

30 Day List Building Bootcamp

YOUR FACEBOOK AD

STEP BY STEP GUIDE TO YOUR FIRST FACEBOOK AD

Before you take this step make sure you already have the image selected and sized (1200x627), the copy for the ad written and your list of pages to target. Once you've done the above, you're ready to get started with setting up your Facebook ad in Power Editor!

- 1. First you will need to have a FB page for your business. If you don't have one yet [click here](#)**
- 2. Then you will need a FB advertising account. [Click here if you don't have one set up](#)**
- 3. When creating ads in Power Editor, you will need to use "Google Chrome" as your browser. [You can download it here](#)**
- 4. Once you're in Google Chrome, you will need to download Power Editor. Do that [HERE](#)**
- 5. Make sure the image you'll be using for your ad doesn't have more than 20% text on it. [You can check the image here](#)**

Now you are ready to set up a conversion tracking pixel for your ad! This is how you track how well your ad is converting so don't skip this step ** Also make sure you put the code on the thank you page...not the opt-in page (it's a common mistake).

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Here's how to set up your tracking pixel:

- GO TO FB ADS MANAGER - [click here to open ads manager](#)
- CLICK TOOLS >> CLICK PIXELS >> CLICK CONVERSION TRACKING PIXEL
- CLICK CREATE PIXEL (Use “leads” as the desired action)
- NAME YOUR PIXEL - This can be a short description of the photo you are tracking
- CLICK CREATE PIXEL
- CLICK VIEW PIXEL CODE (copy the code that pops up)
- NOW... OPEN YOUR LEAD PAGES ACCOUNT IN A SEPARATE TAB
- FIND THE THANK YOU PAGE YOU CREATED & CLICK THE BLUE EDIT BUTTON
- CLICK ON LEAD PAGE OPTIONS IN UPPER LEFT CORNER
- SELECT TRACKING CODE
- PASTE THE CODE IN THE BOX TITLED “HEAD TAG TRACKING”
- CLICK DONE AND THEN SAVE
- CLICK THE LINK TO OPEN THE PUBLISHED THANK YOU PAGE IN YOUR BROWSER IN A NEW WINDOW TO ACTIVATE IT- don't skip this step :)

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THE FINAL STEP - Now you are ready to set up your ad!

There are THREE parts to setting up your ad in Power Editor.

THE CAMPAIGN

THE AD SET

THE AD

I'm going to walk you through each section. Watch the video "Your Facebook Ad" and get your ad up and running!

WHAT TO DO ONCE YOUR AD IS UP...TRACKING METRICS

Let your ad run for 24 - 48 hours and go over to your FB Ads Manager.

Click on the campaign you've created in the lower left corner.

The main metric you want to track is "COST" - See what this number is and which ad set is costing you the least. Leads range from \$1.50 to 7.00 when targeting new people on FB and we are watching for what ad set is converting the best (lowest cost).

You can create at least 2 ad sets and compare which one is converting best (which one has the lowest "cost").

You will also see how many people have opted in for your free offer via your leadpage and your listserver (ie: mailchimp/aweber).

*NOTE: Your leadpage needs to be converting at 20% or higher. If not, you'll need to make changes to the template, copy, or image.

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This phase is ALL about testing, testing, testing.

REMINDER: FB advertising absolutely requires a marketing budget. Keep in mind that leads (meaning people who sign up on your list) currently average from 1.50 to 7.00 dollar range (according to online marketing statistics). When you are targeting really “big names” the cost to target those audiences is typically going to “cost” more, ie: Marie Forleo or Tony Robbins. So whether you want to grow your list by 100 or 1,000 new targeted leads you will need to budget accordingly. If you want 300 new people on your list – and your leads are costing you \$ 2.00 on average, then you’ll need to budget \$600. Also remember that 1-5% of a persons list will convert when an offer is launched (again this is the industry average standard/range). I personally don’t want my lead to cost more than a few bucks so if an ad is not converting after a couple of days I take it down and try something else. You can change the image, the target, the copy OR you can try a different lead magnet. The testing phase is the most expensive phase because it’s your first time advertising with FB, testing different audiences, pages, etc. As you continue using this tool you will see what works best for your audience. Don’t panic if you have an ad that goes up and does not do well. It happens to everyone! Tweak, adjust and keep going. Facebook marketing is an awesome tool you can use for the life of your business (or as long as Mr. Z allows us to use his platform to grow our audience). More and more businesses are hopping on every day but you are still on the cutting edge. Sooner you get your ads out there the better!