

A beginner's guide to Meta Ads

Katy Farrell, 2 July 2025



**Digital Culture
Network**





Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

Access free one-to-one support

 **Digital Culture Network**



Get in touch

Events


Knowledge Hub

Awards ▾

External Support ▾

News

About ▾



Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

—Please choose an option— ▾

Which discipline is your area of focus?

—Please choose an option— ▾

What region are you based in?

—Please choose an option— ▾

How did you hear about us?

—Please choose an option— ▾

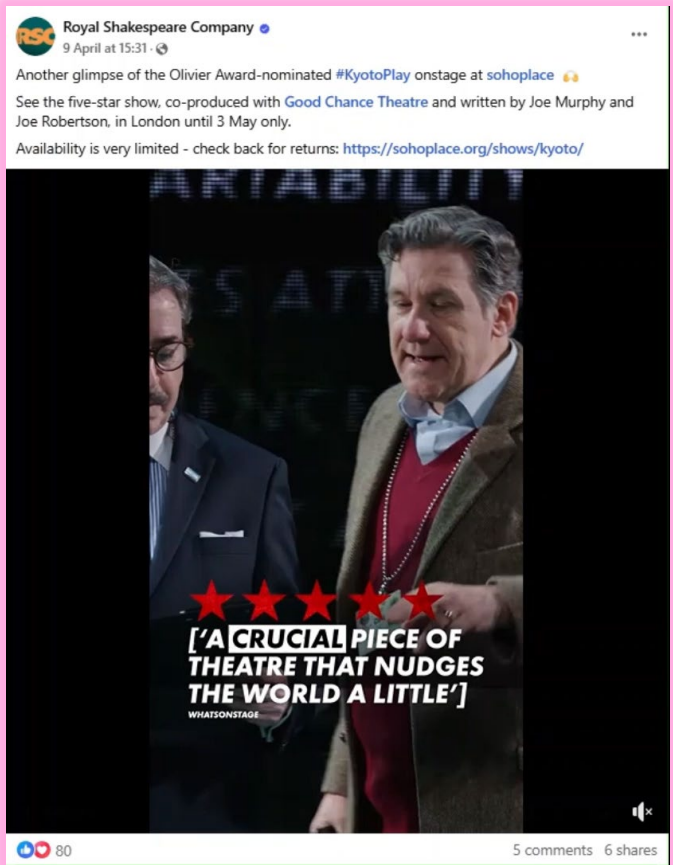
Please tell us about the support you need:

- What are Meta Ads?
- Where can your ads appear?
- Creating a Meta Ads campaign
- Q&A

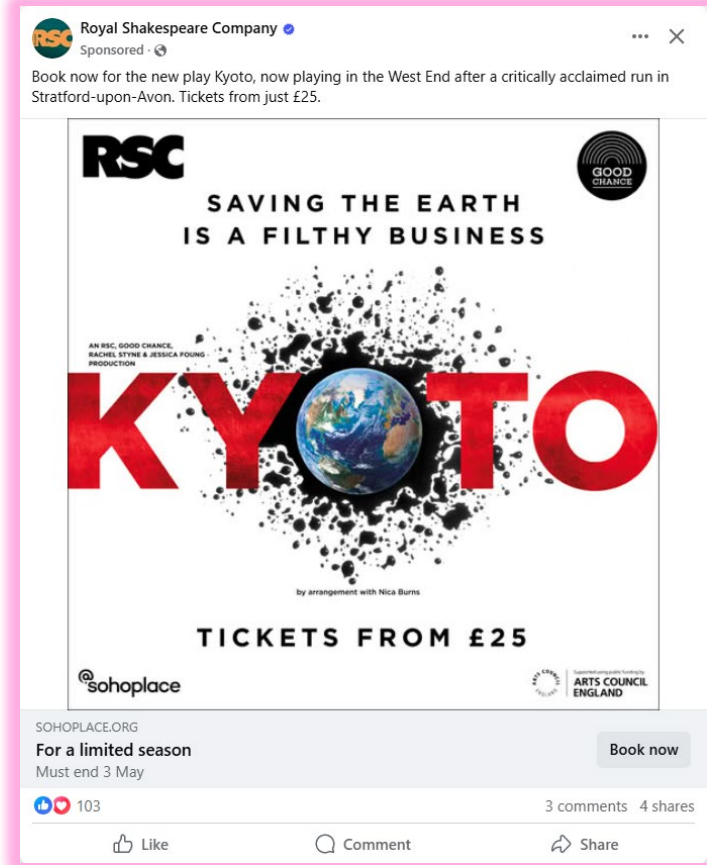
What are Meta Ads and why should we use them?



Organic and Paid



Organic



Paid

Sponsored

 Royal Shakespeare Company  Sponsored · 

Book now for the new play Kyoto, now playing in the West End after a critically acclaimed run in Stratford-upon-Avon. Tickets from just £25.



SAVING THE EARTH
IS A FILTHY BUSINESS

AN RSC, GOOD CHANCE,
RACHEL STYNE & JESSICA FOUNG
PRODUCTION

KYOTO

by arrangement with Nica Burns

TICKETS FROM £25

@sohoplace  ARTS COUNCIL
ENGLAND

SOHOPLACE.ORG
For a limited season
Must end 3 May

  103 3 comments 4 shares

 Like  Comment  Share



Banner with
a display
link, header
& description

Call-to-action
button

 nationalgallery
Sponsored



Book now
257 likes

National Gallery

 Migration Museum
Sponsored
Library ID: 667036569154439

Shop our customer favourites
Every purchase supports the Migration Museum, a registered charity



SHOP.MIGRATIONMUSEUM.ORG
House of Lewisham: Lewisham Cookbook
Beautiful, inspiring and thought-provoking products that explore migration. Support the Migration...

