

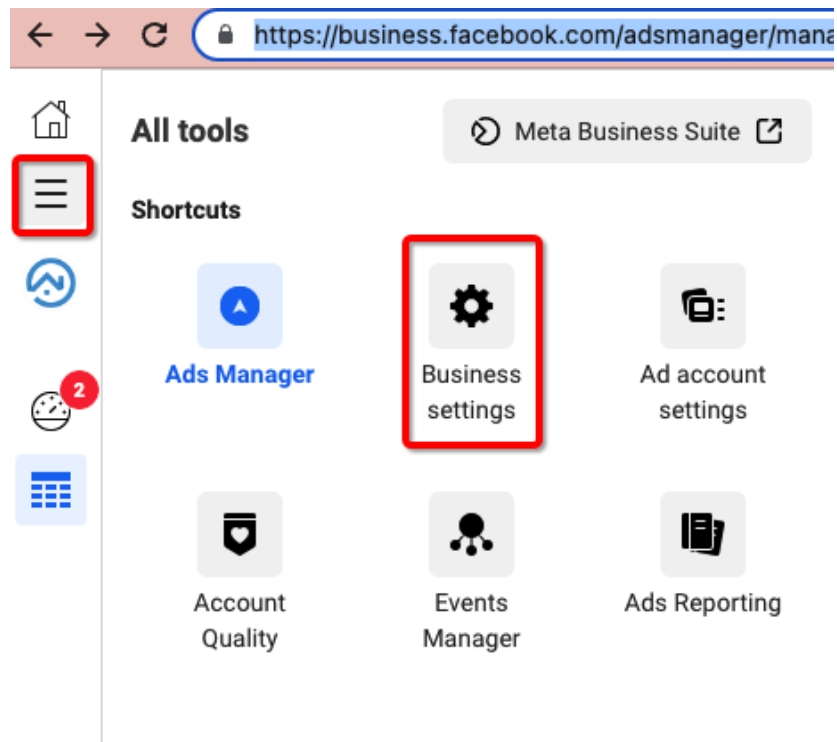
Facebook Ads Account Build

In Facebook Business Manager

business.facebook.com/adsmanger/manage

Click on the All Tools Tab

Click on Business Settings



From here, click on Pages

 Meta



Business settings



Property Manager Webs... ▼



Users ^

People

Partners

System users



Accounts ^

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp Accounts



Data Sources ▼



Brand Safety ▼



Registrations ▼

Peo

Fil

Ja

Kri

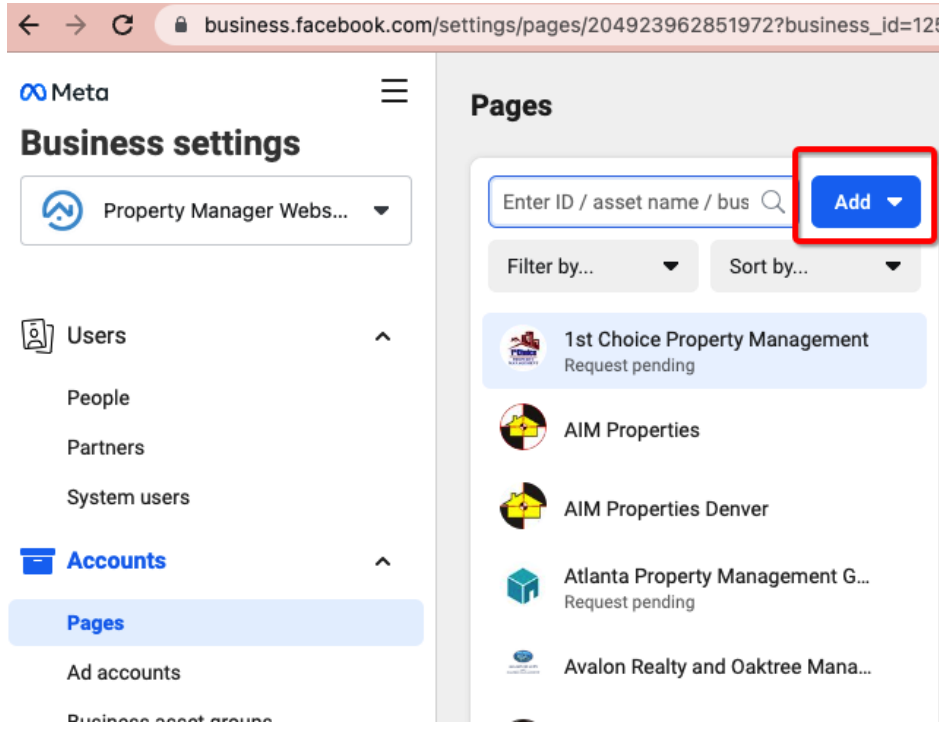
Ra

Sa

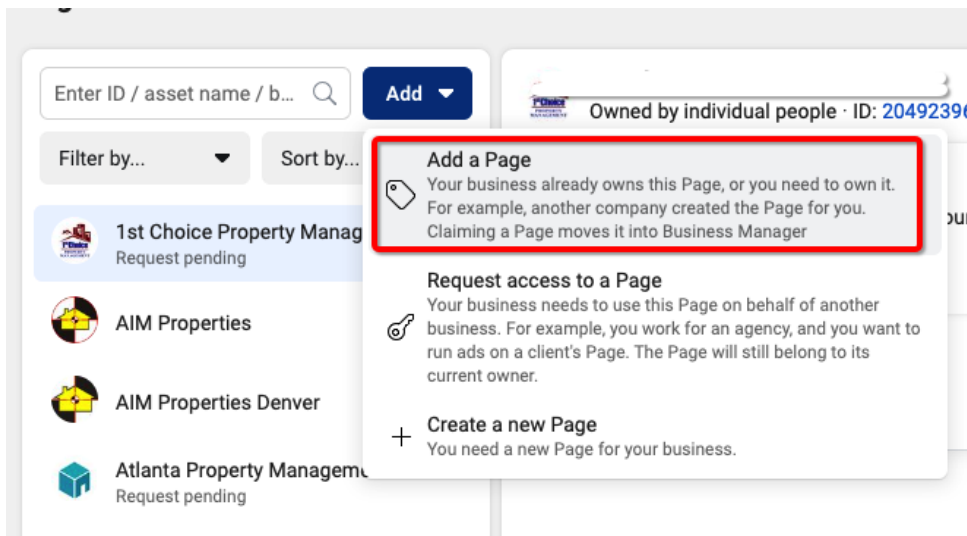
Tw

Sc

Click ADD



Add A Page




Type in business page name and select the correct account

Add a Facebook Page ✕

Add a Facebook Page if your business already owns the Page. If you work for an agency, you should request your client's Pages.

Adding a Page means you'll see it in your Business Manager. To add a Page, you must already be an admin of that Page.


 **PMI Georgia**
facebook.com/240336333493

If you're given permission to access this Facebook Page, you agree to [Meta Terms of Service](#) and [Pages terms](#).

Cancel **Add Page**

Add page

Click close



Add PMI Georgia

The Page you want to add is owned by PMI and they need to approve your request. We'll let you know if your request is approved.

