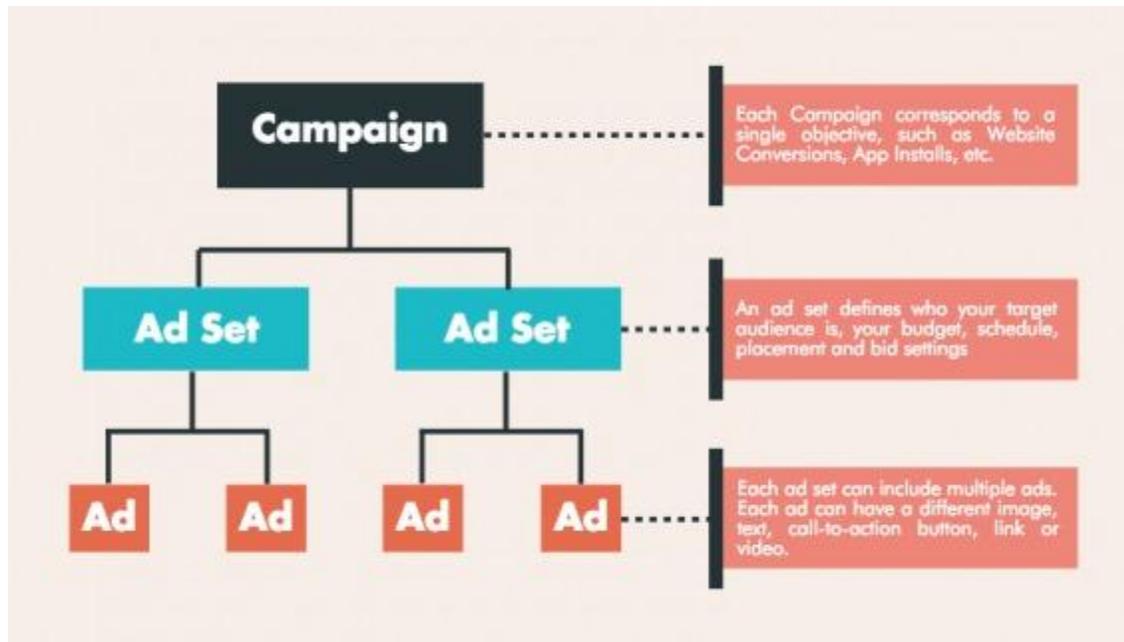


## The structure of a Facebook ad campaign

To develop a solid testing plan, it's important to understand the structure of a Facebook ad campaign.

The image below shows the three 'levels' of a campaign and describes the purpose of each one.



### 1. Campaign

The campaign is the overarching container that defines the objective of your Facebook ads.

For example, if you want to bring people from Facebook to your website and convert them to subscribers or customers, you would choose the objective 'Website Conversions.'

### 2. Ad set

An ad set defines a particular target audience. It is also used to define your budget, schedule, and bid type.

A campaign can contain multiple ad sets, and each ad set can target a different audience, but it may also target the same one. Most campaigns will contain multiple ad sets targeting multiple audiences.

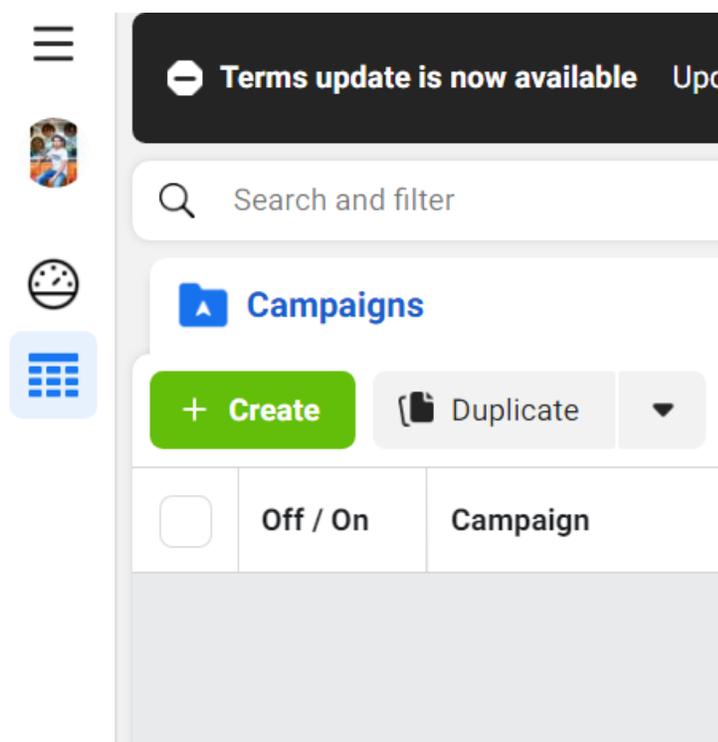
### 3. Ad

The ad is the creative that people see on Facebook or Instagram. It's possible for each ad set to contain multiple ads.