Shop Now

Migration Museum

 Totoro Show
Sponsored

This six-time Olivier Award-winning production of My Neighbour Totoro is the theatrical event of 2025. Secure tickets now.



HTTPS://TOTOROSHOW.COM/
Don't forget to book your tickets
Tickets selling fast for My Neighbour Totoro

Book now

58

1 comment 3 shares

Like

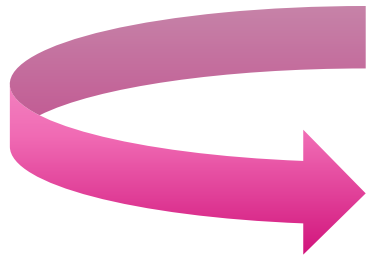
Comment

Share

My Neighbour Totoro

Why use Meta Ads?

- Increase your social media reach
- Access a large, relevant audience base
- Send traffic to your website
- Reach people who don't know about you yet
- Some of the cheapest social media advertising



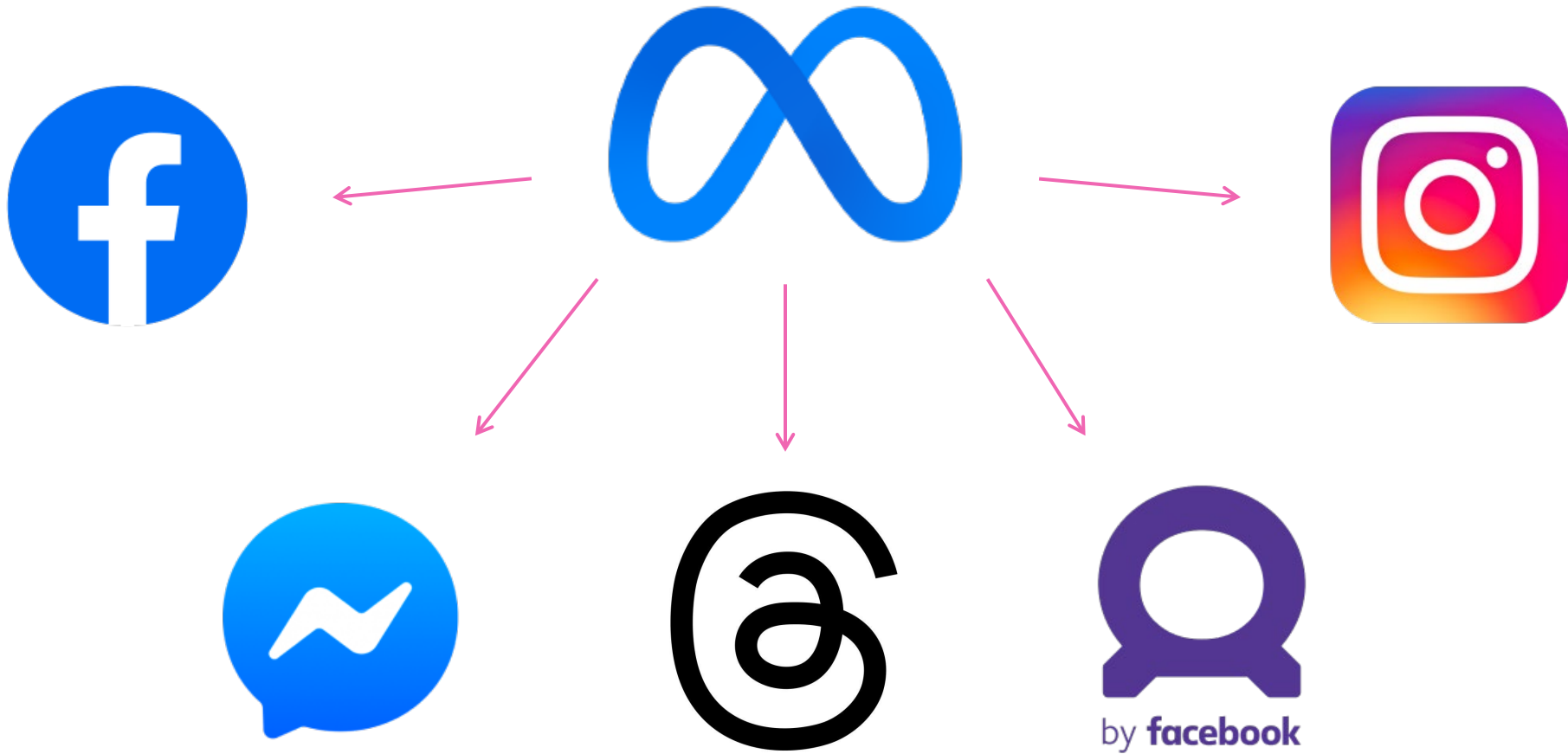
Webinar recording – What goes into a social media strategy

- ☐ What are Meta Ads?
- ☒ Where can your ads appear?
- ☐ Creating a Meta Ads campaign
- ☐ Q&A

Where can your ads appear?



