

facebook AD GEEK

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**BECOME A
FACEBOOK ADS
EXPERT!**



Facebook Ad Geek

by

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<http://topmoneymakersinnercircle.com>

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Introduction to Facebook Ad Geek

Facebook has an enormous reach of as many as 1+ billion daily active users, which makes it a very attractive target for marketers. Their ad platform is relatively simple to use, however it's difficult to use well.

Most people tend to lose money on their Facebook ads.

Don't let that dissuade you from using them. Facebook ads can be remarkably profitable if they are used correctly. However, most people don't know how to best utilize them.

The documentation on Facebook's page is long, elaborate and complex. It takes hours just to make it through all of the instructional material, and it often leaves people even more confused than they were before they started reading it.

Indeed, there are a lot of different options, so it can be difficult to know which type of ad might work best for you. If you choose the wrong type, it could mean a lot of money wasted.

In this guide, you're going to learn about some of the different ad types, where on the site they appear, and how to get the most out of each one.

So let's delve right into Facebook Ads so you can get started with your first ad as quickly as possible.

Understanding Facebook Ads



Facebook has a number of different ad placements and ad types. There isn't a single type or placement that is best for every situation, so you may have to do some testing to find the right one for your needs.

Additionally, not all ad types are available in all placements. For example, you currently cannot place an ad for a Facebook app or an off-site website in the Mobile News Feed.

Here is a table that shows some of the different types of ads and their potential placements:

	Mobile News Feed	Desktop Feed	News	Right Column	Side
Page Post Ads	YES	YES		YES	
Page Like Ads	YES	YES		YES	
Mobile App Install	YES			YES	
Facebook Apps	http://topmoneymakersinnercircle.com				
Domain Ads				YES	
Sponsored Stories	YES	YES		YES	

Facebook has a section in their Desktop Help section that defines Facebook ads and tells a little about them.

Here's what the page says:

What are Facebook Ads?

We strive to show ads that are relevant and interesting to you and your friends.

Here are the facts about Facebook Ads:

- Ads can appear in New Feed, on the right column, and on the Facebook log out Page.
- Ad content is sometimes paired with news about social actions that your friends have taken, like liking a page.
- Your friends might see news about the social actions you have taken in Facebook Ads. This news will only be shown to your confirmed friends and will adhere to applicable privacy settings you've set for your account. If a photo is used, it's your profile photo and not a photo from your photo albums.
- Facebook doesn't sell your info to advertisers.
- Facebook actively enforces policies that help protect your experience with third-party apps and ad networks.

Getting Started

The first thing you need to do is locate the Create Ad link on the left side of Facebook, after you've logged in. This is located in the menu underneath the "Pages" category.



Facebook Advertising Tips

PAGES

-  Pages Feed
-  Like Pages
-  Create Ad

On the next page, Facebook will ask you "What's your advertising objective?"

What's your advertising objective?

	Page Likes
	Page Post Engagement
	Clicks to Website
	Website Conversions
	App Installs
	App Engagement
	Event Responses
	Offer Claims

If you mouse over each of these categories, it will tell you a little bit about that particular ad type so you can choose the right one for your purposes.

Facebook has a great instructional page that teaches you the basics of setting up a Facebook Ad. Here are the step-by-step directions they outline:

1. Choose your advertising objective:

Go to www.facebook.com/ads/create to choose your advertising objective and start creating your ad.

What is an advertising objective?

Your advertising objective is what you want people to do when they see your ads. For example, to like your Page. When you choose an advertising objective, we'll help you create ads that help you achieve that advertising objective. You can track how your ads are helping you achieve your advertising objective in [ads manager](#).

What objectives can I choose from?

- **Clicks to Website:** Get people to visit your website.
- **Website Conversions:** Promote specific conversions for your website. You'll need [a conversion pixel](#) for your website before you can create this ad.
- **Page Post Engagement:** Promote your Page posts.
- **Page Likes:** Get Page likes to grow your audience and build your brand.
- **App Installs:** Get people to install your mobile or desktop app.
- **App Engagement:** Get people to use your desktop app.
- **Offer Claims:** Create offers for people to redeem in your store.
- **Event Responses:** Increase attendance at your event.

2. Create your ad:

Choose images for your ad and write the text for it. You'll be able to see a preview of your ad on the right side.

Select Images for your Ad: Use up to 6 images to create more ads in your campaign at no extra cost. The more images you select, the more we can use to figure out what is performing best and deliver that one to achieve your objective.

