

## Transcript

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:09 / 35:19 The ultimate Facebook page guide. Do I need a Facebook page? Facebook pages are for businesses, brands, and organizations to share their stories and connect with people. Your Facebook page gives your business a voice on Facebook. And to over 2 billion users. Having a Facebook page helps build your reputation, reach new customers and stay connected. You can instantly get feedback from your customers. People who like and follow your page can get updates in their Facebook news feed and Instagram. You can customize your Facebook page experience by posting stories, hosting events, polling your following running ads, and more Facebook pages are required for creating meta ads. These are ads to Instagram, Facebook, WhatsApp, and so on. What's the difference between a Facebook profile and a Facebook page? A Facebook profile is your personal Facebook profile at Facebook.com. This is for sharing content with your family and friends. You need a personal Facebook profile account in order to create a business Facebook page. Your Facebook page is a specific website within Facebook.com that you build a fan following. These are likes and share relevant content with based around your business hours. For example, facebook.com slash course envy. We have that designated URL for building out our content. So you need a Facebook page in order to create Facebook ads. Unless you invite your friends to like and follow your Facebook page, they will not know you created a Facebook page. It is not publicly linked to your personal Facebook.com profile. Therefore, you can keep your personal profile and all your business pages separate if you wish. So let's create a Facebook page. Log in to your personal Facebook.com account. Navigate directly to this URL, Facebook.com slash pages, slash creation, or in the left sidebar menu on facebook.com. Click that menu option. That's the nine dots under this menu. Under the Create section, select page. On this, create a page. You will name your Facebook page, select a category, for example, course envy. This is an education website. Then write your Facebook page. Description. Finally, click the Create page button. You will be prompted to upload a profile photo and cover photo for this page. But this is optional and we'll show you how later on. So just click the save button. Then you'll be prompted to add your phone number for our page. We won't need this. So we just close out of this. We can add it later and I'll show you how. And now we have our Facebook page. So as the creator, you are the admin and you'll be able to manage and optimize this Facebook page via the manage page menu in this left sidebar. So in this left sidebar, click that edit page info option on this edit page info page, scroll down to username in this username field. Customize your Facebook page username. By changing your username, you'll be changing your Facebook page URL. So it's currently facebook.com slash page name and then along ugly non SEO friendly string of numbers. So by changing your username it'll set facebook.com slash your chosen username. Now you can only change this once. Otherwise, you'll have to request permission from Facebook. So choose wisely. Think of it as like changing your own name or changing Walmart, the brand name. You are establishing a brand or an asset on Facebook, so they don't want you changing names or inserting keywords. Facebook wants to build a stable asset of Facebook pages. Your Facebook page username is important as this is what appears as your custom Facebook URL. Like I said, facebook.com slash course envy. So a pro tip here. Have username continuity for your brand. So I want the same username on every social media site, every platform I use, every service I use. So when people search for me on those sites, they can easily find me. Oh, at course. Envy is my Facebook page. At course, envy is my Instagram account. I want people to easily find me from website to website and easily in Google. Search continuity builds brand name awareness and makes it easier for customers to find me on these varying platforms and URLs. Now it's a best practice to link your business Instagram account to your Facebook page before creating ads. This is so you can have a separate identity on each platform. So this is separate analytics, separate messaging, separate content. And as you can see, this is an ad creation screenshot below. On the ad level, you have to select your identity. So what's my Facebook page identity and what's my Instagram account identity? So we'll create a business Instagram account right now as well. So download the Instagram app on your mobile phone and create a near clone of your Facebook page. Same username for example. At course. Envy. Same brand logo for the profile image. Then for the bio, this is the description. I like to use an emoji bulleted list. So with these bulleted points are value propositions. So I put my three value propositions with an emoji to start that line. And then the last line is a call to action with emojis pointing to my Instagram profile website link. So look at this example. So you can reference this link for creating an Instagram account and converting it from a personal profile to a business account. It includes going to your profile. Tapping the menu settings page, switching to professional account. And finally, we'll connect this Instagram to our Facebook page. Again, this is so you can run Instagram ads and respond to Instagram comments and messages and Facebook messages and Facebook comments all via our meta business Suite inbox. So to do this, we'll navigate to our Facebook page we just created in that left manage page menu. Scroll down to settings on the page settings page, Click Instagram again in this left sidebar. Click the Connect account button and your Instagram account username and password and click log in. You will now have linked your business Instagram account to your business Facebook page. Facebook page images. To set your brand apart from the competition, you need to take the time to not only create high quality images, but ensure you are using the correct image sizes on your Facebook page, Instagram account, and all the varying social media networks. This includes your profile picture, the right sized cover photo, the correct size for posts and videos and stories and all the media formats. So for a constantly updated sizing list, navigate to course NBC.com slash social media dash image dash sizes. I personally love Canva.com for creating all my varying social media images, videos and ads. You can use one of Canberra's many free templates or create your own image from scratch with all the tools you can see in the left sidebar here. So they also have a free school canva.com slash design school, and then slash tutorials for all the tutorials on creating this great content. So the first image you need is your profile image. I like to stick with our brand logo. So a white background logo in the center. This will help build your brand awareness and again, build continuity across all the social platforms. Everybody sees my course envy logo, white background, that black badge with course envy on it. On every platform. There's trust built there. Oh, this is course envy. It's the same handle on each one. This must be the main brand. So the second is your cover photo. So this is at the top of the page. Just click that edit button. The goal of your cover photo on your Facebook page is to lead the user's eyes to your call to action button. For

example, I will use the call to action button sign up, which leads to a lead capture URL that collects a user's email address in exchange for my free value proposition such as a course or an e-book. So this one, my cover photo on the right side states the value proposition and the eyes as they read it lead down to the CTA, the Call to action button. Grow your email list to 1200 plus in 30 days with free traffic. Sign up. You can also use a slide show for your Facebook page cover again via that edit button. Choose from Photo Edit Slideshow. Upload photo. Now you need to add your call to action button that is below the cover photo. So if you haven't added it, click the Add Action button or click your call to action and click the edit button in the dropdown menu. This edit action button menu will pop up and select your call to action. That will encourage Facebook page visitors to take action. I usually hit users with the most important value proposition in the cover image, making them want to click that call to action button, such as sign up. Facebook page settings. Once you have your profile picture and cover photo set, ensure you have everything else filled out on your Facebook page. This includes your Facebook page, info, page, description, business address and phone, and other contact info. Google takes this into account for location ranking for local businesses. Add your page category at your website, email address, Adjust all of your page settings, complete every field. The more complete your business information is, the more legit you are in the eyes of Facebook. Therefore, improving your page, quality and rank. So first, complete your edit page info. The description on the edit page info page is actually the meta description you'll see in Google Search results. So make sure to include 2 to 3 focus keywords such as digital marketing agency and online courses. Those are our two focus keywords and our brand name to increase your discoverability in search engines. So I type in Facebook course envy. We rank number one and you can see our keywords in that meta description in Google search. Next under categories, you can add or change your Facebook categories. We want course to be discovered by the Category Education and Marketing Agency. But make sure to search here and find any relevant categories for your business. And again, fill out everything here the contact section, phone number, email, website. If you have a local brick and mortar ad that location again, this is crawled by Google search. Next. Your Facebook page is given a default template and tabs based on your page category you select initially. You can also edit your page tabs that visitors will see on your page. To do this click settings in this left sidebar. Then on the settings page, select templates and Tabs. You can also navigate to this via the tabs on your Facebook home page. Under the more menu, select edit tabs. On the page. Settings in the page settings left Sidebar menu Select Templates and Tabs. So under the TAB section you can drag and drop and toggle off any of these pages or tabs in the order you want them displayed. So however you sort and customize these tabs will determine how the order will appear on the public Facebook page. As you can see in this screenshot at the top, my order is home groups, events, reviews. As you can see on the public page, it matches home groups, events, reviews. So what's most important here? Page? Do you have a shop? Maybe the shop will be number two. Do you want to know about your about us page? That could be number two. Maybe you want your photos displayed. Number two. It's all up to your business. So depending on the Facebook page category, you will be assigned to this default template. You can always click that edit button and see if you want another template. There will be varying tabs and pages depending on the template you select. Most of the time I use the default template based on the Facebook page category. So if I select eCommerce store, they're going to assign me the template shopping. So if your brand fits better into one of these, the other template categories, give it a try as some of the layout features are catered more to these different niches. Like I said, shopping is going to have shop as one of the second or third pages in your tabs. You can always switch back if you don't like that new template, so give it a test run. Next, we want to review our Facebook page, general settings page to ensure everything is how we want for our business. So again, left sidebar from our Facebook page settings. Then on the settings page, General one setting I see many users mistakenly overlook is page visibility. Make sure your page is published and visible on Facebook and in search engines. Now review all of these general settings to make sure they are specific to your business requirements. For example, do you want to allow people to message you through your Facebook page and via Facebook message ads? If so, make sure to allow messaging via the messages setting under general settings. Facebook page messaging Enable users to contact your Facebook page via messages on the Settings General Settings page. Once messages are allowed and turned on, you can manage your messenger preferences via the settings page. Messaging page. On this messaging page you will find your Facebook messenger URL. The format is m me slash your page username. Your IMDB me link is a shortened URL that people can use to go directly to a messenger conversation with your business. You can place this link anywhere on your website on a physical flyer via text messages, via email marketing. This is a quick way to help customers reach out to you with questions. How to get users to message your Facebook page. Head to your Facebook page, home page and click that edit call to action button. We can swap this to send a message. A lot of people I work with use the Facebook Messenger as their direct line of customer service. So instead of having a phone number on their website, they just direct link to their Facebook chat and have one worker all day running customer service. So how do we access these messages? Navigate to your Facebook page. And in the left sidebar click inbox. This will redirect you to the Meta Business Suite inbox now because we connected our business Instagram account to our Facebook page. You can respond to all messages, all comments and all notifications for both platforms via this business Suite inbox. So make sure to bookmark this link. Again, you can get to it via your Facebook page, the inbox link or directly via this meta business suite link. Once you go to your med of business suite, the URL select inbox in that left menu. Now on the Meta Business Suite inbox page, you can view and respond to all messages. That's the default page, or you can select the specific tabs in the top nav bar. Messenger equals Facebook page messages. Instagram direct equals Instagram messages. Facebook comments equals comments on Facebook ads and posts. Instagram comments equals comments on Instagram ads and posts. So place your cursor or mouse on the left side of your business suite to expand the Metta Business Suite menu. As you can see, the black highlighted box. Is inbox. So we're on the inbox page, but next, let's click that notifications page. Like I said, I like to have one person assigned to customer service all day. They are managing this business suite. Notifications, Messages. Comments. Customer service should be a number one priority. So like and respond to comments right away. Reply to inbox messages instantly engage with these potential customers. For example, I'm on my Meta business Suite inbox page. I select Facebook comments in the top nav bar. Then I select a comment from the left message menu. Then

I reply to the comment below the Facebook page post in the center of the page. Content creation and planning. Create Facebook page post. So navigate to your Facebook page, home page and click that create post button. In this create post, pop up, create a post including photos and videos whenever possible. As you can see in my text, I like to include a value proposition and a call to action. Then I can click that green picture icon to upload media again. Visual content. Adding a photo or video to your post makes it 40 times more likely to get shared on social media than just text content. So always try to add media photos and videos. One more point Facebook videos get 135% more reach than post with just an image. So do it one better at a video to your post, grab your phone and start filming. So I click that green picture icon here. I'll get the prompt to add my photos or videos. Once complete, click the post button and now make sure to test posting a variety of content at a variety of times throughout the day to see what resonates most with your audience and at what time gets the most engagement. Number one rule provide value and add that call to action to each post. One thing I like to do with a new Facebook page is to pin a Facebook post at the top of the page with a lead capture URL in the text. See if the option to pin a Facebook post to the top of your Facebook feed. So just click any past post option menu. That's the three dots at the top right corner of all posts. And in that dropdown menu, select pin to top of page. Once pinned, the post will appear at the top of your Facebook page feed. I like to pin posts that offer a value proposition in exchange for the user's email. For example, the Post contains a link to my lead capture page and the post or image or video states the value and the call to action. Here's an example. We just enrolled our 500,000 student at course envy to show our appreciation. We're here giving away all of our courses for 90% off. Go to course NBC.com slash 90 off. So at that link we capture their email in exchange for that course coupon code. So we pin this post because we constantly want to be capturing leads and growing our email list so we can market to people off of Facebook. We don't want to have Facebook to have all the control. I like to have an email list that I own as well. Now, you don't have to create all the content yourself. You can also share other pages content that's relevant on your own Facebook page. Therefore, providing even more value to your customers. So, for example, I'm on another Facebook page. I know my customers would find relevant and like. So I had that piece of content. I just click that share button below the post. Then I select share two page, then I select course envy my Facebook page. You'll be prompted with the option to add text above this original post. I always like to add this commentary for our customers. It adds a little custom touch rather than totally just sharing somebody else's content. So, for example, wow, I'm checking to see what the Iris O's are start up. It's relevant to their post and adds humor. So you can do a summary. Add some humor like me or just a note stating the value from this shared post that will appear on your Facebook page. So do you need more post inspiration? Learn and get inspiration from the best. For example, teams of marketers at public companies think Starbucks. Coca Cola. There may be 10 to 20 people working on these Instagram posts, working on these Facebook stories, study then search Facebook for 5 to 10 of your competitors Facebook pages and scroll through their Facebook posts to see what type of content gets the most engagement, the most comments, the most views, the most likes, then mimic the best content on your own page and make sure to check out our ranked list of the best Facebook pages. Of course. NBC.com. Best Facebook pages. Now to scale up your meta content operations, you can create and schedule future content on both Facebook and Instagram. This includes ads, posts and stories all via Metta Business Suite. So once you navigate to your metal business suite in that left menu, click planner. So it's on this planner page. There's a calendar format so you can plan content for each day of the week or multiple posts per day. You can create, schedule and manage all via this page. So in that top left corner, click the create button. For this example, I'll select create post in this create post pop up. You can check Mark, where you want to post this, whether it's to your Facebook page and or your business Instagram account. So I've selected both. Next number to I add the post text value proposition called action. Number three Preview my post on Facebook and or Instagram. Number four, we can either publish this right away or I'll click that dropdown menu next to it and schedule this post. My schedule post option pops up, I pick my publishing date and time for each platform. Then I click Save and then click the schedule post button. Now, if you don't like the planner calendar format, you can also publish via the post and stories page. Also in the left sidebar of your Metta Business Suite, this is more of a grid layout and it is nice for looking at these posts quickly. I can look at my past, publish posts, see the organic reach, see the engagement, the likes, the comments, the time it was published. And then I can take that inspiration for future stories, for future posts. Also from your man of business suite. In this left sidebar, click Insights. Then on the Insights page, select Audience. Here we can learn more about our audience and cater our content to them. As you can see, we're almost 75% men on our Facebook page. So maybe I want to skew my content towards men age 25 to 44 specifically. Also on this insights page, you can see your best performing content and the best times to post by reviewing this past content. So again, insights, page content. And from this example of the past week, our highest organic reach post. This means no ad spend was a complete guide to Google ads and the post time was at 9 a.m.. The keys to a successful Facebook page. Focus on serving your customer. Respond to every comment and message. Be present in all conversations and provide value. The worst thing is to forget to read your page notifications tab or inbox page and miss out on potential customers and potential sales because you didn't respond to a question right away. One in three customers go to a competitor if they're ignored on social media. Reread that again. You may lose a third of your customers if you're not active on social media, so get to know your customer via your Facebook page and build a community of raving fans. Next, share helpful content. Often don't create a Facebook page if you don't plan to post to it regularly. With the Facebook page post scheduling option via Metta Business Suite plus third party software like later dot com. And if this than that, there's no reason to not be posting at least once per day and scheduling weeks of post ahead of time. Ask for what you want. Always be providing customer value, but you are a business at the end of the day. Ask for what you want. I want sales. I want leads. I want you to go to this website. I want you to sign up for this course. I want you to claim this free e-book ask. And make sure to include that call to action phrase. Don't just assume people are going to guess. So here's a real obvious one. Would you like 1200 new email subscribers in 30 days? Give me a yes below in the comments. This will drive a ton of engagement because people will reply and then you can click on each person and dm them or message them or reply to each comment and say, Hey, great. Here's the link. How you can get those subscribers or how we will do that for you. Provide the value you offered, but try not to be too spammy with your call to actions, rather make them very subliminal and conversational.

Again, you're building a community. This is a nice, warm, open welcome place. So your course be to do list. Create your Facebook.com personal account. Create a Facebook page and an Instagram account for your business. Customize your Facebook page username and copy it continuity wise on all social media accounts. Fill out every detail on your Facebook page and business Instagram account. Invite friends to like and follow your Facebook page and business Instagram account. Start posting engaging content daily. Engage with your audience via comments and direct messages. Facebook page frequently asked questions How to get your first Facebook page fans. The two ways I get Facebook page fans is either one for free by inviting my own friends or to via page like ads. So first. Invite friends to like your page. So head to your Facebook page at the top of your Facebook page. There's the other actions. Dot, dot, dot menu. So the top right corner, click that menu in the dropdown select invite friends. So here you can type in your Facebook friends to invite them to this page and like and follow it. Second is the pay for page likes. This is via business Facebook.com slash ads manager. You'll click that green create add button. In a pop up select engagement for your campaign objective. Under the ad set Conversion Location, you'll select Facebook page. Now don't overthink your Facebook page like ad are best. Simply include a human in the ad, image them using the product or using the service. Humans always do better in our ad images, and then for the ad text we simply do. Are you X, Y, Z? So this is your hook. What is something that's relatable to a lot of people? So type in that hook there and then jump in with them. Me to press like and join thousands of others just like us. It's simple. It's straight to the point. You're trying to get page likes and people to follow your page that are relevant. Now, don't worry. We will cover the ad creation process in depth in our later Facebook ad lecture series. How to add an employee to your Facebook page. So navigate to your Facebook page, select settings in that left menu. Then on the page settings page select page roles. Scroll down to assign a new page role paste in your employees email address. Select their page rule and add them. When you create a Facebook page, you are automatically the page admin. The most powerful role. Only an admin can assign roles and change other users roles so you can check out the roles at this URL Editor is the most common role I assign my employees. I only give the admin level to equivalent people in the C-suite such as CMO's CFOs. These are people that could move me as admin, remember? So you always want to keep that power role, possibly to only one person. So again, you can do this via your Facebook page settings. Navigate to your page settings in the left sidebar page Roles on the page Settings page under Assign new role. Select the level of access you want to grant this user you're adding. For example, I'm adding my chief marketing officer to this Facebook page, so I'll give them full admin access search for their name in that field. This can be via their Facebook username or their Facebook login, email, click their name and then add them to the page roll. They'll be notified to confirm their page. Now, the second option is to add people via your Facebook business manager settings. This is great for ad agencies with lots of employees that they want to add to their business page. So head to business dot facebook.com slash settings in that left sidebar under users, you'll select people, then you'll click the add button. In this pop up of invite people, you'll paste in the user's email address and assign them either employee or admin access. Once you've added this user to your business settings people page, click their name on your business settings. People page Menu. As you can see, I've clicked the name that'll pull up that user's profile on your business settings and click the Add Assets button right under that user's name and this will pull up the Assign Assets menu. Now, in this Assign Assets menu, we can manage what assets we want to add to them. So I click pages and then I can select the page name asset and then I'll select what permission level I want to give them to each asset. So this was the CMO. I'm giving him admin access to manage my page. How to add your Facebook page to Business Manager. So before we start creating ads via business dot Facebook.com slash ads manager, we need to add a page to this business account. So again, head to business at Facebook.com slash settings under account, select pages and then click the add button. So once I click that add button in the dropdown menu, we have several options. Since we're the admin of a page we just created, we will select the add a page option where the owner or the admin are ready. So this is the option for us. In this pop up we'll type in our Facebook page name or Facebook page URL, then click that add page button. Then we can start running ads for this page In a later lecture. We'll teach you how to add a pixel and an ADD account and all the other necessary parts. But this is the first step. We've added our page to our Facebook business manager. Make sure to check out course NBC.com for more helpful guides like this. Play Stop Start Play Play Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook

ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:12 / 18:46 Keyword research is a crucial step in determining keywords. You want to rank four in search engines. Keywords are used in social media, bios, page and post titles and within the content on those pages, within URLs, within meta descriptions, YouTube video descriptions, social media posts, and on and on. So when a client tells me they never did keyword research before creating their social media bios, I shake my head. Why do all this work to then not even be found organically in Google Search? Yes, you can build your brand awareness eventually around your business name and rank organically for your business name, i.e. course envy. As you can see in this Google search screen. But in the meantime, you want to be found via organic searches. When I say organic searches, I mean when a person inputs a word or string of words into Google and Click Search, that top ranking website that is in an ad is the number one ranked organic search. So as you can see, when I input the keyword course envy into Google search our website course MTV.com is the first thing that appears in organic search results. Then if you want to dig deeper, you can see the keywords I'm targeting to rank organically for via the meta description below that page title quickly scanning it Amazon FBA, big keyword, social media marketing, Facebook ads and so on. So here's an example of an organic search. I input Facebook course, click search and as you can see, I'm notified which ones are ads in Google. So these top three are all ads. The first organic search that appears as the number one organic search result is Facebook blueprint. This is Facebook's own certification program. So obviously, it's very relevant. It's their own website behind that course. So Facebook.com, you have the keyword in the title, in the URL, in the meta description. Obviously, this has a lot of clout, so it should rank organically, number one. So I use keyword research in two ways. I use it to rank organically and via Google AdWords. So let me show you how I ranked above Facebook via Google ads. So right here, I created a Google AdWords campaign and targeted the keyword for my Facebook ads course. So whenever you search a term, that's the difference. These ones that appear under ads are there because someone paid a certain amount per click to appear in front of users who search this term. So there's a paid ranking for this keyword. Obviously, you can see above the fold are all ads. So this tells you how important eventually getting into Google AdWords is and ranking for these keywords. But if you don't have the budget just yet, that's why I say master keyword research. So you can rank for those long tail keywords organically. So step number one is finding seed keywords you want to rank organically for in Google Search. You want to eventually rank for many keywords, but start by focusing on a keyword that you will positively rank number one four in Google Search. So as you can see in this screenshot of Google Search, I rank for both single keywords and multiple word keywords. These are called long tail keywords. Now, most of my clients think they should rank for single keywords. The keywords with the highest search volumes. Now, yes, ranking for those 5000 search volume to 1 million plus search volume single keywords sounds awesome, but the competition to rank for those single keywords is nearly impossible. You need backlinks, an aged and trusted domain, a ton of relevant content, and you still might not rank for these highly competitive one word keyword phrases. It's the 2 to 3 keyword phrases and longer than you want to target and that I target for my clients. Look at this graphic. Don't even try to rank for that generic search phrase. Rather, create a blog or a page with titles and meta descriptions using these long tail keywords such as men's shoe size, insert

size or read Nike men's running shoes. There's a great long tail keyword. These are longer keyword phrases that, yes, are searched less than the keyword shoes alone, but these long tail keywords are easier to rank for in Google. Now think about long tail keywords for a second. When people search for shoes online, do they just type in the keyword shoes? Sometimes, yes, but for the most part, that is just one keyword from the longtail keyword most people search for. For example, cheap red converse shoe size ten. Now that's a great long tail keyword that we can go and research and find out if it's worth creating an article around worth creating a product around and worth ranking four in Google. So step number two generate keywords. Now that we know we need to rank for long tail keywords, how do we generate them? This is one of the most common questions I get from clients at course envy. How do I generate keywords? I first respond to them with, you know, your business best. Let's start with the names of your products, the name of your services, and input those into Google Search. What keywords do you see in the titles and meta descriptions? This is where you should start these top ranking organic listings. And even Google AdWords obviously did something correct to rank on the first page of Google search for these keywords. But Google search is not enough. Go ahead, pause the video. Take a screenshot of this. This is how you generate keyword ideas. Some may seem super simple, but you will be surprised at how many keyword ideas you will generate from these look up forums in your niche. Go to your library. See what book titles and subtitles are used. Use Uber suggest or use Google Autocomplete. Search your initial products and keywords in Wikipedia or again, put your keywords into Google and see what those top Google ads. Usually the top 3 to 4 listings. What keywords are they using in their descriptions in their ad titles? Look at newspapers. What are the headlines that are catching people's attention? Look at your competitors. What other niche sites are ranking for these keywords? Go into Amazon and eBay. Use the autocomplete function in the search field. Browse affiliate networks like JD.com or ClickBank. Use sites like Google Trends to see if you're getting any search volume for your keyword and to get ideas for other keywords. Go shopping, what products are like yours and see what the packaging uses for keywords. Watch TV. Don't fast forward through the commercials. Watch infomercials late at night. You'll be surprised at all the branding you'll see and usage of various keywords. Subscribe to some magazines within your niche or simply look around your house. There's plenty of products that you use every day, so start to notice the words branding and subtitles on all of them now. Two of my favorite things from that graphic are Amazon and Google Search, but I use the autocomplete function, so let's type in a keyword we want to rank for. We think we want to rank for meal planners. Maybe I'm a fitness coach and I've created a great meal planner to keep all my clients on a strict diet. So as you can see, as I start to type in, look at the autocomplete. Meal prep meals on Wheels. Meal prep ideas, meal plan. That's a good sign. It's the fourth autocomplete. A lot of people are searching it. Meal plan, meal planner, meal planning app, meal plan template. We can take all of these keywords and use them in articles we create. Next is Amazon. They have the same feature of autocomplete. So as you can see, keyword suggestions all day, meal prep containers, meal prep meal replacement shakes. I can create my next product around these suggestions, so let's just click this prep containers. We'll click the first one here. Now a great thing I pull from these actual Amazon listings for keyword ideas. Scroll down to the bullet points. Look at these bullet points because Amazon sellers use keywords within each one of these bullet points that are related to this Amazon product title. So best keywords in the title, supporting keywords in the bullet point. So when I brainstorm keyword ideas, I like to break it down into two niches of common Google searches. The first being buyers. What words do buyers pair with keywords when they search within Google? This is a great way to extend a single keyword into a long tail keyword. So common keyword add ons I use best than the keyword. So best laptop computer. Top rated PC. New Samsung phone. Next, use your keyword. And then who is it for? Halloween costume for dogs. Survival kit for hikers. Next reviews. If I'm going to buy something, I'm definitely going to type in my keyword I'm searching for and then reviews. Next where to buy that keyword or simply buy Dell laptops, buy iPhones. Next. I like to pair my keyword with what's the price look like? Cheap, luxury, expensive. This is a common word paired with a keyword cheap hair curlers. This next one pairs with that, well, keyword on sale. Keyword coupon code. You can flip this either way. Promo code keyword next keyword under money amount. So a common one here are higher end items. I like to build affiliate sites around these higher end items and people will find them via this lead funnel. Such as? Best laptop under \$500, best men's shaver under \$50. Next buyer's like to compare things. So Sony versus Samsung. And then you can get even more specific with those two keywords, including, say, a specific model number. The second niche of online searchers I target are info seekers. So pair your seed keyword with some of these terms to create long tail keywords. First, how to guide to how do you. Then the keyword how to tie your tie. Next, easy, easy way to clean a stove. Next, I like to use top tens or best five. Just insert your number of choice and then you can test and see if anybody's searching that. So top ten men's suits next. You can flip that first one. How to and do keyword tutorial keyword training. Keyword course how to guide instructions. So in that same vein. DIY do it yourself. Then the keyword. This is great for recipes or instructions. Or how to build a table DIY, DIY office desk. Then again, we see a repeat of the verses for info seekers, this keyword versus this keyword next. In the same vein of how to eliminate get rid of prevent fix then your keyword. And finally, just like the verses one compare or comparison of keyword. So now that you have your keywords generated, now what? How do you collect the data you need to see which keywords are worth ranking for? Enter Longtail Pro to the rescue. I personally use this keyword research software for myself and all my clients, so head over to course MTV.com slash Longtail Pro to learn everything you need to know about this software. We need to input our keywords into Longtail Pro and evaluate them. So first, input your seed keywords. Those keywords we generated in step two, then click the retrieve button. Next, just scroll down to see your keyword results. Here you'll see the monthly search volume, the competition and more metrics. Step four is picking the winning keyword. My first priority when picking a keyword I want to rank for in Google is keyword competitiveness. This is a number from 0 to 100 that measures how difficult it is to rank on the first page of Google for that keyword. This metric is calculated using the page title Majestic Trust Flow and citation flow. Backlink Site, Age and other factors of the top ten results found in Google for the keyword you searched, a higher keyword competitiveness score equates a higher level of difficulty to rank for that keyword. I like to target an average Casey below 40, but less than 30 is optimal. So back to our keyword search results. Look at the column labeled Average Casey. This is the keyword competitiveness rating. All of these high search volume keywords are very difficult to rank for. I'll let 40 to 50 Casey and above. So let's click that average Casey column to sort by the lowest,

Casey to greatest. Now, this is much more interesting. There's several longtail keywords here. We can rank four in this list. Notice all these cases are 40 and below. The most interesting one that jumps out at me is the Keyword Meal Planner's printable. It's below that 40 Casey rating. It has a nice monthly search volume of 3500. So just looking at this right now, without any further research, I would actually suggest this to my client, who owns a health blog to create a blog post and possibly even a product around this long tail keyword. It could pay as low as \$0.21 for the Google ad clicks, which will lead people to their website. And there they can set up a ConvertKit lead, capture form and exchange for people inputting their email. My client will give them a printable meal planner. Then my client can remarket their health products and other items to this list of people who claimed the free printable meal planners. This is why Long Tail Pro is so awesome. All the data you need is in one location, so make sure to check out that link to learn more about Longtail Pro. Next is YouTube search. Suggest type your main topic into the YouTube.com search bar and write down all of these suggested keywords. As you can see, I typed in Facebook ads and I got a great suggestion from it. Facebook ads for local business. You can add an asterisk before your main keyword to add suggested keywords in front of your main keyword. This is a great hack for finding long tail keywords. So I added that in front of Facebook ads and look at these suggestions how to create Facebook ads, retargeting Facebook ads and so on. Next, do the same thing in Google Search. Type your main topic into Google.com search bar and write down all of these suggested keywords. Next, I use the free tool Google Keyword Planner. Just create a free Google ads account. And in that top nav bar under tools and settings in that menu, select keyword planner. I will use Google Keyword Planner to not only find new keyword ideas, but to also research the monthly search volume. As you can see this example Facebook retargeting average monthly searches in Google. Now, if you're not familiar with this tool or if you've never used Google AdWords, totally. Okay. But if you're like me, you're going to be using this tool daily. It's an amazing tool, and it's provided for free by the biggest search engine on earth. So basically what this tool does is you input a keyword and Google does a search and outputs what the average monthly searches are. The competition, the suggested bid on Google AdWords and various other variables that you want to seek for that keyword. So in order to use the Google keyword planner, you will need to create a Google Ads account. So just go to ads Google.com. Create an account, log in to your Gmail account or create one. Then Google ads will force you to create your first ad campaign. They'll lead you through step by step and then have you input your billing information. But don't worry, you don't have to launch that ad. Once you create that first campaign on the campaign dashboard, you can just pause that campaign. So you actually never spend any money on that campaign if you don't want to. So once you've created your account and pause that campaign, just go to tools and then keyword planner. So there's two options here. If we already have keywords, we can search the past volume of those keywords via this. But if we're looking for new keywords to target, we'll use this option, find new keywords. So I'll click this. So it's here, I can input competitors URLs or my seed keyword ideas. So best online courses, let's try that keyword. So here we go. This has roughly 1000 monthly searches. And some other ideas are best online. Mbaye. These are some great ideas we can write down. Let's sort that by volume. Cheapest online. Mbaye So we're getting some ideas we can input here and use for our future blog posts or keywords for our product listings and so on. Play Play Start Stop Play Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER

Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills.

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Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:04 / 3:39 So what makes your Facebook page awesome? That's a question I like to ask myself when I work for any client. After I build it out, I've optimized everything. I ask myself this question. What makes this Facebook page awesome? Would I as a customer want to like this page? Would I want to share things on this page? So if you can't answer that question, that's fine. But I just like to go out. I like to look at competition, I like to look at some of the big brands and taking elements of things that work and get shares and get likes and mimic and copy those things for my own brand or from my clients brands. So make sure to check out WW Course CNBC.com Slash Best Dash, Facebook Dash Pages. So let's look at a few of my top favorite ones. First is Cabello's instantly landing on this page. You know what this page is about outdoors, the world's foremost outfitter. When I look to these big brands things, I first notice profile, image, clean. I instantly know what the brand's about. Cover photo again to solidify what does Cabela's mean? And then I like to notice what their call to action button is. Obviously they have a store with the shop now button. Next I go to the tabs. What tabs did they see as important for their brand? This is cool. A good takeaway for you. Big brands run contests. They want engaged fans, so they even hashtag this one fan of the week photo contest with the instructions on how to enter. So just keep scrolling through and see what gets likes. What gets engagement. Another Facebook page. I love Zappos again, a shop now called Action. Great photos featured right at the top telling me that they sell shoes. And then what is Zappos all about? They're known for customer service. We're here for you 24/7, post a comment, tweet, chat, email call. They're giving you every option to get a hold of them. That's rare in some businesses today. So Zappos is all about branding themselves as customer service. First, to find trending topics and trending hashtags. I like to use sites like Google.com slash trends. You can see what's trending today, this month, this year. And include these keywords within your Facebook post. Or you can even use sites like hashtags dot org. We can look at popular hashtags, trending hashtags and include those in our post as well. One more page. I love Starbucks clean. Just their logo for their profile pic. Love these product shots. So they're called action button. Simply send message. So again, they're seeking customer service is what I take from that. So make sure to check out our favorite Facebook pages and what we feel makes them awesome. At course. NBC.com slash best dash Facebook Dash Pages. What you want to do now is to go to your competitor's Facebook pages, look at what gets engagement, look at what tabs they're using, what's their call to action button? What's their profile, photo and cover, photo pick and choose all the things that make these varying competitor pages great to therefore implement on your own Facebook business page and make it awesome. So in the beginning, you're going to have low followers, not the most likes, but fake it till you make it start to copy some of these big brands and you'll be surprised. Maybe some of your posts go viral. Maybe some of these post engagements I teach you later on get a ton of hits, a ton of likes, a ton of comments. So this is just the beginning. Play Play Start Play Stop Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media

marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:02 / 31:00 The complete Facebook ad copy and creative guide. Marketing 101. Keep your ads simple. Grab the user's attention with your visual. That's your image or video. Then let these potential customers know your value proposition and why it is relevant to them. Tell your customers what you want from them with a clear call to action. When possible, include your brand name or logo in your ad creative and or ad copy to build your brand awareness. Look at this perfect Netflix ad example. Value proposition. Unlimited movies, TV shows and more. Watch anywhere. Cancel any time. Call to action. Try 30 days for free. Then you have the brand and logo in the top left and an awesome visual background. Selling with Facebook ads. People are not going to Facebook or Instagram to buy things. They are going on Facebook to connect with friends or family or interests they love. Start treating your ads like you are communicating with friends. My highest Facebook ad return on ad spend or ROAS is when I provide value, build relationships, and only promote or sell 10% of the time. So build that relationship first, give value, then 10% of the time. I will post a promotion on my page or on my Instagram account. The Four Elements of a Perfect Facebook ad. Visual relevance, value proposition and call to action for visual. Is the ad visually appealing and professional looking? You always want to use high def photos and high def videos. Relevance. Is the ad relevant to this target market? Do they care about what you're offering? If I'm marketing to the Interest Dogs, is my ad about dogs or dog owners value proposition? Are you offering enough value for the potential customer to take action? Is your price reasonable? Is your offering in demand? Does it solve a problem for the user? Finally, call to action. Are you asking for what you want with a strong call to action? Try to focus on one call to action per ad. A single goal as to not confuse your potential customer. Don't say buy my product and enter your email. And this with each ad you create. Have a single goal. So let's look at an example of a perfect ad. First, this visual is clear, simple, and appealing to people who like wine relevant. I like and frequent wine based sites so boom. Nice work for this company ad targeting someone who is relevant. Third value proposition. As you can see in the ad copy bottles start at just \$13. Awesome. If you don't like that, they offer another value proposition in the headline. Enjoy \$20 off your first box. And finally, call to action. The word get is a strong call to action. Get expertly curated wines delivered to your door. Tell your customer what you want them to do. Even the text overlay on the image is a nice call to action paired with the value prop. Unbox. Uncork. Unwind. Here's another news feed ad example visual again high def photo, amazing attention grabbing bright colors in the background with those high def photos on top relevant again I like and frequent wine based pages so they did perfect targeting to interest wine which is probably getting them near ten Facebook relevant scores for ads they run third value proposition great use of text overlay to state the value unbox better wine and for that call to action seeing the headline sip the wine difference the brand name wink. This is a subtle headline but a nice call to action, letting me know exactly what I am getting when I click

this ad as well as that text overlay. Again, that little dot in the left corner, get \$20 off your first box. Here's an example of a carousel ad. So as for the visual, there's a nice alternating color and product and clean, crisp macro or close up merchandise images on each carousel card relevance. They targeted brides. So this is a guaranteed high click here as this is super relevant targeting women who are recently engaged value proposition. Every bride needs bridesmaids gifts plus some of the slides offered 8% off with a coupon code. Finally call to action the shop now and sign up call to action button works great for my ads as they add a sense of urgency for the customer to take action. Here's a retargeting ad example. The visual is a nice high def photo of the property and the ocean view. This is a property actually looked into booking on Airbnb. So this is a great retargeting. It's number two relevant. I actually search this listing. He got right to the point in the text and asked Airbnbs, we think you'd like and Playa del Carmen. And yes, I would. I looked at it. Third value proposition, right on the image. They overlaid a discounted price and then their call to action button they use is great and relevant to their brand book. Now at this lower price, you see. Yep, I better buy it and click this. Now here's a boosted add post example the visual. This is great. A gorgeous fit woman. Women perform better for our ads in athletic gear, perfect side by side comparison of the shopping mall leggings versus this brand's leggings. Customers want to know what they will look like in your gear or attire or them holding your product and so on. Second relevant, they targeted women with the interest Lululemon yoga and workout classes plus the video. Comparing leggings is a nice way to capture a potential customers attention, seeing that side by side, an actual woman wearing the product. Third value proposition two pairs of leggings for \$24. That's a great headline and ad copy. I love ads that use both text and image for showing value. Finally call to action. Hurry offering soon in the ad copy, the shopper will want to click as soon as possible not to miss this sale. Facebook ad copy. Ad copy equals the text in your advertisement. Your ad copy should focus on the outcome your buyer will obtain with your product or service while stating your product or service features is important. Your main focus should be on harnessing the powerful sales tactic of portraying the outcome your product or service provides the customer. Here are the main four factors your ad copy should focus on. Number one outcome. Play on your customers emotions. Brands who pair outcomes with human emotions will see very successful ads. For example, solve a person's frustrations. I would take some time to go on YouTube and watch infomercials for examples of this. It always starts with a frustrated person. Oh, I can't put away this hose. Oh, here's a hose that puts itself away. People want to buy a solution to a problem they have. Number two, credibility. This can be via your social clout, such as social media followers, testimonial videos from past customers, celebrity endorsements, you telling them your total customers, your total sales or total outcomes like we do at course envy. We have over 300,000 happy students. That cloud lets people know, Oh, wow, I'm missing out on something. They have that fear of missing out. Paired with, hey, here's the outcome I'll give you. You'll learn Facebook ads by taking this course. That's a great sales tactic. Number three features. So what makes your product different and better and will attract your target market? State the facts, the benefits, your actual sales price. You can save on wasted clicks by stating the price up front in your ad copy. Say, Hey, this product is \$19 today only. Maybe you'll never get someone to click if they're not willing to spend \$19, right? It's worth a split test. One ad with the price, one ad without a number for relevance. Make your ad copy relevant to who you are delivering your ad to. For example, I will state a common problem such as picking up dog poop. My target market I'm targeting the interest dogs has that my product my product is a hands free poop scooper is a solution to so always speak to who you are targeting personalization in your ad copy always wins. For example, dog owners love this no poo touch scooper. I am speaking directly to who I am targeting who have a problem and my product is a solution to. And also notice how my problem solution ad copy example uses number one. Sell the outcome. All four of these factors should be weave together in your ad copy. So some Facebook ad copy best practices. After running thousands of ads for our clients over the years, we have discovered the following ad copy guidelines work best for ad text. The primary text field less than 20 words that p curiosity cell the outcome and include at least one emoji. My favorite for a list is the green check box here at emojipedia dot org and then for ad headline it is less than six words here. I want to hook the user and make them want to click that call to action button. Keep it simple and straightforward that works best. As for testing this primary text, your headline, your description test in bulk. You can test multiple variables at once in your Facebook ad campaign via the dynamic creative feature. Rather than assuming your first ad copy that pops into your head will work best. Test as many variations as possible on the ad level while creating a new campaign. You can choose to add another option the plus sign. Add another option link for each of these ad copy fields. So I will at minimum have five primary texts and five different headlines. There is no perfect ad copy formula. Instead, you can test to see what works best with every varying target market. So with everything you test, make sure to track it. While Facebook Ads Manager is great for looking at past ad campaigns. You should also create an Excel doc to track every headline. Ad Copy. Ad Creative. This is images or videos. How many clicks they get, their engagement, their conversions, everything that leads to sales, customers and results. This document will start to become a real asset that will help you shape future ad copy and ad creative because you will be able to see which ad variables equal results. You can also use this document to track what other companies are using for their Facebook ads. You will learn how to look at other brands Facebook and Instagram ads. Later in this lecture via the ultimate ad hack section. The biggest issue I hear from students is their ads getting rejected before ever creating a Facebook ad. Reading Facebook's advertising policies is required. So go to the link above and read all those policies. The most common reason for rejecting ads is misleading claims. Ads must not contain unrealistic results or false claims. Never make a specific claim like get rich or make x amount of money or lose x amount of pounds. Rather, keep your ad copy focused on hooking the user's attention, piquing their curiosity, and selling the outcome. For example, interested in the best way to rapidly and safely transform your body. Then it finishes with the emoji hand raised. Now, as for writing your ad copy and copywriting in general, head over to this website course money.com slash partners and scroll down to the sales and marketing section. Then click our free headline generator tool. This is a great tool where you can input just a few variables, things about your brand, and then it generates great headlines for you for free. Facebook ad creative. The number one rule for your Facebook ad creative. These images and videos is to again test, test, test like ad copy. There is no perfect recipe for great ad creatives. You can assume all day what you think will perform best with your audience, but until you test the image or video, you won't know which one gets more clicks and conversions. Again, you can test multiple images or videos in your

