THE ULTIMATE FACEBOOK ADS GUIDEBOOK

LEARN HOW TO EFFECTIVELY CREATE, LAUNCH AND SCALE YOUR FACEBOOK ADS

INTRODUCTION

Hello my friend!

Welcome to this Facebook Ads Guidebook!

I'm super excited to show you how this Guidebook will help you with **getting more clients with your Facebook Ads.**

I've created this Guidebook so that you can achieve 2 things:

1. **Understand how the Facebook Ads platform really works.**
2. **Apply this knowledge to get more leads, clients and results!**

Many people that want to start using Facebook Ads are afraid they will lose money.

I totally get that! I was the same way.

Facebook Ads can be both challenging and super exciting (when you make them work for you!).

However, it's true, Facebook Ads can be expensive in the beginning, especially when you're first starting out.

This is one of the reasons I created this Guidebook.

The main point of this Guidebook is to help walk you through the platform step by step, so you can get the results you're looking for...

Do you need **more leads for your business?** We got you!

Are you looking to **get more webinar attendees?** Check!

Do you need to **sell more products on your ecommerce store?** Leave that to us!

Whatever it is that you're looking for, let me tell you:

It is possible!

Just go through this step by step Guidebook.

The only way this works is if you decide to take action.

Your results will come with practice, and actually applying what you learn this Guidebook.

In fact, the more you can apply, the faster you'll learn!

So go ahead and implement these techniques as you read, because you'll find lots of helpful action tips in this Guidebook.

And if you have any questions at any point, you can join this Free Facebook Group and ask them there!

Here's to your Facebook Ads Success.

Hernan

NOTE AND DISCLAIMER:

The methods that I mention here are working for me and my business **at the time of writing this Guidebook.**

Facebook is an ever-changing platform, so many of the options here might not be able in the future and they might not work.

I'm not responsible if this happens, as I don't work for Facebook and I simply don't know what they are going to do :)

I'm telling you what has been working for me after years of testing and hundreds of thousands of dollars of spending in Facebook ads.

It's up to you to test each of these techniques with your own company and get your own data and conclusions.

Hope you enjoy the Guidebook!

UNDERSTANDING HOW THE FACEBOOK MINDSET WORKS

In this part of the Guidebook, I will be showing you why **selling on Facebook doesn't work most of the time.**

I know you're probably thinking *"but Hernan, I bought this guidebook so you can actually SHOW me how to sell on Facebook!".*

And I totally get it!

Let me explain...

I'll specifically show you why lots of people have issues when it comes to selling their products on Facebook, despite having amazing reviews and a polished funnel.

The reality is that selling on Facebook doesn't work because Facebook is a social network, and when you are trying to sell something on Facebook, you need to be aware of the mindset that people have in that social network.

Let me give you an example: It's rare for someone to go to Amazon or eBay and say, "Hey, I want to check out what my friends bought" or "I want to check out how their shopping went or what was their experience."

Instead, you would sign into **Amazon** and do some **market research** or even go to **purchase stuff.** It's much easier to go to Amazon with your credit card in hand. Amazon is a gigantic store that's designed to sell!

Conversely, it's rare that someone will go into **LinkedIn** thinking *"I want to see kitten pictures"* or into **Instagram** thinking *"I want to find a new job".*

Each social network has its own mindset that you need to be respectful of and make sure you sell your products from that specific perspective.

Facebook, for example, has its own mindset. You need to be aware of what works on every platform.

HOW TO PITCH WITHOUT BEING PITCHY

Now, how do you pitch without being "pitchy" on Facebook, or how do you leverage the platform to get maximum results?

That's where the term **"Social Selling"** comes into play.

What do I mean?

What Facebook does is to show your ads on the newsfeed, this is called a **"native ad"** because it resembles the rest of the platform.

In reality, it's designed to trick you into reading it.

A "native ad" is an ad that has the colors, fonts and the display of the rest of the platform.

Sometimes, you'll have some difficulties telling a friend's post from an ad. If this is the case, then **it's a great ad!**

And that is leveraging the power of the Facebook platform.

We'll go into details as to how to craft the **Perfect Facebook Ad** later on, but if you want to be "native" to the platform and sell without "selling", there are some techniques that you can use in your body copy, in your pictures and even in your landing pages!

FEEL, FELT, FOUND STORY-TELLING

One of my favorites is the **"Feel, Felt, Found"** story on the copy of the ad.

Originally I learned this from Nicholas Kusmich, but the technique itself has been around for quite a while.

By using the "Feel, Felt, Found" story on the copy of your ad, it will feel much more native to Facebook, because there's a strong social approach to it.

Implementing the **"Feel, Felt, Found"** story is pretty straightforward.

For example, let's say you want to promote a fitness product.

You can start your body copy by saying:

"You might <u>feel</u> that losing weight is hard."

"You might <u>feel</u> that you have tried it all by going around gyms, and eating less."

"You might <u>feel</u> that it's hard to implement."

Followed by:

"I know because I <u>felt</u> that in the past."

"I know because that's exactly how I <u>felt</u> 3 months ago…".

And **you'll continue** by saying:

"But one thing I found is that by following XYZ blueprint, I was eating less, exercising more, and feeling better about myself."

You can use this body copy on pretty much every ad you post on Facebook, since it's directly **tying to the emotions of the reader.**

Remember: You don't want to be the guy that breaks into a party and
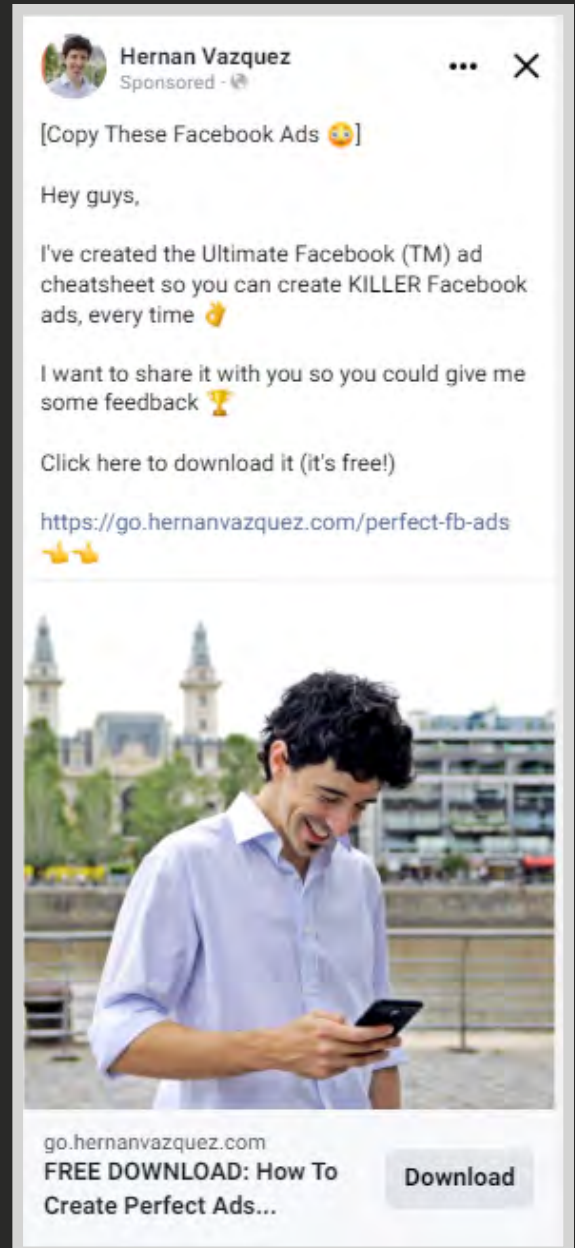
tries to give away business cards and push his services or product on everyone.

Don't be that guy!

But if you approach your advertising from a **value** perspective, a **relationship** perspective, or a real feeling/ perspective, you will have much higher chances success with your Facebook advertising.

Here's an example of an ad using a social approach by giving away a free cheat-sheet.

Now that you are aware of the mindset of Facebook advertising, it's time to talk about the Facebook Pixel, so you can start advertising with the right foot.

UNDERSTANDING AND LEVERAGING THE META PIXEL

In this section, I'm going to guide you on how to use the Meta pixel to track your entire advertising campaign, how to leverage it and how it works, so you can start advertising correctly.

But first, let me explain what the Meta Pixel is.

Without getting too techy, the Meta Pixel is simply a **small piece of code** that you'd install in every page of your website.

Install Base Code

The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the basecode and the event tags.

(1) Copy base code

Copy the base code below.

