

# THE ULTIMATE **facebook ads** Jumpstart Guide



# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

This jumpstart guide is a great introduction to Facebook Advertising. In it you will learn the basics of advertising on the world's largest social media platform and be able to build and run simple ads in under an hour!

But, if you **really** want to use Facebook Ads to sell your products and services and accelerate the growth of your business, you will want to check out our **Facebook Ads Launch Pad Mini-Course**. At just \$9, it is the tiniest investment you can possibly make in your business with the expectation of getting the type of game-changing results this course can bring you. And, with a full 60-day “no questions asked” money-back guarantee, you have nothing to lose! Check it out!



[Check Out Facebook Ads Launch Pad Now!](#)

## About Boom! Social

Boom! Social is an industry-leading digital and social media marketing firm dedicated to helping small business owners grow their online communities and leverage the power of social selling to build their businesses. At [www.boomsocial.net](http://www.boomsocial.net) you will learn how to...

[Create Jaw Dropping Content](#)

[Drive More Traffic](#)

[Build Social Media Engagement](#)

[Convert More Sales](#)

NOTE: If you are brand new to our community, click one of the links for free, instant access to some of our most popular content on the subject you need the most...Content, Traffic, Engagement or Conversion. If you like what you see, you can subscribe to our Newsletter and get our latest marketing information in your inbox every week!

# TABLE OF CONTENTS

Introduction.....	3
Step 1: Choose Where to Work.....	4
Step 2: Understand Your Ad Structure .....	8
Step 3: Create Your Ad and Choose Your Objective .....	10
Step 4: Build Your Audience .....	13
Step 5: Set Your Budget and Schedule Your Ads .....	17
Step 6: Ad Graphics or Video .....	19
Step 7: Ad Text and Preview Ad.....	22
Step 8: Place Your Order! .....	24
The Ultimate Facebook Ads Checklist.....	28

PUBLISHED BY: **Boom! Social**

3750 Gunn Highway, Suite 201 Tampa, Florida 33618

© Copyright 2016 Boom! Social Media Marketing LLC All rights reserved.

May be shared with copyright and credit left intact.

# INTRODUCTION

If you are like over **3 million** other small business owners, you know that Facebook Ads flat out work! Boom! Social runs hundreds of thousands of dollars' worth of Facebook Ads each year and has compiled this guide to help you run yours quickly, efficiently and effectively!

At the end of this guide you will find our **“Ultimate Facebook Ads Checklist”**. For those with extensive Facebook Ads experience you can jump right to it and use it to keep you organized each time you build a new ad.

For those new to Facebook Ads, we recommend going through the guide below first and using it as a roadmap the first several times you build an ad. Once you get the hang of things, you can begin using the checklist exclusively.

In either case, following the guidance below will help you create amazing, high-performing Facebook Ads time-after-time!

There are 8 steps to doing great Facebook Ads. Let's talk about each.

# STEP 1: CHOOSE WHERE TO WORK

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

There are three primary places from which you can run Facebook Ads. They are:

1. **On Your Facebook Fan Page:** You can build four types of ads directly from the “Promote” button in the menu in the left hand column of your Facebook Fan Page. These include: Promote Your “Learn More Button” (the CTA button in your cover photo area), Promote Your Website, Promote Your Local Business and Promote Your Page. You can also “Invite Your Friends” to “Like” your Fan Page for free!

Doing so is quick and easy and fine for simple ads such as “Promoting Your Page” (getting more “Likes”) and “Boosting” posts (increasing reach). However, you can also run these types of ads in both the Ads Manager and Power Editor (see below).





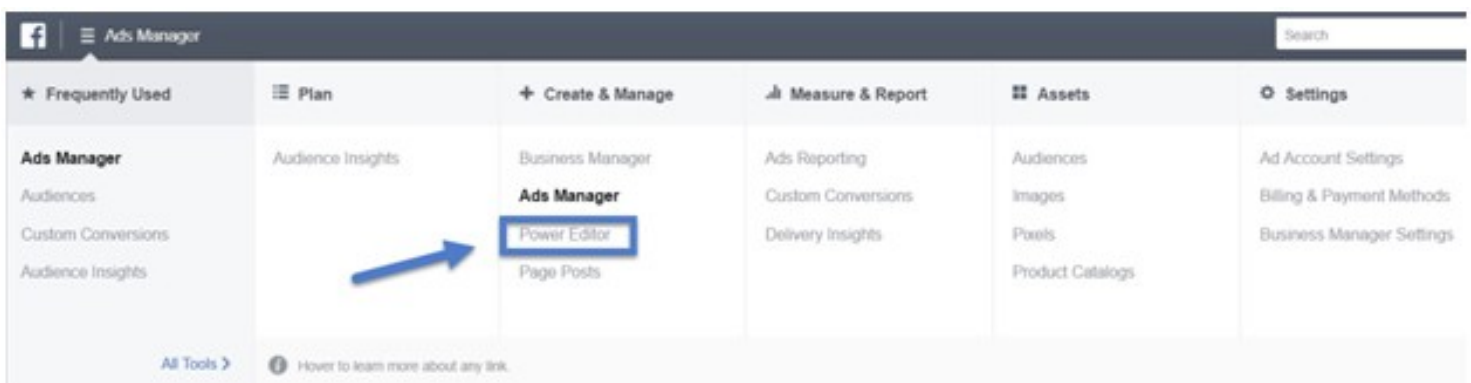
# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

You can also increase the reach of (called “boosting”), posts directly from your Facebook Fan Page by clicking the blue “Boost Post” button at the bottom right-hand corner of each post.



