



Unleashing your First Ad Campaign

Lesson 5 of Facebook Ads for Haunted Houses

Facebook Ads for Haunted Houses

Our goal is to **sell more tickets while spending less money** on ads by making them more effective.

1. The dark magic behind Facebook Ads.
2. Summoning your Facebook Ad accounts.
3. Stop bleeding money with Ad Tracking.
4. Crafting ads with killer appeal.
5. Unleashing your first ad campaign.

** Advanced topics will be covered in another course.*



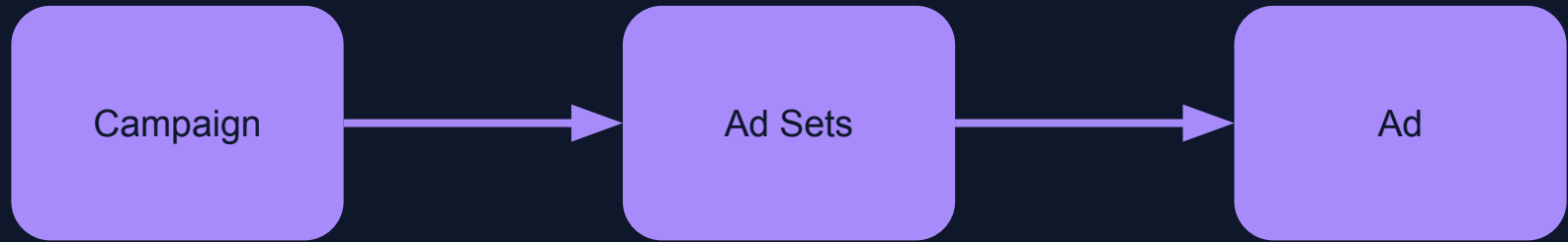
Part 4

Unleashing your first ad campaign

Setting up your ads

1. The anatomy of an ad campaign.
2. Setting up your campaign and ad sets.
3. Setting up your ad.
4. Measuring your ads performance.

