

How the Pros Use Facebook Advertising:

THE MOST UP-TO-DATE COMPREHENSIVE GUIDE

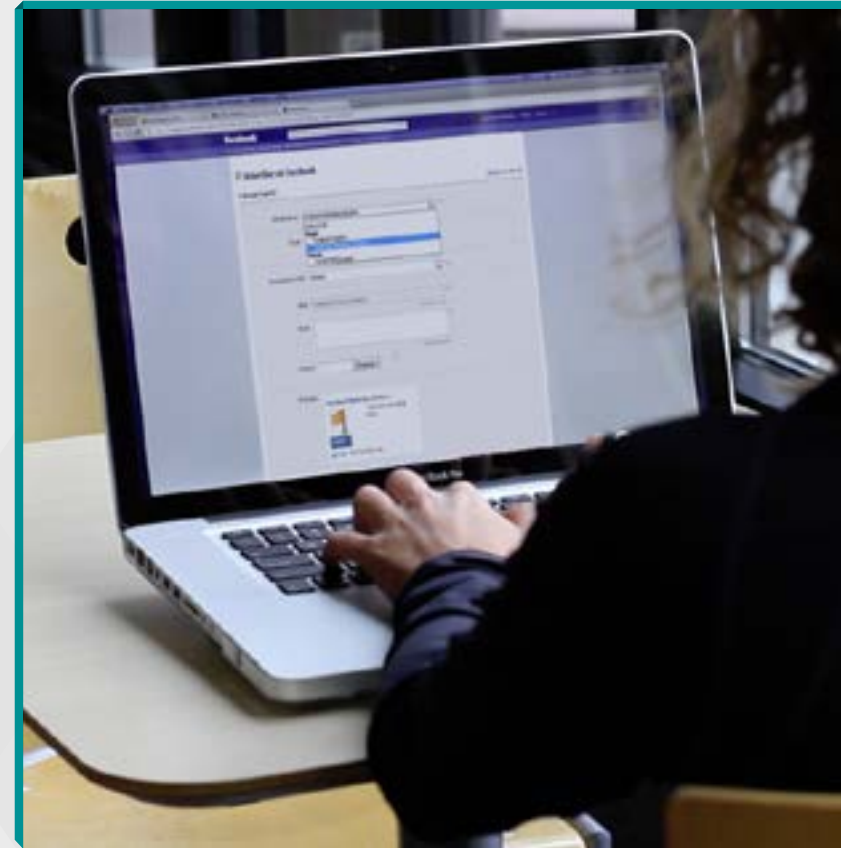
Presented by





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INTRODUCTION

So you just created an app for your business's Facebook Page. Now what? How do you effectively promote it? And more important, how do you get users to visit the app and your Page again? In this eBook we cover best practices for promoting Facebook Pages and apps – for free – along with suggestions about how to invest wisely in Facebook advertising so you get the most bang for every buck!

Chances are you already believe in the value of Facebook advertising – that's why you downloaded this awesome eBook, right? So instead of trying to convince you of the benefits of advertising on Facebook, we're going to jump right in to the options you have, and help you choose the options that are right for your business Page.

Few people know more about Facebook advertising than [Jon Loomer](#) – a respected Facebook marketing coach, author, speaker and strategist – so we asked him to team up with us on this eBook. Our combined research and experimentation has allowed us to determine best practices for advertising on Facebook. On the following pages we cover everything from how to create Facebook ads that will drive traffic to your Facebook app(s) to the ad strategies the most successful marketers use.

Let's get started!





CHAPTER 1:

How to Promote Your Facebook Page and Apps Without Spending Money on Advertising

Creating a Facebook app does not guarantee improved Page engagement or increased Likes – it's only step one. However, having a solid launch plan for your Facebook app improves your chances of both. After you've launched your Facebook Page or you've built a custom Facebook application, you've got to let people know about it!

You can promote your new Facebook Page and/or app without spending any money on advertising.

Here are eight simple ways to do it:

1. Send a message to your email list: Whether your list includes 10 or 10,000 subscribers, send an email to your list asking each person on it to Like your Facebook Page or visit your new Facebook app. If your app is a promotion/contest, you should let everyone know what the prize is.



2. Use Twitter for personal outreach: Rather than tweeting out one generic update about your Facebook Page or app, it's more effective (albeit more time consuming) to reach out to people one at a time. Tweet individuals whom you think would most likely share news about your Page or app with their communities. And don't forget to create a

hashtag that's specific to your company or to the app you're promoting – this will help your company keep track of what users are saying. Finally, use Twitter to tweet updates that pertain to the timeframe of your contest. For example, "It's the last day to enter the contest. It's not too late to enter for your chance to win! #uniquehashtag."





