

FB Ads Blueprint

How To Generate Targeted Leads And
Massive Sales From Facebook



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FACEBOOK Ads

Blueprint

Introduction

FACEBOOK has been a vital resource to businesses and marketers alike for many years now and this trend shows no sign of slowing down. Facebook is still one of the best resources out there for businesses when it comes to marketing their business and growing their brand.

Most people now expect a business to have a presence on FACEBOOK, in fact for most people its one of the first go to resources when it comes to looking into products or services (after checking out the business website) If you don't already have a FACEBOOK page for your business then I strongly recommend you fix this oversight as soon as possible otherwise you are cutting yourself off from a wonderful marketing resource that could bring you in hundreds of customers each and every month.

If you are unsure of how to set up a Facebook page for your business then there are hundreds of great websites, video courses and training guides that can take you through the process step by step. FACEBOOK has changed a lot since it was first used as an advertising tool for marketer and it is continuously changing, so you need to keep on top of these changes to make the most of it for your business.

The great news is that all the most recent changes have made Facebook an even better marketing resource for your business and marketers are seeing amazing results from FACEBOOK Ad campaigns.

Chapter 1: Building Your Business With FACEBOOK

Integrating FACEBOOK Advertising into Your Business

An estimated 50 percent of active FACEBOOK users take the time to log into FACEBOOK each day. That's some 200 million people coming to this site daily. The total amount of time people spend on FACEBOOK means there is an advertising goldmine waiting for you. Just imagine of all the new people you could expose your brand to with very minimal effort. FACEBOOK isn't a site that people login to and log off right away.

If it's your plan to market to global customers, FACEBOOK is the right place to turn for assistance. This site has 70 diverse translations available for just about each country on the map. In fact, an estimated 70 percent of the site's users are living outside of the United States. This means FACEBOOK advertisers can target people living just about anywhere in the world or they can try to reach them all with a broad-based campaign.

FACEBOOK's overall monthly usage figure makes it one of the largest players on the Internet today. If you're ready to give up on Adwords, FACEBOOK has the exposure your advertising needs to gain attention, siphon traffic in your path and help you realize your sales goals.

Although the numbers evidently address for themselves, there are other factors that make this site eye-catching to online marketers. The social aspect of the site can work as influential force through the advertisers' favor. Plus, the targeting potential bores down deeper than a search engine could potentially pull off.

You've been working hard to establish your business to as many potential target customers as possible – the ones who will discover your products appealing, and willingly spend money. You've done it through SEO, social networking, press releases, article marketing and perhaps even a pay-per-click campaign like Google AdWords. Basically, you've tried all the traditional methods that help online business catch on like a gust of wind.

But have you thought about FACEBOOK advertising yet? If not, you may not be aware of this relatively latest source of targeted customers – the kind who you may not be able to reach by traditional way.

Just what is FACEBOOK advertising, and why should you consider it?

You've seen them yourself, most likely... those ads running down the right-hand side of your FACEBOOK pages and most of them about interests you mainly enjoy. You are not seeing the similar ads as everyone else accessing FACEBOOK at that moment. These ones are specially targeted to data FACEBOOK has gleaned from your preferences and other sources. FACEBOOK ads are straightforward but powerful. Each one consists of a title, text block and graphic or photo of your choice – all within an 110px X 80px “box”, to fit that vertical, right-hand FACEBOOK sidebar. If you think of them as a mix between a Twitter tweet and a banner ad, you've just about getting the right picture in mind!

And yes – they absolutely can be advertised:

- Product
- Services
- Contest
- Cause
- Links

- Photos
- Videos
- Business USP
- Business Event

As well as integrating:

- Your offline promotions with your online
- Real-time information for your “consumers”

FACEBOOK Advertising Helps

SEO vs. Social Trends

FACEBOOK’s main advantage is its most obvious. It operates through social networking and trending rather than pure SEO – the most recent trend of this brand new decade. It allows readers to view your ads on their mobile phones – and mobile devices now outnumber personal computers, 4 to 1!

It is also cheaper than Google AdWords, and while the latter is still a brilliant method to kick-start a campaign, AdWords can be risky for new marketers, as costs per click can skyrocket faster than your sales.

Will it substitute AdWords entirely? That shouldn’t be your aim! Plan further down the line to do what the big players do: Kick-start each campaign with well-optimized and researched AdWords.

FACEBOOK vs. Adwords Costs

But whether you utilize Adwords (SEO based) or FACEBOOK ads (social networking based), FACEBOOK ads these days are a “necessity” – mainly with the not-so-delicate switch over to mobile devices! Except it’s great for new marketers because at the moment, it’s considerably less expensive to advertise on FACEBOOK than with PPC!

Graphics Capability

Its other major benefit is that you can bring in a graphic element or photo into what is essentially just a minor text ad! Since FACEBOOK is “tuned” to graphic elements, and curiosity has been shown to hit the highest point when graphics are displayed, it wins hands-down over AdWords worn-out, annoying banner ads (traditionally low converters for over a decade).

(You could simplify it like this: Want a text ad only? – Use AdWords. Plan to use a graphic? – Use FACEBOOK Ads.)

Text Capability

You have 75 words to state what you want to say in Google AdWords (that’s less than half a tweet!) FACEBOOK ads not only allocate you a 25-character headline, but 135 words of body text, too. (That’s over double Google AdWords’ capacity – but note; spaces count.)

Does SEO Still Important?

Yes! In fact, it’s absolutely vital to the success of your FACEBOOK Ad!