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
```

Copy Code

(2) Paste base code to website

Paste the pixel code into the bottom of the header section just above the </head> tag. Install the base code on every page of your website. Learn more

We do this in order to **feed data into Facebook** so that Facebook knows what kind of people are taking action on our websites and properties.

The more data you feed into Facebook, the more it "learns" what kind

of people are visiting your website, **who is becoming a lead and who is buying...** so you can get more buyers!

This is how the Facebook algorithm works when it comes to running ads.

<u>The more high quality data you can feed it, the better results you'll get.</u>

However, how does Facebook knows whos is who in your funnel?

PIXEL EVENTS

That's up to you to let it know! This is where **events** come into play.

Events are **additional snippets** of code that you add in specific pages depending on what type of action you want to track.

For example, let's say that you're offering a free ebook in exchange for an email.

What you'd do is to tell Facebook what kind of event to "fire" depending on your pages and your funnels.

Add events using event setup tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. Learn More

How it Works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.

Open Event Setup Tool

⊛ Please make sure your pixel has been installed properly before using the event setup tool

Prefer a manual option? Install events using code.

| Action on site	Description	JS-code
Add to cart	The user adds item(s) to the cart — for instance, presses the button "Add to cart".	fbq('track', 'AddToCart');
Add to wishlist	The user adds item(s) to the wishlist — for instance, presses the button "Add to wishlist".	fbq('track', 'AddToWishlist');
Add payment information	The user gets to the payment page — for instance, presses the relevant button.	fbq('track', 'AddPaymentInfo');
Complete registration	The user provides information in exchange for the service your company offers — for instance, registers on the website or subscribes for a mailing list.	fbq('track', 'CompleteRegistration');

Once you have your Facebook Ad account setup, it's actually pretty simple to install this code and get these different events and audiences setup.
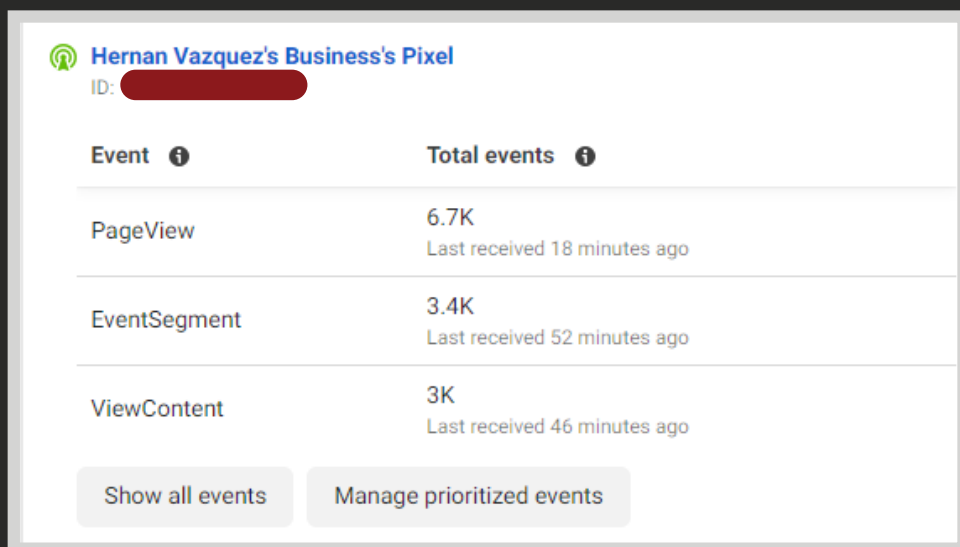
Here's how you set it up:

First, you need to install the pixel in all the pages you wish to re-target people after.
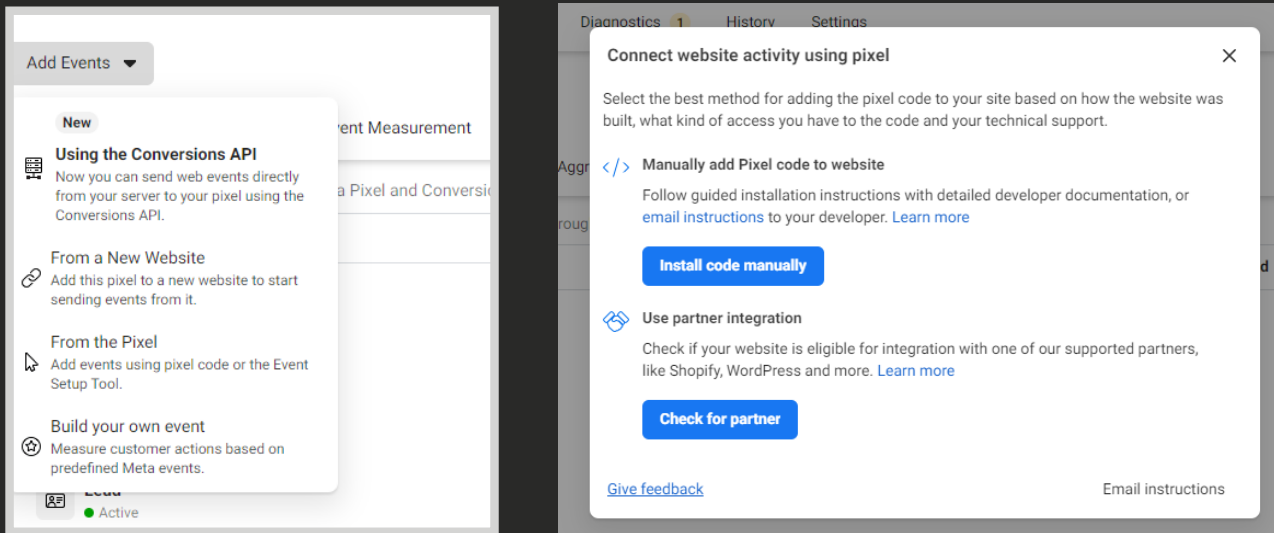
1. Grab your pixel:

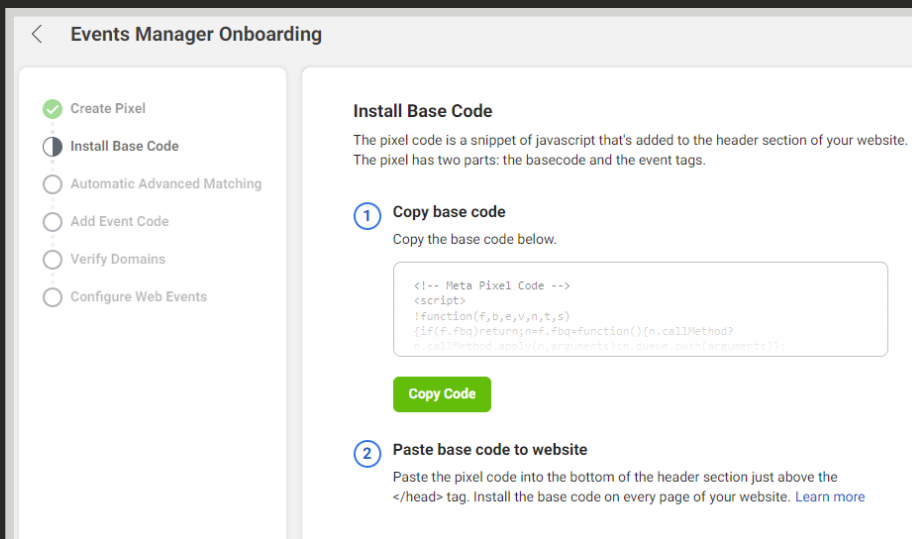Go to the "Ads Manager", click on "All Tools", and select "Event Manager".
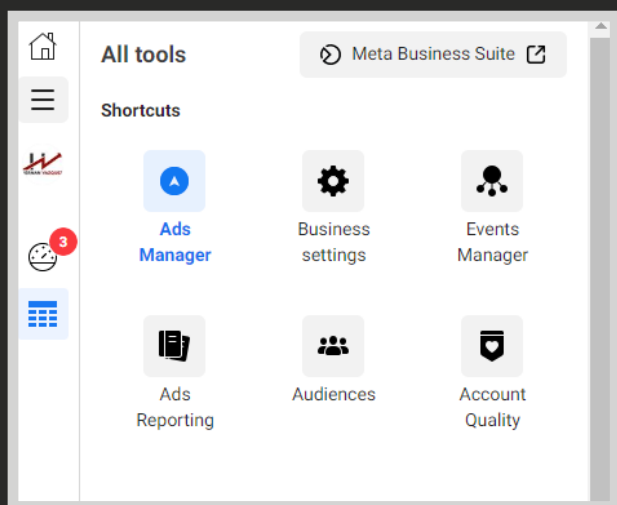
Click on your pixel's name to open the pixel setup.

Go to "Add Events", select "From a New Website" and click "Install code manually".

The "Events Manager Onboarding" will show the steps to install the base code.

Click "Copy Code" and paste it on a Notepad.

2. Install your pixel:

Install your code between the *<head> and </head>* of your website.

If you're not clear about this, you might want to talk your website design-er.

If you're using WordPress, for example, you can install a plugin that's called *"Header and Footers."*

3. Grab your Events:

What are you tracking? Do you want to track Leads, Purchases, Initiate Checkouts or just Visitors?

That's up to how your funnel is setup, but you want to grab each event code and also paste it on a Notepad.

Here you'll find the event code for the standard events.

You'll have to add each code manually to the specific pages of the funnel.

Or, you can use the Event Setup Tool.
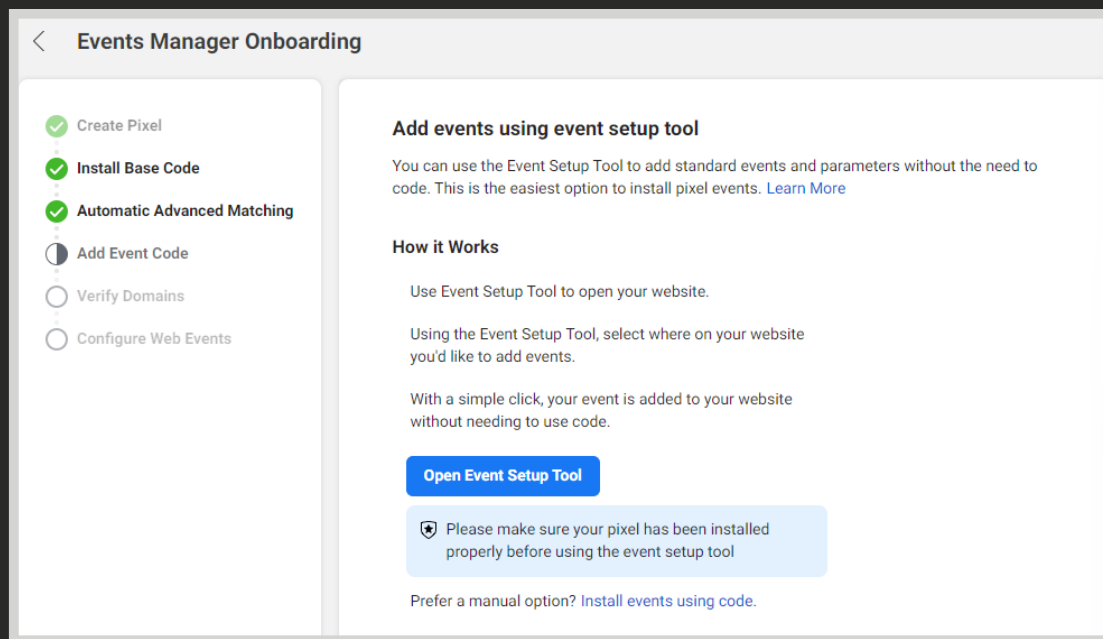
4. Create Your Audiences

Depending on what your funnel and your website looks like, you might want to go ahead and create audiences for each.

We're going to be talking about Custom Audiences later in the guide, but

you can do it at the Audiences section, like this:
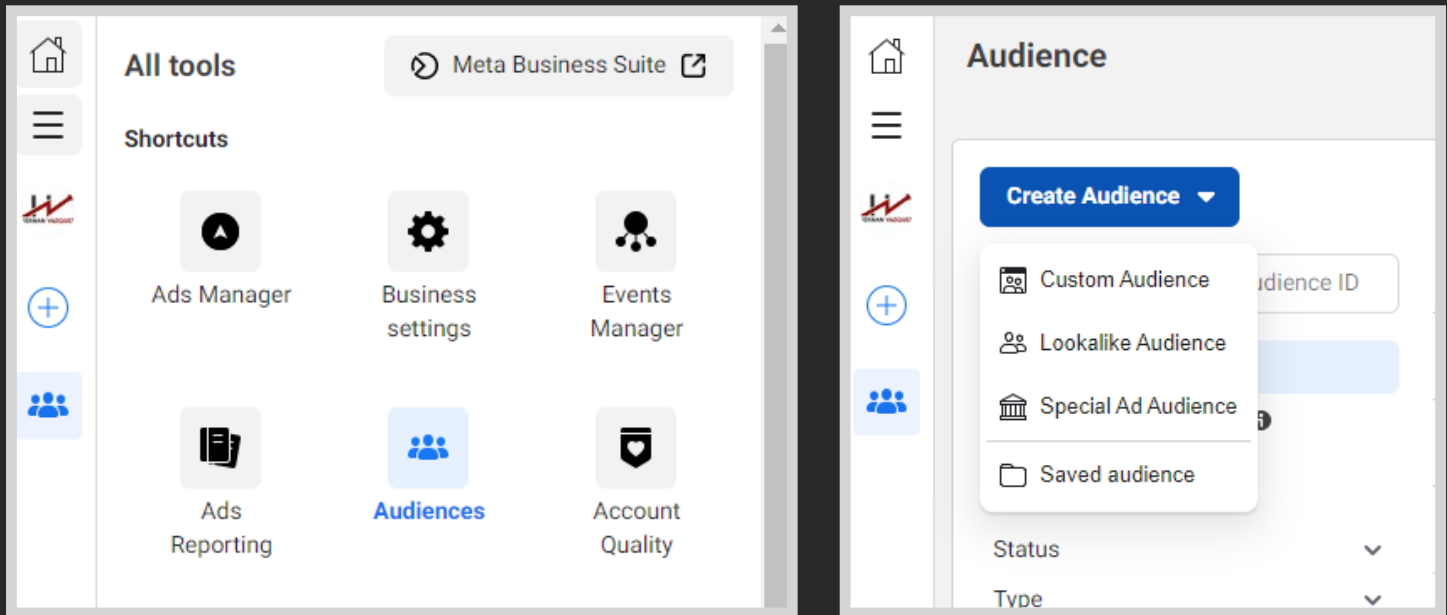
For example, let's say that I wanted to target the people that visit *HernanVazquez.com.*

What I would do is to use the website traffic to **track anyone who visits my website, using this specific URL.**

What this is going to do is to create a Custom Audience which tracks anyone that visits my any part of my website, so that I can re-target them all.

By doing this, you're telling Facebook that **you want to target only the people that trigger the pixel from this domain** and nothing else.
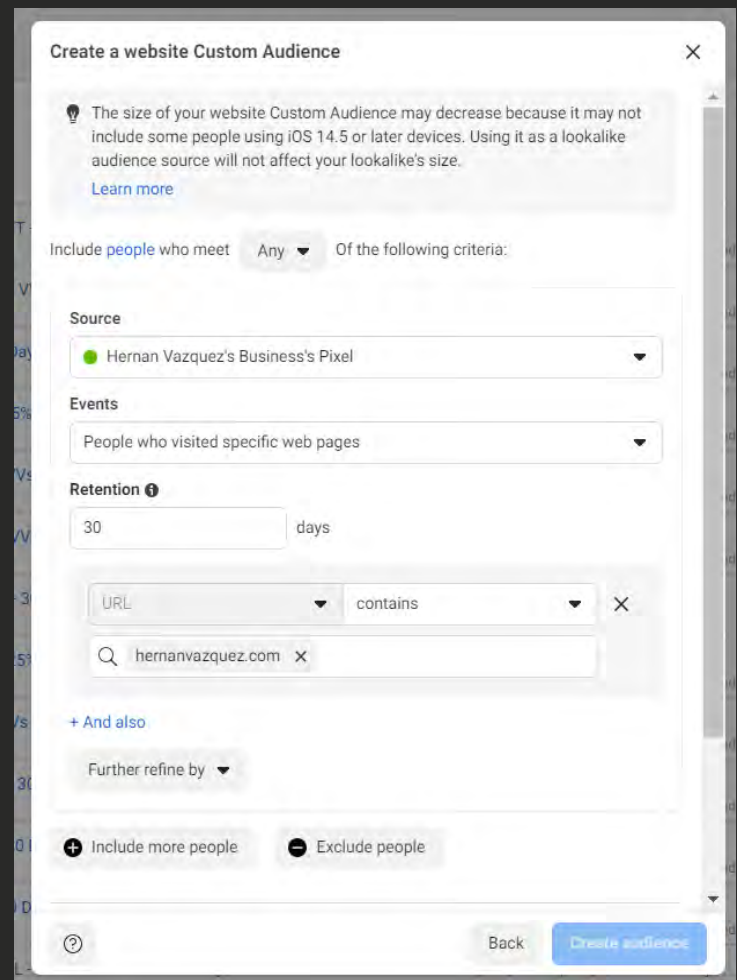
Create a website Custom Audience   ✕

💡 The size of your website Custom Audience may decrease because it may not
include some people using iOS 14.5 or later devices. Using it as a lookalike
audience source will not affect your lookalike's size.

Learn more

Include **people** who meet   Any ▼   Of the following criteria:

Source

🟢 Hernan Vazquez's Business's Pixel   ▼

Events

People who visited specific web pages   ▼

Retention ⓘ

30   days

URL   ▼   contains   ▼   ✕

🔍 hernanvazquez.com/thankyou   ✕

+ And also

Further refine by ▼

➕ Include more people   ➖ Exclude people

⑦   Back   Create audience

Now, let's say that you have a Shopping Cart on your website, and on the last page of the shopping cart is the Thank You Page. Let's say that it's "*HernanVazquez.com/thankyou.*"

You'll also want to create a Custom Audience from of this URL in order to exclude them from other campaigns, etc… in order to track people who have purchased from you.

Provided that you installed your events correctly, instead of general visitors, Facebook will be tracking purchasers on *HernanVazquez.com.*

Additionally, you can create a Custom Audience based on people that **downloaded your lead magnet, free ebook, etc.**

So, the URL to be used will be *HernanVazquez.com/download*, and it excludes people that visit any other webpage that meets the following rules.

HernanVazquez.com/download **would be the actual download page for my lead magnet.**

This will allow Facebook to start tracking Leads, Purchasers and Visitors. These values will show on your Ads Manager as well.

For example, let's say the Purchase Value is $97 USD, every time the pixel is initiated or fired, this will be counted as a purchase, and these purchases will be shown in your Facebook Ads.

If you're tracking conversions on your Facebook Ad, it will calculate your ROI.
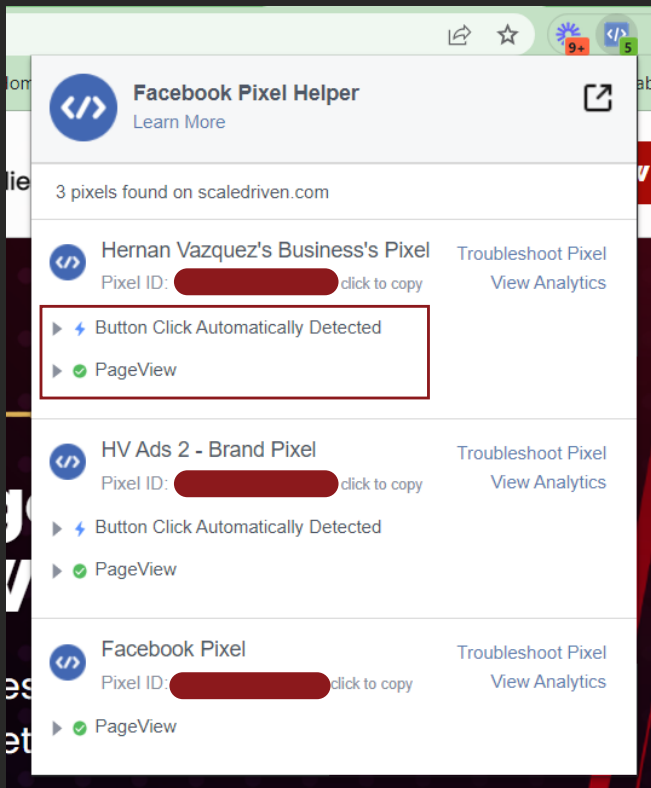
