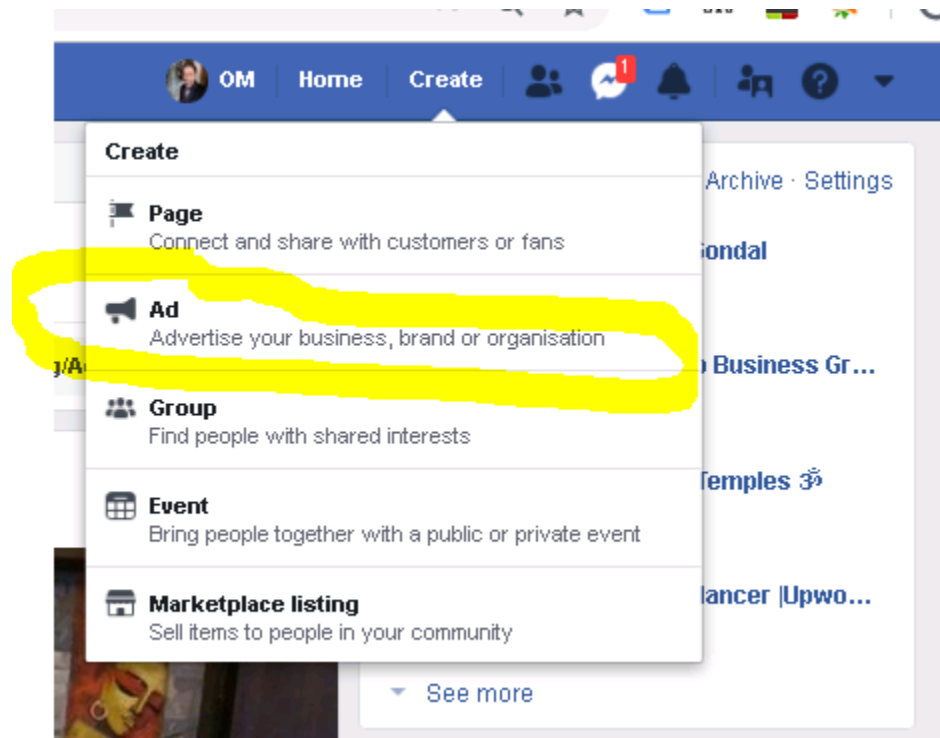


Step 1:- click on create then click on ad



Step 2:-

**Choose your marketing objective:-** for example our objective is lead generation then we will click on lead generation

**Campaign:** Choose your objective. [Switch to Quick Creation](#)

**New! Get personalised campaign recommendations** ...

To get started, answer a few quick questions about your business goals. We'll use your answers, and information about your account, to create a set of personalised recommendations for your next campaign.

[Get Started](#) [Remind Me Later](#)

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	<input checked="" type="checkbox"/> <b>Lead Generation</b>	
	Messages	

Step 3:- Enter your **Campaign name** for example here you can see :- Website design services.

- Video Views
- Lead Generation**
- Messages



## Lead Generation

Collect lead information from people who are interested in your business.

