



facebook Ads

Cheat Sheet

**Skyrocket Your Business Success
with our Latest Facebook Ads Strategies**

INCLUDED AS A BONUS WITH
The Facebook Advertising Formula: How to build your list with Facebook advertising
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Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

1. ☐ Identify your Audience

- ✓ Facebook Search Bar
- ✓ Likes
- ✓ Pages
- ✓ Blogs
- ✓ Interaction

2. ☐ Create your Facebook Page

3. ☐ Optimize your Facebook Page

- ✓ The Profile Picture
- ✓ The Cover Image
- ✓ The Categories
- ✓ The about section
- ✓ Your Website URL
- ✓ The Facebook Web Address

4. ☐ Creating your Ads: Results

- ✓ Chose an advertising service
- ✓ Select where you want to send the traffic to.

5. ☐ Creating your Ads: Images

- ✓ Add all 6 images
- ✓ Use the Facebook's Stock Images

6. ☐ Creating your Ads: Text and Links

7. ☐ Creating your Ads: Audience

- ✓ Google Trends
- ✓ Alexa
- ✓ Be aware of age, gender and language
- ✓ Chose a directly related interest



8. ☐ Creating your Ads: Campaign Pricing

- ✓ Bid Low: slow results
- ✓ Bid Medium: moderate results
- ✓ Bid High: fast results

9. ☐ Optimizing your Facebook Ads

- ✓ Pick the winner ad
- ✓ Clone the winner ad
- ✓ Alter the cloned ad