

Facebook Ads Success Toolkit

KATHY TERRILL
I LOVE TO BE SELLING





Do you want to reach shoppers?

Of course you do!




You've come to the right place because Facebook Ads is THE answer!

Why?



You can HIGHLY target your likely buyers with Facebook Ads for just a few dollars a day.



Facebook Ads are a seller's dream. Facebook knows every click, every like, of their millions of daily users. Facebook organizes that data to help you sell effectively when you run Facebook ads.



f





When running your ad, you can target potential shoppers by age, country, region within a country, language and thousands of interests!



Fantastic, right?!

Sadly most sellers just click the boost button on a Facebook post and

hand their money over to Facebook. By doing so they think they are running an effective Facebook Ad. Sellers then wonder why their results are horrible.



If you run your ads like that, you are throwing money in the air, hoping that it lands in the right place.





Stop the insanity! **Are you ready to run Facebook ads that work?** Of course you are. I'm here to help. **This guide will show you how to boost a post from the "Boost the Post" position on your Facebook Business page IN A TARGETED WAY that gets results.** I will also show you to SIMPLY and EFFECTIVELY boost an existing post on your Facebook Business page using Facebook's Ads Manager. I will also discuss budget do's and don'ts, so that you can run a great campaign for only a few dollars a day. Ready? Let's get started! We'll begin with the simplest Facebook ad you can run. **The simplest Facebook Ad to run, is boosting an existing post on your Facebook Business page.**



Let's discuss boosting a post THE RIGHT WAY, THE WAY THAT WILL GET YOU IN FRONT OF YOUR POTENTIAL SHOPPERS.



Before you start your boost, consider the goal of your post. For most sellers your goal will either be to get more like for your Facebook Business page or to sell a product. **Getting more likes for your Facebook Business page is a worthy goal.** With more likes, your Facebook Business page posts reach more potential customers day in and day out, even when you don't run ads. **Promoting a sale, or advertising a specific product, can also be done with a boosted post.**



With your goal in mind, your next step is to select the existing post you will boost with the "Boost the Post" button.





If your goal is to get more likes and fans, check Facebook “Insights” on your Facebook Business Page.



Pick a post that is getting clicks, likes and reactions from your followers. Oftentimes this will be a social or humorous post. **With your goal being to get more likes and fans, you want to promote a post that is PROVEN to be engaging.** Why boost an unpopular post and waste your money?



If your goal is to promote a product or sale event, select that post from your Facebook Business page.



Find Insights

The screenshot shows the Facebook interface for the 'Sassy's Savings' page. At the top, the search bar contains 'Sassy's Savings' and the user profile 'Kathy' is visible. Below the search bar are navigation tabs: 'Page', 'Messages', 'Notifications', and 'Insights'. A red arrow points to the 'Insights' tab. The main content area shows the page cover image and a navigation menu on the left. The 'Insights' menu is expanded, showing options: Overview, Promotions, Followers, Likes, Reach, Page Views, Actions on Page, Posts, Events, Videos, People, Shop, Messages, and API. A red arrow points to the 'People' option. To the right of the menu, the 'Insights' section is visible, featuring a 'Reach People Close By' card (You could reach up to 63,000 people) and a 'Your 5 Most Recent Posts' section. The posts table is as follows:

Published	Post
05/20/2017 3:27 pm	Enjoy the weekend
05/09/2017 4:03 pm	Good logic?
05/01/2017 3:58 pm	Fantastic savings
04/26/2017 2:02 pm	Timeline Photos
04/25/2017	Need ideas for M





Before you boost ANY post BE SURE and check the text/graphic you used in the post with Facebook's free Text Overlay Tool.

https://www.facebook.com/ads/tools/text_overlay



Upload your picture and make certain your image gets a green check. With a green check you know that when you pay to boost the post, it will receive maximum exposure from Facebook.



If you DON'T get a green check, Facebook may still accept your ad but it won't have the best reach. Basically you are throwing your money away.

Find or create a post that passes the Text Overlay Tool test.





Text Overlay Check

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)

Image Text Ratings

- Image Text: OK**
Your ad will run normally.
- Image Text: Low**
Your ad's reach may be slightly lower.
- Image Text: Medium**
Your ad's reach may be much lower.
- Image Text: High**
Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?

Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

How much text should my ad image have?

Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?

Image Text: Low
Your ad's reach may be slightly lower.

You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order.



Image Text: OK
Your ad will run normally.



Once your chosen post passes the green check test, click Boost Post.

You will see a

Boost Post

POST BUTTON (Optional)

Add a button to your post

No Button

AUDIENCE

People you choose through targeting [Edit](#)

Location - Living In: United States: Myrtle Beach South Carolina

[More](#)

DESKTOP NEWS FEED MOBILE NEWS FEED

1 Like

Like Comment Share

By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)

Cancel **Boost**



You can decide to target a specific audience, boost to people who liked your page, people who liked your page and their friends, or people you chose through a targeted audience. You can use an audience you previously made, or create a brand new audience,

If you're running a sale or promoting a specific product, boosting a post to people who like your page and their friends can be an excellent choice. When people like your page they are saying YES, they are interested in your content and products. Good, with a paid Boosted Post you can offer them an irresistible item or deal! **Running Boosted Posts to get likes, pays off for you when you're boosting a sale post, as you have more followers to include in your target audience for your Facebook ad!**





Boosting a product post or sale to people that already like my page and their friends is a favorite of mine. I like it because I'm getting 2 great groups of potential buyers for the cost of 1 Boost. I get my fans AND their friends. Friends are a great audience to include. Friends often share the similar interests.

If you are using a Boost to People Who Have Liked Your Page, and/or People Who Like Your Page And Their Fans, if you don't want Instagram included in the boost **UNCHECK "RUN PROMOTION ON INSTAGRAM"**.



