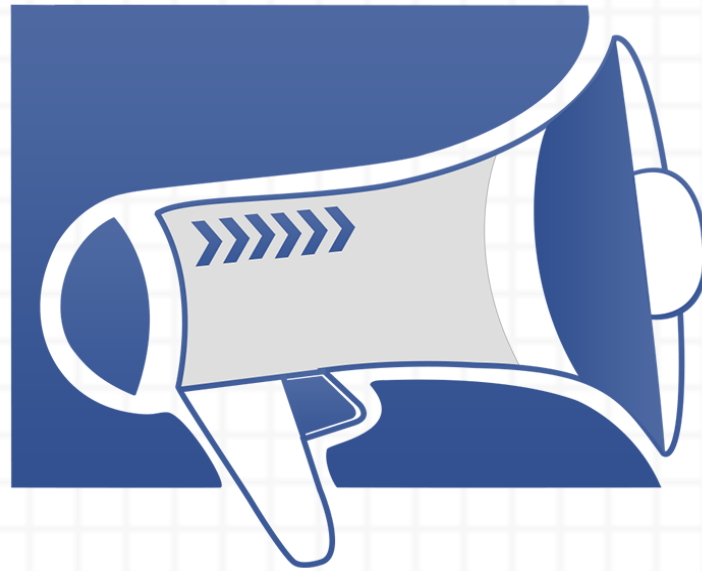


Cheat Sheet



Facebook Ads 2.0 Made Easy

Powered by <http://mutiarahobbs.com/fb20madeeasy>

**Skyrocket Sales and Profits Instantly
with these Proven Facebook Ads
Techniques**

Limited Special Offer for You:

Facebook Ads 2.0 Made Easy

(Video Training)



Click Here to Download Your Video Training!

<http://mutiarahobbs.com/fb20madeeasy>

[Click here to access my exclusive Facebook Ads 2.0 Video Training!](#)

What can you accomplish with Facebook Ads?

- ✓ Page Post Engagement Ads
- ✓ Page Like Ads
- ✓ Clicks to Website Ads
- ✓ Website Conversions
- ✓ App Install and Engagement Ads
- ✓ Event Response Ads
- ✓ Offer Claim Ads
- ✓ Video Views
- ✓ Local Awareness Ads
- ✓ The Carousel Format
- ✓ Dynamic Ads
- ✓ Dynamic Ads for Travel
- ✓ Slideshow Ads
- ✓ Lead Ads
- ✓ Canvas Ads

- [Click here to create a Facebook Page](#)
- [Click here to create a Facebook App](#)
- [Click here to create a Facebook Event](#)
- [Click here to access the Facebook Ads Guide](#)
- [Click here to access the Facebook Ads Creation Interface](#)

What should you do right before creating your ads?

- ✓ Send people to your website: **Website**
- ✓ Increase conversions on your website: **Website**
- ✓ Boost your Posts: **Facebook Page**
- ✓ Promote your Page: **Facebook Page**
- ✓ Get installs of your app: **App**
- ✓ Increase engagement in your app: **App**
- ✓ Raise attendance at your event: **Event**
- ✓ Get people to claim your offer: **Facebook Page**
- ✓ Get video views: **Video**
- ✓ Collect leads for your business: **Facebook Page**

What should you do right before creating your ads?

- ✓ Keep Mobile and Desktop Ads Separate
- ✓ Optimize Desktop News Feed and Right-Column Ads Separately
- ✓ Test Different Images
- ✓ Target by Behaviors
- ✓ Target by Income
- ✓ Identify Profitable Age Groups and Genders

The 10 do's you have to apply

1. Create a strategy
2. Get Feedback
3. Respond within an hour, not 24 hours
4. Follow the 80/20 rule
5. Post no more than 4 times a week, 2 times a day
6. Keep your posts under 80 characters
7. Use tracking URLs and Facebook insights to analyze your page performance
8. Use a Recognizable Profile Picture
9. Ask questions
10. Tailor Your Organic Posts

The 10 don'ts you have to avoid

1. Don't sell all the time
2. Don't Create a profile instead of a page for your business
3. Don't Post to the wrong Facebook account
4. Don't leave your company's "About" section blank
5. Don't Use a Dummy Account
6. Don't write fake comments
7. Don't buy likes
8. Don't Share too much
9. Don't use too much automation
10. Don't delete negative comments