

FACEBOOK ADS: A QUICK GUIDE TO PROMOTING YOUR BUSINESS



OLD SCHOOL MARKETING TACTICS NOT WORKING?

With new technology and apps coming out every year, people's eyes have wondered from the outside world to a digital one. Old methods of promoting one's business such as business cards, signs, billboards, and yellow pages advertisements no longer cut it. Money is wasted on these old methods as you find it cost a lot more to bring in potential clients. Instead of spinning the same wheels that aren't bring you results, how about you upgrade to a system major businesses have used to reach a vast majority of people, at a lower cost.

THE TWO SIDES OF THE FACEBOOK COIN

Even though facebook is known by many as a social media platform, facebook also serves as a platform for businesses. As one of the largest platforms in the world, a business owner can use facebook to market their business to a larger audience and can see a greater ROI than traditional methods.





WHY USE FACEBOOK ADS?

THERE ARE 3 REASONS WHY:

1. Facebook has a large audience.
With over 2.37 billion active users on a monthly basis., your ad will be seen by a larger group of people then if you were to go advertise the traditional way.
2. It's faster and cheaper. It's very quick to create an ad, as well as it would be cheaper to post an ad for \$5-\$15 a day then it would be to buy the supplies or rent a space to post your ads.
3. Facebook has a powerful system for collecting data. As your ad is exposed to people, facebook will begin to collect data on those people which will allow you to adjust your ads to be in the best possible position for your business.

NOW THE REAL QUESTION IS...

HOW CAN I START USING FACEBOOK ADS FOR MY BUSINESS?

Facebook Basics

FACEBOOK BUSINESS MANAGER

This is the "hub" of your account. You will manage your Facebook Pages and Ad Accounts from here.

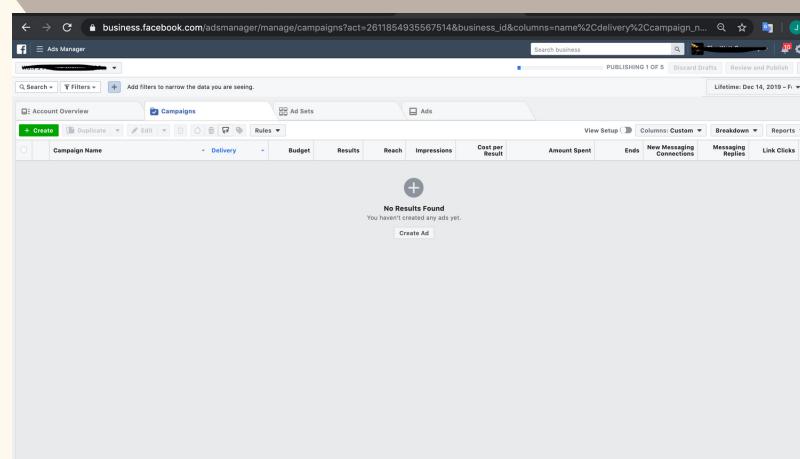
The screenshot shows the Facebook Business Manager dashboard. At the top, there's a header with the title 'Business Manager' and a sub-instruction: 'Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.' Below the header is a central graphic featuring a person interacting with various icons representing data, charts, and communication. To the left of the central area, there's a sidebar with the heading 'Why choose Business Manager?' and three sections: 'You need more than one ad account.', 'Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.', and 'You need to request access to Pages or ad accounts.' Each section has a small icon next to it.

Facebook Business Manager allows you to oversee and manage multiple Pages and Ad accounts (more on that later). As the owner of a Facebook Business Manager, you can control the access on what people that you work with can do, such as create the ads, add new Pages and Ad accounts, and adding and removing other people. There are various roles in Business Manager (Admin, Advertiser, and Analyst) with Admin having the most control over your Business Manager.

FACEBOOK ADS MANAGER

This is the tool you will use to create and manage your ads

Facebook Ads Manager will help you with creating and managing your ads. They consist of three main parts: the campaign, ad set, and ad. Here, you can select the goal of the ad you are running, set up your target audience, and create the ad that the lead will see. You can also see the performance of the ad here, so you'll be able to tell what ads are performing the best.



Facebook Basics

AD ACCOUNT

This is how you will pay for the ads.

CAMPAIGN (THE BINDER)

This is the goal of the ad, such as you want the ad to create exposure, get messages, or get conversions

The campaign can be seen as the binders for a facebook ads manager account. On the cover of the binder, you can title the binder (the campaign name) and write down the purpose of the binder (the goal of the campaign). Everything within that binder will be related to the purpose of that binder.

The screenshot shows the 'Create New Campaign' page in the Facebook Ads Manager. At the top, there are tabs for 'Create New Campaign' (selected) and 'Use Existing Campaign'. Below that, a section for 'Campaign' asks to choose an objective, with a link to 'Help: Choosing an Objective'. A checkbox for 'Special Ad Category' is checked, with a note: 'I'm creating a campaign for ads in a Special Ad Category. Ads related to credit, employment or housing.' Below this is a grid of marketing objectives:

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

AD SET (THE DIVIDERS)

This is where we create the audience that we want to see our ad.

