



A BEGINNER'S GUIDE TO

FACEBOOK ADS

COMPREHENSIVE GUIDE TO
NAVIGATING THE DYNAMIC WORLD OF
FACEBOOK ADVERTISING.

What's INCLUDED

01 IMPORTANT INFORMATION ABOUT FACEBOOK ADVERTISING

In this chapter, we delve into the crucial aspects of Facebook advertising that every marketer needs to know.

02 FACEBOOK PIXEL

In this chapter, we delve into the powerful tool known as the Facebook Pixel and its role in optimizing your advertising efforts on the platform.

03 CREATING A FACEBOOK BUSINESS PAGE

In this chapter, we provide a comprehensive guide on how to create a compelling and effective Facebook Business Page for your brand or business.

04 RUNNING A "LIKES" AD FOR YOUR NEW PAGE

In this chapter, we focus on leveraging Facebook's advertising platform to promote your newly created Facebook Business Page and attract more likes and followers.

05 CUSTOM CONVERSION SETUP

In this chapter, we dive into the process of setting up custom conversions on Facebook, empowering you to track and optimize specific actions that are valuable to your business.

06 LANDING PAGE COMPLIANCE

In this chapter, we delve into the critical importance of ensuring that your landing pages comply with relevant regulations, guidelines, and best practices.



What's INCLUDED

07 FACEBOOK ADS TYPES

In this chapter, we explore the diverse range of ad types available on the Facebook advertising platform and how each can be leveraged to achieve specific marketing objectives.

08 USING AUDIENCE INSIGHTS

In this chapter, we explore the powerful tool known as Audience Insights provided by Facebook, which allows advertisers to gain valuable insights into their target audience and optimize their ad campaigns for maximum effectiveness.

09 SETTING UP A CAMPAIGN

In this chapter, we guide you through the process of setting up a successful advertising campaign on Facebook.

10 CREATING & LAUNCHING THE AD

In this chapter, we dive into the exciting process of creating and launching your Facebook ad. This stage is where your campaign comes to life, and your message reaches your target audience in a visually engaging and impactful way.

11 CONCLUSION

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WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE

Welcome

TO THE GUIDE

Welcome to "Facebook Ads Mastery," your comprehensive guide to navigating the dynamic world of Facebook advertising. In today's digital age, where the online landscape is constantly evolving, harnessing the power of social media platforms has become imperative for businesses and individuals alike. Among the myriad of options available, Facebook stands out as a powerhouse for advertising due to its unparalleled user base, sophisticated targeting options, and robust analytics.

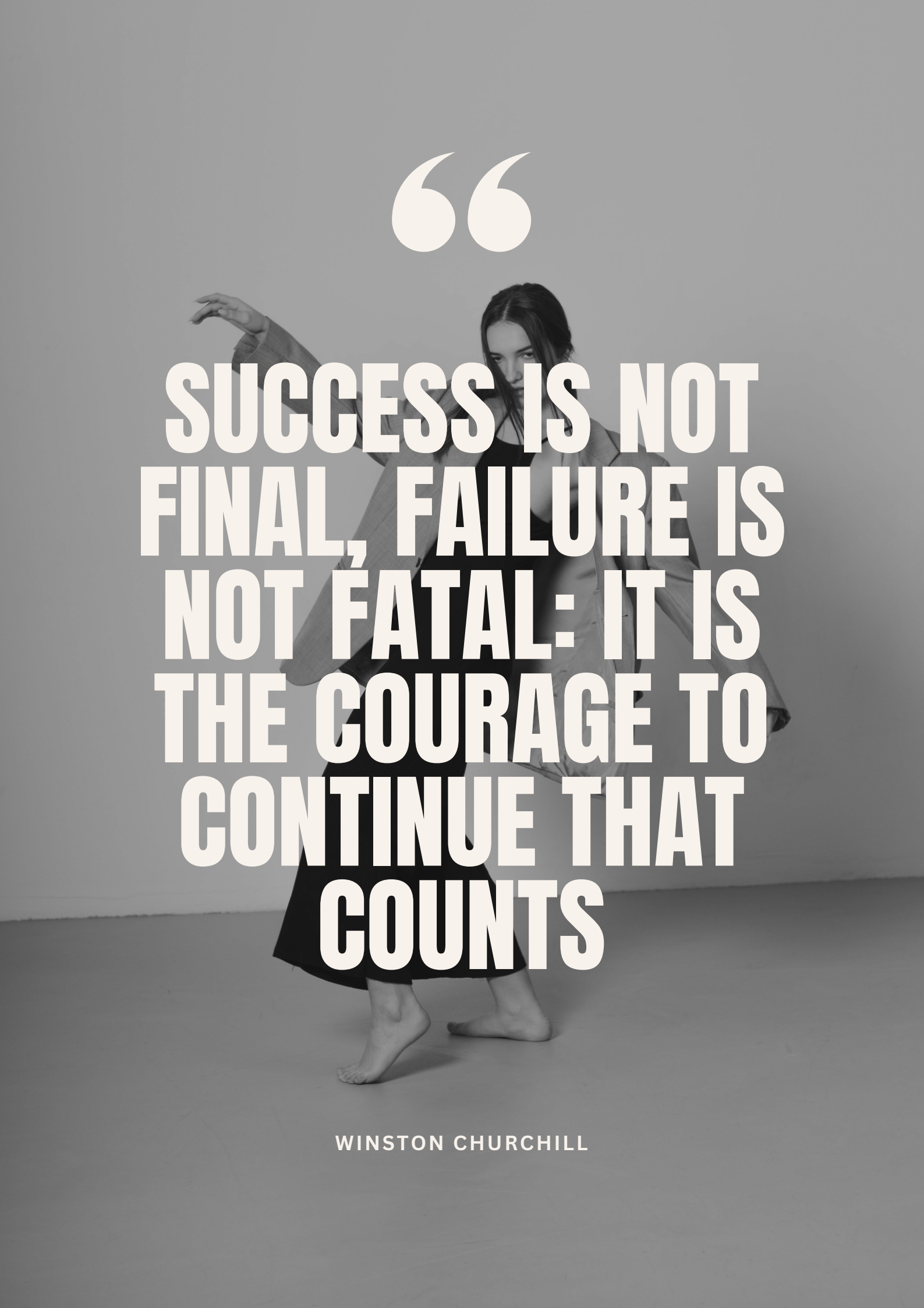
WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE

Facebook, with over 2.8 billion monthly active users as of my last knowledge update in January 2022, provides an unparalleled opportunity to connect with a vast and diverse audience. The platform's powerful advertising tools enable you to precisely target your ideal demographic based on factors such as location, interests, and behavior. By harnessing the extensive reach and engagement capabilities of Facebook, you can elevate brand awareness, generate leads, and ultimately boost your sales.

Embark on this journey with us as we unravel the secrets of Facebook advertising, equipping you with the knowledge and skills to transform your marketing strategy and propel your endeavors to new heights. Let's harness the power of Facebook together and turn your advertising efforts into a resounding success.

GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE

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A black and white photograph of a woman standing in a studio. She is wearing a black dress and a grey blazer. Her right arm is raised, and she is looking towards the camera. The background is a plain, light-colored wall and floor. Large, bold, white text is overlaid on the image, reading: "SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL: IT IS THE COURAGE TO CONTINUE THAT COUNTS".

**SUCCESS IS NOT
FINAL, FAILURE IS
NOT FATAL: IT IS
THE COURAGE TO
CONTINUE THAT
COUNTS**

WINSTON CHURCHILL

CHAPTER 01



IMPORTANT INFORMATION ABOUT FACEBOOK ADVERTISING

LET'S
DO IT

What you will learn

In this chapter, we delve into the crucial aspects of Facebook advertising that every marketer needs to know.

IMPORTANT INFORMATION ABOUT FACEBOOK *Advertising*

1. Facebook Page Requirement:

In order to run advertisements on Facebook, having a dedicated Facebook Page for Business is mandatory. This page serves as the hub for your brand, allowing you to connect with your audience and showcase your products or services.

2. Avoid Advertising with a New Page (except page engagement):

It's advisable not to launch advertising campaigns using a brand new Facebook Page, except for Page Engagement ads. Establishing a presence and building some engagement on your page before advertising ensures a more receptive audience.

3. Warm-Up Period:

Before initiating any advertising efforts, Facebook recommends a "warming up" period of at least four weeks for your business page. This time allows for organic growth, engagement, and the establishment of credibility before paid promotions begin.

4. Prohibition on Opening New FB Accounts for Advertising:

Creating a new Facebook account solely for advertising purposes is against Facebook's policies. Advertisers are expected to operate within the guidelines of a single, legitimate account.

5. Adherence to Facebook Guidelines:

Both the content of your advertisements and the corresponding landing pages must comply with Facebook's guidelines. This includes meeting specific standards for content, imagery, and overall user experience.

