

# Shopify Facebook Ads for Newbies: The Ultimate Guide to Getting Started



**SHOPIFY FB ADS (for Newbies): The 3 Step Process to Make Money Selling Products on Shopify... Without Worrying About Shipping & Inventory** by Joseph L. Walden

★★★★★ 5 out of 5

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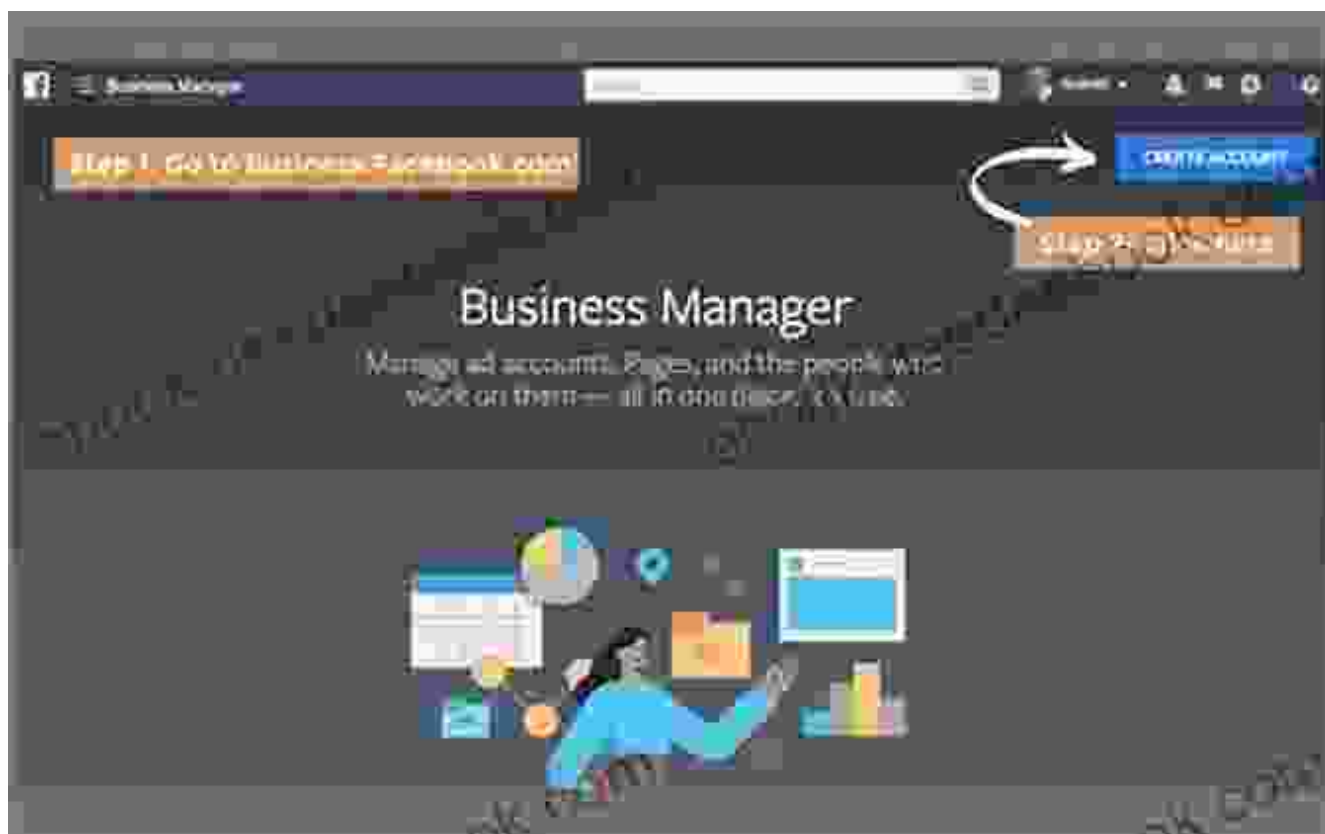
Facebook ads are a powerful way to reach your target audience and grow your Shopify business. But if you're new to Facebook advertising, it can be daunting to know where to start.

That's why we've put together this comprehensive guide to Shopify Facebook ads for newbies. In this guide, we'll cover everything you need to know to get started, from creating your first ad to tracking your results.

## 1. Create a Facebook Business Manager Account

The first step to running Facebook ads is to create a Facebook Business Manager account. This account will give you access to all of the tools and features you need to create and manage your ads.

To create a Facebook Business Manager account, visit [business.facebook.com](https://business.facebook.com) and click on the "Create Account" button.



Once you've created your account, you'll need to add your Shopify store to it. To do this, click on the "Settings" tab and then click on the "Business Integrations" tab.



On the "Business Integrations" tab, click on the "Add" button and select "Shopify" from the list of options.



You'll then be prompted to enter your Shopify store URL and API key. You can find your Shopify store URL in the address bar of your Shopify store. To find your API key, go to the "Apps" section of your Shopify admin and click on the "Manage Private Apps" link.



Once you've entered your Shopify store URL and API key, click on the "Save" button. Your Shopify store will now be connected to your Facebook Business Manager account.

## **2. Create Your First Facebook Ad**

Now that you have a Facebook Business Manager account, you can start creating your first Facebook ad. To do this, click on the "Ads Manager" tab in the left-hand navigation menu.

# SHOPIFY FB ADS

(for Newbies)

The 3 Step Process to Make Money  
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Once you're in the Ads Manager, click on the "Create" button and select the "Traffic" objective.



The Traffic objective is designed to send people to your website or landing page. This is a good objective to use if you want to increase traffic to your Shopify store or if you want to generate leads.

After you've selected the Traffic objective, you'll need to enter some basic information about your ad, including the:

\* \*\*Ad name:\*\* This is the name that will appear in your Facebook Business Manager account. \* \*\*Ad set name:\*\* This is the name that will appear in your Facebook Ads Manager account. \* \*\*Campaign name:\*\* This is the name that will appear in your Facebook Ads Manager account. \*  
\*\*Budget:\*\* This is the amount of money that you're willing to spend on your ad. \* \*\*Start date:\*\* This is the date that you want your ad to start running. \* \*\*End date:\*\* This is the date that you want your ad to stop running.

Once you've entered all of the basic information about your ad, you'll need to select your target audience. You can target your audience by demographics, interests, behaviors, and more.

After you've selected your target audience, you'll need to create your ad creative. Your ad creative is the image or video that will appear in your ad. You can also include a headline, body copy, and call-to-action in your ad creative.

Once you've created your ad creative, you'll need to review your ad and make sure that it meets Facebook's advertising policies. Once you're satisfied with your ad, you can click on the "Publish" button to start running your ad.

### **3. Track Your Results**

Once you've published your ad, you'll need to track your results to see how it's performing. You can track your results in the Facebook Ads Manager. To do this, click on the "Reports" tab in the left-hand navigation menu.

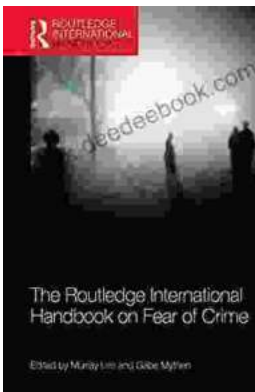




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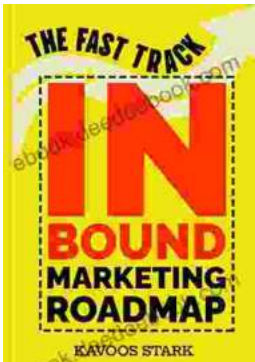
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