Last but not least, if you want to check that your pixel is working correctly, you might want to download the free Chrome extension called **"Facebook Pixel Helper"**, which will **tell you what's working on each page!**

Now that you know how to install the pixel and understand it's main function, let's jump into choosing the right objectives for your campaigns!

HOW TO TARGET YOUR PERFECT AUDIENCE USING THE FACEBOOK FLEX METHOD

In this section we are going to be looking at which **Facebook Campaign Objective** you should choose for your Facebook ads.

Whenever you're starting a new Facebook Ads campaign, you're presented with the opportunity to choose a Facebook Campaign Objective.

Most people struggle with this step.

In fact, one of the most frequent questions that I get on my [Facebook Group](#) is *"Which campaign objective should I choose for my Facebook ads?"*

When you're starting with your Facebook ads campaign, there are a **million and one campaign objectives** that you can choose from.

> **NOTE:** Facebook is not into lowering the number of Campaign Objectives that you can choose, in fact, they're adding more campaign objectives as we move forward.

Personally, I think that's pretty cool because it allows us to have more options when it comes to advertising.

The reality is, when it comes to marketing our products, **I always use the 80/20 rule.**

If you haven't heard about the 80/20 rule, it basically means that **20% of your efforts will bring you 80% of the results.** 20% of your clients will bring 80% of your revenue...

And 20% of the Facebook campaign objectives should bring you 80% of the results!

This is really important. If you pick the wrong campaign objective when you're starting out, you can waste a lot of money really quickly!

For example, I hear a lot people saying *"Hey, I'm driving a lot of clicks, but I have zero conversions"* or *"I get a lot of likes, but I just don't get any sales!"*.

The first step is to always know the **goal of your campaign:**

> *Is it to drive traffic?*

> *Is it to get conversions?*

> *Or is it to get video views?*

It is important to know your campaign goal, no matter what you do on Facebook ads, and on any other paid advertising platform for that matter.

One of the main goals that I always have in mind when running ads is **ROI (or Return On The Investment).**

In other words, your Facebook ads should be aimed at **making money.**

Always.

If you invest $1 in advertising, you should make $1 or more from it. This should be your primary goal.

So if you're advertising on Facebook to just get page likes, I would advise you stop doing that right now, because you're wasting your time and money.

With that being said, nine times out of ten, **I choose the Conversions (Sales) goal.**

No matter what I do, I would almost always only work with Conversions goals.

This is because, in reality, the Facebook advertising platform is one of the most advanced **Artificial Intelligences** in the history of the World!

Facebook is a data company, so Facebook works with tons of data every day, and we're feeding a lot of data into Facebook every day.

Now that Facebook owns Instagram, WhatsApp, and a bunch of other companies, and with the installation of the Facebook pixel (as I mentioned before), they can **track almost everything.**

It's safe to assume that Facebook will have much more data than I could ever possibly have.

Even further when it comes to the behavior of its users!

The Conversions Goal is one of the few goals that will leverage the Facebook Algorithm to give you results.

On the other hand, Clicks and Video Views Campaigns will not trigger the Facebook algorithm.

This is really important because the Facebook Algorithm can do the heavy lifting for you, showing your ads to people that are prone to con-

vert based on behavior.

Basically, when using the Conversions goal, you're asking Facebook to go out and **bring people that will convert,** and this is where the Facebook platform shines.
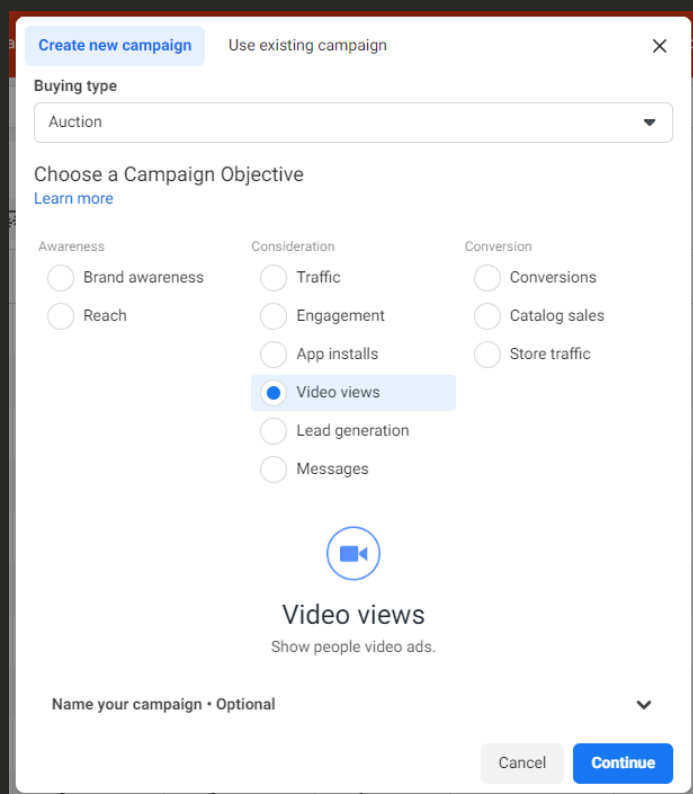
Just be sure you pick Conversions and tell Facebook what kind of conversions you want (Leads, Purchasers, Initiate Checkouts, etc).

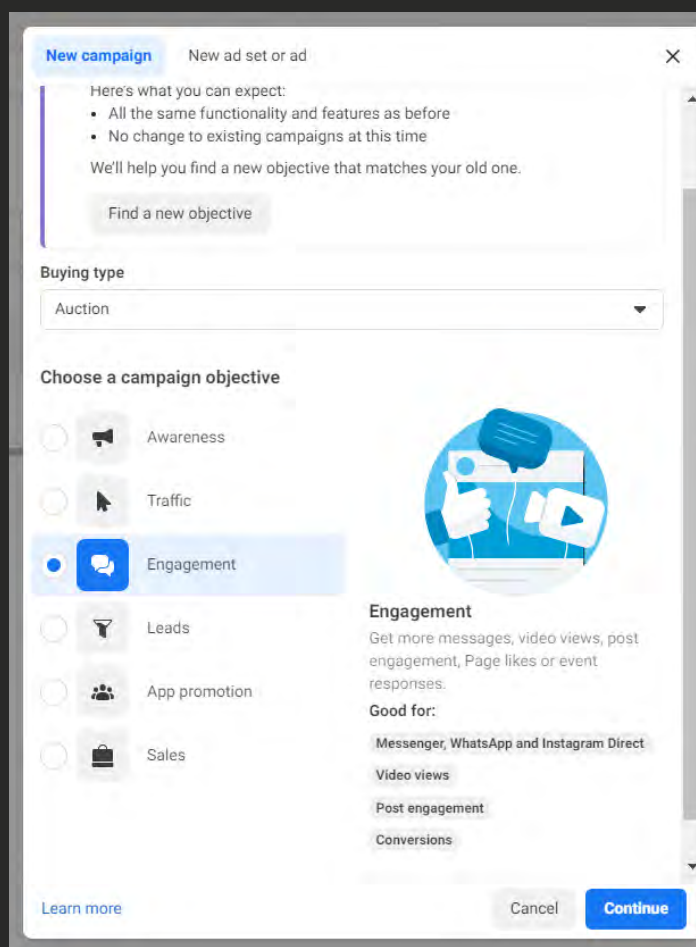Of course, the more data you feed into the pixel, the better it will perform as I mentioned before.

So let conversions be your primary goal when it comes to campaigns.

Another goal that I sometimes use on my campaigns are **Facebook Video Views.**

When I'm trying to build an audience fast, around a specific subject, I always use Video Views, because it's by far the best and **cheapest way to build a big audience.**

The way Facebook works is that it's competing with YouTube and other video providers to give their visitors a lot of video experiences.

Here's how to use it:

Let's say that I made **video** for my Facebook page, and from this video, I'm sending people to opt-in so that they can download some free stuff.
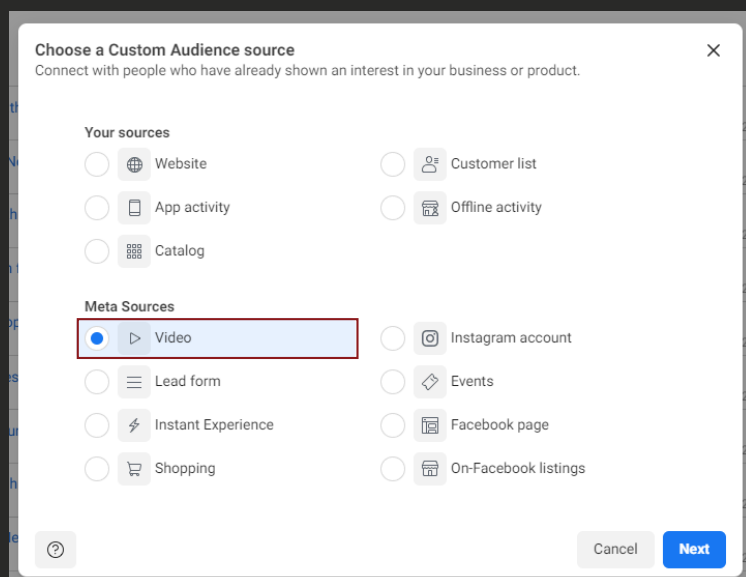

Now the reality is that you can then **re-target** those people that watched your video on Facebook.

What that means is that if you have video viewers, you can create a **Custom Audience** based on these video watchers and serve them some more ads!

(More on this later).

This is a **two-step** approach.

The first step is by presenting them with a cool and valuable piece of content which is generally a video.

The second step is to retarget video watchers with an offer, some more free stuff, etc.

Then the third objective that I use a lot goes hand in hand with the Video Views goal, and it's the **Post Engagement objective.**

Now, have this in mind:

You cannot cash in on the number of likes or views you have.

You cannot deposit your likes or your followers in your bank account. So why would we use this objective?

These two objectives (Video Views and Engagement) go hand in hand because I can get social proof (likes, shares and comments) on an ad that's geared toward conversions.

Remember the whole "Facebook mindset" thing? Facebook will reward posts and ads that have a high rate of engagement! Read this sentence again.

You can also create **valuable posts and content in your Facebook page** and get people engaging through the use of this campaign objective.

Last, but not least, you can create a **Custom Audience** based on people that engaged with your page!

I'm doing this to bring a lot of people to my funnel, I show them a valuable piece of content, and then an offer, a webinar, more free stuff, etc.

