

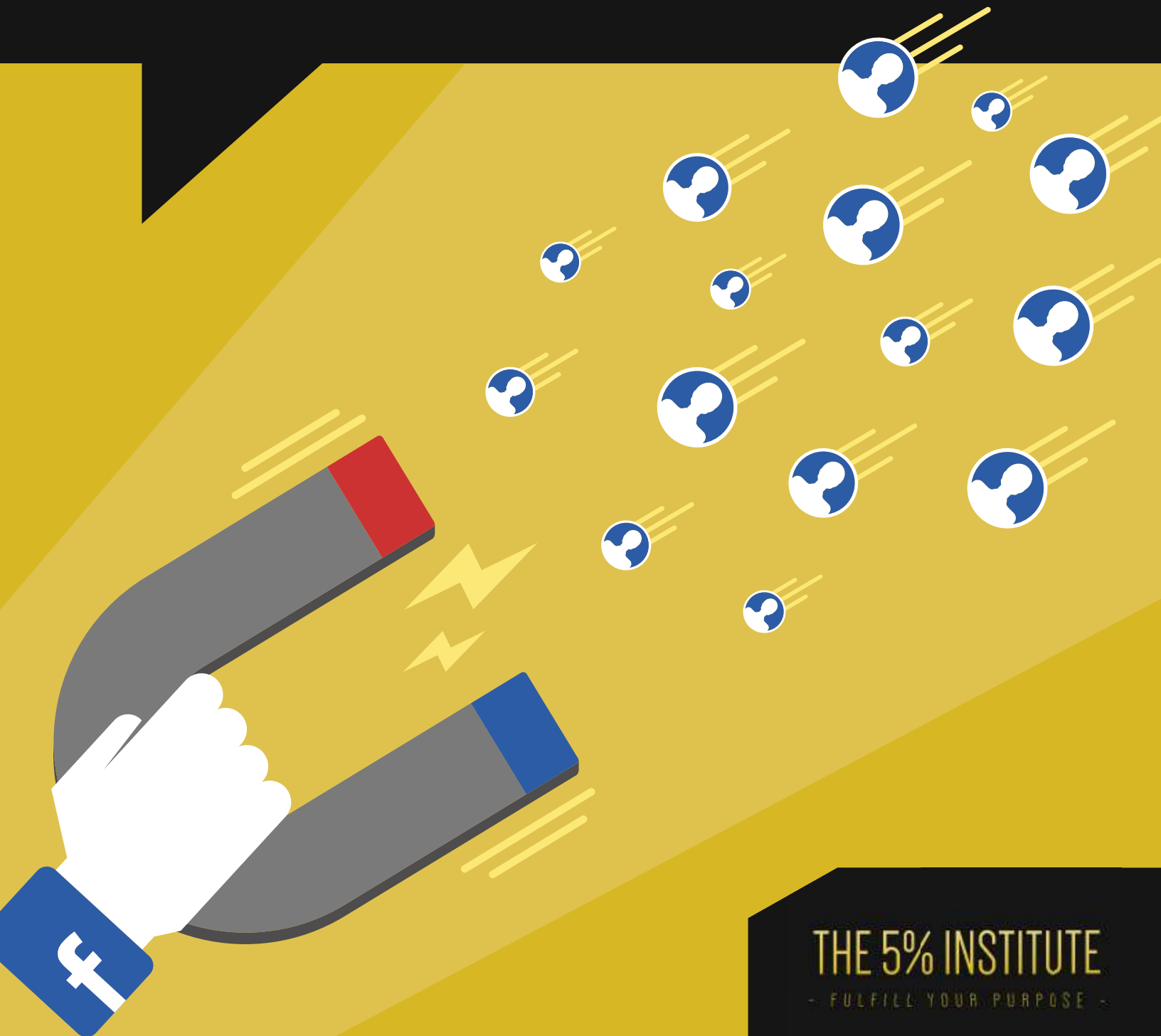
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GENERATE

**HIGH-QUALITY LEADS**

FOR YOUR BUSINESS WITH FACEBOOK ADS

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- FULFILL YOUR PURPOSE -

According to **Zephoria.com**, Facebook had over 1.65 billion monthly active users as of April 2016, which is a 15% increase from the previous year. That means that over a billion consumers are active Facebook users, and more are joining each day, which is why Facebook ads have become such an important strategy for the modern business.

Facebook Ads are a great way to get your brand and website in front of your target audience on a daily basis and generate quality leads that can easily turn into loyal customers. This guide will help you learn the basics of using Facebook Ads to generate leads.

