No Hassle Club - August 2019

SELL: Facebook Ad

Objective: Creating, from start to finish a Facebook Ad to promote your product and/or challenge and/or freebie etc. so you can start making $$$.

Session #1: Overview of FB Ads Manager + Choosing your Objective + Budget

Who REALLY completed the Facebook Ads Crash Course? :-)

Overview of FB Ads Manager

NO HASSLE
CLUB

Objective of your project

- Freebie
- Webinar
- Product
- Brand awareness
- Building audience so you can retarget
- Build up hype
- Engagement
- Video series/FB lives

NO HASSLE
CLUB

Budget – some things to consider

- Your available budget…
- How much can you afford to invest before you see any ROI
- Your expected ROI
- Your goals
- Your product price point

1. Facebook ads allow you to grow your business & make money like no other tool
2. You need the stomach, patience and some disposable money to do it
3. It gets better and easier with time and experience
4. You can start small to practice and grow your confidence

NO HASSLE
CLUB

Your mission

Open a FB ads account if you haven't already

Find your pixel ID number and add it to your website (Video #2)

Decide on your objective for this project

Decide on your budget

NO HASSLE
CLUB

Session #2: Campaign Objective + Setting up your Ad Set

Campaign Objective

How do you want FB to measure conversion?

Set up conversion pixel on your website (Video #2)

Targeting your audience (Videos #4 and #5)

Placements

Budget (Video #3)

NO HASSLE
CLUB

Your mission

Complete the entire set up of your Ad Set including:

1. Installing your conversion pixel on the right page
2. Creating a custom (multi-layered) audience (+other audiences such as people who signed up/bought etc.).
3. Budget
4. Placement

NO HASSLE
CLUB

Session #3: Before we start...

How are you doing?

- Did you set up your Ad Set?
- Do you understand what you are doing? :-)
- Feeling overwhelmed?

NO HASSLE
CLUB

Session #3: Ad Level (images)

- Create 2-3 variations of your image (watch video #6)
- Don't overthink it, you don't know which one will work
- No more than 20% text - test before publishing
- Small budgets don't allow for too much split testing, especially over a short time
- If you are doing a carousel ad - you can choose to change just the text on the ad, and not the images

NO HASSLE
CLUB

Your mission

Create the image/s for your ad + variations

Upload the image/s to your ad (duplicate the ad if needed or wait until we have the text ready in the next session)

Session #4: Ad Level (text) + Under the hood of my Ads Manager

- Finish the text for your ad
- Finish creating the variations for your ad
- Click "Confirm" to submit your order and then turn it off if you want.
- Mazal Tov!
- What's next?
  - Analyzing the data
  - Split testing
  - Increasing budget

NO HASSLE CLUB

Your mission

Create the image/s for your ad + variations

Upload the image/s to your ad (duplicate the ad if needed or wait until we have the text ready in the next session)