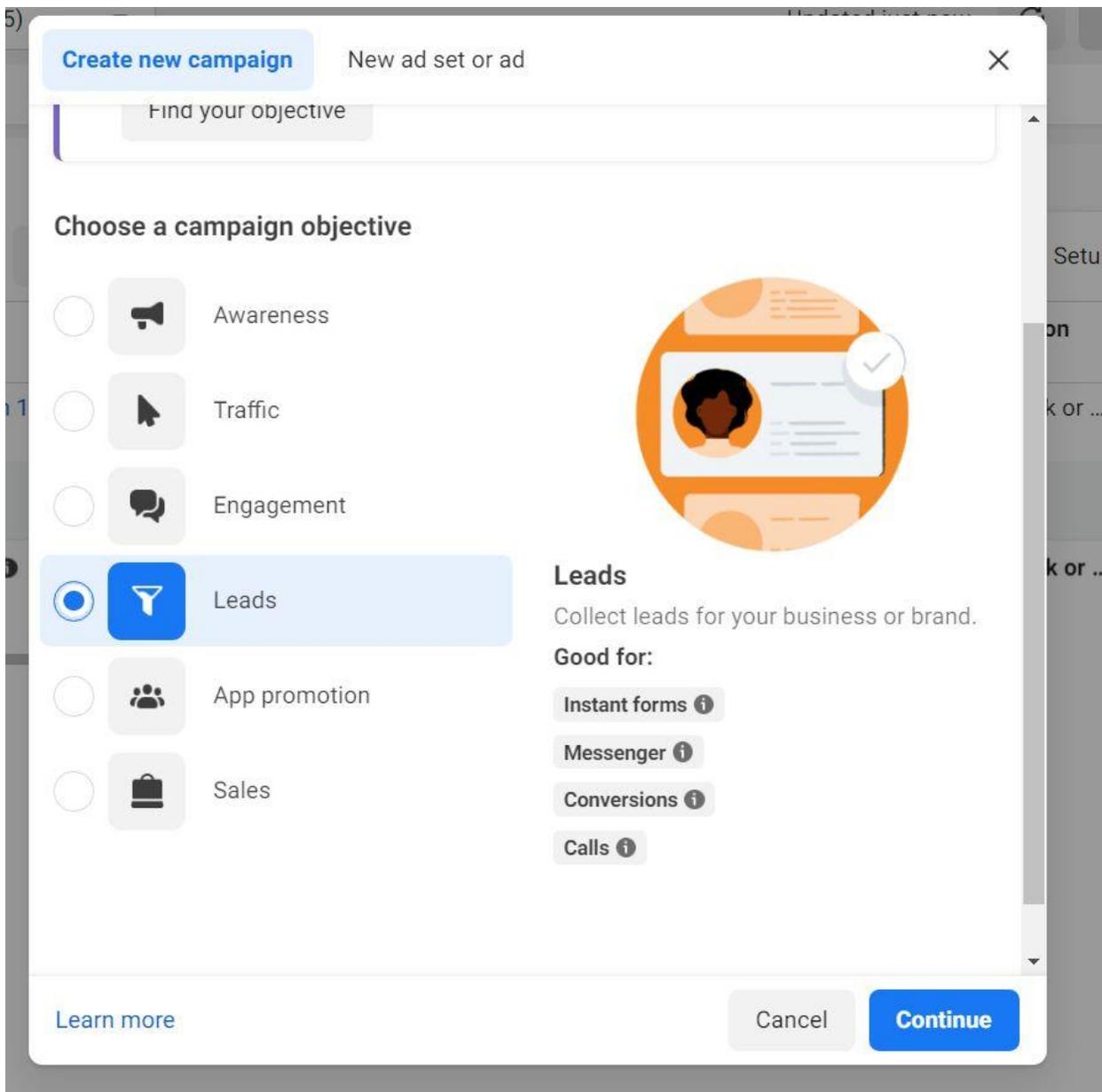
There are several components to a Facebook ad: the image or video, the headline, the body text, and a link description.

## How can you create facebook paid campaign to generate Leads ?

1:- step 1 make login to your facebook.com account and then go to [facebook.com/adsmanager](https://facebook.com/adsmanager) here you will click on create .



2:- after click on create you will see following to choose campaign objective here you will choose Leads as shown below.



Then click on continue.

3:- After click on continue you will see option to enter your campaign name as shown below for example

**New Leads Campaign 1**

**Campaign name**

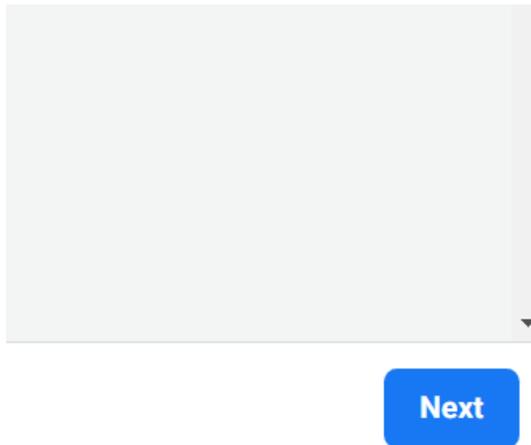
New Leads Campaign 1 [Create template](#)

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

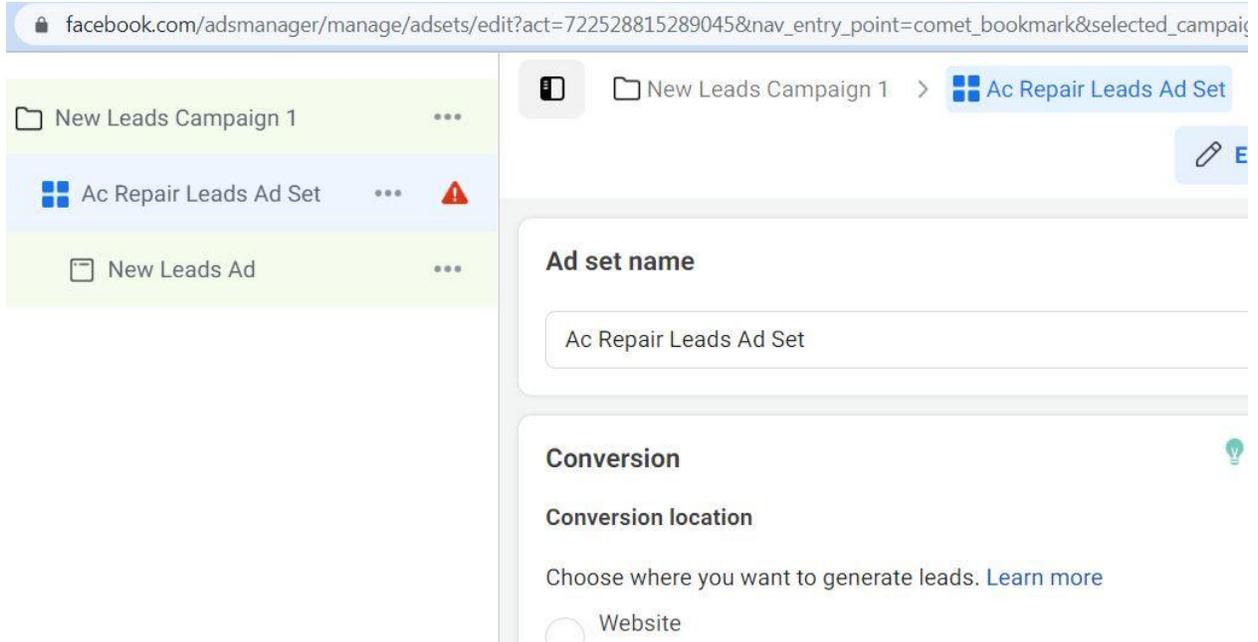
**Categories**

No categories declared ▼

4 then click on next as shown below.