The ad set will act as the dividers of the binder. Each divider (ad set) separates the binder (campaign) into different sections (audiences). Each ad set will contain a specific audience, based on factors such as their behaviors, interest, age, gender, and location. This is also where you can set your budget and choose where to place your ads. Two ad sets can have the same goal, but can target two groups of people .

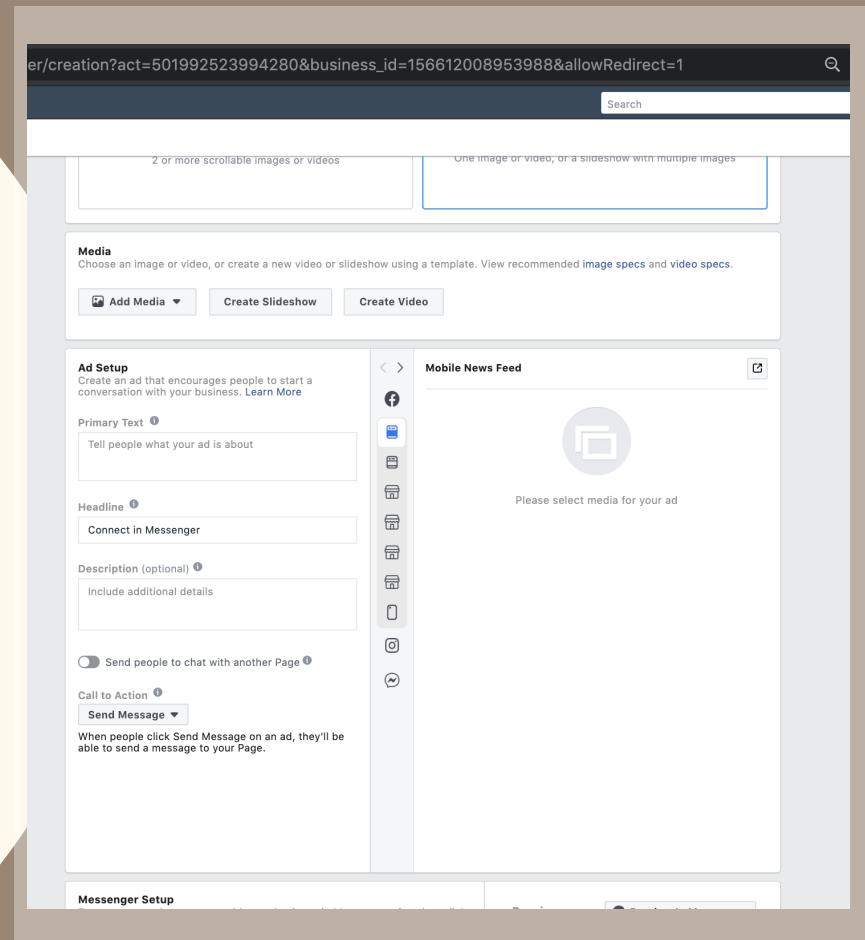
The screenshot shows the 'Create New Audience' page in the Facebook Ads Manager. It includes sections for 'Audience' targeting (Locations: United States, Age: 18-65+, Gender: All genders), 'Audience Size' (Potential Reach: 210,000,000 people), 'Estimated Daily Results' (Reach: < 10), and 'Placements' (Automatic Placements: Recommended, Manual Placements). There is also a 'Budget & Schedule' section at the bottom.

Facebook Basics

AD (THE PAPERWORK)

This is the section where the ad is created and published.

The ad is the final level of the ads manager. This could be considered the paper work within each of the dividers. Each paper (ad) can contain information (ad copy) and pictures (the creative). There can be multiple ads. Here you can choose how you want your ad to be presented, such as with single or multiple images or a video. You can title your ad and write out what you want your ad to say, as well as create a call to action, which ties back to your campaign. This could be you create a button that will generate leads by having people give you their information, or by sending them to your webpage. There can be multiple ads under one ad set. Be aware the the budge you set at the ad set level will be shared between the amount of ads you have up.



**NOW THAT THE
BASICS OF
BUSINESS
MANAGER ARE
CLEAR...**

**IT'S TIME TO
BUILD YOUR
FIRST AD.**

THE GAME PLAN IN THREE STEPS

STEP 1: CREATE AN OFFER

You need to create an offer that is compelling to potential leads. Offer better value and compelling points to engage your client. This will increase the chances of them signing up for it.

STEP 2: CREATE THE AD

Campaign- Select the objective that best suits your needs. If you want client information, go with lead forms.

Ad set- Look at your current clients and select a few attributes that represent your client base and use that as your target audience.

Ad- Select your image and write out your offer here (What it is, whose it for, and how to get it). If you chose lead form, also set up the lead form.

STEP 3: GETTING LEAD INFORMATION AND FOLLOW UP

To get a list of the lead's contact information, go to Business Manager > Publishing Tools > Forms Library and download the spreadsheet.

To make the process more automated, use a program like Zapier to have client information transfer easier and to receive texts when someone signs up.

CONGRATS, YOU CREATED YOUR FIRST AD.

WANT TO SKIP THE LEARNING CURVE AND HAVE EVERYTHING DONE FOR YOU?

CONTACT ME AT:

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