Image recommendations for ads that appear in News Feed:

- The recommended image size is 600x225 pixels
- The image you use for your ad may not include more than 20% text in the image if you want it to appear in the News Feed.



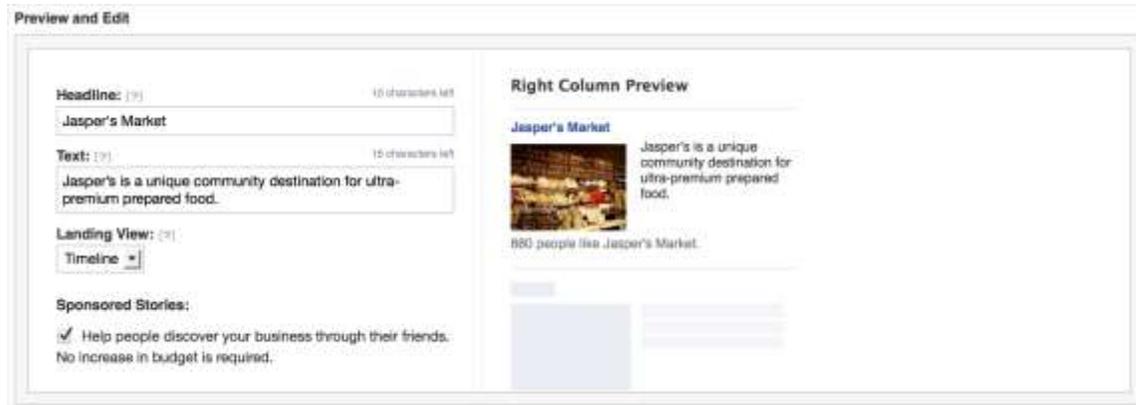
[Learn more about choosing images for your ad.](#)

Edit Text and Links:

Edit the text and links for your ad. You'll be able to see a preview of your ad on the right side.

The text limit for your headline and text will depend on what your advertising objective is. The character limit when you edit your text will ensure that the people you're trying to

reach will be able to see your entire message. You can learn more about the specific text limits for each ad product in the [Ads Product Guide](#).



3. Choose your audience:

After creating your ad, you'll be able to identify the best audience to target.

4. Choose your campaign, budget and schedule:

Name your campaign, select your budget, and set the schedule for your campaign.

5. Set your bid and price:

Select your budget and set the schedule for your campaign. Unless you've chosen Advanced Options in the goals section, you'll pay for impressions (CPM). These impressions will be optimized so your ad shows to the people most likely to help you reach your goal. For example, if you want more people to install your app, your ad will be shown to the people who are most likely to install your app.

After you name your campaign and select your budget and schedule, place your order or review your ad so you can start reaching your audience.

Category Types

Some of these categories have multiple types. For example, some ads can be text only, text and photo, or text and video. Here are the various ad types, along with their descriptions (The part in parentheses is added to further explain the text on the Facebook website.):

Page Likes

Create ads to build your audience on Facebook. (Helps you get more likes to your Facebook pages.)

Page Post Engagement

Create ads that boost your posts and increase likes, comments, shares, video plays and photo views. (Helps you to get your posts seen by more of your fans and the friends of your fans.)

Click to Website

Create ads to encourage people to visit your website. (Helps you get more visits to your blog or website.)

This type, also called a Domain Ad, is 100x72 pixels along with a 25 character link title and up to 90 characters of text.

Website Conversions

Create ads to promote specific actions for people to take on your website. You'll need to use a conversion-tracking pixel to measure your results. (Helps you get more opt-ins, sales, etc.)

App Installs

Create ads to encourage people to install your app. (Helps you get more installs of your mobile app.)

An App Install ad can be found in the right column. The title of the post is the name of your app, and can be up to 25 characters. You can have an image that is 100x72 pixels along with 90 characters of text.

App Engagement

Create ads to get more activity on your Facebook app. (Helps you get more people to use your Facebook app.)

Event Responses

Create ads to promote your event. (Helps you get more people to attend a Facebook event.)

Offer Claims

Create ads to promote offers you created. You'll need to use an offer you create on Facebook or create a new one right here. (Helps you get more people to claim the offers you create on the Facebook website. These are offers people would claim in your brick and mortar store or your online store.)

Text in Ads

As you create your ad, you need to keep text limits in mind. Most ads have specific limits for the number of characters you can have in your ad. If you go over that, your text will be truncated, meaning the last words will be cut off and your add will end with "..."