3. If you have a blog, write a couple of posts about your Page/app: If one of your goals is to increase Page Likes, write about why users should Like your Facebook Page. If you want to create more awareness for your Facebook app, write a post about the purpose of your Facebook app, and be sure to link readers to it in your post.

4. Make multiple announcements on Facebook about your new app: On average, only 16 percent of posted content is seen by fans. The only way to make sure more people see your posts is to make multiple Facebook announcements during different times of the day and throughout the week (or during the period of time the app is running).

5. Issue a press release: Write a press release about a new milestone you just hit on Facebook – e.g., you reached 50,000 fans – or a new app you’ve created. Then use a distribution company, such as PRWeb, to get the release out to search engines and news sites. (PRWeb charges \$99 to distribute one press release; the company also offers lots of tips and free templates which are useful if you’ve never written a press release before.) For example, when ShortStack creates a new eBook we make an app to host the downloadable PDF and then, in a press release, talk about the eBook and link back to the Facebook app where it can be downloaded. For reviews of services that distribute press releases, check out [OPSEOs listing](#).

6. Make announcements on your website: Install appropriate Facebook Like buttons and plugins to your website so that visitors know your business has a presence on Facebook. These plugins make it super easy for users to become fans without having to login to Facebook, find your Page and Like it on their own. And don’t hide the fact that your business is on Facebook by using a small, poorly placed icon. Use your website’s header or navigation area to display a prominent Facebook icon that links to your Page.





7. Make announcements in your store: If you own a brick-and-mortar business, create signs and add a line to the bottom of receipts reminding customers to Like your Facebook Page or check out your latest Facebook app. On your in-store signs, add a QR code so customers can easily navigate to your Page from their smartphones. For instance, if you own a car repair shop, you could put a sign with a QR code near the cash register encouraging customers to Like your business's Facebook app in exchange for a chance to win a free oil change. When customers scan the QR code, they are redirected to your Facebook Page where they can enter your contest.

8. Ask employees to help spread the word: Even if you only have a handful of employees, ask them all to Like your Page and share your company's Facebook app with their community of friends. A simple, "I'd love if you'd help get the word out about this" can go a long way.

To encourage massive sharing without spending a cent on Facebook advertising, it's crucial to design your Facebook app with sharability in mind.

Here are three ways to do this within ShortStack:



1. Enable sharing: Enabling the share prompt is essential to getting more traffic to your Facebook App. The beauty of this feature is that it can be used with any app, whether it's a contest, sweepstakes, poll, or a simple fan-gated app.

Sharing works a few different ways. First, you can enable sharing on Promotion and Custom Forms, which triggers a pop-up to appear after the user clicks "submit" on the entry form. You can also enable sharing within any widget on your app, which will add a "Share" button. Users will be able to click the share button to post the widget to their Timelines. Enabling sharing within the Voting Widget enables each contest entry to be shared. This is a great way for users to promote their own contest entries and get their friends to help them win.





Want to start
building
Facebook apps?

Get started
with ShortStack
today

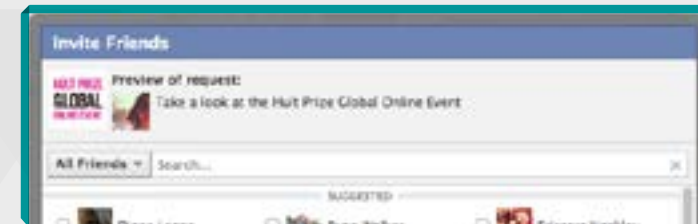
GET STARTED ▶

2. Incentivize referrals with Refer-a-Friend: Enabling your app's Sharing feature is a great first step, but an even better way to get more users to go to your app is to incentivize the Sharing through a ShortStack feature called Refer-a-Friend.

Here's how this feature works: when you're running a contest or promotion, upon submitting an entry, your users will be prompted with a link to Share to their wall. The link they're given is tracked by ShortStack. Then, when a friend of the user clicks on the link and enters the promotion, the original user who Shared it is awarded with extra votes or "points." You can configure the Refer-a-Friend text that the users see, and control how many votes/points they will receive for each friend who enters.

Refer-a-Friend is a win/win for you and your users. The more they promote your app, the more likely you'll get new users, and the more likely they are to win your promotion.

3. Invite friends: The Friend Invite Widget within ShortStack adds a link to your app that says, "Invite Friends to this Page." When clicked, Facebook's "Suggest to Friends" pop-up will appear, enabling users to check the names of all the friends they would like to invite. Using the Share and Refer-a-Friend features results in a link posted to the user's Timeline. The Friend Invite Widget is different: it sends a personal message to the Friend letting him/her know that the app has been recommended; a notification will also appear on the user's notifications icon.