FACEBOOK Ads are usually catered to your specific hobbies, tastes, preferences and interests appearing down the right-hand side of your FACEBOOK page? You’ll notice that:

- Some actually don't appeal to you
- A small percentage make you click on them right away
- ... and yet a third group appeals to you, but it may take you days of repetitive exposure, seeing the same ad many times, before you at last give up and click through.

You want your ad to be in the later 2 categories. And you accomplish that through solid, well- researched long-tailed keywords (combined with your enticing, curiosity-arousing 25 character headline and 135 character body texts).

Get a hold those elements right, and you'll have an ad that bypasses casual searchers (how many right- hand-side Google search page paid ads do you ever click on, compared to FACEBOOK Ads?) and zeros in on a 75% pre-sold, pre-qualified market.

Will This Work For You?

Some people will tell you that FACEBOOK Ads don't work for business purposes, but that's simply not so. It should speak volumes and give you a huge, fat clue about its potential when you comprehend that major companies are taking full advantage of FACEBOOK Ads, in innovative ways.

For instance, according to FACEBOOK's own Marketing Solutions page...

- **Honda** recently used FACEBOOK Ads to keep consumers updated (and do serious damage control) after its recent spate of shocking recalls.
- **Budweiser** encouraged social interactivity with its customers when it invited them to select which commercials to show during televised sports games.

- **Guitar Hero** became the first online video game to reach 1,000,000 fans on FACEBOOK

Even **Coca-Cola** jumped on the bandwagon, selling “virtual bottles of coke” and promising to donate \$1.00 for every virtual bottle sent to their favorite cause.

These 4 examples alone illustrate you the sort of creativity you can take up (and flexibility you can take advantage of) when creating your FACEBOOK Advertising campaign!

“Likesumers”

If you’ve been thinking what a “likesumer” is, it’s yet another social trend you can utilize to your advantage. According to Forrester Research, a “likesumer” is basically a consumer who has “become a fan” of a brand on FACEBOOK.

This brings us back to FACEBOOK Ads’ third major advantage... interactivity.

It’s a proven maxim: Get people to engage as a participant, rather than as a spectator, and their risk in what they’re engaging in becomes personal and more upbeat. Use an app or a product and click the little “Like” text link on your FACEBOOK page, and you are not only contributing to its statistical popularity, but personally endorsing it!

This can help 2 particular types of “product” in particular...

1. **Apps** (applications such as Zynga’s “Farmville” game)
2. **Brands**

Allowing people to become FACEBOOK fans by clicking your “Like” button should be a definite part of your branding campaign.

A good rule of thumb is to make sure the niche customer you wish to reach actually does operate via social networking at least as much as – if not more than – through standard PC use and Google searches.

You can also target particular geographic areas, using FACEBOOK Ads (by country, state or province, town or city).

And remember, when someone brands him or herself as your fan (or “likesumer”) when they click your “Like” Button, they are letting you know they are ripe for your offerings.

Your Profile Pages is Your Friend!

The main motivation you can target so specifically, in spite of FACEBOOK in itself have a large, general demographic, can be attributed to profile pages.

Think about it: When you filled out your profile page, you were prompted to share your:

- Hobbies and interests
- Career and work information
- School, college or university
- Tastes in music, books and movies
- Personal and contact information (date of birth, marital status, etc.)
- City and state

And as much extra information as you chose to share.

Among the things you share you can bet people can discover great long-tailed keywords! These are what you should use when creating your FACEBOOK Ads – targeted specifically to your ideal customer, of course. Use your keyword in your headline at the very least – and for a second time in the text (always providing it feels totally normal: Remember, FACEBOOK puts “social” before “SEO”).

The Works

In addition to the creative side of your FACEBOOK Ads, there are other actions you can choose to take. You can:

- Pay per click (PPC)... or per impression (CPM)
- Track your Ad’s development in “real time”
- Edit and tweak your ads, for your best results

Best of all, FACEBOOK Ads are simple to set up and with a step-by-step process that guides you clearly through creation and all your options.

FACEBOOK is has become the latest trend in online advertising – especially for those on a budget – as of this writing. Even if you don’t think its right for your business, you are to be commended for taking the time to at least learn more about it!

Chapter 2: Starting Up Your FACEBOOK Ads

FACEBOOK Social Ads work virally, but rather than being spread in a random fashion, they are placed on FACEBOOK members' pages, based on their profile data – which can make them a powerful sales aid for marketers – especially in this current decade, where mobile devices are now replacing personal computers at the rate of 4 – 1.

However, like any data system spread via the net, there are rules, restrictions and random factors that can greatly inhibit or enhance their success. In this Special Report, we will explore the ins – and outs – of FACEBOOK Social Ads.

What this Report is Not...

It is not a complete guide to FACEBOOK Ad Creation. Instead, it focuses more on the nuances you will not pick up from FACEBOOK's easy "Advertising Creation" walk-through... and drawbacks to watch out for.

How FACEBOOK Ads Work

Adrian enjoys and loves fishing, and publicly says so in his FACEBOOK profile.

A successful Fishing Club wants to promote its weekend fishing site, so it purchases a FACEBOOK Ads.

FACEBOOK uses Insight, a powerful demographics tool, to place the Ad via a feed on Adrian's profile, after extracting the information, is passionate about all things fisherman and lives within a close geographical radius of the Fishing Club, so is a likely candidate to view the ads

Since it's his passion, Adrian always pays attention whenever there's a picture of a fish in an ad – and he also notices the Fishing Club provides accommodation for those needs a stay in so he clicks the “Like This” button and views the Ads. FACEBOOK then finds more ads using this specialized search data – voluntarily provided by Adrian – to place other fishing activities in his Ad feed. (It also adds special needs-related ads, since this was one of the keywords the ad used.)

