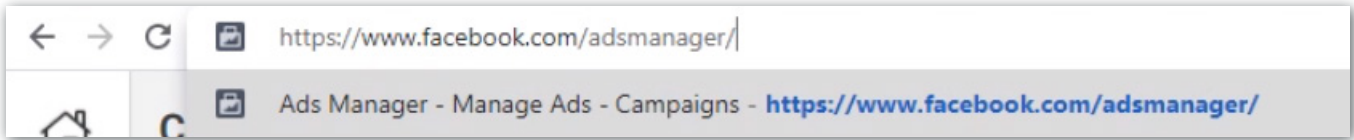
Simply follow this step-by-step guide to get started today; Toastmasters stands beside you with enthusiasm and in anticipation of your upcoming ad success!

Section One: How to create a Facebook ad

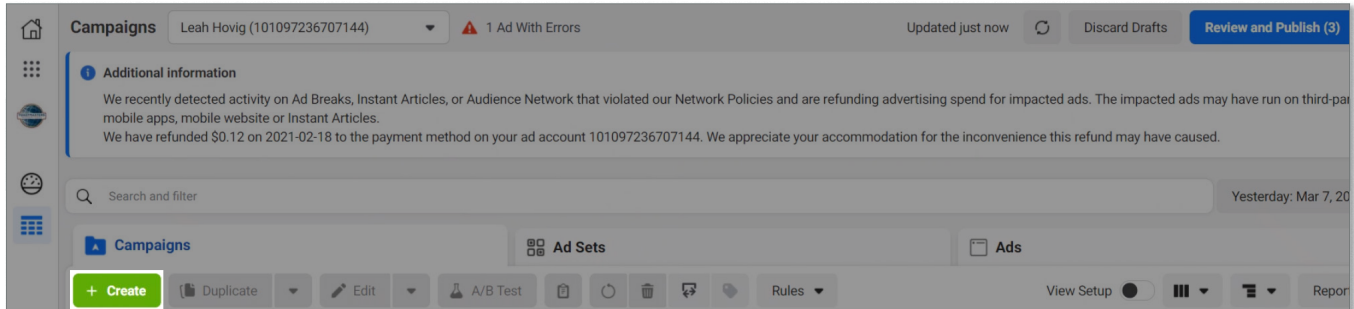
- ▶ Sign into your Facebook account at www.facebook.com.

A screenshot of the Facebook login interface. It shows a white login box with a light blue border. At the top, there is a text input field labeled "Email or Phone Number". Below it is another text input field labeled "Password" with a small eye icon to its right. A prominent blue button with the text "Log In" is centered below the password field. Underneath the "Log In" button is a link that says "Forgot Password?". At the bottom of the login box, there is a green button with the text "Create New Account".

▶ Click on your ad manager or visit www.facebook.com/adsmanager/.

