

Kevin Fahey's

# Profitable FB Ads In 7 Simple Steps

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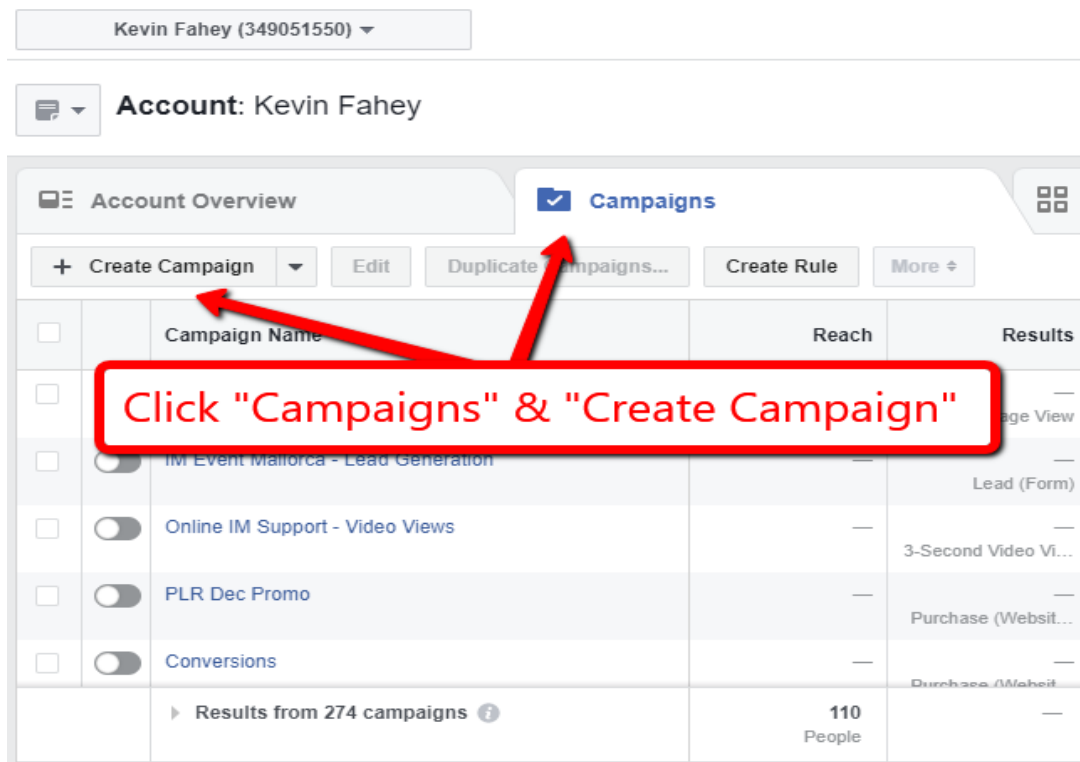
# Introduction.

Thanks for getting this free report on Facebook Advertising.

This report is a guide to setting up a profitable Facebook Ad Campaign in 7 easy to follow steps. You'll learn how to target, how to bid and what works for creating a high converting ad the people will click and take action on.