But there's more: Adrian has 384 friends on FACEBOOK. 10 of these friends are also connected to his via fishing activities. They read that Adrian “likes” our Fishing Club and has become its FACEBOOK Fan. Trusting his judgment and recommendation, they click on the link... You can see instantly by this example that the combination of becoming a fan and having ads served by profile-targeted feed considerably increases your chances, as an Advertiser, of having your ads read by the right people.

Furthermore, assuming that a percentage of Adrian's 10 fishing friends do read the **geo-targeted¹** Ad, 8 of them opted to stay in at the accommodation but all of them select “Like”. Even with this hypothetical example, you can instantly see the potential for our well-marketed fishing club to spread virally... all within a highly focused group *more likely to buy*. Before you know it, our fishing club has a real following.

Chapter 3: Getting Into Business

The FACEBOOK Platform

FACEBOOK's platform allows almost anyone to develop widgets and applications, which are placed in the Applications directory, where anyone can grab an App and "place" it on their Profile page. It also gives "click and point" ability for people to include or exclude things on their profile (including Ads they like – or don't like!)

FACEBOOK users report liking the feel of control they have over Ads that appear in their right-hand sidebar. If a particular subject or Ad annoys them, they can choose not receive similar ones.

They can "Like" your Ad (leading to more – and to its repetition)... or "Report" it, if they deem it misleading or inappropriate (or even if they're just in a cranky mood that day!) Remembering this should help you target your audience even more carefully.

Keep 3 things always in mind, however, when you prepare to create your Ads...

Social relevance

Social enjoyment

Social interest

FACEBOOK also allows you to announce and promote events, create a Group Page or create a company, business or personal Fan Page.

You can link your FACEBOOK Ads very easily to any of the above – and therein covers one of FACEBOOK Ads' biggest advantages!

And now let's have a quick look at the process...

FACEBOOK Ad Creation – The Process

The actual ad creation itself is an incredibly simple, 3-step process. FACEBOOK virtually walks you through it every step of the way, and even a beginner can quickly get the hang of it: However, it always pays to know how FACEBOOK ads work in the real world, as well as familiarizing yourself with all the factors that affect FACEBOOK Advertising success or failure, so you can plan your Advertising campaign wisely, well in advance.

The basic process runs like this: You either visit FACEBOOKAdvertising directly – or click on the “Create an Ad” link that will appear regularly in your FACEBOOK page right-hand sidebar (along with all the other Ads targeted to your preference that you usually see).

Are They Free?

No. But FACEBOOK Social Ads are a less expensive option than Google AdWords – and if you want to reach that segment of your potential niche market who operates solely on mobiles, or who spend all their days on FACEBOOK, they are essential. (Don't forget that FACEBOOK Mobile is going to play a huge part in displaying your ads!) You can choose either pay-per-click (PPC) or pay-per-impression (PPM).

You are charged a pre-arranged amount for your PPC ad every time someone clicks on it.

With PPM, you are charged per impression (an ‘impression’ being the number of times your ad appears).

You pay lump sums in advance by purchasing “credits”. Your clicks or impressions are then deducted from these credits. (You can purchase credits in as small an increment as \$20.) Your ad will run as long as you still have credits remaining. You can top up your credits to keep it running, or let it run out and edit/tweak your Ad further.

There are no fixed costs for Ads, but FACEBOOK actually helps you determine what a good rate to set would be, based on criteria you enter in their targeting formula. (You can also set your Ad to end at a specific point... or run continuously.)

How Do You Track Your FACEBOOK Social Ads?

Without the ability to track an Ad, its effectiveness drops dramatically.

Fortunately, FACEBOOK has a platform named FACEBOOK Insights, which allows you to view the number of clicks and impressions your Ad receives in real time.

How Should I Target my FACEBOOK Ads?

There’s no cut-and-dried answer to this, except to make sure your keywords are actually suited for the way FACEBOOK operates... and the way it dispenses ads (based on keywords in user profiles).

Start with targeting by country – other options will be presented to you, based on the country you select (and you can actually select up to 25, though this will preclude you from being specific as to city).

You always have to keep in mind that this is a social network: Find Groups or Fan Pages similar to your own interests, and see what keywords they seem to be using... But remember, above all, FACEBOOK for its users is all about easy entertainment – not concentrated searches.

Are FACEBOOK Ads Automatically Approved?

No. All Ads have to be submitted for approval. FACEBOOK's states: "We do reserve the right to choose what advertising we accept, and may prohibit additional content from being advertised on the site based on user feedback or other information."

If your Ad is not approved, not only will you receive an official "Disapproval Email", but you'll also be able to see this information in your Ads Manager, beside a copy of the disapproved Ads

What's the Deal with FACEBOOK Beacon?

In 2007, FACEBOOK launched "Beacon", a program that tracked FACEBOOK users (even when they weren't logged in) and published user activity, without permission, as part of deals with Advertisers.

What it meant, in real world terms, was that you could find your online purchases and activities publicized on FACEBOOK for all to see – and you had no say in the matter.