5. after it you will see option to enter your Ad set name for example "Ac repair Lead Ad set" as shown below.



6. After that you will choose conversion location as **Calls** as shown below.

## Conversion

 See recommendati...

### Conversion location

Choose where you want to generate leads. [Learn more](#)

- Website  
Generate leads through your website.
- Instant forms  
Generate leads by asking people to fill out a form.
- Messenger  
Generate leads through Messenger.
- Instant forms and Messenger  
Generate leads by asking people to fill out a form or sending them to Messenger.
- Calls  
Generate leads by asking people to call your business.
- App  
Generate leads through your app.

7 you will see optimization and delivery and here you will see cost per result goal as shown below.

Facebook Page

Saad Enterprises

### Optimization & delivery

**Optimization for ad delivery** ⓘ  
We'll deliver your ads to try to get you the most possible calls and report the number of times the call button in the call confirmation dialogue is clicked.

Calls

**Cost per result goal**  
Meta will aim to spend your entire budget and get the most results using the highest volume bid strategy.

[Show more options](#) ▾

Close ✓ All edits saved

Specific Broad

Estimated audience size: 330,800,000 - 389,200,000 ⓘ  
 Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Reach ⓘ  
**< 10**

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Back Next

8 choose your daily budget for example 100rs in INR

### Budget & schedule

**Budget** ⓘ

Daily Budget ▼	₹100.00	INR
----------------	---------	-----

You'll spend up to ₹125.00 on some days, and less on others. You'll spend an average of ₹100.00 per day and no more than ₹700.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

Feb 1, 2023	🕒 11:29 AM
-------------	------------

Kolkata Time

**End**

Set an end date

9. Then most important choose your target audience Location .

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience ▼

---

**Custom audiences** Create new ▼

🔍 Search existing audiences

Exclude

**\* Locations**  
Location:  
• Nepal

**Age**  
18 - 65+

**Gender**  
All genders

Close ✓ All edits saved

**Audi**  
Your e  
Specit  
Estim:  
★

10:- here you will go to Location and click on edit icon as shown below .

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience ▼

---

**Custom audiences** Create new ▼

🔍 Search existing audiences

Exclude

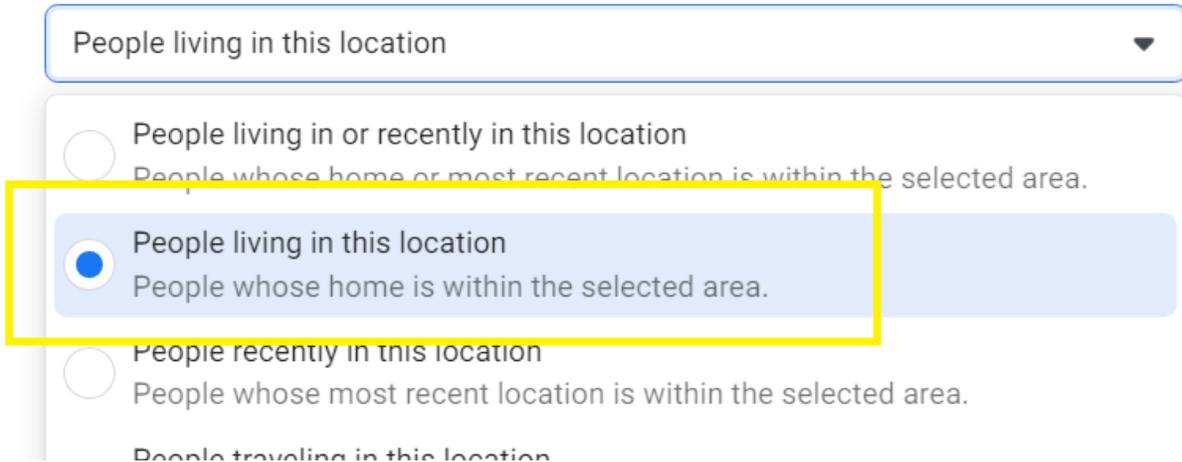
**\* Locations**  
Location:  
• Nepal

 Edit

↓

11:- and choose people living in this location as shown below.

