

Training Guide



Facebook Ads 2.0 Made Easy

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



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Introduction:



Welcome to the latest and very easy to apply Facebook Ads 2.0 Training, designed to take you by the hand and walk you through the process of getting the most out of Facebook Advertising.

I'm very excited to have you here, and I know this will be very helpful for you.

This exclusive training will take you by the hand and show you step-by-step, topic by topic, and tool by tool, what you really need to know to dominate Facebook Ads, the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn:

This training guide is composed of 17 premium quality training chapters organized into 5 sections:

In **Section 1: Facebook Ads Basics**, we'll be talking about what Facebook ads are, why you should use them and how they work. We'll also be talking about what you can accomplish with Facebook Ads today, as well as what you have to do right before creating your ads.

In **Section 2: Setting Everything up before creating your Ads**, we will talk about what you should do right before creating your ads and what type of websites you can use to advertise with Facebook Ads. We will show you live how to



create a Facebook Page, Facebook App, and Facebook Event, all step by step. We will also talk about what type of videos you should create to advertise with Facebook Ads.

In **Section 3: Creating Ad Campaigns – Step by Step**, we will show you live, step by step, how to set up to 5 of the 10 Advertising Campaigns that Facebook offers at the moment, which are: boost your posts, promote your Page, send people to your website, increase conversions on your website, and get installs of your app.

In **Section 4: Ads Analysis**, we will talk about how tracking can get you on the right track and how optimizing can get you closer to your goals, faster.

In **Section 5: Additional Tips to consider**, we will teach you the 10 do's you should consider for a successful Facebook Advertising venture, and 10 don'ts you should avoid for a successful Facebook Advertising venture.

Well, it's time for you to get the most out of Facebook Ads for your business. I know you'll love this training.

To Your Success,

Mutiara Hobbs

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Section 1: Facebook Ads Basics



Chapter 1: What are Facebook ads?

Facebook ads are a very popular tool that you definitely need to use to succeed in your business. With Facebook ads, you can create targeted ads, which will allow you to choose the people that are going to see your ads, and you can reach different audiences depending on the campaign that you're doing.



With Facebook, you can connect your businesses with people. This social media platform can help you get a lot of customers and public to your store, website, blog, or anything else.

Why should you use them?

Facebook ads will show your content to the more than 1.4 billion people that connect on this social network for more than 900 million times a day.

It allows you to choose the type of people you want to reach and show your content to. This makes your ads more relevant, because you are reaching the right people, people that are already interested in your content.



A fact of Facebook ads is that they can be seen on mobile devices. People use smartphones and tablets to discover, communicate and shop more than ever, because they're comfortable to do so.

With this tool for mobile devices, you can have your campaign controlled easily and comfortably by getting the statistics of your posts, and making more ads that can be seen by more than 700 million people that log into Facebook every day on their phones and tablets.

People seeing your Facebook ads can get directions to your store, buy something there, download your app if they like it, view your videos, add an item to a shopping cart or take any action on your website. Your ads are placed in the stream of information that people view on Facebook, so they're more likely to take action.

Facebook ads update you on how your ads are performing and how your budget is spent. You can visit the Ads Manager for managing your ads and check your performance. You can also use the Ads Manager app.

How they Work?

People use Facebook to discover what's new with their friends, family and the things they care about by viewing photos, videos, and information posts, so you can become one of the many sources of content for them.

When people like your Page, their friends are more likely to be interested in what you have to offer. How do they do this? Facebook suggests you to people that may be interested in your content, and they can also see if one of their friends likes your page, so you'll get recommended.



You'll become relevant the moment that Facebook starts showing your ads to all the right people that might be interested in your content, your software, blog, or anything you have based on their age, gender, location, interests and much more.

Facebook is super actionable because they make a lot of calls to action to your ads. Facebook ads can send the people you need to your website or app, and increase your sales.

Facebook can help you be naturally social when someone's Facebook friends likes your page, because these people will be more likely to be interested in what you have to offer by checking your shared posts, videos and photos.

Facebook allows you to meet your customers, get new people into your store, interact with them, choose the audience you want and check the results of your ads, all in one place. You have to start using Facebook ads now!



Chapter 2: What can you accomplish with Facebook Ads?

Facebook ads offer you many ways to create successful promotions. We are going on a tour to check the tools found on Facebook for Business Advertising to help your businesses grow enormously and guarantee you even more opportunities, traffic, and customers with a few clicks.



Page Post Engagement Ads

When you run a Page Post Engagement Ad, it will reach more people and get them to see, like, comment on or share your page on Facebook, helping to reach those people's friends which is more organic traffic, keeping them up to date depending on their location, age, gender and interests. This way you can engage those people with follow up posts to reach your business goals faster.

Page Like Ads

When people like your Page, their friends are more likely to be interested in what you have to offer. Make campaign Ads to be shared on the main page of every single person you reach on Facebook. When their friends like your ads,



you'll get more likes to your page, and it is a great way to increase community traffic to your page.

Clicks to Website Ads

On Facebook you can run an ad that can be featured with a photo or a video and even include special buttons for your audience to 'Learn More' or to 'Go to the Shop'. Running an Ad to drive more people to your website is a good way for people to discover the products and services that you're offering.

Website Conversions

You may track certain actions to your sites with Website Conversion ads, because they allow you to create a **Pixel** to add to your Website. When you're ready, copy the code and paste it within the <Head> and </Head> lines on your page, save and exit. You can also send the HTML code to a Third Party. You can start writing as people arrive to the webpage.

App Install and Engagement Ads

You may run an Ad for your App, so people can see it in their newsfeed, install it and grow your user base. They just need to click on your Ad to get it instantly available on their PCs, Android or iOS mobile devices. More than 700 million people visit Facebook on their PCs, phones and tablets every day, so this tool can get the most out of your Application.

Event Response Ads

With an event response ad, you can let people know about your grand opening, party or other special event with the Facebook Ad tool. When someone clicks your Event Ad, they can choose to either join the event or learn more about it.



When this information is updated by Facebook, you may start tracking traffic for a successful event.

Offer Claim Ads

People can claim your offers, so you can encourage customers to get to your store by giving them a discount or deal that they can claim from your website. Just choose the right audience and set the terms, like how many people can claim it and how long the offer will last. This way you can grow your business.

Video Views

Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness for your brand. You may choose a thumbnail for people to see or add a description. You can do all of this from your own business webpage.

Local Awareness Ads

Traditional ways of advertising can't reach customers the way Facebook can. This tool will help you teach people about your OFFLINE business, whether in your local area or any other location that you set up on Facebook, at any time.

The Carousel Format

This format allows you to promote what you want in an interactive format and with a low cost. You can use a single-image or video. Your ad will be like a story, and this story will develop across each carousel card. Plus, you can showcase multiple products with a single ad or tell your story.



Dynamic Ads

With these ads, you can focus on your more relevant products and promote them to people that know who you are. You can target the public that has been to your site, your mobile app, or your Facebook and Instagram networks.

Dynamic Ads for Travel

These ads give you the opportunity to show your ads to people that had demonstrated an interest in visiting your website or your mobile app. The dynamic ads are focused on travels. If someone has seen the pages of reservations for hotels or purchased a flight, the dynamic ads let you target this person through relevant ads with specific dates and destinations.

Slideshow Ads

These ads are lighter than a normal video. They are easy to digest for the person who observes them. They don't have to see a long video to know who you are, and know your story, so you will connect easily with the public to meet your objective.

Lead Ads

Facebook's Lead Ads grant a quick and private way to sign up to receive information from businesses such as offers, newsletters and quotes. You can fully customize your form with open-ended questions, multiple choice questions and contact fields to collect the information that matters most to your business. People can fill these forms with the information from their Facebook profiles.



Canvas Ads

Canvas ads are an interactive way to tell your brand's story using a combination of videos, images and call-to-action buttons. It allows the user to have a fun tour through a carousel of images and seeing panoramic images, zoom them in and check the details. You can showcase your products and have complete creative control over it to achieve any objective.



Section 2:

Setting Everything up
before creating your Ads



Chapter 3: What should you do right before creating your ads?

There are different types of campaigns that you can create to promote your business, but before you create the ad, you need to do different things depending on what you are looking to promote.



Send people to your website

With the “clicks to website” objective, you'll be able to Increase the number of visitors to your website.

You'll need to have a website in order to create this campaign. There are many types of software and online solutions that can help you create a website, landing page or squeeze page, for your business.

Facebook will ask you to enter that website to continue setting up this type of campaign.

Increase conversions on your website

With the “Website Conversions” objective, you'll be able to get people to take valuable actions on your website, such as sign up for a demo or make a



purchase. You'll need to use the Facebook pixel to track and measure conversions.

You'll also need to have a website in order to create this campaign.

Boost your Posts

With the “Page Post Engagement” objective, you'll be able to get more people to see and engage with your Page posts.

For this you obviously must have a Facebook Page. If you don't have one, you need to create it with information about your store or website. On that Facebook page, you'll need to make posts with photos, articles or videos, etc.

In the next Campaign objective, a direct access link will be there for you to create a Facebook Page.

Promote your Page

With the “Page Likes” objective, you'll be able to Connect more people with your Page.

You can create a Page by using this link right here.

Something awesome you can try inside this campaign objective is the ability to Tell your brand story through engaging, lightweight videos.

Get installs of your app

With the “App Installs” objective, you'll be able to send people to the store where they can purchase your app.



You'll need to have an App for this. You can go to developers.facebook.com. From there, you'll be able to find out how to create an App for your “App Installs” objective.

Increase engagement in your app

Besides getting app installs, with the “App Engagement” objective, you'll be able to get more people to use your Facebook or mobile app.

You'll need to have the App already created, of course, so you can take advantage of this.

Raise attendance at your event

With the “Event Responses” objective, you'll be able to promote your Facebook event to increase your attendance.

You'll need to create an event, first. You can do so by going to your Facebook personal news feed, and by going down the left menu you'll see the Events option listed.

Click on “create event”, and you'll easily be able to create your event from here. Later, we'll go into more detail on this.

Get people to claim your offer

With the “Offer Claims” objective, you'll be able to promote timely discounts or other deals for people to claim in your store.

To use this objective, you'll need a Facebook page.



Get video views

Besides clicks and likes, you can even get video views. With the “Video Views” objective, you'll be able to promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness of your brand.

Obviously, you'll need a Video to upload to set up this campaign objective.

Collect leads for your business

With the “Lead Generation” objective, you'll be able to collect lead information from people who are interested in your business.

This function is awesome. You can build your leads database inside Facebook. For this you'll also need a Facebook Page.

Ok, awesome. Now your job will be to create everything; a website, a Facebook Page, an app, an event, and a video. With those 5 things, you'll be up and running to take advantage of any Facebook Campaign Objective.



Chapter 4: What type of websites can you use to advertise with Facebook Ads?

In chapter 1 we mention that, with Facebook Ads, you'll become relevant the moment that Facebook starts showing your ads to all the right people that might be interested in your content, your software, your blog, or anything you have, based on their age, gender, location, interests and much more.



The same can be applied in your own situation. The best way to find out what type of websites you can use to advertise with Facebook Ads is by navigating the Facebook Personal News Feed.

What you'll do is spent some time browsing your Personal News Feed, taking a special look at the ads labeled with the “Sponsored” tag.

They are mostly located on the right side of the news feed and occasionally on the principal news feed, where you see what people post.

You just need to click on the Ad and see where it redirects you. That's how you can get a really good idea of what type of websites are being advertised.



You can refresh your News Feed and look for other sponsored ads. I advise you to save a list of all of those websites, so you can have several ideas on what is possible to promote with Facebook Ads.

You'll be surprised at how simple it is for the websites to be advertised on Facebook Ads. It is based on the interests you have already optimized within your personal account.

If you want to know more about how that got on your news feed, you can click on the little arrow located in the top right corner of the newsfeed sponsored ad, and then click on “why am I seen this ad?”, so you'll have a better understanding of how it works.

If you'd like to manage your ad preferences, you can do so, as well.



That area is absolutely amazing, this is how Facebook gets you the greatest traffic ever, the traffic is targeted according to the user's behavior.

Facebook shows ads based on things they think the user cares about. The user's preferences include information from his profile but, it also takes into consideration the actions he takes on and off Facebook.

The user can Add or remove preferences to see ads he'll find relevant.

Facebook organizes all of your interests and actions into set categories. If you click on any one of them, you'll see a list of specific websites and resources directly related to that category.

