

The screenshot displays the MailChimp dashboard interface. At the top, there's a navigation bar with tabs for Campaigns, Templates, Lists, Reports, and Automation. A notification at the top left states, 'Your ad campaign is ready to submit. Draft ad created on Feb 1, 2017 9:00am'. On the right, there's a user profile for 'Maria Hem & Hers' and a 'Help' link. The main content area is divided into two columns. The left column, titled 'Spring arrivals', shows the campaign details for 'Hem & Hers'. It includes an 'Audience' section with a target of 'New Customers from Hem & Hers' and a 'Budget' section with a total of \$150.00. The right column shows a preview of the Facebook ad. The ad features the 'Hem & Hers' logo, the text 'Sponsored', and a main image of a woman in a black leather jacket. Below the image, the text reads 'Shop our new leather collection' and 'Stylish coats, boots, and purses.' with a 'Shop Now' button. The ad also shows engagement metrics: 47 likes, 7 comments, 9 shares, and 2.3k views.

Late last month MailChimp announced that its users can [create Facebook ads through its dashboard](#). This new capability allows users to target Facebook ads to their MailChimp contacts lists without switching back and forth from one platform to the other.

Although creating Facebook ads on MailChimp is a similar process to creating ads on Ads Manager, MailChimp's platform offers less capabilities. For instance, it doesn't offer Facebook's ad objectives, and it doesn't allow you to create certain [Facebook ad formats](#). Here are the main differences between creating ads on MailChimp and Ads Manager:

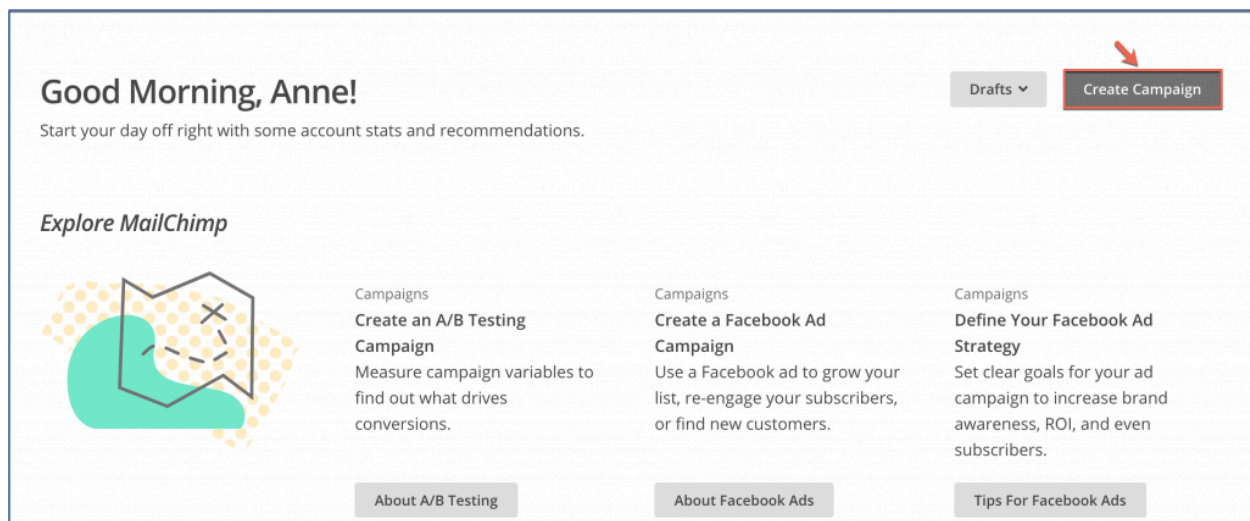
1. You can only choose [automatic placements](#).
2. You can only create [page post ads](#) using either the [single image](#) or the [carousel format](#).

3. You can't use Custom Audience and Facebook's detailed ad targeting options.
4. You can't place ads on [Instagram](#), Instagram Stories, and [in-stream videos](#).

If these difference don't bother you, then you can start your own Facebook ad campaign through MailChimp. Here's how.

Step 1: Click “Create Campaign”

Click the “**Create Campaign**” button located on the upper right corner of the screen.