6. Restricted Content:

Certain content categories, such as illegal products, adult content, or discriminatory material, cannot be advertised on Facebook. Advertisers must ensure that their promotions align with the platform's content policies.

7. Compliance with Facebook Advertising Rules:

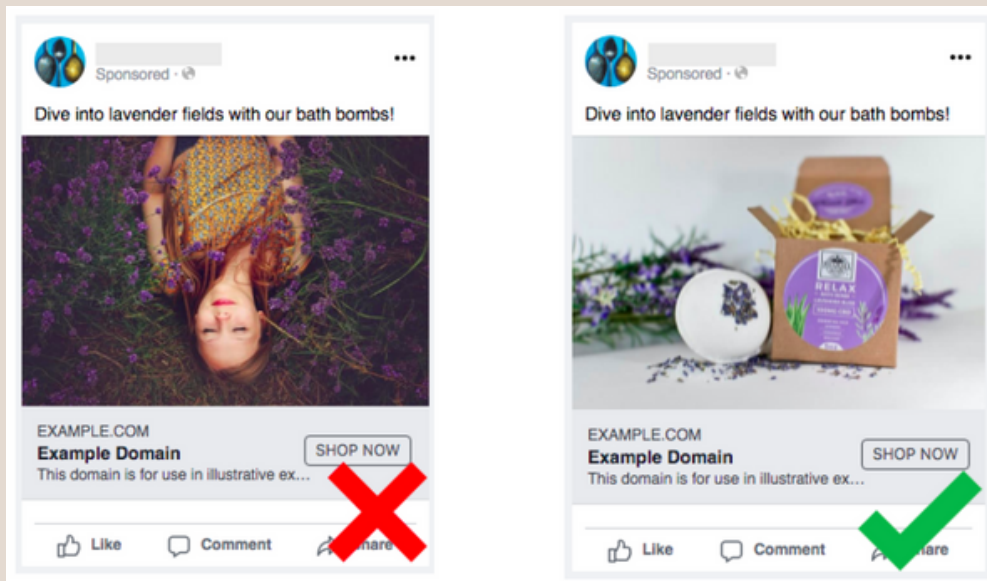
Facebook has strict rules governing the language and claims used in advertisements. Advertisers should be aware of these rules to avoid rejection or suspension of their ads. Honest, transparent, and non-misleading content is encouraged.

8. Landing Page Actions:

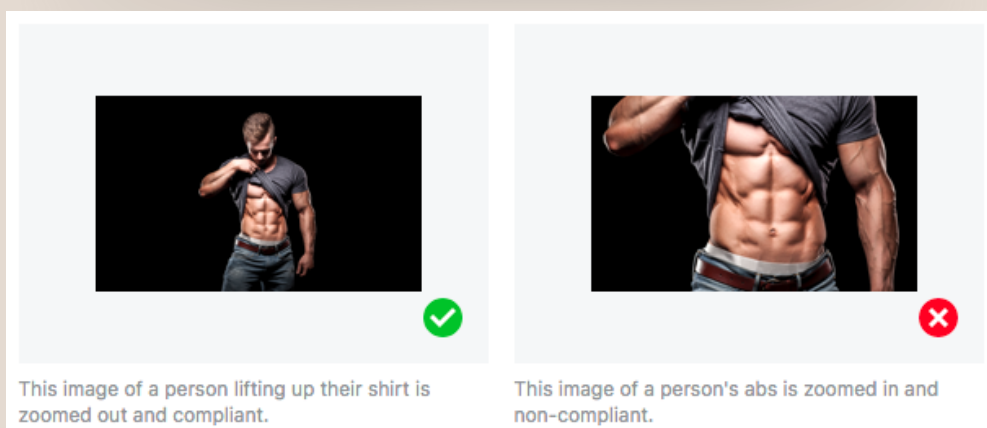
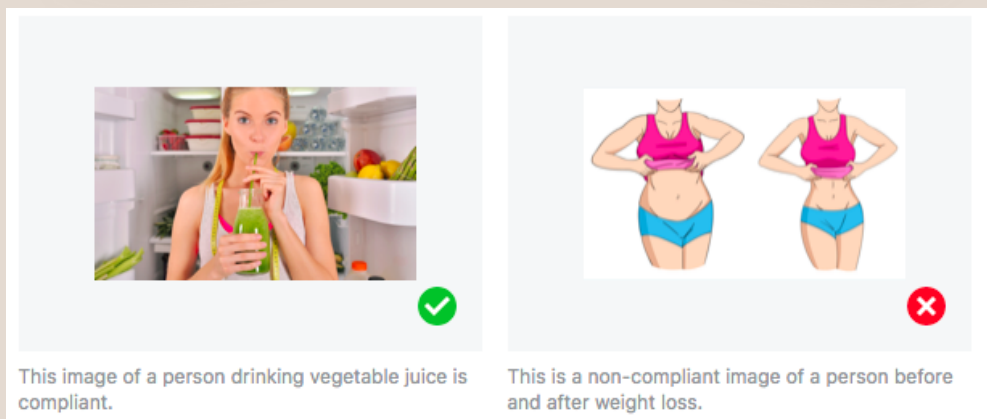
Facebook not only regulates the content of your ads but also monitors the actions on your landing page. Advertisers should ensure that the user experience on the landing page aligns with Facebook's policies to maintain a seamless and trustworthy online environment.

IMPORTANT INFORMATION ABOUT FACEBOOK Advertising

Examples:



No clear picture of the product



“

**THE ONLY WAY
TO DO GREAT
WORK IS TO LOVE
WHAT YOU DO**

STEVE JOBS



CHAPTER 02

FACEBOOK PIXEL

LET'S
DO IT

What you will learn

In this chapter, we delve into the powerful tool known as the Facebook Pixel and its role in optimizing your advertising efforts on the platform.

FACEBOOK *Pixel*

Think of Facebook Pixel as your behind-the-scenes ally in making your Facebook ads work smarter, not harder. It's a tiny piece of code that you put on your website, and it does some pretty cool things to help you understand how people interact with your site after clicking on your Facebook ads.

WHAT IT DOES:

1. Tracks What People Do on Your Website:

Imagine having an invisible friend who watches what people do on your website. That's Facebook Pixel! It keeps an eye on things like which pages people visit, what they click on, and if they make a purchase or fill out a form.

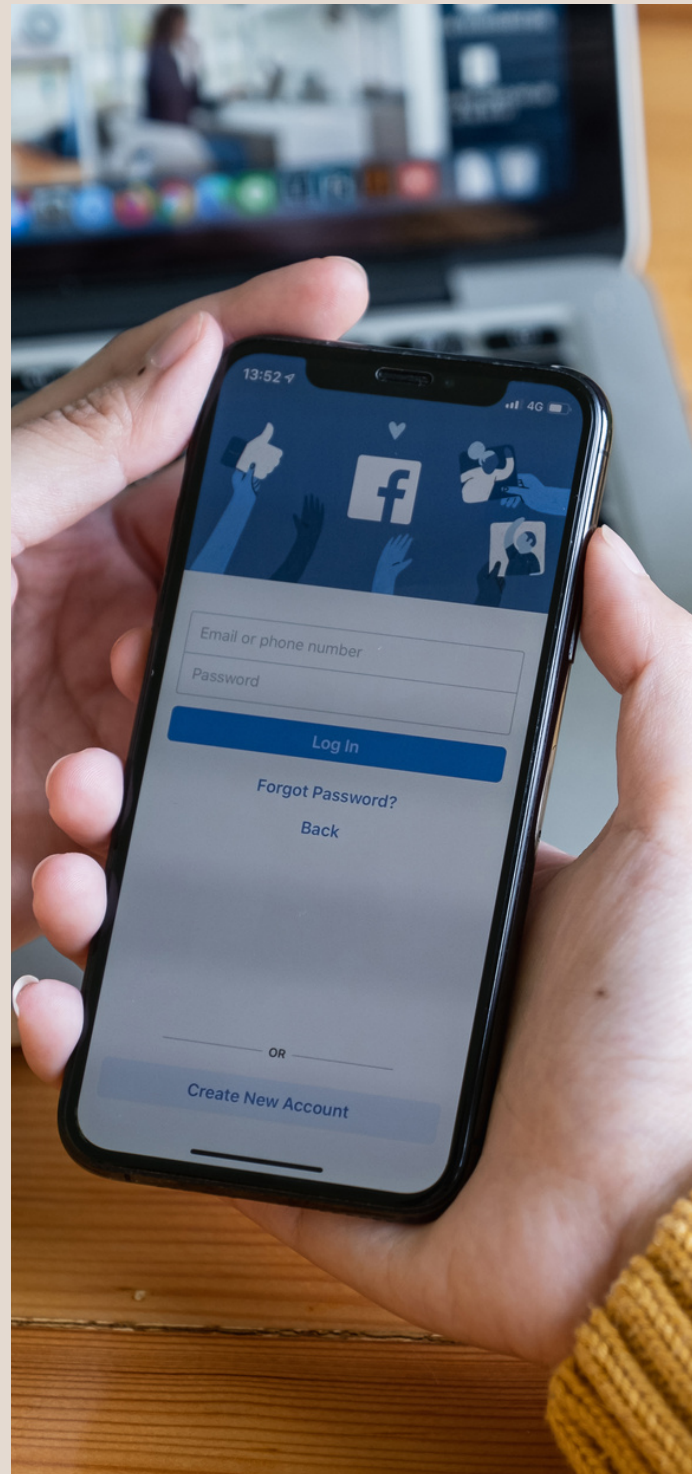
2. Helps You Measure Specific Actions: With the Pixel, you can measure important actions on your website, like how many people buy something or sign up for your newsletter. It's like having a personal assistant for tracking the things that matter most to your business.

