

TOOLS OF THE TRADE

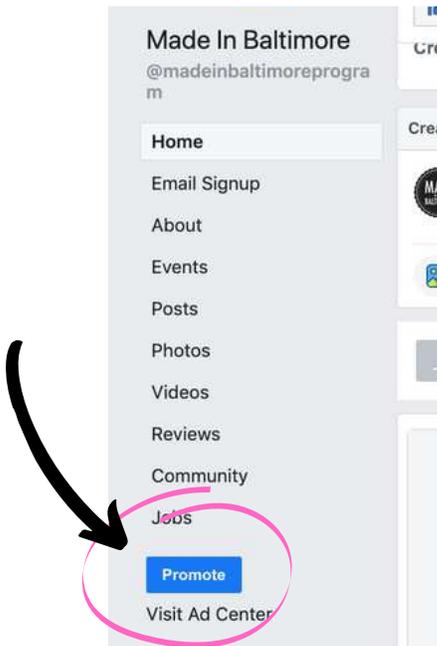
JUNE 5TH

FACEBOOK ADS

BUSINESS NAME:

CURRENT FB FOLLOWERS:

Step 1:



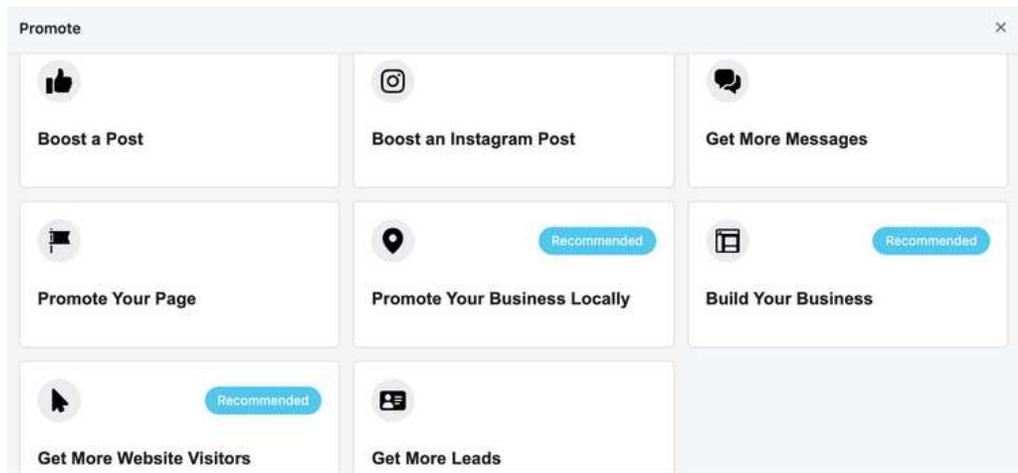
Step 2: What's Your Goal?



Highlight or circle 3 ads that will help you reach 2020 business goals.



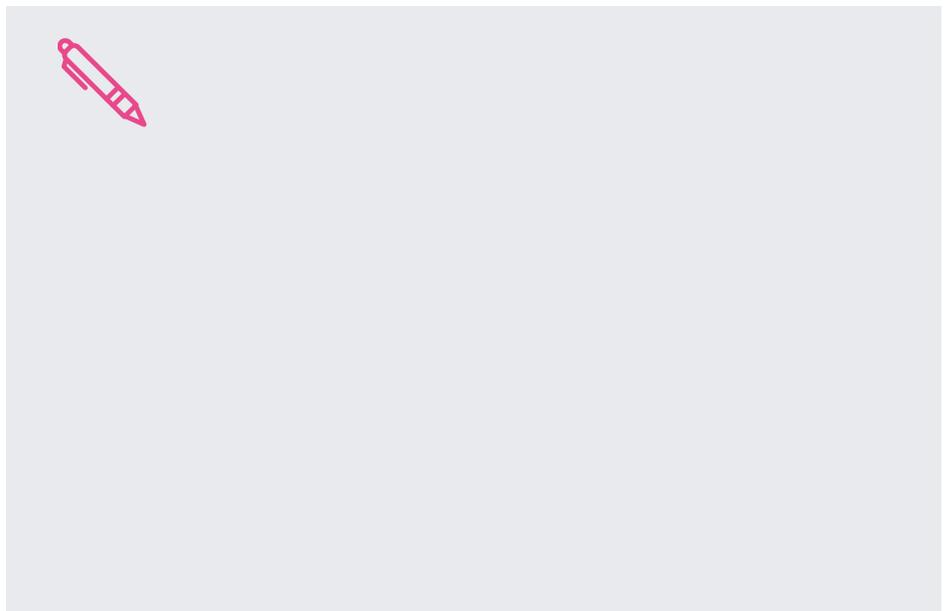
Use this [link](#) to resize or create a graphic in canva or another app of your choice to make sure your ad/graphic fits for its purpose.



Step 3: Writing Your Copy

In under 90 words how can you convince your customer to click your Call-to-action?

Activity: Use the space to the right to brain storm short phrases that are unique to your company. Phrases a customer may google to find your business.

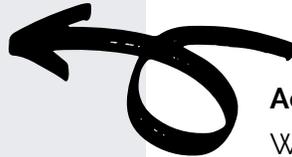


Step 4: Creating Your Audience



FB makes some suggestions for you but today we're going to use information from your Google Analytics and website analytics to determine:

- What is/are the location/s of your customer?
- What age range are they?
- What does a customer who buys your product do? Or their interests?



Activity:

What are the top 3-5 locations that my customer lives?

What is my biggest age group?

What does a person this age, in these locations, who buys your product do?

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Gender

All Men Women

Age

18 - 65+

Locations

United States

Baltimore, Maryland

Add locations

Detailed Targeting

Include people who match

Add demographics, interests or behaviors

Suggestions Browse

Exclude People

Step 5: Paying for your Ad



Using your website analytics you can use the rule of paying a \$1 per every 100 visitors you have to your website a month.

OR

Plug in a comfortable number and FB will show the range of people you can reach, adjust as needed.

What is your ad budget?

How long are you running your ad?

What is the range of people you'll reach a day?

Choose when this ad will end

Duration

Days 5 End date May 10, 2020

Daily Budget

\$3.00

Actual amount spent daily may vary. Estimated 15 - 43 clicks per day

Step 6: Double-checking your ad!

Complete the checklist below:



- Does my copy make sense, free of spelling and grammatical errors?
- Does my copy help entice someone to click my call-to-action?
- Does my image reflect my brand and my call-to-action?
- For my ad timeframe, how many people will I potentially reach all together?

Step 7: Submit your Ad!

You've officially completed your first FB Ad! Now FB will review your ad and send you a notification within the next 24 hours.



1. Did my ad work to reach my goal?
2. How many people did I reach and did that match up with what I anticipated?
3. What was my top location that clicked on my ad? Is it what I expected or a surprise?
4. What age range was my top audience? More male or female and what %?
5. What placements did people click the most from? (ex: IG feed, News feed mobile, News feed desktop)
6.)What changes will I make to my next ad?
7. What new information did I learn about my audience?

Step 8: Reviewing your Ad! (the fun part)



Resources:

How to install your FB pixel: [Click here.](#)

Canva to easily make simple graphics and size for photos: [Canva.com](https://www.canva.com)

FB Ad image sizes: [Click here.](#)