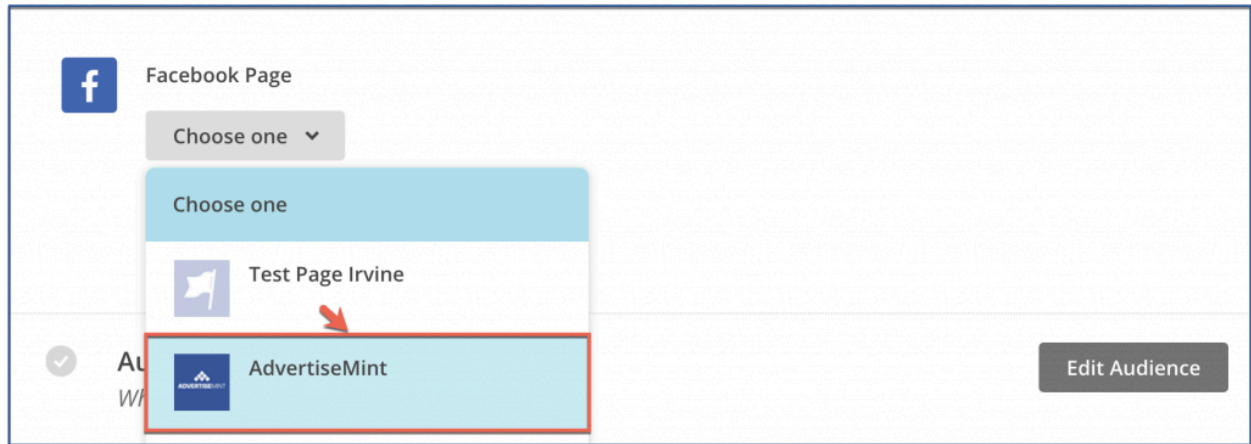
Step 2: Name and choose your campaign

Next, name your campaign. Then choose your campaign type. Since you're creating a Facebook ad, choose “**Facebook ad**.”



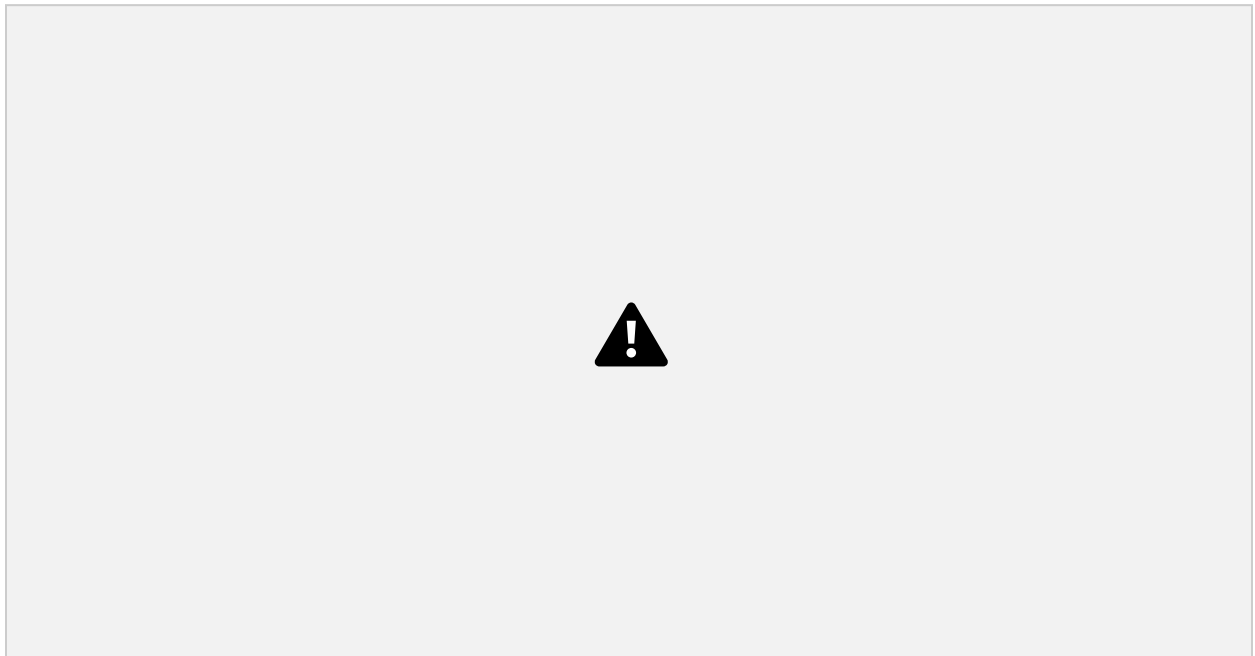
Step 3: Choose a Facebook page

Choose the Facebook page that you want to be associated with your ad.



Step 4: Choose your audience

You can choose your contact list as your audience. This means MailChimp will show your ad to people who are in your contact list.



After you choose your list, you must choose your contact type. You can choose to show your ad to people who are subscribed, unsubscribed, or not subscribed.