3. Makes Your Ads Super Smart: Ever wonder how Facebook seems to know what ads to show you? It's the Pixel doing its magic. It helps Facebook figure out who is most likely to take actions you care about, so your ads reach the right people.

4. Brings Back Lost Visitors: Let's say someone checks out your website but doesn't buy anything. The Pixel remembers them. Later, you can use it to show them ads—kind of like a friendly reminder about that awesome product they were eyeing.

5. Gives You the Inside Scoop: The Pixel provides a treasure trove of data. It tells you how well your ads are doing and helps you understand what's working on your website. It's like having a coach that gives you tips to play the game better.

6. Connects the Dots: Ever wonder how someone went from seeing your ad to making a purchase? That's where the Pixel's "attribution modeling" comes in. It helps you connect the dots and see the whole customer journey.



FACEBOOK *Pixel*

HOW TO MAKE IT WORK:

1. Stick It On Your Website: Putting the Pixel on your website is like giving it a backstage pass. You'll find easy instructions from Facebook on where to put the code. It's like setting up a new gadget—just follow the steps.

2. Check it's Doing Its Job: Before your ads go live, make sure the Pixel is doing what it's supposed to do. Facebook has a handy tool to help you double-check everything is working smoothly.

3. Play Nice with Privacy: Remember to play by the rules! Be clear about what data you're collecting and get people's permission when needed. It's like being a good host—respecting your visitors' privacy.

In a nutshell, the Facebook Pixel is like having a smart assistant for your ads. It helps you understand your customers better, makes your ads more effective, and gives you the tools to navigate the world of online advertising with confidence. Just follow the steps, keep it friendly, and watch your ads do wonders!

How to

INSTALL THE FB PIXEL ON YOUR WEBSITE:

01

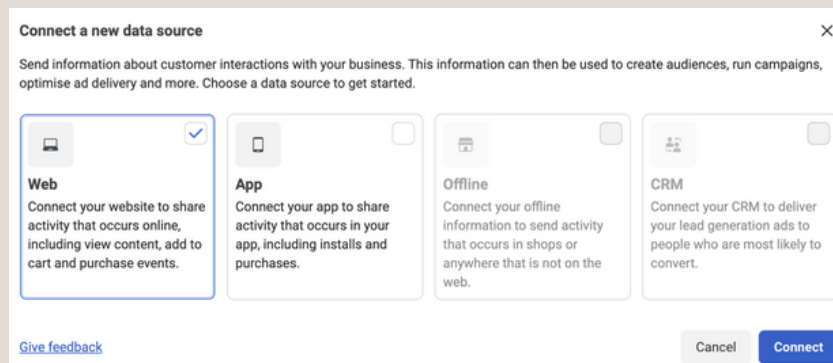
ACCESS EVENTS MANAGER

- Log in to your Facebook account and go to the "Business Suite" or "Ads Manager."
- In the menu, find and select "Events Manager."

02

OPEN THE PIXEL TAB

- In Events Manager, click on the "Connect Data Sources" button.
- Choose "Web" as your data source and select "Facebook Pixel."



03

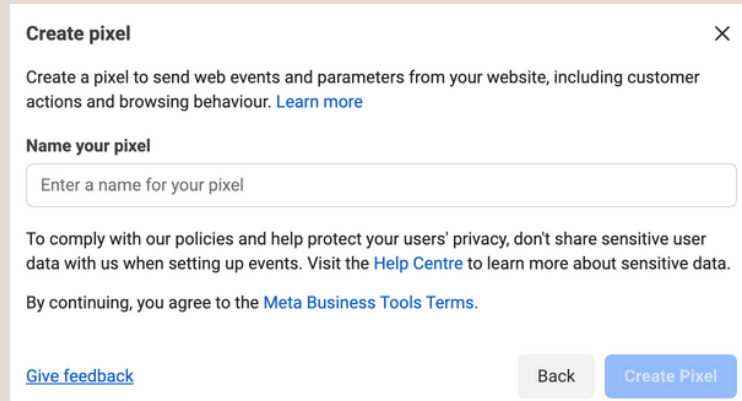
CREATE A NEW PIXEL

- Click on the "+ Connect a Data Source" button.
- Choose "Facebook Pixel" and follow the setup instructions.

04

CREATE A NEW PIXEL

- Click on the "+ Connect a Data Source" button.
- Choose "Facebook Pixel" and follow the setup instructions.



The screenshot shows a dialog box titled "Create pixel" with a close button (X) in the top right corner. Below the title, there is a brief instruction: "Create a pixel to send web events and parameters from your website, including customer actions and browsing behaviour. [Learn more](#)".

Under the heading "Name your pixel", there is a text input field with the placeholder text "Enter a name for your pixel".

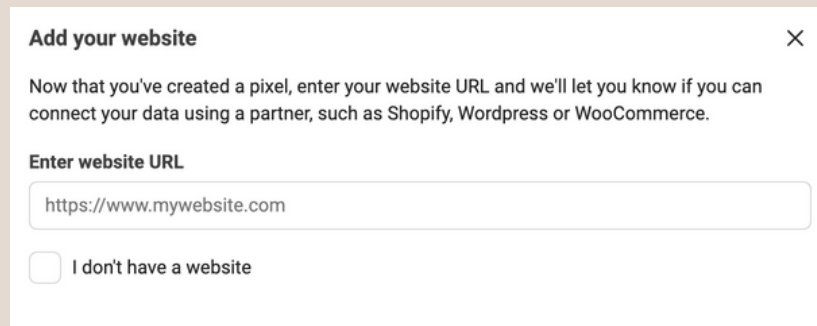
Below the input field, there is a paragraph of text: "To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Centre](#) to learn more about sensitive data." This is followed by another line: "By continuing, you agree to the [Meta Business Tools Terms](#)."

At the bottom left, there is a link "Give feedback". At the bottom right, there are two buttons: "Back" and "Create Pixel".

05

CONFIGURE PIXEL SETTINGS

- Enter a name for your Pixel.
- Add your website URL.
- Choose the option that best describes your business.



The screenshot shows a dialog box titled "Add your website" with a close button (X) in the top right corner. Below the title, there is a paragraph of text: "Now that you've created a pixel, enter your website URL and we'll let you know if you can connect your data using a partner, such as Shopify, Wordpress or WooCommerce."

Under the heading "Enter website URL", there is a text input field containing the URL "https://www.mywebsite.com".

Below the input field, there is a checkbox labeled "I don't have a website".

06

INSTALL THE PIXEL CODE

- You'll see two options for installing the Pixel code: "Use an Integration" or "Manually Install the Code Yourself."
- Use an Integration (Recommended): If you're using a website builder or an e-commerce platform like Shopify, WordPress, or Wix, select the integration option. Follow the platform-specific instructions provided by Facebook. This usually involves connecting your Facebook account with your website platform, and the Pixel code will be added automatically.
- Manually Install the Code: If you prefer manual installation, choose this option. Copy the Pixel code provided by Facebook.

07

ADD THE PIXEL CODE TO YOUR WEBSITE

- Open your website's backend or CMS (Content Management System).
- Locate the header section of your website. This is where the Pixel code should be added for optimal performance.
- Paste the copied Pixel code just above the closing `</head>` tag.

08

VERIFY PIXEL INSTALLATION

- Once the code is added, go back to Events Manager.
- Click on the "Continue" button to complete the setup.
- Facebook will show a message indicating whether your Pixel is receiving data. It might take some time for the data to start flowing.

09

TEST THE PIXEL

- To ensure everything is working correctly, use the "Test Events" feature in Events Manager. This allows you to simulate events and see if the Pixel is capturing data.

10

CUSTOMIZE PIXEL EVENTS (OPTIONAL)

- If you have specific actions you want to track, such as purchases or form submissions, customize your Pixel events. You can do this in Events Manager under the "Aggregated Event Measurement" section.

