



How to Advertise on Facebook

1. Go to Facebook.com and login to your account.
2. Scroll down to the bottom and click on **Create an Ad**.



3. Then choose **Create an Ad**.



4. Design your ad:
 - a. **Destination URL:** Your chapter's website address
***It is important that your website is up-to-date. Do not link the Facebook ad to your website if you do not use your website. If this is the case, update your website, link the ad to Facebook fan page/group/profile created for the chapter or use www.becomesigmanu.org**
 - b. **Title:** Become Something More...
 - c. **Body:** Check out how you can have a uniquely different fraternity experience by becoming a Sigma Nu. Interested? Click here.
 - d. **Image:** Use "Facebook-ad.jpg" (This is also available in the Marketing Materials section of the www.sigmanu.org/vbr website)

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>.

I want to advertise something I have on Facebook.

Title 1 characters left.

Body Text 18 characters left.

Image (optional)

[Remove uploaded image.](#)

Become Something More...

Check out how you can have a uniquely different fraternity experience by becoming a Sigma Nu. Interested? Click here.

Facebook Ads
 Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image
 Image will be resized to fit in a 110x80px box.

Approval Process
 Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested best practices](#)
[Common Reasons for rejection](#)

More Help
[Design Your Ad FAQ](#)

5. Choose your Target

2. Targeting Ad Targeting FAQ

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]

Demographics

Age: [?]
 -

Sex: [?]
 All Men Women

Likes & Interests

[?]

Advanced Demographics

Birthday: Target people on their birthdays

Interested In: [?]
 All Men Women

Relationship: [?]
 All Single Engaged
 In a Relationship Married

Languages: [?]

Education & Work

Education: [?]
 All College Grad In College

Graduation years:
 to

In High School

Workplaces: [?]

Hide Advanced Targeting Options

Leave *United States* and *Everywhere* selected.

You want **Men** ages 18 and up. We often recruit guys older than your standard college age.

Select *In College*.

Do not select years. We want to recruit everyone.

6. Pricing your Ad

Name the campaign whatever you'd like. For example, "Sigma Nu Recruitment - Fall 11"

The screenshot shows a form titled "3. Campaigns and Pricing" with the following fields and options:

- Campaign Name:** An empty text input field.
- Daily Budget:** A text input field containing "50.00". A note below it says "What is the most you want to spend per day? (min 1.00 USD)".
- Schedule:** Two radio button options: "Run my ad continuously starting today" (unselected) and "Run my ad only during specified dates" (selected).
- Payment Method:** Two radio button options: "Pay for Impressions (CPM)" (unselected) and "Pay for Clicks (CPC)" (selected).
- Max Bid (USD):** A text input field containing ".55". A note below it says "How much are you willing to pay per click? (min 0.01 USD)". To the right, it says "Suggested Bid: 0.70 - 0.83 USD".

On the right side of the form, there is a "Campaigns" section with a "Create" button and a "More Help" section with links for "CPC vs. CPM" and "Ad Campaigns and Pricing FAQ".

Suggested to start at \$10 and change as needed

You can run your add continuously or during specified dates. Regardless of when you end, we recommend starting a few weeks before the formal recruitment period

Follow these two links to assist you with pricing your advertisement.

7. Last, you will review your ad and *Place Order*.