In summary, my top three Facebook Campaign Objectives are:

1. Conversions.
2. Engagement - Video Views.
3. Engagement - Post Engagement.

Now, let's talk a bit about Custom Audiences and how to create them...

THE MOST POWERFUL CUSTOM AUDIENCES FOR YOUR ADS

One of the questions that I get a lot is *"What are the best custom audiences for my Facebook ads?"*

Let's go over Custom Audiences a bit more. Because, setting up your first Custom Audience can be a bit daunting in the beginning.

But first, what are Custom Audiences?

When you're doing any kind of advertising on Facebook, you can choose from interests, countries, ages and different types of demographics.

In these cases, you're advertising to **everyone** in Facebook that has these specific interests and characteristics.

However, let's say that you want to target **your subscribers list** on Facebook, or people that have visited your website.

This is where Custom Audiences come in to play.

Simply put, Custom Audiences are groups of people or Facebook profiles that you can create and separate from the "rest" of the platform.

Eventually, these Audiences will become *very unique* to your business, and that gives you the ability to target them more effectively.

Custom Audiences are similar to the **Facebook Advertising Objectives** I explained in the previous chapter.

I explained which Objectives are the best and the ones I use to get the best results.

It's no different from Facebook Custom Audiences.

I have three main categories for this as well...

The first Facebook Custom Audience that I use frequently is the **Abandoned Checkout Custom Audience.**

With this Custom Audiences, I am telling Facebook to track all of the people that only reach a **certain point** in my funnel.

For example, visitors make it to the shopping cart page of my website, or they are ready to purchase, but they didn't for some reason, so they abandoned their cart.

Once you have your Facebook Pixel installed and you have your custom conversions set up as I showed you before, you can create your **custom audiences based on an URL** or a specific page of your funnel.

Note, that you want to set up a custom audience for people that visit your checkout page, and then another custom audience for people that visit your thank you page, i.e. after the purchase.

This is so you can re-target those who may have wanted to purchase but did not.

And, possibly re-target existing customers with new ads.

This will create two different **Custom Audiences,** and you can exclude them in your ads as I'll show you later on.

Now, why would you want to target those abandoned checkouts?

At this point, you're targeting the **lowest hanging fruit,** because people are already there, they're ready to purchase your stuff, but for some reason, they didn't!

Create a website Custom Audience   ×

💡 The size of your website Custom Audience may decrease because it may not include some people using iOS 14.5 or later devices. Using it as a lookalike audience source will not affect your lookalike's size.
Learn more

Include people who meet   Any ▼   Of the following criteria:

Source
● Hernan Vazquez's Business's Pixel   ▼

Events
People who visited specific web pages   ▼

Retention ❶
30   days

URL   ▼   contains   ▼   ×

🔍 hernanvazquez.com/shoppingcart   ×

+ And also

Further refine by ▼

➕ Include more people   ➖ Exclude people

⑦   Back   Create audience

Usually, they get distracted; we all get distracted, I get distracted a lot. Like this one time... at band camp... oh wait, let's get back to Custom Audiences.

Abandoned Checkout is the first and most crucial Custom Audience you could create because this is the **moneymaker.**

If you think about it, people need to find your website, then go through your shopping process and they're just one click away from purchasing.

They just need a little nudge. So remind them that they wanted your product and why. Again.

The second custom audience that I use a lot is **Engagement Audiences.**

I told you about the importance of Engagement Objectives in a previous chapter. This is where you create a Custom Audiences based on people **that engaged with your Facebook page** or your Instagram Profile.
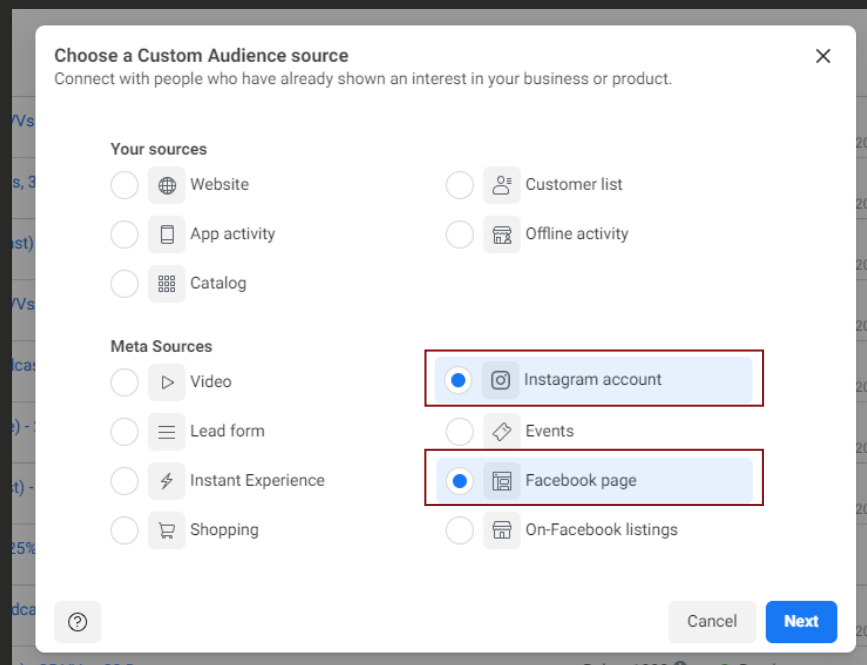
You can also target people that watched a **certain portion of your video** (remember the Video Views campaign objective?), this is also super powerful.

We are going to make this as a subsection, i.e., "video viewers", which is

another way of getting an engaged audience.

Engagement audiences and video viewers are significant because once you start uploading helpful videos to Facebook, which you'll be pushing through video views campaigns, **you can potentially gain a lot of video viewers fast!** Which means social proof. This will help with cost.

Now the Third type of Custom Audience that you should create is the **Lookalike Audience.**

What is a Lookalike Audience Audience?

A Lookalike audience is a way to import a list into Facebook (buyers, subscribers, leads) or even choose an existing custom audience (engagers, visitors, video viewers) as a seed audience, **and expand that audience.**

Facebook will grab that "seed" audience and see what **they have in common**, what are these people's past behaviors, and based on that it will expand your list to a lot more potential users.

For example, let's say that you have a list with 100, 200, 300, even 500 or 1,000 people that have bought from you in the past.

This doesn't mean that they need to be high ticket customers or have spent a lot of money.

It might be that they spent $10, $5, $1 or even less with your store or company, and they will still be considered as a customer.

Once you get at least 500 or 1,000 purchasers, you can import your list to Facebook as a Custom Audience and create a **Lookalike Audience based on this information.**

Keep in mind that Facebook needs a **minimum amount of information** to create an effective Lookalike Audience.

Using less than 500 subscribers or profiles will not be enough for the Facebook algorithm to sort out that data.

It's recommended though that you upload lists of **at least 1,000 people**, or that you create them by using the methods mentioned above.

When it comes to creating these audiences, you can also also **sort them by country.**

For example, I advertise heavily in the US, Canada, UK, Australia, New Zealand, and some other European countries.

