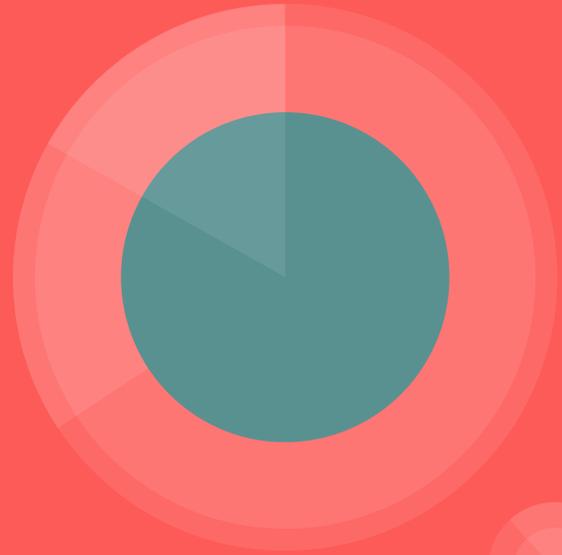


Facebook Ads 101

*Presented by:
Angela J Herrington*



A Little About Me



Angela Herrington

My passion is helping women recognize, cultivate, & unleash their God given leadership ability.

Marion, Indiana | Professional Training & Coaching

Current Wesleyan Holiness Women Clergy, AngelaJHerrington.com, Carey Services
Previous Carey Services, Christian Coaches Network International, 94.3 The Fortress
Education Wesley Seminary at Indiana Wesleyan University

500+
connections





How This Session Will Play Out

Each of you has a notecard in front of you. To make the most of our time I'm going to ask that you jot down your questions as we go.

We will collect your cards and use the last few minutes of our session to answer as many as possible.

Be as concise as possible in your questions!



A Tip For This Session

I will be sharing a lot of info today.

Please don't try to write it all down at the cost of missing what I'm showing you in the screen shots.

There's no way to capture it all but you can totally capture enough to do this on your own.



Want A Copy of These Slides?

At the end of the session I'll share a link where you can grab a copy of these slides and a couple of extra worksheets that will help you with ads.

This is an Equipped only bonus, so please don't share the link!



Ready to grow an engaged FB page packed with your ideal client?

This session will teach you how to grow your page through highly targeted ads that won't break the bank.

You'll also learn how to choose graphics and write copy that converts!



Start With A Solid Foundation





What's The #1 Mistake I See?

People ask me this all the time, but it's probably not what you think.

Any guesses?



Before You Spend A Single Penny On Facebook Ads...

Get 100% clear on what the end goal is for running ads.

If you don't know how the ads fit into the greater plan for your business, you may be wasting time and money.

Without the big picture, it's hard to know if you're sending people the right direction.



What do I want them to feel/see/understand when they see it?

What reaction are you going for?

Happiness? Fear? Desire? Longing?

Perhaps you just want people to feel like you know what they're going through?



What action do I want people to take?

Clicks? Shares? Video Views?

Like your page?

Join your email list?

Buy something or attend an event?

(This is also how we measure whether or not the ad is working.)



How will I encourage them to do it?

If you don't tell people what to do, they may not do it!

Be careful about click bait and anything that breaks FB's terms of service.

Yes, people cut corners all the time but it's not worth the risk.



What is my budget and time frame for this promotion?

How much do you want to spend?

When will this ad start?

When will it stop?



Will I Use An Existing Post Or Create A New One?

Keep in mind FB's text limits.

Page Like Ads have to be a new post.

Stock photos available in Ad Manager if you need them.

Images can be turned into a slide show in Ad Manager.

The image features a solid red background. In the top-left corner, there are three vertical bars of varying heights, each composed of three overlapping rounded rectangular segments. In the bottom-right corner, there are four vertical bars of increasing height from left to right, each also composed of three overlapping rounded rectangular segments. The text "Now You Can Open Ad Manager!" is centered in the middle of the page in a white, bold, sans-serif font.

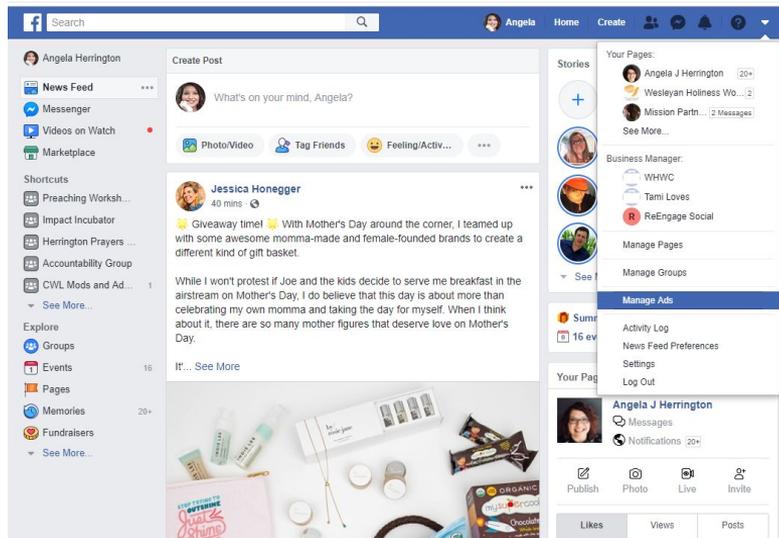
Now You Can Open Ad Manager!



