



Like Campaign Cheat Sheet

In this document you'll find step by step instructions guiding you through how to quickly and easily set up effective Like campaigns. For more information, refer to the week 3 training session (you'll find other relevant resources in the week 3 section).

Let's now walk through the steps one by one...

1. Login to your FB account



2. Make sure you're logged in as yourself, NOT as your Facebook page.

You can see this by looking in the top blue section of Facebook and making sure that your name appears (in the image below the name on the account is 'Blueprint').

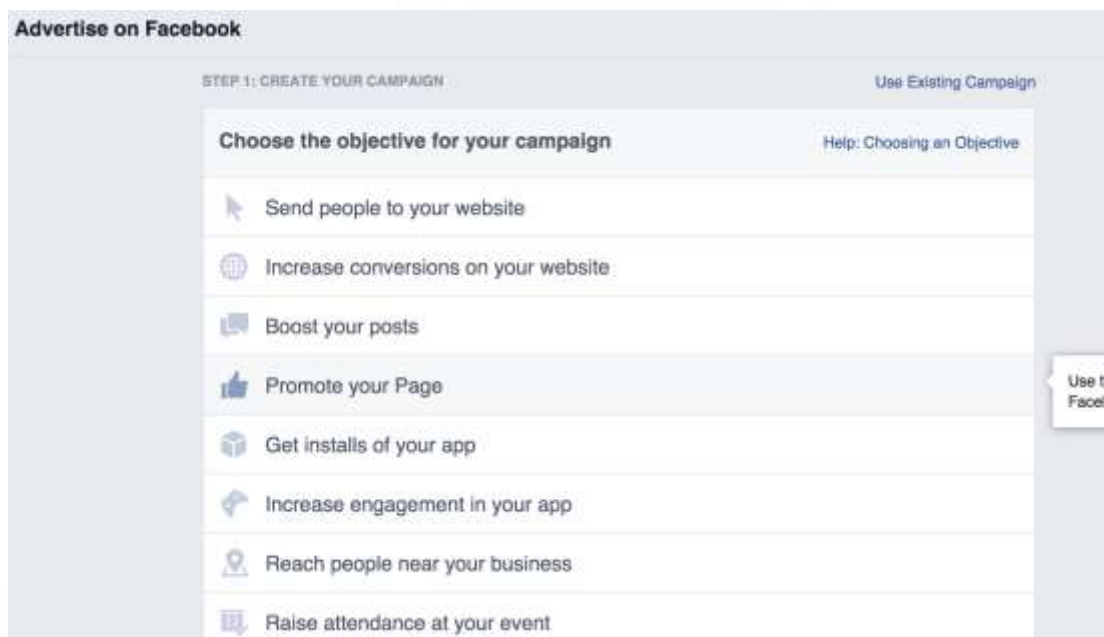


3. Next, select 'Create Ads' from the dropdown menu.

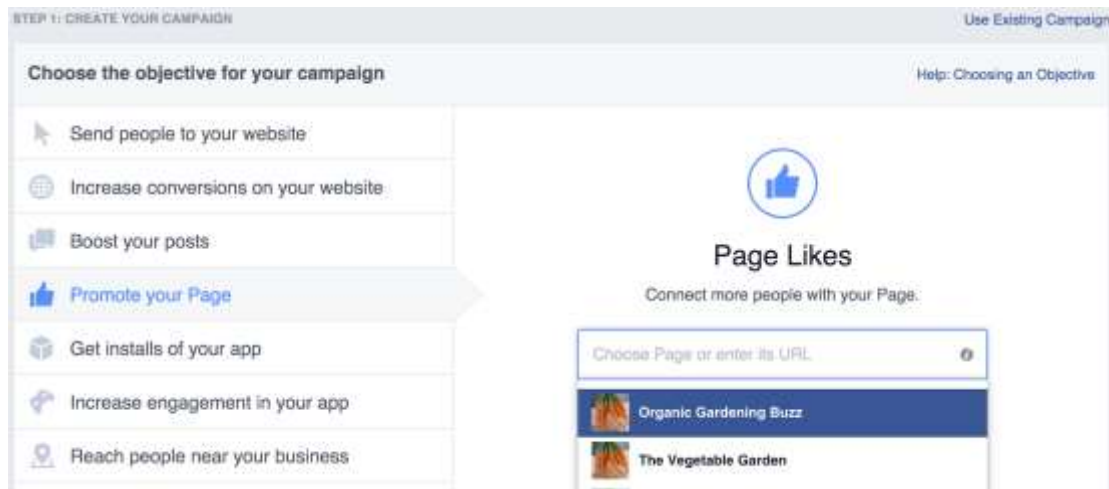
You'll find this in the top right corner of your Facebook page (note, you are still using Facebook as your personal account, not as your page).