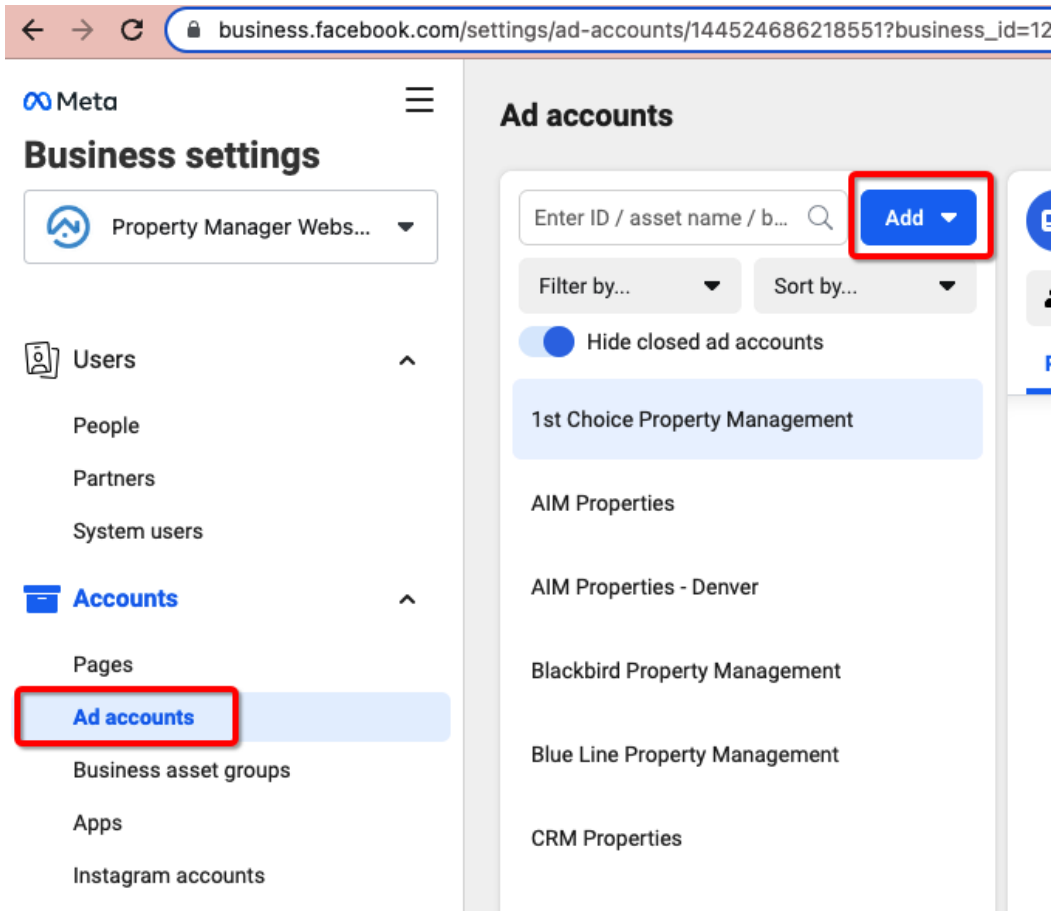
Close

Find the page under the pages list & copy and paste the ID #

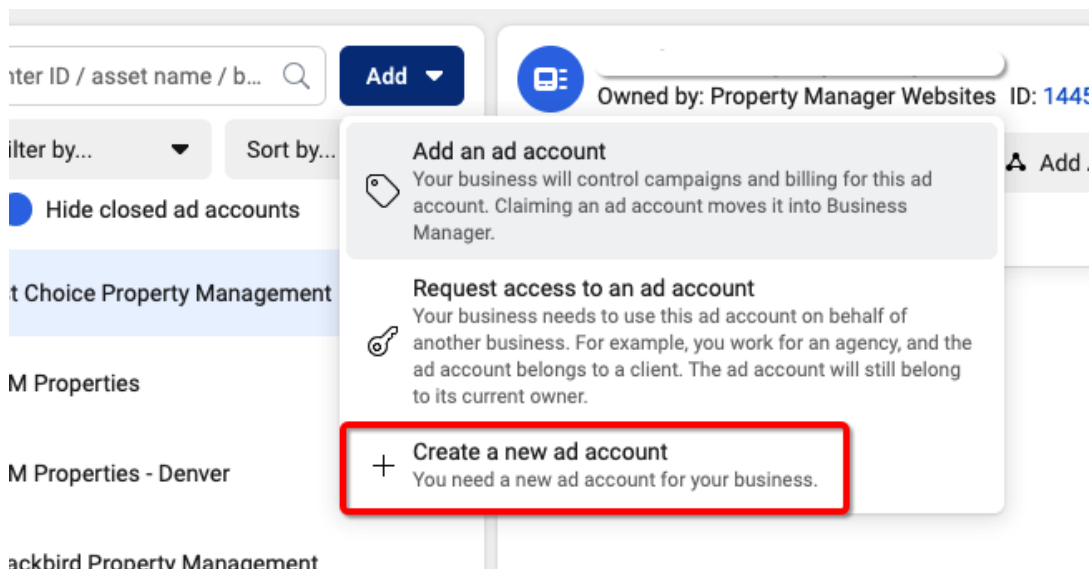
The screenshot displays the Meta Business settings interface. On the left, a navigation menu includes sections for 'Users', 'Accounts', 'Data Sources', 'Brand Safety', 'Registrations', 'Integrations', 'Payment Methods', and 'Security Center'. The 'Accounts' section is expanded, and the 'Pages' option is selected. The main content area shows a list of pages with search and filter options. The 'PMI Georgia' page is highlighted in blue and has a red box around its name and 'Request pending' status. To the right, a detailed view of the 'PMI Georgia' page is shown, featuring a warning message: 'Your request is pending approval' and the account ID '240336333493' highlighted with a red box. Below the warning are buttons for 'Cancel request' and 'Learn more', and options to 'Add People' and 'Assign Partners'.

Paste the account ID in Monday

Back in Facebook Business Manager, you will click on Ad Accounts - ADD



Create New Ad Account



Create a new Ad Account

Enter in the Ad Account Name (customer business name)

Create a new ad account

Payment information has moved
You'll be able to add payment information after you create your account.

Ad account name
PMI Georgia

Time zone
(GMT-04:00) America/New York

Currency
USD – US Dollars

By creating an ad account, you agree, on behalf of Property Manager Websites as its authorized representative to [Meta Terms of Service](#) including the payment terms for the selected payment method.

Cancel Next

Who will this ad account be used for:

Another Business or Client & enter in the business ID (the ID you entered into Monday)

Who Will This Ad Account Be Used For



This ad account will be used for

My business (Property Manager Websites)

Another business or client

Select an existing partner

Or

240336333493

The other business won't have access to this ad account. They will be asked to confirm your business relationship to unlock the features above.

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

[Learn More](#)

Back

Create

Add People & Set Permissions

Click Samantha, Rachel & Kristen, and grant full access to them

Add People and Set Permissions

Search & Filter

3 People Selected

Janine May...

Kristen Ewen

Rachel Yezek

Samantha J...

Scott Rober...