Ad Manager Is Worth Learning

Boosting posts can be useful on the fly but it's also worth the time to learn ad manager because there are tons of features and data that you can't see in the "Boost This Post" feature.

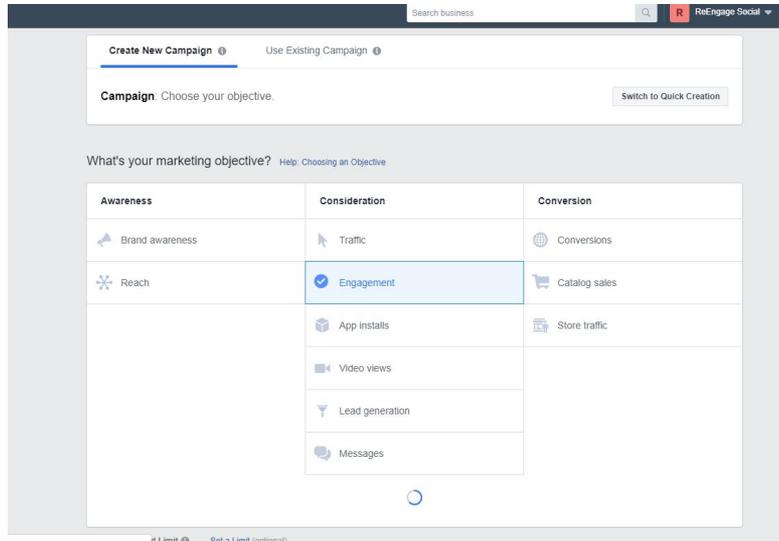
Open Ad Manager



Drop Down Menu

Create or Manage Ads

Select The Category Of Ad



Search business ReEngage Social

[Create New Campaign](#) [Use Existing Campaign](#)

Campaign Choose your objective. [Switch to Quick Creation](#)

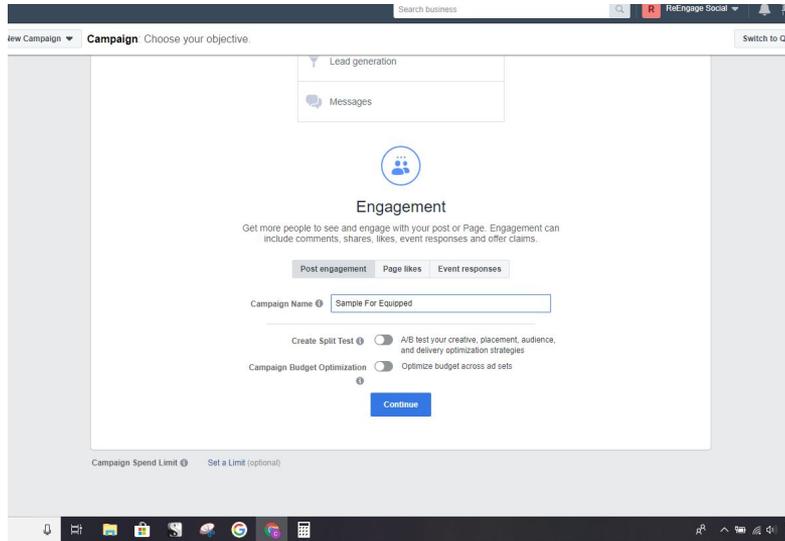
What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	<input checked="" type="checkbox"/> Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

1 limit [Set a limit \(optional\)](#)

We will use
Engagement ads for
this example.

Select The Type Of Ad & Name It



The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a navigation menu. The main content area is titled "Campaign" and "Choose your objective". Below this, there are two tabs: "Lead generation" and "Messages". The "Engagement" objective is selected, and the "Post engagement" sub-objective is chosen. The campaign name is "Sample For Equiped". There are also options for "Create Split Test" and "Campaign Budget Optimization". A red arrow points to the right side of the interface.