Meta



What you'll need to start advertising

- A Facebook Page
- Meta Business Suite
- Adverts Manager
- A compliant privacy policy

- What are Meta Ads?
- Where can your ads appear?
- Creating a Meta Ads campaign
- Q&A

Creating a Meta Ads campaign

- Choosing an objective
- Setting a naming convention
- Selecting a performance goal
- Campaign budget and duration
- Audience targeting
- Ad placements
- Creating an advert
- Publishing
- Results

Create new campaign

New ad set or ad



Buying type

Auction

Choose a campaign objective



Awareness



Traffic



Engagement



Leads



App promotion



Sales



Traffic

Send people to a destination, such as your website, app, Instagram profile or Facebook event. [Learn more](#)

Good for:

Link clicks

Landing page views

Instagram profile visits

Messenger, Instagram and WhatsApp

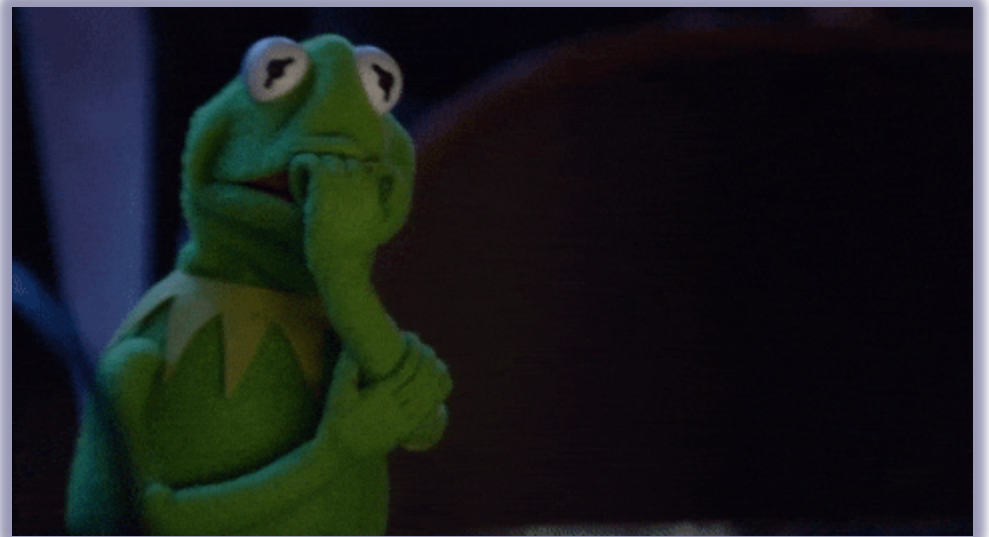
Calls

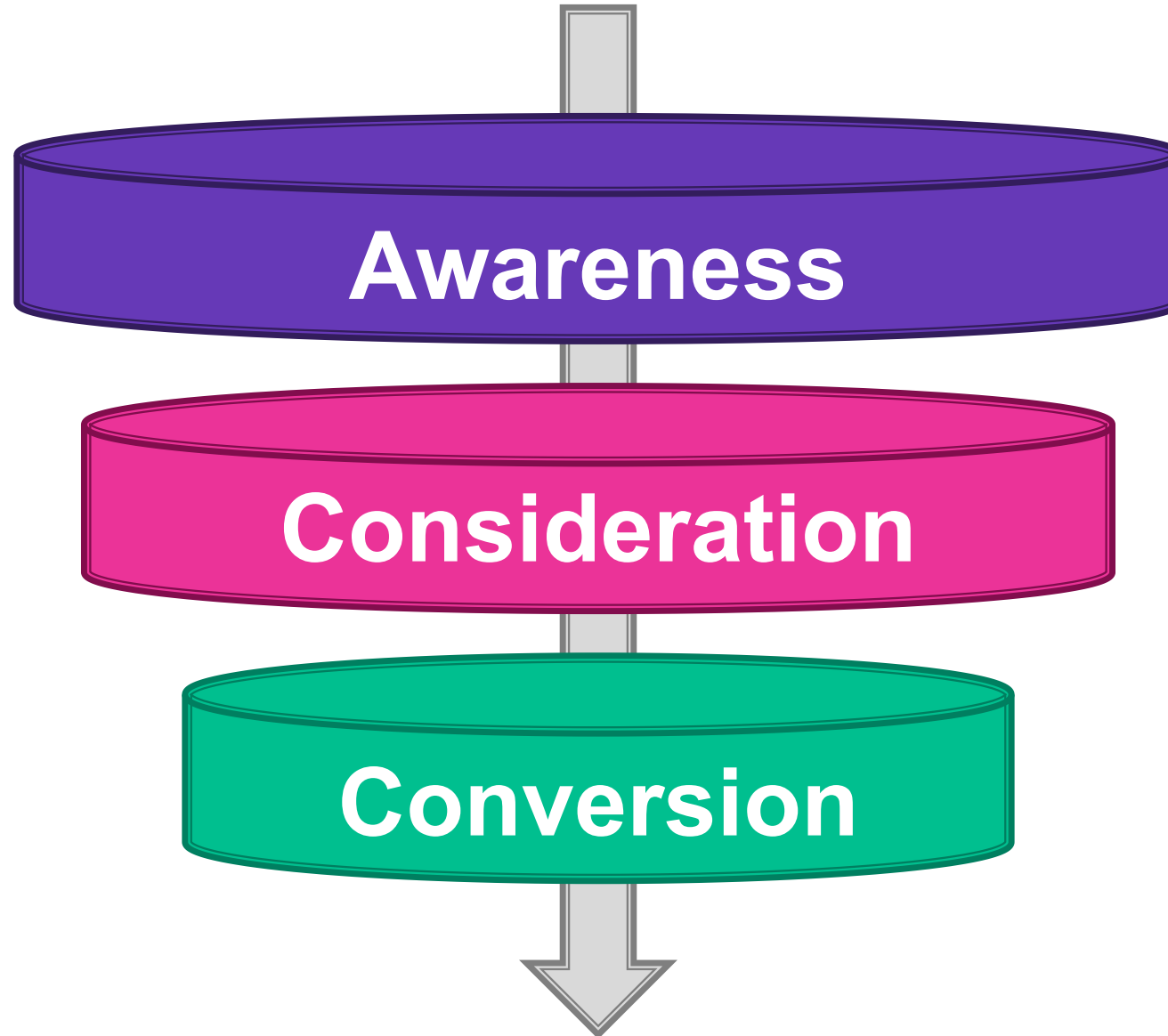
[About campaign objectives](#)

Cancel

Continue

Which objective should I choose?





