

ANDREW PARR


Professional Hypnotherapy & Hypnosis Training

Introduction To Advertising On Facebook

What Are Facebook Ads?

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




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You pay either:
1. When someone clicks
2. Per 1000 views

Remembers The Users Intent

With **Google Adwords** and **Google Search**, people are (usually) actively **seeking a solution** to something so your ad can be more directly solution focussed ...

Remembers The Users Intent

But with **Facebook**, people are usually **socialising** and **looking for fun stuff**.

The ad has to interrupt this and alert them to a problem they may not have been focussing on ... and then lead them to a solution.

When Designing A Facebook Ad Campaign ...

“What Is Your Customer
Journey To You Going To
Be?”

With Google ...



With Facebook ...



More Interesting Than A Cat Video



Example Customer Journey



3 Tips For Achieving “x” Without “Y”

3 Tips For
Achieving “x”
Without “Y”

Nice interesting
article on your
website that:
(1) Establishes
your credibility
and
(2) Alerts people to
the services and
solutions you can
provide.

Example Customer Journey



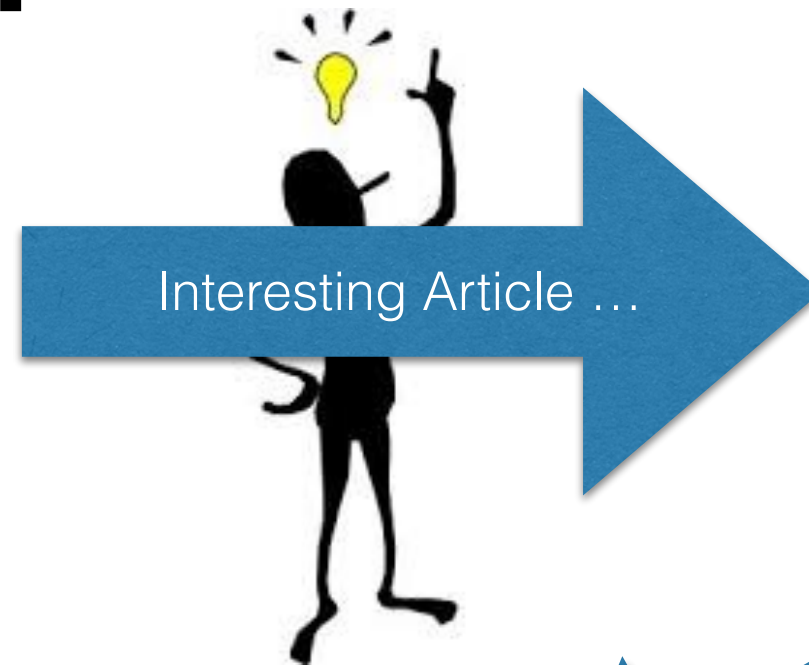
3 Tips For Achieving "x" Without "Y"

**People
are
unlikely to
make a
purchase directly
via Facebook**

3 Tips For
Achieving "x"
Without "Y"

Nice interesting
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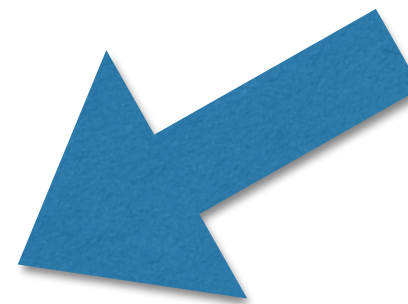
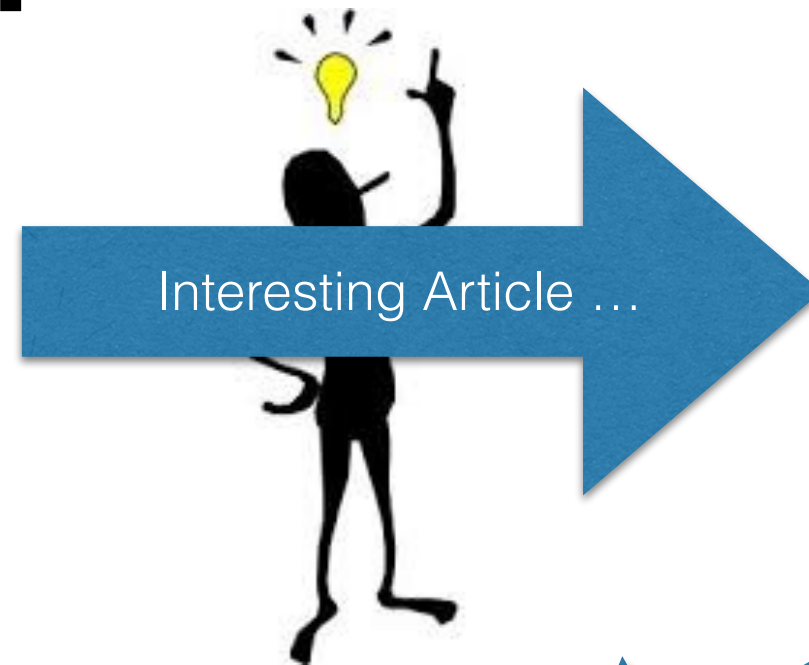
Example Customer Journey



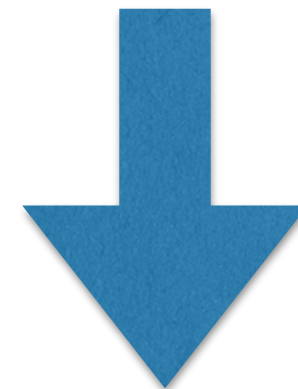
"Pixel" & Retarget
with specific ad

Offer, hook, download
to build rapport

Example Customer Journey



"Pixel" & Retarget
with specific ad



Offer, hook, download
to build rapport

For Your Ad To Be More Appealing Than A Cat Video

It must be TARGETED to
the right audience ...

Fortunately, Facebook is
very good for targeting ...
... and retargeting.