

FACEBOOK ADS



THE BEGINNER'S GUIDE TO ADVERTISING
ON THE FACEBOOK PLATFORM

Facebook Ads – The Beginners’ Guide to FB Ads

CHEAT SHEET

Step 1

List of your competitors’ existing FB pages

Step 2

Filter your competitors’ posts based on engagement levels

- Which have a lot of engagement? (likes / shares / comments)
- Are these niche specific?
- What % of content is curated?

Step 3

Profile your competitors

- List down page names

Step 4

Be clear on your objectives (most pressing first)

Step 5

Set up your FB Page

- Go to Fiverr to get professional FB page help
- cover design services
- page copy services
- VA for curated content selection
- Ozki.org for custom page content

Step 6

Put up your FB page and pump traffic

- Free organic traffic
- Boosted posts

Step 7

Study your page's Audience Insight

- What does your audience insight say about your target audience
- List these
- Figure out objectives based on this data

Step 8

Start a paid FB ads campaign

- Use a custom audience
- Start a Lookalike audience campaign to match your Page's current audience behavior