Ad Account

Partial access

Manage campaigns
Create and edit ads, access reports and view ads

View performance
Access reports and view ads

Manage Creative Hub mockups
View, create and edit mockups in Creative Hub

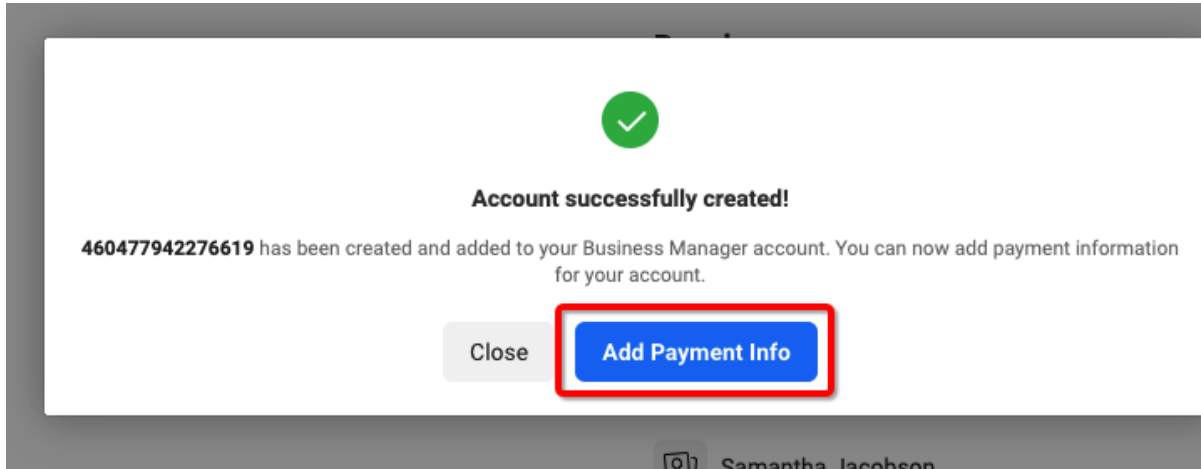
Full control

Manage Ad Account
Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Cancel **Assign**

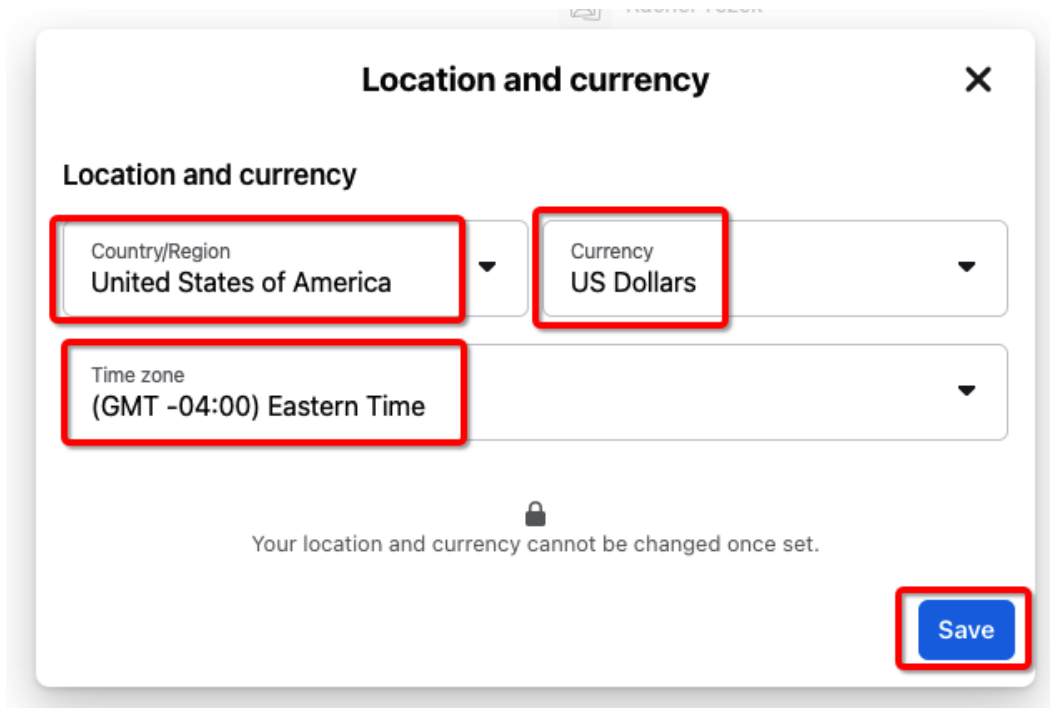
Click Assign

Add payment information (if you have it - if you do not have it, we can always set up payment methods after)



Location & Currency

Make sure country/region, currency & time zone are set correctly (country/region & currency will already be set - just make sure the time zone is correct)



Add payment information





Make sure the correct payment type is selected & click Next


Kristen Ewen





Add payment information

Business and tax info [Edit](#)
Optional - Add a tax ID or address


Add payment method

Debit or credit card    

PayPal 

Online banking     + more






I have an ad credit to claim.


Your payment methods are saved and stored securely.
[Terms Apply](#)


Next

Enter in the card information - SAVE

< **Debit or credit card** X

Card details     

Name on card

 Card number


MM/YY CVV

Save

Success!

Click Done

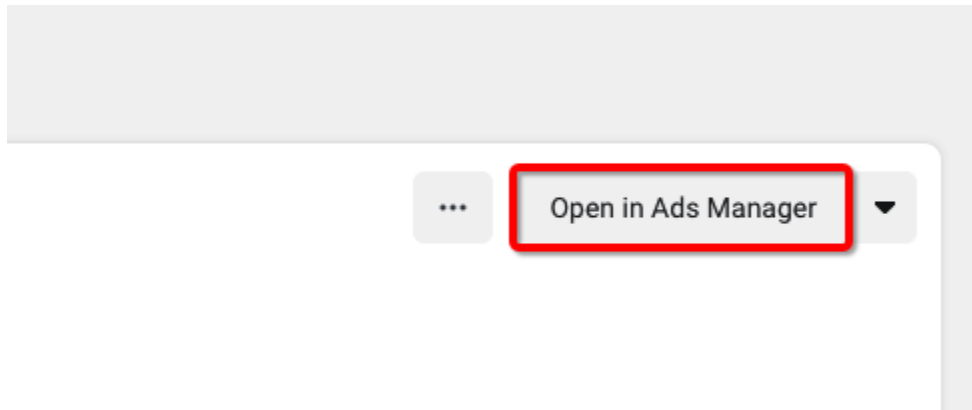
Success X



Card successfully saved
American Express · 1001 has been added to your account.

