

**HOW TO RUN
FACEBOOK &
INSTAGRAM ADS
THAT ARE NOT
“PREVIOUS POSTS”**

**COLLECTION ADS
SINGLE IMAGE ADS
VIDEO ADS**

What We Will Cover

Quick recap on the Ads tools

However, instead of choosing a previous post as your ad, you can ,,,

1. How to create a single image ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

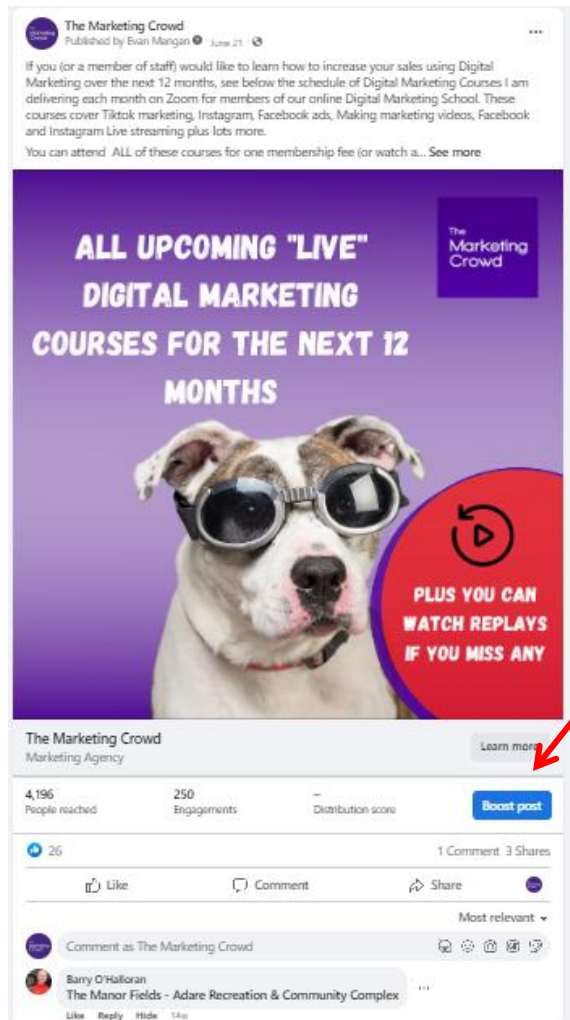
2. How to create a single Video ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

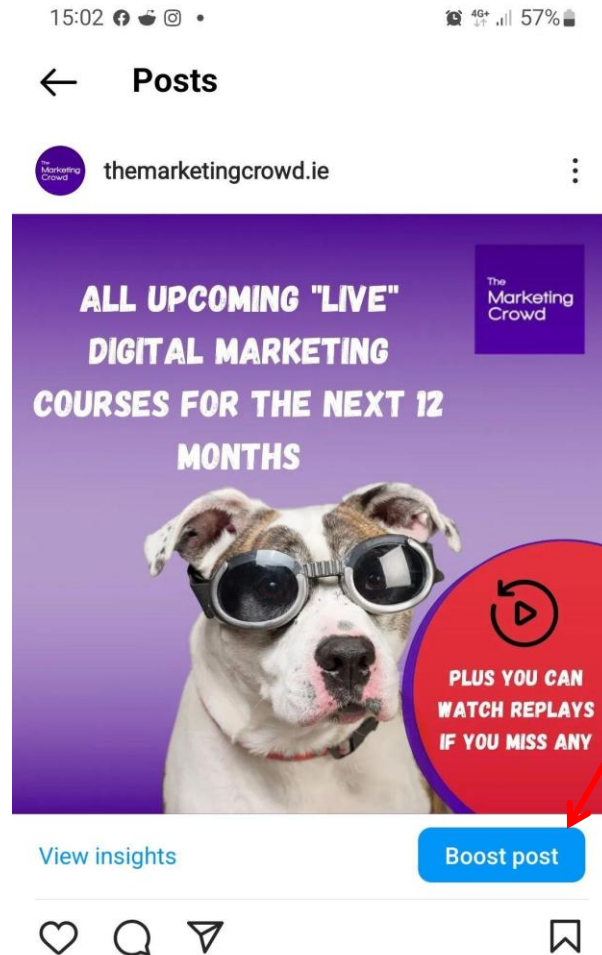


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

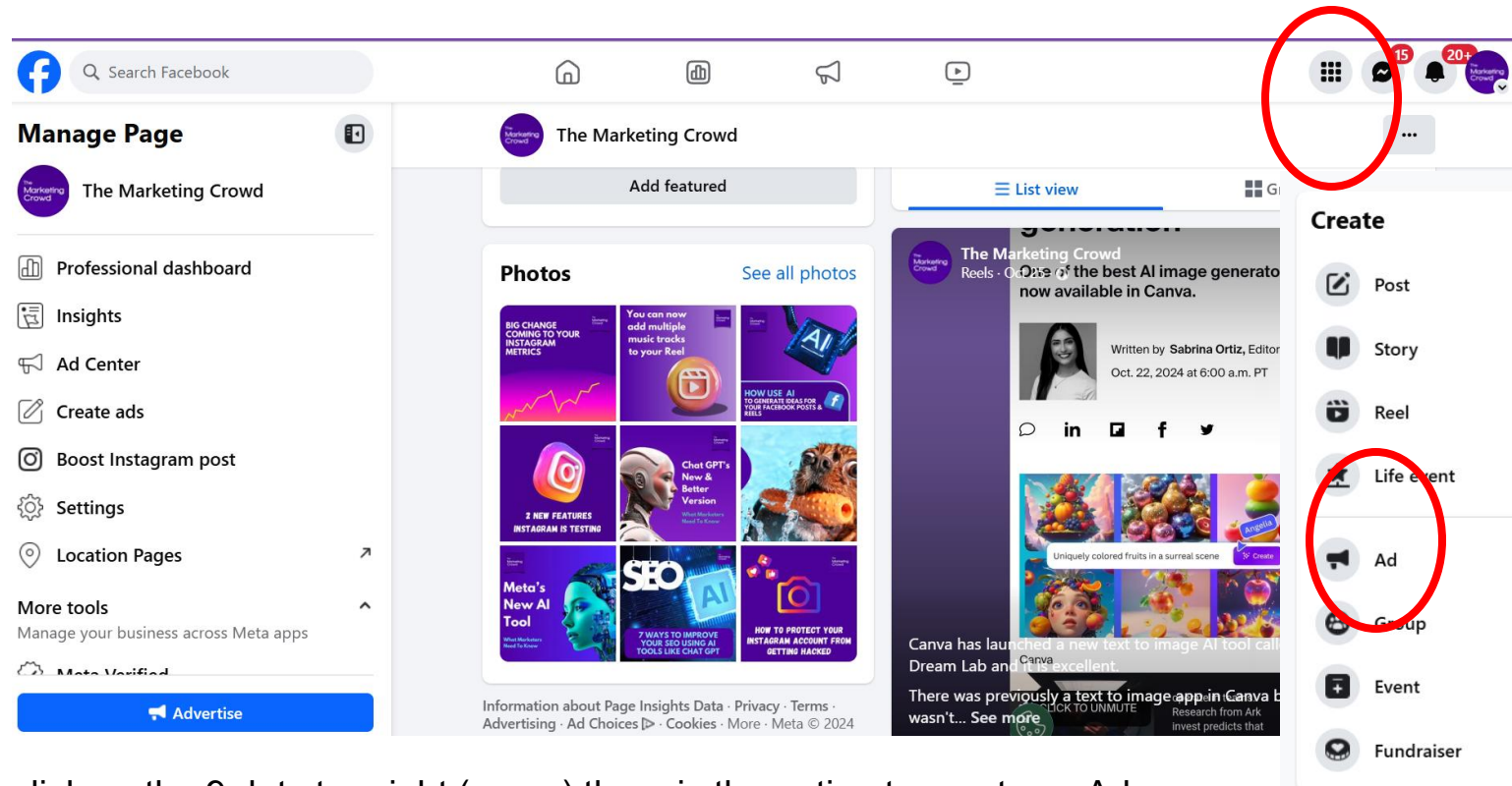


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

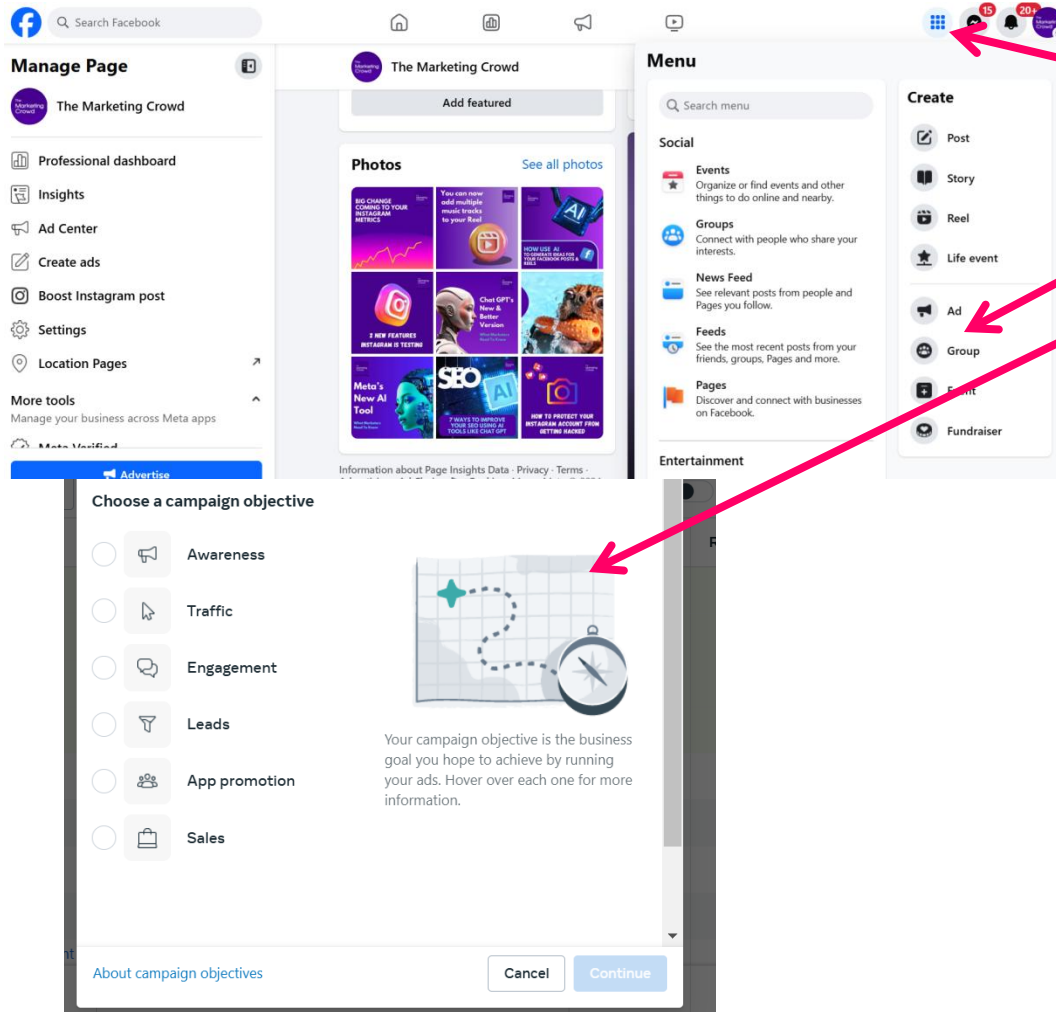


If you click on the 9 dots top right (menu) there is the option to create an Ad

This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

To access the ad creation tool within ads manager

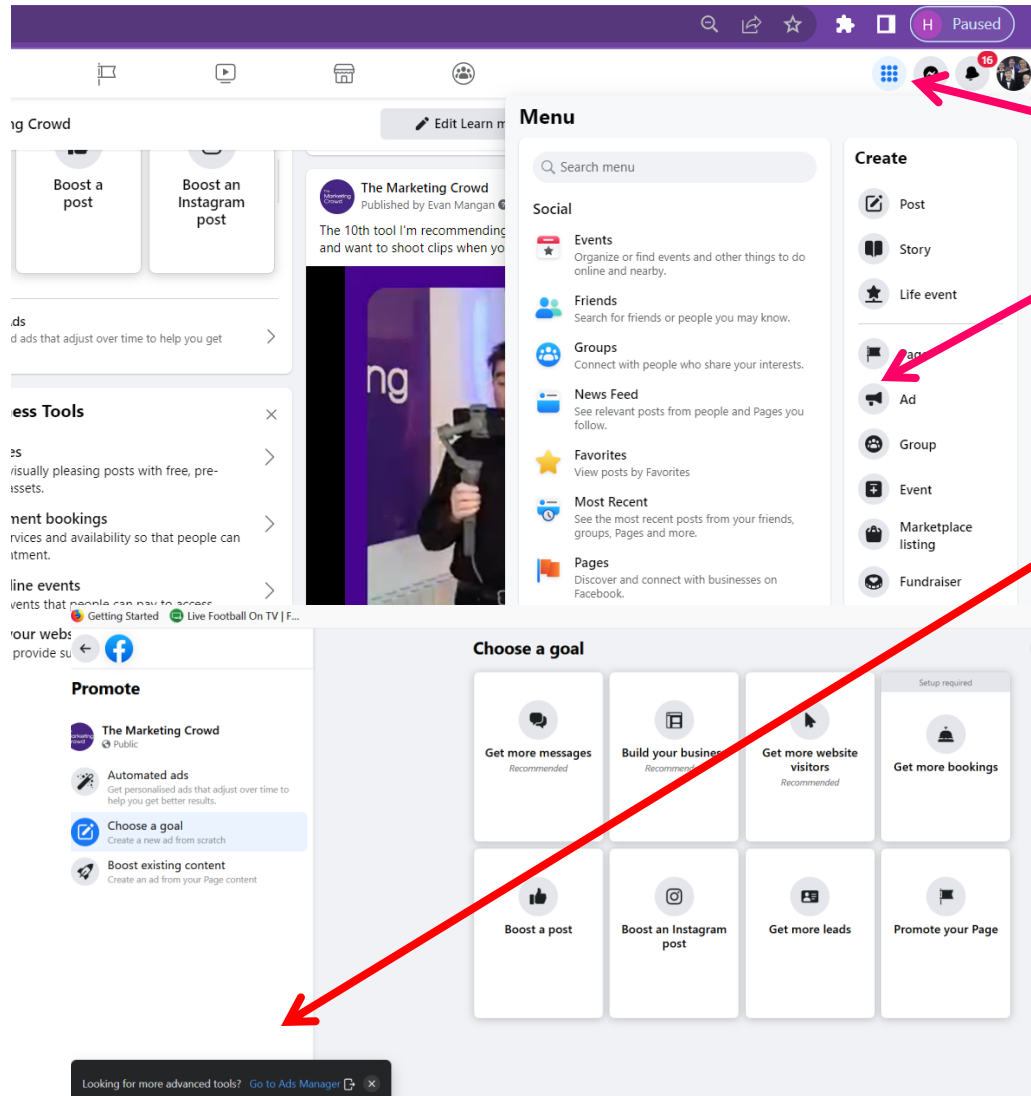


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

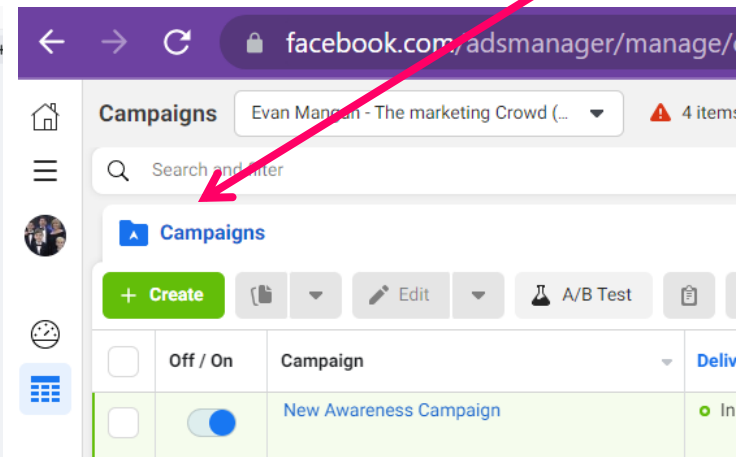
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

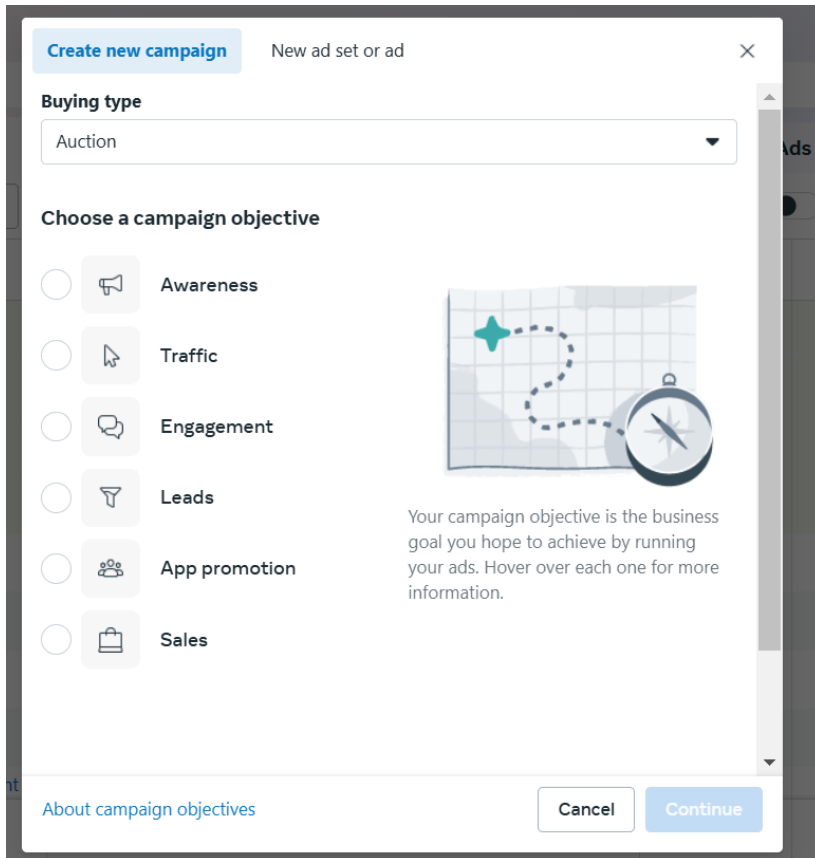
Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective



The image shows a Facebook 'Create new campaign' dialog box. At the top, there's a blue button 'Create new campaign' and a subtitle 'New ad set or ad'. Below this, the 'Buying type' is set to 'Auction'. The main section is titled 'Choose a campaign objective' and lists six options: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (people icon), and Sales (briefcase icon). Each option has a radio button. To the right of the list is a graphic of a map with a dashed path and a compass. Below the graphic, text explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom left is a link 'About campaign objectives', and at the bottom right are 'Cancel' and 'Continue' buttons.

