



Facebook Ads Tutorial

Part A Create a Business Manager

Part B Create Lookalike Audience



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Part A

Create a Business Manager



facebook
Business Settings

User Permissions

- People**
- Partners
- Requests

Business Assets

- Accounts
- Data Sources
- Integrations
- Business Asset Groups

Business Account

- Business Info
- Payment Methods

(7) Business Settings

People

Filter by name or ID or Email

Assigned Assets

Here are the assets can access. View and manage their permissions. Add assets.

Search by id or name

Pages

Ad Accounts

Click
business.facebook.com

to create your account for
managing all business related
settings.



(7) Business Settings

facebook

Business Settings

User Permissions

People

Partners

Requests

Business Assets

Accounts

Pages

Ad Accounts

Apps

Instagram Accounts

Line of Business

Projects

Pages

Enter ID / Asset Name / Business ... Add

Owned by: ID: 112601306768050

Add a Facebook Page

Add a Facebook Page if your business already owns the Page. If you work for an agency, you should request your client's Pages.

Adding a Page means you'll see it in your Business Manager. To add a Page, you must already be an admin of that Page.

Facebook Page name or URL

If you're given permission to access this Facebook Page, you agree to Facebook's Terms and Pages Terms.

Cancel Add Page

Add a Page to Business Manager :

- 1 Go to Business Settings.
- 2 Click Pages > Ad Accounts.
- 3 Click + Add.
- 4 Select Add a Page.
- 5 Enter the Facebook Page name or URL.



facebook
Business Settings

Ad Accounts

Enter ID / Asset Name / Business... Add

Add An Ad Account

Add an ad account if your business will control campaigns and billing for this ad account. If you work for an agency, you should request access to your client's ad account instead.

Adding an ad account moves it into Business Manager. Going forward, only your business will be able to assign permissions to this account. **Once you've added an ad account in Business Manager, you can't remove it.**

Ad account ID

By adding this ad account, you agree to receive marketing-related electronic communications from Facebook, including news, events, updates and promotional emails. You can unsubscribe from these emails anytime by going to the Notifications tab in Business Manager Settings.

Cancel Add Ad Account

Add an Ad Account to your Business Manager:

- 1 Go to Business Settings.
- 2 Click Accounts > Ad Accounts.
- 3 Click + Add.
- 4 Choose one of the 3 options: Add Ad Account, Request Access to an Ad Account or Create a new Ad Account.



facebook
Business Settings

Ad Accounts

Enter ID / Asset Name / Business... Add

Add An Ad Account X

Add an ad account if your business will control campaigns and billing for this ad account. If you work for an agency, you should request access to your client's ad account instead.

Adding an ad account moves it into Business Manager. Going forward, only your business will be able to assign permissions to this account. **Once you've added an ad account in Business Manager, you can't remove it.**

Ad account ID

By adding this ad account, you agree to receive marketing-related electronic communications from Facebook, including news, events, updates and promotional emails. You can unsubscribe from these emails anytime by going to the Notifications tab in Business Manager Settings.

Cancel Add Ad Account

Add an Ad Account to your Business Manager:

- 5 If you choose to request access or add an Ad Account, enter the Ad Account ID.
- 6 Follow the instructions to select people and access levels.



Part B

Create Lookalike Audience



STEP 1 Go to Ads Manager

1 Go to Ad Center and click “All Ads” , you will find “Ads Manager” at the bottom of this page.

You can also copy this URL:
<https://www.facebook.com/adsmanager>

2 Click “Create” new campaign.

(7) Ads Manager - Manage Ads

Campaigns [Switch to previous version](#) Lifetime: Oct 15, 2019 - Nov 1, 2019 Updated just now

Search or add filters

Campaigns Ad Sets Ads

Create

Columns: Performance Breakdown

<input type="checkbox"/>	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost
<p>No Results Found</p> <p>You haven't created any ads yet.</p> <p>Create Ad</p>									



STEP 2 Settings

- 1 Choose a Campaign Objective
- 2 Click to continue

Ads Manager - Manage Ads - Campaigns

YOCTOL_AI (807919616262070) Updated 7 minutes ago Discard Drafts Review and Publish (4)

Create New Campaign Use Existing Campaign

Choose a Campaign Objective

[Learn More](#)

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Cancel **Continue**

CPC (All)	Reach	Impressions
NT\$3	1,822	2,41
NT\$16	10,399	15,19
NT\$14	11,645	15,84
NT\$8	39,553	53,98
NT\$7	206,956	357,50
Per Click	People	Tota



STEP 3 Create Audience

Click Ad Set

Scroll to Audience and click

Create a New Audience and

choose “Custom Audience” .

