

SEM Coaching 61

Facebook Power Editor



EST.

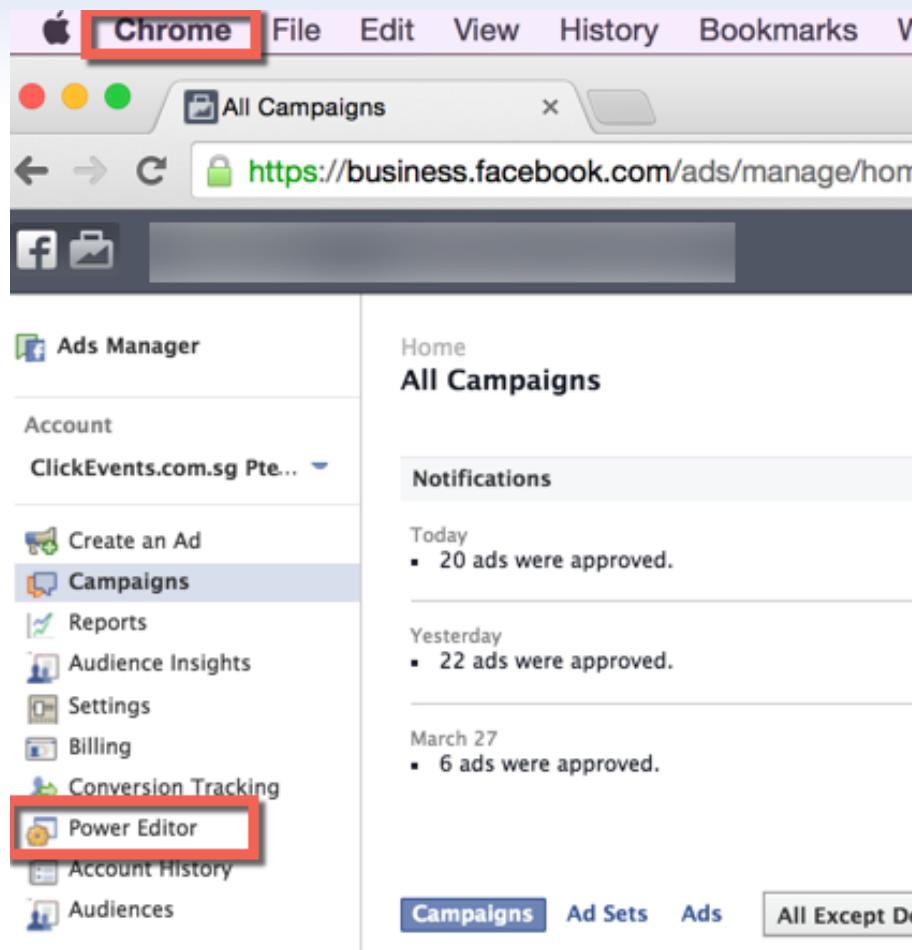
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Introduction

- Power Editor is a FREE bulk ads creation and management tool. Currently only works on Chrome Desktop browser
- Some of the important benefits of Power Editor include the ability to:
 - Bulk create & edit Campaign, Ad Sets and Ads (incl. duplicate)
 - Create more comprehensive text ads
 - Create and re-use Audiences
 - Create multi-image & multi-URL ads

Getting Started



Open Power Editor in Chrome Desktop Browser

Download FB Ad Data to Power Editor

The screenshot shows the Facebook Business Manager interface. At the top, there's a navigation bar with icons for Facebook and Business Manager, followed by the text "Business Manager". Below this is a header with "Power Editor" and "Fabian Lim". On the right side of the header are buttons for "Download to Power Editor" (which is highlighted with a red box), "Upload Changes", and "Last downloaded 1 hr". The main area has tabs for "Campaigns", "Ad Sets", and "Ads". On the left, there's a sidebar with a "Manage Ads" dropdown, a "FILTER BY CAMPAIGN" section showing filters for "Recently Changed (0)", "Not Uploaded (0)", "Scheduled (1)", "Paused (140)", "Completed (0)", and "All (142)", and a "Campaign Editor" section.

