

Facebook Ads Tutorial

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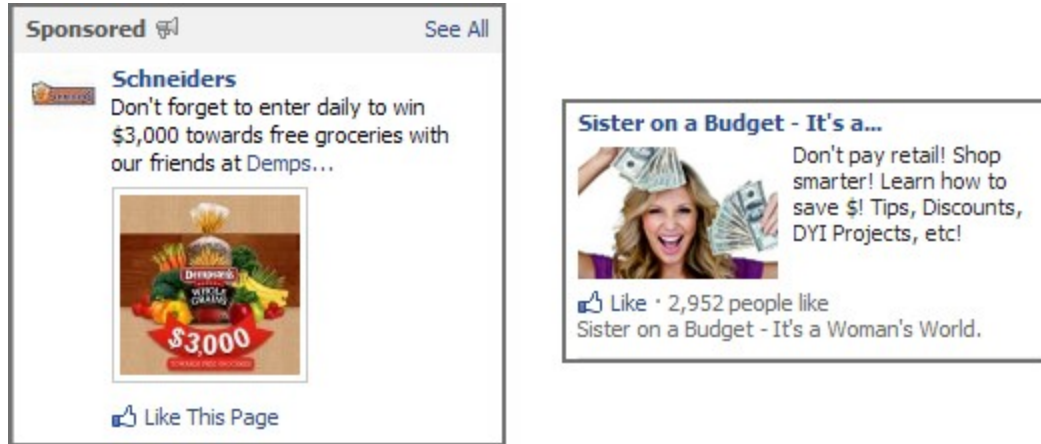
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Facebook Ads Tutorial

There are many different types of Facebook ads you can create, but the two main categories are Pay Per Click and Sponsored.



However, there are many variations of PPC Facebook ad, and it's important to choose the type that is right for your business and your goals. So before we look at different types of models, let's clarify what Facebook ads can be used for.

Step One: Clarify Your Advertising Goal

Every Facebook ad should target a goal. Common goals are:

- Increasing awareness of your brand
- Making conversions to sales
- Generating leads (subscribers)
- Increasing your fan base and celebrity status

That covers what you want your Facebook ad *to do*.

But what about *exactly how to do it*?

Facebook allows you a number of strategies, including:

- Number of "Likes"
- Number of impressions
- Actual Conversions
- Return on Investment

In addition, decide whether or not you need to make money back on the ad straight away... or if you can afford to invest in brand and reputation building.

So which goal and which method will work best for you? Here's how to find out...

Step Two. Educate Yourself

Knowing your Facebook advertising options is essential to success.

Premium products are displayed in the feed to the right-hand side of home pages. These are most often used to:

- Encourage event sign ups
- Promote contests
- Inform people about sales and special promotions
- Send people to your videos
- Send people to a website landing page
- Introduce a new product or feature

For example, here's an ad with right-hand side placement whose sole objective is to (a) let people know about their promotional video (b) drive people to watch it. (The video itself is the vehicle that does the selling.)



Such a simple ad – but there are five hidden aces built into it and played correctly.



Can you tell what these are? Before you read the answers, below, see if you can analyze the ad for yourself.

Okay. So these are the strong elements of this particular ad:

1. Their **website name and URL** features prominently and noticeably, adding credibility to the ad
2. The little video “Play” arrow actually **acts as a call to action**, prompting people to click



3. It promises a **short, specific, easy engagement** if the viewer takes the action, broken down into manageable segments (“10 steps”)
4. By including the **brand new current year**, it promises up-to-date, leading edge information



5. It features a real person facing the camera, ready to connect and engage

Where does the ad fail, causing a segment of its viewers to hesitate on clicking, or pass altogether?

That’s more subjective. For example, some people could be put off by the white-shirt. It might trigger associations with old-style would-be “guru” ads. Others might find the white shirt reassuringly conservative: It really all depends on the viewer’s associations and history. (And, yes, the shirt actually seems to be lilac, but it “reads” as white.)

The simplicity and directness of this ad is ultimately much in its favor. As for its type, it’s a Premium ad, with right-hand placement.

Here are your **Placement options**...

- Premium ad (RH placement)
- Sponsored page-post (your feed)
- Premium sponsored post (RH placement)
- Marketplace ads

- Marketplace sponsored stories

Your ad targeting choice is a toss-up between...