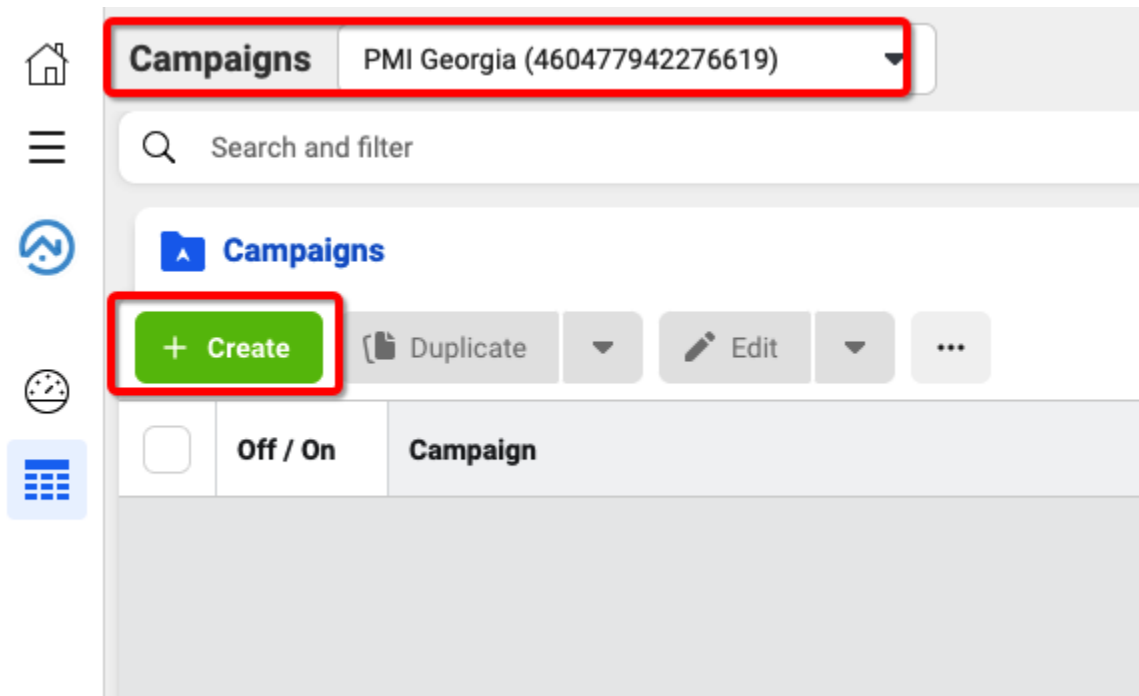
Done

Next, you will go to the top of the right side of the page and click OPEN IN ADS MANAGER



Make sure you are in the correct campaign

+CREATE



Create New Campaign

Choose Campaign Objective = Traffic

Buying type

Auction

Choose a campaign objective

Awareness


Traffic

Engagement

Leads

App promotion

Sales



Traffic
Send **people** to a destination, like your website, app or Facebook event. [Learn more](#)

Good for:

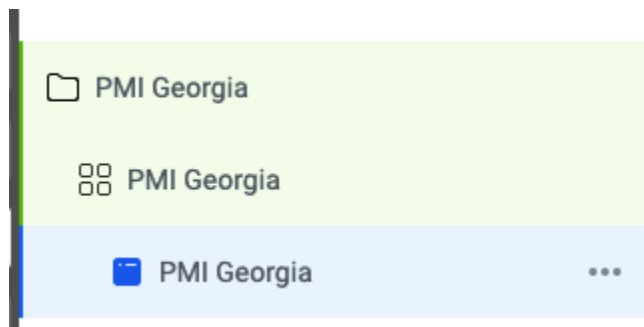
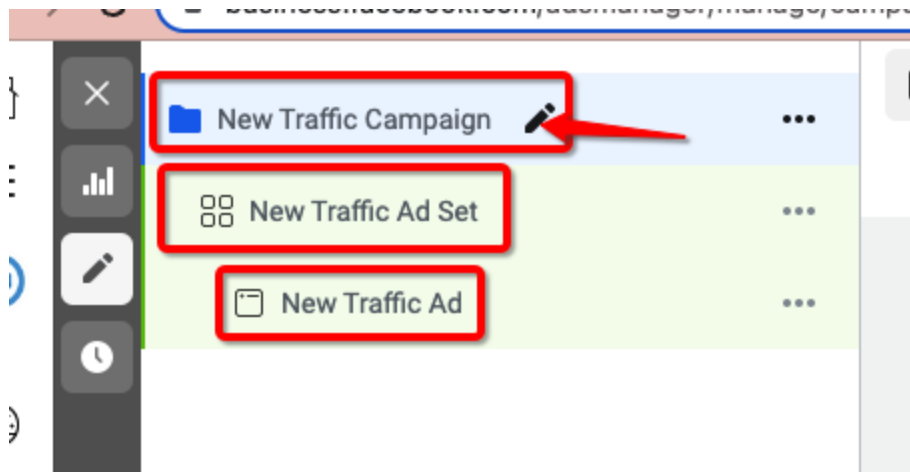
- Link clicks ⓘ
- Landing page views ⓘ
- Messenger and WhatsApp ⓘ

Name your campaign • Optional

[Learn more](#) Cancel **Continue**

Name all three ad parts the same name (company name - ie. PMI Georgia)

Click the pencil icon next to each name area



In the first section, you will change the special ad categories to HOUSING

The screenshot shows the Facebook Ads campaign setup interface. On the left, a sidebar lists three 'PMI Georgia' campaign entries, with the top one highlighted in blue and circled in red. The main content area is titled 'PMI Georgia' and shows the following settings:

- Campaign name:** PMI Georgia (with a 'Create template' link).
- Special Ad Categories:** Declared as related to credit, employment or housing, or about social issues, elections or politics. A 'Categories' dropdown menu is highlighted in red and set to 'Housing'.
- Countries:** United States.
- About this category:** Includes expandable sections for 'How declaring this category helps' and 'Special Ad Category requirements'.
- Campaign details:** Buying type is 'Auction' and Campaign objective is 'Traffic'. A 'Show more options' link is present.
- A/B Test:** A toggle for 'Create A/B Test' is currently off.
- Campaign Budget Optimization:** A toggle is currently off.

Click Next

In the next section, you will change:
-Budget & Scheduling (change to the DAILY budget)

Change/add to the detailed Targeting:
Add in PROPERTY MANAGEMENT & REAL ESTATE INVESTING

The page will look like this (majority will already be preselected):

Ad set name

PMI Georgia [Create template](#)

Conversion

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

Website
Send traffic to your website.

App
Send traffic to your app.

Messenger
Send traffic to Messenger.

WhatsApp
Send traffic to WhatsApp.

Calls
Get [people](#) to call your business.

Dynamic creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

Optimization & delivery

Optimization for ad delivery

Link clicks ▾

Cost per result goal (optional)

\$X.XX

Meta will aim to spend your entire budget and get the most link clicks using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options ▾](#)

Budget & schedule

Budget

Daily Budget USD

You'll spend up to \$12.50 on some days, and less on others. You'll spend an average of \$10.00 per day and no more than \$70.00 per calendar week. [Learn more](#)

Schedule

Start date

Audience

Define who you want to see your ads. [Learn more](#)

[Create new audience](#)




Use saved audience ▾

Custom audiences

[Create new](#) ▾

🔍 Search existing audiences

Exclude

 When using a Custom Audience, be sure that your audience selections do not discriminate against people based on certain personal characteristics.  

Locations

Location:

- United States

Age

18 ▾

65+ ▾

Gender

All Men Women

Detailed targeting

Include people who match ⓘ

[Interests > Additional interests](#)




Property management

Real estate investing

🔍 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Narrow Audience

 Some detailed targeting options, which may include demographics, behaviors or interests, are unavailable. Excluding any detailed targeting selections is unavailable.  