4. From the list of options that appear, select 'Promote your Page'



5. Choose the page you want to promote from the dropdown menu that appears.

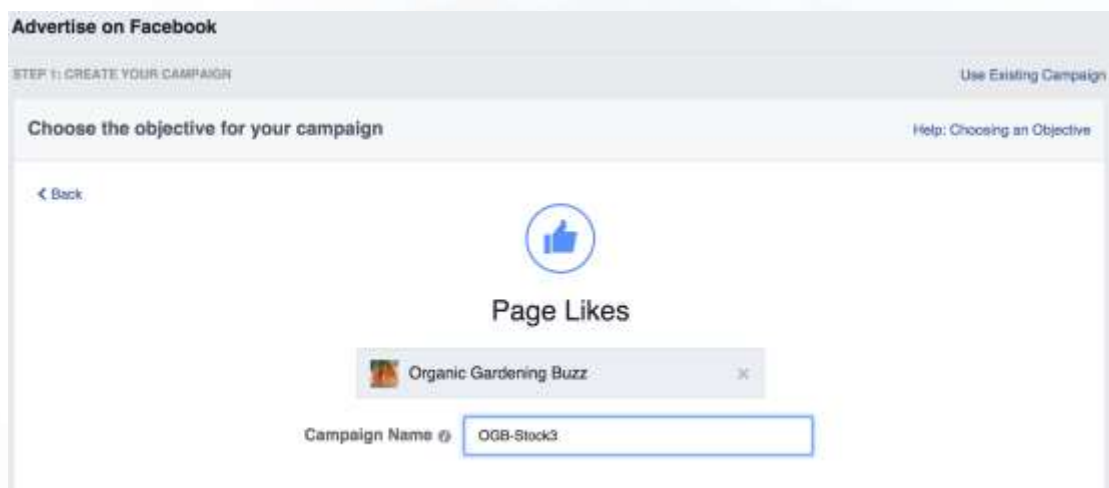


6. Name the campaign.

When you do this, it's a good idea to select a name that will represent the Facebook page you're promoting, and also the image set and/or audience you're using. For example:

CAMPAIGN NAME - OGB-Stock1

This could stand for 'Organic Gardening Buzz, Stock Images, Campaign 1'.



7. Select your target audience location, gender, and age.

Normally for 100k Factory websites you'll be able to set this to focus solely on the USA, with both genders, and the default age bracket.

If your niche is not a USA based niche (for example, Cricket), then you should choose the countries that best suit your niche.

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse

Create New Custom Audience...

Locations ⓘ United States
All United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

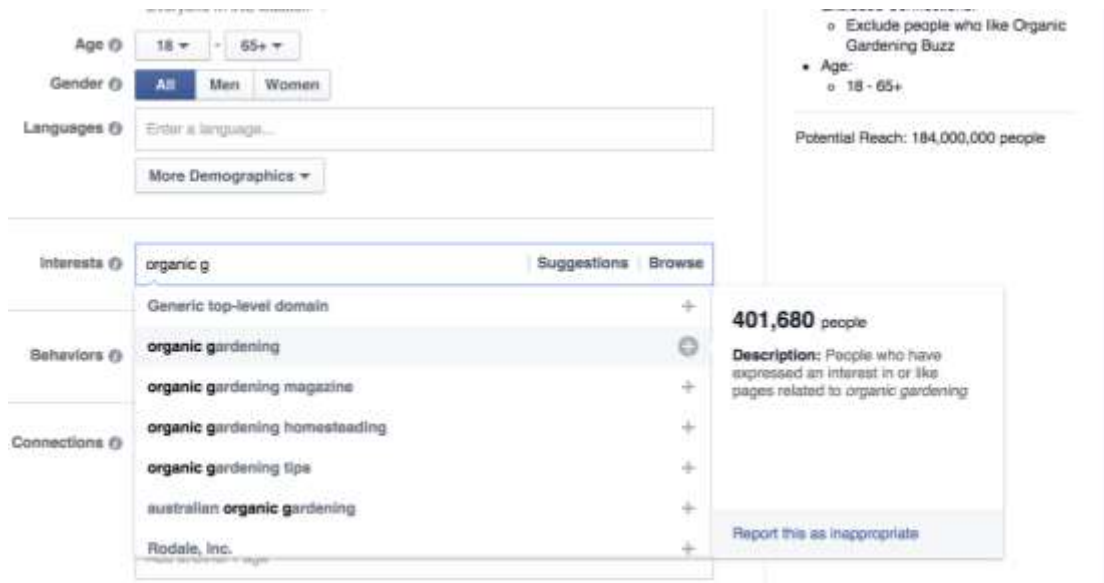
Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