I create Lookalike audiences based on these countries and based on the data that I'm uploading to Facebook.

This is where the true power of Lookalike audiences resides, because if you upload 1,000 subscribers or buyers to Facebook and you choose US

as your target country, you'll get a minimum of **2.2 MILLION people in that audience!**

So you're literally going from hundreds of people to several million! And that's where the magic starts to happen...

Now that you know how to create great audiences for your ads, let's talk about how you can target your perfect audience on Facebook.

HOW TO TARGET YOUR PERFECT AUDIENCE USING THE FACEBOOK FLEX METHOD

In this chapter, I want to refer specifically to the **Facebook Flex method,** which is one of the best methods I know of when it comes to targeting the right audience for your ads.

Every campaign has some sort of demographic, and you need to be aware of that before advertising on Facebook.

Your products (or my products) are not for everyone.

They need to have some specific demographics and interests previously identified.

The good news is, Facebook allows you to have a **really granular approach** to your targeting.

From your preferred age and gender to the type of interests and behavior your audience could have, you have a lot of options available.

It all comes down to **what kind of audience would be more prone to buy** your product, and also feeding good data into the Facebook algorithm, as we discussed earlier.

This method will show you how to be **super laser targeted** with your advertising, so that you're only showing your ads to people that are really interested in the niche you're advertising in.

For example, let's say my main audience likes "Robert Kiyosaki", which is a big interest within the Facebook platform.

You could run your ads to that interest and see how it goes. In fact, I'd strongly recommend you do!

You can go **even deeper** in your targeting if you use the simple Flex option, which is a fancy way of adding additional "layering" to your targeting.

What this does is only target people that have "Robert Kiyosaki" as an interest, but **they ALSO must like another set of interests.**

This works really well on ecommerce products. For example, let's say that you're selling outdoors running shoes.

You can use the **Flex Method** to target people that like "Outdoors" inter-

ests, but they also like "Running".

The Flex Method allows you to **layer interest** and people MUST like them all in order to be eligible to be shown your ad.

With that said, the best way is to always have a BIG interest (100M+ people in it) and then layer it with a bunch of smaller interests (500K to 1-2M people), otherwise the audiences end up being too small.

This allows you to get **super targeted with your ads,** so at the end of the day you should test broad interests vs smaller interests and see which one works the best for your ads!

I'll tell you more about that in the scaling section of this Guidebook.

Let's dive into the Perfect Facebook Ads creation method that has work wonders in any niche!

HOW TO CREATE THE PERFECT FACEBOOK AD

THE PERFECT FACEBOOK AD TEMPLATE

HERNAN VAZQUEZ

Now that you understand how to create audiences, who to target and what type of goals to use, it's the time to create the **Perfect Facebook Ad.**

This is a Facebook ad template I created from a many, man hours and lots of money in live research.

When I say live, I was actually running ads and figuring out what worked and what didn't.

I extracted all the correlations and created this template for you to follow along with.

Be sure to download your free [Facebook Ad template that you received as a BONUS](#) so you can follow along creating effective Facebook Ads.

Initially, I discovered this from Nicholas Kusmich.

While I learned this from him, I have since enhanced this technique with my own successful methods as stated above.

Follow these nine steps to creating the perfect Facebook Ad:

Step 1: The required Facebook Page.

In order to run Facebook Ads, you will need to a **Facebook Page**, it can be any type of page. But not a group or a personal profile.

If you have already seen the template, you'll notice I am using my personal Facebook Page "Hernan Vazquez".

Note: If you are promoting your company, be sure to have a Facebook page created for your company before proceeding. Follow this guide for creating successful Facebook ads.

This is for 2 main reasons:

<u>Number 1:</u> This helps to create trust for your brand and your advertisement.

<u>Number 2:</u> Your Facebook Page will start to get likes, shares and comments associated with it.

You will then be able to retarget these people later as a Custom Audience. This can also help bring down ad cost (as I mentioned before).

Step 2: The Call Out. Calling out your market.

In the first sentence of the ad I am identifying my market.

This helps me target my preferred audience.

You don't want people clicking on your ad if they aren't actually interested in what you are offering.

You can use call out such as *"Would you like.." ,"Are you..." and "Imagine..."*

For example:

"Are you a marketer that wants..."

"Are you an entrepreneur that needs...."

"Imagine spending less and getting more leads..."

"Hands get cold while driving?"

"Having trouble setting up that Video Ad?"

The main objective here is to address your target market.

Step 3: Building Rapport.

We will be using the "Feel, Felt, Found" formula that I mentioned earlier.

Humans, in general, make decisions based on **emotion** and then justify this decision based on logic.

Let's say I'm promoting my new book *"Perpetual Profits: The Three Step Formula For Quickly Growing Profits"*.

I would identify with my target audience's emotions by saying something like this:

"I know you probably feel that you're not getting enough clients, that your business is not moving forward fast enough, you're not growing fast enough.

I know how you feel, because that is how I felt in the past.

But I found this method that helped me get past all that."

Step 4: Listing out the benefits.

So after calling out my market and building some sort of emotional rapport I am now going to be listing out the **benefits** of my method, product or service.

You can numbered items or bullet points to be sure these are crystal clear.

Step 5: Call to Action (CTA)