Boost Post

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends Edit

Location: United States More ▾

- Lookalike (US, 1%) - Master list Mail Chimp ILTBS
- Master list Mail Chimp ILTBS

See All (242) | Create New Audience

Instagram

- Run promotion on Instagram

BUDGET AND DURATION

Total budget ⓘ

\$14.00 USD ▾

Estimated People Reached ⓘ

1,000 - 2,700 people of 500,000

Refine your audience or add budget to reach more of the people that

⚙️ By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)


Cancel Boost

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

I Love To Be Selling - Kathy Terrill Like Page

Sponsored · ⊕

Want MORE Summer sales eBay sellers?
My FREE Top 10 Tips To Ignite eBay Summer Sales gives you powerful tips that WORK!
Get YOURS HERE-><http://bit.ly/SummerSalesNOW>



I Love To Be Selling



Instagram is not free. If you want your post to be Boosted there, keep it checked. It will be included in your budget. This means if you are paying to reach 200 people a day, Instagram counts towards that 200. **Now select your budget, duration and click “BOOST”.**



Another great goal for a Boosted Post is to increase the numbers of likes for your Facebook Business page. The more likes your Facebook Business page gets, the wider audience your posts will reach for free on a daily basis. **Looking for more likes or fans/followers for your Facebook Business page?** Then you want to Boost Posts to a **new** targeted audience that you create, not Boost to your existing fans.





To Boost a post to a new audience, one that you will create, it's smart to take a few minutes to think about who your ideal customer is.

Your Facebook Business page analytics help you with this. Click "Insights", then 'People'.



Facebook shows you who your fans are. Look at their age and what country they are from. The tab you are most interested in is "People Engaged" and "Your Followers". People engaged is people who liked, commented and/or shared your content.



Followers are people that have liked AND are following your page.





Page Messages Notifications **Insights** Publishing Tools Settings Help

Overview
Promotions
Followers
Likes
Reach
Page Views
Actions on Page
Posts
Events
Videos
People
Shop
Messages
API

the people who like your Page

Women
80% Your Fans

Men
18% Your Fans

Age Group	Women	Men
13-17	0%	0%
18-24	2%	0.195%
25-34	4%	2%
35-44	14%	4%
45-54	23%	5%
55-64	25%	3%
65+	13%	2%

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	460	New York, NY	6	English (US)	475
Canada	13	Nashville, TN	4	English (UK)	25
Australia	10	Johnstown, NY	4	French (France)	2
United Kingdom	7	Melbourne, FL	3	Portuguese (Brazil)	2
Bangladesh	3	Casper, WY	3	Turkish	

Chat (Off)



Are your followers male/female?

What is their age range?

What country or countries are they from?





Considering who your ideal customer is and looking at your Facebook Business Page Insights data, equips you to target your ideal audience. **This saves you money and gets you better results for your Boosted Posts.**



When choosing to build a specific audience, click "People you choose through targeting".



Next you'll pick gender, age range, country, or countries, and you can click to add interests.



Boost Post ✕

Add a button to your post ⓘ

No Button ▾

AUDIENCE

People you choose through targeting Edit

Location - Living In: United States: Myrtle Beach South Carolina
More ▾



People who like your Page

People who like your Page and their friends

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)


Cancel Boost

DESKTOP NEWS FEED **MOBILE NEWS FEED**

Sassy's Savings Sponsored ·  

Enjoy the weekend!

RELAX
IT'S THE WEEKEND!





Boost Post ✕

POST BUTTON (Optional)

Add a button to your post ⓘ

No Button ▾

AUDIENCE Edit this audience's interests, location, ages and gender

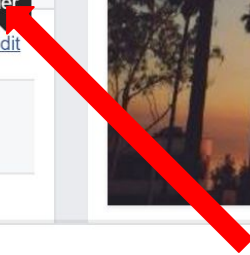
People you choose through targeting [Edit](#)

Location - Living In: United States
More ▾

People who like your Page

⚙️ By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)

Cancel **Boost**





Now, think about your ideal customer.



What would they be interested in?



Would they like art, fashion, clothing, shopping, family, pets, celebrities (you can name them), TV shows, films, styles of music and or cruises and more?





Boost Post

Add a button to your post

No Button

AUDIENCE

People you choose through your post

Location - Living In: United States
Carolina
More

People who like your Page

People who like your Page

By clicking Boost, you will be able to see how many people you reach.

Messages

Pa

Co

All Men Women

Age 18 - 65+

Locations

United States

Myrtle Beach, South Carolina

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions Browse

Interests

Business and industry

Entertainment

Your audience selection is **great!**

Potential Reach: 250,000 people

Specific Broad

Cancel Boost

Chat (Off)





As you type in interests, Facebook will start to make suggestions.

Pay attention to Facebook's suggestions. Chose several that relate to your ideal customer.



You can also chose to exclude people. If there are people with XX interest that you don't want to pay to reach, use this option.



Takes notes, so that you know what criteria who are using with this audience.





18 | 65+

Locations

United States

Myrtle Beach, South Carolina

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

South Caro	Suggestions	Browse
South Carolina	Interests	
Charleston, South Carolina	Interests	
Greenville, South Carolina	Interests	

Your audience selection is **great!**

Potential Reach: 250,000 people

Specific | Broad

Cancel Save

Locations

United States

Myrtle Beach, South Carolina

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

South Carolina	Suggestions	Browse
Columbia, South Carolina	Interests	
South Carolina Lowcountry	Interests	
South Carolina	Interests	

Your audience selection is **great!**

Potential Reach: 250,000 people

Specific | Broad

Cancel Save



Now that you have created an audience, you are given the option to save it. Do so. You may want to use it again at a future time. Chose



whether to include Instagram. It is auto checked by Facebook.