Titles can generally have up to 25 characters, and text blocks can have 90 characters. With so few characters allowed, you need to be sure absolutely every word in your ad is vital to the message you want to convey.

Choosing an Audience

The screenshot shows the 'Create Your Audience' interface with the following settings:

- Location:** United States (Country selected), Menlo Park, CA (City selected), Include cities within 50 miles (checked).
- Age:** 13 (Age selected), No max (No max selected).
- Gender:** All (All selected).
- Precise Interests:** Enter an interest...
- Broad Categories:** Search categories, Custom Categories, Business / Finance, Demographics, Entertainment, Interests / Activities, Jobs / Education, Mobile Device Owners.
- Connections:** Only people not connected to Jasper's Market (selected).
- Friends of Connections:** Target people whose friends are connected to (checked).

The Audience size is 4,200,000 people. The Audience details are: who live in the United States, who live within 50 miles of Menlo Park, CA, and who are not already connected to Jasper's Market.

Choosing your audience is one of the most critical elements of ad creation. If you don't target properly, you'll be wasting money daily.

From the Facebook User Guide to the Ads Create Tool:

How to Choose Your Audience

Audience: There's an audience size estimation to the right indicating the total number of people in your target audience. This is the total number of people your ad will have the opportunity to reach if your bid and budget are high enough.

Location, Age and Gender: Choose the basic demographics of the audience you want to reach.

Precise Interests: Choose specific interests that are important to your audience. These are determined by what people are connected to on Facebook, such as Pages and apps.

Broad Categories: Select broader groups of people, based on their Activities (ex: Cooking), Family Status (ex: Parents) or Music genres (ex: Alternative). These are determined by what people are connected to on Facebook, such as Pages and apps.

Connections: Select your audience based on whether or not they're connected to any of your Pages, apps or events. Anyone who has a friend connected to what you're advertising will see their friend included in your ad. This can increase the likelihood that they'll find your ad relevant enough to click or engage with it.

Keep in mind that selecting multiple options for **Connections** will limit your audience to people who only fall under each parameter. For example, if you wish to target your Fans and Friends of Fans, you will need to do so using two separate ads, one for Fans and one for Friends of Fans. Selecting both parameters for one ad will target only users who are Fans and have friends who are Fans.

There are also Advanced Targeting Options that allow a bit more targeting:

The image shows a screenshot of the Facebook Ad targeting interface. Several options are highlighted with red boxes:

- Interested in:** A dropdown menu with 'All' selected.
- Relationship Status:** A list of options with checkboxes: 'All' (checked), 'Single', 'In a Relationship', 'Married', 'Engaged', and 'Not specified'.
- Languages:** A text input field with the placeholder 'Enter a language...'
- Education:** A dropdown menu with 'Anyone' selected.
- Workplaces:** A text input field with the placeholder 'Enter the name of a workplace...'

Advanced Targeting Options

Click See Advanced Targeting Options **to see more ways you can target your audience.**

Interested In and Relationship Status: Select the sexual preference of your audience (for people who have indicated this preference on Facebook) and the relationship status relevant for your campaign (ex: Engaged). Not everyone lists a Relationship status on Facebook, so the only way to target everyone is to select **All**.

Languages: Target a specific spoken language within your target audience.

Education Select the education level or your desired audience (ex: In College).

Workplaces: Select the workplace of your desired audience (for users who have indicated this on Facebook).

By selecting the demographics that are most likely to respond to your ad, you'll save money and increase your response.

Remember, the more specific you are about your market, the fewer people will see your ad... **but this is a good thing!** You don't want to reach millions of people. You want to reach the exact people who are most likely to respond to your ad.

Remember, you're paying for impressions (CPM) with most advertising options. That means you pay for **every single person who sees your ad**, whether they act on it or not. Why pay for impressions from people who probably won't be interested in what you have to offer?

Campaign Selection

You can either create a new campaign or add to an existing campaign. If this is your first ad, you'll need to create a new campaign. Otherwise, you could just add the new ad to an existing campaign, however you'll want to keep campaigns separate for different pages, products, websites, etc. so you can easily find specific ads later.

When you name your campaign, make sure it's something you can easily remember. The campaign name will not be visible to anyone but you.

Campaign Scheduling

You can choose one of two options for scheduling:

- **Run my campaign continuously starting today** – This will run your ad constantly after it's approved.
- **Set a start date and end date** – This will let you choose a specific timeframe for your ad. This is a good option if you want to run a limited time promotion.

