

FACEBOOK AD POWER 2011

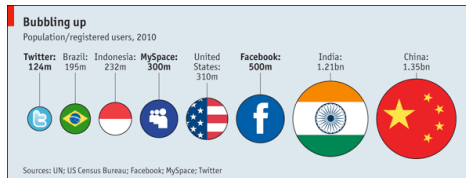
WHAT WE WILL COVER

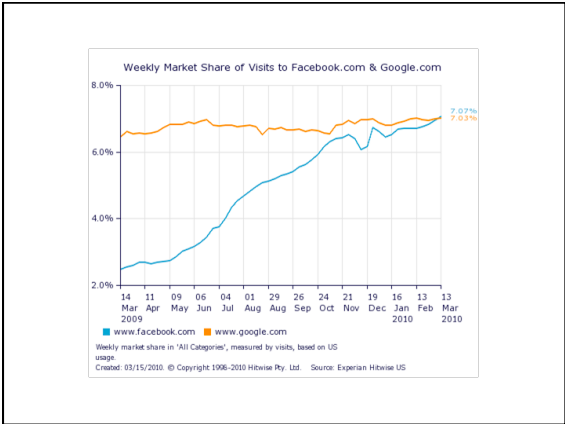
1. How to target your ideal customers and prospects using "Keyword Groups"...
2. How to write Facebook ads that get the click (without getting banned)...
3. Bidding and budgeting tips that ensure you NEVER overpay for a single click...
4. Landing page that work (and ones that DON'T)...
5. The step-by-step sequence for submitting an ad to Facebook, and...
6. How to troubleshoot common problems.

Why Facebook?

Simple Put...
They've Got All The Traffic!

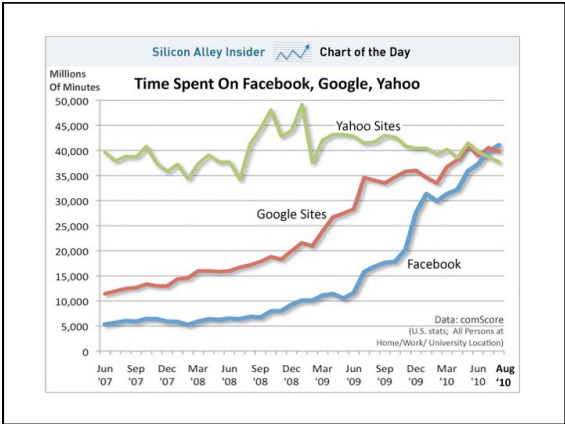
FACT #1:
Facebook gets more traffic than
Google...





FACT #2:
 50% of Facebook users log-in EVERY SINGLE DAY! (Do you use Google every day?)

FACT #3:
 People spend more time on Facebook than any other website...



THE FINAL WORD

As a marketing channel, Facebook cannot be ignored anymore than Google can be ignored...

HOW FACEBOOK IS DIFFERENT

Why People Use Facebook

See what my friends are up to:	86%
Sent a message to someone:	79%
Posted/updated my profile:	70%
Looked at profiles of people I didn't know:	65%
Searched for someone that I used to know:	59%
Send a friend/connection request:	53%
Listened to music:	47%
Read a blog or journal:	51%
Wrote on someone's profile page (e.g. wrote on a wall, posted a testimonial):	55%
Watched a video:	40%

Notice Nobody
Said...

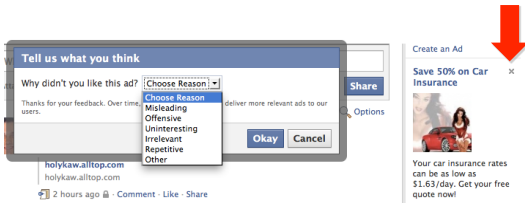
"To Buy YOUR Stuff"

Your Mission:

To Create Relevant, Appealing
Ads That Get The Sale WITHOUT
Pissing Everyone Off...

Here's Why That's Easier Said Than Done...

Everyone Gets a Vote...



Scroll to bottom of page to start an ad campaign...