Next you'll move to selecting your budget. Facebook will offer you budgets of varying dollar amounts.



When starting, I suggest \$2 a day.

If your finances allows, you can certainly spend more.



The more you spend every 24 hours, the wider the audience Facebook will show your Boosted Post to.





Boost Post

See All (7) | Create New Audience

BUDGET AND DURATION

Total budget ⓘ

\$5.00 USD

Estimated People Reached ⓘ

460 - 1,200 people of 71,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)

Cancel **Boost**

DESKTOP NEWS FEED

MOBILE NEWS FEED

Sassy's Savings
Sponsored · 🌐

Enjoy the weekend!



If you are doing a time sensitive post, for example a short duration sale, selecting a higher dollar amount for each 24 hour period can be smart.



You can always increase your budget per day or week, but you cannot decrease it. To decrease your budget you would need to end your Facebook Boost, and then re-boost it as a “new Boost”. You can lose momentum for your content by doing this. If you need to end your post and restart it , this is how to do it.



<https://www.facebook.com/business/help/367466069955233/?ref=u2u>





Whatever your duration for your boosted post, if after a few days, you find your results are not great, you can pause or stop your ad very easily.

<https://www.facebook.com/business/help/127106550751579>



Once you select the duration and budget, click Boost and you're done.



Your content is submitted to Facebook for approval before the Boost or ad is official. This can take anywhere from 10 minutes to several hours. You will get a notification in Facebook's notifications which is the world globe in Facebook's blue tool bar on the top of your Facebook page.





Sassy's Savings
@SassysSavings

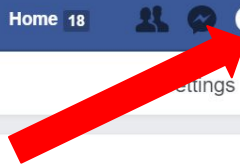
- Home
- About
- Photos
- Shop at Sassys Savings
- Pinterest
- Videos



Finish Boosting Your Post

When you finish boosting your post "Enjoy the weekend!" for \$5, it can be seen by up to 1,300 people.

[Finish Boosting Post](#)





Congratulations, you have boosted a post!

Right from the post you will be able to see how many people you're reaching with your boost. You will also see likes and comments. If you get a comment be sure to respond.



Even without starting the boost in Ads Manager once the boost is running you can check your ad data it in Ads Manager.



- In Ads Manager Click PERFORMANCE.
- Then Click Performance and Clicks.
- Look at the number for COST PER CLICK or CPC.





Account Overview **Campaigns** 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Campaign Edit Duplicate Campaign... Create Rule More +

Columns: Performance and Clicks Breakdown Export

Campaign Name	Delivery	Resu...	Reach	Fre...	Cost...	Amount S...	Ends	Clicks (...)	CT...	CP...	Impress...	CPM...	Link Clic...	CPC (...)
Engagement	Inactive	2 Post Enga...	24	1.00	\$0.31 Per Post E...	\$0.61					24	\$25.42	—	—
Engagement	Active	11,445 Post Enga...	31,580	2.13	\$0.003 Per Post E...	\$32.74					67,172	\$0.49	—	—
start the day with hugs	Inactive	3,512 Post Enga...	19,018	1.55	\$0.01 Per Post E...	\$26.88					29,461	\$0.91	1	\$26.88
Cat Lovers Say Yes	Inactive	3,267 Post Enga...	20,618	1.22	\$0.01 Per Post E...	\$26.94					25,250	\$1.07	—	—
Cats Coffee Cup	Inactive	237 Post Enga...	2,104	1.12	\$0.01 Per Post E...	\$3.30	Ongoing	149	6.32%	\$0.02	2,358	\$1.40	3	\$1.10
Engagement	Inactive	228 Post Enga...	1,860	1.10	\$0.01 Per Post E...	\$3.33	Ongoing	136	6.63%	\$0.02	2,050	\$1.62	—	—

CPC (All)

Overview Details Related

The average cost for each click (all).

Tell us if this metric is unclear.



You want to get this number as low as you can. If you are under 30 cents, yahoo!



See how low you can get your cost per click.



I love to get it under 5 cents per click. When I can get it that low, that's an ad I let run for a while!



Look at your results.





Running Boost Campaigns is a great way to gain more likes, increasing the organic or free reach of your page. Running Boosts for products and or Sale events, can get you sales for your products.



Run different Boosts and you'll discover what works and what doesn't work for YOUR business.




Done right, for as little as \$2 a day, Facebook Ads gives your business access to the many, many active daily users on Facebook which can get you MORE SALES!





Now it's time to learn the more advanced way to boost a post. Let's look at boosting posts with Facebook's Ads Manager.



Running Facebook Ads with Facebook Ads Manager enables you to be more targeted in your choices for your ad than simply boosting a post directly from your Facebook Business page. Using Ads Manager to set up your boost takes more time. When your time is limited, boost directly from your business page. When you have more time and want more detailed choices, boost with Ads Manager.





Time To Get Focused!

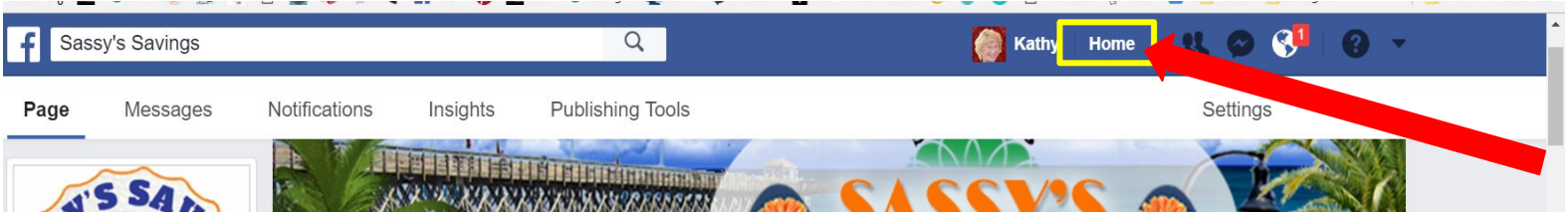
When you're ready to run a very focused Facebook Ads campaign, then you are ready for Facebook Ads Manager.



