

PROMOTE YOUR PAGE

Suggested Page



Buffer
Sponsored

Buffer is the best way to drive traffic, increase fan engagement



Buffer
Internet/Software
51,913 people like this.

Like Page

What's involved:

After you click to create a new ad and choose "Promote your Page," the next steps are:

1. Choose one of your Facebook Pages or enter its URL
2. Give this campaign a name

At the next step, you can set your audience and budget.

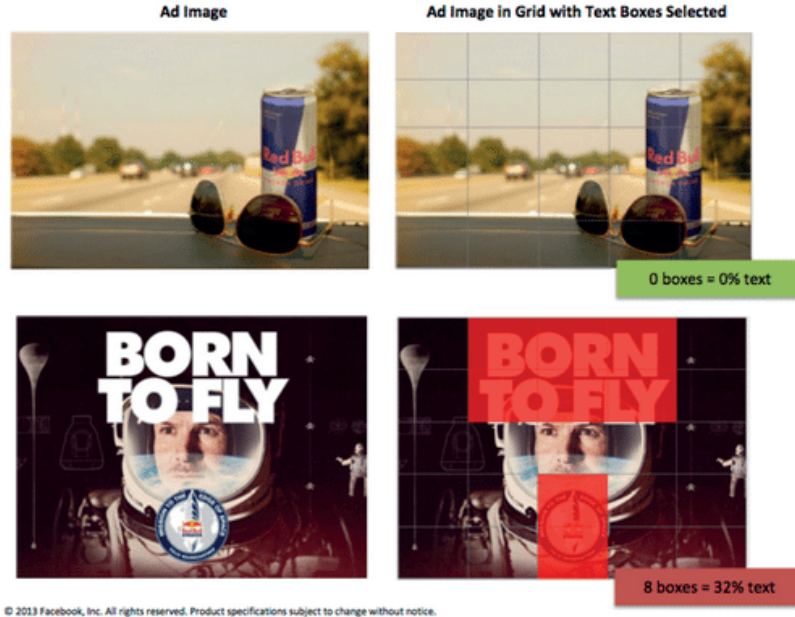
After setting audience and budget, you get to set the creative elements of the ad: photo, text, and more. First off, you'll be asked to select an image to use; you can choose to upload your own, select from a collection of searchable stock photos from Shutterstock, or pick from a library of images you've used on previous ads.

*To easily create variations of your ad and **test how different images perform**, you can create up to 6 ads at once by uploading multiple images from this one screen.*

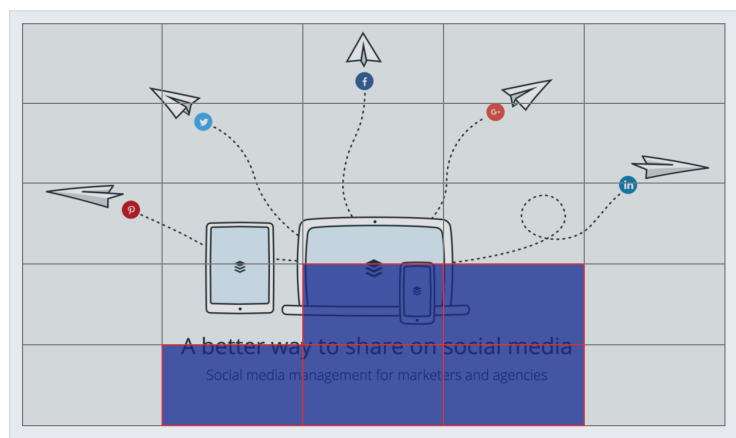
For choosing images, Facebook offers these guidelines:

1. 1,200 x 444 pixels (width and height)
2. Image ratio: 8:3 (basically, if you divide the width of your image by 8 and the height by 3, the result should be the same)
3. Your image may not include more than 20% text.

This last guideline is an interesting one! Up until a few weeks ago, this was a rule, rather than a guideline. Ads would be rejected if the image exceeded 20% text.



Facebook offers a tool to check the 20% text rule and see if your image meets the guideline. Visit the tool and upload your image. Facebook adds a grid overlay to the image, and you can click any box that includes text. If the boxes you've selected make up less than 20% of the image, you're good to go!

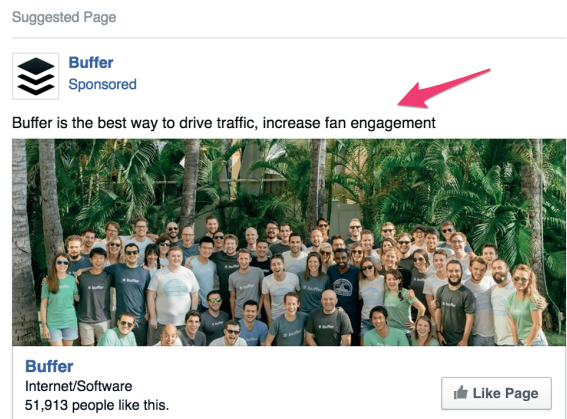


Additionally, you can upload a series of three to seven photos that Facebook will stitch together as a slideshow video. You can select the shape of the slideshow (square or rectangle), the length that the image stays visible, and the transition (none or fade) from one image to the next.

And if you have a video that you'd prefer to use for the page promotion, you can add it here also.

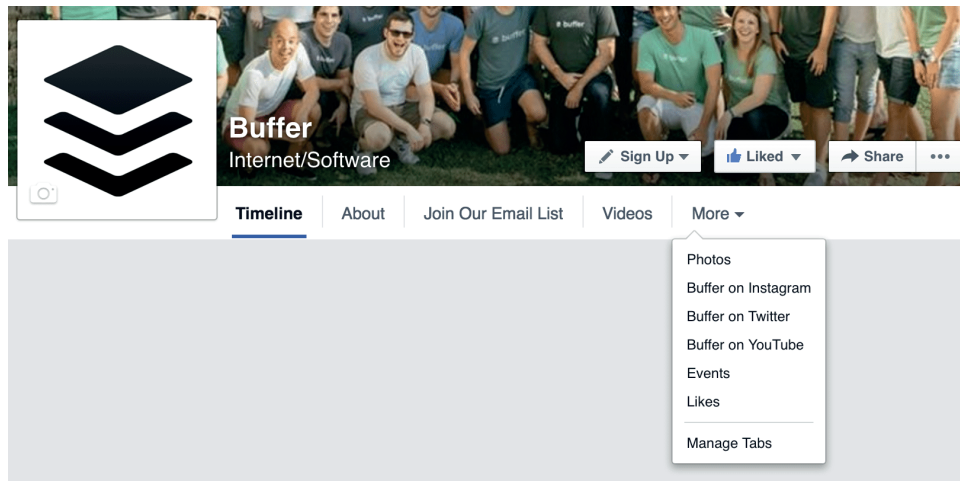
After selecting an image, slideshow, or video, you can customize the text that appears as the update above the ad. Click in the "Text" box to edit. You have an upper limit of 90 characters to use.

From the right-hand panel of the Ad Editor, you can preview your ad and select which locations you want it to appear. By default, Facebook will show the ad on the desktop News Feed, mobile News Feed, and the desktop right column. Click to remove any of these options.



Under "Show Advanced Options," there are three additional places to customize.

- 1. Add a headline** (this only appears in the desktop right column).
- 2. Choose where the visitor ends up** should they click through to your page. By default, people will arrive at your Timeline. You can also select any other page that you have linked to from your Facebook Page menu, like Video, Photos, Events, or custom pages.



- 3. You can also track conversions.** Conversion tracking with Facebook involves the installation of a conversion pixel, which I'll cover in a section below.