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

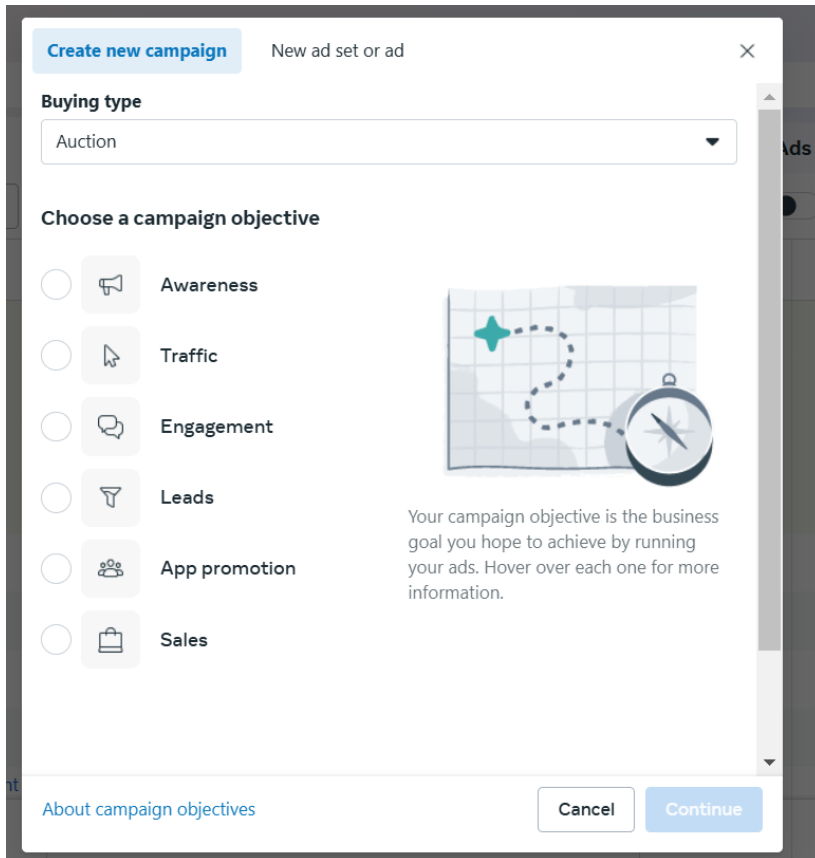
Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#) Cancel Continue

You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

They will ask you what is your main objective



Create new campaign New ad set or ad

Buying type

Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#)

Cancel Continue

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

Engagement: Get more messages, video views, post engagement, Page likes or event responses.

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

How to create an ad campaign

age/campaigns?act=380601755312923&nav_entry_point=comet_create_menu

4 items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more

Cancel Continue

Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”

How to create an ad campaign

The screenshot shows a web interface for creating an ad campaign. At the top, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). Below these, the 'Campaign name' section is highlighted with a green checkmark. It contains a text input field with the placeholder text 'New Traffic Campaign' and a 'Create template' button. A red arrow points from the 'Create template' button to the text input field. Below this is the 'Special Ad Categories' section, also marked with a green checkmark. It includes a paragraph of text about declaring ad categories, a link 'Learn more about Special Ad Categories', and a sub-section 'Benefits of declaring Special Ad Categories' with another paragraph. A 'Categorize your ads' button is present. Further down, the 'Categories' section is shown with a dropdown menu. A red arrow points from the 'Categorize your ads' button to the dropdown menu. Another red arrow points from the right side of the form to the 'Next' button, which is partially visible on the right edge of the screenshot.

✓ Campaign name

New Traffic Campaign

Create template

✓ Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable



Important – Give your campaign a name you will recognise. Type in a name


If your ad is to do with Politics / social issues, car loans, credit loans, housing you need to self declare. Then certain targeting options won't be available as they do not allow discrimination in ads targeting

You can skip everything else.

Then Click on Next to progress to page 2 out of 3

How to create an ad campaign

 Edit  Review

 **Conversion**

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

☒

 Website
Send traffic to your website.

☐

 App
Send traffic to your app.

☐

 Messaging apps
Send traffic to Messenger, Instagram and WhatsApp.

☐

 Instagram profile
Send traffic to your Instagram profile.

☐

 Calls
Get people to call your business.

Performance goal ⓘ

Maximize number of link clicks ▼

Where do you want to drive traffic to?

Your website?

Your App?

To Messenger so people can message you?

To WhatsApp?

Choose the one you want. And scroll down

How to create an ad campaign

Performance goal ⓘ

Maximize number of link clicks

Traffic goals

☐ Maximize number of landing page views
We'll try to show your ads to the people most likely to view the website or Instant Experience linked in your ad.

☒ Maximize number of link clicks
We'll try to show your ads to the people most likely to click on them.

Other goals

☐ Maximize daily unique reach
We'll try to show your ads to people up to once per day.

☐ Maximize number of conversations
We'll try to show your ads to people most likely to have a conversation with you through

Provide creative elements, such as images and headlines, and we'll automatically

There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

✔ Budget & schedule

Budget ⓘ

Daily budget ▾

€20.00

EUR

You'll spend an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00.

[About daily budget](#)

Schedule

Start date

📅

Jul 28, 2025

🕒

11:04 AM PDT

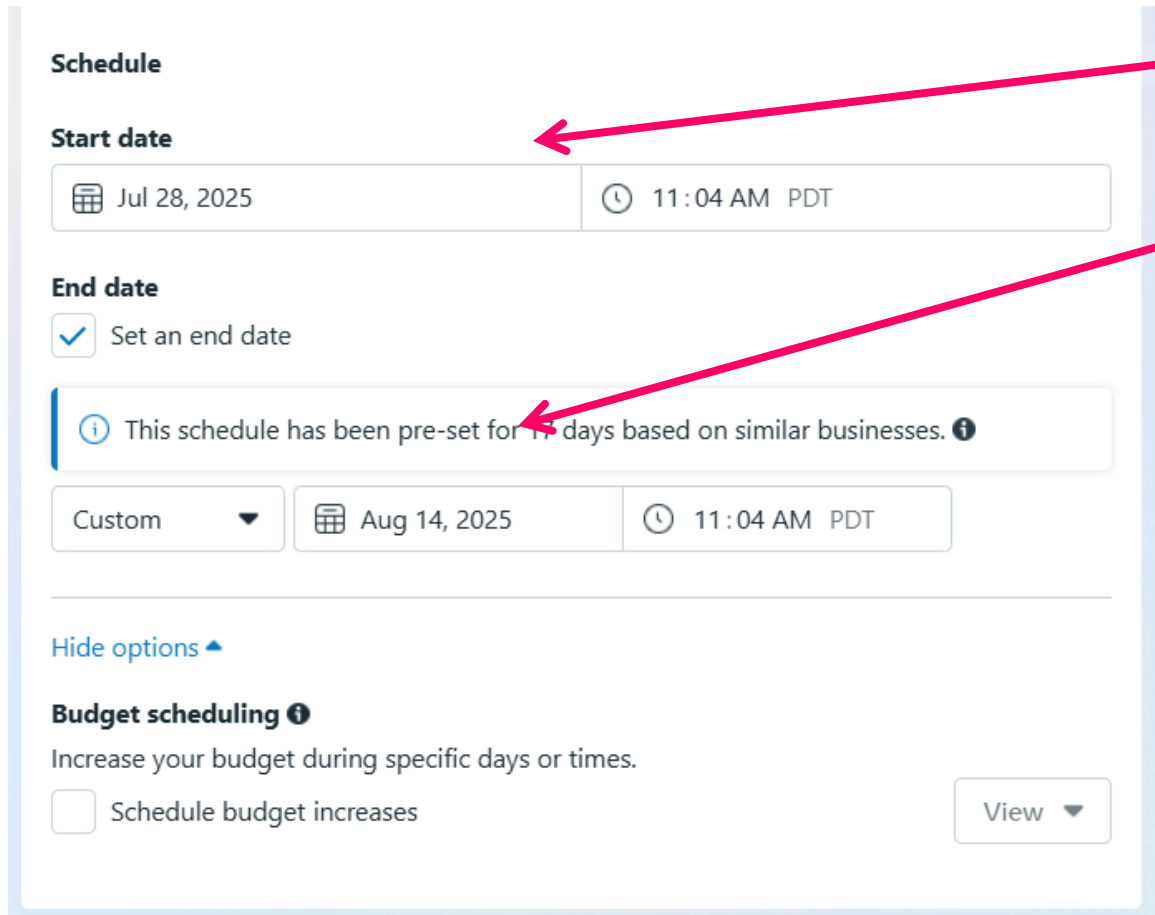
End date

☐ Set an end date

Budget: Decide how much you will spend per day and for how long you will run the campaign for

It is better to spend your money over 3-4 days rather than spend it all on one day.

How to create an ad campaign



Schedule

Start date

Jul 28, 2025 11:04 AM PDT

End date

☒ Set an end date

This schedule has been pre-set for 17 days based on similar businesses.

Custom Aug 14, 2025 11:04 AM PDT

[Hide options](#)

Budget scheduling

Increase your budget during specific days or times.

☐ Schedule budget increases [View](#)

If you wish you can decide to increase your budget and spend more at a certain time on specific days.

This is totally optional.

It might be useful if ..

1. You are running an offer and want to increase your spend at the offer deadline approaches
2. You think that you tend to get more enquiries at a certain time of day / day of week

How to create an ad campaign

[illegible]

You can also schedule your ads to run a certain times of the day or only on certain days.

In order to do this you need to switch the budget from daily budget to a lifetime budget - otherwise you cannot tick the option

Then you can choose the days and times

How to create an ad campaign

✓ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- Ireland

[Show more options ▼](#)

✓ Advantage+ audience ⚡

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely.

[Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta has introduced the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location e.g. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences e.g. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours

How to create an ad campaign

✓ Audience controls ⓘ

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[Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"

How to create an ad campaign

Custom audiences ⓘ Create new ▼

🔍 Search existing audiences

Add exclusions

*** Locations** ⓘ

Included location:

- Ireland

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Advantage detailed targeting+

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Languages ⓘ

All languages

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign

✓ Beneficiary and payer

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in [Advertising settings](#). This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

* Beneficiary ⓘ

The Marketing Crowd ▼

☒ The beneficiary and payer are different

Step 3: declare who is the beneficiary and payer of the ad

If you are paying and benefiting just enter your business name

How to create an ad campaign

Step 3: Decide where You want your ad to appear.

To view your options hover your mouse over advantage + Placements and then click the edit button and then tick Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns
However I untick audience Network

✓ Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements ✦

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options ▾](#)

☒ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

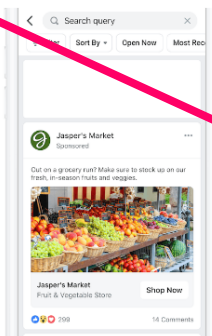
☒ Facebook ☒ Instagram
☒ Audience Network ☒ Messenger

Asset customization

23 / 22 placements that support asset customization

Placements

- ☒ Feeds
Get high visibility for your business with ads in feeds
- ☒ Stories and Reels
Tell a rich, visual story with immersive, fullscreen vertical ads
- ☒ In-stream ads for videos and reels
Reach people before, during or after they watch a video or reel
- ☒ Search results
Get visibility for your business as people search
- ☐ Messages



How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot shows the Facebook Ads creation interface. On the left, the 'Identity' section includes a 'Facebook Page' dropdown set to 'The Marketing Crowd' and an 'Instagram Account' dropdown set to 'themarketingcrowd.ie'. Below this is the 'Ad Setup' section with a dropdown menu currently set to 'Use Existing Post'. This dropdown is open, showing three options: 'Create Ad', 'Use Existing Post' (which is selected and highlighted in blue), and 'Use Creative Hub Mockup'. At the bottom of the 'Ad Setup' section are two buttons: 'Select Post' and '+ Create Post'. On the right side of the interface, there is a section titled 'Select an existing post for your ad' with a 'Select Post' button. Below this, a message states 'Creative missing body text: This (#1815538)'. Further down is an 'Ad Preview' toggle switch, which is currently turned off. Three red arrows originate from the right-hand text blocks and point to specific elements: the first arrow points to the 'Instagram Account' dropdown, the second arrow points to the 'Use Existing Post' option in the dropdown menu, and the third arrow points to the 'Select Post' button at the bottom.

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

Ad Setup

Use Existing Post

Create Ad

Use Existing Post

Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

Step 4: Choose from the dropdown a post that you want to turn into an ad

Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram

Select post

FacebookInstagramPartner Content

Filter by:

All postsPost, image or video IDs, or other keywords

Facebook post	Post ID	Source	Media	Date created
 In this live online course I am delivering for Local Enterprise Office Cla... 8 likes, 3 comments, 2 shares	925003292978745	Reels	Video	Sep 25, 2024
 Would you like to learn how to increase your sales using social media ... 19 likes, 0 comments, 4 shares	921689896643418	Feed	Video	Sep 21, 2024
 There is currently a limited time deal on our Digital Marketing School. ... 8 likes, 1 comment, 0 shares	917119947100413	Feed	Video	Sep 15, 2024
	912584364220638	Reels	Video	Sep 8, 2024

CancelContinue

By clicking "Publish," you agree to Facebook's terms and Advertising Guidelines.

Then choose a post from the list of previous posts or reels on Facebook or Instagram

Once you select one then click continue

How to turn a post into an ad that goes out on Facebook & Instagram

Source URL

Enter a URL to automatically find site links you can choose to add. By default, we'll use your destination Website URL.

Site Links

0 site links added [Add](#)

Ad creative

Select and optimize your ad text, media and enhancements.

Your Instagram ad will render Facebook mentions as regular text.

Facebook Post

Would you like to learn how...
917119947100413 - Sep 15, 2024

Change post

Create post

Enter post ID

Primary text

Campaign Opportunities

Potential 33% lower cost per result.

☒ Ad preview

Advanced preview

3

The Marketing Crowd

Sponsored ·

Would you like to learn how to increase your sales using social media marketing?
...See more

SOCIAL MEDIA MARKETING NIGHT CLASSES

Over 4 Thursday Nights You'll Learn ...

- Instagram Marketing
- Facebook Marketing
- TikTok Marketing
- Video Editing
- Canva Design
- Chat GPT - AI tools

localenterprise.ie

Social Media Marketing Night...

[Learn more](#)

Instagram

themarketingcrowd.ie

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[Learn more](#)

themarketingcrowd.ie Would you like to learn how to increase your sales using social media marketn... more

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

All edits saved

Back

Publish

You can preview how it looks in different Placements

If there isn't already a link on your post or reel they will prompt you to enter a url and choose a call to action button

When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.

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3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

Why create an image ad?

A large, bold, black handwritten-style text that reads "Why?". The letters are thick and slightly irregular, with a casual, sketchy feel. The question mark is also large and matches the style of the letters.

When you create an Image ad you benefit from using AI to test variants of your ads to find the best version / results . These Variants Include

- Different text variants
- Different Image versions
- different text overlays
- Different Calls to Action

How to create the 3 image sizes.

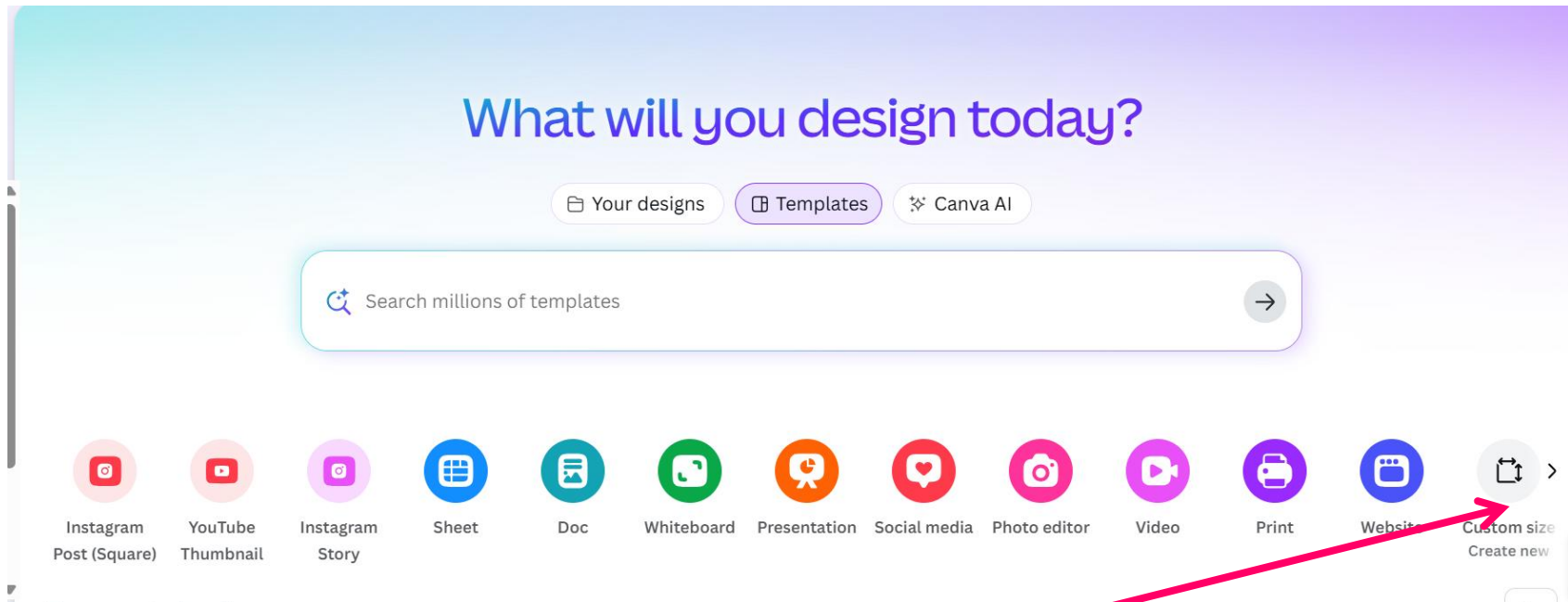


You will need 3 different image sizes

1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. 1200 x 628

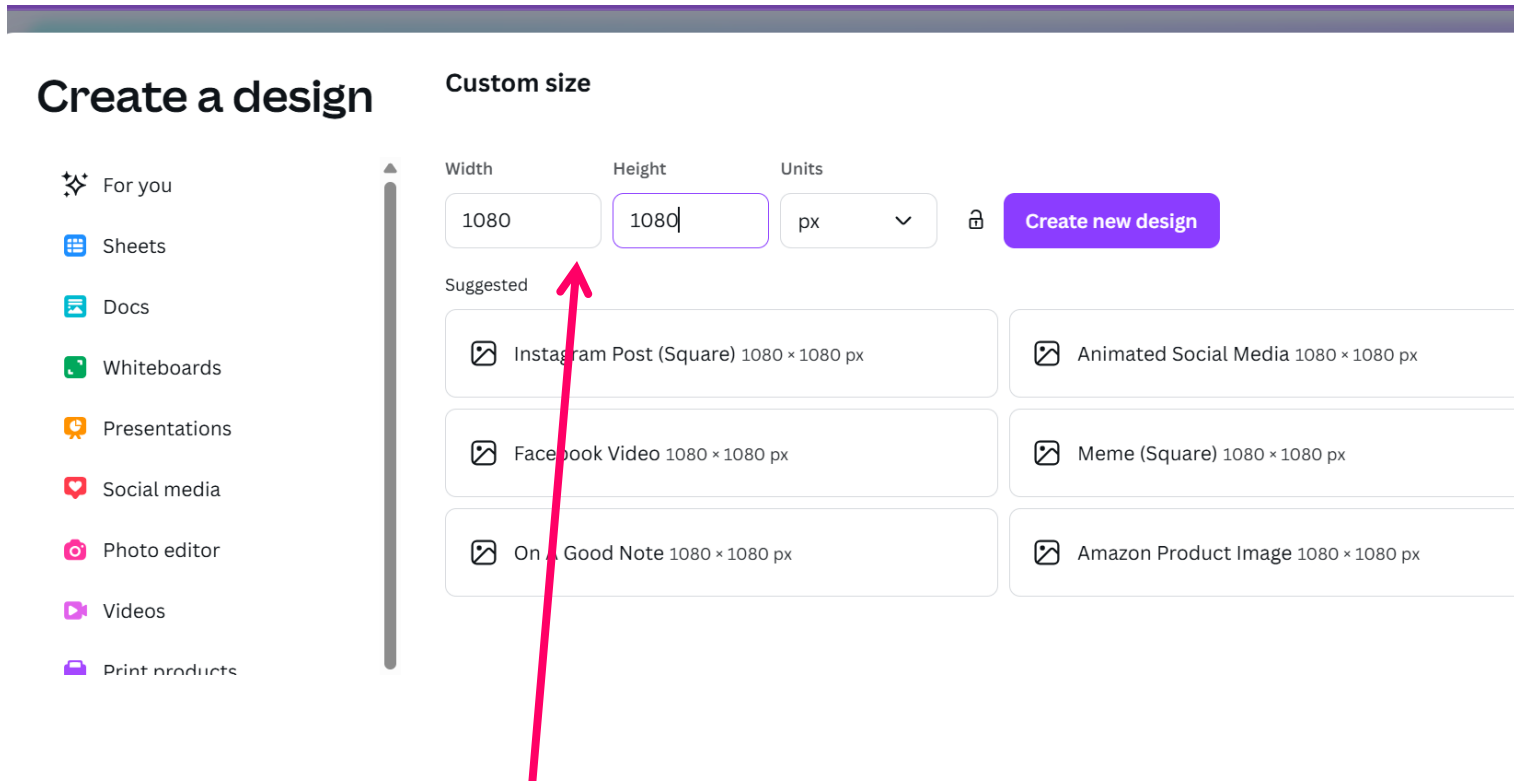


How to create the 3 image sizes.