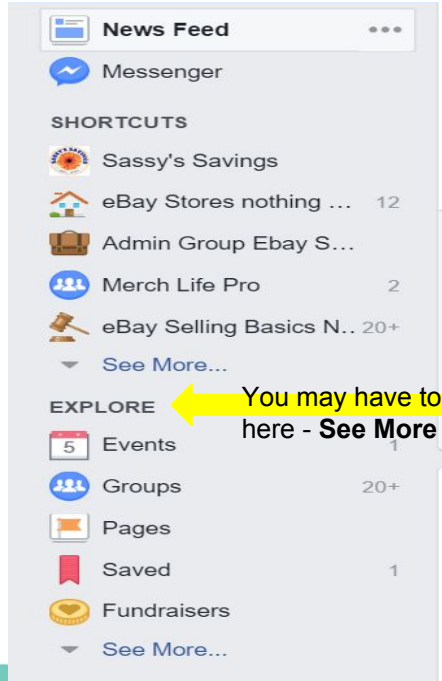
Let's get started.



The way I find easiest way to access Facebook Ads manager is to click the home button at the top of any Facebook page.

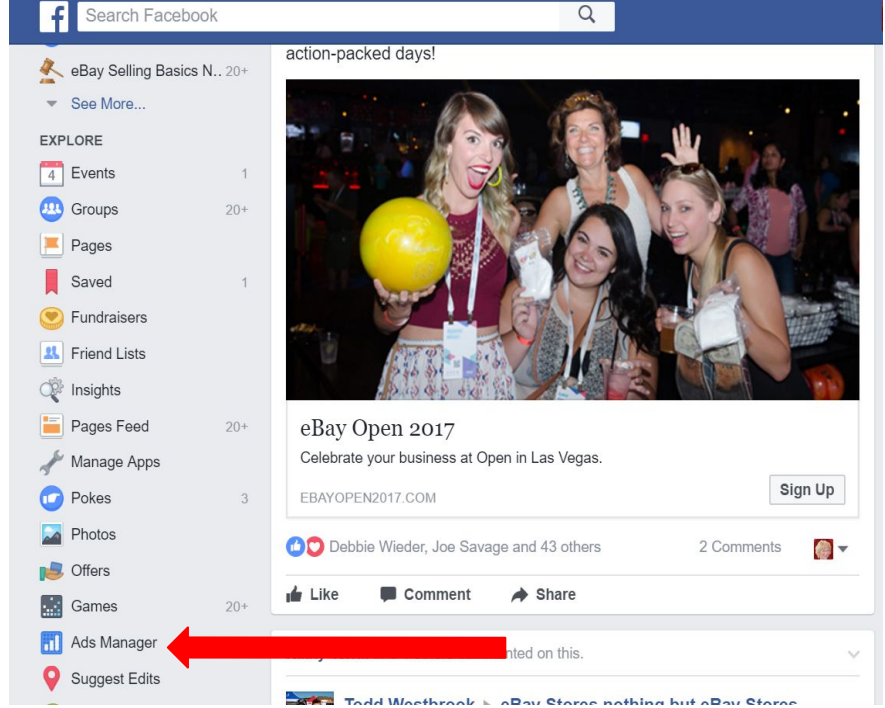


In the left column you'll see Ads Manager.



The image shows a vertical navigation menu for Facebook. At the top is 'News Feed'. Below it is 'Messenger'. A section titled 'SHORTCUTS' contains 'Sassy's Savings', 'eBay Stores nothing ... 12', 'Admin Group Ebay S...', 'Merch Life Pro 2', and 'eBay Selling Basics N.. 20+'. A 'See More...' link is below. The 'EXPLORE' section contains 'Events 1', 'Groups 20+', 'Pages', 'Saved 1', 'Fundraisers', and another 'See More...' link. A yellow arrow points to the 'See More...' link under the 'EXPLORE' section.

You may have to click here - See More



The image shows a Facebook post from 'eBay Selling Basics N.. 20+'. The post features a photo of four women at a party, one holding a yellow balloon. The text of the post says 'action-packed days!', 'eBay Open 2017', and 'Celebrate your business at Open in Las Vegas.' with a 'Sign Up' button. Below the post are 'Like', 'Comment', and 'Share' buttons. On the left side of the page, there is an 'EXPLORE' menu with 'Ads Manager' highlighted by a red arrow.





Some basic planning is essential for creating effective Facebook ads.



Just as you did for the simple Boost from your Facebook Business page, take the time now to set a single goal for your boost.



Using Facebook's text overlay tool make sure your intended boost passes Facebook's 20% text overlay assessment.

https://www.facebook.com/ads/tools/text_overlay





Next consider your target audience.



Remember to think about, “Who is my customer?”

Facebook has terrific free data to help you know your potential shoppers.



In case you didn't know, every click you make, every post you like, **EVERYTHING** you do on Facebook is categorized.



This user data can then be utilized by us savvy sellers than run targeted Facebook ads.





To get an overview of who is already liking your page and its content, click Insights at the top of your Facebook Business page then click People.