Create new campaign

New ad set or ad

×

Buying type

Auction

Choose a campaign objective

☒ Awareness


☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales



Awareness

Show your ads to people who are most likely to remember them.

Good for:

Reach

Brand awareness

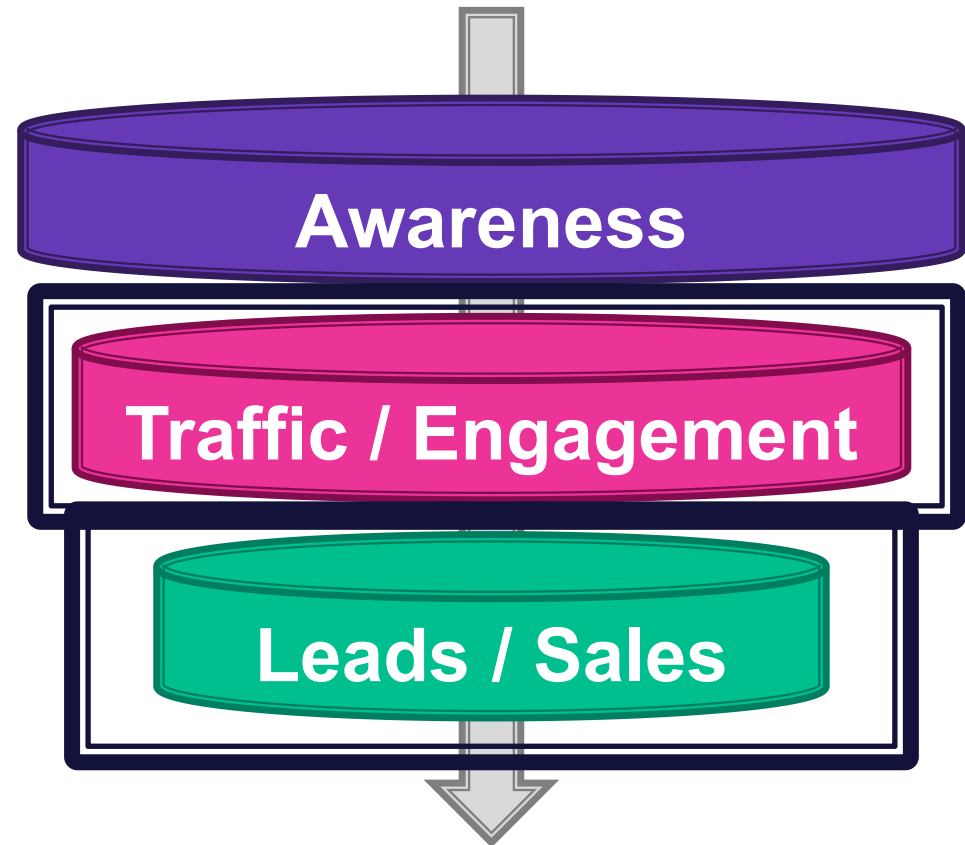
Video views

Store location awareness

About campaign objectives

Cancel

Continue



Choose a campaign setup



Create your traffic campaign using a recommended setup to maximise performance, or manually build your campaign. Suggestions may vary based on your recent ad account activity.



Recommended settings

Use preset campaign optimisations to help meet your goals.

Preset settings include Advantage+ audience, Advantage+ placements and more.

Streamlined

Best practices



Manual traffic campaign

Create a traffic campaign from scratch for finer control over all settings.

Back

Continue

Creating a Meta Ads campaign

- ✓ Choosing an objective
- **Setting a naming convention**
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- Results

×

New Traffic campaign

...

New Traffic ad set

...

New Traffic ad

...

🕒

New Traffic campaign > 1 Ad set > 1 Ad

In draft

...

Edit

Review

✓ Campaign name

New Traffic campaign

Create Template

✓ Campaign details

Buying type

Auction

Campaign objective ⓘ

☐ Awareness

☒ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales

100

Campaign score ⓘ

You're using our recommended setup.

August 2025 - ca...



Cool new aerial show - August 2025 - campaign

1 Ad set > 1 Ad

Edit

Review

Campaign name

Cool new aerial show - August 2025 - campaign

Create Template

100

Campaign score
You're using a

Campaign details

Buying type

Auction

Campaign objective ⓘ

Traffic

Show more options ▾

Budget

Advantage+ off

Budget strategy ⓘ



Campaign budget

Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)



Ad set budget

Set different bid strategies or budget schedules for each ad set.

Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
- **Selecting a performance goal**
- Campaign budget and duration
- Audience targeting
- Ad placements
- Creating an advert
- Publishing
- Results

Cool new aerial show - A...

Cool new aerial show ...

Cool new aerial sho...