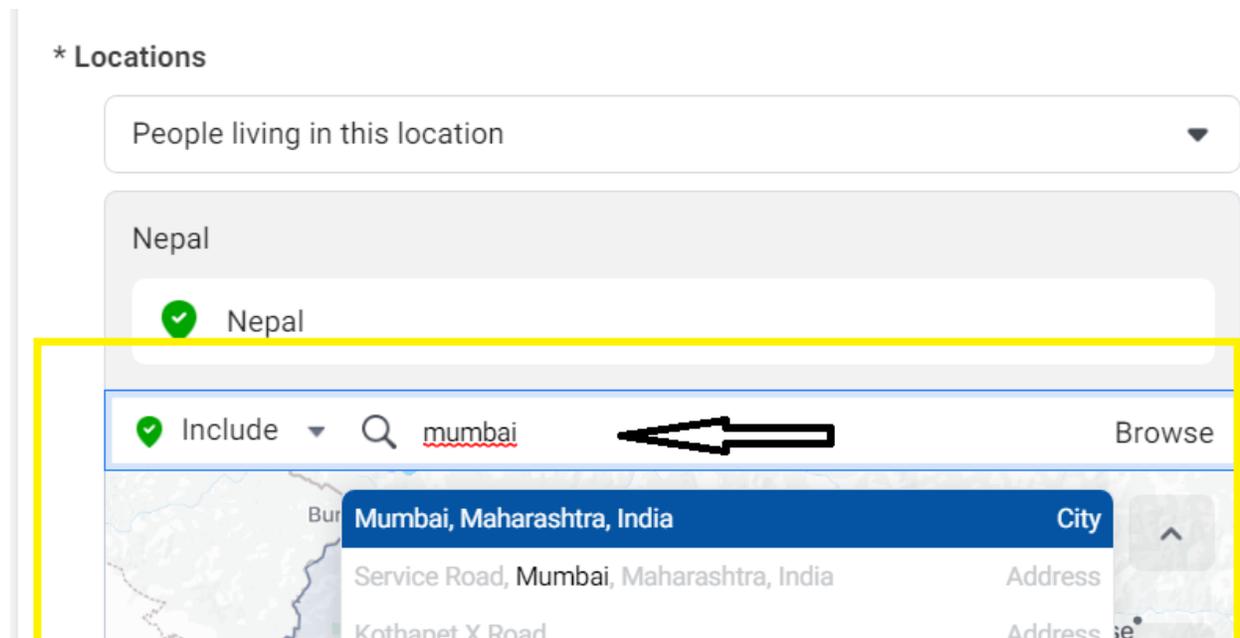
**\* Locations**



A screenshot of a location selection interface. At the top, a dropdown menu is set to "People living in this location". Below it, a list of radio button options is shown. The second option, "People living in this location" with the subtext "People whose home is within the selected area.", is selected and highlighted with a yellow rectangular box.

- People living in or recently in this location  
People whose home or most recent location is within the selected area.
- People living in this location  
People whose home is within the selected area.
- People recently in this location  
People whose most recent location is within the selected area.
- People traveling in this location

12:- enter your target location name for example "Mumbai" as shown below.



A screenshot of a location search interface. The dropdown menu is set to "People living in this location". Below it, a search bar contains the text "Nepal" with a green checkmark. Below the search bar, a search bar contains the text "mumbai" with a magnifying glass icon and a "Browse" button. A list of search results is shown below the search bar, with the first result, "Mumbai, Maharashtra, India", highlighted in blue. A black arrow points to the search bar containing "mumbai".

**\* Locations**

People living in this location

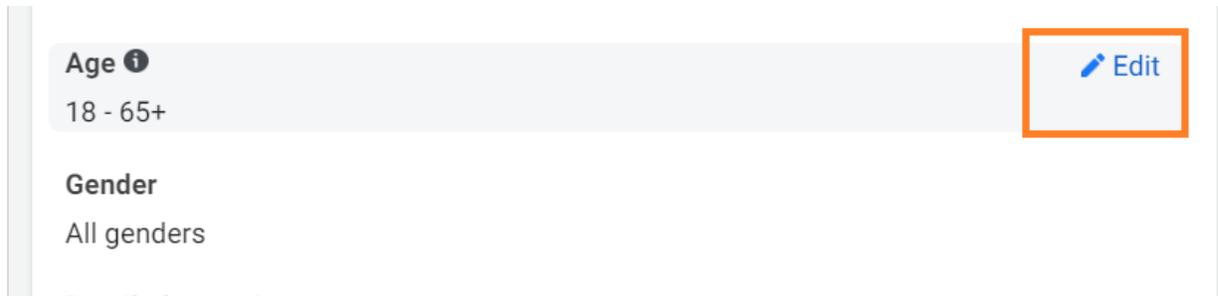
Nepal

Nepal

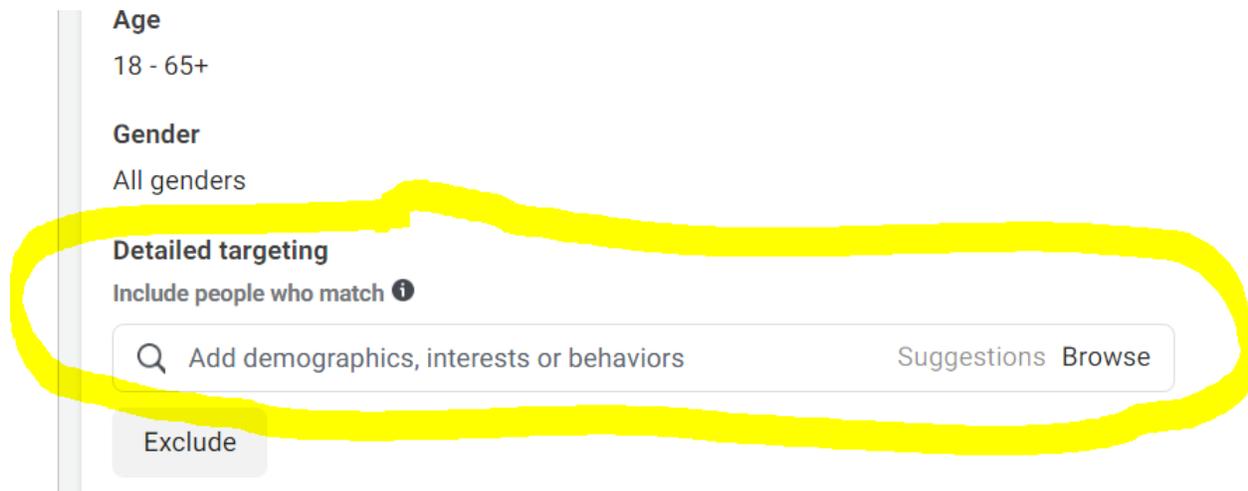
Include

Mumbai, Maharashtra, India	City
Service Road, Mumbai, Maharashtra, India	Address
Kothanet X Road	Address

