

STEP BY STEP INSTRUCTION TO PLACE A FACEBOOK AD

Step 1 – If you don't already have a Facebook account, set one up.

It is free and easy to do. It will require you to have an e-mail address.

Step 2 – Click on the advertising link.

It is at the bottom of the page. The link will take you to a page that gives you information about both Facebook ads and pages.

Click on the button that says "Create Facebook Ad."

Step 3 – Create the Ad.

Screen 1. – Get Started

The first thing that Facebook will ask you to do is to input the Web site link associated with the ad. In other words, when people click on the ad, they will click through to the *Catholics for Obama* Web site. We are asking you to input the following link: <http://www.catholicdemocrats.org/cfo/petition.php> which will take the viewer to the petition to endorse Senator Barack Obama.

1. Get Started Help: Creating an Ad

What do you want to advertise?

I have something on Facebook I want to advertise.

I want to copy an existing ad.

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Screen 2. Create your Ad

They will then ask you to create the Ads headline and copy. The number of words and characters for both the headline and the body of the ad are restricted, so we wanted to be pithy.

You will input information for the **Title** and **Body** input boxes as follows.

- **Title** (this is the headline for the ad): **Catholic for Obama?**
- **Body** (this is the actual text for the ad): **For social change and the common good? Sign the petition endorsing Senator Obama at Catholicsforobama.org.**

You will then upload the image of the dove – which you have downloaded from the *Catholics for Obama* Web site - as follows.

- **Photo:** Click on the arrow next to Photo and select "Upload a Photo." Then click the Browse... button that appears and select the file for the image of the dove that you downloaded on to your computer from the Catholic Democrats Web site. If you have not already downloaded it you should do that now from the Downloads tab at www.catholicsforobama.org.
- **Social Actions:** Leave the **Social actions** box unchecked

2. Create your Ad Help: Creating an Ad

Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing

- [a list of suggested best practices](#)
- [a list of common reasons for rejection](#)

Title:

Body:


Line breaks are not preserved.

Photo:

Images will be resized to fit inside a 110px by 80px box. Use 3:4 or 16:9 aspect ratio for best results.

Social Actions: Add Social Actions. [?]

Catholic for Obama?



For social justice and the common good? Sign the petition endorsing Senator Obama for president at www.catholicsforobama.org.

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Screen 3. Reach the exact audience you want

It will then ask you to “reach the exact audience you want.” You can choose location, gender, age, and keywords.

We suggest that you select the following:

- **Location:** Everywhere in the U.S.
- **Sex:** We did not choose either male or female, which will allow us to reach both. Leave these boxes blank unless you want to specify otherwise.
- **Age:** 18 to Any
- **Keywords:** Note the following key words were selected from the options that Facebook allows you to choose from: *Catholicism, Catholic Student Association, Barack Obama, Students for Barack Obama, Obama/Biden, Michelle Obama, Democratic, Democrats, Democratic Party, College Democrats, Young Democrats, Liberal Democrats, Hillary Clinton*

With those keywords, our ad is targeted to reach 2.5 million people

3. Reach the exact audience you want Help: Targeting an Ad

Location:

Everywhere By State/Province By City

Sex: Male Female

Age: -

Keywords:

Catholic Student Association Catholicism Barack Obama

Students For Barack Obama Obama / Biden Michelle Obama

Democratic Democrats Democratic Party

College Democrats Young Democrats Liberal Democrats

Hillary Clinton

(interests, favorite music, movies, job titles, etc.)

[▶ Show More Options \(schools, workplaces, relationship status, etc.\)](#)

I want to reach people age 18 and older in the United States who like Catholic Student Association, Catholicism, Barack Obama, Students For Barack Obama, Obama / Biden, Michelle Obama, Democratic, Democrats, Democratic Party, College Democrats, Young Democrats, Liberal Democrats, or Hillary Clinton.

