

# Facebook Advertising Cheat Sheet

## SECTION 01: TARGETING

### STEP 1: Brainstorming

1. Is your product/service tied to a specific geographic region?

- NO (*Skip to Question 2*)  
 YES (*List Locations Below*)

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2. Describe your typical customer/client. (TIP: Use Quantcast.com to verify your assumptions.)

Customer Avatar #1 (describe): \_\_\_\_\_

Age Range:

Sex (circle one): M F Both

Customer Avatar #2 (describe): \_\_\_\_\_

Age Range:

Sex (circle one): M F Both

3. What words (i.e. "keywords") would you use to describe your market?

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4. Popular Media (Books/Blogs/Forums/Magazines)

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5. Niche Celebrities (Authors/Speakers/Gurus)

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6. Direct Competitors

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7. Indirect Competitors (Related Vendors and Services)

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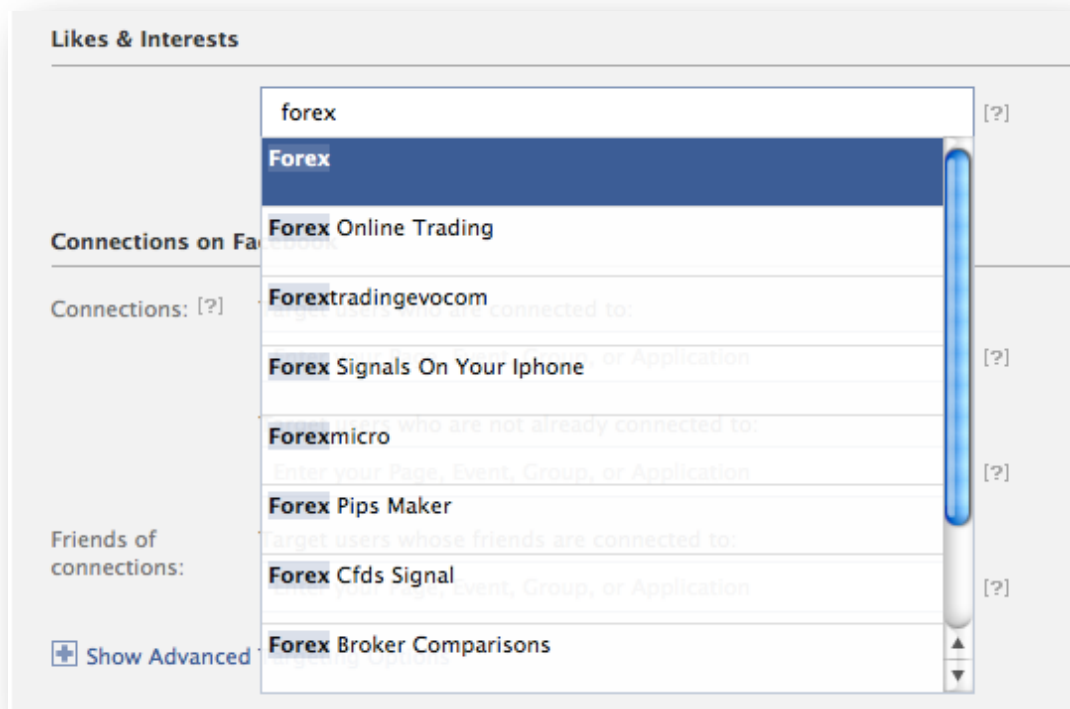
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8. List your Top 10 "Likes and Interests" from #3 - #7:

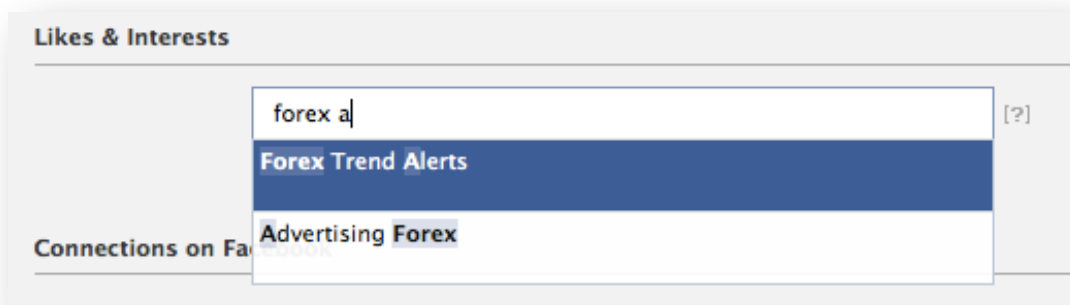
1) _____	6) _____
2) _____	7) _____
3) _____	8) _____
4) _____	9) _____
5) _____	10) _____

