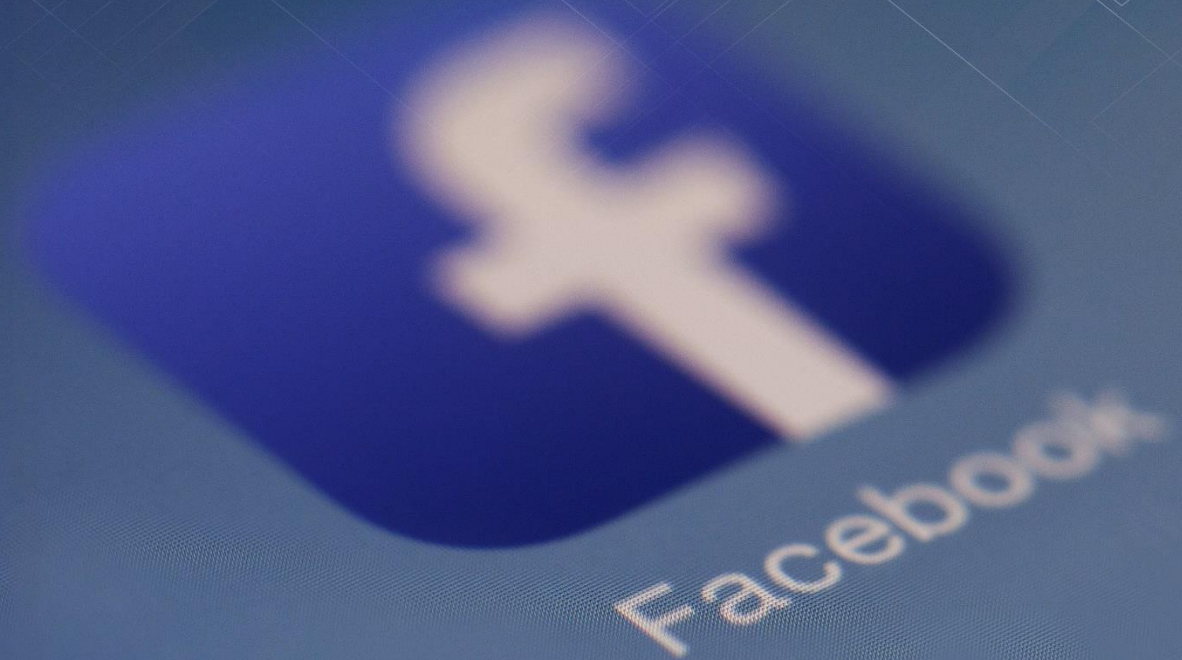


FACEBOOK ADS



THE BEGINNER'S GUIDE TO ADVERTISING
ON THE FACEBOOK PLATFORM

Limited Special Offer

Facebook Ads (HD Video Course)



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(Insert your Upsell Offer URL)

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Facebook Ads – The Beginners’ Guide to FB Ads

RESOURCE SHEET

Step 1

List of your competitors’ FB pages

Step 2

Study your competitors’ posts

- Which have a lot of engagement? (Some of these were promoted)
- What are their topics
- What is their focus (engagement / informative / conversion)?

Step 3

Profile your competitors

- List down page names
- List down locations (if public)
- List down category (if stated publicly)

Step 4

List down your objectives (most pressing first)

Step 5

List down your competitors’ Page elements

- Identify the most common features

Step 6

Go to Fiverr to get professional FB page help

- cover design services
- page copy services

Click Here to Access The “Facebook Ads” Video Course! (Insert URL)

- VA for curated content selection
- Ozki.org for custom page content

Step 7

Put up your FB page and study Audience Insight

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