

Cheat Sheet



facebookTM Ads 2019 Made Easy

CheatSheet for Facebook Ads

**Skyrocket Sales & Boost Conversions with
Our Proven & Tested Facebook Advertising
Techniques**

Special Video Training

Facebook Ads 2019 Made Easy

(HD Video Course)



Watch the Video Training!

[Visit My Website!](#)

Watch the Facebook Ads 2019 Video Training!

What Are Facebook Ads All About?

- ✓ The Facebook Ads platform is Facebook's own social media advertising solution.
- ✓ It is integrated within Facebook and it is designed to help individuals and businesses promote their content, products, and services with Facebook Ads.
- ✓ Facebook Ads are ad units that you can create and run on the Facebook Ads platform.
- ✓ Facebook Ad formats are varied and include promoted posts, Facebook video ads, and right-side ads.

Facebook Ad Tips For Advertisers In 2019

- ✓ Focus Your Ads On Desktop And Mobile Feeds
- ✓ Activate All Possible Event Categories In The Events Manager
- ✓ Invest 10% Of Your Ad Budget On Brand Building
- ✓ Target Specific Audience Segments With Remarketing
- ✓ Monitor Ad Frequency
- ✓ Keep An Eye On Your Ad Relevance Score

Setting Up A Facebook Advertising Funnel That Converts

- ✓ Step 1: Distribute Content Pieces Into Multiple Formats

How Can You Make The Most Out Of Custom Audiences?

- ✓ Eliminate Low-Engagement Audiences
- ✓ Target Underperforming Segments With A Different Ad
- ✓ Target People Who Have Taken Action On Your Website

Crazy Facebook Ad Strategies To Apply In 2019

- ✓ Create Specific Content Pieces To Target Specific Audience Segments
- ✓ Retarget Engaged Video Ad Viewers With A Call-To-Action
- ✓ Promote Page Posts To Increase Social Proof
- ✓ Add Emojis To Your Copy
- ✓ Use Scarcity In Your Copy

Crazy Facebook Ad Strategies To Apply In 2019

- ✓ Create Specific

Do's

- ✓ Use Clear Calls To Action
- ✓ Let Your Images And Videos Represent Your Brand
- ✓ Segment Your Campaigns
- ✓ Split Test Your Ads
- ✓ Keep Copy Consistent
- ✓ Measure Your Performance
- ✓ Select The Best Times To Activate Your Campaigns
- ✓ Reverse Engineer Other Brands
- ✓ Use Vibrant or Dark Backgrounds
- ✓ Proofread All Your Ads

Watch the Facebook Ads 2019 Video Training!

- ✓ Step 2: Create A Remarketing Campaign To Reach “Warm” Audiences
- ✓ Step 3: Create A remarketing Campaign To Generate Leads
- ✓ Step 4: Create A Video Ad Campaign To Retarget Leads

Don'ts

- ✓ Don't Get TOO Creative
- ✓ Don't Put Too Much Text In Your Images
- ✓ Don't Mislead Users
- ✓ Don't Send Users To A Generic Destination
- ✓ Don't Use Stock Images
- ✓ Don't Neglect Your Facebook Page
- ✓ Don't Over-Sell
- ✓ Don't Ask Users To Like Or Engage With Your Ads
- ✓ Don't Write Long Copy
- ✓ Don't Overspend

Premium tools and Services to consider

- ✓ [AdEspresso](#)
- ✓ [Pagemodo](#)
- ✓ [Qwaya](#)
- ✓ [Connectio](#)
- ✓ [Socialbakers](#)
- ✓ [Sprout Social](#)
- ✓ [Headline Analyzer By CoSchedule](#)
- ✓ [Buzzsumo](#)
- ✓ [DrumUp](#)
- ✓ [Heyo](#)

Shocking Case Studies

- ✓ [Navid Moazzez](#)
- ✓ [BionicGym](#)
- ✓ [Alex Phillis Luxury Real Estate](#)
- ✓ [Fawn and Finch](#)
- ✓ [The Melbourne Map](#)
- ✓ [Lexus Of Calgary](#)
- ✓ [Outdoor Elegance](#)
- ✓ [Reinis Fischer](#)
- ✓ [Design Pickle](#)
- ✓ [Brian Moran](#)

How To Get All Your Facebook Ads Approved

- ✓ Check Ad Policies For Prohibited Content. To avoid getting your ads rejected over restricted content, check the “prohibited content” section at <https://www.facebook.com/policies/ads/>
- ✓ Avoid Promoting Restricted Content. To avoid getting your ads rejected over restricted content, check the “prohibited content” section at <https://www.facebook.com/policies/ads/>
- ✓ Start Following Community Standards. You can learn more about community standards at https://www.facebook.com/communitystandards/content_related_requests
- ✓ Double-Check Your Ad Creatives Before Sending Them Out For Review. You can take a detailed look at these guidelines at <https://www.facebook.com/policies/ads/>
- ✓ Double-Check Your Landing Pages. To get a more detailed look into these policies, please visit Facebook's Advertising Policies page at <https://www.facebook.com/policies/ads/>