**How to Set Up a Facebook Ad Promoting Your MemberAssist Mobile App**

1. In your Facebook Ads Manager account, click **Create Ad** and choose **Get installs of your app** as your objective.
2. Paste your app's Google Play or Apple App Store URL into the form.

**NOTE:** You can only promote one platform at a time. Select one platform, then later repeat the process to create ads for other platforms.

**Google Play**:

<https://play.google.com/store/apps/details?id=com.bottegasol.com.migym.myvolo>

**Apple App Store**:

<https://itunes.apple.com/us/app/myvolo-memberassist/id1081353069?mt=8>

1. Select your audience to determine who will see your ads. If you have already created a Custom Audience of your facility’s members, select it now. Otherwise, use the **Create New Custom Audience** option to upload a list of your members.

**NOTE**: You’ll want to specify that your ad should only be served on mobile devices since you are promoting a mobile app.

1. Set your budget to how much you’d like to spend on your ad.
2. Upload an image for your ad. The recommended size for your image is 1,200 x 628 pixels. The suggested image ratio is 1.9:1.
3. Insert the following text, headline and link description for your ad:

Get insider access to [Facility Name] with our new mobile app. Interact, stay up-to-date, schedule classes and check in from your phone. Try it today!

**New Mobile App for [Facility Name]**

Scheduling, events, specials, member-only content and more.

1. For your Call-To-Action, select **Install Now**.
2. Click **Review Order** to check how your ad will look.
3. When you’re satisfied with your ad, click **Place Order**.