

FB Video Ads: The Step-by-Step Strategy

The following are the steps you need to create to execute a Profitable Facebook Advertising Campaign using the FB Video Ads training. Use this simple Process Map as your Action-List for the course.

1 Identify & Create Your Marketing Funnel ☐

In order to use Facebook Ads effectively, you'll need to drive your traffic to a FUNNEL that has some sort of offer attached to it. If you're not making your money back by selling something with your Facebook Ads, it will be hard to keep spending money and keeping your campaigns live.

Inside FB Video Ads, we do not discuss HOW to create a profitable funnel, however, I DO recommend trying out a LIVE or Automated Webinar Funnel. If you decide to go the automated funnel route, I highly recommend Evergreen Business Systems: JamesWedmore.com/ebs

WHERE THIS IS DISCUSSED FURTHER: Module #01 - The 20min Coffee Shop Strategy Session



2 Create Your Marketing Video for Facebook ☐

Once you are CLEAR on your funnel, making your VIDEO AD for Facebook is easy. Film a 30 second video talking about your offer and what you want people to do. Below is one of the videos that I have used.

WHERE THIS IS DISCUSSED FURTHER: Module #02 - Creating Your Video Post



[Watch Video \(https://www.youtube.com/watch?v=ZkPUHSGrmEk\)](https://www.youtube.com/watch?v=ZkPUHSGrmEk)

3 Create the COPY for Your Facebook Post ☐

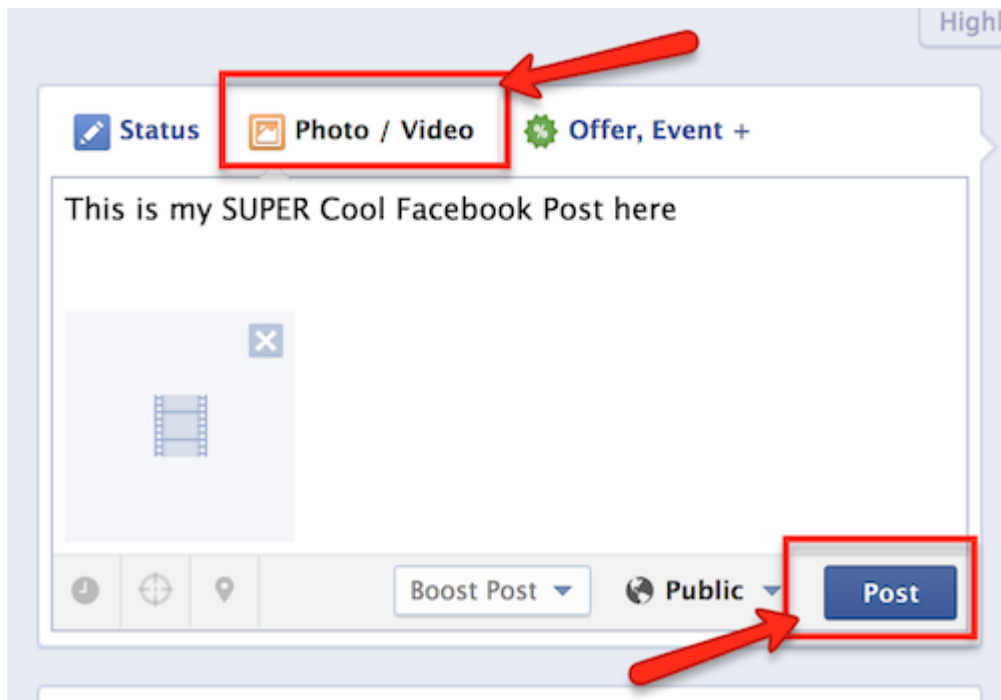
In this next step, you simply want to play around with your copywriting skills to come up with a good post for your status update. The goal here is to get readers' attention and get them to watch the video or click on your link.

WHERE THIS IS DISCUSSED FURTHER: Module #02 - Creating Your Video Post

4 Post Your Facebook Video Update on Your Fan Page ☐

Once you have your finished video AND your perfected copy, it's time to publish it to your Facebook Page. (note: You CAN do a Dark Post, but it's recommended to post your first ad publicly...because it's easier)

