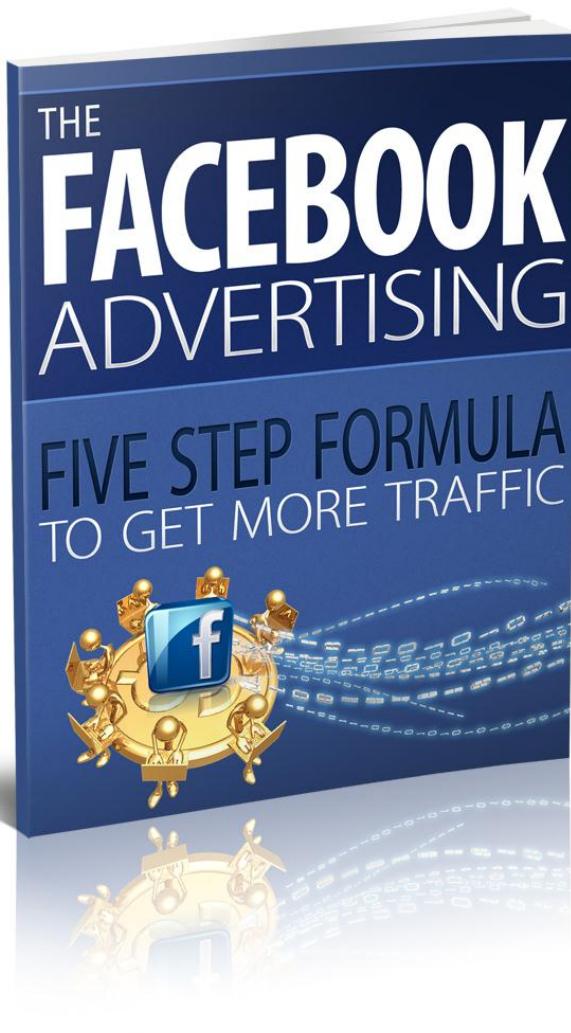


THE  
**FACEBOOK ADVERTISING**  
**FIVE STEP FORMULA**  
TO GET MORE TRAFFIC





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## Why Facebook?

There is a simple reason for you to use the power of Facebook:

**Because that is where your customers are!**

When you have **HALF A BILLION people using Facebook**, wouldn't you want to participate in the biggest marketplace "on the net"?

**FACT 1:** Facebook is the largest social community website.

**FACT 2:** Facebook gets more monthly visitors than any other website except for Google and the numbers are breath taking – 132 million unique users per month!

**FACT 3:** One savvy author got traffic of over 2,000 people in less than two weeks after starting her Facebook page

**FACT 4:** You get "global reach" with Facebook! If you want to attract for instance European buyers to your real estate deal...you can effortlessly! The following graphic from CheckFacebook.com shows Facebook world users.

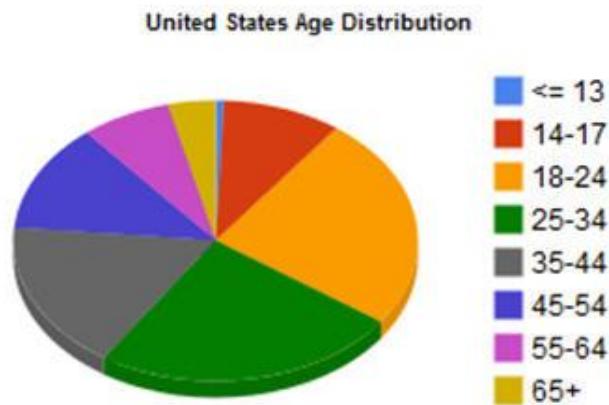
10 Largest Countries	
1.	United States
2.	United Kingdom
3.	Indonesia
4.	Turkey
5.	France
6.	Italy
7.	Philippines
8.	Canada
9.	Mexico
10.	India

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**FACT 5:** More “older” users are hopping on the social media bandwagon. Facebook just isn’t for kids anymore. In the U.S., here is a breakdown by age of Facebook users (source: CheckFacebook.com)



**FACT 6:** The trend of “older” users adopting social media is growing significantly! According to a survey by Pew Research Center. Social networking use among internet users ages 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010.

