

# PAID MARKETING SECRETS

TO GET LEADS NOW!

**A STEP-BY-STEP PICTURE BOOK TO GET YOUR 1ST  
FACEBOOK AD LIVE, TARGET YOUR BEST PROSPECTS,  
AND DRIVE TRAFFIC TO YOUR WEBSITES INSTANTLY!**

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# WELCOME!

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**Welcome to this step-by-step cheat sheet on how to start using paid marketing on Facebook to start getting leads for your business NOW! Following the steps covered in this PDF will get your business up and running on Facebook with some of the best practices you can use today!**

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My name is Jesse Jameson - I've been marketing online since 1999. I've focused almost exclusively on Facebook for the past 5 years. I have a Marketing Agency called HeyNow interactive where I provide marketing services to companies both large and small. I've run many millions of dollars in Facebook advertising, and I've helped to grow Facebook fan pages from concept to millions of fans.

Much of what I teach is my own philosophy and approach to Facebook. The rest is best practices used by myself and many other top Facebook marketers.



AD CREATION TARGET TRACKING TESTING

PART 1

# FACEBOOK FRIENDLY MARKETING

AUDIENCE AD APPRO

- ① **WHAT IS FACEBOOK?**
- ② **WHAT CAN FACEBOOK DO FOR YOUR BUSINESS?**
- ③ **WHAT DOES FACEBOOK WANT FROM YOU?**

SIMILAR AUDIENCE VIDEO



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# WHAT IS FACEBOOK?

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The first question here is what is Facebook. And while this may sound like a silly question, its actually a very important one. Facebook is a Social Network yes. That is the simple explanation for most people...



Facebook is a meeting place for 20% of the worlds population. **That's 1 in 5 people.** It is also the largest collection of data on the worlds population that ever existed in the history of humanity. It has data on its 2 Billion members and on anyone who uses the internet and visits a website that has Facebook tracking code... Whether you are logged in as a member of Facebook or not.

**Facebook is the most valuable property on all of the internet.**

Now the thing that most people don't realize is that Facebook also knows where you go on the internet and what you do while you are there. So again... Yes Facebook is a Social Network... However it is also the worlds largest collection of behavioral data.



# WHAT CAN FACEBOOK DO FOR YOUR BUSINESS?

Now let's talk for just a moment about what Facebook can do for your business...



Facebook can be an instant source of traffic to your website. It can be an immediate source of leads for your business with verified contact information like name email address and phone number.

You can generate sales of products directly on Facebook or through ads that track sales conversations on your website.

You can build a presence on Facebook with a Fan Page and or Group and engage with them on a regular basis to build and maintain mindshare. And Facebook can provide you with some incredible information about your target market and your existing customers and prospects.

Facebook can do much more but these are some of the primary benefits to a business.

# WHAT DOES FACEBOOK WANT FROM YOU?

Now let's take a look at what Facebook wants from you as a business. *(And when I say Facebook I am referring to both the company and Zuckerberg, as well as Facebooks users).*

The very first thing for you to know about Facebook, is why people are there. **Why are 2 Billion people spending so much time on Facebook.**

People DO NOT go on Facebook to solve a problem. People DO NOT go on Facebook to buy a product or service.

*Facebook does have initiatives in place that are slowly changing the behavior of its members. Can you buy stuff on Facebook? Yes. Are people going there specifically to shop? No, although this is slowly beginning to over time. But for now this should be a core part of your foundational understanding of Facebook.*

OK, so if they are not there to solve a problem or to buy a product or service... Then why are they there? What are they doing with that 20% of all time online? Here it is...

## **1: CONNECT**

The very first reason and the primary reason is to connect. Connection is one of the most important human needs and Facebook has become one of the primary ways that our culture at this time through out all societies connects with each other and helps us to stay connected regardless of the distance between us. Friends and Family can be at that furthest point on the other side of the globe and we can still be a part of their daily lives as a result of Facebook.

## **2: SHARE**

Sharing is the next primary reason that people are on Facebook. Self expression is about significance which is another basic human need. We all want to feel connected but we also want to feel unique and significant. When we share parts of our lives and other people are liking, commenting and sharing what we have shared it makes us feel significant and validated as an individual.

### 3: BE ENTERTAINED (AND INFORMED)

And we are there to be entertained. It breaks up the monotony of the day. We go there to escape and get an instant slice of feel good. Be it a funny quote, or an image of grumpy cat... The most shared content on all social networks are posts that are entertaining. The is also why the Facebook pages with the most fans belong to celebrities and athletes like Soccer Player Cristiano Ronaldo with 122M Fans, Shakira with 104M Fans, Vin Diesel 100M, Eminem with 89M. *The best introduction of you, your products, services and offers to Facebook is to "educate and inform" rather than to direct sell.*

The reason that it is so very important for you as a business to understand this... is because **you must begin to filter everything that you do through this new understanding.**

Now does that mean that you can't sell anything? Of course not. Does it mean that you can't solve problems. Not at all.

What it means is that you must learn the proper rules of engagement on Facebook to achieve any level of success with your efforts and if you follow these guidelines closely you will reap huge rewards.

*Facebook wants you to contribute to creating a positive user experience.*

## HOW DOES FACEBOOK MEASURE A POSITIVE USER EXPERIENCE?



Now how exactly does Facebook measure whether or not you are contributing or taking away from the user experience? **It looks at how users are responding to your content.** Both posts and paid ads.