If you click on one of the resources, you'll see what action you took, which shows Facebook your interest for that particular website or topic.

Let me tell you, it is a pure goldmine, and this is one way you can make sure Facebook will deliver you the greatest and most targeted traffic ever.

Well, I think you have a pretty good idea of how to find out what type of websites you can use to advertise with Facebook Ads, so you can make sure your websites meet the same standards.

The good thing is that you'll see how all of those pages look so simple. Many of them are inner pages you can create in huge domains like fiverr.com. I advise you to make a big list of those pages promoted throughout the sponsored ads section, so you can make sure what type of websites have been approved by Facebook.

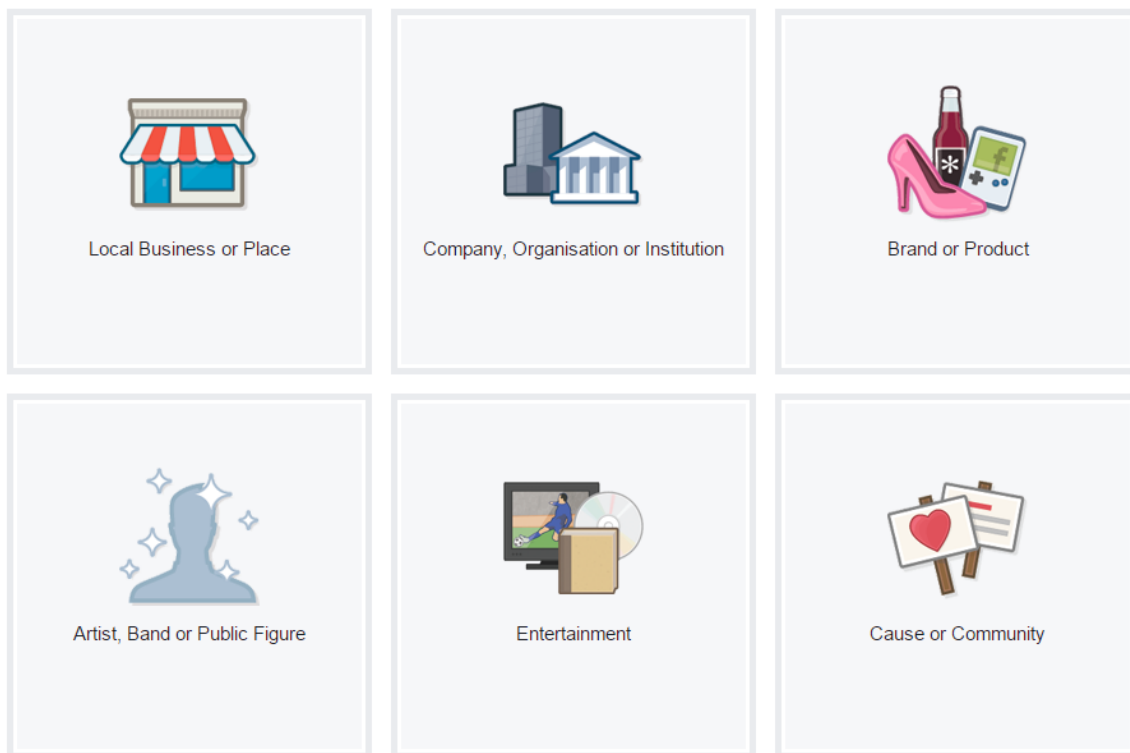


Chapter 5: Creating a Facebook Page – Step by Step

You'll need to have a Facebook Page for almost all of the Advertising opportunities Facebook is offering you, so it'll be extremely important for you to apply this step correctly.

To create your Facebook page, you can go straight to

www.facebook.com/pages/create



As you can see, there are 6 different types of pages you can create inside Facebook.



You can use the “Local Business or Place” if you would like to create a Facebook Page for your local business or place. There are all kinds of categories to choose from.

You can use the “Company, Organization or Institution” option as well, there are many categories to choose from.

A very popular one is the “Brand or Product”, which is commonly used by online marketers, and mostly for independent professionals. Take a look at the categories to see if this one meets your needs.

The “Artist, Band or Public Figure” is especially used, as its name states, for an artist, band or public figure, looking to create a big following. You'll also have several categories to pick from.

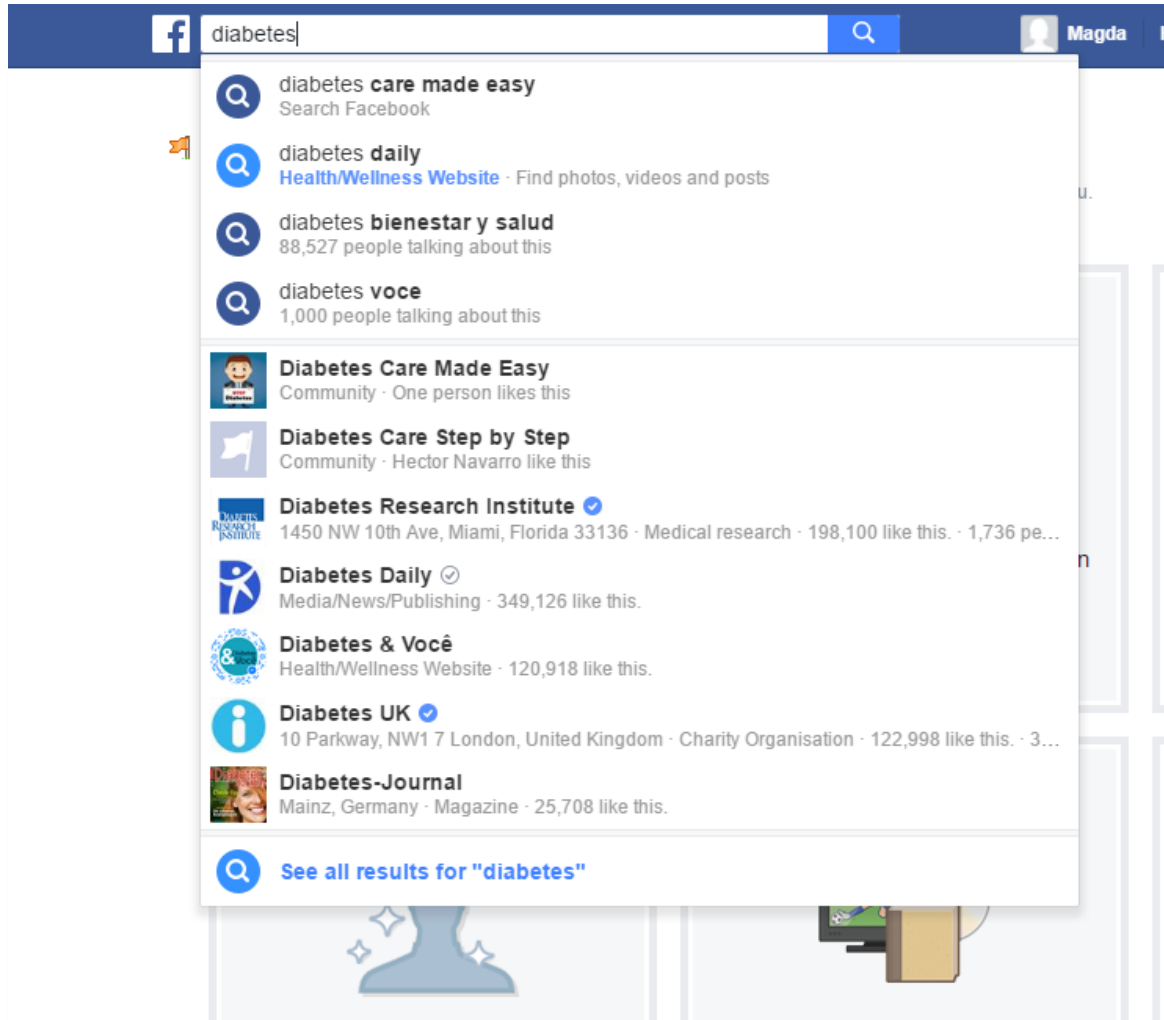
“Entertainment” is another one used by Books, Films, Magazines, TV Shows, etc.

The “Cause or Community” is used for something of your choice, for example a topic in particular. This is the one you can use to create a huge following for something you and millions of other people consider important.

This is the option we'll use as an example.

My intention here is to create a Facebook Page about Diabetes Care. Your question might be, "How did you come up with that topic?"

Well, something you need to be aware of before creating a Facebook Page on your topic is making sure that topic is hot on Facebook. There is a way to find that out by using the Facebook Search Bar.



As you can see, this is an extremely simple, yet powerful way to find out how hot any topic on Facebook is. Numbers speak for themselves. Each number represents an action made by a single user for the topic or matter.

To make sure you're going in the right direction, just research as many different topic ideas as you want before deciding to create a Facebook Page.

Now we are ready to continue. Let's click on "Cause or Community" and type your hot topic as the name, together with other attractive words, and click on "Get Started"



Set up Diabetes Care Step by Step

1 About >> 2 Profile Picture >> 3 Add to Favourites >> 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings. 155

*Tell people what your Page is about...

Website (e.g. your website, Instagram, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/

Need help? Skip Save Info

You'll then be able to set up the "About section". Facebook advises you to add a description and website to improve the ranking of your Page in searches, which is something really important to consider.

You'll be able to add a few sentences to tell people what your Page is about. This will help it show up in the right search results, as well. You'll be able to add more details later from your Page settings.

You'll be able to add not only a website, but you can also decide to add Instagram, Twitter, or other social media links.

After you are done, click on Save info.

You can then upload or import what is known as the Profile Picture.

You'll then be invited to add your Facebook Page to your Favourites section, so you can access it quickly.



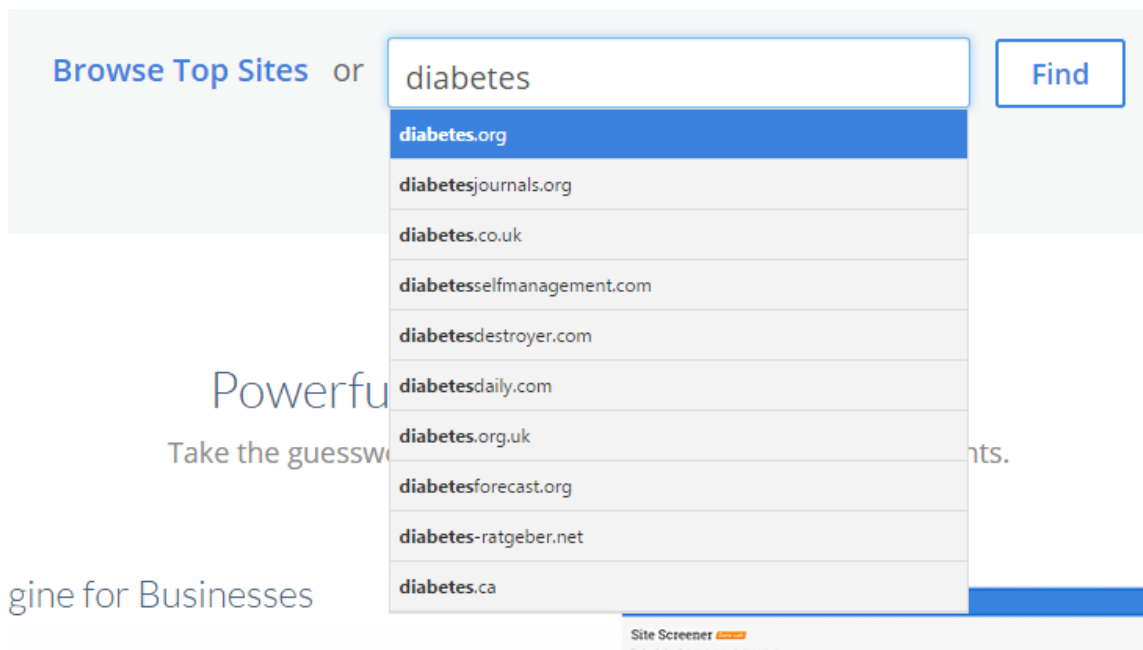
Finally, you'll be invited to set up the “Preferred Page Audience”, which is something absolutely awesome. Facebook really wants you to build a 100% targeted audience around your Facebook page.

You'll need to tell Facebook about the people you'd most like to connect with. Anyone can find your Page, but Facebook will do its best to put your page in front of the people who matter to you most.

