

## How to Place a Facebook Ad

**Steps to activate an advertising coupon if you have a coupon code and this is your first ad on Facebook**

<https://www.facebook.com/business/help/103748816383197>

1. Start [creating an ad](#).
2. When you're ready to make your ads purchase, click Confirm. You'll be prompted to add a payment method to your ad account so that we have one to charge if you use all of your coupon balance but continue to run ads.
3. Fill in your payment method information.
4. Select the I have a coupon to redeem checkbox.
5. Click Continue.
6. Enter the 16-digit coupon code you received (a 16-character combination of letters and numbers).
7. Click Apply and then click Continue.

Your coupon will be added to your ad account, and it'll show up in the Payment Method section of your [Payment Settings](#).

Your coupon will be charged first for advertising costs you accrue after it's been added to your account. However, it can't be used toward any costs you accrued before activating your coupon. Those costs, as well as costs you accrue after your coupon is used up, will be charged to the primary payment method of your ad account or your prepaid balance (if you use a manual payment method). Learn more about [how you'll be charged for ads when using an advertising coupon](#).