Download FB Ad Data to Power Editor

Download Facebook Ad Accounts

Ad Accounts More Options

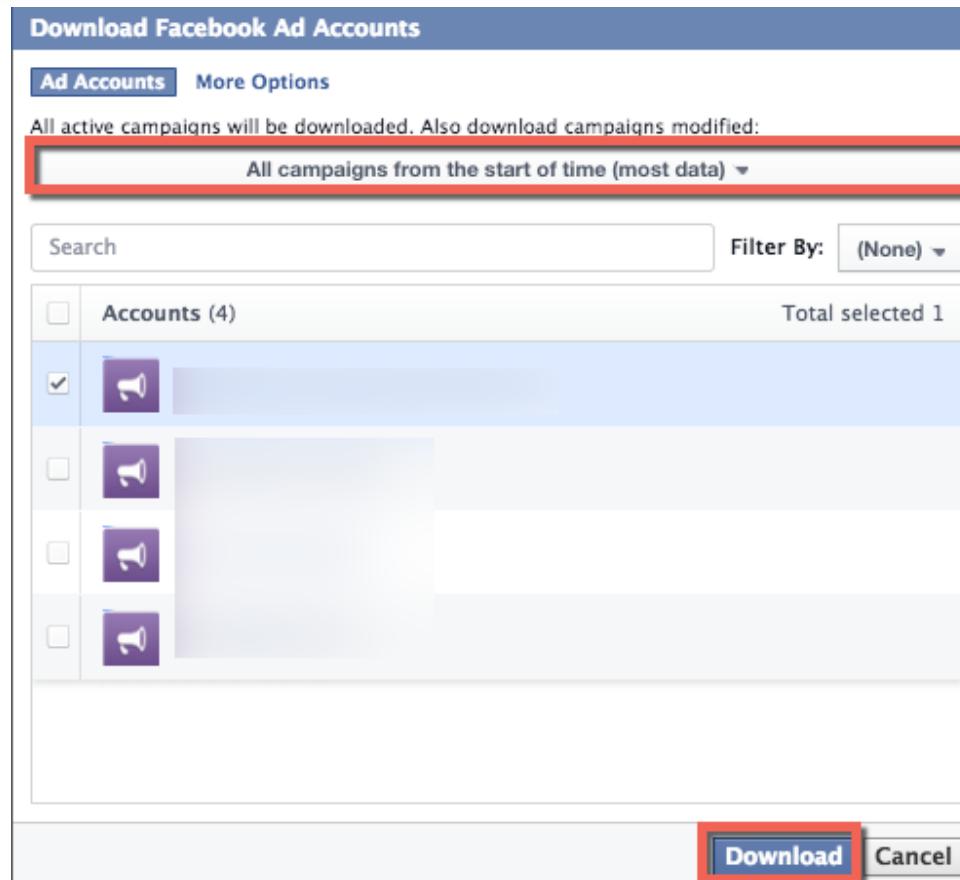
All active campaigns will be downloaded. Also download campaigns modified:

All campaigns from the start of time (most data) ▾

Search Filter By: (None) ▾

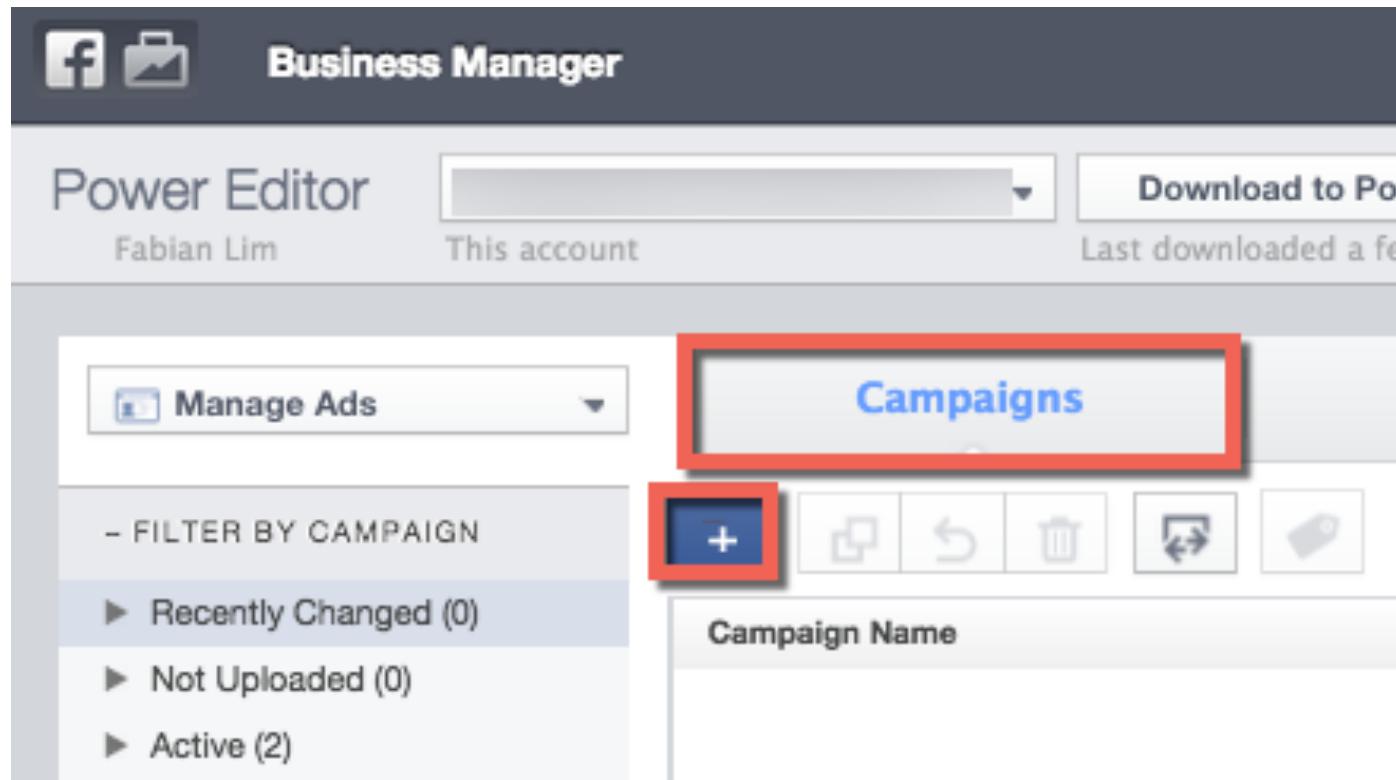
<input type="checkbox"/>	Accounts (4)	Total selected 1
<input checked="" type="checkbox"/>	[Speaker icon]	
<input type="checkbox"/>	[Speaker icon]	
<input type="checkbox"/>	[Speaker icon]	
<input type="checkbox"/>	[Speaker icon]	