Remember the old saying, "Nothing draws a crowd like a crowd"? Most people build apps for Facebook to increase their presence and engagement on their Pages. Why not let your users do the heavy lifting for you by enabling and encouraging them to reach out to their (potentially) hundreds of Friends? A little extra work on your end could mean a whole lot of extra exposure for your Facebook Page.





CHAPTER 2:

Understanding the Value of Paid Facebook Advertising

When a business first creates a Facebook Page, establishing a strong following can be slow-going. The formula for how to earn new fans is not the same for every business. Some businesses choose to take a more traditional approach and allow their Pages to organically acquire new Likes. Others prefer to jumpstart their Facebook presence by investing in Facebook advertising.

There are plenty of reasons to invest in Facebook advertising in an effort to fast-track your Page's growth.

Here are five of them:



- 1. Facebook ads help you target your ideal customer:** Whether your customers are local or international, men or women, old or young, college or high-school educated, Facebook ads help you advertise precisely and efficiently so ads for your business are seen by the people who are most likely to patronize it.
- 2. Facebook ads are inexpensive:** Having an ad platform that successfully reaches new potential customers is great, but if the ads aren't affordable then they are only an option for a certain demographic. Facebook ads can cost just a few dollars a day, putting them within reach of virtually every business. And even with a minimal investment, the ads can still bring positive results.
- 3. Facebook ads uncover new brand advocates:** Facebook ads help expose your business's Page and brand to people who wouldn't have otherwise known it existed. And as a result, these ads can lead to new brand advocates. For instance, if an ad generates 10 new likes, what is that worth? Even if those new fans don't end up becoming customers, it doesn't diminish the power of the ads. One of those new Likes could have already been a loyal customer who religiously shares your content and promotes your brand, leading to two, three or four new customers.

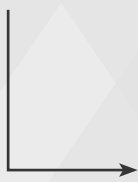




EXAMPLE

FREE
Holiday
EBook!

Facebook Ad
links to Custom App
Landing Page.
(Click graphic to see app
and download eBook.)



4. Facebook ads drive new leads: Best practices for Facebook ads suggest you provide value in exchange for Liking your page. For example, businesses that have created resources like eBooks or PDFs that feature industry tips, can use their resources as “ad bait.” Create a Facebook ad that redirects to a fan-gated app. Once a user lands on the app they will have to Like the Page (thus creating a new lead for your business) to gain access to the content.

5. Facebook ads drive website conversions: Facebook allows you to create inexpensive ads that redirect to an external site like your business’s website or blog. Let’s say you have a \$100 piece of software or a \$20 book, if you can target your ideal customers with Facebook ads and drive them to a landing page, it can be incredibly profitable if you get a handful to convert.





CHAPTER 3: *Facebook's Advertising Options*

Do your ads
comply to
Facebook's 20%
Rule?

Download this
easy-to-use
template

DOWNLOAD

On [June 6th, 2013 Facebook announced](#) big changes to their ad products. To get more insight on these changes, and to make sure the information included in this chapter is as accurate and up-to-date as possible, we reached out to Facebook. Here's what we learned:

To help streamline their ad products, Facebook will be making the following changes over the upcoming months, starting in late June:

1. Include the best of sponsored stories in all ads. It's known that social context can improve the performance of your ads, therefore, in the future, Facebook will automatically show the richest social context they can to help you achieve your advertising goals.

This shift will eliminate the current need to create a separate group of sponsored stories along with an ad to ensure social context as well as predictable delivery. You will now be able to focus on delivering the right message and creative to the people who matter to your business and let Facebook's system provide optimizations to automatically improve the performance of your ads. These changes will be coming this fall, but Facebook promises a seamless transition requiring no extra work from you.

2. Eliminate redundancies within all their ad products. Currently, there are many ad units that accomplish the same goals. To prevent confusion and make it easier for you to know which ads will best achieve your business objectives, Facebook is removing ad products such as Questions and online Offers [see the Facebook Offers at the end of this chapter for more information] since Facebook's text and link Page post ad units already are effective methods to use instead.

These ads will no longer be available for purchase through Facebook's ad buying interfaces, as of July 9th, 2013.





3. Provide consistency across all their ad units. Facebook is not only streamlining the types of ad units available – in the next six months, they plan to streamline the number of ad units from 27 to fewer than half of that – but they are also focused on providing a more consistent visual display of their ads. They will make it easier for you to build and creatively optimize your ad campaigns.

After all Facebook's ad changes have been implemented, their goal is to make it easier for marketers to reach the right people with the right message and creative to drive business results that matter most to you.

In the next quarter, the changes in Facebook's ad units will be articulated in their ad buying tools (ad create tool and Power Editor).

