



FACEBOOK ADS TRAINING

By Abolarin Kehinde



FACEBOOK ADS TRAINING

Introduction Account Creation Account Set Up Payment Methods: **Naira (NGN) & Dollar (USD)**

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RUNNING FACEBOOK ADS

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FACEBOOK ADS TRAINING

- ✓ **Objective:**
- ✓ **Audience**
- ✓ **Advert Message**
- ✓ **Landing Page**
- ✓ **Tracking Results**

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- ✓ **Objective:** What result do you want from your advert?
Lead. Sale. Click.

✓ **Audience:** Who are you targeting for your offer or product?

Age. Gender. Interest. Location.

- ✓ **Advert Message:**
Simply describe what you are giving them **AND** tell them what to do to get it.

✓ **Landing page:**

Where they land to when they click your ads... and from here...

...**SEND** them to your Automation platform.

✓ **Tracking Results:**

This is how to measure the success of your advert.

It tells you what action people took on your advert **AND** your landing page.



5 ELEMENTS
THAT MAKES
FACEBOOK ADS
SUCCESSFUL

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FACEBOOK ADS TRAINING

- 1. ADVERT MESSAGE**
- 2. LANDING PAGE**
- 3. INTEREST**
- 4. AD IMAGE**
- 5. TRACKING**

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FACEBOOK ADS TRAINING

ADVERT MESSAGE

Your message must be clear, have the main key words in it first line and tells the user what to do next.

*Do not make any claim in your advert. Simply tell the user what the product you are giving will do for them and then tell them to click to learn more or to get it now.

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LANDING PAGE

Your landing page must be straight to the point, tells user to sign up and look similar to your advert.

*Landing page that carry's the same image as the advert converts better.

INTEREST

You need to know basic details about your audience, details such as: Age Range(e.g 20 – 25, 25 – 35, 36 – 50 upward etc.), Sex (Male or Female), and keywords they might likely have interest in. (The keywords are the interests)

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AD IMAGE

Your ad image must be moderate, not showing nakedness and must represent your advert properly.

*Ad with images that suggest that the person in the image is the author of the advert converts better.

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TRACKING

You must put your Tracking Pixels on your landing page and thank you page because...

...Facebook will automatically merged the conversion page audience (Thank you page) with your ads and serve your ads to more relevant audience.



THANK YOU!

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