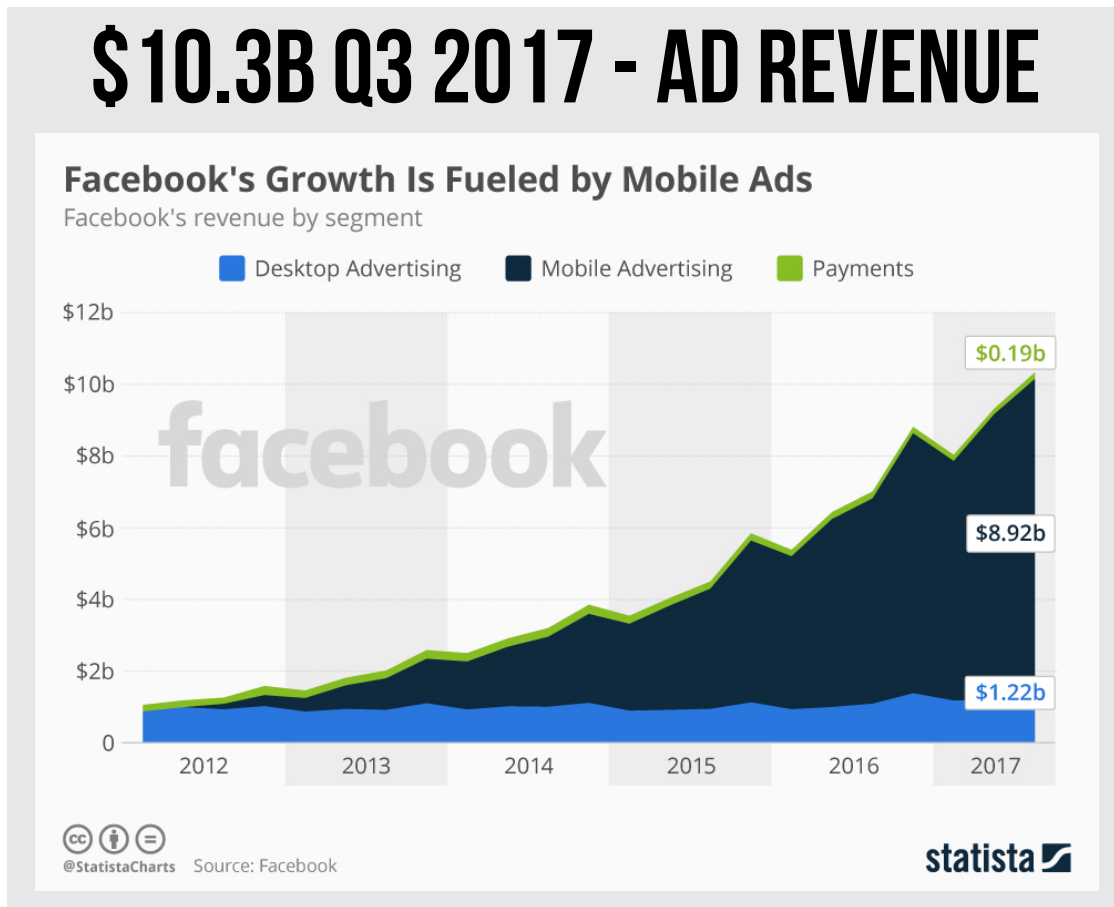
Do you ads receive positive feedback? Meaning are people liking, commenting, sharing, clicking, viewing video?

Do they do nothing at all? This is not good. but not quite as bad as if they give negative feedback. Hide you post from their newsfeed. Report your ad. Unlike your page, etc.



Facebook's very existence depends on its users having a positive experience. If that ever stops Facebook will decline and lose its top spot.

Facebook will do whatever it can to protect itself from losing its users. Which represent Nearly \$10B a quarter in advertising revenue. Sure the advertisers are paying that bill but without users to click the ad, Facebook would not have the revenue. And Facebook is much more interested in protecting the user experience than it is in your ad dollars.



## THE 3 MAIN MARKETING OBJECTIVES ON FACEBOOK

Now there are three primary activities that you will engage in with your business on Facebook. And I will go through them quickly so that we can get to some ads stuff. But this is important to understand as a part of your overall FB marketing strategy.

### 1: AUDIENCE GROWTH

The first, is you want to build an audience. This is where you find and connect with your tribe.

## 2: AUDIENCE ENGAGEMENT

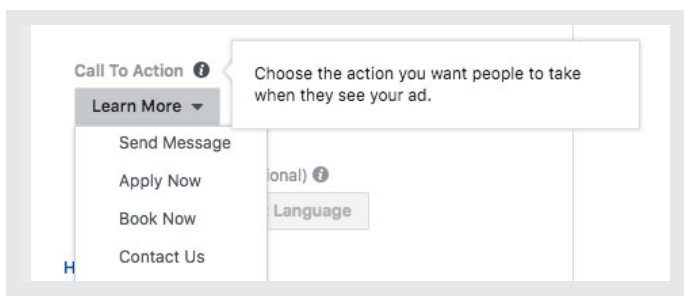
The second is you will engage with your audience. As your reach grows your audience will include those that you have targeted specifically and those who have found you as a result of your exposure.

## 3: SOCIAL RESPONSE MARKETING

And third you will invite your audience to consume value. I call this Social Response Marketing. It is like direct response marketing in that you do have a clear call-to-action, and that you do track and measure your efforts. However unlike direct response marketing it appears more as an invitation than a sales pitch.

So again you will build your audience, you will engage with your audience, and you will invite them to consume value from your company.

Now it is important to point out that this value exchange is not always to purchase a product or service. It may be an exchange that involves their contact information in exchange for your knowledge (what is often called a lead magnet in direct response marketing).



It may come in the form of free download, a free quote, a free consultation, subscribe to your newsletter, or an invitation to visit your store if you have an actual brick and mortar business. In fact what you see here to the left are a few of the call-to-action options made available from Facebook for their Lead Generation Ads.

**Most of my clients have active campaigns that focus on all three areas.** Audience Growth, Audience Engagement, Social Response Marketing.