**2. Power Editor:** This is the most difficult to use, but also the most powerful of the Facebook Ad building locations. You should use Power Editor if:

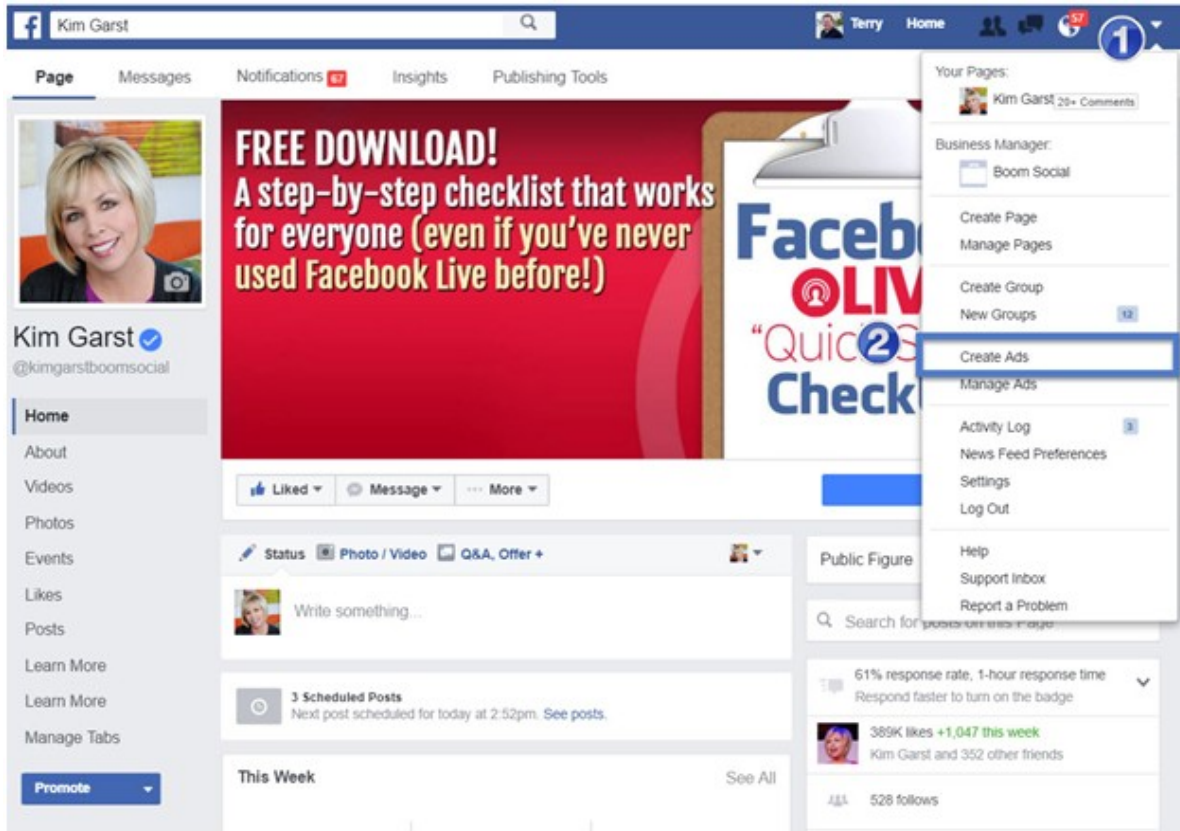
- You want to run ads to “unpublished” posts (ones that won’t appear on your Timeline), often called “dark” posts
- Need more characters of text in your ad. There is no limit to the number of characters you can use in ads built in Power Editor
- You want to do bulk uploading or editing
- You want to use very specific online and offline targeting



Access the Facebook Power Editor through your Ads Manager Navigation Menu

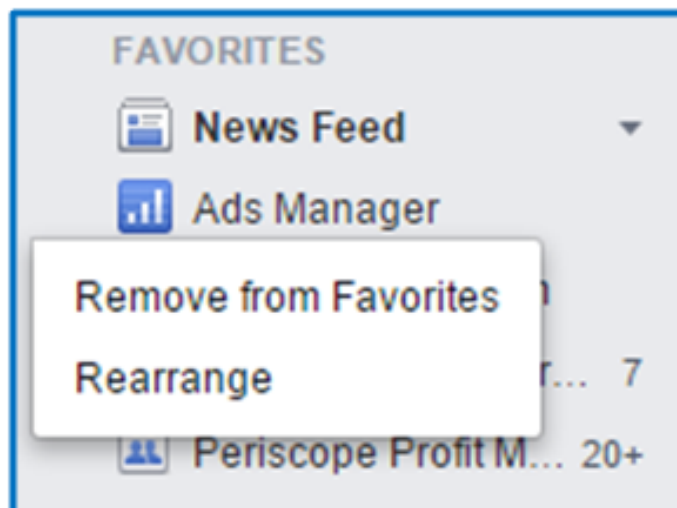
# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