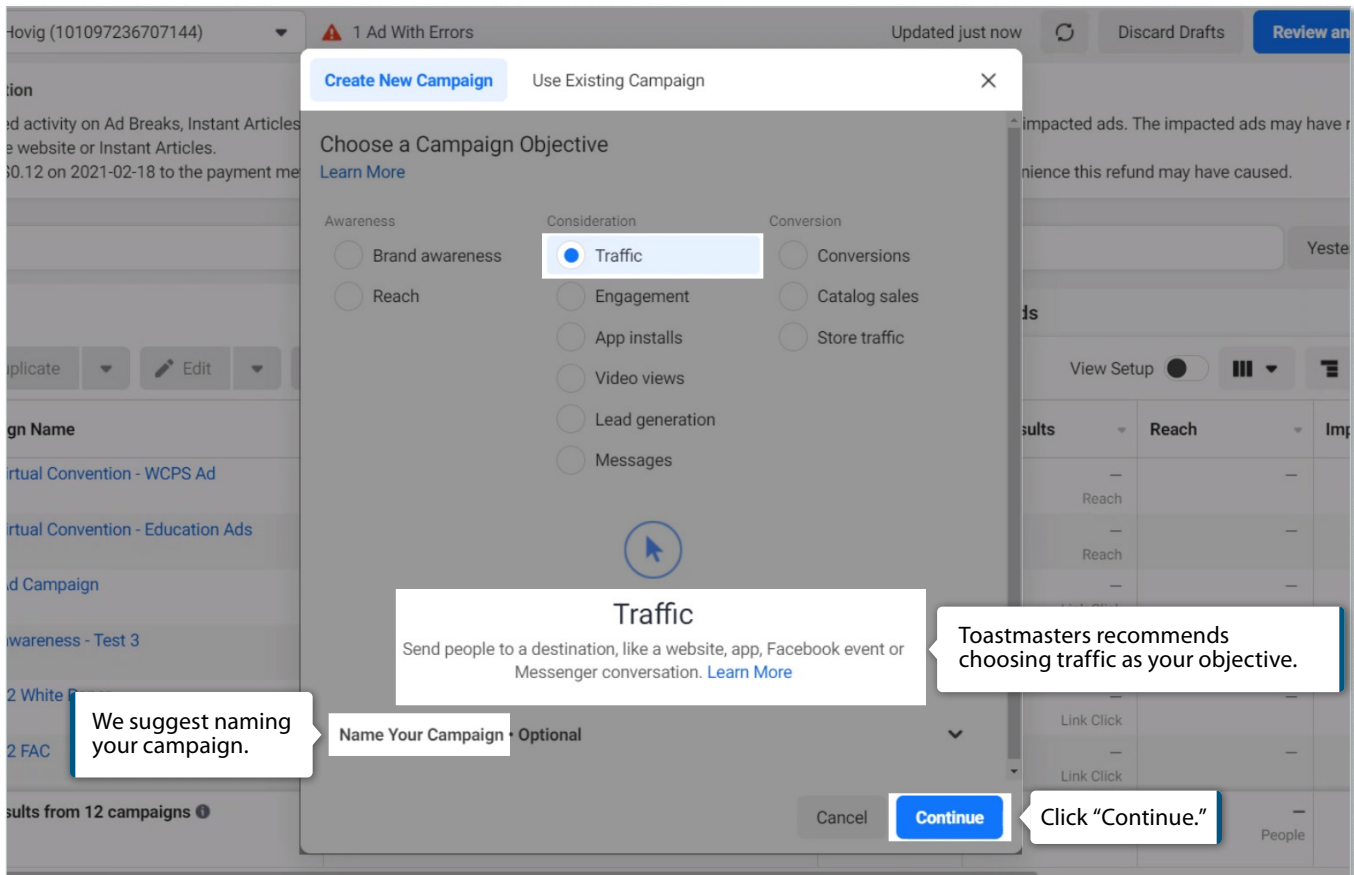


▶ Click on "Create" under campaigns.