***Recently Facebook stated that their research has shown that after friends and family (Connect & Share) people have two strong expectations about the content that they see in their newsfeed - They want to be informed, and they want to be entertained.***

OK Now that we have covered a bit of the rules of engagement for Facebook Friendly Marketing... Lets dig into how to create an Ad!

AD CREATION TARGET TRACKING TESTING

PART 2

# GO LIVE WITH FACEBOOK ADS

AUDIENCE AD APPRO

- ① YOUR PROFILE, PAGES & TOOLS
- ② THE ADS MANAGER
- ③ AD CREATION

SIMILAR AUDIENCE VIDEO



# YOUR PROFILE, PAGES & TOOLS

This may seem basic to some of you, but hang with me. I don't want to leave anyone behind here. From the top down. Let's look at how your business engages with Facebook starting with your personal Facebook Profile, and the tools that are given to you once you have a personal profile.

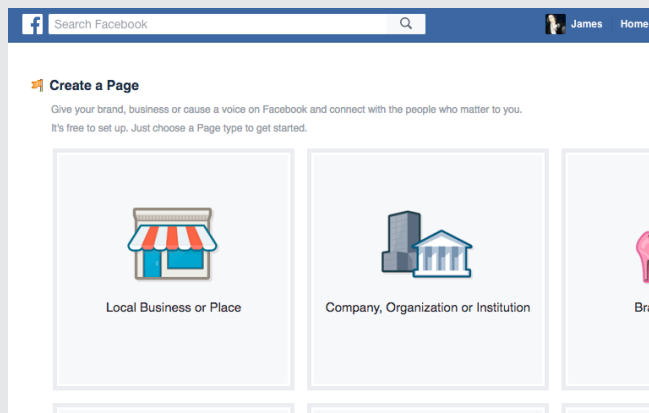


## PERSONAL PROFILE

It all begins with your personal profile. It is likely that you have a personal profile on Facebook.

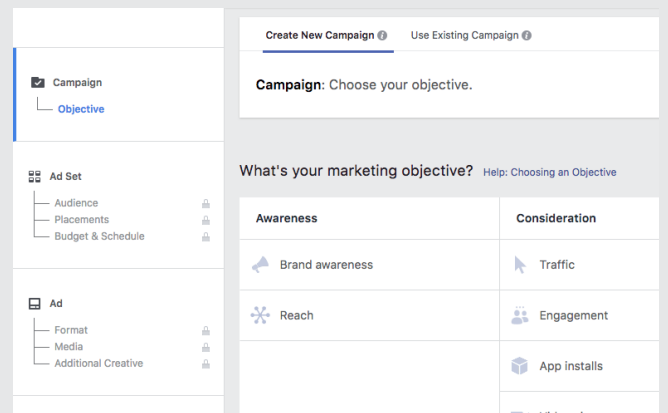


## BUSINESS/FAN PAGE



Having a personal profile allows you to create business pages also called a fan page.

## FACEBOOK ADVERTISING ACCOUNT

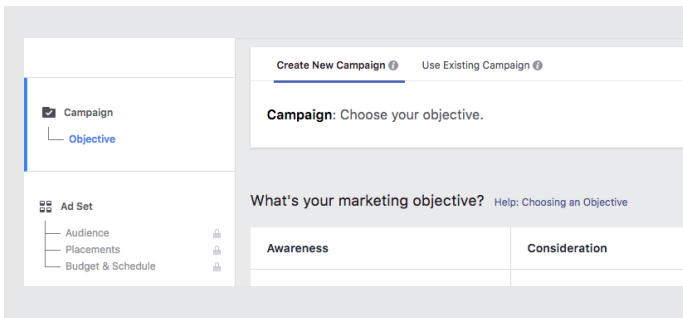


A personal account also gives you one advertising account.

Now, having an ad account gives you a couple of powerful marketing tools. Let's take a look at what those are and then we'll go in to detail on how to use them.

## FACEBOOK ADVERTISING ACCOUNT

Having an ad account give you a couple of powerful marketing tools.

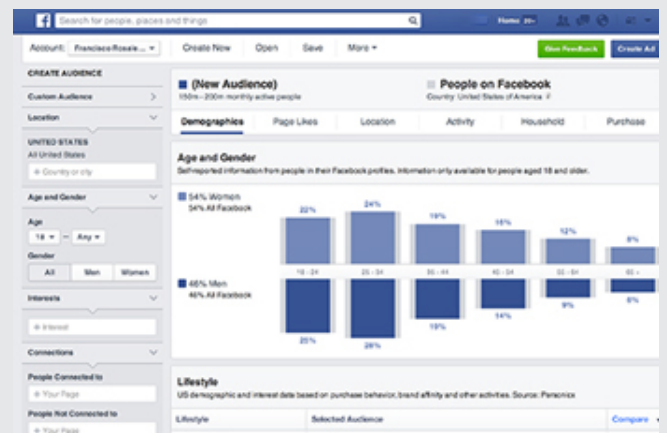


## FACEBOOK PIXEL



It gives you a pixel unique to your ad account that you can place on your websites. This will allow you to track the behavior of your website visitors. You can then create groups that you can advertise to based on their behavior while on your site. You can even track conversions such as opt-ins, and sales, if these functions are a part of your website. This is a topic for another time. I have a course in the MLSP back office called Social Retargeting Pro that teaches you all about pixels and retargeting.