3. **Ads Manager:** An overwhelming majority of all Facebook ads are created using the Ads Manager. The Ads Manager combines the ease and functionality of on-page promotions with the horsepower of the Power Editor while being much easier to use. For this reason, we recommend that all new and intermediate level users create and manage their ads in Ads Manager.



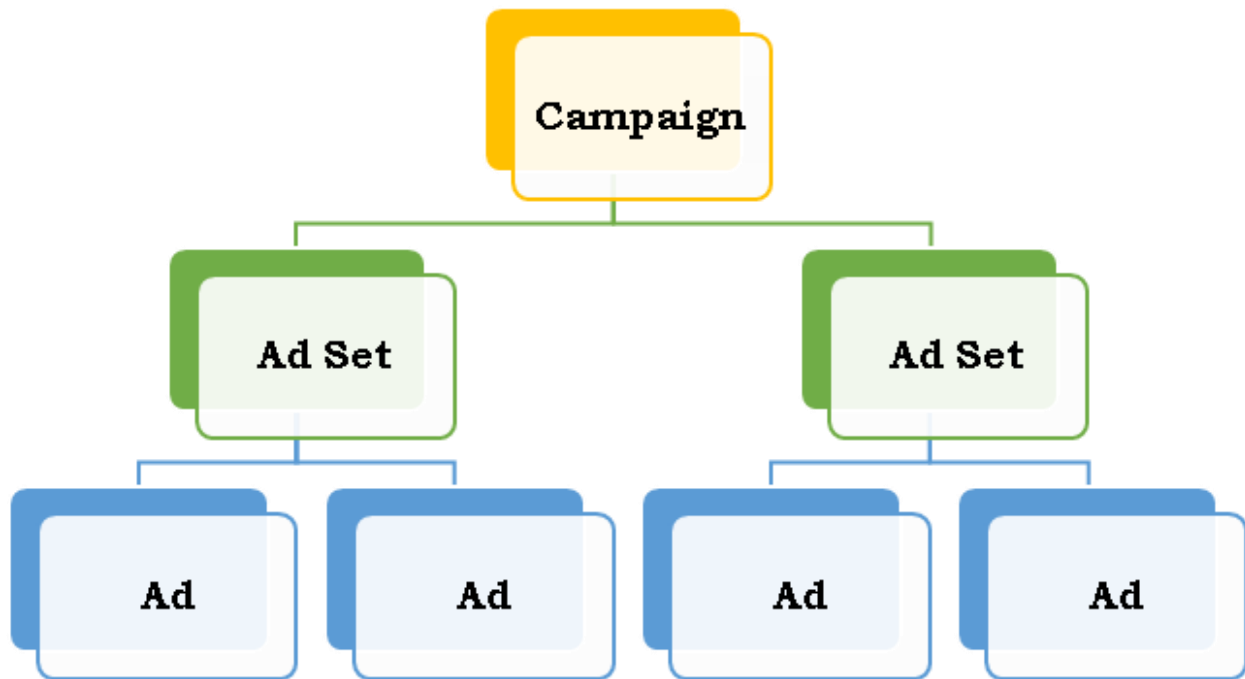
One of Several Ways to Access the Facebook Ads Manager

Add Ads Manager to Your Favorites Bar to Make it Easy to Find





# STEP 2: UNDERSTAND YOUR AD STRUCTURE



Each Facebook Ads “Campaign” has a separate and unique objective (i.e. – website visits, page likes or video views). Inside of each campaign are one or more “Ad Sets”. “Ad Sets” are used to sort ads with different audiences, start and stop dates, bidding and budget. Inside each “Ad Set” are one or more “Ads”. Each ad has a different graphic, headline and/or text.

The process of creating individual campaigns, ad sets and then ads in Ads Manager begins with a single click of the “Create Ad” button and choosing the single objective for your campaign.