**Campaign name** ⓘ

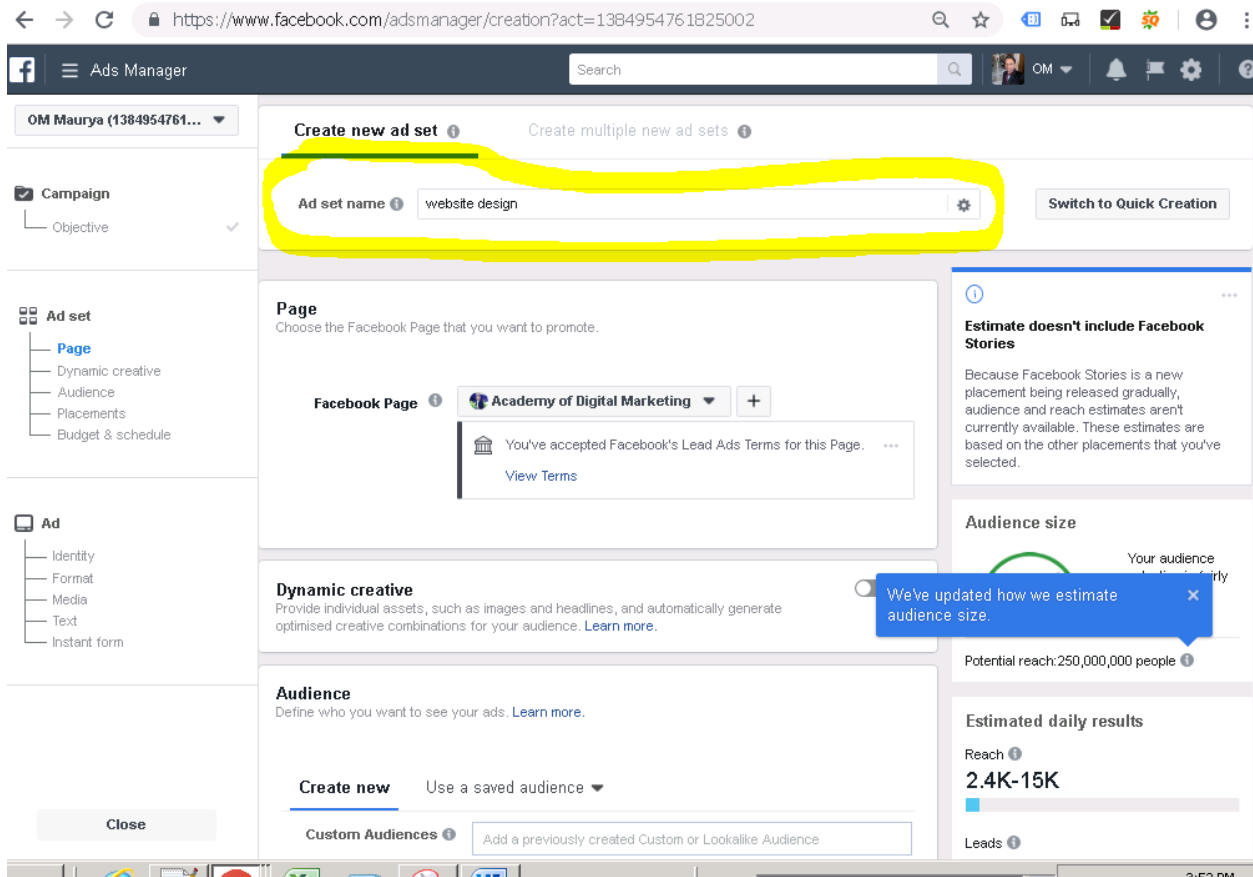
**Create split test** ⓘ  A/B test your creative, placement, audience and delivery optimisation strategies

**Campaign budget optimisation** ⓘ  Optimise budget across ad sets

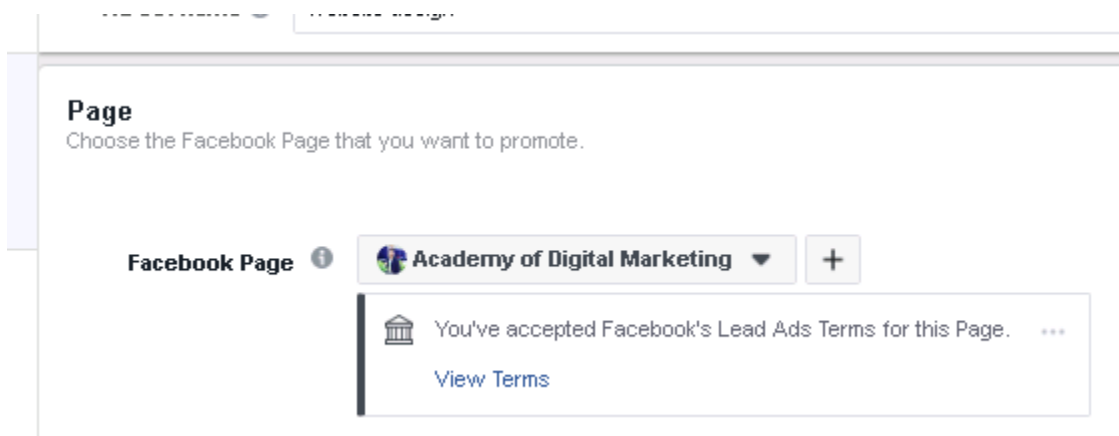


**Continue**

Step 4:- enter your ad set name (ad group name) for example here you can see :- website design



Step 5:- choose your web page which you want to promote & accept terms and condition for that click on view terms.



