

RAISE ATTENDANCE AT YOUR EVENT

 Buffer shared Bubble RUN's event.
Sponsored · 

How Does This Go Down? Super Simple. Clad in white t-shirts, Participants run, walk



MAY 28 **Bubble RUN Boise!**
Sat 8 AM · Expo Idaho · Garden City, ID, United ...
5,459 people interested · 1,863 people going

What's involved:

After you click to create a new ad and choose "Raise attendance," the next steps are: Choose one of your Facebook events or enter a Facebook event URL Give this campaign a name

At the next step, you can set your audience and budget. **The ad's audience will default to a segment near the location of your event.**

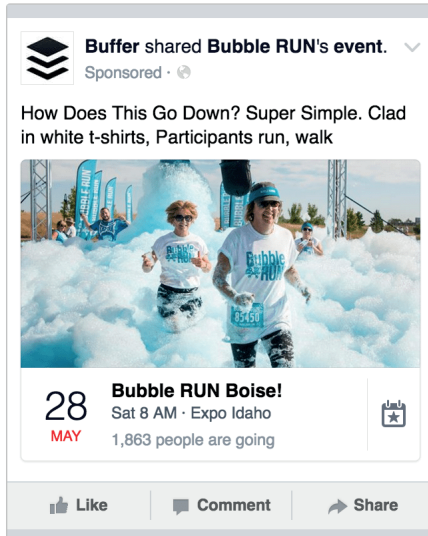
After setting audience and budget, you can create the ad itself. Facebook will grab the main image for the event automatically and

suggest it as an image to use in the ad. Like other ad types, you can create up to six ads to test by uploading multiple images. There's always just the one image per ad.

Most of the rest of the ad is taken care of for you. Facebook automatically includes the date, the time, the event's title, the location, and the number of people interested and attending. The call-to-action button on the desktop News Feed is "Interested."

You can see an ad preview above for the specific layout of these elements.

Things vary slightly for mobile and for the desktop right column....



Buffer
Bubble RUN Boise!
How Does This Go Down? Super Simple. Clad in white t-shirts, Participants run, walk
Saturday, May 28 at 8:00am
Interested · 1,863 people joined

For additional customization, you can change the text that appears as the update above the ad. You can also add custom URL tags and conversion pixel tracking.

Tip: As with all types of Facebook Ads, a great image is key for event promotion ads. Try to ensure your image gives insight into the type of event you're promoting. (Like the bubbles in the Bubble Run event, above.)