Call to actions are simply instructions for your audience about an action you would like them to perform.

Using terms such as **"Click Here"** or **"Register Now"** tells your audience that you are offering or selling something.

This is an advertisement!

Tell them they need to click on the link or button below.

Step 6: Applying the image, picture or video.

On Facebook this is a critical element to creating the perfect Facebook Ad.
Your image normally takes up 75-80% of the screen real estate.

This is your most important asset.

The images or videos that work best with Facebook Ads are "native images" or "native videos".

This means they don't look like advertisements (as I mentioned previously).

Think about it: Facebook is made up of people sharing images and videos of family and friends with people they know.

When they see my ad, they will think that I'm just some dude sharing his stuff on Facebook.

This helps to cure ad blindness.

Step 7: Your Ad Headline.

What are you offering your target market again?

Make sure that your headline is also benefits based.

Step 8: Your Subheading.

This gives a description of your headline.

For example I could use text that goes with my headline above *"Learn the 3 Step Formula that helped me travel the world and live my life on my own terms."*

Step 9: The Button.

You'll notice that you can name your button on your ad. You will have

multiple choices on what to name your button. Choose the one that fits best with your ad.

If you find yourself stuck, I would recommend putting your focus on the **Step 6: The Image, Step 2: The Call Out and Step 7: The Headline.**

Now let's talk about how to split test your Facebook Ads so you can get better cost on your advertising.

HOW TO SPLIT TEST YOUR FACEBOOK ADS TO LOWER YOUR CPC

In this chapter, I will be talking about split testing, but I want to talk specifically about Facebook ads, and why it's important that you split test your Facebook ads.

If you're not entirely sure about what **split testing** is or how to start doing split testing, you'll learn it in this chapter.

I've seen tremendous variations in conversions and cost per click when doing split testing with Facebook ads.

What I like about Facebook ads is that it's not only the granular targeting (which make it seems like it's the best platform on the planet).

I also like the tool that they have developed to serve ads.
In fact, it makes split testing very easy to use.

But, what is split testing?

Split testing is just a fancy way of saying that you'll show **different people different things,** and you'll draw conclusions of what images and text work the best based on this data.

For example, say that one image is getting more clients vs another similar image, that's the image that you want to use for your ads moving forward.

Now, let me lay out the entire process that I use for split testing, specifically on Facebook.

There are **three steps** to correctly split testing your Facebook Ad.

The First Step is to Always Split Test Your Images.

As I mentioned before, images take up 75%-80% of the entire screen, so they are your #1 asset when it comes to your Facebook ad.

When you're setting up your Facebook ad (independently of the type of objective you're choosing) you can **upload several images to the same ad.**

When I'm setting up the Facebook ad, I usually choose from six to ten images, which is the maximum that I'm allowed to choose when setting up a Facebook ad.

These **six full images** might be custom images that I have created myself or were made by my designers.
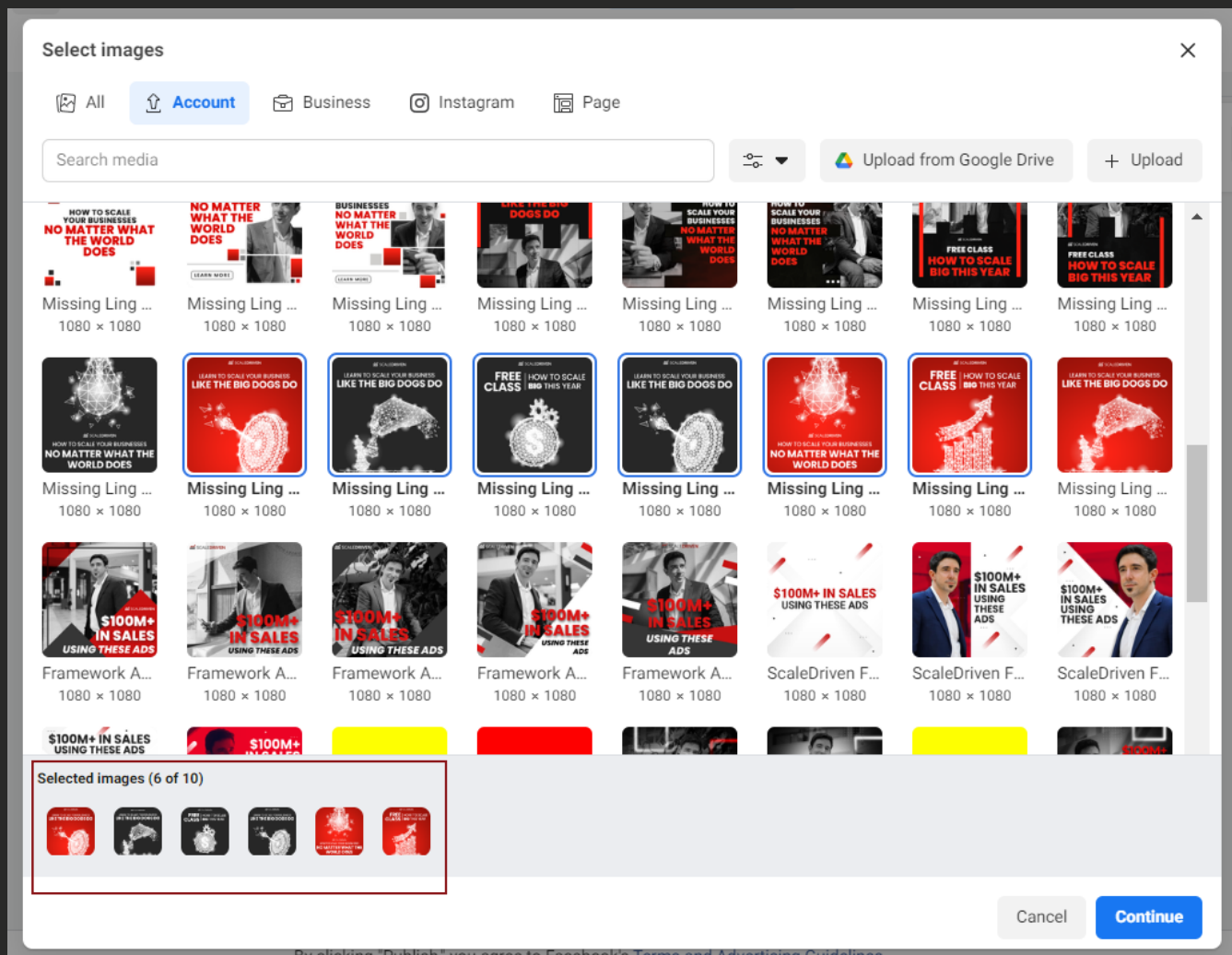
I can also choose from the Facebook stock photo library, which are great looking pictures available for free.

Now you have six versions of the same ad.

You should use the same headline, the same description, and the same call to actions, because we're focusing only on the images.

Two or three days later, I go into the campaign and **deactivate the most expensive ones,** i.e., the ones that are not getting any clicks, or the ones getting a ton of impressions but no clicks.

I will deactivate the worst performing images and keep the winners.

Once you have the best performing image, it's time for Step Two.

Split Testing Your Headline

What I do is to copy the same ad within the same adset, using the winning image, and then **change the headline.**

Modify the headline with the best performing image and leave every other thing the same. The copy of the ad and the call to action will also remain the same.

This is important.

You want to change only **one factor** of whatever you're split testing at a time.

After 72 hours, you'd then repeat the process: Keep the winning headline and stop the losers.

You will potentially see a large difference because again these are new ads, and some ads will be costly, and some ads are very cheap, or even cheaper than the original one.

Finally, you'd do the same thing with the Copy or the Text of the ad.

You could then do the same with the call to action. It could be "learn more," "download now," "sign up," etc.

You should split test these four aspects of the ad, image, the header, the

copy, and then the call to action.

They should be in that order because **we are split testing the biggest asset** that's going to make or break our ad.

If the image is not enticing enough, it doesn't matter how good your header is; you are likely not to make progress because the image takes 80% of your ad.

Using this process will allow you to get **cheaper CPCs,** but also increased conversions and more customers.

Now that you know how the Facebook process works, how the platform work and how to get better results, let's talk about scaling.

4 BEST WAYS TO SCALE YOUR FACEBOOK ADS

When it comes to scaling your ads, you need to keep several things in mind:

That the **ROI** (Return On The Investment) is high enough.

That you have enough **budget** to keep on spending on Facebook.

That you're **patient!**

Many people stop just before they hit gold by halting a good performing adset just because they're not patient enough.

Facebook is a complex algorithm and it's always in a delicate balance.

A lot of people see some results with an Ad Set that's working, and they think *"Ok, so if this ad set is working at $10 per day, I'll go go ahead and switch it to $100 days and I should get 10 times the results!".*

That is not the case, because the Facebook algorithm needs to adapt to the new budget and it takes some time to do so. Patience is key.

