



Action Plan – Module 7

Facebook Ads

1. Create Facebook account under your personal name if you do not have one already (you can't create a Facebook account under a business name)
2. Click on “ads” link on the left side navigation bar to start creating your first campaign.
3. Click “Create An Ad” option and make sure you use an eye-catching image as that has the most impact on an ads performance.
4. Select you “Interests” very carefully as they are like keywords. I would only put a maximum of 2-3 “Interests” per ad to ensure precise targeting and a higher click-thru rate.
5. Split test various ads using the “Create Similar Ad” button and continue improving ad copy for higher CTR.
6. Facebook is very picky about what they allow you to promote or what type of landing page that you use. One strategy to get your ads approved is to send the traffic to a Facebook fan page related to your offer.
7. Create a Facebook fan page related to your offer and siphon the traffic off teh fan page onto your list or to the offer.