- Cost Per Click
- Cost Per Mille (impression)

With CPC, you only pay when people actually click through on your ad.

With CPM, you pay every time the ad is served up on peoples' pages.

CPM is a great way to go if you're trying to convince people that your new Teddy Bear Cola rivals Coke or Pepsi. See your ad enough times, and people get to "know" your brand and accept it, if you position your product expertly. However, it's easy to run up huge bills with CPM, so be very sure to think through your goals and set the right limits and targeting criteria.

The last thing you want to do is repeatedly annoy the wrong demographic – one that would never buy or click on your ad under any circumstances – and that can all too easily happen on Facebook.

Case in point: The infamous "Faithful Single Women Wanted" ad, endlessly pushed to Facebook account holders whose marital status firmly says "Married". Without insider knowledge, who can say whether or not Facebook is being unscrupulous, distributing the ad indiscriminately? Far more likely is that the advertiser forgot to specifically exclude those whose marital status is "in a relationship" or married – though married friends have reported that Facebook has not respected repeated requests from them to remove the ads from their feed. "That darned ad keeps reappearing and reappearing," says Teresa P., who is "very exclusively married".

Educate yourself about all your advertising options before:

- Setting your goals
- Choosing your ad type

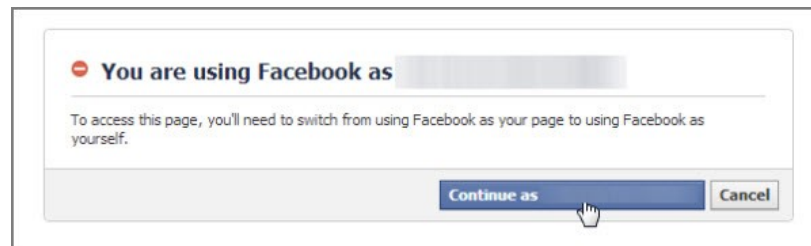
Step 3. Creating Your First Ad

We've discussed premium and sponsored ads, and taken a look at how Facebook advertising operates. But there's an even easier way to advertise on Facebook. It's also possible to create ads very quickly – right from your Facebook Page!

1. Go to your Facebook Page Admin Panel, and select the "Build an Audience" button. Then when you get the drop-down menu, select "Create an Ad".



2. You will be asked to switch back to your personal account.



3. Next, you will be asked to fill in:
 - What you want to advertise
 - Your ad photo
 - How you want it displayed

The "Advertise on Facebook" setup page. At the top, it says "Advertise on Facebook" and "What do you want to advertise?". Below this is a text input field with a placeholder "Choose a Facebook destination or enter a URL:" and a "Learn More About Advertising" link. The next section is "What would you like to do?" with three options: "Get More Page Likes" (with a thumbs up icon), "Promote Page Posts" (with a megaphone icon), and "See Advanced Options" (with a document icon). The "See Advanced Options" option is selected. Below these options is a "Your Ad" section with a "Remove" link. It has two radio buttons: "Choose an existing Page post" and "Create a new ad about" (selected). Below these are fields for "Headline" (5 characters left), "Text" (60 characters left), and "URL" (pre-filled with "http://www.com"). There is a "Landing View" dropdown set to "Timeline". Below that is an "Images" section with an "Upload Image" button and a "Choose From Image Library" link. A small image preview shows dimensions of 190 px by 72 px. On the right is a "Right Hand Column Preview" showing a mobile view of the ad with the URL and a "You like" button. At the bottom right is an "Ad Preview" link.

- a. Choose a Facebook destination or enter an URL
- b. Specify your simplified goal

- i. Get more Page Likes
 - ii. Promote Page posts
 - iii. Place a CPC ad
- c. Next, choose a post to advertising from your existing ones or create a new one in the fields supplied.