Go to [Canva.com](https://www.canva.com)
Click on Custom size

How to create the 3 image sizes.









Create a design

Custom size

Width: 1080 Height: 1080 Units: px  [Create new design](#)

Suggested

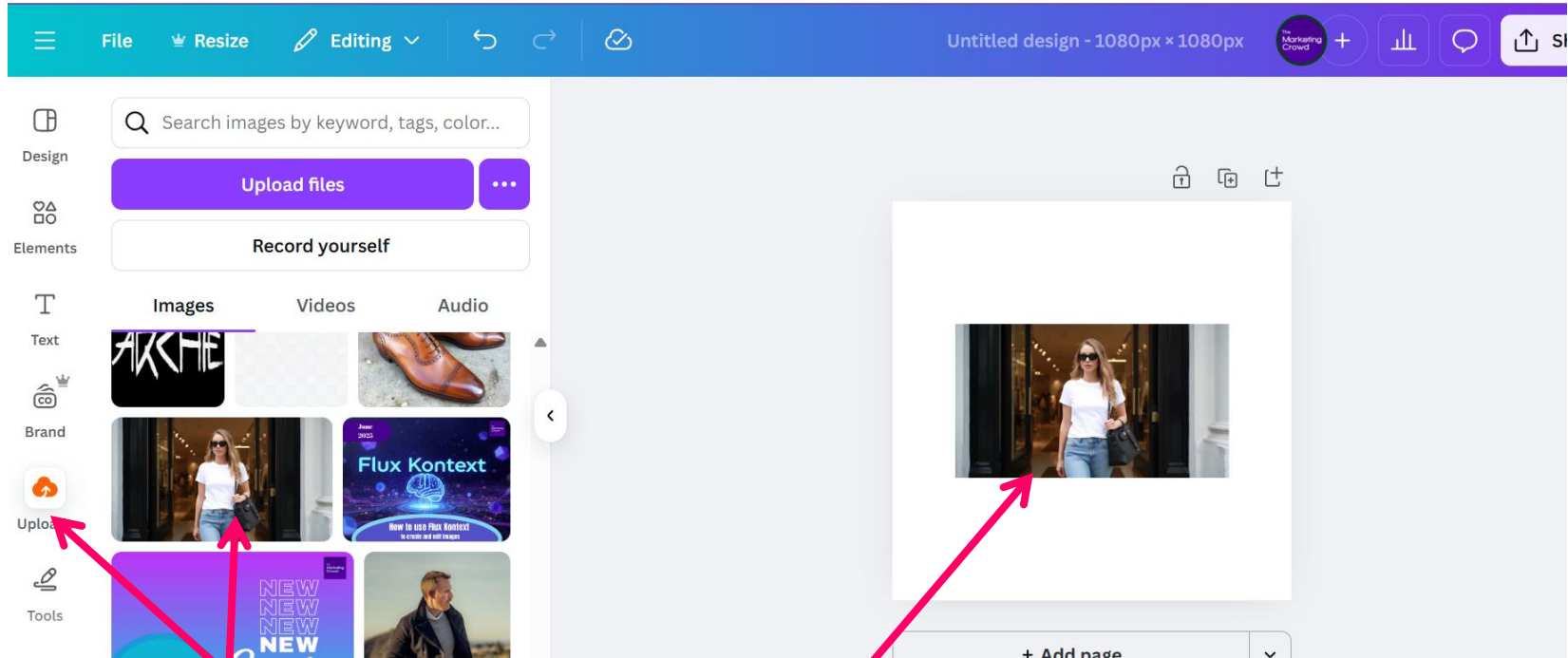
-  Instagram Post (Square) 1080 x 1080 px
-  Facebook Video 1080 x 1080 px
-  On a Good Note 1080 x 1080 px
-  Animated Social Media 1080 x 1080 px
-  Meme (Square) 1080 x 1080 px
-  Amazon Product Image 1080 x 1080 px

Type in the dimension you want and then click create new design

Eg

1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. 1200 x 628

How to create the 3 image sizes.



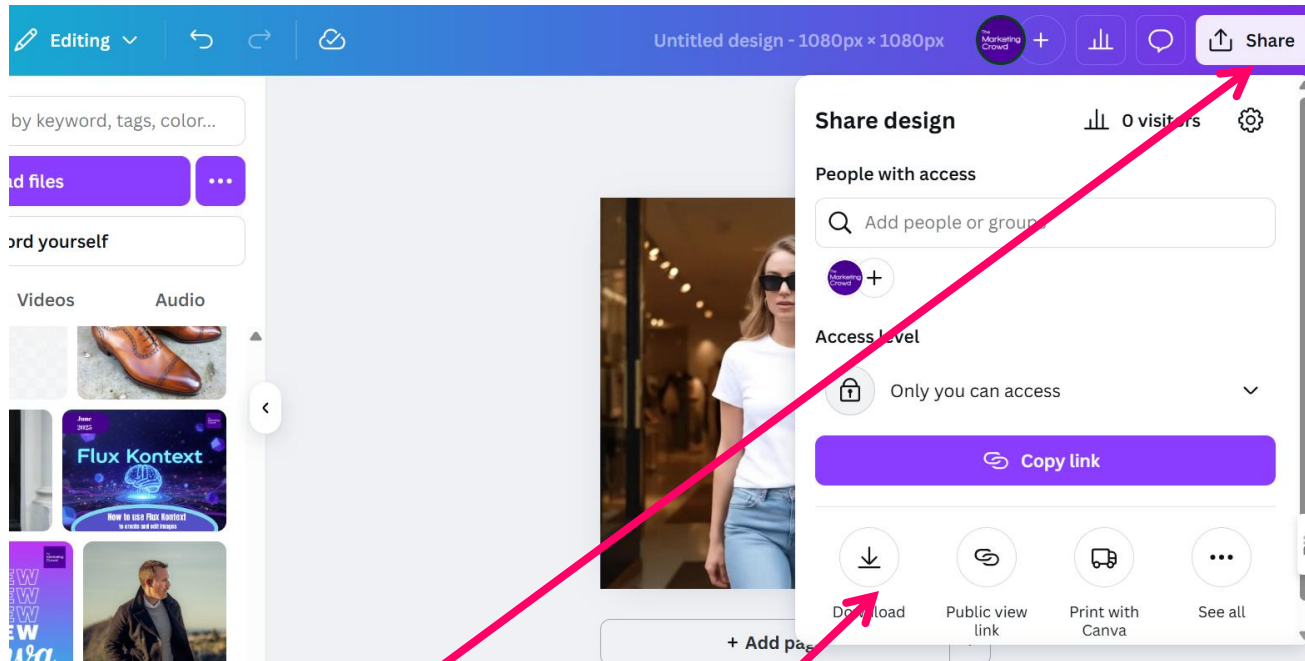
Then click on Upload

Then upload your image

Click on your image and it will appear on the canvas

Then right click the image on the canvas and select set as background and it will then fit the canvas

How to create the 3 image sizes.

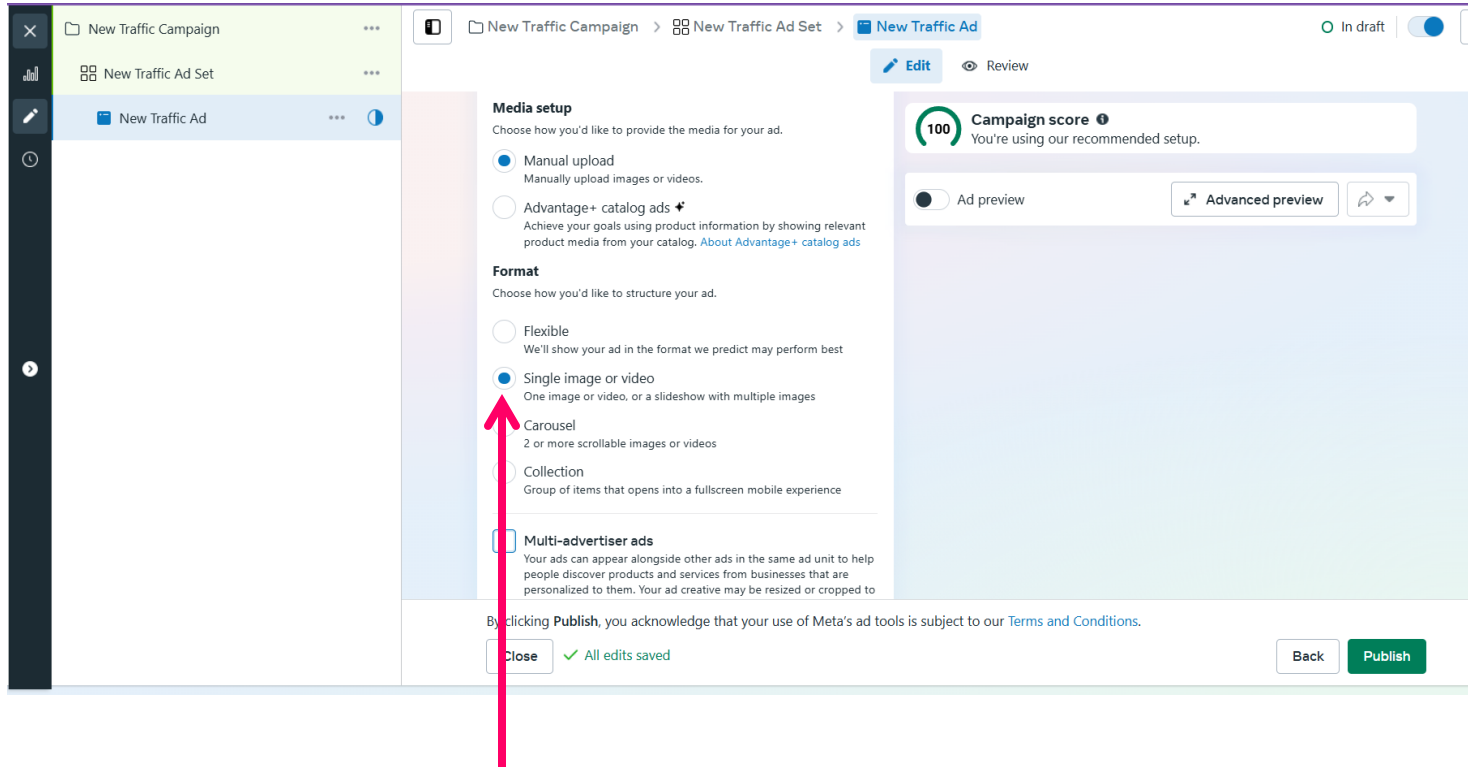


Then click on Share

Then click download and download to your PC

Repeat this process for the other 2 images

How to create a single image ad



The screenshot displays the Meta Ads creation interface. On the left, a sidebar contains navigation icons and a list of items: 'New Traffic Campaign', 'New Traffic Ad Set', and 'New Traffic Ad'. The main area is divided into sections for 'Media setup' and 'Format'. In the 'Format' section, the 'Single image or video' option is selected, indicated by a blue radio button and a red arrow pointing to it. Other options include 'Flexible', 'Carousel', 'Collection', and 'Multi-advertiser ads'. To the right, a 'Campaign score' of 100 is shown, along with an 'Ad preview' section. At the bottom, there are 'Back' and 'Publish' buttons, and a status bar indicating 'All edits saved'.

Media setup
Choose how you'd like to provide the media for your ad.

- ☒ Manual upload
Manually upload images or videos.
- ☐ Advantage+ catalog ads ⁺
Achieve your goals using product information by showing relevant product media from your catalog. [About Advantage+ catalog ads](#)

Format
Choose how you'd like to structure your ad.

- ☐ Flexible
We'll show your ad in the format we predict may perform best
- ☒ Single image or video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

☐ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

✓ All edits saved

Scroll down and select Single image or video

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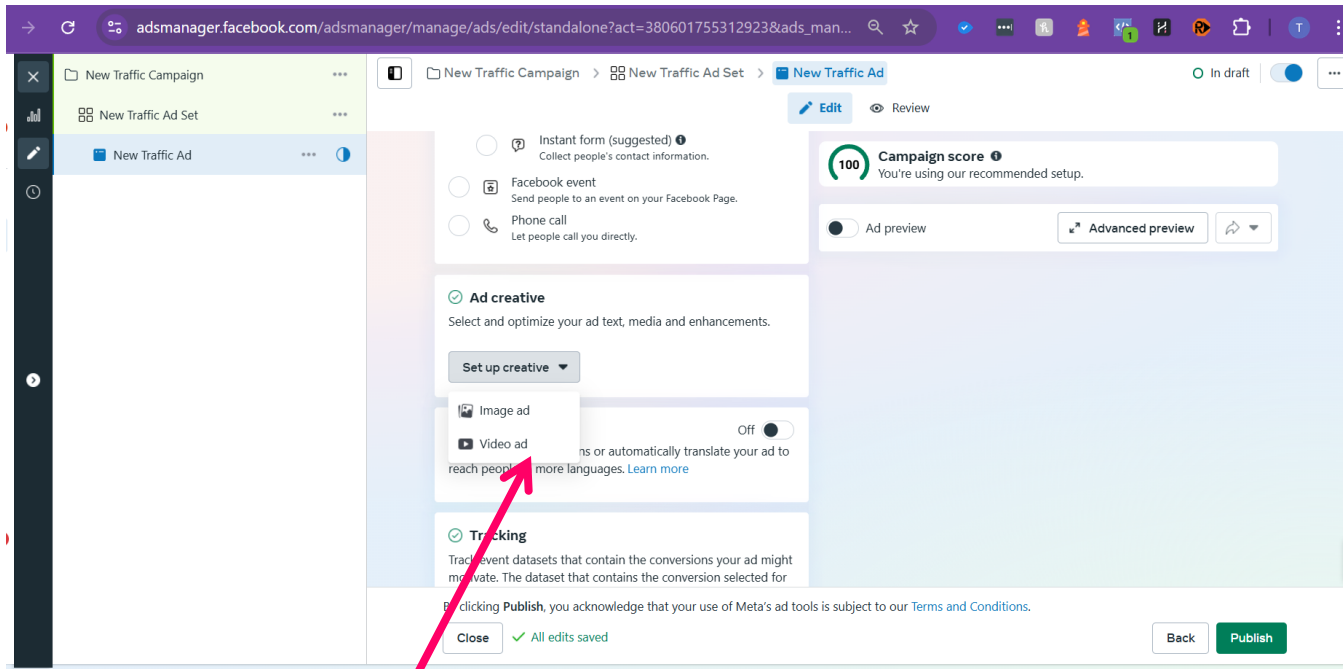
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- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

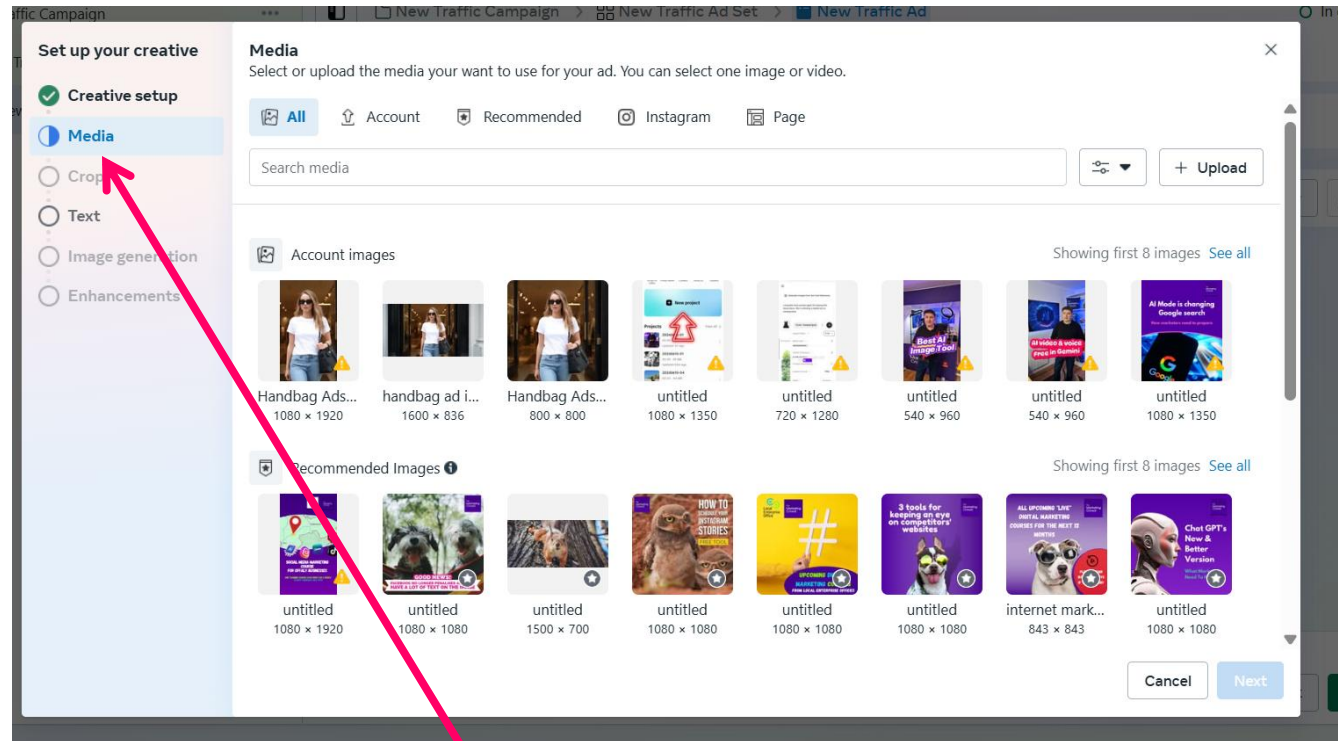
3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