Ads Manager - Manage Ads - Ad Sets - Edit

New Campaign > New Ad Set > 1 Ad

In Draft

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

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences

[Exclude](#)

[Create New](#)

- Custom Audience**
Reach people who've already interacted with your business.
- Lookalike Audience**
Reach new people on Facebook who are similar to your most valuable audiences.

Locations

Location:
• Taiwan

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:
- Off

Close ✓ All edits saved [Back](#) [Next](#)



STEP 4 Choose Customer List

The List from Seeker aligns to Facebook guidelines.

Choose Customer List and click Next.

Ads Manager - Manage Ads

Ad Set: Create Split Test Ad Sets.

Switch to Quick Creation

Create a Custom Audience

Use your sources

- Website
- App activity
- Offline activity
- Customer list

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page

Customer list

Create an audience using your existing customer information. Data will be hashed before uploading, and we won't store it afterward.

Cancel



STEP 5 Choose to use a file that does not include Customer Value

Although Seeker did not include LTV in list, it is able to record the engagement preference of fans so it helps to find the similar Ad Audience.

The screenshot shows the Facebook Ads Manager interface. The main window is titled "Ads Manager - Manage Ads - Ad Sets - Edit". A dialog box titled "Create an Audience From a Customer List" is open. The dialog asks "Does Your List Include a Column For Customer Value?". Below the question, there is a table with columns labeled "email", "phone", "age", and "value". The "value" column is highlighted with a blue border. Below the table, there are two radio button options: "Yes" (unselected) and "No" (selected). The "No" option is highlighted with a white box. Below the "No" option, there is a text box that says "Continue with a customer list that doesn't include customer value". At the bottom right of the dialog, there are "Back" and "Next" buttons. The "Next" button is highlighted with a white box and a blue location pin icon. In the background, there is a sidebar with various icons and a main area with a "New Campaign" button and a "1 Ad" button. The top right corner shows "In Draft" and a blue circle icon. At the bottom of the dialog, there is a "Close" button and a "All edits saved" message.

Ads Manager - Manage Ads - Ad Sets - Edit

New Campaign > New Ad Set > 1 Ad

In Draft

Create an Audience From a Customer List

Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----

Yes
Include customer value in your customer list

No
Continue with a customer list that doesn't include customer value

Back Next

Close ✓ All edits saved

Back Next



STEP 6 Customer List Settings

Upload the customer list (CSV format) downloaded from Seeker Ads Lookalike and click Next.

Please be noted that if you open or edit this file with Excel, the data “Facebook Page User ID” may be changed to Scientific notation.

The screenshot shows the Facebook Ads Manager interface with a dialog box titled "Create an Audience From a Customer List". The dialog box is divided into two steps:

- 1 Add Customer List**: This step includes a "Download List Template (.csv)" button, a "Show Tips" link, and a text instruction: "Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format." Below this is a large dashed box for file upload with a blue location pin icon and the text "Drag and drop your file here or" followed by an "Upload File" button. There is also a "Copy and paste" option.
- 2 Name Your Audience**: This step features a text input field labeled "Name your audience" with a character count of "50" and a close icon. To the right of the input field is a blue "Add Description" link.

At the bottom of the dialog box, there are "Cancel", "Back", and "Next" buttons. The background shows the Ads Manager interface with a navigation sidebar and a top bar indicating "Ads Manager - Manage Ads - Ad Sets - Edit".



STEP 7

1. Upload only “Facebook Page User ID” , and choose the others to Do Not Upload.

2. Click “Enter Facebook Page IDs”

Ads Manager - Manage Ads - Ad Sets - Edit

New Campaign > New Ad Set > 1 Ad

In Draft

Create an Audience From a Customer List

4 Preview and Map Identifiers Show Tips

Map your identifiers to upload it. Your identifiers will be hashed before it's uploaded. [Learn More](#)

Mapped (0) Action needed (9)

Map Column to Identifier	Formatting Guidelines	Example
姓名	Do Not Upload	
PSID 3054934757894371 3056854961034698 3280770395276906 3131916063554563	Facebook Pag... Enter Facebook Page IDs	An ID corresponding to someone who has interacted with your business's Facebook Page. This does not refer to a user's persona... 1234567890 1443637309 1234567892
類型 超級粉絲 超級粉絲 超級粉絲	Do Not Upload	

If the identifier above looks incorrect, modify the delimiter.

Cancel Back Upload and Create

Close All edits saved

Back Next



STEP 8

Enter your Facebook Page ID.
You can find your Facebook Page ID in the About section at the sidebar of your Facebook Page.