Download Cancel



Create A New FB Campaign

Create A New Campaign



Create A New Campaign

Create Campaign X

ENTER NAME, BUYING TYPE AND OBJECTIVE OF YOUR NEW CAMPAIGN

Name	Power Editor Test Campaign
Buying Type	Auction
Objective	Website Conversions

Cancel **Create**

Duplicate A New Campaign

The screenshot shows the Facebook Business Manager interface. At the top, there are icons for Facebook and Business Manager, followed by the title "Business Manager". Below that, it says "Power Editor" and "Fabian Lim". There are tabs for "Download to Power Editor" and "Upload Changes", with "Upload Changes" being green. It also shows "This account" and "Last downloaded 7 mins".

The main area has three tabs: "Campaigns" (which is active), "Ad Sets", and "Ads". On the left, there's a sidebar with a "Manage Ads" dropdown and a "FILTER BY CAMPAIGN" section containing the following items:

- Recently Changed (2)
- Not Uploaded (2)
- Active (2)
- Scheduled (0)
- Paused (140)

The "Campaigns" tab shows a list of campaigns. The first two are highlighted with a red box:

Campaign Name	Status	Delivery
Power Editor Test SG Campaign	+ <input checked="" type="button"/>	<input checked="" type="button"/> New Not Uploaded
Power Editor Test MY Campaign	+ <input checked="" type="button"/>	<input checked="" type="button"/> New Not Uploaded

Create A New FB Ad Set



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Create A New Ad Set

The screenshot shows the Facebook Business Manager interface. At the top, there are icons for Facebook and Instagram, followed by the text "Business Manager". Below this, there are tabs for "Power Editor" (selected), "ClickEvents.com.sg Pte Ltd (1...)" (with a dropdown arrow), "Download to Power Editor", and "Upload Changes". Under "Power Editor", it shows "Fabian Lim" and "This account". The main area has a header with "Campaigns" and "Ad Sets" (which is highlighted with a red box). Below this is a toolbar with icons for creating ads, deleting, and sharing. On the left, there's a sidebar titled "Manage Ads" with a dropdown arrow, containing a list of filters: "- FILTER BY CAMPAIGN", "Recently Changed (2)", "Not Uploaded (2)", "Active (2)", "Scheduled (0)", "Paused (140)", and "Completed (0)". The main content area shows a table with columns for "Ad Set Name", "Status", and "Delivery". The first column is empty.