## AUDIENCE INSIGHTS

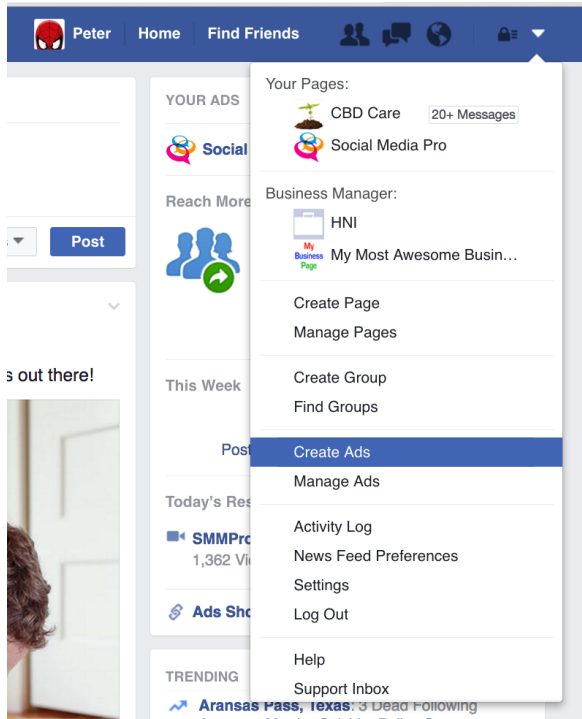


Having a Facebook Advertising account also gives you access to the Audience Insights Tool.

OK - Now that you know the tools that are available to you by just simply having a personal Facebook profile, let's dive a little deeper in to the Ads Manager.

# THE ADS MANAGER

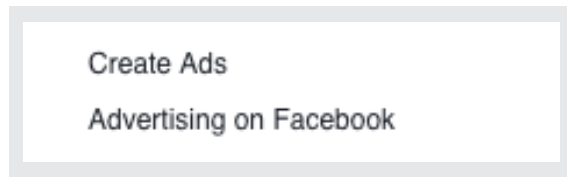
The first thing you'll need to know is how to actually get to the ads manager screen. You start by using the drop down menu in the upper right of your Facebook screen once logged in.



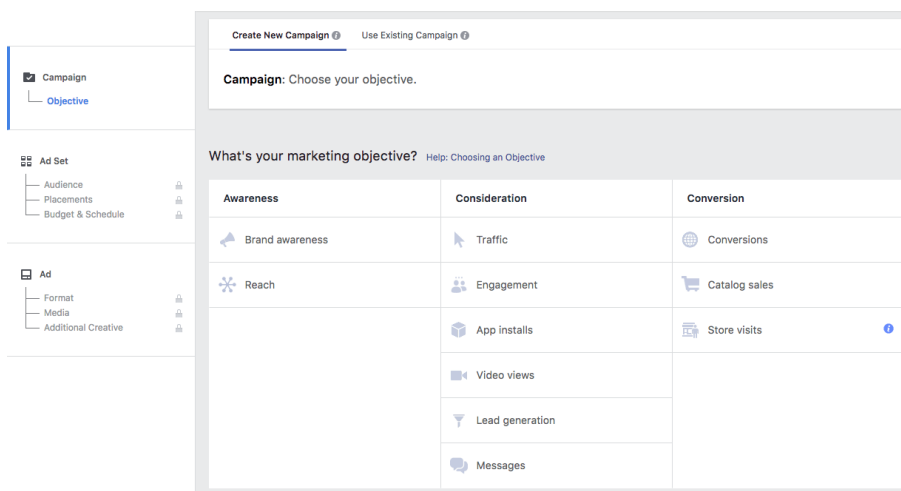
CLICK ON THE ARROW IN THE TOP RIGHT OF YOUR FACEBOOK PROFILE

FROM THERE YOU SIMPLY SELECT "CREATE AD" OR "MANAGE ADS."

\*NOTE: If you've never created an ad before you may see "Advertise on Facebook" instead of "Manage Ads"