ad by toggling on the dynamic creative option at the ad set level when creating a new campaign. So under ad set, dynamic, creative toggle on so some Facebook ad creative best practices, look at top brands and competitors for inspiration. What are they using in their ads? What can you replicate for your brand? Always use high resolution images. Don't use anything blurry that brings down your brand value. Avoid using stock photos. Users prefer authentic images and videos, even if you're just using your cell phone to capture the media. We see really amazing results in our ads from personal photos such as a customer selfie with them holding our product. So pro tip here I will run contest awarding my email list a free gift card to my store. For anybody who submits the best product selfie, this is a win win. So first I get more content that I can post on social media and use in my ads. And second, the winner is going to buy from my store anyway. So next, make your ad creative and ad copy relevant to who you are delivering your ad to. So again, if I'm targeting Dog as the interest, having a dog in my photo is relevant to this audience. So for example, I will use an attention grabbing image with a dog using my product for my top of funnel cold users. They don't know my brand, I'm just targeting the dog interest. Then I will use a product image slideshow or video with text overlay of my customer testimonials for this specific product. And this will target or rather retarget my custom audience of warm users for my bottom of funnel conversion ad my final best practice think mobile first. Don't include text so small on the image or video that users won't be able to read it on their phone. Now, a great case study for ad creative testing is the Trump Facebook campaign. From 2016. They tested thousands of variables in their ad creatives, including colors, logos, icons, buttons, images, faces, text, graphics, and so much more no matter your political party affiliation. This is a case study worth reviewing to understand the importance of split testing. Add variables, so make sure to watch one of these links. You can download this PDF and click these links to watch the Facebook campaign manager for this. Next is Creative Hub. You can test and build your brand's ad creative using Facebook's creative hub. So this is in your business, Facebook.com. You just click the top left menu and in that dropdown menu, Select Creative Hub. So once on this page you can click that create mock up button. You can use the creative hub mock up tool to see how your ad creatives will look for each type of ad placement. Once complete. Toggle on the show in ads manager in the top right corner and use this creative when building your next ad campaign. So I've built out my ad. So using the Creative Hub mockup tool is optional. I prefer building my ad creatives on Canva.com or other software such as editing software or Photoshop, then uploading that ad creative directly on the ad level and creating a new campaign. But I will show you how to use this creative hub. Just toggle on that show in ads manager in the top right. Create your ad here. Then when creating a new ad campaign, on the ad level, you can select your past created mockups via the Creative Hub by clicking the use mockup option. So we're on the ad level. Click Use Mockup. Or the other option we use is uploading or selecting the ad media, the image or video we created via this ad media menu. This is the strategy we will show and use throughout the course. So pro tip the best ad creative includes text. Some of my best performing ads include the use of happy and attractive people, specifically women. So test using people in your ad creatives. So when you include text in your ad creative image, make sure your images match the brain's natural reading flow top to bottom, left to right. So for this example, I want users to see what's in the top left. A female student. Then their eyes pan down to the mod, a brand logo on the laptop. Then they finish on the far right. Remember, left to right. And they read the text of value proposition. Here's what I do if I had to start over. So I use bright colors specifically in my image background, an attractive woman and an attention grabbing text overlay on nearly all of my ad images and videos. So as you can see in the top left here, we're on the ad level. We chose ad media, ad image. We selected our image. So we're on the select image pop up. I select an image, then just click that crop image icon. Once you select your image, a great text overlay split test is testing to include a call to action above and or below the image or video ad. This really grabs the users attention when paired with a video. You can see an example of this, at course, NBC.com. How to create a Viral Dash Video. So here's a text overlay example use text overlay on videos or images to help sell what you stated in the ad copy. This humm nutrition ad uses text overlay perfectly with bright visuals behind the black text bar stating the product's value proposition in a white text. So pro tip, we see great results from product image slideshow videos. So images of our products just rotating through in a video format paired with written reviews, appearing at the bottom of the video ad. And we will also paste in a written review in the ad copy primary text along with five emoji stars. These are really attention grabbing for your ad copy and pairs nicely with this moving video and more customer reviews. This is a great bottom of funnel conversion. AD Hey, you've been to our site. Check out these products, check out these reviews, read this five star review in the ad copy. Here's another text overlay example from Mypillow. So they get right to it. In this ad, they include their Mypillow logo for brand awareness and the image as well as their call to action. Buy one. Get one. The ultimate ad hack. How would you like to spy on your competitors ads and see exactly what ad copy images and videos they are using? Talk about saving time and money on testing. If you could look at what big brands, huge ad budgets and paid professional teams of marketers have split test and decided on as their final ads. This would be priceless information, right? Well, it is possible with Facebook ad library when we get a new marketing client lead, of course, envy, the first thing we do is market research for this client. What are competitors of this brand doing online? What keywords, what phrases and copyrighting do they use in their ads and landing pages? What type of visuals are being used to convey their value proposition? See how we break down our course envy marketing ad agency packages at the link below the Facebook ad library. So go to facebook.com, slash ad slash library, then click the search all button and then in the search field, search for a Facebook page name. For this example, I searched the wine subscription company Winc. Scroll down to view all the active ads for this page. I like to scroll all the way to the bottom to see the ads that have been running the longest, as these are typically not new split test ads. I want to see the tried and true long term ads as these are a culmination of the best variables and hence why this brand has been running them so long. To learn more about the ad, click the see ad details link. On this page, we can review ad variations. So just toggle through with the arrows to see those variant photos, the variant ad copy, the varying headlines and call to actions, analyze, document, and pull inspiration from the ad copy and ad creative. What can you copy for your own brand that is similar to this? They use emojis in their ad copy list. They use text overlay with a client or customer review. It looks like they add the value right there 50% off. They add a sense of urgency at the bottom limited time. Only they have a nice high def photo of the actual box you will get. Then the final headline get 50% off your first order and a great call to action. Get offer ads more urgency again. So right now I will

screenshot this. I will add these various items to my Excel doc so I can use these things later on in my own ads. Obviously not copy word for word, but take inspiration from this. Also on this page, make sure to click that call to action button and review the landing page. This is key as the landing page is just as important as the ad itself. Big company split test landing pages to minimize holes in their sales funnel. A hole is where a customer exits. So make sure to look at their sales page and go, Wow, these are the things that are included on their sales page. What can I do for my own sales page to also make this an easy and closed fast sales funnel? Now, has an ad ever grabbed your attention while browsing social media? Next time, save it and use it as inspiration for your future ads to save Facebook ads that catch your attention when scrolling your feed. Click the three dot menu in the top right corner of the post, then in the dropdown menu Select Save Post. Then just navigate to this URL [facebook.com](https://facebook.com) slash saved to view past post and ads you've saved. So what are big brands doing? Oftentimes, students think they have to be original and create their own unique ad copy and ad creative. While I agree to a certain extent, you also want to use every resource available to you, including researching your competitors and big brands as they have teams in place for marketing and 6 to 7 figure ad budgets. So why not reverse engineer what they are doing for your own brand? So go to Google. Google your competitors. Google big brands in your niche. Click on their Google ads and click on their websites to review their landing pages, their product pages. Make sure to write down notes and screenshot each step of their sales funnel, their product page, their cart, their thank you page. Once you leave their site, make sure to keep an eye out for retargeting ads you get from this brand. Then you can screenshot and review them further too. How are they bringing you back to their website to close the sale via this retargeting ad? Next, use this Facebook ad library to review various brands Facebook and Instagram ads. Again, looking at the older ads to ensure they're not just a new split test. Finally, use the Chrome extension Facebook Pixel Helper to review competitors pages for Facebook events they are tracking. This is a great way to get a feel for what brands want to track and things you should mimic on your own website. Best Facebook ad examples. So we have two resources here. First is the course envy blog post. Of course, envy slash best Facebook Dash Add Dash examples. Literally, we've compiled hundreds of thousands of ad examples and boiled them down to eight of our favorite. Next is Facebook's examples. They also have compiled the best return on ad spend ads that have come through their system. This is at [Facebook.com](https://Facebook.com) slash business slash inspiration. So a pro tip for the best Facebook ad boost. Get Facebook users to not only stop scrolling in their feed because of your perfect ad variables and elements, but also because your ads high clout on Facebook. By Klout, I mean engagement with your post via likes, comments and shares. So clout equals social engagement. Once you have split test all your ad level variables and found that best performing ad copy and best performing ad creative, create that ad as a post on your Facebook page, then boost that post to build up the engagement or social clout. So click engagement, post engagement when creating a new campaign. Since we are only looking for social clout, likes comments and shares, and don't plan to retarget this post engagement via a custom audience before we use this post for our conversion objective ads, we can get this clout for pennies by targeting locations on our cheap country list at this link below. So with as little as 10 to \$20, you can get very high engagement numbers on your post by targeting these cheap countries with a post engagement ad. So at the ad set level, all target just those cheap countries. And then as you can see, I really boosted up the likes, the comments and the shares for cheap. So yes, these aren't your target customers, but this doesn't matter. This is just a hack for cheap post clout. Once you end that campaign because you have a nice high number like I do here, 15,000 likes. Then you can use this high clout post in all relevant ad campaigns in the future, such as a conversion objective campaign targeting your actual customers via a custom audience or their location for your store and so on. I just use the cheap country list to boost up my likes for this specific post. Then I can create a new conversion campaign using this existing post, changing to the post that I had already posted and boosted, and then sell whatever I want with this ad. Users will stop scrolling down their news feed the second they see a this perfect ad from all your original testing paired with this high social cloud. Make sure to check out Course NBC.com for more great resources. Stop Play Play Start Play Play Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION

WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 22:28 Facebook ads funnel. The goal is to work customers down your sales funnel and warm them up to your brand or product in the process. First, make the customer aware and interested in what you're offering. Second, retarget these warm customers provide value, build trust and collect leads. Finally, retarget and convert this lead into a sale. No matter what your sales funnel is leading to. You need to identify your end goal. This can be signing up for a newsletter or a webinar. Selling a service or a physical product, growing your email list, increasing your website traffic, or even promoting an event. Not many people go from zero to sale instantly, so you need to warm the user up first and build an online relationship with them by building your brand awareness and sharing your products and service benefits with them. Once they're aware of your brand, continue to provide value for free. For example, we offer a free marketing course in order to capture leads. Which leads me to my next one capturing leads via your lead magnet or giveaway. The lead can simply be a user who visited your website and lives in your Facebook custom audience, which you can retarget in future ads. Or the lead can be an email address which you can contact, upsell and remarket to again and again. Finally, retargeting this lead to convert into a sale or whatever your goal is. Next split test. When I say split test throughout this course, I mean literally split tests, separate campaigns, ad sets, ads, images, text, everything one variable at a time. Remember biology class in high school? To test any hypothesis, you need to compare a single variable, the test group versus another single variable, the control group. Then you can view the results and see which variation worked more in your favor. So for Facebook ads, this means optimizing for your key metric, such as lowest cost per lead, lowest cost per click, most conversions and so on. So you want to split test everything, your Facebook ad objectives, the detailed targeting, ad copy, add images, videos and so on. So a pro tip here. Make sure to test only one variable at a time in each ad campaign, ad set or ad so you can clearly determine which variation equaled the best results. This is my most common funnel. You can add steps as you like to further optimize your own funnel. Typically, you should have multiple funnels and lead capture pages and offers that you can split test to see what your customers prefer. So typically at the top of funnel, I have a Facebook ad that directs people to my free valuable content on my website. Next, I will retarget this warm website visitor audience with a free opt in offer like my free course. Then I'll send the thank you email along with that free item to this new opted end user. Then I'll set up a drip email campaign that provides further free value, such as another blog post. Another video. I'm building that trust and rapport. Finally, I will email and create a retargeting Facebook campaign of this opted in list. With the paid offer my paid course or my paid services. See how the relationship has been built as the customer works down this funnel. We're working them from cold to warm to hot. So my number one Facebook funnel. I like to start with a great pillar blog post. This is a 1000 plus word blog post giving immense value in my niche. So I will paste the intro of this blog post into the Facebook Traffic Objectives Ad copy and make sure to finish that ad copy with a strong call to action or a final sentence, leaving the reader wanting more. Next, I will retarget the users that visited my website via custom audiences. Retargeting just means showing an ad to someone who has already engaged with your content, i.e. the people who visited my website or watched a Facebook video or subscribe to an email list. I do retargeting via Facebook, custom audiences and the Facebook pixel with the Facebook pixel installed on my website. I can track visitors and then create custom audiences of those users who visited specific URLs on my website. I can also make many more cool custom audiences such as email list content engagement. We'll delve deeper into this later. So to create a Facebook custom audience, just log in to your ads manager account at Business Facebook.com and select audiences in the

top left menu under advertise click audiences. So on this audience's page, click the create audience button in the top left in that dropdown, select custom audience in this pop up select website traffic. And now in this pop up click the dropdown here of all website visitors and in that dropdown select people who visited specific web pages. So you'll want to create an audience of users who visit your top of funnel content, i.e. a pillar blog post, which is typically a 1000 word blog post that provides a ton of value for free. Here's an example. Of course, NBC.com slash free backlinks. One note here. I have found that tracking URLs cause errors in URL equals audiences. So as you can see, I chose the URL contains. And then in the field I put the full URL and the URL path just to ensure I'm capturing that entire audience. Next, make sure to name your custom audience for easy future identification when creating Facebook ads. So as you can see, I've created a new ad here and we are on the ad set level. So under custom audiences, we can select this audience we just created. So my number two favorite Facebook funnel includes videos. So make sure to split test your top of funnel ad content when you're seeking to build brand awareness to a cold audience. Or these are people that are new to your brand. Don't assume that they will all love the same pillar blog post. As I always say, test. Test. Test. But that said, I have had a lot of success with video ads for this initial awareness or first touchpoint with that new potential customer. Then I will retarget people who watch over 50% of my top of funnel video ad. Yes, there is a custom audience for video engagement. So again, on the audience's page, click create audience. Select custom audience and in this pop up, select the video option. In the engagement field. Select the type of content engagement you want. Now, this is a great area for you to split test to see if different engagement levels get you different results. But I see the best results for people who have watched at 50% of your video. So now I have that selected. Next, select your video. Then set the number of past days you want to track these users. I like to use 90 day audiences to have a larger custom audience size for retargeting. Finally, name that audience. Now my number three Facebook funnel conversion. So I want to retarget these warm users by selecting my custom audience under the ad set level in a new Facebook conversion objective campaign. I will direct the traffic toward a lead capture page on my website where I am offering something for free in exchange for the user to opt in by opt in. I mean the user exchanges their email for x, y, z, value proposition. My opt in item or lead magnet or giveaway is a free marketing course. Maybe your customers will prefer a free e-book, a coupon or free trial, a free video, free consulting, a free webinar, a free product or service. Just make sure to split test to see what free item is converting best for your target market. So pro tip here. I will also split test targeting this warm custom audience with a Facebook traffic objective campaign. So this is directing traffic to that same opt in page of my website versus a Facebook lead generation objective campaign, therefore not forcing the user to leave Facebook to opt in. So by split testing these three campaign objectives, we can identify which objective drives the lowest cost per opt in. So again, once you create an ad at the ad set level, find your custom audience you created. So my number for Facebook funnel email. Next, I will follow up with my email leads via an automated email sequence. You can go to Course NBC.com and search ConvertKit to learn more about email automation. So in this email sequence, I will thank them for signing up for my free mini course and provide them with a link to the course. Then in two days I will follow up with another email offering more value, such as another pillar blog post with a ton of free value. By this point, the user is very warm. They trust you. You're building rapport. You're starting to build an online relationship. And at this point, they should be very happy with all this free value you have provided them. So it's now I will email them my course bundle for sale with a time sensitive coupon to create a sense of urgency. This will be where you promote your product or service for sale that makes sense for this specific lead. In case they opened my email but got busy with life and didn't make the purchase. I will also retarget this list of emails via a hot leads custom audience in a new Facebook ad campaign promoting My Course for Sale. You can create this new custom audience of emails via the customer list option while creating a new custom audience on Facebook. As you can see on the audience's page, create audience, create custom audience, customer list. So all along the way, as I work people down this funnel, I am split testing campaigns one variable at a time at all three levels, objective ad set and the ad to optimize for my key metrics, which is typically seeking the lowest cost per conversion. I am also shutting off non performing ads at each step of this funnel every 2 to 3 days. I'm shutting off things that are too expensive, non-performing and so on. Once I find winning ads using all the variables I've tested, I will slowly scale up their budget 20 to 30% every 2 to 3 days. Until I am at a daily budget I am comfortable spending. I am constantly testing ads to find more audiences and obtain cheaper results. But once you get a few of these winning ads, they truly can become evergreen or life long ads for you. So who is your target market? The only step of your funnel that can be broad is the first step or the top of funnel. This is you putting your brand out there to learn more about what works, who is engaging with it, and so on. Every step of the funnel thereafter must be laser focused on who your target market is, not only in your asset level targeting, but also in your ad copy. We are converting cold traffic. They don't know you or your product into warm traffic. They've clicked or engaged with your content and then into sales or hot traffic. These are potential lifelong customers you can upsell and remarket to again and again and also create a lookalike audience of what is a lookalike audience. Facebook creates your lookalike audience by finding new people on Facebook who are similar to your existing audiences. I love using lookalikes for my top of funnel targeting. So again, we're on the audience's page. Create audience in that dropdown select lookalike audience. So in this lookalike audience pop up, we can select our data source or custom audience to let Facebook create an audience for us. My best performing lookalike audiences use my email list, my custom audience website traffic, and my Facebook page fans. One of my favorites is my custom audience website traffic of people who have made a purchase. I'll let Facebook go out and find other people who look like my exact paying customers. Then I will select my target location and then typically set it to the smallest lookalike audience size of 1%. Typically the narrower the audience on Facebook, the more expensive it is to target via ads. So start very broad at the top of the funnel. A pro tip here split test targeting different detailed targeting your competitors demographics at the asset level to see which target market derives the best results for your ads. So detailed targeting appears under the ad set level under audience. Now, Facebook doesn't have all Facebook pages listed under detailed targeting, so if your competitor's page isn't listed here, when you search, no worries, just target broader and then create your own custom audiences and look alike audiences with the engagement you get from these broad 1 million plus sized audiences. So don't start to narrow at the top of funnel. I'd rather you start as broad as targeting an entire country at the top of funnel, then miss out on

potential customers. For example, no custom audiences selected, no detailed targeting. I'm selecting all gender. This is a perfect top of funnel ad or for products or services you're unsure of your target market for. As you can see under potential reach, this is what I call a broad audience, 230 million people. So now some homework for you. Your target market is another great area to split test to see who are your highest converters. I.e. sales. Take some time to sit down and describe your perfect customer in great detail. What is their age? Gender. Relationship status? Location. Hobby, job title? What organizations or groups are they a member of? What's their favorite TV show? What blogs do they read? What podcasts do they listen to? What Facebook pages do they like and follow? What stores do they shop at? Create this perfect description or avatar of your customer. So you can use these targeting options while creating Facebook ads. Next, customize your ad copy. I suggest targeting each stage of the user directly with custom ad copy. Are they cold, warm or returning customers? For example, in your warm audience retargeting ads, you know certain info about this user such as they navigated to XYZ blog post. So you can mention that in your retargeting ad to personalize this ad copy. So an example. I hope you enjoyed my blog post on how to sell on Amazon, but I wanted to take it one step further for you. I want to give you my Amazon FBA mastery course for free. Now talk about great ad copy to re-engage those people and capture their lead information. Another great area to split test in your Facebook ads is placement. Placement is under the asset level of your campaign, and it enables you to choose where your ads show up, such as Facebook newsfeed, Facebook Messenger, Facebook stories, Instagram feed and Instagram stories. Typically use the automatic placement option as Facebook's algorithm and user data knowledge usually gets me the best return on ad spend. But if you know you only want your ad to display on Instagram, you can choose that here. Now, let me walk you through an actual full Facebook funnel. First, I will split test, top of funnel content to broad 1 million plus potential rich audiences and to narrow audiences. For example, sometimes I will split test targeting an ultra narrowed audience of 20,000 people, and it will outperform a broad audience for me. But I wouldn't have ever known that if I didn't test them at this top of funnel testing stage. For these ads, I will use a traffic objective and split test one variable at a time for 3 to 7 days at the ad set and ad level. Things I tested include varying detail targeting ad text, copy and ad media, such as images versus video. My goal was to find a balance of low cost per add to cart, but also highly relevant ads. So as you can see, I achieved the low cost per add to CART, but to see how the ads relevance was, we need to expand the ad sets to reveal the ads under each ad set. So just click that little arrow next to the ad set name. So I want the audience engaging with my ad and getting average to above average relevance scores. So of these five ads under this ad set, I see two clear winners with great relevant scores and a low cost per result. So I will toggle off these three losing campaigns and then scale up the budget on these two winter campaigns. Next I will split test middle of funnel content targeted at the custom audience of website traffic. People who went to my top of funnel pillar content page. Remember, this is a warm audience for these ads. I will use a conversion objective with the conversion leads and split test one variable at a time for 3 to 7 days at the ad level. Since we are only targeting our custom audience at the ad set level. Things they tested for this include varying ad text copy and ad media image versus video. Next, I will analyze these ads to see which is producing the most conversions for this ad campaign. My final step for the bottom of funnel ad is again a conversion objective with the conversion purchases. Then at the ad set level, I will split test retargeting a hot audience. Such as Leeds that opted in for my free item in the last conversion campaign, or people who added something to their cart on the website but didn't make a purchase. So to watch me create and optimize an ad for a client live, head over to this YouTube link. Now go and create your Facebook ads funnel. Play Stop Play Start Play Play Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad

strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 0:00 The ultimate guide to creating Facebook ads. This tutorial will help you learn how to create the proper ads on Facebook that will help grow your business. So to learn more about Facebook advertising, go to Facebook.com slash business. So Facebook ads begins with Facebook ads manager And this is at Business.facebook.com slash ads manager. Many students are worried about their friends seeing their ads or business Facebook page. So first off, Facebook ads and your Facebook page are separate from your personal Facebook profile. Your personal Facebook profile is just needed to create a Facebook page. And this Facebook business manager, which is just linked with your personal account login information and not publishing to your friends unless, of course, you invite your friends to your business page or target them via Facebook ads. That said, you do need to create your business Facebook page first before creating a Facebook ad. You can do this directly at Facebook.com slash pages, slash creation. So now, as for Facebook ad creation levels or steps, I'll refer to these three levels often throughout the course, the first level being campaign level. This is where you set your ad objective. The second level, the ad set level. This is where you set your audience, your targeting, your budget, your schedule and your placement. And finally, the third level, this is the ad level where you create your ad. So step one or level one campaign objective, your Facebook ad campaign objective is where you select what you want people to do when they encounter your Facebook ad. When you create Facebook ads, your first step is choosing your objective. Think of Facebook ads as a giant set of funnels at the top of the funnel. You are building awareness about your brand and finding new potential customers. As you work people down the funnel, you want to direct them to take action, such as make a purchase or sign up for XYZ using the correct campaign objective will help you convert customers at each step of the funnel. For example, if you want to drive people to your website, you will create a Facebook ad campaign with a traffic objective. So step two or level two ad set, Your Facebook ad set is the step at which you select your targeting audience location, age, language, gender interest placement, budget schedule and more. For your Facebook campaign. Editing your ad set will change the potential reach of your ad campaign. Smaller audiences will cost more to reach, but typically increase your ad relevancy since your ads can be laser focused. These are great for conversion objectives, smaller, niche audiences that you're looking to convert. While broad audiences 1 million plus reach will be a lower cost to target and are better for top of funnel or first touchpoint ads. Now, step three or level three is the ad itself. Your Facebook ad is the step at which you create your actual ad select your media, your format links, your call to action, and more for your Facebook ad. So depending on your campaign objective, you can select varying formats for your ad, including image, video, slideshow, carousel collection and instant experience. So I'll be providing this PDF with this lecture. So just make sure to bookmark these hyperlinks for future reference as Facebook ad specs and image sizes and video sizes are constantly changing How to create Facebook ads. Navigate to your ads manager at Business.facebook.com Slash Ads manager. Then click that green Create button. So step one select your campaign objective. Choosing the Right Objective. Remember when I compared selecting your Facebook ad objective to a funnel depending on where your customer is in the buying cycle and what your ad's ultimate goal is will help you decide which Facebook campaign objective to select. Are you building awareness? Are you looking for customers seeking further information on your products or services? Are you converting interested people or a warm audience to buy your product or service? Or let's say your goal is to increase sales? Here are some example ad objectives to test for that first engagement objective. Create posts with an offer or coupon or discount, and then increase engagement of these Facebook page posts. Next app Install objectives. You can use these to increase installs of your mobile app. Then there's conversion objective increase website conversions. This could include. Sales sign ups. I do this by retargeting warm audiences or users that have interacted with your website or AD in the past. And then I close the sale. For example, I'll promote an expiring coupon code that will create a sense of urgency to a warm audience so they make that purchase. Finally, message objective, connect with customers, answer their questions and drive them from interest to purchase. Campaign objective. First three steps every time. So after clicking that green create button on the ads manager page, the first step will

always be to select your campaign objective. After selecting a campaign objective, if prompted to choose a campaign setup, always select the manual setup. Now notice the left sidebar here where you can toggle between each level, the campaign level, the ad set level, and the ad. So we are on the campaign level. You'll first want to name the campaign. As you saw my example C traffic dash men 1830 Dash USA. I can quickly look at this and know I've created a course in Tv.com traffic campaign objective targeting men ages 18 to 30 living in the USA. Next, set the campaign budget whether you want daily or a lifetime budget. Campaign budget optimization distributes your budget across ads to get you more results. With campaign budget optimization, you set the overall daily or lifetime budget for the campaign you create. For example, if you create multiple ads or ad sets within this campaign, this is common when split testing variables. Campaign budget optimization will optimally distribute your budget to all of these ads. This means Facebook automatically optimizes for the best results and distributes your campaign budget in real time to achieve those results. You can also access the Help menu at any time in your business manager by clicking that question mark button in the corner. So until I have an ad campaign optimized and I am confident about scaling up the daily budget because my ad is converting well, I will start with a small daily budget in order to split test many variables at once via multiple campaigns for just \$5 per day per campaign. So what should your budget be? I always advise split testing Many ad campaigns remember one variable per campaign at thatrillionough 5 to \$10 daily budget per campaign. As you begin to see winning campaigns emerge and you see a high ROI or return on marketing investment, shut off the losing ads and continue to split test the winning variables until you have an optimized and highly converting Facebook ad. So these winning metrics are the average of all my current clients, so they may be different for your niche, but they should be a nice base point for you. First ad relevance. Anything greater than 60%, which equals average to above average rating. You want your ad to be relevant to the audience you're targeting. Next cost per click. Your cost per click should be less than \$1. Next click through rate. Anything greater than 2% is your goal. Next cost per lead. Less than \$10. For most industries, this can be much higher depending on your product or services price. And finally, lead capture page conversions. This should be greater than 10% of anybody landing on your page to capture that free item or free sign up. 1 in 10 should be converting. So how do you scale your budget? Once I have the winning variables identified and a highly converting ad running, then and only then will I slowly scale up the daily budget by 25% every 3 to 4 days or 50% once a week. Never jump from a \$10 daily budget to \$50 in a day. Facebook will just burn through your ad spend budget. You want to slowly turn up the ad spend on these winning campaigns. For example, \$10 week one for my daily budget. I would dial that up the next week. It would be \$15 daily budget. Then that next week, dial it up a little more, \$22 for my daily budget. This way you let Facebook grow with you and optimize correctly for your budget. How to create each type of Facebook campaign step by step. First brand awareness. So our first objective and awareness. So when to use this to increase awareness for your brand, you can do this on the platforms Facebook, Instagram or Messenger with the formats, single image, single video, carousel or slideshow. The only goal of this ad type is to increase brand recall lift. This is the number of people likely to remember your ads within two days. As well as emotionally resonate with your target audience. Do not try to sell with brand awareness. This ad is for awareness only. So think of this objective as a touchpoint. The first touchpoint a customer needs on average seven touchpoints. This is them visually seeing your brand before remembering and purchasing from your business. So use this ad objective as your introduction or ongoing. Remember me ad When I teach clients about brand awareness, I use the comparison on Coca Cola. You don't see Coca Cola on sale ads. You see brand awareness ads for Coca Cola everywhere. So the next time you are thirsty, the seven touch points or 700 for Coca Cola will subliminally remind you to buy a Coke. So some best practices for brand awareness. This video is a prime example of brand awareness. It has subtle uses of the brand Under Armour in the video, which make the audience associate talent and skill to that brand. This objective is for promoting your emotion, provoking videos, stories connected to your brand. If your brand doesn't have a story or logo that will resonate yet, the next best thing is to promote X, Y, z. Whether that's a pillar blog post, a service, a trial, a newsletter, an e-book, a webinar for free so people can learn more about your brand. So we're on step two, the ad set for brand awareness. First, you want to name your ad set to describe your targeting options. This will make reviewing your ad's performance and identifying winning variables in your Facebook ads reporting much easier and quicker in the future. It is on this ad set level that we will select our target audience for this ad campaign. So keep your targeting broad with brand awareness ads. Remember, this is our first touch point with this potential customer. We are in the discovery phase of identifying our perfect target audience to stay broad. I will just use my Facebook page insights to see the demographics. So for this brand awareness ad, I will target men only ages 18 to 34 world wide. So once on my Facebook page, I select insights in that left sidebar. Then select audience. And as you can see, course envy is 74% men and the highest percentage is from 18 to 34 age. So based on my Facebook page insights, I set the ad targeting for this top of funnel brand awareness ad As you can see, locations worldwide, age 18 to 34 gender men, language, English all for example. If you want to exclude people who already like your Facebook page, you can do this via the exclude option under custom audiences. Simply select your Facebook page from the custom audience option at the ad set level. You can learn how to create this custom audience, which is Facebook page likes or engagement via our Facebook audiences lecture, as well as at this Facebook reference link. So as you can see on the ad set level under custom audiences, I'm excluding engagement on my specific Facebook page, people who like it. Next, also on the ad set level is placement. Depending on your campaign objective and your goal, you may want to select this specific device or platform you want your ad to appear on, such as mobile only or Instagram stories only, which you'll do via manual placements. So unless you want to target a specific device or a specific platform, leave the placements on the default advantage plus placements. This is automatic and usually equates the best results for our clients as Facebook auto optimizes each campaign for the best placement. So Facebook calls the different places they show an ad placements. Advantage placements is recommended because this gives Facebook more flexibility to get you not only more results but better results as it self optimizes your placements automatically. Removing placements will reduce the number of people your ad reaches, but this can also improve your click through rate. Some of our highest return on ad spend ad campaigns come from our manual placements targeting only our platforms. Facebook Feed and. To Graham feed. So definitely split test the advantage placements versus manual placements for your own ad campaigns. Now you can check on

your placement results in your ad manager via that breakdown menu. So on the far right side breakdown menu by delivery placement. And as you can see, Facebook, Facebook Feed Mobile was our clear winner for this ad campaign. A quick pro tip. Make sure your website is responsive and mobile friendly for Facebook ads. So open your website or Facebook ad landing page URL in the Google Chrome browser. Right click anywhere on the page and then select inspect in that menu and this bottom pop up will appear on the left side of it. Click this desktop slash mobile view toggle button and then your screen will toggle to a mobile view. So scroll your website and ensure it looks good on mobile. Now on to level three, the ad level again. Name your ad to describe your exact ad identity. Media Call to action text and links. This will make reviewing your ad's performance and identifying the winning variables in your Facebook ads reporting just that much easier in the future. So first is identity. Select your Facebook page and Instagram account to appear as this ads identity. Next is format. I get the best RMI from video ads and brand awareness campaigns. Remember my underarmour example? Now if you don't have a video, at minimum try to test three image options. So select single image or video under this format section of the ad. Then scroll down to the media section. Make sure you follow these media best practices for sizing your images and file types when uploading these. Click this add image option. Then you can toggle between placements to see how your ad looks in every view such as Facebook, mobile, Instagram, and so on. The goal with brand awareness is to cast a large net and begin building custom audiences of people who resonate with your ad. For example, an audience of users who click your website URL call to Action button. So make sure to select add a website URL and turn on your Facebook pixel so you can build your custom audiences for a future retargeting ads. Also, as far as the ad itself, I will cover ad copy best practices later in this lecture. Our next campaign objective Reach. So reach is under the awareness campaign objective. So you use these to show your ad to the maximum number of people in your audience, reach ads, work on Facebook, Instagram and Messenger in the format of single image, single video, carousel and slideshow. Use reach campaigns to promote your business to a highly targeted group that you want to ensure all see your ad, for example, targeting everyone driving distance from your store or targeting a warm custom audience list of past customers that you want to reach entirely with the ad, or finally targeting people who have abandoned their carts on your website. So level two ad set for this Reach campaign. First, select your Facebook page to link with your Reach campaign. Reach ads are perfect for reaching everyone near your store, hence the word reach. They want to reach everyone. So under locations, let's click that menu. Then I will select my local businesses, target address or city with a radius of how far you know your customers will commute to you. So, for example, this client has multiple dog daycares in Huntington Beach, California. So I will do a ten mile radius around the entire city. Then I will select my audience targeting. I want to reach everyone with the interest of dogs for this, Richard. So under detailed targeting, I searched dogs. What is unique about the Reach campaign is the ability to set a frequency cap. This keeps people from seeing your ad too often. Just enter the minimum number of days that should pass before someone sees your ad again. Facebook is allowing you to spread your ad spend over a larger number of people without making customers too angry about seeing your ad too much. So I like to follow the one impression every seven days so they can see it. The ad once every week. Now on to the ad level for this Reach campaign. Make sure to split test a single image versus a video ad. I am always surprised by what resonates and what doesn't from campaign to campaign. Again, when relevant, use a website URL to drive people to a website where you can collect that custom audience with your Facebook pixel for future retargeting ads. Next, the traffic objective. So on the campaign objective page, select traffic traffic ads are used to send people to your website or increase engagement with your app. Traffic ads can be used on Facebook, Instagram, the audience network, or Messenger in the formats. Single image, Single video carousel slideshow or collection. The main way I put traffic objective ads to use for my clients is by growing their various custom audiences by driving traffic to your website that has a Facebook pixel installed on it and having a Facebook custom audience created to capture that traffic. You can not only retarget these warm custom audiences in the future, but also create lookalike audiences of them as well for future split test ads. Traffic equals website clicks. So as an example, if you're trying to get people to your e-commerce store and browse your products, use a traffic campaign to direct people right to your website. Some best practices. The traffic objective is a great area to fine tune your perfect audience. What target audience is engaging most with your content? Test Varying interest. Split test. Gender. Age. Location. Everything. What ads are getting the highest relevance scores. Finally, what ad variables are driving the lowest cost per action? My goal is to split test variables to find the perfect audience and the most relevant ads. Now on to the ad set level for this traffic ad. First, select where you want to drive this traffic. I see the best results from using website traffic ads. Detailed targeting is a great area to split test variables. For example, I've searched marketing the interest marketing. There's over 700 million people who are interested in that topic. So we've narrowed it down a little further. Targeting the location, age, gender and that detailed targeting interest of marketing. And as you can see, our estimated size is over 40 million people. Now we can narrow and exclude our detailed targeting further. As you can see below that detailed targeting field, I could click the exclude button or the narrow audience button. So always test one variable at a time at the ad set level so you can identify what targeting is driving the best results for your ads. For example, I'm targeting all parents and narrow that targeting to just parents that had the interest of cats and excluded people who matched the interest of dogs. So this will target around 700,000 people in the USA. So I know these are parents that like cats and have no interest in dogs. This is a perfect top of funnel audience to target for my client that sells only cat themed children games and other cat toy accessories. Next, the ad set level for this traffic ad. One of my favorite traffic campaigns ad formats is the carousel. But make sure to split test against single image and video campaigns as well. The priority of ads I create for clients is first video ads. I get the best results hands down for every type of campaign. Second, single image ads. These are great for split testing, those 3 to 5 and even more images to see which one performs the best, which one gets the best clicks, the lowest cost per action. And third favorite is this carousel ad I love to use carousel ads as a way to discover my best performing image or video. Let me show you an example. So I selected Carousel under format. Scroll down and as you can see, that is each carousel card. So select an image or video, a headline, a description, and a URL for each carousel card. And at the bottom of your carousel cards, make sure to click that edit button under advantage plus creative and fully optimize all the options for your carousel cards. So as you can see in my ads manager here, I've expanded a carousel ads campaign. So with a carousel ad, I can identify which carousel image or video

drives the most clicks. Then use that winner in a new campaign. So as you can see, I split test eight different carousel cards in this campaign, and the clear winner is 80 clicks. This final carousel card drove the most engagement. So to see this breakdown in your ads manager over in the top right of the screen, the breakdown menu, click that and under buy action select carousel card. Next engagement objective. So at the objective level, select engagement, you'll use engagement ads to get people to engage with your Facebook page or Facebook page post. This includes post engagement or boosting posts, getting page likes, and getting event responses and attendance. This works on the platform of Facebook, Instagram, but do you know event ads are not available on Instagram in the formats of single image, single video and slideshow. So some best practices for engagement, organic reach, or people who liked your Facebook page and see your Facebook page posts in their news feed has nearly flatlined on Facebook. Less than 10% of your Facebook page followers will organically see what you post on your Facebook page. Facebook is getting greedy, to say the least, and therefore you need to pay to get your content viewed. So this means you will need to create post engagement ads. But first, before post engagement ads, I like to build Klout for my Facebook page via Facebook page likes. I get my clients to a minimum 1000 page likes before we do anything else. When a new potential customer sees your Facebook page only has 1 or 2 likes, they will lose confidence in your brand. So build up your Klout Trust dependability first with Facebook page likes. So once we select the engagement objective, it's on the ad set level. We can select the engagement type. For example, I've selected the conversion location on your ad, Then under engagement type, we have the option of video views, post engagement event responses. But we want to start with Facebook page likes. So we need to change our conversion location to Facebook page. So I've selected Facebook page under conversion location. The default is maximum number of page likes. Then I select my Facebook page. I want to get page likes for I like to split test my page like campaigns with detailed targeting In one campaign, I will target competitor pages. In another campaign, I will target job title and demographics such as parents. The split test ideas are endless. To find the best variables for your target market. Facebook's algorithm is very smart, so starting broad 1 million plus users for your estimated audience size works well for top of funnel ads. Then you can retarget custom audiences later down the funnel and split test lookalike audiences for future top of funnel ads. One note here for Facebook page like ads, you also want to make sure to exclude people who already like your page as that would be wasted ad spend. So that's via custom audiences at this ad set level. Exclude the custom audience of people who currently like your Facebook page. Finally, on the ad set level, leave the placements as advantage plus. So on the ad level for this engagement page likes AD you have the option under format for single image or video. I like to create two campaigns and split test single image versus a video for my page like ads to see, which gets me the lowest cost per page like. Be direct with page like ad copy. Give users an instant reason to like your page. As you can see in our example, an emoji thumbs up like our page. Great image leading down to that page like button. Now let's get some post engagement again at the ad set level for this engagement objective conversion location on your ad, such as on your post, and then the engagement type will be post engagement. We want to get engagement on our post likes, comments, shares. So there we go on your ad post engagement. Maximize engagement with your post. Some best practices for post engagement Post engagement is only meant to promote or boost a specific post on your Facebook page. If you have a website link in your post. Note that this post engagement ad is not a two for one deal. Facebook is optimizing and targeting users more likely to engage. These are people who like comment and share. This ad isn't optimized for people clicking on a link to your website. So while it's okay to have a link in your post you promote, it is best to keep the user right on Facebook for the best ROI on post engagement ads. If you want traffic to your website, use the traffic or conversions objectives as they are optimized to do that as opposed to this post engagement which is optimized to get those likes, comments and shares. Post Engagement Split test three Campaign split test I like to create to find the best results for post engagement ads include one target a lookalike audience of your current Facebook page followers to go broad and target your competitors Facebook pages and enable the advantage detail targeting option. Three. Target Just your current Facebook page followers via the custom audience option. So number one, if you don't already have a lookalike audience for your Facebook page, you can do so right here at the ad set level under custom audiences Create new and select lookalike audience. In this pop up, select your source, which is your Facebook page. Select your audience location for us USA, and then start with the small lookalike at 1%. Create that audience. And now we are targeting that lookalike. Audience number two, target our competitors and let Facebook expand that targeting to reach people beyond our detailed targeting via the Advantage detailed targeting checkbox. This is a great top of funnel ad that I use to build my custom audiences, which I retarget via sales conversion ads later on, and create great top of funnel lookalike audiences for future testing. So I know these are my three competitors, but maybe I'm forgetting some competitor, so I'm expanding it via the Advantage detail targeting checkbox. And number three, target your current Facebook page fans. If you have over a thousand fans, that's enough to start targeting. This is done via the custom audience engagement page and then target all the people who like your Facebook page. Now, on the ad level, you have two options for selecting posts to boost. First, you can use an existing post that is already published on your Facebook page. This is the most common. Or you can create a new post that is known as a dark post or unpublished post that is only promoted as a post engagement. Add to your target audience of choice. For this add the post is not actually posted to your Facebook page, hence the name unpublished post. This is a strategy I use to test post content first to see what gets the most engagement. Then I will post those best unpublished posts to my Facebook page. Once you create an unpublished post that drives a ton of post engagement and you want to post it to your Facebook page, just follow these steps. So on this page, post page, select this unpublished post. So click that check box and then click the actions menu. And in that dropdown, select publish. Next, let's create an event response engagement objective. So again, add set level of this engagement objective conversion location on your ad or event engagement type event responses. For an event responses add. You'll need to have already created an event, so you'll just add the ad level under destination type in that event URL. So to create an event via your Facebook page, select the events option in that left Facebook page Professional Dashboard on your Facebook page events page scroll down to events, Click that create event button Select if you want an online or in-person event and fill out all your event details, including name, Date, Location Description category. When you click next, you'll select a way for people to join the event. Is it via an external link such as Eventbrite? Are you

