# Promotion Sequence

No. of steps: 4 (including post-webinar playback link)

**Part 1**

Subject: You Are Invited: 9 Reasons to Advertise on Facebook [Webinar]

{YourName / YourCompanyName} invites you to attend …

# FREE WEBINAR: 9 Reasons Why Your Business Should Advertise on Facebook (And How to Do It Right!)

Join us for a FREE Webinar on {INSERT DATE, TIME AND TIME ZONE}!

[Click here to register for this webinar](http://#)

Join us for an educational webinar on Facebook’s advertising platform!

## “Do Facebook ads work?”

Short answer: You bet they do! We’ve seen firsthand the tangible business benefits of using Facebook ads to target the right customers, raise brand awareness, and drive new and repeat business.

Register now for: *9 Reasons Why Your Business Should Advertise on Facebook (And How to Do It Right!)*

In this free webinar we will discuss:

* **Mind-blowing statistics** that will convince the most stubborn **Facebook naysayers**
* **Field-tested ways** to optimize your campaigns and lower your cost per click
* **Key metrics** to watch, **common pitfalls** to avoid, and **best practices** to follow

## “I don’t have much to spend on advertising.”

Even if you’re the very best at what you do, you still need to get the word out. Facebook is ideal for businesses who WANT and NEED a cost-effective and totally transparent (as in measurable) mechanism for raising awareness and driving sales.

What’s more, with the information we’re going to give you in this webinar, you’re going to be able to hit the ground running—instead of learning with real money on the line.

It’s time to get off the sidelines and start using social media in the SMARTEST way possible. That means running Facebook ads! We can help, but first you’ve got to take action and attend this educational webinar!

[Click here to register](http://#)

**Part 2**

Subject: [Upcoming Webinar] Facebook Advertising

There's still time to sign up!

Join us for a free webinar on {INSERT DATE, TIME AND TIME ZONE}:

*9 Reasons Why Your Business Should Advertise on Facebook (And How to Do It Right!)*

Are you taking full advantage of Facebook’s laser-targeted ad platform to market your business?

If not, don’t worry. You’re certainly not alone. But it’s time to get off the sidelines. NOW is the time to get involved.

Why now? Because you’re in an excellent position to benefit from the knowledge that all of early adopters (ourselves included) have accumulated!

My team and I have spent countless hours studying what works on Facebook, and we’d like to share our insights so you can see just how powerful this ad platform can be.

[Click here to register for this webinar](http://#)

You’ll learn:

* How Facebook’s ad platform is unique
* Bidding basics
* Tips for creating powerful ads
* Key metrics to watch
* Common pitfalls to avoid

AND MUCH MORE!

[Click here to register for this webinar](http://#)

We hope you can make it!

**Part 3**

Subject: Last chance to sign up for today’s webinar on Facebook marketing

Last chance to join us for today's webinar!

Register now for: *9 Reasons Why Your Business Should Advertise on Facebook (And How to Do It Right!)*

Join us today at {INSERT DATE, TIME AND TIME ZONE}!

[Click here to register for this webinar](http://#)

Can Facebook ads really help you grow your business?

Short answer: you bet.

Slightly more complicated answer: yes, but like any tool, it depends on how well you use it!

Social media is one of the most exciting—and disruptive—changes we’ve seen in a generation, and Facebook, in particular, is at the forefront of this revolution. Now, with a humongous user base and an even larger pool of customer intel, Facebook is poised to revolutionize the advertising world as well.

Get registered for our upcoming webinar and learn how you can use this incredibly large and dynamic network (900 million and counting) to fuel new business activity!

We’ll discuss:

* Why Facebook ads are unique (and uniquely effective)
* Targeting the right customers
* Choosing the right imagery for your ad
* Refining your headline and ad copy
* Bidding and budgeting strategies
* Managing traffic from your ad
* Key campaign metrics to watch

Advertising on Facebook isn’t rocket science, but it’s not an instant slam dunk either. Get signed up for our upcoming webinar and we’ll teach you how to put Facebook to work for your business.

[Click here to register for this webinar](http://#)

**Part 4**

Subject: Missed our webinar? Watch it now.

We had a fantastic webinar yesterday. Thanks to everyone who joined!

If you missed it, the webinar recording now available!

Watch it now: *9 Reasons Why Your Business Should Advertise on Facebook (And How to Do It Right!)*

Here’s what was covered:

* Why Facebook ads are unique (and uniquely effective)
* Targeting the right customers
* Choosing the right imagery for your ad
* Refining your headline and ad copy
* Bidding and budgeting strategies
* Managing traffic from your ad
* Key campaign metrics to watch
* AND MUCH MORE!

{INSERT LINK TO WEBINAR RECORDING}

Have questions? Contact us today!