You'll need:

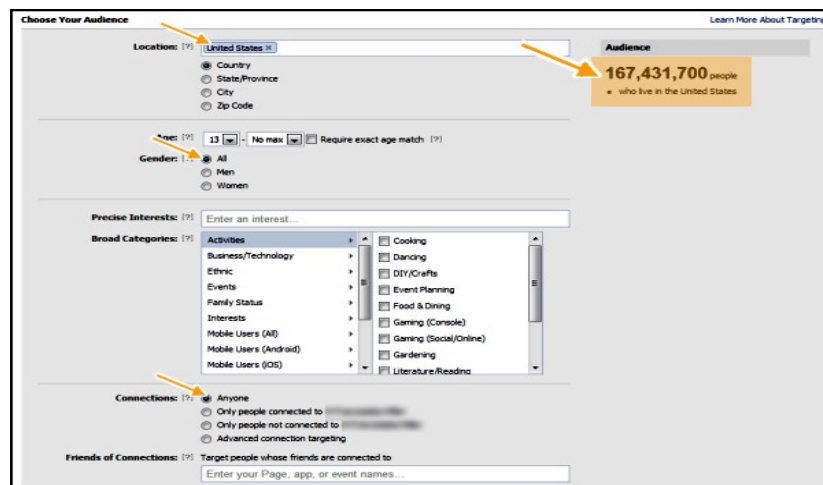
- A headline
- Text (with or without an anchor link)
- Specify whether you want your landing view to be Timeline or Photos
- An image to upload

Once you've entered these, you'll see a preview in the right-hand column

4. You can also choose to add – at no extra cost – stories about your Page to be shared with your friends



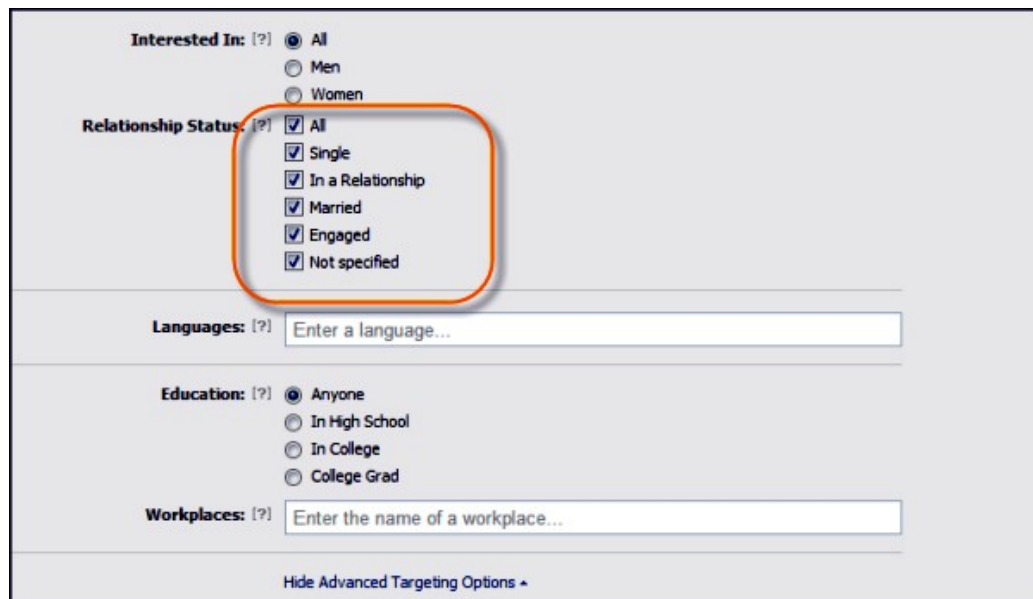
5. Next, specify your demographic. Notice that the less specific you are, the more people will be shown as your potential audience.



This is virtually worthless – not being specific enough results in ads such as the infamous “Seeking Faithful Women” ad we touched on earlier.

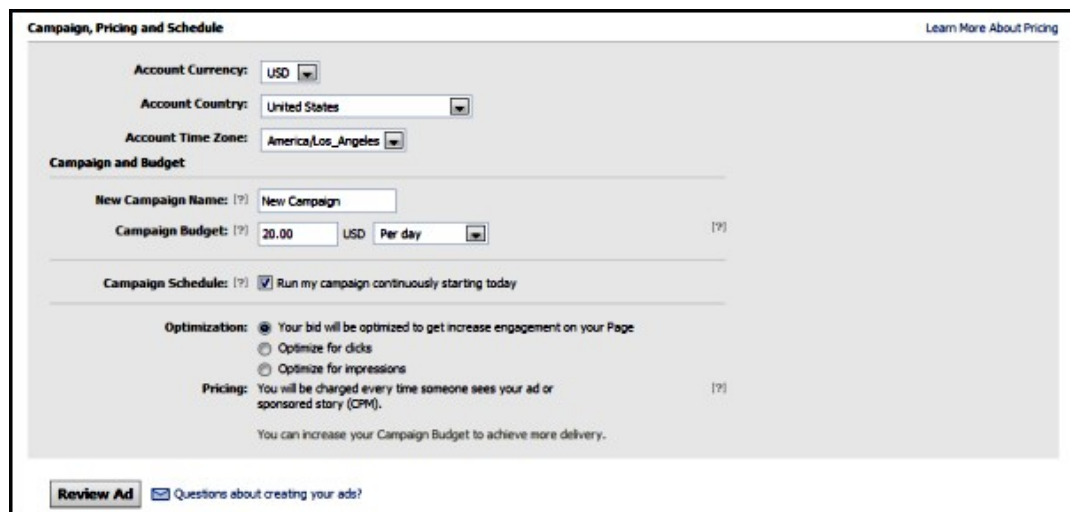
The more you narrow down your target, the more effective your ad will be.