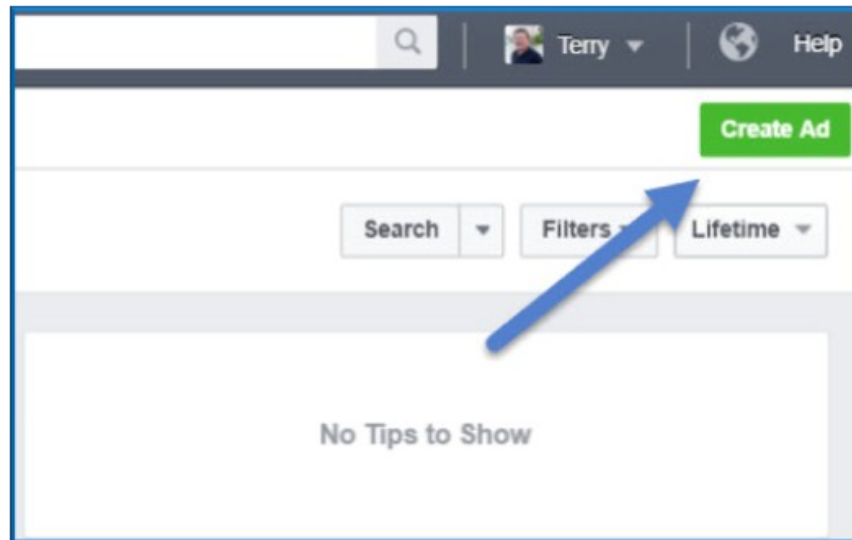
**Note:** The remainder of this Jumpstart Guide will apply to ads created inside of the Facebook Ads Manager. For a step-by-step guide to creating ads using Power Editor, refer to this excellent post by [Kissmetrics](#).

**“Ad Sets” are used to sort ads with different audiences, start and stop dates, bidding and budget.”**

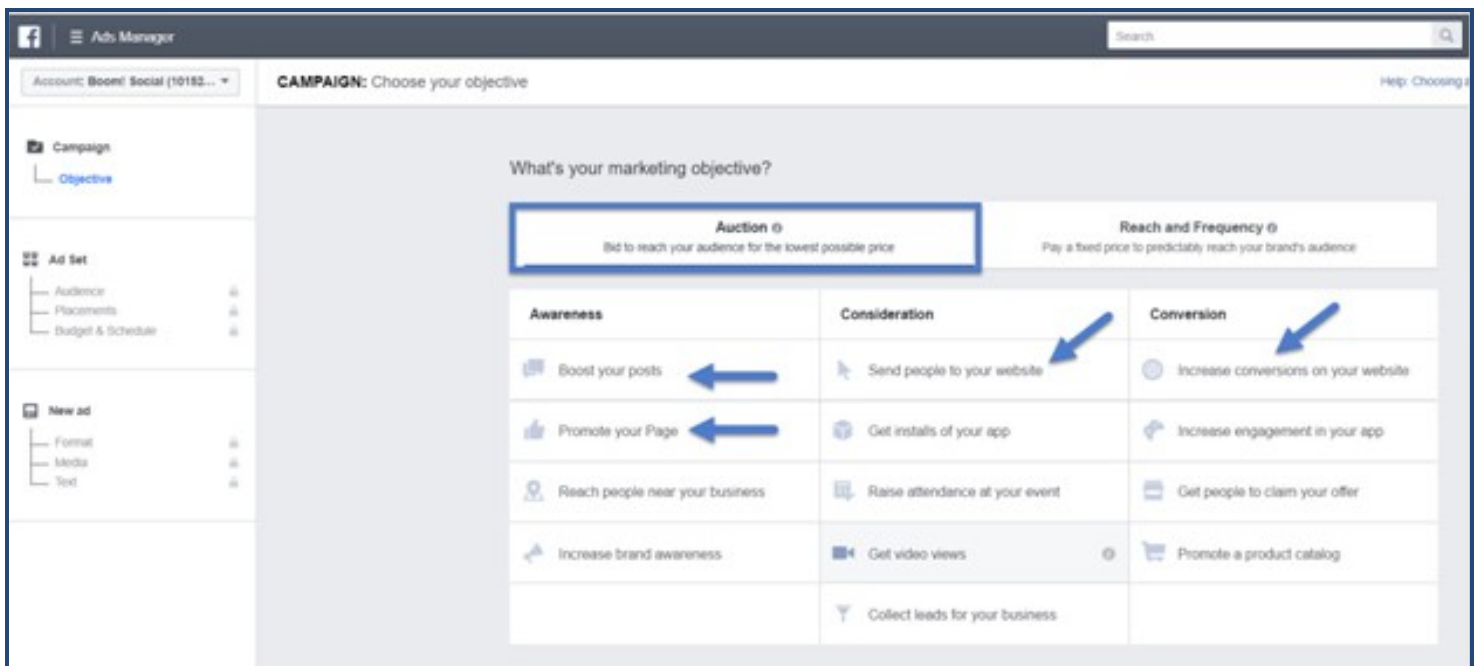
**STEP 3:  
START YOUR  
AD &  
CHOOSE  
YOUR  
OBJECTIVE**

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

Go to Ads Manager and click the “Create Ad” button at the top right-hand corner of the page:



That will open a new page where you can “Choose the Objective for Your Campaign”.



# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

There are 13 objectives to choose from. **Selecting the proper objective is critical to your campaign's overall success.** An overwhelming majority of Facebook Ads use one of the top 4 objectives: "Boost Your Posts", "Promote Your Page", "Send People to Your Website" or "Increase Conversions on Your Website".