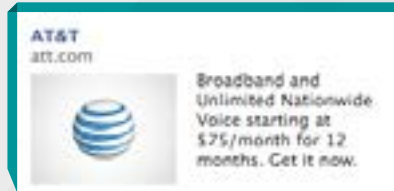
Until Facebook's new ad changes are implemented, remember that not all Facebook ads are created equal. Depending on your goals, your business has several advertising options to consider. Some ads are good for promoting specific content within your pre-existing community, whereas other ads are good for getting unique visitors interested in your Page.

In this chapter, we cover Facebook's current most popular advertising options, the ones that will help you increase Page Likes and drive traffic to your Facebook app. As Facebook updates their ads, we will be making consistent updates to this chapter.

To keep up to date with all our updates on Facebook's advertising changes, subscribe to our Socially Stacked blog

[CLICK HERE TO SUBSCRIBE](#) >





Learn more about Promoted Posts in these brief ShortStack University video tutorials:



Marketplace Ads

Marketplace ads are what Facebook users see most often – they appear on the righthand side of your homescreen. Marketplace ads include a headline, body copy and an image that is 100 x 72 pixels. These ads can redirect viewers to a website, Facebook Page or app.

When promoting a Facebook Page or a new app, marketplace ads are ideal because they are simple to create, easy to track in the Ads Manager or Power Editor and can be really effective for driving traffic when targeted appropriately.

The key to having a marketplace ad that delivers results is knowing these four tips, as provided by Facebook:

1. In the text, include a clear action you want your audience to take
2. Highlight any benefits, sales or similar specials that your business is offering
3. Use a simple, eye-catching image that is related to the text
4. If you're advertising a website, include your business name or other key information in the headline

Promoted Posts AKA Boost Posts

Promoted Posts, also known as Boost Posts, allow Pages with 100 fans or more to pay to promote a status update you want more of your Facebook fans and non-fans to see. Boosted posts, which are featured exclusively in the News Feed, help expose selected posts to a larger audience on Facebook, attracting both fans of your Page as well as your fans' friends (or "anyone on Facebook").

For example, when you pay to "Boost" your post, it will show up in the News Feeds of all the people who Like your Page. Then, when your existing Page fans interact with the boosted post either through Liking, commenting or sharing the post, the post will also show up in your fans friends' News Feeds.





Boosted posts are a great option to use to promote a new Facebook app. After you publish your app, the next step is to create a Facebook post letting your fans know about it. For example, if you're hosting a Facebook giveaway, create a status update with details about the giveaway and a link to your Facebook app so people can enter. The next step is to pay to boost this post so that as many of your Facebook fans as possible will know about your new Facebook app.

Page Post Ads

Similar to a boosted post, a Page Post ad uses the content from a status update to create a Facebook ad. Page Post ads can be links, photos, videos, offers, events, questions or status updates.

There are three main differences between a Promoted Post and a Page Post ad:

1. Page Post ads are purchased through Facebook's Ad Tools, Ads Manager or the Power Editor. Promoted Posts are created from a Page's Timeline.
2. Promoted Posts are purchased for a flat rate to reach a given number of users. Page Post ads are paid for per impression or per click. This also allows advertisers to manually adjust their bid or bid type when creating a Page Post Ad within Power Editor, but this flexibility is not available for Promoted Posts.
3. Page Post Ads can reach anyone on Facebook, with the option to target users by interests, demographics and more. You can even target users who are not connected to the Page themselves or connected through a friend. Promoted Posts allow limited targeting options.



If you have a Facebook Page or app you want to promote to the masses, a Page Post ad is the way to go. The key to a successful Page Post ad that results in a lot of traffic back to your Page or Facebook app is to have a clear message – or as marketers like to call it – a call to action. Within the copy of your Page Post ad, a call to action would be something like, “Click here.” When users click, they are linked back to your app. In your ad, be sure to choose an image that is both alluring and relevant.

To create a Page Post ad within Facebook’s Ads Manager, select the option to “Promote page posts.”



Sponsored Stories

Sponsored Stories are Facebook ads created from a user’s Facebook activity. Advertisers pay to highlight these actions so that they are featured as ads within friends’ News Feeds or in the sidebar. Sponsored Stories cannot be used to reach an audience that is not connected to the Page or app through a friend.

When it comes to the design and look of Sponsored Stories, advertisers do not have any control, as they are created from organic user actions. Actions such as when a user claims an offer, checks into a location or Likes a Facebook post, can all be turned into Sponsored Stories ads.

The most common Sponsored Stories ads are “Page Like” stories. A “Page Like” Sponsored Stories ad is what a users’ friends see in their News Feeds when a friend has Liked a specific Page. Of all of Facebook’s advertising options, Sponsored Stories are one of the most effective type of ads to use if you want to quickly increase Page Likes.

To create a Sponsored Stories ad, go into Facebook’s Ads Manager and select the box under “Show stories about.” You can also create Sponsored Stories within Facebook’s Power Editor.