## The 7 Steps.

1. Open Power Editor and click the Campaigns Tab and then Create Campaign.



## 2. Choose Your Campaign Objective. In this case we'll use Traffic.

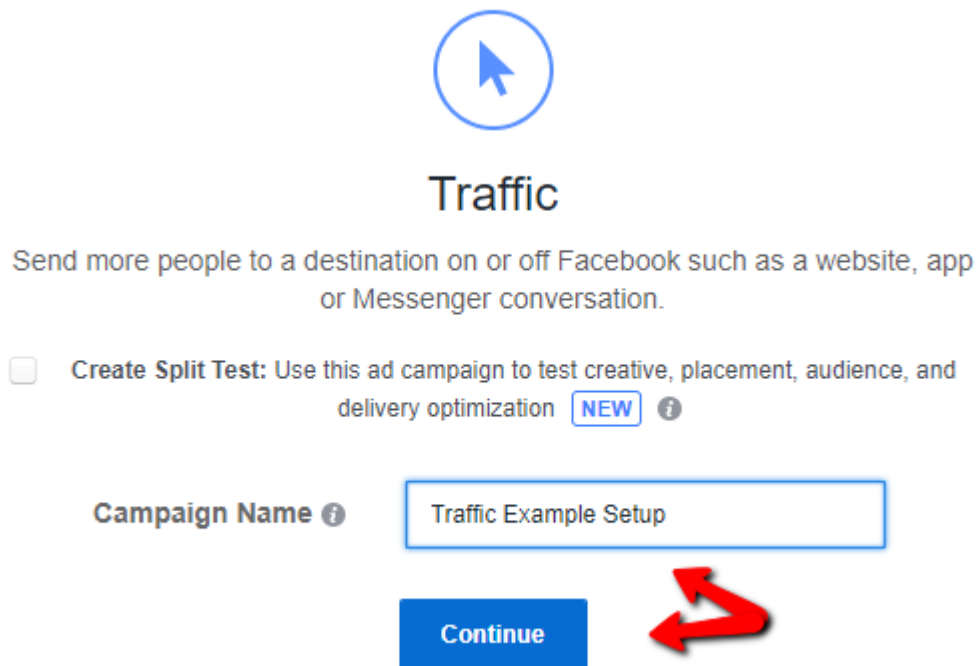
**Campaign:** Choose your objective.

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** **Reach and Frequency**

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	

### 3. Enter Your Campaign Name & Click Continue.



The screenshot shows the Facebook Ad campaign setup interface for the 'Traffic' objective. At the top, there is a blue circular icon with a mouse cursor. Below it, the word 'Traffic' is displayed in a large, bold font. Underneath, a descriptive sentence reads: 'Send more people to a destination on or off Facebook such as a website, app or Messenger conversation.' There is an unchecked checkbox for 'Create Split Test: Use this ad campaign to test creative, placement, audience, and delivery optimization' with a 'NEW' label and an information icon. Below this, the 'Campaign Name' field is highlighted with a blue border and contains the text 'Traffic Example Setup'. A blue 'Continue' button is positioned below the text field, with a red double-headed arrow pointing to it from the right.

### 4. Name Your Adset For Reference & Choose Your Target Audience

**Adset Name:** Example Adset 1

**Traffic:** Website

**Audience**

Custom Audiences: Leave Blank Unless You WAnt To Retarget Previous Visitors)

Locations: Norway, Denmark, United Kingdom, Switzerland, Finland, Sweden, Ireland, France, Germany, Austria, Belgium, Italy, Portugal, Estonia, Hong Kong, Israel, United States, Saudi Arabia, Canada, Hong Kong. Singapore, Australia.

Age: 30 - 65 (This can vary depending on your niche. It's able a good idea to create difference age brackets and test the results. (Ex 30 - 39 / 40 - 49 / 50 - 59 / 59 - 65+)

Gender: Leave on all. (Again if you wish you can create one targeting males and another females depending on what you are selling.

Languages: English (All)

Detailed Targeting: Here we choose interests that are similar to our product or brand.

For this example we'll type in Email Marketing

The screenshot displays the Facebook Ads targeting interface. On the left, a map shows 20 locations added, with a red arrow pointing to the 'Potential Reach: 450,000 people' metric. Below the map, filters for Age (30-60), Gender (All), and Languages (English (All)) are visible. On the right, the 'Audience Size' section shows a gauge indicating 'Your audience selection is fairly broad.' Below this, the 'Estimated Daily Results' section shows a 'Reach' of 420 - 2,000. A red box highlights the 'Potential Reach: 450,000 people' metric.

**IMPORTANT TO NOTE:** Notice the potential reach of 450,000. If we change anything from age, location, interests, gender. This number will automatically change. For this example we want to narrow down this audience more.