WHERE THIS IS DISCUSSED FURTHER: Module #02 - Creating Your Video Post



5

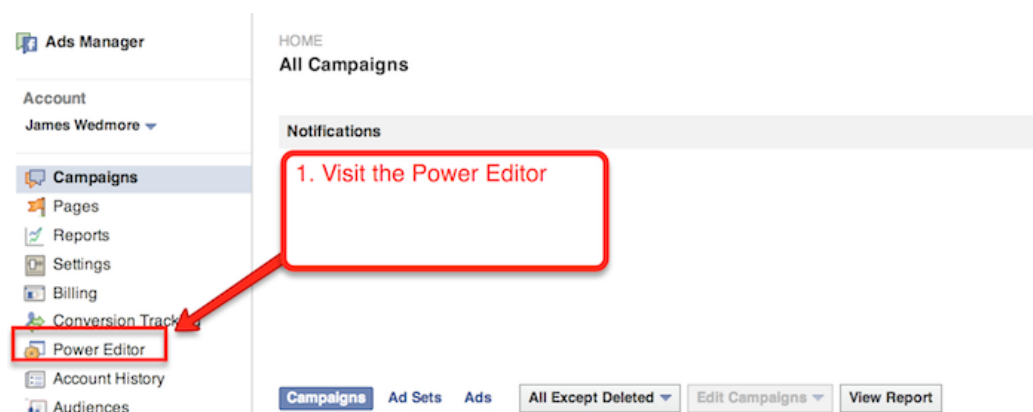
Open and "Download" Facebook's Power

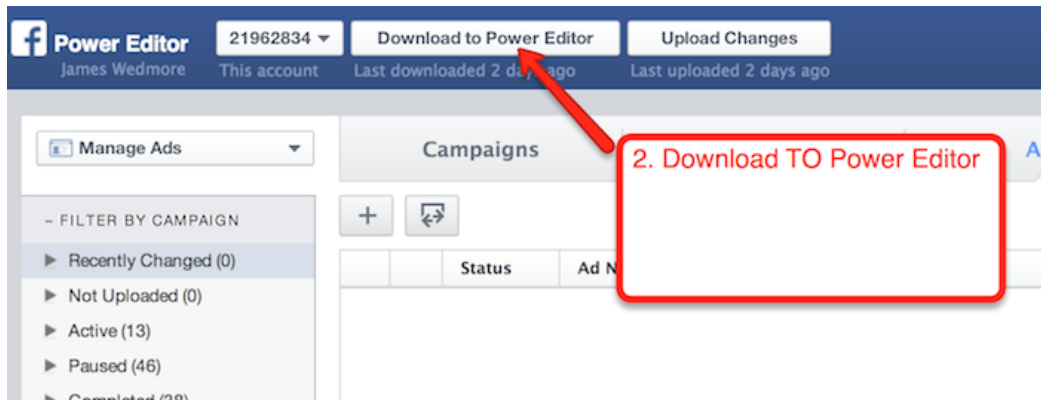


Editor

It's time to use Facebook's Power Editor! YES! Avoid the "Boost Post" and Ad Manager like...like something you would avoid!

WHERE THIS IS DISCUSSED FURTHER: Module #03 - Setting Up Your First Campaign

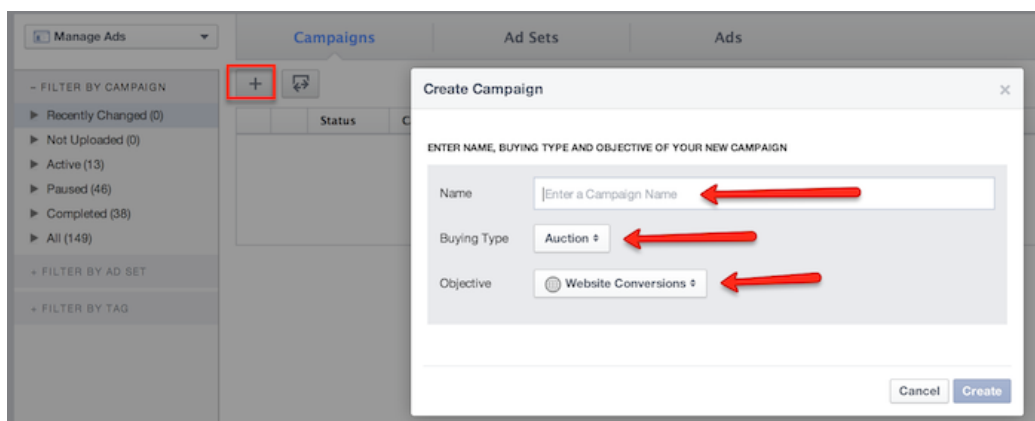




6 Create a New Campaign

In this step you simply need to create a NEW campaign and label it correctly.