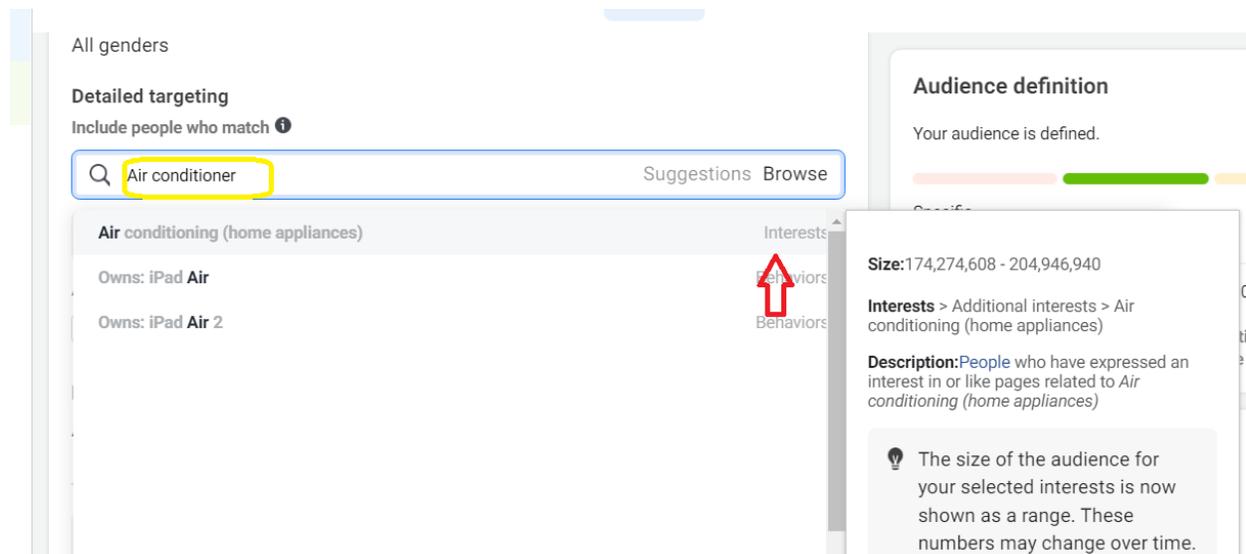
13 choose age and Gender of your target audience.



14. after it go to Detailed Targeting :- here you will choose relevant interest , demographics, behaviors options related to your target audience for example “air conditioner “ interest option it is related to ac repair services audience.



15. search **Air conditioner** as shown below. And click on interests as shown below.



16. choose your placements options.

## Placements [Learn more](#)

- Advantage+ placements (recommended) <sup>+</sup>**  
Use Advantage+ placements to maximize 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.
- 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.

[Show more options](#) ▼

Click on next.

17.

After click on next you will see option to enter ad name

For example "Ac Repair Leads Ad"

**Ad name**

Ac Repair Leads Ad [Create template](#)

**Identity**

**\* Facebook Page**

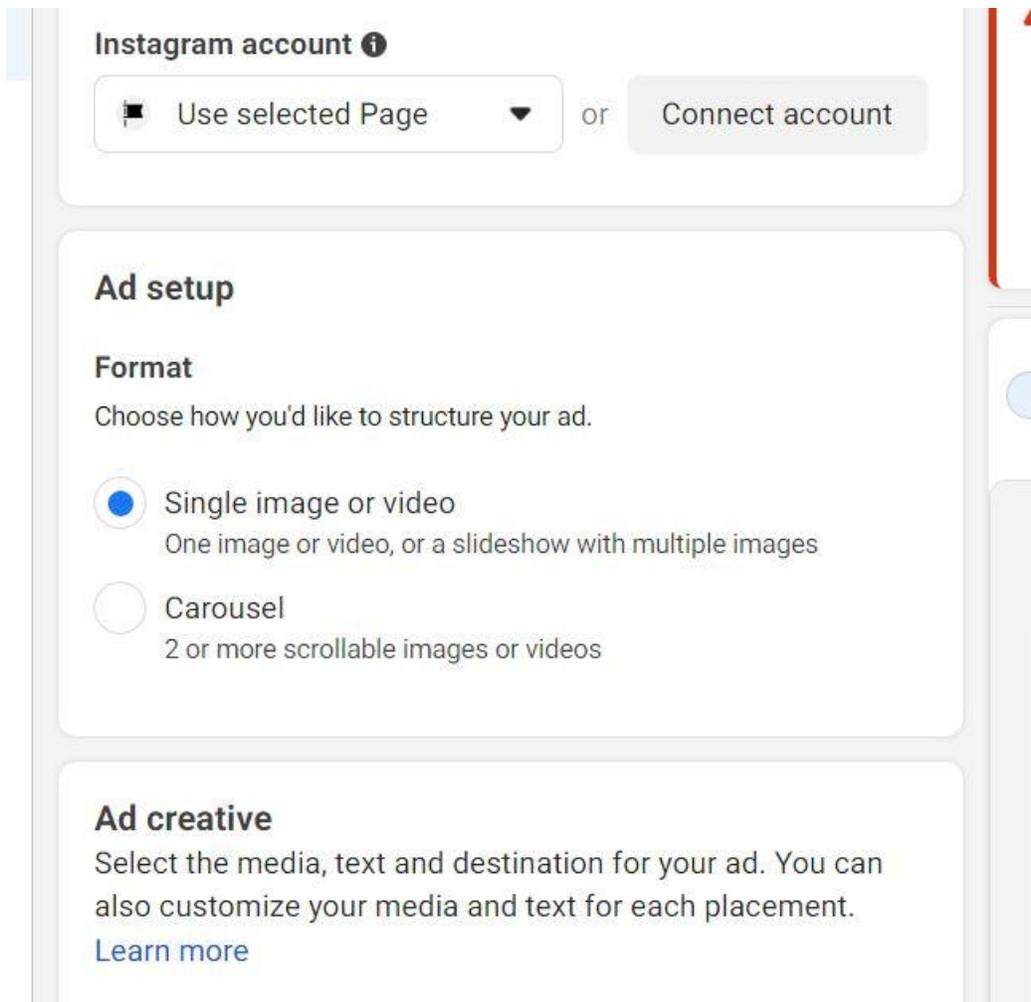
 Saad Enterprises ▼

 **Select a Page at the ad set level**  
For campaigns that use the Leads objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

