# PROFITABLE FB ADS IN 6 SIMPLE STEPS

Thanks for opting in for this free report on Facebook Advertising.

This report is a guide to setting up a profitable Facebook Ad Campaign in 6 easy to follow steps. You'll learn how to target, how to bid and what works for creating a high converting ad the people will click and take action on.

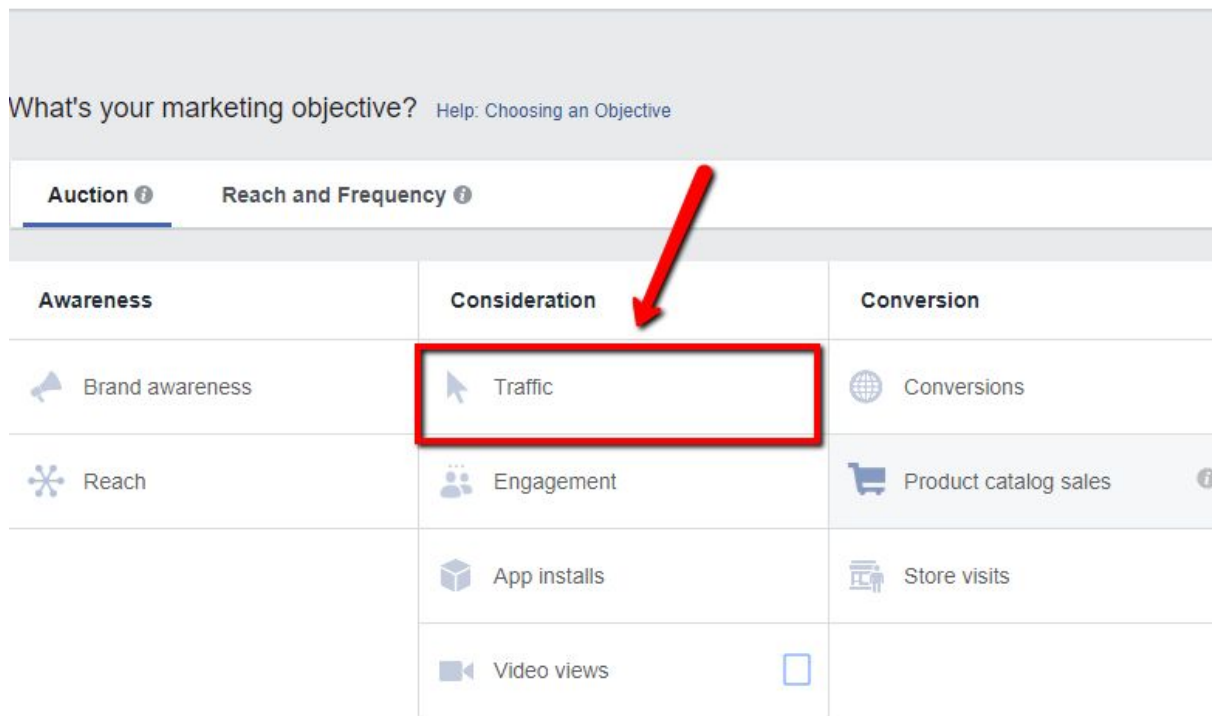## [CLICK HERE TO ACCESS OUR 30 PART VIDEO TRAINING COURSE ON FACEBOOK ADVERTISING](#)