Cool new aerial show - August 2025 - c > Cool new aerial show - August 2025 - a > 1 Ad In draft

Edit Review

Ad set name

Cool new aerial show - August 2025 - ad set

Create Template

Conversion

Conversion location

Choose where you want to drive traffic.

About conversion locations

Website

Send traffic to your website.

App

Send traffic to your app.

Message destinations

Send traffic to Messenger, Instagram and WhatsApp.

Instagram or Facebook

Send traffic to your Instagram profile, Facebook Page or both.

Maximise

Campaign score 60

Your campaign has room to improve.

You could get 9.7% lower cost per result with Advantage+ audience for 1 ad set

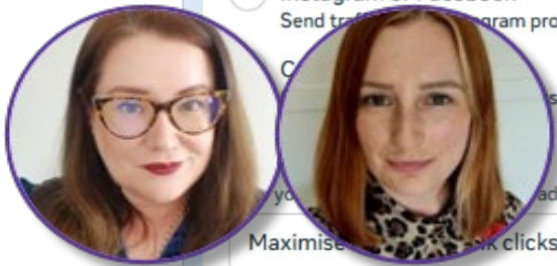
+16 points

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. About Advantage+ audience

Apply now View in ad set

Close

Back Next

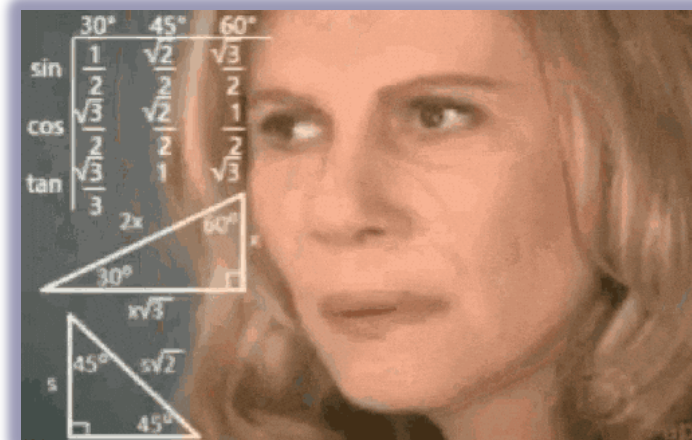


Social Media Tech Champions Nicola and Katy can help you to understand performance goals

Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
- ✓ Selecting a performance goal
- **Campaign budget and duration**
- Audience targeting
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How much should I spend and how long should I run my ads for?



Poll!



✓ Budget & schedule

Budget ⓘ

Lifetime budget ▼

£50.00

GBP

You'll spend no more than £50.00 during the lifetime of your ad set.

[About lifetime budget](#)

Schedule

Start date

📅 7 July 2025

🕒 11:31 BST

End date

Custom ▼

📅 14 July 2025

🕒 11:31 BST

[Hide options ▲](#)

Budget scheduling ⓘ

Increase your budget during specific days or times.

☐ Schedule budget increases

View ▼

Ad scheduling ⓘ

☐ Run ads on a schedule

Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
- ✓ Selecting a performance goal
- ✓ Campaign budget and duration
- **Audience targeting**
- Ad placements
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- Results

Who should I target?



✓ Audience controls ⓘ

Adjust audience controls to reflect legal or practical constraints only. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.

[Set audience controls for all campaigns](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- United Kingdom

[Show more options ▼](#)

✓ Advantage+ audience ✦

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Cool new aerial show - ...

Cool new aerial show...

New Traffic ad

Cool new aerial show - August 2025 -

Cool new aerial show - August 20

EditReview

✓ Audience controls ⓘ

Adjust audience controls to reflect legal or practical constraints only. [Learn more](#)

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[Show more options ▾](#)

✓ Advantage+ audience ⚡

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people that you think are likely to respond. [About Advantage+ audience](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

* Locations ⓘ

Included location:

- United Kingdom

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Advantage+ detailed targeting ✦

Include people who match ⓘ



Add demographics, interests or behaviours

Browse

Languages ⓘ

All languages

☐

Run an A/B test to see the results of using Advantage+ audience

Save audience



* Locations ⓘ

Reach people living in or recently in this location.