Manually add the Meta Pixel code to your website

- Select "Install Code Manually".
- Copy the pixel base code.

Install base code


The pixel code is a snippet of JavaScript that's added to the header section of your website. The pixel has two parts: the base code and the event tags.

1 Copy base code

Copy the base code below.

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(!f.fbq)return;nf=fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
```

[Copy code](#)



2 Paste base code to website

Paste the pixel code into the bottom of the header section just above the `</head>` tag. Install the base code on every page of your website. [Learn more](#)

- Find your website's header or locate the header template in your CMS or web platform.
- Paste the base code at the bottom of the header section, just above the closing head tag.
- Click "Continue".
- At this stage, you can turn on "Automatic Advanced Matching" and verify the customer information you want to send. This is only optional, and I'll explain more about it later on.

Automatic advanced matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)

Turn on automatic advanced matching

- Click "Continue".
- Add Events using the Events Setup Tool or by manually adding the relevant code to your website. More about Meta Pixel events later.

Add events using event setup tool

You can use the event setup tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn more](#)

How it works

Use the event setup tool to open your website.

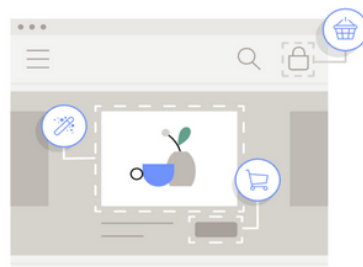
Using the event setup tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.

[Open Event Setup Tool](#)

ⓘ Please make sure that your pixel has been installed properly before using the event setup tool

Prefer a manual option? [Install events using code.](#)



- Go to pixel overview, and if everything checks out, click "Done".

Congratulations! Your Facebook Pixel is now installed on your website, and you're ready to gather valuable insights into user interactions and optimize your Facebook advertising strategy.



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**BELIEVE YOU CAN
AND YOU'RE
HALFWAY THERE**

THEODORE ROOSEVELT

CHAPTER 03



CREATING A FACEBOOK BUSINESS PAGE

LET'S
DO IT

What you will learn

In this chapter, we provide a comprehensive guide on how to create a compelling and effective Facebook Business Page for your brand or business.

CREATING A FACEBOOK BUSINESS *page*

Creating a Facebook Business Page is a great step toward establishing an online presence for your brand. When setting up your page, you'll want to ensure that your cover image and profile picture are visually appealing and correctly sized. Here are the recommended dimensions:

1. PROFILE PICTURE:

- Size: 180 x 180 pixels
- Aspect Ratio: 1:1
- Format: JPEG or PNG
- Your profile picture represents your brand and will appear next to your posts and comments. It's usually advisable to use your logo or a clear and recognizable image of your business.



SET UP A PAGE FOR BUSINESS

Setting up a Facebook Business Page is a straightforward process that allows you to establish an online presence for your business, connect with your target audience, and showcase your products or services. Here's a step-by-step guide to help you create and set up your Facebook Business Page:

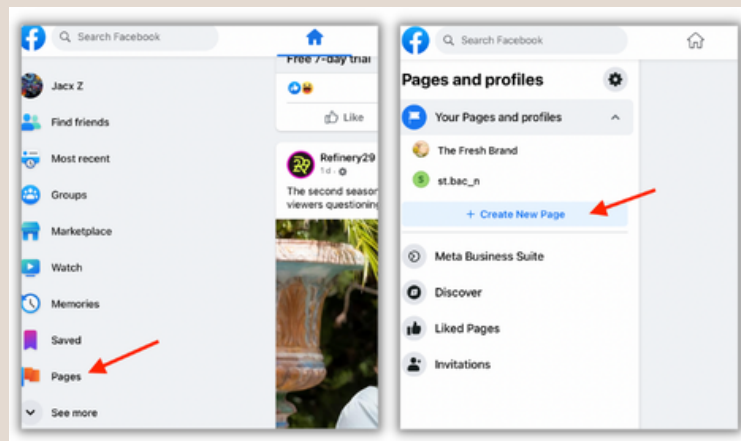
CREATING A FACEBOOK BUSINESS *page*

1. Log in to Facebook:

- If you already have a personal Facebook account, log in. If not, create a new account.

2. Create a Page:

- Once logged in, click on the "+" symbol at the top right corner of your Facebook homepage.
- Select "Page" from the options provided.

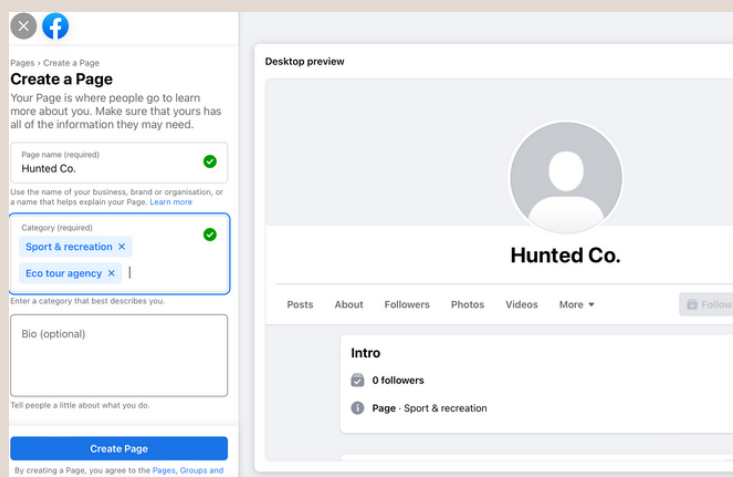


3. Choose a Page Type:

- Select the type of business or organization that best fits your page. Common options include "Business or Brand" or "Community or Public Figure."

4. Fill in Business Information:

- Provide essential details such as the page name, category, address, and phone number. Ensure that the information is accurate and reflects your business identity.



CREATING A FACEBOOK BUSINESS *page*

5. Add Profile and Cover Photos:

- Upload a high-quality profile picture, usually your business logo, and a cover photo that represents your brand effectively.

6. Customize Your Page:

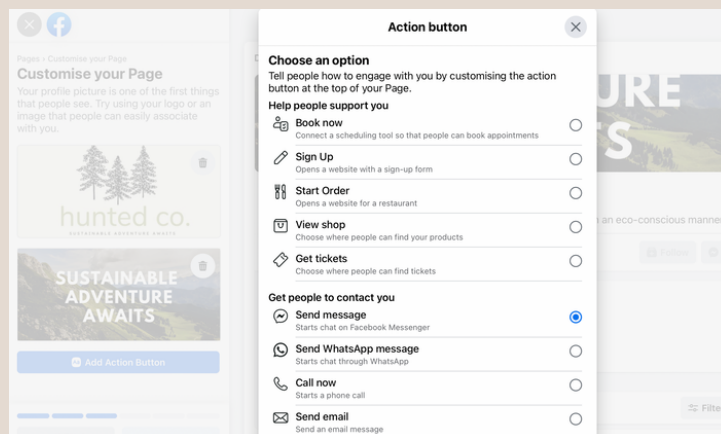
- Click on the "Edit Page Info" tab to add more details about your business, such as a description, business hours, and a website link. Make sure to complete all relevant sections.

7. Create a Username:

- Choose a unique username for your page. This makes it easier for people to find and tag your business on Facebook. The username should be concise and reflect your brand.

8. Add a Call-to-Action Button:

- Customize the call-to-action button on your page to encourage visitors to take specific actions, such as contacting you, making a purchase, or visiting your website.



9. Populate Your Page with Content:

- Start posting content relevant to your business. This could include updates, promotions, images, videos, and more. Regularly engage with your audience to build a community around your brand.

10. Explore Additional Features:

- Familiarize yourself with additional features like Facebook Insights, which provides analytics on your page's performance, and Facebook Ads Manager, if you plan to run advertisements.

CREATING A FACEBOOK BUSINESS *page*

RUN A SIMPLE PAGE ENGAGEMENT AD

In the ever-evolving landscape of digital marketing, running a simple page engagement ad on Facebook is a strategic move for businesses seeking to enhance their online presence. Understanding why and how to execute this type of ad can significantly impact your brand's visibility and audience interaction.

WHY RUN A PAGE ENGAGEMENT AD?

- 1. Foster Community Engagement:** Page engagement ads encourage users to interact with your content by liking, commenting, and sharing. This interaction not only strengthens your connection with existing followers but also expands your reach to potential customers.
- 2. Increase Brand Visibility:** Higher engagement rates signal to Facebook's algorithm that your content is valuable. This, in turn, boosts the visibility of your posts in users' feeds, increasing the likelihood of organic discovery.
- 3. Build Social Proof:** A page with active engagement appears more credible and trustworthy. Positive interactions serve as social proof, influencing others to explore your products or services.

THE VISUAL IMPACT: WHY IMAGES MATTER MOST

While ad copy is important, the visual element is paramount for grabbing attention and driving engagement. Your ad images play a crucial role in conveying your brand message effectively.

Examples and Inspiration: Facebook Page Like Ad Examples on Pinterest

Visit the Pinterest account "[Facebook Page Like Ad Examples](#)" to access a curated collection of visually appealing Facebook ad images. This resource provides insights into effective design elements, color schemes, and styles that resonate with audiences. Whether it's eye-catching graphics, lifestyle imagery, or creative product showcases, these examples offer a wealth of ideas to elevate your ad visuals.

CREATING A FACEBOOK BUSINESS *page*

The screenshot shows a Pinterest board titled "Facebook Page Like Ad Examples" by Jess Bahr // Marketers Talking Marketing and CSP Test, with 3.29k followers. The board contains 12 examples of Facebook Like Ad creatives, each with a unique visual and a caption. The examples include:

- Dr. Robert Schachter - Licensed Psychologist NYC:** A photo of a man in a suit.
- Max Bratwaert:** A beer advertisement with a cartoon character.
- Ryan Holmes:** A portrait of a man.
- Solutionsoriented:** A cityscape at night.
- Paste Music:** A colorful abstract graphic.
- Refinery29:** A portrait of a man.
- ShackUp:** A photo of a person in a room.
- Rich Girl Business:** A woman's face with the text "WALK YOUR BRAND POP!".