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## 1/CHOOSE YOUR AD BUILDER

*You have three options to choose from when creating Facebook Ads, and they come with varying degrees of capabilities and ease of use. Depending on the level of promotion you desire, here are your choices:*

- The **On-Page** option is the easiest and most limited choice. There is a “Promote” button on the right side of your Facebook Fan Page which will allow you to promote your “Learn More” button, promote your website, promote your local business, and promote your page. You can also invite your own friends to like your page. These are standard ad options that are simple to employ but not as effective and customizable as the other choices.

- **Ad Manager** brings in more options for ad creation and customization by allowing you to choose your audience and budget, as well as design your own ads and choose where they will appear. You are limited in certain aspects of your ad, such as the number of characters you can use, but the Ad Manager builder is simple to use and best for beginners.

- The **Power Editor** gives you the most control over your ad from creation to deciding where and how it will appear, but it comes with a learning curve. This gives you advanced options like unlimited characters for your ads and bulk uploading and editing.

**The most effective ads are created with Ad Manager and Power Editor. If you are just beginning then we recommend you use the Ad Manager until you get the hang of effective ad creation. When you are ready, you can upgrade to the more difficult Power Editor and gain more control over your designs and campaigns.**

## 2/CHOOSE YOUR AD CAMPAIGN OBJECTIVE

*The more targeted an ad is the better it will perform. Facebook allows you to create ads based on different objectives or aims that you need for your business. Here is the list of different objectives you can choose:*

- Lead generation
- Get more page likes, promote your page
- Increase your brand
- Conversion, send people to your website
- App installs, get people to install your app
- Engagement, increase how many people engage in your app
- Raise local awareness, reach people near your business
- Increase video views
- Event promotions, raise attendance at your event
- Offer claims, get people to claim your offer
- Post engagements, boost your posts

**Once you choose an objective, Facebook will act to optimize your ads to better serve this purpose.**

**Then you can name your ad campaign and begin tweaking the details.**

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## 3/CREATE YOUR CUSTOM AUDIENCE

Just putting your ads in front of anyone and everyone won't do you much good, which is why Facebook Ads allows you to build an audience profile. The details you provide will help Facebook get your ads in front of the right viewers who are most likely to become a quality lead. To build your audience you will need to know important demographic information about your ideal customers, such as interests, age ranges, locations, genders, etc.

The more information you can give Facebook about your ideal customers the better they can target your ads. Facebook can also help you by creating look-alike audiences that help you reach similar people to your target consumer and increase your reach.

## 4/SET THE TERMS OF YOUR SCHEDULE AND BUDGET

You have the option to choose where your ads appear on the page and how much you want to spend each day to place them. If you are a beginner to Facebook Ads then you can set a low budget of just \$5-\$10 per day and then let Facebook automatically make decisions about bidding and placement until you gain more experience.

This will help you learn what kinds of results your ads return and how you can adjust them to increase effectiveness. You should let your ads run for a couple of days to get the best idea of how well they are working before you make any changes. Once you have an ad with proven success you can scale up your budget and delivery.

## 5/DESIGN YOUR AD

Now that you have fine-tuned the factors like objective, audience, scheduling, and budget, you can begin designing the actual ad. You want to choose an image that will draw in and interest your audience while still accentuating your brand. Choose colors that go with the color scheme of your brand and make sure that the final image is high-quality with a great resolution.

Poor quality images will reflect poorly on your brand, if Facebook even approves them in the first place. Another important factor to consider in your ad design is the text you will use. Facebook does not like ads that are heavy with text, and if your ad-text exceeds 20% of the whole ad

then Facebook can penalize your or even refuse your ad entirely. Ad text is more effective when it is short and to the point anyway, so choose your words carefully.

When you use Ad Manager a text limit will apply, giving you 25 characters for a headline, 90 characters for body text, and 200 characters for the description of a single image ad. If you use the Power Editor you won't be limited on text, but it's still a good idea to follow the general guidelines set in the Ad Manager.

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## 6/REVIEW YOUR AD CAREFULLY AND THEN SIT BACK AND GATHER DATA

Once you have finished adding images and text, you will get the chance to review your ad order before placing it. Make sure that all of your parameters like budget, audience details, and ad placement are to your liking, and then review your design. If everything appears the way you want it you can submit your order for Facebook to review. Most ads are reviewed and approved or rejected within a half hour, but Facebook can take up to 24 hours.

Rejected ads usually come with reasons for the rejection, allowing you to make corrections and resubmit your ad. When you have a successfully submitted ad you can spend the next day or two collecting data on how effective it is and how many people you are reaching. If the data isn't measuring up to your expectations you can edit your ad, and if you are seeing great results you can increase your campaign according to your needs.

Now you have the basic information you need to get started creating ad campaigns using Facebook to generate leads for your business. You can effectively choose an objective, create an effective audience profile, set the right parameters, and design a powerful ad. For more detailed information about how to increase and make the most of your social media leads contact us today!

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