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PROFITABLE FB ADS IN 6 SIMPLE STEPS

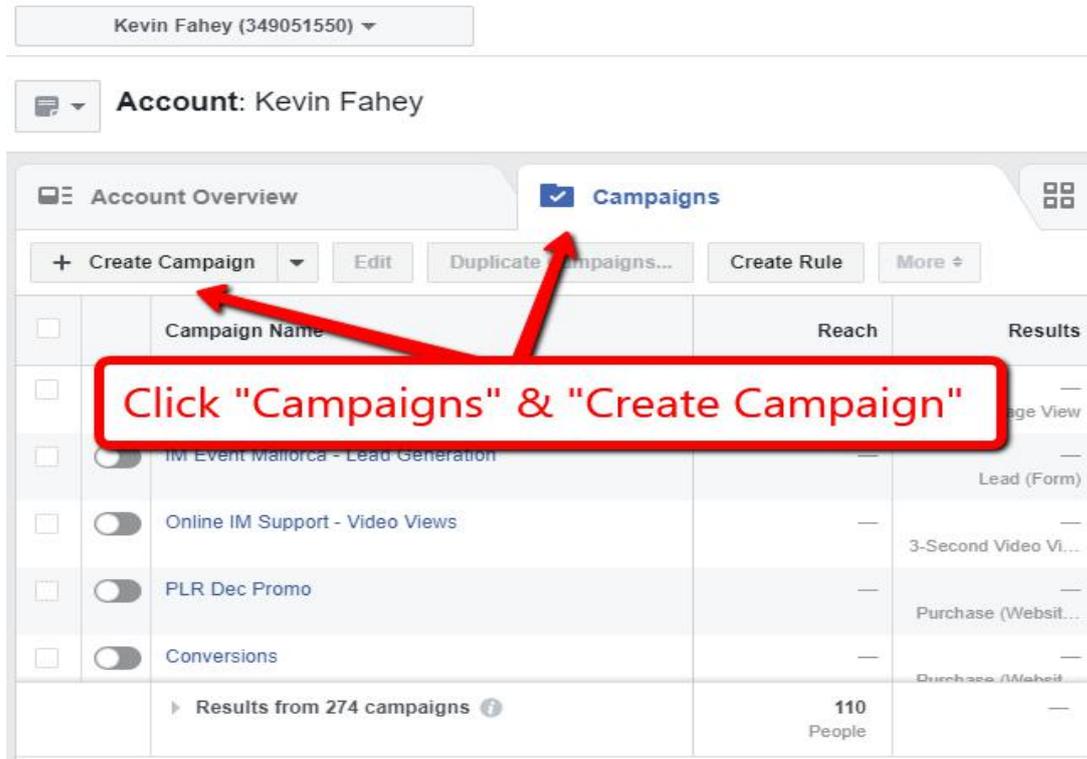
Thanks for opting in for this free report on Facebook Advertising.

This report is a guide to setting up a profitable Facebook Ad Campaign in 6 easy to follow steps. You'll learn how to target, how to bid and what works for creating a high converting ad the people will click and take action on.

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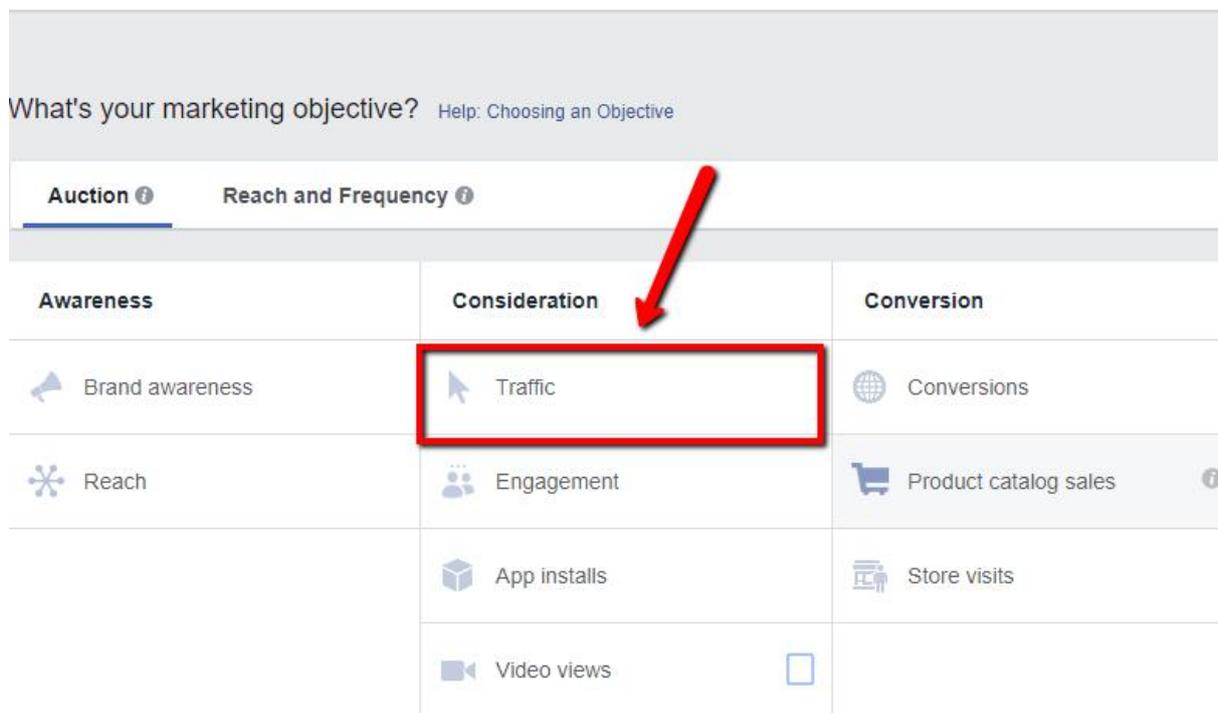