Learn how to use Facebook Offers in these quick ShortStack University videos:



Facebook Offers

Facebook Offers can be created right from your business's Timeline, within the status update box. According to Facebook, Offers enables businesses to reach customers with a promotion or discount that people can redeem and share.

The Offers feature was recently revised. As of July 2013, Facebook will no longer offer Online Offers, but they will continue to offer In-Store Offers. The reason they've done this is because marketers have found that using a Page post link ad is a more effective way to drive people to deals on their websites.

Like a status update, Facebook Offers are now free to create, but they are not free to promote. If you want to promote your Offer, the amount you pay is based on how many people you want to reach. After you've created your Offer, you can promote it in the ads create tool or in Power Editor.

To learn more about Facebook's updated Offers product, [click here](#).





CHAPTER 4:

How to Get More Bang for your Facebook Ad Bucks

To get the most out of your business's Facebook advertising dollars, be strategic and plan ahead.

Here are four tips that will help:

- 1. Set some goals:** First decide if you want to tell existing users about a new feature or find new users. If your goal is to find new users, one of your best options is to use Marketplace Ads. If your goal is to tell existing users/Fans about a new feature, use a Promoted Post. Finally, if you want more information/data from existing users, consider creating an app that hosts a custom form, such as a newsletter sign-up.
- 2. Target your audience by specific interests:** When creating Facebook ads, always target using “precise interests.” The more specific, the better, so identify both broad and narrow interests. One good practice is to include competitors into the “precise interests” section. For example, if you're Pizza Hut and you're advertising a really large promotion, you could target Little Caesars' fans with your Pizza Hut ad.
- 3. Create multiple versions of ads:** Creating multiple versions of ads and then testing them head to head (A/B testing) lets you scientifically select the best-performing ad(s). Create an ad that serves as the control and then create other versions of that ad in which you change the image or the color or the wording — change one thing at a time so you have a better idea of what people respond to.





If you're a complete novice but have a budget, hire a consultant!

If all this information about advertising is stressing you out, consider hiring someone to help you create the ads and place them. But before you pick up the phone, [*read this article about how to hire a social media consultant.*](#)

Since most Facebook ads are small and the number of words allowed is about 10, it's easy to create several versions of each ad without spending a small fortune on design. You can create an ad using your logo and a short call to action or discount message. Create several versions of an ad and then run them one at a time for a week or so. This lets you see which one gets the best response. Check Facebook's Ads Manager on a regular basis so you can see how the ads are performing

4. Craft a clickable headline: The image in your ad is important, but so is the bold headline copy. Use the headline to speak directly to your target audience. Try to appeal to their needs, wants and/or desires. Often the best way to do this is by asking a simple question that's relevant to the message of the ad.

For instance, if you're advertising your product, instead of using your ad copy to talk about the features of the product, use copy that's relevant to the benefits of your product. Does your target market include people who often work on deadline and are looking for ways to save time? If so, an example of an effective ad headline would be: "Need a time-saving tool?"

Here are three examples of Marketplace Ads ShortStack recently ran. Each had a different headline.

**Create
Holiday-themed
Facebook Apps**



**Free eBook!
Design ideas for
Holiday Facebook Apps**



**Design
Facebook Apps
for the Holidays**



This ad performed best ←





How to install the Power Editor

Once you've downloaded the latest version of Google Chrome, follow the below instructions:

1. Open your Chrome browser
2. Visit your Ads Manager
3. Click the Power Editor tab on the left side of the Ads Manager
4. Install the Power Editor application
5. Once you launch the Power Editor application, click "Download" and follow the onscreen instructions

CHAPTER 5: *Facebook Ad Tools and Strategies Used by Successful Marketers*

Power Editor

Facebook's self-serve ad tool Ads Manager (the interface used by roughly 99 percent of marketers) is scaled down to make advertising as simple as possible. But there are several important — and more complex — features that are missing from it. Those features are available in Facebook's Chrome plugin called Power Editor.

Power Editor is a bulk editor that can make complex ad creation and campaign management easier. Possibly the greatest benefit of Power Editor is the detailed targeting that you can't do from the self-serve ad tool. For example, you can create an ad that only shows up on mobile or only on desktop News Feeds. This is how successful split testing is done!

Power Editor gives you complete control over placement, targeting and bidding, all while offering features that aren't available within the self-service ad tool. All of Facebook's new features are rolled into Power Editor and the ads API first. If you want the new bells and whistles, you need to use Power Editor.

