

9 KILLER Steps to Dominate Your Local Competition Using Facebook Advertising

1

Define Your Offer



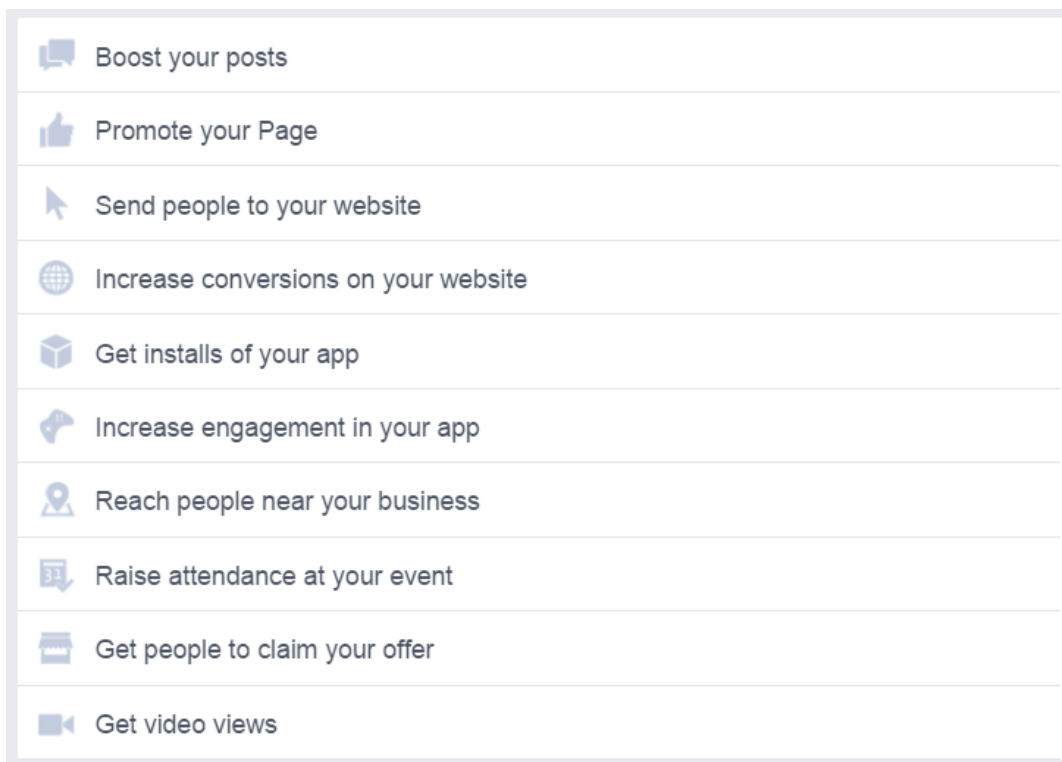
- Figure out what offer you want to advertise to your target audience.
- Design the ad image for your offer.
 - Image size 1200x628 pixels
- Write the ad texts for your ad.
 - Maximum of 30 characters.
- Create a specific landing page for your offer.
 - This will help your conversion.

2

Create Your Facebook Campaign



- [Click here](#) to create your first ad.
- Click 'Send people to your website'



3

Enter the URL you want to send traffic to



- Enter the URL in the 'Enter URL to promote' box.

The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with various campaign objectives: Boost your posts, Promote your Page, Send people to your website (highlighted), Increase conversions on your website, 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, and Get video views. The main area is titled 'Clicks to Website' with the subtext 'Increase the number of visits to your website.' Below this is a text input field labeled 'Enter URL to promote'. At the bottom right of the main area is a button labeled 'Set Audience & Budget'. A banner at the bottom of the main area reads 'Facebook and Instagram Ads - Better Together' with a close button (X) and text: 'Reach the people who matter to you on Instagram when you make your Facebook ads. Now available for click to website, mobile app installs, and video views objectives.'

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Target who you want to reach



- Enter the 'Location' of your target audience.
- Enter the 'Age' group of your target audience.
- Enter the 'Gender' of your target audience.
- Enter the 'Languages' of your target audience.
- Choose 'More Demographics' to input your target audience demographics. *(contact us if you need more help on this)*
- Enter the 'Interests' of your target audience.
- Enter the 'Behaviors' of your target audience. *(click here for the cheat sheet.)*
- Ignore the 'More Categories' option for now.
- Choose 'Connections' if you want to reach the audience of your own Facebook, App or Events pages.

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ | [Browse](#)

[Create New Custom Audience...](#)

Locations ⓘ
United States
Include ▾ [Add a country, state/province, city, ZIP, DMA or address](#)

Everyone in this location ▾

Age ⓘ -

Gender ⓘ **All**

Languages ⓘ
[More Demographics](#) ▾


Interests ⓘ | [Suggestions](#) | [Browse](#)

Behaviors ⓘ | [Browse](#)

More Categories ⓘ | [Browse](#)

Connections ⓘ

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

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How much do you want to spend?