Languages

All languages

[Show more options](#) ▾

Placements [Learn more](#)

Automatic placements (recommended)
Use automatic placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▾

Close ✓ All edits saved Back Next

Click Next

On the third section,


Change the FACEBOOK PAGE to the correct page:
If they have a linked Instagram page, it will appear below as well

Ad name


PMI Georgia [Create template](#)

Identity

Facebook Page

 PMI Georgia ▾

Instagram account ⓘ

 pmigeorgia ▾

Branded content
Opt in to Branded Content tools. If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Ad set up:

- Manual Upload
- Single Image or video

Ad setup

Create ad ▼

Creative source
Choose how you'd like to provide the media for your ad.

Manual upload
Manually upload images or videos.

Catalog
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Format
Choose how you'd like to structure your ad.

Single image or video
One image or video, or a slideshow with multiple images

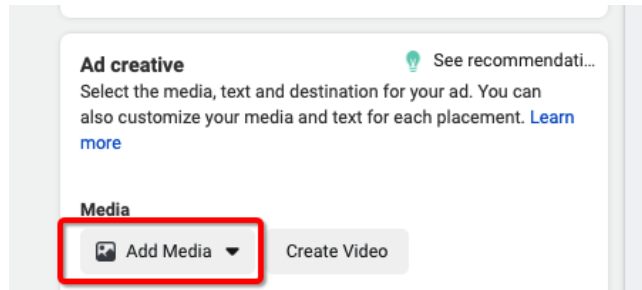
Carousel
2 or more scrollable images or videos

Collection
Group of items that opens into a fullscreen mobile experience

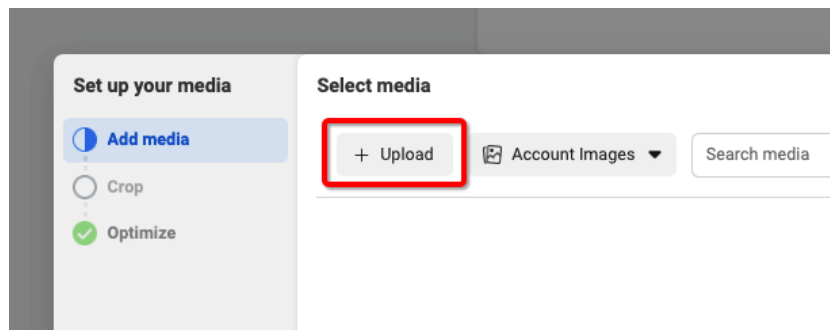
Standard enhancements (recommended) ↗
We will apply a basic set of enhancements to optimize your ad creative and improve performance. [See how it works](#)

Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn more](#)

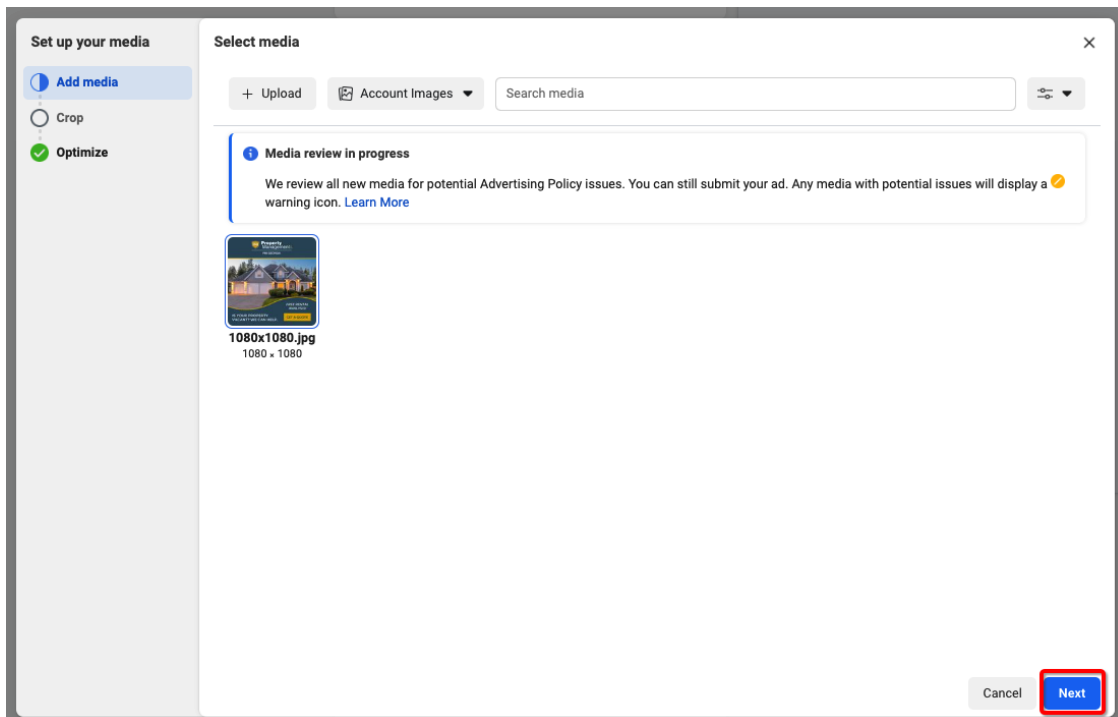
Ad Creative:
Add Media



+Upload



Find image saved on your computer (must be the 1080x1080 size image)



Click next - it will then show you multiple image sizes/placements - make sure they all show the entire image

Set up your media

- ✓ Add media
- Crop
- ✓ Optimize

Select media crop for placements

We evaluated your image and cropped it to fill the placement when we think it may perform better. You can edit these crops or upload new media for each placement by hovering over the image.

Feeds, In-stream videos, Overlay ads in reels

- Original (recommended)
- 1:1

Stories and Reels, Apps and sites

- Original
- 9:16 (recommended)

Right column, Search results, Instant articles

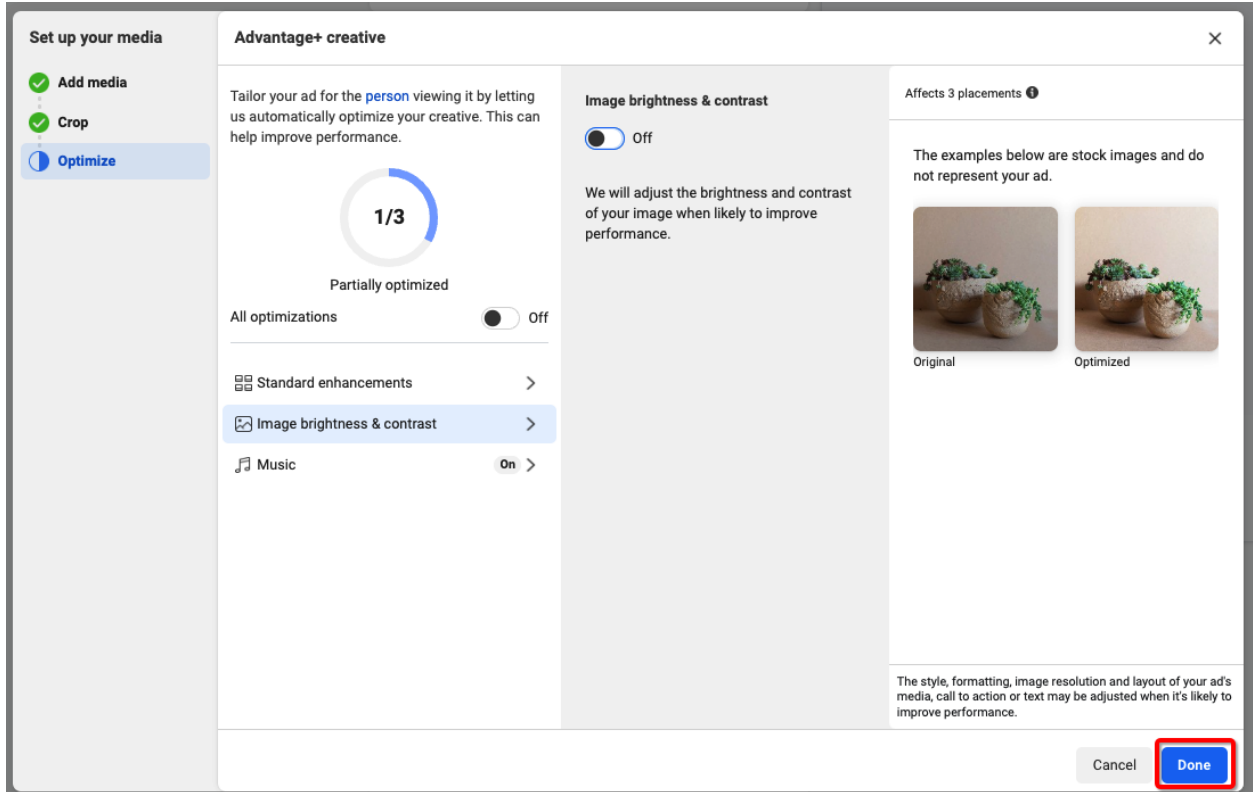
- Original
- 1.91:1 (recommended)