On this screen Facebook also allows you a choice of two ways to bid, by "Auction" or by "Reach and Frequency". If you are new to Facebook Ads and/or don't have a large Facebook Ads budget you will want to select "Auction".

Select the action you want Facebook to optimize your ad for.

**Note:** The objective, "Increase Conversions on Your Website" requires the installation of a tracking pixel on your website. You can find information on installing pixels [here](#).

As soon as you select your objective, a window will open up to the right. You will either select the post you wish to boost, page you wish to promote, app url, etc. In many cases, the only action required is to name the campaign.

**CAMPAIGN:** Choose your objective Help: Ch

Awareness	Consideration	Conversion
Boost your posts	<input checked="" type="radio"/> Send people to your website <b>1</b>	<input type="radio"/> 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	

**Clicks to Website**  
Increase the number of visits to your website. **2**

Campaign Name Website Clicks

Continue

# STEP 4: BUILD YOUR AUDIENCE



# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

---

Building the right audience (the people who will see your ads) is another critical component of their ultimate success.

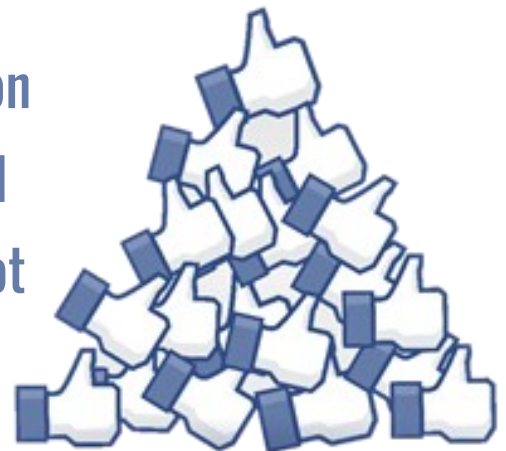
If you have been using Facebook Ads for a while you have probably created several custom audiences and can choose one of those to target your ads to.

For those new to Facebook Ads, or those who have never built a custom audience, you have several choices to make regarding location, age, gender, language, interests, behaviors and connection type. These selections are made easier by first creating a customer avatar, also known as an “ideal client profile”. You can find an excellent description of a customer avatar as well as a template for creating one [here](#).

Use the “Detailed Targeting” section to narrow the audience size down to 500,000 to 1 million people. Extensive testing has proven this to be the optimum audience size to drive the best results.

**Note:** An audience size of 500,000 to 1 million people is ideal for digital products and those products and services which are not geographically limited. Of course the audience size for those which are (i.e. – pizza shop) may be much smaller.

**“An audience size of 500,000 to 1 million people is ideal for digital products and those products or services which are not geographically limited.”**



# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**NEW AUDIENCE** ▾

**Custom Audiences** ⓘ Choose a Custom Audience [Browse](#)  
[Create New Custom Audience...](#)

**Locations** ⓘ Everyone in this location ▾  
United States  
United States  
Include ▾ | [Add locations](#)  
[Add Bulk Locations...](#)

**Age** ⓘ 18 ▾ - 65+ ▾

**Gender** ⓘ **All** Men Women

**Languages** ⓘ Enter a language...

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ  
Add demographics, interests or behaviors | [Suggestions](#) [Browse](#)  
Demographics ⓘ  
Interests ⓘ  
Behaviors ⓘ  
More Categories ⓘ  
☐ Save this audience

**Audience Definition**

Your audience selection is fairly broad.

**Audience Details:**  
• Location: United States  
• Age: 18 - 65+  
• Placements: News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers

**Potential Reach:** 191,000,000 people

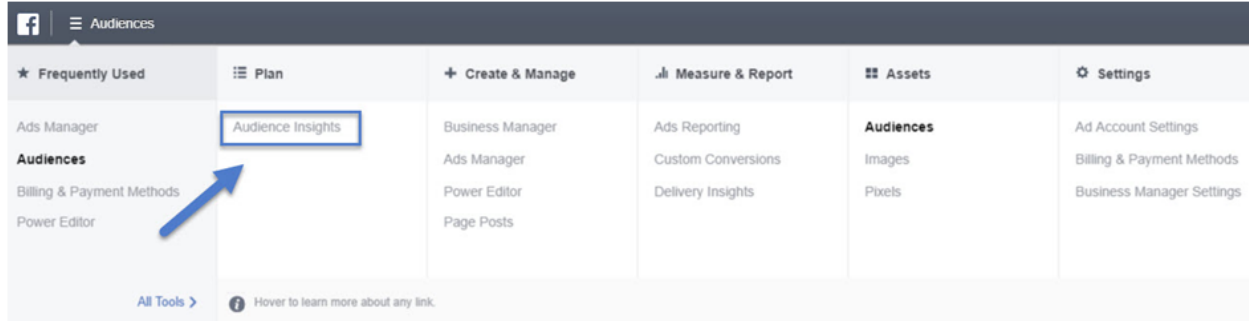
**Estimated Daily Reach**  
Facebook: 14,000 - 36,000 people on Facebook  
Instagram: 11,000 - 29,000 people on Instagram  
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

For help in selecting “Detailed Targeting” terms begin by thinking of your ideal customer avatar and think about the **topics, organizations, people or publications** they would be likely to follow on Facebook. You want your ads to be placed in front of the people who visit those pages.

