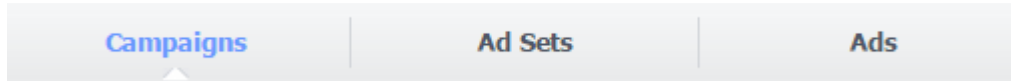# How To Create An Ad In Power Editor
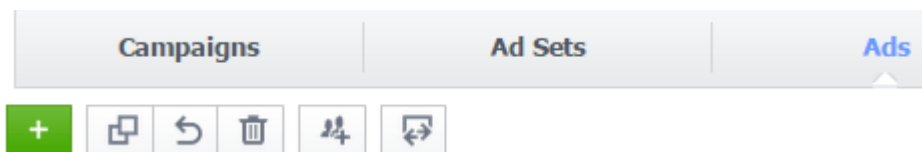

What They Mean:

Campaigns: This is where you set up your buying type (usually auction) and objective (what do you want your ad to do).

Ad Sets: This is where you determine your budget and schedule, audience, placement, and optimization and pricing.

Ads: This is where you create your ad image and text.

Easiest Way To Create An Ad:

Step 1: Click The Ads Tab And The Green + Sign

Step 2: Create New Or Choose An Existing Campaign And Ad Set

Create Ad ×

CHOOSE A CAMPAIGN FOR THIS AD

- Use Existing — survey - rock my biz
- Create New

CHOOSE AN AD SET FOR THIS AD

- Use Existing — Enter an ad set name
- Create New

NAME NEW AD

Name Ad — Enter an Ad Name

Cancel Create

Step 3: Create Your Ad Image And Text

After hitting the create button, you will be able to create your ad text and image.
Fill out:

- Ad name
- Select which Facebook page (if you have more than one)
- Website URL
- Text

- Link Description
- Headline
- Display Link
- Image
- Call to Action
- Add a pixel (if necessary)

Step 4: Set Your Ad Budget And Audience

After the ad is created, go to the Ad Sets tab and fill out the budget and schedule, audience, and placement. Under Optimization and pricing you will see settings that are recommended. I usually leave those as is.

Step 5: Upload

When you have your ad just like you want it then the last step is to upload the changes.