Subscribed: If you want a higher chance of getting conversions, choose this option. Those who are subscribed are high-interest customers because they are evidently interested in your business. If they weren't, they would have unsubscribed.

Unsubscribed: If you want to draw the customers you lost back to your business, then choose this option.

Not Subscribed: If you want to encourage customers to subscribe to your business, this is the best option.



If, however, you want to expand your current customer list, then choose the option “**People similar to your list contacts.**” When you choose this, MailChimp will show your ad to people who share similar interests, behaviors, and demographics to your current customers from your contact list. With this option, you will need to choose the country you want your ad to appear in.

✓

Audience

Who should see this ad?

Contacts on a list

Engage your list members

List must be at least 100 contacts

People similar to your list contacts ✓

Engage similar audiences

List must be at least 500 contacts

People with interests you define

Engage unique audiences

List

AdvertiseMint Subscribers ▼

Segment

Unsubscribed contacts ▼

Country

USA ▼

We'll find a similar audience in this country.

☐ Include your list contacts as part of your audience

If you want to show your ad to an audience that isn't in your contact list and that doesn't share similarities to your current customers, then choose **“People with interests you define.”**

✓ **Audience**

Who should see this ad?

Contacts on a list
Engage your list members
List must be at least 100 contacts

People similar to your list contacts
Engage similar audiences
List must be at least 500 contacts

People with interests you define ✓
Engage unique audiences

Located in

USA ▼

Refine your audience

Gender: All Women Men Age range: 25 ▼ - 65+ ▼

Interests:

facebook advertising × Business × Business and industry × Advertising ×
Digital marketing × Digital Advertising × Online advertising ×

Add keywords to refine your audience by likes, shares, and other activity

Save [Cancel](#)

With this option, you must define your audience's gender, age, and interests.

Step 5: Create your budget

When you create your budget, you must also set your schedule. That is, you must choose how long you want your ad to run. Next, you must indicate how much money you want to spend during your campaign. In the example below, the budget is set to a maximum of \$100 for a week-long campaign.


✓

Budget

How long should your ad be published?

Start

Apr 10, 2017



at

12:00

▼

am

pm

End

in one week

▼

Apr 17, 2017, 12:00 PM

Total budget
Your ad will be optimized to spend your budget towards clicks.

\$ 100

Minimum budget is \$35.00 (\$5.00 per day)

Save

[Cancel](#)

Step 6: Write your copies

In this section you must write copies for your ad. Remember to keep your message concise: get to the point quickly by only including the most important part of your message. Your landing page will provide more details.



Content

What do you want to say?

Message

Save time and money—let us help you with your Facebook ads



Card

Link to

Required

<https://www.advertisemint.com/>

Title

5 characters remaining

Button

The #1 Advertising Agency

Contact | ▾

Description

99 characters remaining

Need help managing your Facebook ads? We can help.

Save And Close

Once you're done creating your ad, you will get a preview of your creation.



AdvertiseMint

Sponsored · 

 Like Page

Save time and money—let us help you with your Facebook ads



The #1 Advertising Agency

Need help managing your Facebook ads? We can help.

ADVERTISEMINT.COM

Contact Us

 Like

 Comment

 Share

Step 7: You're done!

Once you're satisfied with your ad, you can scroll up and click "**Submit ad**" located on the upper right corner of the page. After submission, MailChimp will send your ad to Facebook for a review. If approved (MailChimp will notify you via email), your ads will start running, and you'll be able to view your ad's performance under the Reports section of your account.

Campaigns Templates Lists Reports Automation


6 Anne AdvertiseMint Help

✓ Your ad campaign is ready to submit!
Draft ad created on Mon, Apr 10, 2017 11:36 am

Submit Ad

Facebook Advertising

[Edit name](#)



Facebook Page
AdvertiseMint

Edit Page

✓ Audience

Show to people on Facebook.

Refine audience to:
Include everyone
Age range is 25 - 65
Location is USA
Interested in facebook advertising, Business, Business and industry, Advertising, Digital marketing, Digital Advertising, Online advertising

Edit Audience

131,000,000
Estimated reach

Service Charge	\$0.00
Budget	\$100.00
Due now	\$100.00

American Express ending in 1001
Expires 10/21
[Edit](#)

AMEX

Finished up creating your Facebook Ads on MailChimp? It's time to start creating your Instagram Ads on MailChimp. Want to learn more about the other ad formats and options? Read all about [Facebook's carousel ad format](#), or check out what you can do with [messenger ads](#).

Will you create ads through MailChimp? Let us know in the comments section below and share this how-to to friends.