## STEP 2: Expand Your Likes and Interests

9. Go to: <http://www.facebook.com/ads/create/>
10. "Blah blah" the Design Your Ad fields and click "Continue" to get to the Targeting page.
11. Enter each one of the "Top 10" Likes and Interests from Step 1 >> #8 (see above) and make a note of any recommended pages that Facebook returns:



12. Use the "a - z" trick to further expand your search for each of your primary Likes and Interests.



13. Create GROUPS of "Likes and Interests" by matching any related SECONDARY "Likes and Interests" discovered in #11 and #12 with the PRIMARY "Likes and Interests" from #8:

PRIMARY L&I #1: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #2: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #3: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #4: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #5: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #6: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

\_\_\_\_\_

PRIMARY L&I #7: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

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PRIMARY L&I #8: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

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PRIMARY L&I #9: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

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PRIMARY L&I #10: \_\_\_\_\_

SECONDARY L&Is: \_\_\_\_\_

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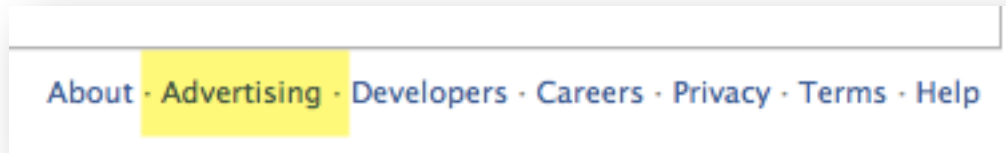
## **SECTION 02: DESIGN YOUR ADS**

14. Create a custom ad for each GROUP of "Likes and Interests"

- Tweak the ad copy so it includes any relevant keywords (NOTE: Be careful of trademark violation, though...especially with competitors.)
- Select a unique image that will resonate with each GROUP
- Write a unique ad "Title" that references any relevant keywords. (If not sending traffic to an internal Facebook page.)

## SECTION 03: INPUTING YOUR AD INFORMATION

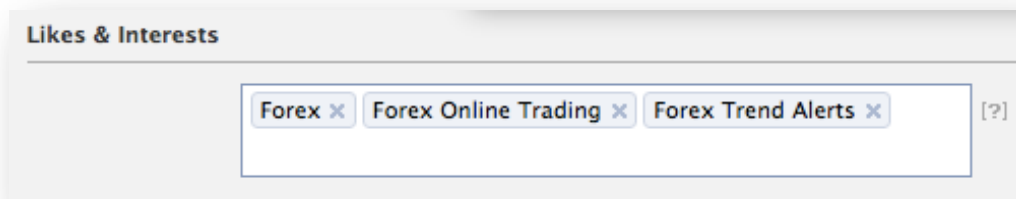
15. Login to your Facebook account, scroll down to the bottom of the page and click on the "Advertising" link to be taken in Facebook's Ad Center:



16. Click the "Create an Ad" button to create your first Facebook ad.

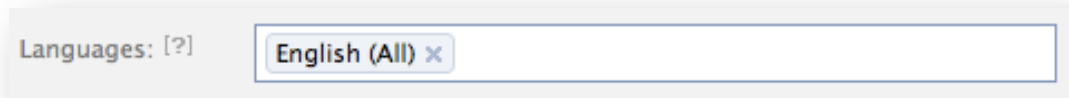


17. Fill out the "Design Your Ad" box with your ad copy for your first Primary "Like and Interests" GROUP.
18. Fill out the "Location" field with the information you gathered from #1.
19. Fill out the "Demographics" field with the Customer Avatar #1 information from #2.
20. Enter the PRIMARY and SECONDARY "Likes and Interests" for the first GROUP in the "Likes and Interests" field:



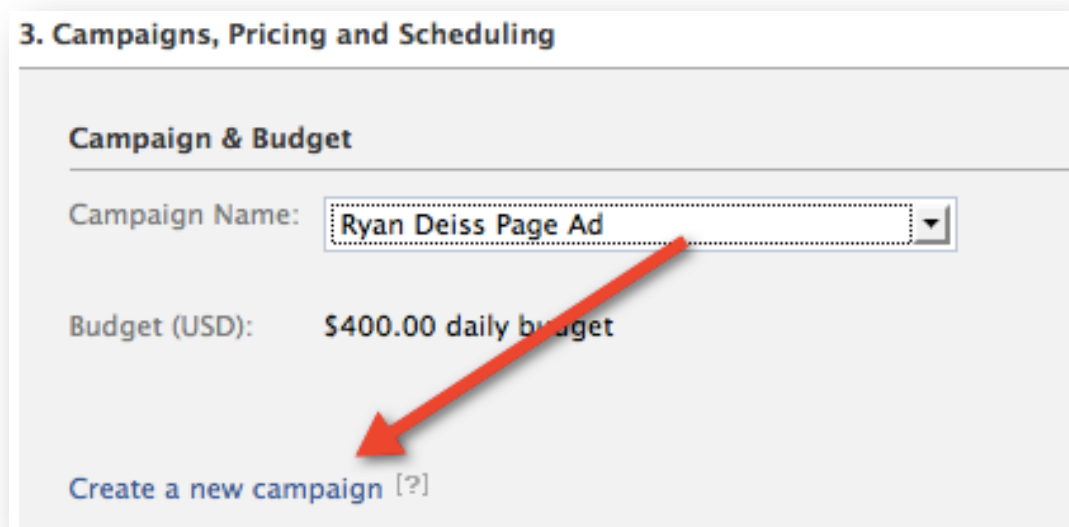
21. [Optional] If you have a Facebook Fan Page, Group, Application or Event, use the "Connections" fields to include or exclude users already associated with you.

22. [Optional] Depending on your advertising campaign, select whether or not you want to target people on their birthdays.
23. [Optional] Depending on your market and advertising campaign, select any relevant "Interested In" and/or "Relationship" statuses.
24. Select a "Language" that matches the language used on your landing page:



Languages: [?] English (All) x

25. [Optional] Depending on your market and advertising campaign, enter relevant data in the "Education" and/or "Workplaces" fields.
26. Create a new campaign for each Primary "Like and Interest" GROUP.  
(TIP: Use the following campaign naming standard: "[Avatar Descriptor] - [PRIMARY Like and Interest]"



### 3. Campaigns, Pricing and Scheduling

**Campaign & Budget**

Campaign Name: Ryan Deiss Page Ad

Budget (USD): \$400.00 daily budget

[Create a new campaign \[?\]](#)

27. Select a daily budget amount that you can comfortably afford. (TIP: To maximize impressions and clicks, start with a daily budget that is at least 50x your CPC bid amount.)
28. In the "Schedule" field, check the box that reads "Run my campaign continuously starting today"...unless you have a specific deadline for when you want a given ad to stop running.

**Schedule**

at  Central Time

at  Central Time

Run my campaign continuously starting today

29. In the "Pricing" field, select the option to "Pay for Clicks (CPC)".  
[ADVANCED: Once you have a winning campaign, feel free to test the "Pay for Impressions (CPM)" option to see if it yields a higher ROI.]
30. Choose a bid amount that is \$0.03 - \$0.05 higher than the lowest suggested bid amount. (TIP: Never bid in 0s and 5s.)

**Max Bid (USD).** How much are you willing to pay per click? (min 0.01 USD) [?]

Suggested Bid: 0.72 - 1.05 USD

31. Click the "Place Order" button to save your campaign and submit your ad for approval.
32. Repeat the process for each Like and Interest GROUP, then (if you have multiple Avatars) repeat the process again for that Avatar set.  
(ex. 10 Like and Interest GROUPS and 1 Customer Avatar = 10 Campaigns;  
10 Like and Interest GROUPS and 2 Customer Avatars = 20 Campaigns)