

THE
FACEBOOK ADVERTISING
FIVE STEP FORMULA
TO GET MORE TRAFFIC

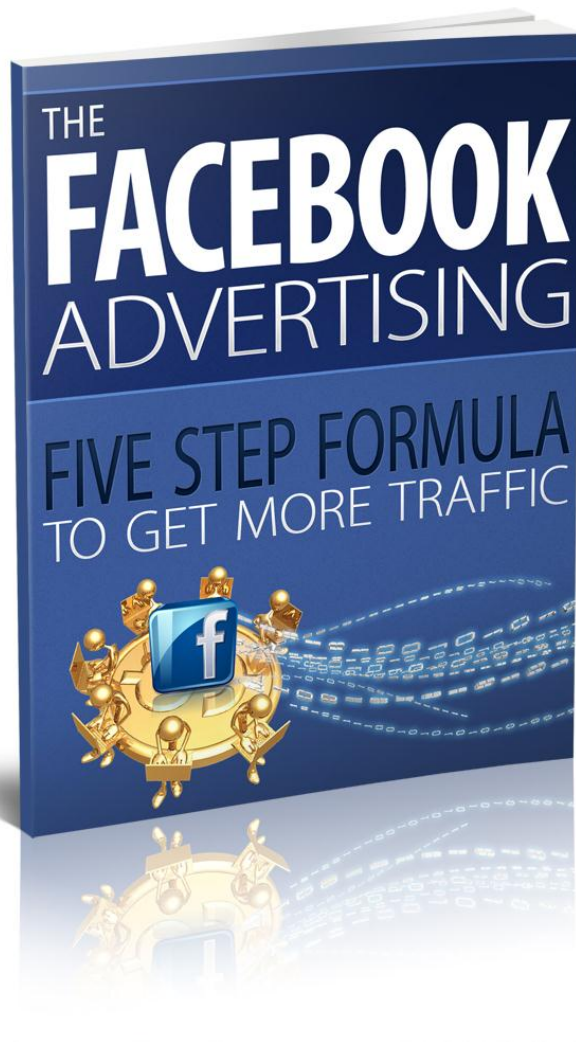




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Why Facebook?

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!

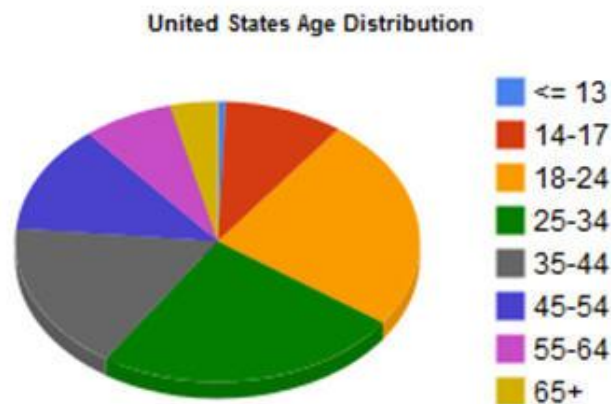
FACT 3: One savvy author got traffic of over 2,000 people in less than two weeks after starting her Facebook page

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	133,925,380
2.	United Kingdom	28,003,500
3.	Indonesia	27,800,160
4.	Turkey	23,833,140
5.	France	19,284,420
6.	Italy	16,706,640
7.	Philippines	16,675,160
8.	Canada	16,465,260
9.	Mexico	15,483,640
10.	India	13,580,100



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.

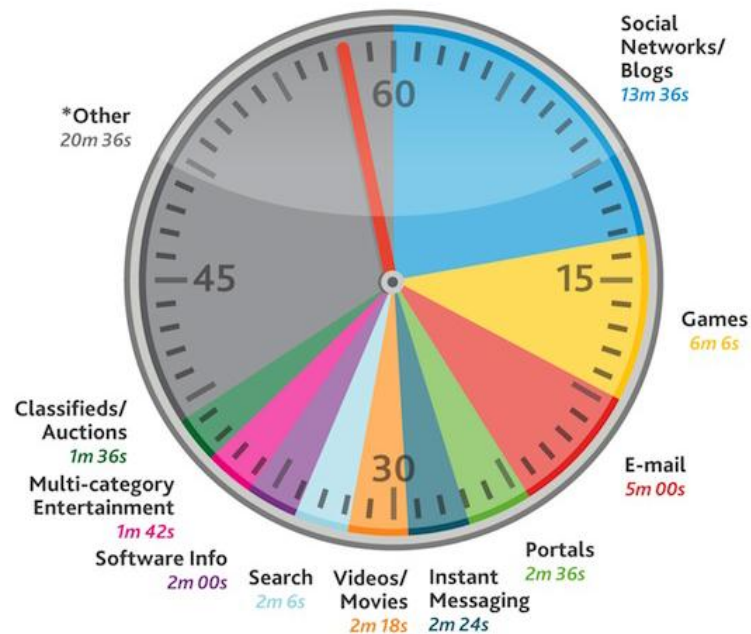
FACT 7: 50% of all Facebook users log into the service each day

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



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:

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



*Other refers to the 74 remaining online sectors visited from PCs/laptops

nielsen

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)



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

Advertise on Facebook

1. Design Your Ad Design Your Ad FAQ

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

Suggest an Ad [?]

