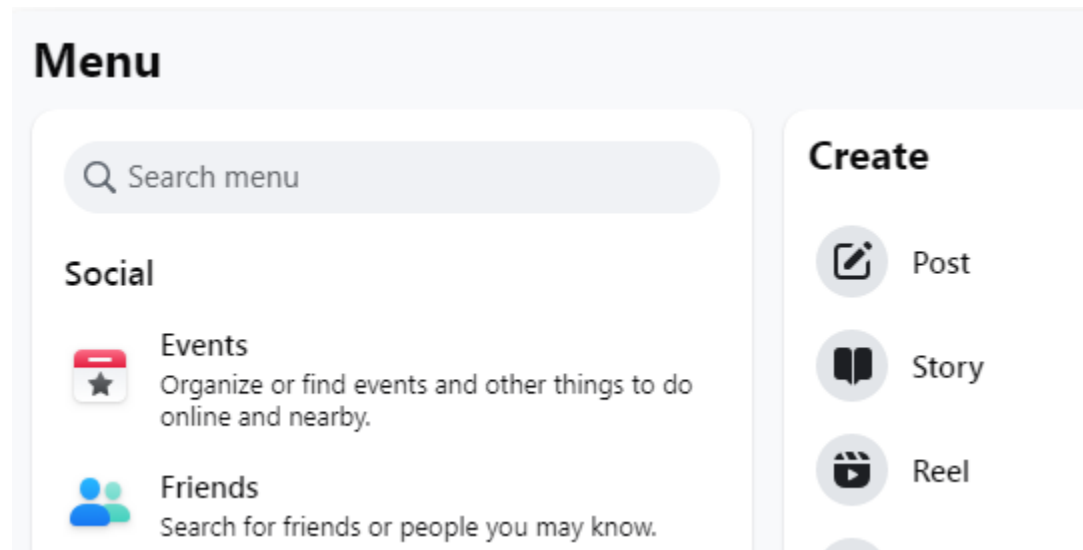
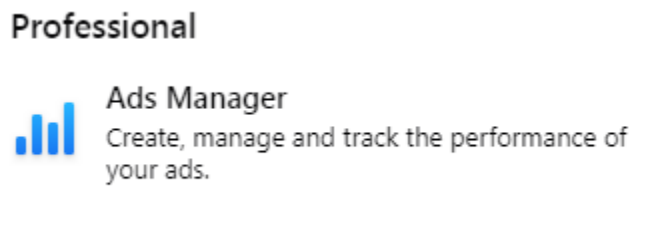


How to run facebook ads

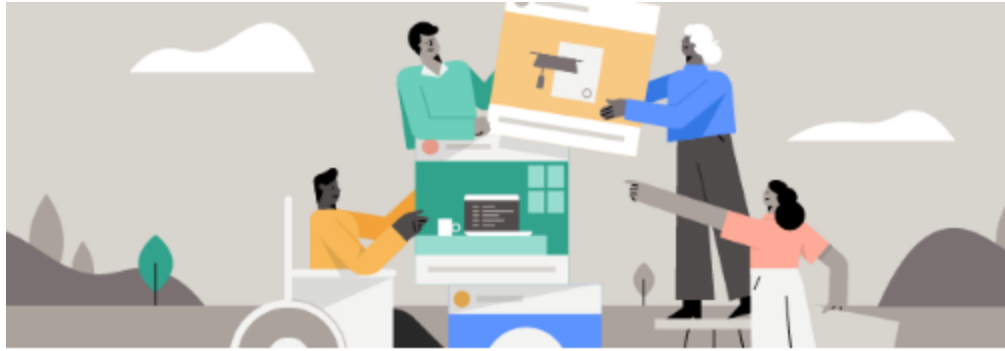
1) click on menu in facebook



2) click on ads manager



3) click on accept condition



To help maintain the integrity of Meta advertising, please review and accept our non-discrimination policy.