The screenshot shows the Facebook Business page for 'Sassy's Savings'. At the top, the navigation bar includes 'Page', 'Messages', 'Notifications', and 'Insights'. A red arrow points to 'Insights'. Below this, the 'Insights' menu is open, listing various metrics: Overview, Promotions, Followers, Likes, Reach, Page Views, Actions on Page, Posts, Events, Videos, People, Shop, Messages, and API. A red arrow points to 'People'. To the right, a 'Reach People Close By' section shows a reach of up to 63,000 people. Below that, a table lists the 5 most recent posts.

Published	Post
05/20/2017 3:27 pm	Enjoy the weekend
05/09/2017 4:03 pm	Good logic?
05/01/2017 3:58 pm	Fantastic savings
04/26/2017 2:02 pm	Timeline Photos
04/25/2017	Need ideas for M



Look at the demographics of your followers. Take some notes. It will help you when you're choosing who to target for your Facebook Ads.



Now go back to Ads Manager. Click on "Create Campaign".

What is the goal of your ad? Are you looking for more likes? Do you want to sell a specific product or publicize an event?



Decide on **ONE** goal for your ad.

Ads Manager offers you many choices for your ad.





Facebook Ads Manager interface for user KathyKeefe (105031036). The main heading is "Campaign: Choose your objective." with links for "Help: Choosing an Objective" and "Use Existing Campaign".

The central question is "What's your marketing objective?". Below this is a table of objectives categorized into Awareness, Consideration, and Conversion.

Awareness	Consideration	Conversion
<ul style="list-style-type: none"> Brand awareness 	<ul style="list-style-type: none"> Traffic 	<ul style="list-style-type: none"> Conversions
<ul style="list-style-type: none"> Reach 	<ul style="list-style-type: none"> Engagement 	<ul style="list-style-type: none"> Product catalog sales
	<ul style="list-style-type: none"> App installs 	<ul style="list-style-type: none"> Store visits
	<ul style="list-style-type: none"> Video views 	
	<ul style="list-style-type: none"> Lead generation 	

On the left sidebar, the "Campaign" section is expanded to show "Objective". The "Ad Set" section includes Audience, Placements, and Budget & Schedule. The "Ad" section includes Format, Media, and Additional Creative. A "Close" button is at the bottom of the sidebar.



I find for most online businesses, **engagement** is the best goal. Engagement can be clicking, liking, commenting or sharing the post.

<https://www.facebook.com/business/help/community/question/?id=10208092165159915>



I like engagement, rather than a likes campaign for likes. I can invite people who like my post from the engagement campaign. It's in effect a 2 for 1. I pay for engagement with my post. I can then invite people that like the post to like my page when I have less than 100,000 fans. It's a win, win.



<https://www.facebook.com/business/help/community/question/?id=1115433618468497>





Experiment with ad goals and see what works for you and your fans.

With your ad goal selected, choose to use a saved audience, create a new audience, and or advertise solely to your fans, and or friends of your fans. You can also do combinations of your fans and their friends and or excluding people using the drop down tab next to CONNECTIONS. You can also chose to block your fans. More about blocking and why you'd make that choice later.



With your ad goal in mind, let's build an audience. If you have run an ad before and SAVED your audience, you can use that audience again.



Let's say you are creating an audience from scratch





Decide what countries, age, gender, and language(s) you want included in your ad. Now choose interests. What is your ideal fan interested in? Does fashion, sports, travel, or certain causes engage them?



In Ads Manager as you type in interests Facebook will start giving you suggestions **WITH THE NUMBER OF PEOPLE ON FACEBOOK THAT SELECTED THAT INTEREST.**



Boosting from your page directly does not give you the numbers for interests selected.





Facebook Ads Manager lets you know how popular your choice is. Pick several interests that get you a targeted audience of if possible from 500,000 - 1,000,000.

If what you sell, or the goal of your ad is highly targeted, let's say a certain group within a very specific geographic area, your audience may be smaller. As you run ads, you will experiment and discover your "sweet spot".

Merch by Amazon | Inbox - keefeconnecti... | Overview - eBay Seller | The Easy Way to Set U... | SMIFacebookAds2 - G... | Untitled presentation - x | Ads Manager | Kathy

Secure | https://www.facebook.com/ads/manager/creation/?act=105031036&pid=p2

Apps | Bookmarks | CM | G | K | f | t | EPN | Google | GHS | Remote | Social Dashboard | SSStore | GoD | EBAY | design | Other bookmarks

Ads Manager | Search | Kathy | Help ?

KathyKeefe (105031036) | Ad Set Name | US - 18+

Campaign
Objective

Ad Set
Page
Audience
Placements
Budget & Schedule

Ad
Format
Media
Text

demographics or interests, so this is a great place to start if you're not sure exactly who you should include in your audience.
Create a Lookalike Audience

Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations | People who live in this location

United States
United States

Include | Type to add more locations | Browse

MAP

Add Bulk Locations...

Age | 18 - 65+

Gender | All | Men | Women

Languages | Enter a language...

Audience Size
Your audience selection is fairly broad.
Specific | Broad
Potential Reach: 155,000,000 people

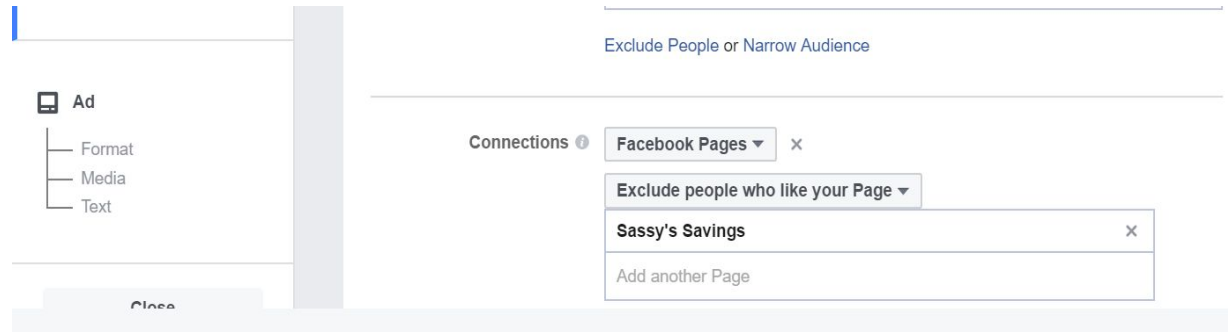
Estimated Daily Results
Predicted outcomes are currently unavailable