Title 25 characters left. [?]

Body Text 135 characters left. [?]

Image (optional) [?]

Example Ad

This is a sample ad.
Chris likes this ad.

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.

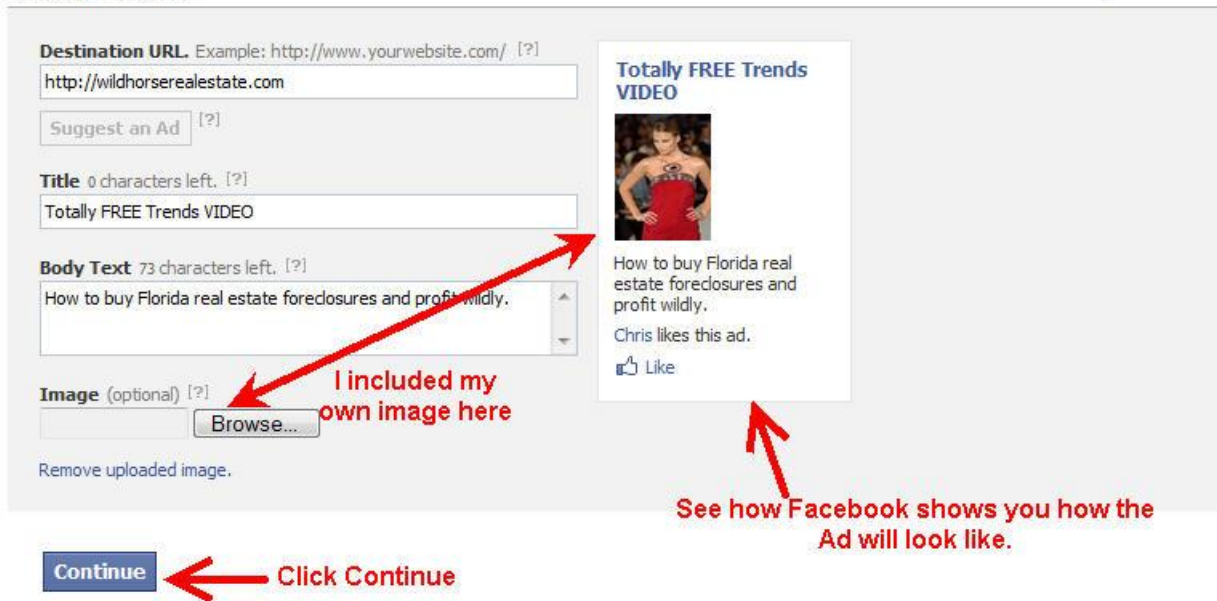
Note: Free reports are a great “traffic magnet” to generate interest. You could also use free videos, webinar, events, white papers, and case studies.

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

Advertise on Facebook

1. Design Your Ad

Design Your Ad FAQ



The screenshot shows the Facebook Ad creation interface. On the left, there are input fields for 'Destination URL' (with example 'http://www.yourwebsite.com/'), 'Title' (0 characters left), and 'Body Text' (73 characters left). The 'Image' field is optional and has a 'Browse...' button. A red arrow points from the 'Browse...' button to the 'Image' field with the text 'I included my own image here'. To the right, a preview of the ad is shown. The preview has the title 'Totally FREE Trends VIDEO', a thumbnail image of a woman in a red dress, and the text 'How to buy Florida real estate foreclosures and profit wildly.' and 'Chris likes this ad.' with a 'Like' button. A red arrow points from the preview to the 'Image' field with the text 'See how Facebook shows you how the Ad will look like.' At the bottom left, there is a 'Continue' button with a red arrow pointing to it and the text 'Click Continue'.

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.



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:

2. Targeting [Ad Targeting FAQ](#)

Location

Country: (?)

☒ Everywhere
☐ By State/Province (?)
☐ By City (?)

Demographics

Age: (?) -
☐ Require exact age match (?)

Sex: (?) ☒ All ☐ Men ☐ Women

Likes & Interests

(?)

☐ Show Advanced Targeting Options

Estimated Reach
120,270,840 people
■ who live in the **United States**
■ age **18** and older

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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