HOW TO USE FACEBOOK ADS THE RIGHT WAY

Successful Facebook Advertising Methods

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CHAPTER 1:

Introduction To Facebook Advertisement

There are couple of things you should know before starting with advertisement in facebook.

Terms Used:

CPM = Cost Per Mille - Cost paid per one thousand people the ad is shown to.
CPC = Cost Per Click - Cost paid for one click to your ad.
CTR = Click Through Rate - The percentage of people who clicked on your ad
CPL = Cost Per Like - Cost paid for one like generated from the ad
CPE = Cost Per Engagement - Cost paid for one engagement from ad
RHS = Right Hand Side - type of ad placement
DNF = Desktop News Feed - Type of ad placement
MNF = Mobile News Feed - Type of ad placement

How to calculate the results:

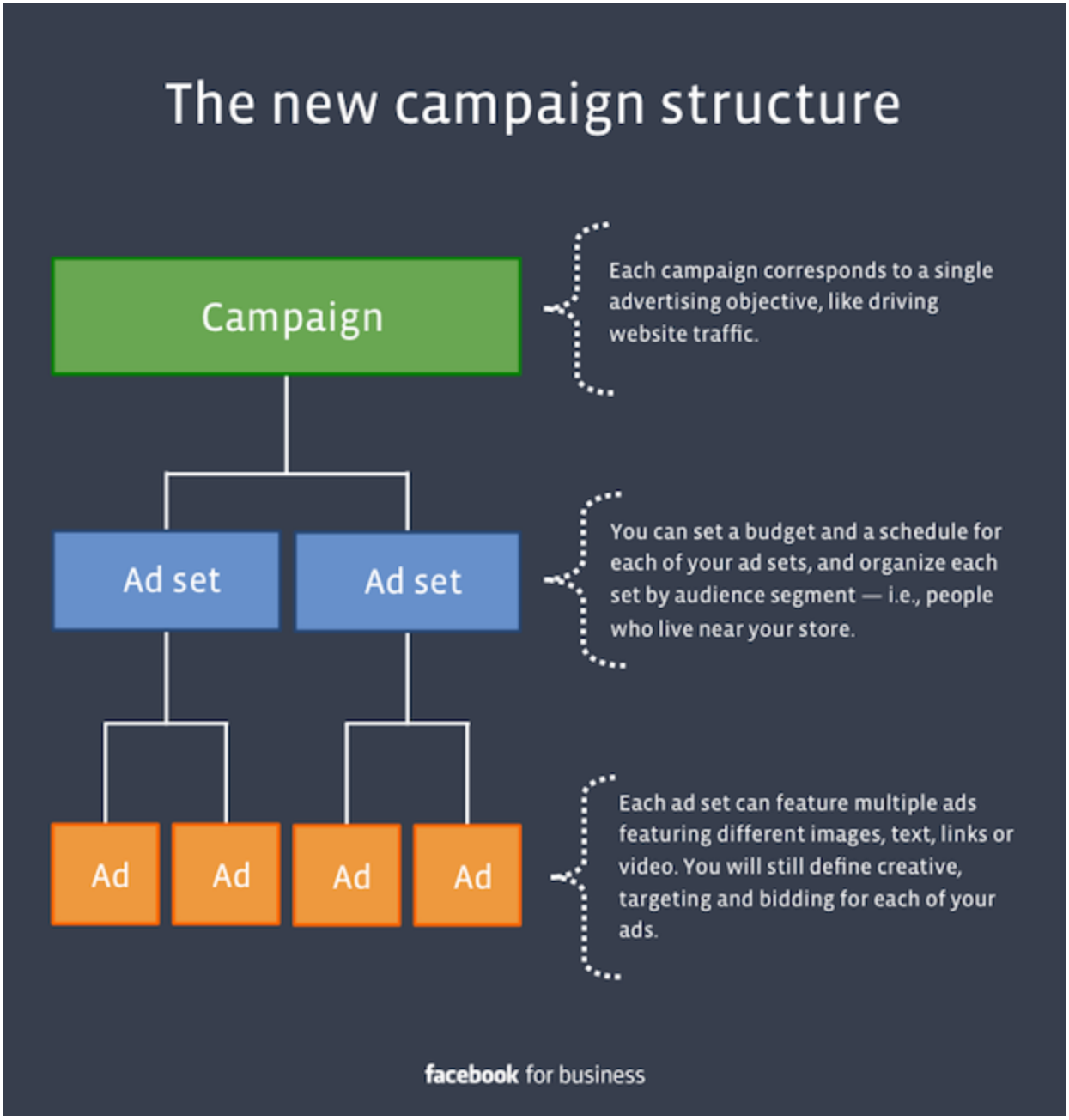
CPC = CPM x CTR

Example: Facebook charges you $10 to show your ad to 1,000 (CPM = $10), out of the one thousand people who have seen your ad, 20 of them or 2% of them actually clicked on the ad (CTR = 2%). Which means you paid $10 for 20 clicks giving you a CPC of 20 cents per click.

$10 x 2% = $0.20 CPC

Structure of Facebook Ad Campaigns

Campaign → Ad Sets → Ads



The 4 Types of Facebook Ad Placements

There are 4 types of facebook advertisement options:

1. Right Hand Side Ads
2. Desktop News Feed Ads
3. Mobile News Feed Ads
4. 3rd Party Mobile Ads

Right Hand Side Ads (RHS)

1. **RHS or Right hand side ads**

RHS were the very first form of advertising via facebook, they are an old but fairly useful placement. They are the ads that you see on the far right side of the newsfeed.

Advantages of RHS :

1. LOW CPM
2. Excellent for Branding

Disadvantages of RHS :

1. Low CTR (avg of 0.5% to 1%)
2. Higher CPC
3. Limited text allowed

From my experience the only reason you should attempt to use RHS ads is when you are looking for getting your image out there, people might not necessarily click but they will see it and for a cheap CPM rate its perfect !

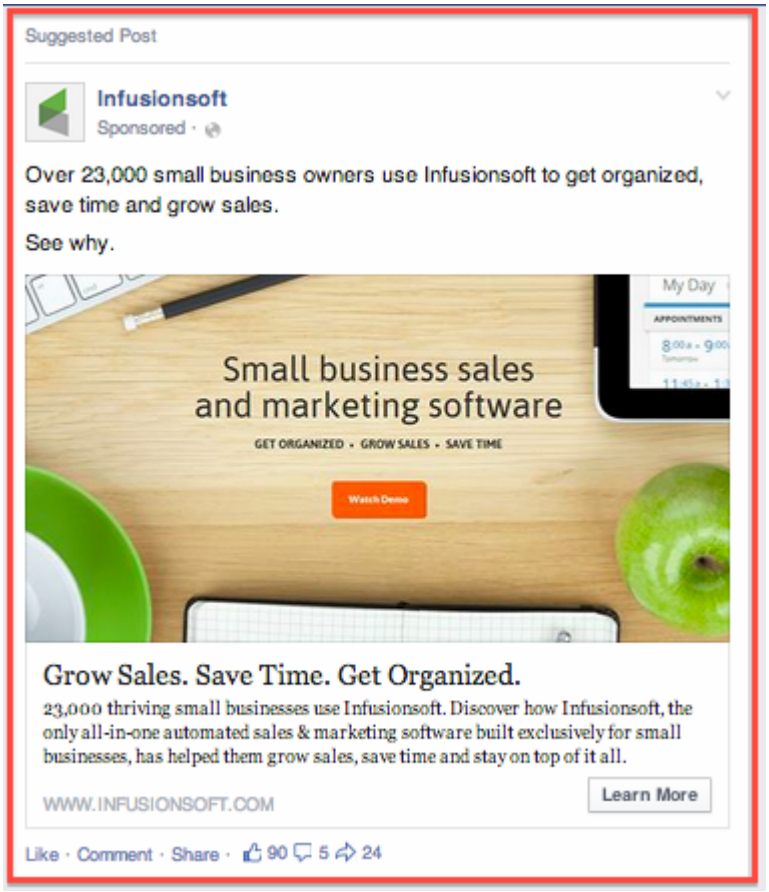
Desktop News Feed Ads (DNF)

2) Desktop News Feed Ads

DNF is the absolute best thing about FB ads, it has a high text allowance and the images are big and extremely hard not to notice. They can be used for any kind of engagement needed.

Pros of DNF:

1. High CTR (average of 2% to 8%)
2. Low CPC
3. Generous amount of text allowed
4. Very hard not to notice with a good image
5. Can go Viral with shares allowed



Cons of DNF:

1. High CPM
2. Can be costly if not used correctly

From my experience DNF is a powerful placement when combined with effective targeting, it can get you super cheap targeted that you will not find anywhere else!

Mobile News Feed Ads (MNF)

3) Mobile News Feed Ads

If you need mobile visitors or App installs then this definitely your one and only stop, MNF are like DNF but with steroids this placement is guaranteed to get you results you can be proud of.