A class action lawsuit was launched against FACEBOOK and other major companies participating in this type of activity and in 2009 FACEBOOK yielded to pressure and shut Beacon down, allocating \$9.5 million dollars to settlement fees. Prior to that, however, Beacon partners such as The New York Times and Coca-Cola had already voluntarily dropped Beacon, because their own users' information was appearing on the pages of "controversial individuals and groups", according to Wikipedia.³

Beacon was a complete fiasco – for FACEBOOK and Advertisers alike. Perhaps it's a stretch to say it's been "replaced" by FACEBOOK "Like" Button, but that too places user photos and information on FACEBOOK, without specifically asking permission.

FACEBOOK has learned from Beacon, however, and now as a user, you have to specifically opt-in before any data is used.

This brings us to...

FACEBOOK Followers “Like” you

Involuntary user endorsement is now strictly an opt-in procedure, via FACEBOOK Fans. For example, Farmville users who click “Like” can expect to occasionally see their name and photograph published in Farmville’s feed (along with a random daily sampling of other fans)... unless they specifically veto this in their Settings.

Usually, people aren’t bothered by seeing their photos appear within select groups because:

- That user chose to “Like” Farmville
- The information typically appears within the Farmville “group” only

Where it gets really sticky: When your users’ photos appear on “outside” sites – though a major portion of this problem has been corrected. (More on privacy, later.)

Do Keywords Matter?

Yes. Not in the traditional SEO sense, but for targeting FACEBOOK user profiles. A good way to get a feel for this is to survey the FACEBOOK profiles of people who like similar sites, products or pages to yours.

If your business is a physical location you want people in your area to visit, you will particularly want to make sure you include your **city** and **state/province** in your Ad text.

You can also find and research more targeted keywords by studying those FACEBOOK profiles and seeing **which keywords they have in common that relate to your potential Ads.**

What Type of Things Can I Advertise?

You can advertise:

- Web pages
- FACEBOOK pages created by you
- FACEBOOK groups which you administrate
- Applications
- Events publicized on FACEBOOK

FACEBOOK Ads probably should not be your first choice for straight business advertising or direct product promotion – Google SEO is better for that purpose – but yes, you can use FACEBOOK Ads to help promote your business indirectly and definitely for creating a buzz about it (for example, promoting a FACEBOOK Page that popularizes some aspect of your business, to help you firmly establish a branded presence).

(An ideal combination for many businesses would be a “double whammy” sandwich of both FACEBOOK Social Ads and traditional Google SEO-based ones.)

When deciding how to use FACEBOOK Ads for your business, just think “social” and “random entertainment”, and if you can see a way to make your business fit, you’re on the right track.

Can I Advertise an Affiliate Product with FACEBOOK?

If you are creative and read the guidelines thoroughly – yes, you can promote an affiliate product. Just keep in mind that any link you provide has to go directly to the destination URL.

Your Ad should not be a direct sales pitch for that product (remember, “Social”) but should provide incentive for the user to visit the site.

Should FACEBOOK Ads Replace Google AdWords?

We’ve already dealt with the whole business-versus-social issue between Google SEO and FACEBOOK: The same principles apply for Google AdWords.

If you want to aggressively promote a product or business directly, use AdWords. If you want to expand its popularity, create a buzz or you feel it’s particularly suited to FACEBOOK’s resources, use FACEBOOK Ads.

One thing you can do with FACEBOOK Ads that makes it a good choice for beginners wary of losing major money on AdWords: You can easily set the Ad to terminate after the amount of credits you purchase is depleted. This makes it a safer bet than finding yourself with a massive credit card bill at the end of the month (something beginners often get caught by with AdWords).

The bottom line, however, should be related to the best use of your Ad dollars. If FACEBOOK Ads is your choice solely because you are seriously strapped for cash, don’t expect over-the-moon results, since you’re operating with only a small part of the whole picture.

Maximizing your FACEBOOK Exposure

It's not enough just to create Ads for a webpage. You want to make sure you get the most out of your Advertising dollars by maximizing FACEBOOK's platform in as many diverse areas as possible (just as we've seen Zynga do, in our case study).

Here are some ideas, and some extra FACEBOOK-related resources to consider...

Sweepstakes and Contests

Ads for contests and sweepstakes are generally not allowed... unless you first obtain permission from FACEBOOK.

There are a number of other restrictions that are ironclad and will never garner that coveted permission if you ignore them; and you need to be aware of these.

For example, you may not create promotions marketed for:

- People who are under 18 years of age
- Countries currently under U.S. embargo
- The promotion of prescription drugs, gambling, firearms, tobacco or gasoline
- The obtaining of a prize which includes or consists of prescription drugs, firearms, or tobacco

Sweepstakes too have highly specific rules applied. You are forbidden to run them via FACEBOOK Social Ads if:

- Entry is dependent upon the purchase of a product or completion of a complex task

And you can specifically only promote one if:

- Your sweepstakes is open to “individuals residing in Belgium, Norway, Sweden, or India”

The long list of prohibitions at first looks daunting: However, one quickly realizes that FACEBOOK is now attempting to weed out promotions that are shady, illegal or fraudulent. If yours is none of these things, and you adhere to delivery methods and ensure you are not inadvertently violating rules, FACEBOOK will most likely be only too happy to grant you permission. So be sure to check out the FACEBOOK Promotions Guidelines in advance for yourself, if you are hoping to hold a contest or sweepstakes – for any purpose (even charitable).

In the long run, these rules and prohibitions are just good business sense – for all!

FACEBOOK Social Ad Branding

FACEBOOK Social Ads are a quick way to help you brand your product or website. But exactly how do you do that?

