

# FACEBOOK ADS TUTORIAL MANUAL



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It doesn't matter if you run a well-established business or you are managing a startup. It doesn't matter how much of a budget you're working with.

Like it or not, and believe it or not, the main way you can make people become aware of your company's brand, and eventually consume the products or services your company offers, is through advertising. Free Advertising Doesn't Exist Let's put it this way, you can't be in two places at once.

If you're spending all this time and effort trying to brand and promote your business the 'free' way, what if you're doing something else that produces ten times the result? You Cannot Ignore Facebook Ads What's so awesome about Facebook ads besides its relatively low cost is the technology behind it. Again, you may be operating with a fairly small budget. That's okay. Because with Facebook ads, you can leverage the highly sophisticated "social snooping" and "personal profiling" technology Mark Zuckerberg brought to the table.

Did you know that when you log into Facebook, you're legally giving them the right to figure you out? I know it sounds creepy, but Facebook has so much technology it can figuratively get in your head. It is no surprise that a lot of people consume lots of random pieces of content of Facebook, only to find themselves, sooner or later, being shown ads that seem so personal. It's as if they're thinking about certain things, and an ad would show up that matches those concerns, fears or needs.

There's nothing magical about this. This is a testament to just how robust Facebook's technology is. This book gives you a step by step walk-through of the different ad opportunities currently available on the Facebook ad platform. As you probably already know, there is no such thing as a perfect solution. Any option will have its own list of advantages and disadvantages. Facebook is not immune to this fact.

### **The Benefits of Facebook Advertising**

- Facebook has a robust and powerful high-tech advertising targeting system
- Facebook is still relatively cheap
- Facebook has so much ad inventory that, depending on the kind of campaign you run, it is still very affordable compared to competing platforms like Google Adwords
- Facebook helps you engage your customers
- FB ads can also deliver the bottom line Not only can Facebook help you stay relevant with your target audience members, but you can also plug in these ads to your actual sales funnel. They can, with the right strategy and the right sales funnel design, produce conversions. These are sales. These have an actual impact on your business' profitability.
- You can break into new markets Your FB campaign gets people familiar enough with your new market focus that you don't come off as a completely new player.
- Facebook can drive leads
- Facebook can boost your SEO Since Google launched the RankBrain algorithm update, click-throughs have begun to play an outsized role in Google's ranking algorithm.