The anatomy of an ad campaign



The anatomy of an ad campaign



Objective
Campaign Budget
Bid Strategy

The anatomy of an ad campaign



Campaign

Ad Sets

Ad

Objective

Campaign Budget

Bid Strategy

Conversion & Tracking

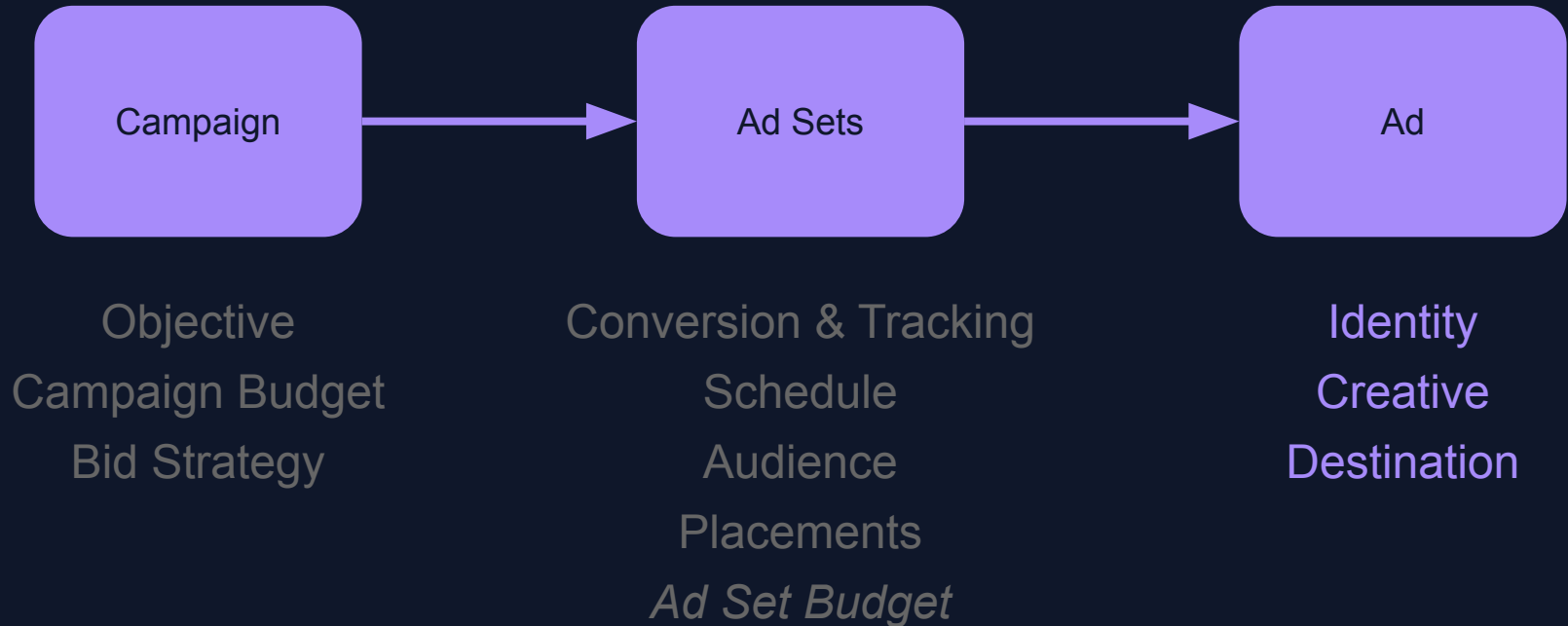
Schedule

Audience

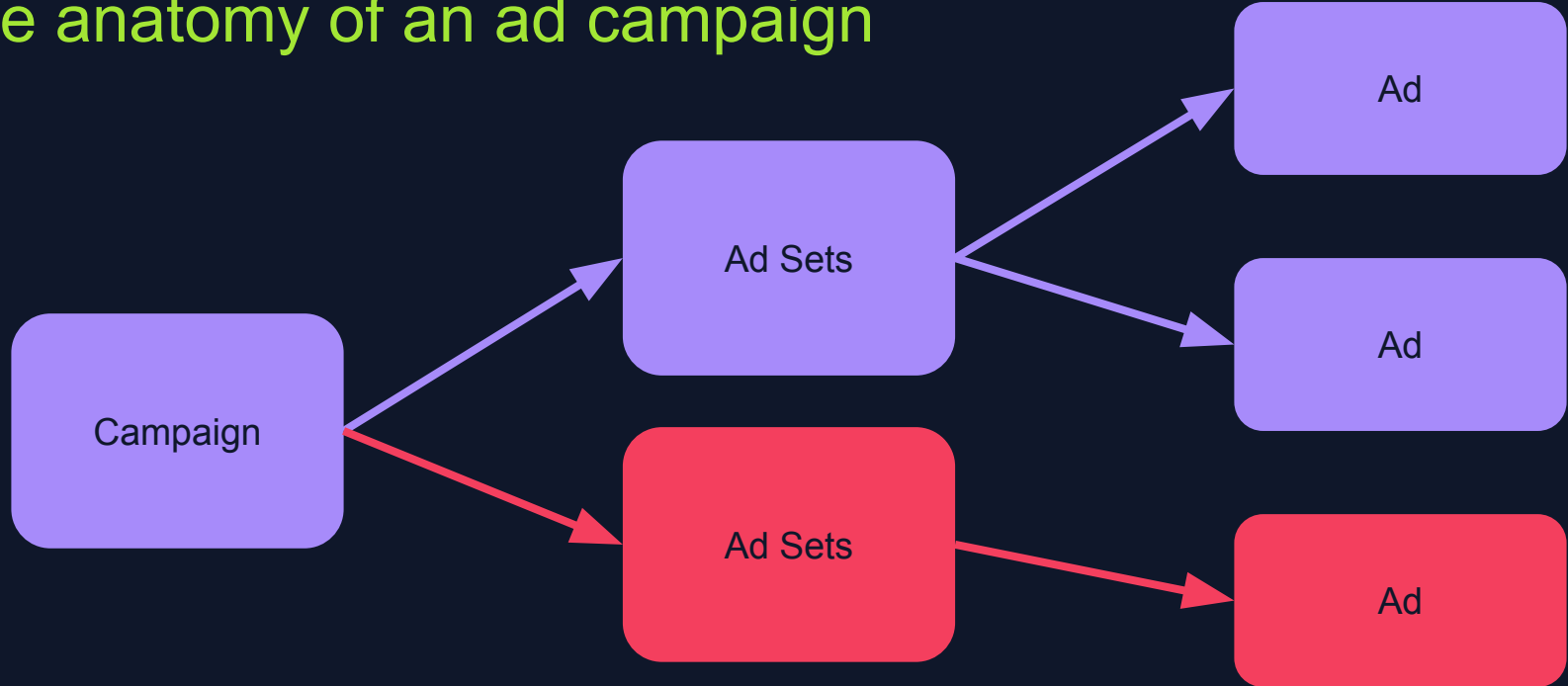
Placements

Ad Set Budget

The anatomy of an ad campaign



The anatomy of an ad campaign



Why use multiple ad sets?