You can set up five of the greatest targeting options: Locations, Age, Gender, Interests, and Language. We advise you do thorough research for your chosen topic. You must be sure you'll target the right locations, ages, genders, interests and languages, so you can really succeed with this feature.

Alexa.com can be a great help with this. You can research the greatest sites ever related to absolutely any topic.

You just need to enter your topic, wait for the top pages to appear and click on any one of them.





Going back to the “Preferred Page Audience” section, I'll pick United States. For age, I'll pick 35 and older. For gender, I'll target only women, and for interests, I'll target all topics related to it. I can see something related to the page I found on Alexa. Finally, for the language I'll pick US English.

Your site is finally set up.

The very last thing you should do is to Complete your Page Info up to 100%.

Finally, I can't finish this chapter without doing two very important things; helping you post your first post and connect your Instagram Account.

For creating your post, I strongly advise you take a look at the Facebook Ads Guide, at www.facebook.com/business/ads-guide.

Here you'll be able to take a look at some very important advice to create the right type of post for your Page Post Engagement Objective. There are recommendations for Facebook Photo, Facebook Video, Facebook Text, and also for advertising your post on Instagram.

I will simply create a post inviting people to my website. I already tested this post to make sure it works for the Page Post Engagement Objective, and it will appear on Instagram without a problem. Your situation might be different, so I advise you go through the advice shown in the Ads Guide.

To add your Instagram Account, go to the settings area, Instagram Advert, and you'll be able to add your Instagram account. That should be also related to your audience.

Well I think that was a pretty clear explanation on how to set up your Facebook Page - Step by Step.



Chapter 6: Creating a Facebook App – Basic Intro

Creating a Facebook App is quite straightforward, and will allow you to reach, literally millions of users, but it will require some programming skills on your part. I will walk you through the startup process, and I will give you some awesome resources to help you finish creating your App.



Before going there, though, do you really know what an App is all about?

About.com teach us that “Apps is an abbreviation for application. An app is a piece of software. It can run on the Internet, on your computer, on your phone or other electronic device. The word “app” is a more modern usage, but is really the same thing as a program”, designed to fulfill a particular purpose. [Source](#)

Facebook has prepared an awesome place for you to create your own Apps on the Facebook Developers’ site. You can go there by visiting developers.facebook.com

The first step to take before creating your own Facebook App is to create your Facebook Developer’s account, which is absolutely simple. You just need to login with your Facebook Personal Account details. Then, click on Register, accept the



Facebook Platform Policy and the Facebook Privacy Policy, click on register again, and that's about it.

You then will be redirected to create your App.

First of all, you'll need to select a platform to get started

You'll then be able to add a name and will need to click on "Create New Facebook App ID". Enter a contact email, select the right category, and click on "Create App ID"

Then, you'll pass through a security check. You can use an image, text or audio to pass the security check.

Here is where you should have some programming knowledge in order to create your Facebook App. There are awesome places where you can accomplish this.

The first option is to simply google "Facebook app creation service", and you'll find several ideas where you can get everything done for you. The cygnismedia.com service can build fantastic apps on the Web, Facebook, iOS and Android platforms.

Fiverr.com will also give you several cheaper options you can test. You can just search for Facebook apps, and you'll find people willing to create and even promote your Facebook Apps.

You can do the same type of search at upwork.com or at guru.com, and find a lot more options.



Chapter 7: Creating a Facebook Event – Step by Step

Facebook events are a way for members to let friends know about upcoming events in their community and to organize social gatherings.

To create a Facebook event, just go straight to www.facebook.com/events, where you'll be able to see all types of events you might be interested in attending. To create yours, click on Create.

Create Private Event [X]

Event Photo: [Upload Photo] [Choose a Theme]

Event Name: [Add a short, clear name]

Location: [Include a place or address]

Date/Time: [25/6/2016] [20:00] [UTC-04:30] [+ End Time]

Description: [Tell people more about the event]

Guests can invite friends

[Cancel] [Create]



You are able to create two types of events, Private Events, which are visible only to people invited, and Public Events, which are visible to anyone on or off Facebook.

In order to advertise your Event by using a Facebook Ads Campaign, you'll need to pick the Public Event option.

You'll then be able to pick a host. Which can be yourself or a Facebook Page previously created.

You'll be advised to add the Event Photo. For best results, use a 1920 X 1080-pixel image (16:9 aspect ratio)

For the Event Name, Facebook will advise you to be short and clear. Make the name easy to read by using standard capitalization and common Characters.

If you have a physical place for the Event, here is where you should put that. As you type, options will appear.

You'll also be able to set the Date and Time for the event to start, as well as the End Time if needed.

You can also add a description of the event, which should also be easy to read by using standard capitalization and common Characters.

You can add tags to your event, so it can be more easily recommended to people. Just type the main topic of the event, and pick the options shown by Facebook.

If you are selling tickets for people to get into the event, you can place the Ticket URL right here, so people can buy them.



You can add multiple friends or pages as an admin, like artists, and sponsors, so they can all spread the word.

You also have the option that only hosts can post on the event wall, or that all posts must be approved by an admin.

Finally, next to the Create button, you'll see the Save Draft and Schedule options.

You can just click on Create, and the event will be published.

Inside you can do a lot of awesome things in order to have a very successful event.

You'll be able to write posts, add photos or videos, and create a poll.

There are a lot of ways to advertise the event. You can boost your event, invite people and share the event, and of course, you can advertise it with Facebook Ads.



Chapter 8: What type of videos should you create to advertise with Facebook Ads?

In chapter 4, we showed you the best way to find out what type of websites you can use to advertise with Facebook Ads is by navigating the Facebook Personal News Feed yourself.

This time, I will show you an incredible guide for creating absolutely any Facebook Ad Campaign, and that is the Facebook Ads Guide.

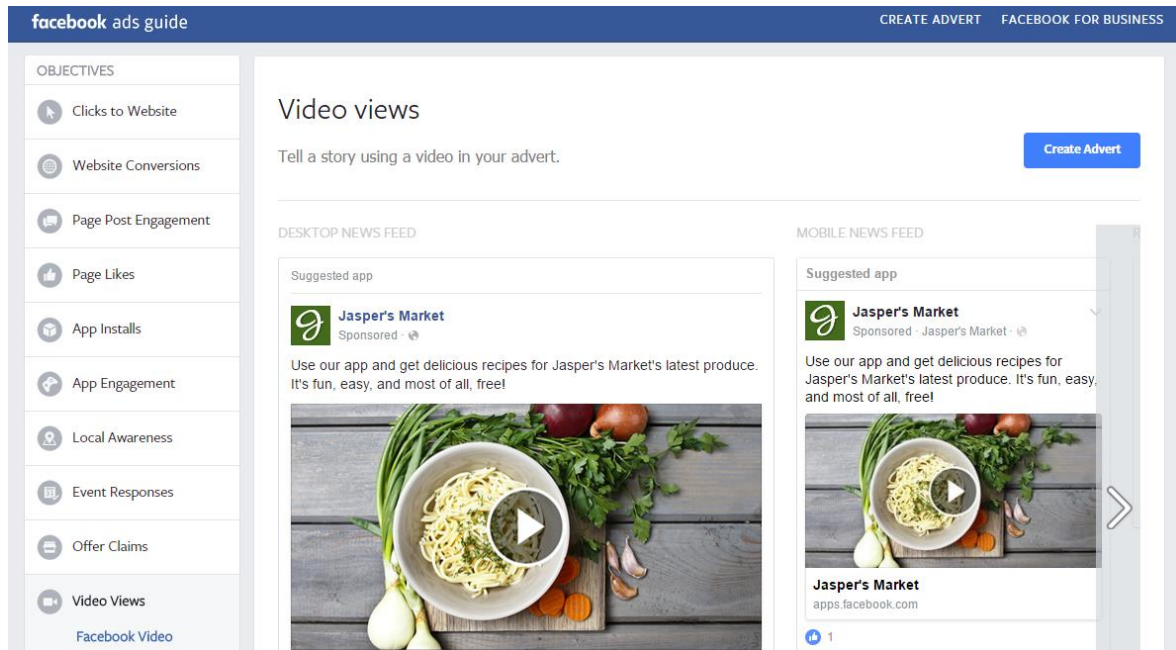
You can get access to this amazing tool at www.facebook.com/business/ads-guide

This right here, is an absolute goldmine.

You can see how your ads look on a Mobile News Feed, Desktop News Feed, the Right Column and on Instagram.

Even more than that, you are able to receive very specific advice on how you should set up every single ad.

Right now, I would like to show you the “Video Views” section.



This is how your video ad will look for real, on the desktop news feed, on the mobile news feed, and on the right column. You can click and take a look at how the video plays.

For Design Recommendations, Facebook gives you recommendations on Text, Aspect Ratio, Video, Format and Audio.

For Technical Requirements, Facebook gives you recommendations on Caption length, Aspect Ratio, Video Length, Minimum resolution, File Size, Frames, Format and Bitrate

For Slideshow Design Guidelines, Facebook gives you recommendations on News Feed image size, News Feed image ratio and Text.

If you click on “See Display Specs”, you'll be able to see specific information about each of the places your video will be displayed.



To your right, Facebook gives you a Tip for Promoting videos that shows behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

You can go ahead and take a look at the rest of the Ads, so you'll have a really good understanding before creating an ad in the coming chapters.



Section 3:
Creating Ad Campaigns
– Step by Step



Chapter 9: Boost your posts

First of all, go to www.facebook.com/ads/manager/creation and click on “boost your posts”.

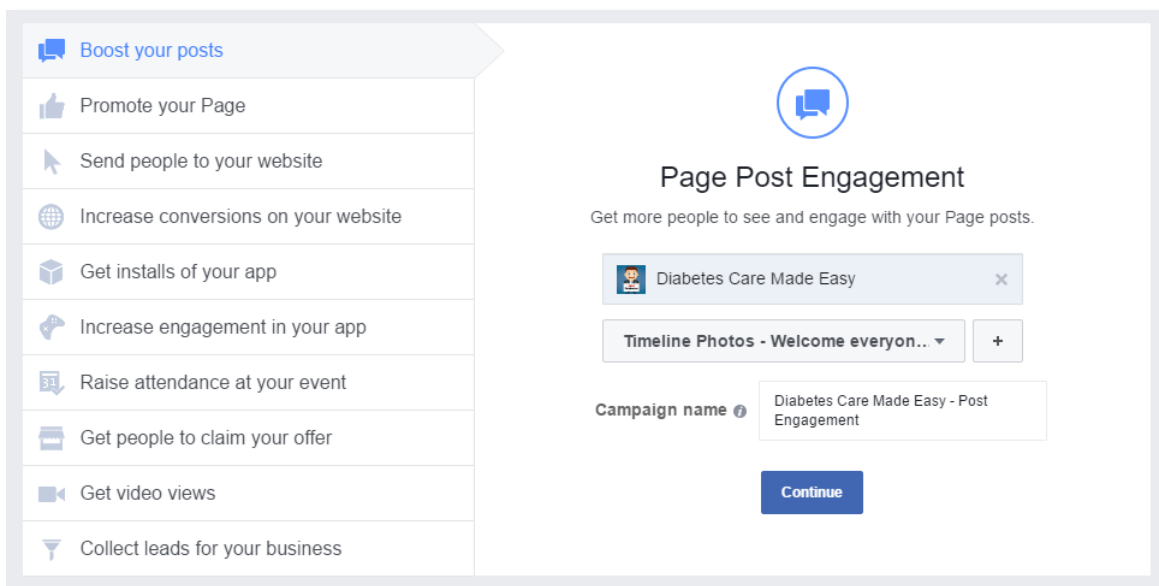
As explained before, with the “Page Post Engagement” objective, you'll be able to get more people to see and engage with your Page posts.

Now that you have created your Facebook Page, you'll see it listed.

You'll see there are three posts created. Two of them were created by default when you uploaded the profile picture and the cover image, but those posts are not intended to be advertised with ads.

If you followed my advised in Chapter 5, you'll see the welcome post, which you posted following the Ads Guide advice, so it can be approved to be posted on Instagram. That is the one I will use for creating the advert.

Then, you'll be able to name your campaign. Then click on Continue.





Then, you'll see the Audience Section. Here you'll be able to define who you want to see your ads.