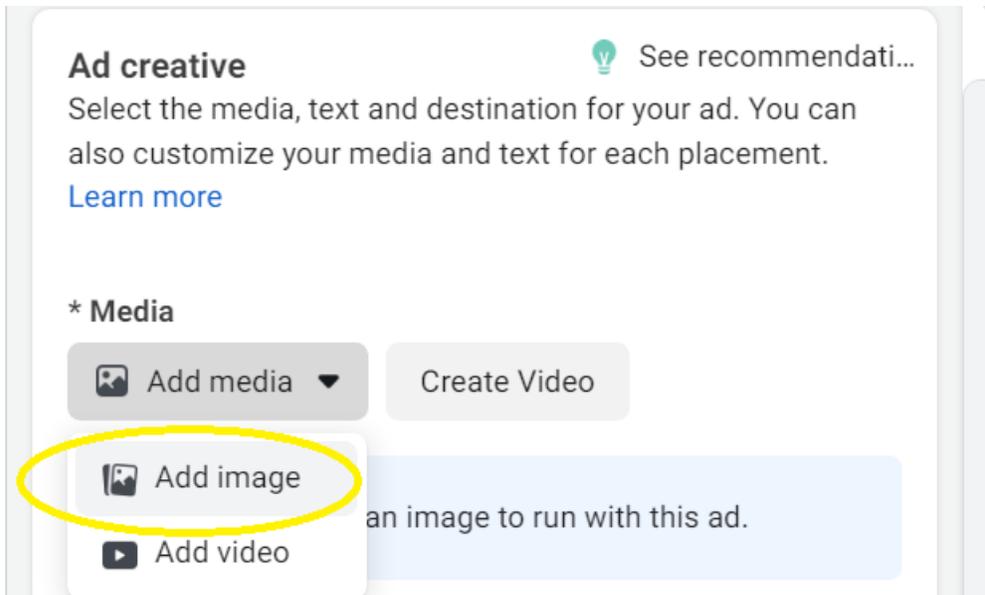
[Select Page](#)

**Instagram account** 

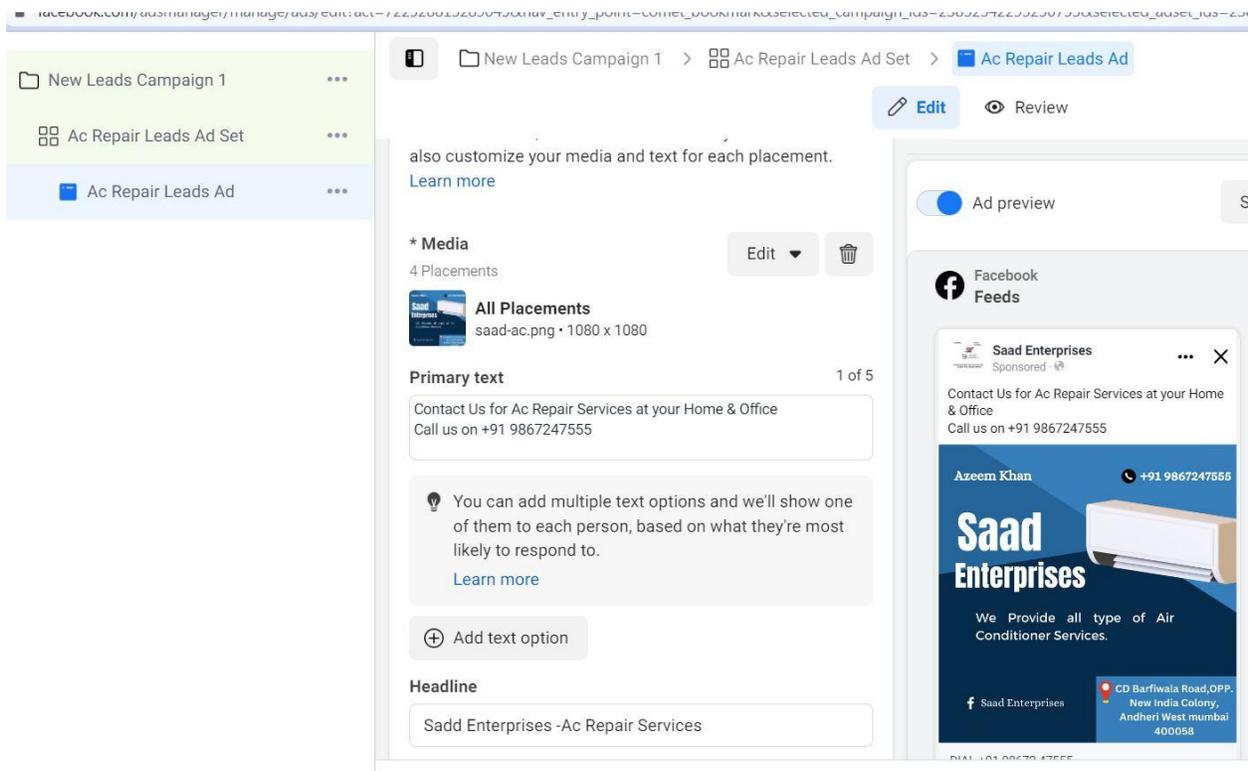
18. choose ad format as shown below .



then in ad create go to media and click on add Image and upload image and choose it.



19 and after it you will see option to enter your primary text & mobile number with country code for example shown below.



4 Placements



**All Placements**  
saad-ac.png • 1080 x 1080

**Primary text**

1 of 5

Contact [Saad Enterprises](#) for Ac Repair Services at your Home & Office  
Call us on +91 9867247555

💡 You can add multiple text options and we'll show one of them to each person, based on what they're most likely to respond to.  
[Learn more](#)

+ Add text option

**Headline**

Saad Enterprises -Ac Repair Services

+ Add headline option

**Call description**

1 of 5

Call description text field

Ad preview

Share

Advanced preview

Facebook Feeds

Saad Enterprises Sponsored

Contact Saad Enterprises for Ac Repair Services at your Home & Office  
Call us on +91 9867247555

Azeem Khan +91 9867247555

**Saad Enterprises**

We Provide all type of Air Conditioner Services.

