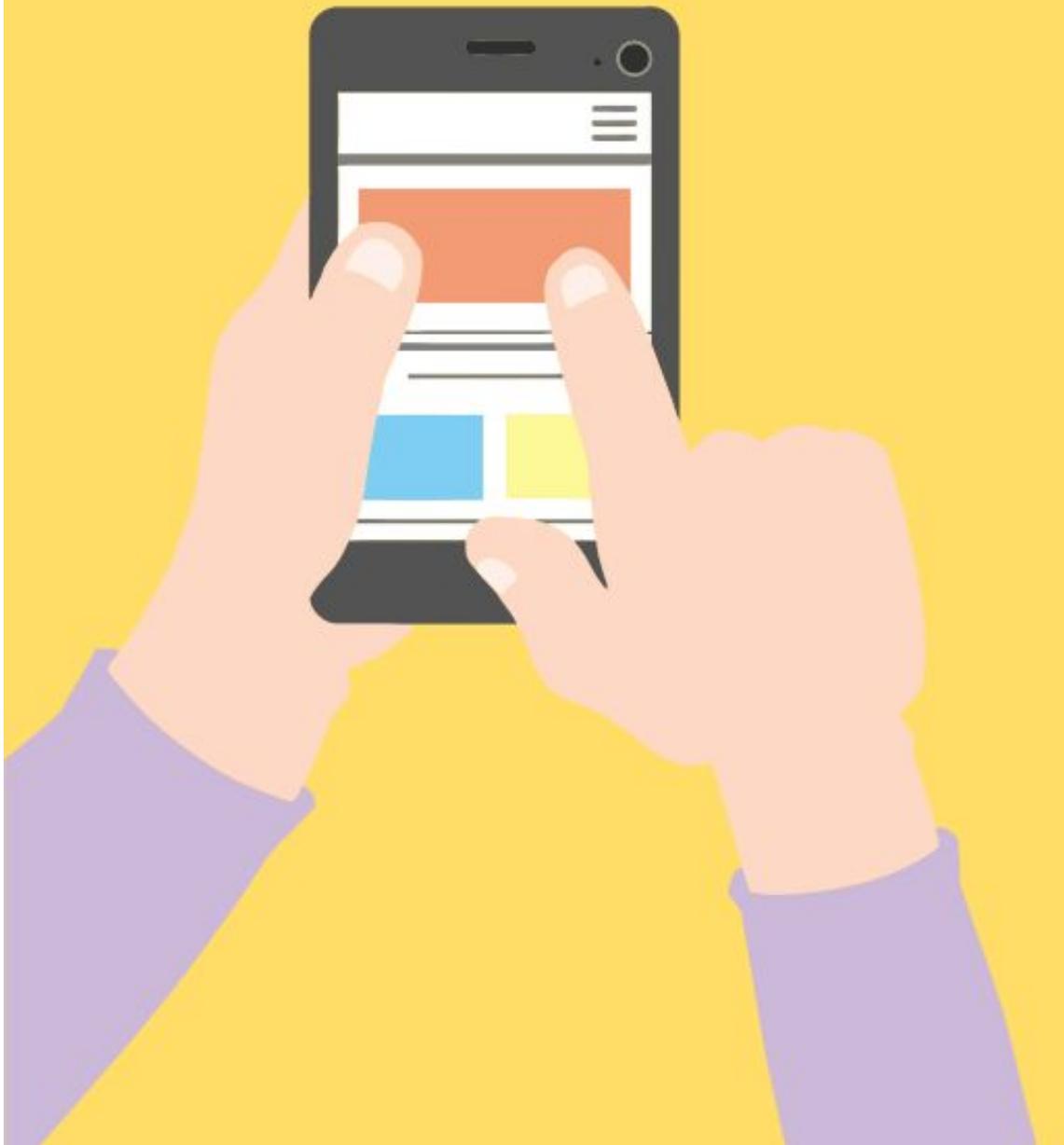


FACEBOOK AD CHEAT SHEET

BOBBY GUIONS





Bobby Guions

Bobby Guions has built social media following for businesses and brands!
Learning under 7+ Figure eCommerce mentors utilizing
the power of Shopify, Google and Facebook Ads!