Audience
Define who you want to see your adverts. [Learn more.](#)

NEW AUDIENCE ▾

Target Adverts to People Who Know Your Business
You can create a Custom Audience to show adverts to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations ⓘ Everyone in this location ▾

Venezuela
Venezuela

Include ▾ | Add locations

[Add Bulk Locations...](#)

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

You can learn more about it by clicking on “Learn More”. In this help section, you'll be able to learn specifically about choosing your audience. You'll be able to contact Facebook, ask the community, look at featured questions or see the frequently asked questions. An ads glossary is there to help you, too.

If you have created an audience before, you'll be able to see a list of them and use a saved audience. Once you are done setting up this audience, which is a pretty similar process for all campaign objectives, you can Tick "Save this audience" at the bottom of Targeting and save it, so you can pick it from this menu for future adverts.



You can also create what is called a Custom Audience, which is an audience automatically created inside Facebook and made up of people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

You can create it from your Existing Customer List, matching email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook.

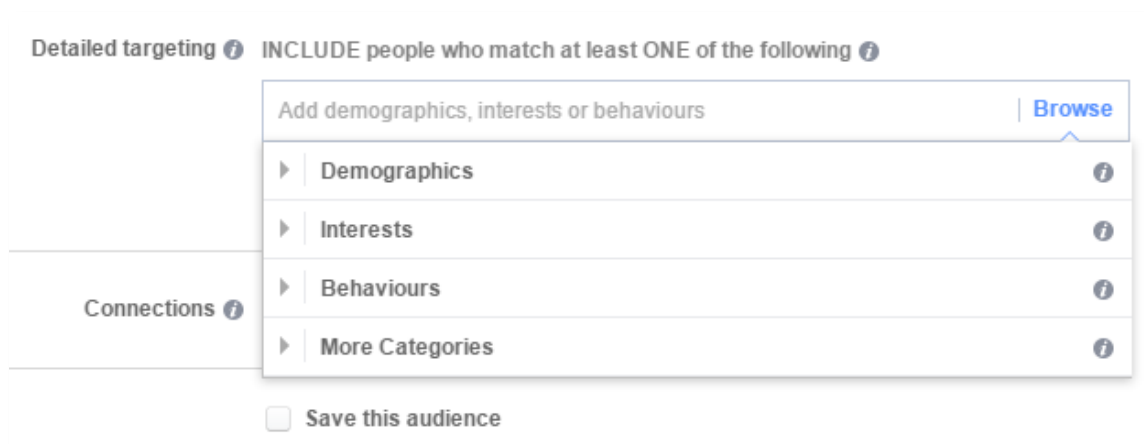
From your existing website traffic, create a list of people who visit your website or view specific web pages

From your existing App Activity, create a list of people who have taken a specific action in your app or game.

When we created the Diabetes Care Facebook Page, we already had some data about the diabetes topic. We will use that information, as well.

We decided that the location would be the United States, the age would be 35 and older, women, and English US.

For detailed targeting, I would like to show you some of the most powerful targeting over the whole internet.





There are 4 different targeting options you can use inside Facebook: demographics, interests, behaviors and More categories.

The Demographics option will let you reach people based on education, employment, and household and lifestyle details.

The Interests option will let you research specific audiences by looking at their interests, activities, the Pages they have liked, and closely related topics.

The Behaviors option will let you reach people based on purchase behavior or intent, device usage and more.

The More Categories option will let you Find any Facebook or Partner Categories for which you've requested access.

This means that the efforts you made won't be wasted, because your ads will go directly to those people who you want to take a specific action.

With the Connection function, you'll be able to reach people who have a specific kind of connection to your Page, app or event. This will narrow your audience to include only people with that specific connection who also meet the other targeting categories you've selected.

One important thing to consider is defining the place in which the ads will appear. The placements can be made in Mobile News Feed, Instagram, Desktop News Feed, or Desktop Right Column.

In addition to that, there is an option to choose the type of mobile device, whether they are iOS or Android. It is recommended to select "All mobile devices".



Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

Budget ⓘ Daily budget ▾
Bs22.00 VEF

Payments made in Venezuelan Bolivar (VEF) will now be processed in US Dollars (USD). You'll see your payments in VEF, but your bank statement may show USD. [Learn More.](#)

Schedule ⓘ Run my advert set continuously starting today
 Set a start and end date

Optimisation for advert delivery ⓘ Post Engagement ▾

Bid amount ⓘ Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.
 Manual - Enter a bid based on what post engagements are worth to you.

When you are charged ⓘ Impression (CPM)
[More options](#)

In the “Budget & Schedule” section, you can specify how much you’re planning to spend and the time when you would like your ads to appear. The budget can be set on a daily basis or as a lifetime budget.

Regarding the “schedule”, there are two options, you can set your ad to run continuously or within a date range you select.

On the Advanced options, you'll be able to consider other budget options.

For “Optimization for advert delivery”, you can decide to deliver by Post Engagement, by impressions or by daily unique reach.

For “Bid amount”, you can choose between automatic or manual.



Optimisation for advert delivery ⓘ Post Engagement ▾

Bid amount ⓘ Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.
 Manual - Enter a bid based on what post engagements are worth to you.

When you are charged ⓘ Impression (CPM)
 Post Engagement

Advert scheduling ⓘ Run adverts all the time
 Run adverts on a schedule
Advert scheduling only works with lifetime budgets.

Delivery type ⓘ Standard - Show your adverts throughout the day - Recommended
 Accelerated - Show your adverts as quickly as possible

For “When you are charged”, you can select by impression or by post engagement

For “Advert scheduling”, you may find it is disabled, because you already set that up on the “schedule” step.

Finally, on the “Delivery type”, you'll find something really awesome. You are even able to decide how fast you want your ads to appear, according to the budget predefined.

You can choose Standard, to show your adverts throughout the day, or you can choose Accelerated, to show your adverts as quickly as possible.

Finally, you can give your Advert set a name. You can use the default one or change it if you want. Then, click on continue.

"Creative" is where you'll be able to preview the image and text from your Page post.



Creative
Preview the image and text from your Page post. [Learn more.](#)

Boosted Page Post
Your advert will boost this Page post. If you place your advert on both Facebook and Instagram, some of the engagement that you get will be on your Instagram post. You can preview your advert on the right.

Instagram Account
If you don't want to use a Facebook Page to represent your business, then this Instagram account will be used. Remove any accounts in your Page settings.

diabetescareme

Select an existing Page post
Timeline Photos - Welcome everyone to my...

Show advanced options

Advert preview
1 of 1

✓ Desktop News Feed Remove

Diabetes Care Made Easy Sponsored · Like Page

Welcome everyone to my website. Take a look and let me know what you think: <http://diabetescaremadeeasy.com/>

Mobile News Feed Remove

Instagram Remove

Your advert will boost this Page post. If you place your advert on both Facebook and Instagram, some of the engagement that you get will be on your Instagram post. You can preview your advert on the right.

Here, you have the option to select a different post if you want.

In the Advanced area, you'll find out that Instagram is connected to represent your business for the ad which will be posted on Instagram.

You'll also be able to set URL Parameters, and also pixels, for tracking purposes.

In the Advert Preview, you'll see how your ad will look exactly on the Desktop News Feed, on the mobile news feed, on Instagram and on the desktop right column.

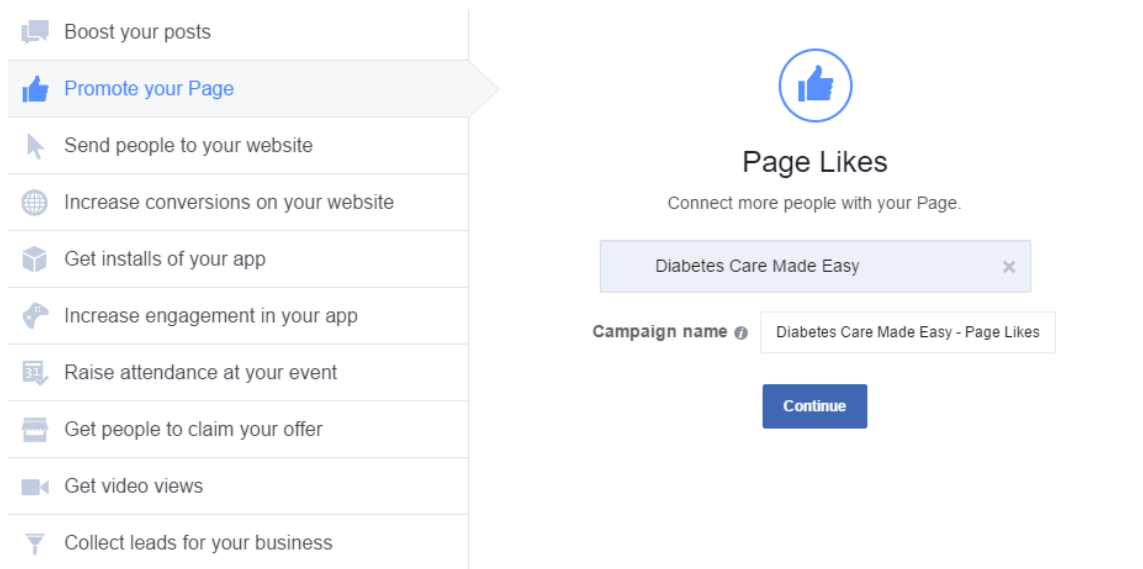
You can remove them from the advertising campaign, as well.

Finally, you can Review your Order. To finish up the Advert Creation Process, click on Place Order.



Chapter 10: Promote your Page

First of all, click on “Promote your Page”. As explained before, with the “Page Likes” objective, you'll be able to Connect more people with your Page.



You'll see your Facebook Page listed again. Just click on it.

Then, you'll be able to name your campaign.

Then, click on continue.

You'll be able to see the Audience Section again, where you'll be able to define who you want to see your adverts.

You can create a new audience, or if you would like to target the exact same audience from a past ad campaign, you can just select a saved one.



You can also edit this saved audience by clicking on the edit button, so you can update anything you want inside this saved audience.

As you'll notice, there are only three placement options available to promote your Facebook Page, which are the Mobile News Feed, Desktop News Feed, and Desktop Right Column. The Instagram one is not available to promote Facebook Pages.

There, you'll also see the option to choose the type of mobile device, whether they are iOS or Android. It is recommended to select "All mobile devices".

In the "Budget & Schedule" section, you'll see the same options to specify how much you're planning to spend and the time when you would like your ads to appear.

The budget can be set on a daily basis or as a lifetime budget.

You can set your ad to run continuously or within a date range you select.

In the Advanced options, you'll see that instead of "post engagement", it will automatically select "Page Likes", which means Facebook will deliver your adverts to the right people to help you get more Page likes at the lowest cost.

For "Bid amount", you can choose between automatic or manual. If you leave it as automatic, you'll let Facebook set the bid that helps you get the most Page Likes at the best price.

If you click on manual, you'll be able to enter a bid based on what Page Likes are worth to you.

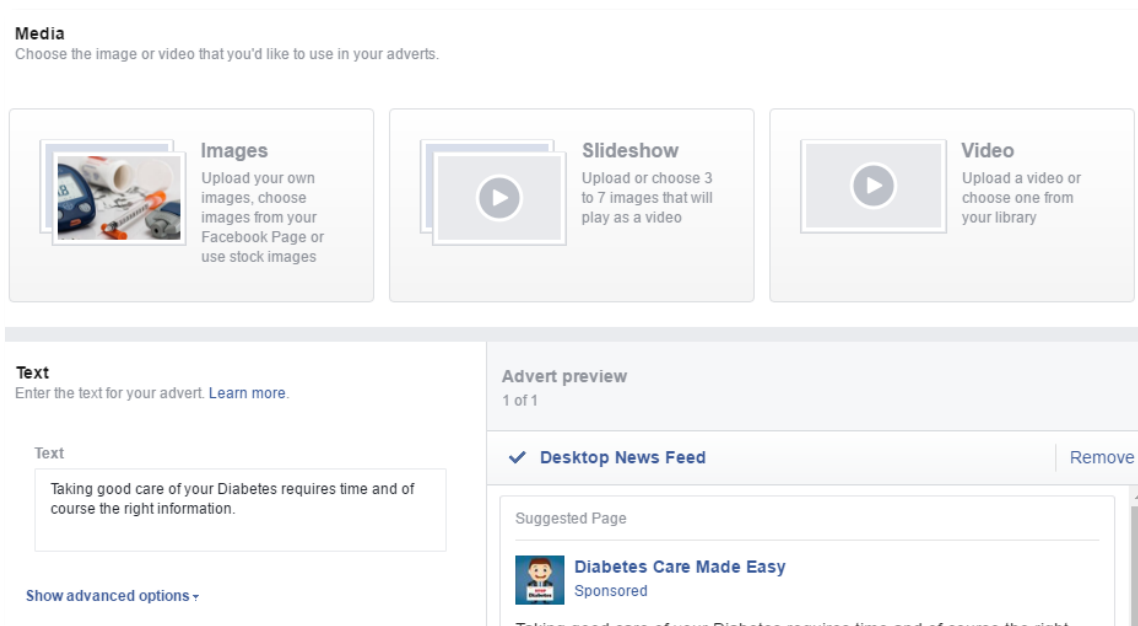
For "When you are charged", you can select by impression or by Page Like.