Pros of MNF:

1. Low CPM
2. High CTR
3. Excellent visibility
4. Perfect for App installs
5. Can go viral pretty quickly

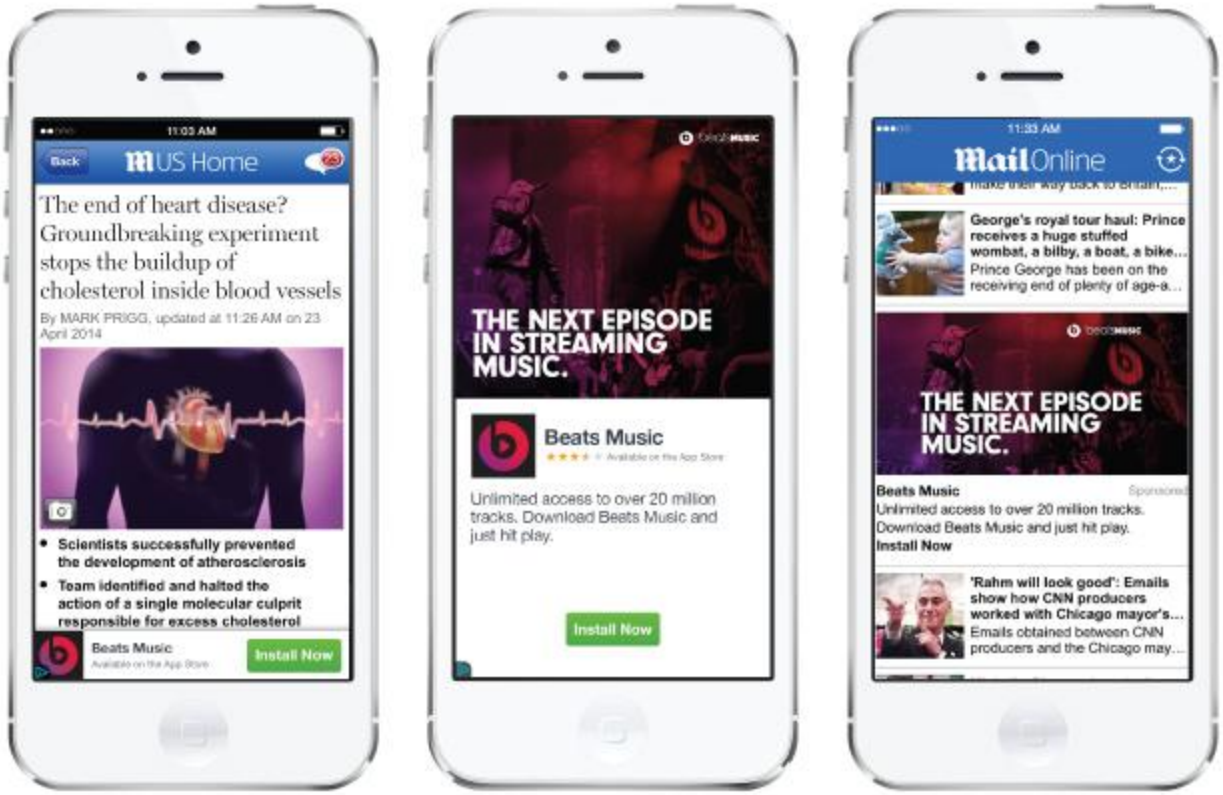
Cons of MNF:

1. Limited text availability
2. May sometimes cutoff text

3rd Party Mobile Placement

4) 3rd Party Mobile Ads

Facebook has teamed up with a couple of companies to show ads you make in facebook to be shown in other apps or mobile sites. No good results have been seen by this placement, I do not recommend it until it has a bigger audience.



Banner Interstitial Native

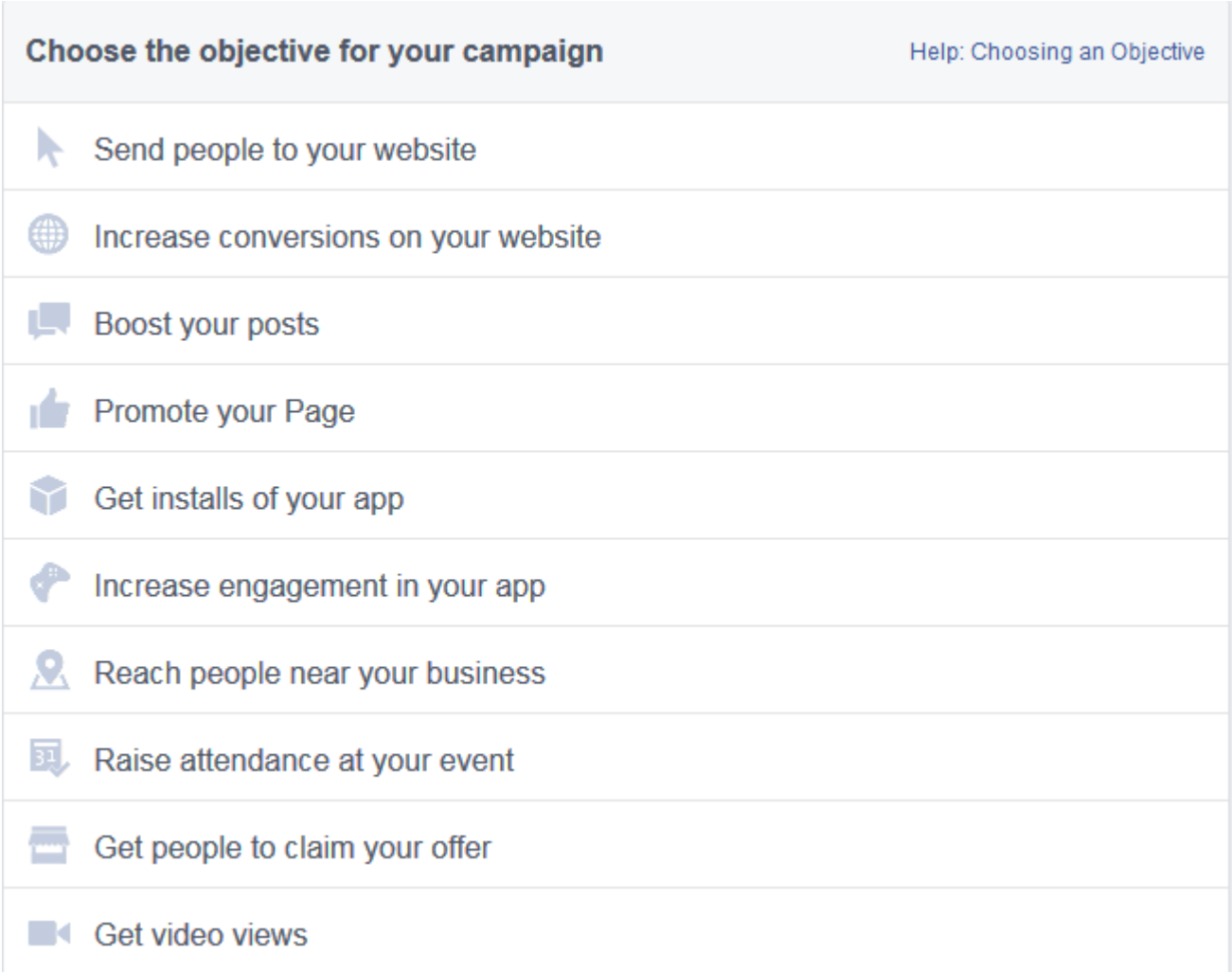
What Ad Type Should you choose ?

- **MNF is best used for APP installs , Mobile user acquisition, mobile traffic and email optins.**
- **DNF is best used for Sales, Leads and desktop app installs**
- **RHS is best used for branding**

CHAPTER 2:

What Can You Do With Facebook Ads ?

Facebook ads is a very versatile platform that needs to be updated constantly, finding a winning campaign will only last for a couple of days maybe weeks, after a while you need to update the ads and targeting. There are various campaign objectives and goals you could achieve listed below.



Types of Facebook Ad Objectives

Page Likes

On almost all ad types and placements a facebook page is associated with it and have the option of liking the page even though it is not a page like ad.

But if your goal is to get as much page likes as possible then this campaign objective is the best to use, because facebook will look for people who are most likely to like your page and get you the best result possible.

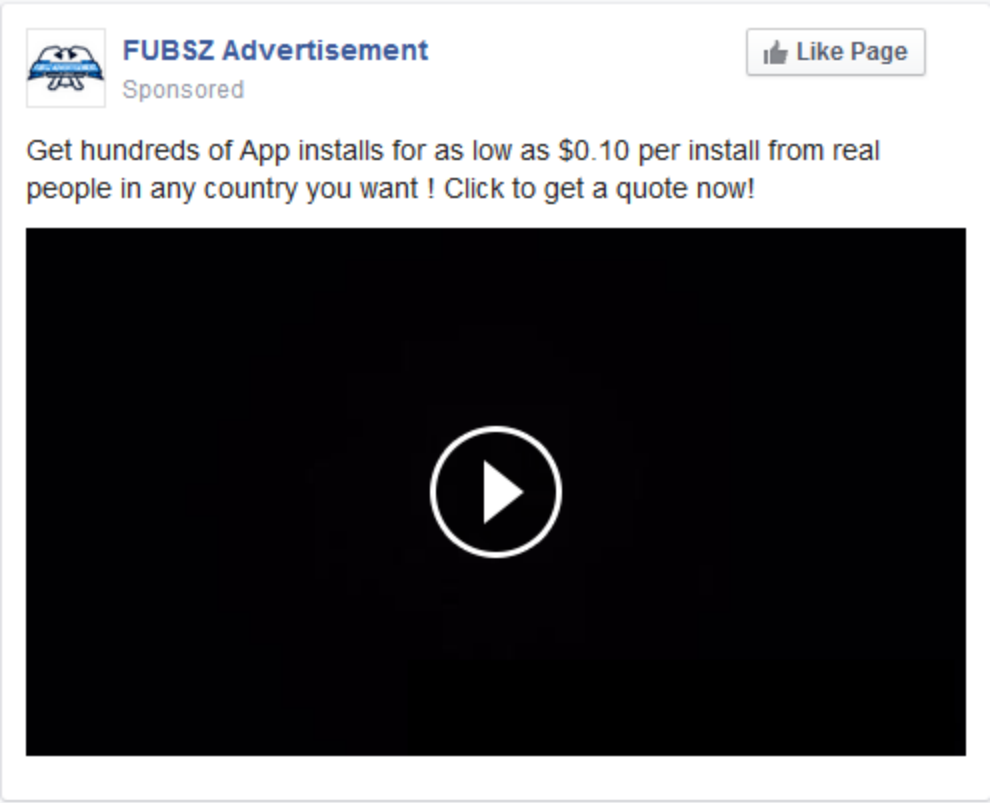
Types of Facebook Ad Objectives

Website Clicks

This ad type focuses on getting you the most clicks at a price point you choose, this is optimal for advertisers who are looking for targeted traffic to a website or squeeze page of their choice. This is a primary ad type to see !