And if you don’t see the option you need to specify, click on “Advanced Options”. That is what the advertiser obviously didn’t do – the advertiser should have specified the ad ONLY be targeted to single people. Instead, it looks as if “Advanced Options” was never opened up and all types of relationship statuses were left as the default!



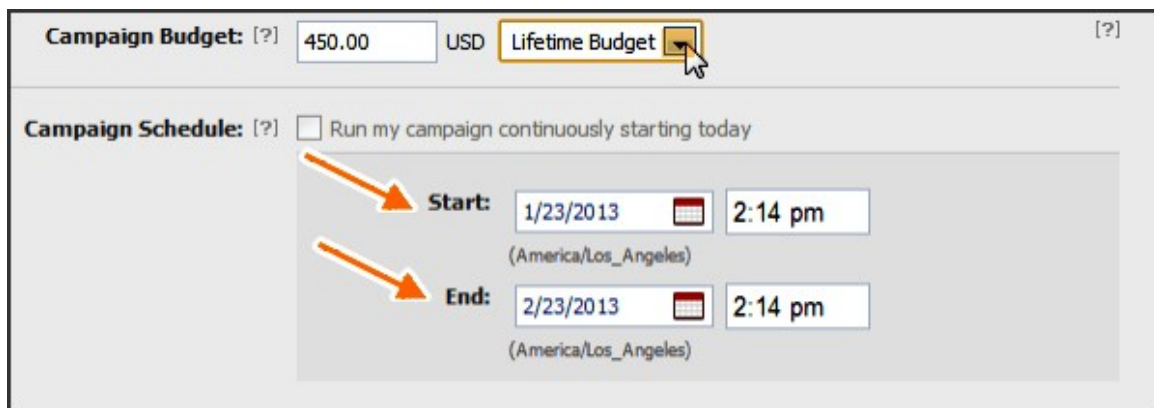
The screenshot shows the Facebook targeting interface. Under 'Interested In', 'All' is selected. Under 'Relationship Status', all options are checked: 'All', 'Single', 'In a Relationship', 'Married', 'Engaged', and 'Not specified'. Below this is a 'Languages' text input field. Under 'Education', 'Anyone' is selected. At the bottom is a 'Workplaces' text input field and a 'Hide Advanced Targeting Options' link.

6. Finally, set your budget. The default is set to \$20 per day, with “run my ad continuously” – that would be \$620 in one month; just slightly less than the cost of a modest local newspaper ad.



The screenshot shows the 'Campaign, Pricing and Schedule' settings. 'Account Currency' is USD, 'Account Country' is United States, and 'Account Time Zone' is America/Los_Angeles. Under 'Campaign and Budget', 'New Campaign Name' is 'New Campaign', 'Campaign Budget' is 20.00 USD Per day, and 'Campaign Schedule' is 'Run my campaign continuously starting today'. Under 'Optimization', 'Your bid will be optimized to get increase engagement on your Page' is selected. Under 'Pricing', 'You will be charged every time someone sees your ad or sponsored story (CPM)' is selected. At the bottom is a 'Review Ad' button and a link 'Questions about creating your ads?'.

