

# Facebook Advertising – Page Post Engagement Strategy

# Introduction

- Most Facebook advertisers create and use Facebook ads to promote their products or services in Facebook
- However, not many are aware of the benefits of running a Post Engagement Campaign to first build social proof in the ad, before running a Conversion Campaign to generate leads or sales
- This training shows you step-by-step how to create and run a successful Post Engagement Campaign and the merits of doing so with an unpublished post

# The Proof

# Facebook Post with Strong Social Engagement

TheMoorBar.com  
Published by Fabian Lim [?]. January 17 · 3

Moor Mud - Modern Day Anti-Aging Miracle? 🌟

Celebrities are now going crazy over Moor Mud, which is now being hailed throughout Europe as a modern day "fountain of youth".

Get the inside scoop here → <http://flyt.it/moormud?ID=fbad>



221,910 people reached

Boost Post

Like Comment Share

Kristen Nicole, Sariah Espinoza and 1.9K others Chronological

330 shares

View previous comments

2 of 79

# **Creating A Post Engagement Campaign Using Power Editor**

# Accessing Power Editor

1. From Ads Manager,  
Click on the drop  
down menu

**Note:**

You need to have completed the following steps before creating an FB ad using Power Editor:

1. You have created your Facebook page
2. You have created your pixel code
3. You have placed your pixel code on your website

The screenshot shows the Facebook Ads Manager dashboard. At the top left, there's a red circle around the 'Ads Manager' tab. Below it, under the 'Frequently Used' section, 'Power Editor' is listed. In the center, there's a red box around the 'Power Editor' link in the 'Create & Manage' column. A yellow callout box with the text '2. Click "Power Editor"' points to this red box. At the bottom of the screenshot, there's a watermark for 'imarketing.courses' featuring a dollar sign icon.

1. This is Power Editor interface

The screenshot shows the Facebook Power Editor interface. At the top, there's a navigation bar with a search bar, a 'Discard Changes' button, and a 'Review Changes' button. Below the navigation bar is a toolbar with various filters and a 'Stats: Lifetime' dropdown. The main area has three tabs: 'Campaigns' (selected), 'Ad Sets', and 'Ads'. Under the 'Campaigns' tab, there's a button labeled '+ Create Campaign' with a red box around it. A yellow callout box points to this button with the text '2. Under \'Campaigns\' tab, click on \'Create Campaign\''. The 'Performance' section on the right shows columns for 'Results', 'Cost per Result', 'Reach', 'Impress...', 'Click...', and 'CPM (Co.)'.

# Creating PPE Campaign using Power Editor

The screenshot shows the Facebook Power Editor interface for creating a new campaign. A yellow callout box points to the 'Campaign Name' field, which is highlighted with a red border and contains the text 'Niche X, PPE'. Another yellow callout box points to the 'Campaign Objective' dropdown menu, which is open to show options like 'Post engagement', 'Brand awareness', 'Reach', etc. The 'Post engagement' option is selected and highlighted with a red border. A third yellow callout box points to the 'Ad Set Name' field in the 'Create New Ad Set' section, which is highlighted with a red border and contains 'Test Prod 1'. The 'Ad Name' field below it also has a red border and contains 'Test Prod 1 Ad'. A fourth yellow callout box points to the 'Create' button at the bottom right of the Power Editor interface, which is highlighted with a red border.

1. Assign a name to this campaign

2. Select 'Post engagement' as the campaign objective.  
(If you can't find this option, look for 'Page post engagement' or 'Boost post')

3. Assign an Ad Set Name, and Ad Name

4. Click 'Create'

The screenshot shows the Facebook Power Editor interface. At the top, there's a navigation bar with 'Power Editor' and various icons. Below it is a toolbar with search, filters, and stats options. The main area has three tabs: 'Campaigns' (selected), 'Ad Sets' (highlighted with a red box and a yellow callout), and 'Ads'. A yellow callout box points to the 'Ad Sets' tab with the text: '2. Click on the 'Ad Sets' tab to view ad sets under this campaign'. In the 'Campaigns' section, a campaign named 'Niche X, PPE' is selected. A red box highlights the 'Campaign Name' field, which also has a yellow callout pointing to it with the text: '1. This is the campaign you have just created'. The central workspace shows the 'Creating Campaign' details for 'Niche X, PPE', including campaign name, objective (Post engagement), buying type (Auction), and spending limit options.