Click here to watch a tutorial by Jon Loomer on how to use Power Editor:

[READ ARTICLE](#)



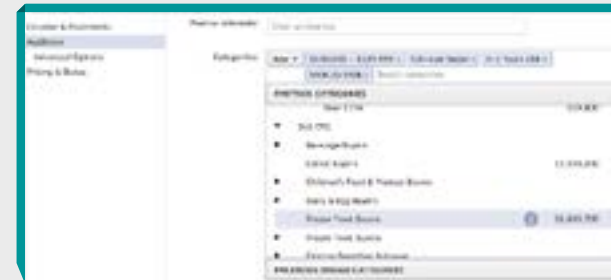


Partner Categories

Facebook Precise Interest targeting is limited. When you target users based on interests, you are hoping that users are thorough, accurate and current regarding what they share on their profiles. But Partner Categories allow you to do so much more.

Facebook partnered with three data mining companies (Acxiom, Epsilon and Datalogix). These companies have collected mounds and mounds of data related to buying histories and lifestyles.

The result is that you can create Facebook ads that are more relevant than ever before. You can target based on income, whether users have kids, whether they buy athletic equipment, whether they own or rent a car, and so much more.



FBX



Real-time bidding is a venture Facebook launched in June of 2012 with their ad platform Facebook Exchange. Facebook Exchange officially came out of beta testing in September, and since then there have been several reports claiming that marketers are seeing lower costs per acquisition and improved ad placements. These factors alone are helping brands yield better ad results.

Unlike Facebook's Ads Manager, the Facebook Exchange lets advertisers purchase "retargeted" ads on Facebook after a user has visited an external website marked with a cookie.

Facebook Ad Exchange is where Facebook ad targeting really shines. Ads no longer need to be unrelated and annoying. They can be for products and services that you've proven to care about.

For example, let's say that you were on JonLoomer.com. You read a blog post related to Facebook ads. When you return to Facebook, You might see an ad related to one of Jon Loomer's products. That's Facebook ad retargeting, also known as FBX!





Click here
to learn how
to create an
Offsite Pixel
for Conversion
Tracking:

READ ARTICLE

While FBX has been around for a while for the big brands, the little guys can use it now, too. To participate in the Facebook Exchange it is mandatory that advertisers go through one of Facebook's partnered third-party platforms (DSPs). Such platforms include AdRoll and Perfect Audience. If you want, you can try out FBX for free — including \$60 of free ads — when you create an account with [Perfect Audience](#) or [AdRoll](#).

Conversion Tracking

We often hear about how hard it is to measure the ROI of social media efforts. Not if you use Conversion Tracking!

Up until now, you may have been using Facebook ads that drive people either to an external landing page or to an app within Facebook that features your product, service, contact or subscription form. And up until now, you've likely been measuring the success of those ads by Cost Per Click (CPC) and number of clicks. Which means you might have been completely ignoring the most important step.

The beauty of Conversion Tracking is that you can now place an Offsite Pixel (just a small piece of code) on the conversion pages of your site to communicate with Facebook when an ad is successful. The "Actions" that Facebook displays in its reporting will now be directly related to Conversions.

This is extremely important, particularly for those who continue to scream about not being able to measure ROI on social media. But it also makes monitoring of these ads — based on actual results — much more productive.

The performance of ads can be deceiving. You can be distracted by a particular ad's low CPC or high Click Through Rate (CTR). The rate per click tends to be higher in countries like the United States, Canada and United Kingdom, for example. So you may be led to believe that such ads are too expensive and not successful.





To learn more about Conversion Specs, read this article:

[READ ARTICLE](#)

But what your metrics weren't telling you was which ads were leading to conversions. You may have been getting high clicks at a low cost in certain countries, but they weren't leading to conversions. But now you can measure your true cost and return to determine which ads are worth continuing.

Conversion Specs

When you promote a post that you published to your Facebook Page, by default it is optimized for engagement. But what if you want a specific type of engagement?

This is where Conversion Specs come into play.

Most Facebook ads utilize Optimize CPM bidding. Facebook optimizes your ad, serving it to those most likely to perform your desired action. That could be liking your Page or, like in the example above, engagement with your content.

Engagement, of course, includes any click. It includes stories (comments, likes and shares) but it also includes clicks that don't result in stories.

With Conversion Specs, you can manually change how your ad is optimized. You can then have Facebook optimize for link clicks, photo views, video plays or some other type of action.





For a walkthrough on how to use Custom Audiences, click here:

[READ ARTICLE](#)

Custom Audiences

You can target your customers and email subscribers in Facebook ads, and you don't even need a Facebook Page to do it!

With Custom Audiences you can import your email list (or phone number list or Facebook UID list) into Power Editor, and Facebook will match up the email addresses to Facebook users. By combining your data with Facebook's, you can target your ads to specific groups, such as newsletter subscribers or people who have purchased from you in the past. With highly accurate audience targeting, you're likely to see higher CTRs from your ads.