Step 6:-

Enter your location for example Mumbai and choose age, gender as given below :-

**Locations** ⓘ

Everyone in this location ▼

India

📍 **India**

📍 Include ▼ |

**Browse**



Add locations in bulk

**Age** ⓘ

18 ▼

-

65+ ▼

**Gender** ⓘ

**All**

Men

Women

Step 7:- here enter topics which target your audience and whom you want to show your ads

**Detailed targeting** ⓘ

**INCLUDE** people who match at least ONE of the following ⓘ

**Suggestions**

**Browse**

Exclude people

Expand interests when it may improve performance at a lower cost per result. ⓘ

For example we have enter website design given below example:-

---

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Business and industry > Online
<b>Web design</b>
Add demographics, interests or behaviou   <b>Suggestions</b>   <b>Browse</b>

Note: it means this ad will show to People who have expressed an interest in or like Pages related to *Web design*.

After that step 8:- click on exclude people (means who we do not want to show our ads.)

Add demographics, interests or behavi... | **Suggestions** | **Browse**

**Exclude people or Narrow audience**

Expand interests when it may improve performance at a lower cost per result. ⓘ

For example people who already doing jobs in web development our ads will not be shown to them.

In following example here we have exclude web development with job titles

Which means :-

People who listed their job title as *Web development* on their Facebook Profile.

EXCLUDE people who match at least ONE of the following ⓘ X

web development | Browse

Web development	Fields of Study
Web development	Employers
<b>Web development</b>	Job titles
Web development	Interests
Web development tools	Interests
Web application development	Interests
Content development (web)	Interests
Free Web Development Resources	Interests

Specific Broad defined.

**Size:** 2,132

**Demographics** > Work > Job titles > Web development

**Description:** People who listed their job title as *Web development* on their Facebook Profile.

Report this as inappropriate

Finally click on save this audience see given below example:-

Ad set name ⓘ website design

Add demographics, interests or behavi... | **Suggestions** | **Browse**

Narrow audience

**EXCLUDE people who match at least ONE of the following** ⓘ X

Demographics > Work > Job titles

**Web development**

Add demographics, interests or behaviours | **Browse**

You can exclude people to help refine your intended audience. When you choose to make exclusions, bear in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

Expand interests when it may improve performance at a lower cost per result. ⓘ

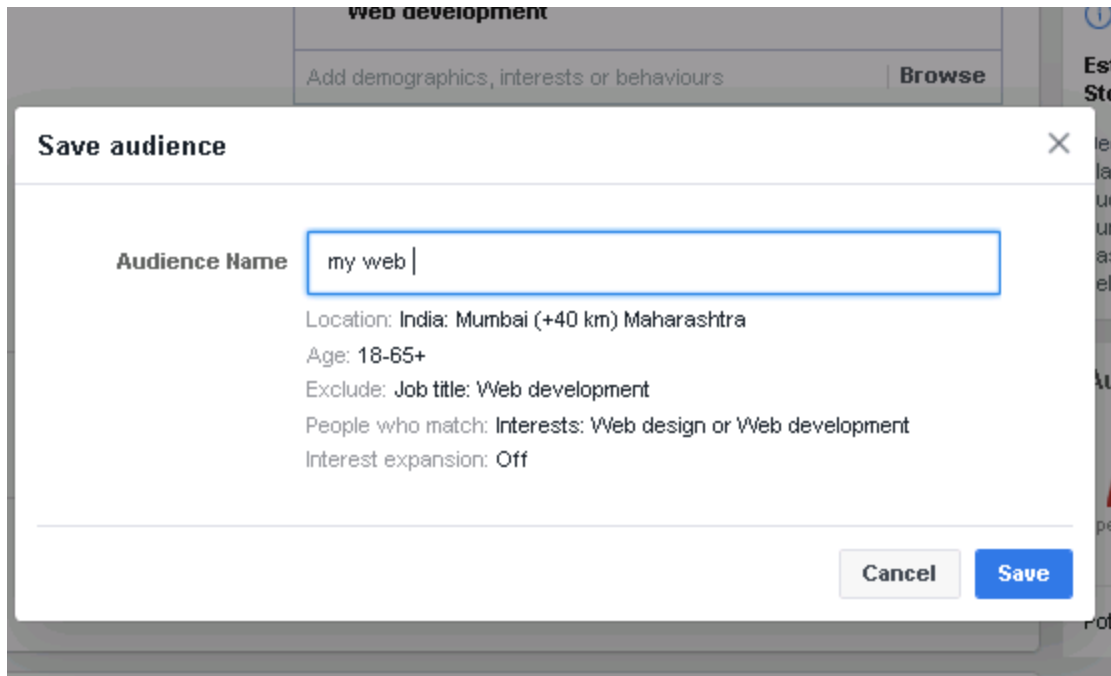
Connections ⓘ

Add a connection type ▼

**Save this Audience**

Then enter your audience for example here you can see my web. & then click on save.