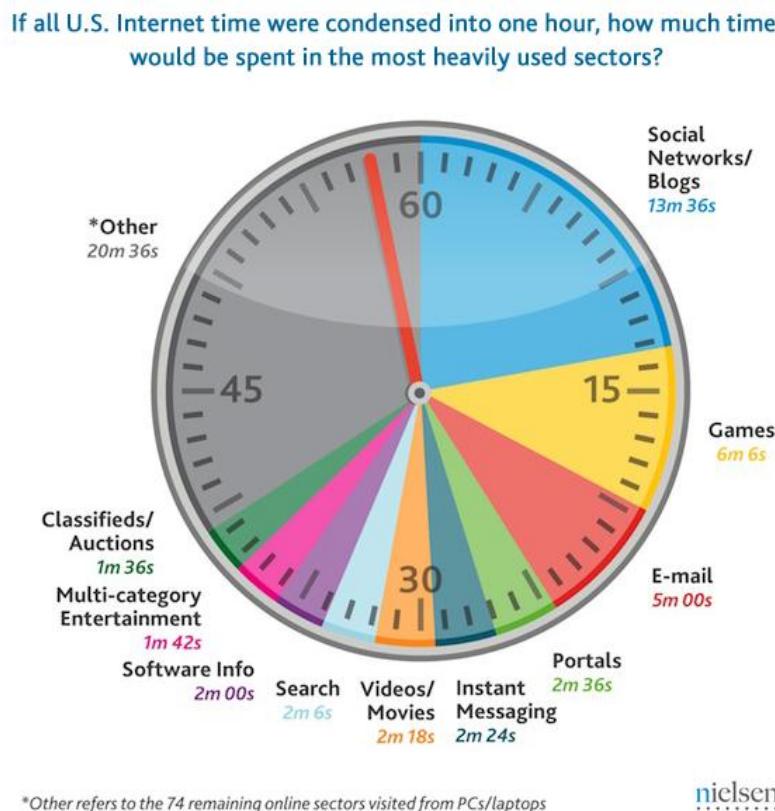
**FACT 7:** 50% of all Facebook users log into the service each day

**FACT 8:** The cumulative total of minutes users spend on Facebook each month is 500 billion!

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**FACT 9:** Where U.S. Internet users spend their time online, social media dominated all other categories at more than twice the time spent on the next closest category. Illustrated in the graphic is a Nielson report finding:



**Fact 10:** More than 100 million Facebook users engage with Facebook on other websites each month.

**Fact 11:** There are more than 100 million active users accessing Facebook through a mobile device.

**FACT 12:** If you haven't started using Facebook Ads for your business yet, you're missing out on an excellent (and highly targeted) opportunity.



## Why Facebook Ads



As you can see, you get a **HUGE** opportunity to reach an even bigger client base than you are reaching right now. The key is to identify who your 'target customer' is...and now you can zero in on that **EXACT** demographic for your Facebook Ad.

Your potential customers are using Facebook...are YOU? If you haven't started using Facebook Ads for your business yet, you're missing out on an excellent (and highly targeted) marketing channel. So let's not delay and start today!

## How To Publish Your First Ad – The Five Step Formula

**Step 1:** Getting Started: Go to:

<http://www.facebook.com/advertising>.

**Facebook Ads**  
Reach over 500 million people where they connect and share

**Step 1: click on the 'Create An Ad Button'**

**Create an Ad**  
or manage your existing ads

**Overview**   **Case Studies**

**Reach Your Target Customers**

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

**Deepen Your Relationships**

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business

**Control Your Budget**

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

# THE FACEBOOK ADVERTISING FIVE STEP FORMULA TO GET MORE TRAFFIC



→ After you click on the 'Create An Ad Button' you will see this screen:

**Advertise on Facebook**

**1. Design Your Ad**

Destination URL Example: <http://www.yourwebsite.com/> [?]

Suggest an Ad [?]

Title 25 characters left. [?]

Body Text 135 characters left. [?]

Image (optional) [?] Browse...

Example Ad  
This is a sample ad.  
Chris likes this ad.  
 Like

A. Enter the destination URL (your website or Facebook business page)  
you want to drive traffic to.  
B. Enter the Title of your ad  
C. Enter the text  
D. If you want an image, enter an image

I'll show you a 'REAL' ad we will place for driving traffic to a website – giving away a FREE report on real estate trends.