Search business

new Campaign ▾ Campaign Choose your objective. Switch to Os

Lead generation

Messages

Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post engagement Page likes Event responses

Campaign Name Sample For Equiped

Create Split Test A/B test your creative, placement, audience, and delivery optimization strategies

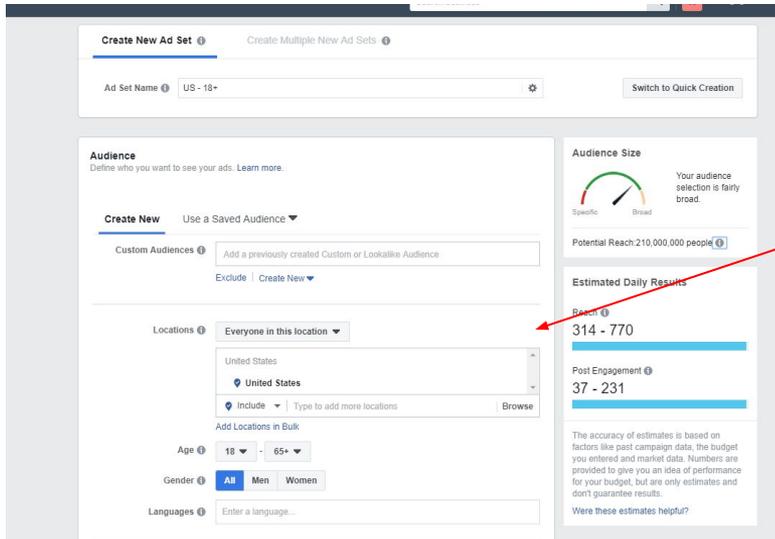
Campaign Budget Optimization Optimize budget across ad sets

Continue

Campaign Spend Limit Set a Limit (optional)

We will use post engagement ads for this example.

Targeting: Who Do You Want To See It?



The screenshot shows the Facebook Ad targeting interface. At the top, it says "Create New Ad Set" and "Create Multiple New Ad Sets". Below that, there's a field for "Ad Set Name" with "US - 18+" entered. A "Switch to Quick Creation" button is visible. The main section is titled "Audience" and includes a "Create New" section with "Use a Saved Audience" and "Custom Audiences". The "Locations" section is expanded, showing "Everyone in this location" with a dropdown menu containing "United States" and "United States". Below that, there are options for "Age" (18-65+), "Gender" (All, Men, Women), and "Languages". On the right side, there's an "Audience Size" section with a gauge showing "Specific" and "Broad" and a "Potential Reach 210,000,000 people". Below that, "Estimated Daily Results" shows "Reach 314 - 770" and "Post Engagement 37 - 231". A red arrow points from the "Reach 314 - 770" text to the "United States" dropdown menu.

The more specific your targeting, the better chance you have of reaching the right people.

- Country
- Age
- Gender
- Language(s)

Targeting: Who Do You Want To See It?

Create New Ad Set Create Multiple New Ad Sets

Ad Set Name US - 18+ Switch to Quick Creation

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 Everyone in this location
United States
United States
Include Type to add more locations Browse

Add Locations in Bulk
Age 18 - 65+
Gender All Men Women
Languages Enter a language...

Audience Size
Your audience selection is fairly broad.
Potential Reach: 210,000,000 people

Estimated Daily Results
Reach 314 - 770
Post Engagement 37 - 231

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Were these estimates helpful?

Retargeting audiences are something specific we won't cover here but those are under “Custom Audience”

Select “Create New” to see options.

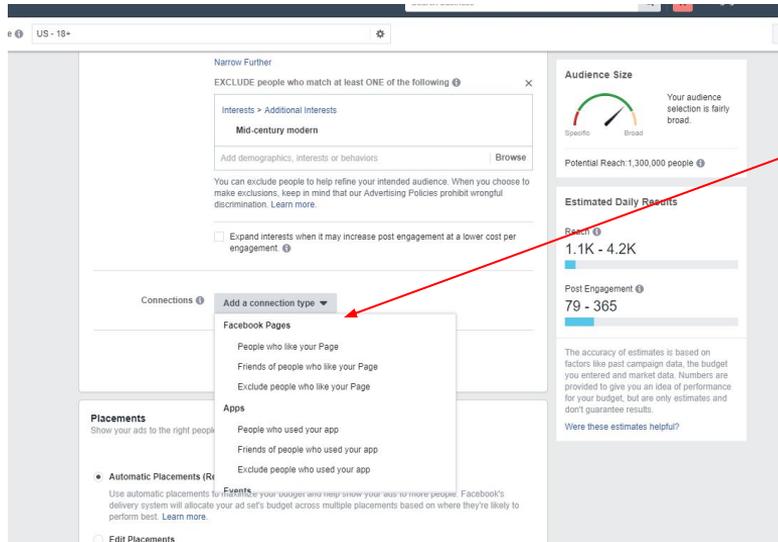
Details Matter: No Random Buckets

The screenshot displays the Facebook Ads targeting interface. On the left, the 'Detailed Targeting' section is expanded to show 'INCLUDE people who match at least ONE of the following'. Under this, there are two interest-based targeting boxes. The first box is titled 'Interests > Additional Interests' and contains the interest 'Joanna Gaines'. Below it, there is a section 'and MUST ALSO match at least ONE of the following' which contains another interest-based box titled 'Interests > Additional Interests' with the interest 'Christian music'. Below this, there is an 'EXCLUDE' section with a box titled 'Interests > Additional Interests' containing the interest 'Mid-century modern'. On the right side of the interface, there is a summary panel with 'Audience Size' showing a potential reach of 1,300,000 people, and 'Estimated Daily Results' showing a reach of 4.4K - 4.2K and post engagement of 79 - 365. Red arrows point from the text on the right to the 'Joanna Gaines' and 'Christian music' interest boxes, and from the 'and MUST ALSO match' text to the 'Mid-century modern' exclusion box.