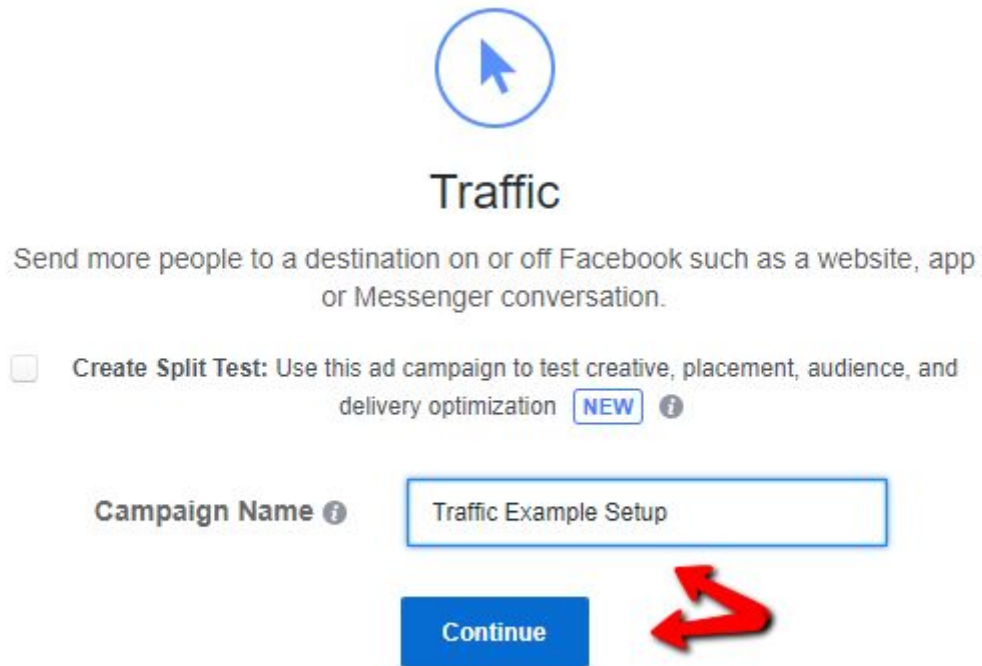**1. Open Power Editor and click the Campaigns Tab and then Create Campaign.**
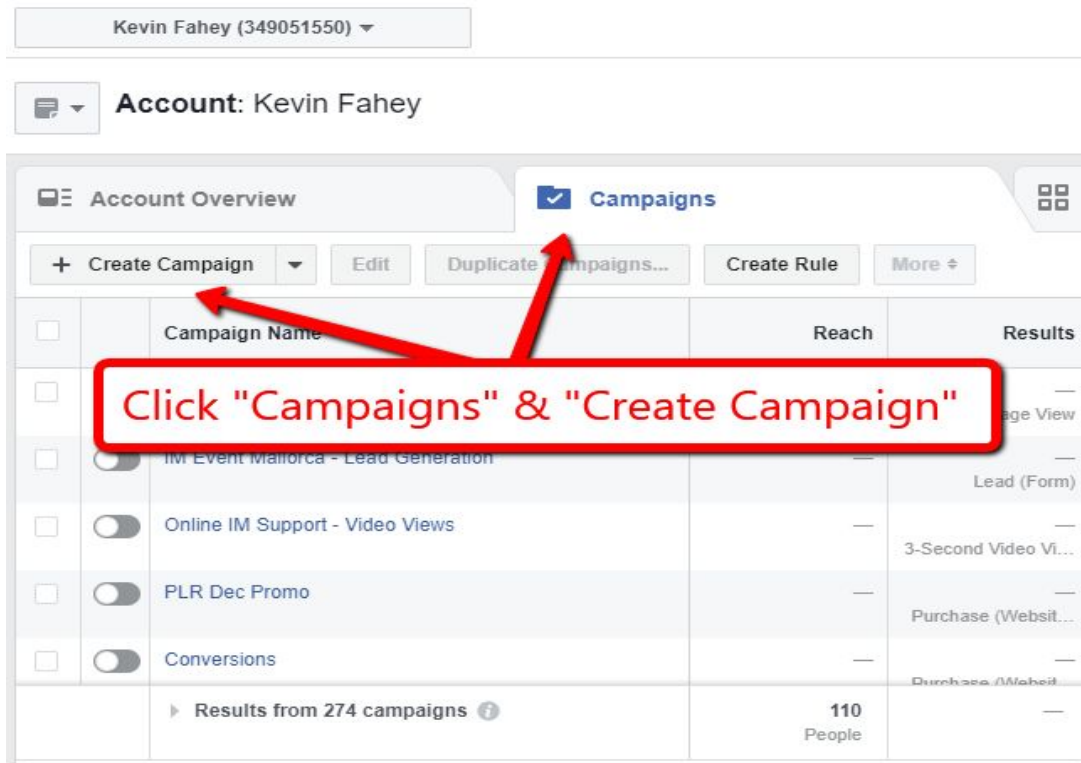
2. Choose Your Campaign Objective. In this case we'll use Traffic.

