# How to Create Facebook "Like Ads"

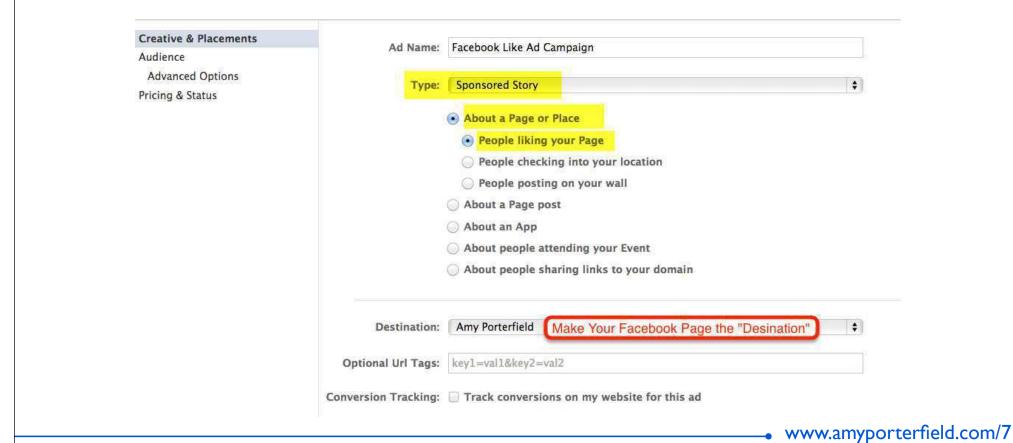
# Some Quick Tips for Setting Up Facebook "Like Ads"

- 1. To set up Facebook ads that only get out into the News Feed, you will want to use the Power Editor. To install it, go here: <a href="https://www.facebook.com/help/194355723944655/">https://www.facebook.com/help/194355723944655/</a>
- 2. If you are new to the Power Editor, click here for an easy tutorial.
- 3. We all know that Facebook is a bit "tricky" at times. Your Power Editor might look a bit different than my Power Editor because I have the most up-to-date version. But don't worry, you will still be able to navigate your dashboard by looking at my images on the next pages.

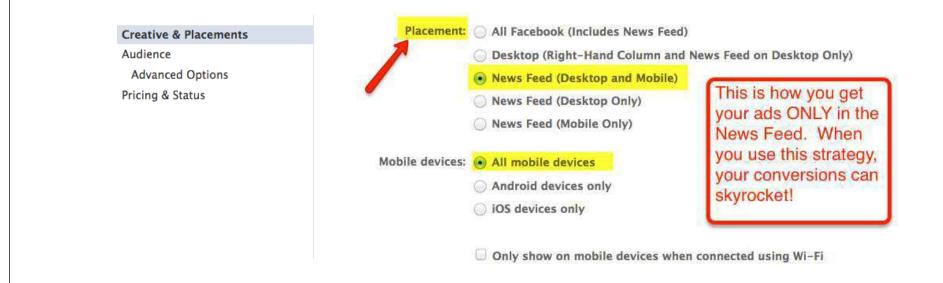
## Here's an Example of a Facebook "Like Ad" in the News Feed:



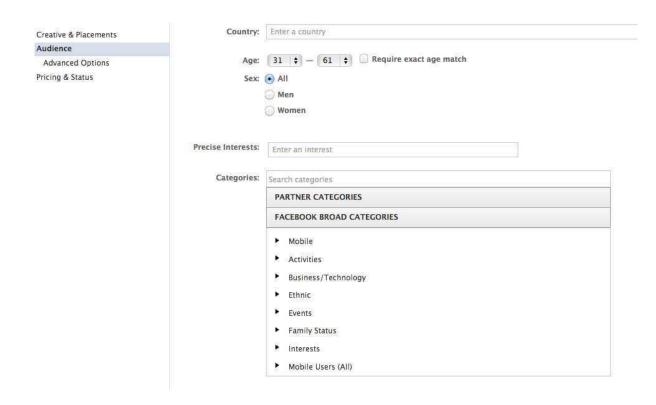
#### Step 1: From the "Creative & Placements" tab, set up your ad as you see it here.



#### Step 2: While staying on the "Creative & Placements" tab, scroll down and set up your ad placement.



Step 3: Choose at least one country and target by age and sex. You don't need to worry about "Precise Interests" and "Categories" because we are only targeting "Friends of Fans."



### Step 4: From the "Audience" tab, make sure you enter your Page name so that you don't show your ads to existing fans.

Creative & Placements

#### Audience

**Advanced Options** 

Pricing & Status



#### Step 5: From the "Pricing & Status" tab, choose CPC and bid near the middle of the "Suggested Bid."



If you are new or "somewhat new" to Facebook ads, and you need a little more info to really dive in, check out my program, FB Ads Insider.

Go here now for details: <a href="https://www.amyporterfield.com/ads">www.amyporterfield.com/ads</a>