1. This is the campaign you have just created

2. Click on the 'Ad Sets' tab to view ad sets under this campaign

The screenshot shows the Facebook Power Editor interface for managing ads. At the top, there's a navigation bar with a search bar, a warning icon for '1 Ad With Errors', and buttons for 'Discard Changes' and 'Review Changes (3)'. Below the navigation is a toolbar with filters, a stats dropdown set to 'Lifetime', and buttons for creating, duplicating, editing, and quick edits. The main area has tabs for 'Campaigns' (1 selected), 'Ad Sets' (1 selected), and 'Ads' (1 selected). Under 'Ad Sets', there's a table with columns for Ad Set Name, Status, Delivery, Results, Cost per Result, Reach, Impressions, Clicks, CPM (Cost per Mille), CPC (Cost per Click), and CTR (Click-through Rate). A yellow callout box points to the checkbox next to 'Test Prod 1' in the 'Ad Set Name' column, with the instruction: '1. Check the box next to the ad set name'. Another yellow callout box points to the pencil icon in the 'CTR (A)' column header, with the instruction: '2. Click this pencil icon to unhide the ad set details'.

Summary				Performance							
Ad Set Name	Status	Delivery	Results	Cost per Result	Reach	Impressions	Clicks	CPM (Cost per Mille)	CPC (Cost per Click)	CTR (Click-through Rate)	
<input checked="" type="checkbox"/> Test Prod 1	<input type="button" value="In Draft"/>	-	-	-	-	-	-	-	-	-	

1 Ad With Errors Discard Changes Review Changes (3) Help

Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

Search Filters Always show new items Add filters to narrow the data you are seeing. Stats: Lifetime

Creating Ad Set Test Prod 1

Ad Set Name Test Prod 1 Rename using available fields

Budget & Schedule

Daily Budget RM5.00 Adjust Budget

Actual amount spent daily may vary.

Schedule Start Mar 30, 2017 12:01 AM Kuala Lumpur Time

Schedule End Don't schedule end date, run as ongoing End run on: Apr 3, 2017 11:59 PM Kuala Lumpur Time

Ad Scheduling Run ads all the time More Options

Audience

Images, videos, text and links

Audience Definition Your audience selection is fairly broad. Specific Broad Potential Reach: 22,000,000 people

560 - 1,500 (of 14,000,000)

Post Engagement Report a Problem

1. For PPE campaign, set the daily budget to be equivalent to USD1~5 per day

2. Set the ad to run for 5 days

The screenshot shows the Audience Insights tool interface with four numbered steps overlaid:

- 1.** Select the Country, Age range, Gender and Language of your targeted audience
- 2.** Key in the detail targeting based on the research you have done using Audience Insight
- 3.** Use 'Narrow Further' option to perform 'interest stacking'
- 4.** You may save your audience by click on 'Save This Audience' button

**Locations** Everyone in this location ▾

United States
 

- United States
- Include ▾ Add locations

Map of the United States with state boundaries. Buttons below the map:
 

- Add Bulk Locations...
- Age: 18 - 65+
- Gender: All Men Women
- Languages: English (All)

**Detailed Targeting** INCLUDE people who match at least ONE of the following

Interests > Additional Interests  
Bass Pro Shops  
Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests  
Kevin VanDam  
Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

**Audience Definition**

Your audience selection is fairly broad.

Potential Reach: 510,000 people

**Estimated Daily Results**

Reach: 100 - 270 (of 480,000)

Post Engagement: 6 - 15 (of 2,800)

Save This Audience

1. To save an audience, assign a name to it, and click on 'Save' button

Audience Name: xyz Interest

Location: United States  
Age: 18 - 65+  
Language: English (All)  
People Who Match: Interests: Bass Pro Shops  
And Must Also Match: Interests: Kevin VanDam

Cancel Save

Kevin VanDam  
Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

Connections Add a connection type

Save This Audience

Your audience selection is fairly broad.  
Potential Reach: 120,000 people

Estimated Daily Results

Reach: 120 - 310 (of 110,000)  
Post Engagement: 6 - 15 (of 1,400)

Removing Instagram may result in 17% fewer Post Engagement, based on your past campaign performance. We recommend choosing automatic placements for best results.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

**Placement**

Automatic Placements (Recommended)  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements

Edit Placements  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.