Report a Problem

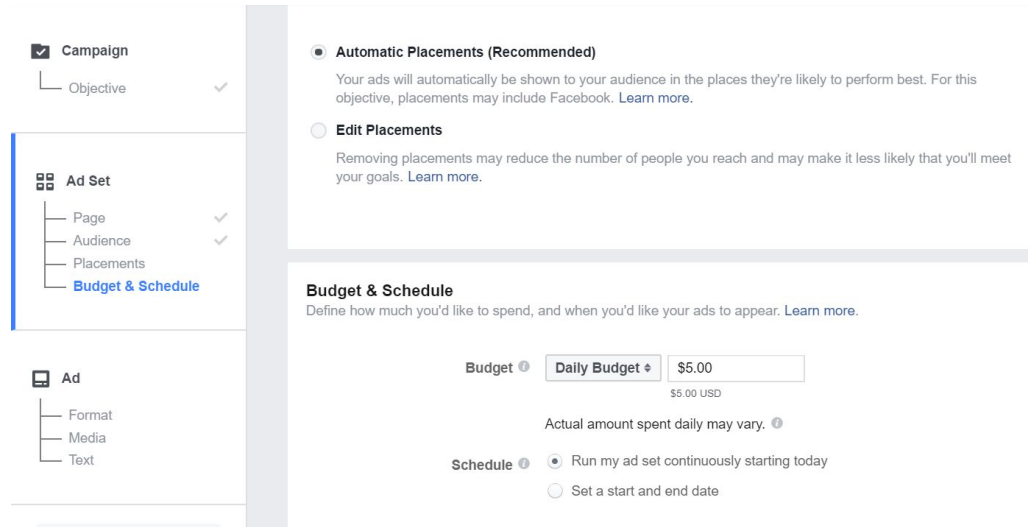
Windows | Ads Manager - Googl... | 208018511 has sent a ... | Microsoft Word | Desktop | 11:26 AM



You can then choose a connection type. If you want to reach **new** fans it's advantageous to click "Exclude people who have liked your page". Remember, keep the goal of your ad in mind.



Time to choose your ad's placement. If you have a connected Instagram account and want the paid ad to also run on Instagram keep "Automatic Placement". This can be a super choice if you're looking for likes or sales on both Facebook and Instagram.



The screenshot shows the Facebook Ads Manager interface. On the left, a navigation menu includes Campaign, Ad Set, and Ad. The Ad Set section is expanded to show Page, Audience, Placements, and Budget & Schedule. The Placements section is selected, showing two options: Automatic Placements (Recommended) and Edit Placements. The Automatic Placements option is selected and includes a description: "Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook. Learn more." The Edit Placements option is unselected and includes a description: "Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more." Below the placements section, the Budget & Schedule section is visible, showing a Daily Budget of \$5.00 USD and a schedule option to run the ad set continuously starting today.

Campaign

- Objective ✓

Ad Set

- Page ✓
- Audience ✓
- Placements
- Budget & Schedule**

Ad

- Format
- Media
- Text

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget

\$5.00 USD

Actual amount spent daily may vary.

Schedule Run my ad set continuously starting today

Set a start and end date





Using Automatic Placement can also be effective if you're running an ad to get clicks for your own website. **With your ad goal in mind decide if it's wise to include Instagram or just run your ad solely for Facebook.** If you choose to include Instagram the engagement you get on Instagram counts towards your daily goals (costs) in your ad. Instagram IS NOT FREE.

<https://www.facebook.com/business/help/1603906456518352>



Your ad goal and your audience are selected, now it's time for your budget,



Facebook will auto fill XX dollars per day. **You do not need to select that dollar amount!** Many sellers just accept whatever budget Facebook gives them. Fill in YOUR budget.



Start at a daily rate that is right for your budget. I find anything less than \$2 ineffective. Below is how to edit your ads budget. Remember if you decrease your budget, you'll be ending your boost and then re-starting it.

<https://www.facebook.com/business/help/367466069955233>



With your budget picked, next I select, "run ads all the time". Later I chose when I want to stop the ad by toggling the ad off in Ads Manager. I check my ads daily. If you prefer, pick an end date for your ad when you set your promotion up. **When your Facebook ad is live and running, you can edit your ad and change the end date and some parts of your ad.**

<https://www.facebook.com/business/help/367466069955233>



If you have more than 1 Facebook Business page, there will be a drop down menu to select which page the ad relates to. You'll choose which post on your Facebook Business page you are boosting. Building an ad from scratch is a much longer and more complicated process not covered in this guide.



What I am describing here is running an ad that is boosting an existing post on your Facebook Business page.



The screenshot displays the Facebook Business Manager interface. On the left, the 'Campaign' section is active, showing 'Objective' with a checkmark. The 'Facebook Page' section is selected, displaying 'Sassy's Savings' with a profile picture. Below it, the 'Instagram Account' section is visible, with the text 'This Facebook Page will represent your business in Instagram'. A red arrow points to the 'Change' link next to the Instagram account information. On the right, a 'Desktop News Feed' preview shows a sponsored post from 'Sassy's Savings' with the text 'Sassy's Savings added a new photo.' and a 'Like Page' button. The top right of the preview shows '1 of 9' and navigation arrows.





