## How do I create a Facebook ad?

You can create a Facebook ad using ad creation in [Ads Manager](https://www.facebook.com/campaign/landing.php?campaign_id=163681540489385&creative=cta_link&placement=%2Fhelp%2Fajax%2Fproxy&url=https%3A%2F%2Fwww.facebook.com%2Fads%2Fcreate%2F)

To do this:

* From Ads Manager, click **Create Campaign**.
1. Choose an advertising objective. For example, if you want to create an ad to increase traffic to your website or get more people to download your app, select **Traffic** under the Consideration column. Learn more about choosing [advertising objectives](https://www.facebook.com/business/help/517257078367892?helpref=faq_content).



1. Click **Continue**. In the next steps, you can choose to advertise your Page, business, website, or event and then choose the audience, budget, [images](https://www.facebook.com/business/help/1393077930949041?helpref=faq_content) and text for your ad before placing your order.

**How should your story be told?**

1. Whether you want to use video, photo or text – or a combination of those elements – there's a Facebook advert format for every story. Our advert formats put your business goal front and centre, and they look great on every device and connection speed.



<https://www.facebook.com/business/learn/facebook-create-ad-basics/>