**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](http://www.facebook.com).

![Facebook login page](image-url)
- Click on your ad manager or visit [www.facebook.com/adsmanager](http://www.facebook.com/adsmanager).

- Click on “Create” under campaigns.

- You will be redirected to “Choose a Campaign Objective.”

  Toastmasters recommends choosing traffic as your objective.

  We suggest naming your campaign.

  Click “Continue.”
❖ You will be routed to “Campaign Details”.

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

Select your “Daily Budget”.

Click “Next”.
Next select the destination where you want to drive traffic.

Toastmasters suggests using a website.

Scroll to Budget & Schedules.

We recommend keeping “Dynamic Creative” and “Offer” off.

Input the ad start date and time.

End date is optional. If you include an end date, this will help with campaign management.
Select your target audience/demographics.

- Choose your audience by location. Type in the desired location.
- Choose your audience by age. Toggle to your desired age.
- 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:

- 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.”

[Image of optimization and delivery settings]

Select “Landing Page Views.”

› Create Ad

[Image of ad creation settings]

Confirm the identity of the Facebook page.

Select “Single Image or Video.”

Add and upload the image from your computer. Click “Next.”
Create Ad (continued)

- Confirm the ad is sized correctly in the preview.

Enter the primary text that will be displayed on the ad. See recommended copy on page 8.

Optional Headline. Ad recommend call to action that is on page 8.

Description is optional. Option to add club name or District here.

Destination: Website. Add URL.

Suggested “Call to Action” button: Learn More.

Optional Language: Languages. Add your own translations or automatically translate your ad to reach people in more languages.

Optional: Tracking. Toastmasters suggests leaving this option blank.

Review your ad. Click “Publish.”
# Section Two: Toastmasters Recommended Copy and Images for Facebook Ads

<table>
<thead>
<tr>
<th>Ad Headline</th>
<th>Ad Copy</th>
<th>Call to Action</th>
<th>Ad Image</th>
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<tbody>
<tr>
<td><strong>Communication Theme</strong></td>
<td></td>
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<tr>
<td>Calling all online communicators!</td>
<td>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!</td>
<td>Learn More</td>
<td><img src="image1" alt="Calling all online communicators!" /></td>
</tr>
<tr>
<td>Relax, present confidently.</td>
<td>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!</td>
<td>Learn More</td>
<td><img src="image2" alt="Relax, present confidently." /></td>
</tr>
<tr>
<td>Don't be scared by online speaking.</td>
<td>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!</td>
<td>Learn More</td>
<td><img src="image3" alt="Don't be scared by online speaking." /></td>
</tr>
<tr>
<td>You. Online and in focus.</td>
<td>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!</td>
<td>Learn More</td>
<td><img src="image4" alt="You. Online and in focus." /></td>
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<tr>
<td><strong>Microphone Theme</strong></td>
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<tr>
<td>Learn public speaking skills</td>
<td>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.</td>
<td>Learn More</td>
<td><img src="image5" alt="Learn public speaking skills." /></td>
</tr>
<tr>
<td>Relax, speak confidently.</td>
<td>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.</td>
<td>Learn More</td>
<td><img src="image6" alt="Relax, speak confidently." /></td>
</tr>
<tr>
<td>Relax, speak confidently.</td>
<td>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.</td>
<td>Learn More</td>
<td><img src="image7" alt="Relax, speak confidently." /></td>
</tr>
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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.

![Estimated Daily Results](image)

- 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!