Facebook's Advertising Policies prohibit advertisers from using our ads products to discriminate against individuals or groups of **people**. **Ads are discriminatory when they deny opportunities to individuals or groups**. It's against our policies to discriminate based on certain personal characteristics such as race, ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, family/marital status, disability, medical or genetic condition and all other protected classes identified in federal, state and local fair housing and civil rights laws.

Our non-discrimination policy hasn't changed, but we've added examples about what it means for advertisers. While discrimination is prohibited, you may target ads to a specific audience based on known interests that align with the product or service you're advertising.



Acceptable ad targeting

Targeting an ad for a job at a grocery



Ad discrimination

Targeting an ad for a job at a clothing

I accept

4) click on create

Campaigns | Ad sets

+ Create [Duplicate] [Edit]

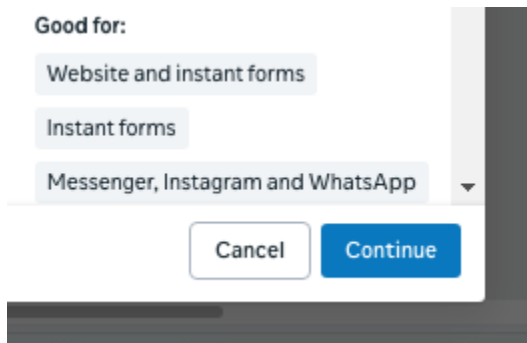
Off / On Campaign ↑↓

5) select leads in campaign objective

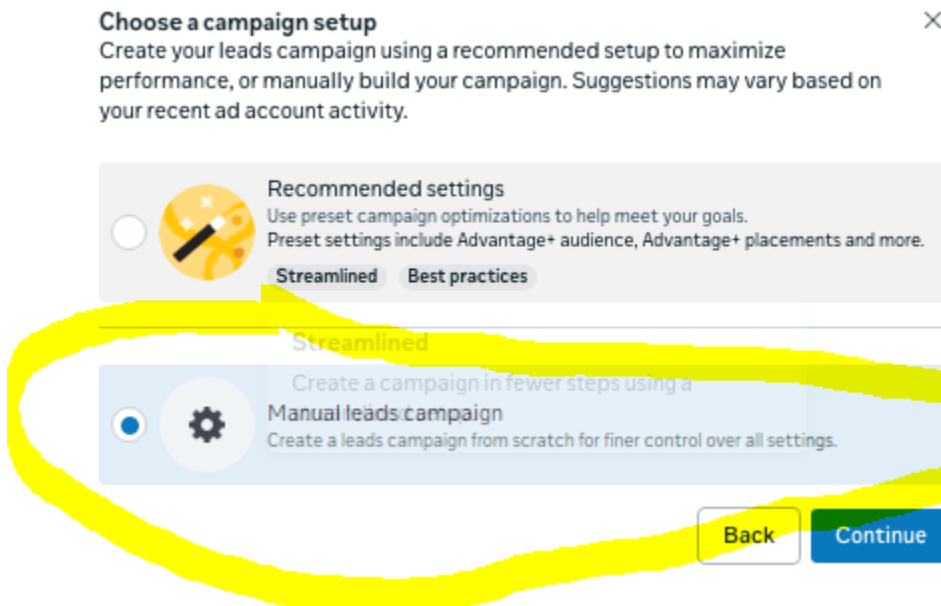
Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

6) click on continue



7) select manual in campaign setup





8) click on continue

Choose a campaign setup



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

 **Recommended settings**
Use preset campaign optimizations to help meet your goals. Preset settings include Advantage+ audience, Advantage+ placements and more.
Streamlined **Best practices**

 **Manual leads campaign**
Create a campaign in fewer steps using a Streamlined
Create a leads campaign from scratch for finer control over all settings.