going to give instructions via other? Finally, upload your cover photo and finalize any event settings such as that link to Eventbrite and publish the event. My best roomie for my clients with events is to target past customers via the custom audience customer file option and I will use email addresses of these past customers. A great split test campaign to compare against for events is creating a lookalike audience of these past customers, then targeting just the location of that event at the ad set level. So, for example, here's our targeting of a lookalike audience of our current customers, and then I target them in the location of our event. Los Angeles 25 mile radius. Next app Install objective. So select the campaign objective app Installs app install ads are used to direct people to an app store where they can download your app. You can promote these on the platform of Facebook, Instagram, the audience Network, or Messenger via the format of single image, single video, carousel or slideshow. App install ads require the Facebook SDK to be installed on the mobile app and for the app to be listed on Facebook. While performing this installation, have your web developer register your mobile app for proper tracking of your app. Install ads. Share these links with your app developer first. The app setup for SDK link. Second, the register your mobile app for app ads. So on the campaign level to target iPhones, Apple devices, you'll want to toggle on this iOS 14 plus campaign option. Then paste in your Apple App store URL. For Android app ads, leave this iOS 14 toggled off. Then at the ad set level Select Mobile App Store Google Play. That's for Android. Then paste in your app store URL. Also on the ad set level, you can set your bid cap for the maximum price per app install to control meta ad spending and not go over your marketing break even price per app install. Now on to the ad level for this app installs Add another area you can split test for app install ads is image versus video. I personally see the best ROI from simple screen recordings videos of me using the app. So just Google how to record the screen on your insert phone type. Here's a direct link to do this for an Apple iPhone. So I will just start by clicking the app and then navigating playing in the app, showing people what it's like to use this app and why they should use it. Next video Views. Select the campaign objective engagement. These are used to promote video views in these videos. Consider using comedy behind the scenes footage, product infomercials, customer testimonials, anything to bring awareness about your brand in a video format. Video views can be promoted on the platform Facebook, Instagram or audience Network via the format Single video, carousel or slideshow. Many of my clients ask me why use a video views campaign when I can upload a video to nearly every other campaign objective? That is correct. But this objective is literally optimized for just getting videos increased views. Facebook is favoring video content uploaded directly to their platform more and more over users just sharing a YouTube link so you should take advantage of this. Never share a YouTube link on your Facebook page of your content. Rather upload it directly to your Facebook page and use a video views ad to give it a boost. So best practice for video views. Video view ads are great for targeting cold audiences. Remember, Cold is someone who has never seen your product or brand before. Well, a warm audience is someone who is engaged with your brand already, and a hot audience is one that has taken action, i.e. added to cart, purchased and so on. Video view ads are a perfect first touch point with your future customer. This is a way for you to get potential customers to see your product logo business and then retarget them with a different ad by creating a custom audience of people who engaged with your video at different levels, such as length of viewing. Once you select your engagement campaign objective and the ad set level, select on your ad, then under engagement type Select Video views. To post a video to your Facebook page at the top of your Facebook page feed. Click that photo slash video option. And upload your video. Make sure to complete the video options and add text to your Facebook post, including your value proposition and call to action for shorter videos under 60s. Those will be automatically posted as Facebook reels. And now we're back in ads. Manager We selected video views as our objective. We're on the ad set level. So remember with Facebook ads, the broader the targeting, the cheaper, the smaller the potential reach, the more expensive. So to get cheaper video views, I will target a broad audience such as marketing as the interest in my entire target market of the United States. So at the ad level of this video views click the Add video button under media. In this select videos pop up in that top menu. Click that and in the dropdown click page videos and then select the video you just uploaded to your Facebook page. I always suggest referring to your website in videos so you have a relevant website URL. You can direct this video view traffic to after they watch your video or during their watching. For example, we are promoting a long form video on how to create retargeting ads, but during the video I also mention we offer ads management services. And then I promote that again in our headline. Let us manage your retargeting ads for you. And then I have the call to action button. Sign up, add a website URL paste in our link to our ads management services. So I'm getting views on my video. People are learning how to create Facebook retargeting ads on building brand awareness for course envy. This is a win win win. Now you can also create a slideshow with images. If you don't have a video, combine images and text. Next lead generation ads. So select the campaign objective lead. These are used to collect lead info such as phone numbers and email addresses from people interested in your business. These can be promoted on platforms of Facebook, Instagram and Messenger in the format of single image, single video, carousel or slideshow. Facebook users don't like leaving the platform. They are on Facebook for a reason. So the lead generation ad is in place to keep your potential customers on Facebook while they supply their information to you in exchange for your value offer, such as free services, e-book, consultation, call and so on. Once a lead is submitted, the leads data, the fields you collected on your lead generation form will be available on your Facebook page to access your lead center where all your Facebook lead ads leads appear. You'll need to navigate to your meta business suite. Then in the left sidebar, click all tools and select Lead center. You can also navigate directly to that lead center URL we provided. It is here in the lead center. You can view all your leads, change their stage progress such as interested leads sold. You can assign it to other team members to manage and most importantly, you can export this lead data to a CSV for up to 90 days so we can upload it to our CRM or add it to an email list or create a lookalike or a custom audience right here on Facebook, which we can retarget in the future. This is a very warm audience that provided lead info. A great area to split test is lead objective campaigns versus sales objectives because both of them you can target the lead conversion event. Now for us, this is truly 5050, but some clients, the quality of lead goes down with the lead campaigns. They get higher quality leads via the sales campaign. The only reason we really like lead campaigns is because the user doesn't leave Facebook. We use that instant form, whereas a sales objective, we're driving them off of Facebook to a website and capturing that lead there. So for a cheaper, lower quality lead, we'll use the lead objective, then the instant

forms. What type of lead do you need for your business calls, messenger chats, lead forms. Like I mentioned, we most often use instant forms via this lead objective. So this instant form collects the specific lead info such as name, email, phone number right on Facebook. So nobody has to leave Facebook. They can just input it right in their feed and then get back to scrolling. So at the ad level, you'll create an instant form that you will use to capture this information you need from your leads. So again, provide something of value for free to increase your chances of capturing the lead, such as a free course, a free e-book, a free consultation. And as you can see, here's an example of when somebody clicks my instant form ad it's four steps. The value proposition. Next, input their name and email next confirm. Fourth slide. Here's the free value proposition, how to claim it, whether it's on my website or instantly right here on Facebook. Next is the messages objective Select the objective engagement, which includes Messenger, WhatsApp, Instagram Direct. These ads are used to get more people to have conversations with your business and answer customer questions. You can use these ads on the platforms of Facebook, Instagram, or Messenger in the ad format of a single image, single video carousel or slideshow. So some best practices for message ads. So many of my clients just want to get their customers off of Facebook. Now I get it. But think as if you were in the customer's shoes. You invaded their social media feed with your ad. The least you can do is stay on this platform. That is why I see the message ad as the perfect middle ground. Message ads send people from ads into their Facebook Messenger conversation with your business during ad creation. You'll create both the ad and the welcome message people see in Messenger after they click your ad. I see the best ROI for message ads paired with ecommerce stores. Messages help the customers with any last second questions before purchasing. Make that final decision and let you help them with any customer service needs. Plus, data shows users prefer chats over email because for the instant support and response. Also, I advise integrating the Facebook Messenger into your website as an instant chat opportunity that will help you close way more sales. So to learn how to install the Facebook Messenger as your chat option for your website, just go to this link. So now we're on the ad set level for this engagement objective for the conversion location select messaging apps. Then you'll scroll down and select where you want people to message your business. Is it your Facebook page, your Instagram account, your WhatsApp? And I like to split test these ads. So one campaign's Facebook page, one campaign's Instagram account, one campaign's WhatsApp. So for this one, we'll be targeting our Facebook page and using a ad type click to message. So what's the difference between these ad types? Click to message versus sponsored message. Click the message. Send people from your ads to the messenger conversation so you will create both an ad and the message people will see in the messenger for sponsored messages. This is to send targeted messages to people who have an existing messenger conversation with your business. These are perfect for re-engaging these initial click to message ad convos. So we'll start with this click to message ad type to establish that initial message thread with our customers also so we can contact them with future sponsored message ads. I get the best return from retargeting people who have added an item to the cart but didn't check out. Typically they just needed a question answered which can be done via messenger. Create this custom audience based on your website. Traffic Facebook pixel events. So click create new custom audience website traffic. And now we are at the Create a website Custom audience. First, I will select the audience. I want to create this audience around for this one, I want to choose it from my events. So I scroll down to add to Cart. So as you can see, I created a custom audience of users who added an item to their cart but excluded users from this audience that never made a purchase. This audience is perfect for message ads, as they most likely still have a question about your product or service and just need some customer service which you can provide via this Facebook messenger chat. So I named my audience Add to Cart but no purchase. Create audience. Now, on the ad level for this message ad offer this warm audience a helping hand via customer service to help close the sale. This ad copy, for example. Hey, we saw you were interested in our sales Funnel Secrets course. Any questions I can help you with? With a headline of Ask Away, click the Send message button. But notice one ad error on this page. Page messages are disabled, so I did this on purpose to show you how to enable messaging for your Facebook page. So to run message ads, you need to enable Facebook page messaging via your settings. So go to your Facebook page, click settings In that left sidebar, click the privacy page on this settings page, then click the edit and turn on messaging at this ad level. Under message template click Edit. Under Start conversations to edit our message template. So it's here. You can provide those automated FAQs to help your potential customers with their questions. Next, sponsored messages. Remember, sponsored messages can only be sent to recipients with previously opened threads from you, so any future messages from you are not flagged as spam. Talk about an amazing way to re-engage directly with a warm audience or lead. This is a great way to re-engage with prospects who previously expressed interest but maybe didn't buy. Message them with a coupon off their first x, y, z order. Or how about letting them know about a new product launch? The opportunities are endless for bringing your customer back to your store. So once we have that initial message thread started with our customers, we can target those users via sponsored message ads. So I create another new engagement campaign at the ad set level select Sponsored message, select my Facebook page and the messenger for that Facebook page. So first, at the ad level, you'll create your text greeting. I like to use that personalization option, that button on the right of the text greeting box to add the person's first name. Facebook automatically pulls that from their profile. Then an example for customer actions is re engaging this hot lead. They've been to our website, they've messaged us, We've answered some questions. Now we need to re-engage them. These hot leads with a for example, time sensitive coupon to get them to take action. So claim 20% off today at this specific coupon link. So I'm re-engaging these people who started a conversation with us, excluding people who have already made a purchase. So this is a perfect warm audience to close the sale. Facebook Messenger Chat Bots. Most customer questions can be boiled down to a few frequently asked questions, so why not outsource the process to a robot? My favorite chat bots include chat, fuel and mini chat. Make sure to check out our Facebook Messenger lecture for a full messenger chat bot tutorial. The sales Objective. So on our first step here campaign objective, these ads are to track and measure conversions on your website or app using Facebook pixel events. These ads can be on the platform of Facebook, Instagram, audience Network Messenger in the ad format of single image, single video carousel slideshow or collection. So some best practices for conversions. I see the best results for my clients conversion campaigns when I retarget very warm or even better hot audiences. These are users at touchpoint number six or number seven and are ready to make a

purchase or make their next purchase. Conversion ads work hand in hand with your Facebook pixel and are used to increase sales signups and any other desired action on your website. The more data your pixel has, the better. Once I have a Facebook pixel installed on a website and all my custom conversions, events and audiences are created and tracking such as add to cart sales sign up. Now is the time to put Facebook conversion ads to work. Your goal is to have so much data in your events and custom audiences that Facebook can target the correct people that are most likely to take action. Do not start. Version adds until you've built up your custom audiences in Facebook pixel data for at least a few weeks. So some example best practices for conversion ads. If you're trying to get people to purchase a product, retarget a warm custom audience of people who went to a specific product page but did not make a purchase. So I will use traffic ads to build up my custom audience size. Then I will use conversion ads. With the purchase conversion set to retarget that custom audience and close the sale. One important note, though, is the conversion landing page. The last thing you want to do is pay to send people to a bad landing page or website. The goal is to get your potential customer to instantly land on your lead capture page or sales page and know what to do to claim your offer, make a purchase and so on. Learn more about creating amazing landing pages at this blog post. Of course. Dot com slash. What is a landing page? So we're on the ad set level. First, select the conversion slash event you want to track for this conversion ad campaign, i.e. purchase or view content. Whatever event or conversion you want to track, just click and select it in the dropdown. If the conversion you want to track is not on the list, you can click Create custom event at the bottom of this dropdown menu. So in this pop up you can create a custom conversion. For my example, I created an ebook Lead capture page. Once the user submits their email address, the form redirects to the URL. Of course [envy.com/thanks](http://envy.com/thanks) e-book. When a user lands on this page, I know this equals a conversion for this ad, so I named this conversion e-book download selected the category purchase and then click create. So next on this ad set level, scroll down to audience. For this conversion ad, I will select a custom audience to retarget for this conversion. Add Conversion ads should be targeting an audience that is familiar with your brand and just needs one final reminder or touch point to convert. This means make a purchase sign up. So click that custom audiences field and retarget a warm custom audience. For my example, I am retargeting users who clicked my Instagram bio link so I can create an ad that is very relevant to the content that is on that page. We can also exclude a custom audience. For example, I will include the custom audience of all course traffic, but exclude the custom audience of people who made it to the course checkout Confirmation page. By doing this, we are targeting warm users who have yet to make a purchase. This ad is perfect for closing the sale. Next at the ad level for this conversion ad, as usual, my two best performing ad formats are single images and videos. Make sure to split test them for yourself. And make sure your call to action and value proposition are very clear in your conversion ad, like this example. So I'm on the ad level. I've added text that includes the value proposition and then the headline call to action. Get your free e-book today and then added that call to action button download next catalog sales. So on the campaign objective step select sales. We use these ads to show products from your catalog based on your target audience. These ads can appear on the platform of Facebook, Instagram, Audience, Network, or Messenger in the format of single image or carousel. So some best practices for catalog sales. Once you create your Business.facebook.com account, you will be allowed to create a product catalog. Creating a product catalog allows you to dynamically add different products or services you sell to this Facebook inventory. With this catalog, you can dynamically retarget visitors who clicked on XYZ product or service but didn't purchase. You all know these ads, the ones that seem to follow you around the internet. Remember touchpoints. The potential customer looked at your product for a reason. They may have just gotten busy. Remind them that they forgot to buy it with catalog sales campaigns. So we've selected the catalog sales objective. Scroll down and select your catalog name that we just created. On the ad set level, select the products that you want to promote. Typically, I select all products as I want to target potential customers to any product they visited in the past. If you need to target a specific set of products, a portion of them, click this plus sign to create a product set. Next, scroll down to audience. My best ROI, my hands down is retargeting a warm audience. Then select the type of visitor you want to retarget, whether that's viewed or added to cart. Again, the busy user is my favorite one. They viewed the product, maybe even added it to their cart. But life happens and they didn't purchase it. Remind them with this ad viewed or added to cart but not purchased last 14 days. Store traffic objective. So on the campaign objective step, select awareness campaign objective. So these ads are used to promote business locations to people nearby. This can be used on Facebook in the format of single image, single video, carousel, slideshow or collection. Some best practices for store traffic. This objective was created specifically for businesses with physical locations. Store traffic ads let you target people around your physical business location. Two of my favorite features include helping customers navigate to your store and the ability to contact you via the store Traffic ads. Call to Action Button. Get directions or call now. First, select your Facebook page with a physical address location set. So if you haven't done this yet, you need to add or edit your business locations. You can do this at [business.facebook.com](http://business.facebook.com) slash business Underscore locations. Store traffic ads are optimized for reach. Remember, the typical goal of reach is to target everyone in a certain area. On this business locations page, you can add your stores and then you can select these within your ad set, and then you can target accordingly around that store, whether it's miles, diameter around it, a specific audience demo within that store set location and so on. Now on the ad level for store traffic, when you have multiple stores, you can select the ad voice option to cater your ads branding to which location you're promoting. The main page is your main Facebook page, while the local page is your business location address page. As you can see, main page, local page course Envy Arts District. That's what we call our office location. So scroll down to the ad creative. This is where you can really dig into split test campaigns to see what works for your store traffic ads. I see the best results from carousel ads. So the carousel ad format with the second card being a map card. This is a great way for Facebook to track actual visits via mobile devices. So provide a strong call to action and reason. They should come to your store. Maybe a one day sale, a free dessert with any purchase. The value proposition ideas are endless and don't forget to add dynamic page fields that pull data from each Facebook page. Which leads me to split testing. Split testing is a crucial part of creating Facebook campaigns. The goal is to test one variable difference at a time in Facebook campaigns to identify the best combination of variables. This can mean testing a different image ad copy, call to action button audience or targeting placement, and so on. Just make sure to test only one variable at a time.

Otherwise, if you test multiple variations in a new campaign and that campaign performs better, you won't be able to tell what variable was the cause by testing one variation difference at a time. You can identify the cause of the success or failure from campaign to campaign. Think back to your high school science classes with hypothesis testing. You would have your control group. Then you would change one variable in the test group in order to document the differences in results. So number one way to split test is manually split testing. You can manually split test and add via the duplicate option in your ads manager. So select the checkbox next to the campaign name or next to the ad set or next to the ad, whatever you want to duplicate. So I select that checkbox and then I click the duplicate button. And then in that new duplicated ad, in this example, I will change one variable and then click publish. So I selected the duplicate button for that ad in this next prompt. It'll ask you how many duplicate campaign copies do you want created in this original campaign? For this example, if you just want to test one variable difference, you only need to create one copy. We're only testing one thing. Setting it to one and then click duplicate. So as you can see, the duplicates been created and it's a draft mode. So I just need to change that one thing and then publish this new copy, this duplicate. So edit the variable you want to test in this split test copy. For this example, I duplicated the ad for this campaign and we'll test a different call to action button in this split test copy. So I just changed this call to action to learn more and then just click that review and publish button. So there are some cons to manual split testing. When creating a duplicate, do note that if you don't completely exclude the first campaign's audience, there will be audience overlap. Possible audience fatigue. People seeing your ad too many times and wasted ad spend. This can be prevented via excluding audiences at the ad set level. Let me show you an example. You can exclude your first campaign's target audience in your second split test via the exclude link under custom audiences and under detailed targeting. So whatever audience I target in the first one, I'll exclude in the second one. So the second option for split testing is to split test during the creation. So just select that. Create split test option on the first step of your Facebook ad creation at the campaign objective level. So just click the Green create ad button on your ads manager, select your campaign objective, and then toggle on the Create Split test option. Then you'll be prompted to select the variables you want to split test at specific areas of the campaign, including creative delivery, optimization, audience or placement. Some split test examples include men age 21 to 30 versus men aged 31 to 40. Now, the split test could be people living in Los Angeles versus people living in New York City, or a custom audience of people who've recently visited your website versus targeting a relevant interest in the detailed targeting section. So some best practices for split testing. Make sure to check out this Facebook link. But again, always test one variable at a time for more conclusive results. Also focus on a measurable hypothesis such as optimizing for cost per action. Third, use a big enough audience for the test. You can't properly split test a thousand people. You want to test a broad audience to get the results? Fourth, use an ideal time frame. Four days on average is a great split test dynamic creative With the dynamic creative option enabled, you can upload multiple creative assets such as videos, images, titles, descriptions, and call to action buttons. Dynamic Creative will then find optimized ad creative combinations by taking multiple ad components or assets. You provided these headlines, images and so on and automatically generate combinations of them. Dynamic creative will then optimize the creative components that deliver the best results for each impression served. Then your dynamic creative ads will show your targeted audiences the highest performing creative combinations. So who is dynamic creative for? The dynamic creative option is a great tool for Facebook advertisers with many assets who want to learn what creatively resonates with their target audience. So a pro tip here. Dynamic creative is not a substitute for split testing. I will only use dynamic creative to find my top performing creatives from the hundreds of options I supply titles, images, so on. Then I will take these winning ad creative assets derived from the dynamic creative ad and put them into my new split test campaigns wearing these new campaigns. I'm just testing the targeting at the ad set level. Again, those split tests are one variable at a time to see what audience drives the best results. But I use dynamic creative to figure out the best creatives for me. Now I just have targeting to figure out at the ad set level. I like to compare dynamic creative to machine learning. It is a Facebook tool that helps me identify my best ad level creative assets. Then I use these winning creatives in my new ad set level split test campaigns. Once I have my ad sets optimized paired with these winning creatives, then I can scale up my budget on the winners and shut off the losers. So dynamic creative enables you to upload these individual creative assets. Then Facebook will generate multiple variations of these individual assets and optimize it to find which assets performed best in this campaign. So you can create a better ad based on all the best creatives. So some best practices for dynamic creative ads. Check out this website link. But as you can see in the image, there's many areas we can test the text in our ad, the images and videos, the headline, the link description, the call to action button. So we're on a traffic objective ad on the ad set level under dynamic creative. Just toggle on this option. So as you can see, it is on the ad level that you will add all these dynamic creative assets you want to test. The five test options are text images and videos, the headlines descriptions, and the call to action buttons. Keep adding the creative assets you want to dynamically test. Make sure to check out this Facebook link for understanding the results of your dynamic creative ad, But simply you can go to ads manager, select your campaign, just click the check box that you enable dynamic creative for, and then navigate to the ads tab where you're testing these creatives. Right? Once on this ads tab for this one campaign, click the breakdown menu in the top right corner. And in that dropdown, choose buy dynamic creative asset, and then you can select which creative asset you want to sort by, whether that's images, the URL text headline. Once you select one of these breakdowns, you can see how each asset performed. Special ad category. If your business falls into one of these categories, some audience selection options will be unavailable. If your type of ad falls into one of these categories, make sure to select one of these options on your campaign objective selection page. If you don't, Facebook can disable your ad account. So when creating your special ad category ad, you will see the limitation details at each step. So as you can see, I selected housing. Some limitations include I can only target all genders age 18 to 65 plus limitations at each step. Building a Facebook ad so some ad copy tips. Your goal is to add value to this user's Facebook experience. People are on Facebook to share with their friends and family. Facebook users don't like being hard sold X, Y, Z product or service. People go to Amazon to shop and Facebook and Instagram to be social. So when creating your ads, think of your end customer with this mindset. Simply start the relationship with them. Offer value, be casual in your tone and text and share things worth sharing. Grab your users attention as soon as possible with your text and headlines. People

love actionable steps. For example, steal this headline seven Things to Know before You X, y, z. Don't be salesy. Read your ad copy out loud. Would you say this in person to your potential customer? Do not sell your products features. Rather focus on the benefits your customers will gain and how it will help them. Always think in the customer's perspective. First, make sure to check out these seven best ad copy examples at course. envy.com/facebook ad copy examples. So some add media tips. Facebook and Instagram are social platforms. Try to always include people in your images and videos. Example I love using my clients, actual customers or staff in photos paired with testimonial ad copy or even behind the scenes stories. Ask yourself before you create any ad image. Would I share this with my friend or post it on my own feed? Do not use stock photos or photos you don't own the rights to. This is the fast track to getting a trademark infringement lawsuit slapped on. You. Try to test at least three images and two videos in every campaign you run, the more the better. I am always surprised by which piece of media drives the most clicks and lowest cost per action. Test. Test. Test. Finally watch me create an ad for a client and then toggle off the winning and losing ads. A few days after testing. Pro tip test. A bright, attention grabbing color and frame around your image for a split test. Take some time to play around with all these fields on the ad level as it takes some time to see which field changes which part of the ad itself. For image editing, I suggest canva.com. Not only can you edit social media images at Canva, but they also have a nice selection of templates, graphics, buttons and much more to use for free. Video ad tips. I see some of my highest RMI ads come from video ads specifically using videos in awareness and conversion objective campaigns. Pro tip. Over 80% of Facebook video views happen with the sound turned off. So this not only tells you the importance of enabling and completing your captions for every video ad you create, but also how important visually engaging content is. Since you should never rely on your voice or script alone to make a sale, make sure to check out this link. How to create a Viral video at course.com/how to create a Viral Video. So how do we caption videos? Once you upload a video at the ad level, click the edit video button captions display text on your video when the sound is off. This is perfect since 80% of videos are played this way you can generate captions automatically or upload your own SRT caption files. Make sure to select or create and upload a video thumbnail image that is attention grabbing. Make sure to check out this link of the top 20 thumbnail tips. Canva.com Slash Learn slash YouTube thumbnail. How to reverse engineer ads. Go to Facebook.com, slash ads, slash library and search for your competitor's Facebook page or any major brand as they have a team of marketing employees creating their ads. So their examples are prime for borrowing for your own ads. Review that company's current active Facebook ads. Play Play Stop Start Play Play Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! 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Targeting business owners on Facebook can be done via targeting Facebook Page admins in the Detailed Targeting section while creating Facebook Ads. Simply search "page admins" via Facebook behavior targeting: Another Facebook behavior targeting I like is Behaviors > Purchase behavior > Engaged Shoppers. This behavior instantly find people who shop online! Facebook Ads Targeting Competitors Creating Facebook Ads targeting competitors is one of my favorite ways to steal customers from my competition! Notice the "Additional Interests" in the image above. This is the Facebook Page for the actual brand "Khan Academy". Users had to physically go to this Facebook Page and like/engage with them. I prefer targeting these types of users over the generic Facebook ads targeting interests, like my fourth selection under Detailed Targeting "digital marketing". This "digital marketing" targeting is depending on the Facebook algorithm to find users interested in this topic (i.e. they have engaged with pages and posts similar to this interest). While this is a great area to split test, I personally see the better ROMI (Return on Marketing Investment) from targeting specific brands' Facebook pages over just the interest. Also, notice I am not using the "Exclude People" or "Narrow Audience" options below the Detailed Targeting field. By using just the first Detailed Targeting field "Include people who match" I am telling Facebook to find anybody who likes Khan Academy OR Neil Patel OR Udemy OR Digital Marketing, hence why my Potential Reach for this ad is 26,000,000. If I know for sure my audience doesn't like XYZ interest, I will EXCLUDE it. You can also split test ads targeting smaller, laser-focused audiences by using the NARROW AUDIENCE option below the Detailed Targeting field. For example: Just keep an eye on your "Audience Size" in the right sidebar as smaller audiences are more expensive to target (this is an estimate of the size of the audience that's eligible to see your ad. It's based on your targeting criteria. This is not an estimate of how many people will actually see your ad.) A large potential audience lets Facebook look for the lowest cost results. I typically prefer casting a wide net with a Potential Reach of 1,000,000 or greater, then I will create Lookalike Audiences of the varying Custom Audiences I have from this broad audience ad. Facebook Ads Targeting Facebook Groups I get asked this question constantly... "How do I target Facebook Groups?". Sadly, this is not possible. But, there IS A HACK for targeting this audience. Simply JOIN the Facebook Groups you want to target. Interact with the groups and become a valued member. Then and only then, create a blog post or webpage on your website that PROVIDES VALUE for free (like this blog post). Make sure the Facebook Pixel is installed on your website and then create a Custom Audience of this specific website you share with the Facebook Group. Create this audience via Custom Audience → Website → "People who visited specific web pages". The Custom Audience will capture all the traffic/users who clicked the link in the Facebook Group, then you can target these group members via this Custom Audience (via the AD SET level) in future Facebook Ads. This is my favorite HACK alternative for Facebook ads targeting groups! EXAMPLE: Advanced Facebook Ads Targeting We recently added a client to our Facebook Ads agency that owns a company that sells stationary exercise bikes. Their website was brand new and had ZERO traffic, so we couldn't depend on the Facebook Pixel and retargeting Custom Audiences alone. We had to "feed the Pixel" data. We did this with top-of-funnel traffic ads targeting our "perfect customer". To find our perfect customer, we did a lot of Facebook research to find pages and interests similar to our client's brand. This was our final top of funnel targeting: As you can see above, my research about this client's "perfect customer" shows in my top of funnel targeting. Their company can only ship to the USA and Canada, so my ads only target those two locations for this Facebook ads location targeting. Now if I have a client that only has one store in Los Angeles, I could enter that city and add a radius for this ad to only appear in that area. Next, after some research on Google, I found the average age for fitness equipment occurs for men and women between the age of 24 and 64. Finally, is our detailed targeting. Since this is a top-of-funnel ad, we want to target a BROAD audience (i.e. 1 million+ in size!) So first, the exercise bike costs over \$1,000, so I knew lower-income users will not be interested, so I targeted the top 50% of incomes. Next, I targeted the interest of "indoor cycling" and will let Facebook hopefully find users that have shown interest in this topic. Finally, I targeted specific Facebook pages (i.e. brands!) This includes the very expensive exercise bike brand Peloton, as well as various indoor cycling class brands like SoulCycle. I will split test ad content until my campaign is getting the lowest cost per click, then I will slowly scale up my ad spend on this top of funnel ad. Once my Custom

Audiences build-up to 1,000+ users, I can create retargeting ads on them to close the sale! Facebook Retargeting Ad Example: I will create a Conversion Objective campaign targeting my Custom Audience of "Add to Cart" traffic, but exclude the Customer Audience of "Made a Purchase" traffic... so this means I am targeting very HOT users that are ready to make a purchase, but maybe just got busy with life! This retargeting ad will remind them to finish their purchase... I will even split test offering a 10% off coupon in one ad to see if that helps close the sale! Advanced Facebook Detailed Targeting Strategies The key to all Facebook Detailed Targeting is TESTING! Split test one variable at a time to identify what is working with your audience! Test one interest at a time, one location, one VARIABLE per test campaign so you can identify not only what audience is getting you results, but also optimize for the lowest cost per action as well be testing these winning variables together in new ad campaigns! Continue Learning Facebook 15,383 views 0 comments 4 likes. Post not marked as liked 4 Recent Posts See All Facebook Custom Audience Tutorial - How to Create a Custom Audience in Facebook Create Facebook Custom Audiences for retargeting warm traffic on Facebook and Instagram. Our highest ROAS Custom Audiences are Lookalike... 172 12 3 likes. Post not marked as liked 3 Facebook Commerce Manager + How to Add Products to Facebook Catalog 375 5 4 likes. Post not marked as liked 4 Facebook New Pages Experience Tutorial 2024 Facebook New Pages Experience Tutorial 2024 421 9 2 likes. Post not marked as liked 2 Comments Write a comment... Contact 1003 E 4th Pl Los Angeles, CA 90013 info@coursesenvy.com Quick Links CONTACT US Terms & Conditions Privacy Policy Legal Affiliate Program Join our FREE Newsletter! JOIN NOW Instagram YouTube Facebook © 2015-2024 Coursesenvy LLC, All Rights Reserved. Coursesenvy is not an accredited university and we don't confer traditional degrees. Coursesenvy is a professional internet marketer. Their success and the income possibilities mentioned by their students is not typical and is not a guarantee you will make money. You could make more, less, or none at all. The material provided is for educational purposes only. Everything expressed here is Coursesenvy's opinion and not official investment advice. Coursesenvy is not a financial adviser and is not a broker-dealer. Investing involves a high degree of risk and should be considered only by persons who can afford to sustain a loss of their entire investment. We are paid affiliate commissions, referral fees, or we may receive other considerations, any time you purchase any third-party products or services through this Website. We also receive consideration from such third parties in connection with our endorsement or honest review of any of their goods or services. This site is not a part of the Facebook website or Facebook Inc. Additionally, This site is NOT endorsed by Facebook in any way. FACEBOOK is a trademark of FACEBOOK, Inc. We use cookies on our website to see how you interact with it. By accepting, you agree to our use of such cookies. Privacy Policy Settings Accept Close Save

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursesenvy Lecture thumbnail 0:31 / 15:22 Facebook ads, budgets, bidding and schedules. Facebook enables you to adjust your Facebook ads, budget bids, schedule and delivery, all via your ads manager. Your Facebook ad budget is the amount of money you want to spend on showing people your ads while your bidding helps control your cost per result. So in creating your campaign, your first step under campaign objective is to scroll down and toggle on advantage campaign budget. Then you will have the option for campaign budget either daily or lifetime. Advantage Campaign budget distributes your budget across ad sets to get more results depending on your delivery, optimization choices and bid strategy. So how does this work? Campaign budget optimization enables advertisers to allow Facebook to distribute their budget across ad sets so they get the best results for their campaign. So without campaign budget optimization, your budget will split equally with campaign budget optimization. Facebook will do some built in testing for you and then deliver the most budget to the winning ad set. Facebook uses Advantage campaign budget to optimize and distribute more of the campaign budget to the highest performing ad sets. So to get the most out of advantage campaign budget, you will need to add multiple assets to your campaign, i.e. a split test. So in your ads manager check mark the campaign. You want to add an ad set to. Click the ad set level tab, then click that green create button. This will add an ad set to your existing campaign. So here's a visual of how to add ad sets. Navigate to your ads manager. Check Mark that campaign name. Click the ad set level tab, then click that green create button. As you can see, we've created an ad set to split test in this existing campaign. Remember Target one variable per ad set. This is so you can tell which variable is deriving the best results. So budget types, there's the daily budget, the average amount you're willing to spend on a campaign every day and lifetime budget, the amount you're willing to spend over the entire duration of a campaign. We typically choose daily budget and then we toggle off campaigns. As we see winners and losers appear. Daily budgets have two schedule options you can select on the ad set level run my ad set continuously starting today or set a start and end date. So unless I'm running a promo or helping a forgetful client build ads, I will run continuously. Why? Because like I said, we're constantly ab split testing ad sets and ads. So I either daily come in and check and toggle off the losers or scale up the budget for the winners, the ones that are converting split test everything to force Facebook ad spend for each variable. For example, I will split test an ad targeting three different countries via three different ad sets, one country per ad set, and all of these ad sets fall under one campaign and it will evenly distribute the budget until it finds a clear winner. And then it will deliver most of the budget to that winner. Lifetime budgets, on the other hand, require you to set the lifetime date range under the budget and schedule section of the ad set. So you need to set that start and end date for this lifetime. Ad scheduling only works with lifetime budgets. Ad scheduling is great if you know your target markets, active time on Facebook or if you only want to target people when you are open, such as your local market from 9 to 5 or from 8 a.m. to 8 p.m. when they're awake next to find your users, most engage times, analyze your Facebook page insights or your e-commerce purchase times. Your ads can be served in your ad account, time zone or your viewers time zone. For example, in this screenshot for this client, I am running these engagement messenger ads only when they have an employee in office to reply to these questions via their Facebook messenger. So that's 9 to 5 Monday through Friday. So next we're going to look at the performance goal section. This is on the ad set level under conversion, Your performance goals help meta understand how you measure success for your ads. In the Performance Goals section, you will choose how you want Facebook to deliver ads to people based on what you're trying to achieve. Your selection affects who sees your ads. Each ad objective has varying

ad delivery options, but the default selection for each is what Facebook has optimized for that ad objective type and 99% of the time performance goal default settings get the best results from our split tests. These optimization methods are typically CPM or cost per impressions, which is cost per 1000 views of your ad or CPC cost per click, or even CPA cost per action such as app install. I will use the default setting for ad delivery typically as Facebook has way more data than me. So you may know the saying if it's not broke, don't fix it. But this is a worthy split test variable. Once you are to the fine tuning stage of split testing and just optimizing for the lowest price per action you are seeking. Otherwise, stick with default for this. The performance goal options will vary for each campaign objective. Let's take a look at the unique options at the ad set level for a few specific campaign objectives. So first, create your campaign and at the ad set level under conversion, scroll down to performance goal. Here you can click that dropdown menu. For example, for a traffic campaign, the default is maximizing number of landing page views. So yes, we want to maximize the number of people landing on the website we select at the ad level for this traffic objective. So first awareness campaign specifically REACH. So our performance goal at the ad set level is maximize reach of ads. And something unique about this is the frequency cap. How often do we want people to see our ad? So for an awareness campaign, the default is one impression every seven days. So a frequency cap we see success with is one impression every 3 to 4 days. So every 3 to 4 days is the minimum number of days that should pass before someone can see your ad again. So if I have a small target audience, maybe a customer list, and I don't want them seeing my ad every day because of ad fatigue, I'll spread this frequency cap out so they only see my ad once every 3 to 4 days. Next is an engagement campaign with video views as our engagement type through play is the default optimization and billing option for video views. Campaign objective through play allows advertisers to optimize and choose to pay only for ads that are played to completion. This is great for short videos or at least 15 seconds for longer videos. I see the best return on my client's ad spend selecting this optimization option through play. Next is a sales campaign with the conversion event of purchases. So for this sales campaign, with purchases as the conversion event goal, we want to maximize the number of conversions. So we select that performance goal for our conversion event. Next is the optional field of cost per result goal, and we leave this blank. We know our break even cost for all our clients products and services, so we don't want to influence the meta algorithm to overspend if we set this incorrectly. So we know when we look at our reporting in the ads manager, we can look at the breakdowns and see our cost per result and toggle off the winners and losers accordingly. So from our split test, we don't need to set this cost per result goal. Finally, we like to track conversions attribution for both clicks and views. This is people who see your ads. I want to attribute it to this ad for seven days after clicking and one day after simply viewing. So they view the ad and scroll right by. But what if they saw your brand name, went and searched your website? We can attribute it to this ad, then Facebook ad bidding. The first thing you need to understand to master bidding on Facebook ads is that your ads are all part of an auction. When you're creating a new Facebook ad campaign, you're joining a giant worldwide auction and bidding to show your ads to a specific targeting group. Facebook ad bidding strategy is often debated online. Should I use auto bidding or bid myself? Sadly, there is no right or wrong answer here, but my philosophy comes down to three things. Facebook has pumped billions of dollars and ads through their platform, their algorithms and automatic bidding. The default system is very optimized. Number two, if you have a limited budget, limit your bid cap price. But know this will limit your impressions. The times your ad is shown. Number three, if an ad proves it has a high conversion and return on ad spend manually set the cost cap the highest you can while still being profitable for each conversion to assure your ad appears in front of your desired audience and you are still profitable. The default campaign bid strategy is highest volume, which is Facebook's automatic bidding option I use for nearly all our clients ads. Next cost per result goal. You can manually adjust your average cost per goal. For example, cost per click by changing the bid strategy to cost per result goal. So again at the ad set level by setting your cost per result goal, you're selecting an average cost per result. Your ad will appear in ad auctions with bids above and below this set average cost. Next is bid cap. You can manually adjust your MAX bid by changing the campaign bid strategy to bid cap under ad set. This is your max bid. Your ad will not show if the ad auction is greater than your bid cap or your bid control for Max ad exposure. Set this bid cap as high as you are comfortable with and still profitable with for limited budgets. Lowering this bid cap will limit your reach. Instead, just leave the campaign set to default bid strategy cost per result goal versus bid cap so you use cost per result goal. If you have a specific cost goal. If you don't set one, Facebook's ad system will focus on spending your entire budget and getting the most results i.e highest volume. By setting a cost control, you're telling Facebook which results to spend budget on next. Use a bid cap if you want to control your maximum bid in every auction. If you don't set one, Facebook's ad system will focus on spending your entire budget and getting the most results. So by setting bid control, you're telling Facebook how to bid on results. Your final cost is not equal to your set bid. Auto bidding targets the cheapest bidder, i.e. the lowest cost option. The default manual bidding should only be used when you know your cost per action and are willing to pay or bid for that higher quality user. A user less likely to click on Facebook ads and therefore not delivered ads often unless the advertiser is willing to pay more to do so. For example, if you need to spend less than \$20 per conversion to still make a profit based on your product's profit margin, cost bidding is a great option to test for your next conversion campaign while your bid may be set at \$20, Facebook is seeking the most results with your budget, which may come in at a final cost of 19 or 21 per conversion. Remember, your final cost is not equal to your set bid. As for Facebook delivery, delivery on Facebook means they have shown your ad to someone in your target audience. Facebook delivers your ad to people most likely to get you the result your campaign is optimized for and at the cheapest cost possible. The two delivery types you can choose from include standard and accelerated. So look at this graphic. Each line represents an ad set with a \$15 budget. The x axis is time. The Y axis is percent of budget spent. So look at the top gray line. This is an example of spending your budget on an accelerated delivery schedule. The middle blue line is an example of spending your budget optimally each day via standard delivery. The bottom red line is an example of spending your budget too conservatively and underbidding, not using your entire budget, therefore not delivering your ad to many people in your target market. You'll need to select the campaign bid strategy bid cap in order to be able to select accelerated as your delivery type. My go to selection and best return on ad spend for our clients after years of split tests is the default. Facebook, Meta, Instagram. They all have a ton of data. And they're using AI and machine learning to optimize these ads to get

you the best results. They want to keep you as a customer. So obviously the default settings are typically the best. So this means advantage campaign budget toggling that on and using two or more ad sets so it can optimize and distribute those budgets across those assets. Next is daily budget. Then for the campaign bid strategy, I select highest volume for ad scheduling. We run them all the time and target our specific locations such as USA and then at the performance goal on the ad set level. We leave that the default for our selected campaign objective. Play Play Play Start Play Play Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:01 / 27:54 The complete Facebook split testing guide. Split testing is a crucial part of creating Facebook campaigns. The goal is to test one variable difference at a time in Facebook campaigns to identify the best combination of variables. This can mean testing a different image ad copy, call to action button audience or targeting placement and so on. Just make sure to test one variable at a time. Otherwise, if you test multiple variations in a new campaign and that campaign performs better, you won't be able to tell what variable was the cause. By testing one variation difference at a time, you can identify the cause of the success or failure from campaign to campaign. Think back to your high school