**Note:** Free reports are a great "traffic magnet" to generate interest. You could also use free videos, webinar, events, white papers, and case studies.

**Second Note:** You can also drive traffic to your own Facebook Business Page if you have one.

# THE FACEBOOK ADVERTISING FIVE STEP FORMULA TO GET MORE TRAFFIC



## Advertise on Facebook

### 1. Design Your Ad

[Design Your Ad FAQ](#)

The screenshot shows the 'Design Your Ad' interface. On the left, there's a form for entering ad details: 'Destination URL' (http://wildhorseralestate.com), 'Title' (Totally FREE Trends VIDEO), 'Body Text' (How to buy Florida real estate foreclosures and profit wildly.), and an 'Image' section with a 'Browse...' button. A red arrow points from the 'Image' button to the text 'I included my own image here'. Below the form is a note: 'Remove uploaded image.' At the bottom is a blue 'Continue' button with a red arrow pointing to it labeled 'Click Continue'. On the right, a preview window shows the ad as it would appear on Facebook, titled 'Totally FREE Trends VIDEO' with a thumbnail of a person in a red shirt, followed by the body text and a 'Like' button. A red arrow points from the preview area to the text 'See how Facebook shows you how the Ad will look like.'

The above illustration shows you the real live example of placing an ad.

## Step 2 Targeting

Before we continue with the above example ad let me explain targeting.

To target all the users in the U.S., the estimated reach of over 120 million people!! Now as we all know, you'll get a better return on investment to target more close to where your customers are.

The analogy is this: You have a huge ocean to fish in, but you want to go to that one part of the ocean where the type of fish are that you want.



One of your main success activities should be how to target your market properly. There are several different factors you can use to narrow things down, including location targeting, education targeting, age targeting, keyword targeting, connection targeting, and sex targeting.

It's kind of amazing!

You can target by location at the city level, radius level, country level, or state level. This super-location targeting makes the ads very effective for local businesses!

You can use education targeting down to where the person went or is going to school and even their major. Job targeting can work quite nicely as well, as you will find that those in certain industries will be most interested in your product or service. Again, it is in your best interest to learn everything you can about the market you are trying to sell to.

Relationship targeting is another interesting and important method. Perhaps your products or services are better geared towards people who are single. You can certainly make that distinction through Facebook ads. You can also target people who are engaged or already married. Do keep in mind that some people do not specify this information, and your ads will not appear to them if you choose to target based on the relationship category.

A relatively new feature is that you can target ads based on connections made within Facebook. This can include people who are attending certain events, those who "like" certain pages or things, those who are using certain apps, and so on.

You can target keywords based on favorite TV shows, movies, occupation, hobbies, books, music, sports, and more. Consider what things your prospective customers like. Think about what really interests them the most, and target keywords based on that.

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Note that you can even combine these different requirements for targeting down to incredible levels. For instance, you can target someone of a certain age, sex, marital status, and favorite book! It's almost scary how targeted these ads can become. It's definitely good for business, because as we all know having a message to market match is key. You won't be wasting money on people who will never be interested in what you have to offer.

### So let's do get back to our example ad:

After you hit the "Continue" button above...you will see the following screen:

The screenshot shows the '2. Targeting' step of a Facebook ad setup. On the left, there are three main sections: 'Location', 'Demographics', and 'Likes & Interests'. In the 'Location' section, 'United States' is selected under 'Everywhere'. In the 'Demographics' section, the age is set to '18 - Any' and the sex is set to 'All'. In the 'Likes & Interests' section, there is a text input field labeled 'Enter an interest'. On the right side of the interface, there is a summary box titled 'Estimated Reach' which states '120,270,840 people' with two sub-points: 'who live in the United States' and 'age 18 and older'. At the top right, there is a link 'Ad Targeting FAQ'.

Now the reach is over 120 million so let's target a bit more to where "the fish" are shall we? The next illustration shows how I entered:

- A city (Tampa)
- A radius of the city (within 25 miles of Tampa)
- Males between age 35 to 55
- Likes of 'travel' (typically my target market enjoys travelling)

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