

5 Steps to  
Advertising Your

# Christmas

event on



## 5 Steps to Advertising Your Christmas Event on Facebook

How do you plan to tell people in your local community about the events your church is running this Christmas? Many churches will place an advert in a local newspaper, put up posters in local businesses, display a banner outside their church building, or deliver flyers to local homes.

But there's something else you can do too: advertise on Facebook. If you're a Facebook user, you've probably seen "sponsored posts" from companies and charities come up in your newsfeed. This December it could be **your** church appearing in the newsfeeds of people in your community! Here are some of the benefits of Facebook advertising:

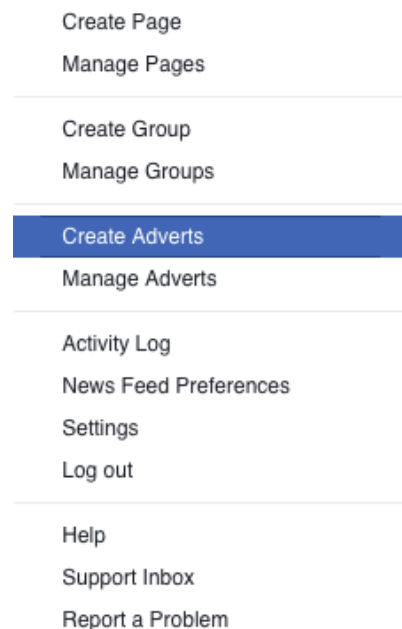
- **It's precise:** You can target your advert so that it only appears to people living in your local community.
- **It's cheap:** You can have your ad seen by 3000-5000 people in your town for as little as £20.
- **It's easy:** Read on to find out how!

All you need to get started is a personal Facebook account, and a church Facebook page for which you are a manager.

Here's a very basic step by step guide on how to create an advert for your church's Christmas events this year...

### Step 1: Begin creating your advert

Start by clicking on the drop down-menu in the top right of your Facebook window and selecting "Create adverts".




## Step 2: Select your marketing objective

At this point you can begin to play around with your advert and try different things. In this guide we'll use the objective "Raise attendance at your event". For this objective you will need to have created a "Facebook event" beforehand. This type of advert will make this "event page" appear in people's newsfeed and encourage them to click attend. Otherwise you could choose "Increase Brand Awareness" as an objective—this will create an advert that links through to a page your choice on your church website. (Note: You'll be presented with slightly different options depending on which objective you choose.)

What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to a destination on or off Facebook	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	<input checked="" type="checkbox"/> <b>Raise attendance at your event</b>	Get people to claim your offer
Increase Brand Awareness	Get video views	Promote a product catalogue
Increase your reach	Collect leads for your business	Get people to visit your shops



### Event Responses

Promote your Facebook event to increase your attendance.

Campaign name

[Continue](#)



### Step 3: Choose your audience

Facebook allows you to pick precisely who you want your advert to reach. You can target your audience by location, age, gender, and even language!

**ADVERT SET:** Define your audience, budget and schedule

**Audience**  
Define who you want to see your adverts. [Learn more.](#)

**Create New** Use a saved audience ▼

**Custom Audiences** Add Custom Audiences or Lookalike Audiences

**Locations** Everyone in this location ▼

United States  
United States  
Include ▼ Add locations

Age 18 - 65+ ▼

Gender All Men Women

Languages Enter a language...

**Detailed targeting** INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviours | Suggestions Browse

Exclude people

**Connections** Add a connection type ▼

**Audience definition**

Your audience selection is fairly broad.

**Audience Details:**

- Location: United States
- Age: 18-65+
- Placements: Facebook Feeds

Potential reach: 194,000,000 people

**Estimated daily reach**

1,600-4,100 people on Facebook

4,700-13,000 people on Instagram

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

**Locations** Everyone in this location ▼

United Kingdom  
London, England + 40 km ▼

Include ▼ Add locations

**Audience definition**

Your audience is defined.