science classes and hypothesis testing. You would have your control group. Then you would change one variable in the test group in order to document the differences and results. AB Split testing allows advertisers to easily test the same ad on two different audiences to see which audience the ad performs better with. Advertisers can use split testing to interpret how changes in different variables might impact their ad success. To get the best results from your Facebook ads, you have to test different versions of ad creatives at the ad level and test targeting and audience at the ad set level of our campaigns. To test different ads and ad sets, we can do ab split testing in our campaigns. After doing AB split testing, we can easily find which variables are best for our campaigns or which ones are not. Now let's first cover how we can do manual split testing at the ad set level and ad level. Remember my pro tip always test one variable at a time. Manual split testing at the ad set level. At the ad set level, you can do split testing of all the different targeting variables you want to test for your brand and business. You can make split tests of different ad set targeting varying locations age, custom audiences, lookalike audiences, gender languages, detailed targeting, connections or placements. For example, men versus women in the first ad set will target men. In the second ad set will target women. Step one Create your main ad campaign. The first step is to simply create your main or base ad campaign. Create what you feel is your best targeting and ad creative. Typically, a broad campaign. Publish that campaign. Then navigate to your ads manager. This campaign will act as the foundation for your split test created using the duplicate feature. So once you publish your campaign, head to your ads manager and click that check box next to the campaign name you just published. Then click that ad set tab. How to Duplicate Ad Sets. Manually Split test an ad set via the duplicate button in your ads manager. So we're on that ad set level. Select the check box next to the ad set name you want to duplicate. Then click the duplicate button. A pop up will appear. Choose to duplicate the ad set in your original campaign. Click that duplicate button. Now the edit menu will expand where you can edit the campaign ad set and ad by simply clicking each option. So as you can see, my duplicate ad set was created and it's called copy. So now I just click that ad set to edit that ad set. Remember, edit one variable in the new duplicated ad set split test such as targeting a different interest than we did in the first ad set. So say we want to split test three different interests. Dogs, cats and pets. You can click those three dots, the menu next to the ad set and select quickly duplicate from the menu to add a third ad set duplicate. Then you will manually edit the targeting for each ad set so each one has a different interest that you want to test. So as you can see in the copy, I change the detailed targeting to dogs. My first one being cats. Now leave the ad as is. Remember split test one variable at a time so you can identify which one is driving the most results for each ad set. After 1000 ad impressions, we will identify which split test or interests for this specific split test resulted in the most conversions. Then we will move on to split tests at the ad level. This includes fine tuning our images, video ad copy and so on. So now that I have my split test created, my first one targeting cats, my copy targeting dogs, I'm ready to publish this ad set. When creating a duplicate ad set, do note that if you don't completely exclude the first campaign's audience, there will be audience overlap, i.e. people seeing your ad multiple times, which isn't necessarily bad. It just increases your ad frequency, which can lead to possible audience fatigue and wasted ad spend. This can be prevented via excluding audiences at the ad set level. Let me show you an example. You can exclude your first campaign's target audience in your second split test via the exclude link under custom audiences and under detailed targeting. So from our example earlier, I targeted cats as the include interest in ad set number one and used a photo of pet toys for ad number one. In the second ad set, I targeted dogs as the include interest and again used a photo of pet toys for the ad under ad set number two. Once I identify my targeting at this ad set level in the future, I will begin split test at the ad level. So figure out your targeting at the ad set first and then in the future you can optimize your ad. So for a true split test, we should exclude dogs from ad set one and exclude cats from ad set number two. Here's a visual example of a split test one variable per ad set and ad. So ad set one is targeting cat. Ad set two Targeting dog. Say, I wanted to test two ads right away. I could test that by setting up a total of four ad sets. So ad number one. Ad number two. Ad number one. Ad number two. So let's look at an example. Ad set. Split test. First, choose your objective and name your campaign. Always name your ad set so you can easily understand the variables just by reading the name in your ads manager. So if I'm testing dogs in the US for ages 18 to 24, I would go US 18 to 24 dogs. For this first ad set I have selected to split test age, this ad set will target users in the age group 18 to 24 in the United States. On the ad level, select the Facebook page and Instagram account. Then select the format for your ad. Note that we are only testing age at the ad set level for this campaign, so we will not be changing the ad for each ad set. We will simply duplicate and split test. Remember one variable total for each campaign duplicate so you can clearly identify which variables are equating results. So finish creating this campaign and publish it. Now go back to your ads manager and click the checkbox for this newly created campaign name. Once selected, click that ad sets tab. Click the check box next to your ad set name. Then click that duplicate button. In this duplicate ad set, we will split test our campaign targeting at a different age. So again, choose the original campaign option and set the number of copies to one in the pop up. Then click the duplicate button. Your total number of copies depends on how many variables you want to test. If you want to test just one variable or difference, then you only need to create one copy. Don't worry, you can always delete or create more copies later via this duplicate option. Remember, leave everything the same in the duplicate campaign except for one variable. This single variable is the difference you are testing. So first rename your duplicate ad set so you can easily understand the variables you are testing just by reading the names and ads. Manager. For this duplicate split test at the ad set level, I will be targeting the age group 25 to 54. Remember in the first one it was 18 to 24. So this one I'll name USA 25 to 54. Then I will adjust the duplicate ad sets at the targeting level of age to 25 to 54. Once ready, click the publish button. So for this example, there will be no audience overlap as ad set. Number one is targeting 18 to 24 year olds, and ad set number two is targeting 25 to 54 year olds. So we can analyze our campaign results via the breakdown menu. So when your ads manager, you can select the breakdown menu in that top right corner and choose various options to see who is taking action on your ad. So breakdown delivery. I select age and gender, as you can see in the results and ads manager. It breaks down by age and gender. Who clicked? Who took action? So for this example, you can see male age 35 to 44 led to the most sales. That is five inches the results column. So how long do I split test? Optimization is your ongoing job as a Facebook ad manager. You need to be split testing campaigns one variable at a time at all three levels. Objective ad set and ad to optimize for your key metrics, which is typically seeking the lowest cost per

conversion. You should shut off non-performing ads poor results every 3 to 7 days or once your campaign reaches 1000 impressions, whichever comes first. From my experience, 1000 impressions is enough volume to know which ads are winners and which ads are losers. Combine the winning variables and keep testing. Once you start to identify your best audience and best ad creatives, combine them into new campaigns to confirm they indeed are the best variables. If not, keep split testing. Once I find a few winning campaign combinations, I will slowly scale up their budget 20 to 30% every 2 to 3 days until I am at a daily budget I am comfortable spending or I will just keep scaling it. I am constantly testing ads to find more audiences and to obtain cheaper results. Once you get a few of these winning ads, they truly can become evergreen or lifelong ads for you. If it's profitable, I'll keep scaling it again. The variables you test can be anything you want. If you aren't certain who your target market is, split test to find out. Split test locations. Age. Gender. Languages. Interests. Placements. Connections. Custom audiences. Lookalike audiences. The list goes on and on. Just keep creating duplicate campaigns and edit each version one variable at a time. You can split test as many variables as you want in order to identify which ones perform the best with your target audience, such as which audience drives the lowest cost per click, which images have the highest relevancy scores, or what variables increase conversions while lowering your cost per acquisition? Watch me analyze Split Test Live on a client's account in this YouTube video link The course envy Super split test. When you enable campaign budget optimization at the Campaign Objective Selection page, each ad set you add under this campaign needs a minimum of \$1 per ad set. So if you are on a limited budget and want to test multiple audiences at once, this course envy super split test technique is perfect for you. I will toggle on campaign budget optimization and set my daily budget to \$30, therefore enabling me to create 30 ad sets and 30 different audiences to split test at once. So again, I'll create that base campaign, select it, go to the ad set tab, select that ad set, then click the duplicate button. In this duplicate pop up, select the total number of copies you want. So since we already have one ad set, I'll type in 29. So we have a total of 30 ad sets. Now, you might be asking, I can't think of 30 audiences to test. But you can test everything your potential target market may be interested in. Don't worry about audience overlap for this course and be super split test technique. This means excluding your other ad set audiences. Rather, we just want to quickly test one variable in each ad set and see what audiences show interest. Then we can narrow down our targeting in our middle of funnel and bottom of funnel ads. Nothing is set in stone with Facebook ads, and I love testing different ideas constantly. Like you should too. This course envy super split test technique is a perfect top of funnel campaign idea and a great way to find winning audiences quickly. Simply build this campaign. Let it run for a few days, toggle off the losing ad sets and scale up the budget on the winners. So at the ad set level under detailed targeting, this is where you'll analyze competitors. Browse various interests and identify those 30 split test. I've added four to this one. I'll obviously X off three of them and only target Coursera in one, add x in another, Udacity in another, Udemy in the fourth. We can browse search by interest for example. Do we know some demographics about our target audience? Maybe they just got engaged. Newly engaged one year. So we have a wedding band client, for example. It would be great to target men that are newly engaged because they will be in the market for a wedding band. So a great split test. Does your target market have a specific job? For example, chiropractor? So job title. Doctor of Chiropractic. Chiropractic Physician. And now we can search other job titles by clicking that. So job titles under industries and search. So using a mix of competitor pages, interest, job titles, life events. It's very easy to get up to 30 detailed targeting options. You can also look at your own Facebook page insights to learn more about potential target markets. Just navigate to your insights page and review your fan demographics. Another audience I see great results from is targeting engaged shoppers. For my e-commerce clients, an engaged shopper is based on behavior. These are people who have actually clicked on the call to action button shop now within the past week. So as you can see in my super split test, all 30 of my ad sets are ready to edit. I will change the detailed targeting in each one of these ad sets to a single target audience to test. Once you have edited the ad set name and the audience itself within the ad set, click the publish button. As you can see, these three arrows I've already edited the first three, the first one targeting engaged shoppers, the second one targeting the interest, Oprah, the third one targeting the interest Pb's. So I still have 27 more to edit. So more split test audience ideas include custom audiences. Can target all your website traffic, your top 25% traffic add to cart, initiate checkout your past buyers, people who have watched your videos. You can also target lookalike audiences. I'll target a 1%, a 5%, and a 10% for every target country. For every one of my custom audiences. I do see the best results from the 1% lookalike though. And finally, placements. I see great results from targeting only mobile for top of funnel ads. Facebook pushes most traffic to mobile anyway, so just claim a cheaper first touch point placing your ads only on mobile. Then I'll use automatic placements for retargeting ads. These are middle of funnel or bottom of funnel ads as warm audiences typically convert on any placement via the breakdown menu. Again, you can see which placement is driving the most results. This split test led me to testing more ads only on Facebook mobile as that is where most sales came from. So break down by delivery, select placement and there you can see Facebook, Newsfeed, Mobile app, ten of my 18 sales. Manual split testing at the ad level. So how do you duplicate ads? Manually split test and add via the duplicate option in your ads manager. Click the check box for your campaign name. Once selected, click the ads tab. Then click the check box next to your ad name. Then click that duplicate button. Edit one variable in the newly duplicated split test such as image. So once you click that duplicate, this pop up will appear. I will choose to duplicate the ad within this existing campaign. And then select how many duplicate ad copies you want created. If you want to test one variable or difference, only create one copy. Again, your edit menu will appear with your new duplicate and edit this single variable you want to test. For this example, I duplicated this ad for this campaign and will test a different call to action button in this split test copy. Other things I could test at the ad level include ad copy. That's primary text headline call to action button media. This is image or video. Once ready, click the publish button. My preferred way of split testing multiple variables at the ad level is via the dynamic creative feature. So notice these add another option links under each one of these fields. Split testing with dynamic creative. Dynamic creative takes multiple add variables such as images, videos, titles, descriptions, call to action buttons, and then creates creative variations for each person. Viewing your ad that you can later track in ads Manager to see what performed best. What drove clicks Engagement Conversions. Dynamic creative is a great optimization tool when you're not sure which ad creative resonates the best with each audience you target. So when creating your new campaign at the ad set level under

dynamic creative toggle that on with the dynamic creative option enabled, you can upload multiple creative assets. Like I said, images, videos, titles and more. Dynamic Creative will then find optimized ad creative combinations by taking multiple ad components or assets you provided, such as headlines and images and automatically generate combinations of them. Dynamic Creative will then optimize the creative components that deliver the best results for each impression served. Then your dynamic creative ads will show your target audience the highest performing creative combinations. So who is dynamic creative for? The dynamic creative option is a great tool for Facebook advertisers with many assets. You want to learn what creatively resonates with their target audience. I like to compare dynamic creative to machine learning. It is a Facebook tool that helps me identify my best ad level creative assets. Then I use the winning creatives in my new ad set level split test campaigns. Once I have my ad sets optimized, then I can scale up my budget on the winners and shut off the losers. So pro tip dynamic creative is not a substitute for split testing. I will only use dynamic creative to find my top performing creatives from hundreds of options, including hundreds of images, titles, and so on. Then I will use these winning ad creative assets derived from my dynamic creative ad into my new split test campaigns where I am testing targeting at the ad set level. Again, one variable at a time to see what audience drives the best results. Let's take a look at an example. So let's say I find two winning ad combinations after running a dynamic, creative campaign. Two of them equally performed the best. Now, if I'm testing two audiences, two different ad sets, that means I will have a total of four ad sets to properly split test this data further. So audience number one is in ad set one. And then my first dynamic creative combination is ad number one, and the same goes for ad set to ad number two. So make sure to navigate to this link for the best practices for dynamic creative ads to use dynamic, creative. Again, toggle it on at the ad set level. Note Dynamic creative is not available for all campaign objectives. Now, at the ad level, you will add all the dynamic creative assets you want to test. There are five test options, including text images and videos, up to ten total headlines, descriptions and call to action buttons. I love split testing. At least three images per campaign. You never know what people will engage with until you test it. Also, make sure to toggle on the optimize creative for each person as Facebook will optimize ad creatives according to what each user is more likely to click. As you can see, I am testing three images, two primary text, two headline and two call to action buttons. Facebook will automatically combine all these things and deliver the best performing one to my target audience. Go to see your dynamic creative ad results. Go to your ads manager. Select your campaign you enabled dynamic creative for then navigate to that ads tab. Click the breakdown menu on that top right side. Choose by dynamic creative asset from the dropdown menu. Select one of the dynamic creative breakdowns to see how each asset performed, such as by image, by text, by headline, and so on. As you can see, we tested four images in this campaign via the dynamic creative option. One image was a clear winner that we will now use in future campaigns alone since this split test was so definitive. 129 linked clicks for the winning image versus three clicks for the second place image. After getting your audience targeting optimized split testing, images and videos is the most important ad creative variable I have found. It can make or break your ads, as you can see here. I personally thought the green Lambo image would do best, but after testing the pink image is what my customers clearly preferred. Split test with images via carousel ads. You can split test images with carousel ads. This is at the ad level via format. Select the carousel format option. Select a different image or video for each carousel card. To review your carousel, click the columns menu in the columns Dropdown menu Select Carousel Engagement. Now at the ad level in the Breakdown dropdown menu, select Buy Action and then select Carousel card. Then you can see the performance of different cards under your carousel ad at the ad level. I tested three carousel cards, which were three separate videos for this ad example, but only two got clicks with number three performing the best with six clicks. So now I know I'll move forward with using that testimonial video alone. In an ad, you can analyze which carousel card gets the most engagement after the campaign reaches over 1000 impressions. Carousel cards are a great way to identify popular products, videos or images. Since the third card received the most clicks for this example, I will take this winning video and create Facebook post single video ads and much more with it. Facebook Ads Create a B test option. If you don't want to manually create split test, you can select the Create AB test option on the first step of your Facebook ad creation at the campaign objective level, click the Green Create ad button on your ads manager. Select your campaign objective, then toggle on the Create AB test. Select the variables you want to split test at specific areas of your campaign. So here we are on the campaign level. We selected our campaign objective and then scroll down, toggle on the Create AB test for some best practices on split testing. Go to this URL. These best practices include test only one variable at a time. For more conclusive results, focus on a measurable hypothesis such as optimizing for cost per action. Use a big enough audience for the test. Use an ideal timeframe for days. Average. Set an ideal budget for your test at that 80% plus estimated test power. Be sure to check out course [Tv.com](#) for more great resources. Play Play Play Start Play Stop Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSATIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the

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Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:02 / 1:20:52 Facebook campaign planning. What campaigns should I create? The first step you should take is nailing down your business's numbers and then working backwards to find your daily ad spend budget. So the first question what is your customer average order value? This is AOV for short. Even better, do you know your average lifetime customer value? This is over the life of a customer. What is their average Total value of orders? Payments that they have made to you. If you are a brand new business, you won't know your customer lifetime value, so you will have to begin with your AOV. Let's use our mod MBA course for this example. Ahmad MBA course. AOV average order value is 997. While we do have other affiliate offers and our ad management upsell contributing to our customer lifetime value, to make this an easier calculation, we will base our math just on our one time AOV, that one time order. So here's a pro tip rule you should write down. Your daily budget for ad spend is equal to ten times your CPA or cost per action. This is the optimal budget for collecting enough data via Facebook ads. Anything less and you won't be collecting enough data in order to optimize your ads. So what is CPA or cost per action? This is your ad spend divided by number of conversions. So an example, we run an ad campaign. It is viewed 5000 times. It receives 200 clicks and there was a total of 20 conversions. The total ad spend was \$200. So how do we calculate the CPA ad spend divided by number of conversions? So 200 divided by 20 equals \$10 cost per action. So if you're just starting out, you haven't run any ads, you've never sold your product, you won't know your CPA yet. So we need to start and we need to start testing. But at minimum, you do know your product and services cost. What does it cost to make? What are your expenses? So again, our mod MBA example, our AOV equals 997. The average order value our expenses and cost of goods per order equals 947. So our average order value minus our expenses equals our profit per order \$50. So our break even CPA, that means I won't make a dollar at this cost is \$50. So this means we can spend up to \$50 per action. That is total ad spend per order and still break even. This means we can profit on any CPA up to 49.99. It may be only one penny, but it still is profit. So our goal is to get our CPA under 50. So we want to optimize our ads to get this lowest CPA. So now it is time to start testing ads to find our actual CPA and then optimize our ads ongoing to continue to lower our CPA. So remember, my pro tip daily budget equals ten times your CPA. So our optimal budget for this specific product to collect enough data via Facebook ads would be ten times \$50 equals \$500 daily budget. So now it is time to split our daily budget over several key campaigns. Think of this as your customer's journey from cold, not knowing you all the way to making a purchase or converting. This is your time to present your brand as a solution to the user's problem. You'll use these ads to overcome customers objections. You'll use them to build trust until they finally convert to a sale. So first, top of funnel campaigns. 20% of my daily ad spend

budget is allocated to top of funnel campaigns. I use these top of funnel campaigns to feed the Facebook pixel. You need more data so you can keep growing bigger, better and warmer custom audiences and lookalike audiences. Top of funnel campaigns are for you to identify users interested in what you are offering. People who click, people who watch. People who engage with your ad, these are those people saying, Hey, I'm interested. These people will populate your custom audience for future retargeting, i.e. a warm audience. Then we'll use this custom audience data to create high quality lookalike audiences. So if you aren't sure of your exact target market, that is okay. That is what these top of funnel campaigns are for. Targeting broad audiences that are typically 1 million plus, for example, to target all potential business owners in a region. I will target 18 plus my region being USA. And then for detailed targeting under behaviors, I'll search business page admins. That is a very broad audience that is targeting everybody who has a Facebook business page, but a great top of funnel ad you are testing your content with a cold audience and seeing who says, Hey, that's interesting. This is the time for audience development and testing ads. At an ad's basic level, you are identifying X, Y, Z problem and offering a solution via your product or service. Rarely will a top A funnel ad directing people straight to your offer or product sales page convert to a sale. You need to first make your audience aware. They indeed have that problem that you are solving. Think of any infomercial you have ever seen. You need to remind people of a problem they have and then offer your product as a solution. Get them saying, Yes, I need that. So our goal is to find your perfect target market first. This is your ad set. This is where you select your audience. Then we can optimize ads later. So this means split testing at the ad set level one variable at a time. I will split test my top of funnel budget. Remember 20% of my total daily budget over the following three top of funnel campaign objectives, traffic, video views and post engagement. So remember 500 total daily budget times 20%. So 100 is allocated for my top of funnel campaigns so I could break that down. 33 to traffic campaigns, 33 to video views, 33 to post engagement. Now, I don't want you to write down that last slide and scribe it into stone. This is not a set rule. You could do \$100 all towards a traffic campaign. Say if you have a great blog post packed with valuable content and you want to just drive users there. But in that same note, we could include that blog post URL in a Facebook page post and then use a post engagement campaign to drive people to that great blog post. Or we could create a video version of that same blog post and then use a video views campaign to get people to see that content right on their Facebook feed. So you see what I did there. There's three ways for people to consume the same piece of content. I'm just testing to see what form of content works best with my target audience. Sometimes I'll get a cheaper cost per click via post engagement, then a traffic campaign. And sometimes people want to stay on Facebook or Instagram and watch that native video right in their feed so I can create that blog post as an engaging half text, half photo, 32nd video, and then target that video audience later. So long story short, I am amazed by the varying results I get from different niches on Facebook and different target markets. Sometimes I get cheaper link clicks from post engagement campaigns. Sometimes video views convert to sales at top of funnel. I just always suggest split testing content and ads to see what drives the highest relevancy and lowest cost per action for your brand. And I also highly suggest creating at least 1 to 2 videos so you can start building those video engagement custom audiences. Facebook highly favors video content in their feed. Like I said, this is native. This is a video uploaded to their feed. People don't leave Facebook. They stay on Facebook to watch it. So take advantage of this. I see some of my best returns on ad spend from driving people directly to my video or webinar via a video view campaign. Then I retarget that video engagement custom audience with a conversion campaign and a purchase event. So my top of funnel campaign is a video view. Then my middle of funnel is a conversion campaign with the purchase event. This is a two step funnel that gets people to convert and buy again and again. So once you create a top of funnel campaign, toggle on the campaign budget optimization option at the objection selection level. So one rule allocate at minimum \$1 per ad set. Obviously that's just the low. It will be a lot higher because for my example, I'm allocating 100 daily budget just for this top of funnel. So as for split test, I suggest testing ten ad sets. So this is a single campaign. Say a traffic objective. And then under that objective there'll be ten ad sets and then the same dynamic creative ad under each one of those ad sets. So make sure to watch our lecture, How to Split Test Facebook ad sets to see how to duplicate ad sets and split test. So as for those ten split test ad sets, here's how I break them down. For six out of ten ad sets, I will select lookalike audiences of people who have taken action, such as leads purchases. The top 25% of viewers on my website, video views and so on. Next for three out of ten ad sets. Now, one note here. If you're starting from scratch and don't have any custom audiences or any lookalike audiences yet, this number will be nine out of ten ad sets. You can see how I favor lookalike audiences. They just perform better than targeting a straight cold interest. But like I said, if you're just starting out, we got to start somewhere, right? So I will target a cold audience, single interest, single demographic, gender, age, location or behavior in each ad set. Remember one variable per ad set. So it is a true split test. One pro tip is to sit down and create an avatar of your perfect customer. What do they do? What are their interests? What are their age? Where do they live? What are their behaviors? This is a great way to create different audiences to split test. Now remember, top of funnel Go broad. Here are some examples. Women 18 plus USA. That's a pretty broad audience, right? Or ages 25 to 44. USA or 18 plus USA dogs via detailed targeting or ages 13 to 18 USA manual placements. And then I select iOS devices only. This is a perfect broad audience for my client with an iOS mobile game specifically for teens. So we go very broad at top of funnel so we can start building our custom audiences with people saying, Hey, I'm interested now for my final one out of ten ad sets. We'll set this to the max broad audience targeting one country ages 18 to 65, plus all gender, all language. This is the fail safe asset in case you are targeting the completely wrong types of people in the first nine assets. Your relevant ad content will grab the attention of the correct users in this broad audience. So every three days or 1000 impressions per ad set, I will review these ad sets and toggle off the losers. But remember, top of funnel is for testing. So don't just leave the remaining nine ad sets after you toggle off one loser. Instead, add a new ad set to this top of funnel campaign to test new interests or maybe a lookalike at a different percent, i.e. 10% lookalike instead of the 1% lookalike I started with and so on. One of my best performing split test ideas is to duplicate winning ad sets and then just adjust the segmenting on the new test. For example, maybe I'll target men only in the duplicate or maybe an age segment of the duplicate or people in x state only. This segment test helps you narrow in on your perfect audience even further in these winning ad sets. So if you have a huge budget, you can start with, say, 50 ad sets targeting one audience each. But if you can only afford that 100 to 500 per day

for this top of funnel campaign, I suggest only using these ten ad sets and toggling off losers every three days and then adding new test audiences. I want to always have ten active ad sets in this top of funnel testing campaign. So as you can see, we are split testing a single audience in each ad set. So I'm at the ad set level tab. And then along the left side here, you can see I named each ad set with a specific interest or lookalike I am targeting. So at the bottom there's my broad audience. Then there's a lookalike audience of my buyers. Then there's the entrepreneurship all the way to the top where you can see the clear winning audience. Entrepreneur Magazine. That's the detail targeting. So to further optimize, I will duplicate this winning ad set, then adjust the audience to a smaller segment such as Men only. So you can see why I decided that based on the breakdown menu, so click the breakdown menu in the top, right? Right on your ads manager, and then select age and gender. And then I looked at my results. So a promising split test segment to consider would be obviously men. And if I wanted to go even further, I could choose just 25 to 34 for age. My favorite lookalike audiences. So take a screenshot of this slide because these are my go to favorite lookalikes. Now a warm custom audience is always best. This is someone who's already engaged with your post, your website, a video, and so on. But my second best favorite audience to target is a lookalike. Facebook uses hundreds of data points to find users that look and act online nearly the exact same as your custom audience. So take advantage of this giant data hold that Facebook has rather than targeting a broad interest. Why not let Facebook create a lookalike of people who have already engaged with your product? So one of my favorites website Custom Audience Visitors by time spent Top 25%. This removes users who bounce from your site right away. I don't want people who see my site or read for two seconds and then leave. I want to be focused on the people who are reading those long blog posts, engaging with videos, content, spending the most time on my site. Next Facebook page. Custom audience Everyone who engaged with your page. Then there's the Instagram business profile Custom audience Everyone who engaged with your business. Next video engagement. Custom Audience People who either completed or viewed at least 15 seconds of your video. This is called a through play. So this is what I touched on earlier. We can collect an audience of people who watch our entire video or a good portion of it and then retarget them on Facebook. But then the second best is creating a lookalike of this video engagement. Then your obvious fail safes are your website custom audiences of add to cart initiate checkout all website visitors. I like to create a custom audience for different time segments. Seven days. 14 days. 30 days. \$60. 9180. This way you can be collecting different sizes and different temperatures of audiences. Somebody who added to CART in the last seven days is pretty warm. They're ready to make a purchase. Maybe just something in their life came up and they and they couldn't finish the purchase. So retarget this hot audience of 7 or 14 days. But again, these are some great lookalikes, people who add to cart. I want more people like that. Right? So let Facebook go. Find people similar to people who initiated checkout. Add it to your cart. Visited specific web pages such as a landing page or a specific product page. And finally, are the customer list custom audiences? So don't just upload your entire email list here. Rather, segment the list by email subscribers, various leads from your varying lead gen and finally, buyers. I will also segment buyers by multiple purchase or single purchase. But if you're just starting out, don't have too many. You can just create one big bucket of all buyers for this customer list. This is a great thing to tell Facebook to go create a lookalike of, Hey, these people have bought. Go find more people like this. So eventually you want to replace nearly all of your cold traffic targeting, i.e., cold interest demo behavior with lookalike audiences. Like I said, six out of ten top of funnel. Ad set audience targeting should be lookalike audiences. Facebook builds the best lookalike audience with custom audiences of 1000 or more users. I'll say that again. A custom audience should be 1000 or more users before you create a lookalike. So while I could target a custom audience with a single person in it, you creating a lookalike audience of that single person custom audience is not going to be great. Facebook needs a lot of data. Typically, 1000 or more users before they can create a great lookalike audience. So just note that we can start retargeting custom audiences. The first day somebody lands on my website, they are in my custom audience. I can retarget them, but I can't properly create a lookalike audience of that custom audience until it reaches 1000 users. This is because you will eventually have custom audiences of thousands of users that have done that X, y, z thing, visited your site, clicked your ad, made a purchase. So by using Facebook's data, we can let them find users similar to our past converting custom audiences. Now, as I mentioned, we can always split test cold traffic for top of funnel testing campaigns. But from our extensive research running ads for clients, we see lookalike audiences perform the best for top of funnel targeting. So one of my favorite top of funnel ads is a post engagement campaign. So let me ask you a question. Why drive people to a lead capture page via a conversion campaign and pay 1 to \$5 per lead? Instead, publish a post to your Facebook page asking a question that will hook and inspire your target market to engage and comment on this post. Plus, users who comment have just made a micro transaction with your brand, which makes them that much warmer and closer to becoming your eventual paying customer. So I will typically target a broad audience with this post engagement campaign. My goal is to split test varying post with questions that will get my target market to engage and specifically get comments on the post, i.e. answers to the question for less than \$0.25 per comment. So as you can see in this post example, what is your business idea? What business have you wanted to launch but have yet to take action on? Your opinion matters. Comment your business idea below for feedback. We split test a few of these different posts. A few of these different questions. Ran a post engagement campaign behind each one and found a clear winner. These people who comment, just raise their hand and said, Hey, I've been wanting to start a business idea that would have cost 1 to \$5 per lead if I was driving people to my website and capturing their email. Yes, I'm only on Facebook with them, but I can message them. I can comment back. This is a way cheaper way of collecting audiences. Plus, we could integrate this with other softwares such as Manychat. We'll touch on that later. So think of these 25 cent leads that we can retarget via the custom audience Facebook page, custom audience, people who have engaged with any post or ad. So like I said, instead of paying up to \$5 for this email lead. I now have them in a custom audience. I can retarget later on or directly reach out to them via message and comment. So an added benefit of using a post engagement campaign is you can build up social proof on a post, likes, comments, shares, which leads to natural virality. People prefer to share or comment on a post that already has a ton of engagement. So pro tip here. A post with higher social proof will lead to more organic reach. From shares and cheaper costs per engagement with your post engagement campaign. Facebook will serve your ad at a lower cost per impression because of this social proof. Talk about win win.

Facebook wants to share posts that are getting engagement. They want to keep people on Facebook, right? They make more money. So one more quick hack. Whenever you find one of these winning posts and have decided on one to get behind, get yourself and a few friends or even you liking as different Facebook pages to like this post. So as you can see, we have a like a heart and a wow face that's just me liking his course envy liking as our course envy ad agency liking as mod NBA, but it catches people's attention instantly. Oh wow. Three likes already thousand people reached whatever. Right. So one more note on post engagement. Engagement is part of the ad relevance diagnostics. You can find this rating on the ad level tab in your ads manager. So once you find a winning ad post at any level, top of funnel, middle of funnel, bottom of funnel use at minimum a \$5 a day post engagement ad to boost up this relevance rating and continue to build social proof likes. Comments. Shares for these winning ad posts. Remember ad posts with no social proof equal more expensive ads When you have all three ratings of these ad relevancy diagnostics at above average, you will get way cheaper ads. So the perfect post equals one plus share per 100 impressions and again comments under \$0.25 each. So keep split testing post content to optimize for these metrics. Once you find that near-perfect Facebook post, you can use this post as your ad. So at the ad level, click edit and then under the creative instead of create ad click use existing post. So we can set this existing post for all of our ads for any campaign objective and maintain or even grow the social proof. So this is a great way to focus all of your energy down on a single post to build up those likes, comments and shares so you can search through all of your posts, both publish posts on your Facebook page and posts that are just ads by navigating to the page post page in your business manager menu. So just click your menu button in the top left corner in that dropdown select page post and it's here you can copy the ads, post ID, and then use it in all of your varying ad sets. So again, by doing this, you won't have a new ad post under each ad set, rather the same post. So all of the social proof, all of the engagement likes, shares, comments grows for just a single post. So just copy that winning ad, the one with the most engagement post ID here on the page post page. This is the post that got the most engagement for the lowest cost and has one plus share per 100 impressions and comments under \$0.25 each. Once we have that post ID copied, navigate to your campaign. Edit each ad again click that use existing post, then click the enter post ID link and then paste in this winning ad post ID. So here's a post engagement hack for you. After you spend all that money on ad campaigns, click the likes for that post on your Facebook page or page post page. In this pop up, click the invite button next to the Facebook user's name to invite them to like your page. So here's my final testing ad creative setup. This works for top of funnel, middle of funnel or bottom of funnel. We have our single campaign objective such as traffic, and then under that I have ten ad sets and under each ad set I have one dynamic creative ad, So this is ten total images and videos using five variables for each dynamic creative asset. So a pro tip for duplicating split test. Create the dynamic creative ad under a single ad set. First, this will be your base broad targeting ad set. Then you can easily duplicate the ad set under this original campaign ten times. That is ten ad sets and then edit each ad set to a varying single audience for split testing. So as you can see in this screenshot, I have my individual campaign created with one ad set under it and one dynamic creative under that. I click those three dots next to the ad set name, then I click duplicate. Now we go to the ad set level. And turn on dynamic, creative. So toggle that on, click Continue. And now on the ad level, we can fill out all these dynamic creative assets, select our page, scroll down here. There we go. Select images, select videos, select up to ten total. So I usually like to split it five images, five videos. So I'll just select a few here for this example. Okay, then select videos. Okay. There's our ten total variables there. Now we want to fill out our dynamic creative assets below here. So add another all all these, add another options here. First, I'll fill out the website. So there we go. We want to add another option for each one of these dynamic creative options. Primary Text Headline. Obviously this is just filler placeholder for you, but this is where you test all five. We have two of five here. Test all those variations you can think of and Facebook will dynamically test each one of these assets and create combinations of ads and tell you which ones are resulting. In the highest clicks. In the highest engagement. So test all of these. Try to test five variables each. So there we go. We have this created. We have our broad audience here. We're on the audience. The ad set level United States living in 18 to 65. That's as broad as we can get, right? So these three dots click that action menu and duplicate. So original campaign. Yes, keep that selected because we want it under that original campaign. And then I'll change this to nine. So in addition to our initial one, that is ten total assets, then duplicate. There we go. There's our ten. Now our ad is set Right now. We need to just go in and change each ad set, one single audience per ad set. So change the name of this. Dogs will be our interest. So type in dogs to detail targeting. There's our interest. Okay, There's our first one. Now we go through. I can check and make sure this ad looks right. Great. See it duplicated. Fine. As long as I create it correctly. Initially, the duplicate will be the same for each ad set. Right. So now our second ad set. I want to change to marketing. Okay, scroll down to detailed targeting. I'll look up that interest. Select that. There we go. And continue. So on. So we have one interest per ad set. So let's do a custom audience for this one so you can see that. Website clicks. Okay, so that's all website clicks for learn dot course envy. So I'll copy that name and throw it in the ad set name. There we go. So continue to do this for each ad set so each one has a single target audience. Then publish top of funnel content. People hate being sold. People are not on Facebook to buy. They are on Facebook to see what their friends and the pages they like are up to avoid selling right away unless your product is under a \$30 price point. Anything under this price point is considered an impulse buy. Think of infomercials. 1999 9.99. Right. So never target a cold audience with your sales pitch. Otherwise, you need to nurture the relationship and build trust with this potential customer. Since your ad is interrupting their normal newsfeed. Give away value at the top of funnel, then retarget these warm custom audiences later in the middle of funnel and bottom of funnel campaigns. Don't rush the sale. Here's a list of my favorite top of funnel content to promote to cold audiences. Polls, surveys, quizzes and questions. My first suggestion Use software. I'll show you a few later. Or you can simply ask questions in your ad copy that make the users want to reply via comments or click that. Send message call to action button on the ad itself. So this depends on which custom audience you want to build. Next videos. These can be commercials. These can be educational. These can be entertaining or they can be a mixture of both. Those are the best. One of my favorites is Squatty Potty. So I'm sharing this slide with you. Make sure to come to this slide and click this hyperlink URL so you can watch the Squatty potty commercial. Next, our list, i.e. top ten ways to do X, y, Z. The seven best products for x, y, z. These can be blog post lists. These can be videos of those blog post lists. Just offer free value relevant

to your target market. You want your relevant target market to raise their hand saying Oh, that's similar to something I need. Contest and giveaways. I do warn these can attract freebie seekers that aren't easy to sell to later on. So think of win win giveaways if you are going to create contests or giveaways. For example, my restaurant clients. An offer I'll do is a free slice of pie or a free ice cream with any order. You're getting the customer in the door and still making some money. And finally, lead magnets. This can be a free course, free e-book, free tutorial, a video, a coupon, a free product, anything. Come to my website and get this thing for free. So yes, you could collect a lead here or an email address, but typically I like to use lead magnets that collect an email address at least one step lower, maybe middle of funnel. I'll just drive them to my website where there's something free, no email required to really build that trust for top of funnel. But if you're tight on ad spend and you want to test a two step funnel, you could start with a lead magnet here and then retarget that custom audience or email list with your sales offer at the next step of the funnel. So a pro tip, try to test at least two different top of funnel ad content options from these examples above each offering a different value proposition. This way you can see what content resonates with your audience. So why questions and polls? Think of some of the biggest blogs online Huffington Post, BuzzFeed. The examples are endless. Go and look at their trending most popular content. One of the top posts will most likely be a quiz or a poll. So why people love themselves and they love sharing the results on social. This means built in organic reach because they're sharing it with their friends. People want to answer questions and polls about their favorite topic. Me, myself and I. You can get very personal with your interactive content and collect a ton of info on your potential customer. Plus getting users to complete micro-transactions even if they are free, such as posting a comment or answering a survey. This gets them that much warmer and committed to your brand, making them easier to convert to a sale later on. So here are some examples. Here was a Disney ad Which Disney prince or princess are you? Take this quiz. People are on Facebook and Instagram to have fun. Just try to keep the question poll or quiz relevant to your brand. Optimally categorizing users so you can build unique custom audiences to test. So while yes, this is getting Disney fans to raise their hand, I'm interested. I could ask a question or two that gets more information about that user. Are you a mom? Do you have kids? And so on. Right. Here's a Tesla poll. How much would you save by buying an electric car? So this is a great way to identify top of funnel users interested in this topic. And you can retarget and sell them on the benefits of Tesla as the best electric car option. Or with this list of emails you collect, you could cross promote a solar panel affiliate offer. I can make money twice off this list. And the final two examples. What do you think about X, Y, Z? Hot button topic, politics, education, health. Or calculate how much you are wasting on X, y, Z, rent, Facebook ads, and so on. People on social media are opinionated. Take advantage to find people with opinions relevant to your brand. So a pro tip here, obviously go search the various big blogs out there, such as BuzzFeed for quiz ideas and questions to borrow from. But another easy one. Just search Google to see popular auto populate questions that people type into the search bar. For example, how much or what is these can make great top of funnel polls. So if you really want to boost your marketing with interactive content, we suggest course envy.com/outgrow. If you have ever taken a quiz online that requires your email address before you get to see the results, there's a good chance it was hosted by Outgrow. They have no code tools to acquire qualified leads via calculators, quizzes, assessments, giveaways, surveys, polls and more. We love using traffic campaigns directing people to outgrow polls, which quickly segment my audiences for me. For example, this is for a client I had that was a hairstylist. So we had this simple question to start the survey. Do you like your hair long or short? This instantly segmented people and tagged them accordingly and directed these users to different sales offers or value propositions that are unique to each one. So for the one it directed them to a blog post, the top ten long hair care products while the other was 20 actresses with short hairstyles. You can copy each one of them intertwined with links to my clients products and appointment booking links. So this poll and survey enabled them to warm up their audience, build their custom audiences and serve them all with super relevant, personalized content that you would have never known unless you asked. Nor would you be able to retarget via ads later on. You will now have a list of people that you know are short hair and a list of people you know are long haired. Plus, again, answering these questions are small micro transactions. Remember, this is getting them in their minds, saying yes to your brand. This in turn increases sales conversions in these later BOFF campaigns or bottom of funnel. Now another way to grow your email list is via viral giveaways. So avoid those token iPad giveaways. Those will only find freebie seekers. Create a win win brand awareness play by giving away your own brand's products. We use King Sumo. King Sumo has built in virality that allows people who enter your contest to earn more entries by sharing your contest on their own social media, following your social media, clicking the link, watching a video. Here's an example we use to launch our Etsy case study. With entrepreneur focused t shirts. So as you can see, once the user enters the contest, they are given the option to get more entries into the contest by completing these actions. And most are based on viral actions such as sharing. So you decide what the actions are, the number of entries that are awarded for each while creating your giveaway in King Sumo middle of funnel campaigns. 50% of my daily ad spend budget is allocated to middle of funnel campaigns with our middle of funnel campaigns. We want to start retargeting our warm audiences inside of our custom audiences to sell our product or service. So besides just targeting our custom audiences, we can continue testing targeting cold audiences with our offer or for sale ad. So for almost all of my middle of funnel ads, I will create a conversion objective with a purchase event goal campaign. So you can change your conversion goal in accordance to your campaign's goal. Maybe you're not selling and instead collecting leads. So you would select that event instead. We want Facebook to find and optimize our ads for users most likely to convert. We also want to be building our custom audiences with the most likely to convert users as well. So again, great area to split test. One middle of funnel campaign can be conversion objective targeting add to cart event. The second one conversion objective purchase event. I typically just start with what I want. I want Facebook to go find people who are likely to convert to purchase. But yes, it is worth a split test. You can start a retargeting campaign with as little as one person in your custom audience. While the ad may not spend all of your daily budget, it will work. But my rule of thumb is to get at least 1000 users in a custom audience before starting retargeting. But again, you can start day one and just slowly build that custom audience as you go along. So once you create your middle of funnel conversion campaign, again, watch that split test Facebook ad sets to learn how to duplicate ad sets. So for my first middle of funnel campaign, this will be a conversion campaign with three ad sets

below it. Each will retarget a single top of funnel custom audience. These will be our first ads retargeting a user that is warm. So select custom audiences of people who viewed your top of funnel content such as view content, a specific website traffic video views post engagement. These three ad sets will be targeting our top of funnel custom audiences. So one note here make sure to create all your custom audiences upfront or at minimum while creating your top of funnel campaigns. So these can be building and collecting users from day one and ready once you begin creating retargeting campaigns. Again, these middle of funnel campaigns will consist of ads driving people to our sales page. Top of funnel Creating awareness, offering value, building the relationship middle of funnel. Now it's time to sell your retargeting. People who have seen your brand, seen your content and said, Hey, I'm interested now it's time to sell them, or at minimum get them further down the funnel, get them to add it to a cart, get them to look at your content longer and then we can close the sale in our bottom of funnel. AD That said, I do get a lot of conversions at middle of funnel campaigns, so sometimes I don't need that bottom of funnel, but I keep that on For the people who don't convert at middle of funnel, just make sure to exclude past buyers from your middle of funnel campaigns and exclude them from your bottom of funnel campaigns. You don't want to waste ad spend on past buyers. So my second campaign in my middle of funnel will also be a conversion campaign and it will have at least seven ad sets under it. So these seven ad sets will target a mixture of lookalike audiences. Again, reference the slide in our top of funnel section titled My Favorite Lookalike Audiences and Cold Audiences. These can be those single interest demographics, gender, age, location, behavior one per ad set. So one of my most successful targeting options is a 1% lookalike audience of the top of funnel content. For example, a lookalike audience of the custom audience collecting my top of funnel blog post website traffic. So I'm telling Facebook to go find people similar to the people who took action at the top of funnel. Why am I still targeting cold audiences in my middle of funnel? I am always surprised by the amount of cold users that don't engage with my top of funnel value offer. Right. But they do make an impulse purchase from my middle of funnel campaign, which is promoting the sale of my product or service. One of my favorite cold audiences is 18 plus USA Engaged shoppers. This is a behavior under the detail targeting field. These are users who click the shop button often on Facebook and Instagram. So again, I'm always testing don't think you need a perfect top of funnel, middle of funnel, bottom of funnel. Sometimes you'll get some random sales at middle of funnel. So here are my highest return on marketing investment campaigns. I run for my clients with local businesses. Top of funnel is a video views objective with a video commercial targeting a ten mile radius around the store location. Again, education meets entertainment. Watch the Squatty potty commercial. That's the perfect commercial formula. Then for my middle funnel campaign, it's a conversion objective targeting the custom audience for my top of funnel video. This is a video engagement through plays audience And I'll target them with an offer such as free ice cream, with a purchase of any meal, which I will create at the ad set level. This is a great two step funnel that can get you paying customers in the door for a very low cost per action. Bottom of funnel campaigns. 20% of my daily ad spend budget is allocated to bottom of funnel campaigns. Now it is time to convert and close the sale of these warm audiences. For all of my bottom of funnel ads. I will create a conversion objective with the purchase event goal. Again, your conversion event can change in accordance to your campaign's event goal, such as lead, sign up and so on. Our goal is to retarget the warmest audience possible at the bottom of funnel, such as custom audience of users who fired the event. Add to cart or initiate a checkout in the last 14 days. These are those people who just got busy with life. They got to my checkout page, they added something to their cart, but I'm excluding those who made a purchase. So you see that at the ad set level, I target custom audience add to cart exclude standard event purchase second ad set target custom audience initiate checkout exclude purchase. Now again, we can test varying durations for these custom audiences. Seven days, 14 days, 30 days and so on. Typically, I see the highest results from my seven and 14 day windows. I'm targeting people within that first week or two weeks to close the sale. Retargeting someone who added to the cart 60 days ago. That's wasted ad spend most of the time, but it's worth a test. So again, for your bottom of funnel budget, create your conversion campaign. Like I mentioned, now is the time to convert this audience. So you want to target the warmest custom audience you have. My best performing bottom of funnel custom audiences include video views 75%. These are those people who stuck it out the longest. They watch most of the video. Next one, customer list. These are those email leads. These are those leads I collected with a poll or survey at my top of funnel or my lead magnet. Then obviously add to cart, initiate checkout. But I want to make sure to exclude past purchases in all of my middle funnel and bottom of funnel campaigns so I don't waste ad spend on past customers unless of course I have multiple products. Then you don't need to exclude past buyers because you're potentially selling them more products. So if you have an e-commerce store of many products, no need to exclude. If you're selling a single product like my example throughout this lecture, the Mod MBA course, I want to exclude past people who have purchased to not waste that ad spend. Next middle of funnel view content. These are those middle of funnel custom audiences such as website traffic to XYZ product page. Next, one of my favorites website visitors by time spent. Top 25%. This eliminates all that bounce traffic and only focuses on the people who have been reading reviews, reading my about page, reading all of my website content and spending the most time there. These people are close. You typically just need to overcome an objection to close the sale with these people. And then finally, Facebook page custom audience people who engage with any post or ad. So here my bottom of funnel rules. Remember, like any proper funnel or sales page, landing page, whatever you want to call it, you want to be driving people to a website with a single goal on it. Eliminate as many holes in the funnel as possible. By holes I mean links to other pages on your sales page, or you offering too many options on the sales page, or you asking for varying results on one page such as Here's my newsletter, sign up, here's my Facebook like button. Oh yeah, here's my add to cart button. An ad should never direct people to your generic homepage such as course envy. Com. Every ad should be laser focused on the result. You want a traffic objective to a blog post video views for a video conversions on a product page. Email signups on a lead capture page. So I suggest everybody take my free course. The ultimate Guide to landing pages Course envy.com slash. What is a landing page? Buyer retargeting. Finally, 10% of my daily ad spend budget is allocated to buyer retargeting campaigns. When I start working with a new client almost 100% of the time, they have zero ads retargeting their past customers. They want new customers only. So by doing this you are leaving so much money on the table. Plus, it is so much harder to obtain new customers rather than selling to a past customer. Past customers are what