9) write leads campaign 1 in campaign name

Campaign name

10) select campaign budget in campaign type

✔ Campaign name

Leads Campaign 1

Create template

✔ Campaign details

Buying type

Auction

Campaign objective ⓘ

Leads

Show more options ▾

✔ Budget

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.

Budget ⓘ

Daily budget ▾

₹ 800.00

INR

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00.

[About daily budget](#)

Close

✔ All edits saved

11) enter 800 in daily budget

✔ Campaign name

Leads Campaign 1

Create template

✔ Campaign details

Buying type

Auction

Campaign objective ⓘ

Leads

Show more options ▾

✔ Budget

Budget strategy ⓘ



Campaign budget

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



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[About daily budget](#)

Close

✔ All edits saved

after that click on next

12) write New Leads Ad Set 1 in Ad set name

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

✔ **Ad set name**

New Leads Ad Set 1 [Create template](#)

⊗ **Conversion**

Conversion location

Instant forms ▼

Facebook Page
Choose the Page you want to promote.

🌐 Neelvanshi Digital ▼ ⊗

Terms of Service Not Accepted: You can't run lead ads until your Facebook Page accepts Facebook's Lead Generation Terms of Service.

Please read and accept Meta's Lead Ads Terms before creating your ad. ✕

🏛️ [View terms](#)

Performance goal
How you measure success for your ads. [About performance goals](#)

Maximize number of leads ▼

Cost per result goal ⓘ

X.XXX

[Close](#) ✔ All edits saved

13) Accept terms and condition

Lead Ad Terms

Meta provides features that enable you to run an advertising unit allowing a Meta user to provide their email address or other user information to you ("Lead Ads"). By clicking "Agree" or by using features made subject to these terms, you agree to the following:

A. You are solely responsible for ensuring that each Lead Ad submitted by you complies with these terms, the Meta Terms of Service located at <https://www.facebook.com/legal/terms> (as defined below, including the Meta Advertising Policies located at <https://www.facebook.com/policies/ads>, which includes the Lead Ads Policy, the Meta Platform Policy located at <https://developers.facebook.com/policy/>, and the Meta Commercial Terms located at https://www.facebook.com/legal/commercial_terms) and all applicable laws, rules and regulations (including providing all necessary disclosures to Meta users). If you are accepting these terms on behalf of a third party, you represent and warrant that you have the authority as an agent to such party to use such feature on their behalf and bind such party to these terms.

B. You will ensure that each Lead Ad includes the following disclosures to Meta users: (i) all disclosures and choice mechanisms necessary and sufficient to comply with applicable laws, rules and regulations, including any necessary offer terms promoted in the Lead Ad (e.g., criteria to qualify, expiration date, or limitations on redemption) ("Offer Terms"); (ii) a clear and prominent disclosure that if a user submits data to you through a Lead Ad, such data will be governed by your privacy policy; and (iii) a link to your privacy policy. You will further ensure that no Lead Ads will be targeted to any minors.

C. "Lead Ad Data" means the information that a Meta user elects to send to you through a Lead Ad, which may consist of such Meta user's email address and any additional user information.

D. You may only use the Lead Ad Data in accordance with these terms; the Meta Platform Policy; the Meta Advertising Policies; your privacy policy; any Offer Terms, consents, additional terms and conditions agreed to by the Meta user when agreeing to provide Lead Ad Data to you through the Lead Ads and applicable laws, rules and regulations (including all applicable data privacy, advertising, telemarketing or other laws). If you are receiving Lead Ad Data on behalf of an advertiser, you may only use or share such Lead Ad Data on such advertiser's behalf and you may not augment, commingle, or supplement such Lead Ad Data with any other data from any other advertiser.

Cancel

I Agree to Terms and Conditions

14) select whatsapp in conversion

Conversion

Conversion location

You could increase performance by using instant forms

+17 points

Using instant forms in your lead generation strategy could help you drive more conversions and achieve your goals.