Types of Facebook Ad Objectives

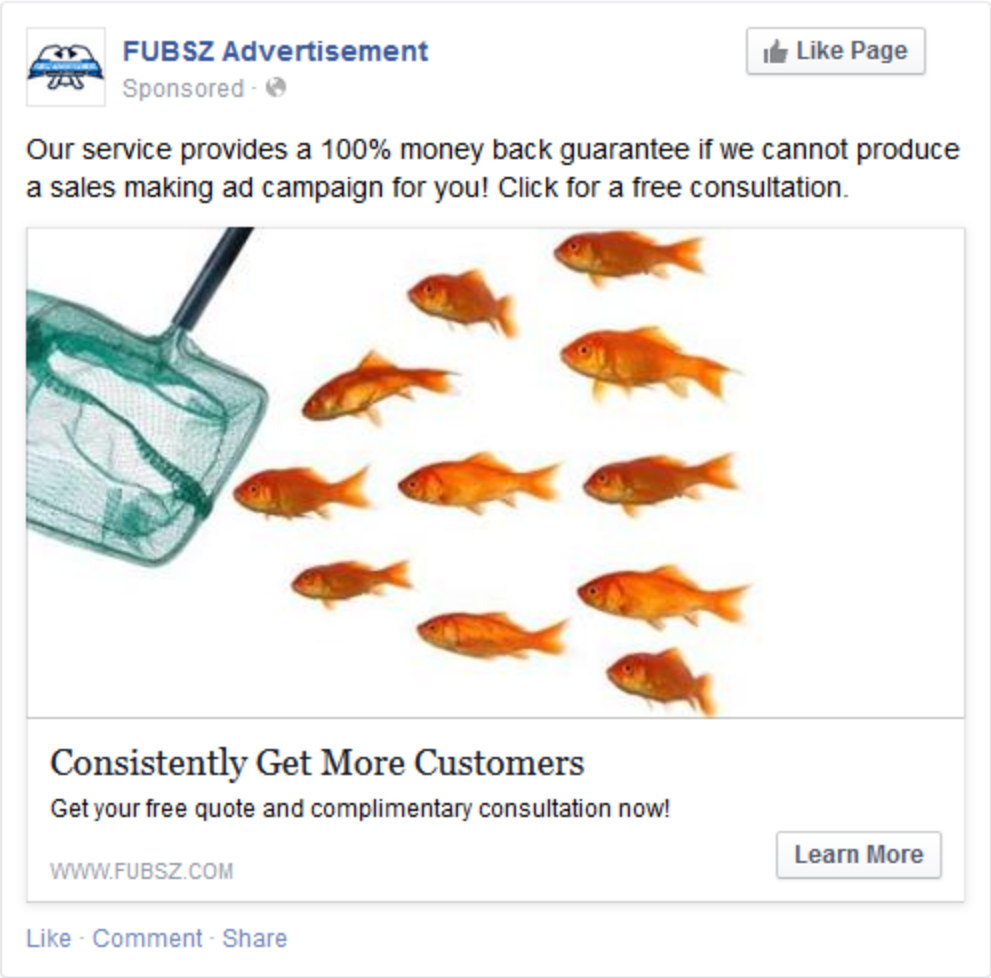
Video Views



This is one of facebook's newest addition, you are now able to upload videos and promote the video. With this objective facebook will charge you per view. This is pretty great for video bloggers or people who have something to show the world.

Types of Facebook Ad Objectives

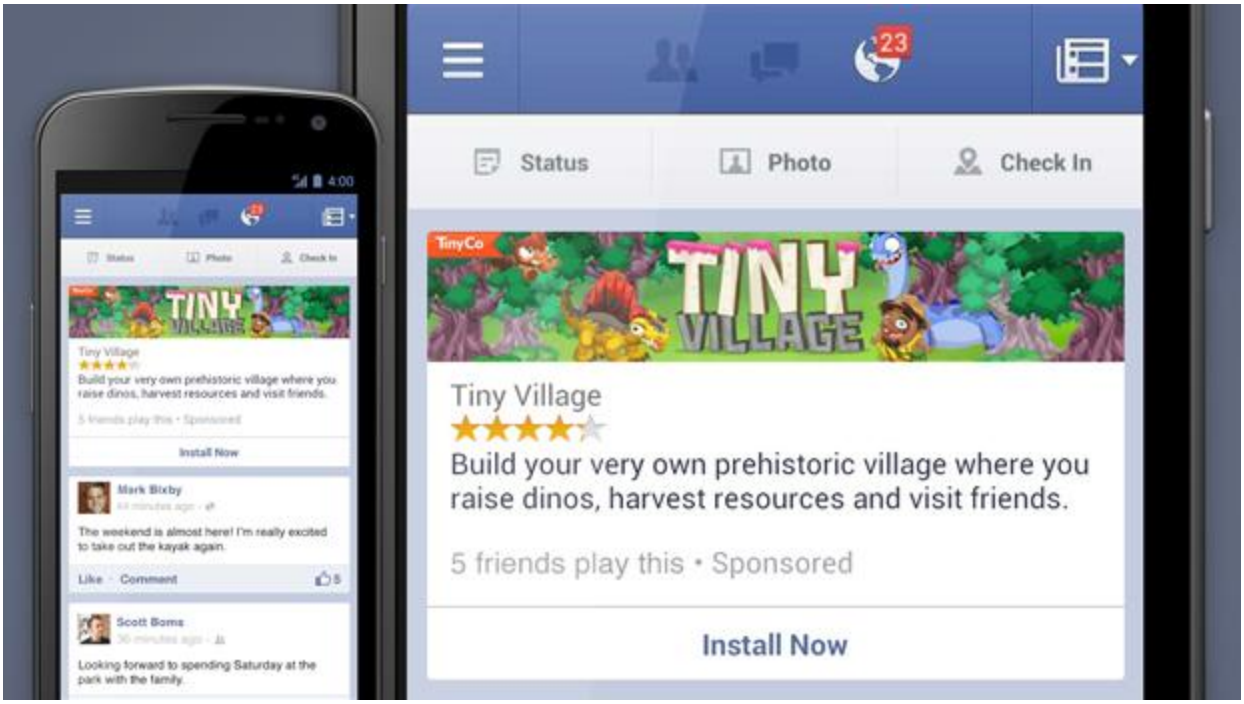
Engagement



Engagement campaign is probably one of the most overlooked campaign objectives and has the ability to make a post go viral. Facebook promotes this post to people who are most likely to share, comment, like or even like the page. This way you get organic visitors in addition to paid visitors.

Types of Facebook Ad Objectives

Mobile App Installs



This is the campaign where most app developers will be looking at. This campaign is perfect for anyone who wants to promote their app and get a massive amount of installs at a fast rate. You need proper targeting to get cheap installs for tier 1 countries.

Types of Facebook Ad Objectives

Offer Promotions

This campaign objective is perfect for anyone who has a coupon or offer to promote. You have the option to add and edit the amount of coupons available and offer expiration.

Types of Facebook Ad Objectives

Conversions

Saving the best for last, for most advertisers this what they need. Conversion campaigns are optimized and priced precisely for getting the visitor to the conversion page. If you are looking to build a list, make a sale or even want to sign up new users this should be a main objective for you.

CHAPTER 3:

Registering & Learning The Tools For Creation

Facebook by itself is a rough platform that will get you results but not great results, various developers and fellow advertisers have found programs that could cut your ad making time by 90% , Below are a few programs I highly suggest getting as they will make your life infinitely easier.

Facebook Power Editor

www.facebook.com/powereditor

Qwaya

QWAYA - Facebook Marketing Tool

1. Qwaya

I can't praise this program highly enough, before using Qwaya I was using facebook's power editor and man did it make a huge difference in results !

Advantages of Qwaya :

1. Massive split testing that would usually take you hours to do, done in seconds.
2. Ability to create up to 10,000 ads in one day
3. Ability to save targeting
4. Ability to save ad copies
5. Ad Scheduling
6. Various Automated tasks that allows the campaign to optimize continuously by itself
7. Excellent Support

Disadvantages :

1. Sometimes Lags
2. Monthly Cost

Qwaya should definitely be something you have if you are going to use facebook ads. Click here to get a Qwaya 14 day free trial (No Credit Card Needed)

Power Editor - Facebook's Marketing Tool

Power editor is facebook's very own tool for more advanced advertisers, unlike the simple ad create tool in facebook that most people use this editor provides more comprehensive editing and will in turn give you more accurate results.

Advantages Of Power Editor:

1. Completely Free To Use
2. Ability to Save ad groups
3. Ability to schedule ads
4. Ability to create more comprehensive ads and targeting

Disadvantages of Power Editor:

1. Initially very hard to use
2. Looks awful
3. Lacks some functionality
4. Very time consuming

Power editor should be used only by seasoned advertisers, otherwise you will spend some time in learning and making ads, I personally do not use it anymore.

CHAPTER 4:

What Niches You Should Look For & Niches To Avoid

Facebook works with almost all niches, any niche allowed by facebook works. I highly suggest you read facebooks ad guidlines.

What Niche Should You Look For ?

In my experience the worst niches are :

1. Weight Loss
2. Dating
3. Insurance
4. Mortgage and loans
5. Make Money Online
6. ALL black hat niches such as adult sites and hacking

Best Niches to work with are small sub niches such as:

1. Cooking ---> Diabetic Cooking
2. Dog Training -----> Puppy Training
3. Video Games -----> Call Of Duty Tips
4. Baby Products ------> Baby Sterilization Products
5. Photography ------> Photoshop

The trick is to target one step inside the niche, don't target general niches.

CHAPTER 5:

Researching The Niche & Finding Your Perfect Audience

How to effectively research a niche:

To find a good niche you need to first find a category to focus on, preferably something you like or have experience with.

Steps I usually Follow When Researching The Niche:

1. Choose a Category
2. Find an Offer that has an appealing site and reasonable price (lower the price the higher conversion)
3. Find out who may buy your product

Lets say for example I want to focus on Cooking and I love cooking. This is what I would do:

1. Choose the Cooking category
2. Look through the offers , I find a Diabetic cooking Ebook.
3. People who will buy the Ebook will be , people who have diabetes and preferably target women.
4. After I know who is my potential audience, I see how big the audience is. Usually 20,000+ people per interest is more than enough to advertise with.

If you find that the offer you choose is too small or too broad then move on and look for another offer to promote. This is probably the most important step in having a successful campaign, take your time in this and choose the best offer.

Who IS Your Perfect Audience ?

In some niches you might need to squeeze the audience or be creative in order to find enough to advertise with, but there are niches that have so much potential that looks too good to be true:

The best thing to promote is to people who have already shown interest to something incredibly similar to it, and the perfect audience is finding many similar interests and each interest have 20,000+ people.

Lets say I am promoting Diabetes Cooking, the perfect audience would be to find :

1. **5-10 interests of pages that promote diabetic cooking**
2. **Each of those interests have 20,000+ people interested in it.**

Now I would know that these people would love my ebook because they are part of the diabetes association and love diabetic cooking, and they are a ton of people which gives it so much potential when it becomes successful.

Why Is your Product So Special ?

This is something I always ask my clients, you need to understand what makes your product so special that they click on the ad and buy that product. Remember you are promoting it to people who have already shown interest to similar products so the question is what makes your thing different ?