Here are some tips:

1. Be **authentic**
2. Be **transparent** (speak as openly to customers as you would to close friends)
3. **Build trust**
4. Remember it’s all about the feeling of **connection** and **community**

FACEBOOK Marketing Solutions

One site you should bookmark and check daily, if you are considering advertising with FACEBOOK, is FACEBOOK Marketing Solutions

That's where you'll instantly see:

- What the “big guns” (with the big budgets) are doing
- What your competitors are doing
- The latest trends
- The latest Advertising news
- The latest “movements” (akin to promotions, but more socially-driven)
- Up-to-the-minute insider tips
- Marketing ideas

FACEBOOK Solutions is actually run by FACEBOOK employees. You can create movements yourself, and share information through FACEBOOK. (Any content you submit should relate directly to marketing.)

You can submit:

- Links
- Photos
- Videos
- Posts

These should be geo-targeted, as well as geared to your fans.

FACEBOOK Pages

When your reader clicks that “Like” button, that shouldn't be the end of it! You need to provide her with a place to go, to reward her for taking that action.

Your FACEBOOK page is your public page for your business entity identity – the one you're promoting in your Ads. Pages not only help you “brand” your business entity, but give you a reliable way to build your presence on FACEBOOK.

The main 2 points to remember: Keep it personal and keep it connected with your followers.

Your Page should be the place to go where your customers can go to read privileged information they won't be able to find elsewhere – the latest news tidbits, the latest releases, pre-release information, tips, contests, fixes and bonuses.

It should be a place each fan is eager to visit.

Most of all, it should be a page where you actively engage your followers.

And you should have one because that's where your Ad will link back to!

Making the Most of your FACEBOOK Page:

1. Decide on a **tone for your page**. Is it going to be chatty? Young? Old? Humorous? “Up”? Reflective? Healing? Only you can answer that question... but your tone should be consistent with the “persona” you want your company (or you) to display
2. Use interactive media (reviews inviting reader opinion, videos inviting commentary, discussions, charming little graphic games, quizzes or puzzles).

(They tell you never to use humor in business... but FB Pages are ideally suited to humor, as long as your business entity is also suited to it. You can use humorous games and videos to engage and entertain your viewer – and FACEBOOK is all about the entertainment!)

3. Add a FACEBOOK “Like” link so that people can judge your videos and puzzles. You might think that’s risky... but notice there is no “Dislike” link provided!
4. Provide rewards for followers – especially if they help spread the word. This is not the same as providing an affiliate link: The “rewards” could be as small as free virtual gifts they can access.
5. If appropriate, provide real-time status updates – give people a reason to constantly refer to your page.
6. Consider display user-created content on your page. This can be risky, but monitoring it so you can quickly remove truly inappropriate content will not only help keep things positive, but ensure your other followers don’t get put off by unpleasant content.
7. Make sure you place your Page under the best category – one with what FACEBOOK likes to call “social relevance”.

The category in which potential followers are likely to visualize a business like yours (it may not be the most obvious!)

You might be asking yourself “what do FB Pages have to do with Advertising?” The short answer is: “Everything!”

It all goes towards making sure people read your Ads and are reminded your business entity is wonderful, every time they see one. It ensures they’ll press the “Like” button, increasing the likelihood of sending their friends to click on your ads and “Like” – and stay engaged with you and your products – too.

You can also do things such as trying advertising campaigns to special events – either “broad” ones such as the winter Olympics or the Super Bowl... or “local”

ones such as your local Trillium-circuit horse show. (You can also ad to your company's positive image by tying advertising campaigns to causes: "for every virtual shamrock you send, \$1.00 will be donated to...") But don't just stop there – reinforce your Ad campaigns by also publicize these special events and your offer on your FB Page.

But the one thing never to lose sight of...

Your FB Page should be fun, or at the very least, rewarding to visit.

Make them want to come back as eagerly as Farmville followers visit Farmville!

FACEBOOK Groups

If you don't link your Ad back to a FACEBOOK page, your other option is to link it back to a group.

A FACEBOOK group is basically one profile shared among multiple members.

It's divided into two vertical columns. The left column contains information about the members, a discussion board, a FACEBOOK group Wall, updates on group news and videos. The right column contains the "extras" – pictures, related groups, links (including the option to join or leave the group), trivia sharing, and privacy information.

You can send messages directly to group members' inboxes, but you can't see your traffic stats, the way you can with FACEBOOK Pages. You also cannot create new applications for your group (you can with a FACEBOOK Page).

Chapter 4: FACEBOOK Ads, Good, Bad, and Ugly

Like any system, FACEBOOK Ads has its own drawbacks: Some of them the same drawbacks you'll find in any online advertising system, and some unique to FACEBOOK. Let's take a detour and make sure our eyes are opened wide to the dangers.

While it's true that as a form of pay-per-click (PPC), a FACEBOOK Ad can reach a more tightly- focused demographic and cost considerably less – partly because mainstream marketers haven't yet discovered the potential waiting to be mined – it is nevertheless possible to rack up costs pretty quickly! One way to combat this: Have a daily budget, and set limits.

There are also rules and restrictions you need to keep in mind, so before deciding to create your FACEBOOK Ad, make sure you thoroughly read the guidelines.

These guidelines are broken down into sections:

- **Accounts**
- **Landing pages/Destination URLs**
- **FACEBOOK References**
- **Ad copy and Image Content**
- **Prohibited content (a large section!)**
- **Data and Privacy**
- **Targeting**
- **Prices, Discounts and Free Offer**
- **Subscription Services**
- **Ads for Alcoholic Beverages**

- **Copyrights and Trademarks**
- **Spam**
- **Incentives**
- **Downloads**

This page also contains a list of exclusions and formatting rules you need to observe, if you're using the FACEBOOK Platform.