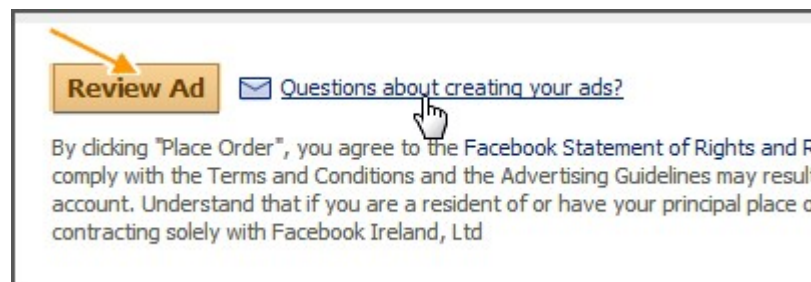
If that's too rich for your blood or you actually want to increase it, you can always change this default. Press the drop-down arrow beside the "Per day" field to change it to a "Lifetime" budget – meaning the lifetime of the ad, which you are now about to specify.



The screenshot shows the Facebook campaign setup interface. At the top, the "Campaign Budget" section includes a text input field with "450.00", a "USD" currency selector, and a "Lifetime Budget" dropdown menu which is highlighted with a yellow box and a mouse cursor. Below this, the "Campaign Schedule" section has an unchecked checkbox labeled "Run my campaign continuously starting today". Underneath, there are "Start" and "End" date and time pickers. The "Start" date is "1/23/2013" at "2:14 pm" in the "America/Los_Angeles" timezone. The "End" date is "2/23/2013" at "2:14 pm" in the "America/Los_Angeles" timezone. Two orange arrows point to the "Start" and "End" date fields.

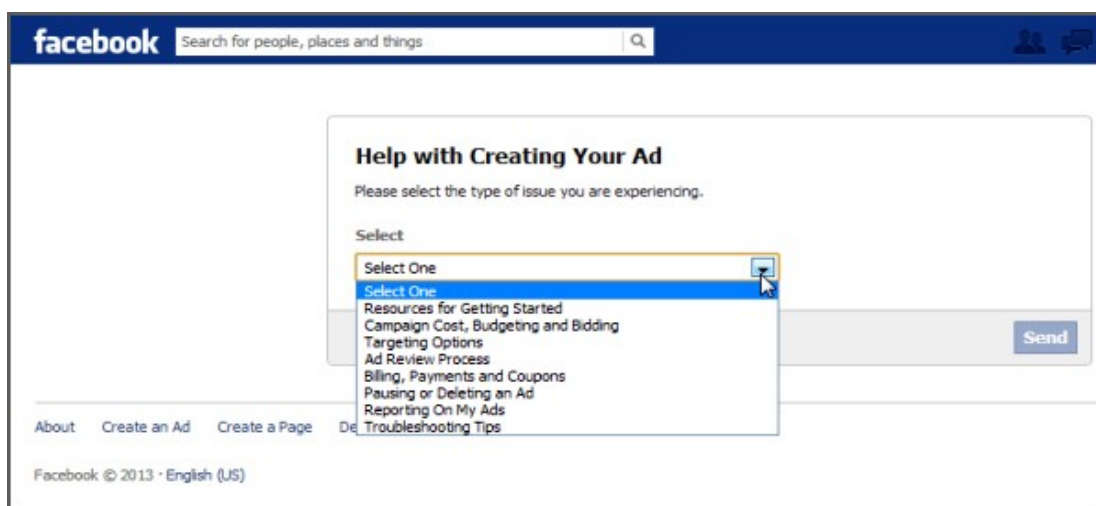
Uncheck the box beside "Campaign Schedule" to set a specific start and end date for your campaign.

7. Review your ad.



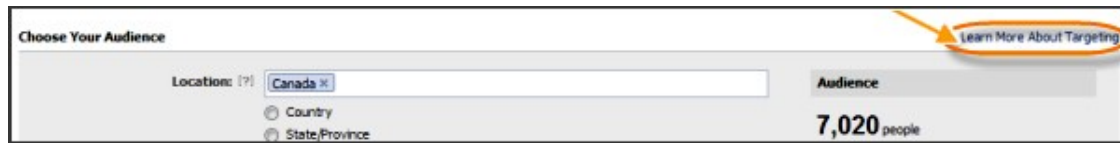
The screenshot shows a "Review Ad" button highlighted with a yellow box and an orange arrow. To its right is a link "Questions about creating your ads?" with an envelope icon, which is being clicked by a mouse cursor. Below these elements is a paragraph of text: "By clicking 'Place Order', you agree to the Facebook Statement of Rights and Responsibilities. Your use of Facebook may result in the account. Understand that if you are a resident of or have your principal place of contracting solely with Facebook Ireland, Ltd".