United Kingdom



Birmingham, England

+ 20 km ▼



Coventry, England

+ 40 km ▼

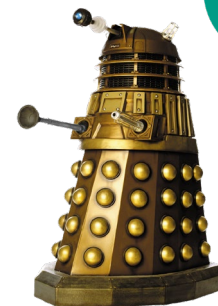
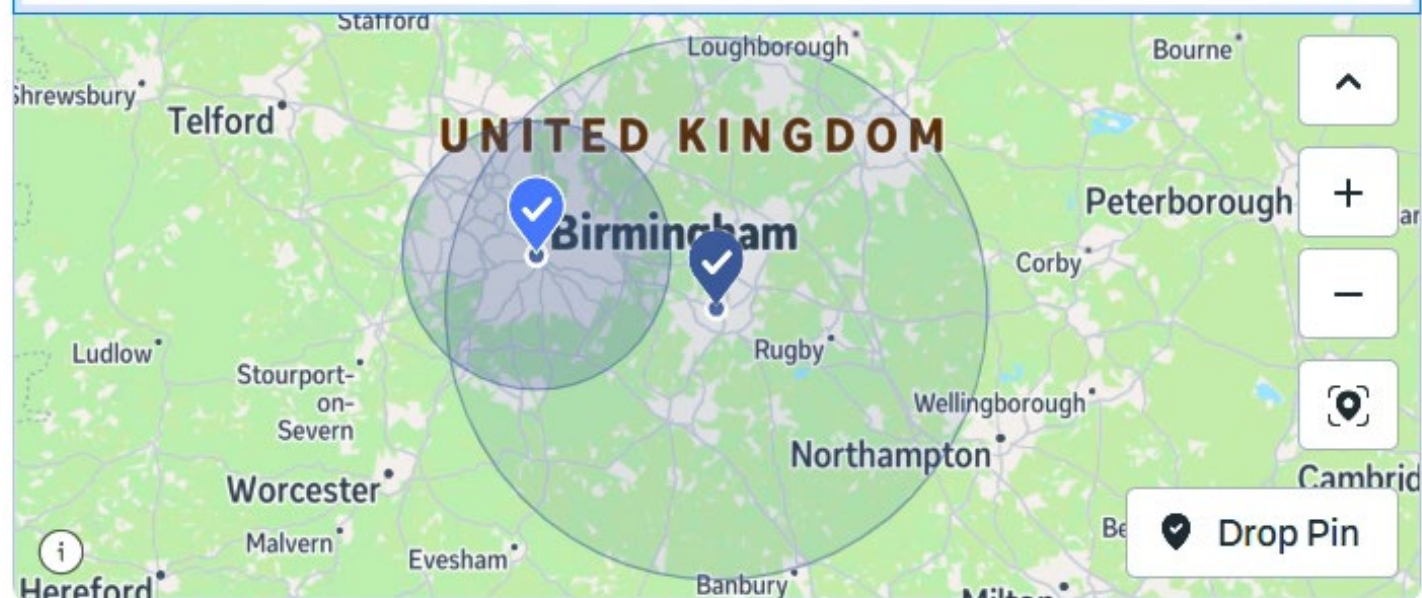


Include ▼



Search locations

Browse



Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
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- ✓ Campaign budget and duration
- ✓ Audience targeting
- **Ad placements**
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- Publishing
- Results



Cool new aerial show - August 202... ⋮

Cool new aerial show - August 2... ⋮

Cool new aerial show - A... ⋮ 🌙



Cool new aerial show - August 2025 - c >



Cool new aerial show - August 2025 - a >



1 Ad



In draft



Edit

Review

- United Kingdom: Birmingham (+20 km), Coventry (+40 km) England

Age ⓘ

21 - 35

Gender ⓘ

All genders

Advantage+ detailed targeting +

Include people who match ⓘ



Add demographics, interests or behaviours

Browse

Languages ⓘ

All languages



Run an A/B test to see the results of using Advantage+ audience

Save audience

✓ Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements +

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options +](#)

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



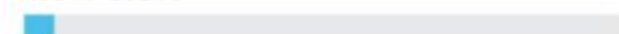
Estimated audience size: 1,700,000 - 2,000,000 ⓘ

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

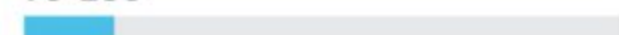
Reach ⓘ

1.3K-3.8K



Link clicks ⓘ

79-230



The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on

Languages ⓘ

All languages

☐

Run an A/B test to see the results of using Advantage+ audience

Save audience

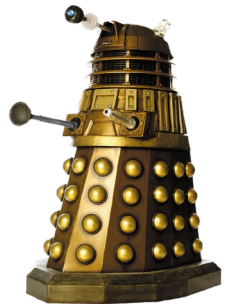
✓ Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements ✦

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options ▼](#)



Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
- ✓ Selecting a performance goal
- ✓ Campaign budget and duration
- ✓ Audience targeting
- ✓ Ad placements
- **Creating an advert**
- Publishing
- Results

✓ Ad name

Cool new aerial show - August 202!

Create Template

Partnership ad

Off ☐

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

✓ Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

* Facebook Page ⓘ

 Katy Farrell

Instagram account ⓘ

 katyrebeccafash



Campaign score ⓘ

Your campaign has room to improve.

☐ Ad preview



 Advanced Preview



are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

✓ Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

- ☐  **Instant Experience**
Send people to a fast-loading, mobile-optimised experience.
- ☒  **Website**
Send people to your website.

* Website URL ⓘ


 Preview URL

[Build a URL parameter](#)

Display link

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

- ☒  **None**
Don't add a button



Campaign score ⓘ

Your campaign has room to improve.



Ad preview

 Advanced Preview



Which ad type performs the best?

