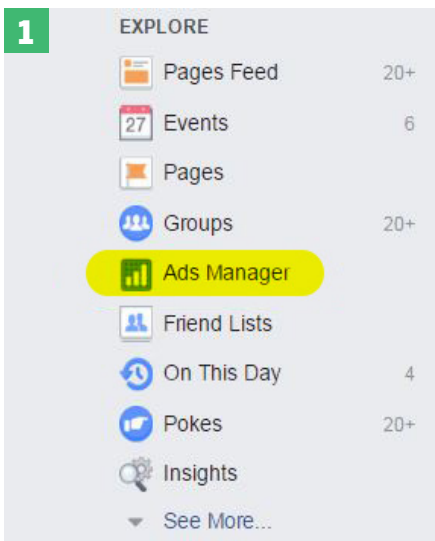


# Facebook Ads

Promote your content and grow your audience through target-specific advertisements

## 1. Set up an ads account

If you don't already have one, you'll need to set up



## 2. Name your campaign and choose your marketing objective

Commonly used objectives are Brand Awareness, Reach, Traffic, and Engagement

## 3. Define your audience

If you want to raise attendance at your fair, focus on people who live nearby. Some common interests we frequently use are: horse racing, horses, agriculture

You can also choose to target people who already like your page and/or people who are friends with people who like your page, and so may have common interests

## 4. Choose your placement

Automatic Placements will choose the placement for you based on where the ad is statistically most likely to have the most impact.

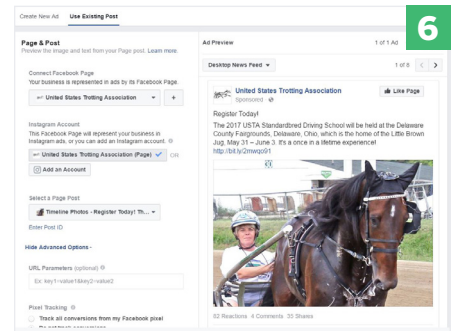
## 5. Budget and duration

Get the most 'bang for your buck' by setting a low budget to run over a couple of days. You should do this on two ads and increase spending on the better performer.

## 6. Pick your format

Create a new ad or use an existing post (*upper right*). If you have a recent post that's doing well, this might be a good option.

If you create a brand new ad, start with Single Image or Single Video format. These have the highest performance on average and with great images and videos from fairs; they'll make a big impact.



## 7. Add your message

Have a strong headline and get right to the point. Ads that have a lot of text don't perform as well.

## 8. Place your ad and begin your ad set

Remember, you have to wait for Facebook to approve your ad. This usually happens within an hour.

## 9. Do some testing

Under the Ads Manager page you will see your campaign listed. Click on the campaign to add an additional 'Ad Set' to it and test out which ad sets get the best results so that you can more efficiently spend your money.



## 10. Let us know if you need any help

You can reach the USTA's Social Media and Publicity Manager, Allison Conte, at Allison.conte@us-trotting.com or by calling 877-800-8782 x3257 if you have additional questions.

