FACEBOOK ADS BASICS:

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FACEBOOK ADS

Facebook ads have had entire series of books and whole courses created around them. This training is meant to be the basics of how to manage creating an ad for Facebook. We will have experts come in to teach us even more, but this may help get you started in understanding what is possible with Facebook Ads.

WHAT DO YOU WANT YOUR AD TO DO?

We talk primarily in this training about two types of ads...likes and engagement. If you are running a like ad, you are trying to get people to like your Facebook page. If you are running an engagement ad, you are trying to get people to like, share, comment, etc. on a particular well performing post.

Know your target market.
Use good posts that are
performing well for engagemetn
ads.

CONSIDER THESE THINGS

Who is your target market?

What do you want them to do after seeing your ad?

What kind of ad is most likely to make them do that?

How much of a budget can you afford?

How often are you going to run ads?

Can you be patient and wait 48 hours before adjusting?

Will a button help your ad?

Do you know other things about your audience?

TARGET AUDIENCE

Just like when you researched your target market for your product, you have a target audience for each ad you create. If you don't find the right audience, your ad won't do as well as it could, and you may end up spending more to reach people than you would normally have to, or reaching the wrong people who won't be interested in your items.

My audience age and gender for my ad?

Where is my audience located?

What other things do they like?

RESEARCH

Spend some time researching using the tactics in the video trainings to determine other audiences for brands, blogs, etc that Facebook will let you target. Be sure to include their name, how engaged they are and their audience size.

Brand	Engagement	Size

CHOOSE

Using the research on the previous page, choose which kind of audience you want to target. Remember that you want an audience likely to be interested in your product, engaged in responding to like products, and with a large enough audience size, but still targeted.

AUDIENCES YOU WANT TO TARGET

QUESTIONS

Use this page to write down any questions you want to bring up in the community or with Ashley about ads.