How to create a single image ad



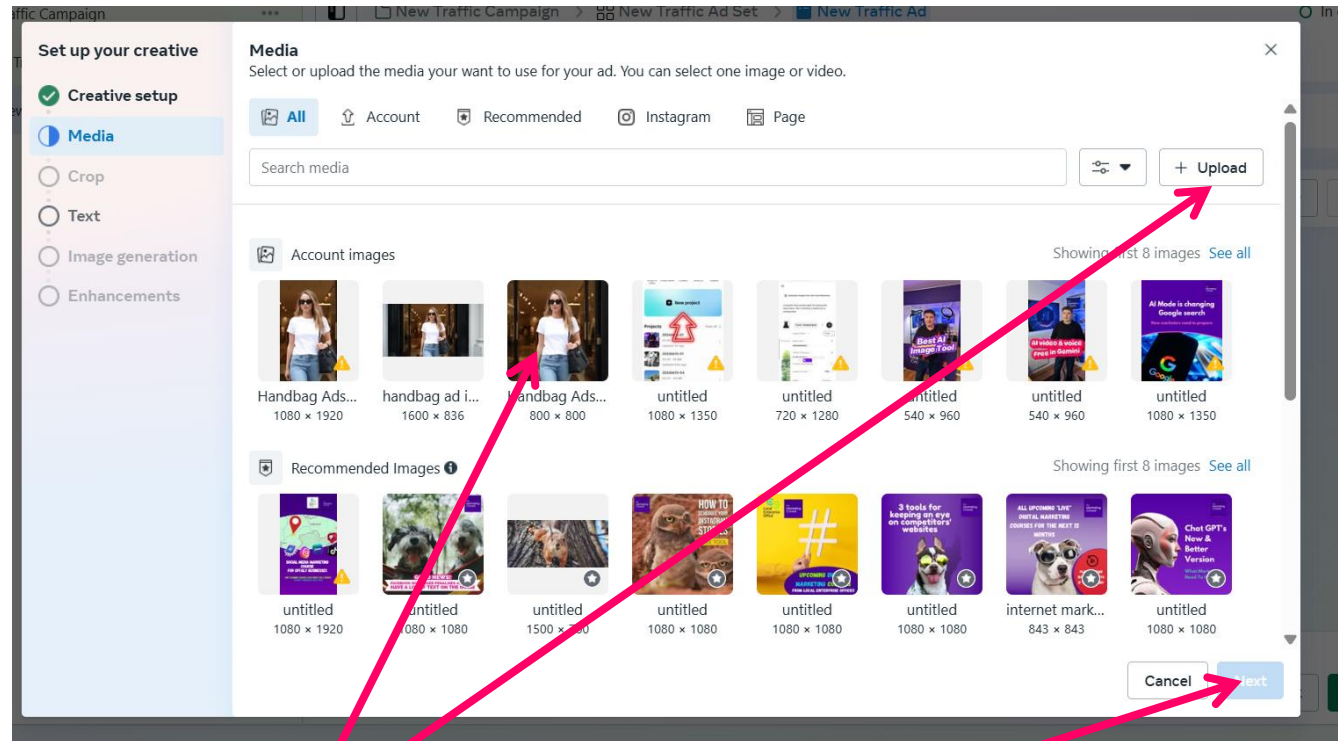
Click on Setup creative
Click image ad

How to create a single image ad



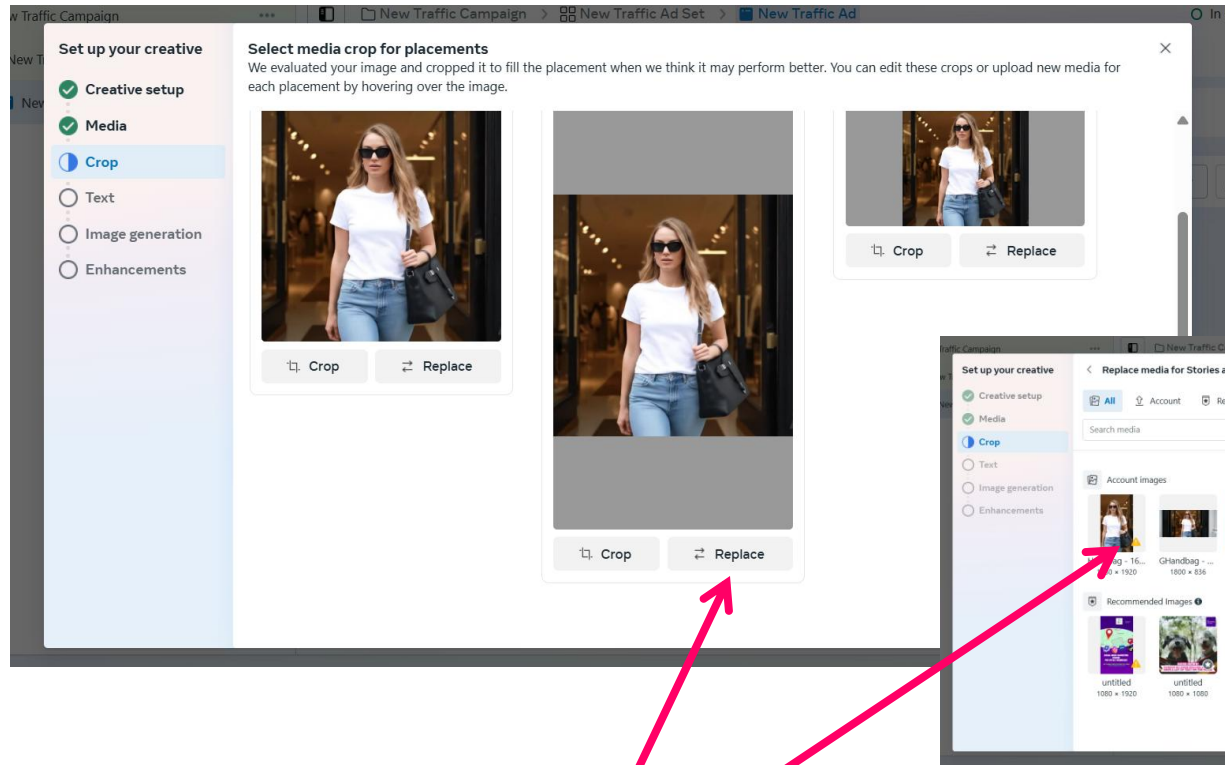
On the left hand menu click on Media to select your images

How to create a single image ad



You now need to upload three images
Click upload
Then select the square image
Then click Next

How to create a single image ad



The square image fits perfectly but it does not fit the portrait or landscape placements
Click replace on the Portrait placement
Then select your portrait image
Then click Next

Then repeat this process for the landscape image. Then click next

How to create a single image ad

Traffic Campaign

New Traffic Campaign > New Traffic Ad Set > New Traffic Ad

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✓ Crop
- Text**
- Image generation
- Enhancements

Text

Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

Primary text (1 of 5)

Fall in love with luxury – for less!
Our newest leather handbag collection has just arrived – and for a limited time, it's 25% OFF.

+ Add text option

Advantage+ creative text generation AI

[View terms](#)

Tailor variations to personas

- ☒ Apply all (5 of 5)
- ☒ WARNING: Luxury Alert!
Get ready to fall in love with our newest leather handbag collection!
And the best part? For a limited time, take 25% OFF your dream bag! Shop now and indulge in luxury for less!
- ☒ BIG NEWS!
Our luxury leather handbag collection has landed!
And to celebrate, we're offering 25% OFF for a limited time only. Ready to fall in love with luxury at a steal? Shop now and get ready to turn heads!
- ☒ NEW ARRIVAL!

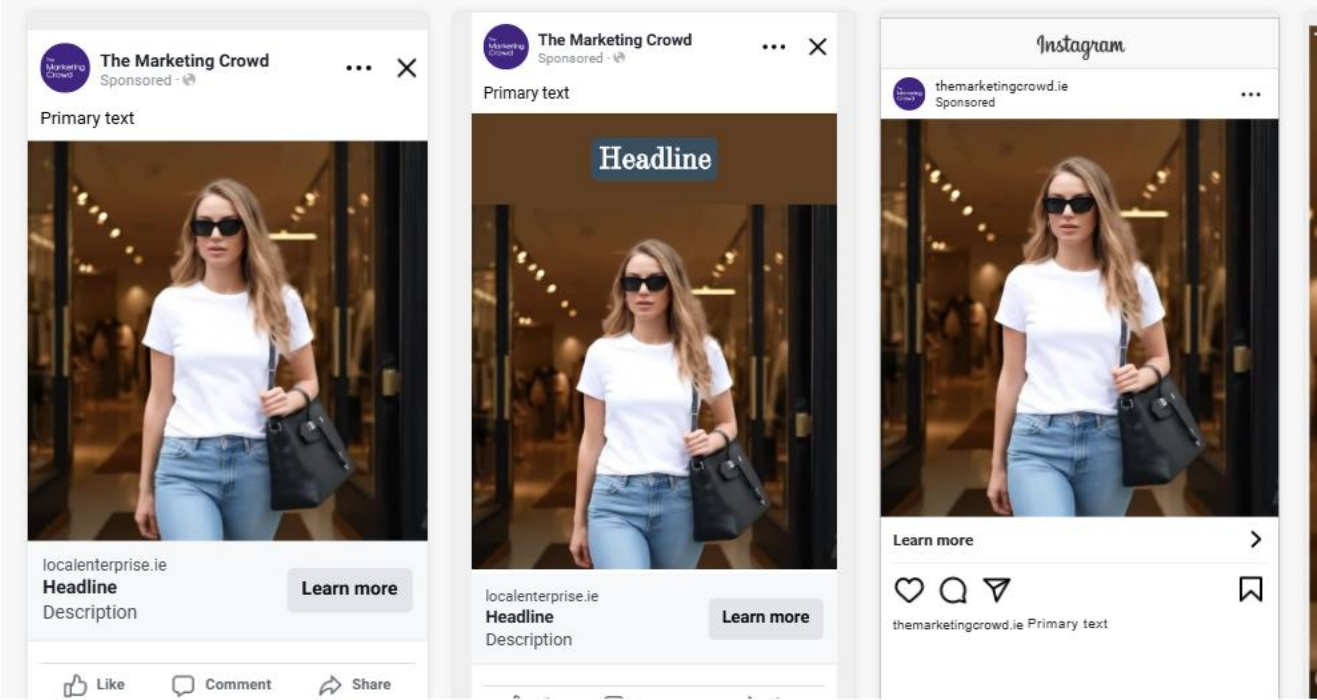
Cancel Next

You have now progressed to the Text section

Write text under “Primary Text”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta will test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a single image ad



This shows you where Primary text headline and description appear

How to create a single image ad

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✓ Crop
- Text**
- Image generation
- Enhancements

Text
Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

Get ready to fall in love with luxury... at a steal!
Our newest leather handbag collection just dropped & for a limited time, take 25% OFF!

👍 👎 [Generate new variations](#)

Headline 1 of 5

25% Off Our New Leather Handbags

[+ Add headline option](#)

Advantage+ creative text generation AI
[View terms](#)

- ☐ Apply all (0 of 4)
- ☐ Luxury Handbags 25% Off
- ☐ Fall in Love for Less
- ☐ Leather Luxury at Discount
- ☐ Luxury Handbags 25% OFF

[Cancel](#) [Next](#)

Write text under “Headline”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta will test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a single image ad

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✓ Crop
- Text**
- Image generation
- Enhancements

Text

Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

[View terms](#)

☐ Apply all (0 of 4)

☐ Luxury Handbags 25% Off

☐ Fall in Love for Less

☐ Leather Luxury at Discount

☐ Luxury Handbags 25% OFF

[Generate new variations](#)

Description ⓘ

Timeless. Elegant. Now 25% off – while stocks last!

Call to action ⓘ

Get offer ▼

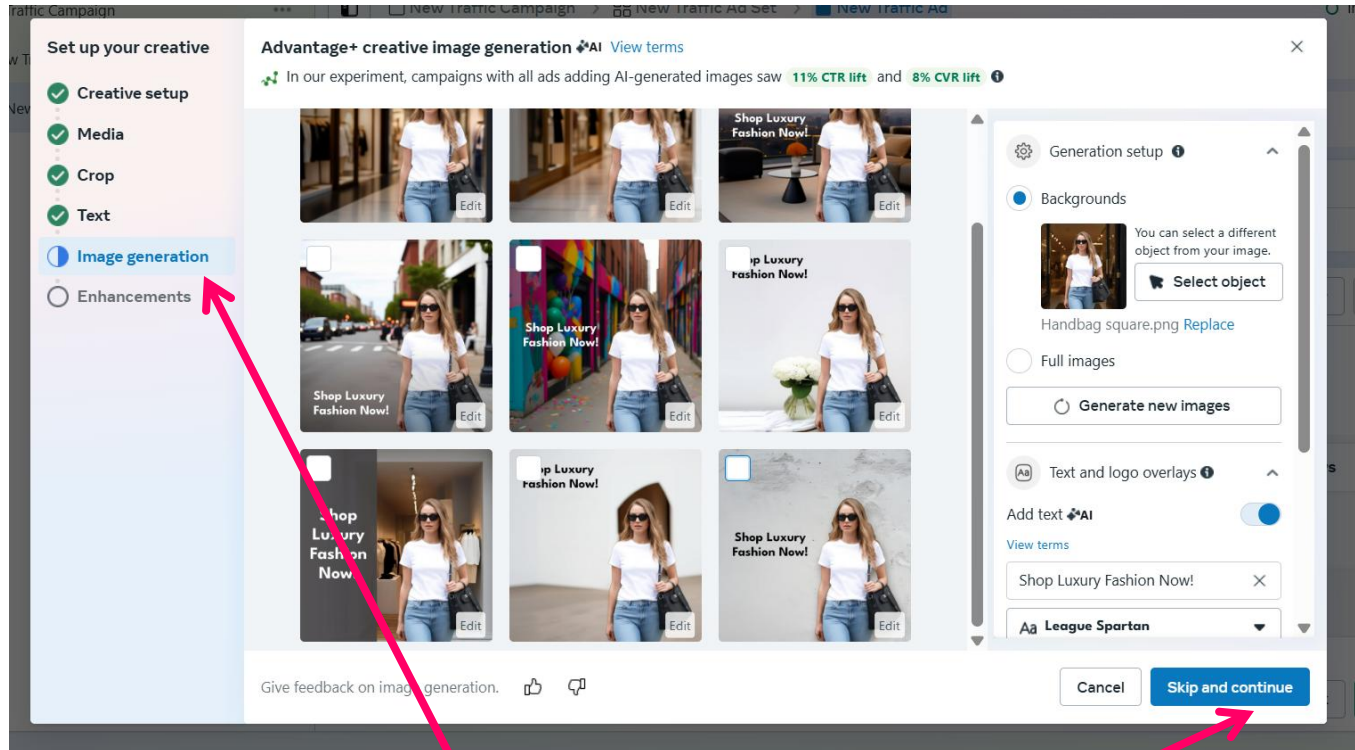
Cancel Next

Write text under “Description”

Then choose a call to action

Then click Next

How to create a single image ad

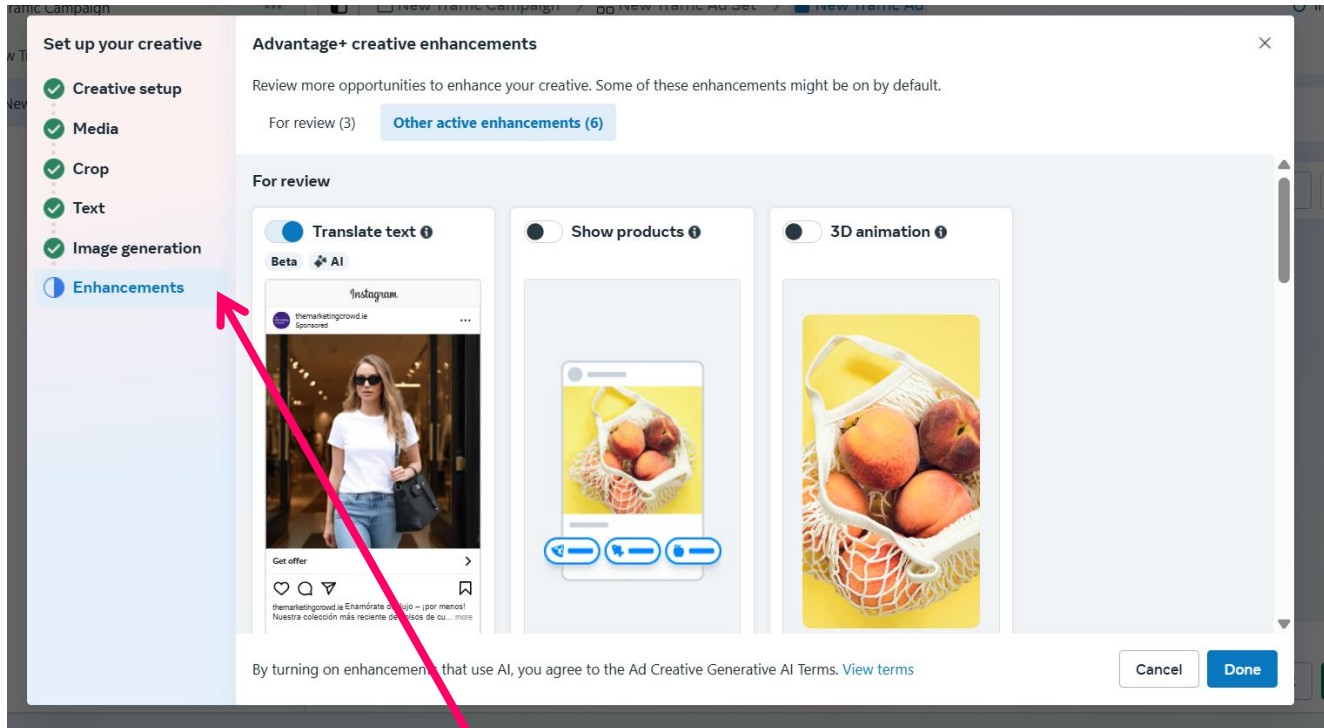


You are now in the image generation section

The AI is providing you with options where it has enhanced your image e.g. Removed the background and placed it on another background. Changed colours etc.

