facebook Advertising 101

How To Create Facebook Ads That Work

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CHAPTER 1 – THE EMERGENCE OF FACEBOOK ADVERTISING

First and foremost, I would like to sincerely thank you for picking up a copy of "Facebook Advertising 101".

In this guide, I will be showing you everything you need to know (in a step-by-step manner) on how you can set up a Facebook ad campaign that not only gets approved, but also one that will attract lots of clicks and gets you the results you desire.

Before I move into the details, let me first give you a brief introduction about Facebook advertising.

Facebook advertising was introduced on November 6, 2007 by Mark Zuckerberg (Founder and CEO of Facebook), which allowed businesses to effectively reach out and connect with targeted Facebook users easily, effectively, and most importantly, cheaply.

Facebook's advertising platform is, in many ways, similar to that of Google Adwords. So, if you have some experience with advertising in Google Adwords, you shouldn't have a problem with the Facebook ad platform.

However, if you do not have any experience with Google Adwords, not to worry – This guide will cover everything you need to help you get started.

In case you are wondering how a Facebook ad looks like, the following is a screenshot showing you where you can find Facebook ads (I've highlighted where you can find it in a red rectangular box):
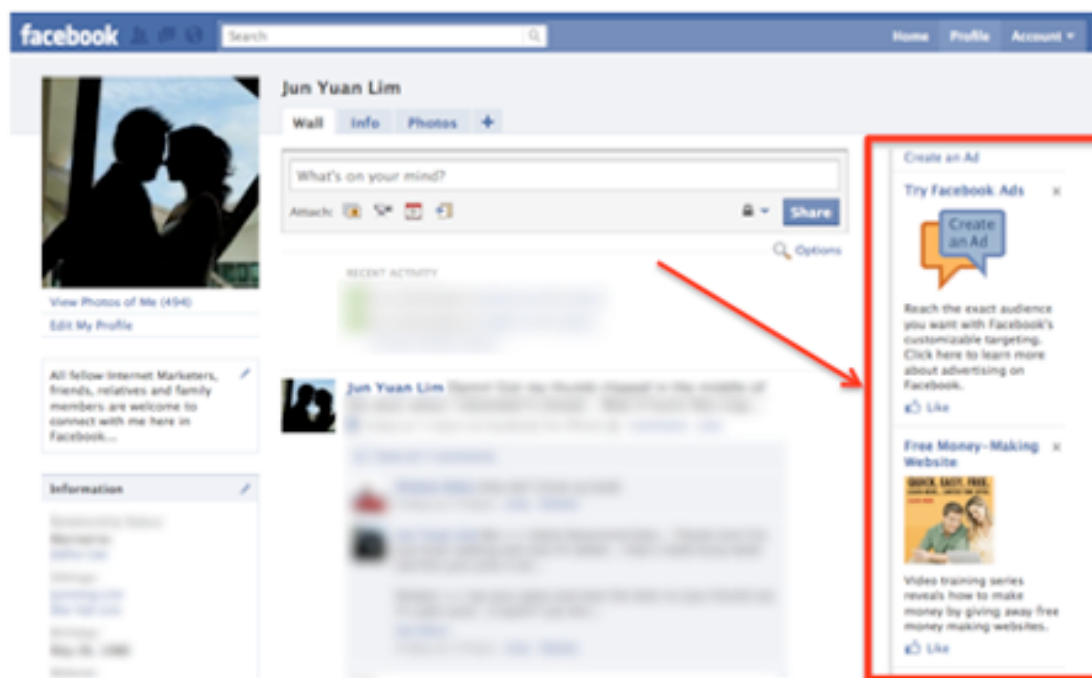
You can find Facebook ads in places such as your Facebook profile page, Facebook groups, Facebook messages, etc. (You can locate all the ads on the right hand side, in the position where I have highlighted in the screenshot above).

Facebook displays ads to you based on several criteria, such as your likes and interests (which you have specified in your profile), Facebook pages that you like, groups that you have joined, etc. Based on the information that was collected, they will display ads that they think you may be interested in.

Now, let me zoom in a particular Facebook ad (that was published in my profile page) and explain to you how a Facebook ad works:

In a typical Facebook ad, you will see a headline (which in the above sample ad you see *Free Money-Making Website"*), an image (which describes what the ad is about), followed by an ad body (which in the above ad you see *Video training series reveals how to make money giving away free money making websites."*)

Not only that, notice there is an "x" button on the top-right hand corner of the ad, as well as a "Like" button below the ad?

Here's the thing – If you find the ad irrelevant to you (or after you clicked on the ad and visit the website, you find the website which you are eventually directed to is not what the ad copy describes), simply hit on the "x" button, and Facebook will not show you that particular ad anymore (as well as other ads that are similar in nature).

On the flip side, if you like what you have seen, you can click on the "Like" button, and Facebook will show you more of such ads.

In fact, users of Facebook have power to decide the kinds of ads they would like to see want to see. Therefore, in order for you to be able to get the results you desire with Facebook ads, you need to give your targeted audiences exactly what they want.

Now that you have a good feel, as well as understanding, of what Facebook advertising is all about – Such as how a typical Facebook ad looks like (along with how it works), I will now show you (in the next chapter) how you can put up your very own Facebook ad, in a step-by-step manner so that you will be able to follow through easily (even if you are a complete newbie to paid advertising).

On top of that, I am also going to share with you how you can get your ad approved the very first time you submit it, my personal ad bidding strategy, as well as some simple tips on how you can analyze the performance of your ads (and make necessary changes to improve it).