Enter those one at a time to see what the impact of each is on the audience size

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

Facebook has created an excellent audience building tool called “Audience Insights,” which can be very valuable in the audience creation process. It can be found in the “Plan” section of the Facebook Ads Manager header.



You can find additional information on using audience insights [here](#).

“ The more customer insights  
you have, the better you’re  
equipped to deliver meaningful  
messages to people. ”

-Facebook

## Ready for more?

How are you doing so far? Pretty awesome resource, huh?

For a few, this Jumpstart Guide is a great introduction to the subject and it is all they want to know about Facebook Advertising. For most others, however, they really want to use Facebook Ads to sell their products and services and accelerate the growth of their businesses.

If you are in that category, you will want to check out our **Facebook Ads Launch Pad Mini-Course**. At just \$9, it is the tiniest investment you can possibly make in your business with the expectation of getting the type of game-changing results this course can bring you. And, with a full 60-day “no questions asked” money-back guarantee, you have nothing to lose! Check it out!



[Check out Facebook Ads Launch Pad Now!](#)

# STEP 5: SET YOUR BUDGET & SCHEDULE

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

For those new to Facebook Ads, we recommend allowing Facebook to automatically determine the placement of your ads, set a low (\$5 - \$10) daily budget to start with (not lifetime), optimize for the default delivery method selected, let Facebook automatically bid for you, run your ads all of the time and use a standard delivery time (not accelerated). This will provide you with predictable results and allow you to scale successfully once you have fine-tuned your ad.

**Note:** We recommend letting your ad run 24-36 hours prior to making any adjustments to it to allow Facebook time to optimize the ad's performance and get a meaningful amount of data.

The screenshot shows the Facebook Ads setup interface with several sections and settings. Green checkmarks are placed next to the recommended options:

- Placements:** A green checkmark is next to the section title. Below it, a list of placements is shown with checkboxes: Mobile News Feed, Instagram, Audience Network, Desktop News Feed, and Desktop Right Column. All are checked.
- Mobile Devices:** The dropdown menu is set to "All Mobile Devices".
- Budget & Schedule:**
  - Budget:** A blue box highlights the "Daily Budget" dropdown, and a green checkmark is next to the "\$20.00" value.
  - Schedule:** The radio button for "Run my ad set continuously starting today" is selected, with a green checkmark next to it.
- Optimization for Ad Delivery:** The dropdown menu is set to "Link Clicks", with a green checkmark next to it.
- Bid Amount:** The radio button for "Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price." is selected, with a green checkmark next to it.
- When You Get Charged:** The dropdown menu is set to "Link Click (CPC)", with a green checkmark next to it.
- Ad Scheduling:** The radio button for "Run ads all the time" is selected, with a green checkmark next to it.
- Delivery Type:** The dropdown menu is set to "Standard - Show your ads throughout the day - Recommended", with a green checkmark next to it.



# STEP 6: AD GRAPHICS OR VIDEO

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

---

After selecting the proper audience to show your ad to, creating a great graphic (or graphics) is the single most important factor in determining the success of your Facebook Ad. The best performing graphics are ones that:

- Show interesting parts of a business; people, products and environment
- Match the image with the message in the ad
- Incite positive emotion
- Include brand elements, especially colors
- Are high-quality/resolution