For “Advert scheduling”, it may be disabled, because you already set that up on the “schedule” step.

Finally, on the “Delivery type”, you can choose Standard, to show your adverts throughout the day, or you can choose Accelerated, to show your adverts as quickly as possible

Finally, you can give your Advert set a name. You can use the default one or change it if you want. Then, click on continue.



Differently than in the “Page Post Engagement” Objective, now comes the “Media” section, where you'll be able to Choose the image or video that you'd like to use in your adverts.

The “Images” option will let you upload your own images, choose images from your Facebook Page, or use stock images.

The “Slideshow” option will let you upload or choose between 3 to 7 images that will play as a video. If you decide to go with this option, you'll need to



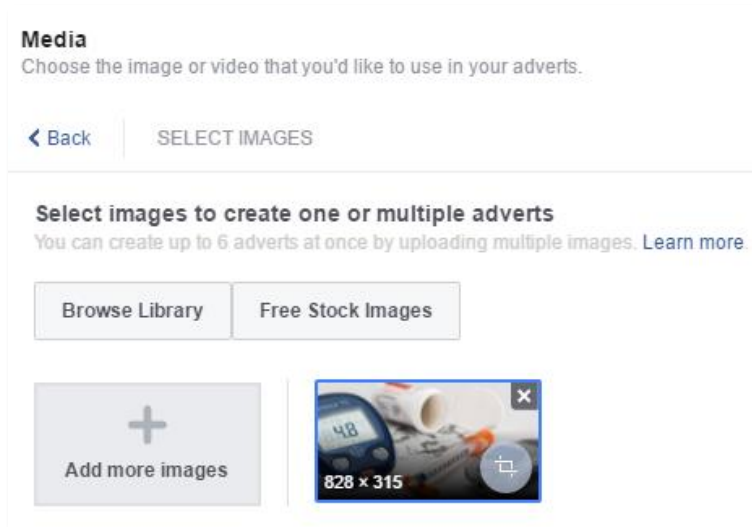
remove the “Desktop Right Column” placement, because Videos can't be used in the desktop right column placement.

The “Video” option will let you upload a video or choose one from your library. If you decide to go with this option, you'll need to remove the “Desktop Right Column” placement, as well, because Videos can't be used in the desktop right column placement, either

With the “images” option, you'll be able to select images to create one or multiple adverts. You can create up to 6 adverts at once. If you click on “Learn More”, you'll be directed to the Ads Guide, where as I showed you before, you can learn in detail how to set up every single Facebook Ad correctly.

We advise you to check the Page Likes section before you continue setting up this ad's objective.

Facebook gives you some quick and very important recommendations here in the right side, such as the Recommended image size, which should be 1200 x 444 pixels; the Image ratio, which should be 8:3; and that your image may not include more than 20% text.





The easiest thing to do here is use the Free Stock images and research for niche related items. Beware that some stock images may not comply with Facebook policies.

Of course, the best thing would be to use your own original images, but these images can bring you some awesome advertising results.

In the “Text”, you'll be able to enter the text for your advert. You can learn more by clicking on "learn more."

Facebook recommends you submit 90 characters of text only.

In the Advanced area, you'll be able to pick a headline. Your headline text will appear differently depending on the placement of your advert. Check the previews to make sure that your headline looks the way you want in the placements in which it appears.

You'll also be able to choose a particular view or app on your Page where people will land when they click on your advert. This option only applies to desktop placements.

You'll also be able to set a Facebook Pixel, for tracking, optimization and remarketing purposes.

In the Advert Preview, you'll see how your ad will look on the Desktop News Feed, on the mobile news feed, and on the desktop right column.

You can remove them from the advertising campaign, as well.

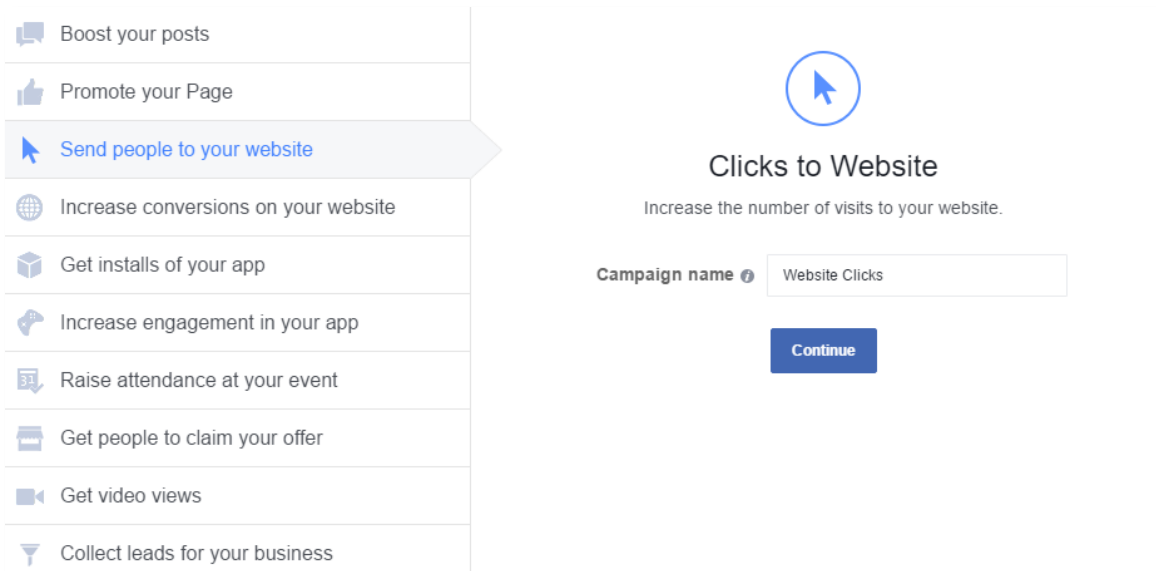
Finally, you can Review your Order.

To finish up the Advert Creation Process, click on Place Order.



Chapter 11: Send people to your website

You'll now click on "Send people to your website". With the "clicks on website" objective, you'll be able to increase the number of visitors to your website.



First of all, you'll be able to name your campaign.

Then, click on continue.

You'll be able to see the Audience Section again. You can create a new audience or just select a saved one.

You'll notice that there are up to 5 placement options available to promote your website: the Mobile News Feed, Instagram, the Desktop News Feed, the Desktop Right Column, and a new one called Audience Network, with which Your adverts will be shown in the Mobile News Feed and approved partner mobile apps and mobile websites that are part of Facebook's Audience Network.



All targeting capabilities available on Facebook are available on the Audience Network as well.

You'll also see the option to choose the type of mobile device.

In the “Budget & Schedule” section, you'll see options to specify how much you're planning to spend and the time when you'd like your ads to appear.

The budget can be set on a daily basis or as a lifetime budget.

You can also set your ad to run continuously or within a date range you select.

On the Advanced options, for “Optimization for advert delivery”, you can decide to deliver by Link clicks to your website, by impressions or by daily unique reach.

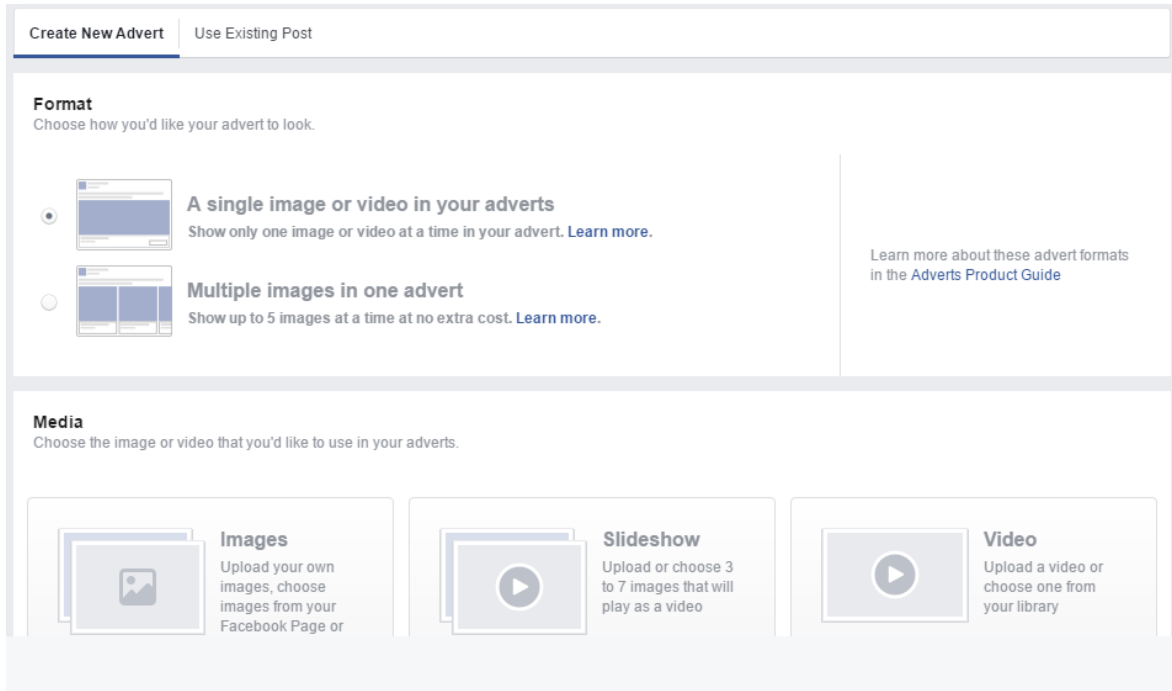
For “Bid amount”, you can choose between automatic or manual. If you choose automatic, you'll let Facebook set the bid that helps you get the most link clicks at the best price. If you click on manual, you'll be able to enter a bid based on what link clicks are worth to you.

For “When you are charged”, you can select by impression or by link click, which is known as CPC, or cost per click.

For “Advert scheduling”, it may be disabled, because you already set that up in the “schedule” step.

Finally, on the “Delivery type”, you can choose Standard, to show your adverts throughout the day, or you can choose Accelerated, to show your adverts as quickly as possible.

Finally, you can give your Advert set a name. You can use the default one or change it if you want. Then, click on continue.



There are 2 ways to advertise your website. You can create a New Advert, or you can use an existing post.

There are no eligible posts on the Facebook Page which will represent my website, so I will just choose the option to create a new advert.

First comes the format, where you'll be able to choose how you'd like your advert to look.

You can choose to show only one image or video at a time in your advert, or you can choose to show up to 5 images at a time at no extra cost.

Each format will guide you through a different process to set up your advert.

We advise you to Learn more about these advert formats in the [Adverts Product Guide](#).