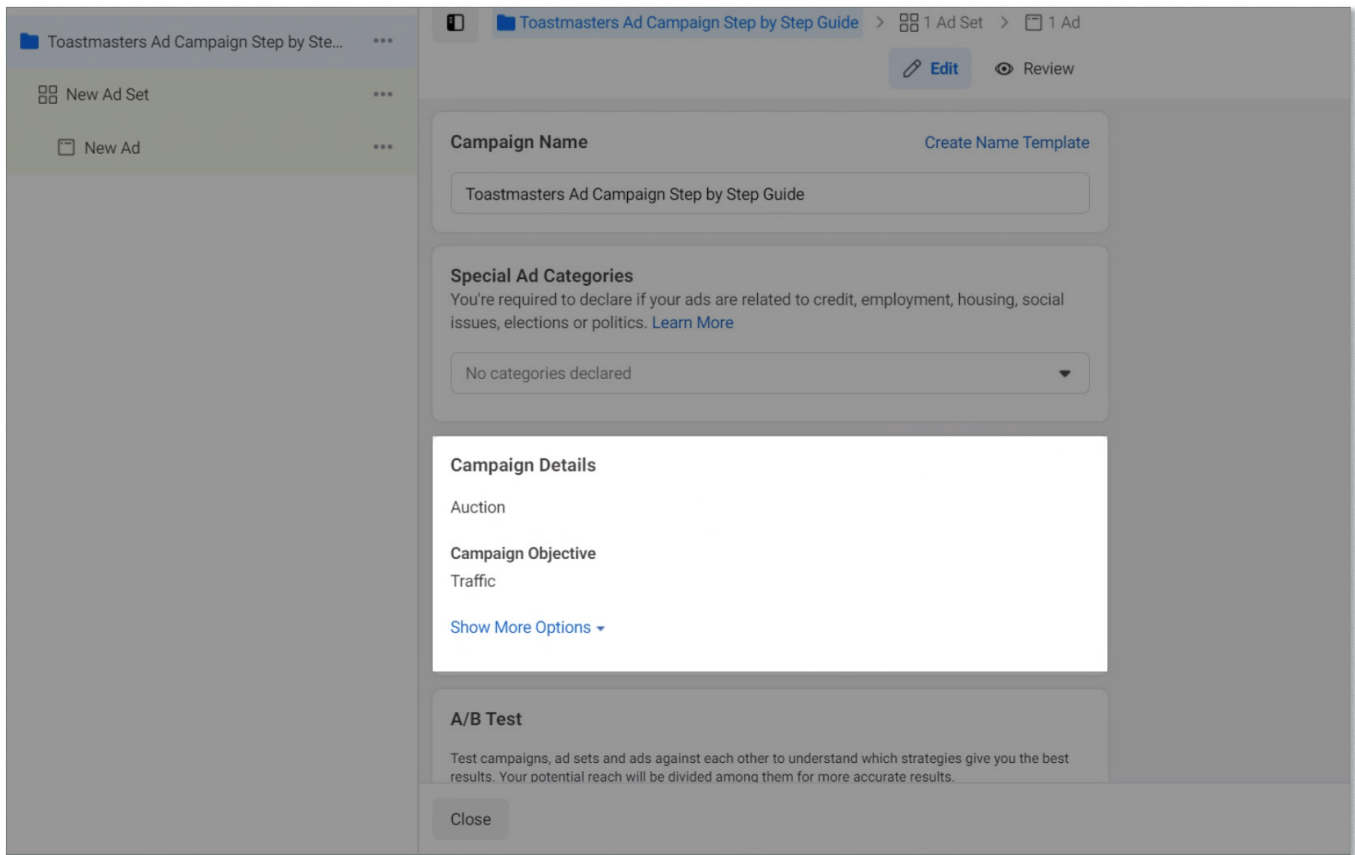


Click "Create."

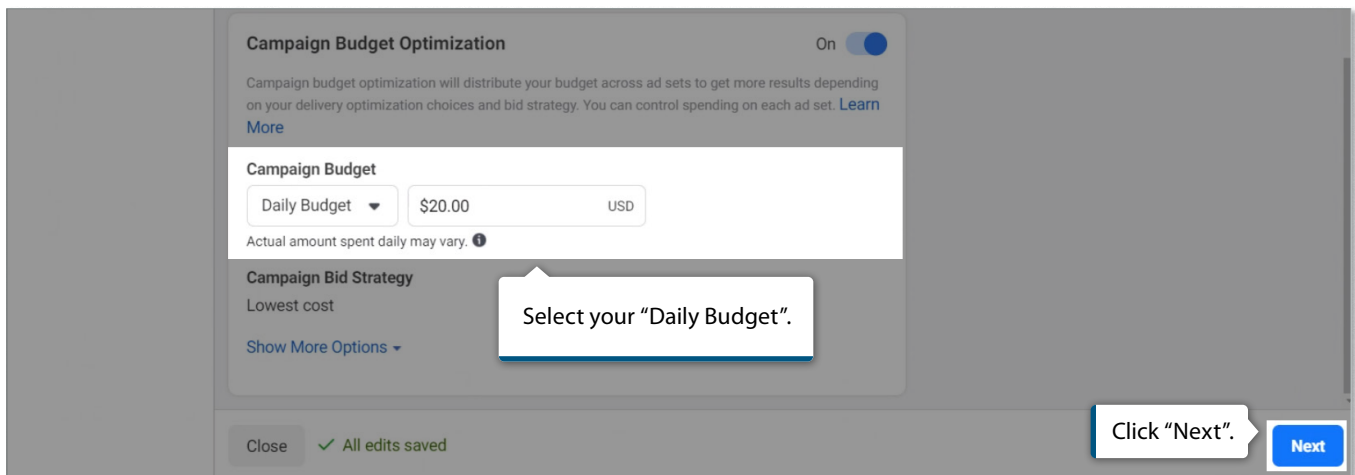
▶ You will be redirected to "Choose a Campaign Objective."