Apply now

WhatsApp

15) go to schedule and enter start and end date

Schedule

Start date

📅 Sep 15, 2025 🕒 02:48 PM IST

End date

Set an end date

📅 Sep 17, 2025 🕒 12:00 AM IST

16) go to audience control and select location and enter your desire location

Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

No advertising settings set

Use a saved audience ▼


* **Locations** ⓘ

Reach people living in or recently in this location.

India

- Delhi
- Mumbai, Maharashtra + 25mi ▼

Include 🔍 Search locations Browse



Drop pin

Add locations in bulk

Reach more people likely to respond to your ads ⓘ

17) go to advantage + audience and click audience suggestion

✔ **Advantage+ audience** ↗

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

+ Audience suggestion (optional)

Save audience [Switch to original audience options](#)

18) In custom audience enter age 20 to 65+ and gender all

✔ **Advantage+ audience** ↗

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Custom audiences ⓘ [Create new](#) ▼

Search existing audiences

Age ⓘ

20 ▼ 65+ ▼

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors [Browse](#)

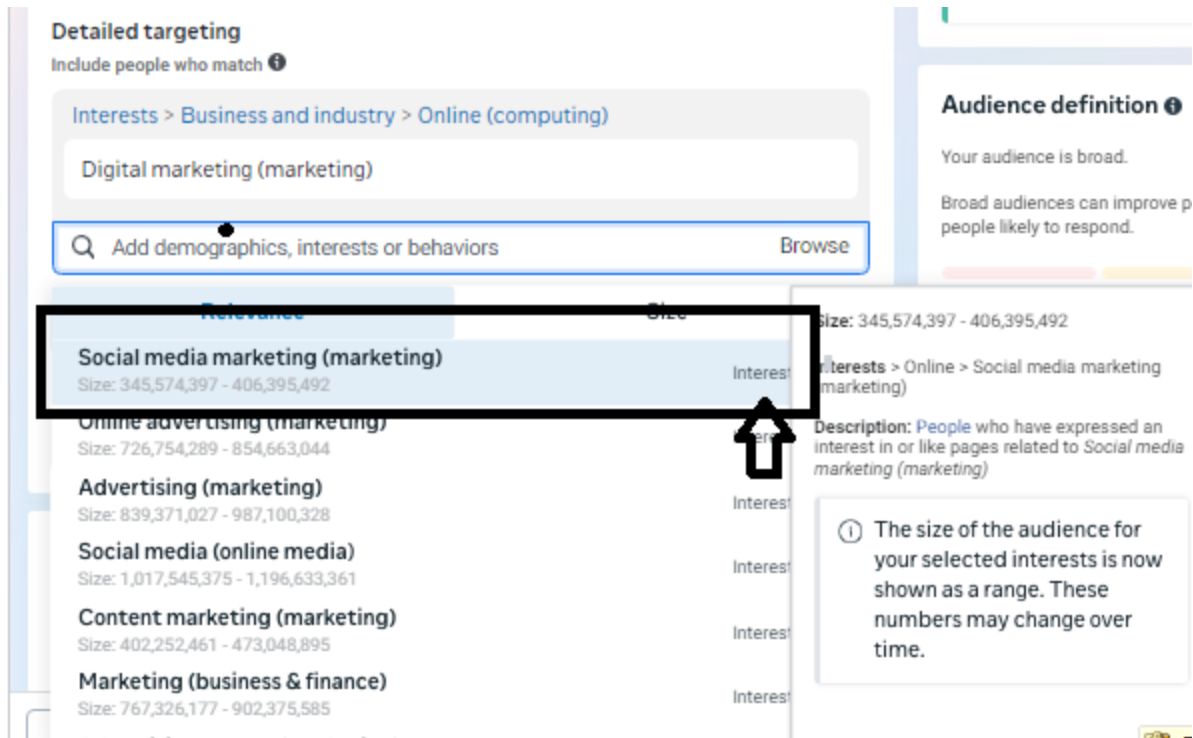
19) go to chatgpt and ask detail targeting and copy paste in detail targeting