Ads Manager - Manage Ads - Ad Sets - Edit

New Campaign > New Ad Set > 1 Ad

In Draft

Create an Audience From a Customer List

4 Preview and Map Identifiers [Show Tips](#)

Map your identifiers to upload it. Your identifiers will be hashed before it's uploaded. [Learn More](#)

Mapped (0) **Action needed (9)**

Map	Enter Facebook Page IDs
姓名 Marion Gumahob Tse Leo Caze Chui 張永園	
PSID 3054934757894371 3056854961034698 3280770395276906 554563	
Enter Facebook Page IDs	business's Facebook Page. This does not refer to a user's persona... 1443637309 1234567892
類型 超級粉絲 超級粉絲 超級粉絲	Do Not Upload

If the identifier above looks incorrect, modify the delimiter. [?](#)

Cancel Back Upload and Create

Close All edits saved

Back Next

Your audience selection is fairly broad.

for this campaign's ad sets.



STEP 9


Choose Create a lookalike audience

Ads Manager - Manage Ads - Ad Sets - Edit

New Campaign > New Ad Set > 1 Ad

In Draft

Create an Audience From a Customer List



The customer list information has been successfully hashed and uploaded.



54 rows uploaded (100%)

ⓘ Your Audience Is Almost Ready For Your Campaign

It may take a few minutes for us to finish matching your customers to Facebook users. We'll notify you as soon as your audience is ready to be used. You can also check the status in Audience Manager.

[Go to Audience Manager](#)

Next steps

-  **Create a lookalike audience**
Find people similar to the audience you just created by creating a Lookalike Audience.
-  **Create an ad**
Create an ad to advertise to your new audience.

[Done](#)

Close ✓ All edits saved

Back [Next](#)

Audience definition is unavailable.

e for this campaign
s ad sets.



STEP 10 Select Audience Size

- 1 Enter audience location.
- 2 Set the range from 1% to 5%.
- 3 Click Create Audience.

Ads Manager - Manage Ads

Create a Lookalike Audience

1 **Select Your Lookalike Source** ⓘ Show Tips

20191101

2 **Select Audience Location**

Countries > Asia

Taiwan

Search for regions or countries Browse

3 **Select Audience Size**

Number of lookalike audiences ⓘ 1 ▾

823K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
1% to 5% of TW - 20191101	823,000 people

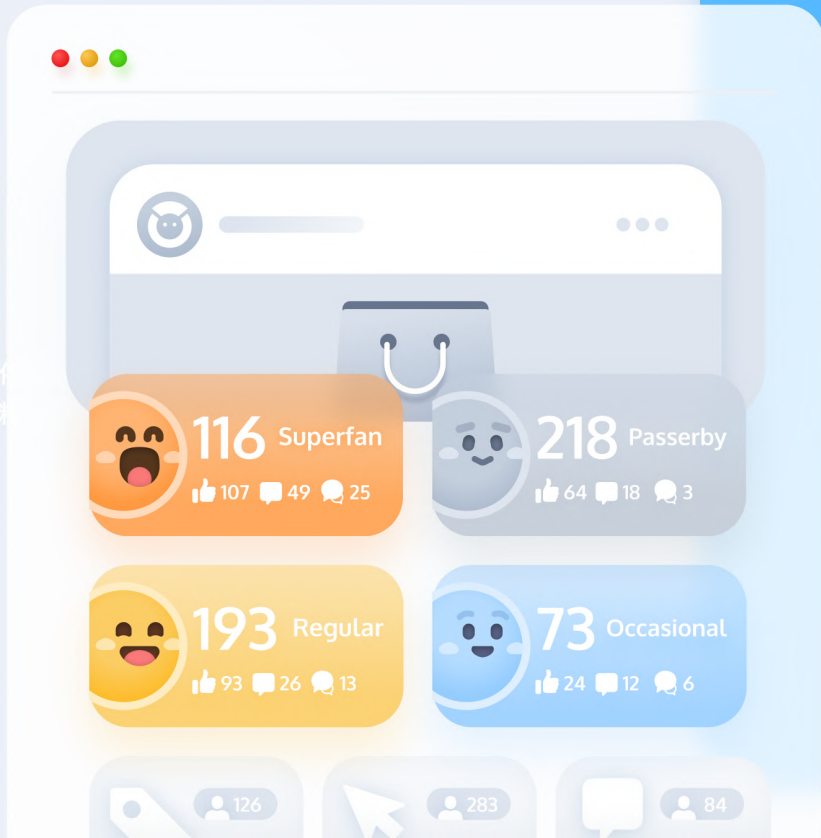
Cancel Create Audience



STEP 11

Set variables

- 1 Set the other variables (age, gender, etc.) to your preference, and activate your Facebook Lookalike Ads.
- 2 Get ready for massive improvement for Facebook Ads!



Seeker

GET STARTED