After Mastering the Process, he began pursuing his PASSION....
He began helping thousands of businesses and entrepreneurs grow online
through the power of social media!.

CONNECT WITH BOBBY ON SOCIAL MEDIA:

JOIN FACEBOOK GROUP

FOLLOW ON FACEBOOK

FOLLOW ON INSTAGRAM

VISIT BOBBYGUIONS.COM

Facebook Ad Objectives

You want to go to Facebook Ad manager. There you can choose the Facebook Ad objective you want to run. They all have different results. So, you have to be careful in choosing the right one.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

- Brand awareness. Focuses on increasing reach to introduce your brand to new audiences or build more awareness with those who do know you. You can only optimize for ad recall lift, and you'll pay for impressions.
- Reach. Have your ad seen by as many people in your target audience as your budget allows. Best used for large audiences. You can prioritize impressions (total views) or reach (unique views). Choose reach in most cases. You'll be charged for impressions either way.
- Traffic. Prioritize clicks to your site, or the landing page of your choice. You can choose to optimize for landing page views, link clicks, impressions, or daily unique reach, and your choice here will determine whether you're charged per click or impressions.
- Engagement. Drive on-platform actions, such as likes, comments, shares, or event responses. Messenger placements are not available for this campaign type. You can optimize for impressions, post engagements, or daily unique reach, and pay by impressions.
- App installs. Try to increase installs of your mobile app. You can optimize for app installs, retention, link clicks, app events, and 10-second video views. Retention optimizes for people who are more likely to open to the app on the second or seventh day after install, making them a more valuable audience. You're charged for impressions, 10-second video views, or link clicks depending on what you optimize for.
- Video views. Show your ads to viewers who are most likely to watch your videos. You can optimize for different lengths of views, including 15-seconds or less, 10-second views, and 2-second views. You'll either pay for impressions or 10-second video views.

- Lead generation. Show users lead generation ads and optimize for having your lead forms filled out and submitted. You can optimize for leads, and pay accordingly. Messenger and audience placements aren't available for this objective.
- Messages. Get users in contact with you by encouraging them to message you through Messenger or WhatsApp. You can't use the audience network or right column ads. You can optimize for replies and pay for impressions.
- Conversions. Prioritize conversions, like lead sign-ups, event registrations, or purchases. Optimize for the right action by setting this up through the conversion pixel. If you optimize for conversions, you'll pay for impressions.
- Catalog sales. Use your on-platform catalogs to sell more to your target audience, showing relevant ads to every user in your audience. You can retarget or show your ads to new prospective customers. Optimize for link clicks, conversion events, or impressions.
- Store traffic. Get users to come to see you in your brick-and-mortar store. You can add map cards to carousel ads, and the best option is "store visit optimization."

Ad Targeting Options

You have several options to choose from to target right audience.

Audience

Define who you want to see your ads. [Learn More](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Location:

- United States

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Detailed Targeting ⓘ

All demographics, interests and behaviors

- Location. Target users based on people who live or have recently been to a certain country, zip code, city, or region.
- Age. Target person age range.
- Gender. Choose male or female, depending on the product and service your providing.
- Language. Choose different languages. I choose English because my ad will be in english.
- Demographics, interests, and behaviors. Target different interests and behaviors. You need to do research in picking them.
- Exclusionary targeting. You can exclude people, interest and behaviors from seeing your ad.