There are ways to legally and ethically work your way around some of the restrictions; others are absolute.

For example, one of the general restrictions is: "No contests or sweepstakes", but Zynga got around this by simply asking FACEBOOK's permission, and following the Promotion Guidelines for permitted contests.

There are other rules in which you simply have to present your case to FACEBOOK:

1. No multiple FACEBOOK accounts for advertising purposes *unless given permission by FACEBOOK*
2. Advertisers can't automate account or ad creation *unless given permission by FACEBOOK*

And some that are absolute: For example...

1. Ads that contain a URL or domain in the body must link to that same URL or domain.
2. Ads must send users to the same landing page when the ad is clicked.

Do remember that if something is not self-evident, or your particular set of requirements goes outside the norm, you can always talk to the sales team in person, to see if there's a way you can both make what you want to do work. (After all – they want your money!)

9 FACEBOOK Ad Mistakes

There are definitely ways to reduce the effectiveness of your Ad on FACEBOOK, and here we will take a look at 9 of the most common...

- 1. Assuming that all Ads are created equal.** FACEBOOK selects Ads to repeat based on the best performers – the ones that generate the most click-through or impressions. That's why it's important to support your Ads with interactivity-promoting tactics such as having a FACEBOOK page, and making sure you really do target the right people.
- 2. Not tweaking your Ad as your campaign progresses.** Too many people create an Ad – and leave it. Even the best, most professionally optimized Ads go through a natural cycle of peaking and declining activity, so make sure you monitor this, and adjust your ads as needed. (FACEBOOK is also more likely to keep displaying your Ad, if it sees you are keeping it current.)
- 3. Not putting your Ad in the best FACEBOOK category.** To figure out the right one, you need to think like your viewer: How would she categorize your product? You may think of your custom-embroidered hemp pillows as “home décor accessories”... but your ideal customer might be looking for “green products”.
- 4. Picking too broad a category.** This is a mistake usually born of inexperience. No, it's not better to reach 1,000,000 readers in the hope that a handful

might actually be interested in your Ad subject: It's better to narrow your focus to an exact, small target group – one that will give you comparatively higher conversions (sales).

5. **Not reading all the guidelines and restrictions.** That one should be obvious, but still trips potential Advertisers up all the time. The best way not to “miss” something is not to rush through the process. Read the guidelines and restrictions first – do your homework!

6. **Rushing into Ad creation.** See # 4... and make sure you've thought of all the ways you can maximize your Ad dollars. Have a plan and don't just fire your canons off in all directions. Think through your campaign, and plan for the long term (and for modifications) too.

7. **Putting all your eggs in one basket.** Especially if it's the first time you've advertised on FACEBOOK, it's best to start small. Don't commit your entire Advertising budget to it (unless your budget is miniscule – a tiny budget being another “mistake”, but sometimes one that's unavoidable for new marketers.)

8. **Not realizing you need to link your Ad to page, event or group on FACEBOOK.** The purpose of the Ads, as far as FACEBOOK is concerned – publicizing and promoting FACEBOOK. So even if it's your own website you want to promote, your Ad should to direct people to your FACEBOOK page, event or group for your website.

9. **Not carefully checking formatting and spelling.** Make no mistake – you can easily get your Ad disapproved by using poor grammar, unprofessional formatting or having spelling mistakes.

The Privacy Issue

We've already skirted around this by discussing the Beacon fiasco. FACEBOOK has been criticized heavily for privacy infractions; not all of which are now corrected.⁴

The truth is, privacy is something you can't take for granted in any area of the internet, these days. Nor can you be responsible for people who don't take the time to check privacy settings on public sites, or take the time to institute any parameters they wish to set.

As long as you too create your FACEBOOK groups, events, pages and ads in good faith, taking care to follow ethical and sensible practices (and pick your categories and target viewers carefully, after proper research) yours won't be one of the business to suffer from any lawsuits.

Speak to just about anyone you know (especially young women under 39) and you'll most likely find that **FACEBOOK's popularity seems to outweigh its drawbacks.** This makes FACEBOOK an important venue that should not be ignored, when planning your Advertising campaigns.

Chapter 5: FACEBOOK Ads Tips and Strategies

Ensuring Your FACEBOOK Ad Campaign is Effective

Having a FACEBOOK ad campaign that is effective involves more than just popping your ad on FACEBOOK. Sure, occasionally you might get lucky and enjoy success from this type of FACEBOOK ad campaign, but you can ensure regular success by creating ads that are effective using these 5 tips.

#1 Mobile only ads – Around 75% of all FACEBOOK users will access FACEBOOK using a mobile device. FACEBOOK offers you the opportunity to create and manage mobile ads separate. One strategy that many advertisers are using is to split their targeting between their mobile campaign and desktop campaign rather than creating a separate campaign for each.

#2 Ads for your mobile app – If you have a mobile app for your brand, FACEBOOK gives you the ability to track your app download. This is very effective! Especially if you want to create your own community. With each download you will be able to organically reach those users. As a new startup that is attempting to drive users that are engaged in their product there is tons of potential here.

#3 Retargeting – It seems in recent times retargeting has reached new heights in the marketing circles. This is the type of ad that will follow you around the internet. For example, let's say you are on a site that sells shoes, whether you make a purchase or not, it's highly likely that you will see ads for the shoes you were looking at all around the edges of the internet as you browse elsewhere.

