



**SimplyDone**  
TECH SOLUTIONS

## Setting Up a Facebook Ad Campaign

Choose what kind of results are you are seeking:

- Recommendation: Page Likes

Get Page likes to grow your audience and build your brand:

- Choose your practice Facebook page

Images:

- Select only images you own – not licensed stock photos!

Headline:

- Recommendation: Name of Your Practice

Test:

- Recommendation: Brief STAND OUT statement about you

Show Advanced Options:

- Landing View: Timeline
- Ad Placement: News Feed
- Ad Placement: UNCHECK Right Column

Audience:

- Location: Type in zip codes within your market
- Age: 21 to No max
- Gender: All
- Languages: Leave blank
- Interests: pets, pet service, veterinarian, dogs, cats, animal
- Connections: Only people not connected to YOUR PAGE

Campaign:

- Name: Leave as is
- Budget Recommendation: Lifetime \$100 - \$150 to view results
- Budget Recommendation: \$2 per day (equals approx. \$60/mo)
- Schedule: Set a start and end date (3 months)

Bidding and Pricing:

- Recommendation: Leave as is

- 1. Review Order first**
- 2. Then, Place Order**