## THE ADS MANAGER

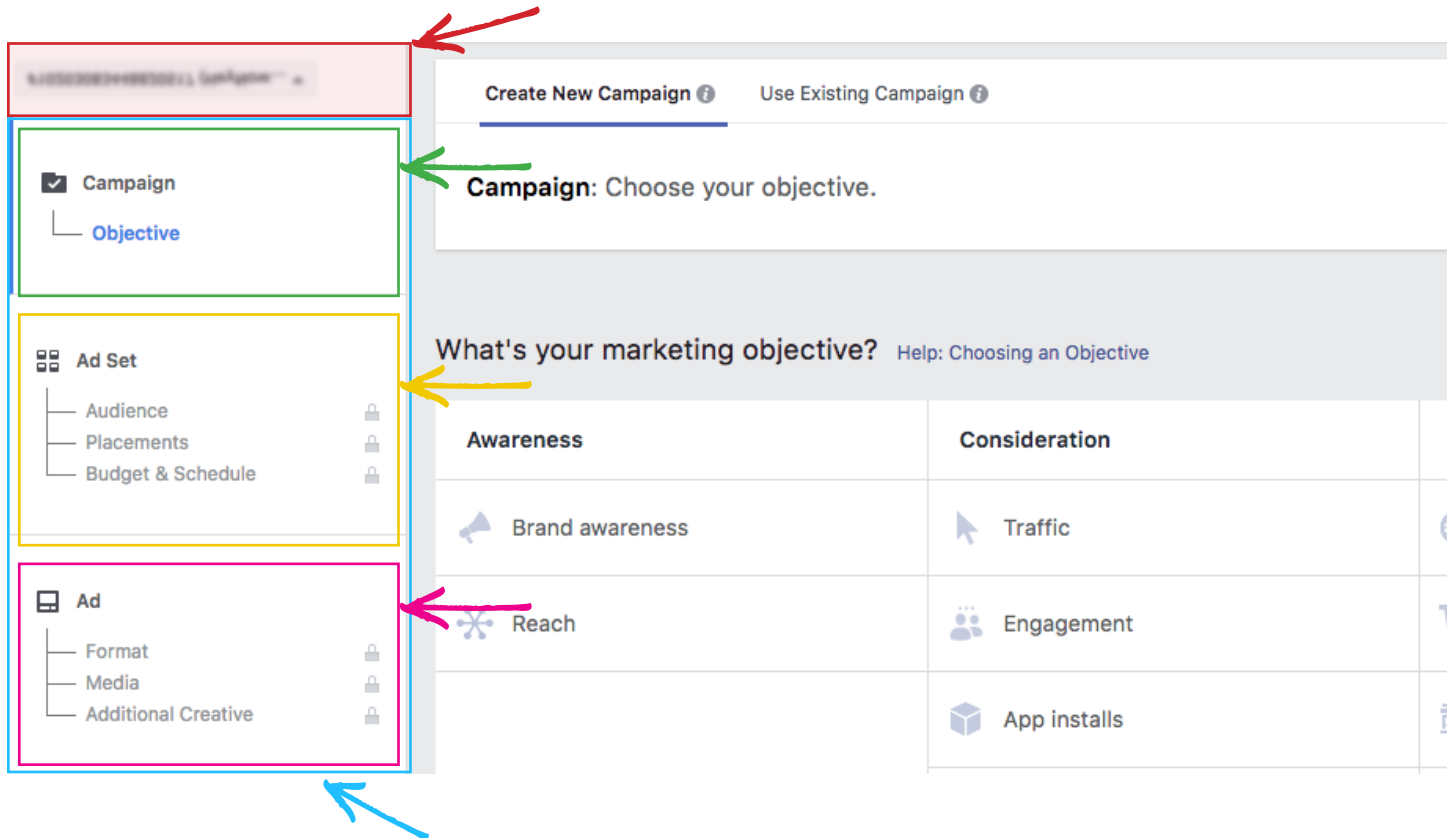


Once you select Create Ads, you will be taken to this screen. \*NOTE: At the time of this publication, this is the most recent layout of the ads manager screen. If you have an old ads account, you may see a slightly different layout but it accomplishes the same thing.



# ADS MANAGER SCREEN OVERVIEW

Let's take a look at what you'll see on the ads manager page, starting with the sidebar and what I call the Ad Creation Stages.



## RED ARROW: YOUR AD ACCOUNT

To begin with... in the upper left corner you see your ad account id#. If you have access to business manager or access to other ad accounts you would see them listed here in the dropdown menu.

## BLUE ARROW: AD CREATION STAGES

The column on the left is the work flow for creating your ads. Each step must be completed before you ad is ready to be published.

## GREEN ARROW: CAMPAIGN

At the very top, and the beginning of the ad creation process is the Campaign level. This is where you choose your Objective. What do you want this ad to accomplish?

## YELLOW ARROW: AD SET

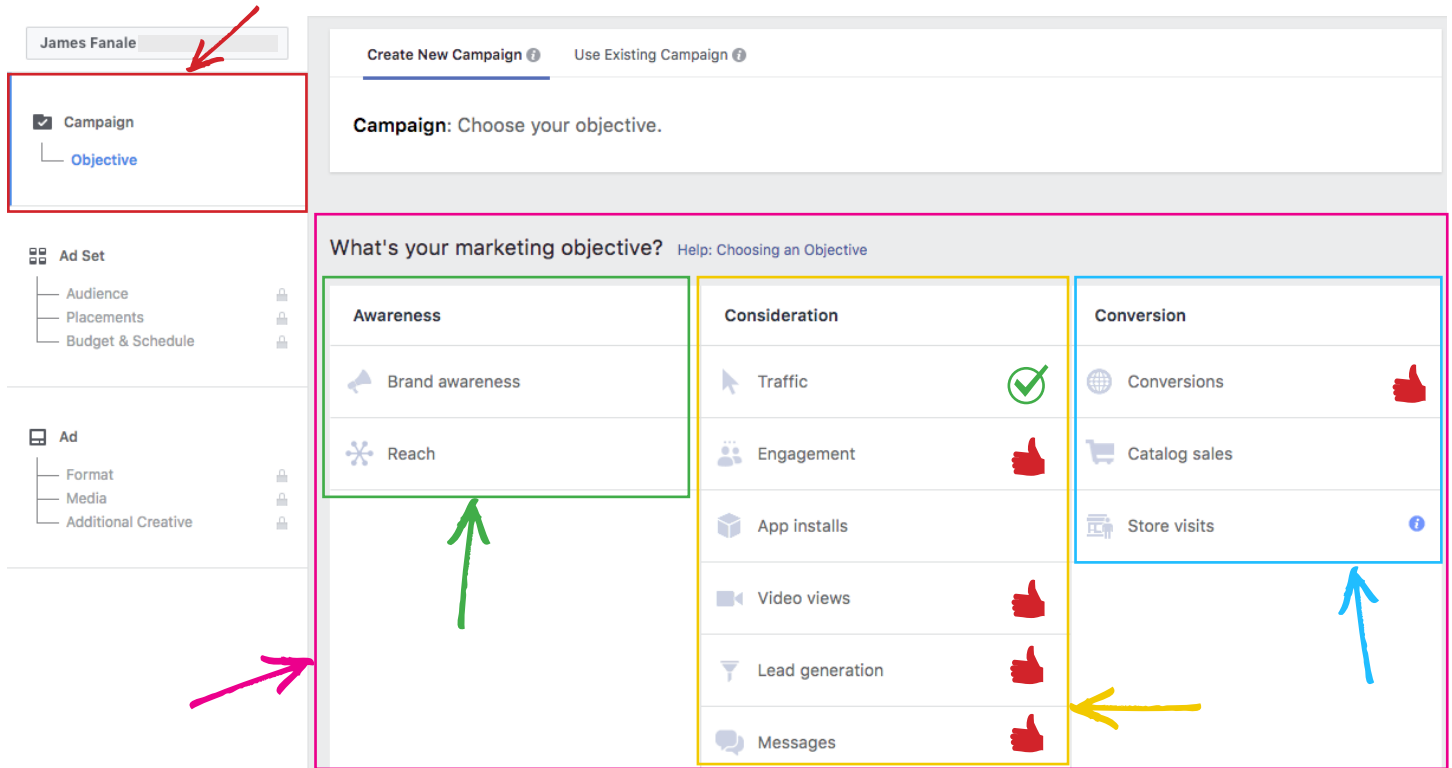
Next you have the Ad Set Level. This is the Who, Where, When, & How Much

## PINK ARROW: AD SET

And at the lowest level of the ad process you have your creative. This is what the target audience sees when you ad is displayed. Images, text, links, and call to action.