If you are uncertain about any aspect, you can quickly contact the ad department via web form by clicking the "Questions about creating your ads?" anchor text.

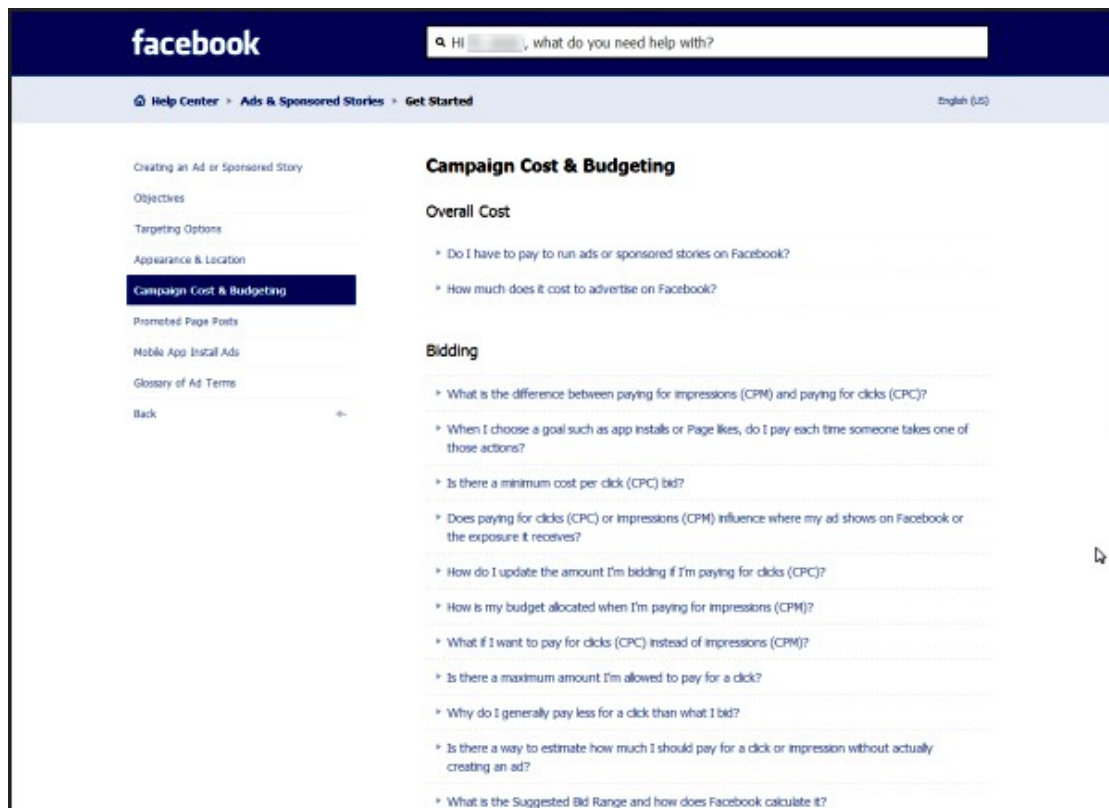


The screenshot shows the Facebook "Help with Creating Your Ad" page. At the top is the Facebook logo and a search bar. Below is a heading "Help with Creating Your Ad" followed by the instruction "Please select the type of issue you are experiencing." There is a "Select" dropdown menu with a "Select One" option highlighted. A list of topics is shown below the dropdown: "Resources for Getting Started", "Campaign Cost, Budgeting and Bidding", "Targeting Options", "Ad Review Process", "Billing, Payments and Coupons", "Pausing or Deleting an Ad", "Reporting On My Ads", and "Troubleshooting Tips". A "Send" button is located to the right of the list. At the bottom, there are links for "About", "Create an Ad", "Create a Page", and "De". The footer text reads "Facebook © 2013 · English (US)".

Finally, any one of these sections offers Advanced Options or more information, so be sure to take your time and explore each section before committing yourself.



You can also visit the [Facebook Ads help section](#) directly, and read up on any question.



Once you've reviewed your ad, place your order – and let Facebook magic (in conjunction with your knowledgeable optimization) do its work.

Tracking Your Ad – Be sure to track your ad; both through your ad data metrics and through Facebook [Insights](#).

Best of luck with your first Facebook Ad Campaign!