- Dane County Board of Supervisors:** A group of people in a meeting.
- Brands Brooklyn:** A group of people in a studio.
- Clay Pet Nalita:** A collection of colorful jewelry.
- The Dogwoods:** A dog sitting on a lawn.

Each example includes a small profile picture of Jess Bahr // Marketers Talking Marketing and a caption that reads "facebook-page-like-ad-examples | Jess Bahr" followed by "Facebook Page Like Ad Examples" and "Jess Bahr // Marketers Talking Marketing".

Remember, the goal is not just to get likes but to initiate meaningful engagement that contributes to your business goals. Experiment with different visuals, test what resonates with your audience, and refine your approach based on the insights gained through analytics.

“

**HARDSHIPS
OFTEN PREPARE
ORDINARY
PEOPLE FOR AN
EXTRAORDINARY
DESTINY**

C.S. LEWIS

CHAPTER 04



RUNNING A "LIKES" AD FOR YOUR NEW PAGE

LET'S
DO IT

What you will learn

In this chapter, we focus on leveraging Facebook's advertising platform to promote your newly created Facebook Business Page and attract more likes and followers.

RUNNING A “LIKES” AD

for your new page

When running a "Likes" ad for your new Facebook page, the goal is to expand your audience by encouraging users to like and follow your page. While there's no specific number that qualifies as "good," focus on quality over quantity. Aim for a steady growth of engaged followers who are genuinely interested in your content and offerings.

INVITING FACEBOOK FRIENDS TO LIKE YOUR PAGE:

1. Page Invitations:

- On your Facebook page, locate the "Invite Friends" option.
- Select friends individually or use the "Invite All" option to send invitations.

2. Personal Message:

- Consider sending a personal message along with the invitation, explaining the value of your page and why their like is important.

3. Promotional Posts:

- Create engaging posts introducing your page and encouraging friends to like and share. Boost these posts to reach a wider audience.

CREATING FB ADS FOR ENGAGEMENT AND PAGE LIKES:

1. Go to Facebook Ads Manager:

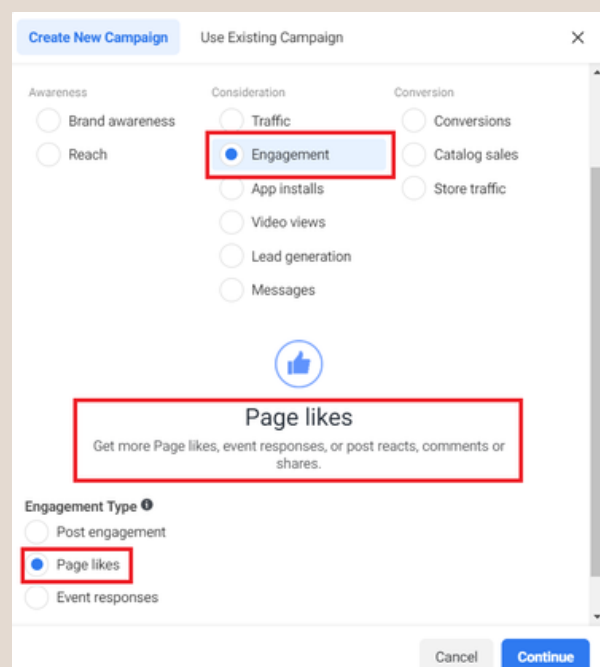
- Navigate to Ads Manager on your Facebook account.

2. Select Ad Objective:

- Choose "Engagement" as the objective for page likes and interactions.

3. Design Your Ad:

- Choose your Facebook Page as the destination.
- Opt for visually striking images, focusing on brand representation.
- Craft concise ad copy, emphasizing the benefits of liking your page.



RUNNING A “LIKES” AD

for your new page

COST-EFFECTIVE LIKES: A STRATEGY FOR TARGETING SPECIFIC COUNTRIES

When aiming to secure cost-effective likes on your Facebook page, strategic targeting becomes pivotal. This involves tailoring your approach to different countries based on their advertising landscape and costs. Here's a tip to help you optimize your campaigns for both a more economical reach and a targeted local audience:

1. Focus on One Country at a Time:

- To maximize the efficiency of your ad spend, consider creating separate campaigns for different countries, especially if you're targeting regions with varying advertising costs.

2. Leverage the Potential of the Philippines:

- If you're looking for an affordable yet engaged audience, the Philippines is often considered a cost-effective market. To tap into this opportunity:
 - Craft a compelling ad with visually appealing content.
 - Keep the ad copy concise, highlighting the value proposition.
 - Use local insights to resonate with the Philippine audience.

3. Customize Your Approach for Your Own Country:

- When targeting your own country, prioritize a more personalized and localized strategy:
 - Align your visuals and messaging with cultural nuances.
 - Showcase elements that resonate specifically with your local audience.
 - Emphasize familiarity to create a connection with potential followers.

4. Create Separate Ads:

- Avoid blending campaigns targeting different countries within a single ad set. Instead, create distinct ads for each country to tailor content and visuals to the specific audience.

By tailoring your approach to the specific dynamics of each country and avoiding a one-size-fits-all strategy, you can optimize your Facebook ad campaigns for cost-effective likes and meaningful engagement. Remember, the key lies in understanding your audience and crafting campaigns that resonate with their unique preferences and cultural context.

RUNNING A “LIKES” AD

for your new page

CRAFTING EFFECTIVE FACEBOOK ADS: PRIORITIZING VISUALS AND BROAD INTERESTS

When creating compelling Facebook ads, striking the right balance between visual appeal and audience targeting is crucial for success. Here are key recommendations to optimize your ad strategy:

1. Broaden Your Interest Space:

- For an inclusive approach, consider leaving the interest space broad when defining your target audience. This strategy allows your ad to reach a wider spectrum of users, increasing the chances of engagement.

2. Avoid Specific Interests:

- By refraining from selecting specific interests, you avoid narrowing down your audience too much. This is especially beneficial when aiming for a diverse or expansive audience.

3. Prioritize Visual Impact:

- The image or visual content in your ad holds significant weight in capturing attention and conveying your message. Therefore, prioritize high-quality, eye-catching visuals that resonate with your brand and the intended audience.

4. Limit Text on the Ad:

- While ad copy is essential for conveying key messages, it's advisable to keep text concise. Facebook's algorithm tends to favor visuals, and users generally respond better to ads that are visually appealing and have minimal text.

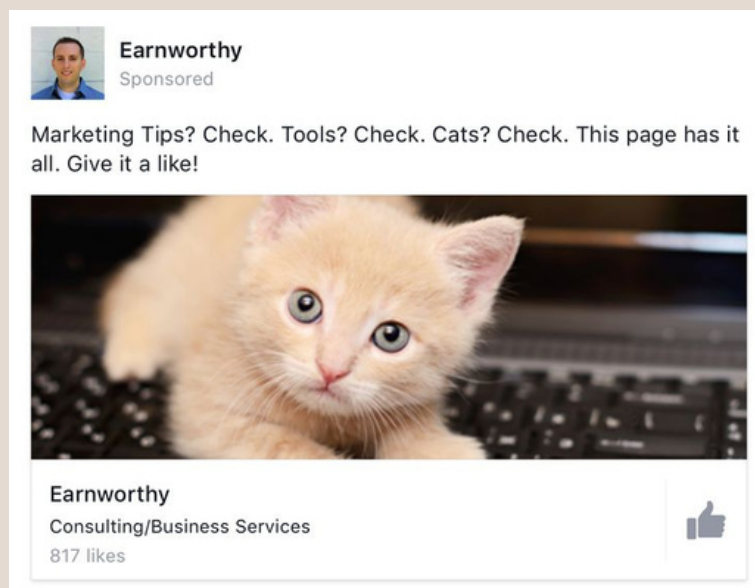
5. Use Imagery to Tell Your Story:

- Leverage the power of images to communicate your brand's narrative. Whether it's showcasing products, capturing a lifestyle, or highlighting key values, let the visuals speak volumes and create an emotional connection with your audience.

RUNNING A “LIKES” AD

for your new page

Imagine a Facebook ad for a marketing business company that cleverly utilizes a visual metaphor to convey its message. In this scenario, the image features a cat confidently perched on a keyboard, seemingly engrossed in typing. The cat's playful yet focused demeanor captures attention and effectively communicates the essence of the marketing business.



1. Visual Metaphor: The cat symbolizes the company's marketing prowess, cleverly aligning with the idea that their strategies are as effortlessly effective as a cat's ability to navigate a keyboard.

2. Engagement Factor: The playful yet focused expression of the cat draws viewers in, creating an emotional connection. Users are more likely to remember and engage with the ad due to its unique and unexpected visual.

This example illustrates how a powerful image, even one featuring a cat on a keyboard, can effectively convey a marketing business's message without relying heavily on text. By tapping into the audience's emotions and using visual metaphors, businesses can create ads that not only capture attention but also leave a lasting impression.

CHAPTER 05



CUSTOM CONVERSION SETUP

LET'S
DO IT

What you will learn

In this chapter, we dive into the process of setting up custom conversions on Facebook, empowering you to track and optimize specific actions that are valuable to your business.

CUSTOM CONVERSION *setup*

Before diving into sending traffic to your website through Facebook, it's crucial to set up custom conversions. Understanding what a custom conversion is and why it's important can significantly enhance the effectiveness of your advertising efforts.

WHAT IS A CUSTOM CONVERSION?

A custom conversion in Facebook refers to a specific action or event on your website that you want to track and optimize for in your ad campaigns. It allows you to define and measure actions that are valuable to your business, such as a completed purchase, form submission, or page view.