Cancel **Next**

Click Next

No need to change the image brightness & contrast or the standard enhancements

Click DONE



Next you will enter in the Ad Creative Text

Ad creative

Fill Out the following. A lot of this will be creative from YOU & the SITE

- Primary Text
- Headline
- Website URL (this will be the main PM page + tracking code!
(<https://www.pmigeorgia.com/atlanta-property-management?tcid=FacebookAds>)
- Call to action (can be learn more, contact us, or get quote)

Primary text ⓘ
Stress free Atlanta Property Management. Let PMI Georgia manage your Atlanta rental property. Schedule your FREE consultation or enter your information & receive a FREE comprehensive report about your rental property & your neighborhood! 🏡

+ Add another option

Headline
Atlanta Property Management

+ Add another option

Description · Optional
Include additional details

+ Add another option

Optimize text per person
Disabled

Destination

Website

Facebook Event

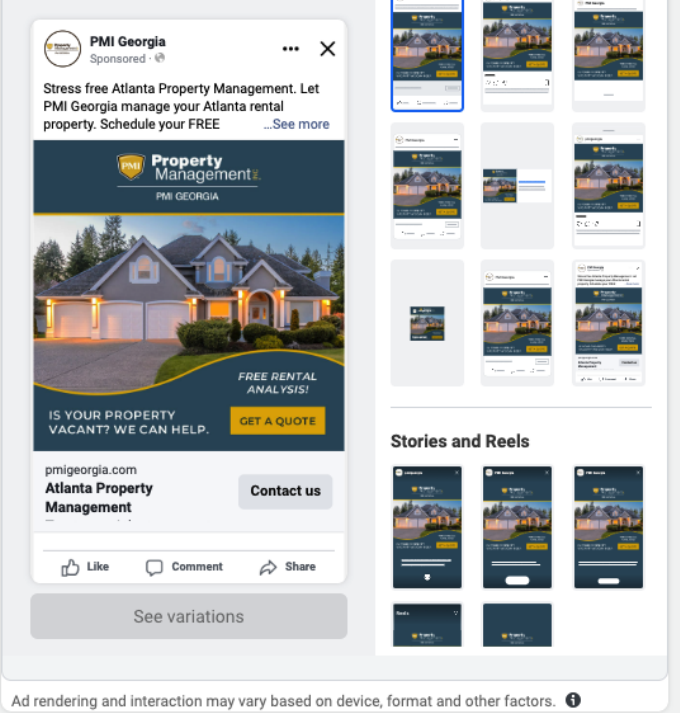
Website URL
<https://www.pmiatlanta.com/atlanta-property-management?tcid=FacebookAds> Preview URL

Build a URL parameter

Display link · Optional
Enter the link you want to show on your ad

Call extension
 Show call extension on your website

Call to Action ⓘ
Contact us



You will also see the ad preview on the right side of the page

Fill out the URL parameters to ?tcid=FacebookAds

Then click on SET UP under the website events

Languages

Add your own translations or automatically translate your ad to reach people in more languages. [Learn more](#)

Add languages

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events ⓘ

Set Up

App events

Offline Events

Facebook will use the following offline event set for tracking and data upload:

● Default Offline Event Set For Property Manager ...
Offline Event Set ID: 700300126833023 **AUTO**

[Manage Events Manager Datasets](#)

URL parameters · Optional

?tclid=FacebookAds

[Build a URL parameter](#)

This is to set up the Tracking Pixel

Enter in the website URL and click Continue



Track Website Conversions Using Pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn more](#)

Pixel name

31

PMI Georgia's Pixel

Check your website for easy set up options

https://www.pmigeorgia.com/

To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Center](#) to learn more about sensitive data.

By continuing, you agree to the [Meta Business Tools terms](#)

[Give Feedback](#)

[Continue](#)

Set Up the Pixel Now

Your Pixel Isn't Ready to Use Yet



Are you ready to set up your pixel?

Now that you've created a pixel, you need to implement some code on your website to make your pixel work.



Continue What I Was Doing

You can set up your pixel later in the Pixels section of Ads Manager.



Set up the Pixel Now

Complete the process of installing your pixel now.

[Give Feedback](#)

Ad rendering and interact

Manually add pixel code to website

Connect Website Activity Using Pixel



Choose how you want to install the pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)



Add code using a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)

Best for: Sites using a CMS, minimal technical support needed



Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

Best for: Custom sites, some technical support needed



Email instructions to a developer

If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.

Best for: No current access to website code base

[Give Feedback](#)

Cancel

Copy code to clipboard

Install Pixel ✕

1 2

Install Base Code Add Event Code

The pixel is a snippet of JavaScript code that is added to the header section of your website. The pixel has two parts, the base code and the event code.