Device Types **Mobile Only**

Platforms

- Facebook
- Feeds
- Instant Articles
- In-Stream Videos
- Right Column
- Instagram
- Audience Network

Ineligible

**Audience Definition**

Your audience selection is fairly broad.

Potential Reach **120,000 people**

**Estimated Daily Results**

Reach  
120 - 310 (of 110,000)

Post Engagement  
6 - 15 (of 1,400)

Removing Instagram may result in 17% fewer Post Engagement, based on your past campaign performance.

**Optimization & Delivery**

Optimization for Ad Delivery **Post Engagement**

Bid Amount  Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.  
 Manual - Enter a bid based on what post engagements are worth to you.

When You Get Charged  Impression  
More Options

Delivery Type  Standard - Show your ads throughout the day - Recommended  
More Options

Report a Problem

EST. imarketing.courses  
BEST PLACE TO LEARN!

**1. Select 'Edit Placements'**

**2. Select 'Mobile Only'**

**3. Uncheck options that you do not want your ads to be displayed in**

**4. Select 'Post Engagement'**

**5. Check the number of potential reach**

The screenshot shows the Facebook Power Editor interface. At the top, there's a navigation bar with a search bar, a magnifying glass icon, and various global and help options. Below the navigation is a toolbar with filters, a stats dropdown set to 'Lifetime', and buttons for 'Discard Changes' and 'Review Changes (3)'. The main area has tabs for 'Campaigns', 'Ad Sets', and 'Ads', with 'Ads' currently selected. A red box highlights the 'Ads' tab. Below the tabs is a row of buttons: '+ Create Ad', 'Duplicate', 'Edit', 'Quick Edits', and 'Create Rule'. The main content area is a table with three columns: 'Summary', 'Delivery', and 'Performance'. The 'Summary' column includes a checkbox next to the ad name 'Test Prod 1 Ad', which is also highlighted with a red box. The 'Performance' column has several metrics: Reach, Impressions, CPM (Cost per Mille), CPC (Cost per Click), Results, Cost per Result, Click-through Rate (CTR), and CTR (All). A red box highlights the pencil icon in the 'Performance' column header. A yellow callout box labeled '1. Click on the 'Ads' tab' points to the red box around the 'Ads' tab. Another yellow callout box labeled '2. Check the box next to the ad name' points to the red box around the checkbox in the 'Summary' column. A third yellow callout box labeled '3. Click this pencil icon to unhide the ad details' points to the red box around the pencil icon in the 'Performance' column header.

The screenshot shows the Facebook Power Editor interface for creating an ad. The top navigation bar includes 'Power Editor', 'Search', and various icons. Below the navigation are filters and a stats summary. The main area is titled 'Creating Ad Test Prod 1 Ad'. It shows a 'Campaigns' section with '1 selected', an 'Ad Sets' section with '1 selected', and an 'Ads' section with '1 selected'. The central workspace has three main sections: 'Summary' (with 'Ad Name' set to 'Test Prod 1 Ad'), 'Destination' (with 'Facebook Page' dropdown set to 'My Fishing Store'), and 'Create Ad' (with 'Use Existing Post' tab selected). A yellow callout box with black text '2. Select a Facebook page' points to the 'Facebook Page' dropdown. Another yellow callout box with black text '3. Click on this '+' sign to create a new post' points to the '+ Select a post' button in the 'Create Ad' section. On the right side, there's an 'Ad ID' toggle switch, a '1 Campaign' section, a '1 Ad Set' section, and a 'Fix 1 Error in 1 Ad' section with a list item about a promoted object being missing. An 'Ad Preview' section at the bottom shows '1 of 1 Ad' and 'Mobile News Feed'.

3. You may also click on this icon to upload your photos/video

1. Key in the ad copy, including link to your product page

2. The text and images from your website shall be extracted here. Select/unselect the images accordingly

4. Click 'Save Unpublished Post'

Create New Page Post

Status Photo/Video Live Video Offer

\*\*\* FREE Gift for Dog Lovers \*\*\*  
Just pay shipping & handling!  
Get one here: <http://bit.ly/2gyvRYD>  
TAG and SHARE with your friends!

Illuminating Night Safety LED Dog Collar

Choose images from this website to include in your post, or upload your own. Each image will link to the website.