If you want Meta to use any of these in your ad to test which works best tick them Otherwise do not tick and click "Skip and continue"

How to create a single image ad

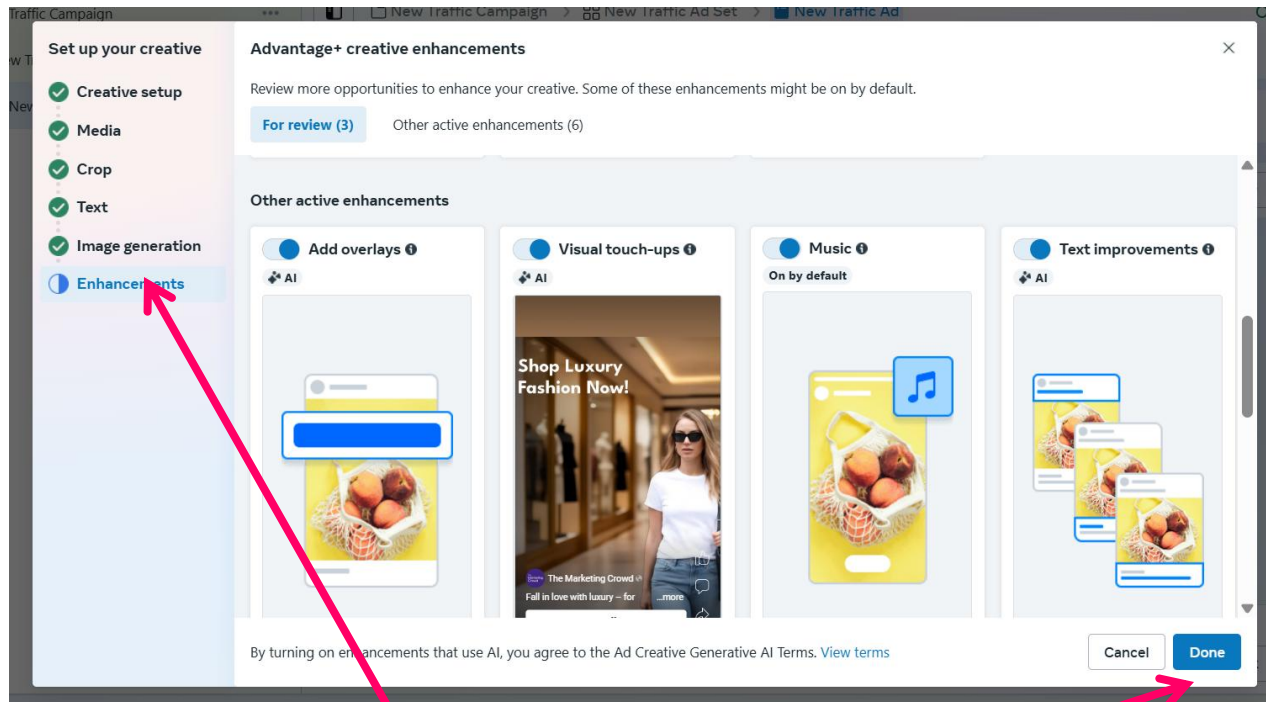


You are now in the “Enhancements” section

Switch on or off any of these enhancements.
It is a good idea to have your ad translated

Then scroll down to see more

How to create a single image ad



If you leave music switched on they will add music that you do not choose
If you leave text improvement on they will add text that you do not choose but that the AI thinks would improve the ad

Then click Next

How to create a single image ad

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=380601755312923&ad...

New Traffic Campaign

New Traffic Ad Set

New Traffic Ad

In draft

Edit Review

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

☐ Instant Experience
Send people to a fast-loading, mobile-optimized experience.

☒ Website
Send people to your website.

*** Website URL**

[Preview URL](#)

[Build a URL Parameter](#)

Display link

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

☐ None
Don't add a button.

Campaign score 88
Your campaign has room to improve.

Verifying your changes

Invalid phone number: Unknown error (#2061016)

Ad preview [Advanced preview](#)

Back Publish

You can now add the link to the page that you want to drive people to

You will now see your ad on the right hand side
To see larger previews click on advanced preview

When you are happy to run the ad click "Publish"

What We Will Cover

Quick recap on the Ads tools

However, instead of choosing a previous post as your ad, you can ,,,

1. How to create a single image ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

2. How to create a single Video ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

Why create a video ad?

A large, bold, black handwritten-style text that reads "Why?". The letters are thick and slightly irregular, with a question mark at the end.

When you create a video ad you benefit from using AI to test variants of your ads to find the best version / results . These Variants Include

- Different text variants
- Different text overlays
- Different Calls to Action

Also, your video will be more impactful than turning a Reel into an ad because the 3 different video versions will perfectly fit the placement and will be more impactful

How to create the 3 video sizes

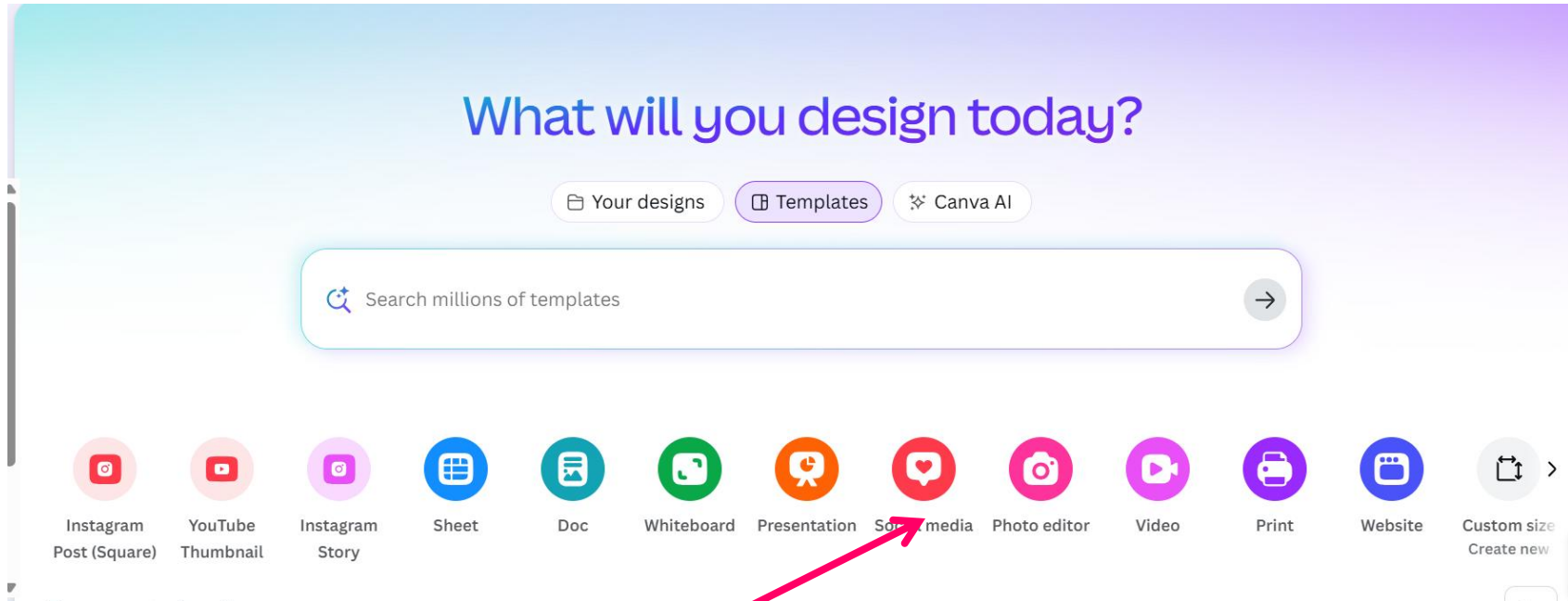


You will need 3 different video sizes

1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. Landscape (1920 x 1080)

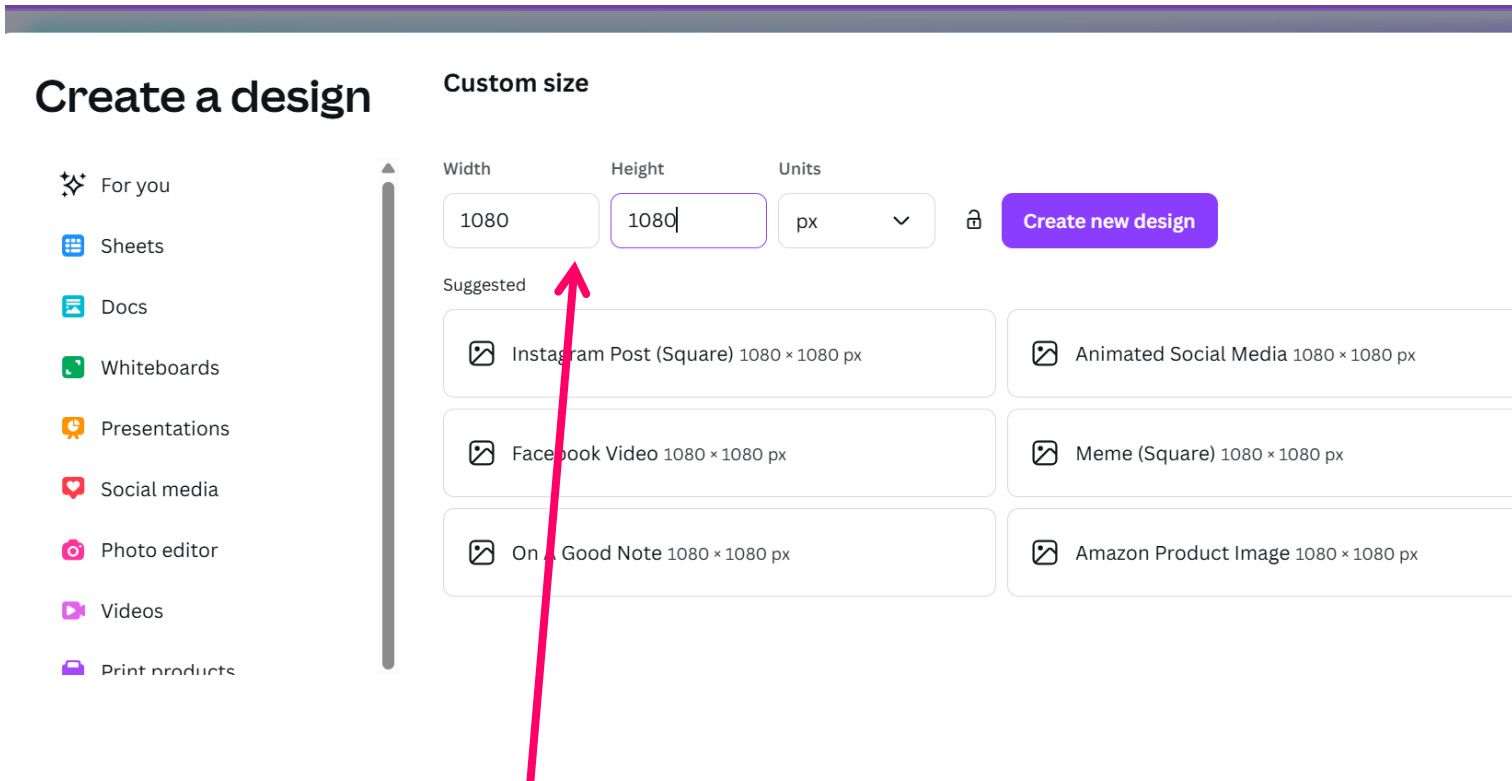


How to create the 3 video sizes



Go to [Canva.com](https://www.canva.com)
Click on social media

How to create the 3 video sizes



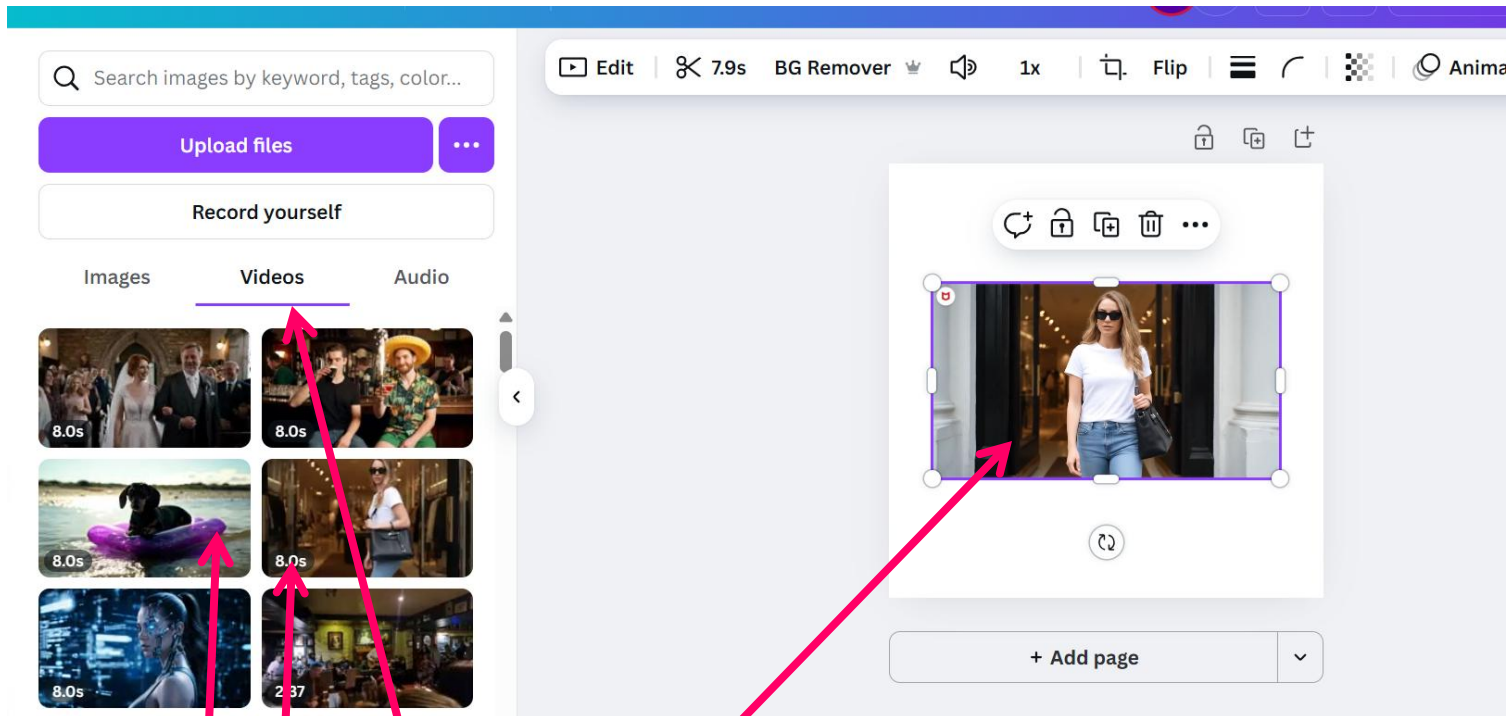
The screenshot shows the Canva 'Create a design' interface. On the left is a sidebar with categories: For you, Sheets, Docs, Whiteboards, Presentations, Social media, Photo editor, Videos, and Print products. The main area is titled 'Custom size' and contains input fields for 'Width' (1080), 'Height' (1080), and 'Units' (px). A purple 'Create new design' button is to the right. Below these fields is a 'Suggested' section with six options: Instagram Post (Square) 1080 x 1080 px, Animated Social Media 1080 x 1080 px, Facebook Video 1080 x 1080 px, Meme (Square) 1080 x 1080 px, On a Good Note 1080 x 1080 px, and Amazon Product Image 1080 x 1080 px. A red arrow points from the 'Height' input field to the 'Instagram Post (Square)' suggestion.

Type in the dimension you want and then click create new design

Eg

1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. Landscape (1920 x 1080)

How to create the 3 video sizes



Then click on Upload

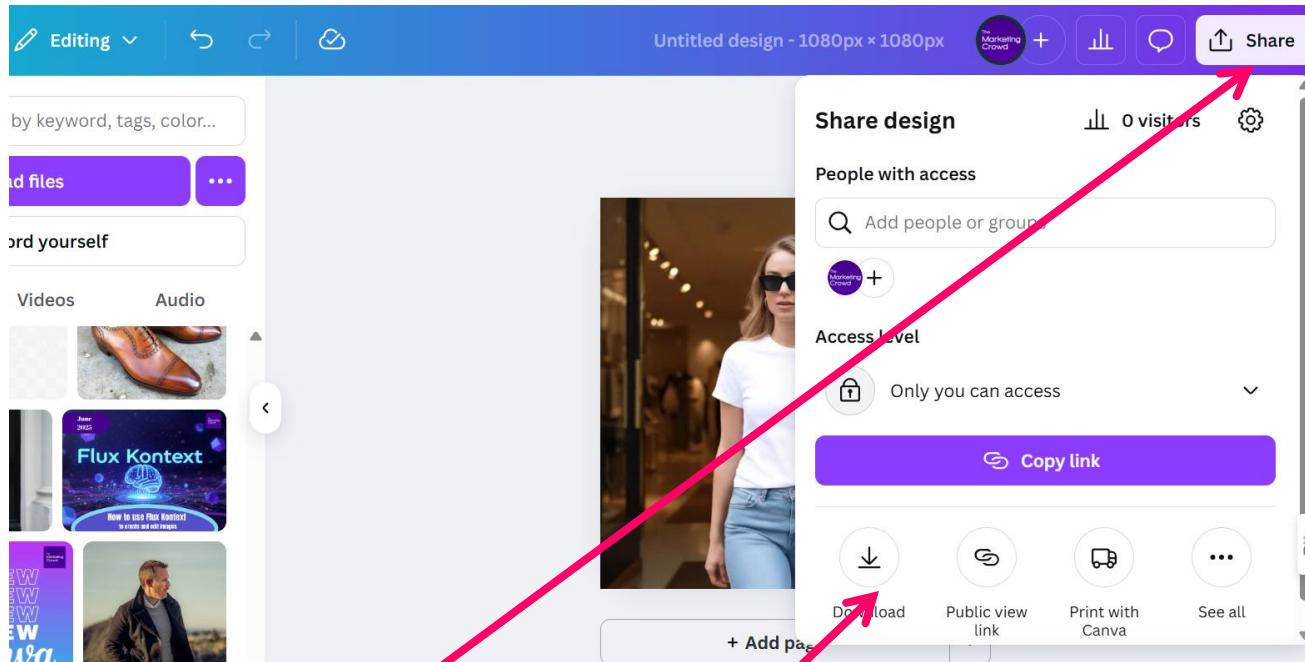
Then upload your video

Ensure you click on the Video section to see your video uploads

Click on your video and it will appear on the canvas

Then right click the Video on the canvas and select set as background and it will then fit the canvas