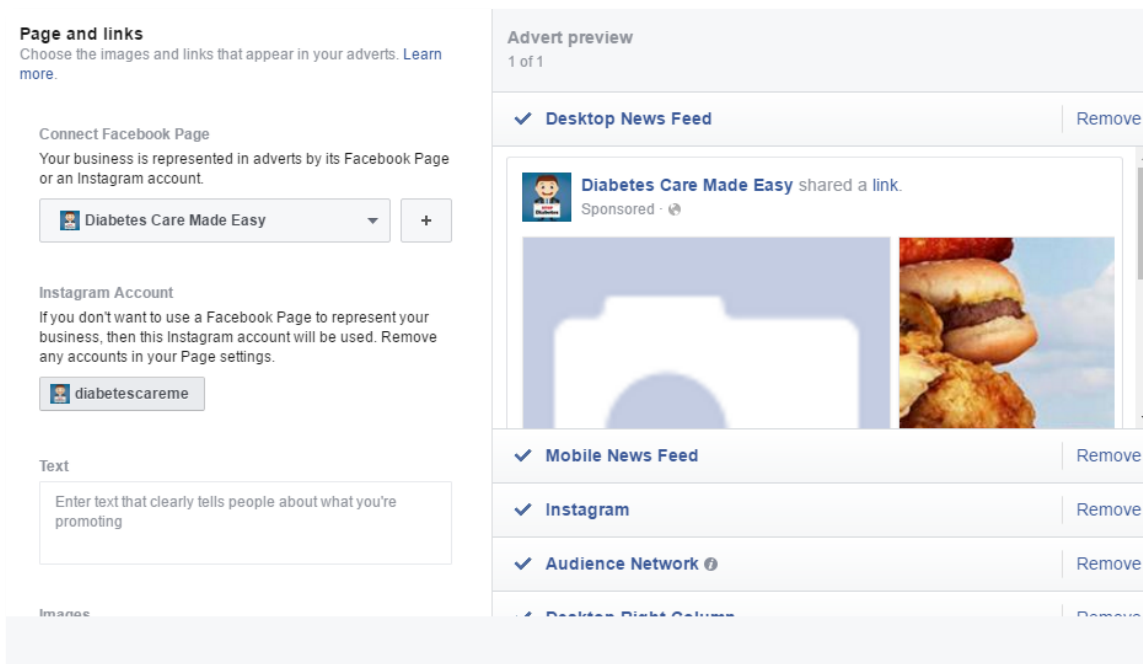


With the Single Image Option, similar to the “Page Likes” Objective, you'll see the “Media” section, where you'll be able to Choose the image or video that you'd like to use in your adverts.

The “Images” option will let you upload your own images, choose images from your Facebook Page, or use stock images.

The “Slideshow” option will let you upload or choose 3 to 7 images that will play as a video. You don't have to remove any placement, which means your advert will be shown in all 5 placements with this type of format.

The “Video” option will let you upload a video or choose one from your library. You don't have to remove any placement, which means your advert will be shown in all 5 placements with this type of format, as well.



With the Multiple Images Option, the Images & links area will appear. You'll be able to Choose the images and links that appear in your adverts.



Your business is represented in adverts by its Facebook Page or an Instagram account, so it's important to pick a Facebook Page that perfectly fits your Website.

In the "Text" area, you'll be able to enter the text for your advert. Facebook recommends you submit 90 characters of text only.

In the "Images" area, you'll be able to pick each one of them.

First, you'll have the option of automatically showing the best-performing images first, and you can add a card at the end with your Page Profile picture.

Then, you'll have the option of adding an image or video.

For the image specifications, the Recommended image size is 1080 × 1080 pixels, the Recommended image ratio is 1:1, and your image may not include more than 20% text.

For video, you'll be able to select a video or create a slideshow.

You won't be able to add Free Stock Images. You can only upload images or use the ones already located in your Image library.

Once you upload the image, you can assign a headline, a description which is optional, and of course, let's not forget the Destination URL.

You'll be able to add up to 5 of these images.

If you are not using all 5 images, just remove the empty stops, but be aware that you'll need to add at least 2 images with this Ad format.

Below, you'll be able to add a URL, as well as pick a call to action.



Hide advanced options ▾

Display link ⓘ

Enter the link as you want people to see it in your advert...

URL parameters (optional) ⓘ

E.g. key1=value1&key2=value2

In the Advanced area, you'll notice your Instagram Account, the add a Display link, set up some URL parameters and set up the Pixel tracking.

In the Advert Preview, you'll see how your ad will look exactly on the Desktop News Feed, on the mobile news feed, on Instagram, on the Audience Network and on the desktop right column.

You can remove them from the advertising campaign, as well.

If you try the Single Image Option Format, the process will be very similar to the “Page Likes” Objective. The option of picking Free Stock Images is enabled, which makes this ad format a lot easier to set up.

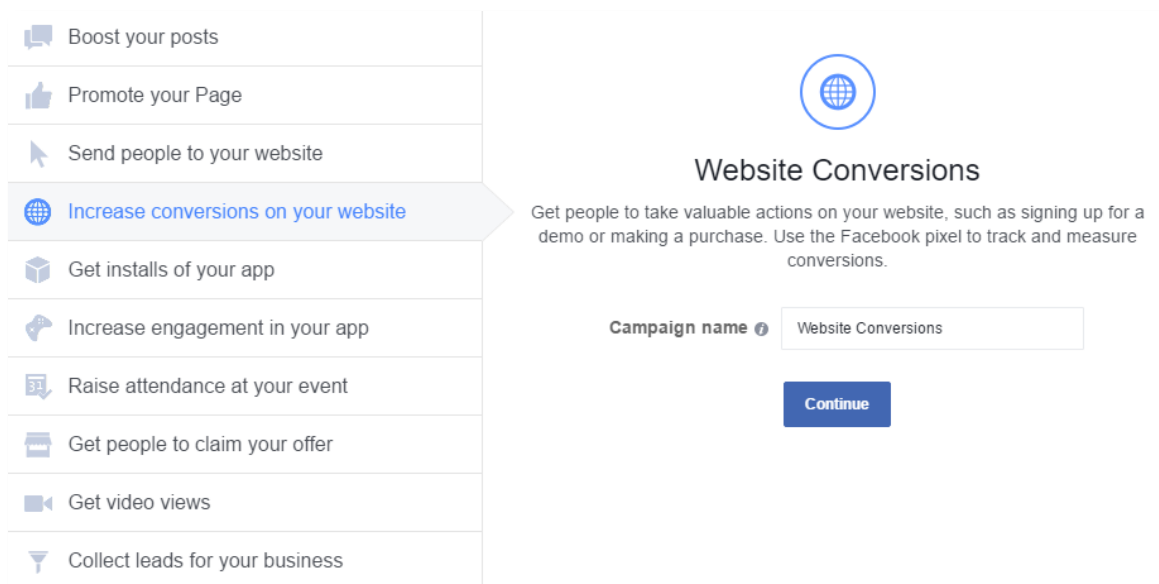
Finally, you can Review your Order.

To finish the Advert Creation Process, click on Place Order.



Chapter 12: Increase conversions on your website

You'll now click on “Increase conversions on your website”. With the “Website Conversions” objective, you'll be able to get people to take valuable actions on your website, such as sign up for a demo or make a purchase. You'll need to use the Facebook pixel to track and measure conversions.



First of all, you'll be able to name your campaign.

Then. click on continue.

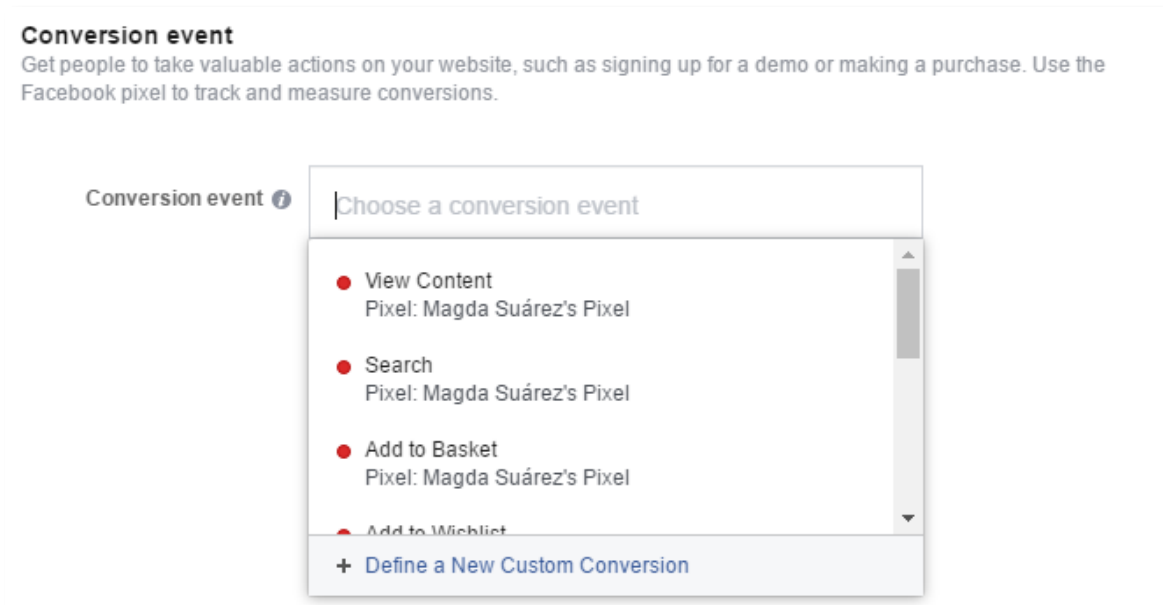
Then, you'll see the Conversion Event section.

You can now create one pixel for tracking, optimization and remarketing. You can learn all the details about the Facebook Pixel and how to install it, by clicking on learn more. I think the help section is very detailed on this matter.



If this is your first time creating a pixel, you'll need to click on create a pixel. Be aware that there is only one pixel per advert account, so choose a name that represents your business. Give it a name and make sure you agree to the Facebook Pixel Terms. Then, click on Create Pixel. You'll be invited to install the pixel. The “Learn More” area will show you details on how to do that.

Now, you'll be able to choose a conversion event.



In the “Choose a Conversion events” box, you'll be able to see all the conversion events Facebook can track for you.

There are a total of 9 when I created this chapter, and their names are: view content, search, add to basket, add to wishlist, initiate checkout, add payment info, purchase, lead, and complete registration.

I will use the Purchase Pixel.

You'll need to verify your pixel in order for this campaign to work. By clicking on verify pixel, you'll be able to get specific information on how to do it.



Then, you'll see the Audience Section, again. You can create a new audience or just select a saved one.

There are up to 5 placement options available to promote your website.

You'll also see the option to choose the type of mobile device.

In the “Budget & Schedule” section, you'll see the same options to specify how much you're planning to spend and the time when you would like your ads to appear.

The budget can also be set on a daily basis or as a lifetime budget.

You can set your ad to run continuously or within a date range you select.

On the Advanced options, for “Optimization for advert delivery”, you can decide to deliver by Conversions, by impressions, by link clicks to your website or by daily unique reach.

For “Bid amount”, you can choose between automatic and manual. If you choose automatic, you'll let Facebook set the bid that helps you get the most link clicks at the best price.

If you click on manual, you'll be able to enter a bid based on what link clicks are worth to you.

For “When you are charged”, you'll be charged by impression.

For “Advert scheduling”, you may find this disabled, because you already set that up in the “schedule” step.

Finally, on the “Delivery type”, you can choose Standard, to show your adverts throughout the day, or you can choose Accelerated, to show your adverts as quickly as possible.



Finally, you can give your Advert set a name. You can use the default one or change it if you want. Then, click on continue.

The screenshot shows the Facebook Ads setup interface. At the top, there are two tabs: 'Create New Advert' (which is selected) and 'Use Existing Post'. Below the tabs is a section titled 'Format' with the instruction 'Choose how you'd like your advert to look.' There are two radio button options: 'A single image or video in your adverts' (selected) and 'Multiple images in one advert'. Each option includes a small thumbnail and a 'Learn more' link. To the right of these options is a link to 'Learn more about these advert formats in the Adverts Product Guide'. Below the 'Format' section is a section titled 'Media' with the instruction 'Choose the image or video that you'd like to use in your adverts.' There are three options: 'Images' (with a thumbnail of a photo), 'Slideshow' (with a thumbnail of a video player), and 'Video' (with a thumbnail of a video player). Each option includes a brief description of how to upload or choose media.

Similar to the “clicks to website” objective, there are two ways to achieve conversions for your website. You can create a New Advert, or you can use an existing post.

First comes the format, where you'll be able to choose how you'd like your advert to look.

You can choose to show only one image or video at a time in your advert, or you can choose to show up to 5 images at a time at no extra cost.

Each format will guide you through a different process to set up your advert.

We advise you to Learn more about these advert formats in the [Adverts Product Guide](#).



With the Single Image Option, you'll see the “Media” section, where you'll be able to Choose the image or video that you'd like to use in your adverts.

The “Images” option will let you upload your own images, choose images from your Facebook Page, or use stock images.

The “Slideshow” option will let you upload or choose 3 to 7 images that will play as a video. You don't have to remove any placement, which means your advert will be shown in all 5 placements with this type of format.