Placement Options

Placements option lets you determine where your ads will show. You have lots of options here.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

Edit Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

- Facebook feeds. Ads appear in users' feeds on Facebook; this is one of the most popular and flexible options.
- Instant articles. Ads open up to present more information about the articles at hand.
- In-stream videos. Video ads can be placed in the middle of high-quality content, interrupting users who are watching other videos.
- Right column ads. Ads show up in the right column on Facebook's desktop newsfeed.
- Suggested videos. This placement is available for both Facebook and for the audience network, and it shows users your video as a suggestion when they finish a video they're currently watching.
- Marketplace. Show your ad to users who are browsing in Facebook's marketplace, and therefore already purchasing.
- Stories. Stories are available for Facebook, Facebook's inbox, and Instagram. They allow you to show a vertical image or a 15-seconds-or-less vertical video and attach a link for users to click.
- Instagram feeds. Ads appear in users' main feeds on Instagram. These campaigns have higher-than-average engagement and click-through rates.
- Audience network ads. These ads appear in apps within Facebook's network, so your ads can be taken off Facebook. These ads typically have a lower-than-average CPC. Lead generation objectives can't use the audience network.
- Messenger inbox ads. Your ad will appear in Messenger (but not as a message that users have to open). Note that this is not available with the Engagement or Lead Generation objectives.
- Sponsored messages. Only available with the "Messages" objective, it sends users your ad in a Messenger message.

● Edit Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

Devices

All devices

Platforms

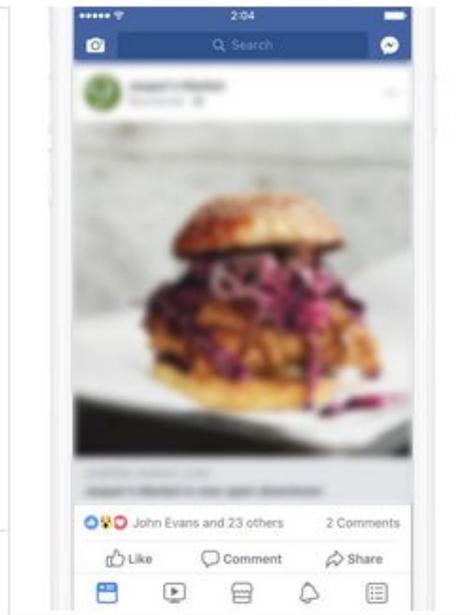
- Facebook Instagram
 Audience Network Messenger

Asset Customization ⓘ

12 / 12 placements that support asset customization

Placements

▼ Feeds	—
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook Video Feeds	<input checked="" type="checkbox"/>
Facebook Right Column	<input checked="" type="checkbox"/>
Instagram Explore	<input type="checkbox"/>
Messenger Inbox	<input checked="" type="checkbox"/>
▼ Stories	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen	



The only one you need to worry about is **Facebook Feed** and **Instagram feed**. Your ad is going to get better results using these two options. You can choose them by clicking check mark next to each platform name. And make sure to deselect the one you don't want.

Campaign Budget Optimization

You can set optimize ad delivery and set your budget for your campaign. I optimize my ads for link clicks. But you can optimize for impressions too.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ

Link Clicks ▼

Cost Control ⓘ

The lowest cost bid strategy doesn't have a cost control.

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy.

Schedule ⓘ

Run my ad set continuously starting today

Set a start and end date

[Show More Options ▼](#)

You want to test you ads first, I suggest you set budget \$5.00 to \$10.00 day to start.

Ad Set Spend Limits ⓘ

This ad set is part of a campaign that is using campaign budget optimization. If you have spending requirements for this ad set, add them here.

Minimum

daily

We can't guarantee this amount will be spent. ⓘ

Maximum

daily

We won't spend more than this amount.

[Remove spend limits](#)

When You Get Charged ⓘ

Impression

Ad Scheduling ⓘ

Run ads all the time

Delivery Type ⓘ

Standard

Facebook Account Identity

You can select your Facebook page and Instagram account in identity. People will see these accounts on your running ad. Make sure you have a Facebook page to run ads. If your running ads on Instagram feed you will need Instagram account.

Identity
Choose how you want your business to be represented in your ad.

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

 Gear Nabber ▼

Instagram Account
The Instagram account below is connected to the selected Facebook Page. Manage connections in [Page settings](#).

 gearnabbershop ▼

Facebook Ad Image & Video Guidelines

Facebook has specific image and video guidelines.

