

FACEBOOK BASICS

How to promote your dealership on Facebook.

Ad Components



Bill's Power Center
Sponsored · 🌐

1 Stop in today to see our full line-up of Simplicity tractors or zero-turn mowers.

2

BILLSPOWERCENTER.COM

3 **Summer Mowing Specials**

4 Your local Simplicity® Dealer

5 Contact Us

👍 Like 💬 Comment ➦ Share

- 1 **Body Copy** | *Recommended 90 Characters*
The body of your ad should be brief yet descriptive of what it is you're promoting.
- 2 **Image** | *Recommended: 600x315, 1200x628*
Consider using images from your showroom, exterior of your dealership, or a stock product photo which can be found at www.simplicityadvertising.com.
- 3 **Headline** | *Recommended 25 Characters*
Short eye catching headline that should grab the readers attention.
- 4 **Link Description** | *Recommended 30 Characters*
Brief explanation of what the reader should expect to find once clicking through your ad.
- 5 **Call to Action Button** | *Options restricted by Facebook*
Choose from: Apply Now, Book Now, Contact Us, Download, or Get Offer

8 Steps to Post an Ad

1. Go to your Facebook business page.
2. On the bottom left-hand side of the page, click the Promote button.
3. Click Show More, then select Get More Website Visitors.
Note: Facebook has picked an image and selected text for your ad, and you can see how it'll look on Desktop News Feed, Mobile News Feed and the Facebook Right Column. If you want to change the image or text of your ad, click Edit next to Ad Creative.
4. Now find the Audience section.
You may see multiple audience options. If you click Create New Audience, choose an audience you've already used or click Create New Audience to create an audience based on the following traits: Gender, Age, Location, Interests, Demographics, and Behaviors.
5. Set your Budget by selecting a pre-filled budget or click Choose Your Own and type in a custom budget.
6. Review your payment method.
7. Set your Duration by clicking the dropdown below Total budget to select a budget for your boosted post. You can select a pre-filled budget or click Choose Your Own and type in a custom budget.
Tip: If you want to use a different payment method, click Change.
8. Click Promote.
Note: When you create an ad, you may see it appear in duplicate placements for desktop and mobile across Facebook and Instagram. Keep in mind you'll only be charged once for your ad because it's part of a single promotion. You can still have multiple ads running simultaneously if you choose. To learn more about ad placement, visit the *Facebook Ads Guide*.