Know the difference between the buckets and think about how they work together.

- Multiple things in 1 bucket means “or”
- “and Must Also Match”
- and “EXCLUDE”

Targeting Existing Connections



The screenshot shows the Facebook Ads targeting interface. At the top, it says "Narrow Further" and "EXCLUDE people who match at least ONE of the following". Under "Interests > Additional Interests", "Mid-century modern" is selected. Below this, there's a section for "Connections" with a dropdown menu "Add a connection type" that is open, showing options like "Facebook Pages" (People who like your Page, Friends of people who like your Page, Exclude people who like your Page) and "Apps" (People who used your app, Friends of people who used your app, Exclude people who used your app). To the right, there's a "Audience Size" section with a gauge showing "Specific" to "Broad" and "Your audience selection is fairly broad." Below that, "Potential Reach: 1,300,000 people" and "Estimated Daily Results" are shown, including "Reach @ 1.1K - 4.2K" and "Post Engagement @ 79 - 365".

This is where you target or exclude people who like your page, events, etc.

Placements: Where It Appears

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a 'ReEngage Social' button. Below that, the 'Placements' section is visible. It includes a search bar for 'Search business', a dropdown for 'et Name' set to 'US - 18-', and a 'Placements' header with the instruction 'Show your ads to the right people in the right places.' There are two main options: 'Automatic Placements (Recommended)' and 'Edit Placements'. A red arrow points to the 'Edit Placements' option. Below these are filters for 'Device Types' (set to 'All Devices (Recommended)') and 'Platforms' (Facebook and Instagram). A preview of an ad showing a burger is visible. On the right, there's a summary panel with 'Audience Size' (Potential Reach: 1,300,000 people), 'Estimated Daily Results' (Reach: 1.1K - 4.2K, Post Engagement: 79 - 365), and a note about the accuracy of estimates.

Select “Edit Placement” to see this list of all of the places your ad may appear.

Based on your objective, choose the ones that fit.

For our sample FB engagement ad we will remove all of them except feed.

Choose Your Budget

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

Budget \$11.00 USD

Actual amount spent daily may vary.

Schedule

- Run my ad set continuously starting today
- Set a start and end date

You'll spend no more than **\$77.00** per week.

Optimization for Ad Delivery

To help us improve delivery optimization, we may survey a small section of your audience.

Bid Strategy **Lowest cost** - Get the most post engagements for your budget

- Set a bid cap

When You Get Charged **Impression**

Ad Scheduling

- Run ads all the time
- Run ads on a schedule

Delivery Type **Standard** - Get results throughout your selected schedule

[More Options](#)

[Hide Advanced Options](#)

Audience Size

Your audience selection is fairly broad.

Potential Reach: 1,300,000 people

Estimated Daily Results

Reach **1.1K - 4.2K**

Post Engagement **79 - 365**

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Be careful when you select daily or lifetime budget!

It will drastically change your ad spend.

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

Budget \$350.00 USD

Schedule

Start

End

(Central Time)

Your ad will run until **Saturday, June 1, 2019**.
You'll spend up to **\$350.00** total.

Audience Size

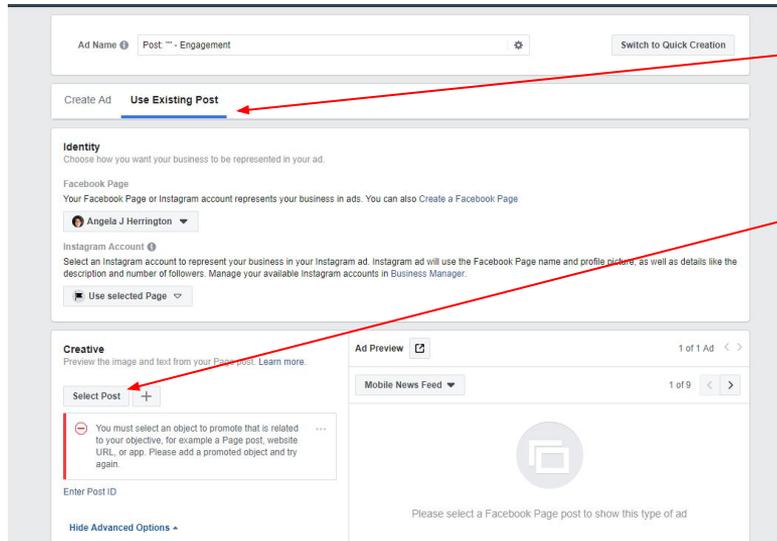
Your audience selection is fairly broad.