Detailed targeting

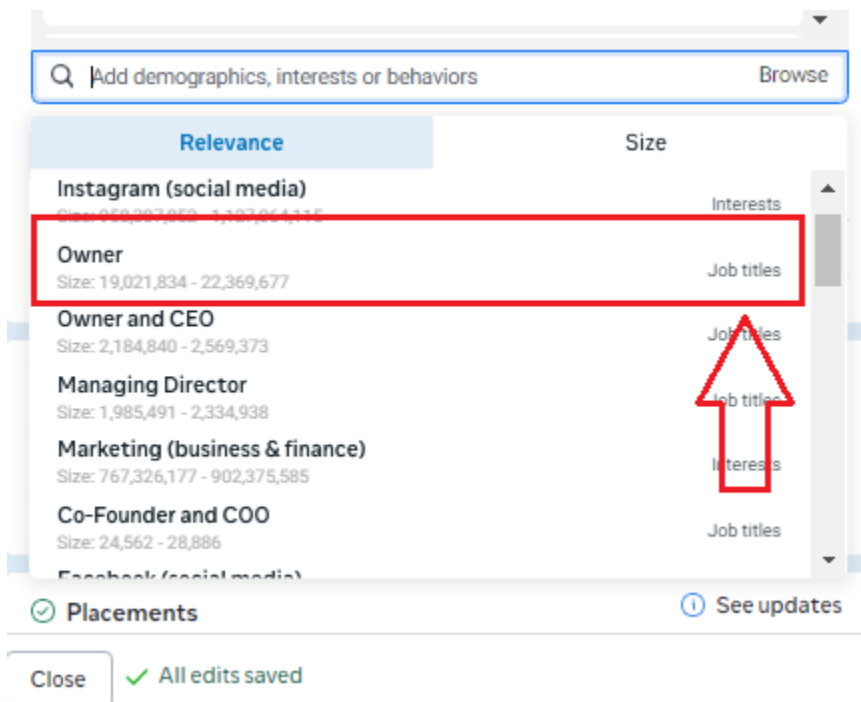
Include people who match ⓘ

Search Digital Marketing [Browse](#)

Save audience [Switch to original audience options](#)



20) enter demographic from chatgpt in search bar



21) enter behavior from chatgpt in search bar

Detailed targeting

Relevance	Size
Engaged Shoppers Size: 841,562,608 - 989,677,628	Behaviors
Engaged Size: 26,743,202 - 31,450,006	Relationship status
Newly engaged (1 year) Size: 4,600,837 - 5,410,585	Demographics
Newly engaged (6 months) Size: 2,640,337 - 3,105,037	Demographics
Newly engaged (3 months) Size: 1,513,397 - 1,779,755	Demographics
Facebook access (mobile): all mobile devices Size: 3,192,747,821 - 3,754,671,438	Behaviors

Engaged Shoppers Browse

Define further

22) click on save audience

Define further

Save audience Switch to original audience options

23) name your audience

Save audience ×

Audience name

Neelvanshi audience

Controls

Locations
Inclusion: India: Delhi; Mumbai (+25 mi) Maharashtra

Minimum age
18

Suggestions

Age
20 - 65+

Detailed targeting
People who match: Interests: Digital marketing, Social media marketing, Online advertising, Social media or Advertising, Behaviors: Engaged Shoppers, Business page admins or Facebook Page admins, Job title: Founder, Owner or Managing Director

Cancel Save

24) click on save

Save audience ×

Audience name

Neelvanshi audience

Controls

Locations
Inclusion: India: Delhi; Mumbai (+25 mi) Maharashtra

Minimum age
18

Suggestions

Age
20 - 65+

Detailed targeting
People who match: Interests: Digital marketing, Social media marketing, Online advertising, Social media or Advertising, Behaviors: Engaged Shoppers, Business page admins or Facebook Page admins, Job title: Founder, Owner or Managing Director

Cancel **Save**

25) click on next

ads a budget optimized

Back **Next**

26) write ads 1 in ad name

Ad name

Ads 1

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](#)

27) In ad setup select create ads

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

Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative
Select and optimize your ad text, media and enhancements.