So in this chapter, I'll show you 4 ways to scale your Facebook ads campaign so that you can scale and optimize your ad spend properly.
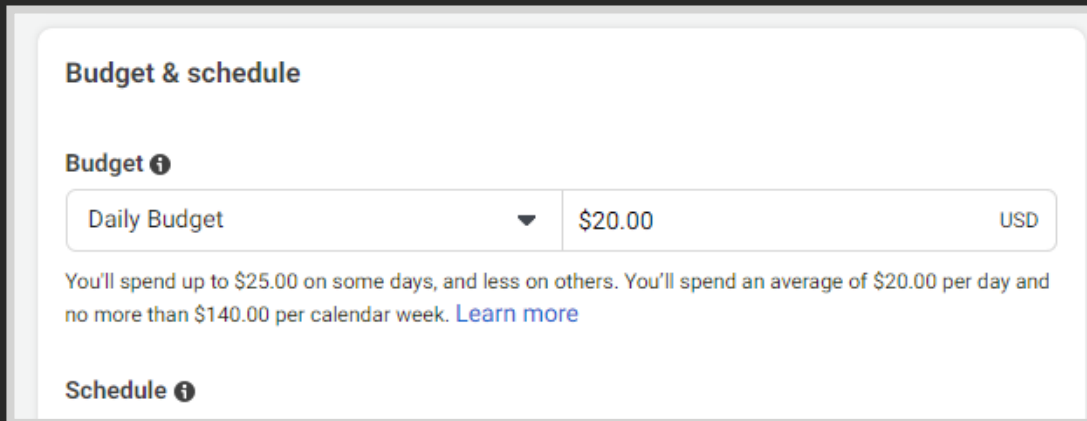
Method #1: Increasing The Budget

If you have a winning adset that's **within KPI (Key Performance Indicator)** (meaning that you're paying for LESS for a customer than what the customer will bring your company), then you might be tempted to scale it.

The way you do it is to **slowly increase the budget every 48 hours.**

Increase the budget by 20% today, then wait 48 hours and if it's still performing well, then you can increase another 20% and so on.

This slow approach can feel that it takes forever, but it's one of the best ways to increase your ad spend and scale without breaking a working ad set.

Budget & schedule

Budget ⓘ

| Daily Budget ▼ | $20.00 | USD |

You'll spend up to $25.00 on some days, and less on others. You'll spend an average of $20.00 per day and no more than $140.00 per calendar week. Learn more

Schedule ⓘ

Method #2: Relaunch With Higher Budgets

Another really popular option is to duplicate a winning ad set and re-launch it with a higher budget.

For example, let's say that you have a winning ad set that's bringing in cheap leads or customers and you want to scale it.

What you'd do is **duplicate the ad set and set the budget higher from the start.**

So if the winning ad set is getting results at $10 per day, you might want to duplicate it and relaunch it at $20 per day or $50 per day, and so on.

In some cases, the new ad set will perform better or worse than the original one. Just keep it running for 48 hours before making a conclusion.

Method #3: Target Additional Interests

This is one of my favorite methods.

I explained to you previously that the Flex Method on Facebook can help you reach several audiences that are super targeted.

If you have a winning ad set, you can **duplicate it and play a bit with the**

interests.

For example, let's say that I have an ad set that's working at $10 per day and that ad set is targeting Tony Robbins fans.

What I'd do is to duplicate the ad set and target a different interest, like Tai Lopez or Gary Vaynerchuk or similar interests.

Sometimes the new adset will perform equally as well, or better, as the previous and you'll find you have successfully scaled your campaign, **spending twice as much and doubling your results.**

Method #4: Targeting Lookalike Audiences

Once you have accumulated enough data through your funnel, you can use this data based on visitors, purchasers or leads to create Lookalike audiences.

This is by far one of the best methods, but feeding Facebook all this good data takes time and money. But it can pay off big.

You can expand your reach by using lookalike audiences and relaunching ad sets that are working with these new audiences. (You'll know which ad sets based on your testing as mentioned above.)

You could also try to layer these **Lookalilke audiences with interests** and see if what layers work better. If at all.

So there you have it, my main 4 ways of scaling your Facebook ads without breaking your winning ad sets!

But wait, we're not done yet!

ABOUT THE AUTHOR

Before finishing this guidebook, I wanted to tell you a little bit about myself and how I came about my career, so you can get to know me a bit better.

My name is Hernan Vazquez. I've been in digital marketing for the past 12 years.

One of my main goals in life is to help entrepreneurs and business owners **to gain the reins back of their own life.**

You see, when you're an entrepreneur or a business owner, and you're putting value out there in the world, I consider you one of the "good guys".

Think about this: We entrepreneurs take all the risk, have zero guarantees whatsoever and **we make the economy move forward.**

I don't care what country you're from or when you're reading this, that's the reality of entrepreneurship.

We do this because we want to take the reins of our economy, our lifestyle and ultimately our legacy back.

We don't want to settle for what "society" tells us to do.

And if you're nodding your head right now, I consider you as part of my team, my circle.

And my mission is to help as many "good guys" as possible.

During my career I've been lucky enough to work with people like *Frank Kern, Grant Cardone, Tony Robbins, Dean Graziosi, Patrick Bet-David, Paul Getter, Dan Henry, Agora Publishing* and many others.

I've **launched and growed** several successful digital marketing agencies and helped **over 10,000 entrepreneurs and business owners** grow their businesses through paid advertising and marketing strategies that work.

You have probably seen me on my [YouTube Channel](#) and [Facebook Group](#) helping people with marketing strategies, techniques and tactics, business help, mindset and other shenanigans.

I have a YouTube channel where I upload videos about how I'm growing my companies, strategies on how to do the same and what new projects I'm working on (I also have a lot of fun recording these videos).

[You can watch them here and if you love the content you can hit the subscribe button.](#)

I also manage and own a [free Facebook group](#) for marketers and entre-preneurs, where we discuss business ideas, trends and I help them with their advertising questions as much as I can.

This is what I do. I help businesses **grow their revenue online** by using these techniques. That's my calling and what I love doing.
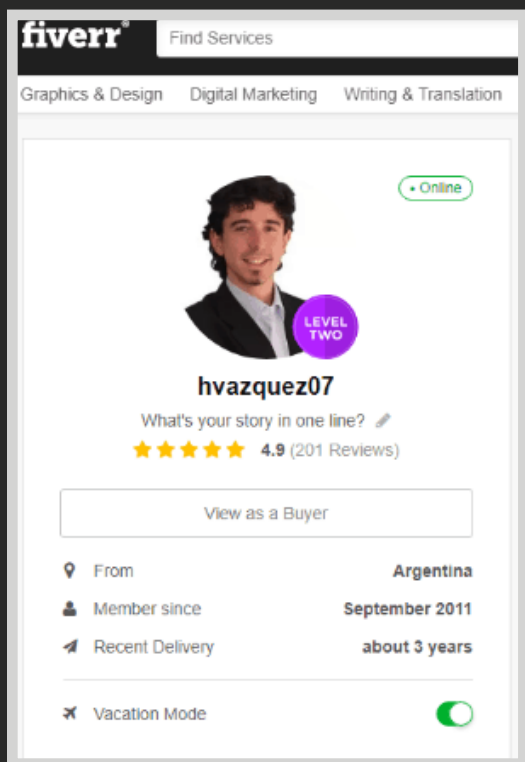
I'm not saying all this to brag, but rather for you to know that I can help you like I do with many of my students around the world. Here are some pictures of me traveling around, giving talks, and having a blast.

It wasn't always like this.
It didn't start this way.
Not by a long shot.

I have a long list of projects that crashed and burned.

For example, I started back in Fiverr.com. But let me tell you, back in the day, Fiverr.com was definitely NOT the Fiverr.com we know today.

You'd go to Fiverr.com to find a scrappy marketer to do a scrappy project for you. And that's where you would find me.

I started writing articles for $5/pop (actually, Fiverr took $1 off the top, so I ended up with $4 per article).

I remember **I was huddled over my laptop**, day in and day out. 12, 16, 18 hours a day churning our articles just to put food on the table.

But that period of time taught me **two really important lessons.**