In my previous example I talked about promoting a Diabetic Cookbook, what makes my diabetic cookbook better than the rest ?

This is where I figure out what my product is made of, lets say for example the cookbook is also a hybrid mix of cooking with paleolithic cooking, well thats perfect ! thats what makes my book so special so I focus on that point ! are there any free bonuses with it ? is there anything cool about it ? any celebrities use it ?

CHAPTER 6:

The Landing Page For your Offer

Here is something very important to focus on, a lot of people just want to drive traffic to their affiliate link and make sales. Even though you can absolutely do that, I suggest creating another source of revenue for you, why not make a list while you're at it ?

Advantages of making a squeeze page before your offer:

1. Build a list
2. people are more prone to giving out their email than paying money
3. Monetizing the list with other similar products
4. Retargeting people who almost bought the product but never did
5. Build a list again :)

Disadvantages :

1. More work for you
2. More Preparation Time

Creating The Landing/Squeeze Page

I highly highly suggest creating a squeeze page before your offer, I personally use OptimizePress to create my squeeze pages. They have a very impressive design and template list for you to choose from, and you can even find different squeeze pages and sales pages on anything you need plus it's really customizable!

Advantages of Optimizepress

1. Super easy Squeeze page creation tool
2. Digital Asset delivery for instant emails once they optin
3. Excellent and minimalistic Squeeze page designs (Perfect for FB)
4. Responsive Designs - Good for mobile traffic
5. Amazing funnel systems for your product
6. Split testing capabilities
7. Excellent training program
8. One Time Payment Only !

Disadvantages of Optimizepress

1. Not Free
2. Needs Wordpress Installed

To get a 50% Club discount and a 30 day money back guarantee click here

Creating The Landing/Squeeze Page

Facebook Ads → Squeeze Page → Thank You Page → Offer Page

How you should structure your squeeze page:

1. Users lands on squeeze page that has only email optin
2. User inputs email
3. User is sent to thank you page then redirected to offer
4. Offer is then emailed to user in 24 hrs

The benefit now is even if the user has not bought the product, you can resell it again and again or you can be kind to your list and nurture it and grow it slow or fast (however you want).

Rules & Guidelines For Your Landing Page

I have a few rules that I need to go through to make sure my squeeze page will perform well, below are something that you should and should not have in a squeeze page

What You Should Have:

1. One Large relevant picture in the background (MUST BE HIGH QUALITY)
2. Relevant Title
3. Relevant Description
4. Optin form of just the email address
5. Minimalistic design (don't confuse the visitor)
6. Have a clear call to action
7. Something to entice the user to optin (free ebook or anything)

What The Squeeze Page Should Not Have:

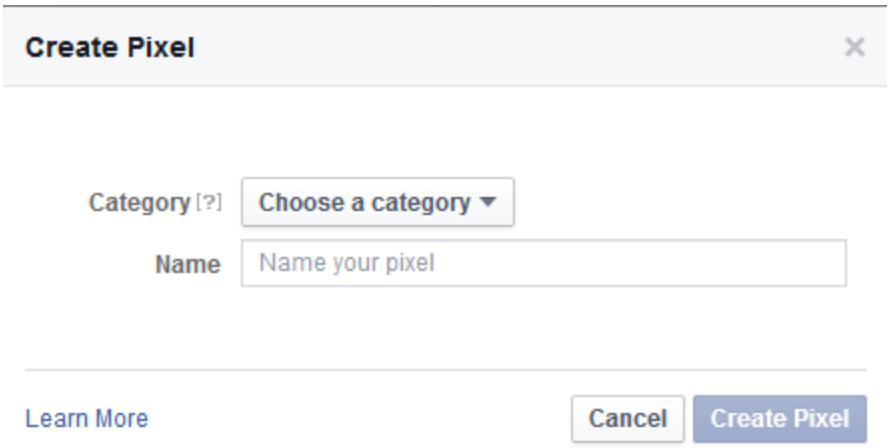
1. Exit Popup
2. Autoplaying Videos
3. Flash Animation with sound
4. Crappy Design

CHAPTER 7:

Creating & Setting Up Your Pixels

What are Pixels ?

Pixels are chunks of code provided by facebook for you to add on your sites header, each pixel has a different use.



What are the Types of Pixels ?

1. ### Conversion Pixel

A code to be added in the thank you page or lead page. For example if your goal is to get email leads then you would enter the code in the page where the user is redirected when they enter their email, it is used to register the conversion and associate it with the ad that resulted it.

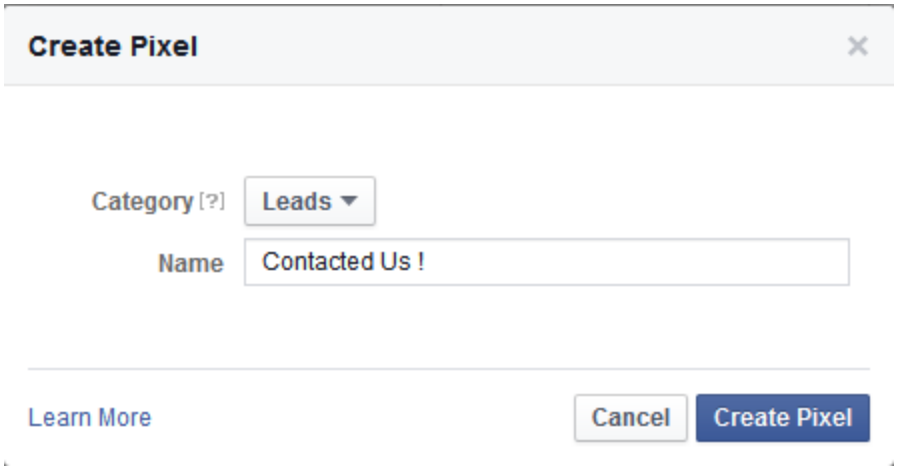
2. ### Retargeting Pixel

A code that is added in the landing page of your site. for example if you are driving the traffic to a squeeze page then you would insert the code in squeeze page to register each one. This code saves every person who visits your site and adds them into a special audience that you can target at a much cheaper price.

Conversion Pixels

How to Create a Conversion Pixel ?

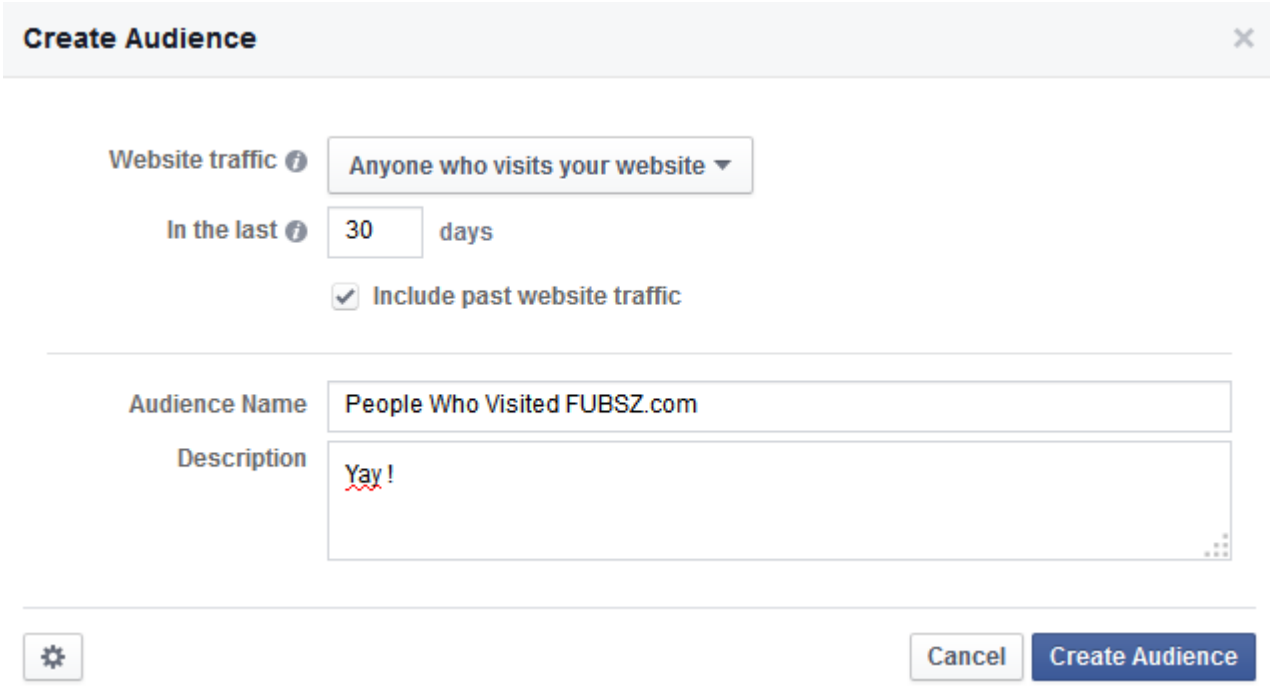
1. Open the Facebook ad account
2. Click conversion tracking
3. Click create pixel
4. Choose a Category
5. Name Your Pixel Appropriately
6. Click Create Pixel
7. Copy the Code (this is your conversion pixel)



How to Install a Conversion Pixel ?

1. Locate your thank you page or checkout page
2. Paste the code in the header section of the page
3. Confirm the pixel is in the right place by opening the page and look up the code
4. if the code is there you are done ! if not then you probably did something wrong

Retargeting Pixels



How to Create a Retargeting Pixel?

1. Open the facebook ad account
2. Click Audiences
3. Click Create Audience
4. Custom Audience
5. Website Traffic
6. Leave everything as is unless you need anything changed
7. Name is appropriately
8. Create Audience
9. Click on the audience you just created
10. Click Actions
11. Click View Pixel
12. Copy the code provided

How to install a Retargeting Pixel ?

1. Locate your landing page
2. Paste the code in the header section of the page
3. Confirm the pixel is in the right place by opening the page and look up the code
4. if the code is there you are done ! if not then you probably did something wrong

CHAPTER 8:

Introduction To Creating The Ads

What is the goal of the ad ? leads, installs , traffic or likes ?

You need to ask yourself, what is the goal of me creating the ads ? what is considered for me a successful campaign ? some people consider a successful campaign where the sale made is more than the cost of the ad .i.e the ad has positive Return On Investment (ROI) . While some people may think that a successful campaign is getting excellent feedback from the ads . i.e lots of of comments, shares and clicks but not necessarily sales (good for building a brand) .