If you plan to boost a post that has text in the graphic, you'll want to upload the graphic to Facebook's text overlay tool **BEFORE** you place the ad.

https://www.facebook.com/ads/tools/text_overlay

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

Upload

Image Text: Low
Your ad's reach may be slightly lower.

You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order.

Image Text: OK
Your ad will run normally.

Image Text Ratings

- Image Text: OK**
Your ad will run normally.
- Image Text: Low**
Your ad's reach may be slightly lower.
- Image Text: Medium**
Your ad's reach may be much lower.
- Image Text: High**
Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?
Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

How much text should my ad image have?
Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?

(1) Text Overlay Tool... Microsoft Word Desktop



Make certain the graphic passes with 20% or less of the Facebook Text overlay test. When you upload your graphic to the Text Overlay Tool you want to see "Image Text OK" with a green check. If your image does not pass, Facebook will still take your money, but you'll discover the reach of your post is not maximized.



Everything is selected.



Click PLACE ORDER.



Congratulations, your Facebook ad is running!

Give your ad 24 hours.





Look at your ad on your Facebook Business page. Have you gotten any likes or comments? If your post is an opt-in for a newsletter or to buy a product, what are the results?



Go over to your Ads Manager and check your ad's performance. Click performance. Look at CPC which is Cost Per Click. You'd like 30 cents and under. If you can get it at 1-2 cents per click, YEAH!!!



If you are achieving the results you want in sales and or clicks, keep running the ad. If your ad is falling short, take time to examine all the elements.





Page Inbox 35 Notifications 99 Insights Publishing Tools Settings Help ▾



My Cat Owns My Heart
@mycatownsmymheart

Home

- Shop
- Posts
- Photos
- Videos
- About
- Likes
- Events

Promote

Manage Promotions

Like Follow Share ...

My Cat Owns My Heart
Published by Kathy Terrill [?] · June 3 at 7:05am · 🌐

Yes!



Organic 77,829 **Paid** 32,900

110,729 people reached

Like Comment Share

10K Chronological ▾

1,576 shares

Send Message

See All Page Tips 3

60% response rate, 1-day response time
Respond faster to turn on the badge ▾

9,145 likes +786 this week
Signe Engman and 149 other friends

9,257 follows

See Pages Feed
Posts from Pages you've liked as your Page

95,310 post reach this week

Community

Invite your friends to like this Page

9,145 people like this

9,257 people follow this

Signe Engman and 149 other friends like this

About See All

Send Message

Just For Fun

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

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Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create Campaign | Edit | Duplicate Campaign... | Create Rule | More +

	Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Columns: Performance	Breakdown	Export
<input type="checkbox"/>	<input checked="" type="checkbox"/> Engagement	● Active	11,445 Post Engagements	31,580	\$0.003 Per Post Engagement	\$32.74	Performance (Default)		
<input type="checkbox"/>	<input type="checkbox"/> Cat Lovers Say Yes	● Inactive	3,267 Post Engagements	20,618	\$0.01 Per Post Engagement	\$26.94	Delivery		9,900
<input type="checkbox"/>	<input type="checkbox"/> start the day with hugs	● Inactive	3,512 Post Engagements	19,018	\$0.01 Per Post Engagement	\$26.88	Engagement		2,710
<input type="checkbox"/>	<input type="checkbox"/> Engagement	● Inactive	228 Post Engagements	1,860	\$0.01 Per Post Engagement	\$3.33	Video Engagement		3,122
<input checked="" type="checkbox"/>	<input type="checkbox"/> Cats Coffee Cup	● Inactive	237 Post Engagements	2,104	\$0.01 Per Post Engagement	\$3.30	App Engagement		222
<input type="checkbox"/>	<input type="checkbox"/> Post: "Ready to celebrate being a Top Rated Seller?!"	● Inactive	26 Post Engagements	338	\$0.07 Per Post Engagement	\$1.71	Carousel Engagement		223
<input type="checkbox"/>	<input type="checkbox"/> Post: "Welcome to FAN-TASTIC FRIDAY!"	● Inactive	10 Post Engagements	233	\$0.14 Per Post Engagement	\$1.44	Performance and Clicks		9
<input type="checkbox"/>	<input type="checkbox"/> Engagement	● Inactive	3 Post Engagements	79	\$0.22 Per Post Engagement	\$0.67	Cross-Device	Ongoing	3
<input type="checkbox"/>	<input type="checkbox"/> Engagement	● Inactive	2 Post Engagements	24	\$0.31 Per Post Engagement	\$0.61	Messenger Engagement	Ongoing	2
<input type="checkbox"/>	<input type="checkbox"/> Engagement	● Inactive	— Post Engagement	—	— Per Post Engagement	\$0.00	Offline Conversions	Ongoing	—
<input type="checkbox"/>	<input type="checkbox"/> Hal video	● Inactive	— Post Engagement	—	— Per Post Engagement	\$0.00	Customize Columns...	Ongoing	—
<input type="checkbox"/>	<input type="checkbox"/> Engagement	● Inactive	— Post Engagement	—	— Per Post Engagement	\$0.00	Set as Default	Ongoing	—
<input type="checkbox"/>	<input type="checkbox"/> Do I hear food	● Inactive	— Post Engagement	—	— Per Post Engagement	\$0.00	Reset Column Widths	Ongoing	—
▶ Results from 180 Campaigns			—	50,042 People	—	\$97.62 Total Spent			13,584 People



