Facebook Ads Campaign Draft

Campaign

✅ **Campaign name**

| Freelancing - Targeting Clients | Create template |

✅ **Special Ad Categories**

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.

Learn more

Categories

No categories declared ▾

✅ **Campaign details**

Buying type

Auction ▾

Campaign objective ⓘ

○ 📢 Awareness

● ▸ Traffic

Ad Set

✅ **Ad set name**

| Freelancing - Targeting Clients | Create template |

✅ **Conversion**   ⭐ See what's new

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

○ **Website**
Send traffic to your website.

○ **App**
Send traffic to your app.

● **Messaging apps**
Get people to engage with your brand on Messenger, WhatsApp or Instagram.

○ **Calls**
Get people to call your business.

Performance goal ⓘ

Maximize number of conversations ▾

Facebook Page ⓘ

Choose a Page for this ad.

Audience definition

Your audience selection is fairly broad.

Specific ▬▬▬▬ Broad

Estimated audience size: 1,800,000 - 2,100,000 ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

584 - 1.7K

Conversations ⓘ

0

The accuracy of estimates is based on factors like 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.

Ad Set

Facebook Page ⓘ
Choose a Page for this ad.

Facebook Page
Joy - Virtual Assistant Services

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Messaging apps ⓘ
Choose at least one destination where you are available
apps to reach more people.

☑ **Messenger**
Joy - Virtual Assistant Services

☐ **Instagram**
@joyvirtualassistantservices

☐ **WhatsApp**
+63 915 521 8736

✅ Budget & schedule

Budget ⓘ

Daily Budget ▾	₱80.00

You'll spend up to ₱100.00 on some days, and less on others. You
and no more than ₱560.00 per calendar week on currently deliveri

Schedule ⓘ

Start date

Aug 2, 2023	🕐 3:48 PM

Bangkok Time

End

☑ Set an end date

Aug 31, 2023	🕐 12:00 AM

Bangkok Time

✅ Audience
Define who you want to see your ads. Learn more

Create new audience   **Use saved audience** ▾

PH Clients 35-55 Business Owners

Location:

Philippines

Age:

35 - 55

People who match:

Interests: Federation of Small Businesses, Job title: Founder, Director, CEO, Industry: Small
business-to-business enterprise employees (10-200 employees) or Business Decision Makers

Advantage detailed targeting: ✦

Off

Ad Set

✅ **Placements**   Learn more

⚪ Advantage+ placements (recommended) ✦
Use Advantage+ placements to maximize your budget and help show your ads to more people.
Facebook's delivery system will allocate your ad set's budget across multiple placements based
on where they're likely to perform best.

🔵 Manual placements
Manually choose the places to show your ad. The more placements you select, the more
opportunities you'll have to reach your target audience and achieve your business goals.
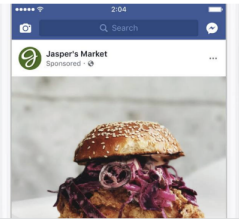
Devices
All devices

Platforms

☒ Facebook   ☐ Instagram

☐ Audience network   ☒ Messenger

Asset customization

6 / 17 placements that support asset customization
Select all

Placements

☒ Feeds   ⌄
   Get high visibility for your business
   with ads in feeds

   ☑ Facebook Feed

   ☐ Instagram feed

   ☐ Instagram profile feed

   ☐ Facebook Marketplace

Ad

✅ **Ad name**

┌─────────────────────────────────┐
│ Freelancing - Targeting Clients │   Create template
└─────────────────────────────────┘

✅ **Identity**

⚪━ Partnership ad ⓘ

* Facebook Page ⓘ

┌───┐
│ 👩 Joy - Virtual Assistant Services   ⌄ │
└───┘

💡 Select a Page at the ad set level
For this ad, you must select a Page to represent your
business at the ad set level. The same Page will
automatically be selected for your ad.
Select Page

Advertise on Instagram

Run this ad on Facebook and Instagram at the same time to
reach more people who matter to you. Learn more.

┌─────────────────────────────────┐
│ 📷 Add Instagram placement   │
└─────────────────────────────────┘

✅ **Ad setup**

┌───┐
│ Create ad   ⌄ │
└───┘

Creative source
Choose how you'd like to provide the media for your ad.

🔵 **Manual upload**
Manually upload images or videos.

⚪ **Catalog** ✦
Automatically use media from your catalog. We'll show each
person the catalog items they're most likely to engage with.

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

Ad

Ad creative
Select the media, text and destination for your ad. You can also customize your media and text for each placement.
Learn more

* Media ⓘ

6 Placements   Edit ▾   🗑

Feeds
2 Placements   ⌄

Stories and Reels
3 Placements   ⌄

Facebook Search results

Primary text ⓘ

Do you need help in leveraging your business?
Does your business require skills you don't have?
Are you spending too much time on your administrative tasks?
Have you ever had to decide between work and your personal life?

If you answer YES to one of these, maybe it's time to hire a Virtual Assistant!

Headline

Let's Connect

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6 placements   ⤢ Advanced preview   Share ▾

Ⓕ **Facebook**
Feeds

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Sponsored · 🌐   ··· ✕

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TASKS YOU CAN DELEGATE TO YOUR VIRTUAL ASSISTANT

✓ Executive Support
✓ Customer Support
✓ Social Media Management
✓ SEO Optimization
✓ Graphic Design
✓ Video Editing
✓ Copywriting

@joyvirtualassistantservices

MESSENGER
Let's Connect   💬 **Send message**

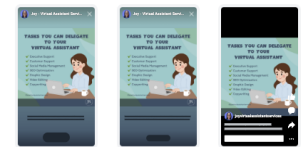👍 Like   💬 Comment   ↪ Share

Feeds

Stories and Reels

Search results

✅ Message template
Encourage people to start a conversation with your business in Messenger after they click on your ad. We'll show your ads to the right people to help you achieve your optimization goal.
Learn more

Create new   **Use existing**

Select template

Welcome message   ▾

✏ Edit   Duplicate   Preview in Messenger

✅ Tracking
Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events ⓘ

App events ⓘ   Set Up

Offline Events ⓘ

Joy - Virtual Assistant Services   ✔▾

The Ad You Clicked
Do you need help in leveraging your business...

8:33 PM

Hi! Thank you for your interest in our ads.

When you reply, Joy - Virtual Assistant Services will be able to see your public info and which ad you clicked.

I'm interested

➕   GIF   🏷   🖼   Type a mes... 🙂   👍