FACEBOOK provides a powerful way that you can retarget using custom audiences. This tool provides you with a simple way to reach highly specific audience groups

through the use of a combination of FACEBOOK interest data and prospect data those FACEBOOK advertisers own.

Another method that can be used to retarget is for you to create an audience using the power editor. You will need to install the Chrome plug in to be able to use this, but it will let you upload a list of customer email addresses from one of the many email marketing platforms or from an Excel spreadsheet.

#4 Experiment with your page posts – When you create a FACEBOOK ad, you as the advertiser might decide to promote a post that has already been published on FACEBOOK or you might decide to create a new post that has never been published before. You should always promote organic page posts that have had a high degree of engagement and sharing among FACEBOOK users. This will instantly add social context to your target audience and provide the highest ROI.

#5 Rotate your creative design – Switch up the creative components of your ads has long been a practice in advertising. Ads do much better when this practice is implemented.

Techniques to Improving Your FACEBOOK Ads

FACEBOOK ads continue to grow in popularity as more and more people discover the value of them.

However, if you aren't using these display ads correctly you could be wasting your marketing dollars. Let's look at 5 ways to improve your FACEBOOK ads.

#1 Create & Test Various Ad Versions

You should create a number of different versions of your ad with just minor changes in the text, design, pattern, etc. Once you have created these variations you should run your test ads for a specific period of time. This is a good way to test to see which ads are having the most impact and reach on your target audience.

#2 Run the Ads for the Correct Period of Time

Don't just take your ads down if you think they are under performing. Eventually, every ad on FACEBOOK will undergo what's called 'ad fatigue,' and you will start to have a decline in CTR. This happens because users have already seen your ad, so it loses its impact. You need to be constantly assessing the ROI on your ads so that you can revise, remove, recycle your ads to get the most out of them. Watch for when your CTR dips – that's the time to change your ads.

#3 Use Low-Friction Conversions

FACEBOOK ads will drive the user right to your site, but you need to make sure you have only a 'single call to action' on the landing page. This is how to convert the highest number of people. Any more than one solid call to action your conversion rate will actually drop.

#4 Drive Traffic to a Landing Page That's Been Optimized

Drive the traffic from your FACEBOOK ad so that you can capture leads. You need to make sure your ad is going directly to your site page and there your potential customer has to know what is expected of them next. If you don't do this correctly, you are going to be throwing your money out the window.

#5 Don't Drive Traffic to a Sales Page

If you do this you will watch them click the back button faster than you can say 'bye.' Instead, what you want to do is offer them something they can sign up for like a newsletter, give something of value away for free and in exchange have them sign up, etc. If you are giving your prospects something they want like free help, your next step will be to convert them to a paying customer.

Take advantage of what FACEBOOK ads can do for you!

Bid Higher and Get Quicker Approval of Your FACEBOOK Ads

FACEBOOK ads can be an effective way to increase your awareness, build new likes, direct people to your website, create a onetime offer, and much more. FACEBOOK ad placements are based on your bid and what most advertisers are aware of is that the higher your bid the higher your placement but what most advertisers don't know is that the higher your bid rate is that faster your ads will be approved.

If it takes a while for your ads to be approved, you are losing time when you might be testing your ads.

Just by increasing your bid rate after your ads can get approved faster. This doesn't work forever, but it does work to get things moving.

Why does this work? Because FACEBOOK's system prioritizes the advertisers based on how much you spend on a regular basis. So if you bid \$1.00 CPM but then switch it to \$0.05 FACEBOOK is going to figure it out. So, you won't want to use this trick for just too long of a time. However, it is an excellent technique if you are a new advertiser.

You should take advantage of the FACEBOOK conversion tracking tools that are offered. While driving fans is a main reason for using FACEBOOK ads, there are other

reasons like driving traffic to your site. Fortunately, if you are one of these people, FACEBOOK has tracking tools that you can take advantage of. This is a great technique to use to determine how well your ads are performing along with how much revenue the ad is generating.

When you use these tools you can decide if your current ads are causing you to lose money or generate profit. If you are not running a cost per fan ad campaign, then you should be taking advantage of this FACEBOOK tool.

Always keep the 'passion factor' in mind when you are creating FACEBOOK ad campaigns. When you create your ad campaigns if you don't consider the fact that some groups are far more passionate than others, you aren't alone – it's a common mistake among marketers and advertisers. Passionate fans will click on your ads far more often. Your job is to invoke a passionate response from your ad and the best way to do this is with passionate people.

Of course, you should also avoid boring ads. Create ads that are going to generate an emotional response and then target viewers that are passionate about your interest.

How to Expand Your Audience with FACEBOOK Ads

FACEBOOK Ads are a great tool for your online business or your traditional business. It provides a very detailed way for you to target your audience and expand that audience. You can target people based on what they do, what they like, who they are, where they live, and almost any other way you can think of. It provides you with astounding market control.

FACEBOOK ads are extremely targeted. Those people who have 'likes' that are closely related to what it is you see can easily be found and targeted with

the FACEBOOK ad system. Setting up a FACEBOOK ad campaign is easy using their simple yet very powerful tool.

There are many ways to use FACEBOOK ads to your benefit, including offers, promotions, events, app installs, app usage, website conversion, website clicks, sponsored story and increase likes. Expanding your audience to your website can easily be achieved.