# CAMPAIGN OBJECTIVE

We're going to get started on creating an ad, but let's take a look at the campaign view and see what kind of ad we can and want to create



## ● RED ARROW: CAMPAIGN VIEW

Choose ad objective in the campaign view

## ● PINK ARROW: CHOOSE AD OBJECTIVE

You have three categories of objectives to choose from.

## ● GREEN ARROW: AWARENESS OBJECTIVE

The first is to build awareness. This would be if you want to build your audience on Facebook such as promoting your Facebook page. Or engaging with your fans by boosting your posts.

## 👍 RED THUMBS UP: CHOOSE AD OBJECTIVE

There are 11 Objectives available across these three categories, you will likely only ever have use for these 6

## ● YELLOW ARROW: CONSIDERATION OBJECTIVE

The 2nd is consideration or as I like to call it, invitation. This is where you send traffic to your website, get video views, and create campaigns that generate leads for your business with verified Facebook contact information.

## ● BLUE ARROW: CONVERSION OBJECTIVE

This last category is a bit more advanced than we will be covering here but it is where you make use of the Facebook Pixel to track conversions on your websites.

## ✅ GREEN CHECK: TRAFFIC

Traffic to your website is the one that we are going to focus on here. If you are following along, select this and continue on...

# AD CREATION

At this point, we are going to be starting to create an actual ad. If you are following along with this PDF to create an ad, then you just selected the ad objective of "Traffic." You will be presented with this additional section where you simply give your campaign a name. Name it something that will help you to remember the primary objective. Perhaps clicks to the website or name of the page that they land on.

**Traffic**

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation.

Create Split Test: Use this ad campaign to test creative, placement, audience, and delivery optimization **NEW** ⓘ

Campaign Name ⓘ

**Continue**

Campaign Spend Limit ⓘ [Set a Limit \(optional\)](#)

## NAME YOUR CAMPAIGN

## SET A LIMIT (OPTIONAL)

Now there is one other thing worth mentioning here. There is an optional section where you can set a limit for the campaign. How much you spend is usually managed in the next section at the Ad Set level. However if you know with certainty that you have exactly \$100 to spend on this campaign and you don't want to spend any more. You can set that amount here. To set a limit at the campaign level the minimum amount is \$100

**Clicks to Website**

Increase the number of visits to your website.

**Create Ad Account**

## IMPORTANT NOTE!

If you have never created an ad before, you may be prompted to go through the "Create Ad Account" process. It just takes a few clicks. Click on "Create Ad Account" and make sure the settings are correct. Click continue and you'll be taken to the "Ad Set" screen which we'll cover next.

Once you have named your campaign, click Continue - **You have just created your first campaign!** Now let's take care of the Ad Set Level - You should be taken there after creating your campaign, but if not, just click on Ad Set on the left hand side.



# AD SET: SELECT THE AUDIENCE THAT WILL SEE YOUR AD

The ad set level. This is where you select the FB audience that you want to see your ad. As you can see this level has three sections that allow you to select WHO will see your ad. Where they will see your ad, How much you would like to spend, and when you want your ad to be seen.

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New** Use a Saved Audience ▼

**Custom Audiences** ⓘ Add Custom Audiences or Lookalike Audiences

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...

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase link clicks at a lower cost per link click. ⓘ

**Connections** ⓘ Add a connection type ▼

Save This Audience

## AUDIENCE SELECTION

Organize ads sets by audience segment. This may be by interest, location, gender, age or other demographic. Don't group too many interests into a single ad set or you will not be able to determine which interests are performing best.

**Choosing a small or highly targeted audience:** The more targeted your audience in your ad set, the more likely the right people will engage your ad. However if you target too specific, then only a few people will see your ad.

**Choosing a large or broad targeted audience:** A broad audience opens up your reach however you may be showing your ad to people less interested in what you have to offer.

For your very first ads shoot for an ad set with **a reach of between 500K and 1.3M people** and narrow it from there based on who is responding.

*The only way to know which targeting options will work best for your market is to test.*

## Placements

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

### Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

### Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

#### Device Types

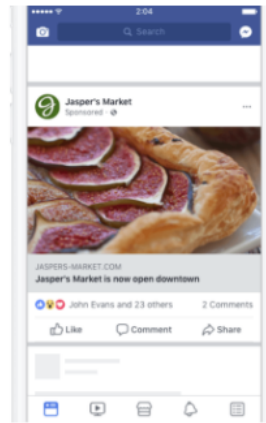
All Devices (Recommended) ▾

#### Asset Customization ⓘ

Select all placements that support asset customization

#### Platforms

Facebook	▾	[-]
Feeds		<input checked="" type="checkbox"/>
Instant Articles		<input checked="" type="checkbox"/>
In-Stream Videos		<input type="checkbox"/>
Right Column		<input checked="" type="checkbox"/>
Suggested Videos		<input type="checkbox"/>
Instagram	▾	[-]
Feed		<input checked="" type="checkbox"/>
Stories		<input type="checkbox"/>
Audience Network	▾	[-]
Native, Banner and Interstitial		<input checked="" type="checkbox"/>
In-Stream Videos		<input type="checkbox"/>
Rewarded Videos		<input type="checkbox"/>
Messenger	▾	[-]
Home		<input checked="" type="checkbox"/>
Sponsored Messages		<input type="checkbox"/>



[View Media Requirement](#)

#### Specific Mobile Devices & Operating Systems

All Mobile Devices ▾

Only when connected to Wi-Fi

#### Exclude Content and Publishers

Available for Audience Network, Instant Articles and In-Stream Videos.