NOTE: Using Cricket again as an example, although there is a gigantic audience located in countries like India, Pakistan, Sri Lanka etc, it would be smart to limit your Like campaign audience only to people in Western countries that are interested in the topic. In the case of cricket, this might include the UK, Australia, New Zealand, etc.

8. Select an Interest to target.

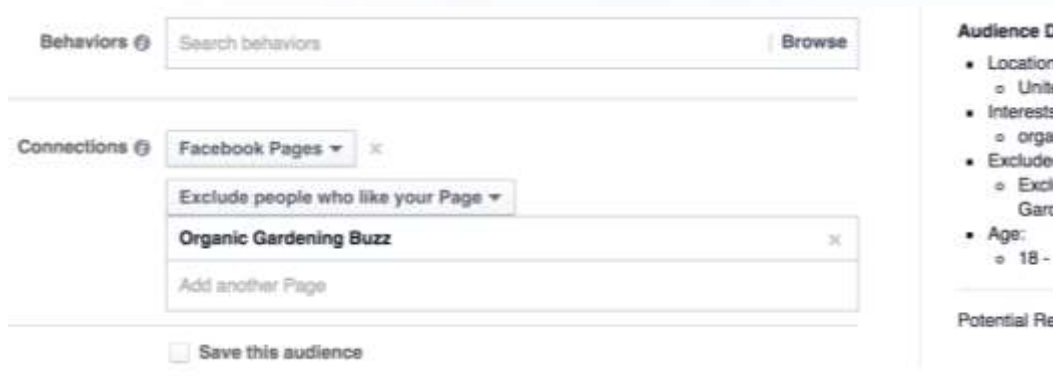
Next move down to the 'Interests' option box, and insert one of the interests that you previously identified when using the Audience Insights tool. For example, if you have a Facebook page about gardening, then you could choose 'organic gardening' or 'vegetable gardening' as interests.



NOTE: If you can't remember what interests you identified, you can open the Audience Insights tool again and refresh your memory:

http://www.facebook.com/ads/audience_insights

9. In the 'Connections' box make sure you have excluded people who already like your page.



10. Set the daily budget to a maximum of \$5.

We never ever run like campaigns that have a budget of over \$5. If you want to, you can start with a budget of just \$1/day.

How much do you want to spend?

Budget ⓘ \$5.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start

11. Set the ad duration.

If it's your first time running a Like Campaign, it's probably a good idea to set a start date and an end date, this way your ad will stop running automatically.

Budget ⓘ \$5.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start
End
(Pacific Time)

Your ad will run until **Wednesday, July 1, 2015**.
You'll spend up to **\$20.00** total.

NOTE: Since we closely monitor our ads, we often don't set end dates.

12. Give the Ad Set a name.

We normally name the Ad Set based on the audience that we're targeting. So if I selected 'organic gardening' in step 8, then I would name the Ad Set as:

AD SET NAME: OrganicGardening1

Subsequent ad sets for this audience would be named 'OrganicGardening2', 'OrganicGardening3', and so on.

Optimize For ? Page Likes ▾

Pricing ? Your bid will be optimized to get more Page likes. You'll be charged ea is served.

- Get the most likes at the best price - You will be charged for impre
- Set the amount a Page like is worth to you

Ad Scheduling ? Run ads all the time
[More Options](#)

[Hide Advanced Options](#) ▾

Ad Set Name ?