Account Overview Campaigns Ad Sets Ads

+ Create Campaign Edit Duplicate Campaigns... Create Rule More +

Columns: Performance and Clicks Breakdown Export

	Campaign Name	Delivery	Resu...	Reach	Fre...	Cost...	Amount S...	Ends	Clicks (...)	CT...	CPC (...)	Impress...	CPM ...	Link Clic...	CPC (...)
<input type="checkbox"/>	Engagement	Active	11,445 Post Enga...	31,580	2.13	\$0.003 Per Post E...	\$32.74	Ongoing	11,160	16.61%	\$0.003	67,172	\$0.49	—	—
<input type="checkbox"/>	Cat Lovers Say Yes	Inactive	3,267 Post Enga...	20,618	1.22	\$0.01 Per Post E...	\$26.94	Ongoing	2,993	11.85%	\$0.01	25,250	\$1.07	—	—
<input type="checkbox"/>	start the day with hugs	Inactive	3,512 Post Enga...	19,018	1.55	\$0.01 Per Post E...	\$26.88	Ongoing	3,459	11.74%	\$0.01	29,461	\$0.91	1	\$26.88
<input type="checkbox"/>	Engagement	Inactive	228 Post Enga...	1,860	1.10	\$0.01 Per Post E...	\$3.33	Ongoing	136	6.63%	\$0.02	2,050	\$1.62	—	—
<input type="checkbox"/>	Cats Coffee Cup	Inactive	237 Post Enga...	2,104	1.12	\$0.01 Per Post E...	\$3.30	Ongoing	149	6.32%	\$0.02	2,358	\$1.40	3	\$1.10
<input type="checkbox"/>	Post: "Ready to celebrate being a Top Rated Seller?!"	Inactive	26 Post Enga...	338	1.12	\$0.07 Per Post E...	\$1.71	Jun 24, 2017	43	11.38%	\$0.04	378	\$4.52	15	\$0.11
<input type="checkbox"/>	Post: "Welcome to FAN-TASTIC FRIDAY!"	Inactive	10 Post Enga...	233	1.07	\$0.14 Per Post E...	\$1.44	Jun 17, 2017	15	6.00%	\$0.10	250	\$5.76	—	—
<input type="checkbox"/>	Engagement	Inactive	3 Post Enga...	79	1.01	\$0.22 Per Post E...	\$0.67	Ongoing	6	7.50%	\$0.11	80	\$8.38	—	—
<input type="checkbox"/>	Engagement	Inactive	2 Post Enga...	24	1.00	\$0.31 Per Post E...	\$0.61	Ongoing	—	—	—	24	\$25.42	—	—
<input type="checkbox"/>	Engagement	Inactive	— Post Enga...	—	—	— Per Post E...	\$0.00	Ongoing	—	—	—	—	—	—	—



If you are not seeing the results you want, consider the following.

1- Does your graphic grab the viewer's attention? **Your graphic is your single most important part of your ad.** You have a few seconds to get the scrolling Facebook user's eye. If upon closely examining your boost you decide that your graphic is not good, end the ad. Consider re-creating it with an eye popping graphic or find another post to boost that does has an awesome graphic.

2- Next, look at your call to action. Your Call To Action is what you want people to do. **Is it simple and clear?** You can edit your Call To Action.



3- If your Boosted Post is a sale ad, **are you addressing a single pain point or need that your customer has?** You may have a great graphic and call to action, but your post is not answering a need for your customer. Look at editing your text. If your text is in your graphic, you'll need to end the boost, and then start it as a new post with your fresh graphic.



Facebook ads offer sellers of any size highly targeted ad opportunities for as little as a few dollars a day!



Boosting posts with the tools of Facebook Ads Manager can reap you rich rewards. **Boosts done with clear goals from targeted optimized posts can get you engaged followers and sales for your products!**





Learn what works and what doesn't with **YOUR** audience. It's good to listen to other sellers. **Ultimately it's about you running Facebook boosts, taking notes and learning what YOUR people like and don't like.**



Facebook ads can give you access to more sales and shoppers for as little as \$2 a day!



Hooray for Facebook Ads and more sales and shoppers for YOU!



Facebook Ads Success Checklist

1. What is the ONE goal of your boost?
2. Who do you want to reach with your post? (Use Facebook Analytics)
3. Choose WHICH post to boost.
4. BEFORE you Boost, make sure it passes text overlay with a green check.
5. Pick audience (Think your 1 goal & who you want to reach)
6. IF using Ads Manager keep audience size 500,000-1million if possible unless highly targeted.



Facebook Ads Success Checklist

7. UNCHECK Instagram - unless you want Instagram included in Boost
8. Select budget & duration.
9. Boost
10. Check analytics
11. Tweak & take notes
12. Repeat!





About the Author



Kathy Terrill is a New York-based professional actress who has more than 25 years of experience in brick-and-mortar retail and over 6 years as an on-air product presenter for QVC, the shopping channel.



Kathy started her eBay selling in small way. Kathy sold items from her Manhattan NYC apartment while caring for sick family members. Kathy's eBay business has grown and she is now a Top Rated Silver Powerseller.





You'll find Kathy regularly on Facebook as the founder for the seller group [eBay Stores Nothing but eBay Stores](#) which has over 3500 global members, [eBay Selling Basics Nothing But Selling Basics](#), and [Online Selling Nothing but Online Selling](#).



eBay selected Kathy from over 600,000 sellers to win their Small Business Advocate Award for 2017. She is an in demand speaker and private sales coach. She loves to share her expertise at eBay and ecommerce events all across the US. Kathy is a presenter for the eBay OPEN 2017 workshop, "Building Your Brand Through Social Media".



There are hit classes and great tips to increase sales for online sellers available on her ecommerce blog [I Love To Be Selling](#).





Kathy loves to help sellers of all levels increase sales with practical tips she gleans from her extensive retail experience.



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