3. Enter Your Campaign Name & Click Continue.

4. Name Your Adset For Reference & Choose Your Target Audience

Adset Name: Example Adset 1

Traffic: Website

Audience

Custom Audiences: Leave Blank Unless You WAnt To Retarget Previous Visitors)

Locations: Norway, Denmark, United Kingdom, Switzerland, Finland, Sweden, Ireland, France, Germany, Austria, Belgium, Italy, Portugal, Estonia, Hong Kong, Israel, United States, Saudi Arabia, Canada, Hong Kong. Singapore, Australia.

Age: 30 - 65 (This can vary depending on your niche. It's able a good idea to create difference age brackets and test the results. (Ex 30 - 39 / 40 - 49 / 50 - 59 / 59 - 65+)

Gender: Leave on all. (Again if you wish you can create one targeting males and another females depending on what you are selling.

Languages: English (All)

Detailed Targeting: Here we choose interests that are similar to our product or brand.

For this example we'll type in Email Marketing

IMPORTANT TO NOTE: Notice the potential reach of 450,000. If we change anything from age, location, interests, gender. This number will automatically change. For this example we want to narrow down this audience more.

Notice the image below I clicked Narrow Further and entered Facebook Page Admin. The potential reach is now 270,000. Generally I use audiences sizes between 50,000 & 300,000.

Connections: Leave as is

5. Placements

You can to edit placements and only choose Feeds & Right Column

5. Budget & Schedule

Budget: We generally start with a $7 - $10 per day budget and scale if the adset is working.

Schedule: Unless required, click Run my ad set continuously starting today.

Optimization for Ad Delivery: Change To Landing Page View

Leave everything else as is and click Continue

6. Create New Ad

Identify: Choose your Facebook Page

Format: Single Image (Upload an image 1200 x 635)

Links: Enter your landing page URL

Headline: Enter a clear headline for your ad

Text: Enter the text you want to appear above the ad.

Call To Action: Use Download (or other if more suitable)

News Feed Link Description: Enter the text you want to appear below the image

Display URL: Enter the landing page URL again

Facebook Pixel: Turn on (This should be setup and active)

Review the image below and notice the most important part to this advent. Use this for creating your own.

- In the text I'm clearly stated what they need to do. "Click the image or DOWNLOAD button to access."
- In in the headline I repeat DOWNLOAD
- In the New feed text I repeat CLICK HERE
- The call to action button is DOWNLOAD.

The person viewing the ad is clear about what they need to do in order to get the checklists as I've repeated in many times. This works for all types of advertising.

Ad Preview

This next step in click continue and wait a few hours (usually quicker) for you ad to be approved.
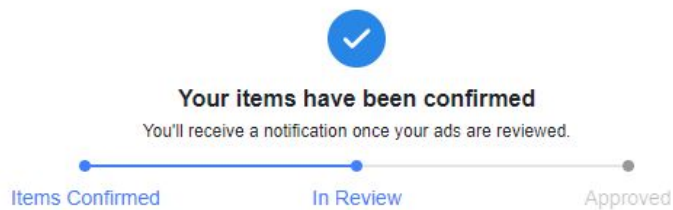
I hope you enjoyed this report. Thankfully Facebook offers ways different ways to drive traffic to your offers and websites. Other methods include Video Ads, Lead Ads, Page Post Engagement Ads and many more which all work effectively.

If you would like to access our 30 part video training course which contains over 3 hours of over the shoulder training click the link below.

To YOUR Success,

Kevin Fahey

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