13. Select images for your ads.

The next thing to do is to select the images you'll use with your ad. Click on the big 'Select Images' option to get started.

STEP 3: CREATE YOUR AD

What creative would you like to use in your ads?

Select Images

Upload your own images, choose images from your Facebook Page or use images from the stock image library.

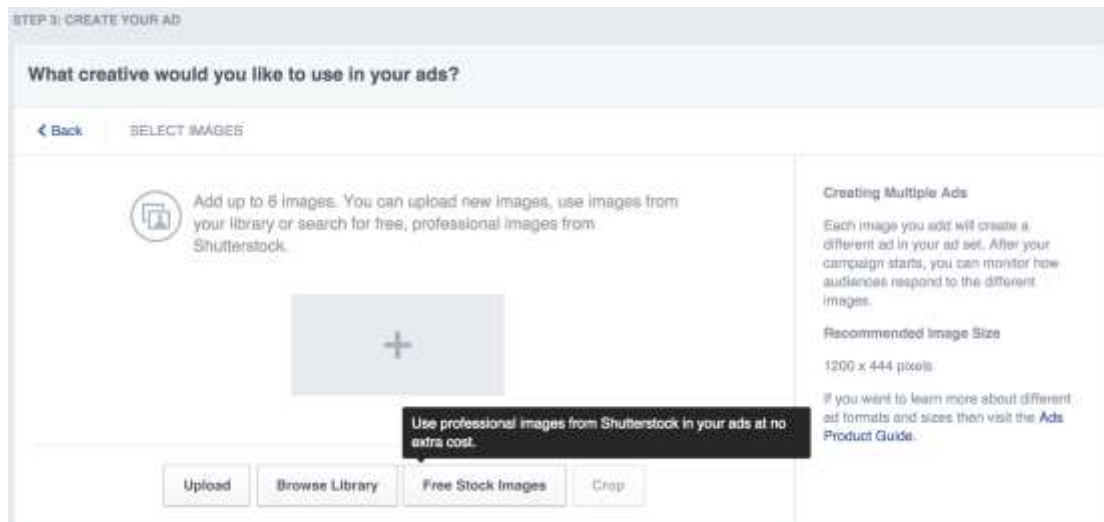
Select Video

Upload your own video or choose from preexisting videos from your video library.

What text and links do you want to use? [Help: Editing Ads](#)

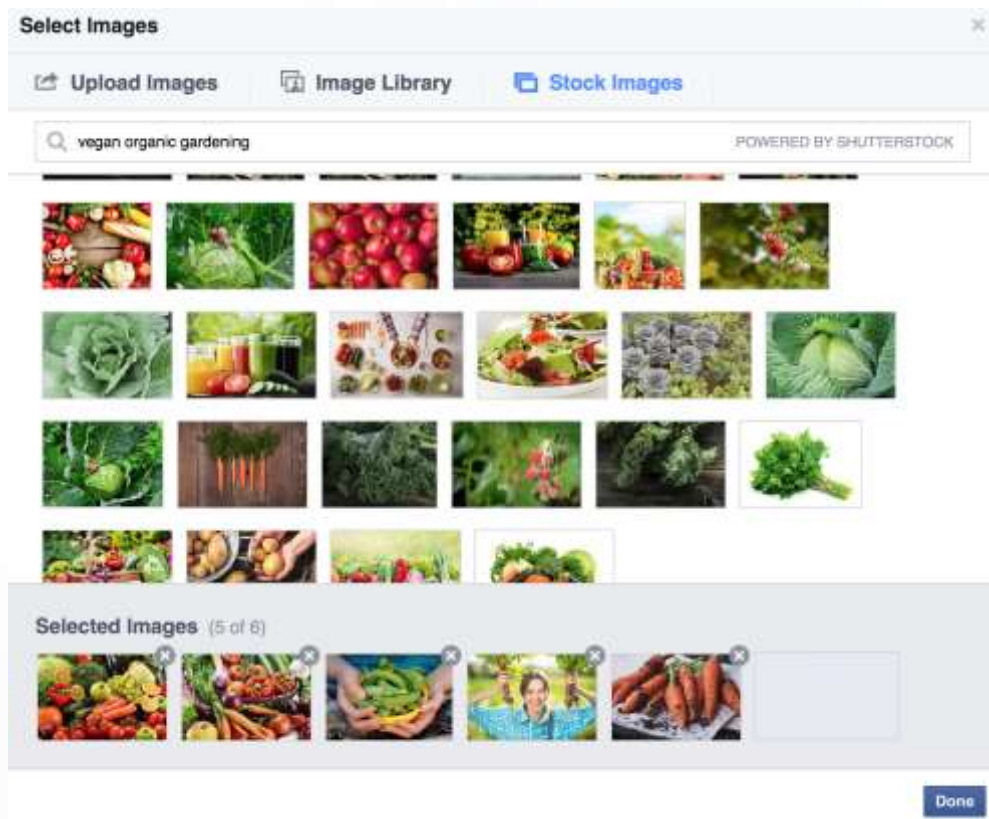
14. Choose to **use 'Free Stock Images'**

