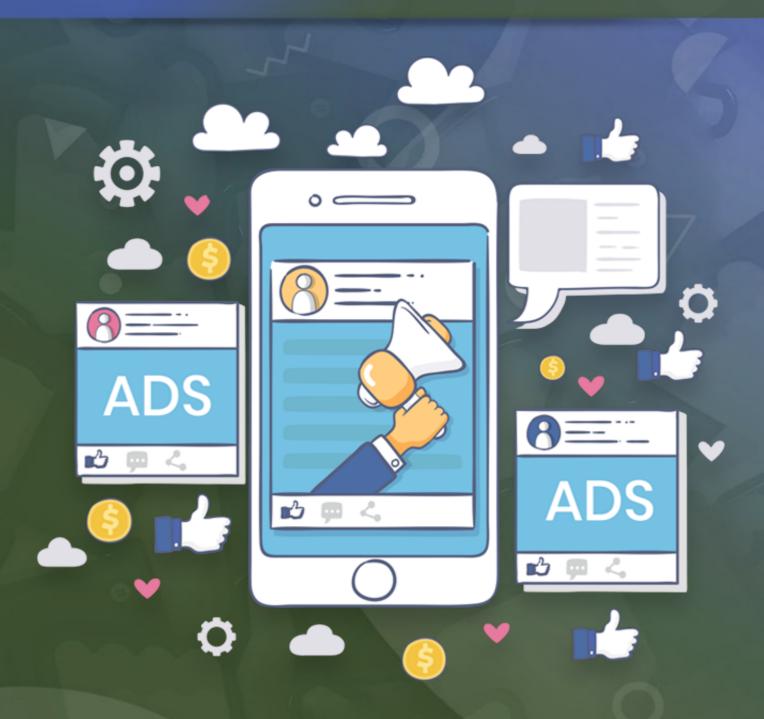
Hidden Secrets to Effective

FACEBOOK ADS



© Copyright 2020 by Pierre (Peter) Newell All rights reserved.

This document is geared towards providing exact and reliable information in regards to the topic and issue covered. The publication is sold with the idea that the publisher is not required to render accounting, officially permitted, or otherwise, qualified services. If advice is necessary, legal or professional, a practiced individual in the profession should be ordered.

From a Declaration of Principles which was accepted and approved equally by a Committee of the American Bar Association and a Committee of Publishers and Associations. In no way is it legal to reproduce, duplicate, or transmit any part of this document in either electronic means or in printed format. Recording of this publication is strictly prohibited and any storage of this document is not allowed unless with written permission from the publisher. All rights reserved.

The information provided herein is stated to be truthful and consistent, in that any liability, in terms of inattention or otherwise, by any usage or abuse of any policies, processes, or directions contained within is the solitary and utter responsibility of the recipient reader. Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

Respective authors own all copyrights not held by the publisher.

The information herein is offered for informational purposes solely, and is universal as so. The presentation of the information is without contract or any type of guarantee assurance. The trademarks that are used are without any consent, and the publication of the trademark is without permission or backing by the trademark owner. All trademarks and brands within this book are for clarifying purposes only and are the owned by the owners themselves, not affiliated with this document.

Table of Contents

04	Introduction
05	Five questions to answer while making an affordable
22	Ways to create cost-effective Facebook ads
28	Six-step strategy for effective Facbook advertising
38	Conclusion

Introduction

Facebook is a powerful platform for targeting audiences across the world. By offering an extensive market, it provides plenty of opportunities to reach clients who are far away from you.

There are two ways of being charged on Facebook; either by impressions or clicks. Cost per clicks (CPC) is commonly used. This is where you are charged when someone clicks on your ad. Cost per impression (CPM) charges you each time your ad is viewed even with no clicks to it. You can change how you get charged at 'Budget & Schedule' but there are some ad delivery settings that restrict your options, leaving you with the sole choice of cost per impression. To be able to maximize on your money, it is important to create a valuable ad so your money does not go wasted.

The process of coming up with a Facebook ad may feel quite easy especially if you see the online guidelines for setting up a new ad campaign. Using the Facebook Ads Manager, we can choose images and attach relevant or swoonworthy messages. In 30 minutes we can then view the results. However, Facebook ads need patience. Your budget and audience size influences the number of clicks and impressions. This, in turn, affects the relevance of the results obtained after variations.

Research is the most crucial part of these campaigns; don't just go with your gut. Knowing your target audience, understanding their demographics along with their education is part of getting to know how to please them. Find out which language is most common to them and use it. On some occasions, you are able to learn their buy activity and Facebook usage. By having this information, you can use it in your business page to come up with better user engagement policies that are cost-effective.

Even with a very low budget, if you aim at giving your audience the best that you can offer, you will yield results. This book is a glimmer of hope for those that are starting out with Facebook ads. It can be discouraging at first but it gets better.

Chapter 1

Five questions to answer while making an affordable facebook ad

Five Questions To Answer While Making An Affordable Facebook Ad

When working with a tight budget it is important to remember that at the end of the day, the client will be impressed by quality work. People like to associate themselves with things of value. Therefore, it is your input that will determine how good the ad will be. Apart from giving valued information about how to cut costs, this book will also give you tips on how to create an excellent ad.

