



THREE WAYS TO CREATE **FACEBOOK ADS**



Three Ways to Create Facebook Ads

There are three different ways to create your ad. You can create ads from your Facebook page, Ads Manager, and or the Power Editor.

Ways to create Facebook ads:

- How to create a Facebook ad in Business Manager
- How to select your marketing objective
- How to create a Facebook ad in the Power Editor
- How to boost your post from your Fan Page

Ads Manager

Inside the Ads Manager, you can:

- Create and run your ads
- Target your ads to the people you care about
- Set your budget
- See how your ads are performing
- See your billing summary, payment history, and payment method information

You can find Ads Manager in your Business Manager account.

business.facebook.com

If you have not set up your Business Manager account, watch the Business Manager training video to learn how. It's free, fast, and easy.

Once inside your Ad Account in your Business Manager, click the "Hamburger menu" at the top left (beside the Facebook logo), "All tools," and then "Ads manager."

Power Editor

Power Editor is a Facebook advertising tool designed for larger advertisers who need to create many ads at once and have precise control of their campaigns.

You can find Power Editor in your Business Manager account.

business.facebook.com

Once inside your Ad Account in your Business Manager, click the "Hamburger menu" at the top left (beside the Facebook logo), "All tools" and then "Power editor."

To use the Power Editor, use one of the web browsers below:

- Chrome (36 and above)
- Firefox
- Internet Explorer (11 and above)
- Edge

Boost Post

- You can only boost a post from your page. Posts from a personal profile can't be boosted
- Go to a post you've created and click “Boost post” in the lower-right corner
- Choose your audience, budget, and how long you'd like your boost to run
- You can also change your payment method
- Click “Boost post”
- If you do not see the Boost Post option, it might be that the post has already been boosted or can't be boosted

Boost post from your page can be limiting. If you want to target your Fan Page or other simple targeting options, you can boost post. However, for more targeting options, boost post in Ad Manager or Power Editor.

Congratulations!

You now know the three ways to create Facebook ads.

IMPORTANT LINKS AND RESOURCES

SIGN UP TO SUNFROG AND BECOME AN ARTIST AND OR SELLER

<http://bit.ly/2nIfAUN>

SUBSCRIBE TO THE OFFICIAL SUNFROG YOUTUBE CHANNEL

Be the first to watch new videos released from SunFrog on the SunFrog YouTube channel.

<https://www.youtube.com/user/sunfrogshirts>

LEARN FROM WORLD-CLASS INSTRUCTORS AT YOUR OWN PACE AT THE SUNFROG ACADEMY

Learn from the best and sell more products online inside the SunFrog academy.

academy.sunfrog.com

JOIN THE SUNFROG ACADEMY FACEBOOK GROUP

Network with fellow online entrepreneurs and t-shirt sellers inside the SunFrog academy Facebook group. Share tips, tricks, ideas, and case studies. Together we are stronger.

<https://www.facebook.com/groups/750888361594576/>

LIKE AND FOLLOW THE SUNFROG SELLER FAN PAGE

Always stay up to date with the latest news from SunFrog by following the SunFrog seller fan page. We release official announcements, promos, and new product releases on the seller fan page.

<https://www.facebook.com/SunFrogSellers/>

JOIN THE SUNFROG SELLER AND ARTIST EMAIL NEWSLETTER

<http://bit.ly/2o9IWle>

SUNFROG OVERVIEW:

SunFrog is the largest online t-shirt platform in the world.

We offer a platform that connects both artists and sellers around the world.

You can earn as an artist by uploading your art onto products through our product designer and earn a commission when those products sell.

You can earn as a SunFrog seller. Advertise any of our millions of designs from the SunFrog marketplace and earn a seller commission by adding your seller ID at the end of any product page URL. No need to create your own products; you can promote any product from within the marketplace.