Eliminate any images that may automatically display by default (if any images shown by default automatically, you'll see a little 'x' you can click to remove images), and then click on the 'Free Stock Images' option.



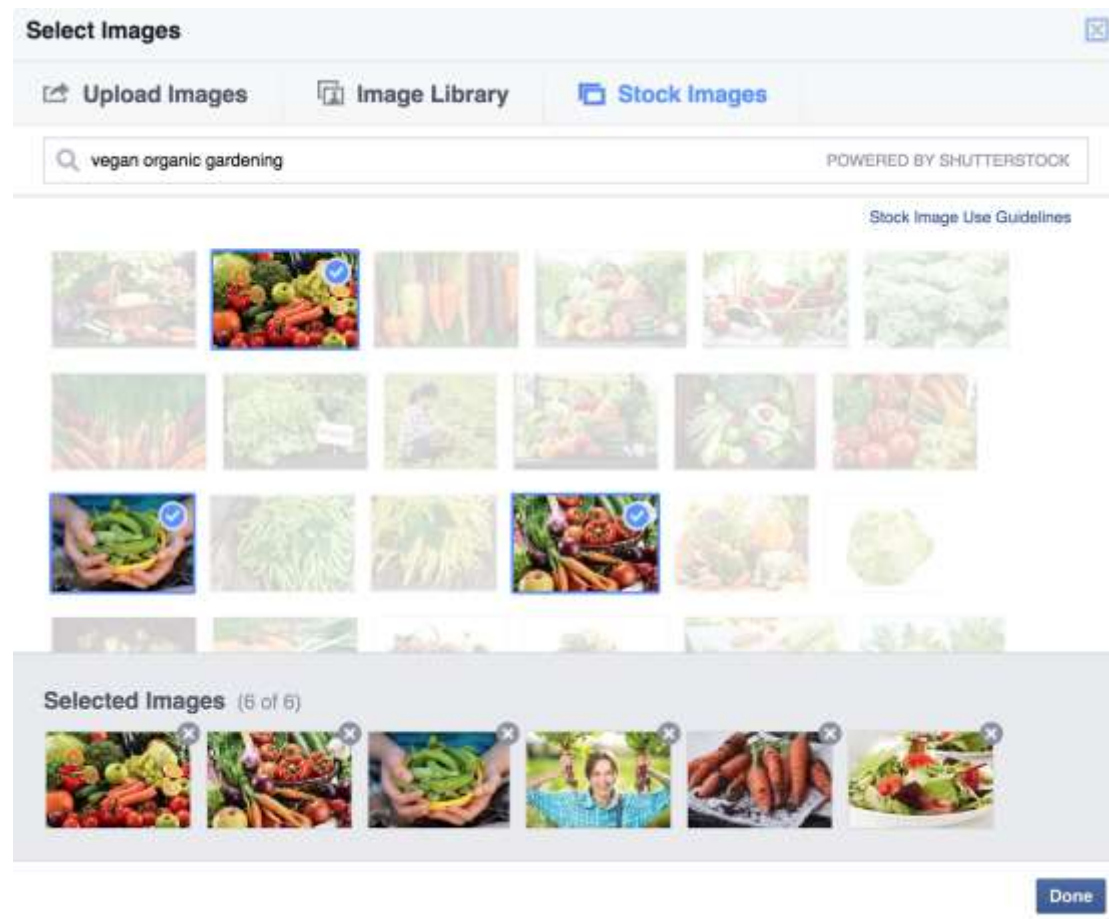
15. Filter the images by searching with your keyword

In the window that appears next, type one of your main niche keywords into the search box. This could be something like 'cricket', or 'vegetable gardening', or whatever you think will give you image results related to the topic your page is about.