1. Open Power Editor and click the Campaigns Tab and then Create Campaign.

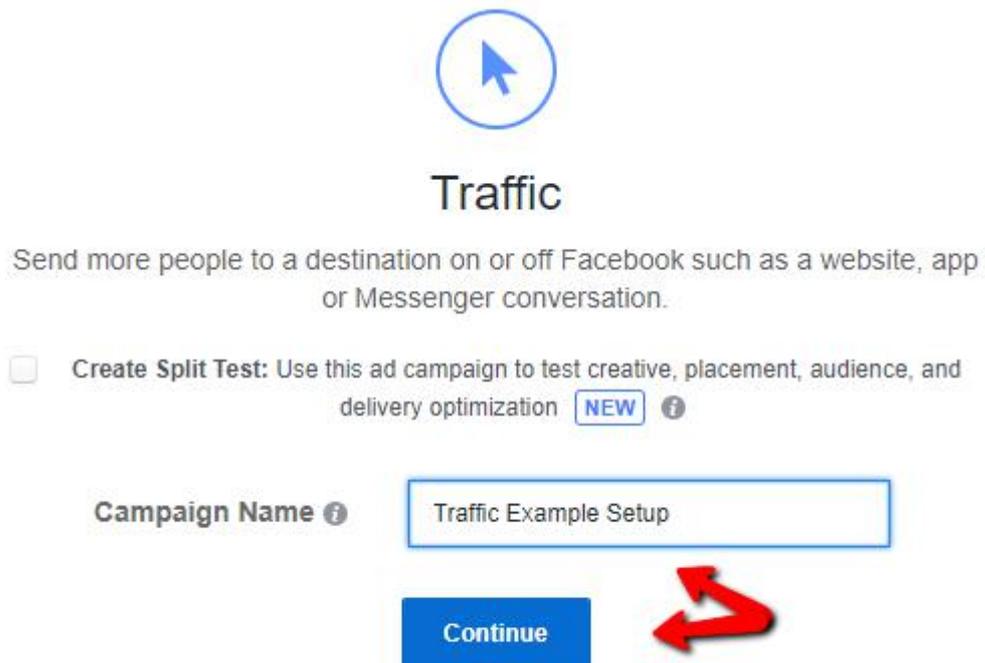


2. Choose Your Campaign Objective. In this case we'll use Traffic.

Campaign: Choose your objective.



3. Enter Your Campaign Name & Click Continue.



Traffic

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation.

Create Split Test: Use this ad campaign to test creative, placement, audience, and delivery optimization **NEW** ⓘ

Campaign Name ⓘ

Continue

4. Name Your Adset For Reference & Choose Your Target Audience

Adset Name: Example Adset 1

Traffic: Website

Audience

Custom Audiences: Leave Blank Unless You Want To Retarget Previous Visitors)

Locations: Norway, Denmark, United Kingdom, Switzerland, Finland, Sweden, Ireland, France, Germany, Austria, Belgium, Italy, Portugal, Estonia, Hong Kong, Israel, United States, Saudi Arabia, Canada, Hong Kong. Singapore, Australia.

Age: 30 - 65 (This can vary depending on your niche. It's a good idea to create difference age brackets and test the results. (Ex 30 - 39 / 40 - 49 / 50 - 59 / 59 - 65+)

Gender: Leave on all. (Again if you wish you can create one targeting males and another females depending on what you are selling.

Languages: English (All)

Detailed Targeting: Here we choose interests that are similar to our product or brand.

For this example we'll type in Email Marketing

The screenshot shows the Facebook targeting interface. On the left, a map of Europe is displayed with several location pins. A red arrow points from the map to the 'Potential Reach' section on the right. The 'Potential Reach' is highlighted with a red box and shows '450,000 people'. Below the map, there are filters for Age (30-60), Gender (All, Men, Women), and Languages (English (All)). On the right side, there is a 'Create a Lookalike Audience' button, an 'Audience Size' gauge showing 'Your audience selection is fairly broad.', and 'Estimated Daily Results' showing a reach of 420 - 2,000.