To me a successful campaign is a fairly low CPC and converts well. It is said that one email optin is worth 1$, honestly it depends on how well you can convert the list or how good the offer is. So a conversion for an optin of less than 1$ is ideal ! while it may start out as $2-$3 per optin, its good to keep a strict goal of $1.

Ad Goals

Now lets assume that your primary goal is to get sales from an affiliate offer and a secondary goal of getting email optins. I would structure my ads in a way to get to that primary goal of making the sales, and drive them to the secondary goal (the squeeze page). When a user clicks on the ad it means they are intrigued and may be prone to buying the product, and when they land on the squeeze page they are faced with a fairly simple obstacle of just inputting their email to go through, now the user has two options , one is to not optin and simply go back to facebook because they are not that interested in the product to know more. second option is the user is willing to input his/her email in order to know more, this way you not only weed out the useless traffic but get their email too ! so you can sell them similar products that may be of value to them. I will also be speaking later into the book about conversion pixels to know what ads get you to your secondary and/or primary goals.

What are the most important factors in an ad campaign ?

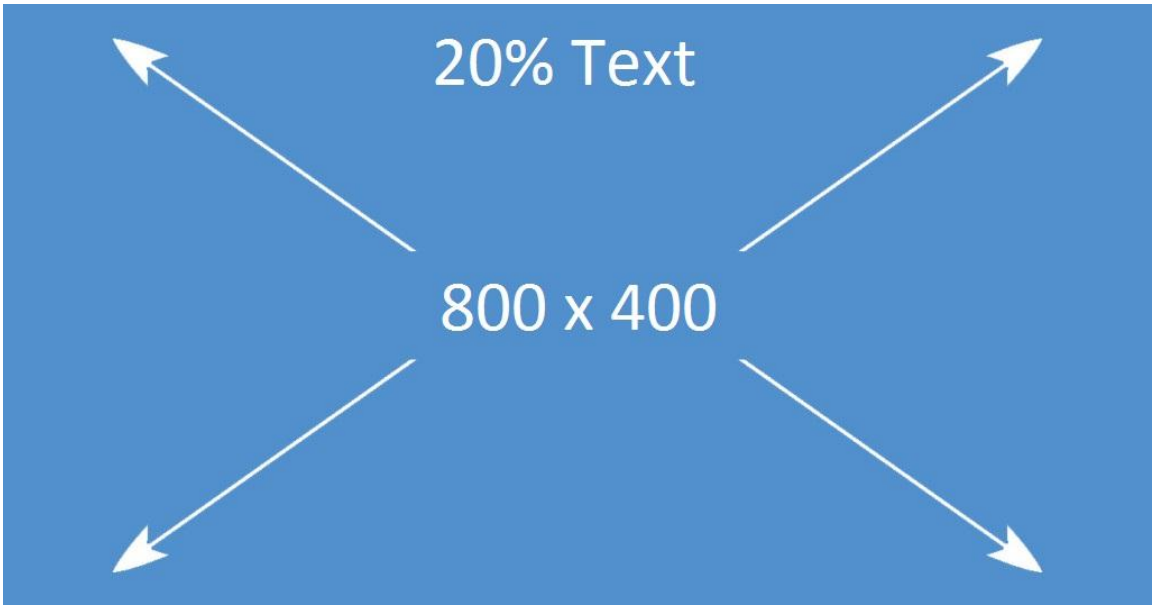
There are several factors that affect how your ad performs, below are the top 3 factors:

1. Ad Image
2. Ad Headline
3. Targeting

CHAPTER 9:

Researching Or Creating Images For Your Ads

Now that you know that images are the most important factor in your ads success, you need to spend some time finding or creating the best image possible, what characteristics should you look for in an image ? if you are like me and can't use photoshop and don't want to invest in a graphic designer for all your images. Then I suggest you hop on google or buy some stock images.



Here is what you should be looking for:

1. Wide Images: meaning the width of the image must be twice the height of it.
2. Size must be at least : 800x400 pixels
3. Bright colors
4. Not more than 20% text in an image, anything more is not allowed
5. High quality images

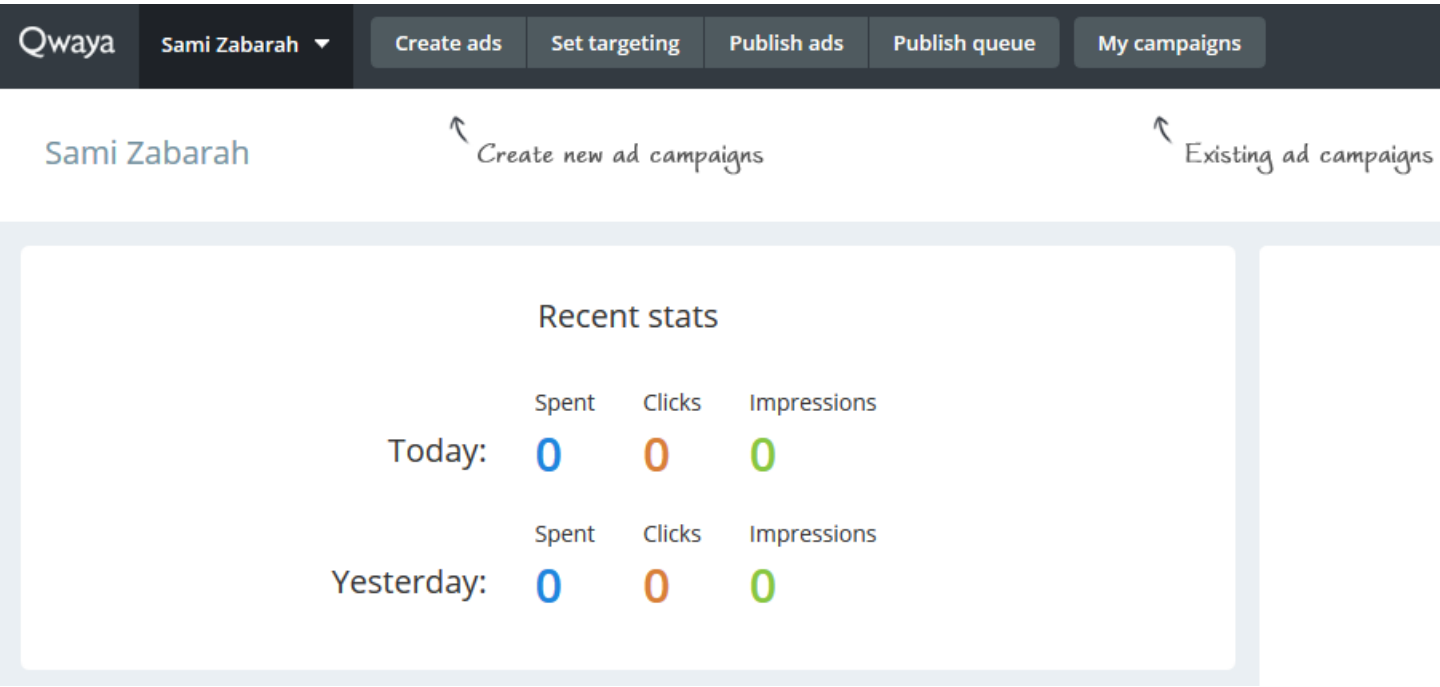
With a good design and good vibrant colors, it can help your CTR by a lot !

CHAPTER 10:

Creating The Ad Copy Write With Qwaya

Now that we know what we want the user to go and do, we can start creating ads accordingly.

The steps I am about to show you are all assuming you have a facebook account setup and funded and are using Qwaya to create your ads. If you have not already registered with Qwaya, click this link for the [Qwaya 14 day free trial (No Credit Card Needed)](#).



Ad Copy For Mobile App Installs

Ad Creation Process for Mobile App Installs:

1. Click Create Ads
2. Click Mobile App
3. Choose Mobile App Installs
4. Enter the itunes or Google Play Url for your app
5. Choose a call to action (I prefer Download)
6. Choose the Facebook Page you own about the app
7. Add a Catchy Headline to get them to notice your ad (I usually add 2-3 headlines to test)
8. Add a small and simple message about your app (I usually add 2-3 messages to test)
9. Add an image for the ad (you should add at least 4 images)
10. Now you have the option where you want the ad to be shown, I always choose mobile news feed only.
11. By default all mobile devices are chosen, but you should definitely change it to match what you are promoting. For example you are promoting an app for iphones then you should definitely choose apple products only .

Finally ALWAYS ALWAYS save the ad create and name it something appropriate about what you created so you can use it again. You will definitely want to see the ads again especially if they turn out to be successful. After you save, click create to populate the ads.

Ad Copy For Page Likes

Ad Creation Process for Page Likes:

1. Click Create Ads
2. Choose the page you want to promote
3. Choose Page Like Ad
4. Choose the landing tab you want users to go to when they click on the ad
5. Add a title (this does not show in newsfeed ads only in RHS ads)
6. Add body text (I usually add 4 - 5 texts to test from)
7. Add images (Add 4-10 images)
8. Show on, this is the ad placement you want (DNF,MNF, RHS) I usually choose Desktop and mobile news feed
9. Save Ads and name it appropriately
10. Click create to populate ads

Ad Copy For Web Clicks, Post Engage and Conversions

Ad Creation Process for Web click ,Post Engagement and Conversion ads:

1. Click Create ads
2. Choose the page you own associated with what you are promoting
3. Click Link ad
4. Display Link : Add a link that will be shown in the ad, this is only for show and not the link they will go to.
5. Add Post Link : This is where you can add multiple links to split test, assuming you have multiple landing pages to test with, if you have one then just add one link
6. Add Post Text: This where the ad will have most of its text and one of the most important aspects of the ad (Add 2-4 post texts to test)
7. Add Link Headline : This is where the ads headline is shown, a catchy headline is crucial for a successful ad (Add 2-5 headlines to test)
8. Add a Description : this is where you can add additional text, this area is not shown in mobile or RHS . (I usually only add one text)
9. Add Images : The best part of the ad is the images , an image can make or break your ad. Focus on bright color and high quality images (Add 5-10 images)
10. Show on: choose the ad placement you want (I suggest MNF and DNF)
11. Save and name the ad
12. Create the ads

Now you have the ad copies created and are ready for your targeting!