16. Select 6 images

Once you've typed in a keyword, you'll see a big list of related images. You now need to select 6 images to use for your ad. These 6 images will be used in your Like Campaign ad and will automatically be tested against one another to see which one gets the best results. Click on the images you want to use to select them. **Once you've chosen your 6 images, click the 'Done' button to continue.**

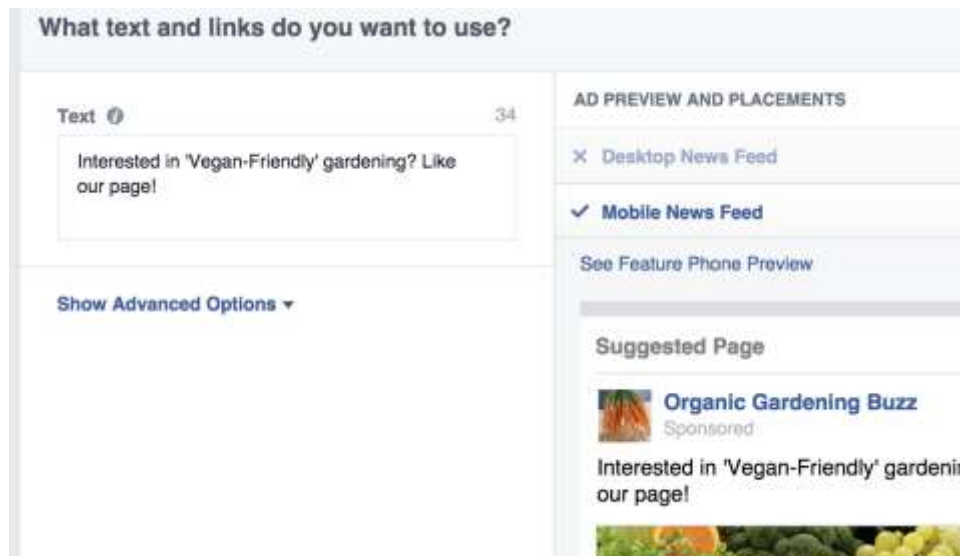


TIP: It's impossible to know which types of images work best because it changes for every niche. If your target audience is men, then try images that have men in them. If your target audience or your topic is about babies, then try to find images that have babies in them. It's good to try a range of different images because you never really know what is going to work best, so choose some that have people in them, and some that don't, etc.

17. Customize the Ad Text

Next look over to the left hand side, you'll see a text box where you can customize the text that will be shown in the ad. We've found that what

works best here is something short, that asks your audience to like your page.



Here are a few examples:

- Are you a parent? Like our page for useful tips and advice.
- Do you like **organic gardening**? So do we... like our page!
- Do you love gadgets? Like our page for lots of gadget news!
- Do you like cricket like us? Like our page...

18. Choose Ad Locations (Remove Desktop News Feed)

Next on the preview side of the page, you need to remove the 'Desktop News Feed' ad space, so click the remove button. We remove this because we've found this to be the *most expensive* ad space on Facebook and not as effective as the sidebar and mobile news feed options.

AD PREVIEW AND PLACEMENTS

X Desktop News Feed

Add

✓ Mobile News Feed

Remove

See Feature Phone Preview

Suggested Page



Organic Gardening Buzz

Sponsored

Interested in 'Vegan-Friendly' gardening? Like our page!



19. Review Your Order

Next click 'Review Order' to glance over your campaign settings one last time. Once you're reviewed your settings, click the 'Place Order' button.