Create A New Ad Set

Create Ad Set

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing **Power Editor Test MY Campaign**

Create New

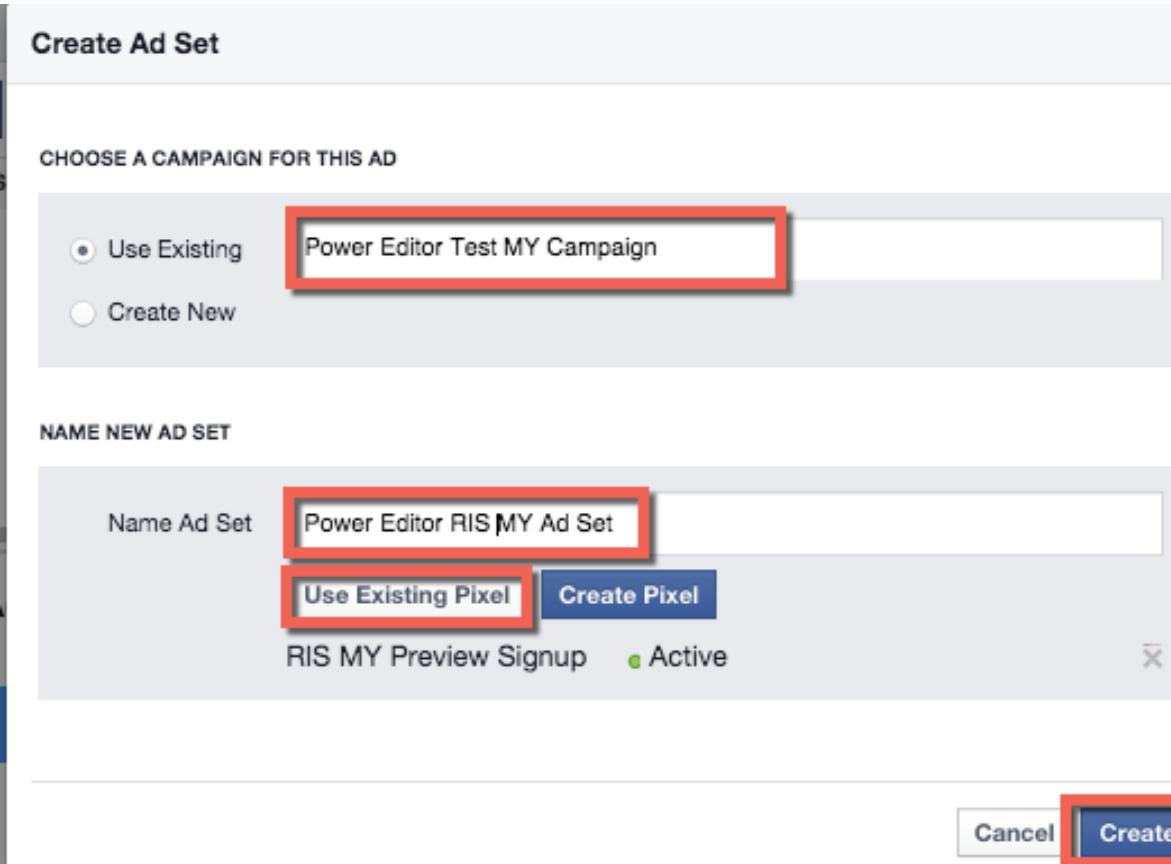
NAME NEW AD SET

Name Ad Set **Power Editor RIS MY Ad Set**

Use Existing Pixel **Create Pixel**

RIS MY Preview Signup Active

Create

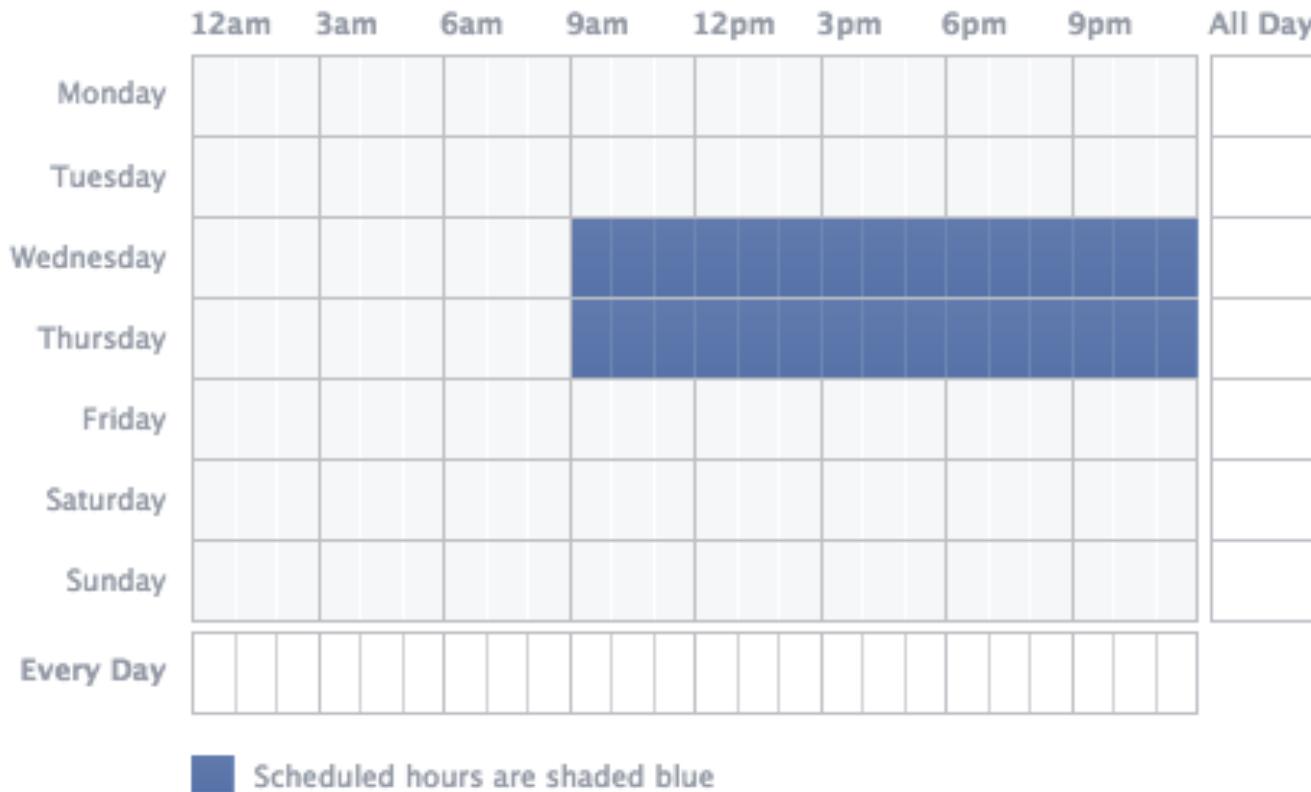


Ad Set – Budget & Schedule

BUDGET & SCHEDULE

Budget	Lifetime Budget ▾	\$1000.00 USD
Schedule Start	3/31/2015	5:58 AM
	Pacific Time	
Schedule End	4/2/2015	4:00 PM
	Pacific Time	
Ad Scheduling <small>?</small>	<input type="radio"/> Run ads all the time	
	<input checked="" type="radio"/> Run ads on a schedule	
	Ad scheduling only works with lifetime budgets. Your ads will be served in your audience's time zone. For example, if you select 8am – 10am, your ad will be served to people from 8am to 10am in their local time.	

Ad Set – Budget & Schedule



Ad Set – Create Audience

AUDIENCE

Age: 18 – 65+

Location: Singapore

Edit Audience

Edit Audience

Saved Target Group 0 **Power Editor MY Personal Development**

Custom Audiences

Locations **Kuala Lumpur**

Age

Gender

Education Level

Connections All
 Advanced connection targeting

Languages

Interests **Personal development**

Behaviors

Save

Ad Set – Create Audience

Campaigns **Ad Sets** Ads

+

Ad Set Name	Status	Delivery	Campaign Name
Power Editor RIS MY Ad Set		New Not Uploaded	Power Editor Test

