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**The Basic Fundamentals Of Setting Up Facebook Ads**

1. **Setup a facebook business page the right way.**
2. **Setup a facebook business manager account at business.facebook.com**
3. **Create multiple Ad Accounts**
4. **Link your facebook business page to the business manager.**
5. **If you have a product based business you can drive traffic to your product page but your site still needs to be positioned to do upsells and potentially down-sells if you want to increase average order value.**

**You can also use a funnel later down the line.**

**If you are a service-based business you should have a funnel from the beginning.**

1. **Setup your pixel tracking code**
2. **Setup your custom audiences.**
3. **Setup your custom conversions**
4. **Create Ad Campaign. 1st Select your campaign objective**
5. **Create Ad Sets (Targeting)**
6. **Create Ads & Launch Ads**
7. **Manage Ads**

**-Setup Campaign Objective**

**-Create Ad Set**

**Custom Audiences**

**Demographics**

**Interest:**

**Most Popular Books**

**Most Popular Influences**

**Most Popular News Sources**

**Most Popular Software**

**Most Popular FB Pages or Groups**

**Most Popular Websites**

**-Create Ads**

**7 Part Video Framework**

**Writing The Copy:**

* **Big Promise**
* **Big Promise With Specific Claim**
* **First Person Story Of Transformation**
* **Removal Of Pain**
* **Actual Client Testimonial**

**Writing Head-Lines**

**Managing Campaigns-**

**Pay Attention To The Metrics & Not So Much On Vanity Metrics.**

**-Impressions**

**-Reach**

**-Link Clicks**

**-Cost Per Click**

**-Leads**

**-Cost Per Lead**

**-Cost To Generate A Call Or Get A Call Booked**

**-CTR %**

**-Funnel Conversion %**

**-Relevance Score**

**- Cost Per Acquisition Of A Client**

**If you have a product-based business**

**Don’t worry about Leads.**

**Focus On Everything else up top and:**

**-Initiate Checkouts**

**-Add Too Carts**

**-Number Of Sales**

**-Cost Per Sale**

**-ROAS**