How to create the 3 video sizes



Then click on Share

Then click download and download to your PC

Repeat this process for the other 2 video

What We Will Cover

Quick recap on the Ads tools

However, instead of choosing a previous post as your ad, you can ,,,

1. How to create a single image ad

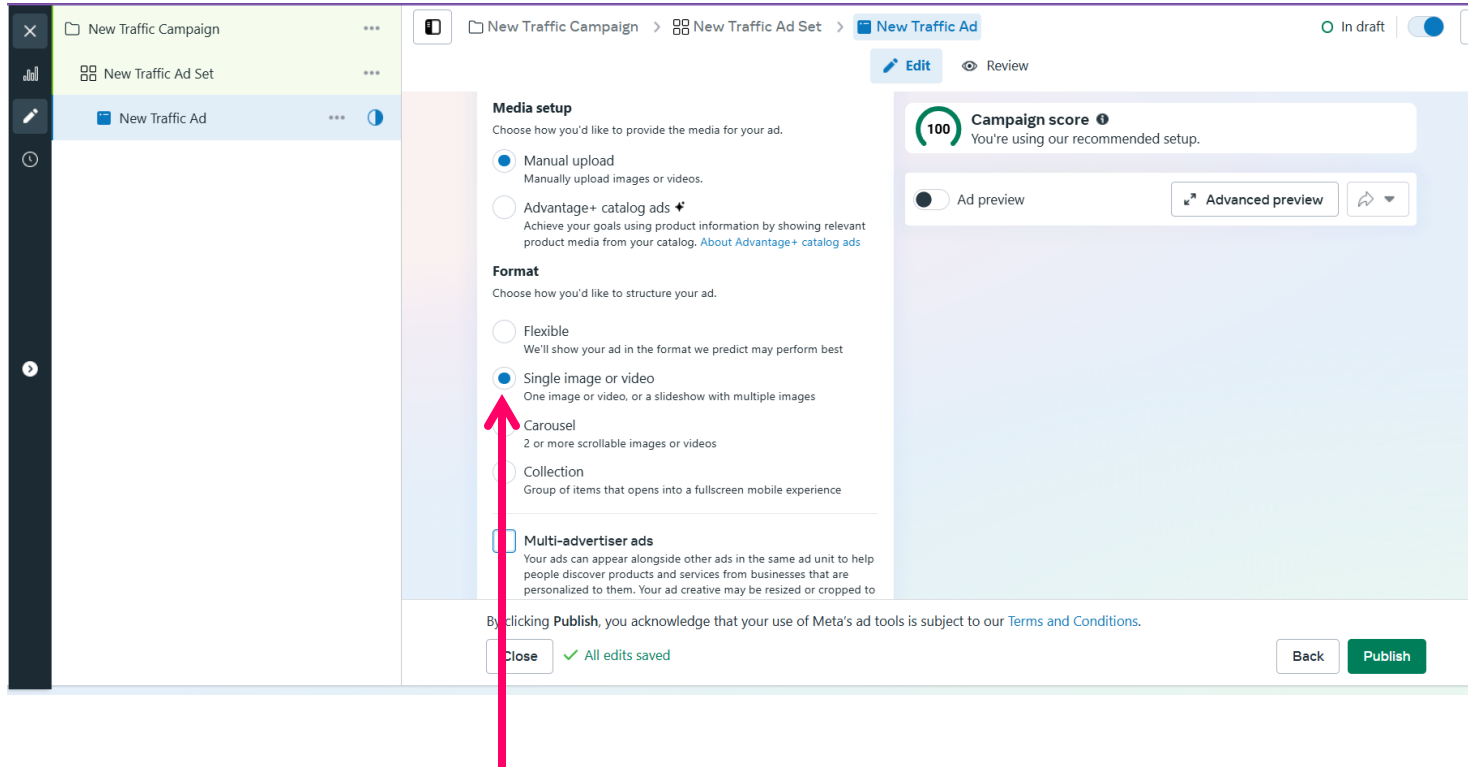
- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

2. How to create a single Video ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response


3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

How to create a video ad



The screenshot displays the Facebook Ads creation interface. On the left, a sidebar contains navigation icons and a list of items: 'New Traffic Campaign', 'New Traffic Ad Set', and 'New Traffic Ad'. The 'New Traffic Ad' item is selected and highlighted in blue. The main content area is divided into two columns. The left column contains the 'Media setup' and 'Format' sections. The 'Media setup' section has two options: 'Manual upload' (selected) and 'Advantage+ catalog ads'. The 'Format' section has four options: 'Flexible', 'Single image or video' (selected), 'Carousel', and 'Collection'. A red arrow points to the 'Single image or video' option. The right column contains the 'Campaign score' section, which shows a score of 100 and a message: 'You're using our recommended setup.' Below this is an 'Ad preview' section with a toggle switch and an 'Advanced preview' button. At the bottom of the interface, there is a 'Publish' button and a 'Close' button. A red arrow points to the 'Close' button.

Media setup
Choose how you'd like to provide the media for your ad.

- ☒ Manual upload
Manually upload images or videos.
- ☐ Advantage+ catalog ads 
Achieve your goals using product information by showing relevant product media from your catalog. [About Advantage+ catalog ads](#)

Format
Choose how you'd like to structure your ad.

- ☐ Flexible
We'll show your ad in the format we predict may perform best
- ☒ Single image or video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

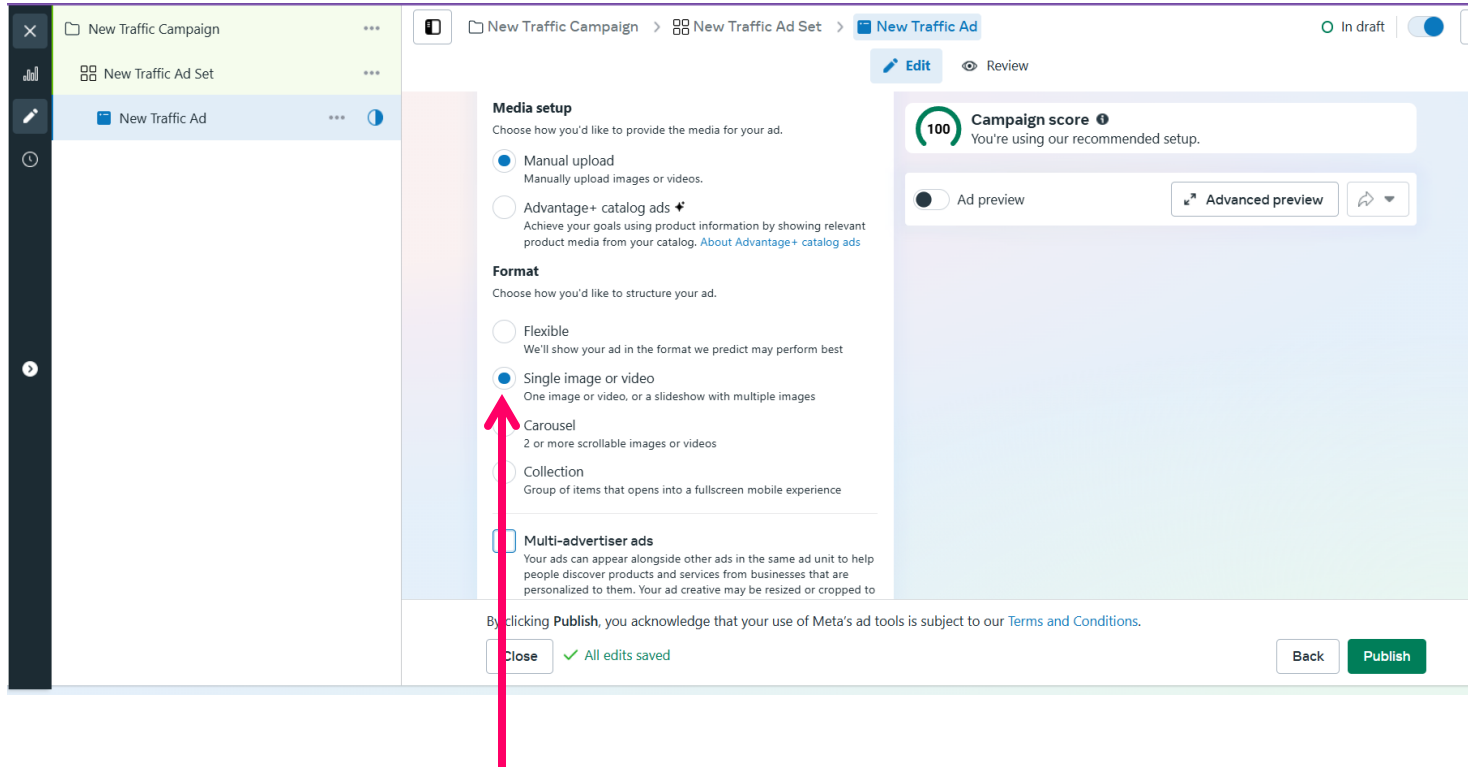
☐ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

✓ All edits saved

Scroll down and select Single image or video

How to create a video ad



The screenshot displays the Facebook Ads creation interface. On the left, a sidebar contains navigation icons and a list of items: 'New Traffic Campaign', 'New Traffic Ad Set', and 'New Traffic Ad'. The 'New Traffic Ad' item is selected and highlighted in blue. The main content area is divided into two columns. The left column contains the 'Media setup' and 'Format' sections. The 'Media setup' section has two options: 'Manual upload' (selected) and 'Advantage+ catalog ads'. The 'Format' section has four options: 'Flexible', 'Single image or video' (selected), 'Carousel', and 'Collection'. A red arrow points to the 'Single image or video' option. The right column contains a 'Campaign score' section showing a score of 100 and an 'Ad preview' section with an 'Advanced preview' button. At the bottom, there is a 'Publish' button and a 'Close' button. A pink arrow points to the 'Close' button.

New Traffic Campaign

New Traffic Ad Set

New Traffic Ad

Media setup

Choose how you'd like to provide the media for your ad.

☒ Manual upload
Manually upload images or videos.

☐ Advantage+ catalog ads ⁺
Achieve your goals using product information by showing relevant product media from your catalog. [About Advantage+ catalog ads](#)

Format

Choose how you'd like to structure your ad.

☐ Flexible
We'll show your ad in the format we predict may perform best

☒ Single image or video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

☐ Collection
Group of items that opens into a fullscreen mobile experience

☐ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to

Campaign score 100
You're using our recommended setup.

Ad preview

Advanced preview

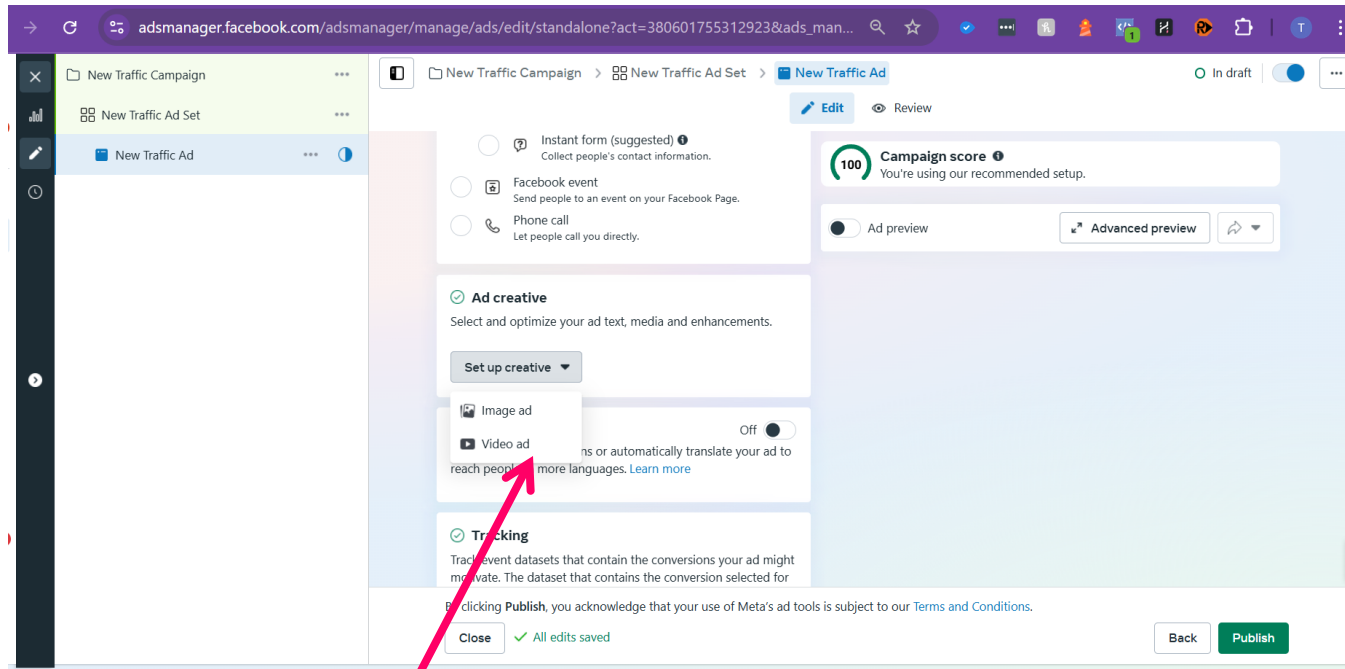
By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close ✓ All edits saved

Back Publish

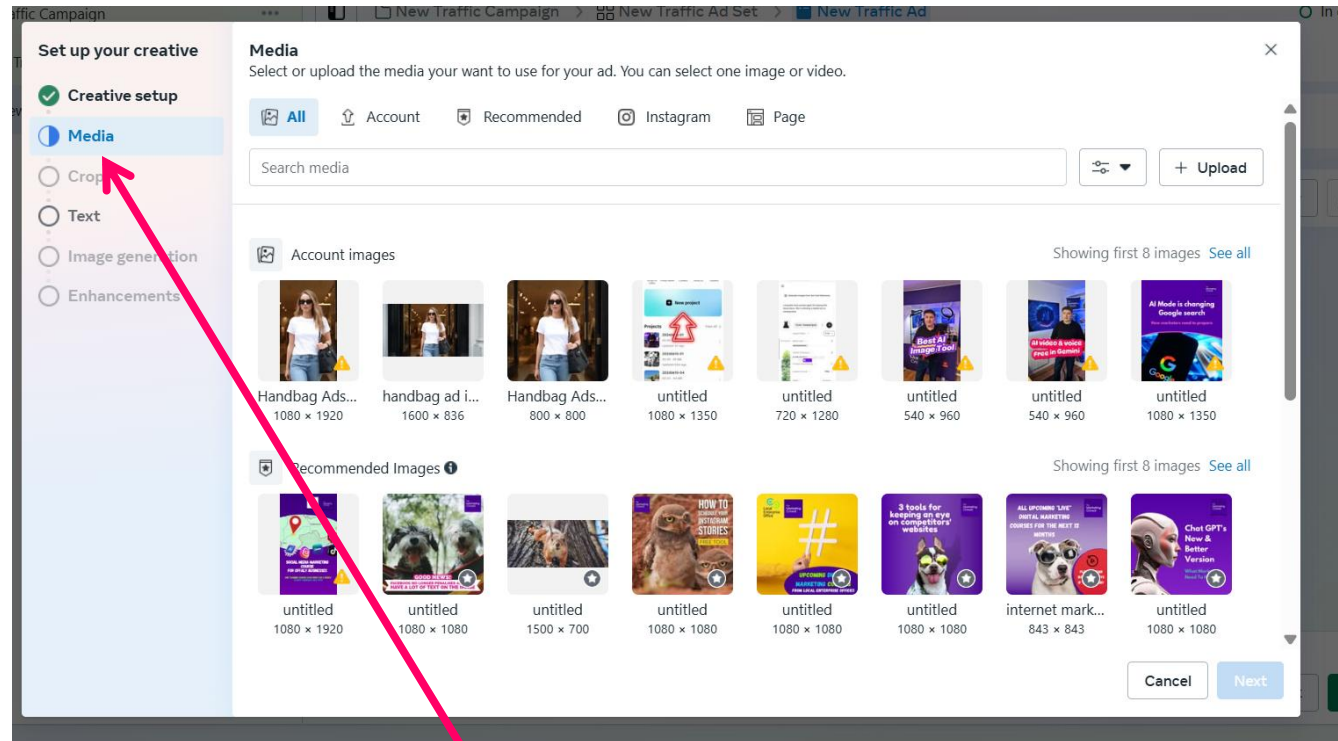
Scroll down and select Single image or video

How to create a video ad



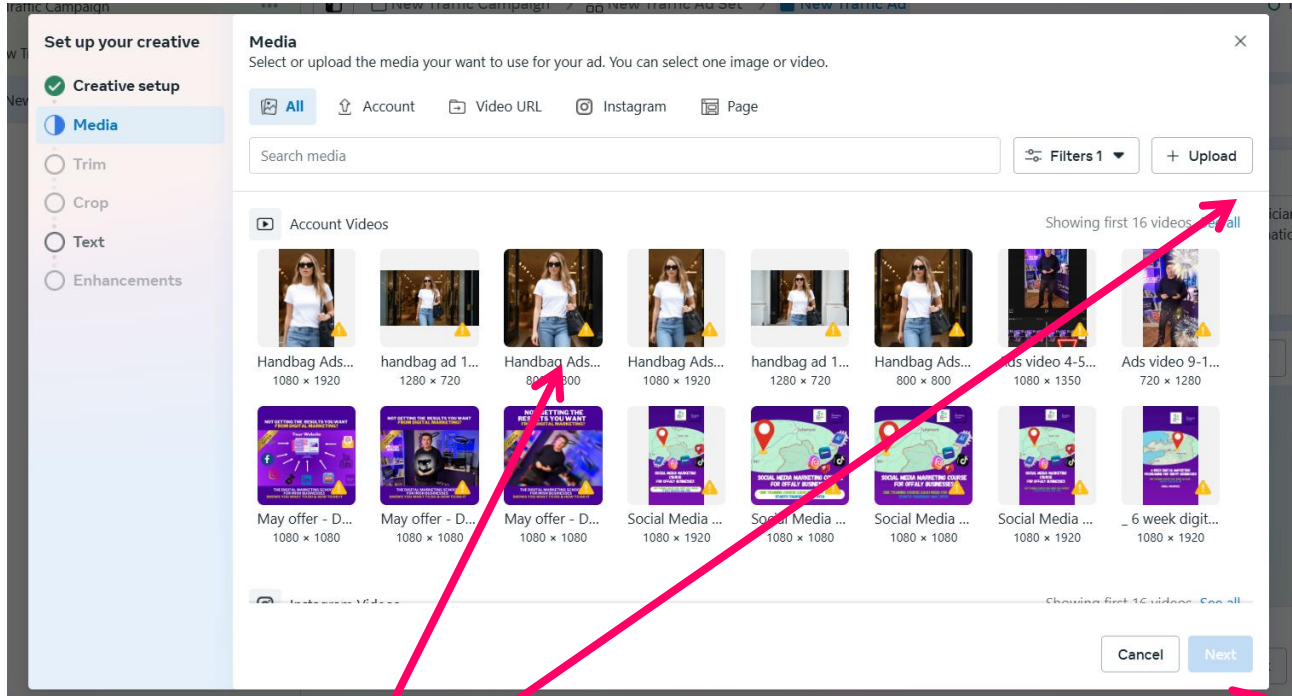
Click on Setup creative
Click image ad

How to create a video ad



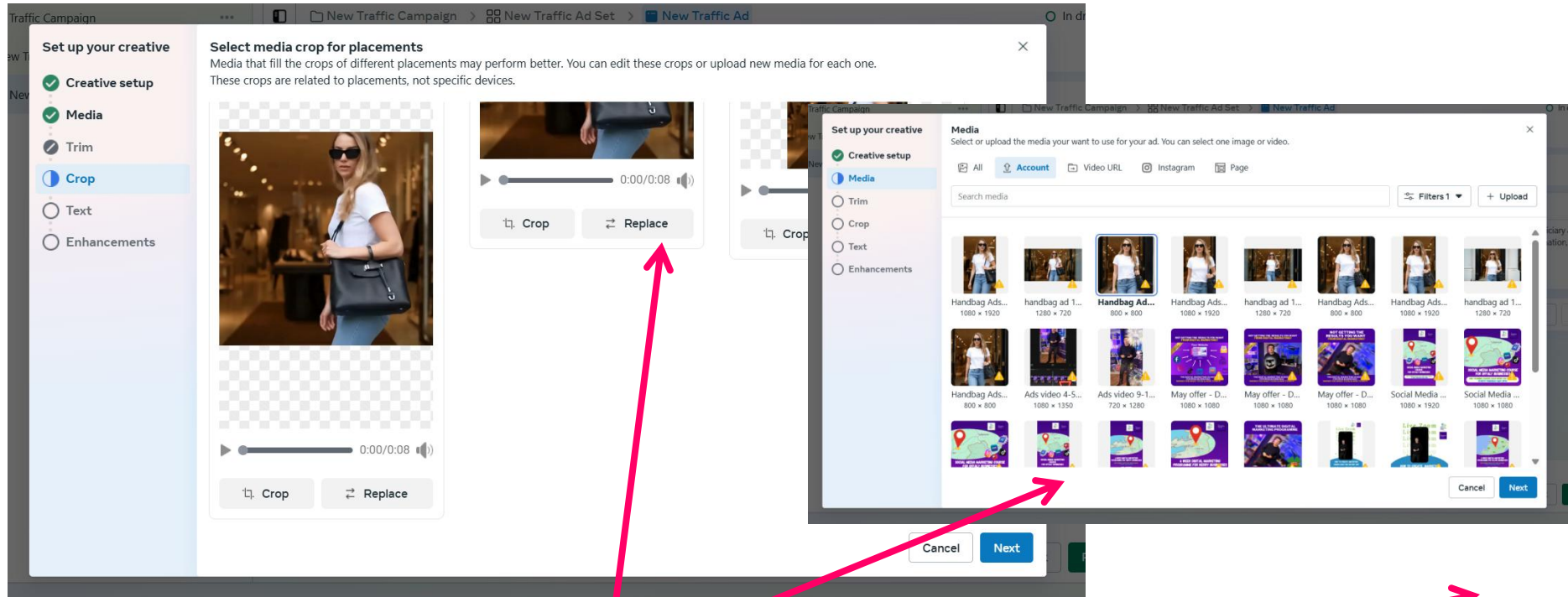
On the left hand menu click on Media to select your videos