I call hot audiences. They know your brand. They trust you. The work is done. Now you just need to keep providing value and increase their customer lifetime value. Remember at the beginning of this lecture. Average order value. That is a one order. We are working on building their lifetime value. Keep selling to them. Common rebuttal I get from clients about ad spend targeting past customers is why don't we just email them? Well, yes, of course you will email them newsletters, promos, upsells. But look at your email. Open rate. Is it 10%? 20%? 30%? 40%? If you're lucky with Facebook reach campaigns. I can guarantee you will reach almost your entire buyer. Customer list Custom Audience. This 10% of your daily budget targeting past buyers will be the best money you ever spend. Trust me, your goal is to build retention and loyalty with past customers. Take Amazon, for example. They have mastered this with Amazon Prime program. They have retained the customers via a paid subscription, so they get that ongoing recurring income and establish loyalty with their exclusive two day shipping. They offer only to prime members. So think about it for your business. What exclusive offers can you reserve for returning customers only? For example, when I launch a new product, I will create an ad targeting past customers, offering it to them only and clearly letting them know that in the ad copy. People love exclusivity. Research Other companies with VIP programs reward programs, or customer loyalty programs such as Starbucks Rewards Marriott rewards any grocery store discount card. They are all offered to increase their customer lifetime value. Testimonials and user generated content. A great idea for retargeting your past buyers is to collect testimonials and user generated content. Selling is so much easier when you have great reviews and great photos, great videos of real customers using your product or service test, creating a contest to get past customers to create content for you. For example, I will create a post engagement campaign targeting past buyers saying, Hey, free \$25 gift card to use at our store for the best photo of you using XYZ product. Email us your pics info at MTV.com winners will be announced on this post next week. So one pro tip here. Ask for testimonials from multiple purchase customers to ensure the best reviews. Or at minimum from single purchase customers after 30 days because a return will typically happen in the first 30 days. Reach campaigns for past buyers. Facebook Conversions Campaign goal is to seek users more likely to make a conversion for the event you selected, whether that's purchase, sign up and so on. That said, this is the highest CPM cost per impression ad on the Facebook ad platform. So why spend more money on ad spend using a conversion campaign to retarget past buyers when we already know they converted? This is why we use REACH campaigns to retarget our past buyer Customer List. Custom Audience. Omnichannel Marketing from our extensive research with clients retargeting past customers via Facebook ads converts at a much higher rate than retargeting past customers via email marketing. Now I'm not saying to stop emailing your past customers still do the promotions to your customer list. Still follow up after purchases with a thank you. Keep doing email marketing, but also create retargeting ads to ensure you reach your customers on the platforms they use daily. Create retargeting ads on Facebook, Instagram, Pinterest, Twitter, Google and so on. Omnichannel marketing is crucial to ensure you reach people wherever they are online. Use each channel to work together, creating a unified message and voice and overall awareness for your brand. So here's the course envy buyer retargeting strategy. First, create a custom audience of users who have made a purchase event in the past seven days. Then retarget this audience with a REACH campaign. Set the frequency cap to one impression every three days so each past buyer should see it 2 to 3 times in one week. Then create an ad with a selfie video of you. This is the best engagement results for us by far of you saying something like Thank you so much for your purchase from course Envy. We're so excited to have you as part of our community. If you need anything, please feel free to reach out to us. Thanks again. While many of my clients say, wow, this is a wasted ad spend. I'm telling you, the shares I get from this, the direct messages from new clients that my past customers shared with people love appreciation, so appreciate them via this simple cheap retargeting campaign. My next buyer retargeting strategy create two custom audiences of users who have made a purchase event first in the past 30 days and second in the past 60 days. This lets customers use your product or service for 30 days before asking for a review via email. Remember, this usually eliminates the users that are unhappy or already claim that refund or return in the first 30 days. So I will gamify. Create a contest. The creation of user generated content such as testimonials, review videos and photos of customers with our product. I will create a REACH campaign targeting my purchase in past 60 days. Custom audience and exclude my purchase in past 30 days. Audience Therefore, I'm targeting buyers in the past 31 to 60 days, so my ad copy will be something like, We're giving away \$100 gift card, obviously for our store. You want to make all giveaways, win, win, bringing them back to your store for one lucky customer to enter, simply email us a selfie testimonial video with our product. Winner announced X, y, z Date. So pro tip create a new custom audience of customers who have made more than one purchase. And or customers who have spent over a certain amount. And this custom audience will be called your VIP audience, which you can target with your VIP ads, letting the customer know they are exclusive VIP members and you offer exclusive products, pre launches. Anything exclusive to them first. Once these VIP custom audiences grow to 1000 plus in size, create lookalike audiences of them. This is one of my highest return on investment lookalike audiences. Because think of it, I'm asking Facebook to go find people that are similar to my past buyers who have bought more than one time. Talk about the perfect list. So as you can see in this screenshot here, the creative website Custom audience we select purchase for the event past 30 days and then select frequency is greater than or equal to two. Or again, you could change that to a sum of x amount of dollars if you only want people over \$100 in product purchased. Next make money from your biggest fans. One of my favorite marketing techniques is word of mouth from our own customers. Incentivize your customers to share your products or services with their friend via affiliate marketing. Enable your fans to make a living promoting your products for you. You can learn everything I know in our free affiliate marketing course at course envy.com/affiliate marketing. So you've seen me using conversion campaigns often in this course. So why do I use conversion campaigns so much? Think about it. Facebook is seeking users that are more likely to convert for the event. I selected view content sign up purchase. So why not target this user as often as you can? That said, conversion campaigns are the highest CPM, the most expensive user to market to on Facebook. But as long as I'm spending this ad spend, I want to be targeting the best users. So I'll create top of funnel conversion campaigns with the conversion goal of view content. I'll create middle of funnel conversion campaigns with the conversion goal of add to Cart. Then I'll create bottom of funnel conversion campaigns with the conversion goal of purchase. I want to optimize and build custom audiences around users likely to

convert. The only reason to use other objectives is to either one lower your cost or two when you want a specific action taken such as messages, video views. So before creating any conversion campaigns, I suggest seasoning your Facebook pixel for a while. This simply means installing the Facebook pixel on your website and letting it collect conversion data. So my rule collect 100 total conversion events before starting a conversion campaign for that specific conversion event. So as you can see, I have 363 events received. My pixel fired 363 times for the lead event. Again, you can start with a single event fire that could even be you going to the checkout page to fire this event and enable it to green. But I see better results from ads with 100 plus conversion events. Why I love split test. No funnel or campaign objective needs to be set in stone, as you have seen throughout this lecture. I am always testing different objectives to see if I can get a better result and a lower cost per action. Example number one I will split test bottom of funnel campaigns with reach and traffic campaigns to see if I can get sales cheaper than I am via my conversion campaigns. For example, if I have a custom audience of 1000 past buyers, I already know they convert. So why use the most expensive ad campaign objective of conversion, the highest CPM campaign type when I can get cheaper conversions retargeting this audience via a reach. Objective. Another split test will be conversion purchase event versus reach objective when targeting the add to cart or initiate checkout custom audience. Again, these will be pretty small audiences people who added to CART people who initiated checkout. So yes, we can tell Facebook, hey, look for people who will convert to a purchase or we can just target all of them via a reach campaign with a frequency of your choosing. They can see the ad daily. They can see the ad once every three days. That's what I see the best results from. So split test. Example number two, a great split test for my top of funnel campaigns is targeting a niche that I know is my exact target market, such as parents with preschoolers aged 3 to 5 living in city Los Angeles. It's a pretty small audience. Since this is a small audience, I will instead use a REACH campaign to market to each and every one of these users in this target market. And again, I mentioned frequency cap. My max frequency cap is ten per month. I don't want my small audience to get ad fatigue or them getting sick of my brand. Right. So at Max, I will set my frequency cap to one impression every three days. So this is the number of days that should pass before someone sees your ad again. So you can set this frequency cap under the ad set level budget and schedule. My number three split test example. When it looked like audience is performing poorly in my testing campaign, I will swap it out for a different percentage size lookalike campaign. So oftentimes a 1% lookalike audience will perform best for me. I typically start with the 1% lookalike, but sometimes I see great results from my 5% and 10% lookalike audiences. So again, test. As you can see in this screenshot, I've already toggled off my 1% lookalike because it'll only got me one link click while the 5% lookalike got me 46 link clicks. So the order of importance for optimization. First, identify the target market. Who is your target audience? Build up those custom audiences of interested people and action takers. Whether these are leads buyers. Once we have a converting target market, we can begin to focus more on optimizing the ad creative. Second, find what creative is working with this target market. Test images, videos, ad formats such as carousel ads. Testing and optimizing creative typically results in the biggest changes in your results versus copywriting. So finally, third most important test and tweak your ad copywriting to further fine tune your ads and increase your conversions. Once you identify winning assets and ads, don't shut off what's working. Instead, place these winning assets into new CBO campaign budget optimization campaigns and begin fine tuning your optimization. So keep those old winning ads on even if it's all toggled off except for the one winning asset and one winning ad they're working. Don't shut them off. So in these new campaigns, I'll test new segments maybe of that winning audience in that testing campaign, such as 25 to 35 aged men versus women. I'll test placements Instagram, newsfeed versus Facebook newsfeed. I'll test ad creative segments such as Changing the Problem. I'm focusing on offering a solution to or maybe overcoming other pain points and objections. Always be testing creative to have fresh content ready to plug in. Remember, ad fatigue is common. Dynamic, creative. Try to always test five. Add creative variables at the top of funnel, middle of funnel. Bottom of funnel. This will include your variant images, videos, primary text headline. Never assume you have the perfect ad. You can bulk test variables with dynamic creative enabled at the ad set level. So when creating your campaign, you will create a single campaign with campaign budget optimization toggled on. Then you will create a single ad set under that campaign, toggle on dynamic creative at the ad set level, and then create a single, dynamic, creative ad with five variables under each ad creative area with up to ten variables for images and videos. Then when you duplicate the ad set ten times for split testing one audience each, you will not need to adjust the ad in those duplicates as the dynamic creative will do the job for you. So as you can see, Dynamic Creative was toggled on at the ad set level. Now we can click that, add another option link under each creative field so I can add multiple images and videos. Add multiple primary tags, multiple headlines, multiple call to actions and so on. So max out your media, all ten images and videos and then five different primary tags, five different headlines to see what is working best, what is getting the clicks. Often times I think I have a great ad copy, but I'll split test it with an emoji at the front or maybe a totally different spin on my ad, and that one works. So really test. Never assume you have the perfect ad copy. So for dynamic creative analysis, again, head to your ads manager and then under the ads tab, click that breakdown menu in the far right. In this menu under dynamic creative asset, select each dynamic creative asset to review the results. So image text headline. So I will combine all these winning the best performing dynamic creative assets into a new, what I call envy campaign. My goal is to have one campaign in place for testing and then a second envy campaign in place consisting of the best performing, dynamic creative variables paired with my best performing ad sets that were derived from my testing campaign. The testing campaign feeds me the data for my new optimized, separate envy campaigns. Here's an envy campaign example. After I let a testing campaign run for three days, I will review the dynamic creative assets via that breakdown menu on the ad level of that campaign. For this example, you can see I'm reviewing images first. Under dynamic creative asset. As you can see, I have a clear winner for my image. So I will take that image and use it in my new high performing optimized envy campaign. Now you will do the same review for text headlines and other dynamic creative assets you tested all via the Breakdown menu. Next, you will identify the best performing audience from the ad set of the testing campaign. If there is not a clear winner, you can create another split test in your envy campaign again using the split testing with campaign budget optimization strategy. So here is my envy campaign based on the testing campaign results. My ad set is targeting the US 25 plus age detailed targeting of Entrepreneur magazine. My ad will be the green car photo

headline number two. Text number three and the Learn More Call to action button. So a pro tip. Leave your testing campaign running. Sometimes these winning variables you used in your new envy campaign work better in the original campaign. Who knows? Facebook is very finicky, as I'm sure you all know. So keep swapping out the poor performing variables with new ones. In this testing campaign, you want to constantly be testing to find new target markets, new creatives and more. Ad fatigue is common when you use the same image or video for months on end, so you always want to be testing and stockpiling that next best content to add to your envy campaigns. Ad creatives. So ad creatives and copy for top of funnel. So think what makes your product service or brand special? What is your unique selling proposition that will help you stand out? How is your product or service a solution to this user's problem? Sell the outcome. How great is their life going to be after they have your product or service? Test different ways to convey this message via your creatives. For example, a video of you talking into the camera stating the problem, then stating how XYZ customer or even yourself solve that problem with your product. Then I'll finish my video by piquing their interest with a call to action, such as to learn his secret. Click the button below. Split test a traffic objective to a blog post listing the top five x, y, z. This list should be relevant to your audience. So for clickbait ideas of these top lists, make sure to check out BuzzFeed. So besides the traffic objective, sending people to this blog post, we can also split and create a video that is a video format of this blog post. This can be as simple as a screen recording of a PowerPoint just like this. Just interspersed it with photos of your product or photos of your customers and then promote it as a video views campaign. Get people saying yes. Whether if it is a question in your ad copy or a free no brainer offer. Getting them to say yes is a micro transaction or commitment that will warm them up to saying yes to buying later on. Add creative and copy for middle of funnel campaigns. Middle of funnel campaigns are for answering objections that customers may have about your product, so they have no excuse but to buy. So think of what objections they may have. Share why your product is worth their time. Sell the outcome with your own customer testimonials. Tell them your money back. Guarantee. Tell them about your lifetime access. Stamp out their objections with these ads. You can also test scarcity and social fear of missing out with your ad creative, such as a testimonial video of someone sharing their success after buying your product or service. Next test various ad copy to see what objection debunking results in sales. This can even help shape new top of funnel ad copy, which can include answers to these customers common objections. So this will cut them off even before they get to the middle of funnel ads such as 30 day money back guarantee. Clearly describe what your product does. Show them macro photos, lifestyle photos. Any objection? Answer it here. Offer them something free. One specific example was a client who had an event. The objection we found was that people didn't want to come alone. So we offered them one free ticket with purchase so they could bring their spouse or a friend. Answer objections here. Now, if you have a higher priced product, typically anything over \$100, you need to continue to build trust with this middle of funnel campaign. You need to provide more value. You need to nurture the relationship with ads. Continue proving your value with your narrative, your story. Share testimonials and why people should care about your brand. For those higher price point things, you really need to hit your seven touch points. That's people seeing and learning more about your brand at least seven times before they are ready to buy. Now finally add creative and copy for bottom of funnel. User generated content is king for us. Video Testimonials. Customer reviews which you can create a slide show of or a video of, or even images of customers with the product. Carousel ads were great for us, especially testimonial videos in each carousel card. You can also build credibility with bottom of funnel. Why should they trust you? What awards have you won? What are your total customers? Create ads relevant to the audience you are targeting. For example, when retargeting and add to cart audience, remind the user they left something in their cart and didn't check out. This is a great audience to target with a 10% off coupon to return and finish checking out. Just make sure to exclude your custom audience of past customers who have made a purchase so you don't waste ad spend retargeting them. So a pro tip selling with discounts creates a bad habit for customers. They may not want to make a full price purchase again. So instead of that 10% off coupon, offer a limited time bonus item to therefore add value and incentivize the customer to return to your store and complete their abandoned checkout. My highest converting bottom of funnel ad is always user generated content. New potential customers want to see other people with your product. Giving a review and a testimonial video sharing their praise. User generated content is a great way to overcome any final buying objections. A potential customer may have. Here are some great user generated content examples. Unboxing videos for your products. Carousel Ads with a different customer. Testimonial video as each varying carousel card. As you can see in this screenshot, I have videos and even written reviews as a text image. Next turn written reviews into a 32nd video slideshow with images of your product, customer pictures and text overlay to build out that video. Finally, customers wearing or using your product and videos or images. One pro tip always split test men versus women. We see higher engagement with women, product photos with women in our videos for the best user generated content examples. Check out the ads run by Facebook.com slash snow. This is a teeth whitening company and they use a ton of user generated content with the text overlays in a video format. Next, you want to track your testing. So while Facebook does store all of your data right there in the Facebook ads manager, I still like to manually review and pull data from my ads manager to track everything in a separate Excel file. This Excel will include tabs for audiences age, gender, location placements, creative. Then on each tab or category, I will include separate columns for my key metrics, including the identifier such as interest target, first identifier such as interest targeted. Then I will type each individual interest in the cells below in that column. Next column amount spent the next CPM or cost per thousand views next CPC. Then we have click through rate conversions, cost per result or CPA revenue and finally profit. Tracking your own data becomes very valuable so you can streamline future ad creation without wasted ad spend testing. You will know what audiences, images, ad copies, videos. Demographics drive the highest return on marketing investment. For example, after collecting data for many clients, we now know the average CPM for a t shirt company will be around \$10, while the average CPM for an info product company is around 20. As you can see in this screenshot for us, our best top of funnel audience is the interest. Gary Vaynerchuk. Make sure to check out our course.com blog for more relevant content. Play Play Play Start Play Play Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time

Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! 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NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:04 / 4:52 Hello. Let me give you a quick rundown of how to install a new pixel from your ad account. So from your, uh, ad library here, go over and go to all tools and business settings. Once you're in business settings, you're going to go down to data sources and it's no longer under pixels. You'll get this error here that says they've moved pixels to a new location. So you go to data sets. Now instead click on data sets and then click on add. So you're going to add a new pixel here. Give it a name, something that you'll remember. I like to put the date in there as well, so that you remember the day that you created it. So this is your brand new pixel here. And you'll see you can add people to it. You can add other partners to it and companies if you're working with another company on your ad account. But make sure you add yourself as of course, so that you can use it. So add yourself there and then connect it to your ad account as well. So once you've done all three of those and added people and your ad account, then you can go over here and click on Open in Events Manager. And this is going to bring up the events manager side. Um, so this is the overview. Once your pixel starts firing, you'll get a lot of data up here, which will say how many clicks you're getting, how many people are viewing your pages and stuff like that. You'll have a big old graph here that shows all of your data. But what we're going to do to get this set up is go over here to settings. And scroll down. Um, so make sure that automatic website matching is turned on and make sure that the event setup tool is turned on as well. And then what you're going to do

is, the easiest way to install a pixel to your website is to go down here, set up through a partner integration. If you're on one of these websites here, or if your website uses one of these platforms, I should say, then you just click here. So if you're built on WordPress, Wix, Shopify is the most common, I think, um, Magento. So these are the simplest ones to set up here. Uh, if you're not on one of these platforms, you're going to have to do some googling to find out how to set it up on your platform. So say you're on BigCommerce, which I don't see here. You're going to have to Google and look up how to install Facebook Pixel on BigCommerce. And there's usually pretty straightforward directions on how to do that. And it's usually pretty simple and what you're going to need I'll show you here. So we're still on this settings page. You're going to need this data set ID. Whenever you're setting up a pixel on another platform, you'll have to copy and paste this data set ID and put that directly into the setup area of your platform. Um, no matter what website you're on and you. Most of the websites nowadays have an integration set up already that makes pixel installation very simple, and all you'll have to do is copy and paste this number here if it gets a little more in depth. Unfortunately, we just can't provide coverage for every website and platform because there's so many out there, it would be impossible. So you'll have to do some googling and look up, uh, how to do it for your platform. But this is where you find the data set ID, it's here on the settings page. And then once you've got it set up, you can go over here to test events. And you can confirm that your server is set up correctly. You can confirm that your website events are set up correctly, and what it'll do is it'll open, um, you'll type in your website, browse around, click on buttons, and it will send um, data back to Facebook here. And it'll give you a list of all the data that it's receiving. So as long as you are receiving all of your clicks that you made and all of your page views, then you're set up correctly. Um, and if you can go to diagnostics here, if you're having some trouble, um, and it should be able to display page views and stuff like that that you're trying to add, uh, and make it pretty simple to make sure that your pixel is firing. But once again, there's so many platforms out there that we couldn't be able to cover them all. So this is just a basic rundown of how to connect a pixel. It's going to take a little bit of developer work on your back end. Um, but yeah, so that's where you find the Facebook side of the information that you're going to need. Uh, again, it's it's under data sources now. And you just go into your pixel that you created, click on settings. And that gives you all the information that you should need in order to set up your pixel. So hope that helps. Stop Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills.

NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer

Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:16 / 51:43 Facebook audiences. Creating an audience on Facebook. Facebook audiences enable you to target people who have engaged with your content, website or app in the past via custom audiences. You can also find audiences similar to yours via lookalike audiences. You can also save time targeting your known audiences quickly via saved audiences. Creating a Custom Audience. Custom audiences can help you reach people that already know your brand via ads on Facebook. You can use sources like customer email list, website traffic or app traffic or engagement on Facebook and Instagram to create custom audiences of people who have interacted with your brand. Custom audiences are a really powerful way to target the right people for your ads. It's easy to create your own custom audiences on Facebook and then target them via the custom audiences option under the ad set level audience section of any new ad campaign creation. Targeting a custom audience. So as you can see, I've created a new campaign. It's under this ad set level audience section. I can select the custom audiences of my choice. So in this campaign, I've selected a target. The custom audience can see all 90 days. So this is obviously short for something. CA stands for Custom Audience Website clicks course Tv.com All traffic for the past 90 days. So I created a custom audience that tracks my website's users for the past 90 days and I can retarget them via a custom audience. So this is really powerful because these are warm users, because they know my brand, they know my website, they know my content. So I'm just retargeting them to close the sale or provide more value in addition to targeting that custom audience in this ad campaign. I am also narrowing the targeting within this custom audience by setting the location to USA only. Setting the age and setting the gender since my custom audience is fairly new. So I'm just taking a segment of my entire custom audience by doing this because people all over the world view course Tv.com. But we're just targeting the United States portion of that custom audience. So navigate to Facebook audiences at business.facebook.com slash ads, manager slash audiences. You can do this via your ads manager. Just click the menu in the top left corner under the advertise section in that menu, Select audiences. If you have not created an audience yet, this is what your audience page will look like. We will first create a custom audience. So how to create a custom audience? Click that create audience button in the dropdown menu. Select Custom Audience. The Create a Custom Audience pop up menu will appear. Custom Audiences. A custom audience equals a warm audience. Creating a custom audience enables you to connect with the people who have already shown an interest in your online content and were tracked by Facebook, Instagram and your Facebook pixel. So make sure your Facebook pixel is installed on your website or app before you continue with this lecture. These users that are familiar with your brand, i.e. they engaged with your brand in the past, are a warm audience more likely to take action such as sign up, purchase convert? You can create a custom audience from your customer email list. Website traffic Your mobile app video views, post engagement and more. Some Best Practices. Whenever you create a new product, a new sales page, a new blog post. A new website, new lead capture, new Facebook video. Immediately after, you should log in to your Facebook business manager. Go to your audience page and create a custom audience for that new content. Even if you don't plan on retargeting these users right away. I always want to be building custom audiences for future retargeting and future lookalike creation. You can start retargeting these custom audiences with as few as a single user in them. You just might not spend all your allotted ad budget by targeting this small audience, but you can start targeting a custom audience day one. I want my custom audiences populating with users from day one so they're ready to use when I'm ready to use them or never use them. There's nothing wrong with creating a custom audience. I'd rather have it built just in case. Custom Audience Durations. You should create a custom audience at varying times. Time durations for your most important time sensitive pages. You want to be able to target users in the correct time frame to increase your chances for a conversion. For example, if a potential customer adds a product to their cart on my website but doesn't complete their checkout, would you rather retarget them for the next 180 days or for the next seven days only? You want to target them while the product is still fresh on their mind. So an ad targeting a custom audience of add to Cart past seven days. That's crucial. Creating custom audiences with varying day durations enable you to reach the warmest prospects, i.e. the people who are very close to making a purchase. So a pro tip whenever you create a custom audience, my rule of thumb is to create one at a seven day, 14 day, 30 day, 60 day, 90 day and 180 day. You never know when you're going to be using each one, so you just will have them all created. And remember, custom audiences update automatically. For example, let's create a custom audience for all website visitors based on my Facebook pixel for the past 30 days. So create custom audience button, select website, and in this, create a website custom audience Pop up. Enter the number of days you want people to remain in your custom audience. After meeting the website traffic criteria you specified. And I selected our course envy pixel and then I selected all website visitors and set it to. In the past 30 days, people will be removed from your audience after this timeframe unless they meet the criteria. Again, this is the duration of the users since their last visit. Custom audience naming. Naming your custom audience for easy identification is very important. You want to be able to see a custom audience name and know exactly what audience you are targeting when creating Facebook ads. You can name them whatever is easiest for you to remember. Here are my acronyms if

you want to steal them. CA Custom Audience. LA Lookalike. Audience. WC Website clicks or website traffic. CL Customer List. These are my go to audiences I create right away for all my clients. But again, every business is different, so create the custom audiences that make sense for your brand. So take a screenshot of this Custom Audiences Creation guide. I'll touch on a few of these website custom Audience All website traffic. This one's crucial. It's all of your visitors. This is a great look alike. There's so many things you can do with this at different durations. Long term. Next is a website custom audience based on an event, the event being purchase. These are buyers. This is a great list to create a lookalike of to retarget for future sales. Next website Custom Audience Visitor by time spent. Top 25%. So what does this do? It only builds a custom audience based on people's duration on your website. So this removes users who come to your site and bounce instantly. Those are worthless people to retarget anyway. Right? I want to focus 80 over 20 on the top best people. They spent the most time reading my blogs. They spent the most time on my site. Next Facebook page Custom audience Everyone who engaged with your page. Next Instagram account. Custom Audience Everybody who engaged with your Instagram video engagement. I like to do the through play custom audience. These are people who completed your video or watched at least 15 seconds. Next website custom audience of add to cart initiate checkout and people who visited specific web pages all great for retargeting because they're warm people that we want to close the sale on. As for the specific web pages, one you want to create these custom audiences for all the key pages you want to track, such as a lead capture landing page, a sales page, a thank you confirmation page, or a checkout confirmation page. That's a success page so you can track success and create lookalikes of people like that. Finally, customer list. I like to divide these up into two things. So two custom audiences, one by email subscribers and one specifically who have paid me. This is a higher end list and someone I like creating lookalikes of. I get the best return on my client's ad spend with the following custom audiences First targeting past customers for upsells or future sales by uploading a customer list. This is their name, email and more data. Second, people who visit your website by time spent. Again, that top 25%. These are great for retargeting because they're warm audiences, especially focusing on the users who are spending the most time on my site reading content, reading reviews, watching videos. Third, people who have watched a certain percentage of my videos. So this is a video custom audience targeting through plays or I'll create a 75% plus watch time. This is again a very warm audience that converts well. Fourth, people who have engaged with your Facebook page or Instagram account. Let's create our first custom audience in this custom audience Pop up, select website tracking website, Visitors. So first, pick the type of visitor you want to track so you can see in this dropdown all website visitors a specific page from your events. Choose the audience duration to track since the user's last visit to your site. Our example in the past 30 days. Finally, name your audience and click that create audience button. So first, like I said, the all website visitors. This is a crucial one to create. Select your pixel, select all website visitors. This is great for building an audience of warm traffic that know your brand and website. Again, a perfect audience for creating a lookalike of Remember to always create a separate custom audience for each varying time duration you will want to target in the future. For every custom audience we create and we create for our clients, we create a separate custom audience time duration. So that's six separate custom audiences for each one. So for custom audience, all website visitors, it'll be all website visitors past seven days, all website visitors 14 days 30, 60, 90 and 180. Next is website people who visited specific web pages. My go to custom audience is 90 days of Traffic Who subscribed or registered to something on my site such as newsletter webinar these top of funnel lead capture. And then we're redirected to a specific thank you page. Thank you for subscribing. As you can see this example in the screenshot, people who visited specific web page URL contains course envy.com/leads. I know that's the leads. Thank you page. So this audience is perfect for retargeting with an upsell or to target with more content related to what they claimed from your site. My sales cycle or customer trust building takes an average of three months hence why I retarget this warm user for 90 days. So should you use contains or equals for this URL option? Don't worry, we have an entire blog post on this topic that breaks it down step by step. As an easy rule of thumb we use contains, but it really depends on your URL setup for your website. Another useful audience to create is excluding a specific page so you can retarget this custom audience until they reach a specific page. This prevents me from marketing to an audience that may have already signed up, such as for my newsletter. I could also use this technique to create an audience of people who have added an item to their cart but exclude those that purchased. Maybe they got busy and forgot to check out. Remind them by targeting this custom audience in a new ad campaign. So here's a website traffic custom Audience example. You'll retarget this custom audience of people who visited your lead capture page but did not make it to the thank you page, i.e. the confirmation page for capturing this lead. So people who visited that domain, the URL of course envy.com/lead capture page but exclude people who made it to the thank you page. They actually signed up for that offer. So I'll create a new ad and target just this custom audience. Next website events you can create custom audiences based on your Facebook pixel events. You can create a custom audience of any website traffic you want, and I highly suggest you test every audience idea you have. But one of my favorites is retargeting specific events such as purchase. As I know this audience has already bought and is willing to make future purchases, but for course envy. Since we sell a single product, the Mod NBA.com, we always exclude this purchase event custom audience in our conversion Facebook ads that are seeking new customers so we don't waste ad spend on customers that have already made a purchase. How to exclude a Custom Audience. So in this example, we are including to target our warm custom audience. This is KW c c 90 days. That is custom audience website clicks course envy.com all traffic 90 days. So we're targeting that but we are excluding we click the exclude option in custom audiences at the ad set. We are excluding our custom audience of past buyers, CL dash buyers, dash mod NBA all that is a customer list of mod NBA buyers. So instead of creating two separate custom audiences to include and exclude in your ad set, like the example on the last slide, you can create a single custom audience that includes both requirements. There is no difference, just your preference. I like this screenshot example of people who initiated checkout on your website but excludes people who made a purchase. This is a great audience to retarget with a conversion campaign with the purchase event as the conversion goal. It is only collecting users for the last 14 days, so it is very warm users more likely to convert. In this example, as you can see, I've created a campaign. I'm on the ad set level. I am just targeting my custom audience of users that initiated checkout on my website, but excludes users who made a purchase in the last 14 days. This is a conversion objective campaign

with the purchase event goal and the location set to worldwide. This is one of my highest return on ad spend ads. I suggest you test an audience for every step of your funnel, such as a custom audience that includes view content event, but exclude add to cart. Then the next step in the funnel a custom audience that includes add to cart people but excludes initiated checkout. See how that works. We're working them down the funnel. They saw the content but didn't add to cart. They added something to cart but didn't check out. Then I hit him with they initiated checkout but didn't finish and purchase. So you're slowly moving them down. They're just busy people that need to be reminded with ads. So some best practices. One of my favorites website Traffic Top 25%. Create an audience of users who spend the most time on your site in the visitor type dropdown. Select visitors by time spent. Then select top 25%. Think of this audience like the 8020 rule. This audience is typically your best 25% and the most engaged with your content. This is one of my favorite lookalike audiences. These are also users that read all your blogs, read all your reviews, watch your long form videos, and spend the most time on your site. I.e. they are warm, they are ready to buy. Market to them. Next is website frequency. Another website audience I see great results from is frequency. If a user visits a website a few times per month, they are a very warm audience and more willing to convert. So select anybody to target pixel page view for example. That is my base pixel code and then I select frequency is greater than. And for this one I typed in three. Another best practice is using aggregated value. So create a custom audience of your VIP customers that purchase more than one item or more than a certain dollar amount. Again, click the Refine buy link, then select the aggregated value you want to track whether that's frequency minimum of some of. So for this one, the users spent a minimum of currency \$100, so greater than \$100 in the past 180 days. So these are my VIP customers, the ones spending the most in the past 180 days. So a best practice for website traffic. Another website audience I love for hyper targeted ads is people who visited specific web pages. Like this example in the screenshot of users who visited a specific blog post URL. So people who visited specific web page URL contains that is my blog post URL name. So I know visitors of this blog post would be interested in a specific course we sell, making this a perfect hyper targeted custom audience for future marketing. Next, creating another custom audience. The customer List. The customer List Audience is always one of the first audiences I create for a client, as this is a hot audience that has already made a purchase or signed up for an offer such as an email lead capture. There are two ways you can upload a customer list custom audience to Facebook. The first option involves you uploading a CSV or text file of customers. The second option is to import them directly from your MailChimp. So download the customer list template. We typically use this dot csv option, which also enables you to keep uploading and adding to this list. In the future, you can add future customers to the same customer list. So fill out the CSV with as many identifiers as you can. Identifiers are the first name email city birthday because Facebook can find and match these Facebook users more accurately with the more identifiers you provide. Therefore, building a better custom audience to target and create lookalikes of in the future. So here's our customer list template in an Excel doc. So first, the main identifiers. It is required to include at least one main identifier in this customer list template. The more main identifiers, the better. This increases your chances of Facebook finding your customer's profile on Facebook and Instagram so you can retarget them in future ads. The main identifiers include email, phone first and last name include every email and every phone number record you have for this customer up to three in case they use a different one for their Facebook and Instagram login. So as you can see, I have three columns of emails and three columns of phone numbers. Next are other identifiers. Use as many of these other identifiers to increase the chances of getting a better match rate, i.e. Facebook Finding Your Customer profiles. This includes city, State, province, country, zip date of birth, year of birth, gender or age. Customer List. Lifetime value. So the final column in your customer list is value. By adding a customer value or total dollar spent on your website, you can create a value based lookalike audience to find customers who are similar to your most valuable customers. The main reason to create a custom audience customer list with a customer value column is so you can later create this value based lookalike. Facebook will use your source custom audience that has this customer value column to find similar users for this value based lookalike. For my clients, I use the sum of all purchases or lifetime value by each past customer for this customer value column number. Once you have your customer list Excel file complete and saved as a CSV or text, click the next button on this. Create an audience from a customer list Pop up. If you included the value column for even one customer, select the yes option here. Upload your customer list file, name it, then click the next button. Preview your customer list. Upload and confirm the column identifier mapping. This means matching the column name with the Facebook internal identifier. If you used their template file, these column names will match the identifiers automatically. Also check the actions needed TAB to map any columns that had possible errors. Once ready, click the Create button. Once you have your customer list file uploaded, which includes a customer value column and this new custom audience appears in your audience list, you can create that value based lookalike audience. So create audience in the dropdown lookalike audience. Select your lookalike source. This is the value based custom audience from this lookalike Source menu. Once you select a value based custom audience. For example, I selected our customer list of buyers that had a customer value column. Then you will select a single audience location and a size. We see the best results from a 1% audience size. Finally, click the Create Audience button. Customer lists are constantly growing, so you want to be updating your list often. Click your customer list. Audience Name. The audience Summary menu will expand on the right side. Click the edit button. Simply upload a customer list, including the added rows of data, new user identifiers, new customer values. This won't affect your original upload, rather just add customers to it. So click that. Add customers option and upload this new CSV. Pro tip. Exclude custom audiences. If you have a robust ecommerce website with various products and customers that would make multiple purchases. There's no need to exclude ads from past buyers as repeat customers are the goal. But if you're selling a single product or seeking lead captures via a single landing page, you'll want to exclude users who have already purchased or signed up in the past. To ensure you're excluding all the users you need to exclude, i.e. to prevent wasted ad spend. I will exclude both my customer list and my website event custom audience. For example, to ensure I'm not reaching any past customers in my campaign at the ad set level. Under audience, I will exclude first my past buyers customer list. So that's the CL buyers and I will exclude the custom audience purchase event past 180 days. So in case I don't have the most updated customer list or in case someone's just outside of the range, this will cover it. Someone who purchased in the past 180 or someone who is already uploaded from my list. So yes, there's