Step 9:- under placement option choose edit placement where you will see by default tick for facebook and Instagram it means you can promote your ad on both platform.

Edit

## Placements

Show your ads to the right people in the right places.

**Automatic placements (recommended)**

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**Edit placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Step 10:- then enter you daily budget. For example here you can see we have enter 800rs

Minimum you can keep 40rs daily budget.

[See what's changing](#)

## Budget & schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ **Daily budget** ▼   
₹800.00 INR

Actual amount spent per day may vary. ⓘ

**Schedule** ⓘ  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **₹5,600.00** per week.

<b>Payment</b> ⓘ	Ad set budget	₹5600.00 INR
	Estimated Tax	₹1008.00 INR
	<b>Total Amount</b>	<b>₹6608.00 INR</b>

In some account you will see following output directly or in some account you will see link [Advance option](#) click on **Advance Options link then you will see output given below**

you will choose your bid strategy as lowest cost.

Lowest cost means:- [Get the most leads for your budget.](#)

**Total Amount**

**L6608.00 INR**

**Optimisation for ad delivery** ⓘ

**Leads** - We'll show your ads to the right people to help you get the most leads.

**Bid strategy** ⓘ

**Lowest cost** - Get the most leads for your budget

Set a bid cap

**Target cost** - Maintain a stable average cost per lead as you raise your budget

**When you are charged** ⓘ

Impression

**Ad scheduling** ⓘ

**Run ads all the time**

Run ads on a schedule

**Delivery type** ⓘ

**Standard** – Get results throughout your selected schedule


[More options](#)

After it click on continue .

After click on continue you will option to choose ad format:-


**Format**

Choose how you'd like to structure your ad.



**Carousel**

Two or more scrollable images or videos

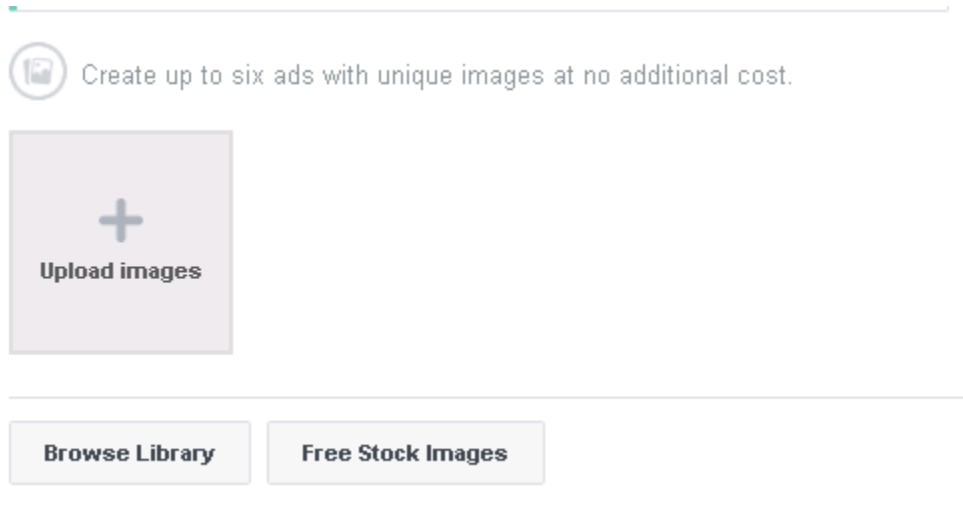


**Single image or video**

One image or video, or a slideshow with multiple images

Click on single image or video option.

To upload your image click on upload image icon given below :-



Note:- Image recommendations

- Size: 1,080 x 1,080 pixels
- Crop: 1:1
- File type: .jpg or .png

At bottom after choosing image you will see your image and left hand side there is text under text write your message which you want to promote as given below:-

The image shows a screenshot of the Facebook ad creation interface. On the left, the 'Text' section is highlighted with a yellow circle. It contains the following text:

**Text**  
Enter the text for your ad. [Learn more.](#)

**Text**

Make Enquiry to Arrange Meeting -Get Free Quote for Website Designing Services

Check List of Website Package & features which we are providing:-

- (1) Dynamic Website with Admin panel
- (2) Responsive Website
- (3) Search Engine Optimized website
- (4) Mobile Friendly Website
- (5) Free one year Maintenance Support

Edit stories background colours ⓘ

**Display link** (optional) ⓘ

Enter the link as you want people to see it in your ad

On the right, the 'Ad preview' section shows a mobile news feed. The ad is from 'Academy of Digital Marketing' and is sponsored. The preview text is:

**Academy of Digital Marketing** Sponsored · 🌐

Make Enquiry to Arrange Meeting -Get Free Quote for Website Designing Services

Check List of Website Package & features which we are providing:-

- (1) Dynamic Website with Admin panel
- (2) Responsive Website
- (3) Search Engine Optimized website
- (4) Mobile Friendly Website
- (5) Free one year Maintenance Support

Below the text is a video thumbnail showing a person in a suit speaking at a podium.