Potential Reach: 1,300,000 people

Estimated Daily Results

Reach **1.2K - 4.4K**

Now Choose Your Content



The screenshot displays the Facebook Ads creation interface. At the top, there is a field for 'Ad Name' with the value 'Post - Engagement' and a 'Switch to Quick Creation' button. Below this is the 'Create Ad' section, where 'Use Existing Post' is selected and highlighted in blue. A red arrow points from the text 'Select "Use Existing Post" here.' to this option. The 'Identity' section follows, with a dropdown menu showing 'Angela J Herrington'. Below that is the 'Creative' section, which includes a 'Select Post' dropdown menu with a plus sign. A red arrow points from the text 'Then "Select Post" here and a pop up of recent posts will appear.' to this dropdown. A red-bordered box contains an error message: 'You must select an object to promote that is related to your objective, for example a Page post, website URL, or app. Please add a promoted object and try again.' Below the error message is a field for 'Enter Post ID' and a 'Hide Advanced Options' link. To the right of the 'Creative' section is an 'Ad Preview' area showing a placeholder for a Facebook Page post with the text 'Please select a Facebook Page post to show this type of ad'.

Select “Use Existing Post” here.

Then “Select Post” here and a pop up of recent posts will appear.

Now Choose Your Content

Click on the post you want to use and select “Continue”

The screenshot shows the 'Select Post' dialog box in Facebook Ads Manager. The dialog is titled 'Select Post' and has a close button (X) in the top right corner. It features a search bar with the text 'Keywords or post ID' and a search icon. Below the search bar, there are three radio buttons: 'Published Posts' (selected), 'Ads Posts', and 'Scheduled Posts'. A table of posts is displayed below, with columns for 'Facebook Post', 'Post ID', 'Date Created', 'Likes', 'Comments', and 'Shares'. The table contains five rows of posts. A red arrow points to the 'Continue' button at the bottom right of the dialog.

Facebook Post	Post ID	Date Created	Likes	Comments	Shares
Study: Memories of music ca... Just in case you wanted one mo...	2366945190206066	May 1, 2019	233	19	197
Amen sister!!! So excited to spe...	2366889336877316	May 1, 2019	3	0	0
Hey sisters... Grab a bucket. Let...	2366679613565937	Apr 30, 2019	208	6	59
When we spend all our energy o...	2366482260252359	Apr 30, 2019	5	0	1
... are a Christian and a busi...	2366481660252419	Apr 30, 2019	29	3	2
Kansas City here we come!!! C...	2366370373596881	Apr 30, 2019	27	3	1
I am a woman's woman

Now Choose Your Content

Post: "" - Engagement

Creative
Preview the image and text from your Page post. [Learn more.](#)

Facebook Post
Hey sisters...Grab a bucket. Let's...

Change Post +

This post can't be used for ads on Instagram.

Enter Post ID

Call To Action (Recommended) ⓘ

Add a Button

Hide Advanced Options ▾

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ⓘ

Angela Herrington's Pixel
ID: 1549541955260047

Ad Preview

Mobile News Feed 1 of 1 Ad

Angela J Herrington
Sponsored · @

Hey sisters...Grab a bucket. Let's do this.

BrightVibes @

Shout out to those awesome people...

Malinda Koonce and 293 others
6 Comments · 59 Shares

Like Comment Share

Your post should
autopopulate.

Add a button here if you'd
like and hit continue on the
bottom right corner of the
screen.

Review & Publish Your Ad!

The screenshot displays the Facebook Ads Manager interface. On the left, the 'Creative' section shows a preview of the ad content: a Facebook post from 'Facebook Post' with the text 'Hey sisters...Grab a bucket. Let...'. Below this, there is a warning message: 'This post can't be used for ads on Instagram.' and an 'Add a Button' button. The 'Ad Preview' section on the right shows a mobile news feed with a sponsored post from 'Angela J Herrington'. The post features a chalkboard image with the text: 'I LOVE WHEN PEOPLE WHO HAVE BEEN THROUGH HELL, WALK OUT OF THE FLAMES CARRYING BUCKETS OF WATER FOR THOSE STILL CONSUMED BY THE FIRE. - STEPHANIE HERRINGTON'. Below the image, it says 'BrightVibes' and 'Shout out to those awesome people...'. At the bottom of the ad preview, there are 'Like', 'Comment', and 'Share' buttons. A red arrow points from the text 'Add a button here if you'd like and hit "Review" on the bottom right corner of the screen.' to the 'Add a Button' button in the Creative section. Another red arrow points from the text 'Your post should autopopulate.' to the 'Facebook Post' preview in the Creative section. A third red arrow points from the text 'If you're happy with the settings, hit "Confirm"' to the 'Review' button in the bottom right corner of the ad preview.