some overlap, but I want to make sure I'm excluding all past customers. Next, target people who engaged with your Facebook page or Instagram account. So again, create a custom audience and we can select those two options. Retargeting your business's Facebook page and Instagram fans is crucial as organic reach keeps dropping. Organic means people naturally seeing your page's content in their news feed. Facebook wants to make more ad revenue so they keep lowering organic reach, unfortunately. So in order to re-engage your followers and fans, you need to target these custom audiences with your ads. My best return on ad spend is targeting these custom audiences with the following ad strategies. So first is to increase post engagement by promoting posts to my current fans way better than targeting a cold audience. Second, move your engaged fans through your sales funnel so drive them to your landing page, capture their email, convert them to a customer. Third, promote new services and products to create these lifetime customers. And finally, drive these engaged fans from Facebook to Instagram and vice versa to grow your following on both platforms. So first, targeting people who engage with your Facebook page. Select the type of Facebook page engagement you want to create a custom audience of. Test any and all custom audiences to see what works for your niche. One of the first Facebook page custom audiences you should create is people who engage with any post or ad at 30 days or less. We want a fresh or new audience. This is a great audience to retarget as they are warm and know your brand therefore are more likely to convert. The first custom audience I create for clients is everyone who engaged with your page in the past 365 days. This is a great audience to create a lookalike of for my top of funnel ads. It has a lot of people in it, a lot of data points, typically 1000 plus, which is required for a lookalike audience and therefore will create a better lookalike audience. So for retention, set this in accordance to how warm you want your custom audience. I will select the past 30 days when creating a custom audience for people who performed a specific action on my Facebook page, such as people who engaged with any post or ad, or people who clicked any call to action. Think about it. You want your brand very fresh in the person's mind, so I want to target them again as soon as possible to close the sale. I will create 180 or 365 day custom audience. If I'm just trying to create the largest custom audience I can. More time equals more people engaged, right? Which is useful for targeting for general post engagement ads or page like ads, or again creating these lookalike audiences because they have a lot of data in them. Facebook Page Lookalike audience. Once you have all your Facebook page custom audiences created, you should create a lookalike audience of them all. Lookalike audiences are some of my best performing top of funnel campaigns targeting. I target this lookalike for new page like campaigns specifically. As you can see, we can create a lookalike audience using the actual Facebook page itself as the source, which is simply all Facebook page fans found under the other sources menu. Or we can create a lookalike audience of people who engaged with our page in the past 365 days via that custom audience I just created. I prefer using this custom audience option as I can create a lookalike audience of users that are most similar to the newest users that specifically engage with my page in the last year. So next, select your audience location. You want Facebook to find these lookalike users in. Finally, select your audience size for this lookalike. I have seen the best results for my clients at the 1% level, which I feel forces Facebook to find a smaller, more accurate group of lookalike users. Next, let's create an Instagram custom audience. As for your Instagram custom audience, any user that stops and takes the time to double tap like your post comment or watch your video on Instagram i.e. people who engaged with any post or ad is a perfect audience to retarget with middle of funnel and bottom of funnel ads. This always is a highly engaged split test audience I target for my clients. Why Instagram and Facebook page retargeting works using Instagram and Facebook custom audiences is a great way to re-engage with your most engaged fans. You can pick from different types of engagement and therefore hyper focus. Your ad campaign targeting create different audiences based on the level of engagement so you can promote new products and services to the right audience. You can reach warm users who visited your Instagram profile and know your brand and are ready for another ad touchpoint. Remember, an average of seven touch points are required before a customer will make a purchase. And finally, turn your most engaged fans into your best brand ambassador. Highly engaged users can become your exclusive product launch list for targeting and let them know they are the first to see X, y, z product because they are your VIP customers. People love recognition. They love exclusivity and they love being rewarded. So let them know they are a highly engaged customer. They are your VIP. Next custom Audience Video. People who engage with your videos is always a great audience to create. I see the best results from a high percentage. Watch Video Custom Audience. The best result for custom audience is based on video engagement are from either a people who have watched 75% or more of your video or b A through play. This is perfect for short videos. Because this is at least 15 seconds watched or the complete video itself. I also see great results from a 1% lookalike created of these custom audiences. So make sure to split test on your own. Some best practice for video engagement. Create a video about your product or service for sale. Think of an infomercial The common problem solution format video. Then create a video views ad campaign objective to promote this video. Next, create a 75% watch video custom audience right after publishing your Video Views campaign. So you're building a custom audience of users who watch 75% and you can retarget in the future. Third, create a conversion objective ad campaign only targeting this custom audience. The people who watch 75% of that video in this campaign's ad copy or creative use, a case study or testimonial video to convince this warm audience that watch your infomercial, why your product or service is great. The conversion campaign will direct users to your sales page, and this is a perfect two step funnel for many of my clients. It's brand awareness via the video and then retargeting the people who watch most of the video one to sale so you can select this custom audience to target under the ad set level on the ad set level audience, click in the custom audiences field and there we go. Select V Video Views. That's my engagement custom audience for video. So select that video option under custom audience. Once you select the type of video engagement, click the Choose Videos link. So I chose Watch 75% of your videos. Now I choose the video. Select a video to create a custom audience of users you want to track Who watched X amount of your video? Change the days to how long you want to track users. How warm do you want the users? People forget ads and videos quickly, so 30 days or less is common for us. Then click the Create audience button. Next is the lead form custom audience. This is a custom audience of people who engaged with your Facebook lead generation campaign forms, including users that open the form, open the form, but didn't submit the form opened and submitted the form. My two favorite custom audiences to create here is first the opened but didn't submit as I'll create ads retargeting this custom audience asking

them Why didn't you claim x, y, z offer that expires today? Sign up now really force that sense of urgency with this retargeting ad. Second, I'll create a custom audience of this lead form opened and submitted. This is for targeting with my product or service for sale as this lead is warm and they claimed whatever free thing I was offering with my lead gen. Next is offline activity Custom audience. You can create custom audiences based on offline activity like in-store purchases or over the phone sales. You just need to create an offline event set. Next are event custom audiences, so select the events option. Some clients we have at course envy make their entire income from ticket sales. So for this we use event custom audiences. I see my best return on ad spend from targeting people who had intention of purchasing tickets. This includes only the people who entered the ticket purchase flow but abandoned and did not finish the ticket purchase. So this is a very warm lead. Next, for our ecommerce clients, we create a catalog custom audience. So with the catalog custom audience, we can retarget people based on products they viewed, products they've added to their cart and products they've purchased. So to learn how to create a Facebook catalog, head over to our Course Envy blog. Of course [envy.com/post/facebook-commerce-manager](http://envy.com/post/facebook-commerce-manager) lookalike audiences, lookalike audiences. Use your existing custom audiences and pixel data to create audiences of new people who are similar. So Facebook does this by taking data points from your current audiences and matching them to find similar users on Facebook and Instagram. For example, you can create a lookalike audience based on people who like your Facebook page or take a specific action on your website or are in a custom audience only create a lookalike audience once your custom audience source is a minimum 1000 users. Facebook needs this much data to properly create accurate lookalikes. Your source audience must contain at least 100 people from a single country to be able to create a lookalike audience in that specific country. Finally, include customer value data to improve your lookalike audiences. Again, that was via the customer list with the customer value column. I like to create a value based lookalike audience of people who spend money. Preferably if you have enough customers, filter out your customer list to just include recurring customers or the highest spenders. This is a great split test for lookalike audiences because you're telling Facebook to go find the best users. So first, create a custom audience customer file of customers. Once you have that custom audience added, create a lookalike audience selecting this customer list as the source at 1% audience for your select country. This will now be a list of lookalike users most likely to buy from you. My favorite lookalike audiences. Custom audiences are always best. Someone who has engaged with your post, your website, watched your video. They're very warm. Second best is a lookalike. Facebook uses hundreds of data points to find users that look and act online nearly the exact same as your source or custom audience or Facebook pixel. Here are my favorite lookalikes. I create a lookalike of website traffic based on visitor time spent. Top 25%. I'll create lookalikes of my Facebook page engagement as well as my Instagram account. I'll create lookalikes of video engagement of three plays or 75%. Watch time. I'll create lookalikes of my e-commerce funnel. The add to cart. The initiate checkout. I'll also create my all website visitors lookalike and I can do this for specific pages such as landing pages or specific product pages. And finally, lookalikes of my customer list. Again segment these as much as you can by email subscribers. By buyer, by multiple time buyer. Pro tip. Create a lookalike of your biggest custom audiences. Why? The more data points, the better. So head to your Facebook audiences page, Click that, create audience button and then select lookalike audience from the dropdown. Lookalike audiences on Facebook help you find new people who are similar to your existing audiences. So first, select your lookalike source. This is your existing target audience. Second, pick the country that you want to target. My best practice is targeting one country per lookalike audience. You create and remember, the source must have a minimum of 100 users from this chosen country. And finally, pick your audience size. How broad or narrow do you want this lookalike to be? So you can either create a new audience source via this Create new source button. Or click to select an existing audience or data source. For example, a custom audience we just created. For this example, I selected a custom audience as my source. Next, select your audience location by region or country. Where do you want Facebook to find lookalike users? Finally, select your audience size. As I've mentioned, I see the best results with 1% audiences as they are smaller and more accurate lookalike users. Audience size ranges from 1% to 10% of the combined population of the location you select. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience. So a best practice here. Create a lookalike audience for one country at a time at each of the following population percentages. So first I'll create a 0 to 1% size. Second, I'll create an audience size of 0 to 5%. And third, I'll create a 0 to 10%, while 1% performs the best for us. Some of our clients see great results from targeting 5% and 10% size to lookalikes. You can also create a lookalike audience via your audience's page. Just click the check box next to any audience name. Again, with a size greater than 1000 people. Then click that create lookalike at the top, targeting a lookalike audience. Just like custom audiences, you can choose to target your lookalike audience via the audience section at the ad, Set level of your new campaign, Just click the custom Audiences Field Select Lookalike and then choose from your lookalike audiences again, just like when we target a custom audience, you can narrow your specific targeting within a lookalike audience. For example, I want to ensure my ad only targets the United States and my target audience age of 25 to 44. So by selecting these options, we narrow our lookalike audience reach. But that's okay as we don't want to be wasting ad spend on users that aren't in our target market saved audiences save time when creating new audiences for campaigns by saving your most frequently used audience. So just click that. Create audience button. Select saved audience. In this pop up, you'll set the following items for your saved audience. Audience name Include a custom audience or not Location, demographic languages, detailed targeting and connections. You can be specific as you want under the detailed targeting to find your target customer via demographics, interests and behaviors. Once. Ready, click the Create Saved Audience button. Now it's time to target all our newly created Facebook audiences via Facebook ad campaigns. So navigate to your ads manager and click that Green Create button to create a new ad campaign. Once you select your campaign objective on the ad set level under audience, you can select your custom audience, lookalike, audience and saved audience, as well as create a new audience. So first, select your custom lookalike or saved audience at the ad set level during your campaign creation. So under this Custom Audiences menu, click in the field to select a lookalike audience or custom audience to target. You can also choose to exclude an audience by excluding your ad will not be shown to these users. Perfect for excluding past newsletter subscribers. If your campaign goal is gaining new subscribers, you don't want to

waste ad spend on current subscribers, so exclude them. Click the use saved option at the top of the audience section so you can choose a saved audience to speed up your ad creation. Time for targeting an audience you market to often new audiences and detailed targeting new audience targeting. The final option for audience targeting is creating this new audience. This includes targeting by location, age, gender, detailed, targeting languages and connections. With each selection you make, your audience size and potential reach will adjust as you narrow or broaden your audience size, depending on your type of business and target market. The most common option I select for location is people living in this location. This ensures I'm targeting only users in my target market, whether that's a city country for my tourism clients at course. Envy We see success targeting people traveling in this location because we want to catch people on their phones and promote our local tourist attraction. So you can target local users at a varying miles radius around your address or city. So my city of Los Angeles, I can change the radius or I can set it to my office and change the radius. Say I have a local ice cream store. I can target people with a coupon within a one mile radius. Hey, come for a free ice cream cone. Or you can target as broad as worldwide. So for the location type and worldwide therefore targeting every Instagram and Facebook user over 2 billion people next age and gender. For most of our top of funnel campaigns, we leave the age and gender broad at 18 to 65 plus and all gender. Unless you know your specific demo starting broad is better to research who actually engages with your ads to analyze your age and gender. You can do this in the ads manager. So in your ads manager in the top right, select the breakdown menu in that menu, Select by delivery and then select age and gender to see who is taking action on your ad. For example, you can see under my campaign name in the blue highlighted area, male age 35 to 44 led to the most sales for this ad, so I could create a new campaign just targeting this demo because I know they're the highest converting. You can also look at your own Facebook page insights. To learn more about potential target markets, just navigate to your insights page and then review your fans demographics. Next for languages. Set your Facebook campaigns language to the language you plan to use in your ad copy and ad creative. Next, and most importantly, is the detailed targeting field. Click the Browse option to see the detailed targeting categories. Demographic interest and behaviors. First Demographics. This includes targeting options for people based on education, employment, household and lifestyle details. Next, set interest. This enables you to market to specific audiences by looking at their interest activities, the Facebook pages they have liked and closely related topics. Do note though not all Facebook pages will appear in the search results. This is at Facebook's discretion. Finally, behaviors. This includes targeting options for people based on purchase behaviors or intents their device usage and much more when creating your own audiences and targeting via this detailed targeting field. Always split test one variable at a time, meaning targeting one option per ad set. You create to see which single interest or single behavior drives the results for your business. For example, in ad set number one, I'll target Apple the interest in ad set. Number two, I'll target Facebook access via Mobile Apple iOS device, which is a behavior. So notice the category next to each detail targeting search result. When I type in Apple, you can see behaviors employers interest. We personally see the best return on ad spend from targeting behaviors. These are users who we definitely know fall in this category. Facebook definitely knows that this user access Facebook from an Apple iOS device. While interests, on the other hand, could be a user who liked an Apple ad one time but doesn't even have an iPhone. We also see great results targeting specific demographics such as parents with teenagers. That's not just an interest, that's an actual thing. This person has a child 13 to 17. You can speak directly to your target market via your ad copy, for example. Hey parents, here is a great XYZ for your teen. The more personalized your ads can be, the better. Notice you can also narrow your audience or exclude detailed targeting audiences altogether via the exclude people and narrow further. And now, in this example, we narrowed our targeting again parents with teenagers. Narrow further the demographic relationship status single exclude people the behavior Facebook access mobile Apple iOS devices. So these are single parents with an iPhone. One final note for detail targeting is the detail targeting expansion option. By checking this box, you can reach people beyond your detail targeting selections when it's likely to improve your performance, all via Facebook. Artificial Intelligence. Detail Targeting expansion Lets Facebook show your ads to more people, which may help you reach your optimization goal. This is worth split testing if you are uncertain who your target market is. Typically, I leave it unchecked because I want to know specifically who I'm targeting via my mass split test. My favorite audiences. The course envy super buyer audiences instead of just uploading all your past customers in bulk hyper segment them based on customer value. I've listed a couple of my favorite custom audiences below. I suggest you try, but also test your own ideas using the 80 over 20 rule or Pareto's law. Focusing on the best users. Also, remember to always create a 1%, 5% and 10% lookalike audience of each custom audience for future top of funnel ad targeting split tests. Remember the source audience must be to 1000 users before you create a lookalike. I often make cold sales to these lookalike audiences. So first, manually remove discount or promo shoppers from your buyer list. So this creates a custom list of buyers who pay full price only. This is a perfect lookalike. I'm telling Facebook to go find people that are willing to pay full price only. My second super buyer audience. Create a custom audience of buyers who have made more than one purchase or over X amount, such as \$100. Again, this is a perfect VIP list for marketing to for future product launches and marketing that exclusivity. And again, a great lookalike audience to, hey, Facebook, go find people who spend this amount of money on my site. Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSATIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated

regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:02 / 14:16 Lead generation ads. Lead generation ads Collect lead information from people interested in your business via Facebook and Instagram ads. So at the new campaign level, under campaign objective, select lead generation. After selecting lead at the campaign objective at the ad set level, you will first be prompted to select your Facebook page to link your leads with and you will have to accept the Facebook lead ad terms of service. After setting your ad set, targeting, and building your ad creative, you will then have to create your lead form. This is the form that will collect your lead information. Lead generation ads enable you to capture leads natively. This means the users don't have to leave Facebook or Instagram to input their information into this form. You simply capture the leads information via this form you create at the ad level. You have the option to choose a past form you created to duplicate a past form. Or third, create a new lead form. Let's click that button. Create form. A pop up will appear here at the ad level. First, name your form. This is for easy identification. In your lead center later and for linking with your CRM. Next, select your form type. Higher intent requires one more confirmation step, but we see much cheaper leads using the more volume option. Next click that settings tab at the top. Set the sharing option to open. You want to enable users to share this ad with a relevant friend, for example. So click back to that content tab and then click the intro section below. The intro section should be an extension of your ad, creative and ad copy. So your ad will grab the user's attention. Then this lead form will expand on your ad's content and further display your value proposition, i.e. why should they give you their email? So this includes headlines, bullet points, an image we see better results from using the list option versus paragraph. We can simply list our main benefits bullet point by bullet point to further make the user want to input their info into this lead form. Use a 1200 by 628 pixel image that is similar to your ad creative. We see users abandoning the lead form if the image or copywriting really differs a lot from the ad, you want these two to be very similar. Basically just a continuation of the ad itself. Next click the question section right below the intro section we were in. Give the user one final call to action to get them to submit their contact info. So this example submit your info to claim that final call to action that final value prop. Maybe it's a free e-book or a free course. Tell them what they get for giving their

email and full name. Email and full name are our most common questions. We include for our clients ads. As we get more leads with the fewer questions we ask. You can delete or rearrange the questions, order as you wish to collect more info and collect higher quality leads, i.e. users willing to give up more info. You can add more questions whether that's multiple choice, short answer, and so on. We like testing the short answer option to collect unique details about our users. But remember, adding more questions does equal more qualified leads and higher quality leads. But this also increases your cost per lead. Next click the privacy section. If your website CMS is WordPress, simply install the free plugin WP Auto Terms to create a terms of service and a privacy policy page on your website. Now to have your own custom terms and privacy policy pages drafted for your website, we highly suggest to prevent future legal issues. You hire an internet lawyer to draft these for you, or you can use a service like LegalZoom. So paste in your privacy policy URL that is hosted on your own website such as course envy.com/privacy. Finally, click the completion section. The final area to fill out for this form. This is where you can thank the user and provide them with a link to your value proposition or further information. Typically, users miss this button. They submitted their info and then they just close out. So I will follow up with them via an email right away, including that value proposition such as an eBook. So let's look at an example. This link will be a link to that free e-book. The user just claimed. So I host the PDF on my website and I just paste that link in there. But in case they missed this button, we will also use an automation email sequence via our ConvertKit email platform to automatically email this free e-book link to this new user as well. So I'm using both to ensure this person gets that free e-book. Plus it's two touch points. They click to see it on your website and then, oh, they see it's in their email inbox. This company is really on top of things. So once everything is filled out, just click that publish button to save this lead form. So make sure this lead form is selected and then publish your lead generation ad. A pro tip split test ad sets and ads for these lead generation ads so you can split test your audience targeting. You can split test your ad creative your ad copy. Just look at this screenshot difference in our cost per lead by simply tweaking our ad creative a video versus a photo we dropped from 546 all the way down to \$0.61. Make sure to use Facebook ad library for ad inspiration. The brand Clickfunnels creates amazing lead generation ads. You can review. So that's facebook.com slash ads slash library. We see a great return on ad spend using lead generation ads to give away something such as a free e-book. Create an e-book in your niche that is relevant to the user who you could eventually upsell with your product or service. eBooks are a perfect lead magnet, i.e. capturing an email in exchange for something free. So sell the value of your ebook via your ad. Split test sharing exact results and numbers. For example, here's an ad copy I'd use download the best selling book for free. Over 100,000 small business owners have used this ebook to grow their business using online ads like this one. Learn all the tips, tricks and secrets course envy used to scale businesses inside their ad agency. So there's some numbers that really stand out there. There's some all caps free best selling grow. And then for the headline for this ad, I'd use free 150 pages of strategies to grow your biz. And then I could use a call to action button like learn more or download. We see the best return on ad spend from using videos for our ad creative in the square format. So a common question I get. Should you send people to a lead capture landing page on your website? Make sure to click this link if you want to learn more about that or just capture leads right on Facebook via lead generation ads. So it's two different things that does the exact same thing. My reply is always the same split test to see what works for your niche. But that said, people are on Facebook or Instagram for a reason. They don't want to be interrupted from their social media experience and go off site to your lead capture landing page. This is why I love the native aspect of lead generation campaigns. It keeps people on the platform they were on. The lead form is native to that platform for our course envy clients. Nine out of ten times our lead generation objective campaigns perform better and get more leads at a lower cost than our conversion objective. Campaigns driving users to a landing page to capture that lead does, while the conversion objective with a lead conversion event may produce a more high quality lead, it's going to cost a lot more. So again, split test for yourself. Another great thing about Facebook lead generation ads is that Facebook auto fills the name and email address for you. This makes it really easy for people to sign up for whatever you are offering with just a couple of clicks. What are the lead generation ad disadvantages? No direct website traffic since you're not sending people to the landing page on your website. You're not collecting Facebook pixel traffic for these lead generation campaigns. Without traffic to your website, you will not be able to build custom audiences to retarget later with Facebook ads or create lookalikes of lead generation ads typically result in lower quality leads. Most advertisers just request name and email address for my Facebook lead generation ads such as a lawyer I collect leads for. That's a client. I like to also collect the person's phone number. By doing this, you are going to weed out the unserious people and increase the quality of your lead by adding this extra field or extra step. But this will also increase your cost per lead as more people will abandon your form. How to retrieve leads on Facebook leads from your lead generation Campaigns can be downloaded from a few areas. First, your ads manager. Under your lead generation campaign at the ad level. Second, on your Facebook page under your lead center Facebook.com slash your page username slash leads underscore center. And finally, you can connect your CRM to your lead generation campaign. So first retrieve ads via ads manager. You can go directly to your Facebook ads manager and under the results column at the ad level, just click the on Facebook Leads hyperlink to download the CSV file for that specific ad. This pop up will appear on that ads level and you'll have the option to use the lead center download by date range or download all the new leads. So now let's go look at this in the lead center so you can click this option to take you directly to the lead center page in your meta business suite. Or you can open your meta business suite directly in that left sidebar. Select all tools in this menu Select Leads Center. So we're on the lead center page here. First thing you'll notice in the top right corner is that down arrow. This is where you can download all your leads. The lead center can truly act as your new sales manager tool. You can assign employees to manage each lead, add notes to individual leads. Change the stage the lead is in and schedule reminders. Maybe notify yourself. Follow up in a week with a call or another DM on Facebook. You can also filter your leads by various metrics. We like to filter the users by campaign name we captured them from. You can also create audiences of these leads via the audiences dropdown in the top right corner so we can create custom audiences and lookalike audiences of these warm leads. This makes a great custom audience for retargeting as they are red hot. They signed up for your free offer, know your brand name and are definitely near the bottom of the funnel and ready to be closed with a sale. So to connect to a CRM, you'll head over again to your meta business

suite. Click the all tools option in that left sidebar. Then select instant forms in the All Tools menu. So now on the lead ads forms page, select CRM setup in that top nav bar. As you can see, we've already connected a CRM and we use the paid service. Zapier, if you have a Zapier account, you can simply click the connect button here and connect your Zapier with your CRM, such as ConvertKit, a Webber and other email providers. So you'll just sign in to your Zapier account, select your Facebook lead ads account and Facebook page. Select your CRM form to subscribe Your Facebook leads to instantly. No manual work needed with this connection. Then click the turn on Zap button. So some best practices for lead generation ads offer something for free. People love free stuff. Plus, this can serve as a way for you to provide value, build trust, and warm them up and introduce them to your product, service and brand. Make your lead magnet. Offer exclusive and add a sense of urgency. Look at this Barkbox example this week. Only subscribe today and your first box will get a free upgrade to our double deluxe bark box. So see, there's a sense of urgency there this week only and something free.

Finally, you want to check out the best practices for creating lead ads via this Facebook link. Make sure to go to course tv.com for more helpful tips. Start Play Play Play Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:05 / 11:47 A common question I get is should I use the lead generation ads or conversion ads driving people to a landing page with a lead capture form? And the answer is it depends. Truly, when you do a split test of this. It is about 5050. But the main difference is lead generation ads are native to Facebook, so the user doesn't have to leave Facebook to give you their email, to give you their name, their phone number. While conversion ads driving people to your landing page have to take people off of Facebook so they can be more expensive. So the main difference is conversion ads driving people to a landing page cost more, but you're getting a higher quality lead lead generation. You're going to get more volume, but it is a lower quality lead because maybe somebody just uses a throwaway email address to quickly sign up to claim your offer. So here's an example of a conversion ad we have created at the ad set level. The actual conversion selected is Mod MHB a webinar. So we want Facebook to track how many webinar signups we get or convert with this ad. So our ads for this conversion objective are driving people to our landing page. So here's an example of our landing page. The landing page should just be an expansion of the ad offering. So in the ad, I say free course Top ten Proven Marketing tactics to skyrocket your Business overnight. So when they click that link, it takes them to this page where they can input their name and email address to claim this free course. So typically I use conversion ads when I want a higher quality lead and when I have a lot of information to share with this potential lead or potential customer, I have an entire landing page dedicated to information on this free course, whereas the lead generation ad is just not as much content, so you need a little lower barrier to entry there, such as a free giveaway or a free contest. One more note on landing pages. Eliminate as many holes in the funnel as possible on your landing page. As you can see, there's only one way out of this page. Input your name and email and click claim. Now there's no header with a home page button, no contact us button, no holes in the funnel. You want all the traffic to your goal to convert them to a lead. So to learn more about landing pages, head over to course. NBC.com slash what dash is dash a dash landing dash page. So here's an example of a legion ad for another client of mine. Like I said, legion, more volume, lower quality leads. So I'll use this for things like contests or giveaways or free items such as this free state giveaway. So I'm collecting these email addresses in names at \$0.17 per lead. So as I mentioned in this course, often it's always better to target a warm audience or someone familiar with your brand. But when you're looking for new customers or new people to possibly enter a contest like this, this is when I like to use a lookalike audiences. So this one, I'm using a lookalike audience of people who have purchased on our website. So if you don't have any custom audiences, that's fine. Let me show you an example of another client. So this client is giving away a free course. It's actually a free online class. So I'll be using a lead gen because I want volume. I want as many people as possible providing me their email address in exchange for access to this free class. So we're in our ads Manager Click Create. Then we select lead generation. Scroll down, turn on campaign budget optimization will do \$10 per day to start. We can always scale that up once we start to see a successful ad every 2 to 3 days, I'll scale it up no more than 30%. So first, under the ad set level, we select the page. We want to link and capture these leads for Scroll down. This is our audience targeting. So I have the specifics here. USA Moms 25 to 50 with kids 4 to 12. So let's do that. US great age, 25 to 50. And female women edit this. So detailed targeting, this is where we can narrow down parents. So parents. It is 4 to 12. So select all parents again and then toggle for each age. So 9 to 12, 3 to 5, 6 to 8. So we have our window there, 4 to 12, we have 3 to 5, 6 to 8 and 9 to 12. So great, scroll down here. We're good. We don't want to expand this because we know our target audience, so we'll keep it as that. 3.2 million people scroll down. Automatic placements is fine. So for this, we already have a commercial in place, so I select a single image or video. Scroll down, clear our images, add video. And then you can upload that file from your computer or just select what you've already uploaded in the past. So continue as we have that set. Now we fill out our ad itself, the primary text. We have that. Great. So paste that in. Kids driving you crazy. Join our free get game classes hosted 100% online to get your children the daily exercise they need now. Headline free virtual PE classes. Description. We can leave that display, link their URL, so sign up. Now we need to create the form to capture this user's information. So we click new form. So for this, we want the most volume possible. So we keep that more volume settings. I want it open. I want people to be able to share this form. So let's say one parent sees it, they can share it with another parent so that parent can sign up. I don't want it restricted to people that the ad is delivered to, so open back to content intro. Headline. We can take that always keep it relative to the ad. So free virtual PE classes upload our image for this lead form and then we can select layout of paragraph or bullet points. We have bullet points here. There we go. We have our three bullet points. Sign up by providing your info below. We can edit that under questions. That's fine. We'll leave that as default email, full name and child's age. So we want to add a new question. Short answer. There we go. Email, full name, child, age. So we're good there. Privacy Policy. This is where you want to input your actual website's privacy policy because you are capturing emails and names and potentially phone numbers and contacting these people off of Facebook. So we just copy it from this client's website paste in here, link text. We'll just copy the name here. Privacy policy. Okay. Looks good. Thank you. Screen. Now we change our headline. Thank you. Click the button below to join our. Virtual PE classes. So here's the link to that landing page we want, and that will be the button link. So I'll change this to a better call to action with a little more sense of urgency. Join classes now. Okay, so we look good. Let's just review this. Okay, this looks good. Scroll through again. Thank you. Click the button below to join our game. 2.2 virtual PE classes Join classes now. This looks great. So finish. So here's our ad. When people play the video, click the signup button. This form will pop up. So let's just click confirm to launch this ad. Once this ad is launched, you'll want to come to your actual Facebook page, the one we linked with the ad itself on the ad set level page. And this is where all your lead generation ads will populate your leads. So the leads will be available for download up to 90 days after they're registered. So make a note to come here and download this regularly. The most optimal option is connecting your Facebook page with your CRM, your customer relationship manager such as MailChimp or whatever your email platform is. But this does require a paid tool. Zapier. So it's really easy to set up, but it does have a monthly cost and it will integrate your Facebook page with your CRM. So Facebook lead ads can be linked with up to 2000 apps. It can populate it in a Google sheets. It can send you a Gmail. It can add it to your MailChimp and so on. So if you don't want to pay for Zapier right away, that's fine. Download this every couple of days and add these emails to your CRM so you can follow up with them and send them what they claimed. Because while

yes, they signed up for this instant form, sometimes users will miss this. They'll get through this whole thing and be like, Oh, I didn't see where to go. They missed this. Join classes now button. I get that for 5 to 10% of my users, so follow up with them in an email with this link, this landing page link right here, just to double confirm that they got access to the thing they signed up for. Now, as you can see, just over 24 hours later, we have 47 leads at \$0.28 per lead. So we can just export those from our Facebook page and then follow up with them to close the sale. At this point, since I know my target market, the ad set, if I want to lower this cost per lead, I can create a split test or a duplicate and adjust the ad, adjust the image, the ad, copy the video and see if I can lower that cost per lead. But when I'm paying over \$4 for a landing page conversion lead, I'll gladly take this high volume, lower quality lead generation ad lead at just \$0.28. Start Play Play Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 9:17 Local business ads and store traffic. So if you have a local business or a brick and mortar, Facebook has some great options for you to target this nearby audience, this local audience. Facebook's local business promotions are a great way to quickly and easily find a new group of customers by showing your ads to people who are near your business. Address city, state or country. Make sure you have your location address set

on your Facebook business page. My highest return on investment ads for clients with local stores are awareness campaign objective ads via reach and store location so you can target your local business location down to a varying mile radius via the locations option. Under the ad set level for every type of campaign you create. And again, you can target users based on your business address, city, state or country. So first, let's look at reach objective campaigns. These campaigns show your ad to the maximum number of people. Think of rich ads as literally reaching out and touching everyone in your neighborhood. These ads are perfect for local businesses, promoting an offer to local customers. So at the campaign level, we selected REACH. Now we're on the ad set level for the REACH campaign. You'll select your Facebook page. Then you will set your target location for the area of potential customers you want to reach. So as you can see, Los Angeles, 25 mile radius around our office, That's 8.6 million potential reach up there in the top right under audience. Next, we will select our demographics and detail targeting at this asset level. One of my clients is a coffee shop. So we won't even select anything here. I'd rather go broad. We want our ad to reach everyone within a one mile radius, i.e. walking distance. I'm promoting an ad for people to come claim a promo or an offer such as free cup of coffee today only. But on the other hand, if you know your target market is only women, for example, such as a salon, don't waste your ad spend on men. Change the gender to women only. But for each ads, since I am targeting by location, I target the broadest known audience possible. Like this example Coffee. Generally everyone loves it. I don't need to target coffee as an interest. So 18 to 65 plus for age, no detailed targeting, one mile radius of the business. That's how far they would walk for that cup of coffee. And our potential reach is 120,000 people. Even if I get 2% of that. This coffee shop is going to love it. The important metric to set for your reach campaigns also at this ad set level is the frequency cap. So scroll all the way down on your ad set and set your frequency cap. This is how many times impressions you want people to see your ad every X days. This is to keep people from seeing your ad too often. So enter the minimum number of days that you should pass before someone sees your ad again. Typically, we set this to one impression every three days. This is just enough of showing our ad to local people so they don't get annoyed. One of my best performing call to action buttons for local business ads is get directions. So we're on the ad level. Under Call to action, I select get directions. This uses your Facebook page address and adds a link to a map so people can tap your ad and get directions to your business. Call now is the second most common CTA or call to action button I use successfully for my local business clients. This is for clients such as dentists, accountants, anybody that needs to schedule and get people on the phone, such as making a reservation at a restaurant and so on. Another Facebook feature I see great results from for my clients that have local businesses are carousel formatted ads. I'll include a map card in these carousel ads. So at the ad level, select carousel for the format. Check the box next to the Add a map card option to show a map of your business location as one of the carousel cards. I usually select the map card as the number two position in my carousel cards as I want to use a branded attention grabbing image or video for the number one card position. That's my ad captures people's attention as they're scrolling their feed. And then the map card is number two again for the CTA, the Call to action button, I'll select get directions. So the second most common campaign objective I use for local business owners is that store traffic objective. The store traffic objective is available to any business with multiple physical stores, restaurants, dealerships or other places of business. You can use this objective to reach people within a set distance of each of your locations or even your single location to help them find you or contact the location closest to them. So to set these up, go to your business. Facebook.com slash business, underscore locations. So once on this store locations page, select your Facebook business page and then click the Add Stores button to add your store location. In order to create a store location, you will need to create a main page or a main Facebook page. This just means your original Facebook page that we've already created. In this course, we'll stay the main branded page, but note this business location option will just clone your original main page with the varying location address. You add creating location pages. In order to create a store location, you will need to create a main page. This just means the original Facebook page. So at brand name such as At course Envy. This is your main branded page, but then each store location page will just be a clone of the main page you created. With the addition of the varying address locations, you add creating a location page such as at course envy Los Angeles. So on the store locations page, click that add stores button and then select if you want to manually add stores. So if you have a store franchise such as Starbucks with many locations, you'll want to select that add multiple stores option. But for us, we only have the single office location, so we'll add manually complete your store details and note the location descriptor is how your Facebook page will be identified and ads. So use a relevant name. As you can see here, of course. Envy, parentheses, Arts District. So your location descriptor shows up after that main page name. This is the local page. So now come back to your ads manager and now on the add set level, select your page and then under the store section, click that button, create a new store set in this pop up search or browse for your store locations you just added. Then click the add link next to all the stores you want to promote in this campaign. For us, we just have a single location, so we'll click Add, then click that continue button. Next, select your targeting radius around your store. I see the best results from the fixed radius option as store owners typically know their maximum customer reach in their city, such as how far away is their current customer base after they review their customer addresses typically under ten miles. So now in the third step, just name your store, location, set and click create. We have a fixed radius of nine miles around our LA office, so I'll create that. So now at the ADD level, select if you want your ad to appear as the main Facebook page or the local Facebook page, your ad will change depending on which you select. So for the main, I selected main page. This will just brand your ads as your original Facebook page. For example, course Envy. Well, if I select local Facebook pages, this will bring your ads as the local Facebook page for each targeted area. For example, of course, Envy Arts District. One more cool feature about store traffic campaigns is the Autofill Field via the add page field plus sign button. This enables you to add to your ads text such as the store address, hours and other store info. It pulls dynamically from each store location. Start Play Play Stop Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level:

All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc. Expanded view

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:04 / 9:17 Local business ads and store traffic. So if you have a local business or a brick and mortar, Facebook has some great options for you to target this nearby audience, this local audience. Facebook's local business promotions are a great way to quickly and easily find a new group of customers by showing your ads to people who are near your business. Address city, state or country. Make sure you have your location address set on your Facebook business page. My highest return on investment ads for clients with local stores are awareness campaign objective ads via reach and store location so you can target your local business location down to a varying mile radius via the locations option. Under the ad set level for every type of campaign you create. And again, you can target users based on your business address, city, state or country. So first, let's look at reach objective campaigns. These campaigns show your ad to the maximum number of people. Think of rich ads as literally reaching out and touching everyone in your neighborhood. These ads are perfect for local businesses, promoting an offer to local customers. So at the campaign level, we selected REACH. Now we're on the ad set level for the REACH campaign. You'll select your Facebook page. Then you will set your target location for the area of potential customers you want to reach. So as you can see, Los Angeles, 25 mile radius around our office, That's 8.6 million potential reach up there in the top right under audience. Next, we will select our demographics and detail targeting at this asset level. One of my clients is a coffee shop. So we won't even select anything here. I'd rather go broad. We want our ad to reach everyone within a one mile radius, i.e. walking distance. I'm promoting an ad for people to come claim a promo or an offer such as free cup of coffee today only. But on the other hand, if you

know your target market is only women, for example, such as a salon, don't waste your ad spend on men. Change the gender to women only. But for each ads, since I am targeting by location, I target the broadest known audience possible. Like this example Coffee. Generally everyone loves it. I don't need to target coffee as an interest. So 18 to 65 plus for age, no detailed targeting, one mile radius of the business. That's how far they would walk for that cup of coffee. And our potential reach is 120,000 people. Even if I get 2% of that. This coffee shop is going to love it. The important metric to set for your reach campaigns also at this ad set level is the frequency cap. So scroll all the way down on your ad set and set your frequency cap. This is how many times impressions you want people to see your ad every X days. This is to keep people from seeing your ad too often. So enter the minimum number of days that you should pass before someone sees your ad again. Typically, we set this to one impression every three days. This is just enough of showing our ad to local people so they don't get annoyed. One of my best performing call to action buttons for local business ads is get directions. So we're on the ad level. Under Call to action, I select get directions. This uses your Facebook page address and adds a link to a map so people can tap your ad and get directions to your business. Call now is the second most common CTA or call to action button I use successfully for my local business clients. This is for clients such as dentists, accountants, anybody that needs to schedule and get people on the phone, such as making a reservation at a restaurant and so on. Another Facebook feature I see great results from for my clients that have local businesses are carousel formatted ads. I'll include a map card in these carousel ads. So at the ad level, select carousel for the format. Check the box next to the Add a map card option to show a map of your business location as one of the carousel cards. I usually select the map card as the number two position in my carousel cards as I want to use a branded attention grabbing image or video for the number one card position. That's my ad captures people's attention as they're scrolling their feed. And then the map card is number two again for the CTA, the Call to action button, I'll select get directions. So the second most common campaign objective I use for local business owners is that store traffic objective. The store traffic objective is available to any business with multiple physical stores, restaurants, dealerships or other places of business. You can use this objective to reach people within a set distance of each of your locations or even your single location to help them find you or contact the location closest to them. So to set these up, go to your business. Facebook.com slash business, underscore locations. So once on this store locations page, select your Facebook business page and then click the Add Stores button to add your store location. In order to create a store location, you will need to create a main page or a main Facebook page. This just means your original Facebook page that we've already created. In this course, we'll stay the main branded page, but note this business location option will just clone your original main page with the varying location address. You add creating location pages. In order to create a store location, you will need to create a main page. This just means the original Facebook page. So at brand name such as At course Envy. This is your main branded page, but then each store location page will just be a clone of the main page you created. With the addition of the varying address locations, you add creating a location page such as at course envy Los Angeles. So on the store locations page, click that add stores button and then select if you want to manually add stores. So if you have a store franchise such as Starbucks with many locations, you'll want to select that add multiple stores option. But for us, we only have the single office location, so we'll add manually complete your store details and note the location descriptor is how your Facebook page will be identified and ads. So use a relevant name. As you can see here, of course. Envy, parentheses, Arts District. So your location descriptor shows up after that main page name. This is the local page. So now come back to your ads manager and now on the add set level, select your page and then under the store section, click that button, create a new store set in this pop up search or browse for your store locations you just added. Then click the add link next to all the stores you want to promote in this campaign. For us, we just have a single location, so we'll click Add, then click that continue button. Next, select your targeting radius around your store. I see the best results from the fixed radius option as store owners typically know their maximum customer reach in their city, such as how far away is their current customer base after they review their customer addresses typically under ten miles. So now in the third step, just name your store, location, set and click create. We have a fixed radius of nine miles around our LA office, so I'll create that. So now at the ADD level, select if you want your ad to appear as the main Facebook page or the local Facebook page, your ad will change depending on which you select. So for the main, I selected main page. This will just brand your ads as your original Facebook page. For example, course Envy. Well, if I select local Facebook pages, this will bring your ads as the local Facebook page for each targeted area. For example, of course, Envy Arts District. One more cool feature about store traffic campaigns is the Autofill Field via the add page field plus sign button. This enables you to add to your ads text such as the store address, hours and other store info. It pulls dynamically from each store location. Start Play Play Play Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your

business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 19:22 Message ads. Facebook and Instagram messages. Give your business a fast and convenient way for people to get in touch to ask you questions about your products or services and much more. Plus, these messages allow you to build a personal connection with your customers with a back and forth online conversation. You can create Facebook or Instagram message ads or WhatsApp ads that open in the Messenger and starts a conversation between your business and your prospective customer. I like to compare messenger conversations to a mobile text message because the new message open rate is nearly 100%. Compare that to the dismal, very low email open rates of under 10%, under 5%, depending on the type of campaign you send and how warm your list is. Message ads are really untapped by most of my clients and Facebook ad managers in general. So I highly suggest you give them a test run for your business. When people see that message notification, they want to open it. So become that undeniable notification for your potential customer. So when a person clicks or taps on your messages, add a conversation with your business will immediately open. The two main types first Facebook Messenger ads. This opens in the Messenger app itself. This is if a person is on a mobile device or it'll open a messenger chat box if the user is on facebook.com such as a desktop computer. For Instagram direct ads, this will open a Instagram direct message within the Instagram app. The third type is WhatsApp. So just like Instagram, this is an app, so it will open on their mobile device and start a conversation with them within WhatsApp. So the nice thing about message ads is that the user can return to this message conversation at any time. Unlike an ad where they see it once and they're done unless you retarget them with another ad, this conversation is there forever and you can continue to have a conversation with them and engage with them. So here's an example of Facebook Messenger ad A user sees your messenger ad for 20% off your entire purchase in their newsfeed. So they click the ad, which opens a chat with your business, and then they can be sent an automatic message you create, including that coupon code and an automated personalized experience for your potential customers. So check out this example. Hi. And then you can personalize it with their actual name. Here's your coupon for 20% off when you visit us this month. Just show it to us at checkout. Summer Sale. So now you have a conversation open with this customer. You can come back in if they don't use it and be like, Hey, only two days left for this code before it expires. Make sure to use it. You have that conversation line open with them to create message ads, Select the engagement campaign Objective message ads. Hope you get more people to have conversations with your business in Facebook, Messenger, Instagram, or WhatsApp. We use message ads for our clients to complete purchases, answer their questions and offer customer support. So the first option you need to select once you create this engagement campaign under conversion location, select messaging apps. Now pro tip here. Keep your campaign separate for each messaging app. So this means one campaign for your Facebook message adds another

campaign for your Instagram message campaigns. I like to keep my reporting separate and my split test separate, so I'll create visuals specifically for Instagram visuals created specifically for Facebook, everything separate. So first, as you can see, our ad type, I select click to message. Our Facebook page is course envy. And then for the messaging app, I selected Messenger, that is the Facebook messenger and that is linked with the Facebook page. So when they message you directly via Facebook, it'll go to your Facebook page inbox. Next, you can select Instagram, which I've linked to my Facebook page. So because I've linked it, people can direct message my Instagram account. So I'll show an ad to people on Instagram. They can DM me, direct message me directly on Instagram. Finally is WhatsApp. When people click on this ADD, it'll open a thread to message your WhatsApp number. Your ad will be shown to people more likely to message within WhatsApp. So in this lecture I'm going to focus mainly on the two most popular message ad, which is Facebook Messenger and Instagram direct. But that said, WhatsApp messaging has nearly as many users as Facebook. So really, depending on which country you're in and what messaging app most of your customers use, which will determine which type of messaging destination you will choose for your message ads. So for example, I'm based in the US. Most of my clients are in the US. I use Facebook Messenger and Instagram direct most often for the few India clients I have. WhatsApp is their most popular messaging app, so I exclusively use WhatsApp messages. So a quick pro tip for you. Google leading countries based on number of app users so you can swap out that app name for anything. Facebook, Instagram, WhatsApp and various stat websites will let you know which country favours which app. For Messenger app ads you have to add types first click to message. Second sponsored message. So let's start with a clicks to message ad to get the conversation started with potential customers. I see the best return on ad spend from message ads targeting a warm audience. This is an audience that's been to my website or engaged with my page or engaged with a past ad. I've collected all of these via a custom audience. One of my favorites, they visited the website, but I exclude all the people who bought. So this is a warm audience, but maybe they just have one question before they purchase. So this is a great area to split test with your message ads. I'd like to use this as the final push to help the customer with their concerns or questions before they make the purchase. Also, on this ad set level, we'll select our placements for this. I leave it as the default advantage placements recommended and again default for the optimization and delivery. We want conversations, so that's what I want to optimize this ad delivery for. Here's a message ad example to copy by Mobile Monkey. So instead of retargeting a warm audience like we like to do, they're targeting a cold audience, targeting the detailed interest small business owners via this message ad they have a great attention grabbing image and ad copy that seals the deal with their value proposition. So since they're advertising a chat bot, they most likely are linking their chat bot with the send message message ad. We'll teach you more about chat bots later on in this lecture. Finally, at the ad level four message template, we select START conversations. That is always the focus of message ads conversation. As for our ad copy and ad visuals, typically this relates to the custom audience I'm targeting. Why has the user engaged with us? What is the audience? What are frequently asked questions other people ask? Get the conversation going. So at this ad level under message template, select create new in the dropdown and then we'll edit this conversation. The edit template pop up will appear where you can edit the text, the customer actions you reply. If you have a business phone number you want to include so they can call you. You can include that. So first in that text, that intro text, I like to personalize it with their first name. So Facebook automatically pulls that from their account and then you can select your customer actions such as frequently asked questions, something that relates to your brand or whatever your intro ad copy was. Maybe it was. Have a question about a product. Click here to ask and then you can prompt them with the three most likely frequently asked questions, or they can type in whatever they want. So if they click one of the FAQs, you can give an optional automated response. So in case you're not at your computer to reply, this auto response will reply. So it'll look like they're chatting with a real person. So if you have these common FAQs, great. But if you can at least leave your Facebook page inbox open while at work or have a dedicated customer service employee, maybe outsource this to Upwork so you can have a 24 seven virtual assistant, that's much better. So I'll select none here and then you manually reply, so you'll open up your inbox and reply to each person as they message you. So next, let's create a sponsored message. So again, on the ad set level, under ad type, we've selected Messenger Apps Select sponsored Message. Now notice on the ad set level under placements, sponsored messages are only for Messenger app because remember, we're targeting people who have already started a messenger conversation with us. So on the ad level, you can again create a message template, including quick replies. Do you still have questions? Or maybe you have a new relevant offer and you want to reengage this audience you've already had a conversation with. You can do that here. Another great option for sponsored message is connecting third party chat bots. Which use artificial intelligence. Make sure to download the PDF for this lecture so you can navigate to these URLs where we have in-depth chat bot guides. Next, let's create an Instagram message. Add so at the ad set level, add type, click to message. Select our Facebook page and then select just Instagram for the messaging app. So pro tip here. Will use Facebook message ads if our target market is over the age of 30 and we'll use Instagram message ads if our market age is under age 30. So just like our other message ad examples, tailor your ad copy to the custom audience you're targeting. Have they visited your website but not made a purchase? Prompt them with that via the text. And then the fax in your message template. So for this example, we're targeting a custom audience who visited our Mod MBA course website but didn't purchase it. So they know our brand logo and they know our value proposition. So we make that apparent in our visual, our media online MBA alternative, and then below it is our Mod and VA logo, our primary text stop sign emoji. Have you checked out our modern MBA program? Any questions? There's a reason they left. They came to the site. They were intrigued by something and then they left. Maybe they got busy with their life. Maybe they have a question. Let's answer that with this message ad. So some split test ideas. Make sure to split test one campaign for Facebook and one for Instagram message ads. Then at the ad set level, I like to split test targeting. I want to target a cold audience for one maybe just detailed targeting of small business owners. And then another one I'll target a warm custom audience, such as people who visited the website but exclude buyers. Finally, you can split, test the ad, level the ad, copy the images and the message ad themselves. Remember one variable per campaign so you can identify which variable is driving the most results. So once we reach 1000 impressions, I'll toggle off losing ads and scale the budgets for the winners. How do you respond to all these messages and go to your