How to create a video ad



~~You now need to upload three videos~~
~~Click upload~~
~~Then select the square video~~
~~Then click Next~~

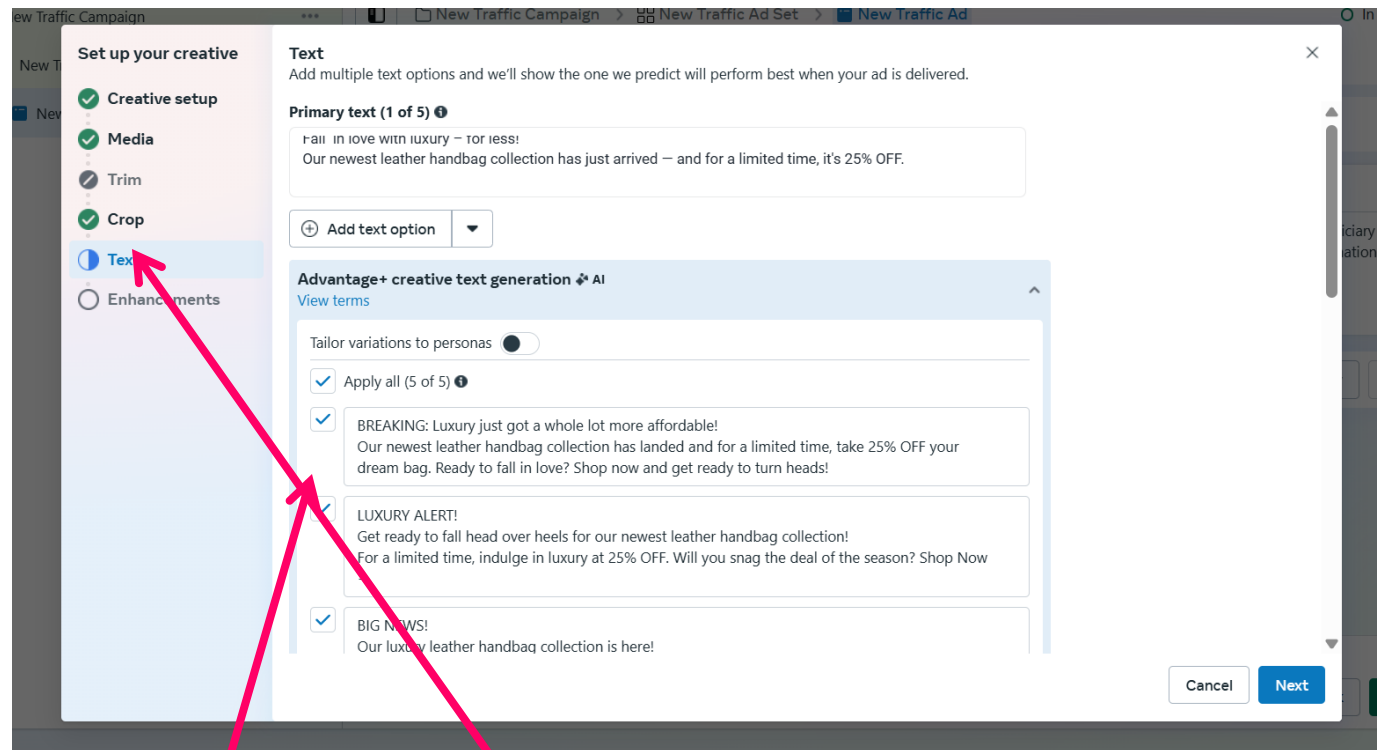
How to create a video ad



The square video fits perfectly but it does not fit the portrait or landscape placements
Click replace on the Portrait placement
Then select your portrait video
Then click Nex

Then repeat this process for the landscape video. Then click next

How to create a video ad



You have now progressed to the Text section

Write text under “Primary Text”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta will test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a video ad

The screenshot shows the 'Set up your creative' dialog box in the Facebook Ads interface. The 'Text' tab is selected in the left sidebar. The main area contains a list of suggested text options for the ad headline, each with an unchecked checkbox. Below this list is a 'Description' field with a red arrow pointing to it from the text 'Write text under "Headline"'. At the bottom, there is a 'Call to action' dropdown menu set to 'Get offer' and 'Next' and 'Cancel' buttons.

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✗ Trim
- ✓ Crop
- Text**
- Enhancements

Text

Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

☐ Apply all (0 of 5)

- ☐ Luxury Handbags at 25% Off
- ☐ Fall in Love for Less
- ☐ Leather Luxury Now 25% Off
- ☐ Luxury Handbags 25% OFF
- ☐ Leather Luxury at Discount

Description

Timeless. Elegant. Now 25% off – while stocks last!

Call to action

Get offer

Write text under “Headline”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta will test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a video ad

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✗ Trim
- ✓ Crop
- Text**
- Enhancements

Text

Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

☐ Apply all (0 of 5)

- ☐ Luxury Handbags at 25% Off
- ☐ Fall in Love for Less
- ☐ Leather Luxury Now 25% Off
- ☐ Luxury Handbags 25% OFF
- ☐ Leather Luxury at Discount

Description

Timeless. Elegant. Now 25% off – while stocks last!

Call to action

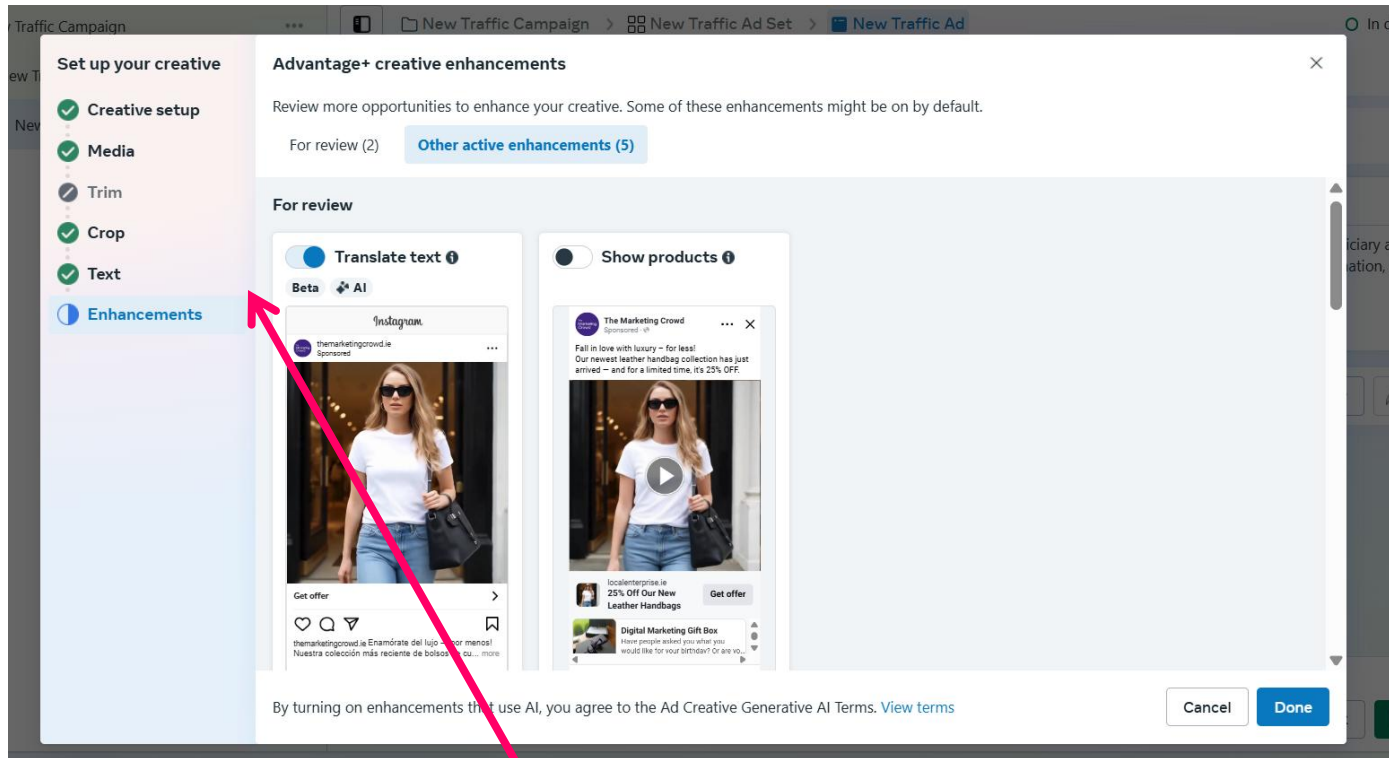
Get offer

Write text under “Description”

Then choose a call to action

Then click Next

How to create a video ad

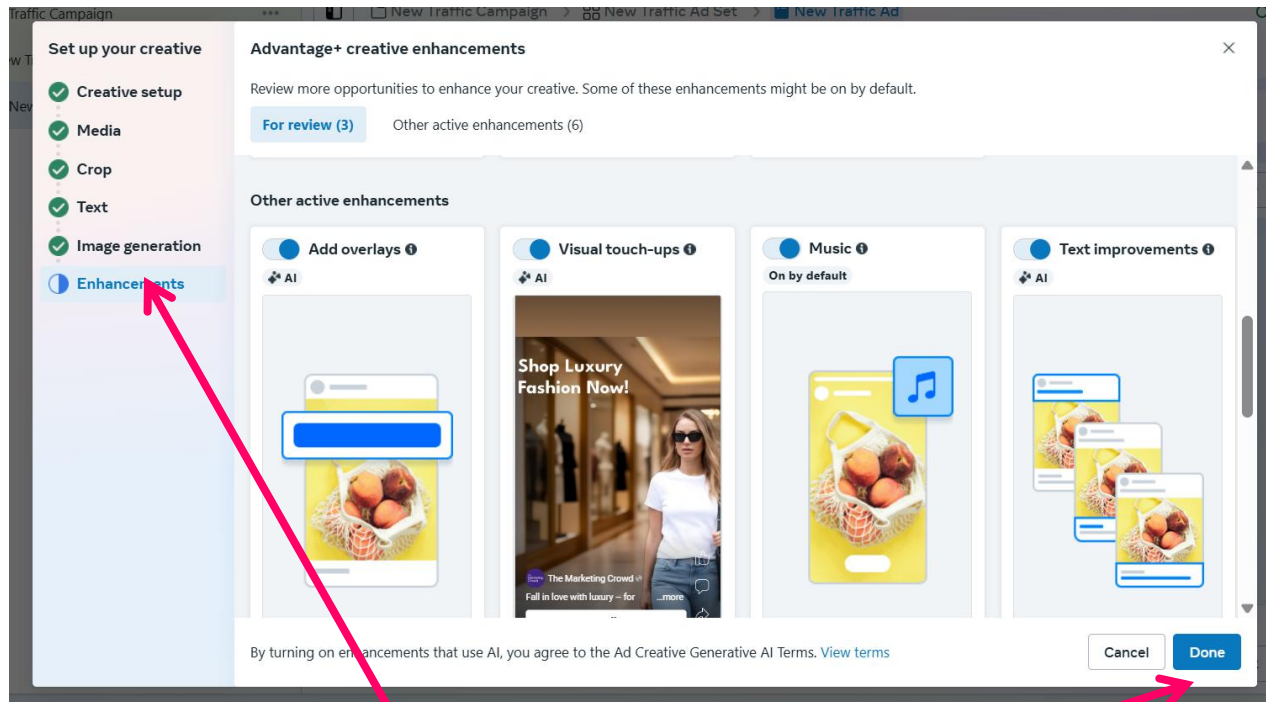


You are now in the “Enhancements” section

Switch on or off any of these enhancements.
It is a good idea to have your ad translated

Then scroll down to see more

How to create a video ad



If you leave music switched on they will add music that you do not choose
If you leave text improvement on they will add text that you do not choose but that the Ai thinks would improve the ad

Then click Next

How to create a single image ad

dsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=380601755312923&ad...

Campaign ...

Ad Set ...

Ad ...

New Traffic Campaign > New Traffic Ad Set > New Traffic Ad

In draft

Edit Review

your ad. [Learn more](#)

☐ Instant Experience
Send people to a fast-loading, mobile-optimized experience.

☒ Website
Send people to your website.

* Website URL ⓘ

themarketingcrowd.ie [Preview URL](#)

[Build a URL Parameter](#)

✓ We added 8 relevant site links associated with the URL you provided:

- Social Media Trainer, One-To-One Coaching, Testimonials, Facebook Updates, Instagram Updates, and 3 more

[Edit](#)

Display link

Enter the link you want to show on your ad

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) [Verifying your edits...](#) [Back](#) [Publish](#)

Campaign score ⓘ
89 Your campaign has room to improve.

Verifying your changes

☒ Ad preview [Advanced preview](#)

Ad preview

The Marketing Crowd Sponsored

Fall in love with luxury – for less!
Our newest leather handbag

You can now add the link to the page that you want to drive people to

You will now see your ad on the right hand side
To see larger previews click on advanced preview

When you are happy to run the ad click “Publish”

What We Will Cover

Quick recap on the Ads tools

However, instead of choosing a previous post as your ad, you can ,,,

1. How to create a single image ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

2. How to create a single Video ad

- How to create the 3 correct sizes for images/videos that will work
- How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
- How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

3. How to create a very eye-catching collection ad (video plus multiple images) that showcases your products or services

Why create a collection ad?



When you create a collection ad you benefit from using a very eye catching format.

This format looks very different to posts / Reels and normal ads you immediately stand out

Also, the one ad combines a video and images so it is even more impactful

How to create a collection ad

campaign ...

Ad Set ...

Ad ...

New Traffic Campaign > New Traffic Ad Set > New Traffic Ad

In draft

Edit Review

☐ Carousel
2 or more scrollable images or videos

☒ Collection
Group of items that opens into a fullscreen mobile experience

☐ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Destination
Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant Experience

Search for an existing Instant Experience

+ Create new

Missing Instant Experience: You haven't selected an Instant Experience for your ad. Please select an Instant Experience to use, or create a new one.

Campaign score
100 You're using our recommended setup.