Facebook may not be able to match up all of your email addresses since some won't be used to set up profiles (anywhere from 10 to 30 percent tend to be matched up to Facebook users), but this allows you to serve up ads directly to people who have a connection with you outside of Facebook.

Let's start from broad and move to increasingly targeted to show the power of Custom Audiences.

- **General email list:** It's a safe bet that those who have agreed to give you their email address and receive regular correspondence from you are more serious about your product or service than someone who merely likes your Page. Many of the people who have given you an email address may not currently like your Page.

You can craft advertising that targets your custom audiences, either alerting them of a new product or encouraging them to like your Page in exchange for your predefined value.

Create Audience

Audience Name:

File: No file chosen

Type: Emails (1)
 UIDs (1)
 Phone Numbers (1)

Files need to be in CSV or TXT format with one entry per line.
 Any personally identifying information will be hashed before being uploaded to Facebook. [Learn how this works.](#)

[Custom Audience Terms](#)





- **General customer list:** You have a list of people who have purchased products from you before. You can now create Facebook ads to promote your products targeted specifically at these people. The likelihood of purchase just went up!
- **Specific product customer list:** Now think about this... You have a list of people who own version 2.0 of your product. But you've recently launched version 3.0. Which people do you think are most likely to buy it? Yep, those who bought 2.0.

When a new product is launched, marketers know to send emails to existing customers. But not everyone opens marketing emails. And if you can hit those people additional times on Facebook, the purchasing potential just went up again!

The possibilities with Custom Audiences are incredible. If you have a decent sized email list and you aren't using Custom Audiences, you're missing out.

Lookalike Audiences

Let's assume that you have a modest sized email list. You've tried Custom Audiences, but you get limited results because you exhaust that audience so quickly. This is where Lookalike Audiences come in.

Once you've created a Custom Audience, you can tell Facebook to create new audiences similar to that one. Facebook looks at the characteristics of the users in that audience and can then generate a list based on similarity (the top 1 percent of users similar to those users) or reach (the top 5 percent).

While other marketers are scrambling to figure out the proper targeting to reach their ideal audience, you can quickly and easily find a large group of users similar to those who have already proven to buy from you.





For a walkthrough on how to use Custom Audiences, click here:

[READ ARTICLE](#)

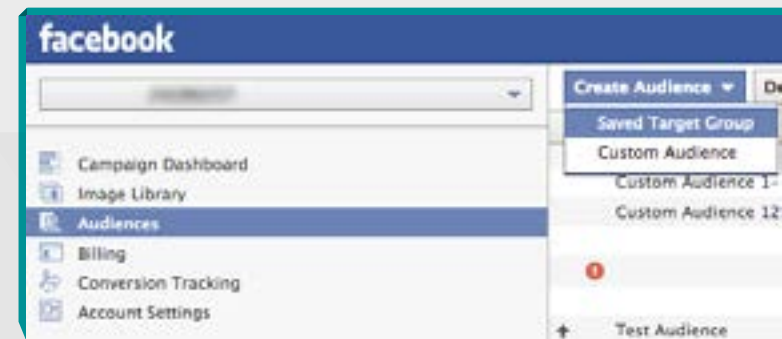
Saved Audiences

Successful advertisers are pros at split testing. They create many different ad variations based on placement, imagery, copy, targeting and bidding to find what works and what doesn't.

This can be a time-wasting process. Unless, of course, you create Saved Audiences.

You can save audiences based on the following:

- Geography
- Age
- Gender
- Precise Interests
- Broad Categories
- Partner Categories
- Connections
- Custom Audiences
- Relationship
- Language
- Education
- Workplace



That's a whole lot of targeting. It can take a ton of time. But you likely have a handful of targeting combinations that you use repeatedly.

Once you save an audience in Power Editor, you can select all of your targeting with one click of a button in the future.





Click here to learn how to get 13 cents per click with Facebook Domain Sponsored Stories.

[READ ARTICLE](#)

Domain Sponsored Stories

Website traffic is extremely important to many businesses. Traffic leads to direct revenue, whether it be sponsorship revenue or leading to a direct purchase.

Domain Sponsored Stories are completely independent from a Facebook Page. These ads promote the sharing of content from a website by friends to Facebook. For instance, today Bob may share a blog post to Facebook with a comment “Check out what I learned today about Facebook ads!” Such activity could then be converted into an ad that will appear in News Feeds.

Depending on how you value each page view to your site, investing in Domain Sponsored Stories could be a very efficient way of increasing your traffic to your site.

Dark (Unpublished) Post

Let’s say you shared a post to your Facebook Page. But you wanted to create multiple versions of that post and turn those posts into Facebook ads. You’d do this with Dark Posts.

