Quick guide to Using Facebook Ads for Beginners

Why Use Facebook Ads?

They help you reach local customers who might need your services, even if they don't already know you.

Step 1: Set Up Your Facebook Business Page

- You need a Business Page to run ads. Create one at facebook.com/pages/create.

Step 2: Go to Facebook Ads Manager

- Visit business.facebook.com/adsmanager.

Step 3: Choose Your Goal

- Pick a simple goal like **"Get more calls"** or **"Increase website visits."**

Step 4: Define Your Audience

- Select your location (e.g., your town or city).
- Pick age and interests relevant to your business (like "Home improvement" or "Security").

Step 5: Set Your Budget

- Start small! Try £5–£10 per day to test.
- You can pause anytime.

Step 6: Create Your Ad

- Use a clear, simple image of your work or logo.
- Write a short message with an offer or call to action ("Call now for a free quote!").

Step 7: Review and Publish

- Check everything and hit **Publish**.
- Your ad will start running shortly.

Quick Tips

- Keep it local.
- Use bright images and simple text.
- Monitor performance in Ads Manager.