- You can use 1200 x 628 ads or square 1080 x 1080 ads for most placements.
- Carousel ads require 1:1 square images and videos, with the recommended 1080 x 1080 pixels.
- It's recommended to use .JPG files for better quality for images and .MP4 for video.
- The maximum video file size is 4GB
- The maximum size for image files is 30MB.
- Stories can't be longer than 15 seconds, but Facebook video ads can be up to 240 minutes long.
- Images and video thumbnails that contain more than 20% text may be penalized in the ad system, particularly in reach.

Here's an online software to help build your image ads. >> [Click here.](#)

Facebook Ad Formats

The Facebook Ad format you choose will affect how users see and interact with your ad, and it can have a huge impact on the campaign's performance.

Format

Choose how you'd like to structure your ad.


Carousel
2 or more scrollable images or videos


Single Image or Video
One image or video, or a slideshow with multiple images


Collection
Group of items that opens into a fullscreen mobile experience



Add an Instant Experience

Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad.
[Learn More](#)

These are the current ad format options to choose from:

- Single Image or Video Ads. These types of ads are most popular to use. Image of 1200×628 or 16:9 aspect ratios.
- Carousel Ads. You can add numerous products to display.
- Collection Ads. Feature numerous products in a single ad; when users click, they can see more of your product catalog and hopefully purchase.
- Instant Experiences Ads. A full-screen mobile experience that users can scroll through and interact with.

If you don't have a website. You can use this online software to build landing page, website and sales funnel for your business. >> [Click Here](#)

Links

You can input you Facebook ad information here. You can add your headline, description and link to your website. Creating a good ad copy is important for a good ad. Make sure you take your time setting this up.

Links
Enter the text for your ad. [Learn More](#)

Primary Text ⓘ
Tell people what your ad is about.

Headline (optional) ⓘ
Write a short headline

Description (optional) ⓘ
Include additional details

Destination
 Website
 Facebook Event

Website URL ⓘ Preview URL
 ×

Build a URL Parameter

Display Link (optional) ⓘ

Call to Action ⓘ

Ad Preview

1 of 1 Ad < >

Mobile News Feed ▾ 1 of 10 < >

Edit

Gear Nabber shared live video. ...
Sponsored ·



GEARNABBER.COM
Online Shopping | Gear Nabber

Like Comment Share

Primary text goes above your image. It's main information to grab attention for your ad.

You can input your headline and description to add to your Facebook ad.

In display link you will input your website there. If you don't have a website. You can use this online software to build landing page, website and sales funnel for your business. >> [Click Here](#)

You can set a call to action button in your ad. Making it easy for people to take action.

Tracking

You can set up your tracking pixel here. You should have a Facebook tracking pixel on your website. It will help Facebook gather data like website visits, add to cart and purchases. This will better optimize your Facebook ads and help them convert better.

The screenshot shows a 'Tracking' section in a Facebook ad setup interface. It includes a 'Conversion Tracking' section with a toggle for 'Facebook Pixel' (which is turned off). Below this are 'App Events' and 'Offline Events', each with a 'Set Up' button. There is a 'URL Parameters (optional)' section with a text input field containing 'key1=value1&key2=value2' and a 'Build a URL Parameter' link. At the bottom of the interface are three buttons: 'Back', 'Review', and 'Confirm'.

After you input all your information for your Facebook ad. You just need to press the confirm button. Congratulations! You have created your first Facebook ad. I hope this facebook cheat sheet was helpful to you.

Tools

Here's some other tool to help your business create content and grow online.

[VideoMakerFX - Video Creation Software](#) - Create videos for your business.

[EngagerMate](#) - Instagram growth tool.

[ProfitBuilder - Professional](#) - Wordpress plugin to create websites and landing pages.

[Stock Video Footage](#) - Royalty FREE stock footage for content and promos.

[Click Funnels](#) - Online software to build landing pages, funnels and websites.

[Video App Suite](#) - Eight high quality video software apps.

[Simple Social Tools](#) - Build targeted audience and automate your social networking.

[Wave Video](#) - Online video editor.

[WeVideo](#) - Online video editor.

[StockNation](#) - 25,000 HD Premium Videos + Inbuilt Video Editor.

[Tailwind App](#) - Pinterest and Instagram growth tool and social media calendar.