CHAPTER 11:

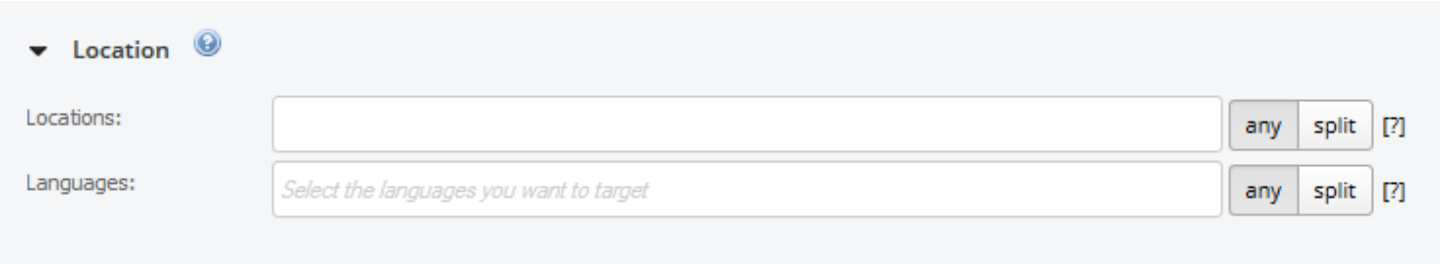
Choosing The Targeting Settings For Your Campaign

Who exactly can you target with facebook ads ?
Facebook has divided the one billion users by the below criteria:

1. Location
2. Age
3. Gender
4. Interests
5. Demographics
6. Behaviours
7. Connections
8. Relationships
9. Education
10. Occupation
11. Custom Audiences

Dont worry if this feels a bit overwhelming, I will guide you through each of these interests so you can find the optimal targeting preferences.

By Location & Language



In this section you can target by 2 factors :

1) Location

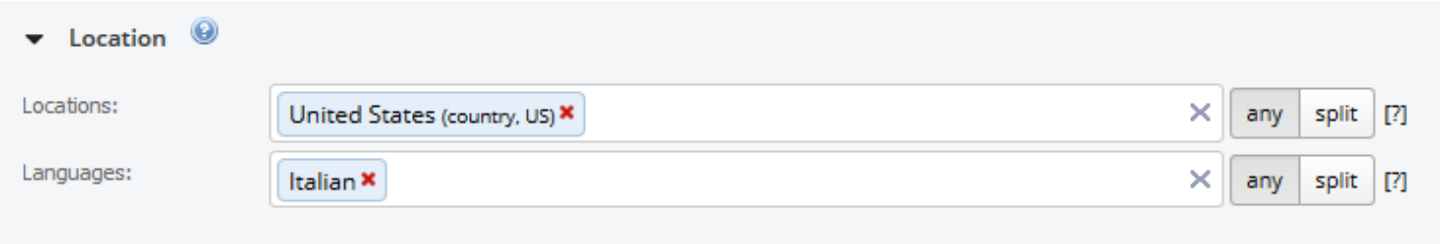
You can target by Country, State or even City, this means facebook will only show the ads to people living in or are located in the place you specify.

2) Language

You can target by the language the user speaks, this means facebook will only show the ads to people speaking in the language you specify.

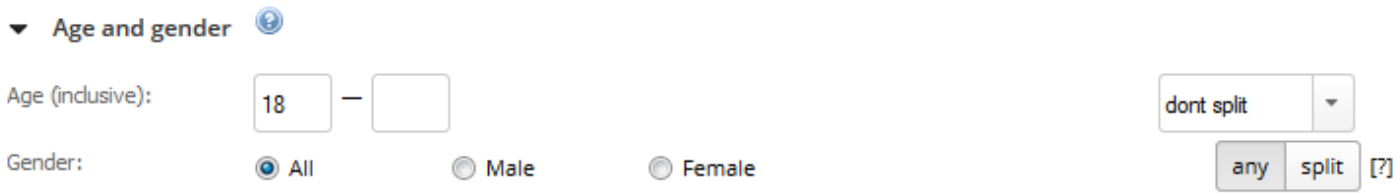
Example Targeting:

Lets assume you have a website selling italian books that focuses on life in the united states, naturally the optimal audience would be people living in the united states that speak italian.



So as you can see the location is set to USA and the language set to Italian, now the ads will only show to Italian speaking users living in the united states.

By Age & Gender



In this section you are able to target:

1) Age

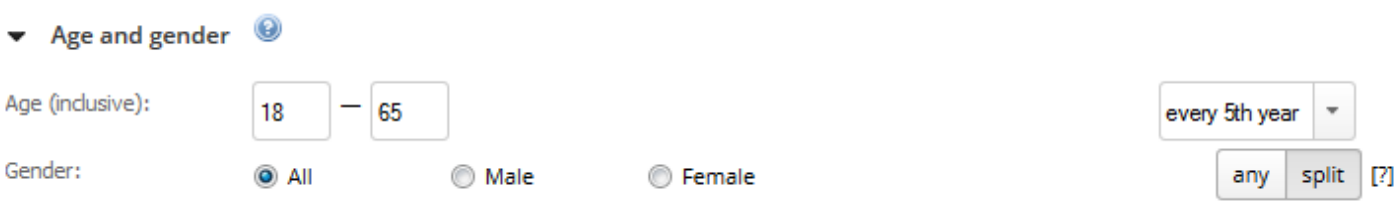
Age is one of the most important factors to creating a campaign. You can restrict the ads to show only to an age segment you want. With Qwaya you are able to create separate ad sets by different age groups for split testing.

2) Gender

You can also restrict the ads to show only to one gender or both. You also have the option of split testing the genders into different ad sets.

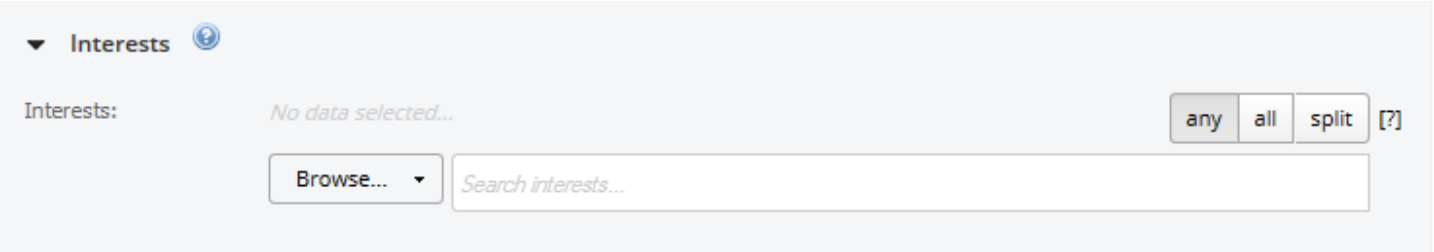
Example Targeting:

I have a website promoting Mens jackets, My ideal audience is men between the age of 18 and 65, since that is a big range I would want to split them up and see which age is the best performing. Wait why not also promote it to women as gifts for their husbands ? this is what split testing is used for!



I have set the age from 18 to 65 years old, and decided to split them into 5 year increments (18-23, 23-28...etc) , this means that it will show you the results for each 5 year increment, so you know which age increment is the best performing and scale !

By Interests



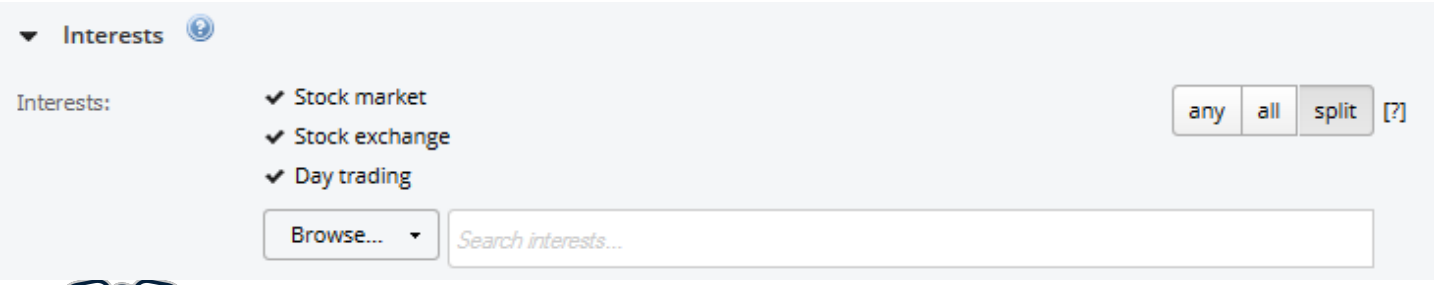
This the most crucial part of targeting. You have ALOT of interests to choose from and this may be the most time consuming task if you don't know what you are looking for. There is one very helpful tool provided. You have 3 options when you have chosen the interests:

1. Any : meaning it will target anyone who has shown interest in any of the interests chosen
2. All : Meaning it will target anyone who is interested in ALL of the interests chosen together, this feature is not available in the power editor.
3. Split : meaning it will split the interests chosen into separate ad sets to be split tested.

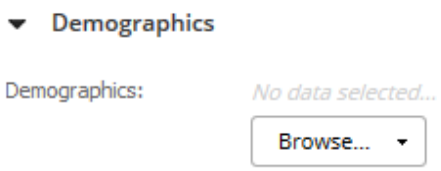
Qwaya also gives you suggestions on related interests you might need which becomes very helpful !

Example Targeting:

I am promoting a Stock market Ebook, my ideal audience would be users who have shown interest in stock market related pages or interests. Lets also assume that I want to split test the interests to see which interest performs the best.



By Demographics



Demographics: This gives you the option to focus on certain demographics suitable to your targeting.

The following demographics can be targeted :

1. **Ethnicity (African American or Hispanic)**

Example: Targeting Hispanic people for a Hispanic Cultural Center

2. **Family Status (Expectant parents or parents of children ages 3,4,12,19 years)**

Example: Targeting expectant parents for selling baby products

3. **Generation (Baby boomers, Gen X or Millenials)**

Example: Targeting Genx for PS1 merchandise.

4. **Home Ownership (Homeowner or Renting)**

Example: Targeting renters for renters insurance offers.

5. **Home Type (Multi Family Home or Single Family)**

Example: Targeting single family homes for lawn care products.

6. **Home value (Value of $100,000 increments)**

Example: Targeting higher value homes for high performance home security.

7. **Household Composition (Child in home, working women, grandparents...etc)**

Example: Targeting Grandparents in home for nursing home offers.