Facebook business page and navigate to the inbox page? This will direct you to the Meta business Suite inbox. This is at Facebook.com. Slash your page username slash inbox in the Metta Business Suite inbox. You can toggle between all messages, Facebook Messenger, Instagram direct, and even Instagram comments and Facebook comments. You can reply to them all via the Meta business Suite inbox. Now, before you create message ads, you need to be able to accept messages via your Facebook page. So under page settings under general settings messages, make sure to edit this so people can contact your page. And enable messages. Also on your page settings page. Navigate to Instagram in the sidebar and connect your Instagram account to your Facebook page. So they're linked. Now, if you can't be online or hire a VA to manage these messages. You can still be responsive via automated responses. This is via the automation option. So the two automated responses I use are FAQs, such as Store Hours locations. And greetings. So instant replies if I'm gone or it's in off business hours. Or in a way, message. I can create all these. So again, via your meta business suite inbox, click automations at the top of the page. On the inbox Automation's page. You can click the Create Automation button in the top and browse through all the various types of automations. One of the first ones I enable is the way message automation so you can let your customer know you're going to get back to them a.S.A.P. And I'll enable this for all my closed business hours. So if I'm open 9 to 5, I won't have my away message display. So I'm on the edit automation page for away message. First, I select my channel. Where do I want this auto message to send? For this I only toggled Facebook messenger. Next, I select when this happens. When I am away. So what hours am I away from? Midnight to 6:30 a.m.? And finally, what's the auto message? For me. I put Thank you for your message. We're away and can't respond right now. We appreciate you reaching out so you can edit that and add personalization or your own custom text. Now if you want an instant reply, no matter the time of day, I'll use the instant reply Automation. So you can just toggle that on or click edit, but let's create a custom automation. So click that create automation button in the top, right? And now you can scroll through here and look at all the various automations available. But the second most common auto responder I use for clients is contact information. It's a great way to drive people to your website's contact page and get them browsing your website. So I toggle on contact information. I select messenger for the channel, type in my message and I add the button. Email us. And I put in our website URL. So my message is. Hi, thanks for contacting us. Let me know your question right here or click the button below to email us. So that will take them off of Facebook to my website and I can track that via custom audience even if they don't email me on my Contact US page. And also make sure to make use of personalization. So just click that button in any of these message boxes to personalize your message. So for this example, I'm pulling the profile usernames first name to auto populate. So as you can see in the right side preview, hi user first name. Thanks for contacting us. So it adds that personal touch. Make sure to check out course NBC.com for that chat bot Ultimate Guide. Start Play Play Play Start Start Play Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! 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Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:03 / 4:18 So now let's cover Instagram ads on Facebook. So obviously, Facebook owns Instagram, so you can create targeted ads on that specific platform of Instagram. So make sure to check out business dot instagram.com slash advertising to see all the types of Instagram ads and get some inspiration for your business so we can create an Instagram ad via our Facebook ads manager. So Business.facebook.com slash ads manager on this page, create and we'll have our new campaign. And in this ad campaign, we can select any campaign objective engagement for a specific Instagram story or Instagram post. But the key detail here is that the ad set level so we can pick any objective at the campaign level, but it's at the ad set level. We'll select the placement for Instagram, the platform, Instagram. So scroll all the way down here, see this placements, manual placements. I selected Instagram, I could select Facebook and Instagram and target all the different places. I want my ad to appear in the Facebook news feed in the Instagram feed. So for this example, I only want to target Instagram. I only want my ads to appear on Instagram. So where on Instagram? The Instagram feed. So that's when people are scrolling. They'll see my ad with that little click button. Or how about Instagram stories? I want it to pop up in between people's stories when they're watching their friends stories. So for this example, I only want it in my Instagram feed. I'll go to the ad level. Now under identity. Since we've already connected our Instagram account to our Facebook business page, you'll see it appear right here. So here under ad setup, we can either create an entirely new Instagram ad, so create an ad. And that can be an image, a carousel, a video, or we can use an existing post. This is a post we've already created and posted to our Instagram. And we just want to boost it or send traffic to it so we can select the post. And as you can see, we're on our Facebook page. We'll want to select Instagram because we're targeting the Instagram platform. So select this and then we'll select a post. Continue. And there we go. There's an ad for our past post, or we can create a new one. So the key to Instagram ads is the placement. Where do you want your ad to show up on Instagram? Like I said, Instagram feed, Instagram stories. And what type of objective do you want? Do you want people to click this, learn more or whatever your call to action button is and go to your website. Use a traffic add. Do you want to boost engagement? Do you want to get likes and comments and clicks on your Instagram ads? So we're going to click engagement. We're going to click post engagement for engagement type. Again, under the ad set, scroll down Instagram only Instagram feed. We want people liking and commenting on this Instagram post. So again, under AD now we'll select the post we want engagement for. We're not going to create a new one. We want to get engagement for something that was posted already so we can either change that post, we can add a call to action button if we'd like, but for this one we selected post engagement. We only want likes and comments, so I won't add a call to action button. I selected my ad and now this will be targeted at the audience I select at the ad set level. So as you can see, this is the exact same as a Facebook ad. The only difference is selecting the placement, targeting only the platform of Instagram. Start Play Play Play Play Start Start Stop Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom

audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 19:44 Facebook engagement. Facebook engagement is one of five ways your fans engage with your content. They like it. They comment on it, they share it, They simply view it or they click on a link. So Facebook engagement, Who really cares? The more people take action on one of your posts, the more your posts will show up in their newsfeed. If you haven't noticed yet, Facebook pages organic reach is super low, which has led to required post engagement ads for any posts you want to actually reach your Facebook page fans. I'll show you how I promote my best post next. But Mark Zuckerberg's goal with the Facebook newsfeed is to create a perfect, personalized newspaper for every user. When your post are engaged with, you become a thumbs up in the eyes of the Facebook and Instagram algorithm. So therefore your page and content will appear more. So while that organic reach is a lot lower. If your content's engaged with Facebook wants to put that in front of the users because they want to keep their users on their platform, they want to keep the eyeballs on Facebook, on Instagram. So they want that engaging content that does that. To promote your Facebook page posts or Instagram account posts. Navigate to your ads manager. Click the Create Add button on this new campaign page. Select the engagement objective. Now with this new engagement campaign on the ad set level. First under conversion select on your ad. So this is telling Facebook that you want to get people to interact with your post next under engagement type, select post engagement next on the ad set level, my favorite audience to target for the lowest cost per engagement for these post engagement ads are people who like your page. This is a warm audience that knows your brand and has already liked and followed your Facebook page for a reason. Then on the ad level, select use existing post under the ad setup. Then you'll be prompted to either select a post or a publish to your Facebook page, or you can create a new page post specifically for this ad only via the Create post button. The alternative way to promote a published post on your Facebook page is via the Boost Post button below each post. This is just a simplified version of your ads manager with less options available. The results of a boosted post are the exact same as creating a post engagement ad via your Facebook ads manager. We only create ads in the ads manager though, because we get better tracking and better optimization options. The only difference is this boost post option is a bit quicker to create if you're simply boosting the post to your pages fans and don't have any other specific targeting requirements. But like I said, those added features, those things we want tracking and so on are all via a post engagement ad in your Facebook ads manager. As you can see in this boost post pop up, you first select your objective. That's automatic. We'll select post engagement for that. And then under audience, just select that second dot, people who like your page and that's it. Those are two selections and we can boost that post. Don't over promote post things your fans would be proud to share. So I touch on this formula a few times. In this course, 70% of your content should add value and build brand recognition. For example, your own meme or quote creation that will get viral shares or sharing a relevant blog post you just created on your website. Or sharing a Facebook Live with a behind the scenes video of your business next 20%. This is just sharing other Facebook page posts, other articles, other content, other people's

videos, humor industry news, hot trending topics such as News Holiday, or even Google Trends. What's trending today. But make sure it's relevant to your brand and again provides value to your fans. So this content you don't have to create that 70% are things you're creating. This 20% just sharing other relevant brands, posts, content and so on. And finally, 10%, 10% of your posts can be promotional, including coupon codes, new items, sales, And even though it's promotional, keep the text or ad copy conversational. Don't get too salesy. What good is a Facebook page? Now I hear this statement from clients all too often now complaining that organic reach of their Facebook post is much lower. Say they have 100,000 followers, but only 10,000 people engage with their posts or maybe even 1000. I've seen some clients with only 1% organic reach, some with up to 10%. So don't let the naysayers bring you down. Though. Facebook is still the most targeted method of marketing available to us today. We use Facebook posts, engagement ad campaigns for that initial viral boost when we first create a page post. This will get your fans to engage with it and share your content, which will lead to higher organic reach once the algorithm sees this increased engagement. So use Facebook as a sales funnel at the top of the funnel. Give away useful and valuable content for free, which will create engagement. Then you can retarget this warm audience with more great free content which you can capture valuable emails from or just continue to grow your website traffic. That will build your custom audiences via the Facebook pixel. Finally, at the bottom of the sales funnel. Close the sale. Retarget these audiences with your promotion and sales offering. How to create engaging Content. So the number one rule Be personal in your post. When you sound like a cheesy, salesy infomercial, your fans are going to treat you like one. Use AI in your ad copy type posts and captions as if you were talking to an old friend. They are on Facebook or Instagram to talk with friends, to see what the friends are doing, to see what celebrities they like are doing. Treat them like that. Share how you really feel about a blog post or photo that you're sharing. Ask questions in your post. Ignite conversations among your fans. Ask for feedback via a quiz or poll. Get them commenting right away. Offer fans the opportunity to vote on your next product. Think of engagement opportunities for everything you post. Remember, you can hack the algorithm by getting early engagement on your post and therefore upping your organic reach. Here's a great example of a contest. One of my favorite examples of how to create super engaged fans is what the brand Chewie does every Friday is hashtag Fan Friday and Chewy ask their fans to post a photo of their pet with a chewy order shipping box in the photo. This cardboard box has the chewy logo on it and they ask them to include hashtag chewy box love in their caption. Since you can search by hashtags on Facebook, Chewy will search and randomly select winners every Friday and repost these fan photos, and then they'll send these fans a free prize or a discount on their next order. I mean, wow. Not only are they creating thousands of mini ads for Chewy on their fans personal profiles, but they're also getting their fans to create the content for them. Genius. Steal this idea for your own business now. Tweak it. Make it your own. Next, respond to fans. In the beginning, you may only have a couple likes or shares, but it is crucial to engage with these fans. They want to know that there is a responsive human being behind this Facebook page that cares about them. Thank them for a comment reply with another question to keep them engaged. Make them know there is a human that cares about them running this page. Keep the engaged people engaged and they will forever be your viral seeds. Once you see a customer share post or create content for you. Think of the Chewy.com example. Write their name down as a VIP customer. Approach them first with product launches and first with promos or contest. They will become your very own brand ambassador doing the marketing and content creation for you. Referrals from friends of friends are the easiest customers you can obtain and zero cost to you. A quick way to check your Facebook pages Fan engagement is via the notifications tab. Here you can see who posted, liked, commented on and shared your content. That's at facebook.com. Slash your page username slash notifications. You can use the inbox on your Facebook page for quickly responding to comments. Just click on the inbox page and click on your Facebook or Instagram comments and more option. Then you can just scroll through like an email inbox and reply to each comment. Creating engaging content images. A great image will get you a ton of engagement, so make sure your image or video thumbnail is attention grabbing. I like to design and create posts a month in advance and schedule them to be posted with an app like later. One note here Brand your images and posts with a watermark or domain name. Think about it When a fan shares your quote or meme or product shot, it will forever be connected to your company and website. Because of this image branding. So make sure to check out later Media's Facebook page and Instagram account for inspiration on engaging photos and thumbnails for videos. Just look at this sample. All of these are bright images with attention grabbing and interest peaking text. My go to content for engaging my clients users is video. People are scrolling through their Facebook and Instagram feed quickly, so you need to grab that user's attention even quicker. For my clients, I see more engagement with videos because the movement captures the user's attention much more than a static image does. Facebook is growing way faster than YouTube in its early days as far as total video content uploaded goes, and the Facebook algorithm seems to be favoring video content. So a pro tip upload videos directly to your Facebook page or Facebook ad. The engagement rate is much higher for uploaded videos than, say, just posting a YouTube or Vimeo link on your Facebook page. This is because Facebook favors native content hosted on their own platform. Plus this uploaded video will auto play as the user scrolls through the feed to learn how to create a viral video. Make sure to go to course NBC.com. How to create Dash a Dash viral dash Video. So keep testing a variety of content posted on your Facebook page and make sure to monitor what is working best by looking at your best performing post on the Facebook Insights tab. So on your Facebook page, click Insights and then click post in the left sidebar. When I'm creating a new post, I will use this data to see what type of content performs best with my fans. So what content or image or video drove the most engagement? And then I'll find out when my fans are online. What time am I getting the most clicks? Looks like 6 a.m. and 9 p.m.. I can look at total user reach and much more. This is all at facebook.com. Slash your page username slash insights native unpublished and add post. Facebook marketing needs to be the perfect balance of engaging content lead generation. This is either capturing emails or building your Facebook pixel via traffic to your website, which you can then retarget. And finally, promotion. Remember my 7020 ten. So a native post is one you simply post on your Facebook page. An unpublished ad post is a post you promote via a Facebook post engagement ad campaign that is only seen by your ads target market. So this isn't on your Facebook page. And finally, a published ad post is an existing native post on your Facebook page that you promote via a Facebook post engagement ad. So once you have multiple Facebook pages and you're

managing posts for them, all this can become a pain. So you want an easy way to do this, which you can do via Facebook Business Manager and go to the page post page to manage posts for all my pages. So first on this page, post select your Facebook page from this dropdown menu that you want to create a post for. So in that left sidebar, select scheduled post. Here you can create and schedule posts for your Facebook page to keep post content consistent. I will schedule a daily post or at least to post today for a full 30 days in advance. So I can do this here or I can use an app like later. Whatever your preference is for scheduling and keeping content built out for at least a couple of weeks in advance. Next on the published post page in that left sidebar, you can review past published posts to see what content had the most engagement on your Facebook page. I will typically see what posts are doing well in the first 24 to 48 hours, then promote the best ones with a boosted post like this example. I just posted it and already it's reached 138 people because it included those things that drive engagement of all these posts. This. When was the most engaging. So now I will promote it with a post engagement ad to further boost this organic reach. So you'll select that published post. It will expand the post and then click that actions dropdown menu In that action dropdown menu, click Create Ads. This will open your ads manager page where you can create an ad campaign for this specific post. So here we are in our new tab. Click that create button for a new ad. Select engagement for the campaign objective. Then I choose post engagement for the engagement type. So as you can see in that top left corner, the blue highlighted region means what we are editing currently. So we are currently on the ad set. So top one new campaign. That is the objective selection, the middle one ad set. That's our target market. And the bottom one new ad, that's the ad level. That's where we select the post we want to promote. So as you can see on this ad set level, we've selected to target all of our course and Facebook page fans. Now, finally on the ad level, select the post you want to promote for this post engagement ad, we can toggle back to the page post page if we forgot which post it was, but under ad setup, select use existing post and then select our post under AD creative in this select post pop up menu. This is where we can select that post we want to promote. So we can sort by post type such as publish posts, scheduled posts, ad posts, or we can search in this field for the specific post or keyword. Once we select that post, you can publish your post engagement campaign. So now back to that page post tab under ad post. In the left sidebar, we can view past and current posts that we are promoting in all of our Facebook ad campaigns. An unpublished ad post is a post that is not published on your Facebook page. Unpublished ad posts allow you to promote content to an audience of your choice without posting it to your Facebook page. Unpublished ad posts are great for testing content, such as when you want to test out multiple post variations, text headlines, images, videos, but you don't want to post all those variations to your Facebook feed and flood your followers. News feed and your pages News feed. But after testing some of these ads via unpublished ad posts, you can publish the best performing post to your Facebook page. So just check mark the post on this page, post page under ad posts. Once we have that check marked, that post will expand under the actions dropdown menu. You can click publish. So why would I do this typically? First off, I want to test multiple variations to see what type of post is performing the best with people. Then once I find those variations that work, I can boost it up and get a lot of likes and a lot of social clout. And then I can publish it so everybody on my page sees it. And that built in social cloud is already there, the comments, the likes, and they'll say, Whoa, wow, that's been engaged with a lot. Let me check it out. I'll stop in my feed so the organic reach will naturally go up. So it's a nice pairing. You can also create an unpublished ad post while creating your ad campaign under ad creative at the ad level instead of clicking select post, which is just that pop up list of your published Facebook page posts. You can click this plus create post button and create your post that you want to test. Targeting just a specific audience. This is not published to your Facebook page. Once you create that post, just click that save unpublished post button. In this post is for ads only and will not appear on your Facebook page until you choose to publish this post to your Facebook page. As we showed you via page posts, ad post actions publish. Make sure to check out course NBC.com for more helpful tutorials like this. Stop Play Start Start Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING

WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:04 / 38:56 Facebook videos. How to create Engaging Facebook Videos. Videos are becoming increasingly popular on social media. That's why you need to know the tips and tricks that will boost your engagement. In this tutorial, we will cover the following topics How to use videos on social media, How videos Can Increase Your Engagement. Finding the Ideal Type and length of video. Examples of successful videos. Tools to create videos and how to create Facebook Video Views Campaigns. So why Facebook videos? There are many reasons to spend more time on the creation of Facebook videos. Videos are more appealing to mobile users and have higher engagement rates. Over three quarters of the Internet traffic is now video. Also, Facebook favours videos in our news feeds, which means that your brand can reach more people when you post videos. Videos are everywhere. They can be in your Facebook page, cover in your Facebook and Instagram ads, in your live streams on Instagram and Facebook or in your Facebook and Instagram stories in your Instagram post. If they're under one minute for videos over one minute, they'll appear on IGTV or Instagram, TV and finally Facebook Watch and Facebook page posts. All videos you upload to your Facebook page will appear in Facebook. Watch Search results. This is at Facebook.com slash watch. Make sure to use keywords you want to appear for in Facebook. Watch search results in your video title and in the first 99 characters of the video description. As you can see, I searched course envy and my pages videos came up. So you can see my target keywords for this first video is best online MBA. And then I repeat that and add a couple more keywords in that description. Those 99 characters. So to add a video to your Facebook page and Facebook watch. Head over to your Facebook page and click the Create post field. Then click the photo slash video button option. In this pop up, select the video file on your computer you want to upload. Once you select that video to upload, you will be prompted to create your video post. So first add your video title and like I mentioned, include 1 to 2 keywords and your brand name. But focus on a title that grabs a user's attention. Browse news sites like AOL.com, Daily Mail or BuzzFeed for headline and title inspiration. They have entire teams creating these attention grabbing headlines so people click their articles. Next is the video description box. Include 3 to 5 keywords here you want to rank for in these Facebook Watch and Google search results. So again, try to get a couple of those main keywords within the first 99 characters of this description so they appear in search results. Next is the thumbnail. A great thumbnail is one of the first things that grabs a user's attention. I like to use a mix of graphics and images, including people's faces and text, like this one below my face on one half and the other half the value proposition. Long Tail Pro Review. Also make sure to go to YouTube and search some varying topics and look at the thumbnails used for the highest viewed videos in the search results. There's a reason those videos have a high views. Look at the title and look at the thumbnails. Next click Captions tab. Then click the auto generate button and then wait for Facebook to auto generate these captions for you. Most users watch videos on mute, so enabling these captions is a must. Here you can decide when you want to publish your video. Once ready click the publish button. Different videos, Different objectives. Not all videos have the same objective. You can create a video to tell your brand story for awareness. You can create an interactive video to involve your fans in your current campaign to boost engagement, such as asking your fans to comment or response, asking them to like if they agree with your statement, asking them to share to enter the contest. You can also create a video ad to promote your product in a more creative way to drive conversions. This can be the standard commercial format or just a value add video that builds trust with your potential customers. These are great for retargeting later via video view Custom audiences. More on that later. Finally, you can even host a Facebook Live to increase both awareness and engagement by answering your fans questions live or showing them a live behind the scenes at your

office or at your work. So if you're finding it hard to create video ideas, let's start by looking at your existing content. There is always a new way to use an existing blog, post, podcast, or even a product promotion on your site. One of my favorite tactics for video creation is repurposing a blog post into a video. So just click this video screenshot here on the right to see how Buffer.com promotes their blog posts via a video. They take key excerpts from the blog post, just one line sentences and use them to create a gorgeous slide by slide video that is way more engaging than just reading the blog post. So what is the ideal video length? Short videos can help you boost your engagement by captivating your audience with a short attention span. It can be great for mobile users who don't spend much time watching longer videos. They can also help you grab attention early, since many users don't watch more than a few seconds as they scroll through their feed. However, there is a growing trend of seeing longer videos on Facebook as they announced in an update to its algorithm, which ranked videos appearing in the News feed in a different way. This update enabled the longer videos to get more visibility in a user's Facebook news feed. So make sure to split test using both long and short videos on Facebook and Instagram to see what your following engages with. So a best practice for video length. All videos on Facebook that are 30 seconds or shorter will loop continuously. Videos loop continuously for approximately 90 seconds. For example, a ten second Facebook video will loop nine times to reach the total 90 seconds. So the call to action still shows up on an auto loop. Videos longer than 30 seconds won't auto loop, but this doesn't mean that you shouldn't test which length of video works better for your audience. I personally like to use long videos 5 to 20 minute videos to provide value to my potential customer and build trust with them with this free content. Plus, I can collect these users in a custom audience by who watch the videos the longest, i.e. the most engaged users. Worth retargeting in future ads. So besides these long form videos, I also like really short 15 seconds or less videos that act as a hook and short commercial. So again, test what works for your audience. When creating a video. Decide what you want to achieve before creating that video. Make sure there is a relevant call to action included. Keep your captions short. Your video, captions and titles should support your video if you want the best chance of engagement with your Facebook video, keep the video's Facebook post text no longer than 100 characters. For example, when a Facebook page manager shares a funny video, they can simply add a short laughing caption and emoji, such as LOL. When the video title is helping describe or attract people to the video content and the thumbnail is hinting at the context of the video, then you don't need a long video description. Just make sure that you share videos that are relevant to your followers and include keywords you want them to appear for in Facebook. Watch Search Results. How to Create Successful Videos. First, get right to the problem you are solving. Establish why you can solve it. Play to the customer's emotions if possible. Joy, sadness, fear. These can all be effective depending on your type of video. What is your hook or unique proposition? The first five seconds of your video must visually grab their attention to ensure these people continue to watch. Over 80% of Facebook users watch videos with the sound off video on Facebook auto plays but is muted. So don't rely on audio or voiceover. Make sure you add captions and finally, create square videos in the mobile version of Newsfeed. Square videos take up 78% more screen space than a landscape video. Always assume mobile first viewing when creating your videos. So consider this when filming something far away or adding too small of text. So here's some great use of Facebook videos. If you want to master Facebook videos, then you have to look at the big brands to come up with creative ideas. They have entire marketing teams working on these videos, filming them, creating thumbnails, writing the ad copy. Red Bull is posting a lot of videos on Facebook and Instagram. In fact, most of their latest Facebook posts are just videos. They focus on action, engagement, entertaining and relevance, and produce great videos that reflect their brand in the best possible way. You can click on these screenshots to watch these examples. Starbucks is a brand that knows how to use video to increase their brand awareness while promoting their products. So what makes their videos engaging? They are creative. They tell a story and they are high quality. And best of all, they follow all of Facebook's best practices, which you can look at at this link. BuzzFeed is also one of the masters of viral videos. In fact, some of their most viewed videos were posted on their Facebook page. What works so well for them? They simply know their audience and follow the best practices of Facebook. Videos tend to be on average of 1 to 2 minutes long. They have a great hook caption and title, an eye capturing thumbnail, and they have a format and a narrative that keeps me watching until the end. Plus, they are diverse and appeal to a large audience, which makes these videos even more shareable. Like this example, make sure to click on this one. So a great top of funnel ad we use to find new clients is a traffic objective campaign with a carousel ad format. For the ad, we use several customer testimonial videos describing their successes and increased sales. Once they started working with us. The landing page URL we use for the ads is our book, a call page offering a free consultation to increase our chances of collecting the potential leads information. We also offer an email form and a chat box on our book, a call page. So if somebody doesn't want to book a call, they have the option to email us. If they don't want to email us. They have the option to instantly chat with us. Also on this book call page, we provide more testimonials more than what we provided in the carousel ad format. This solidifies our clout with this potential lead. So as you can see at the ad level for this traffic campaign, I select the carousel format. Next, under the ad creative. For each carousel card, I upload a testimonial video. For these testimonial video ads. Also, make sure to include ad copy that prompts the user to watch the testimonial videos. This example one to scale your e-commerce store, swipe through these client testimonials to see how ad placement for videos when creating any campaign. 99% of the time I will leave the placements at the ad set level set to automatic Facebook's delivery system. Optimizes your ads to display where they're most likely to perform best. If I know I only want to target Instagram users who watch Instagram stories, then I will select that manual placement. See this example? Instagram. Instagram. Stories Selected. Otherwise leave placements to automatic to let Facebook optimize for you. Another useful tool from Facebook is the video creation. It helps you create quick videos using your images and templates from Facebook, which again follow Facebook's best practices for the video type. When creating a campaign, select video for the ad format, then click this Create video button under media. This is all at the ad level. In this pop up select images for this video slideshow. Set the order you want your images to appear in this video slideshow. You can just drag and reorder your images in the left sidebar and then our newly created video slideshows will now be set as your media option for all your varying placement selections. So to analyze your video's performance minutes viewed, this is to review the video Average watch time three second video views. This is to see if your audience let the video play for at least three

seconds then for ten second video views. This is an indication your audience was at least hooked by your video's intro. Average video watch time. This is to see how long your video is engaging viewers for. Audience retention. This is to see more details about your audience's retention while watching. And finally, audience and engagement. How did your audience engage with your video? Did they share it with their friends? Compare videos to see which ones are performing better with your audience. So a best practice for video performance. Start comparing the performance of your videos to find the most successful ones. Start diving deeper into these performance details to see how your audience responds to each one. All these stats are important. If you want to understand how your videos can contribute to your brand's overall success. What type of video is getting the most views? What topics are the most relevant with your audience? How long or what duration are your best performing videos? Do people like those 15 second videos? 5 minute or 20 minute? A pro tip here. I will post the same video a few times, such as one time a week and split test one variable at a time with each post, such as testing different thumbnails or different titles to see which variables combined creates the best video. So here are some video tools you want to take a screenshot of. Bible.com. Animoto. Adobe Spark. Proko.com. And Canva.com. So a few more video best practices. This is a big one. Don't share video links from external sites on your Facebook page such as YouTube. Instead, upload the video directly to Facebook. These uploaded videos will have much higher chances, typically 90% higher of showing up in your followers news feeds as the Facebook algorithm. Favors native content. Native means uploaded. It's on and hosted on Facebook. Unlike a YouTube video, that is a link taking them away from Facebook. Facebook wants native content stuff that is hosted on Facebook. People don't have to leave Facebook to see it. Next, establish relevance. People want to see content that feels curated to their interest. Give them something to talk about. Your videos need to be engaging and interesting or entertaining enough for the users to want to share them. Grab their attention early. The first five seconds are crucial to hook attention. Remember design for sound off but delight with sound on. Add captions to help those who watch videos muted. Brand your videos with your logo in the corner. Always be building your brand name. And finally, state your call to action at least twice to increase your desired outcome. I like to state my call to action in the middle of the video and at the end. Video view ads. Nearly every Facebook ad objective allows the use of videos for the format at the ad level. But remember to always match your campaign's goal to your Facebook ad objective, i.e. sales equal conversion objective. The campaign objective video views specifically is used to get more people to view your video content. So I would use this ad for webinars value add content such as a tutorial video, a behind the scenes video, a course lecture or a commercial. So take a screenshot of this. This is the course commercial format. The first five seconds you need to hook your users attention, be shocking, be interesting, hook their attention, then move right into the problem. What is the problem your customers face? Be specific to further capture their attention, make them say, Oh, whoa, I have that problem. This typically takes 5 to 10 seconds. Then there's the solution. How does your product or service solve their problem? This can take up to 30 seconds. And then why you time to brag? What makes you and your brand credible? What awards have you won? What are your sales? What are your results and why? Now Tell us why. As the potential customer, we should buy your product or service. What are the benefits? Give an overview of the why and finally, the call to action. What do you want the person watching this video to do? So as you can see, there's a rough timeline at the bottom here. This is just a general format. This commercial can be condensed to under 15 seconds or expanded all the way out to a couple minutes. But just reference infomercials and TV commercials that are spending hundreds of thousands of dollars to produce these. They basically boil down to this format, right? The hook, the problem, the solution, why them? And the call to action to get inspired by the best video and commercial producers in the world. Check out Harmon Brothers. These guys have some of the funniest, most viral but amazing commercials on the market. So I'm saying it again. No sound. Over 80% of Facebook and Instagram users watch videos muted, typically because they are at work in a public place, watching TV in bed, or maybe even in the bathroom. Always optimize your videos for no sound. This means first enable auto, generate or manually added captions to your videos when you upload them to Facebook. And a pro tip here besides those captions. Add text overlay to your final video edit using your video editor of choice. Create a square video with captions in the black bar space above or below your 1080p high def videos. So I create that square video box in my editor and then just place that high def video in the middle creating those built in black bars. Now this will take more time to manually type in the captions, but my results have shown your video watch time will drastically increase by doing this video Views Audience. Now video views ads are a great top of funnel campaign to identify users interested in what you are offering for a very low cost per view. The main variable I will split test one at a time in a video views campaign is the audience to identify which target market watches the video the most. The most common audiences I will split test include targeting a lookalike audience of past customers or email leads. Next targeting one detailed targeting interest per campaign to see which one performs best. And finally, targeting a lookalike audience of my custom audience, which is highly engaged people who have watched 75% of my video. So once you navigate to your ads manager page, click that green Create ads button. So for a video views campaign objective, you're going to select engagement. Now, on the ad set for this engagement ad under conversion, select on your ad so this gets people to watch a video or interact with your post. And now below conversion, you'll select the engagement type. So we don't want the default post engagement. We want video views. Here's one of my testing examples where you're targeting one detailed targeting interest per campaign, this one being online advertising. Also on the ad set level of a video views campaign is optimization for ad delivery. I see the best results leaving this as the default through play through play is the default option for the video views. Objective through play allows advertisers to optimize and choose to pay only for ads that are played to completion for video shorter than 15 seconds for longer videos. Through play optimizes and builds for video views that are played for at least 15 seconds, I see the best results from 15 second or less videos as a user's attention span seems to be about that long on social media. So again, as I mentioned, test a condensed 15 second version of our course envy commercial format. So now on the ad level of your video Views campaign, select your Facebook and Instagram accounts for this ad, then select the ADD video button under media. Once you have selected and uploaded your video from your computer, click the edit video button next to it in this pop up. First, we want to enable captions for our video, so select captions in that left sidebar and then click that generate automatically button. Facebook will generate captions for your video automatically, but don't trust it 100%. Take some time to play the

video and review the automatic captions they created. If Facebook made a typo, just click the caption text to manually edit it. Once ready, click the Save to Video button. Next, we want to customize your thumbnail as important as your video's intro hook is. Your video thumbnail is just as important for grabbing your potential viewers attention so they pay attention to your video. Add a thumbnail image is the static cover image for your video that appears before the user plays it. So in the same edit video pop up, select thumbnail in the left sidebar, then click the custom tab and finally click that upload button. The final step is to complete your ad copy and add links. While the goal is video views, I like to get the most out of my ad spend, so I do include a website URL where users can take a action such as buy, sign up and so on. So direct them to the page where you want them to take action based on what they watched in the video. Always align your ad copy, text and headline with your video to ensure the highest ad relevancy. You don't want to draw somebody in with ad copy that doesn't match your video. People will abandon your ad right away, hurting your relevancy score. So as a simple guiding practice, simply consolidate your course commercial format into a shortened text format, including that hook problem solution Why? And a call to action. This creates that overall sense of urgency, inspiring the user to click on this AD's Call to Action button. As for split testing video view campaigns again always test one variable at a time in each split test to discover what variables are driving the results you want, whether that's conversions, relevancy, lowest cost per click things you can split test include the videos themselves, thumbnails the audience such as different custom audiences. A lookalike audience locations one detailed targeting interest at a time. We can also split test placement. Facebook versus Instagram. We can split test ad copy. So as you can see in this screenshot, once I create that first video Views campaign, I will come in to the ad level right in ads. Manager Select that ad, click the duplicate button and then edit a single variable in this duplicate ad such as a different thumbnail image so I can see which thumbnail is getting more views. Webinars. A common lead capture strategy I use is webinars. A webinar is an engaging online video that provides value for nearly all of the video then closes with an offering, a product or a service for sale. The most common strategy is to use ads to drive users to a landing page describing the benefits of the webinar and provide an email capture field for them to sign up for the webinar to learn more for free. So to learn more about landing pages and lead capture forms, head over to this website. So the industry average for webinars is one dollars per ad, click, \$5 per webinar, sign up lead. This is email captured and 2% of webinar sign up leads convert to a sale. So let's look at the web in our math here. This is the best converting funnel and most common math or metrics you want to target for landing page conversions for a webinar or a similar free value proposition offer. First, you have your Facebook ad driving people to your landing page. You should at minimum have a goal of 2% click through rate of everyone who sees your ad minimally, 2% or more should click that ad. If it's lower than this, you need to adjust your ad copy, adjust your thumbnail. There's something wrong with your ad or your ad targeting. Next, once people land on that landing page of those 2% of all the people who clicked of that group, 20% will sign up. If they don't, there's something wrong with your landing page. You need to split test something. Is your lead capture email form above the fold. Does the value proposition text on that landing page match your Facebook ad again? More on landing pages at that website I just provided. So those 20% that sign up, these are the users that watch the webinar completes, the download, gets to the thank you page confirming their email sequence ET cetera Free value. So after they consume this free value item and you pitch them your offer, 2% of these people will convert to sales. So again, if your conversion rate of the people who signed up is less than 2%, maybe the product you're offering isn't that great or the pricing is wrong, you need to do some testing here to get your conversion rate over 2%. So that all said, what if you could skip the first two steps of this process for webinars and save that money? While my video views webinar hack doesn't allow you to collect the actual email address, an email address is great for future marketing and upsells is my hack will cost you way less money. Instead of driving users to a landing page, capturing the email, then directing them to the webinar, we use video ad campaigns to direct users to watch the webinar right on Facebook. Then we create a custom audience of video plays at 75% to capture this highly engaged audience, which we will retarget in future ads selling our offer. Remember, the industry average cost per webinar lead is \$5. Why not start by marketing the webinar directly to your ideal market? Just look at these numbers. Less than half a penny per 15 Second viewer. That's a lot cheaper than a \$5 webinar lead, right? So to view data specific to your video views campaign, select video engagement in the columns dropdown menu right on your ads manager page. So as you can see, the columns is video engagement now, so all the stats and data is based on video engagement all the way to the right. We have video plays at X percent. These are our video play percentages. So while our through plays those are 15 second views are 5738. Our total video play is at 25% of the video is 1650. Our video play is at 100%. That means somebody watched 100% of the webinar or 1084. So you can do that math amount spent was 27 to 83 for 1084 people watching it to 100%. Why pay \$5 per webinar lead when we can show it directly to them for pennies? So now to review our ad split test, let's say after split testing to find the best thumbnail. My final split test for this video views ad was the ad copy. So as you can see, I duplicated the ad four times to test for ad copy variations within this video views campaign, all of them with the same thumbnail because I already found that was the best thumbnail. After three days I came back to check and a clear winner has emerged. This first ad has the lowest cost per click and the most 100% video plays. So now, as for creating that video views custom audience, just click the menu in the top left corner of your ads manager and in that dropdown, select audiences on this audiences page, click the Create Audience button and select custom audience in the dropdown menu. And as you can see in the screenshot in this pop up of create a custom audience, select the video option. So as you can see in this. Pop up, create a video engagement custom audience. Here I will select the video we used in this video Views campaign for my testing with clients. I see the best results from targeting users who have watched at least 75% of the video. These are viewers who were hooked by your video related to the problem. You stated and watched how your product or service is the solution. So again, breaking down those numbers, my ad was shown 46,000 plus times. There was 15,000 people watched it, two three seconds, nearly 8000 got to ten seconds. So they at least liked the hook and got to the problem. And then through place was 5738. So it's normal for people to fall off a video. It isn't relevant to them. That's fine. What really matters is that video plays at 75%, 1151 people. Those are really warm leads. They watch 75% of my webinar. They know a lot about my business, my offering, my solution to their problem. Those are 1000 potential people to sell to. So now that we've created that video views custom audience, we need to retarget them to close the sale. So instead of

collecting the webinar, lead the email address, I just collect this lead as a video viewer. Pixeled and stored as a custom audience on Facebook. This video views custom audience, so instead of emailing the lead the webinar and emailing them the sales offer, we retarget this warm video views custom audience. My video views plays at 75% via a conversion objective campaign to close the sale. So as you can see in this screenshot, there's a conversion objective conversion for the custom conversion mod MBA sale. That's a course name and we are retargeting video plays at 75% custom audience. So let me show you inside this conversion objective campaign, I created retargeting the custom audience of video view users who watched 75% of our webinar. So again, I select that campaign name up here at the top. I click edit and then I go to the ad set level. I click the ad set tab. I'm at the ad set level. I select the ad set and click the edit button. This pulls out the edit menu for this campaign. And as you can see, I'm on the ad set level under audience. You can see the custom audience. I am targeting Mod MBA webinar views 75% when creating your retargeting conversion objective campaign at the ad set level under audience. Select the video views percent Watched custom audience you created beforehand. And then for this ad example, I'm seeking the custom conversion of Mod MBA purchased, so I also need to exclude the custom audience of customers that have already made a purchase. I don't want to market to people who have already made a purchase and waste those ad dollars. Now, one more tip here. If you're selling a higher priced product or service, you will need to provide more value to your customer before targeting them with a conversion objective campaign, i.e. a sale. To do this, you can create a funnel of video views, objective campaigns, creating a custom audience at each level of the funnel, therefore warming them up. So here's an example of a course envy video views Warming funnel. Our top of Funnel Video Views ad is a Facebook marketing tutorial targeted at a broad audience. 1 million plus small business owners in California. We create a custom audience of people who view 75% of this video views ad and call this custom audience tof video views 75%. Our middle of funnel video views ad is a more advanced Facebook marketing video providing more free value targeted at our custom audience called TOF Video views. 75%. This is a warm audience I'm targeting. They know our brand and they're ready for more free content. So the people who watch this middle of funnel video, I create a custom audience of these people who view 75% of it and call it MOF video views 75%. So our bottom of funnel ad is a conversion objective ad that has a goal of booking a free strategy call with these business owners. On this strategy call we sell our marketing services. So that's our ultimate goal. Book the call, sell them on the call. So this ad is targeting our MOF. Video views 75% Custom audience. See how this works? This is a very warm audience more likely to convert. So at top of funnel, it's a cold audience. They don't know us. They watch 75%. They're warmed up to our brand. They like our content. We retarget them with another valuable video. Middle of funnel, warm them up even further, nurture this relationship, and then provide them even more value at the bottom of funnel. Hey, a free strategy call. Let us help you with your business. Yes, our services aren't cheap, but you've seen the value we've brought you already. So one note here for these video views warming funnel. These videos do not have to follow the course commercial format. Rather, they can be anything that offers value such as a tutorial format. These warming funnel videos are truly just for adding value to your potential customers, building trust and nurturing the online relationship with this future customer. Make sure to check out course Tv.com for more great info on Facebook ads. Play Play Start Start Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations

ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 0:00 Add relevance. What is ADD relevance? The ADD relevance scores combine various add quality and relevance factors to give you add relevance diagnostics ratings. This is of how relevant your adds are to the people in your target audience compared to other ads targeting that same audience. So what does this mean? It means that Facebook is relying on user feedback and engagement to gauge whether your ads should receive more impressions and could even affect your account status with Facebook. For example, if people are hiding your ads from their news feed, your relevancy is going to be bad. But if they're liking commenting, sharing, engaging your ADD relevance diagnostics rating will increase. So if your relevance score is low, consider changing the following Either your image, the ad copy or ad set targeting. So let's go through a few things in your ads. Manager. First is that relevance score? So at the ad level or the ad tab, we can see these three scores. So a high relevance rating is correlated with high performing ads. Next is frequency. This is the average number of times a person has seen your ad. So typically, if you see the relevance scores going down, you could look at the frequency and see, oh, it's getting too high. People are seeing this ad too often. So there is ad fatigue and finally reach. This is the number of people that your ad has been shown to. So my rule of thumb, reach 1000 people before you optimize ads. This is enough data to make decisions about winning and losing ad campaigns. So how do you increase your relevance? The ad Relevance diagnostics is a rating that lets you know how relevant an ad is to its audience. The main goal with the ad relevance is to help you understand if your ads target market considers your ad relevant and worth engaging with. The higher the rating in all three relevance categories, the better. For example, an ad relevance diagnostics of below average means that your ads quality was among the lowest 20% of ads competing for that audience, and 80% of ads competing for that audience were higher quality than yours. Split test images and video thumbnails. Videos and images take up a major portion of your Facebook ads and are usually the first thing noticed by users scrolling through Facebook or Instagram. It is important to split test different video, thumbnails and images at the ad level to find out what is working and what doesn't work with your audience. Including these elements. Below are what works best for my images and video. Thumbnail images include a call to action or text on the image or video thumbnail. Include your brand logo, include people and faces this Facebook ad image. Example by Naturebox is amazing because it shows you exactly what you're getting in the box visually. Plus, it emphasizes the compelling free trial call to action. Right on the image. I see increased relevance ratings by using text on an image. Plus it helps capture the eyes of a scrolling user. I also love the inclusion of the logo in images, so it's very subtle in this one. But the top left, there's the box with Naturebox on it, that logo. So I always try to include the brand logo and images to build that brand awareness and logo recognition for the long term. Think of Nike, Coca Cola. People see that and they instantly know the brand. Number three Pro tip. My split testing results show that the use of people's faces help to increase conversions. Potential customers like to see other people engaged, happy or even using your products or services in these images. It's just more personal and relatable. So while this one's more product focused, they do have some options of people eating and using and engaging with this nature box. And the final type of images that increase my relevance score are funny images if they resonate with your business, such as a meme. So when creating a target audience for your campaign, try to be specific as possible when defining interests. Age. Gender. Let's look at three different ad examples and the correlating ad relevance diagnostic. So for the first ad, we got a below average relevance. This was targeting men and women 18 to 34 in the USA. The image was a photo of a woman holding a purse and a buy now for the ad copy. So this ad targets a very broad audience with a generic ad message, which means some people may find it irrelevant and not take action, such as men. Not interested in a purse. Also, the ad was a faraway image, not focusing on the purse details which may lead people to hide the ad completely, resulting in negative feedback. So the second ad had an average rating. It targeted women 18 to 34 living in the US. The image was a high def photo of the women's purse and the purse name for the ad copy. The ad now targets only women, so that's more defined. The image was improved and the message is descriptive but lacks direction for what action a person should take. While this may lead to less negative feedback, this ad still might not get more positive engagement. Now the third ad example that got above average ad relevance. So this targets women 18 to 34, lives in the US and has detailed targeting of fashion. Fashion has an

interest. The ad is an image of that high def photo of the women's purse, and then the ad copy is an emoji. Designer handbags in every color for every occasion. And then a shop. Now CTA, that's a call to action button. So the diagnostics, this audience is defined and defined even further by women interested in fashion. The ads message is clear. Plus, I love the use of emojis to capture scrolling eyeballs. Plus, it suggests what action a person should take by including that CTA button. I also suggest using video ads to increase relevance. Check out this perfect ad targeted at married men that should get their anniversary gift from the brand. Kay Jeweler. Oh, it's precise. Targeting. Targeting a married man. A well branded logo right on the image video thumbnail and an above average ad relevance diagnostics on the back end in our ads manager. Avoid creating negative experiences through split tests with our clients ads. We now better understand what things people like and don't like when it comes to content they see in ads. Here's a great resource by Facebook on this specific topic. Tracking your relevance. A perfect above average ad relevance diagnostics can drop over time. So why is this? If the same audience has seen this same ad for a month straight, they will no longer engage with it because ad fatigue. Ad frequency. They've seen it too many times. So you need to watch these ad relevance scores and watch your frequency and then create and swap out new images as your relevant scores begin to fall. Always keep your content fresh and monitor these relevant scores. So for tracking your relevance, go to your ads manager and you can select any campaign. Just toggle the check mark and then click the ads tab for that campaign. And as you'll see, there's the three ad relevance diagnostics ratings for each ad quality ranking engagement rate ranking and conversion rate ranking. So the quality ranking how your ads quality compares to the ads competing for that same audience engagement rate ranking How your ads engagement rate compares to ads competing for the same audience. And finally, conversion rate ranking how your ads expected conversion rate compares to ads with the same optimization goal competing for the same audience. So how do you use ad relevance diagnostics when reviewing your relevance Diagnostics? Note any below average scores as this is an indicator your ad isn't meeting your advertising objective, you need to review these relevance diagnostics in each category to determine whether you need to adjust your creative assets. Post Click experience. Maybe your landing page is not sufficient, or you need to edit your audience targeting. So here is the Facebook ad relevance diagnostics chart's URL. So this will tell you if you have a below average in this category, here's the cause and here's the recommendation. But let's look at an example of our ads. What is wrong with this ad? So our quality ranking above average, our conversion ranking above average, our engagement rate ranking below average. So we go to the chart. There we go. Average or above average or above, but our engagement rank is below average. The cause. This ad isn't spurring interest. Improve your ads relevance to your audience, for example, by making it more engaging, interesting, or eye catching, or target an audience more likely to interact with this ad? So these are two things we can duplicate and split test. First, let's adjust the ad, the ad image to make it more eye catching. And then my second split test, I'll test a new audience, maybe a lookalike, because this one's not engaging. So here's a winning ad example. As you can see in this campaign split test, the second ad emerged as a clear winner with above average relevance scores for every category. Take a look at this ad example for inspiration in your own ads. It has emojis. It has a clear value proposition. It has an intriguing video thumbnail image. It has a strong call to action button and it has social clout, likes, comments, shares. How to scale Facebook ads. So what should your budget be? I always advise split testing mini ad campaigns, one variable per campaign so you can see which variable is driving results and set a 5 to \$10 daily budget for each campaign. As you begin to see winning campaigns emerge, you see a higher return on ad spend. Shut off the losing ads and continue to split test the winning variables until you have the most optimized and the highest converting ads possible. So some winning metrics include ad relevance at the average or above average rating. The cost per click is less than a dollar. The click through rate is greater than 2%. The cost per lead is less than \$10. This is for most industries. Some financial industries, for example, can be much higher. And finally, lead capture page conversions is greater than 10%. So how do you scale your budget? Once I have the winning variables identified and have a highly converting ad running, then and only then will I slowly start to scale up the daily budget by 25% every 3 to 4 days or 50% once a week. Never jump from \$10 a day to \$50 or 100. Facebook will just burn through your ad spend budget. You want to slowly turn up the ad spend on winning campaigns. For example, \$10 week \$115. Week \$222. Week three. Slowly crank it up so Facebook can continue to optimize and deliver this ad at the most efficient way. A rule of thumb for scaling. Never edit a winning ad, for example. Edit targeting or edit the ad creative for that winning ad. The only thing you should do with a winning ad campaign is scale that budget to test other scaling options for winning ad campaigns. Always first duplicate this winning ad campaign, then edit it as you wish. Facebook prefers an aged ad campaign that they know converts well with their users. You're targeting. They want you to just scale up budgets On the winners. New ad campaigns mean they have to test and find new users who convert for that new ad campaign. So never toggle off a winning ad campaign until it begins to fail or becomes unprofitable. The goal is to keep scaling the original ad campaign, the budget, and then create duplicates of it, which you can then continue to test, optimize and scale. So my first strategy for scaling ads and scaling campaigns is duplicating the winners. If you're winning ad campaign has a potential audience size or potential reach over 1 million users, Remember, the potential reach is displayed on the ad set level in the right sidebar while you're creating the ad or editing it. There is ample audience available to simply duplicate the winning ad campaign and let it to enter the Facebook ad auction. If an ad is working and the audience is big enough, we'll simply duplicate that winning ad 2 to 5 times to saturate that audience with our winning ad campaign. I've seen this work really well for our e-commerce clients duplicating the winning conversion campaigns as it is a fast way to increase your touch points. Remember seven average touch points with a user before they become a customer. So at the campaign level, in my ads manager, I'll select that winning campaign. Just check, mark it, then click the duplicate button and I'll duplicate it two, three times and I will therefore saturate the Facebook ad auction with my ad. Now, this only works if your potential reach is over a million because there's plenty of people you're not going to bid against yourself when it's a smaller, less than a million users audience size. That's when you'll see an increased bid and you bidding against yourself. You'll not want to do this strategy. So my second strategy create higher percentage lookalike audiences. So once your source custom audience is at a minimum 1000 users for one location such as buyers, I'll create a larger lookalike audience via a higher audience size percentage. So while my 0 to 1% size lookalike audiences convert the best, we do see great results for our clients targeting that 0 to

5% and 0 to 10% lookalike audience. So add this idea to your scaling options for getting new customers. Next, targeting winning placements. So test scaling your ads by duplicating a winning ad campaign and then editing the placement to only the highest converting option. So when your ads manager click that breakdown menu in the right side in that dropdown, click delivery in that dropdown, select placement. So for this example, over 50% of our conversions for this ad came from Facebook mobile newsfeed. So why not duplicate this winning ad campaign and then edit our placement to only display on Facebook mobile newsfeed? My next strategy manual bidding for winning campaigns. So we use the default bid strategy of lowest cost for all our campaigns to start using lowest cost will help you determine your average CPA or cost per acquisition. Ours is 5642 per conversion. Once we identify a winning ad campaign, we will just duplicate this ad and tell Facebook what we are willing to pay per conversion or whatever objective we have selected. Did for that campaign. Maybe it's traffic and clicks. Maybe it's engagement. So for this example, it's conversions. It's a sale. So we've duplicated our winning ad campaign at the campaign objective level. Scroll all the way down. We'll toggle on advantage Campaign Budget. Under this menu, select our daily budget, then set our campaign bid strategy cost per result Goal. At the ad set level, you will input your cost per result goal. So since we have the conversion event purchase selected at this ad set level, our cost control is average cost per purchase. You can see that right below the field that I have 50 typed in. So we set this \$50 as that is our highest CPA cost per acquisition where we're still profitable and it is very close to the average CPA from our original lowest cost bid strategy campaign determined to be 5642 per conversion. So Facebook will aim to get you the most purchases with an average cost of no more than \$50 per purchase. Stop Play Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? JOIN THE 500+ COMPANIES I HAVE CONSULTED ON SOCIAL MEDIA MARKETING AND INCREASED CONVERSIONS FOR VIA FACEBOOK AND INSTAGRAM ADS! Facebook Marketing is a REQUIRED skill for anyone with a business, product, service, brand, or public figure they need to PROMOTE! Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Science Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:00 / 24:37 Facebook tracking and reporting. There are several ways to analyze your Facebook account and ad campaigns. The most common way being via your Facebook ads manager at business facebook.com slash ads manager right here next to your active campaigns, you can analyze various metrics and see further metrics by adding columns, breakdowns, and creating reports. In your Facebook business manager account, click the menu in the top left corner. Then in this menu, scroll down to the Analyze and report section. Here you can find various links to all your Facebook reporting and Facebook insights. Facebook adds Quality Control Guide. As I split test ads in Facebook, there are many metrics I track and consider when deciding what I want to improve about these ads. The two most important quality control metrics are click through rate and relevancy. So a great ad has 2% or greater click through rate and an average or 50% and above ad relevance. Poor ads get a click through rate under 2% and have a below average relevancy. The importance of targeting creatives and offers with the perfect optimized add your click through rate or CTR increases, which therefore lowers your cost per click, which leads to overall ad cost decreasing. If your CTR is below 1%, you need to test and optimize your ad in the following areas. First, targeting. Are you targeting the correct people? Here's a perfect top of funnel split test. So two separate campaigns. First, target a broad audience simply targeting your product and service demographics, age and location such as 25 to 34 and United States. This is going to be a large million plus size broad audience for the second campaign split test. I'll target those same demographics 25 to 34 US but narrow the detailed targeting based on that market's problem. For example my USA dating app client I target the app's key age range 25 to 34 USA and then narrow it based on the detailed targeting relationship status single. I'm focusing the targeting based on the problem your product or service solves. Number two creatives ad copy. Are you instilling a sense of urgency and giving them a call to action in your ad copy? Are you split testing headlines and testing ad copy to see what drives better results? Does your value proposition in the description solve a problem? AD Creatives Are you split testing images? Split testing videos are your video thumbnails and images attention grabbing people are running through their feed, looking at their friends, looking at the pages they follow. You have to grab their attention so they don't scroll right past your ad. Within seconds of seeing your ad, will customers understand and want what you are offering? So focus on making the offer irresistible. So number three, offer the offer formula equals customer plus specific outcome in a time period eliminating pain and fear. This offer formula will help you determine if your ads main selling point is something that customers will care about. Your offer should solve a customer's major pain or fear. Most pain and fear in people's lives come from these three categories health, wealth and love. So even if your business isn't in one of those categories, see how it can relate to it because those are the main selling points I see success with. Number two, the customer must have money for your service or be connected to someone with money and purchasing power, such as targeting parents to sell that children's camp. Number three the customer must be easy to target and sell to. I.e., Facebook ads targeting parents. Number four The target market must be growing, so don't start a rental company like Blockbuster. There has to be a growth path. When analyzing your Facebook ads, the most important metric should always be your ad objective. If your ad objective is sales conversions, what is the cost per purchase? If your objective is traffic, what is the cost per click? If your objective is engagement page likes, what is your cost per like? The goal is to split test one variable at a time in your ad campaigns until you have a near-perfect ad campaign driving the most results for the lowest cost. I will run split tests for 3 to 7 days or until my ads reached 1000 people. Then I will toggle off the losers and scale up the budgets on the winners. Reach first impressions. First frequency reach is the total number of people who see your content. Think of Reach as the number of unique people who saw your paid ad. Impressions are the number of times your content is displayed. Think of impressions as the number of times you're paid. AD was displayed. Frequency is the average number of times each person saw your ad. If your ad performance begins to drop as your frequency number rises, your target audience might be experiencing ad fatigue. And it may be time to change your ad creative or targeting. For example, if 50 people see your Facebook ad twice, the reach is 50 people. The impressions are 100. And the frequency is twice. Or to focus on results. At the end of the day, you want results, conversions, lead sales, signups, clicks are great and all, but also make sure these clicks are leading to action or cost per result. If your ad is getting people to your website and they aren't converting, you need to dig in and find out why. So split test driving traffic to a new landing page. Split test offering new coupons for lower prices at checkout. Test and optimize. To get these clicks converting. We can drive traffic all day to a bad website, so make sure to consider where those people are landing. So we use all the varying Facebook ad objectives available to warm up new audiences, therefore creating a pixel custom audience. Then we retarget these custom audiences and work them down our funnels until they convert. For example, a traffic objective. I focus on cost per click. That's the goal of traffic objectives. So after testing this campaign for a week, I have discovered which demographic this ad resonates with most via total length clicks the highest CTR. That's click through rate and the lowest cost per click. Females ages 45 to 64 were our best target market for link clicks and lowest cost per result which was purchase. Note I used the breakdown menu to view these ads in Facebook ads manager by age and gender. Ongoing optimization. I started optimizing ad campaigns after reaching 1000 users or 50 conversion events. Optimization includes shutting off ads and ad sets, reviewing metrics such as breakdown age adjusting, targeting, adjusting placements, creating new ads to test and new ad sets to target, and scaling up the winners budgets. Review the data we cover in this lecture daily to see how your funnels are performing. Facebook ads manager. The Facebook Ads Manager dashboard allows you to read data related to all your Facebook and Instagram ad campaigns. I use the ads manager daily to check in on my client's ad results. Any visitors or actions on our websites or apps not attributable to your advertising campaigns are not tracked within the Facebook's ad manager dashboard. The Facebook ads manager depends on the Facebook pixel for tracking ad related events for tracking organic website traffic. Install Google Analytics on your website or app. Your Facebook Ads Manager Dashboard helps you make decisions regarding these

campaigns, such as turning off non-performing ads and scaling up the budget on the winners. So as you can see, I'm in my ads manager dashboard. You can click one of the tabs to see the metrics at each one of these levels. Campaigns. Ad sets. Ads. So if I want to see it for just one campaign, I'll click the checkmark next to that campaign name. Then I'll click the ad set's tab. Then I can click the ads tab and I'll just see the ad sets for that campaign or just the ads for that campaign. So let's review Facebook ad campaigns, key metrics by column. As you can see, delivery. Is the ad live? Yes, it's active. What was the bid strategy for this? What is the daily budget? What's the attribution setting? What are our results? Website leads for this example. How many people have we reached? And so on. Here we have impressions. Cost per result, amount spent. So we can scroll over all the way to the right and our ads manager dashboard, and then we can click that blue plus icon to add more relevant columns to view more data. Or you can click the columns dropdown menu at the top of Ads Manager and then select customize columns in the dropdown menu. Customized columns pop up will appear here. You can check mark the metrics you want to display in your Facebook ads manager dashboard. Each metric you click will appear as a column. Don't click on any of these categories in the left sidebar to see metrics under those categories, then you can just toggle them on and off. Therefore, making the columns appear on and off in the Ads Manager dashboard. You can also search for a specific metric in the search bar. Then, like I said, just checkmark the metric you want and click the apply button for that column to appear in your ads manager dashboard. If you want to eliminate some columns, just click that X next to the metric name and you can also rearrange the columns. Just click and drag. The top will be the furthest left in your ads. Manager. The bottom of this columns list will be the furthest right. So here's some customized column setups we use for sales conversion campaigns. These are the custom column metrics I select to see the customer's exact journey to purchase. So I'll start with add to cart cost per add to cart unique checkouts initiated cost per checkout, unique purchases, cost per purchase and unique CTR click through rate. It's for engagement ads. These are the custom column metrics I focus on tracking page engagement cost per page engagement. 10/2 Video Views Cost per 10/2 Video View Unique Link Clicks Cost per link click CPR Click through rate our reach impressions. If you don't want to customize your columns, that's okay. There are prebuilt column combinations made by Facebook you can select via the columns dropdown menu such as engagement. So I'll look at those custom columns for my engagement ads. Next is the breakdown menu. Just to the right of the columns menu. Here we can see prebuilt breakdowns by time delivery or action. This is great for comparing split tests such as what age did my ad perform best with? For this example, a potential split test I see right away for my next campaign is testing the top performing age groups and targeting women only. Just look at the return on ad spend the website purchase row as column female ages 35 to 44 had a 6.39 return for every dollar of ad spend so well, ages 55 to 64 drove more sales, ages 35 to 44, drove sales at a lower cost. So I would leave this campaign running, but I'd start a new campaign just focused on 35 to 44, maybe another campaign just focused on 55 to 64. Then I can edit the ad copy and the creative to maybe include women that age or language around women that age continue optimizing constantly. Here's another breakdown example by age and gender, I can see what demographic is clicking the most. For example, males 25 to 34 accounted for the most traffic for this campaign. Now, one thing about this iOS update and privacy updates for Facebook, not all metrics will display for the breakdowns you select, and there's sadly nothing you can do about this. As you can see in this age breakdown, we can see impressions and clicks, but no conversions for the results column in this campaign. So I can see this campaign equated 13 leads, but I can't see the breakdown by age. But even without the specific conversion result column, we can use other columns data to learn more about our campaigns. Facebook's algorithm only serves ads to users that will most likely take action, i.e. a result like this ad website leads. That's our conversion. So for this example, the impressions and clicks were highest for ages 25 to 34. We can therefore conclude this is our key target market Facebook is favoring and most likely where most of those 13 website leads came from. Next, our Facebook ads manager dates. One feature I love for Split Test is to click on this date range menu and toggle the compare on. Then choose the dates for what you want to compare to see at a high level which time frame or date range performed better. Reviewing metrics on individual campaigns. So click the checkbox next to a campaign or ad set or ad of your choice in your Facebook's ads manager. Then click that chart icon in the right sidebar. This will expand individual ads reporting for that specific campaign ads that are ad including performance, demographics, placement and delivery. Pair these metrics at each level campaign ads at an ad for each split test campaign to see which variables in your various campaigns resulted in more positive results. We can then take the winning ad variables and continue to split test and perfect those variables in ads going forward. Until you are happy with your cost per result, then obviously scale your ad budget on the winning variables. So here's a case study for an E commerce client. If you're running an E commerce online store, these are the custom columns that we add and rearrange via this right sidebar to see purchases total value, cost and row as. So I searched purchase in the customized columns pop up and then I check mark these boxes for the metrics. So as you can see, I'm here in my ads manager with those added columns. The goal of any ecommerce store is sales. So the purchase, total value and cost and ROAS metrics are the first things you should look at when comparing an ad success. So ROAS is short for return on ad spend. This is money made from each ad dollar spent, for example, below. This campaign is returning \$6.33 for every \$1 that we spend on ads. The higher the row as the better a purchase is. Conversion value equals revenue. So that's the total revenue from this ad. How to measure your ROE as to automatically have Facebook measure your ROE as you need to have that Facebook meta pixel set up and installed on your website or app, including the purchase, event and value. Make sure to reference our Facebook Pixel Lecture for proper installation. We will scale up the budgets for the highest ROAS campaigns. Do note though, when you scale up your ad spend, your cost per purchase will increase and your ROAS will decrease as you start to reach more people in your target audience. And your ad frequency increases the amount of times people see that. Because remember, your target audience is only so big. So as you scale up, they're just seeing your ad more. So there is a fine line and a max budget per day that makes sense, but that comes with testing. It's different for every store I've worked with, every brand I've worked with. Return on ad spend is the online advertising equivalent of return on investment. ROAS equals revenue from Facebook ads divided by Facebook ad spend. For example, you spend 1000 a month on Facebook ads with a purchase value of 50 per product and it cost per purchase of 20. The ad generates 150 purchases new customers with a total purchase value revenue of 7500. So the row as equals 7500 divided by 500 times 20 equals

2.5 return on ad spend. As for these two metrics website add to cart and website checkout initiated are key to review in the beginning of an ad campaign. If people aren't even adding items to their cart, you have an ad set targeting issue or a poor offer. Next at the ad set level, learning appears under the delivery column. When an ad set is learning, that means that Facebook is still using its AI to optimize this ad's delivery. Facebook ads reporting. Once you have your Facebook ads manager, customize the way you want with your specific custom columns added or removed, create and save a report. So click that reports dropdown menu in the far right side of your ads manager in the dropdown Select Create Custom Report on this page, give your report a custom name. Then you can share your report link. Export it or download the report. Select the breakdown columns you want to include in the report. Select the metrics you want to include in the report. You can also create custom breakdowns or metrics. Just click the plus create button. Example I will create a custom metric for my e-commerce clients called COGS. COGS is short for cost of goods sold, and the formula for this is. So I'll click in the formula field, type in cost per purchase. That will pop up because that is a metric. Then I will click the minus button in that formula bar. Then I will type in the number. What is my cost of goods? Price \$10. For this example, then I'll click the create metric button. Now this report will include a COGS column and show me which ads are still profitable after my COGS expense. Once done, click the save button. You can see all your saved reports via this report's dropdown menu. He spoke events manager. Its big events manager helps you identify all the events happening on your website and app. For example, if a user adds a product to their cart and you have the Facebook pixel installed on your website, your Facebook pixel will track the event. The Facebook pixel helps you track events and monitor overall activity and user behavior on your website and app to access your Facebook Pixel Tracking. Click the menu in the top left corner and Select Events Manager. Click the data sources in the left sidebar, then select your Facebook pixel name. As you can see, I've clicked my Facebook pixel name and this left sidebar and I'll see a detailed breakdown of all the events happening on our website and app. This includes all events, no matter the source of traffic, Google, Facebook, organic, YouTube, and so on. This helps you understand the behavior of users on your website. Now. Alternatively, the Facebook ads manager dashboard only displays events related only to your Facebook ad campaign. So it's events linked to ad campaigns. This events manager page shows all events. So all the events can be seen here and you can click them to expand for a further detailed view. Once you click the name for a specific event, you can dig deeper into the data and view the total events for each Facebook tracking and reporting sales. Example A common question I get is how do I see the number of people converting on my website after clicking on my ad tracking conversions from an ad can be viewed right from your ads manager dashboard via the cost per result column on the campaigns tab. When you create a sales objective campaign and select the conversion event for that specific campaign at the ad set level such as purchase, the cost per result column is a default metric that appears in your ads manager dashboard reporting and is the total conversion events tracked for that campaign. So these conversion events can include standard events or custom conversions such as this example, which is a standard event. The result is per purchase. So click the checkbox next to your sales campaign, then click the edit pencil in the right sidebar. This will expand your campaign editor. Again, the three levels top is objective middle ad set bottom ad. So go to the ad set level. It's here that you can see the conversion event you're tracking for for this sales objective, which we chose purchase. You can only edit the event you want to track when creating a new sales objective campaign. Again, it'll be right here at the ad set level. When creating a sales objective campaign, you can select from custom conversions you mainly created or the standard events which are created by default with your Facebook pixel. Once you edit an ad campaign, you have the option to discard this draft or publish changes. Since we didn't make any changes, we'll just close this edit page. Now we are on the ad sets level for this specific campaign and we can view our ads manager reporting for the ad set. I will use the ad set level to split test campaigns via targeting, such as testing different audiences and placements to see which is driving the most results for the lowest cost. Next, click the Ads tab. Now we're on the ad level for this specific campaign and can view our ads manager reporting for this specific ad. For example, I'll click the breakdown menu for dynamic ad creatives so I can see maybe which image is performing better. For my dynamic, creative ad, I use the ad level to split test campaigns via creatives. Split Test Ad Copy. Split Test Images. Split test videos. Split Test Call to action. See, which is driving the most results for the lowest cost. Make sure to check out Course NBC.com for more helpful blog posts. Play Stop Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! 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Join our 200,000+ students who have MASTERED Facebook advertising with this COMPLETE Facebook Marketing Mastery Course! Three reasons to TAKE THIS COURSE right now! You get lifetime access to lectures! Content updated regularly as systems and software changes You can ask me questions and see me respond to every single one of them thoughtfully! What you will learn in this course is original, tested, and very detailed! Learn the Social Media Marketing strategies I implement for my clients daily, including what social media pages are right for you and content management options that will streamline your posting process. This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and

make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. All Coursenvy courses are taught by experts in their field who have a true passion for teaching and sharing their knowledge. LEARN. GROW. PROMOTE. Top companies choose Udemy Business to build in-demand career skills. NasdaqVolkswagenNetAppEventbrite Explore top skills and certifications In-demand Careers Data Scientist Full Stack Web Developer Cloud Engineer Project Manager Game Developer All Career Accelerators Web Development Web Development JavaScript React JS Angular Java IT Certifications Amazon AWS AWS Certified Cloud Practitioner AZ-900: Microsoft Azure Fundamentals AWS Certified Solutions Architect - Associate Kubernetes Leadership Leadership Management Skills Project Management Personal Productivity Emotional Intelligence Certifications by Skill Cybersecurity Certification Project Management Certification Cloud Certification Data Analytics Certification HR Management Certification See all Certifications Data Science Data Python Machine Learning ChatGPT Deep Learning Communication Communication Skills Presentation Skills Public Speaking Writing PowerPoint Business Analytics & Intelligence Microsoft Excel SQL Microsoft Power BI Data Analysis Business Analysis About About us Careers Contact us Blog Investors Discover Udemy Get the app Teach on Udemy Plans and Pricing Affiliate Help and Support Udemy for Business Udemy Business Legal & Accessibility Accessibility statement Privacy policy Sitemap Terms © 2025 Udemy, Inc.

Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:03 / 4:56 So why is SME or social media marketing so important? Social media marketing is key for SEO. SEO is search engine optimization. Search engine optimization is the process of affecting the visibility of a website or web page in a search engines natural or unpaid organic search results. So what does this mean to you? Should you go out and lock up every social media page for your brand? No, but Google algorithm states it takes social media presence and clout highly into account in its algorithm for ranking your website. So if you do have a Facebook or Twitter or a Pinterest, a Google Plus, you don't just want it locked up and in and the profile to be a ghost town. You want to be engaging with people, creating original content and posting on a regular basis. Those are all things Google takes into account. So yes, have a great website that's mobile friendly, but also have at least two or three social media networks that you use regularly and post on. Personally, I like Facebook, Twitter and Tumblr because I can automatically set up when I post to my Facebook, it'll post to my Twitter and my Tumblr. So by doing this, you're creating social clout and a following on various networks, which Google really likes because they see you as a quality item that they want to rank highly in their search engine. So I just want to expand why social media is so important. First off, increased brand recognition. Think of social media as new channels for expanding your brand. You're reaching new people and new demographics by creating profiles on all these varying social platforms. Number two, improved brand loyalty. Several studies have shown that companies that are very active on their social media have a loyal fan following. Think about it a customer can reach you directly. When has that ever been available? You can pull them. You can ask your audience, What do you want for the next product? What do you want for my next service? It's a very social friendly environment which really creates this loyalty. Number three, more opportunities to convert. Just think about it. In the past, you just had your brick and mortar store and your website possibly. But now people don't have to just find your website. They can find you via somebody sharing you on Twitter. They can find you in a Pinterest post. It's more opportunities to convert people in that sales funnel to your website. Therefore, leading to number four, which is higher conversion rates, if you have more people going to your website, more eyes seeing your product. Obviously, if it's a quality product, there's good reviews behind it, a good social cloud on all the media platforms. Your conversion rates are obviously going to be higher. Next number five, higher brand authority. Like I mentioned in the loyalty thing, when people love your brand or love the product, where are they going to go first? They're going to go post a picture on their Facebook. They're going to go post them wearing your product on Instagram. Brand authority has been taken to the next level with social media platforms. So number six relates back to more opportunities to convert. Obviously, if your website is on all these different social media platforms getting shared by different people getting reposted, retweeted, etc., this increases your inbound traffic. Number seven, social media decreases your marketing costs. Yes, we have to pay for Facebook ads, but think about it. Once these items start to get shared, that's all viral. That's not an actual Facebook ad cost. If you share an item that says \$10 off today only, I see the item and I know my friend would love this. I'm going to share it. Number eight, better search engine rankings. So yes, you can do SEO on your website, have correct titles with keywords, well written content on your website blog. But ultimately, Google's algorithm states that social media is a big part of ranking. So if you have this

clout, if you have this sharing capability connected to your domain, it's only going to help you in search engine rank. Number nine Rich your customer experiences. If I go to Target and buy an item, yes, I can go return it if I'm unhappy. But with social media I can have instant customer interaction. I post a photo, I can reply as the brand and say Thanks, I really appreciate your support. Instantly that customer had an experience. Wow, they really care that I purchased a product. I'm going to share that with somebody. It's amazing how these little interactions with customers directly can really, really enhance their purchase experience. And finally, number ten, improved customer insights. Like I said, it's that instant feedback, whether if you're on Yelp or Google Reviews or not, you're going to get these comments, you're going to get that instant feedback that can help you shape your company and shape your products for the better. So on the whole, social media is just so important on all levels, from customer interaction to traffic to Google rank. So really take advantage of this asset. Stop Play Play Start Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? 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This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. 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Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted and cheapest advertising strategies via Facebook Ads! Instructor COURSE ENVY Coursenvy Ad Agency, Facebook Ads, Social Media, Amazon FBA Coursenvy has taught 687,000+ students everything from Facebook Ads, to Social Media Marketing, to SEO, to Email Marketing, to eCommerce, to Amazon FBA, to Investing, to Launching your own Marketing Ad Agency! Coursenvy is an online marketing agency that offers an ever growing range of high-quality online courses that teach using hands-on examples from experts in the field of study and tested research; all backed with high-quality, studio voiceover narrated videos! The emphasis is on teaching real life skills that are essential in today's world. 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Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:01 / 3:39 So as a marketing consultant, a lot of people ask me what content should I share? And all I reply is, test, test, test. Try different things. Test what content gets you likes, what gets you shares, what gets you comments. So for some brands, more like fashion jewelry, it may be celeb images or celeb

news. But for other brands, it may be funny news or a viral video post. So just constantly test and see which post gets the most engagement organically. Then just do a nice mix of that for future posting. So for me, I really like memes, quotes and e-cards. They're just great for viral sharing. Remember, funny equals shareable. Now one little tip when you share content on Facebook, Tumblr, etc. include a link to your website in every post you make. Think of it if someone shares your meme and your link is in the description, when that gets shared 20 times, that description still below in my content is linked to that original image. I personally like to brand all my memes in quotes, so I'll put my domain right in the bottom corner. So more on what to post. Obviously, keep it short. How many people in this day and age are just constantly on the run on their own? Not much time, right? So remember these few rules. I like to post 80 characters or less. From the data I've collected, I get 23% higher interaction than my longer post. Next use photos post that include photos receive 39% higher interaction rates, so some more posting rules. I follow the 7020 ten rule. This is pretty common in marketing classes, so you may recognize this 70% of content should add value and build brand recognition. So example you posting your own memes, your quotes, different viral shares, relevant articles. You're shaping your brand. 70% of the time with posts you make on social media. Next 20% should be sharing other people's ideas. Articles. Content. YouTube videos. Facebook posts. Retweets. But make sure to share things that are relevant to your brand. Other people create awesome stuff, right? So obviously use it 20% of the time. Finally, a lot of people flip this. They're promoting 100% of the time. You're going to scare your fans away. You're going to get people to unfollow. You only do promotional posts 10% of the time. So do coupons, discount codes, new item on sale, etc. only 10% of the time. So for every ten post you can only do one two golden rules of content I love commit to posting as much as possible. Once you start to follow some of these Facebook pages on your Facebook Insights, you'll see some of these million like pages posting 651,000 times a week. It may seem overkill, but you're hitting your entire market throughout the day with different varying types of marketing materials. But remember being mindful to not overdo it. Some of these brands do so too many tweets or status updates can cause your follower to hide or unfollow you. Next, engage with your followers. It's all too easy to just push content to your people constantly, right? But engage with your community when people comment on something like it. When people ask a question, reply, quickly build a rapport with your audience and they're definitely going to share it with their friends. Oh hey, this guy instantly answers me on his Facebook page. Really cool guy loved his products. By engaging your followers, your return is going to be tenfold. Play Stop Play Start Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? 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Udemy Facebook Ads & Facebook Marketing MASTERY 2025 | Coursenvy Lecture thumbnail 0:01 / 2:00 So by now you might be getting overwhelmed with how am I going to post all this content? How am I going to keep up with all these social media platforms? What's nice, there is a lot of social media management tools in place to help you. Some apps I personally use are if this, then that or buffer. And these all allow me to manage and post to multiple social media platforms at once. So the first one I like. Obviously Instagram you can post your photo, your description with a backlink, and then select other social media platforms you want to post to simultaneously. So for this I like to select Facebook and then create if this then that recipes to post to other social media platforms. So I'll touch on that in a second. Next is Hootsuite. So this is one that does cost, but it has a really nice interface. Next, I like using Intercom. They have a really nice calendar layout and you can sync up your Instagram, Facebook page, Pinterest and Twitter. With up to 30 free posts per month. This is another for cost one buffer app. The nice thing about Buffer is that there's scheduling. So if you don't want to post it right, then you can schedule it to post at 7 p.m., 7 a.m. and noon. So you can really schedule out your day and your posting without having to be at the computer at those specific times. Finally, if this then that I mentioned that before. If this, then that is a recipe for putting the internet to work for you. So basically, it's a service that lets you create powerful connections with one simple statement. So like I said, it's a recipe for the Internet. I can connect channels, I can connect different social media platforms as triggers and actions. So for my example, when I post a picture to Instagram, it instantly triggers an if this, then that recipe to post that picture to my Twitter. So it's a great way to have a trigger system so I can simply post on one platform and my if this then that account will trigger post to various other social media platforms. Play Play Stop Start Start Facebook Marketing from beginner to advanced! Join 218,000+ students who MASTERED Facebook and are Facebook Ads experts! Rating: 4.4 out of 5 4.4 34,624 ratings 229,562 Students 12.5 hours Total Last updated June 2025 English English [Auto], Arabic [Auto] , information alert Schedule learning time Learning a little each day adds up. Research shows that students who make learning a habit are more likely to reach their goals. Set time aside to learn and get reminders using your learning scheduler. By the numbers Skill level: All Levels Students: 229562 Languages: English Captions: Yes Lectures: 76 Video: 12.5 total hours Certificates Get Udemy certificate by completing entire course Features Available on iOS and Android Description Want to become a Facebook Ads expert? 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This course will also layout how to optimize your Facebook page and Facebook ads therefore enabling you to reach any type of target market! Make the most of social media marketing and make it easy... so you can get back to what you do best, running your business! In this course, you will learn Facebook Marketing from beginner level to advanced! We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager. Learn how to use and optimize every type of Facebook campaign, Facebook custom audience, Facebook pixel... the things you will learn about Facebook are truly amazing and will instantly help advance your presence online! You will be able to optimize your Facebook ads for increased conversions and decreased costs. You will be able to create and make use of EVERY type of Facebook ad. You will be able to grow your Facebook page likes and post engagement. You will be able to find new customers that will drive your brand to new heights via online marketing. Join this course now to learn how to take your brand, product, service, or public figure to the next level with the power of Facebook Marketing! TAKE A STEP IN THE RIGHT DIRECTION WITH YOUR LIFE AND BUSINESS... LEARN HOW FACEBOOK MARKETING, FACEBOOK ADS, AND SOCIAL MEDIA MARKETING WILL MAKE YOUR BUSINESSES A HOUSEHOLD NAME! ENROLL NOW! What you'll learn Connect with new audiences and lower your ad costs via Facebook Ads! Mass post quickly to various social media networks! MASTER Facebook Ads Manager! Implement the Facebook Pixel and advanced tracking strategies. MASTER your sales funnel... awareness, retargeting, and conversion! Average \$0.01 per engagement/like/click with my Facebook ad strategies! Use the advanced features available in Facebook Business Manager. MASTER Facebook Marketing all in one course! Are there any course requirements or prerequisites? Have a personal profile/account on Facebook. Who this course is for: Small business owners Bloggers, Influencers, Public Figures Online marketers and marketing reps Advertising managers Corporations ANYONE looking to MASTER Facebook Marketing! ANYONE looking to MASTER Facebook Ads! ANYONE looking for the most highly targeted

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