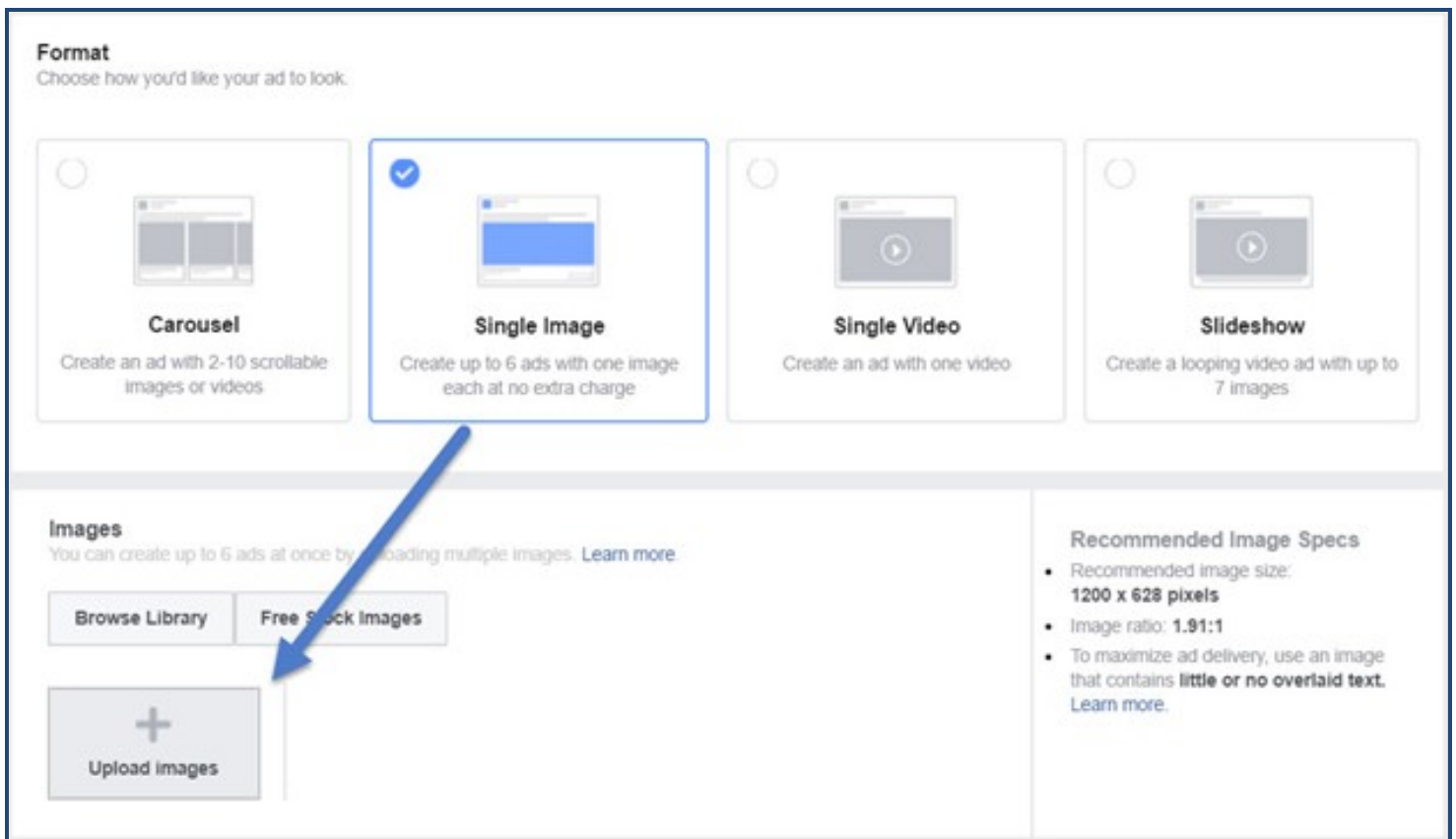
The normal graphic size is 1200 x 628 pixels with some variations depending on the type of add (see chart below):

	Recommended Image Size
Clicks to Website	1,200 x 628 pixels
Website Conversions	1,200 x 628 pixels
Page Post Engagement	1,200 x 900 pixels
Page Likes	1,200 x 444 pixels
App Installs	1,200 x 628 pixels
App Engagement	1,200 x 628 pixels
Local Awareness	1,200 x 628 pixels
Event Responses	1,200 x 444 pixels
Offer Claims	1,200 x 628 pixels
Video Views	1,200 x 675 pixels

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

Facebook severely penalizes, and in some case will not serve, graphics that contain more than 20% text. To check the amount of text your ad has use this handy [grid tool](#).

You can show either one image in each add or up to 10 images in a [“Carousel Ad”](#). We recommend starting with the single graphic display but uploading multiple versions of your ad graphic (you can have up to 6). Facebook will test run all 6 graphics for you and, after 24-36 hours it will be very easy to see which one is performing best.



Also, Facebook recently added “Free Stock Images” you can use royalty-free for your ads.

# STEP 7: AD TEXT & PREVIEW AD

For single image ads you only have 25 characters for the headline, 90 characters for the text and 200 characters for the News Feed description. That's not a lot of characters, so you will have to be very concise.

We recommend using the following formula to write great text:

**Headline:** One action + one subject

**Text:** One "pain point" + one solution + one call-to-action

**News Feed Description:** One call-to-action plus + more detailed description of "pain point" + more detailed description of solution

Additionally, we recommend that you do use the optional "Call-to-Action" button and that you run ads on the Desktop News Feed, Mobile News Feed, Desktop Right Column and Audience Network.

### YOU ONLY HAVE:

25

Characters for  
the headline

90

Characters for  
the text

200

Characters for  
the description

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

Extensive testing has proven that ads with CTA's perform better than those without. Also, within 24-36 hours you will be able to determine which of the ad locations is performing best and switch your ad budget to those.