IMPORTANT TO NOTE: Notice the potential reach of 450,000. If we change anything from age, location, interests, gender. This number will automatically change. For this example we want to narrow down this audience more.

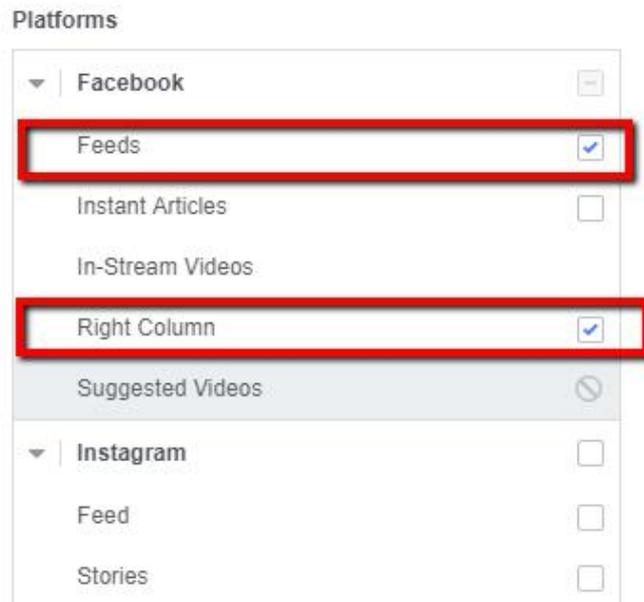
Notice the image below I clicked Narrow Further and entered Facebook Page Admin. The potential reach is now 270,000. Generally I use audiences sizes between 50,000 & 300,000.

The screenshot shows the 'Detailed Targeting' section of the Facebook targeting interface. Two red boxes highlight the targeting criteria: 'INCLUDE people who match at least ONE of the following' (Interests > Business and industry > Online, Email marketing) and 'and MUST ALSO match at least ONE of the following' (Behaviors > Digital activities, Facebook Page admins). A red arrow points from the 'Facebook Page admins' box to the 'Potential Reach' section on the right. The 'Potential Reach' is highlighted with a red box and shows '270,000 people'. Below the targeting section, there is an 'Exclude People or Narrow Further' section with an option to 'Expand interests when it may increase link clicks at a lower cost per link click'. On the right side, there is a 'Create a Lookalike Audience' button, an 'Audience Size' gauge showing 'Your audience selection is fairly broad.', and 'Estimated Daily Results' showing a reach of 500 - 2,100.

Connections: Leave as is

5. Placements

You can to edit placements and only choose Feeds & Right Column



Platforms

- Facebook
 - Feeds
 - Instant Articles
 - In-Stream Videos
 - Right Column
 - Suggested Videos
- Instagram
 - Feed
 - Stories

5. Budget & Schedule

Budget: We generally start with a \$7 - \$10 per day budget and scale if the adset is working.

Schedule: Unless required, click Run my ad set continuously starting today.

Optimization for Ad Delivery: Change To Landing Page View

Leave everything else as is and click Continue

6. Create New Ad

Identify: Choose your Facebook Page

Format: Single Image (Upload an image 1200 x 635)

Links: Enter your landing page URL

Headline: Enter a clear headline for your ad

Text: Enter the text you want to appear above the ad.

Call To Action: Use Download (or other if more suitable)

News Feed Link Description: Enter the text you want to appear below the image

Display URL: Enter the landing page URL again

Facebook Pixel: Turn on (This should be setup and active)

Review the image below and notice the most important part to this advert. Use this for creating your own.

- In the text I'm clearly stated what they need to do. "Click the image or DOWNLOAD button to access."
- In in the headline I repeat DOWNLOAD
- In the New feed text I repeat CLICK HERE
- The call to action button is DOWNLOAD.

The person viewing the ad is clear about what they need to do in order to get the checklists as I've repeated in many times. This works for all types of advertising.

Ad Preview

The image shows the Facebook Ad creation interface on the left and a preview of the ad on the right. The interface includes fields for Destination (Website URL: https://imchecklist.org/), Headline (18 Email Marketing Checklists You Need - DOWNLOAD), Text (Want to know the key to success with email marketing... Click the image or DOWNLOAD button to access 18 Powerful Email Marketing Checklists and bonuses you can use in your business today.), Call To Action (Download), Multiple Languages (optional), Hide Advanced Options, News Feed Link Description (This is a limited time special offer so don't delay. Click HERE), and Display Link (optional: https://imchecklist.org/).

The ad preview shows a sponsored post from 'Online IM Support'. The ad content includes the headline '18 Email Marketing Checklists You Need - DOWNLOAD', a sub-headline 'This is a limited time special offer so don't delay. Click HERE', and a 'Download' button. The ad image features a computer monitor, a clipboard, and a checklist, with the text 'Volume 2 OUT NOW' and 'CHECKLIST The Ultimate Email Marketing Checklist'. Red arrows point to the 'Download' button in the ad preview, the 'Click HERE' text, and the 'Download' button in the interface.

