

Cheat Sheet



facebook™ Ads 3.0

Made Easy

Powered By RRW

Skyrocket Sales and Profits Instantly
with these proven Facebook Ads
Techniques

Shocking Ad Facts To Consider

- ✓ Facebook dominates 75% of the total digital advertising market.
- ✓ Mobile currently makes up 66% of Facebook revenue
- ✓ There are more than 40 million active business accounts on Facebook
- ✓ Ad clicks on Facebook are increasing by a whopping 70% year by year
- ✓ Facebook ads are sensitive to seasons.
- ✓ Facebook collects close to 10,000 data points from each user.
- ✓ Users aged 25 to 34 comprise 29% of Facebook's user base
- ✓ Facebook Ads work

How Can your business benefit from Facebook Ads?

- ✓ Facebook Ads cost-effective
- ✓ Your potential customers are already spending lots of time on Facebook?
- ✓ Facebook Ads are the most targeted form of online advertising
- ✓ Facebook Ads drive results FAST
- ✓ Facebook Ads increase brand awareness
- ✓ Facebook Ads increase website traffic
- ✓ Facebook Ads increase repeat business

Creating A Lead-Generation Funnel

- ✓ Optimizing your plan
- ✓ Attract Visitors
- ✓ Generate Leads
- ✓ Convert
- ✓ Adopt Promoters

Don'ts

- ✓ Don't Use White Backgrounds on Ads
- ✓ Don't Use Vague Stock Images
- ✓ Don't Overuse Sales Posts
- ✓ Don't Use Facebook Ads for B2B advertising
- ✓ Don't Clutter The Newsfeed
- ✓ Don't Use The Audience Network
- ✓ Don't Neglect Your Facebook Page
- ✓ Don't Target Too Broadly
- ✓ Don't Over Use Text

Do's

- ✓ Do Define Your Goal First
- ✓ Do Personalize Your Campaigns
- ✓ Do Your Research
- ✓ Do Take Care of Copy
- ✓ Do Follow Up
- ✓ Do Split Test Your Campaigns
- ✓ Do Use High Quality Assets
- ✓ Do Always Include A Call To Action
- ✓ Do Monitor Your Active Campaigns
- ✓ Do Retarget

Premium tools and Services to consider

- ✓ [WordStream](#)
- ✓ [Hootsuite](#)

Shocking Case Studies

- ✓ [Noah Kagan](#)
- ✓ [Design Pickle](#)
- ✓ [Buffer](#)
- ✓ [Tough Mudder](#)
- ✓ [Fitbit](#)
- ✓ [Brian Carter](#)
- ✓ [SamCart](#)
- ✓ [Veeroll](#)
- ✓ [Paul Ramondo](#)
- ✓ [Persuasion Nation](#)

- ✓ [Qwaya](#)
- ✓ [Pagemodo](#)
- ✓ [KISSmetrics](#)
- ✓ [AdEspresso](#)
- ✓ [Social Ads Tool](#)
- ✓ [Driftrock](#)
- ✓ [AdRoll](#)
- ✓ [AdSpringr](#)