CD Barfiwaia Road,OPP. New India Colony, Andheri West Mumbai 400058

Stories and Reels

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

Close ✔ All edits saved

Back Publish

20. finally click on publish as shown below.

Facebook Feeds

Expand

Saad Enterprises Sponsored

Saad Enterprises Provides All types of Ac Repair Services Top-class reliable Air Conditioner Repair at your ...See more

Azeem Khan +91 9867247555

**Saad Enterprises**

We Provide all type of Air Conditioner Services.

CD Barfiwala Road,OPP. New India Colony, Andheri West mumbai 400058

Saad Enterprises

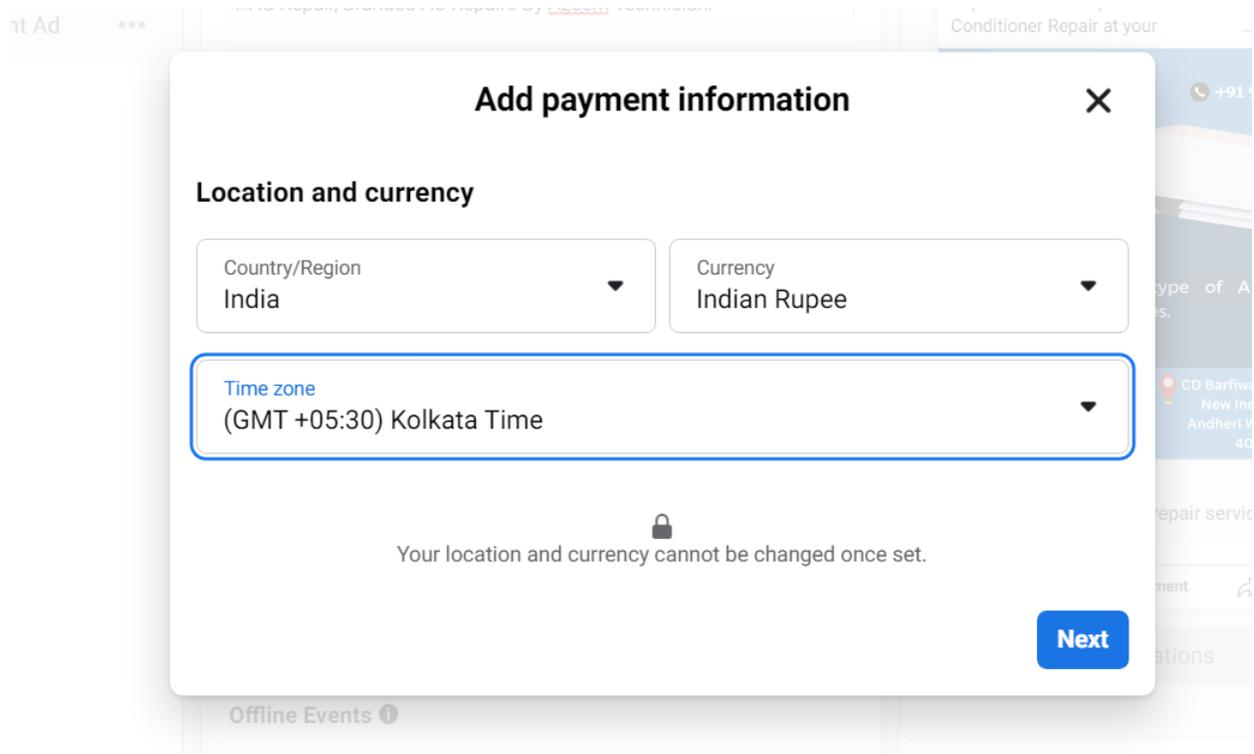
Feeds

Search

Guidelines.

Back Publish

21. after it you will ask to add your payment information as shown below.



22 . After click on next. You will see payment option for example you will choose upi option or credit /debit card option for example we will choose upi option as shown below.

< **Add payment information** ×

**Business and tax info** [Edit](#)  
Optional - Add a tax ID or address

---

**Add payment method**

Debit or credit card  

3 Months No-Cost Credit Card EMI

UPI 

PAYTM 

Net Banking 

I have an ad credit to claim.

  
Your payment methods are saved and stored securely.  
[Terms apply](#)

**Next**

Click on next.

23. after click on next do following things as shown below enter your business name and address as shown below and save.

## Business Info



### Additional Info Needed

Before you can add funds to your account, you'll need to enter the information below.

### Business Info

GST Number (Optional)

PAN Number (Optional)



By checking this box, I hereby confirm all information provided on this page is complete and accurate. The information provided will be used by Meta to comply with local tax regulations.

### Business Name

Add a name

Saad Enterprises

Enter your legal name if you don't have a business name.

### Business address

The legal address registered with your government and tax agency. If you're not a registered business, enter your mailing address.

Street address 1  
mumbai

Street address 2  
Mumbai

City or town  
Mumbai

State  
Maharashtra

Pincode  
400058

### Advertising purpose

- Yes, I am buying ads for business purposes
- No, I am not buying ads for business purposes

Meta is required to share your business information with local tax authorities who request it.

Save

24 after it enter amount 100rs as shown below and click on next.

💡 You can add multiple text options and we'll show one of them to each person, based on what they're most likely to respond to.

Azeem Khan

<

## Add funds

✕

### Amount to add

Amount

1,00.00

You now have a total of ₹ 100.00 in prepaid funds.

