

# FACEBOOK ADS DOMINATION

## GUIDE 1:

HOW TO GET STARTED WITH FACEBOOK ADS



# How To Get Started With Facebook Ads

In this guide, you'll learn the basics of Facebook Ads and how you can get started with advertising on Facebook. You've probably read a lot of success stories on the Internet of marketers spending a few hundred dollars and earning tens of thousands in return.

That sounds like a crazy return on investment (ROI), right? Well, not really. With Facebook Ads, it's possible to replicate these successful marketers' techniques so you too can experience an extraordinary ROI!

There's no denying the fact that when it comes to marketing and advertising your business on social media, Facebook is the way to go. With over 2 billion users logging in to Facebook every month from all corners of the globe, Facebook is king of social media. Whether you want to reach people in your town or city or people on the other side of the world, it's possible with Facebook ads.

## What Exactly Are Facebook Ads?

If you scroll down your Facebook news feed, you'll most probably see a post which says Sponsored or Suggested Post on it. Or if you're on a desktop computer, you'll see ads on the right side of your screen. You'll even see in-stream video ads while you're watching a video on Facebook.

Also, you'll see ads or sponsored messages on Facebook Messenger, Instagram, and the Audience Network. These adverts are known as Facebook ads.

Individuals, small businesses, and large corporations pay Facebook billions of dollars a year to show their ads to Facebook users. And it's not surprising because compared to other platforms, Facebook gives their advertisers the best bang for their buck.

## **Why Should You Advertise On Facebook Ads?**

Before I show you how you can get started with Facebook ads, let me go through a few reasons why you should consider investing in this platform.

### **1. Your potential customers and clients are all on Facebook.**

Well, maybe not all. But some, if not most of them, will be on Facebook. Not everyone likes Facebook, but everyone who's ever heard of this thing called the Internet will have heard of Facebook. Whether you're looking to target people in your location or another continent, it's very easy to do so on Facebook.

### **2. Hyper-targeting is a Facebook Ads specialty.**

When you sign up for a Facebook account, you give Facebook a wealth of information about yourself. Advertisers can then target you based on the information you provide. Other advertising platforms don't come anywhere near Facebook ads' targeting options.

For instance, you can target people based on their location, their hobbies, their favorite sports teams, their language, their education, their life status, their work, their finances, their travel preferences, and so much more.

### **3. Facebook ads won't get you bankrupt.**

Unless, of course, you give Facebook all your money. But that's not a very wise business decision, is it? With Facebook ads, you can spend a few dollars each day, and Facebook is not going to complain about it.

If you compare the amount that you'll spend advertising on Google Adwords, Bing ads, native ads, banner ads, billboard or newspaper advertising, you're literally going to save a fortune on Facebook! With the amount you'll save, you'll be able to reach even more of your target market, that is, you can quickly scale your budget and get in front of more people.

### **4. You can measure your Facebook ads results.**

You're not going to be playing the guessing game with Facebook ads. The platform is very transparent, and you can see how many impressions, clicks, and conversions your ads are receiving in real-time. To be able to measure your results, you do need to add the Facebook pixel to your website.

This snippet of code is all you need to track important activities on your website – who's buying, who's signed up to your list, who's visited and bounced off your site without doing anything, etc.

### **5. Facebook advertising can grow your website traffic and foot traffic, too.**

With Facebook ads, you can direct people to do anything you want. For example, if you want them to visit your site, simply include the right call of action to your ad. If you want them to drop by your physical store, let them

know. If you make your ad enticing enough and give people what they want (by addressing their pain points), then you make it easy for them to follow your call to action.

## **6. You can quickly get your brand in front of many people.**

It's possible to get your ad in front of all 2 billion+ Facebook users. You just need to have very deep pockets. Of course, not everyone will be interested in your brand, and what you do so this may lead to high costs. In Facebook ads, the goal is to get in front of the right audience, not just any audience.

With the right audience, people will be more receptive to what you're offering. They'll engage more with your ad, and this will lead to lower Facebook ad costs.

## **7. Facebook ads is more effective than organic Facebook marketing.**

In the old days, you could simply put up a new Facebook page, and pay a few bucks to have people like your page. When you publish a new post on your page, a huge percentage of your fans and followers see your update in their news feeds. Today, it's a different story.

With so many friends and so many pages and groups Facebook users join, the news feed has become crowded, and organic reach has dropped significantly. If you want to reach your target audience, it's best to just pay Facebook instead of needlessly twiddling your thumbs waiting for your fans and followers to like your new post.