Your post should autopopulate.

Add a button here if you'd like and hit "Review" on the bottom right corner of the screen.

If you're happy with the settings, hit "Confirm"



Creating A New Post To Promote



Create A New Post

Select “Create Ad” here.

r/admanager/creation?act=70530185&business_id=279293775736049

Search business

ReEngage Social

Ad Name Post: Engagement

Switch to Quick Creation

Create Ad Use Existing Post

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

Angela J Herrington

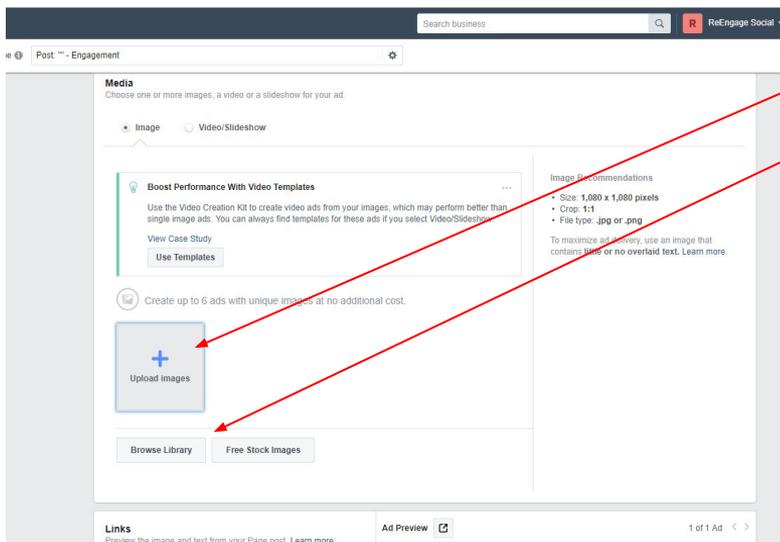
Instagram Account
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.

Use selected Page

Format
Choose how you'd like to structure your ad.

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

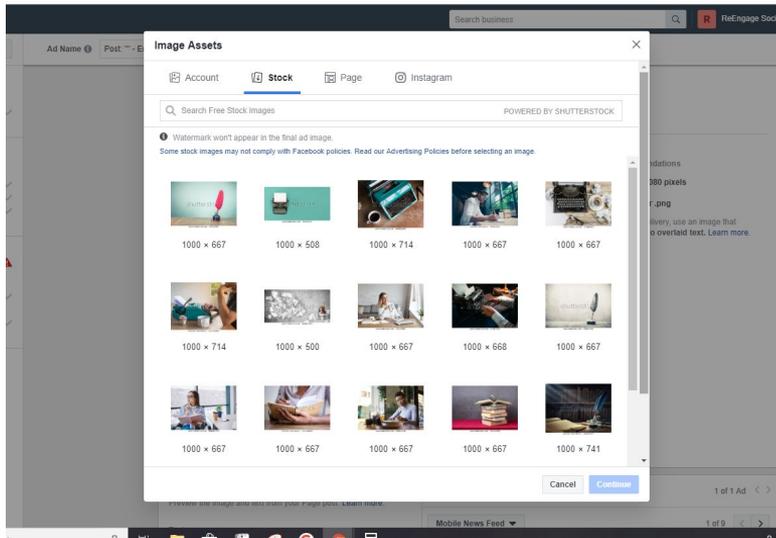
Create A New Post



Then “Upload Image”,
“Browse Library” or “Free
Stock Image” here.

Select up to 6 images to test
within the same copy and
budget.

A Word About Stock Images



The key is to stop the scroll so look for high contrast, fresh images that catch people's eyes.

If you've seen them on promos or graphics, don't use them.

Write Your Copy

Post - Engagement

Search business

1 of 3 Ads

Mobile News Feed

1 of 9

Links
Preview the image and text from your Page post. [Learn more.](#)

Text
This is the text for your post.
Be sure to read it aloud to check the flow and look for typos!

Website URL [🔗](#)
<https://angela.herrington.com/> [✕](#)

Build a URL Parameter

Call To Action [🔗](#)
[Learn More](#) [▼](#)

Hide Advanced Options [-](#)

URL Parameters (optional) [🔗](#)
Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking
Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel [🔗](#)

Angela J Herrington
Author

Like Comment Share

Watermark won't appear in the final ad image.
[Refresh preview](#) • [Report a problem with this preview](#)

Write your post copy.

Enter a url and which button you want to appear on your post.

Triple check it for typos.

Select “Review” and “Confirm” to publish your ad!



How To See What's Working



Remember Your Objective?

