Module 6 Workbook

Facebook and Instagram Ads

To-do's

- ☐ Install the Facebook ads pixel

- ☐ Check that the pixel is working using this Chrome app (click here)

- ☐ Go to Facebook ads manager and create a new ad - look at the different types of ads available to determine which best suits your needs. Post in the group any questions you have!

- ☐ Build your ad set - suggestions can be found on the next page

- ☐ Determine your placements

- ☐ Determine your budget and length of time for the ad to run

- ☐ Create /choose your images, graphics, videos

- ☐ Create the text for your ad using the template in this workbook

- ☐ Choose a button (ie learn more, download)

- ☐ Monitor the ad after 2 days and then every 2-3 days

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Types of ads (most common)

- Traffic to your site (ie for blogs)
- Conversions (ie for your Opt-In sign ups)
- Engagement (ie to get more likes, comments or shares on Facebook posts)
- Events

Creating your ad set

- Who are the authority figures, thought leaders, or big brands in your niche?

- What books/authors/magazines/publications does your ideal client read (that are related to YOUR niche)?

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- What events/conferences do they attend? What associations are they part of?

- What websites do they frequent?

- General – Age ranges, gender, language

- Location – Choose your city and a range of miles or States nearby

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- Other interests – What are they interested in? Yoga, meditation, wellness

- Parents – Target based on the ages of the children

- Using an email list: if it's large enough, you can choose to target the people on your email list (ie through Mailchimp)

Remember! Save the ad set for future use!

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Choose your placements

Where do you want the ad to be seen?

Desktop News Feed   Instagram

Desktop Right Side   Audience networks

Mobile

Determine your budget

How much money do you want to spend and for how long do you want to run the ad?

Choosing images /graphics / videos

Facebook allows up to 6 images per ad. Use all 6 and then reduce based on performance.

Facebook has a restriction on the amount of text you can place on a graphic or image so be mindful of that. Check here.

Images should represent you and your brand. Often an image of you with a small amount of text will work best.

In the image section of the ad development, you can also browse stock images

Videos should be short. 15 seconds is ideal. No more than 60 seconds for Instagram

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Writing the text for the ad

- Headline: Right under the picture, normally only a few words and in CAPS)

- Subheadline: Under the headline, 1-2 short sentences

- Text: Above the image

- Button (download now, sign up, learn more...):
- Check what the mobile version of your ad looks like – often times, it won't have a subheadline and the headline might be cut off

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After 2 days of running the ad, check:

- Images / Video: Which are performing best and worst?
- Location and age demographics - which are the least expensive?
- Make under-performers inactive.
- You may need to wait a few more days to make a final determination.

Additional Notes