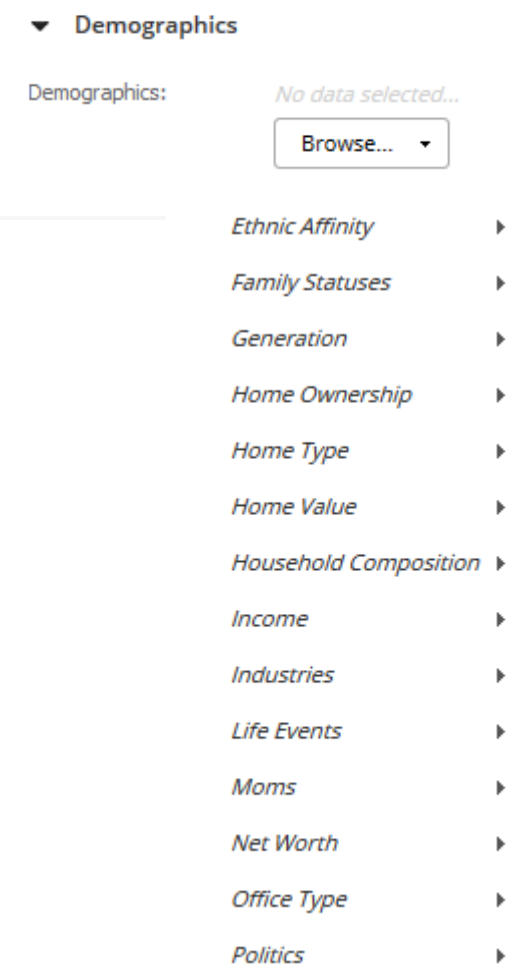
8. **Income (Various income options to choose)**

Example: Targeting low income users for short term loans.

9. **Industry (Type of industry to target)**

Example: Targeting Construction industry for construction safety helmet offers.

By Demographics



Life Event (Anniversary soon, engaged,new job ....etc)

Example: Targeting an upcoming anniversary man for a diamond store as a gift

Moms (working mom, stay at home mom ...etc)

Example: Targeting stay at home moms for cleaning supplies offers

Net Worth (net worth to target)

Example:Targeting high net worth individuals for high ticket luxury offers.

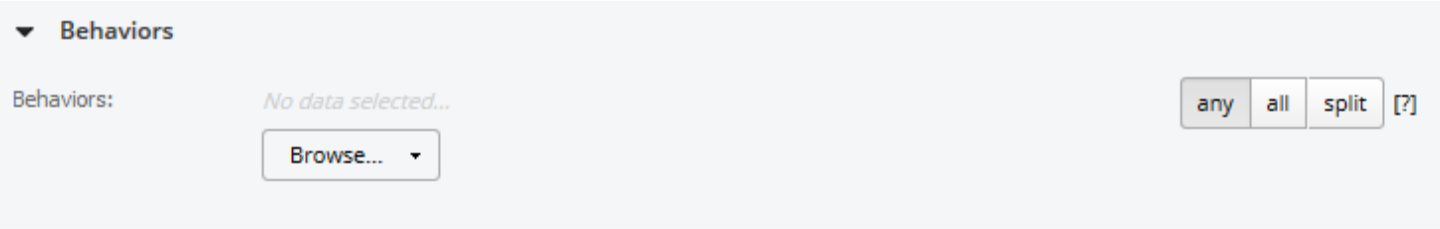
Office Type (Corporation, home office or small office)

Example: Targeting small offices for local store office supply offers.

Politics (political activity)

Example: Targeting Democrats for a democratic politician campaign

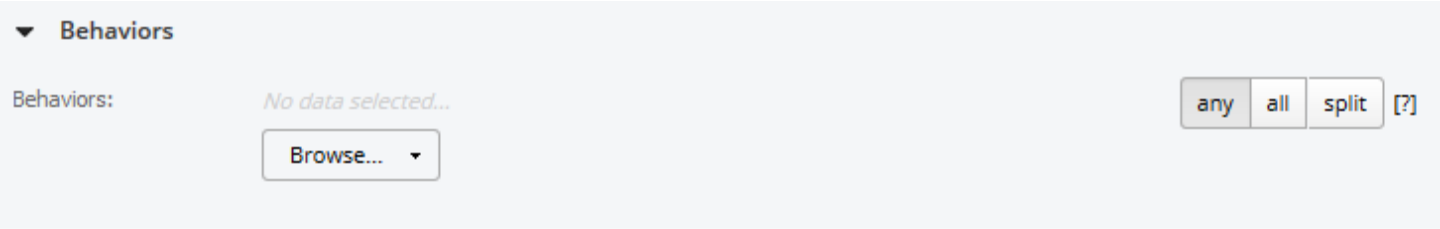
By Behaviour



Behaviours : This gives you the option to focus on certain types of peoples behaviours such as:

1. Automotive : (car buyers, owners of old cars, owners of certain car types..etc)
2. Charitable Donation: (various types of charitable donations to choose from)
3. Digital Activities: (gamers, Event Creators, Online spenders,...etc)
4. Expats: (Various of countries to choose from)
5. Financial:(ability to target by insurance behaviour and investments and spending methods)
6. Mobile Device User: (ability to target by certain mobile phones)
7. Purchase Behaviour: (Various purchase behaviors such as clothing, food, household products….etc)
8. Residential Profiles: (Likely to move, recently moved or recent homebuyer)

By Behaviour

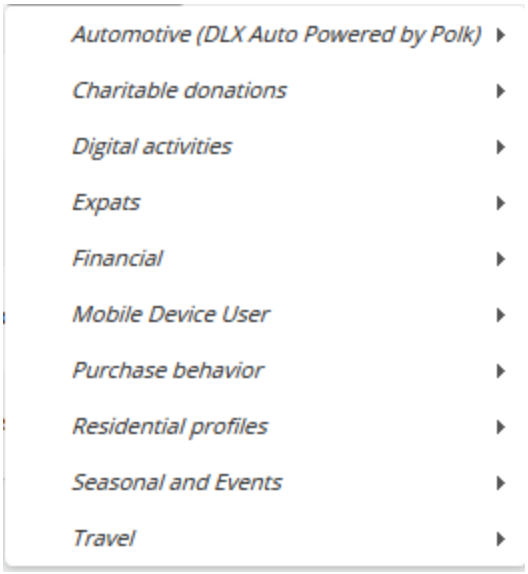


Seasonal and Events: (Fall Football)

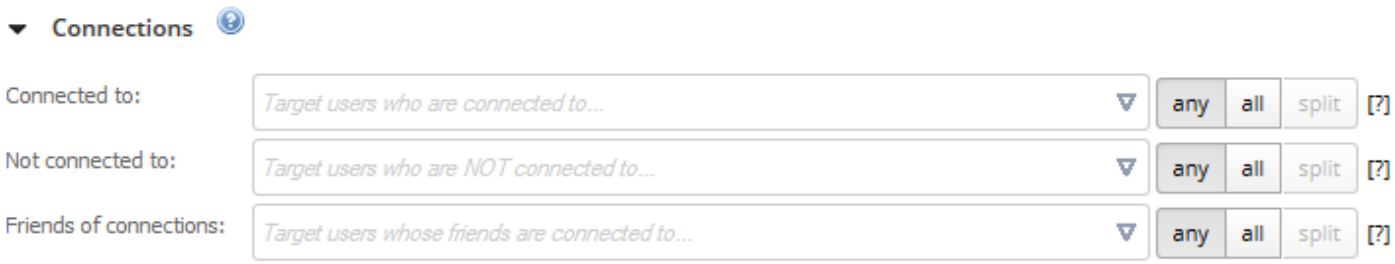
Example: Targeting football fans for football product offers.

Travel:(People who are either currently traveling or indenting to travel)

Example: Targeting people who are intending to travel for travel agency sites.



By Connections



In this section you have the option of targeting people who fall in one of these or all of the following :

1) Connected to:

You are able to target users who are connected to any page you own or are an admin of.
Example: lets assume you own a page about travel tips that has 10,000 likes, and you want to promote a travel app to them, so you enter the page name and the ad will only target the people who are connected to the page.

2) Not Connected to:

This works opposite to the connected to section.
Example: If you want to get page likes for your page, so you target people who are NOT already connected to your page.

3) Friends of connections:

You are able to target friends of people who are connected to your page.
This is a very cost effective way of increasing the likes, since it will connect friends together.

By Relationships

You are able to target by relationship status the user has:

1) **Single**

Example: Targeting single people for singles meet and greet events

2) **In a Relationship**

Example: Targeting People in relationships for couple offers or products

3) **Married**

Example: Targeting married people for housing and loan offers

4) **Engaged**

Example: Targeting engaged people for wedding and honeymoon offers

5) **Seperated**

Example: Targeting separated couples for couples counseling offers or books.

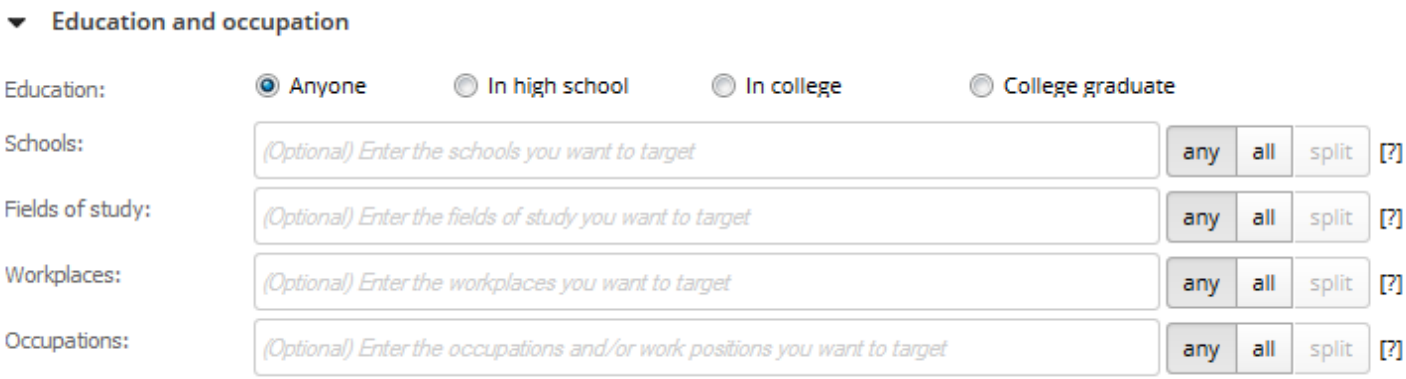
6) **Divorced**

Example: Targeting divorced couples for divorce lawyer offers

You are also able to target by what gender they are interested in:

1) **Men**
2) **Women**
3) **Men and Women**

By Education



In this section you have the option of targeting by:

1) Education Level

Target by education level such as currently in highschool, currently in college or a college graduate.
Example: You are promoting high school class tutoring, so you target people who are currently in high school.