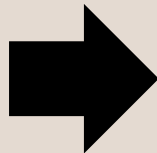
WHY IS IT IMPORTANT?

- **Precision Tracking:** Custom conversions enable you to track and measure specific actions that align with your business objectives. This precision tracking provides valuable insights into user behavior on your website.
- **Optimization for Conversions:** By defining custom conversions, Facebook can automatically optimize your ad delivery to reach people who are more likely to take the desired action. This ensures that your ad budget is focused on reaching an audience most likely to convert.
- **Performance Analysis:** Custom conversions allow you to analyze the performance of your Facebook ad campaigns in terms of the specific actions that matter most to your business. This data helps you make informed decisions and refine your advertising strategy.
- **Effective Ad Reporting:** With custom conversions, you can generate detailed reports on the success of your ads in driving key actions. This information is invaluable for assessing the ROI of your advertising efforts and identifying areas for improvement.
- **Dynamic Ads:** Custom conversions play a crucial role in utilizing dynamic ads on Facebook. These ads automatically show different products or content to users based on their past interactions with your website, leveraging custom conversion data.

CUSTOM CONVERSION *setup*

LANDING PAGE

PRE SELLING PAGE
OPT-IN PAGE
SALES PAGE



NEXT PAGE

THANK YOU PAGE
SALES PAGE
AFFILIATE OFFER PAGE
AMAZON LISTING PAGE
POST PURCHASE PAGE

1. Ad Click and Landing Page:

- You run a Facebook ad promoting a new product on your e-commerce website.
- The ad encourages users to click, and upon clicking, they are directed to a specific landing page showcasing the featured product and its details.

2. Custom Conversion Setup:

- Before launching the ad, you set up a custom conversion on Facebook to track the "Purchase" event.
- In Events Manager, you define the parameters for the custom conversion, specifying the URL or keywords associated with the post-purchase action you want to track.

3. Purchase and Thank You Page:

- A user who clicked on the ad navigates through your website, decides to make a purchase, and completes the transaction.
- After the purchase is confirmed, the user is automatically redirected to a "Thank You" page on your website.

4. Custom Conversion Triggers:

- The custom conversion you set up in Facebook is triggered by the user reaching the "Thank You" page.
- This signifies to Facebook that a successful purchase has occurred.

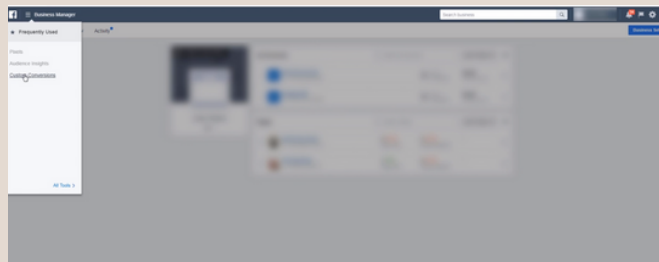
5. Benefits and Insights:

- Facebook now optimizes your ad delivery to reach users more likely to complete a purchase, based on the custom conversion data.
- You can analyze the performance of your ad campaign specifically in terms of purchases through the detailed reports available in Events Manager.

CUSTOM CONVERSION *setup*

HOW TO CREATE A CUSTOM CONVERSION

1. **Access Events Manager:** Go to the Events Manager in your Facebook Business account.



Access Events Manager

2. **Choose Your Pixel:** Select the pixel associated with your website.

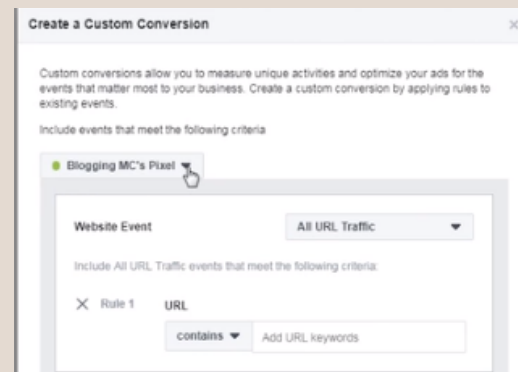
3. **Navigate to Custom Conversions:** In the Events Manager, find the "Custom Conversions" tab.

4. **Create a New Custom Conversion:** Click on "Create Custom Conversion."

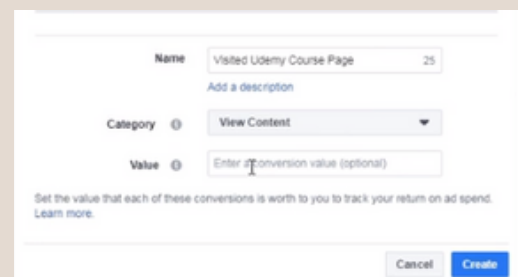
5. **Define Parameters:** Specify the URL or keywords associated with the desired action, assign a value if applicable, and set a conversion window.

6. **For this event, select View Content** as the event type and then click Confirm.

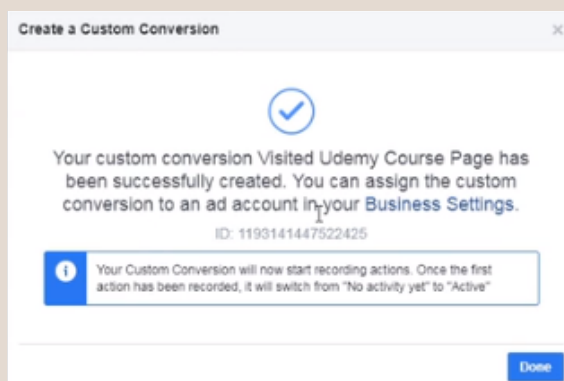
7. **Save and Test:** Save your custom conversion and test it to ensure accurate tracking.



Choose Your Pixel



Choose View Content



Save and Test



“

**THE FUTURE
BELONGS TO
THOSE WHO
BELIEVE IN THE
BEAUTY OF THEIR
DREAMS**

ELEANOR ROOSEVELT

CHAPTER 06



LANDING PAGE COMPLIANCE

LET'S
DO IT

What you will learn

In this chapter, we delve into the critical importance of ensuring that your landing pages comply with relevant regulations, guidelines, and best practices.

LANDING PAGE *compliance*

"Landing page compliance" refers to the adherence of a landing page to specific rules, guidelines, or regulations set by advertising platforms, legal standards, or industry best practices. Ensuring landing page compliance is essential for maintaining the integrity of your marketing efforts, building trust with users, and avoiding potential penalties. Here are key aspects to consider for landing page compliance:

- Can't use 'shock' words
- Can't make 'promises' or 'guarantees'
- Can't use nudity
- Can't promote MLM
- Can't promote 'get-rich-quick'
- Can't promote gambling (with real money)
- Can't promote 'cures'
- Can't promote weapons
- Can't promote drugs, tobacco, alcohol

- Can't promote weight loss
- Can't promote dating
- MAY be able to promote supplements
- Page must work on all devices
- Can't use pop ups
- Can't use any sort of exit obstruction
- Must have required links to T&C etc.
- Must not be classed as a 'bridge' page
- Must be congruent with the ad
- Must have cookies consent for GDPR

www.facebook.com/policies/ads

CHAPTER 07



FACEBOOK ADS TYPES

LET'S
DO IT

What you will learn

In this chapter, we explore the diverse range of ad types available on the Facebook advertising platform and how each can be leveraged to achieve specific marketing objectives.

FACEBOOK ADS *types*

Facebook offers a variety of ad types, each designed to serve specific marketing objectives and engage audiences in different ways. Here's an overview of some key Facebook ad types:

1. Image Ads:

- Format: Single image with accompanying text.
- Best For: Increasing brand awareness, driving traffic, and promoting specific products or services.
- Key Feature: Simple and effective, allowing businesses to showcase their products or convey a brand message.

2. Video Ads:

- Format: Engaging videos with accompanying text or captions.
- Best For: Storytelling, product demonstrations, and capturing attention with dynamic visuals.
- Key Feature: Videos can be highly engaging and are effective for conveying a message or showcasing products in action.

3. Carousel Ads:

- Format: Scrollable series of images or videos.
- Best For: Highlighting multiple products or features within a single ad.
- Key Feature: Offers a visually dynamic experience, allowing users to swipe through different images or videos in a single ad unit.

4. Slideshow Ads:

- Format: Lightweight videos created from a series of static images.
- Best For: Creating motion in ads without the need for video production.
- Key Feature: A cost-effective option for businesses with limited resources for video creation.

5. Collection Ads:

- Format: Combination of a cover image or video with a grid of product images below.
- Best For: Showcasing a range of products and encouraging users to explore a collection.
- Key Feature: Directs users to an immersive, full-screen shopping experience when clicked.

6. Instant Experience (formerly Canvas) Ads:

- Format: Full-screen mobile experience with interactive elements.
- Best For: Creating an immersive and interactive brand experience.
- Key Feature: Allows businesses to tell a story or showcase products with an engaging and responsive layout.

FACEBOOK ADS *types*

7. Lead Generation Ads:

- Format: Designed to collect information from users within the ad unit.
- Best For: Generating leads and capturing user data.
- Key Feature: Includes a pre-filled form with user information, making it easy for users to submit their details.

8. Post Engagement Ads:

- Format: Promotes engagement such as likes, comments, and shares on organic or promoted content.
- Best For: Increasing visibility and interactions with your content.
- Key Feature: Helps boost the reach of your posts and encourages social interactions.

9. Event Response Ads:

- Format: Designed to promote and drive responses to events.
- Best For: Increasing attendance at events or webinars.
- Key Feature: Allows users to indicate their interest in an event directly from the ad.

10. Offer Ads:

- Format: Promotes special offers or discounts.
- Best For: Driving sales and conversions.
- Key Feature: Includes a call-to-action button that encourages users to redeem the offer.

11. Dynamic Ads:

- Format: Automatically generates personalized ads based on user interactions with your website or app.
- Best For: Retargeting users with products they've shown interest in.
- Key Feature: Automatically updates with relevant content based on user behavior.

When venturing into Facebook advertising, especially for beginners or businesses looking to establish a strong foundation, starting with simple image ads is a highly recommended strategy.

You only need a visually appealing image and concise ad copy. This simplicity makes them accessible for businesses with various levels of design resources.

Simple image ads are often cost-effective, requiring fewer resources for production compared to video or dynamic ads. This is advantageous for businesses with limited budgets or those testing the waters in the advertising realm.

FACEBOOK ADS *types*

IMAGE SPECS

Resolution: As high as possible

File format: JPG or PNG

Minimum or no text on the image

Newsfeed: 16:9 (1200 x 628 px)

Right hand side: 16:9 (1200 x 628 px)

Carousel: 1:1 (1080 x 1080 px)

A young woman with long blonde hair, wearing a grey blazer with a brooch, is reading a book. The image is overlaid with a large white quote. The background is a soft, out-of-focus indoor setting.

“

**SUCCESS IS NOT
ABOUT THE
DESTINATION, BUT
THE JOURNEY
TAKEN TO REACH IT**

CHAPTER 08



USING AUDIENCE INSIGHTS

LET'S
DO IT

What you will learn

In this chapter, we explore the powerful tool known as Audience Insights provided by Facebook, which allows advertisers to gain valuable insights into their target audience and optimize their ad campaigns for maximum effectiveness.

USING AUDIENCE *insights*

Facebook's Audience Insights is a powerful tool that provides valuable data and analytics about your target audience. Whether you're running ads, planning content, or refining your overall marketing strategy, understanding and utilizing Audience Insights can significantly enhance your Facebook marketing efforts. Here's a guide on how to make the most of this tool:

1. Accessing Audience Insights:

- Navigate to Facebook Ads Manager.
- Click on "Audience Insights" located in the left-hand menu under the "Plan" section.

2. Choose Your Audience:

- Select the audience you want to analyze. You can explore insights for different segments, including:
 - Everyone on Facebook.
 - People connected to your page.
 - A custom audience.
 - People in a specific location.

3. Demographic Information:

- Explore demographic data such as age, gender, relationship status, education level, job title, and more. This information helps in tailoring your content and ads to align with your audience's characteristics.

4. Page Likes:

- Discover the pages that your audience frequently likes. This information can guide your content strategy, helping you create content that resonates with their interests.

5. Location and Language:

- Understand the geographical locations and languages of your audience. This insight is crucial for localized targeting and language-specific content creation.

Tailoring your ads to specific countries is a strategic approach. Creating different ads for different countries requires a nuanced approach that considers cultural, linguistic, and contextual factors. This strategic customization enhances the relevance of your ads, fostering stronger connections with diverse audiences and maximizing the impact of your Facebook advertising campaigns.

USING AUDIENCE *insights*

6. Activity and Device Usage:

- Learn about your audience's activity on Facebook, including device usage (desktop vs. mobile). This information is valuable for optimizing ad placements and ensuring your content is mobile-friendly.

7. Purchase Behavior:

- Gain insights into your audience's purchasing behavior, such as online shopping preferences and spending habits. Use this data to tailor your product offerings and promotional strategies.

8. Custom Audience Creation:

- Utilize Audience Insights to create custom audiences based on specific criteria. This allows you to target users who closely match the characteristics of your existing audience.

The Strategic Choice: Avoiding Over-Narrow Targeting in Facebook Ads
While precise targeting is essential in Facebook advertising, going too narrow with interests may not always be the most effective strategy. Overly narrowing your audience by targeting very specific interests may result in a limited audience size. This can restrict the reach of your ads, potentially missing out on valuable opportunities to connect with a broader audience.

When dealing with a monthly active audience below 100,000 people, it's crucial to recognize the potential limitations and consider alternative targeting strategies.

9. Test and Iterate:

- Use Audience Insights as a testing ground for different audience segments. Experiment with variations and iterate your approach based on performance data.

A top-down view of a desk with a laptop, coffee, flowers, and notebooks. The scene is lit with soft, natural light. In the upper left, a person's hands are typing on a silver laptop. To the right, a bouquet of pink roses is wrapped in brown paper. In the center, a large white quote is overlaid. Below the quote, a white paper bag with a fried chicken sandwich is visible. To the right, there are several spiral-bound notebooks, one with a marble pattern and another with a blue cover. A black coffee cup with a white lid is in the upper left, and another is in the lower right. A glass of water is in the bottom center. The overall aesthetic is clean, modern, and creative.

“

**BE YOURSELF;
EVERYONE ELSE IS
ALREADY TAKEN**

OSCAR WILDE

CHAPTER 09



SETTING UP A CAMPAIGN

LET'S
DO IT

What you will learn

In this chapter, we guide you through the process of setting up a successful advertising campaign on Facebook.

SETTING UP A *campaign*

Setting up a Facebook advertising campaign involves several steps. Here's a step-by-step guide to help you through the process:

Resolution: As high as possible
File format: JPG or PNG
Minimum or no text on the image
Newsfeed: 16:9 (1200 x 628 px)
Right hand side: 16:9 (1200 x 628 px)
Carousel: 1:1 (1080 x 1080 px)

Text: 125 characters
Headline: 25 characters (40 for Carousel)

<https://www.facebook.com/business/ads-guide>

Step 1: Log in to Facebook Ads Manager

1. Go to Facebook Ads Manager.
2. Log in with your Facebook account.

Step 2: Choose Your Campaign Objective:

1. Click on the "+ Create" button.
2. Select your campaign objective.
 - Conversions
 - Conversion event: view content

Step 3: Ad Set Configuration:

- Define your target audience by specifying demographics, interests, behaviors, and location.
- Set your budget (daily or lifetime) and schedule.
- Choose your ad placements (automatic or manual).

Step 4: Ad Creation:

- Choose your ad format (single image, carousel, video, etc.).
- Add compelling ad copy, a headline, and a call-to-action.
- Upload visuals or videos that align with your campaign goal.
- Configure links, buttons, or forms.

SETTING UP A *campaign*

Step 5: Advanced Targeting Options

- Utilize advanced targeting options like Custom Audiences and Lookalike Audiences for more refined targeting.

Step 6: Optimization and Delivery

- Choose your ad delivery optimization method based on your campaign objective.
- Set a bid strategy that aligns with your goals and budget.

Setting an appropriate budget for your Facebook ads is a critical aspect of your advertising strategy.

It's common to set a daily budget ranging from \$5 to \$20, especially for small to medium-sized businesses. This allows for testing and optimizing performance.