- Enter your daily budget.
 - a. For testing budget, \$3.33 per day works.
- Keep the 'Optimization for Ad Delivery' to 'Link Clicks to Your Website'.
- Keep the 'Bid Amount' to 'Automatic' for now.
- Keep the 'When You Get Charged' to 'Link Click (CPC)'.
- Keep the 'Ad Scheduling' to 'Run ads all the time'.
- Keep the 'Delivery Type' to 'Standard'.
- Enter your 'Ad Set Name'.
- Click on 'Choose Ad Creative' button.

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ Daily Budget ▾ \$3.33
\$3.33 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimization for Ad Delivery ⓘ Link Clicks to Your Website ▾

Bid Amount ⓘ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
 Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Link Click (CPC)
[More Options](#)

Ad Scheduling ⓘ Run ads all the time
[More Options](#)

Delivery Type ⓘ Standard - Show your ads throughout the day - Recommended
[More Options](#)

[Hide Advanced Options ▾](#)

Ad Set Name ⓘ US - 18+

Back Choose Ad Creative

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Create Your Ad Image



- Choose if you want a single image ad or multiple images ad.
- Upload the image or images you want for your ad.

Create New Ad | Use Existing Post

How do you want your ad to look?

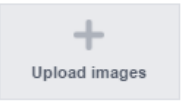
<input checked="" type="radio"/>  A single image or video in your ads Show only one image or video at a time in your ad. Learn more.	Learn more about these ad formats in the Ads Product Guide
<input type="radio"/>  Multiple images in one ad Show up to 5 images at a time at no extra cost. Learn more.	

What creative would you like to use in your ads?


[Back](#) | SELECT IMAGES

Select images to create one or multiple ads
You can create up to 6 ads at once by uploading multiple images. [Learn more](#)

[Browse Library](#) | [Free Stock Images](#)



Recommended Image Specs

- Recommended image size: 1200 x 628 pixels
- Image ratio: 1.91:1
- Your image may not include more than 20% text.
-  Square Crop (1:1) is recommended for the Instagram placement.

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What text and links do you want to use?



- Choose one of your Facebook page that will represent your ad in the News Feed. Your ad will look like it was posted on the Facebook page you chose.
 - a. If you do not have a Facebook page, you can create one in a few minutes by clicking on the '+' box button.
- You can also advertise in Instagram.
 - a. But only do this after you have a winning campaign.
- Enter your headline in the 'Headline' box.
 - a. Maximum 25 characters.
- Enter your ad text in the 'Text' box.
 - a. Maximum of 30 characters.
- Choose what kind of call-to-action you want on the 'Click-to-Action Button'.
- Click on the 'Hide Advance Options' and a box will pop down.

- a. Enter the reason why people should visit your website in the 'News Feed Link Description' box.
- On the right side column – click 'Remove' on the following:
 - a. Mobile News Feed
 - b. Desktop Right Column
 - c. Audience Network
 - d. Instagram
- Running only the 'Desktop News Feed' ad for testing will give you the data you need to optimize your ad properly. After you find the winning ad then you can turn on the 'Mobile News Feed'.

The screenshot shows the Facebook Ads Editor interface. The main heading is "What text and links do you want to use?". On the left, there are sections for "Connect Facebook Page" (selected: Michael Seriosa), "Instagram Account" (selected: Michael Seriosa), "Headline" (text: Michael Seriosa &), "Text" (placeholder: Enter compelling text that lets people know what you're promoting...), and "Call-to-Action Button" (selected: Learn More). On the right, the "Ad Preview" section shows "1 of 1" placement options: Desktop News Feed, Mobile News Feed, Desktop Right Column, Audience Network, and Instagram (marked as "New"). Each option has a "Remove" button. At the bottom, there are "Back", "Review Order", and "Place Order" buttons.

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Monitor and Optimize Your Ads



- Your ad will be in 'Review' and should be approved in 5–10 mins.
 - Monitor your ads twice a day
 - Check the 'Results' on how many people clicking your ad to visit your website.
 - Check the 'Cost' per website click.
 - Check your objective results:
 - If your goal was lead generation; are you getting the leads you want?
 - If your goal was to give coupons away, are you seeing the coupons show up in your business?
 - If your goal was more sales, are you getting more sales?
 - Create more ads and test new images, texts.
 - Tests new 'Behaviors' and 'Interests' to target the right audience for your objective.
-

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What To Do Next



- Keep expanding your knowledge and skills by learning more about Facebook ads. Get these two resources as soon as you can:
 - [Facebook Interests and Behavior Cheat Sheet.](#)
 - The 27 Facebook Ad Killers That Are Destroying Your Marketing Budget. (coming soon)
- Keep expanding your experience applying and testing what you've learned.

About the author:

Michael Seriosa has been helping business owners dominate their online market since 2010. He has co-founded several companies including We Love Reno Tahoe which is the #1 Facebook community page in his local area. He's currently the Executive Director of Michael Seriosa & Associates which is a consulting firm that helps business owners dominate their online market.

