

LEADGEN180 FACEBOOK ADS COURSE



INTRODUCTION

This course is your introduction to Facebook Advertising. In it you will learn the basics of advertising on the largest social media platform and be able to build and run simple ads

Our hope at LeadGen180 is that you will be able to use this course as an introduction to online marketing. Once you're ready to take your ads to another level, contact us at LeadGen180.com to take advantage of your exclusive Club Reduce discount.

LESSON 1: ONLINE MARKETING BASICS

Answer the following Questions:

Do you have a lead follow-up system?

Who is responsible for following up on your leads?

Do you use a tickler?

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LESSON 2: SETTING UP YOUR FACEBOOK PAGES AND ADS ACCOUNT

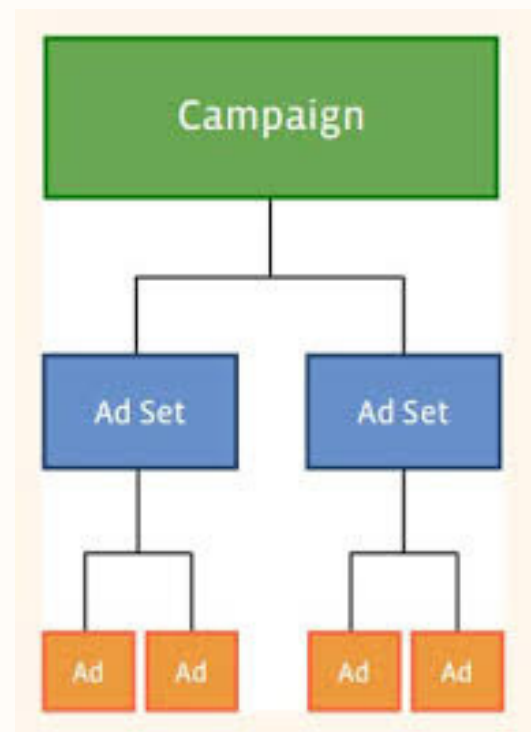
Checklist:

Tip: Make sure your Facebook Page name matches your advertising goals. So if you are advertising for Weight Loss, try not to put Chiropractic in the Facebook Page name.

- ☐ Facebook Page Set Up - <https://www.facebook.com/pages/create>
- ☐ Facebook Ads Account Created - <http://facebook.com/ads/manager/settings>

LESSON 3: FACEBOOK ADS STRUCTURE

What Campaigns Will You Be Advertising For?



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LESSON 4: IDENTIFY YOUR GOAL















What Is Your Goal?

What Are Your Steps To Payment?

_____ > _____ > _____ > _____ > _____ > Goal

LESSON 5: FACEBOOK OBJECTIVES

Your Facebook Objective should be "Send people to your website" if you have a landing page or "Collect leads for your business" if you don't have a landing page. Once you have mastered building Facebook ads and learned how to use the Facebook Pixel, you can use a Conversion goal.

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	 Get people to visit your stores

LESSON 6: BUILDING YOUR AUDIENCE

Who are my ideal customers? (Use demographics such as age, annual income and education level and psychographic information such as behaviors, hobbies and values.)

What are their pain points?

Why should they buy from me?

What are their most common objections to doing business with me and how can I address it? (Cost, time, etc.)

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More Demographics:

Relationship Status, Field of Study, Rent or Own, Generation (ie baby boomers), Home Value, Are They A Parent, Life Events, Political Views,

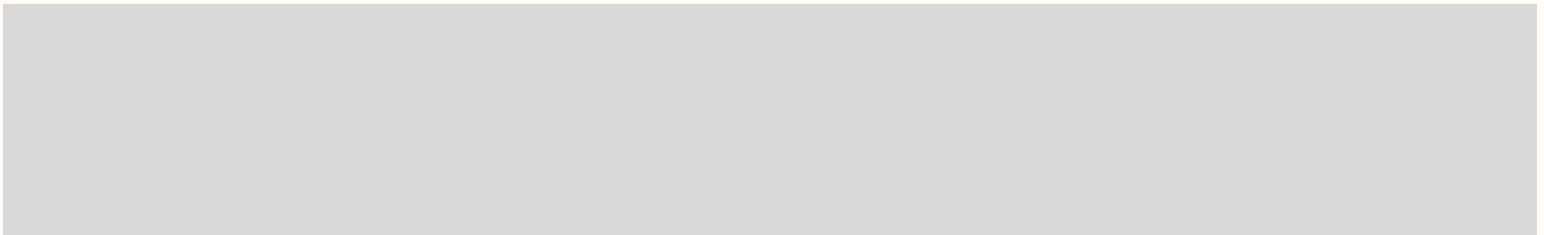
More Interest Targeting:

Tools, Books or Magazines, TV Shows, Events, Facebook Pages

Targeting Tip:

In targeting, size doesn't really matter. The goal is to show your ad to an audience who is most likely to respond to your ad. So don't get discouraged if your ad set only targets 5,000 - 10,000. You can have as many targeted ad sets as you need!

What Are Your Ad Sets (Symptoms, Interests, Tools, etc



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LESSON 7: PLACEMENT AND BUDGET



What Is Your Monthly Budget?

LESSON 8-9: AD IMAGES

Tools to Create Facebook Ad Graphics

<http://canva.com>

<http://picmonkey.com>


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Like Page

Wanted: Salt Lake County Residents Experiencing Weight Gain, Depression, or Brain Fog

We want to invite you to a Free Thyroid Dinner Seminar at Brio Tuscan Grill in Salt Lake City, Utah.

Learn about the symptoms of a thyroid disorder and solutions to start feeling like yourself again! Call: 801-590-0880 to hold your seat.



Dinner On Us!

FREE Thyroid Dinner Seminar With Our Doctor at Brio Tuscan Grill. Find Out If Your Symptoms Point To A Thyroid Disorder.

THYROIDHELPUTAH.COM

Learn More

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LESSON 8.5: AD TEXT

Text

Headline

Link Description

TEXT →


HEADLINE →

LINK DESCRIPTION →

Wanted: Salt Lake County Residents Experiencing Weight Gain, Depression, or Brain Fog

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Dinner Is On Us!

FREE Thyroid Dinner Seminar With Our Doctor at Brio Tuscan Grill. Find Out If Your Symptoms Point To A Thyroid Disorder.

WWW.THYROIDHELPUTAH.COM

[Learn More](#)

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LESSON 11: EVALUATING YOUR AD

After a week of advertising, calculate the following stats:

Week 1

Cost/Lead

Cost/Conversion

Week 2

Cost/Lead

Cost/Conversion

Tip: Facebook isn't a plug and play platform. What may work in one city, may not work in another. That's why it's important to keep trying new images and offers until you find something that works. Don't get discouraged if your first ad isn't a homerun!

CONCLUSION

Congratulation! You've made it to the end of the LeadGen180 Facebook Ads Course. You should now have a basic understanding of how to submit your ads to Facebook.

While this mini-course is a great starting point for learning how to do Facebook ads, it is by no means meant to be a comprehensive resource.

If you want to take your online advertising to the next level, reach out to us at LeadGen180.com. We would be happy to craft a custom ads campaign for your clinic.