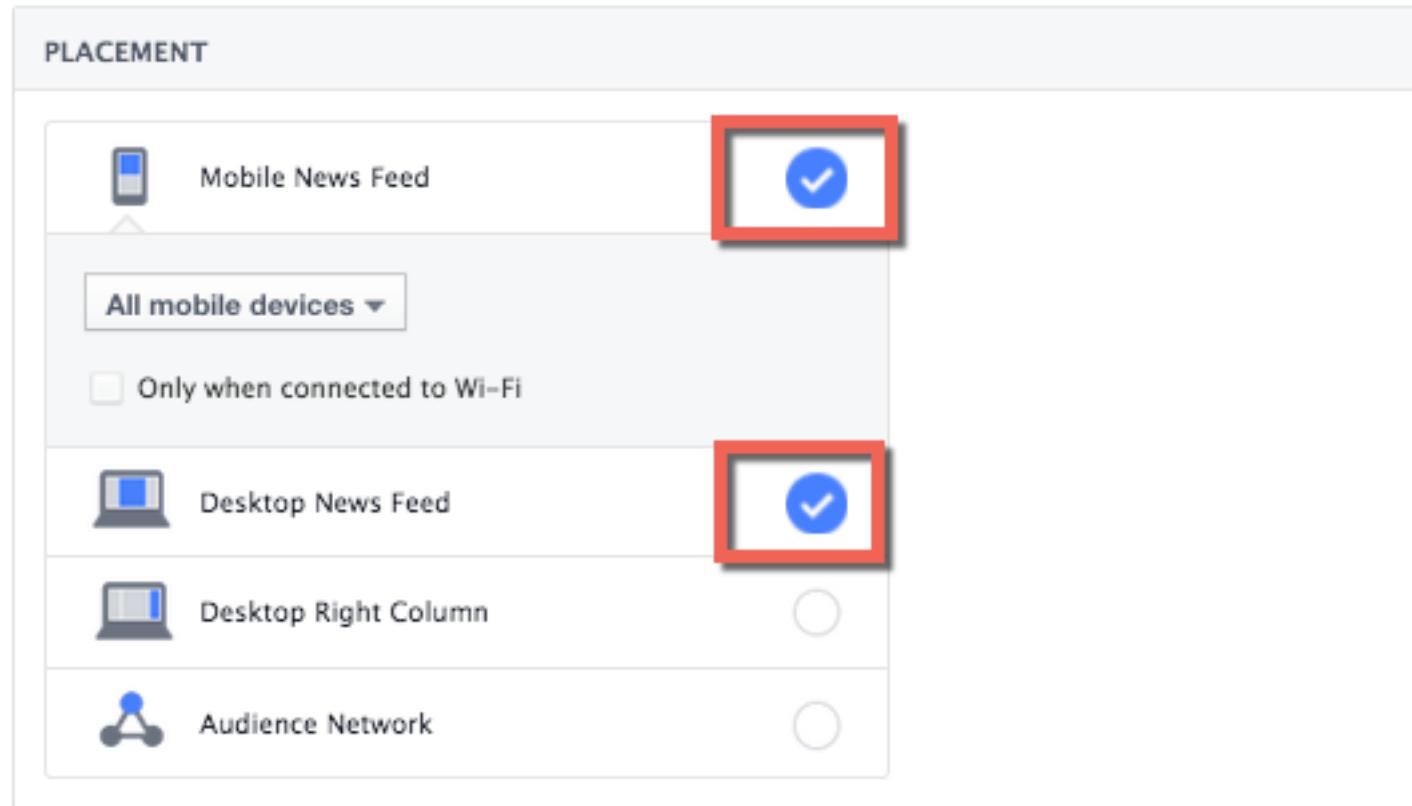
AUDIENCE

Language: English (All)
Age: 25 - 64
Education Level: College grad
Interests: Personal development
Location: Malaysia: Kuala Lumpur Kuala Lumpur

Edit Audience

SAVING An Audience

Ad Set – Placement



Ad Set – Optimization & Pricing

OPTIMIZATION & PRICING

Optimize For

Pricing Get the most website conversions at the best price
You will be charged for impressions
 Set the amount a conversion is worth to you

Create A New FB Ad

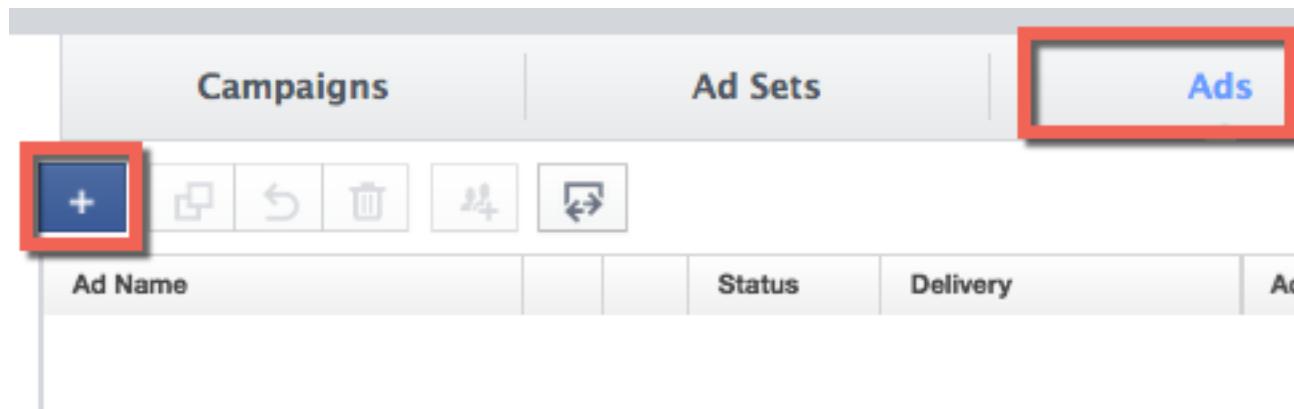


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Create Ad



Create Ad

Create Ad

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing **Power Editor Test MY Campaign**

Create New

CHOOSE AN AD SET FOR THIS AD

Use Existing **Power Editor RIS MY Ad Set**

Create New

NAME NEW AD

Name Ad **Power Editor RIS MY Per Dev Ad 1**

Create



Create Ad – Choose A FB Page

■ Creating Ad Power Editor RIS MY Per Dev Ad 1

OBJECTIVE  Website Conversions

FACEBOOK PAGE

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Only show Pages connected to Fabian Lim 

 Fabian Lim 

or [Don't Connect a Facebook Page](#) (will disable News Feed ads).



