

'HOW-TO' GUIDE

Meta Advertising and Meta Business Suite

How to make a Meta Ad

What's good for your business is good for ours too, so we want to help you reach as many potential patients as possible. Social media is the perfect way to do that, with more than two million people using Facebook every month. That's a lot of potential patients. The following step-by-step guide teaches you how to create and post your very own Facebook adverts, so you can target and reach who you're looking for at the touch of a button.

First things first: Signing up

The first thing you'll need is to sign up to Meta Business Suite: <https://business.facebook.com/>

What is Meta business suite?

Meta Business Suite is a one-stop shop where you can manage all of your marketing and advertising activities on Facebook and Instagram. It centralises tools that help you connect with your customers on all apps and get better business results.

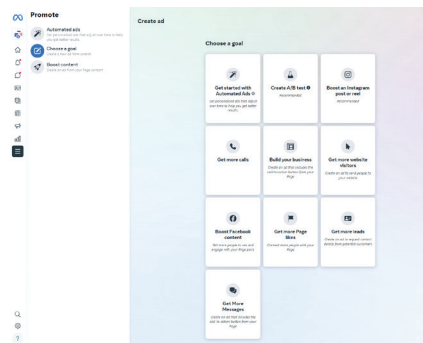
Whether you're using it on desktop or mobile, Meta Business Suite makes it easy to view notifications and respond to messages quickly. You can also create or schedule posts, stories and ads for your business, and you'll find helpful insights to optimise your efforts as you go.¹

1. Create an ad

In Meta business suite desktop, click on "Ads" from the left sidebar. Then, select "Create ad" in the top right corner.

2. Choose your objective

Once you've set your account up, it'll be time to choose your objective. This is the most important outcome you want from your ad. It could be bookings / sales on your website, site visits or increased brand awareness – whatever goal you need your campaign to achieve.



3. Customise your ad

It is important to customise your ad visually, so that potential customers can easily identify your brand and more importantly, so that you can stand out from the rest. There are 3 main components your ad: visuals, text and an action button.

The visuals should be an eye-catching photo or a video showing your practice and giving an insight into the customer experience. The text should complement the image and should make customers want to click onto your ad. The action button directs people to book an appointment or visit your practice.

1. https://www.facebook.com/business/tools/meta-business-suite?content_id=3FNxodfQnz9X3o2Gref=sem_smbGutm_term=meta%20business%20suite&gclid=Cj0KCQI_AoKeuBhCoARISAB4WxtcqML195fB_qUsUtxRdjs0glsgRRwBb_ABmKlGnr0mcs06iLRB4AdwaAmAHEALw_wcB