**Then enter your display link and headline which can attract your Target audience for example given below :-**

Check List of Website Package & features which we are providing:-

- (1) Dynamic Website with Admin panel
- (2) Responsive Website
- (3) Search Engine Optimized website
- (4) Mobile Friendly Website
- (5) Free one year Maintenance Support

Edit stories background colours ⓘ

**Display link** (optional) ⓘ

<http://www.ommaurya.com>

**Headline** ⓘ

website design in just only 6,999rs

**News Feed link description** ⓘ

**Call to action** ⓘ


Sign Up ▼

Sponsored

Make Enquiry to Arrange Meeting -Get Free Quote for Website Designing Services

Check List of Website Package & features which we are providing:-

- (1) Dynamic Website with Admin panel
- (2) Responsive Website
- (3) Search Engine Optimized website
- (4) Mobile Friendly Website
- (5) Free one year Maintenance Support



**website design in just only 6,999rs** Sign Up

<http://www.ommaurya.com>

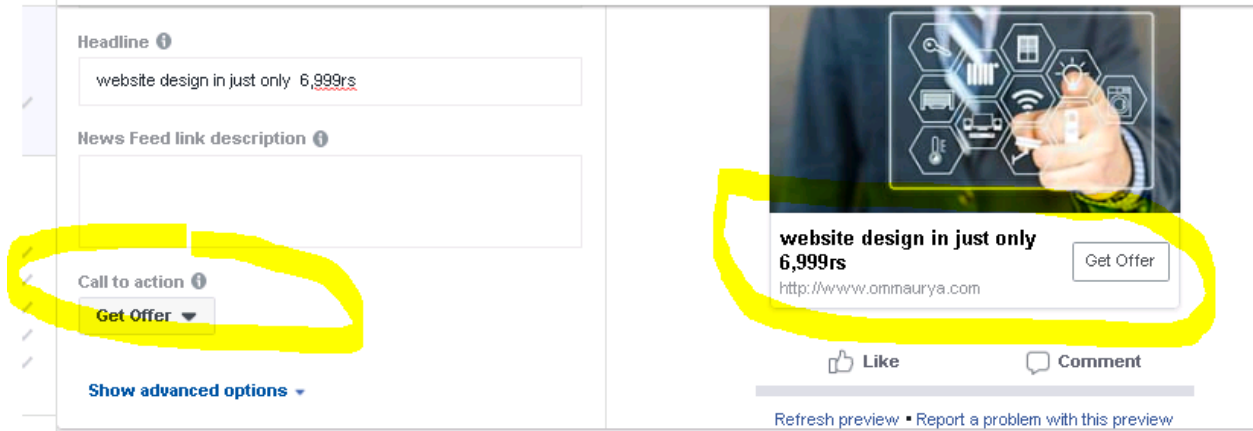
Choose call to action for example given below choose Get Offer

**Call to action** ⓘ

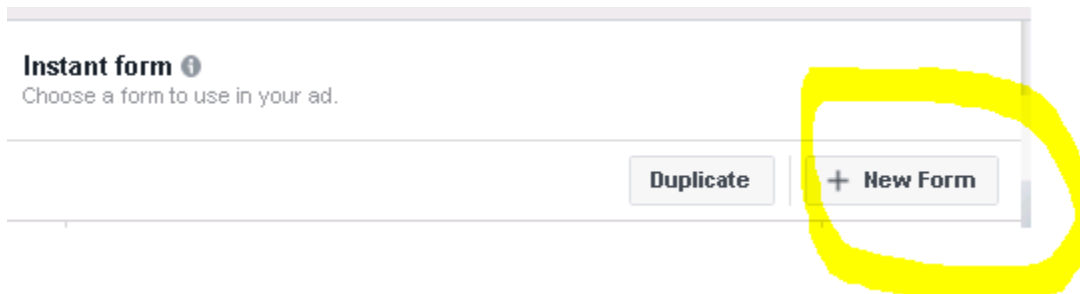
Sign Up ▼

- Apply Now
- Book Now
- Download
- Get Offer
- Get Quote
- Learn More
- ✓ Sign Up
- Subscribe