The “Video” option will let you upload a video or choose one from your library. You don't have to remove any placement here, either which means your advert will be shown on all 5 placements with this type of format, as well.

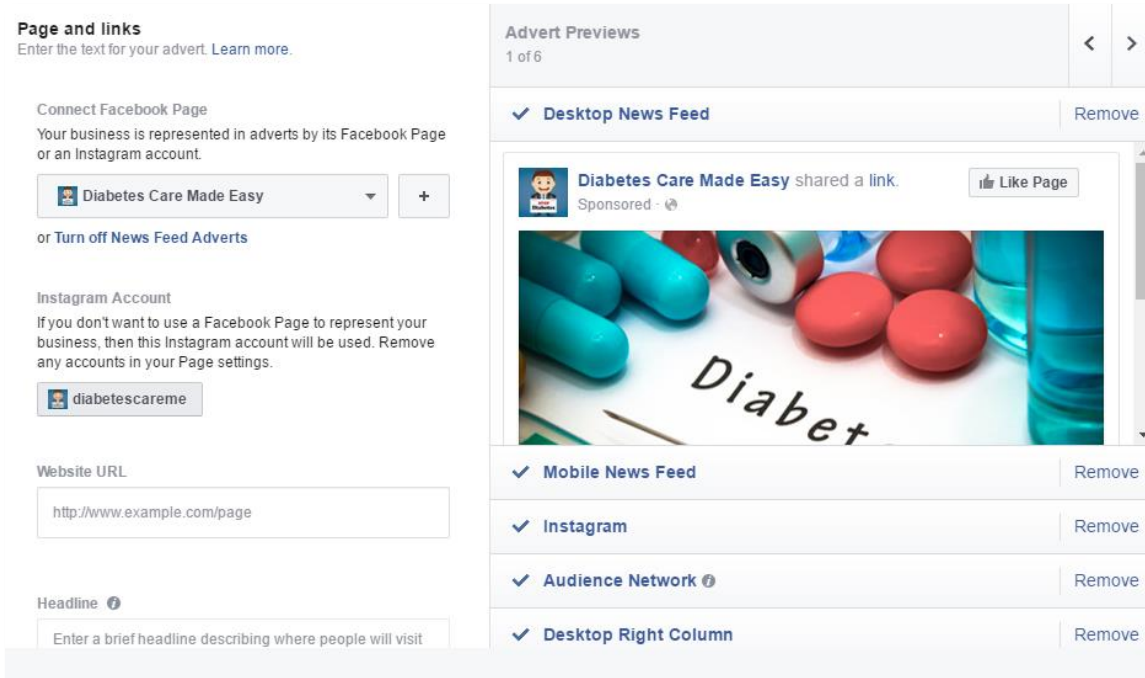
With the Multiple Images Option, the Images & links area will appear. You'll be able to Choose the images and links that appear in your adverts.

For this, I will use the Single Image Option to show you how it works.

The easiest thing to do here is use the Free Stock images and research for niche related images. Be aware that some stock images may not comply with Facebook policies.

Of course the best thing would be to use your own original images, but these images can also bring you some awesome advertising results.

You can create up to 6 adverts at once by uploading multiple images.



For the image specifications, the Recommended image size is 1200 x 628 pixels, the Recommended image ratio is 1.91:1, and your image may not include more than 20% text.

Your business is represented in adverts by its Facebook Page or an Instagram account, so it's important to pick a Facebook Page that perfectly fits the conversion you are looking for.

You can then add your Website URL, assign a headline, and then add the text.

In the "Text" area you'll be able to enter text for your advert. Facebook recommends you submit only 90 characters of text.

Then, pick a call to action.

In the Advanced area, you'll notice your Instagram Account, the ability to add a News Feed Link Description, the ability to add a Display link, set up some URL parameters and set up the Pixel tracking.



In the Advert Preview, you'll see what your ad will look like on the Desktop News Feed, on the mobile news feed, on Instagram, on the Audience Network and on the desktop right column.

You can remove them from the advertising campaign, as well.

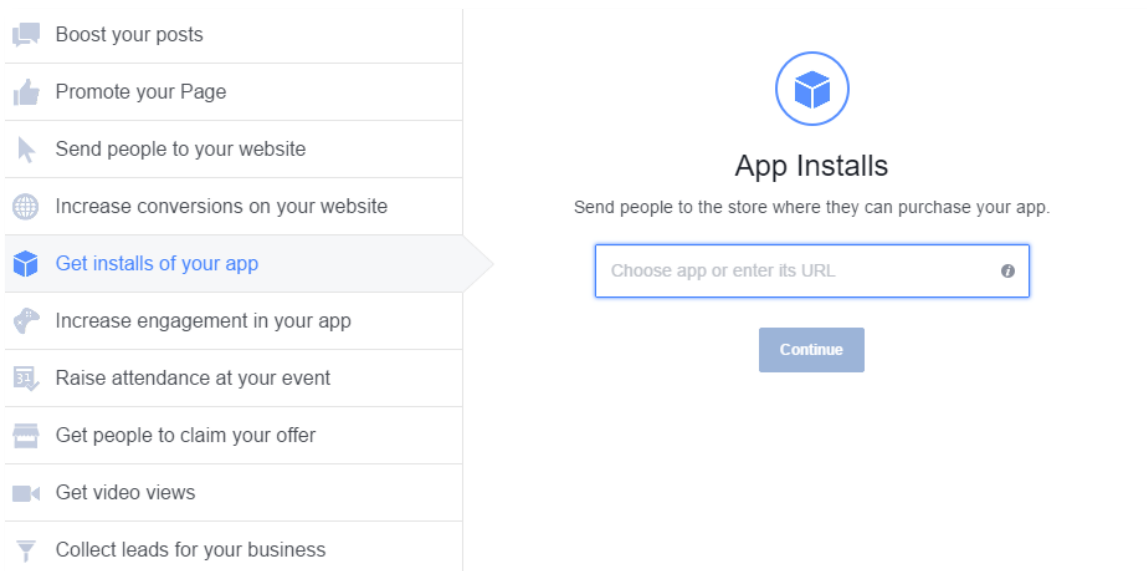
Finally, you can Review your Order.

To finish the Advert Creation Process, click on Place Order.



Chapter 13: Get Installs of your App

You'll now click on “Get Installs of your App”. With the “App Installs” objective, you'll be able to send people to the store where they can purchase your app.



In order to create this type of advert, you'll need to have an app already created.

You'll see your App listed there. I created that App on a previous chapter, but I didn't finish it. I only showed you the introduction part. It's not finished, and not ready to be promoted with Facebook Ads, just yet.

Something else you can do is insert an App URL. For testing purposes, I will use an App from the Google Playstore, which is something you can do if you have an app there that's already created.

I will copy the URL and paste it there.

You'll be able to name your campaign.



Then, click on continue.

You'll see the Audience Section again.

There are only 3 placement options available to promote your app.

You can also see the options to choose all types of mobile devices, and all android devices, both smartphones and tablets are enabled by default. You can also advertise to specific devices by looking for them by their name.

The screenshot shows the 'Placements' section of the Facebook Ads interface. It features three placement options: 'Mobile News Feed', 'Instagram', and 'Audience Network', each with a blue checkmark indicating it is selected. Below this is the 'Mobile Devices' section, which includes a dropdown menu set to 'Android devices only'. Underneath, there are two rows for device types: 'Android Smartphones (all)' and 'Android Tablets (all)', both with an 'x' icon to the right. A text input field is provided for entering a specific device name, with the example 'Samsung Galaxy S4...'. There is also an unchecked checkbox for 'Only when connected to Wi-Fi'. The 'OS versions' section includes 'Min' and 'Max (Optional)' dropdowns, with '2.0 Donut' selected for the minimum and 'None' for the maximum.

For iOS Devices, you can choose its version, min and max.

For the “Budget & Schedule” section, it's the same as usual.

In the Advanced options, for “Optimization for advert delivery”, you can decide to deliver by App Installs, or by link clicks.



For “Bid amounts”, you can choose between automatic or manual. If you choose automatic, you'll let Facebook set the bid that helps you get the most app installs at the best price.

If you click on manual, you'll be able to enter a bid based on what app installs are worth to you.

For “When you are charged”, you'll be charged by impression or by app install.

For “Advert scheduling”, you may find it disabled, because you already set that up in the “schedule” step.

On the “Delivery type”, you can choose Standard, or Accelerated, just as usual.

Finally, you can give your Advert set a name. You can use the default one or change it if you want. Then, click on continue.

I'm sure you have seen this before, so I'm pretty sure you know how it goes.

First comes the format, there you'll be able to choose how you'd like your advert to look.

You can choose to show only one image or video at a time in your advert, or you can choose to show up to 5 images at a time at no extra cost.

Each format will guide you through a different process to set up your advert.

We advise you to Learn more about these advert formats in the Adverts Product Guide.

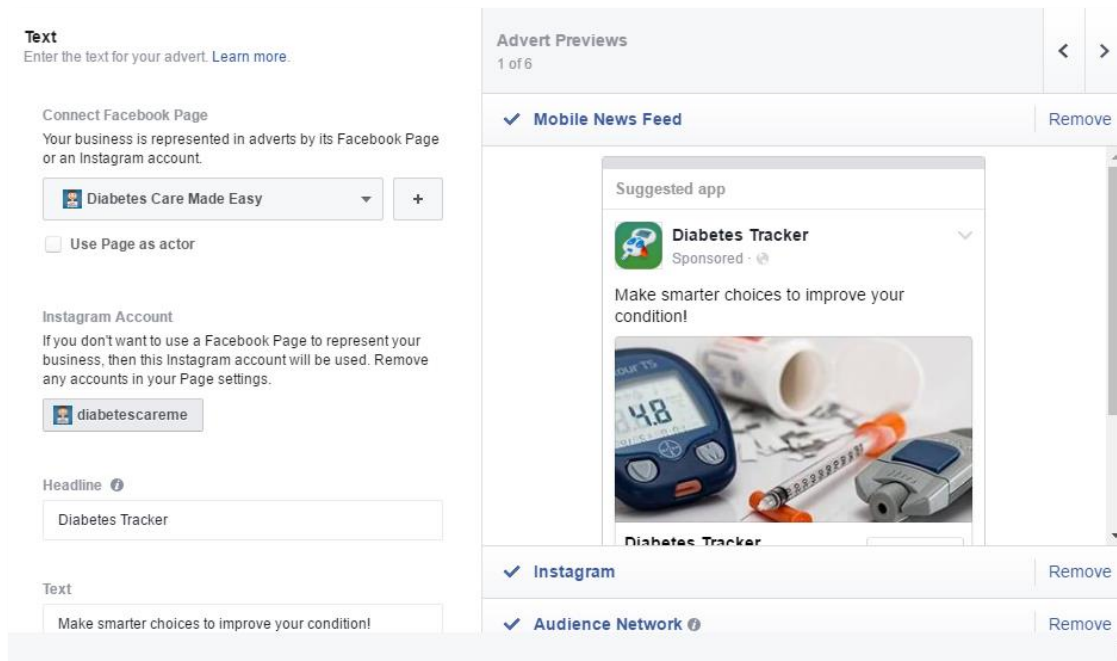
With the Single Image Option, you'll see the “Media” section, where you'll be able to Choose the image or video that you'd like to use in your adverts.



With the Multiple Images Option, the Images & links area will appear. You'll be able to Choose the images and links that appear in your adverts.

I will use the Single Image Option again.

I will use images.



Then, you'll be able to select what Facebook Page will represent your adverts.

There is a new option here called “Use Page as actor”

You can assign a headline, add some text, add a Deep Link which is optional, a call to action and pixel tracking.

In the Advanced area, you'll notice your Instagram Account only.

In the Advert Preview, you'll see exactly how your ad will look on the mobile news feed, on Instagram, and on the Audience Network.

Finally, you can Review your Order, and click on Place Order.



Section 4: Ad Analysis



Chapter 14: How Tracking can get you on the right track

The object of any business that is running a campaign is to soar to success. For that, they need to know how their strategy is performing towards their goals.



What is Ad Tracking?

Sometimes called ad effectiveness tracking, post-testing, or in-market research, ad tracking is an automatic analysis usually made by software designed to monitor the overall performance of an ad.

While tracking is a 24/7 task monitored by tracking tools for effectiveness, to avoid wasting your time, money and effort, ad tracking analysis should be a continuous task made by yourself, whether it's daily or even several times a day.

