

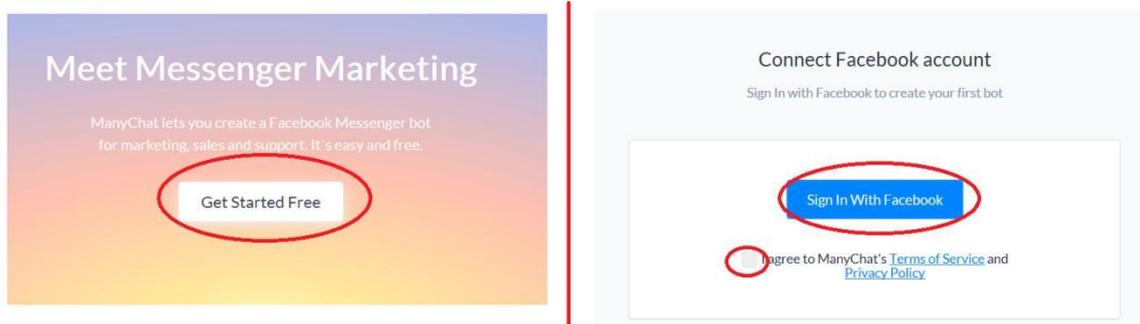
## HOW TO USE FB AD IMAGE TEMPLATE

1. Open PPT template you want to use.
2. Update the text of a template.
3. Save the file as PNG.
4. Upload PNG image as your Facebook Ad Image.

## HOW TO INSTALL AND ACTIVATE A MANYCHAT FLOW (AND CREATE A GROWTH TOOL FOR YOUR FACEBOOK ADS)

### STEP 1 - Set up ManyChat

Go to <https://manychat.com>, click on “Get Started Free” button and in the opened page, after checking “I agree to ManyChat's Terms of Service and Privacy Policy” field, click on “Sign In With Facebook” button.



You'll be redirected to Facebook to complete the sign in process. Next, you'll need to give ManyChat permissions (don't worry; it won't violate your client's privacy in any way. ManyChat needs these permissions so the bot can send automated messages.).

Once it is done, find your Facebook Page and click “Connect.”



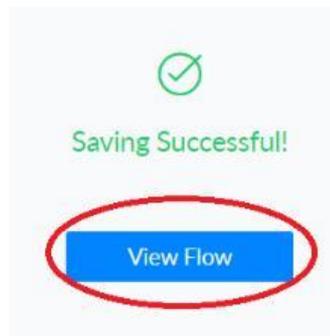
Afterward, answer several questions about the page and it will be connected to ManyChat.

## STEP 2 - Install and activate a ManyChat flow

Open a template link in your browser, in the opened page click on “Save To ManyChat” button and choose a Facebook Page you want to install flow to by clicking “Save Flow” button:



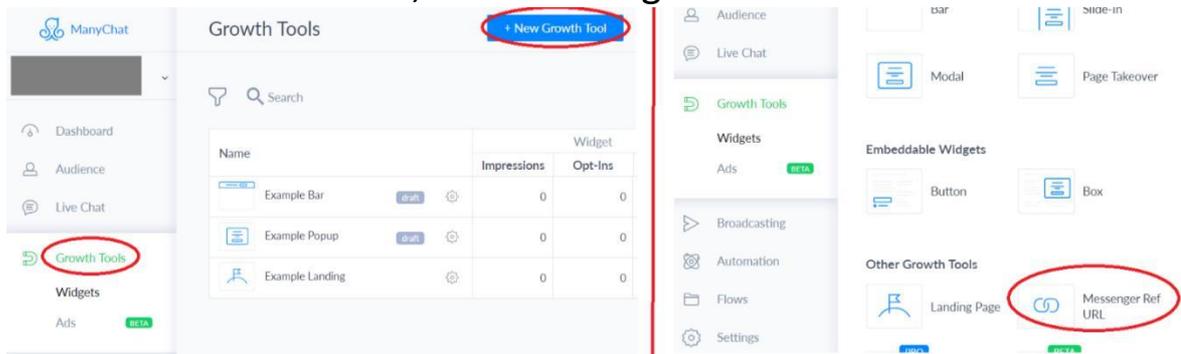
In the opened page click on “View Flow” button:



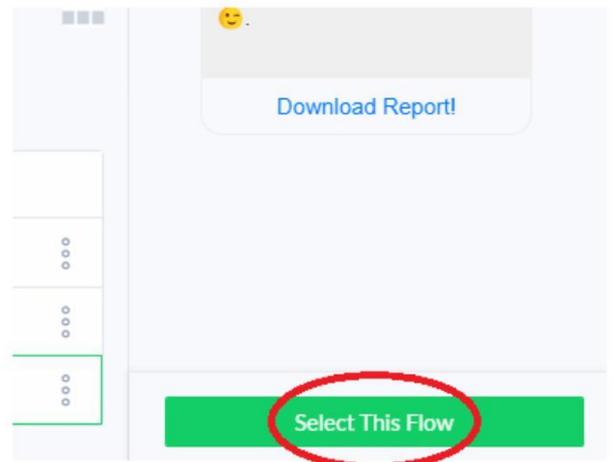
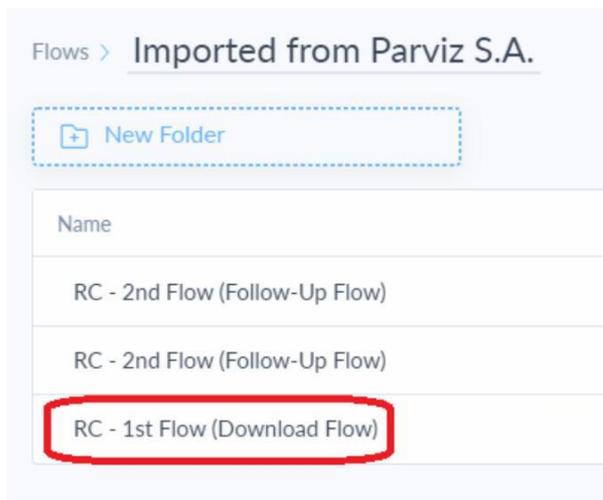
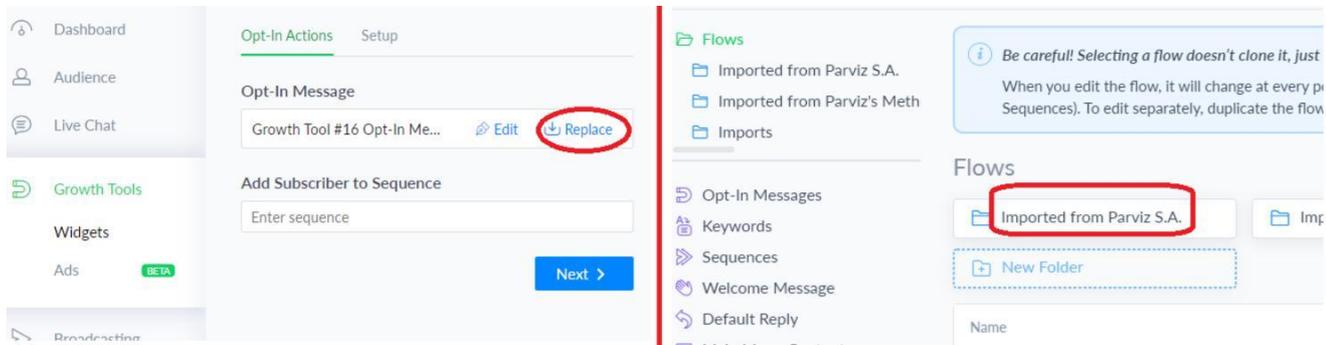
## STEP 3 - Set up the Growth Tool

Growth Tool is a widget of ManyChat that you use to subscribe visitors to your Messenger list and send subscribers to your flows. At the moment, there are thirteen types of Growth Tools in ManyChat and for the Facebook Ads we'll use one of these options, which is called “Messenger Ref URL.”

- a. Click on “Growth Tools” (in the left menu), then on “+New Growth Tool” and after, on “Messenger Ref URL”:



- b. In the opened page click on “Replace” link, click on “Imported from Parviz’s Methods” folder, find the flow and click on “Select This Flow” button:



- c. After, click “Next” button:

 Messenger Ref URL

Opt-In Actions Setup

Opt-In Message

RC - 1st Flow (Download Fl... [Edit](#) [Replace](#)

Add Subscriber to Sequence

Enter sequence

[Next >](#)

- d. Copy your “Messenger Ref URL” and save it – you’ll need this link during the creation of your Facebook Ads:

Opt-In Actions Setup

Your Messenger Ref URL

<https://m.me/300737827429743?ref=w5675406> 

[Copy URL to Clipboard](#)