Set up creative ▼

28) In format select single image or video

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

Multi-advertiser ads
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Ad creative
Select and optimize your ad text, media and enhancements.

Set up creative ▼

29) Ad creative select image 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

Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Ad creative
Select and optimize your ad text, media and enhancements.

Set up creative ▾

30) select image and click on next after that enter primary text and healines from chatgpt

Ad creative
Select and optimize your ad text, media and enhancements.

*** Media** ⓘ
18 Placements

Feeds, In-stream for Reels ▾

Stories and Reels, Apps and sites ▾

Facebook Search results
1 Placement

Primary text ⓘ

Struggling to get clients? We help businesses generate more leads & sales with expert SEO, Google Ads, Social Media Marketing & Website Design.

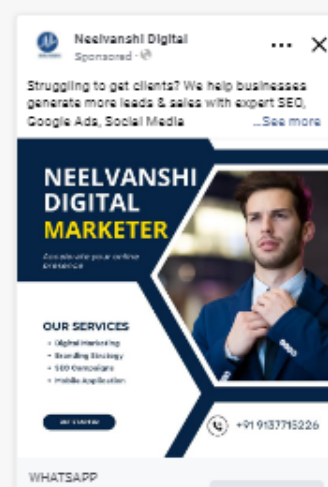
Headline ⓘ 1 of 5

Chat With Us on WhatsApp ⓘ

We suggest removing the word WhatsApp, as people who don't have it

Ad preview Ad Destination


☆ Now you can see more variations of your ad in previews ▾



The ad preview shows a mobile interface for 'Neelvanshi Digital Marketer'. The text includes: 'Struggling to get clients? We help businesses generate more leads & sales with expert SEO, Google Ads, Social Media ...See more'. Below this is a large image of a man in a suit. Underneath the image, it says 'OUR SERVICES' with a list: 'Digital marketing', 'Brand Strategy', 'SEO Consulting', and 'Mobile Application'. At the bottom, there is a 'Chat on WhatsApp' button and a phone number '+91 9137715226'.

Click on publish

☆ Now you can see more variations of your ad in previews



subject to our [Terms and Conditions](#).

Back Publish

31) click on next

Select location and currency
Payment methods vary by region, so they'll be customized to where you're located.

Country/region
India

Currency
Indian Rupee

You can only use Indian Rupee (INR) if your country is India.

Set time zone
Ads run according to your time zone.

Time zone
Kolkata, Asia (GMT+05:30)

Search by city, country or time zone name

Your location and currency cannot be changed once set.

Next



32) click on upi in payment options





< Add payment information X


Business location and currency
India, Indian Rupee INR [Edit](#)

Business and tax info
Optional - Add a tax ID or address [Edit](#)


Add payment method

Debit or credit card  

UPI    

Net Banking 

I have an ad credit to claim.


Your payment methods are saved and stored securely.
[Terms and applicable Privacy Policies apply](#)

[Next](#)



33) click on next





< Add payment information X


Business location and currency
India, Indian Rupee INR [Edit](#)

Business and tax info
Optional - Add a tax ID or address [Edit](#)


Add payment method

Debit or credit card  

UPI    

Net Banking 

I have an ad credit to claim.


Your payment methods are saved and stored securely.
[Terms and applicable Privacy Policies apply](#)

[Next](#)

34) select maharashtra in state and click on check box and then save

Business Info ✕

Additional info needed
Before you can add funds to your account, you'll need to enter the information below.

Business address
The legal address registered with your government and tax agency. If you're not a registered business, enter your mailing address.