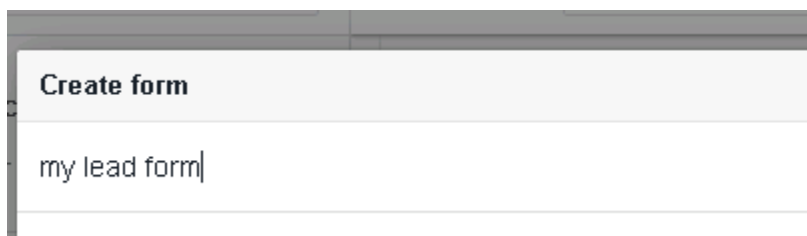
Then you will see right hand side :-



After that click on new form if you are doing first time then will see this option under instant form in blue button click on + new form



After that you will see option to create lead form first of all enter your form name for example in given below my lead form :-



After that disable intro option see as given below:-





higher intent

Add a review step that gives people a chance to confirm their information.

**Intro** (Optional)



After that click on questions:-

**Questions**

You can customise the headline above questions. (Optional)

**Headline**

Enter your info below

What information would you like to ask for?

**User information**

**Email**

**Full name**

[Show more options](#)

**Custom questions (optional)**

Request additional information with custom form questions.

[+ Add Custom Question](#)

In Question click on [show more options](#):-

And one by one tick following option given below

Full name

Full name

### Phone number

First name  
 Phone number

### Email id .

Email

And you will see right hand side your lead form is ready

**Questions**

You can customise the headline above questions. (Optional) ⓘ

**Headline** Enter your info below

What information would you like to ask for?

**User information ⓘ**

Email  Full name

**Fewer options**

**Contact Fields**

First name  Last name  
 Phone number  Street address  
 City  State  
 Province  Country  
 Post code  Zip code

**Demographic Questions**

Date of birth  Gender  
 Marital status  Relationship status  
 Military status

**Work Information**

Academy of Digital Marke...  
Enter your info below

Full name  
Enter your answer.

Phone number  
Enter your answer.

Email

**Submit**

& after that click on Thank you Screen as given below and enter your website link and button text for example Get More Details & choose button type= view website :-

**Thank You Screen** UPDATED

You can customize the screen your leads see after they submit the form.

**Headline**  36

**Description**

**Button Type**

**Button Text**  22

**Website Link**

After that click on **privacy policy** & enter your link text and link url for privacy policy as given below :-

**Privacy Policy** ^

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

**Link Text**  24

**Link URL**

**Custom Disclaimer**

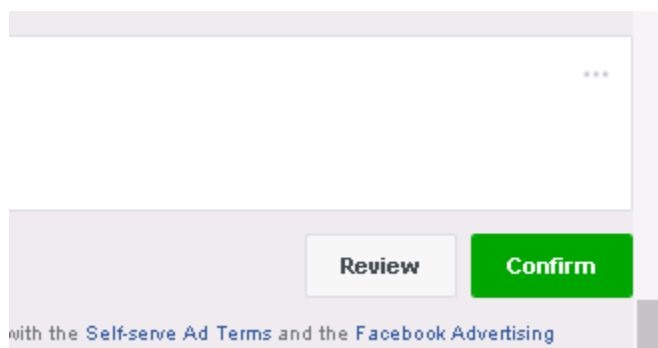
You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Finally click on **save** and click on **finish**.

After that click on review and after review click on confirm and then you will see payment option

For that use paytm wallet.



After click on review you will see this output:-

## Review before confirming



You can review what you've confirmed later in Ads Manager.

### DRAFT CAMPAIGN

Campaign name

Campaign objective **Lead Generation**

Create New Ad Set ▼

Ad set name

Targeting Location: India: Mumbai (+40 km) Maharashtra  
[More ▼](#)

Ad placement Facebook Feeds, Facebook Instant Articles, Facebook Marketplace, Facebook Stories, Instagram Feed and Instagram Stories

Budget & schedule 800.00 Daily | This ad set will run indefinitely

Optimise for **Leads**

Bid **Lowest cost**

Default **Impression**

Close

Confirm

In certain circumstances, contract directly with Facebook affiliate companies solely for purposes of ordering ads. If a  
le to your Orders from the affiliates here.