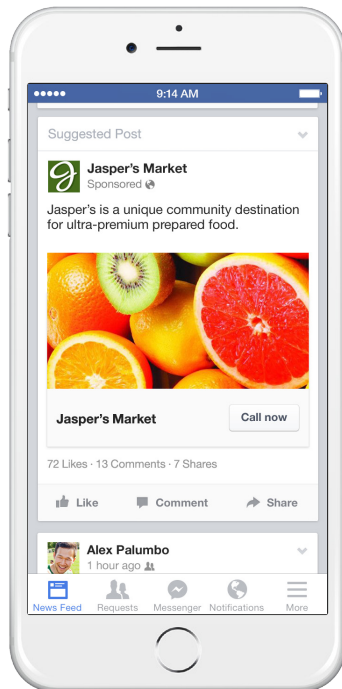# Say hello to your new customers
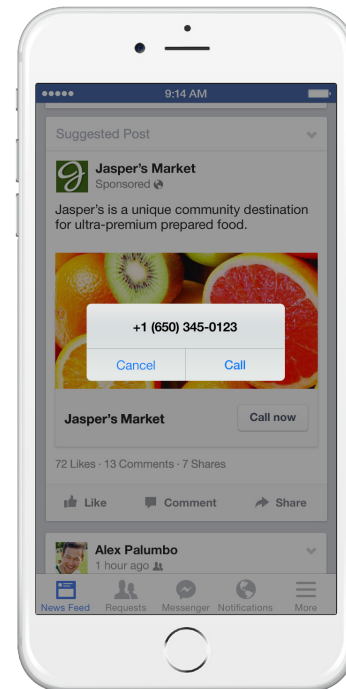
Call Now button now available on local awareness ads

Our new local awareness ads are the best way to reach people when they're near your business. And now that we've added a Call Now button, people can call you directly from their News Feed. They can make a reservation, set up an appointment or just get more information about your business, right from your ad.

How does it work?

When someone is near your business, they can see your local awareness ad in their News Feed with a Call Now button.

Clicking on the button will launch the phone's dialer with your business' number pre-filled. People can then directly get in touch with your business from News Feed.

*Premium rate numbers cannot be used

When should I use local awareness ads with the Call Now button?

Build awareness for your business

Local awareness ads are optimized for daily reach, not phone calls. Use this product if you care about building awareness for your business

Reach people nearby

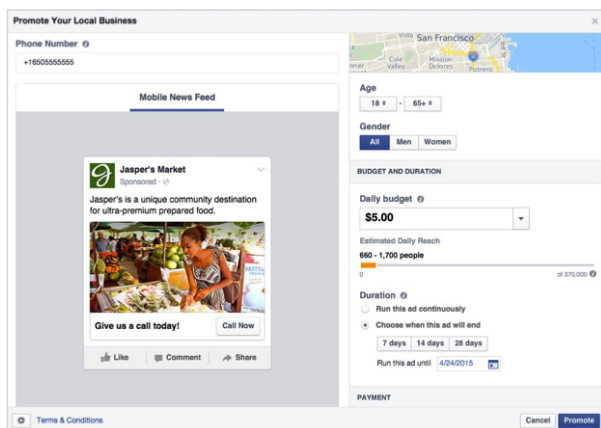Reach people near your business, allowing you to target audiences within 1 mile of your business location

Initiate phone communication

If you prefer to connect with customers over the phone, this unit makes interactions seamless

Getting Started

You can get create a local awareness ad with Call Now from three places:

- "Promote Local Business" on your Facebook Page
- Ads Create Tool
- Ads API https://developers.facebook.com/docs/reference/ads-api/guides/local-awareness

*Currently, local awareness can only be edited but not created in Power Editor. Re-marketing is not available for local awareness ads.

Data from your Call Now button can be accessed on your page or in your ads reporting. Currently, we do not offer native reporting for call duration or provide a list of caller phone numbers to advertisers.

Best Practices

Follow these creative guidelines to get the most out of your local awareness ads with Call Now

Include a special or limited time offer

Talk about scheduling an appointment or consultation in the text

Indicate that additional information is available over the phone

To learn more about local awareness ads, visit
https://www.facebook.com/business/a/local-awareness