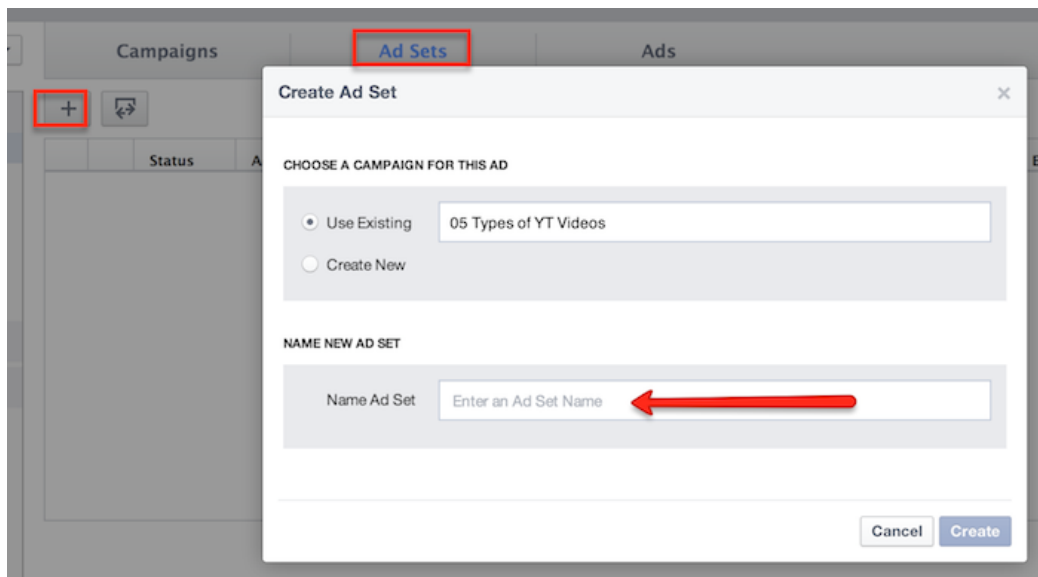
WHERE THIS IS DISCUSSED FURTHER: Module #03 - Setting Up Your First Campaign



7 Create an Adset

After you label your CAMPAIGN correctly, it's time to create an ADSET. Your adset will be created based the targeting you will choose.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign

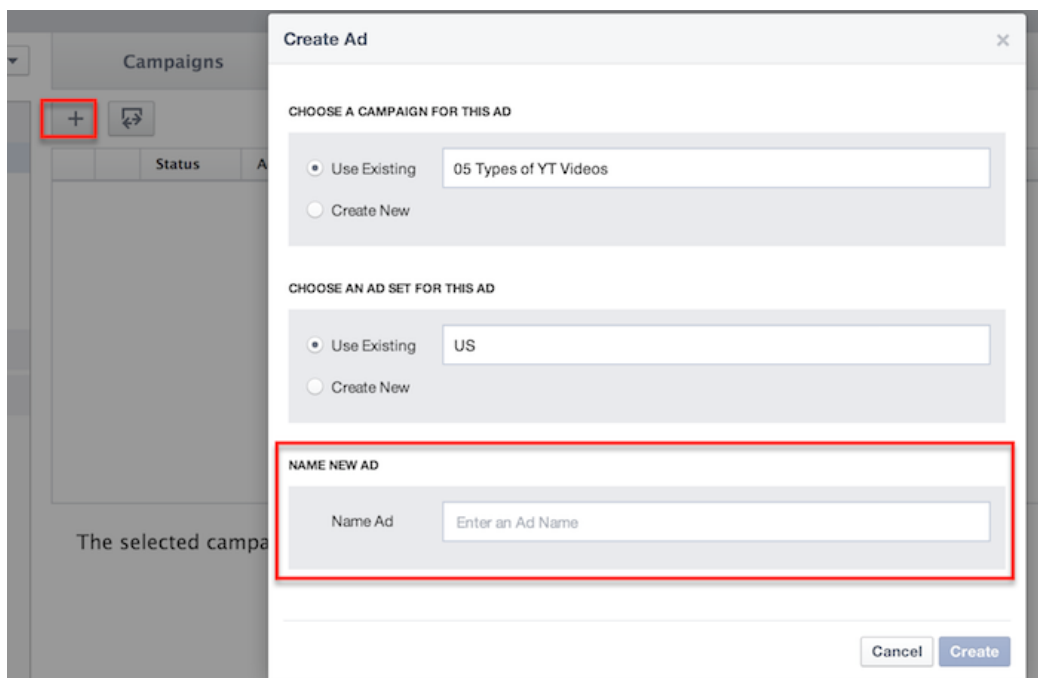


8 Create an Ad



In this step, you simply create an AD. That's it. Just click the "Create Ad" button and title it correctly.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign



9

Find the Facebook Post You Want to Promote



In this step, you want to find the post you created on your FB PAGE. First find the page, then the correct post. ...or you can create an Unpublished Post (dark post) here.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign

10

Create/Select Your Conversion Pixel



In this step, you need to make sure you have effectively set up your conversion pixel to track leads and/or sales.