Website Clicks is likely the main type of FACEBOOK ad you will use. You want to get people to click your ad, which in turn will either land them on your website page or your FACEBOOK page. Create a strong landing page for your traffic to land on is a great place to start. You'll also want to make sure your ad is very attractive and creates a strong desire to click on it.

Your ad convinces your targeted audience to click it and find out what it is you have to offer. Your landing page convinces your targeted traffic to give you their email address in return for something, such as a newsletter, access to a special deal, etc. FACEBOOK ads let you speed up this process significantly.

You can add tracking code to both your FACEBOOK ad and your landing page to see how your ad campaign is doing. You can also do this if your goal is to bring your targeted audience to your FACEBOOK page and increase your likes.

The cost of your FACEBOOK ads is in your control, which is one of the reasons for its popularity. You can set a CPC (Cost per Click) in combination with a daily limit for your ad campaign so you are never spending more than you can afford to spend. For example, you might set your CPC at 50 cents and your daily budget at \$10.

Be careful at your CPC maximum, it can go very high for some keywords. If you bid the necessary high you can spend a lot of money, if you bid too low your ads will never show, so it may be better to try another keyword.

It's time to get busy and put FACEBOOK ads to work to help to grow your audience and ultimately your sales.

3 Things You Can Do To Improve Your FACEBOOK Ads Campaign

Social media marketing constantly changes and evolves. What works on YouTube or Twitter may or may not work on FACEBOOK. What works on FACEBOOK might or might not work on other social media venues, and so there is this constant learning curve going on about how to get the most out of your post and your FACEBOOK ad campaigns. These 3 things will improve your FACEBOOK ad campaign and help you to get the most out of it.

It is Imperative That You Advertise

FACEBOOK ads have always been applauded for their ability to micro target an audience – brilliant! However, today more than ever these ads provide exceptional value because FACEBOOK continues to evolve and so does their FACEBOOK ad system.

Today, about 95% of the audience you already have will not see your posts or content on FACEBOOK. In order to increase your reach, you are going to have to increase your marketing to include paid advertising. This is the niche that FACEBOOK ads fill. Bottom line - it's time to spend some of your cash!

Find the Happy Medium

If 6 times a day is too many posts and once a week is not often enough, what is the magic number? Whether you are posting text, photo, video or a combination there is a ratio that should accompany the number of posts. Some researchers have said that after your first post of the day, the reach continues to decline. Others have shown that 5 to 10 posts a week is adequate, while still others say that you should be posting 5 posts a day. So what's the answer? That's a good question – but one answer is to take advantage of FACEBOOK ads, because in this situation your visitors are clicking and then landing exactly where you want them. As for the number of posts per day that really relies on who your audience is and what they want.

Post Your FACEBOOK Ads during Peak Times

You can review your FACEBOOK analytics or use one of the aftermarket social media marketing tools to determine just when your peak activity occurs. However, you do have to remember that the organic reach only applies to a small audience percentage. You should also not completely eliminate off peak time. For example, your middle of the night post or FACEBOOK ad, has less overall audience, but it also has less activity so it's much more likely to be seen.

There you go – these 3 things when implemented can help to improve your FACEBOOK ad campaign and make it more successful.

Getting More Out Of Your FACEBOOK Ads

FACEBOOK ads can be a powerful tool to increase your targeted traffic. Let's look at 5 ways you can get more from your FACEBOOK Ads and really up the rewards.

#1 Sponsored Story

If you have an app and you are going to be advertising using FACEBOOK ads, make sure you take advantage of Sponsored Stories on mobile. Getting these mobile clicks is important if you want them to download your app. E-commerce research shows that when a user downloads a retailer's app they generally spend more with that retailer.

#2 Do Your Own Bidding

Make sure you do not let FACEBOOK bid for you. It can look like that's your only option when you are creating your ads, but that's not so. In the small print you can select the 'advance pricing model,' which puts the control back in your hands letting you set your own CPM or CPC. Your credit card is on file with permission to place charges on it. If you let FACEBOOK do your bidding you could be in for a big shock!

#3 Engage in Thorough Testing

Test and then test some more. Test different ideas, different ways of targeting your market – test two different versions of an ad – test – test – test. When you are happy with the results you are achieving you can make that your final choice. FACEBOOK provides you with tons of data that you can analyze to see how your ads are doing.

#4 Make Use of FBX

FACEBOOK has recently added FBX, which is a new ad exchange. This is one of the biggest improvements to advertising to be seen in years. FBX for the most part operates like a traditional exchange that marketers are familiar with, bidding in real time, but FBX is upping the ante. If you are going to take advantage of FBX you will need to have your own data and be ready to work with one of the DSP vendors. The cost is going to make your way more efficient.

#5 Works around FBX Shortcomings

The biggest complaint is that FACEBOOK is not providing the data, but that doesn't mean you can't have highly targeted ads. You just need to learn the workarounds of FBX and you'll be getting more out of your FACEBOOK ads than ever before.

Wrapping Up

Given the great success that many marketers have enjoyed pushing their products or services through the social networking community, I guess that many people might assume that doing the same with Facebook should not be so difficult. Anyone who seriously wants to try to market using Facebook needs to understand that right from the outset. Facebook members truly do see their site as a genuine community and are fiercely protective of it.

Thus, promoting and attempting to sell a product or service on Facebook in a direct manner is unlikely to work, and until 'Social Ads' is better established, it is a little hard to know whether they will make a significant difference to this picture. That way, I have no doubts at all that using Facebook to market your products and services can be every bit as profitable as any other social networking site.