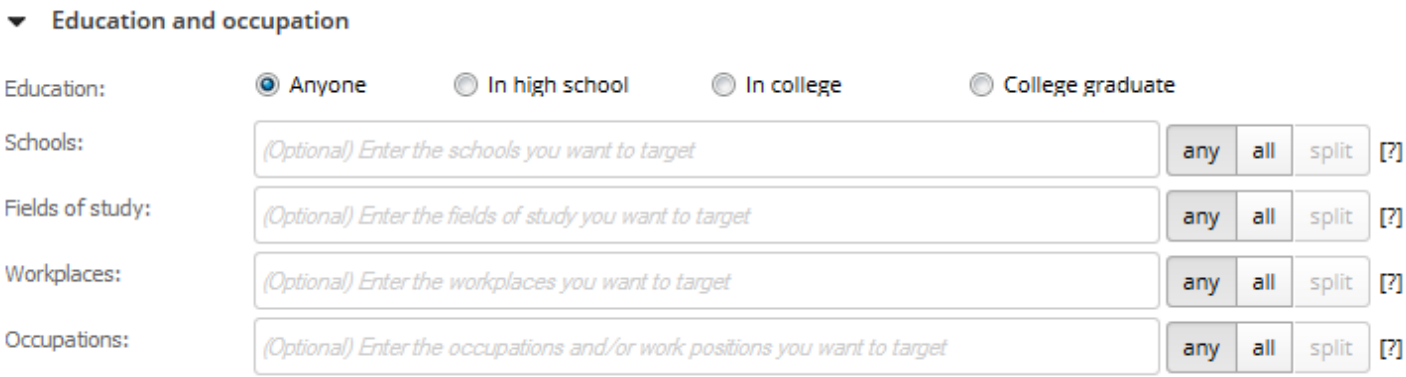
2) School Attended

Target by what school they are affiliated with.
Example: You are promoting springfield falcon high jerseys, so you target springfield high school, you will be targeting anyone who is affiliated with springfield high school, not just students.

3) Field of Study

Target by what field of study they are affiliated with.
Example: you are promoting geology tools or books , so your ideal audience would be geologists or a related study.

By Occupation



<u>You also have the option of targeting by workplace or occupation:</u>

1) Workplaces

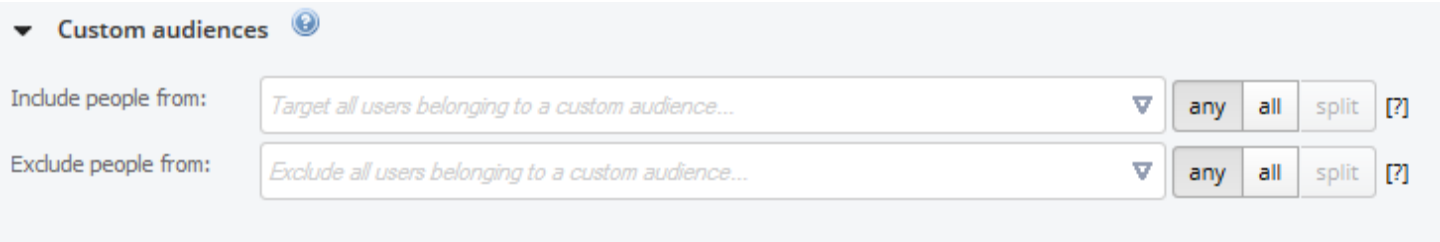
You can target by exactly where they work.
Example : You are promoting an ebook on Ford car salesman techniques, so the ideal targeting would be to target people who are working in Ford dealerships.

2) Occupations

You can target by what occupation is listed on their facebook profile.
Example: You are promoting car salesman techniques, so the ideal targeting would be targeting car salesman occupations.

Workplace is more directed towards specific stores and occupations while occupations are focused on a general.

Custom Audience



Custom Audiences are audiences that you have created by a couple of ways, I will not talk much about custom audiences since this requires that you have an already big list of subscribers that you can add to the audience, anything less than 20,000 subscribers would be a waste since the ads would run very slow.

Custom Audiences can also be created by making a retargeting pixel to retarget people who have already visited your site. Facebook stores them in a special audience for you so you can retarget later on.

Qwaya allows you to exclude people on your list so you dont have to show the same ads to people who have already converted and bother them.

Choosing The Targeting Settings For Your Campaign

Now that you understand what each one is, you can choose confidently.
The targeting instructions below are the same for ALL campaign types:

1. Click Set Targeting
2. Click + New Targeting
3. Choose Locations
4. Choose Age
5. Choose Gender
6. Choose Interests
7. Choose Demographics
8. Choose Behaviours
9. Choose Connections
10. Choose Relationships
11. Choose Education
12. Choose Occupation
13. Custom Audiences

Once you have completed choosing your targeting preferences, click Save and name it appropriately. then click use to populate the targeting requests.

Now you have completed the targeting for the ads, you are almost done! all you need to do is generate the campaign !

CHAPTER 12:

Bid Options & Publishing The Campaign

Generate ads

Basic Settings | Tracking Settings

New campaign | Existing campaign

Campaign name:

Folder: Don't put in folder | New folder

Your ads will be placed in one ad set per audience segment and placement.

Ad set prefix:

Start time: Now

End time: Never

Ad set budget: USD | Per day

Total budget: USD 0 per day (4 ad sets x USD 0)

Bid options:
- CPC [?]
- CPM [?]
- Optimized CPM [?]
- Optimized CPM (Facebook pixel) [?]
- CPA [?]

Tracking settings: --

Cancel | Generate 160 ads

Publishing The Campaign

Publishing the Campaign Steps:

1. **Click publish ads**

2. **Click +Generate Ads**

3. **Campaign Name : Name it something appropriate**

4. **Folder: you have the option of saving your ad copies and targeting into a folder for later use**

5. **Ad set Prefix: if you need to differentiate the ad sets then add a prefix to it**

6. **Start time : choose a start time for the ads to start**

7. **End time: Choose an end time for the campaign**

8. **Ad set Budget : you have the option of choosing a daily or lifetime budget for the ad sets, the amount you enter is multiplied by the amount of targeting sets you created, so if you put in $2 and have 10 targeting then you will pay $20 per day in total for the campaign.**

9. **Bid Option: This is something you should really focus on as it can get tricky, next page explains each bidding option for you.**

Bidding Options

Bid Option Types:

1. **(Highly Suggested) CPC : this will tell facebook you want to measure by amount of web clicks, the bidding should always be Maximum, if you choose Min or median then the ads may not run. Note: even if you choose max it does not mean you will be paying max, this just tells facebook not to spend anything more than this amount, if your ads are good then you should be getting a much lower CPC result.**

2. **CPM: this will tell facebook you want to pay per one thousand impressions again always choose Max to get the best results.**

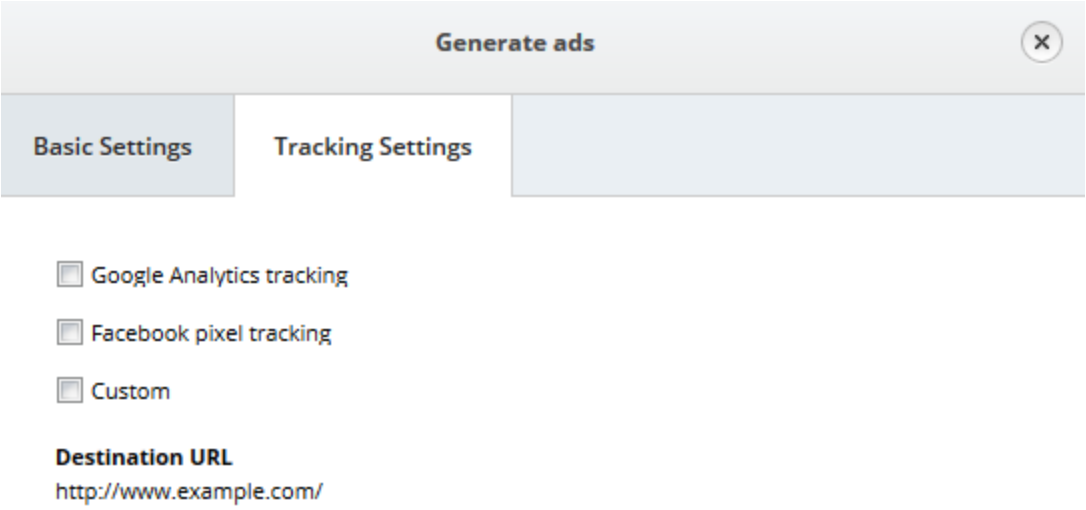
3. **Optimized CPM : You have the option of bidding by actions, clicks, daily unique reach or social impressions , I usually choose clicks and make a bid of 1$ to get the best results, anything less is not optimal.**

4. **Optimized CPM (pixel) : This is for a campaign who has a pixel installed and verified, choose the pixel needed then add a bid that is viable for you, anything too low will not allow the ads to work.**

5. **CPA : This is for campaigns that want either Page likes, Offer Claims, Offsite Links or App Installs. anything other than the mentioned is not recommended.**

Setting Up Your Tracking

So now you chose your bid option, and are ready to roll ! But wait there is one last step. You forgot the tracking ! its the thing that will tell you if your ad is doing a good job or not.



<u>Click Tracking Setting:</u> You have the option of choosing from 3 things:

1. **Google analytics tracking: this will add tags to your url so that you can see in analytics what the users are doing in your site and where they are going ! Highly recommended.**
2. **Facebook Pixel Tracking: This is where you tell facebook what pixel to look for so it can be recorded in your ad, make sure you choose the correct pixel or it will not show you what ad resulted in the sale.**
3. **Custom Tracking: I have never tried and dont suggest it unless you know what you are doing.**

You are done !! Click Generate ads ! then once all ads are generated click publish ads !

Enjoyed The Book ?

We are in the process of making a sequel to this Ebook, about how to Optimize your facebook campaign and generate even more conversions ! Click to subscribe and be notified when the new book comes out !

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Samy@Fubsz.com