WHERE THIS IS DISCUSSED FURTHER: Module #03 VIDEO #2 - Creating a Conversion Pixel

11

Choose Your Ad Placement



Next, you want to choose the correct placement for your Ad/ Post. Inside the video training, we mention that selecting "all options" is never a good idea. You want to break out separate campaigns for each placement to test which perform better.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign

The screenshot shows the 'Placement' section of a Facebook Ads campaign. A red box highlights the 'Placement' header. Below it, several options are listed with radio buttons: 'All Facebook (Includes News Feed)', 'News Feed (Desktop and Mobile)', 'News Feed (Desktop Only)' (which is selected), 'News Feed (Mobile Only)', 'Desktop (Right-Hand Column and News Feed on Desktop Only)', 'Right-Hand Column (Desktop Only)', and 'News Feed (Mobile Only) and Right-Hand Column (Desktop Only)'. To the right, a section titled 'You Did it Yourself!' shows a 5-Part Video Series for 'JAMESWEDMORE.LEADPAGES.NET' with 773 likes and 302 shares. Below that, the 'Potential Audience' is listed as 440,000 people, with details on category, location, and interests.

12 Select Your "Audience" Targeting

Welcome to the "MAGIC" section! This is where your campaign will be made successful...or a complete failure: TARGETING!

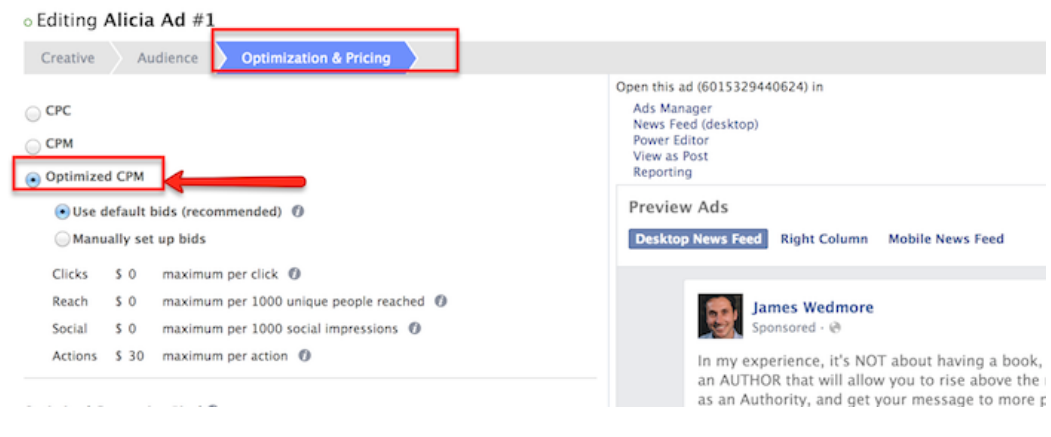
WHERE THIS IS DISCUSSED FURTHER: Module #04 - Advanced Targeting Options

The screenshot shows the 'Audience' tab of a Facebook Ads campaign. A red arrow points to the 'Audience' tab. The 'Audiences' section shows 'Use Existing Targeting Group' and 'Custom Audiences' with a selected audience 'RMI FULL Customers_Lookalike_US_Similarity'. The 'Excluded Audiences' section is empty. The 'Location' section shows 'United States' and 'All United States'. On the right, the 'Preview Ads' section shows a preview of the ad for 'James Wedmore' with a 'Sponsored' label.

13 Select OCPM in Optimization & Pricing

The FINAL step is to simply set up the pricing options you want. We recommend OCPM. But don't let that stop you from testing other options.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign

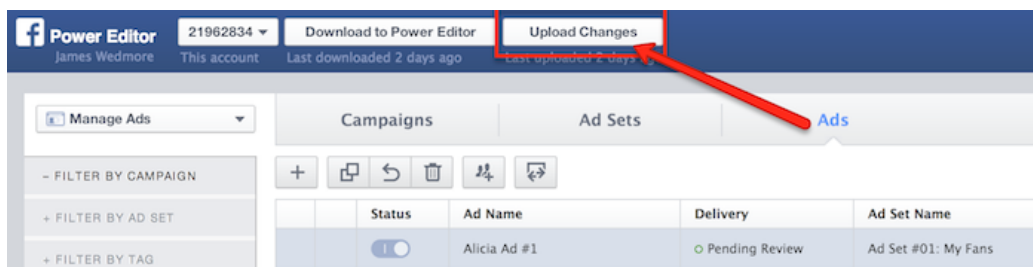


14 Upload Changes to Facebook



When everything is set up the way you like it, the FINAL step is to upload your changes to Facebook. Simple.

WHERE THIS IS DISCUSSED FURTHER: Module #03 -Setting Up Your First Campaign



15 Check in and Calibrate



In my opinion, the most important step (and skill) is this one here. You need to check in with your ads, and learn how to properly interpret the data so you can scale and grow. We have dedicated all of Module 5 to this.

WHERE THIS IS DISCUSSED FURTHER: Module #05 - Reading the Data