Available images Hide

Save Unpublished Post

The screenshot shows the Facebook Power Editor interface. On the left, under the 'Ads' section, there is a list of ads. One specific ad is highlighted with a red box around the word 'UNPUBLISHED'. A yellow callout box points to this area with the text: '3. This is the 'UNPUBLISHED' post you have just created'. Below this, another yellow callout box points to a dropdown menu with the same text: '2. You can verify the post you have just created by click on this drop down list'. To the right of the editor, a separate window shows the published version of the ad. The ad is titled 'My Fishing Store Sponsored' and contains the text: '\*\*\* FREE Gift for Dog Lovers \*\*\* Just pay shipping & handling! Get one here: http://bit.ly/2gyvRYDTAG and SHARE with your friends!' Below the text is a thumbnail image of a dog wearing a glowing LED collar. A red box highlights the thumbnail, and a yellow callout box points to it with the text: '1. The ad preview will be displayed here'.

Power Editor

Search

Discard Changes Review Changes (3)

Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

Always show new items Add filters to narrow the data you are seeing.

Stats: Lifetime

+ Create Ad Duplicate E

Summary

Ad Name Test Prod 1 Ad

Page Post \*\*\* FREE Gift for Dog Lovers \*\*\*Just pay shippi... +

Enter Post ID Mobile News Feed 1 of 2 < >

Tracking

URL Parameters (optional) Ex: key1=value1&key2=value2

Pixel Tracking

Track all conversions from my Facebook pixel  Jeff Demo 050416 Pixel ID: [REDACTED]

We haven't received any events from this pixel in more than 7 days. Make sure the pixel is properly configured. Get help.

Do not track conversions

Offline Tracking

You don't have any offline event sets. Go to Business Manager to create one and use it to track all offline conversions.

1. Select 'Track all conversions from my Facebook pixel'

My Fishing Store Sponsored

\*\*\* FREE Gift for Dog Lovers \*\*\* Just pay shipping & handling! Get one here: <http://bit.ly/2gyvRYD> TAG and SHARE with your friends!

Illuminating Night Safety LED Dog Collar Size: XS = Width 1.5cm \* Length (18-27) cm (Note... pethaven.com)

Like Comment Share

Report a Problem

# Updating Changes Made in Power Editor

The screenshot shows the Facebook Power Editor interface. At the top, there's a toolbar with various buttons like 'Search', 'Filters', and 'Campaign Delivery: Active'. Below the toolbar, there are three main sections: 'Campaigns' (1 selected), 'Ad Sets' (1 selected), and 'Ads' (1 selected). Each section has its own set of buttons for 'Create Campaign', 'Duplicate', 'Edit', 'Quick Edits', and 'Create Rule'. A yellow callout points to the 'Review Changes' button in the top right corner of the toolbar, which is highlighted with a red border. Another yellow callout points to an upward arrow icon next to the 'Niche X, PPE' campaign row, also highlighted with a red border. The 'Campaigns' section is expanded, showing a table with columns for 'Change', 'Errors', and 'Campaigns'. One row is selected, showing 'NEW' under 'Change' and 'Niche X, PPE' under 'Campaigns'. A third yellow callout points to this table, highlighting the 'NEW' entry. A fourth yellow callout points to the 'Continue' button at the bottom of the 'Review Changes' dialog, which is also highlighted with a red border. The overall background is light blue, and the Power Editor interface is dark grey.

1. An arrow up sign next to Campaign / Ad Set / Ad indicates that there are changes made to them, and it has not been uploaded to update your actual ads in Ads Manager
2. Click on 'Review Changes'
3. Review the changes for each item
4. Click 'Continue' to confirm the changes

By clicking the "Continue" button, you agree to Facebook's Terms and Advertising Guidelines

Cancel Continue

www.internetAcademy.com All Rights Reserved.

Report a Problem

imarketing.courses

BEST PLACE TO LEARN !

2021

# Creating WC Campaign From A Winning PPE Ad Set

The screenshot shows the Facebook Power Editor interface with a 'Create Campaign' dialog open over a list of existing campaigns.

