FACEBOOK ADS
Authority

RESOURCE CHEAT SHEET

Keep this sheet by your side while building your Facebook Ads campaign. Here, you will find a selection of useful references, tools and external resources to guide the process. This will help you to build your ads campaign as well as to grow your audience and expand your knowledge.

Extra Resources and Information

MOZ's Comprehensive Guide to Facebook Ads
https://moz.com/ugc/a-comprehensive-guide-to-facebook-ads-a-30-minute-crash-course-in-facebook-advertising-17132

When it comes to internet marketing, Moz is pretty much the undisputed number one resource. The site proves that once again with this excellent (and massive) comprehensive resource to Facebook Ads. If there's anything you missed while reading the main eBook, this will catch you up again.

Ad Espresso's Guide to Facebook advertising
https://adespresso.com/academy/guides/facebook-ads-beginner/facebook-ads-types/

If Moz is the supreme authority on internet marketing generally, then that must make Ad Espresso the place to go for Facebook Ads information specifically. This is an excellent resource and one that is packed with information regarding creating Facebook Ads and getting them to thrive.

This link specifically is to Part 3 of their complete guide and provides a handy break down of the different types of Facebook Ad to provide a handy resource.

Facebook's Introduction to Advertising
https://www.facebook.com/business?campaign_id=638817082920393&placement=exact&creative=147378121402&keyword=face+book+advertising&extra_1=7a6291f2-91e9-4cb7-bbe4-c7bc3c73ccd2

But who better to go to than the official authority on Facebook Ads… Facebook! Facebook has a tone of information on how to use its service…

as well as a fair amount of marketing for it. Either way, this is a handy place to get the official word and any updates.

Facebook Advertising News
https://www.facebook.com/business/news

Actually, this is probably the *best* place to get news on the latest updates to Facebook Advertising. This is the business arm of Facebook's blog and exists solely for that purpose – to keep us updated on the latest changes to Facebook Ads.

Facebook's Blog
https://media.fb.com/blog/

This is the general Facebook Blog meanwhile, which will come in useful seeing as anything that affects Facebook in general is also likely to affect Facebook's Ads!

Facebook's Guide to Remarketing
https://www.facebook.com/business/learn/facebook-ads-website-custom-audiences

This will show you how to use the 'Facebook Pixel' for remarketing purposes.

Tools for Facebook Ads

Facebook Ads Manager
https://www.facebook.com/business/help/415745401805534

This resource provides help for using Facebook Ads manager. You'll also be able to find the Ad Manager itself on this page.

App
https://itunes.apple.com/app/id964397083

This is a link to the Facebook Ads Manager app for iOS. This app will help you to manage your ads campaign on the road. There's also a similar app for Android.

Facebook Power Editor
https://www.facebook.com/business/help/162528860609436

This is the Facebook Power Editor that will help you to publish multiple ads at once and manage them there. This is great if you run a big business and have an ecommerce store with multiple products!

Qwaya
http://www.qwaya.com/

This won't be for everyone but Qwaya is a paid tool that will help you to split test your ads in a more easily managed manner. While it's not free, the fee is at least a flat fee to keep pricing simple.

AdEspresso's Compass Report
http://adespresso.com/academy/free-tools/compass/

You know how you used to get a report when you were in school? This is like a report for your ads and will show you a ton of useful data regarding your campaign. There are plenty of ad analysis tools out there but this one is particularly useful thanks to its attractive and simple UI and large amount of data.

Hootsuite Ads
https://hootsuite.com/ads

Hootsuite is a useful tool for scheduling posts and for publishing to multiple accounts at once. Hootsuite Ads builds on this by presenting a few useful tools specifically for advertising and including advertising on Facebook.

Glossary of Terms

There are a ton of confusing terms when it comes to Facebook marketing and hopefully this handy resource will ensure you always know what everyone is talking about.

Google AdWords: This is the main competition for Facebook Ads and works by placing Ads on Google's search pages (or 'SERPs').

PPC: This stands for Pay Per Click, which is what Facebook Ads *is*; a type of advertising where you only pay each time someone clicks on it.

CPC: This term can be used synonymously with PPC, or it can be used to describe the amount you pay per click specifically. It stands for 'Cost Per Click'.

CTR: CTR is the 'Click Through Rate'. This means that if you're showing 100 ads and one of those is being clicked every day, you'll have a CTR of 1%. The higher the CTR, the more successful the campaign but the more you'll spend.

CPM: CPM stands for 'Cost Per Impression' and is the amount you pay for each ad displayed (usually shown as the cost per 1,000 ads). If you choose a PPC payment method, then this number will be calculated from the number of impressions, CTR and CPC as an average. Otherwise, you might opt to pay per impression – which works well if your aim is to increase your brand visibility, rather than your sales.

CPA: Cost Per Action. Here you pay for each action rather than each click, with an action being a subscription, a download or a like.

Conversions: Your conversion rate tells you how many of your visitors are converting into paying customers.

Maximum Bid: This is the maximum amount you are willing to pay as your CPC. The actual CPC will fluctuate however as in order for your ad to show, you only need to beat the next highest bidder. If your maximum bid is

$40 but only one other person is competing for that ad placement with a maximum bid of $0.10, then you will pay $0.11.

Daily Budget: Once your ad spend reaches this number, it will stop.

Targeting: The process of selecting who will see your ads, based on their demographics, interests and more.

Custom Audiences: Here you can design an audience for your ad by using a mailing list.

Remarketing: Remarketing works by storing cookies on a user's computer when they visit your site. You can then show ads to people who have visited your site previously and even looked at specific items in your store.