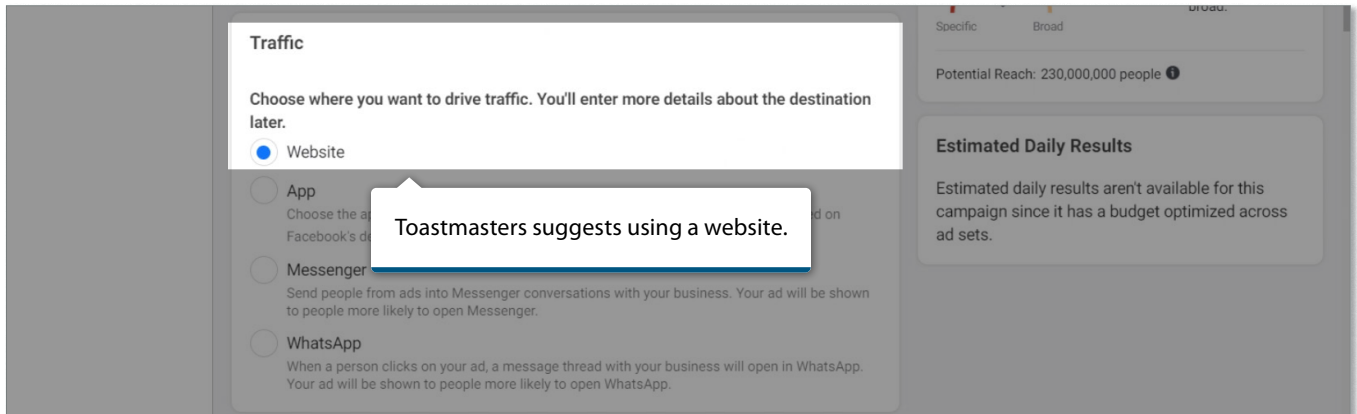
▶ You will be routed to “Campaign Details”.



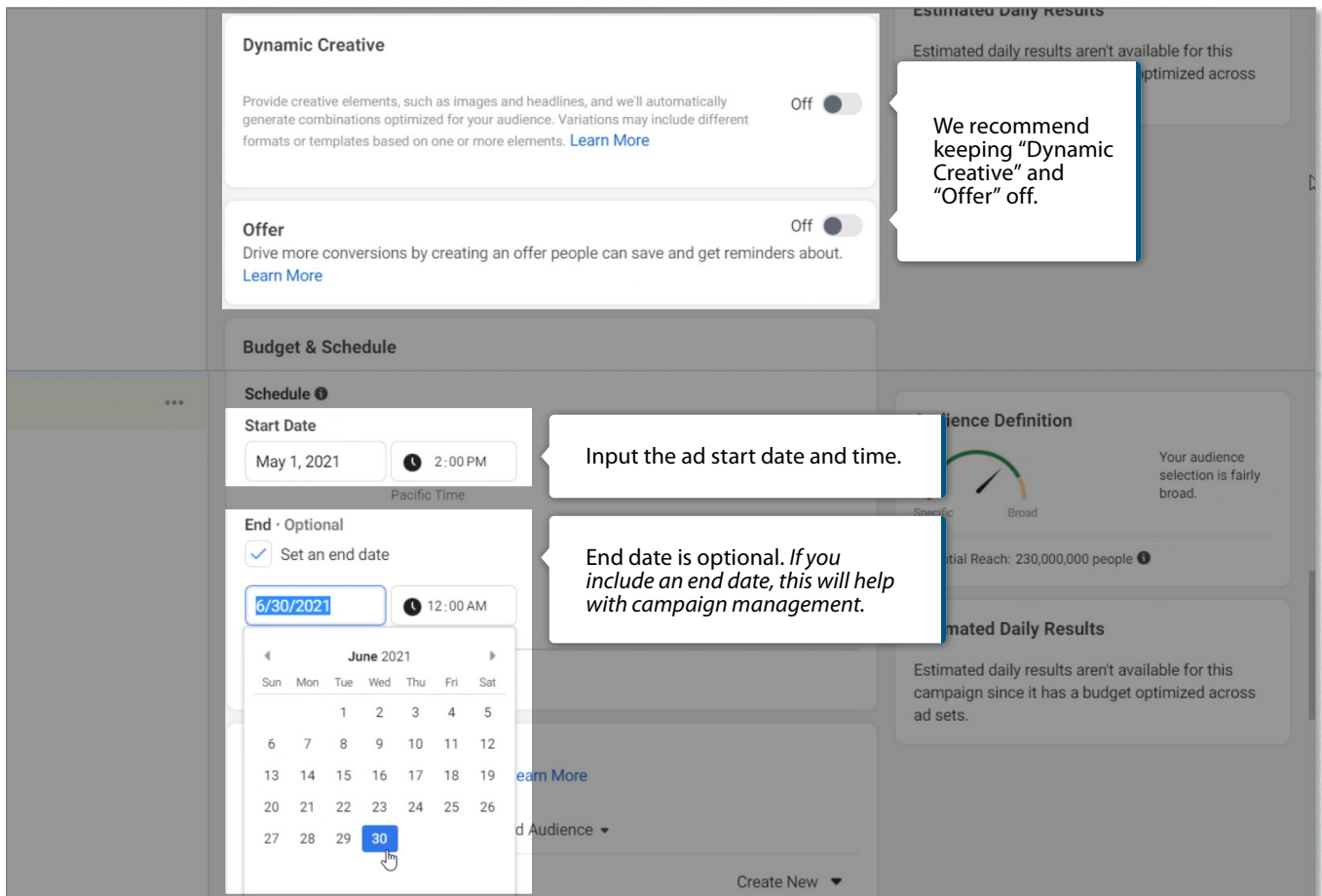
▶ Once your campaign is named, scroll to “Campaign Budget Optimization”.