[Apply Block Lists](#) ⓘ

[Exclude Categories](#) ⓘ

## AD PLACEMENTS

After you've determined your audience for your ad, it's then time to select where your ad will be placed. Now your placement is going to be highly dependent on your overall goal.

If your goal is audience growth such as page likes, or engagement such as to read a post or watch a video, or even clicks to website (the type of ad we've been creating here), as long as the content is consumable on mobile, Mobile News Feed is typically your best bet. (It's also typically the cheapest)

You can select MOBILE ONLY from the **Device Types** dropdown if you want to target ONLY mobile users.

This changes if your goal is to get the visitor to fill out a form or pull out their credit card. In this case you may want to consider using the Desktop News Feed.

**NOTE: From my experience, Desktop Right Column should only be used for advertising to people that know you.**

**NOTE 2: I don't know any business or brand that is making an ROI using the Audience Network option. View the video below for more info.**

A LOT HAS CHANGED WITH THE ADS PLACEMENT MANAGER!  
BE SURE TO WATCH THIS SHORT VIDEO AS I GIVE AN IN-DEPTH  
OVERVIEW OF YOUR OPTIONS AND BEST PRACTICES

WATCH VIDEO 

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

**Budget** ⓘ **Daily Budget** +   
\$20.00 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 **\$140.00** per week.

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**Optimization for Ad Delivery** ⓘ **Link Clicks** ▾

**Bid Strategy** ⓘ **Lowest cost** - Get the most link clicks for your budget ⓘ

- Set a bid cap

**When You Get Charged** ⓘ **Impression**  
[More Options](#)

**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](#) ▾



## AD BUDGET

Once you have your audience and your placement options selected, you now have to choose a budget. Obviously, this option is going to be completely up to you. \$5 per day is the lowest amount you can spend.

Personally, I would not recommend starting any higher than \$25-50 for the first day. Let it run to at least 1000 impressions, see how it performs, and make your adjustments at that point.

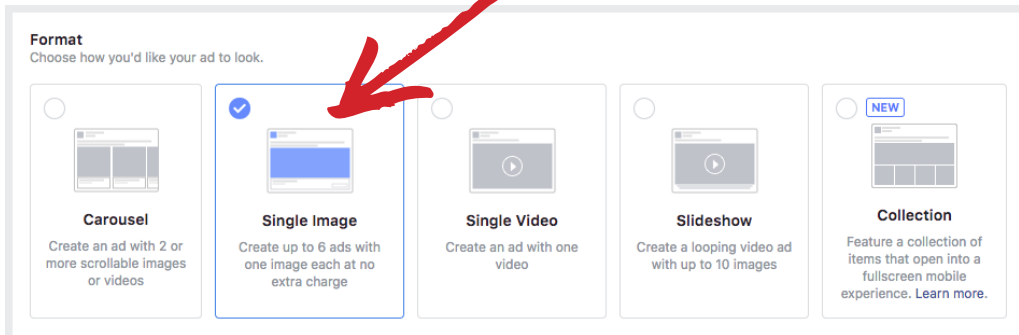
**IF YOU ARE INTERESTED IN LEARNING MORE ABOUT THE POWER OF FACEBOOK'S MOBILE ADS, YOU CAN CHECK OUT MY COURSE CALLED MOBILE LEADS PRO AT MYMOBILELEADSPRO.COM!**

**MOBILE LEADS PRO**

Now it's time to head over to the 'ad level' settings where we will actually create the content for the ad itself.

# AD LEVEL: WHAT YOUR AUDIENCE WILL SEE

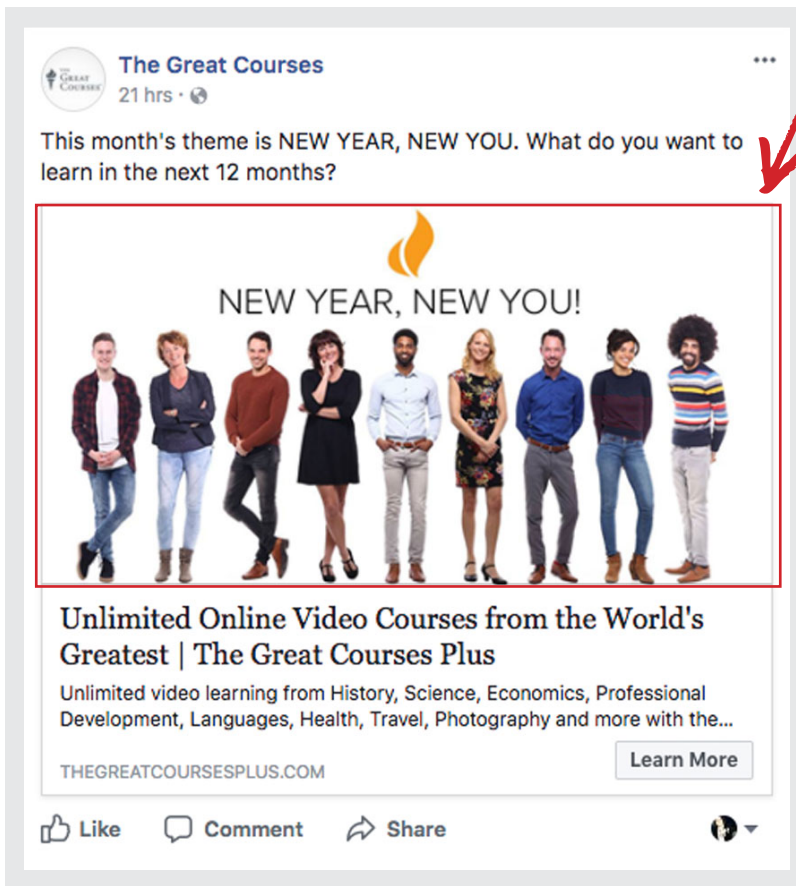
At this point, you've created your campaign and you've completed the Ad Set level of your ad (Audience, Placement & Budgets). Now, it's time to decide what your audience will see. This section has a lot of options. For ease of use, we're going to keep this simple and for our format, we'll select a single image.