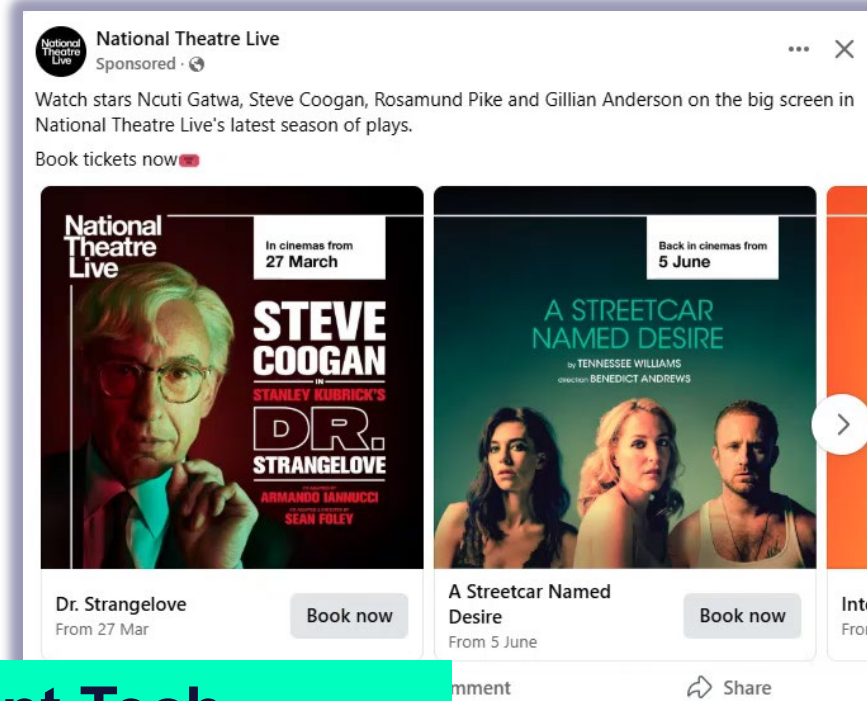
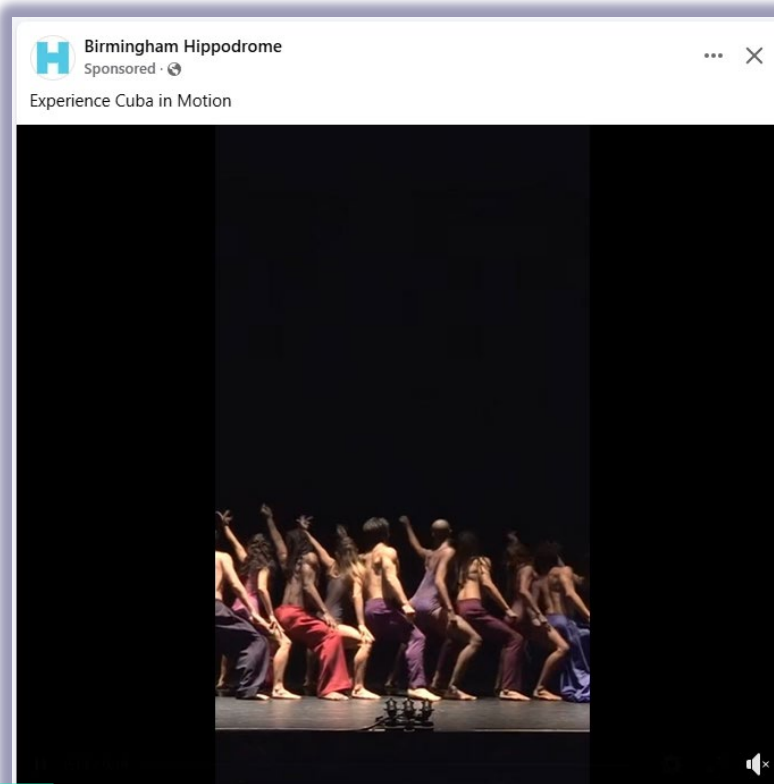




Single



Video and Digital Content Tech
Champion Dean can help you to
create impactful videos



Carousel

Set up your creative

☒ Creative setup

☐ Media

☐ Crop

☐ Text

☐ Enhancements

Creative setup

Review and manage the information that we found in your ad sources and we'll use it in your chosen enhancements.

● Source URL: <https://digitalculturenetwork.org.uk/events/>

[Edit sources](#)

Extensions



Site links (10) ⓘ

✓ Potentially help increase conversions by giving people more ways to learn and buy. ⓘ



🗑 Get In Touch X

🗑 Events X

🗑 Knowledge Hub X

🗑 News X

🗑 Taking Part X

🗑 Judges X

🗑 Archive X

🗑 Platforms & Demos X

🗑 Research X

✳ See more X

Thumbnail ⓘ



Display label ⓘ

Write a label for your link

URL

<http://www.example.com/page>

+ Add

Cancel

Next

Set up your creative

☒ Creative setup

☒ Media

☒ Crop

☒ Text

☐ Enhancements

Text

Add multiple text options and we'll show the one that we predict will perform best when your ad is delivered.

Primary text (2 of 5) ⓘ

ⓘ Partially optimised

One night only! Don't miss Katy's spectacular Cool Aerial Show. Coming to

In Coventry for one night only! Katy's magical Cool Aerial Show will take

Headline ⓘ

1 of 5

Katy's Cool Aerial Show

Description ⓘ

Limited tickets - book now

Call to action ⓘ

Book now

← 50 – 150
characters

← 27
characters

← 27
characters

Cancel

Next

 **Katy Farrell**
Sponsored · 

One night only! Don't miss Katy's spectacular Cool Aerial Show. Coming to Coventry on 1st August.



digitalculturenetwork.org.uk/ev...
Katy's Cool Aerial Show
Limited tickets - book now

[Book now](#)

 Like  Comment  Share

Primary text

Headline

Call to action button

Description

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✓ Crop
- ✓ Text
- Enhancements

Advantage+ creative enhancements



Review more opportunities to enhance your creative. Some of these enhancements might be on by default.

For review (1)

Other active enhancements (6)

For review

☐ Image animation ⓘ

AI



Your image isn't eligible for image animation.

Animating image to add movement effects.

Ad creative

Select and optimise your ad text, media and enhancements.

Creative setup

Edit

Site links (Off)

* Media ⓘ

6 placements

Edit

Feeds

Edit group

Stories and Reels

Flexible media ⓘ

Enabled

Primary text (3 of 5) ⓘ

One night only! Don't miss Katy's spectacular Cool Aerial Show. Coming to Coventry on 1st August.

In Coventry for one night only! Katy's magical Cool Aerial Show will take your breath away on 1st August

60

Campaign score ⓘ

Your campaign has room to improve.