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CREATE AD USE EXISTING POST

Single image and link in one ad

Multiple images and links in one ad

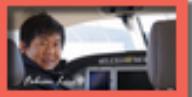
Website URL 988

Display URL (optional)

Text

Headline

News Feed Link Description

Image


Recommended Size: 1200 x 628 pixels

Call To Action

Create Ad - Ad Creative

Create Ad – Duplicate Existing Ad

The screenshot shows a user interface for managing ads. At the top, there are three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Ads' tab is highlighted with a red box. Below the tabs is a toolbar with several icons: a plus sign (+), a square with a plus sign (create), a left arrow, a trash can, a user icon, and a right arrow. Another red box highlights the 'Create' icon. The main area displays a table with columns for 'Ad Name', 'Status', 'Delivery', and 'Ad Set Name'. One row is visible, showing 'Power Editor RIS MY Per Dev...', '+', 'New Not Uploaded', and 'Power Ed RIS MY Ad'. The 'Status' column contains a toggle switch, and the 'Delivery' column has a green circle icon.

Ad Name		Status	Delivery	Ad Set Name
Power Editor RIS MY Per Dev...	+	<input type="checkbox"/>	New Not Uploaded	Power Ed RIS MY Ad

Create Ad – Duplicate Existing Ad

Duplicate Ad ×

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing Power Editor Test MY Campaign

Create New

CHOOSE AN AD SET FOR THIS AD

Use Existing Power Editor RIS MY Ad Set

Create New

Cancel Create

Create Ad – Edit Duplicate Ad Name

The screenshot shows a user interface for managing ads. At the top, there are three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Ads' tab is selected. Below the tabs is a row of icons: a plus sign (+), a square with a double arrow (refresh), a circular arrow (refresh), a trash can (delete), a person icon (people), and a double arrow (share). A table follows, with columns for 'Ad Name', 'Status', and 'Delivery'. The first row in the table has a red border around its 'Ad Name' cell, which contains the text 'Power Editor RIS MY Per Dev Ad 1 (1)'. The second row contains the text 'Power Editor RIS MY Per Dev Ad 1'. Both rows have a blue background in the 'Status' and 'Delivery' columns.

Ad Name	Status	Delivery
Power Editor RIS MY Per Dev Ad 1 (1)	<input type="checkbox"/>	New Not Uploaded
Power Editor RIS MY Per Dev Ad 1	<input type="checkbox"/>	New Not Uploaded