**Audience Details:**

- Location – Living in: United Kingdom: London (+40 km) England
- Age: 18-65+
- Placements: Facebook Feeds

Potential reach: 7,600,000 people

**Estimated daily reach**

2,400-6,300 people on Facebook

3,900-10,000 people on Instagram

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

But for Christmas events at your church you probably want to target by location. Type in the name of your town and choose "current city only" from the drop-down menu. You can also type in local postcodes/zipcodes.

You can try a lot of different variations to find the audience that suits your advert. Keep an eye on the box on the right hand side of the page as this will automatically update as you enter different information.

## Step 4: Set your budget and schedule your advert

Below the audience options you can begin to decide how much it spend on your advert and when you want it to be shown. You can decide if you want to spend a certain amount each day or choose "lifetime budget" from the drop down menu to set a maximum amount of money to spend for the whole campaign. Then set a start and end date for your advert.

### Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

**Budget** ⓘ  £11.00  
£11.00 GBP

Actual amount spent per day may vary. ⓘ

**Schedule** ⓘ  Run my advert set continuously starting today  
 Set a start and end date

You'll spend no more than **£77.00** per week.

**Optimisation for advert delivery** ⓘ

**Bid amount** ⓘ  **Automatic** - Let Facebook set the bid that helps you get the most event interest at the best price.  
 **Manual** - Enter a bid based on what 1,000 impressions are worth to you.

**When you are charged** ⓘ Impression

**Advert scheduling** ⓘ Run adverts all the time  
[More options](#)

**Delivery type** ⓘ **Standard** - Show your adverts throughout the day - Recommended  
[More options](#)

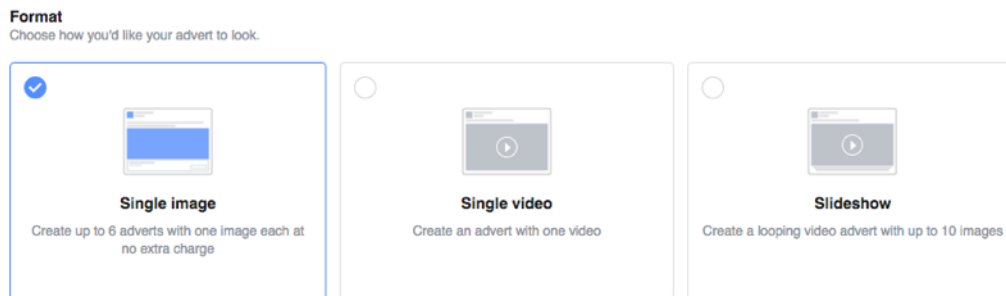
[Hide advanced options](#)^-

Once you have selected your audience and chosen your budget, click continue.

**Continue**

## Step 5: Choose how you'd like your advert to look

On the final page you can create how your advert will look. Choose a format for your advert. You may wish to experiment with different formats at this stage.



You can upload your own images or videos, or use Facebook's free stock images (on the right hand side of the page are Facebook's recommended image specs).

### Images

You can create up to 6 adverts at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Upload images

### Recommended Image Specs

- Recommended image size:  
**1200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximise advert delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

Next, choose the Facebook event you wish to advertise and follow the menu to choose which Facebook page your advert will link to.

Then add the text for your advert. This is the wording that will appear on people's newsfeed, so think about it carefully! Try to make it clear and appealing — what is it that will make people want to attend?

A preview of your advert will show on the right hand side, and you can also see how your advert will look on mobile devices.

Finally, ensure that all the information on your advert is correct, and that you have filled in all the fields and selected all the drop down options that you require. Then, click "place order".

**Place Order**

This will take you back to a page where you can review your advert(s). Once Facebook have reviewed an advert to check it fits with their guidelines, a live advert will show as "Active" in the delivery column.

And that's it! You can keep an eye on how your advert is doing with live statistics, and edit it in whatever way you like, whenever you like.

<input type="checkbox"/>	Campaign	Delivery <span>?</span> <span>▲</span>
<input type="checkbox"/>	<input checked="" type="checkbox"/> Christmas 2016	<span style="color: green;">●</span> Active

We hope and pray that this will be one more way in which people in your local area find out about your Christmas events this year, and that, through these events, they would hear the wonderful news of Jesus.