State
Maharashtra

[Show details](#)

GST number
A GST number is only required for you to claim input tax credits, and the GST number includes a state code from your business's primary location. [Learn more](#)

GST Number (Optional)

TAN
A TAN is only required if you are eligible to claim a refund of Tax Deducted at Source (TDS). [Learn more](#)

TAN Number (Optional)

By checking this box, I confirm all information provided is complete and accurate. Meta will use it to comply with local tax regulations and share it with local tax authorities who request it.

Advertising purpose

Yes, I am buying ads for business purposes

No, I am not buying ads for business purposes

Meta is required to share your business information with local tax authorities who request it.

By clicking 'Save', you agree that your information will be shared with our service provider in accordance with our [Privacy Policy](#).

Save

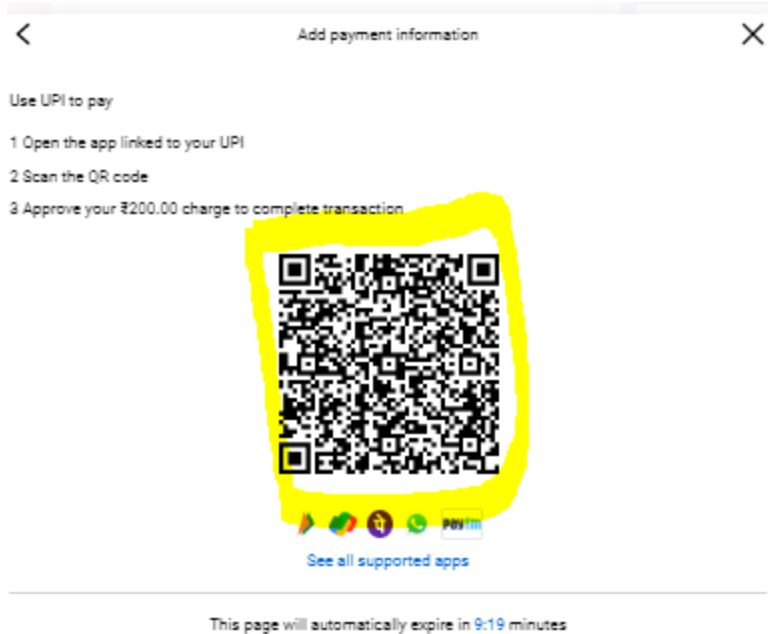
35) enter 200 in amount and then click on next

Add funds ✕

Amount
₹ 200.00

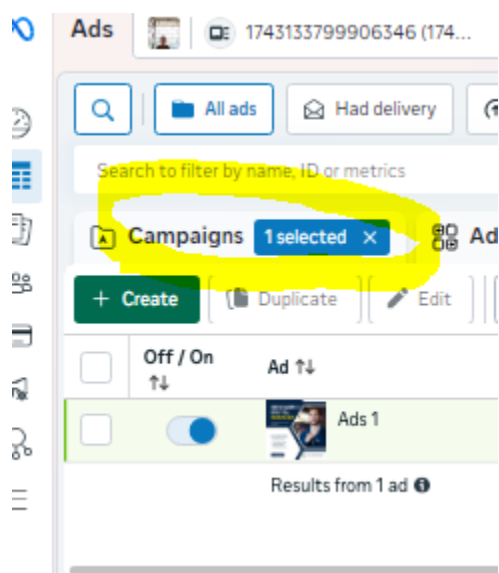
Next

36) finally scan and pay



HOW TO CREATE NEW AD SET?

FIRST SELECT CAMPAIGN



THEN CLICK ON CREATE

AND ENTER AD SET NAME AS "ADS SET 2" AND CREATE AD "ADS 1"

Create new campaign New ad set or ad ×

Campaign

Leads Campaign 1 ×

Ad set

Create ad set ▼ ADS SET 2

Ad

Create ad ▼ ADS 1

Cancel Continue