

7 STEPS TO OPTIMIZING FACEBOOK ADS

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CLICK HERE to claim your **FREE** Facebook Ad Video Training Course - Instant Access

This FREE Video Course breaks each of these 7 steps down *visually* to help you optimize your Facebook Ad Campaigns

1. RESEARCH

Use Facebook's **Audience Insights** to research your ideal target audience and expand your potential reach.

3. TRACK CONVERSIONS

Create **Conversion Tracking Pixels** (super easy) & place between the head tags on your thank you page after the conversion.

2. UPLOAD AUDIENCE

Export your **Customer List**, then upload into Facebook as a custom audience and create a Lookalike audience.

4. PICK OBJECTIVE

Start with the end in mind. Pick your overall **Campaign Objective** you want to measure, track, and optimize results for.

5. IDEAL AUDIENCE

Select your **exact ideal target audience** that you want to reach based on demographics, likes, interests and behaviors.

6. AD SPEND BUDGET

Control your ad spend budget per campaign in addition to daily budgets per ad set. **Schedule** ad delivery that best suits your target audience. **Optimize** budget for campaign objective.

7. AD CREATIVE

The **image, headline, CTA, and copy** in that order are the most important. The image trumps all and should be friendly, colorful, and convey strong emotion.