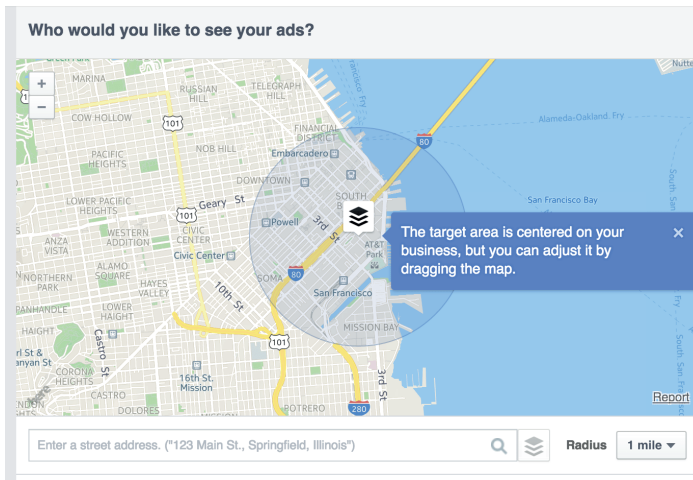


# REACH PEOPLE NEAR YOU



## What's involved:

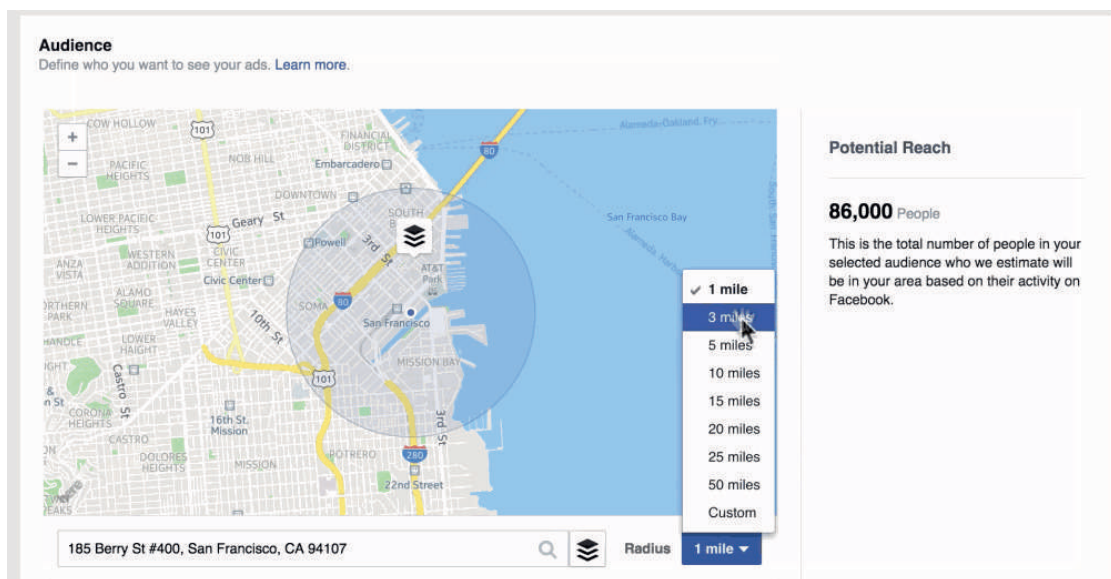
After you click to create a new ad and choose "Reach people near you," the next steps are:

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. Unlike all other Facebook ad types here, the Audience settings for "Reach people near you" will

ask you to choose an area from a map and then target the ad toward people in those areas.

By default, the map will center on your business's street address. You can enter any address you'd like in the text box below the map and set the Radius to any of 8 defaults (from 1 mile to 50 miles) or a custom mile radius.



Once the map is in place, you can also click to move the target area to a different point in the map.

After setting audience and budget, you can create the ad itself. These localization ads have four different opportunities to gain engagement for your business:

- Like Page
- Call Now
- Learn More
- Send Message

For the “Like Page” option, the ad will be geared toward driving Page likes. You can change the images, the main text, the headline, and the link description for this ad. For “Call Now”, you can make the same changes as with the “Like Page” campaign, plus you can also include your phone number.

For “Learn More,” when people click the Learn More button, they’ll be taken to any URL you choose. All the same customization options appear here (images, text, headlines) plus an additional box for the URL of your choosing.

For “Send Message,” when people click the Send Message button, they’ll have the chance to send you a message through your Facebook page.