▶ Next select the destination where you want to drive traffic.



▶ Scroll to Budget & Schedules.



- ▶ Select your target audience/demographics.

The screenshot shows the Facebook targeting interface. At the top, there's a 'Locations' section with a warning: 'Please add a location for your audience or use a Custom Audience.' Below it, a dropdown menu is set to 'People living in or recently in this location', and a search bar contains 'Coloradd'. A 'Browse' button is visible. To the right, a 'Review 1 Error' box states: 'Please add a location for your audience or use a Custom Audience. (#1885364) Update Targeting'. A callout box points to this error: 'Choose your audience by location. Type in the desired location.'

Below the location section, there are three targeting options: 'Age' (18 - 65+), 'Gender' (All genders), and 'Detailed Targeting' (All demographics, interests and behaviors). A callout box points to the 'Gender' option: 'Select your desired genders.' Another callout box points to the 'Detailed Targeting' section, where 'Detailed Targeting Expansion' is set to 'Off': 'Optional: Detailed Targeting Expansion. Define your audience by including or excluding demographics, interests, and behaviors. Toastmasters has selected Off in past campaigns.'

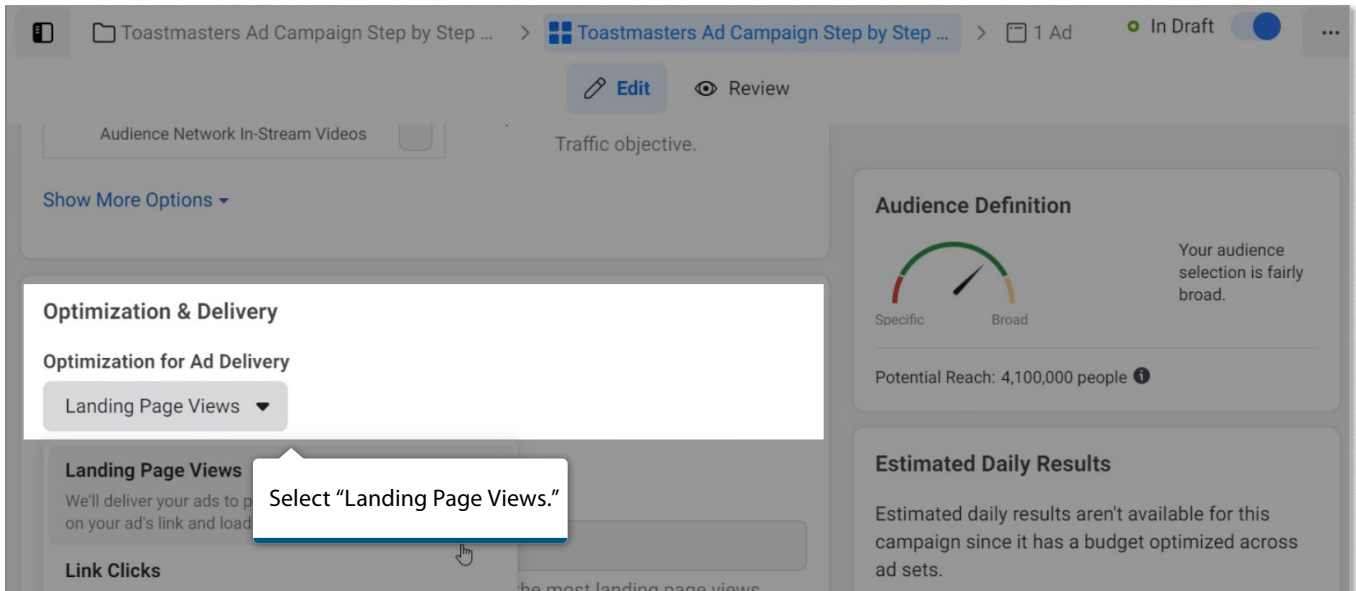
- ▶ Choose your ad placement. Facebook offers automatic placements and manual placements. If you select manual, the **bolded** locations are our recommendations. The following places are where your ad could be posted:

The screenshot shows the 'Manual Placements' section of the Facebook ad campaign setup. It includes sections for 'Devices' (All devices), 'Platforms' (Facebook, Audience Network, Instagram, Messenger), and 'Asset Customization' (14 / 14 placements that support asset customization). Under 'Placements', there are three options: 'Feeds', 'Facebook News Feed', and 'Instagram Feed', all of which are checked. A preview image shows a sponsored ad for 'Jasper's Market' featuring a burger.

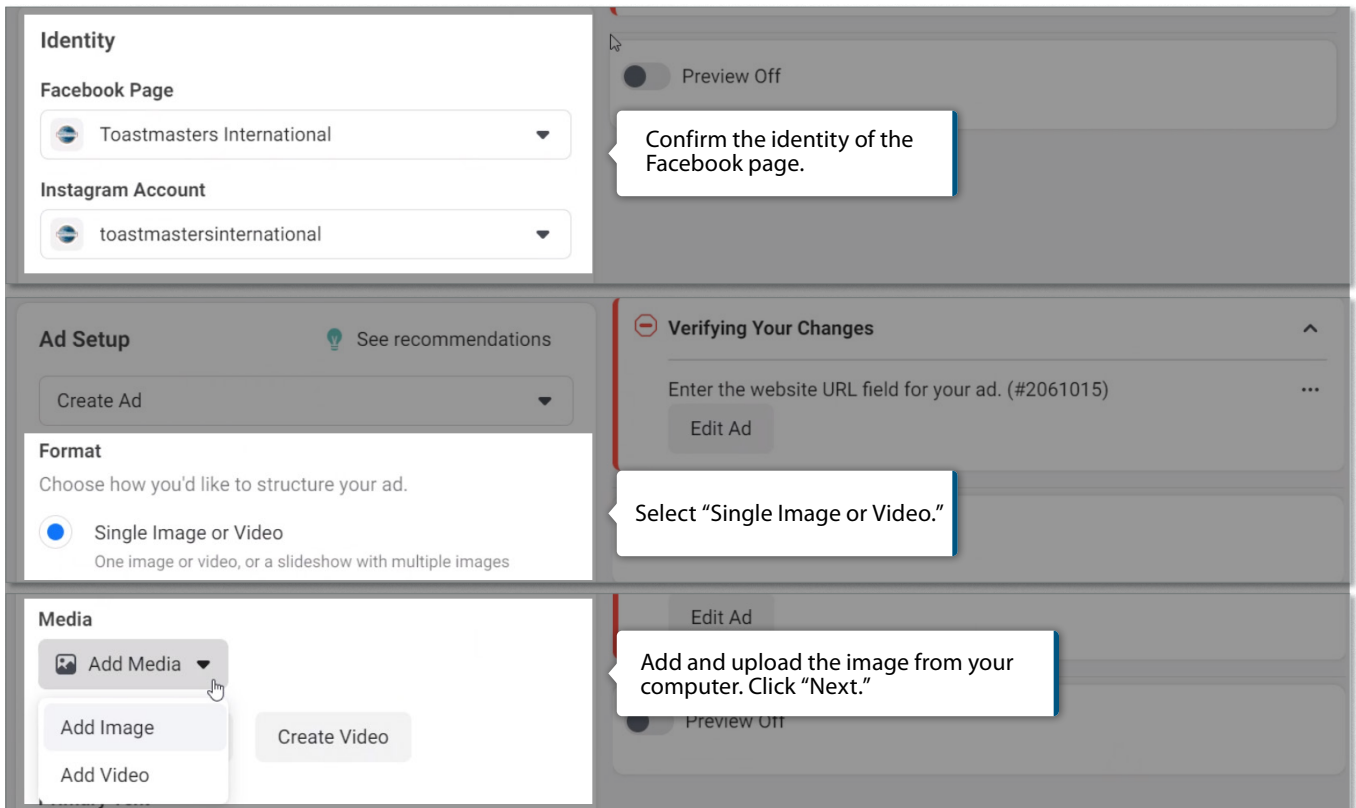
To the right, a callout box lists recommended placements:

- Facebook**
 - Instagram
 - Messenger
- Audience Network**
 - Facebook Marketplace
 - Facebook Video Feeds
- Facebook Right Column**
 - Instagram Explore
 - Messenger Inbox
 - Instagram Stories
 - Facebook Stories
 - Messenger Stories
 - Facebook In-Stream Videos
- Facebook Search Results**
 - Messages
 - Send offers or updates to people who are already connected to your business
 - Messenger Sponsored Messages
- In-Article**
- Facebook Instant Articles**
 - Audience Network Native, Banner and Interstitial
 - Audience Network Rewarded Videos
 - Audience Network In-Stream Videos

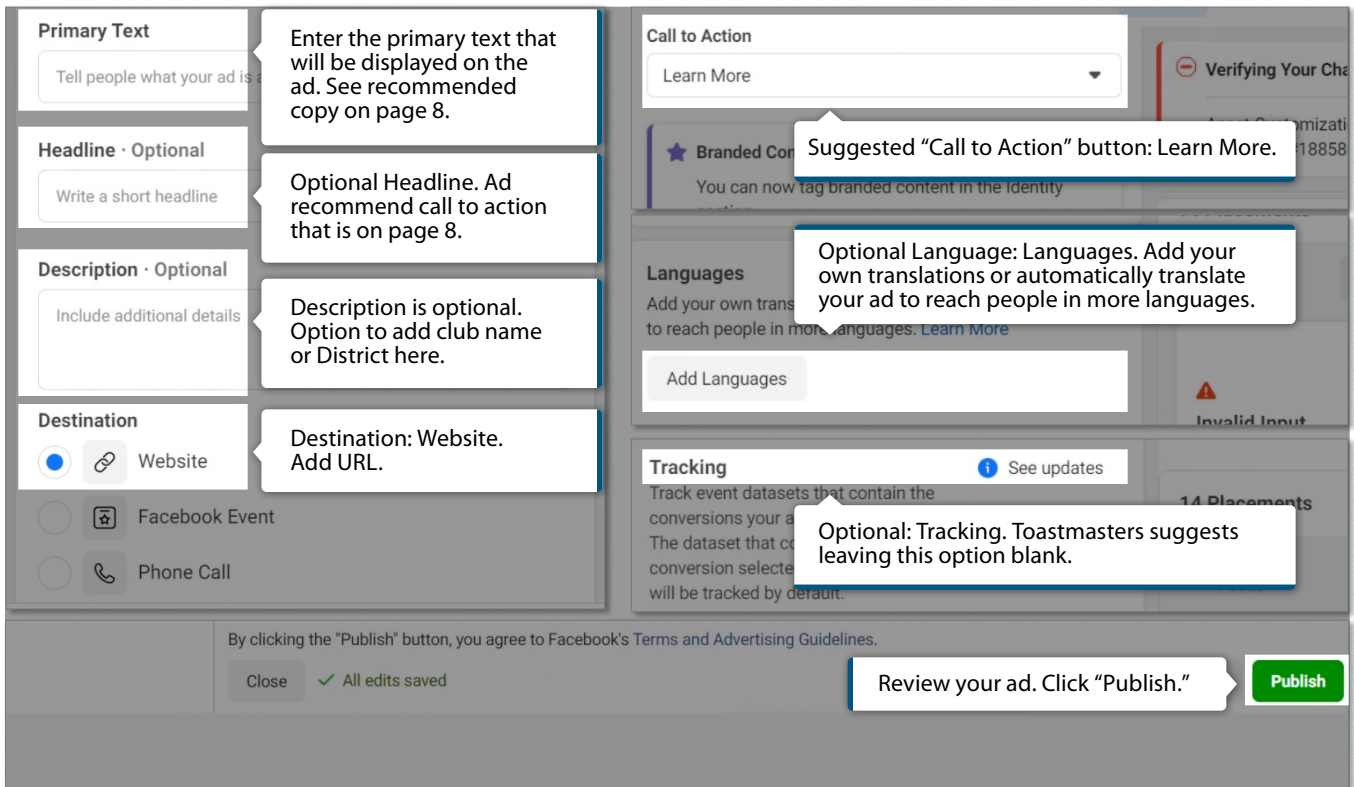
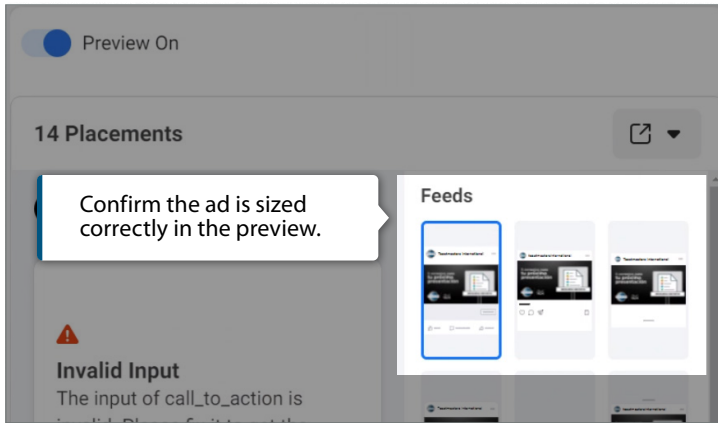
► Toggle to Optimization & Delivery. With traffic as the ad's goal, select "Landing Page Views."