Create Ad – Edit Duplicate Ad Image

Image



Change Image

Reposition Images

Recommended Size: 1200 x 628 pixels

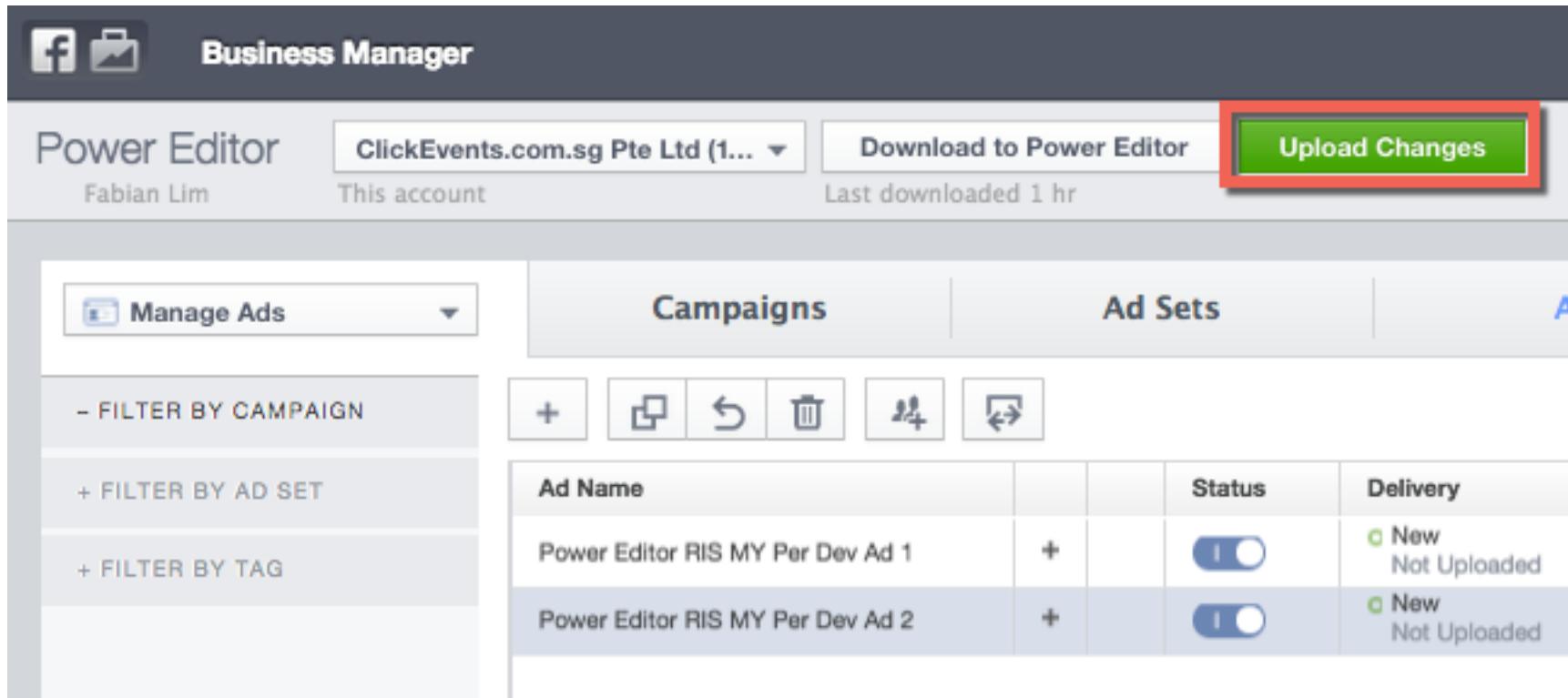
Call To Action ⓘ

Learn More ↗

A screenshot of a digital interface for creating an advertisement. It shows a large audience in a conference hall as the background image. Two buttons are overlaid: "Change Image" and "Reposition Images". A red box highlights the "Change Image" button. Below the image area, there's a "Call To Action" section with a "Learn More" button.

IMPORTANT – Upload Changes

Power Editor – Upload Changes



The screenshot shows the Facebook Business Manager Power Editor interface. At the top, there are icons for Facebook and Business Manager, followed by the title "Business Manager". Below that, the "Power Editor" section is visible, showing "ClickEvents.com.sg Pte Ltd (1...)" under "This account". To the right of this is a green button labeled "Upload Changes", which is highlighted with a red rectangular border. Further down, there are sections for "Manage Ads", "Campaigns", and "Ad Sets". On the left, there are filter options: "- FILTER BY CAMPAIGN", "+ FILTER BY AD SET", and "+ FILTER BY TAG". The main area displays a table with two rows of ad information:

Ad Name	Status	Delivery
Power Editor RIS MY Per Dev Ad 1	+ <input checked="" type="checkbox"/>	New Not Uploaded
Power Editor RIS MY Per Dev Ad 2	+ <input checked="" type="checkbox"/>	New Not Uploaded

Power Editor – Upload Changes

Upload Preview X

Choose what campaigns, ad sets, and ads you want to upload.

Campaigns 2 Ad Sets 1 Ads 2

<input checked="" type="checkbox"/>	Change	Campaigns
<input checked="" type="checkbox"/>	NEW	Power Editor Test SG Campaign
<input checked="" type="checkbox"/>	NEW	Power Editor Test MY Campaign

Cancel Continue

Power Editor – Upload Changes

Upload Confirmation

Your Upload is Complete

		CAMPAIGNS	AD SETS	ADS	OTHER
NEW		1	1	2	0
UPDATED		0	0	0	0
DELETED		0	0	0	0

[View Details >](#)

Done

Power Editor – Upload Changes (Ad is Now Under Pending Review)

The screenshot shows the Facebook Power Editor interface for managing ads. At the top, there are three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Ads' tab is currently selected. Below the tabs is a toolbar with several icons: a blue '+' button, a square with a plus, a circular arrow, a trash can, a user icon, and a sync icon. The main area displays a table of ads. The columns are 'Ad Name', 'Status', 'Delivery', and 'Ad Set Name'. There are two rows of data:

Ad Name	Status	Delivery	Ad Set Name
Power Editor RIS MY Per Dev Ad 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Pending Review	Power Editor RIS MY Ad Set
Power Editor RIS MY Per Dev Ad 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Pending Review	Power Editor RIS MY Ad Set

A red box highlights the 'Pending Review' status for both ads in the 'Delivery' column.

Questions?