If you have the flexibility and a higher budget, consider setting a slightly higher daily spend. A higher budget can potentially provide a competitive advantage by reaching a broader audience or allowing for more aggressive bidding strategies.

Consider a phased approach. Begin with a moderate budget (e.g., \$11 per day) to gauge initial performance and make adjustments. Once you've identified effective strategies, you can scale up your budget accordingly.

Step 7: Conversion Windows

- **7 Days Click:** Facebook attributes conversions to your ads if a user clicks on the ad and completes the desired action within the following 7 days.
 - This option provides a more comprehensive view of the customer journey by attributing conversions to ads even if there's a delay between clicking the ad and taking the desired action.
 - Useful for campaigns where the decision-making process might take longer, such as high-ticket purchases or complex services.
- **1 Day View:** attributes conversions to your ads if a user views the ad (but doesn't necessarily click) and completes the desired action within the following day.
 - If your goal is to measure the immediate impact of your ads, especially for products or services with shorter decision cycles, the 1 day view option provides a more immediate feedback loop.
 - Suitable for products or services where customers typically make quick decisions and conversions happen shortly after exposure.

CHAPTER 10



CREATING & LAUNCHING THE AD

LET'S
DO IT

What you will learn

In this chapter, we dive into the exciting process of creating and launching your Facebook ad. This stage is where your campaign comes to life, and your message reaches your target audience in a visually engaging and impactful way.

CREATING & LAUNCHING *the Ad*

Launching a successful Facebook ad involves strategic planning, creative content, and effective targeting. Here's a step-by-step guide to help you create and launch your ad:

1. Campaign Setup:

- Name your campaign and choose your campaign objective.
- Set up additional details like Campaign Budget Optimization if applicable.
- Click "Next" to proceed to the Ad Set level.



2. Ad Set Configuration:

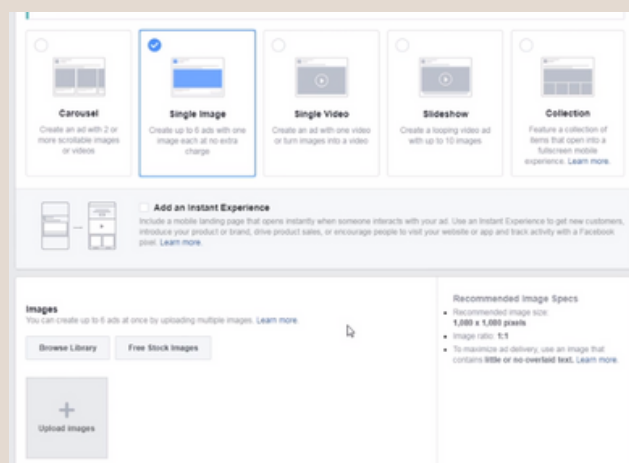
- Define your target audience by specifying demographics, interests, behaviors, and location.
- Set your budget (daily or lifetime) and schedule.
- Choose your ad placements (automatic or manual).

3. Ad Creation:

- We are going to select single image.
- Add compelling ad copy, a headline, and a clear call-to-action.
- Upload engaging visuals or videos that align with your campaign goal.
- Configure links, buttons, or forms depending on your objective (e.g., driving traffic or generating leads).

For single image ads on Facebook, it's advisable to use an image with an aspect ratio 1:1 (square)
Resolution: At least 1080 x 1080 pixels

<https://www.facebook.com/business/ads-guide>



CONCLUSION

In the realm of digital advertising, Facebook Ads stand out as a dynamic and potent tool for businesses of all sizes. As we conclude this beginner's guide, it's crucial to emphasize a few key takeaways that will set you on the path to success.

Remember, the first interaction users have with your ad is through the image. It's the visual gateway to your message. Crafting compelling, eye-catching visuals is not just a recommendation; it's a necessity. Your image is your first impression, and a captivating one can significantly boost engagement.

Entering the world of Facebook Ads requires a realistic mindset. Success doesn't happen overnight. It's a journey of learning and adapting. Manage your expectations and understand that your initial campaigns may not achieve groundbreaking results. Each campaign is a learning opportunity, paving the way for future success.

The most valuable lessons come from hands-on experience. While resources like www.facebook.com/business/learn provide valuable insights, the true mastery of Facebook Ads comes from doing. Don't hesitate to launch your first campaign. The insights gained through real-world application will be your most valuable asset.

The primary goal of this eBook is to inspire action. Start your journey into Facebook Ads. Embrace the learning curve, experiment with different ad formats, targeting options, and budgets. By doing so, you not only gain practical experience but also unlock the potential for your business to thrive in the digital landscape.

The journey may be challenging, but with each campaign, you refine your skills, understand your audience better, and move closer to achieving your marketing goals. Take the first step, learn by doing, and let your Facebook Ads journey unfold.

*Success awaits those who
are willing to start!*

ASSESSMENT

You cannot advertise on Facebook without first creating a page for business.

- Yes
- No

The _____ is the most important part of the ad

Which of the following are examples of typical 'destination' pages? Choose three answers.

- Affiliate offer page
- Thank you page
- Opt-in page
- Post purchase page

Ad images should contain little or no _____

It's a good idea to open a new Facebook account for the purposes of advertising.

- True
- False

When advertising on Facebook, an amateur photo is better than a professional stock image.

- True
- False

Which of the following ad types is the most commonly seen on Facebook? Choose the correct answer

- Video ad
- Slideshow ad
- Single Image ad

45% of marketers state that Facebook is their most important social media channel.

- True
- False

ASSESSMENT

In which of the following places can a single image ad be displayed? Choose three answers.

- In-stream videos
- Mobile news feed
- Desktop news feed
- Desktop right column

Facebook has 2.45 billion _____ active users.

- Yearly
- Daily
- Monthly
- Weekly

Which type of ad is suitable for a brand new Facebook page?

- Video ads
- Single image ads
- Page engagement ads
- Clicks to website ads

Landing pages that have very little content and redirect the user to a page on another website, are classed as _____ pages.

What percentage of Facebook users regularly visit brand or business pages?

- 50%
- 75%
- 20%
- 30%

What is the main purpose of the initial page engagement (Likes) campaign?

- To start making sales
- To build some credibility for the new page
- To get visitors to a website

ASSESSMENT

There are some products/services that cannot be advertised on Facebook.

- True
- False

Which of the following are types of Facebook ads? Choose three answers.

- Email ad
- Banner ad
- Single image ad
- Carousel ad
- Messenger ad

Which of the following landing page features could cause your ad to be disapproved? Choose three answers.

- Page has a blue header
- Page is part of a blog
- Page has a pop-up
- Page does not have any links to other pages
- Page is not congruent with the ad

Audience Insights is a free tool for Facebook advertisers.

- True
- False

Anyone can advertise weight loss products on Facebook.

- True
- False

Which of the following is NOT an example of a 'landing page'?

- Thank you page
- Pre-selling page
- Opt-in page
- Sales page

ASSESSMENT

The average time spent per Facebook visit is _____ minutes.

Custom conversions are created in the ads _____.

To create a custom conversion in Facebook, we need the URL of the landing page

- True
- False

Which of the following describes the purpose of the Facebook pixel? Choose two answers.

- Optimise and improve ads
- Create better pages for business
- Choose better niches
- Track ad results

Which type of Facebook ad would you run if you want to track sales that occur on your website?

- Store traffic ad
- Conversions ad
- Video views ad
- Engagement ad

Notes

Thank you

FOR READING

**CONGRATULATIONS ON COMPLETING THIS JOURNEY
TOWARDS MASTERING FACEBOOK ADS FOR BEGINNERS!**



WWW.EPRENEURACADEMY.COM
[@EPRENEURACADEMY](https://www.instagram.com/EPRENEURACADEMY)