The image shows the Facebook Ads creation interface. On the left, the 'Headline' field has a character limit of 25 Characters. The 'Text' field has a character limit of 90 Characters. The 'Call To Action (optional)' dropdown menu is set to 'Learn More', with a blue arrow pointing to it. Below this, there is a 'Hide Advanced Options' link. Further down, there is an 'Instagram Account' section with a note about using an Instagram account for business representation. Below that is a 'View Tags (optional)' section. At the bottom, there is a 'News Feed Link Description' section with a character limit of 200 Characters. On the right, the 'Ad Preview' section shows a preview of the ad for 'Kim Garst' (Sponsored). The preview includes a 'Like Page' button, a 'Text Goes Here' placeholder, a main image with the text 'Swipe Our **PROVEN** Facebook Posting Strategies!' and 'FREE DOWNLOAD!', a 'Headline Goes Here' placeholder, and a 'Learn More' button. Below the preview, there are buttons for 'Like', 'Comment', and 'Share'. At the bottom right, there are checkboxes for 'Desktop News Feed', 'Mobile News Feed', and 'Instagram', each with a 'Remove' link.



**STEP 8:  
PLACE YOUR  
ORDER**

## THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

---

Click the “Review Ad” button and, once you have verified that everything is correct, click “Place Order”.

Facebook can take up to 24 hours to review and either accept or reject your ad. However, most ads are reviewed within 20 – 30 minutes. Approved ads will begin running immediately. Rejected ads will usually include a reason why they are rejected.

We recommend letting the ad run for 24 – 36 hours prior to making any changes.

**Sample Ad:** The following Facebook Ad was used to drive over 12,000 eBook downloads at a cost of \$1.21 each while maintaining a click-thru-rate over 2% and a [relevance score](#) over 8.



Download my FREE guide and learn to use HASHTAGS to increase sales and traffic on Twitter!

**Do you REALLY know how to use hashtags?**  
(Especially to get sales?)

**Dominate Hashtagging!**  
Want to sell more of your products and services via Twitter? Download your FREE eBook now and swipe the top tips from a leading Twitter pro!

KIMGARST.COM [Download](#)

Why does this Facebook Ad perform so well?

First, the graphic cleverly employs a symbol which is the subject of the eBook. The title “Dominate Hashtagging” includes both an action (dominating) and a subject (hashtagging). The text includes a CTA (“download my FREE guide”) identification of a single pain point (not knowing how to use hashtags properly) and a single result (increasing sales and traffic on Twitter).

The News Feed Description also includes a CTA and further supports the single pain point and result while adding credibility to the eBook (swipe the top tips from a leading Twitter pro).

## **HIGH-CONVERTING AD GRAPHICS INCLUDE:**

- 1. An image that grabs the attention of your ideal customer**
- 2. A title with both an action and a subject**
- 3. A clearly identifiable CTA**
- 4. Includes a single pain point**
- 5. As well as a single result**



# THE ULTIMATE FACEBOOK ADS CHECKLIST

- ☐ Choose On-Page, Ads Manager or Power Editor to create your ad
- ☐ Open Facebook Ads Manager if not using “On-Page” ad
- ☐ Open Power Editor if that is the ads tool you wish to use and follow [these instructions](#)
- ☐ If using Ads Manager, click “Create Ad”,
- ☐ Choose your ad objective
- ☐ Select the post you wish to boost, page you wish to promote, or website you wish to send people to depending on the objective chosen.
- ☐ Use either a custom audience or build an audience of 500,000 to 1 million people based on interests, behaviors and your customer avatar
- ☐ Set a low daily budget, optimize your ad for conversions, run your ad continuously and in standard time





# THE ULTIMATE FACEBOOK ADS CHECKLIST

- ☐ Add multiple, high-quality graphics each properly sized with less than 20% text
- ☐ Write your ad headline using one action and one subject
- ☐ Write your ad text using one CTA, one pain point and one solution
- ☐ Write your News Feed Description using one CTA, one detailed pain point and one detailed solution
- ☐ Run ads everywhere: desktop news feed, mobile news feed, desktop right column and audience network
- ☐ Review ad after 24 – 36 hours. Keep ads with high performing graphics, ad location and high relevance score. Pause all others.
- ☐ Adjust advertising budget as appropriate to scale.

Run your ad for  
**24 - 36 HOURS**  
before making any changes

# THE ULTIMATE FACEBOOK ADS JUMPSTART GUIDE

---

## This is the End....and the Beginning!

Congratulations, you have made it to the end of our “**Ultimate Facebook Ads Jumpstart Guide**”! Hopefully you now have a basic understanding of Facebook Ads and will feel comfortable using them to grow your business in the future.

While the Jumpstart Guide is a great starting point for learning to use Facebook Advertising, it by no means is meant to be a comprehensive resource and may not provide the types of results you are looking for.

If you want to take your Facebook advertising skills to the next level you will want to check out our **Facebook Ads Launch Pad Mini-Course**. At just \$9, it is the tiniest investment you can possibly make in your business with the expectation of getting the type of game-changing results this course can bring you. And, with a full 60-day “no questions asked” money-back guarantee, you have nothing to lose! Check it out!



[Check out Facebook Ads Launch Pad Now!](#)

---