What do you track in your ads?

To make things simple, you really need to focus on one thing: ROI.

ROI is defined as Return on Investment.

According to Wikipedia: “Return on investment (ROI) is the benefit to an investor resulting from an investment of some resource. A high ROI means the investment gains compare favorably to investment cost. As a performance measure, ROI is used to evaluate the efficiency of an investment.” [Source](#)



Simply put, if you don't make more money from what you are investing in, the economic activity you are investing your money in is not working.

Let me give you 3 scenarios to make it more easy to understand:

First scenario: Let's say you have spent \$500 in advertising for one of your products via Facebook Ads. In return, you have generated \$400 in sales. You are not profiting from it. That means your ROI is negative. You can consider the buyers emails as a positive result, which is correct. You can sell to them in the future as many times as you want, but the actual advertising strategy is not working properly.

Second scenario: Let's say you have spent \$500 in advertising, and in return you have generated \$500 in sales. That still means you are not profiting from it. It means your ROI is zero. Consider that you'll need to cover the expenses you incurred when creating the product.

Third scenario: Let's say you have spent \$500 in advertising, and in return you have generated \$800 in sales. That means you are profiting from it. It means your ROI is positive. You can consider the buyers emails an additional positive result, as well.

The ROI can tell you how your advertising is going.

How do you track Facebook Ads?

Tracking your ads with Facebook is a really basic thing.

You can do so by going to www.facebook.com/ads/manager

There you'll be able to see the performance of your campaign, as well as each of your ad sets and individual ads.



There are two values that will easily tell you if your ROI is positive, Zero or negative.

Results is the number of actions as a result of your ad. The results you see here are based on your objective.

Amount Spent is the total amount you've spent during the dates you've selected in your Ads Manager.

If your Results are bringing you more money than the amount spent, then you have a positive ROI.

If your Results are bringing you the same amount of money you spent, then you have a Zero ROI.

If your Results are bringing you less money than the amount spent, then you have a negative ROI.

I think it is pretty simple to put it that way.



Chapter 15: How optimizing can get you closer to your goals, faster.

Ad optimization is key to achieve your goals with Facebook Ads. Even if it is a low-budget campaign, it must be scalable.

Certainly, there's not an all-for-one solution, but best practices can help any campaign.

What is Ads Optimization?

To put it simply, optimizing your ads refers to the process of making as many different systematic changes to your Facebook Ad Campaign, to make it as profitable as possible.

Facebook ads are developing gradually all the time, and it's necessary for any business to keep up with the changes.

What do you optimize in your Ads?

In order to get the best results out of your advertising efforts, you should be improving the automation process and getting a deep understanding of what works best for your business.





Automatic optimization is a big trend in advertising. First adopters are already using robo-advisors to automate personal finance management. Automation is widely used in the online advertising world.

You can use a Facebook Marketing Partner that supports your advertising team and offers a stable tool with optimization features. What I always recommend is to test different partners to find the option that works best for you.

Another available option is to use Facebook's tools: Ads Manager and the Power Editor.

How do you optimize your Facebook Ads?

There are several tested ideas you can try for optimizing your ads.

Keep Mobile and Desktop Ads Separate

To optimize your ads, bids and conversions based on device, it's recommended to use separate ad sets for desktop and mobile devices.

It is probable that your ads will perform differently on desktops versus mobile devices.

Optimize Desktop News Feed and Right-Column Ads Separately

Setting up very segmented ads is one of the best practices in marketing. To optimize your campaign by device, it's quite useful to separate desktop news feeds and right-column ads.

Test Different Images

The image of a post is what first draws people's attention, and it's a key element of your post.



Try different images and find those that maximize your conversions. When it's clear which images work best, keep testing with more of the same style.

Target by Behaviors

Many businesses only target interests. Nevertheless, you should take into account that targeting behaviors works great, too.

You can choose behaviors to target in the ad set menu, either in Power Editor or in the live account.

Target by Income

There's an option of targeting people based on their annual income. Facebook can be a gold mine to sell products that are more expensive.

It is very easy to target by income, just go into the Power Editor or live account and write down the settings of your ad set. Then, click on More Demographics and click on Income.

Identify Profitable Age Groups and Genders

It is not wise to spend your time and money on the wrong age category when you can choose the right one from the beginning.

The age and gender categories that are the most profitable for your business should be the ones selected in order to obtain a majority of sales.



Section 5: Additional Tips to consider



Chapter 16: 10 do's you should consider for a successful Facebook Advertising venture



Create a strategy

In order to attract people, you'll need to post great content consistently and purposefully.

A great feature of Facebook Pages is Facebook Insights. You can see the average time when your fans are online and schedule your posts, accordingly.

In case you're planning to schedule three posts, you might want to check the best hours that your fans are online and select those hours to schedule your post.

Also, tools like Hootsuite and Sprout Social will help you find the data and metrics you need including the types of posts you should be using for your social media.



Get Feedback

You'll definitely want to improve the product or service you're offering. In order to do that, you'll have to ask questions and actively listen to your customers.

Can you see how great that would be? You can get answers straight from your customers. That's what customer feedback is all about.



It will help you understand the WHY behind the actions of your audience. It is key if you want to get a much clearer picture of what's going on, so you can learn how to go after the right opportunities.



Respond within an hour, not 24 hours

It is key to acknowledge customer interactions, even if it's just to say "Thanks".

In the case of negative comments, you can follow this concept: "Acknowledge in public, solve in private." If negative comments are handled correctly, people will actually apologize on your page.



Follow the 80/20 rule

There's not a right formula to successfully engage your audience on social media all the time, but applying 'The 80/20 Rule' should always be part of your strategy.

Your aim should be provide a mixture of both work and play. It's a matter of balance. 80% of your posts should be social (content that really interests your audience and engages them in conversations), and 20% should be related to your brand.

The reason is that people use social media to be social. Always make it about building relationships, instead of annoying your audience with irrelevant content.

As part of your 20%, include persuasive calls-to-action. Also, include information that benefits your audience. It can be a discount, a special offer, provide useful statistics, etc.



Dedicate the remaining 80% to interesting content that really meets the needs of your audience. Things to keep in mind are retweets, inspirational quotes, questions, links to news, etc.



Post no more than 4 times a week, 2 times a day

82% of people think Facebook is a good place to interact with brands. Still, 73% of social media users “Unlike” a brand on Facebook, because the brand posts too frequently.



Keep your posts under 80 characters

Posts with less than 80 characters receive 66% more engagement, likes, and comments, than lengthier counterparts.

Adding context to a photo or link is key, nevertheless, crafting a lengthy status update may cause follower’s eyes to glaze over it.



Use tracking URLs and Facebook insights to analyze your page performance

To improve your Facebook Page, you need to know how your posts are performing.

You can make use of tracking URLs with UTM codes to identify which posts are driving traffic and conversions to your site. For Page-specific data, such as your engagement rate per post, you can use Facebook Insights.

Once you have insights from these analyses, you can customize your content strategy to post more of what really works.



Use a Recognizable Profile Picture

In order to be found and liked, it is crucial to be noticed on Facebook.

Your profile picture is at the top of your page and is present in each of your posts. You need to make sure it is something that your fans can relate to your brand.

Generally, it's recommended to just go with your company logo.



Ask questions

Facebook fans love a good question. Question posts have a 92% higher rate of engagement than non-question posts.

A good tip here is to ask your question at the end of your post. It will get your public to leave the post with you in their mind, and believe me, that is a good thing for your brand.



Tailor Your Organic Posts

Targeting on Facebook isn't only for paid content, you can also use it for organic posts.

It is not necessary to blast out all of your posts to all of your Fans. Instead of that, think about ways you can use Facebook targeting tools to segment your organic posts by gender, age, education, etc.

If you are more specific with your targeting, you might be able to generate an even better engagement.



Chapter 17: 10 don'ts you should avoid for a successful Facebook Advertising venture



Don't sell all the time

Facebook openly deprioritizes promotional posts from Pages.

This means, if you are only talking in relation to your brand on Facebook, your fans are less likely to see them.

The best bet is to mix in genuine posts (in order to gain some trust) with the News Feed before you try to send out more promotional posts.

Besides, you can always use Facebook ads for those messages.



Don't Create a profile instead of a page for your business

Sad to say, many brands make this mistake when setting up their social media presence.

From the moment you start the process, you'll notice that it is quite simple to create a Facebook Page for business. By the way, it is extremely helpful when it comes time for users to search for you on the platform.



Don't Post to the wrong Facebook account

Between accounts, whether professional or personal accounts, it is relatively easy to make the mistake of posting content on one account meant for another.

It's more likely to happen when making updates on mobile devices. Luckily, tools like the Pagemodo social media manager app help you have a clear idea from which account you are posting, thus reducing the chances of this occurring.



Don't leave your company's "About" section blank

A preview of the "About" section of your Facebook Page is seen beneath your profile picture, and it's definitely one of the first places people will look when they're watching your Page.

Your Page should display relevant information about your company; i.e. what you sell, your website, etc., to help answer people's questions immediately.



Don't Use a Dummy Account

There's not much to say on this topic, because dummy accounts infringe upon Facebook's terms and conditions, so simply don't create them.

In order to avoid post publishing difficulties, you can set up different publishing settings for different employees on your Page.



Don't write fake comments

Every business owner on Facebook wants to be engaged and looks forward to it. However, writing fake comments will not help you at all, instead it will do you a disservice.

Also, fake accounts are easy to spot, and customers will happily announce it. Make it part of your plan to obtain real customer feedback, whether good or bad, because this will help you determine which content works best for your audience.



Don't buy likes

A big amount of likes may seem important to the success of your Facebook page, but a fake fan following represents nothing but a downside.

Fake fans can be the same as low engagement, which will negatively affect the likelihood of people seeing the content you post.

If you're experiencing a low percentage of people engaging your content, then it's less likely you'll appear in the newsfeed.



Don't Share too much

Being careful is a good thing that must be applied all the time. For the things you share, don't share too much information.

It's a good idea to have a checklist. If you are premiering a product and start posting hints or pictures too early, it could ruin the entire product launch.



Don't use too much automation

Customers want to experience a personal touch. It's not very appealing if it sounds like a computer speaking to them.

Make your brand as "Human" as possible to make the engagement experience for the customer more personable.



Don't delete negative comments

Admitting a problem can prevent the company from having a PR issue in the future. It could make upset customers become happy.

If you acknowledge negative comments, it shows that your goal is to serve your customers and be proactive in resolving issues.



Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take Facebook Ads even farther, we invite you to get the most out of it by getting access to our Live Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Facebook Ads.

Facebook Ads has come to stay in the market forever.

To Your Success,

Your Name



Top Facebook Ads Resources



Videos

- ✓ <https://www.youtube.com/watch?v=iBNZXcQTlg>
- ✓ <https://www.youtube.com/watch?v=RGJnLHMkkik>

Tools & Services

- ✓ <http://www.socialmediaexaminer.com/5-facebook-advertising-tools/>
- ✓ <http://www.jonloomer.com/2015/10/30/marketing-tools/>

Training Courses

- ✓ <https://www.udemy.com/facebook-marketing-like-campaign/>
- ✓ <https://www.udemy.com/facebook-ads-hack/>

Blogs

- ✓ <https://adespresso.com/academy/blog/>
- ✓ <https://blog.kissmetrics.com/deep-dive-facebook-advertising/>

Forums

- ✓ <http://www.warriorforum.com/tags/facebook%20ads.html>
- ✓ <https://forums.digitalpoint.com/forums/facebook.135/>

Affiliate Programs

- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=facebook+ads>
- ✓ https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=facebook+ads

Demographics

- ✓ <http://www.alexa.com/siteinfo/qwaya.com>
- ✓ <http://www.alexa.com/siteinfo/adespresso.com>

Webinars

- ✓ <https://www.youtube.com/watch?v=nfUymXszN4o>
- ✓ <https://www.youtube.com/watch?v=M6jkr6LibSY>

Infographics

- ✓ <http://blog.wishpond.com/post/106238043028/infographic-google-adwords-vs-facebook-ads>
- ✓ <http://blog.hubspot.com/marketing/facebook-advertising-statistics>

Case Studies

- ✓ <https://www.facebook.com/business/success>
- ✓ <https://www.socialfresh.com/facebook-advertising-examples/>

Facts

- ✓ <http://www.jeffbullas.com/2015/05/09/23-extraordinary-facebook-advertising-facts/>
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