**1. Click 'Campaigns' tab, and then 'Create Campaign'**

**2. Assign a name to this campaign**

**3. Select 'Conversions' as the campaign objective.**

**4. Skip Ad Set and Ad**

**5. Click 'Create'**

Detailed description: The image captures the Facebook Power Editor's 'Create Campaign' process. On the left, a sidebar shows a list of 'Campaigns' with one selected. A yellow callout '1. Click "Campaigns" tab, and then "Create Campaign"' points to this list. The main area shows the 'Create Campaign' dialog. Step 2, 'Assign a name to this campaign', is highlighted with a yellow box around the 'Campaign Name' field containing 'Niche X, WC'. Step 3, 'Select "Conversions" as the campaign objective.', is highlighted with a yellow box around the 'Campaign Objective' dropdown menu, which is set to 'Conversions'. Step 4, 'Skip Ad Set and Ad', is highlighted with a yellow box around the 'Skip Ad Set' option in the 'Create New Ad Set' dropdown. Step 5, 'Click "Create"', is highlighted with a yellow box around the 'Create' button at the bottom right of the dialog. The overall interface is dark-themed with light-colored UI elements.

The screenshot shows two views of the Facebook Power Editor interface.

**Top View (Creating Campaign):**

- Step 1:** The new campaign name "Niche X, WC" is listed under "Campaign Name". It is highlighted with a red box.
- Step 2:** The "Ad Sets" tab is selected, indicated by a red box around the tab label.

