Paid Advertising How-To - Facebook

STEP 1
Go to your swim club page on Facebook. On the sidebar, select “Ad Center.” Then select “All Ads.”
Paid Advertising How-To - Facebook Continued

STEP 2
Under “Choose a Goal,” select “Get More Website Visitors.”

STEP 3
Your page will look like this. Now you can start filling in the information for the outlined sections.
STEP 4
Description: Here you can add copy promoting your swim club and asking people to join. We strongly encourage the use of the #SwimAgain hashtag when posting to social media. When clicked, this helps curate all content into one place, which leads to unifying the swimming community, celebrating the reunion, and raising awareness to prospective members. Facebook limits the text to 90 characters.
Paid Advertising How-To - Facebook Continued

STEP 5
Image: Click on the arrow button to upload your image. Choose one of the following files:
Phase 1 - Image 1 - PaidFacebook - 1200x628
Phase 1 - Image 2 - PaidFacebook - 1200x628
Phase 1 - Image 3 - PaidFacebook - 1200x628
Phase 1 - Image 4 - PaidFacebook - 1200x628

Description
We're getting close! Join (Club Name) today and be ready to #SwimAgain!

Headline
Swim Club Name

Button label
Sign Up

Website URL
https://www.usaswimming.org/
Paid Advertising How-To - Facebook Continued

STEP 6
Headline: Here you can add your swim club name or a brief headline. Facebook limits the headline to 25 characters.

Description
We're getting close! Join (Club Name) today and be ready to #SwimAgain!

Headline
Swim Club Name

14 / 25 Characters

Button label
Sign Up

Website URL
https://www.usaswimming.org/
Paid Advertising How-To - Facebook Continued

STEP 7
Button Label: This drop down has options for you to select your call to action. We suggest “Sign Up” or “Learn More.”

Description
We’re getting close! Join (Club Name) today and be ready to #SwimAgain!

Headline
Swim Club Name

14 / 25 Characters

Button label
Sign Up

Website URL
https://www.usaswimming.org/
STEP 8
Website URL: Here you can add the link of where you want to send people. This should be the most direct path to your sign-up page as possible.

https://www.usaswimming.org/
STEP 9
As you are updating, a preview will appear of what your ad will look like. Once this contains everything you want, you can continue with updating your spend and geo-targeting your audience. These will vary by club and should depend on your area, budget and goals.
Paid Advertising How-To - Facebook Continued

STEP 10
After you have selected your spend and audience, you can click the “Promote Now” button to make your advertisement active.