Notice the image below I clicked Narrow Further and entered Facebook Page Admin. The potential reach is now 270,000. Generally I use audiences sizes between 50,000 & 300,000.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Business and industry > Online  
Email marketing

Add demographics, inte... | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Behaviors > Digital activities  
Facebook Page admins

Add demographics, inte... | Suggestions | Browse

Exclude People or Narrow Further

Expand interests when it may increase link clicks at a lower cost per link click. ⓘ

Create a Lookalike Audience based on people who are already interested in your business. We'll use traits, like location, age and interests, to find similar people.

To get started quickly, choose a high quality Custom Audience as a source, like past purchasers.

Create a Lookalike Audience

**Audience Size**

Your audience selection is fairly broad.

Potential Reach: 270,000 people ⓘ

**Estimated Daily Results**

Reach  
500 - 2,100 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget

Connections: Leave as is

### 5. Placements

You can to edit placements and only choose Feeds & Right Column

Platforms

- Facebook
  - Feeds
  - Instant Articles
  - In-Stream Videos
  - Right Column
  - Suggested Videos
- Instagram
  - Feed
  - Stories

## 6. Budget & Schedule

Budget: We generally start with a \$7 - \$10 per day budget and scale if the adset is working.

Schedule: Unless required, click Run my ad set continuously starting today.

Optimization for Ad Delivery: Change To Landing Page View

Leave everything else as is and click Continue

## 7. Create New Ad

Identify: Choose your Facebook Page

Format: Single Image (Upload an image 1200 x 635)

Links: Enter your landing page URL

Headline: Enter a clear headline for your ad

Text: Enter the text you want to appear above the ad.

Call To Action: Use Download (or other if more suitable)

News Feed Link Description: Enter the text you want to appear below the image

Display URL: Enter the landing page URL again

Facebook Pixel: Turn on (This should be setup and active)

Review the image below and notice the most important part to this advert. Use this for creating your own.

- In the text I'm clearly stated what they need to do. "Click the image or DOWNLOAD button to access."
- In in the headline I repeat DOWNLOAD
- In the New feed text I repeat CLICK HERE
- The call to action button is DOWNLOAD.

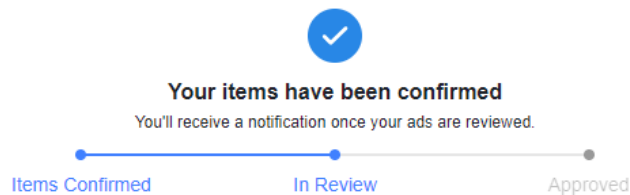
The person viewing the ad is clear about what they need to do in order to get the checklists as I've repeated in many times. This works for all types of advertising.



## Ad Preview

The image shows the Facebook Ad creation interface on the left and a desktop news feed preview on the right. The interface includes fields for Destination (Website URL: https://imchecklist.org/), Headline (18 Email Marketing Checklists You Need - DOWNLOAD), Text (Want to know the key to success with email marketing...), Call To Action (Download), Multiple Languages (optional), News Feed Link Description (This is a limited time special offer so don't delay. Click HERE), and Display Link (optional). The news feed preview shows the ad as it would appear on a desktop, with red arrows pointing to the 'Like Page' button, the 'Download' button, and the 'Like', 'Comment', and 'Share' interaction buttons.

This next step in click continue and wait a few hours (usually quicker) for your ad to be approved.



## Conclusion.

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I hope you enjoyed this report. Thankfully Facebook offers ways different ways to drive traffic to your offers and websites. Other methods include Video Ads, Lead Ads, Page Post Engagement Ads and many more which all work effectively.

If you would like to access our 30 part video training course which contains over 3 hours of over the shoulder training click the link below.

To YOUR Success,

Kevin Fahey

**CLICK HERE TO ACCESS OUR 30 PART VIDEO TRAINING COURSE ON  
FACEBOOK ADVERTISING**

