

Facebook Ads Campaign draft via Ads Manager.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

**Buying Type**

Auction

**Campaign Objective**

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☒ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Show people ads that allow them to interact with you on Messenger, WhatsApp, or Instagram Direct.

[Messages](#)

New Campaign > Ad set > 1 Ad

Beijing Time

**End · Optional**

☒ Set an end date

Aug 18, 2021 6:00 PM

Beijing Time

[Show More Options](#)

**Audience**

Define who you want to see your ads. [Learn More](#)

Create New Audience **Use Saved Audience**

**Mary Grace**

**Location:**

United States

**Age:**

30 - 60

New Campaign > Ad set > 1 Ad

**Accounts**

Choose the accounts where you want to receive messages.

**Facebook Page**

Spark Change Virtual Assistance

**Budget & Schedule**

**Budget**

Daily Budget ₱100.00

Actual amount spent daily may vary.

**Schedule**

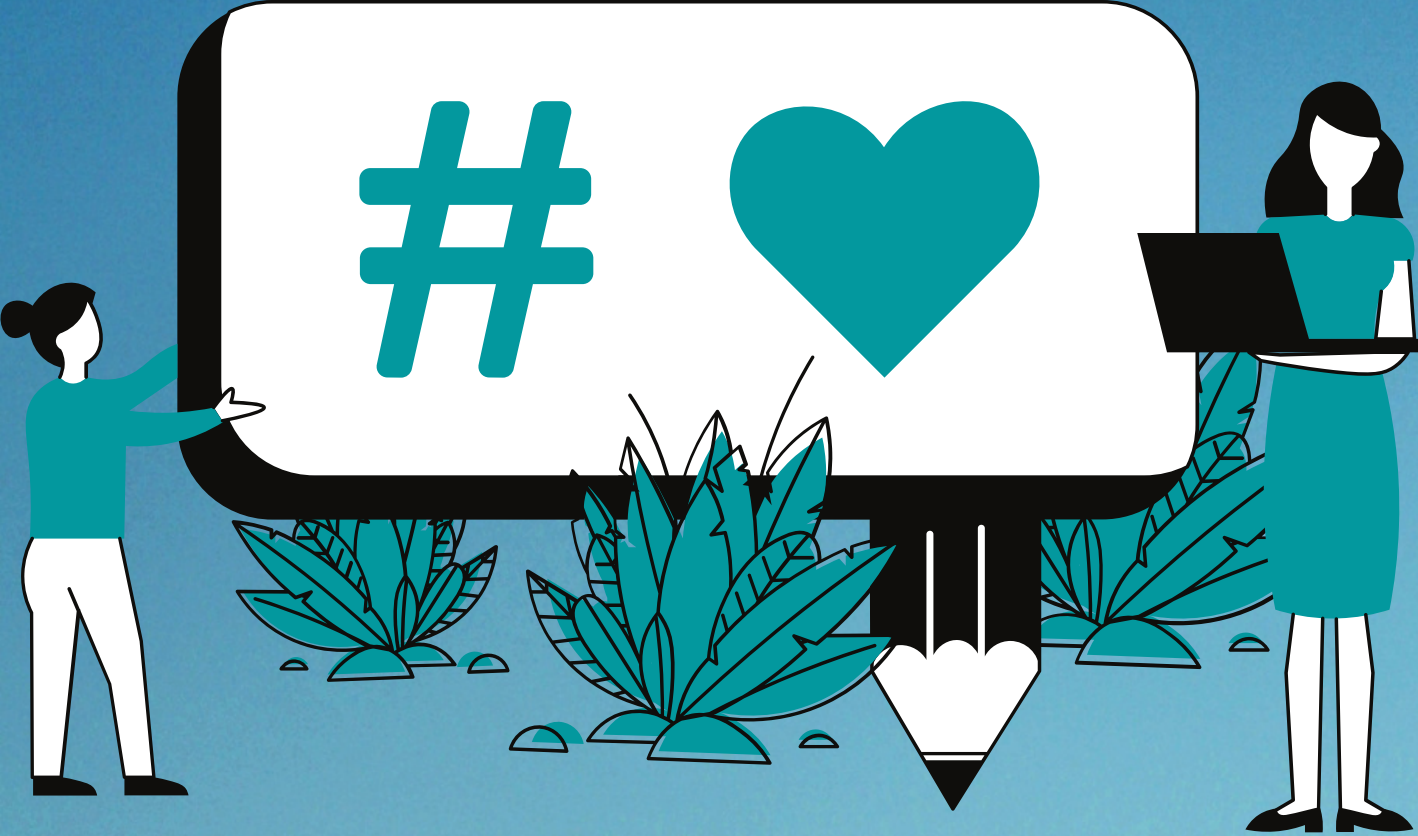
**Start Date**

Aug 16, 2021 6:00 PM

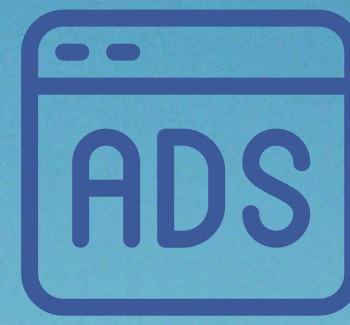
Beijing Time

**End · Optional**





# facebook



New Campaign > Ad set > Ad

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video

One image or video, or a slideshow with multiple images

☐ Carousel

2 or more scrollable images or videos

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

New Campaign > Ad set > Ad

Ad Name

Ad

Create Template

Identity

Facebook Page

Spark Change Virtual Assistance

Select a Page at the Ad Set Level

For this ad, 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

Use selected Page or Connect Account

New Campaign > Ad set > Ad

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

11 Placements

Feeds, In-Stream Videos

6 Placements

Stories and Reels

3 Placements

Search Results, Instant Articles

2 Placements

Primary Text

Learn more about our freelancing services.

New Campaign > Ad set > Ad

Send people to chat with another Page

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Use Existing

Select Template

Welcome Message for possible clients

Edit Duplicate Preview in Messenger