Campaign Budget

How much you spend depends on your daily budget. You can choose a per day budget if you want your campaign to run continuously. If you want a campaign with a start and end date, you'll choose a lifetime budget.

If you choose a daily budget, your ad will run each day until the budget is depleted for that day. If you choose a lifetime budget, the system will pace your campaign to account for that particular budget.

For more pricing information, see this page:

>> <https://www.facebook.com/help/www/564328533621978>

Sponsored Stories



Another type of Facebook ad is the “sponsored story”. There are a few different types of sponsored stories. These stories display your target’s friend’s name along with the face that the like a particular page. This boosts your ad’s credibility, because it’s a type of “social proof”. People tend to trust things their friends trust.

According to Facebook:

>> <https://www.facebook.com/help/162317430499238>

Sponsored stories are messages coming from friends about them engaging with a Page, app or even that a business, organization or individual has paid to highlight so there’s a better chance people see them. You can create a sponsored story with the [ad create tool](#).

Facebook has a couple of examples of sponsored ads on the above page. These stories may appear in either the News Feed or the right column.

Also according to Facebook:

How are Sponsored Stories different from Facebook Ads?

Sponsored Stories are messages from your friends about them engaging with Pages, apps or evens on Facebook—stories that are already eligible to be in your

News Feed. An advertiser has paid to show the activity as a sponsored story so there's a better chance you will see it.

With Facebook Ads, an advertiser creates a message they want to share and chooses who they want to reach. Ads are sometimes paired with news about actions your friends have taken (such as liking a Page or RSVPing to an event).

They also talk about how Sponsored Stories are chosen for users:

Whether or not you see a specific Sponsored Stories depends on whether or not a friend of yours has connected with a business that would like to promote stories.

For example, if your friend likes the Starbucks Page and a story about it is published in your News Feed, you may see a Sponsored Story about it if Starbucks has opted to promote it.

All this basically means that Sponsored Stories will show up to the friends of people who have liked your page, responded to an event you've created, used your app, or in some way interacted with the page, event, app, etc. you're trying to promote.

Premium Ads



In addition to standard ads, there are also premium ads that grab extra attention. Of course, this comes at a premium price, but it can be worth the additional cost if you have a product or service with wide appeal.

Premium ads have three placements:

- Desktop News Feed
- Desktop Right Column
- Mobile News Feed

These are the types of ads that can be created as premium ads on the right column:

- Page post text ad
- Page post photo ad
- Page post video ad
- Page post link ad
- Event ad
- Offers ad
- App ad
- Domain ad

Other ads are on the desktop or mobile newsfeed and are basically promoted posts just like any other promoted posts.

Logout Page

An additional premium ad type is the logout page. When you log out of Facebook, you may see an ad. There are two types of logout page ads:

- Logout page video ad
- Logout page post link ad



Logout Page Post Video Ad

This type of ad gets 90 characters of text that pops up over a large video along with your page's name and profile picture.

Here are the specs recommended for a video ad:

- 1920x1080p resolution is suggested
- 1280x720p resolution is the minimum requirement
- MP4 is the preferred format
- 16:9 aspect ratio is suggested
- Maximum of 3 minutes
- 30-60 seconds is recommended

Logout Page Post Link Ad

This type of ad, like the video ad, gets 90 characters of text, your page's name, and your page's profile picture. However, it uses an image instead of a video.

Here are the specs recommended for a photo ad:

- 851x315 pixel image
- 300 DPI image resolution
- Image must be uploaded on your page in a public photo album

The logout page ads are unique in that there is no competing information on the page. Your ad will stand out, because there is no other text on the page other than basic Facebook header/footer information.

Because of this distinction, these ads have the most potential. However, they are also expensive.



Final Words

Facebook Ads definitely have a lot of different options to choose from. As expensive as they can be, optimizing them for ultimate performance is vital. Hopefully, you now have a more complex grasp on what it takes to choose the right ad type and create an ad that will perform well.

Remember these critical elements:

1. Choose your target audience carefully. This is one of the most critical elements to any Facebook Ads campaign.
2. Choose the right ad type for your purpose. This is called the “advertising objective”.
3. You only get a set number of characters for your ad, so be sure to pack the most vital information into it.
4. Experiment with various photos or videos to find one that really resonates with your core audience.

Not every Facebook campaign will be profitable. Even experts occasionally have flops. So never, put all of your eggs into one advertising basket. Instead, be sure to make Facebook a portion of your ad campaigns and not your sole promotional method.

If you use the tips in this guide, you’ll be on your way to ensuring most of your campaigns are profitable and successful.

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