Dark, or unpublished, posts allow you to promote posts that were never published to your Timeline. This is especially helpful for split testing purposes. Create four versions of a post targeted at various groups, but don’t clutter up your Timeline in the process.

Jon Loomer Digital

		Date	scheduled	Message	ID
		04/28/13		I am testing unpublish...	454
		04/26/13		I had an absolute BLAST...	454
		04/25/13		Today is Take Your Kid ...	454

You can also do this if you’ve ever created a post that violated Facebook’s 20 percent text in images rule. Such posts typically could not be promoted. But simply create a Dark Post that complies and promote that one to get around it.

To learn how to create a Dark or Unpublished Facebook Post, click here:

[READ ARTICLE](#)





Mobile Ads

The highest CTRs for Facebook ads are for those that pass through the News Feed. And some advertisers have found that the success rate is even higher on the mobile News Feed.

When creating Sponsored Stories, split test them by placement:

1. All Placements
2. All Desktop (including sidebar)
3. All News Feeds
4. Desktop News Feed
5. Mobile News Feed

You may find that the cost and success rate are often markedly different for each of these placements. But while mobile placements are often the priciest, typically you'll find the cost to be worthwhile based on Actions.

You may also find that with most campaigns you are throwing your money away on the sidebar Marketplace Ads. Only a select number of marketers have figured the perfect recipe for their company/product, creating ads that target only the News Feed — or more specifically, only the mobile News Feed.

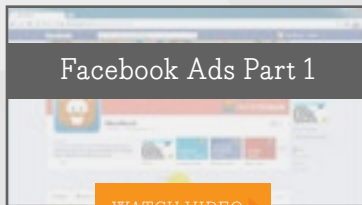




CHAPTER 6: *Facebook Advertising Resources*

[Jon Loomer's Glossary of Facebook Ad Types and Terms >](#)

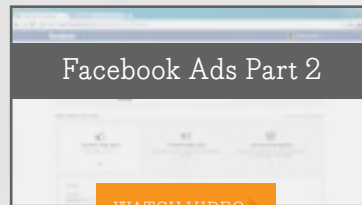
ShortStack University's 8 videos on advertising:



Facebook Ads Part 1

WATCH VIDEO >

In this first video in a series focused on Facebook Ads, we cover how to build Facebook Ads that generate more fans or Likes for your Page.



Facebook Ads Part 2

WATCH VIDEO >

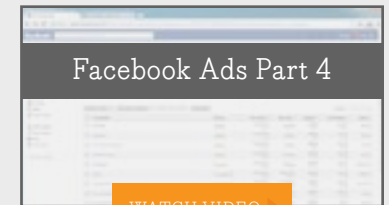
This second video in the Facebook Ads series focuses on creating Promoted Page Posts-ads for your Facebook Page's Status Updates.



Facebook Ads Part 3

WATCH VIDEO >

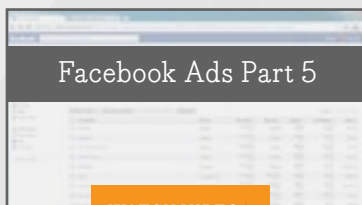
Facebook's advanced ad options let you fine-tune your ad spend and choose whether you want to optimize for clicks or impressions. This short video shows you how.



Facebook Ads Part 4

WATCH VIDEO >

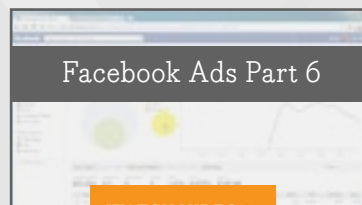
This video covers "All Campaigns," the management hub for your Facebook Ads. Check out your daily spend, campaign status, and more!



Facebook Ads Part 5

WATCH VIDEO >

Part five of the Facebook Ads series shows you how to read the data for individual ad campaigns.



Facebook Ads Part 6

WATCH VIDEO >

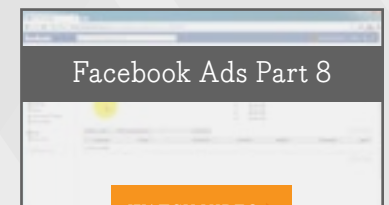
Part six in the Facebook Ads series takes a look at how to generate ad reports.



Facebook Ads Part 7

WATCH VIDEO >

Facebook's Reports Manager lets you generate a number of different reports in addition to a standard Advertising Performance Report. This video shows you what kind of reports you can generate, how to configure them, and how to schedule reports.



Facebook Ads Part 8

WATCH VIDEO >

Part eight in the Facebook Ads series takes a look at how to configure the Settings and Billing sections of the Facebook Ads manager.





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“Now that you’re an expert on Facebook advertising, get out there and do some testing! Pay attention to what works and what doesn’t and refine the techniques that work best for you. Good luck!”

- Chelsea H.

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