# How To Get Started With Facebook Ads

Just like most things in life, there's a steep learning curve that comes with Facebook ads too. Let's take it one step at a time so you don't become confused as doing so will lead to money down the drain.














## Step 1. Determine Your Goals

Before you get started with Facebook ads, you need to know the goals you want to accomplish with your adverts because that's going to be your goal post. You're going to be aiming for that, and you will set up your ads in such a way that your goals will be met.

Some example goals are:

- Do you want people to like your page?
- Do you want people to click through to your website?
- Do you want people to join your mailing list?
- Do you want people to attend an event?
- Do you want people to buy your product or try it out for free?
- Do you want people to download your mobile app?

Determining your goals will help you create the most suitable ad for your audience. On Facebook Ads, these are the different goals or campaign objectives you can choose:

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach 	 Engagement	 Catalogue Sales
	 App Installs	 Store Visits 
	 Video Views	
	 Lead Generation	
	 Messages	

*(The different campaign objectives available in Facebook Ads)*

As you can see in the screenshot above, the objectives are divided into 3 categories: Awareness, Consideration, and Conversion.

I'll discuss each objective here:

1. **Awareness** – this objective is great if you want to reach out to cold audiences or people who haven't interacted with your brand or website yet. You can choose between two options:
  - a. **Brand Awareness** – you can increase people's awareness of your brand
  - b. **Reach** – you can reach the most number of people in your audience with this objective



2. **Consideration** – this objective is great if you want people to start thinking about your brand or your business and encourage them to know more about what you can do for them. You can choose from 6 options:
- a. **Traffic** – choose this objective if you want people to visit your website or increase engagement with your mobile app.
  - b. **App Installs** – if you want people to download and install your mobile app, this is the objective you should choose.
  - c. **Engagement** – if you want to boost your Facebook posts, promote your Facebook Page, get people to claim an offer on your Page, and get more people to attend an event on your Page, then you need to choose this objective.
  - d. **Video Views** – to get more awareness about your brand, you can create a video ad that showcases behind the scenes stories or customer testimonials.
  - e. **Lead Generation** – if you want to get leads or email addresses from people interested in your business, then use this objective. The Lead Generation objective makes it very easy for prospects to sign up for your service.
  - f. **Messages** – get people to send your business messages on Facebook messenger and even Instagram. This objective will help your business to answer questions from prospects, generate more leads and drive more transactions.



3. **Conversion** – conversion ads encourage interested people to buy your product or subscribe to your service. You can choose from 3 different options:

- a. **Conversions** – if you want to send people to your website, Facebook app or mobile app, use this objective. To maximize, track and measure your conversions, you will need to install the Facebook pixel on your website.
- b. **Catalog Sales** – to use this objective, you will need to create a catalog to show off your inventory. Once you have this setup, you can then create ads that will automatically show items from your catalog based on your target audience.
- c. **Store Visits** – if you're running an offline business, that is, you have a brick and mortar store, then you can use this objective to get more people to visit and shop in your store.

## Step 2. Know Your Audience

Now that you have defined your goals, you need to know your audience. Who are you hoping to target with your Facebook ads?

- Do you want to target women, men or both?
- Is your product or service going to be a fit for single or married people?
- Are 20-30-year-old sports fans going to be your target?
- Do you want to get the attention of people who like classical music in New York?
- Are you going to be selling your products just in the US or do you intend to ship to Europe, Asia and the rest of the world?

As we've mentioned before, there are literally more than 2 billion people you can target on Facebook right now. You just need to find a certain group of people who will benefit the most from your product.

If you don't know your audience, if you're going to target just about anyone, it can lead to astronomical advertising costs for you. So before you start creating your ads, at least have an idea of who will be most interested in what you have to offer.

Creating a customer persona is great for this purpose. Not only will you get to save a lot of money, but you'll also get better results with the right target audience.

### **Step 3. Know Your Budget**

No matter how big or small your marketing budget is, Facebook ads will help you out. Even if you've only got \$1 to \$2 to spend on ads each day, you can still get your ads in front of a few hundred or a few thousand people. Of course, this will depend on your targeting, your ad placements, and your overall ad strategy.

In the beginning, expect to lose money while you optimize your ad sets. You can spend \$5 on different adverts every day and see which one converts the best. You will do a lot of testing.

Trial and error is the name of the game. But when you find the winner, you're going to be winning big. And your \$5/day budget is going to be a thing of the past.

## **Final Words**

Getting started with Facebook Ads might seem difficult at first, but once you get the hang of social media's number one advertising platform, you're in for a ride. Read the next guide to know more about the Facebook Ads Manager and how you can start using it to grow your business.