Since Ad Sets contain the **schedule**, you can use these to separate your Early Season, Mid Season, and Late Season ads.

Why use multiple ads in ad sets?

Testing **different creative or conversion locations** (such as your website vs. your ticketing platform).

To keep it simple, start with one ad set and one ad.

Account Overview F Forsaken Souls Ads (2573...)


Forsaken Souls Ads
0 active campaigns

Amount spent in last 7 days: **\$0.00** | 0% spent in learning phase

Automate your workflows with Manus AI

Manus is your new AI work partner that can perform tasks for your business like gathering insights, generating reports and more.

[Try it now](#)



100
points

Opportunity score 0

You applied all recommendations, which are proven to help improve performance.


[Set up auto-apply](#)

[How you earn points](#)

Optimize your campaigns with auto-apply

Save time and stay optimized by automatically applying the most impactful performance recommendations.

[Set up now](#)



[Available](#) [Dismissed](#)

Sort by personalized

<https://adsmanager.facebook.com>

What now?

WAIT! Success doesn't happen overnight, Facebook needs time to learn!

Keep an eye on your campaign!

You can measure the success of your advertisement in the “Campaigns” tab of Ads Manager, looking at things like “Return on Ad Spend” (ROAS) or Cost per Result.

More advanced topics will be covered in future courses! Make sure you sign up for notifications at <https://www.ScaryGood.com/courses>

Check out ScaryGood.com Ticketing!

Perfect Ad Tracking

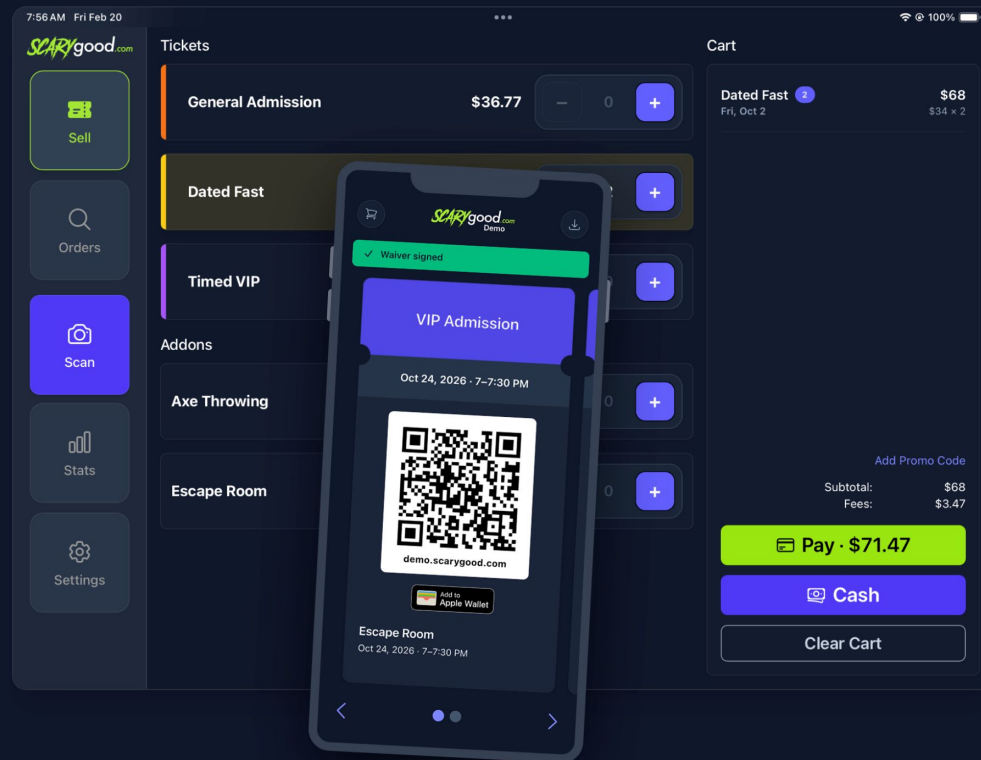
ScaryGood's Ad Tracking is set up correctly from the start, so it sells more tickets by helping Facebook learn who buys them.

Better Guest Experience

A checkout flow that increases sales and can be completed in seconds, a fast box office, and the industries least expensive fees.

<https://scarygood.com>

<https://demo.scarygood.com>



Thank you!

ScaryGood.com/courses/facebook

Like this course? Sign up for notifications.

Share it with your haunt friends!