Ad preview

Advanced Preview

☆ You can now see more variations of your ad in previews

K

Katy Farrell

Sponsored ·

One night only! Don't miss Katy's spectacular Cool Aerial Show. Coming to Coventry on 1st August.



Instagram

katyrebeccafash

Sponsored



By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.



✓ Budget & schedule

Budget ⓘ

Lifetime budget ▼

£50.00

GBP

You'll spend no more than £50.00 during the lifetime of your ad set.

[About lifetime budget](#)

Schedule

Start date

📅 7 July 2025

🕒 11:31 BST

End date

Custom ▼

📅 14 July 2025

🕒 11:31 BST

[Hide options ▲](#)

Budget scheduling ⓘ

Increase your budget during specific days or times.

☐ Schedule budget increases

View ▼

Ad scheduling ⓘ

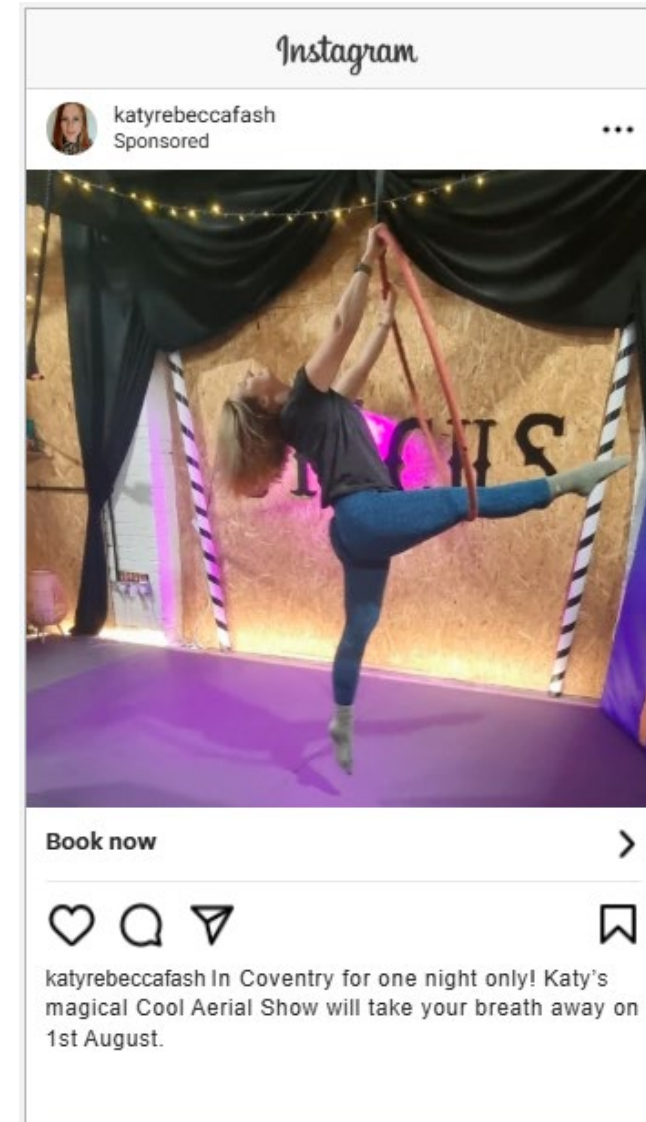
☐ Run ads on a schedule

Creating a Meta Ads campaign

- ✓ Choosing an objective
- ✓ Setting a naming convention
- ✓ Selecting a performance goal
- ✓ Campaign budget and duration
- ✓ Audience targeting
- ✓ Ad placements
- ✓ Creating an advert
- **Publishing**
- Results

Publishing

- Review
- Learning phase
- Delivering



Creating a Meta Ads campaign

- ✓ Choosing an objective
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- ✓ Ad placements
- ✓ Creating an advert
- ✓ Publishing
- **Results**

🔍

All ads

🔄 Actions

⚡ Active ads

⚡ Had delivery

+ See more

Create a view

⚙

Search by name, ID or metrics

Campaigns

Ad sets

Ads

This month: 1 Jun 2025 - 17 Jun 2025 ▾

+ Create

📄 Duplicate ▾

✎ Edit ▾

🧪 A/B test

More ▾

Columns: Performance ▾

📊 ▾

📄 ▾

🔗 ▾

📈 ▾

<input type="checkbox"/>	Off/On ↑↓	Campaign ↑↓ ▾	Delivery ↑ ▾	Actions ▾	Bid strategy ▾	Budget ↑↓ ▾	Attribution setting ▾
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cool new aerial show - August 2025 - campai...	○ In draft		Using ad set bid...	Using ad set bu...	—

Results from 1 campaign ⓘ

—

What's a good result?



Results

- Clickthrough rate (CTR)
 - The rate at which your ad was clicked
 - $(\text{Clicks} / \text{impressions}) \times 100$
 - $(300 \text{ clicks} / 10,000 \text{ impressions}) \times 100 = 3\%$
- Cost per click (CPC)
 - The amount you spend for each click
 - $\text{Total ad spend} / \text{clicks}$
 - $\text{£}50 \text{ ad spend} / 300 \text{ clicks} = \text{£}0.16$

Summary

- What Meta Ads are and where they can appear
- Choosing an objective and setting your naming convention
- Selecting a performance goal
- How to set your campaign budget and duration
- How to change the audience targeting
- What ad placements are and how to customise them
- Uploading images and character limits for creating an advert
- The campaign publishing process
- How to see your results

Digital Culture Podcast



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Culture
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digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



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[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)

Q&A



Digital Culture Network