Verifying your changes

Missing Instant Experience: You haven't selected an Instant Experience for your ad. Please select an Instant Experience to use, or create a new one. (#2131024) [Learn more](#)

Add Instant Experience

Ad preview Advanced preview

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close All edits saved

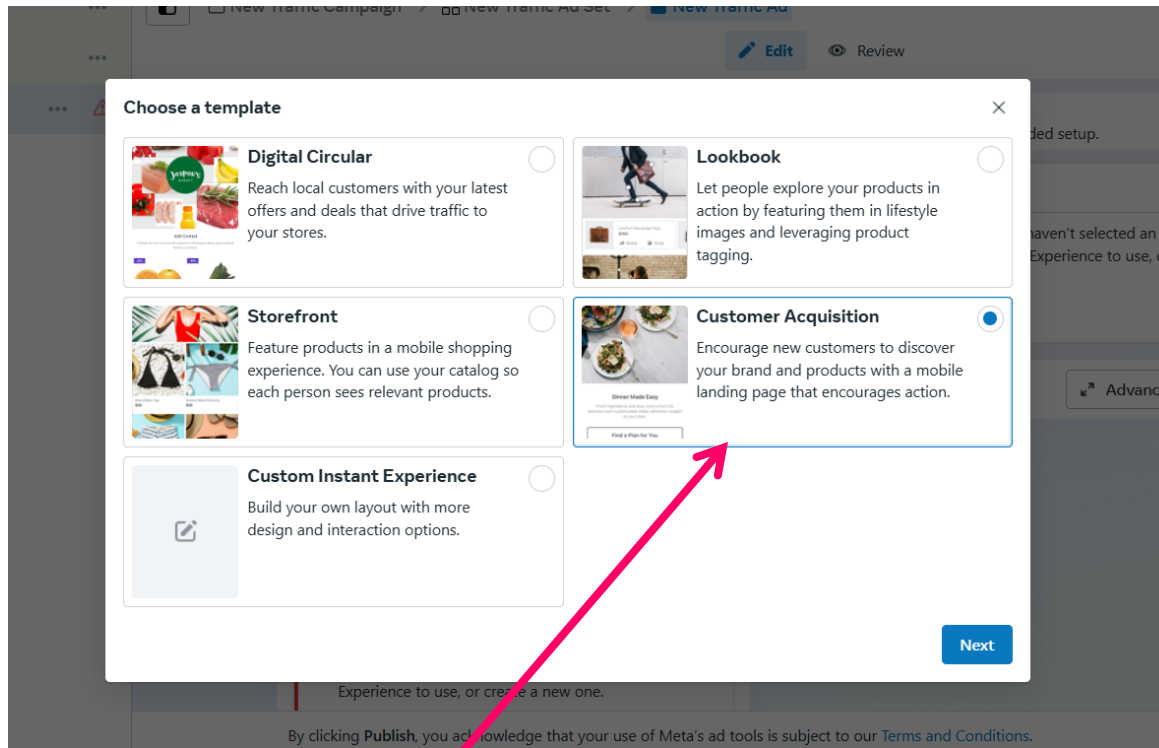
Back Publish

Click on collection

Under experience click "Create new"

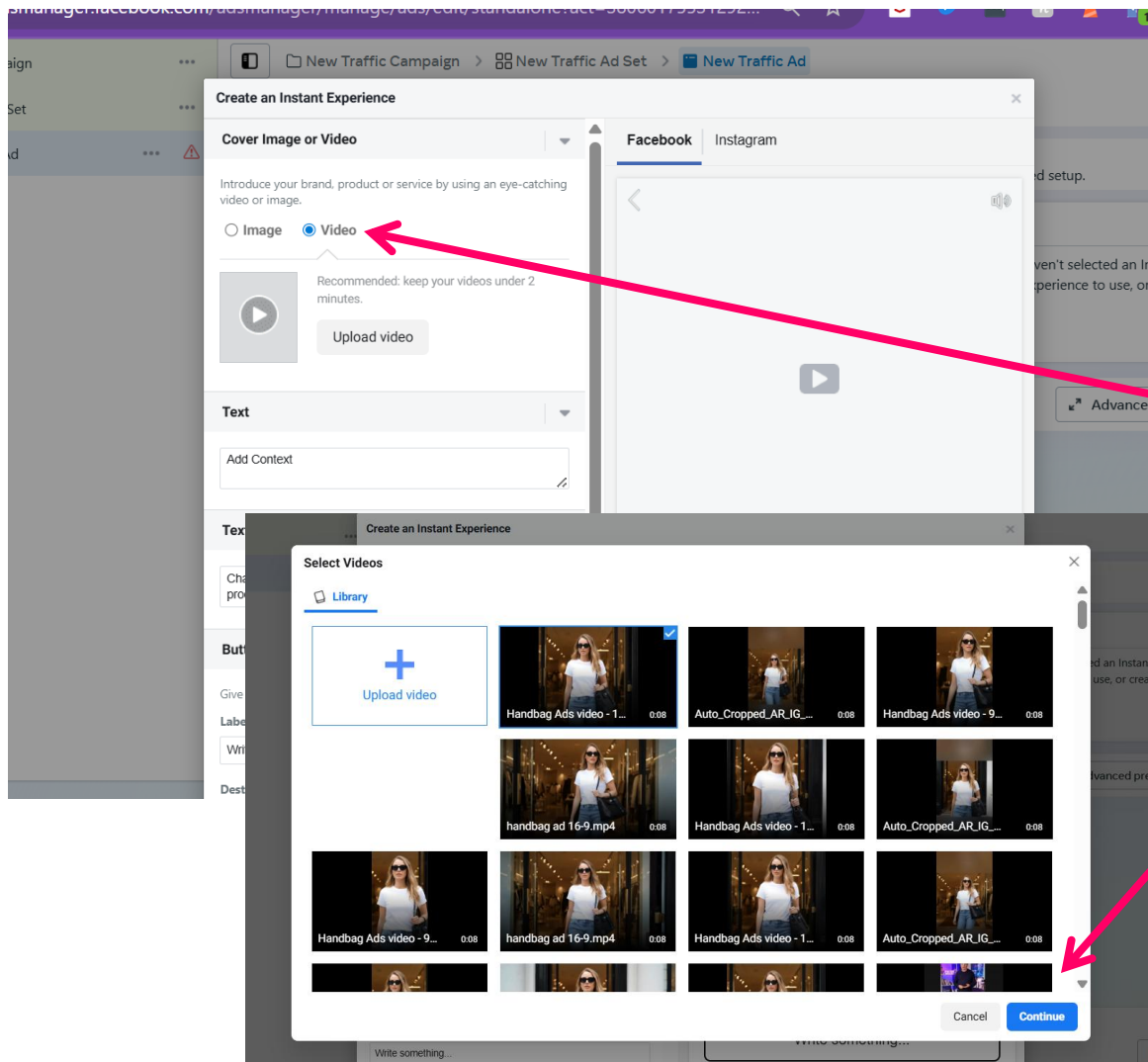
Step 1: You are creating an Instant Experience

How to create a collection ad



Click on customer acquisition

How to create a collection ad



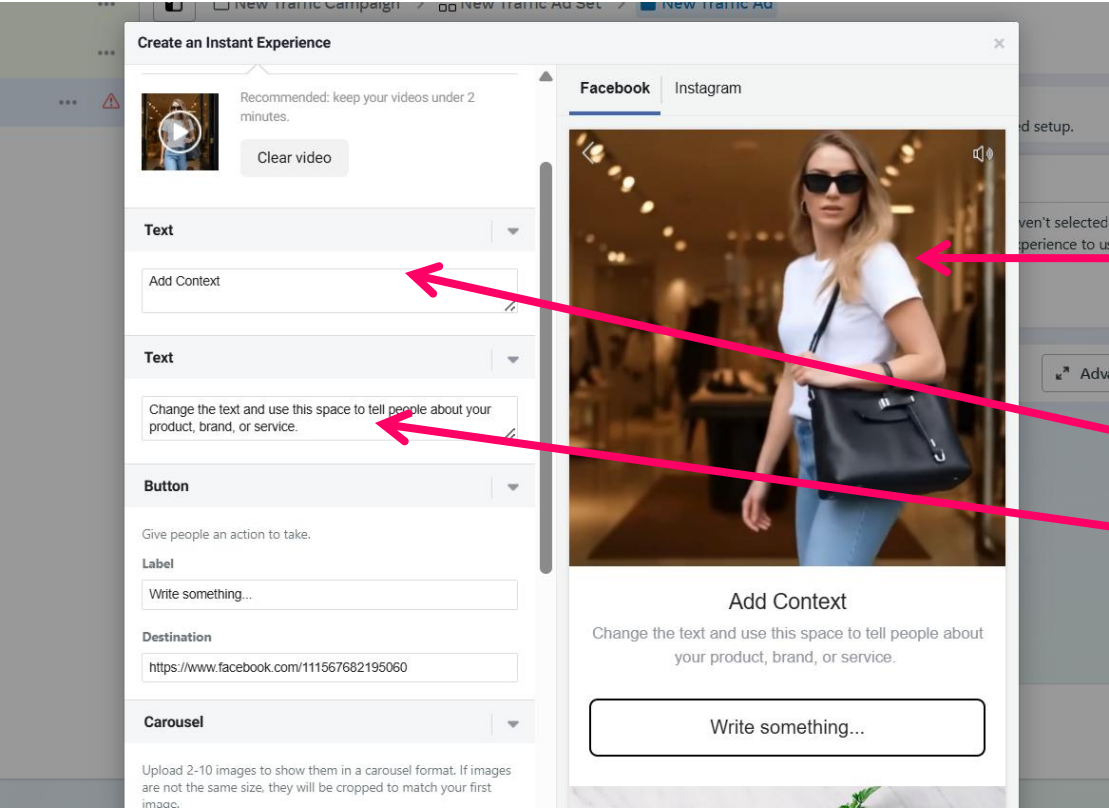
You firstly add an main image or video. I will add a video because it will be more eye catching

Click on video

Then upload your video

Select it and click continue

How to create a collection ad



The video then appears at the top of the ad

You now need to add

Top text

Main Body Text


How to create a collection ad

Create an Instant Experience

Cover Image or Video

Introduce your brand, product or service by using an eye-catching video or image.

☐ Image ☒ Video



Recommended: keep your videos under 2 minutes.

Clear video


Text

Style, Elegance & 20% Off – Limited Time
Discover our latest collection of premium handbags – designed to elevate your everyday look. Perfect for work, travel or special occasions.

Text

Our new collection features beautifully crafted handbags in timeless shades – tan, cream, pink, and black – now 20% off for a limited time.
✓ Luxurious gold chain and tassel details
✓ Soft, textured leather look
✓ Comfortable shoulder and crossbody styles
✓ Spacious, practical & elegant
Shop now to treat yourself or find the perfect gift – before they're gone!
🌟 Free nationwide delivery
🌟 Limited stock available

Facebook Instagram



Style, Elegance & 20% Off – Limited Time
Discover our latest collection of premium handbags – designed to elevate your everyday look. Perfect for work, travel or special occasions.

Our new collection features beautifully crafted handbags in timeless shades – tan, cream, pink, and black – now

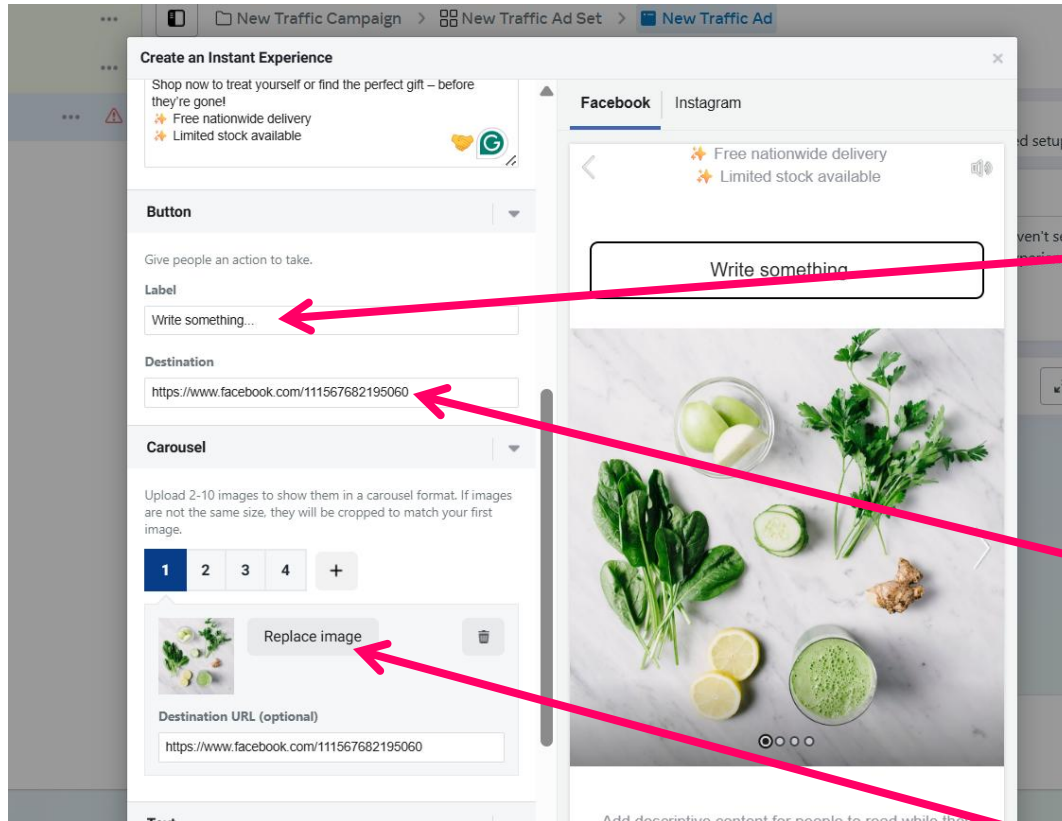
You will then see where the text appears

Top text

Main Body Text

Then scroll down further to add more content to the ad

How to create a collection ad



You now need to write

- A label – this is a button that will Prompt people to visit your web page so type something like

Get Offer or Get More Info or
Browse our Collection

Enter the link to the web page you want to drive people to

You can also add multiple images which will appear below the Video

Click on replace image and add the 1st image

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Upload 2-10 images to show them in a carousel format. If images are not the same size, they will be cropped to match your first image.

1 2 3 4 +

Replace image

Destination URL (optional)

<https://www.facebook.com/111567682195060>

Text

Add descriptive content for people to read while they swipe through your carousel images.

Button

Give people an action to take.

Label

Write something...

Destination

<https://www.facebook.com/111567682195060>

Write something...

Swipe to load website

Done

Once you add an image you can now add

1. Text
2. Button Label
3. A link to drive people to

However, be aware that the text and link you add will apply to every image you add.

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Carousel

Upload 2-10 images to show them in a carousel format. If images are not the same size, they will be cropped to match your first image.

1 2 3 4 +

Replace image

Destination URL (optional)

<https://www.facebook.com/111567682195060>

Text

Elegant, Practical & 20% Off – This Week Only
Discover our new handbag collection designed for modern women. Crafted in timeless shades with standout details like tassels, gold chains & clean stitching.

- ✦ Choose from Tan, Cream, Black & Pink
- ✦ Soft leather-look, roomy interiors
- ✦ Crossbody & shoulder options included

Button

Give people an action to take.

Shop now to treat yourself or find the perfect gift – before they're gone!

- ✦ Free nationwide delivery
- ✦ Limited stock available

Shop the Collection

Elegant, Practical & 20% Off – This Week Only

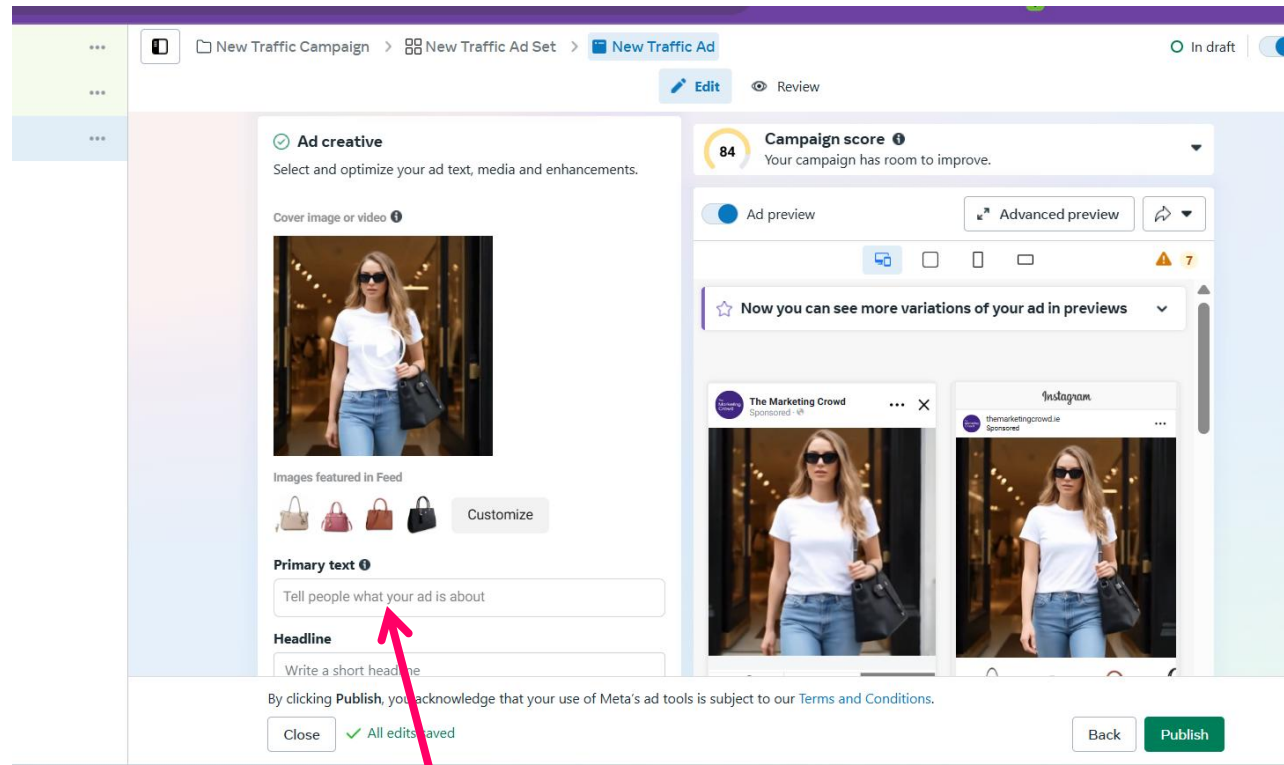
Done

1. Text
2. Button Label
3. A link to drive people to

You should add 3-4 images

Then click Done

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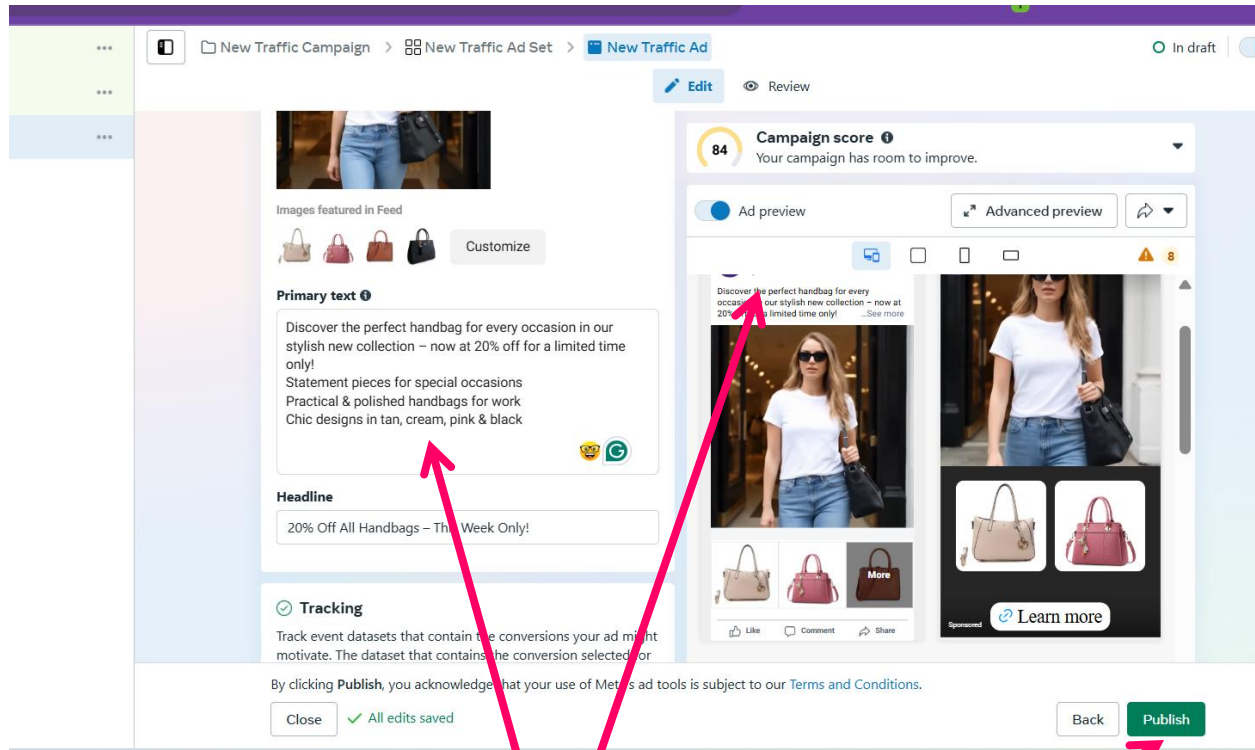


You have now created the Instant experience part of the ad

Next you have to write Primary text and a headline, Thus is the main text that people see when they see your ad

Step 2: Write the main text that people see in the ad. When they engage with the ad they then see the instant experience content

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When You add the text you will see it appear in the preview Versions

To see the previews of the ad in more detail click Advanced preview

Once you are happy with the ad click Publish