

Create Marketplace Sponsored Stories in 5 easy steps

Step 1 Go to <http://www.facebook.com/ads/create>

Step 2 Select the Destination you want to promote

In the 'Destination' drop-down menu, please select the Page, Place, App or Domain that you want to promote using Sponsored Stories. If you want to promote stories coming from your Domain, you will first need to claim your Domain. This process should take your developer about five minutes to complete and simply involve adding tags to the header of your webpage. Claiming your Domain will also allow you to get access to [Insights for Domains](#), a Facebook dashboard providing detailed analytics about the people who interact with content on your website. To claim your domain, please click [here](#) and follow the instructions under "Claiming a Domain".

facebook

Search

Advertise on Facebook

1. Design Your Ad [Design Your Ad FAQ](#)

Destination: Facebook Marketing Solutions [?]

Type: External URL
Pages
Facebook Insights
Facebook Marketing Solutions
Places
TCHETINE Boutique

Destination Tab: Default [?]

Title: Facebook Marketing Solutions [?] 25 characters left

Body: [?] 135 characters left

Image: [?] [Browse...](#)

Preview:

Facebook Marketing Solutions

Your body text will go here.

facebook

Like · Fidi Simo likes this.

Step 3 Select the type of stories you want to promote

The screenshot shows the Facebook 'Advertise on Facebook' interface. At the top, there's a search bar and navigation icons. Below that, the 'Advertise on Facebook' header is visible. The main section is titled '1. Design Your Ad' with a link to 'Select Existing Creat'. The form contains several sections:

- Destination:** A dropdown menu set to 'Facebook Marketing Solutions' with a help icon [?].
- Type:** Two radio button options: 'Sponsored Stories' [?] (selected) and 'Facebook Ads' [?].
- Story Type:** Three radio button options: 'Page Like Story' [?] (selected), 'Page Post Story' [?], and 'Page Post Like Story' [?].
- Preview:** A preview box showing a user profile picture, the text 'Fidji Simo likes Facebook Marketing Solutions.', a flag icon, the 'Facebook Marketing Solutions' logo, and a 'Like' button.

Under 'Type', please select 'Sponsored Stories'. The type of Sponsored Stories that you will be able to select under 'Story Type' will vary:

- **For a Page**, you will be able to choose a Page Like Story, a Page Post Story or a Page Post Like Story
- **For a Place**, you will be able to choose a Page Like Story, a Page Post Story, a Page Post Like Story or a Check-in Story
- **For an App that is a Game**, you will be able to choose an App Share Story or a Game Played Story
- **For an App that is not a Game**, you will be able to choose an App Share Story or an App Used Story
- **For a Domain**, you will only be able to select a Domain Story

In order to create several types of Sponsored Stories, you have to go through the create flow each time you want to create a new type.

Step 4 Select your targeting criteria

Sponsored Stories are targeted to people who are eligible to see the story in their News Feed. You can narrow down your target audience further using the same targeting options that are available for Marketplace Ads. For more information about these targeting criteria, please visit the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing/>

! Please be aware that using additional targeting options will reduce your reach.

The screenshot displays the Facebook Ad Targeting interface. It includes sections for Location, Demographics, Likes & Interests, and Connections on Facebook. The Location section shows 'Country' set to 'United States' with options for 'Everywhere', 'By State/Province', and 'By City'. The Demographics section shows 'Age' set to '18 - Any' and 'Sex' set to 'All'. The Connections on Facebook section shows 'Connections' set to 'Anyone'. An 'Estimated Reach' box on the right indicates 30,178,980 people, with criteria: who live in the United States, age 18 and older, and whose friends are already connected to Facebook Marketing Solutions. A 'Show Advanced Targeting Options' link is at the bottom.

Step 5 Set up your campaign budget, pricing and scheduling

You can set up your campaign budget, pricing and scheduling for Sponsored Stories the same way you would for Marketplace Ads. You can learn more about it by visiting the Guide to Facebook Ads at <http://www.facebook.com/adsmarketing/>.

Recommendation: Increase organic actions

Sponsored Stories depend on the amount of organic actions people take with your Page, Place, App or Domain. Therefore, we recommend that you use both Sponsored Stories and Facebook Ads. Your ad campaign will increase the number of actions people take with your content, while Sponsored Stories will broaden the reach of those actions. Additionally, we advise you to put social plugins on prominent locations your website and give people compelling reasons to share content from your site in order to increase to number of organic stories about your business.