Next

App events ⓘ

Set Up

See variatio



## Add funds



### Pay with UPI ID



Pay ₹100.00 to Facebook

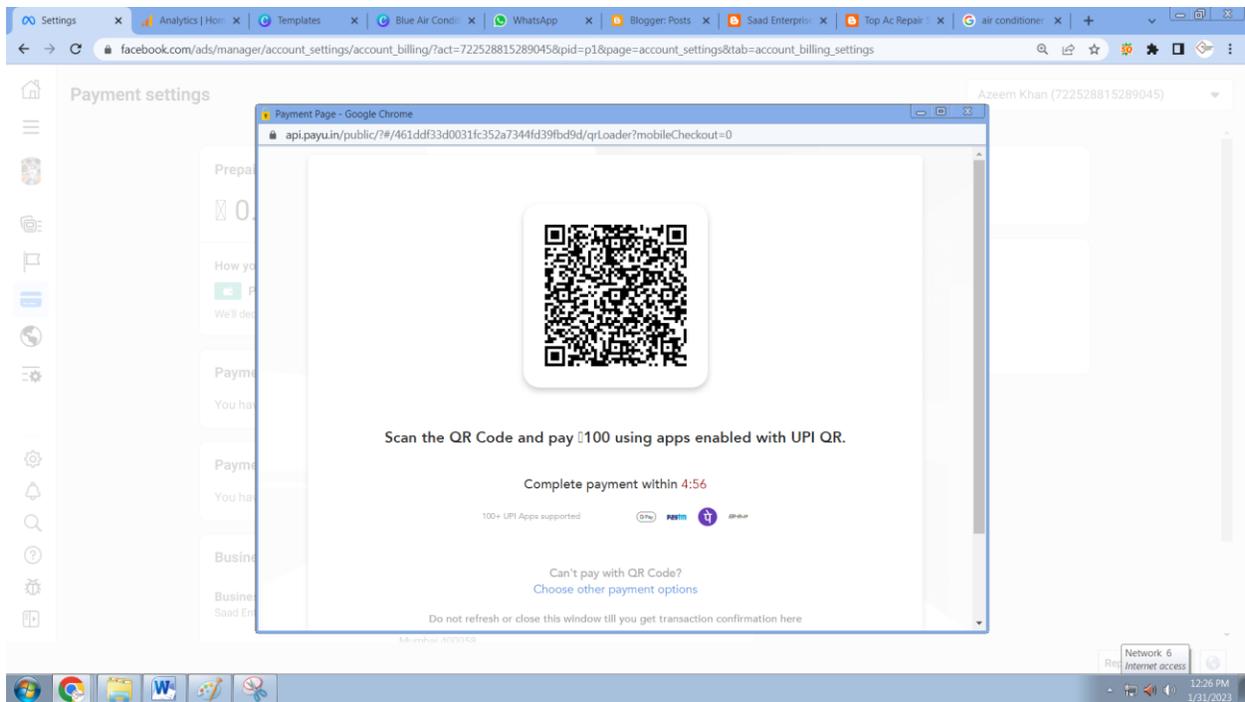
UPI ID

Verify

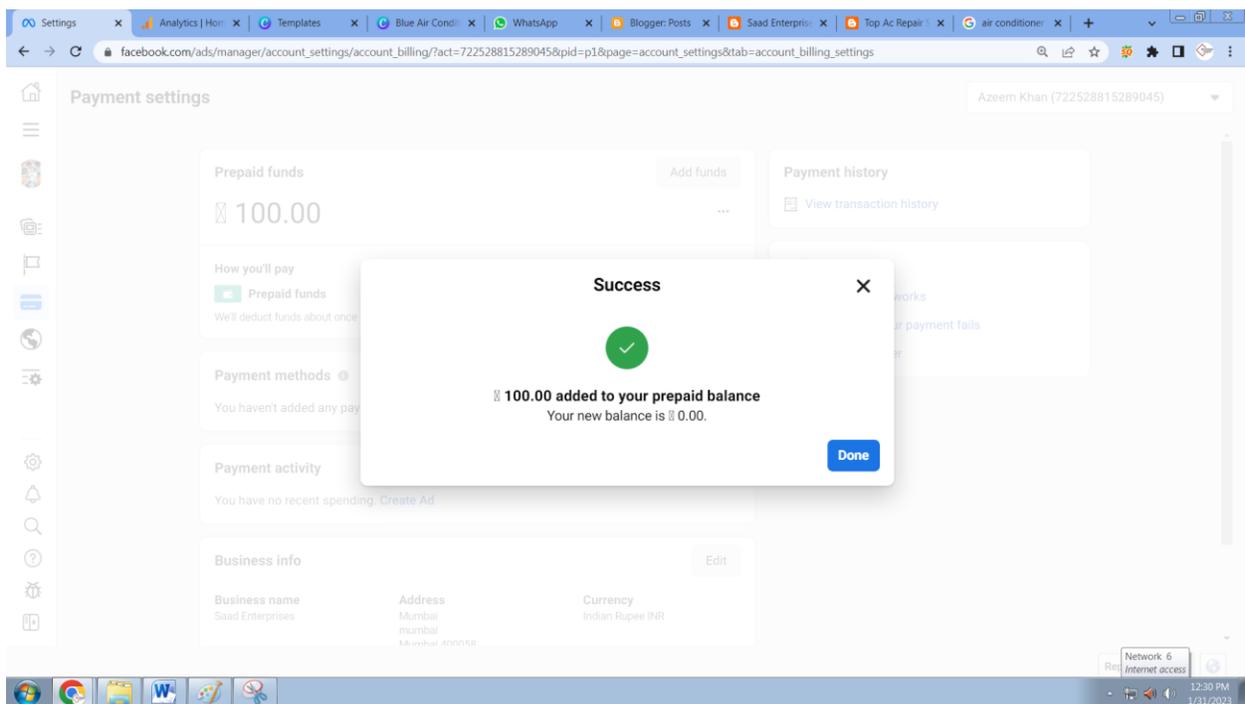
PROCEED

Or

Generate QR code



25. after successful payment.



26. after it you will keep checking result in ads section as shown below.

Check Result and Reach

Terms update is now available Updates to the Self-Serve Ad Terms are effective January 3, 2023 [Read the terms](#)

Search and filter This month: Jan 1, 2023 - Jan 31, 2023

**Campaigns** 1 selected **Ad sets** 1 selected **Ads** 1 selected

+ Create Duplicate Edit A/B Test Preview Rules View Setup Reports

Off / On	Ad	Ad set	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost
<input checked="" type="checkbox"/>	Ac Repair Engagement Ad	Daily	0.00	-	Page Like	-	-	-
Results from 1 ad			-	-	-	Accounts Center acco...	-	Total