► Create Ad



► Create Ad (continued)

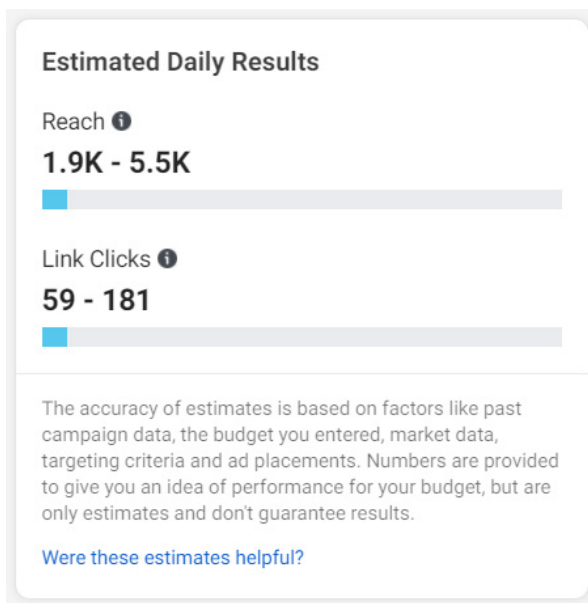


Section Two: Toastmasters Recommended Copy and Images for Facebook Ads

Ad Headline	Ad Copy	Call to Action	Ad Image (Click on the image to download)
Communication Theme			
Calling all online communicators!	Let your confidence shine through in your next virtual presentation. Toastmasters International has helped people become better communicators for almost 100 years, and now clubs are meeting online!	Learn More	
Relax, present confidently.	Take the stress out of your next virtual presentation. Toastmasters International has helped people become better communicators for almost 100 years, and now clubs are meeting online!	Learn More	
Don't be scared by online speaking.	There is no reason to fear speaking virtually. Toastmasters International has helped people become better communicators for almost 100 years, and now clubs are meeting online!	Learn More	
You. Online and in focus.	Whatever your profession, you can improve your next virtual presentation by speaking more confidently. Toastmasters International has helped people become better communicators for almost 100 years, and now clubs are meeting online!	Learn More	
Microphone Theme			
Learn public speaking skills	You can shine in all aspects of professional and everyday life by improving your public speaking skills. Toastmasters International has helped people become better communicators for almost 100 years.	Learn More	
Relax, speak confidently.	Take the stress out of your next presentation by improving your public speaking skills. Toastmasters International has helped people become better communicators for almost 100 years.	Learn More	
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Section Three: Facebook Tips from Toastmasters

- ▶ Budget carefully: Review your daily, monthly, and yearly budget to create a daily ad spend. The minimum ad spend on Facebook is \$5 USD a day.
- ▶ Keep the copy within the character limits. Primary Text: 125 characters. Headline: 40 characters. Description: 30 characters.
- ▶ Monitor your results daily. This will help you review your ad performance, as well as monitor your daily budget.
- ▶ Change the ad if the current ad is not performing.
 - Facebook will give you a forecasted reach and links clicked once your audience is selected. If the ad falls below the forecasted numbers, you might want to change your ad or demographics.
 - Below is a screenshot of the forecasted results. This is available on your ad page.



- ▶ Test the link before you publish the ad.
- ▶ Review copy for spelling or grammar errors.
- ▶ Most importantly, have fun with this advertising experience, all while learning what works best for you and your District.

Good luck with your Facebook ad. If you have any questions, please contact: socialmedia@toastmasters.org. We look forward to getting social with you!