1 Install base code on website

Copy and paste the pixel code into the bottom of the **header section** of your site, just above the `</head>` tag. Install the base code on every page of your website. [Learn More](#)

```
<!-- Meta Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '792876015053921');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Meta Pixel Code -->
```

Open up ATOM and enter code into the HEAD of EACH & EVERY template (make sure its the last item in the head)

Open each template and enter the code into the head

```

14     })(window,document,'script','dataLayer','GTM-5F3RPN4');
```

```

15     <!-- End Google Tag Manager -->
16     <meta property="og:image" content="https://www.pmigeorgia.com/images/social-sharing.png" />
17     <script>(function(w,d,t,r,u){var f,n,i:w[u]=w[u]||[],f=function(){var o={ti:"148025049"};o
18     <!-- Meta Pixel Code -->
19     <script>
20         !function(f,b,e,v,n,t,s)
21         {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
22         n.callMethod.apply(n,arguments):n.queue.push(arguments)};
23         if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
24         n.queue=[];t=b.createElement(e);t.async=!0;
25         t.src=v;s=b.getElementsByTagName(e)[0];
26         s.parentNode.insertBefore(t,s)}(window, document,'script',
27         'https://connect.facebook.net/en_US/fbevents.js');
28         fbq('init', '792876015053921');
29         fbq('track', 'PageView');
30     </script>
31     <noscript></noscript>
34     <!-- End Meta Pixel Code -->
35 </head>
36 <body>
37 <!-- Google Tag Manager (noscript) -->
38     <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-5F3RPN4"
39     height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
40     <!-- End Google Tag Manager (noscript) -->
41     {% snippet name="amp-header" %}
42     <div id="main">

```

SAVE after you enter code into each template

After you have copied the code to ATOM and saved, go back to Facebook Ads

Enter in the URL to test the code

2 Turn on Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)

Turn on

3 Test the base code

Make sure your pixel base code was added correctly by sending test traffic to your site. If the status is shown as **Active**, your code has been installed correctly. This process may take several minutes. [Learn More](#)

● No Activity Yet

[Send test traffic](#)

[Back](#)

[Give Feedback](#)

[Email Instructions](#)

[Continue](#)

Click Send Test Traffic

It will open up the URL you entered in - go back to the Facebook Ads page & make sure it says active - click continue

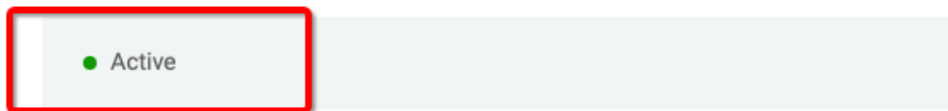
2 Turn on Automatic Advanced Matching

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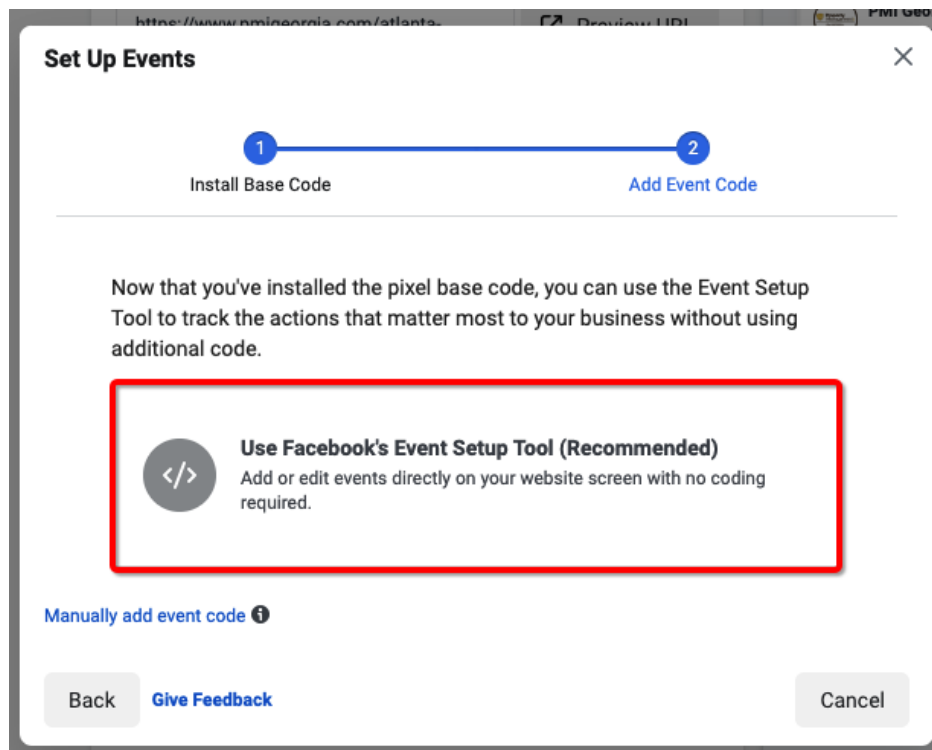
Turn on

3 Test the base code

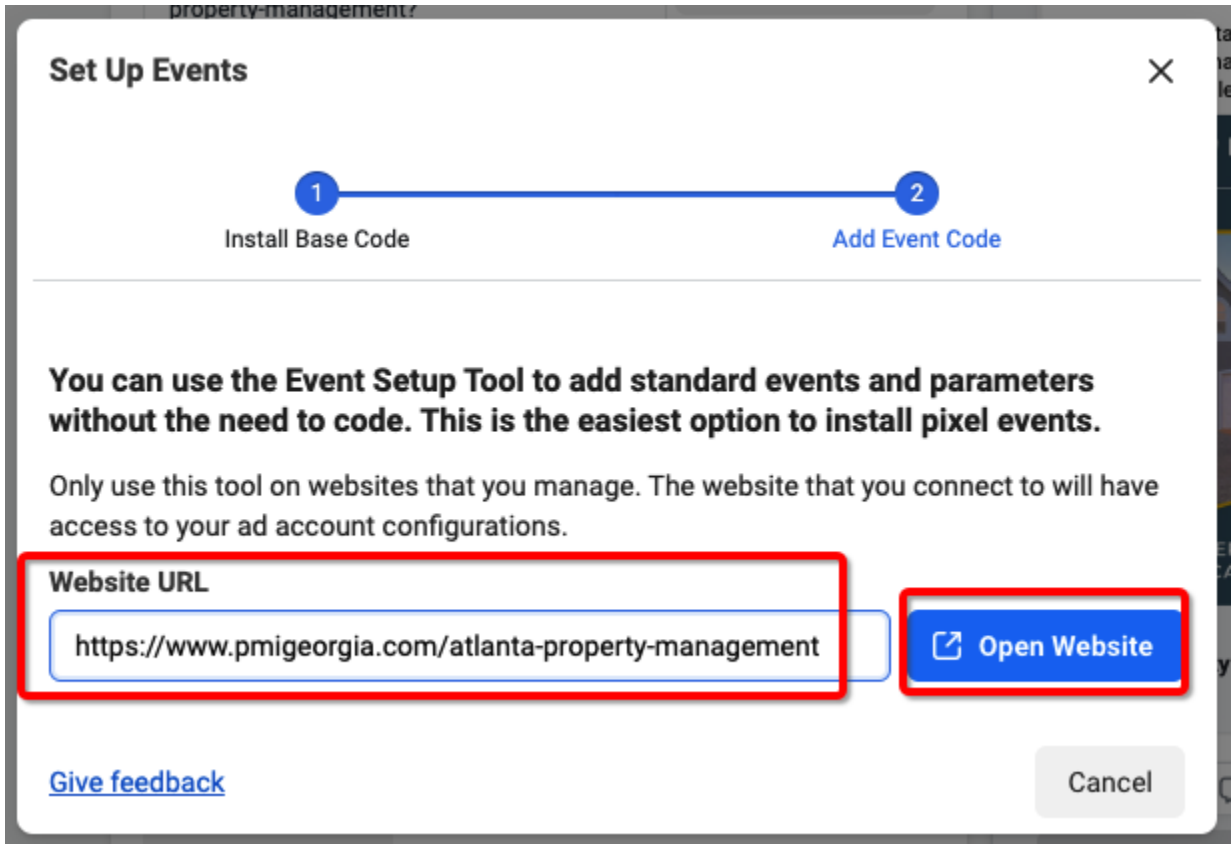
Make sure your pixel base code was added correctly by sending test traffic to your site. If the status is shown as **Active**, your code has been installed correctly. This process may take several minutes. [Learn More](#)