Whatever the goal for your ad is, that's how you measure success.

Go back to your ad manager.

Check the box to the left of the ad you want to evaluate.

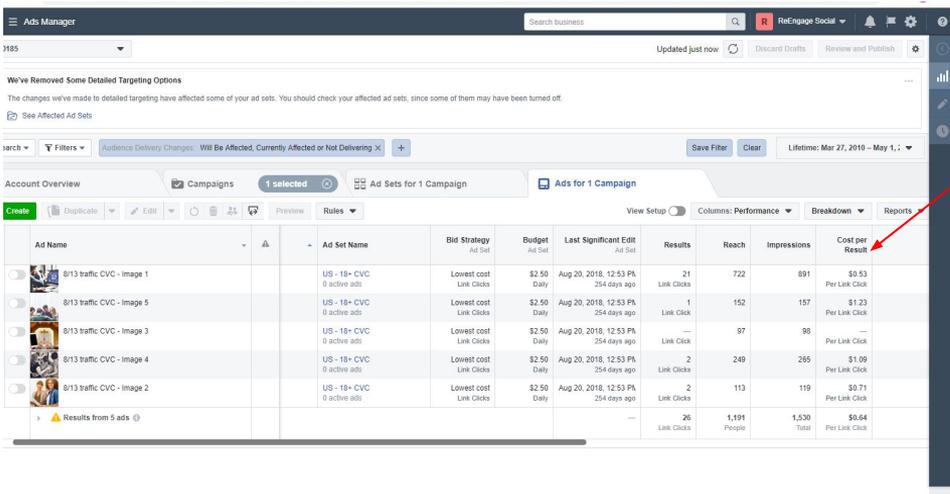
Select the "Ads" tab

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and navigation options. Below that, a notification states: "We've Removed Some Detailed Targeting Options". The main area displays a table of ads. The table has columns for Campaign Name, Delivery, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and Website Leads. The first ad is selected, and its checkbox is checked. A red arrow points to the "Ads" tab in the top navigation bar, and another red arrow points to the checkbox of the first ad in the table.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Leads
1st Year - New Engagement	Inactive	Using ad set...	Post Engagement 267	3,245	3,850	Per Post Engag... \$27.47	\$27.47	Ongoing	---
Traffic	Inactive	Using ad set...	Link Click	---	---	Per Link Click	\$0.00	Ongoing	---
Google Shifts Engagement	Inactive	Using ad set...	Post Engagement	---	---	Per Post Engag...	\$0.00	Ongoing	---
22 Ways 7/24/18	Inactive	Using ad set...	Lead	---	---	Per Lead	\$0.00	Ongoing	---
Show me your fish engnet	Inactive	Using ad set...	Post Engagement	---	---	Per Post Engag...	\$0.00	Ongoing	---
22 Ways New Audience	Inactive	Using ad set...	Lead	---	---	Per Lead	\$0.00	Ongoing	---
[ENG] 5.28.18 - New Audiences	Inactive	Using ad set...	Post Engagement	---	---	Per Post Engag...	\$0.00	Ongoing	---
[ENG] 5.10.18 - New Audiences	Inactive	Using ad set...	Post Engagement	---	---	Per Post Engag...	\$0.00	Ongoing	---
Results from 13 campaigns				3,245	3,850	---	\$27.47	---	---

Compare The Results Of Each Image

“Cost Per Result” is a quick look at your objective.

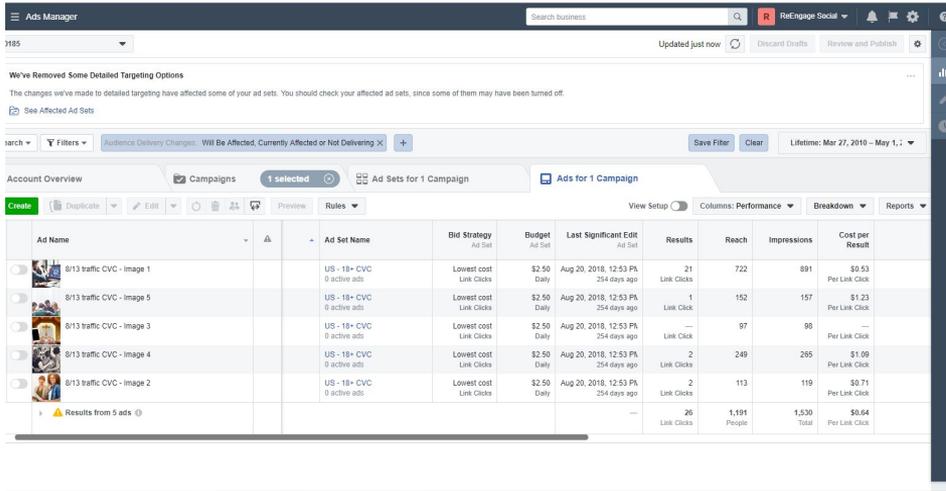


The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and navigation options. Below that, a notification states: "We've Removed Some Detailed Targeting Options. The changes we've made to detailed targeting have affected some of your ad sets. You should check your affected ad sets, since some of them may have been turned off." Below the notification, there are filter buttons for "Audience Delivery Changes" and "Will Be Affected, Currently Affected or Not Delivering". The main section shows "Account Overview" with tabs for "Campaigns" (1 selected) and "Ad Sets for 1 Campaign". The "Ads for 1 Campaign" view is active, showing a table of ad performance data. The table has columns for Ad Name, Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, and Cost per Result. A red arrow points to the "Cost per Result" column.

Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
 8113 traffic CVC - image 1	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	21 Link Clicks	722	891	\$0.53 Per Link Click
 8113 traffic CVC - image 5	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	1 Link Click	152	157	\$1.23 Per Link Click
 8113 traffic CVC - image 3	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	— Link Click	97	98	— Per Link Click
 8113 traffic CVC - image 4	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	2 Link Clicks	249	265	\$1.09 Per Link Click
 8113 traffic CVC - image 2	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	2 Link Clicks	113	119	\$0.71 Per Link Click
Results from 5 ads					26 Link Clicks	1,191 People	1,530 Total	\$0.64 Per Link Click

You can't break anything by looking at the data so explore the different columns.

Charts Are Our Friend

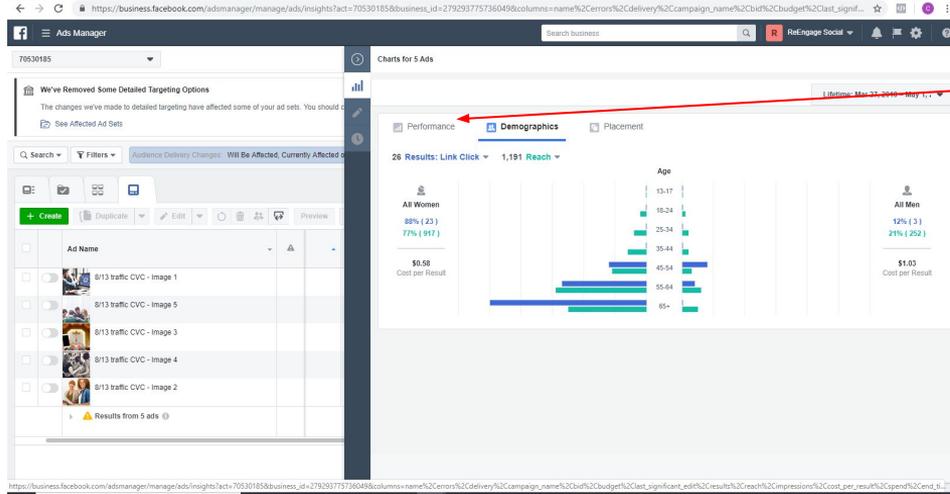


The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and user information. Below that, a notification states: "We've Removed Some Detailed Targeting Options. The changes we've made to detailed targeting have affected some of your ad sets. You should check your affected ad sets, since some of them may have been turned off." Below the notification, there are filter buttons for "Audience Delivery Changes" and "Will Be Affected, Currently Affected or Not Delivering X". The main content area shows "Account Overview" with tabs for "Campaigns" (1 selected) and "Ad Sets for 1 Campaign". Below this is a table of ad performance data. A red arrow points to a menu icon in the top right corner of the interface.

Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
8113 traffic CVC - image 1	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	21 Link Clicks	722	891	\$0.53 Per Link Click
8113 traffic CVC - image 5	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	1 Link Click	152	157	\$1.23 Per Link Click
8113 traffic CVC - image 3	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	— Link Click	97	98	— Per Link Click
8113 traffic CVC - image 4	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	2 Link Clicks	249	265	\$1.09 Per Link Click
8113 traffic CVC - image 2	US - 18+ CVC 0 active ads	Lowest cost Link Clicks	\$2.50 Daily	Aug 20, 2018, 12:53 PM 254 days ago	2 Link Clicks	113	119	\$0.71 Per Link Click
Results from 5 ads					26 Link Clicks	1,191 People	1,530 Total	\$0.64 Per Link Click

Select this button and a menu will slide out with more details.

Results, Demographics, Placement



Another quick way to evaluate how your ad is doing.



Questions...

Please pass your cards to the left for questions.



Helpful Links

1. 20% Checker:
https://www.facebook.com/ads/tools/text_overlay
2. FB ad policies:
<https://www.facebook.com/policies/ads/>
3. Next Week I'll upload the power point to this URL:
<https://angelajherrington.com/equipped-bonuses> the password is Equipped
4. Find me at:
Facebook.com/AngelaJHerrington
AngelaJHerrington.com
BrokenBeautifulBOLD.com