1. You CAN get paid by strangers over the internet. At the end of the day, I was getting money from people that I didn't know, under the promise that I'd deliver value to them.

2. Relationships are everything. Most people that I served on Fiverr.com ended up contacting me on the side for additional projects. Just because I did a really good job for them and ended up over delivering.

Out of the projects that came out of Fiverr.com, I was asked to do web design (I'm not a designer, but I said YES anyways), SEO (same thing), paid advertising (same), etc.

So basically **I was being paid to learn new skillsets.**

Fast forward a couple of years later, I launched **my first information product** with the help of some awesome people. We called this company "Semantic Mastery" and we had a great deal of success online.

And one of the reasons we were able to grow so quickly was because **we**

learned how to run Facebook ads to feed our funnels.

For our lead magnets, our online products and online membership.

And once I experienced the power of advertising to grow a business, I never went back.

When you develop a skill set like that, you will never go broke.

You won't have to put up with whiny clients or doing stuff that you don't absolutely love.

This type of skill set will **make you money** no matter what niche you're into and what kind of product or service you're developing.

It will allow you to simply create products (or borrow them from other people), set up a marketing funnel for them, launch them, run paid advertising, serve them well, and make money.

What I also started doing not so long ago is **help companies and businesses** that want to grow their client base using this method.

Some of them are already making money, some of them need help launching from scratch.

And guess what? This process works every time.

By using the power of sales funnels and paid advertising you can grow and scale really quickly.

For example, this is one of the companies that I helped with this process and we grew it **from $9.000 to $60,000 in monthly revenue in 4 months.**

They had no list, no customers, no brand, nothing!

Right now this company is generating **300–400 qualified new leads a day,** on autopilot, without investing more money on advertising.

They are bootstrapping the entire process, they don't have deep pockets

to invest on advertising, and they don't even have a big team of people working with them.
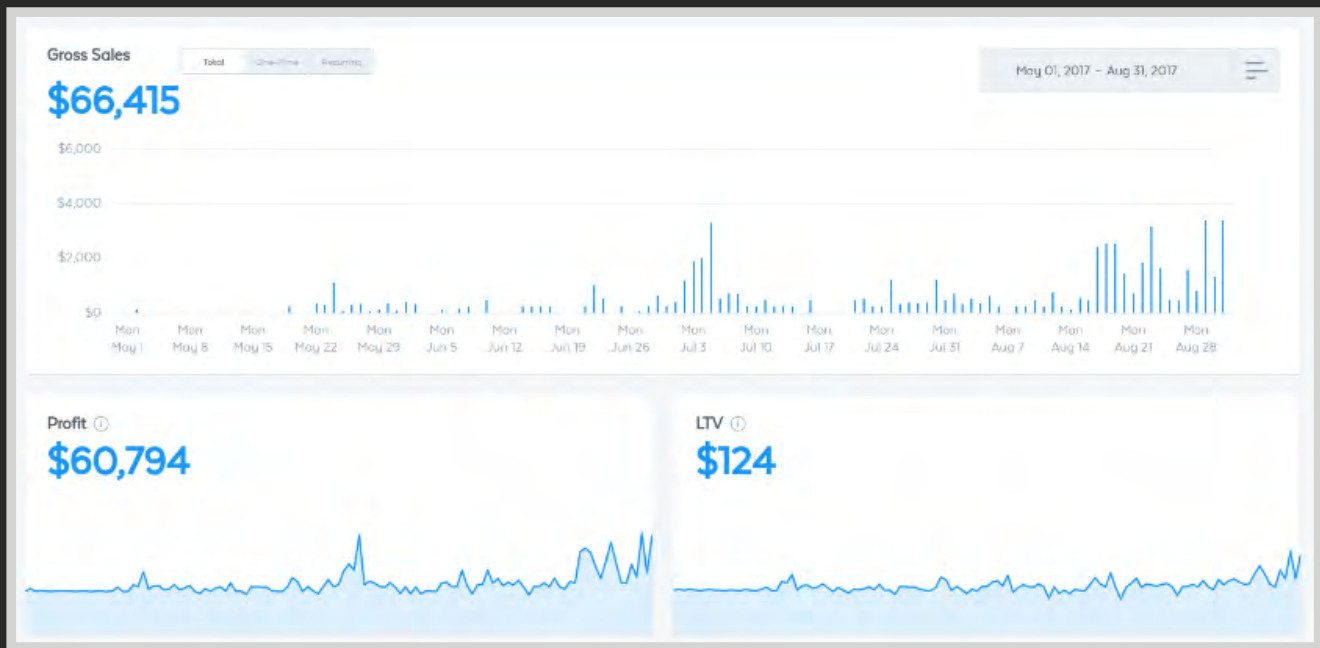
That's great news!

This basically means that the ROI that you can get from your campaigns, when running them right, can be amazing.

I want to help you get the same results...

The main point of this book and all my programs is to simplify your marketing.

When you have a well-oiled machine selling for you, 24/7, then you can focus on what you love doing, or work 2 hours a day ON your business (not IN your business) and have amazing results.

Now let me ask you something...

If a shortcut existed that told exactly what to do, when to do it and how to do it so that you could take your business to the next level.

If something like this existed that would shorten the learning curve from 10 years (what it took me to learn all of this stuff) to as little as 12 weeks...

Would you be interested in it?

I want to tell you about a little project that I have going on that will help you **scale big** over this year.

The project is called **"$100M Facebook Ads Method".** What is this project about and what does this mean to you?

It means that you can get on a **weekly live Q&A with me** where I'll answer all of your questions.

You can come and ask anything about sales funnels, advertising, conversions, optimizations, etc.

It's one of my main goals to give you as much as possible during these Q&As, but that's not all...

I want you to also have a place to **review your sales funnels and your Facebook campaigns.**

Why are you not making as much money as you should?

What is going on? What's working and what could be improved?

I want to help you by reviewing your funnels, your campaigns, your landing pages and email marketing.

Not only will you have time to talk to me live on the Q&As but you can also submit your funnels and your campaigns, and we will review them live!

I'll also call some of you live, during the Q&A sessions, **to have some "hot seat" action** where we go through all of your marketing and rebuild it together.

You will also get access to my **Private Community** in the form of an exclusive and private Facebook group.

I really love this Facebook group and I try to keep it as small as possible because I want everyone to spend quality time there.

Fionn ▬▬▬ shared a link.
Just now

Thank you Hernan, I have my first webinar registration page up thanks to your training! 🙌🙌🙌🙌🙌

[FREE WEBINAR] How to get off the motivation rollercoaster and actually take consistent action in 2018

▬▬▬▬▬▬▬▬ COM

👍 Like   💬 Comment

Write a comment...

Paul ▬▬▬
27 mins

I freakin love this group! Dan Henry Hernan Vazquez! I think the testing phase is over. Time to throw more money into ads. Cold and warm traffic are converting.

	$9.88 Register...	✏️	$20.00 Daily
	$13.42 Register...		$20.00 Daily

	Amount Spent	Bought PB Conversion Value
	$255.97	$1,994.00

❤️👍 Karla Floreese Hoffman and 2 others   4 Comments

👍 Like   💬 Comment

You will also get access to this Facebook group as well when you join my **$100M Method community**.

Now let's face it: Facebook is changing every day, email marketing is changing every day, the consumers are changing, their buying trends and habits, and you need to get out there and hunt for them where they are hanging out.

One of the **biggest challenges** I've found in many entrepreneurs is the "**tech overwhelm**".

What if I told you you don't have to worry about the tech stuff anymore?

You don't need to worry about what tools are working right now.
What kind of integration should you use?

Should you use this email service or that email service?

Should you use that landing page builder or that landing page builder?

CLICK HERE AND SCHEDULE A CALL WITH MY TEAM TO LEARN ALL THE DETAILS!

📈 SCALE**DRIVEN**

On this call, we'll ask you a couple of questions and see if you're a good fit to join this coaching program.

If not, no worries, we'll tell you that as well.

But this is not a high-pressure call or anything like that.

CLICK HERE AND LET'S GET STARTED