## FORMAT

Choose your ad format. At the time of this publication, you have an option of a single image or video, or multiple images in one ad. We're going to use the single image option.

In order to cover the final 2 sections here (Media and Page & Links), let's take a look at an existing ad and see what exactly you are laying out. There are 6 elements to the facebook ad creative. The Image, call to action, headline, description, text and URL caption.



## MEDIA/IMAGE

In the media section you'll decide on the image that you want to use in your ad. The recommended size for this image is 1200 pixels by 628 pixels. **The image MUST contain LESS THAN 20% text!**

Now I've done some pretty extensive split testing and here is what I've found.

**LOGO:** If you are going to use a logo in your image, make it small. The results were fairly close between small and no logo, and both outperformed a large logo.

**TEXT OVERLAY:** In this split test we found that no text performed better than overlaid text on the image. It also had a consistently lower cost per click by 6 - 7%.



## CALL TO ACTION

The Great Courses  
21 hrs · 🌐

This month's theme is NEW YEAR, NEW YOU. What do you want to learn in the next 12 months?

NEW YEAR, NEW YOU!

Unlimited Online Video Courses from the World's Greatest | The Great Courses Plus

Unlimited video learning from History, Science, Economics, Professional Development, Languages, Health, Travel, Photography and more with the...

THEGREATCOURSESPLUS.COM

Learn More

Like Comment Share

Learn More ▾

- No Button
- Send Message
- Apply Now
- Book Now
- Contact Us
- Donate Now
- Download
- Get Showtimes
- ✓ Learn More
- Listen Now
- Request Time
- See Menu
- Shop Now
- Sign Up
- Watch More

Found under the Links Section, the call to action is the button that you see at the bottom of the ad. There are many options to select from.

The most commonly used button is the Learn More. Followed by sign up, and shop now.

*I did want to mention a recent test that I did where in addition to the call to action below, I placed a link in the text area above the image. The result out of 5000 clicks? Only 5% of the clicks came from the link up top. 95% of the clicks came from the call to action below. I believe that people are becoming conditioned to engage that section of an ad.*

NEW YEAR, NEW YOU!

Unlimited Online Video Courses from the World's Greatest | The Great Courses Plus

Unlimited video learning from History, Science, Economics, Professional Development, Languages, Health, Travel, Photography and more with the...

THEGREATCOURSESPLUS.COM

Learn More

Like Comment Share

## HEADLINE & DESCRIPTION

The headline and description settings are also found under the Links section.

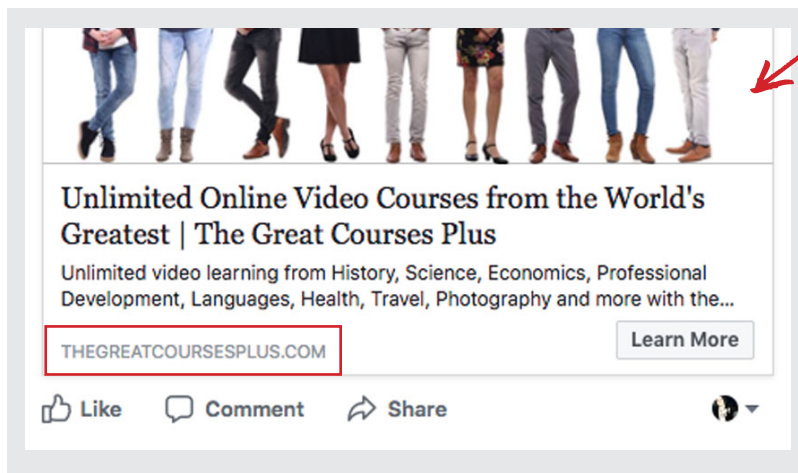
**HEADLINE:** Short and sweet is all I can say here. Shoot for between 4 and 9 words.

**DESCRIPTION:** The Average used by seasoned marketers is 18 words or less - this option can be found in the advanced settings and is only shown on certain ad placements.



## TEXT

The text option is filled out under the Links section. Obviously this is going to be based on what your ad is about. I can tell you that the average text length used by seasoned marketers is 14 words



## WEBSITE URL

Finally we have the website URL - this is where the user will be send when they click on the Call to Action button, and is also set under the Page & Links section.

**HELPFUL TIP:** Through split testing I've found a number of words that typically help to illicit a response from your audience. These are, *up, more, now, you, instantly, free, new and because.*

## ALL SET!

You should now see your ad in all it's glory just waiting to be put in front of your chosen audience. At this point, all you need to do is click Place Order and you are good to go. Note that if this is your first ad, once you click on place order you'll be asked to provide your credit card information in order to pay for the advertising.

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# THANK YOU!

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Thanks for downloading this training guide. It is my hope that it brings you closer to the perfect Facebook marketing campaign.

If you would benefit from step-by-step video training where you look over my shoulder as I walk you through a variety of Facebook marketing strategies that generate leads and drive traffic, then be sure to check out my training courses available in the back office of <http://myleadssystempro.com>.

If you got value from this PDF training guide, we'd love for you to come 'Like' our page at [www.MLSPfanpage.com](http://www.MLSPfanpage.com)

If you would like to connect with me personally on Facebook you can find me at <http://facebook.com/jameson.social>

To your success,

Jesse Jameson