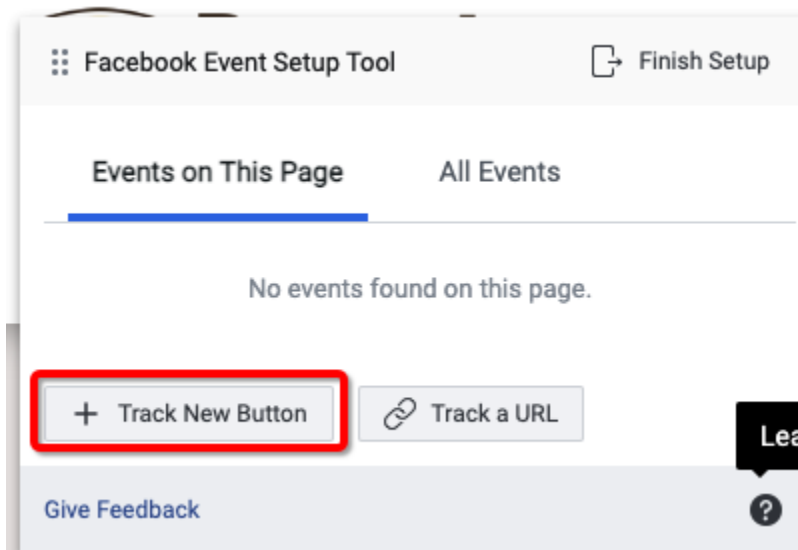
Click Use Facebook's Event Setup Tool



Enter in the website URL (the pm page we would be sending the user to) and click open website



Click +track new button



Click the two submit buttons on the AMP form (if they have it) and the form submissions submit

Enter your info and receive a FREE comprehensive report about your property and your neighborhood!

Enter your rental property address

[View Sample Report](#)

SUBMIT

Schedule Your Free Consultation

Owner or Renter? *

I'm an Owner I'm a Renter I'm a Vendor

Name *

Email *

Phone *

Address

Describe your property management goals

SUBMIT

You will then change the event to Lead & click Don't Include Value

Set Up Event

Select the event type you'd like to track.

Lead

Include Value and Currency
Use price and currency data to measure and improve your return on ad spend.
Learn More

Value

Choose value on page

Don't include value

Currency

USD

Add Content ID and Content Type

Cancel Confirm

OUR PROPERTIES | OWNERS | RESIDENTS | REFERRALS | OUR OFFICE | BLOG

APPLY ONLINE SCHEDULE CONSULTATION

Enter your info and receive a FREE comprehensive report about your property and your neighborhood!

Enter your rental property address SUBMIT

View Sample Report

NOTE: You will only be able to track one submit button - but both will be tracked!

Next, you will click finish set up

Facebook Event Setup Tool

Finish Setup

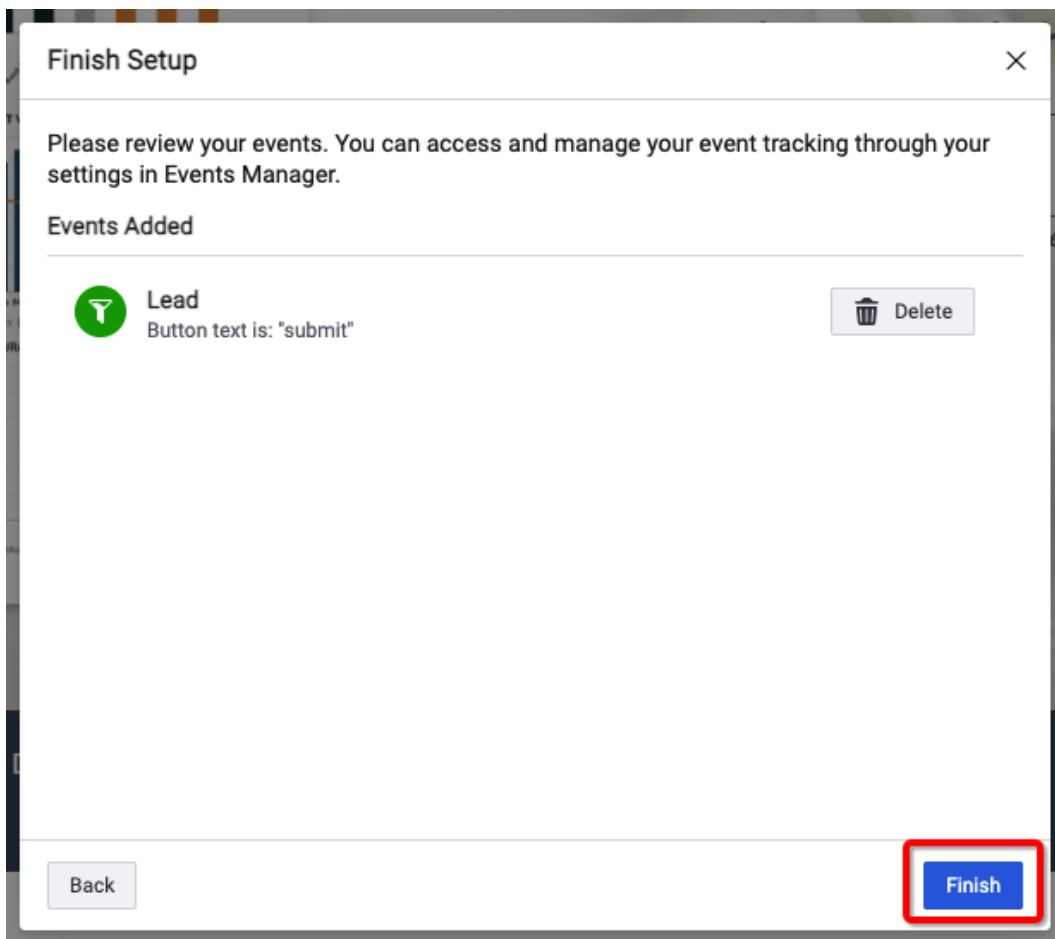
Events on This Page All Events

Lead
Button text is: "submit"

+ Track New Button Track a URL

Give Feedback

Click finish



It will then take you back to the facebook business page

Click on website events - make sure it goes to the correct account you just set up

It will tell you that it is not active - this is because you just added it

Make sure the URL parameters have the ?tcid=FacebookAds

Click Publish

Tracking
Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events

PMI Georgia's Pixel
Pixel ID: 792876015053921

⚠️ Your Meta Pixel Is Not Active
Check your pixel settings in Events Manager to make sure you've set it up correctly.
[Learn more](#)

App events

Offline Events
Facebook will use the following offline event set for tracking and data upload:

Default Offline Event Set For Property Manager ...
Offline Event Set ID: 700300126833023 **AUTO**

[Manage Events Manager Datasets](#)

URL parameters - Optional
?cid=FacebookAds
[Build a URL parameter](#)

pmigeorgia.com
Atlanta Property Management [Contact us](#)

Like Comment Share

See variations

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close ✔ All edits saved Back Publish

You are FINISHED!!

Make sure to add this to your billing spreadsheet and finish the build checklist in Monday!