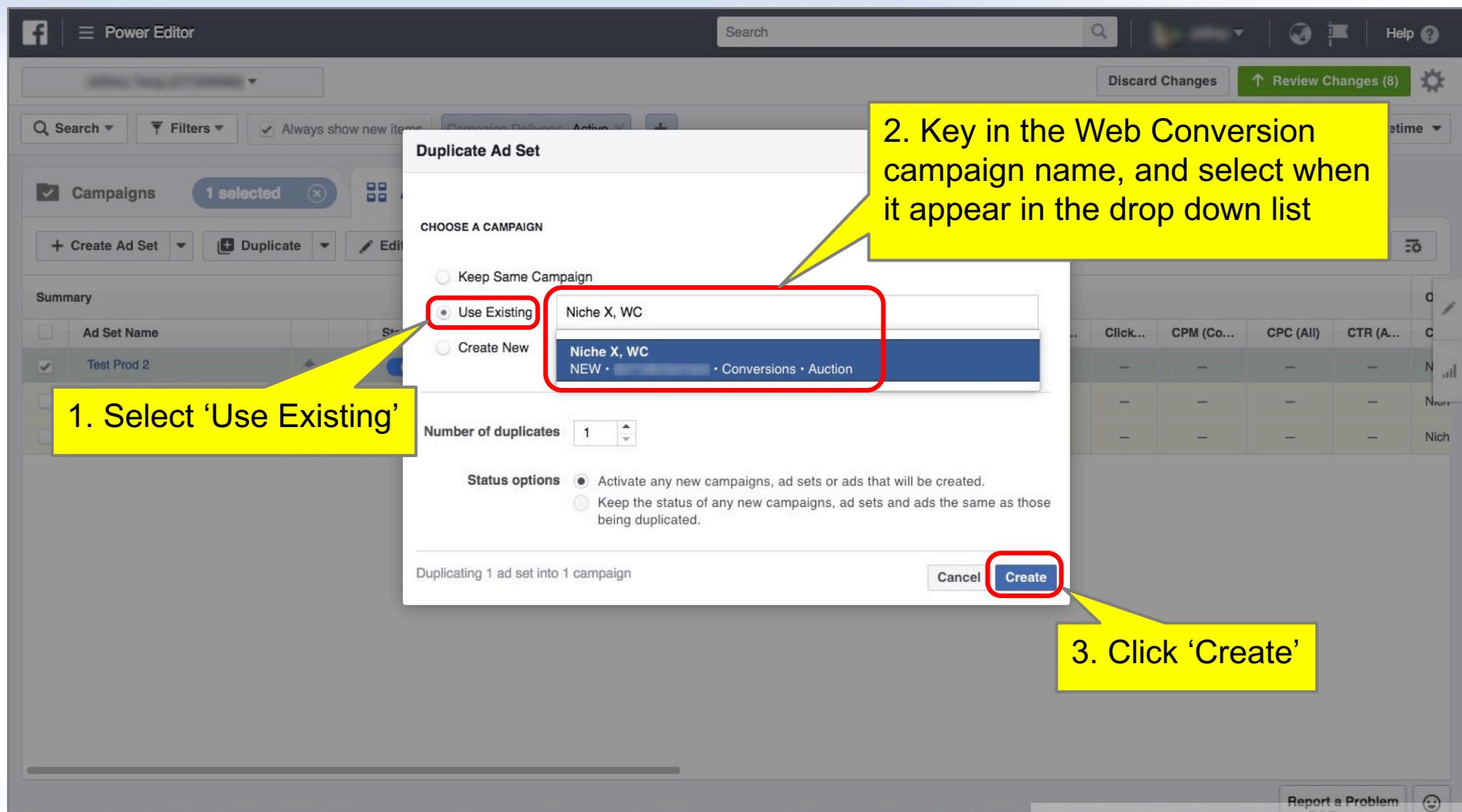
**Bottom View (Ad Sets):**

- Step 3:** The winning Ad Set "Test Prod 2" is selected in the "Ad Set Name" list. It is highlighted with a red box.
- Step 4:** The "Duplicate" button is highlighted with a red box.

Yellow callout boxes with black text provide instructions for each step:

1. The new campaign name will be listed here
2. Click on the 'Ad Sets' tab
3. Select the winning Ad Set from the PPE campaign
4. Click 'Duplicate'





Power Editor

Search

Campaign Delivery: Active

Discard Changes Review Changes (10)

Clear Stats: Lifetime

Campaigns

Create Ad Set Duplicate

1 selected

Ads

Summary Performance

Ad Set Name	Status	Delivery	Results	Cost per Result	Reach	Impressions	Clicks	CPM (Cost per Mille)	CPC (Cost per Click)	CTR (Click-through Rate)
Test Prod 2 - Copy	In Draft	—	—	—	—	—	—	—	—	N/A
Test Prod 2	In Draft	—	—	—	—	—	—	—	—	N/A
Test Prod 2 - Copy	In Draft	—	—	—	—	—	—	—	—	N/A
Test Prod 1	In Draft	—	—	—	—	—	—	—	—	N/A

1. The duplicated Ad Set name will be listed here

2. Check the box next to the ad name

3. Click this pencil icon to unhide the ad details

Report a Problem

The screenshot shows the Facebook Power Editor interface for creating an Ad Set. The main title is "Creating Ad Set Test Prod 2 - WC".

**1. Change the Ad Set name here**: A yellow callout points to the "Ad Set Name" field, which currently contains "Test Prod 2 - WC". This field is highlighted with a red rectangle.

**2. Select a conversion event, e.g.: Purchase**: A yellow callout points to the "Conversion" section. Under "Conversion Event Location", the radio button is selected for "Website or Messenger". Below this, the "Purchase" option is highlighted with a red rectangle.

The interface also includes sections for "Campaigns" (with "Test Prod 2" selected), "Ads" (1 selected), and "Ad Set ID" (which is turned off). On the right side, there are sections for "1 Campaign" (Objectives and spending limits), "1 Ad" (Images, videos, text and links), "Audience Definition" (Your audience selection is fairly broad), "Potential Reach: 120,000 people", "Estimated Daily Results" (Reach: 120 - 310 (of 110,000)), and "Post Engagement" (EST.).

The screenshot shows the Facebook Power Editor interface for managing campaigns. On the left, there's a sidebar with a 'Campaigns' section containing a list of ads: 'Test Prod 2 - WC' (selected), 'Test Prod 2', 'Test Prod 1 - Copy', and 'Test Prod 1'. The main area shows an 'Ad Sets' tab selected, with one ad set currently active. The 'Offer' section indicates an 'App' offer. In the 'Budget & Schedule' section, the daily budget is set to RM25.00 MYR. The 'Schedule Start' is set to April 4, 2017, at 12:01 AM, and the 'Schedule End' is set to April 8, 2017, at 11:59 PM. The 'Estimated Daily Results' section provides performance estimates for the campaign.

**1. For WC campaign, set the daily budget to be equivalent to USD5~10 per day**

**2. Set the ad to run for 5 days AFTER the PPE campaign has ended**

The screenshot shows the Facebook Power Editor interface for managing ad sets. On the left, a sidebar lists campaigns and ads. The main area is titled 'Optimization & Delivery' and shows an 'Ad Sets' tab with '1 selected'. A yellow box highlights the 'Conversion window' section, which contains a dropdown menu. The 'Conversions' option is selected, and a sub-menu is open, with the 'Conversions - Recommended' option highlighted by a red box. Another yellow box points to the 'Review Changes (10)' button in the top right corner of the editor.

1. Select 'Conversion – Recommended' for optimization

2. Click here to preview and upload the changes

# Questions?