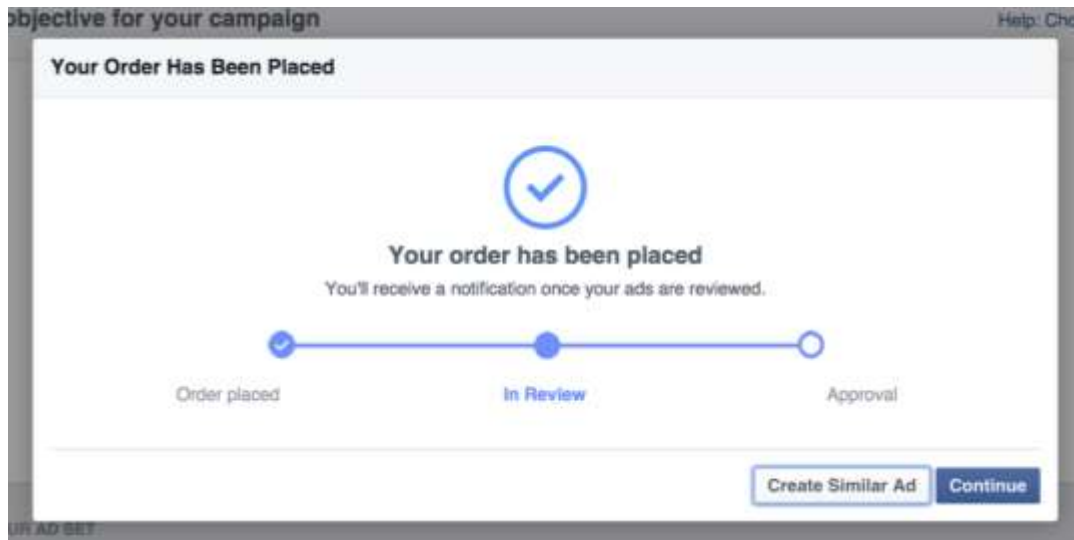
Review Your Order

Ad Name	Organic Gardening Buzz - Page Likes
Audience	Your audience includes people: <ul style="list-style-type: none">Location:<ul style="list-style-type: none">- United StatesInterests:<ul style="list-style-type: none">- Vegan organic gardeningExcluded Connections:<ul style="list-style-type: none">- Exclude people who like Organic Gardening BuzzAge:<ul style="list-style-type: none">- 18 - 65+
Campaign	OGB-Stock3
Ad Set	VeganOrganicGardening1 (New Ad Set)
Bid Type	Optimized CPM
Bid	Auto
Daily Budget	\$5.00 per day
Duration	06/27/2015 6:47pm to 07/01/2015 6:47pm (America/Los_Angeles)

[Edit Order](#) [Place Order](#)

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Facebook Advertising Guidelines. We do not use sensitive personal data.

Your order has now been placed. If you want to duplicate your order, you can click the "Create Similar Ad" button below (we recommend NOT to do this initially, first get familiar with setting up ads from scratch).



20. Get Familiar With The Ad Section Inside Facebook

After you click the 'Continue' button in the image shown above, you'll be taken to a screen that looks similar to the one below. This is where you can monitor your ads. Initially the status of all of your ads will say 'In Review'. This is normal, and will automatically change to 'Active' once Facebook's algorithm checks that your ad meets the criteria (in the majority of cases this happens within 10-15 minutes).

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Relevance Score	Spent Today	Total Spent
<input checked="" type="checkbox"/>	Organic Gardening Buzz - Page Likes - Image 6	In Review	0	\$0.00	0	0	0	0	0	\$0.00	\$0.00
<input checked="" type="checkbox"/>	Organic Gardening Buzz - Page Likes - Image 4	In Review	0	\$0.00	0	0	0	0	0	\$0.00	\$0.00
<input checked="" type="checkbox"/>	Organic Gardening Buzz - Page Likes - Image 3	In Review	0	\$0.00	0	0	0	0	0	\$0.00	\$0.00

Other Notes and Tips

- You can adjust your budget at any time by changing your campaign settings.
- **Generally speaking, there isn't a human approving your ad, especially when you're using free stock images that Facebook make available.**
- If you want to spend more money in order to grow your audience base faster, do it by creating multiple ad sets in the same campaign group.
- **When you're setting up your campaign, you'll often see a little graph showing the 'expected reach'. The reach is simply how many people are going to see your ad, and the amount of reach you have will depend on your budget, and advertising costs in your specific niche.**
- **Don't make any ad set have a budget of higher than \$5/day. We've found that when we run bigger budgets, Facebook raises the amount we pay per click. So if you want to spend \$20/site each day, you're welcome to do that, but do it by creating 4 different ad sets inside the campaign, and setting each ad set with a budget of \$5/day.**

For more information please see the Week #3 training in the members area.