≈ 2,545,540 people

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Screen 4. Price your Ad

You will then be asked to price your campaign. At the menu for naming the campaign, you should scroll down to the category of "New Campaign". You can name it whatever you would like.

You can "Pay for Clicks" or "Pay for Views". We recommend you select the "Pay for Clicks" tab.

After your selection, Facebook will recommend a "Daily Budget" for you, usually \$25.00 but you can make change this to whatever suits you, from \$10 to \$100 or more.

Facebook will also ask "What is the most you are willing to pay per click?" next to Max. Bid. We suggest that you leave this at what the suggested number.

Then you can specify how long you want to run the ad. We ask you to consider to running it through November 4th.

4. Price your Ad Help: Pricing an Ad

Campaign: Name: [Use existing campaign](#)

Ads in a campaign share a budget and schedule. You will be able to change a campaign's budget and schedule in the Ads Manager.

Pricing:

Pay for Clicks **Pay for Views** [\[?\]](#)

Daily Budget: What is the most you want to spend per day? (min US\$1.00)
US\$

Your ad will be displayed in the Ad Space, News Feed, or both. [\[?\]](#)

Max Bid: What is the most you are willing to pay per click? (min US\$0.01)
US\$

You will never pay more than your max bid, and you may pay less. [\[?\]](#)

Schedule: When do you want to start running your ad?

Run my ad continuously starting today

Run my ad only during specified dates

[Continue](#)

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Step 4 – Review the Ad

Once you have completed all of the above steps, Facebook will then take you to the “Review Ad” page, which will include the ad as it will appear on Facebook pages, and will remind you of the keywords and billing price. You can still change the ad at this point by clicking on the “Change ad” button.

Review Ad Help

Ad Name:

Audience: You are targeting people age 18 and older in the United States who like Barack Obama, Catholic Student Association, Catholicism, College Democrats, Democratic, Democratic Party, Democrats, Hillary Clinton, Liberal Democrats, Michelle Obama, Obama/Biden, Students For Barack Obama, or Young Democrats.

Campaign: Test (New Campaign)

Bid Type: CPC


Bid: US\$0.98 per click

Daily Budget: US\$25.00

Duration: Continuous

Please review your ad for accuracy. [Change Ad](#)

Catholic for Obama?



For social justice and the common good? Sign the petition endorsing Senator Obama for president at [catholicforobama.org](http://www.catholicdemocrats.org/cfo/petition.php).

<http://www.catholicdemocrats.org/cfo/petition.php>

I have a coupon to redeem.

You will be billed on a credit card you have saved to your account. You can change your billing preferences in the Ads Manager.

By clicking the "Place Order" button, I agree to the [Facebook Advertising Terms and Conditions](#) including my obligation to comply with the [Facebook Advertising Guidelines](#).

I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account.

Once you have reviewed the ad, and it meets your satisfaction, you can then place the order.

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Step 5 – Place the Order.

If you do not already have a credit card attached to your Facebook account, Facebook will ask you for your credit card information. You must have an active credit card; you cannot pay with a debit card that is not associated with a credit card. Your card information will be verified. You will need to provide the following:

Name
Credit Card Type
Credit Card Number
Expiration Date
CSC Number (the three digit number on the back of your credit card)
Country
Address
City/Town
State/Province/Region
Zip

Step 6 – Await Facebook Ad Approval

Facebook does reserve the right to approve the ads, and so you will have to wait a few hours, pending approval, before your ad starts running.

Congratulations, you're done!

You have just touched thousands of Catholics, letting them know about *Catholics for Obama*.

Thank you. Your generosity is appreciated more than you may know.

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See how your Ad is doing after it has been accepted.

Once your ad has been accepted, you can check - through the Ads Manager application - to see how many times it has run and how people have clicked through.

Catholics for Obama (running) edit		Daily Budget \$50.00		Since 10/22/2008					
Name	Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
Catholic for Obama?	Running	0.87	CPC	152,436	130	0.09	0.63	0.53	81.31
Totals				152,436	130	0.09	0.63	0.53	81.31

