

OkDork by
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10 Steps to Successful Facebook Ads



10 Steps to Creating an Epic Facebook Ad

Use these 10 steps to help create your perfect Facebook ad — whether it's your first or 100th — and get more ROI, grow your business, and have more success.

Step 1: Go to Facebook Ads Manager

- ☐ Create an account (if you haven't already)

Step 2: Choose your objective

- ☐ Choose "Traffic" for your first ad (otherwise, pick preference)

Step 3: Choose your audience

- ☐ Aim for in the middle of the green (e.g. not too specific, not too broad)
- ☐ Use email addresses from current customers to define your target
- ☐ Use your competitors' customer interests
- ☐ Target a direct competitor

Step 4: Choose your placements

- ☐ Target "News Feed" only if this is your first ad (otherwise, pick preference)

Step 5: Set your budget

- ☐ Target \$3.33 per day if this is your first ad (otherwise, pick preference)

Step 6: Create your ad

- ☐ Keep the image simple
- ☐ Use natural language in your ad (e.g. how you talk to friends)

Step 7: Choose the ad format

- ☐ Use "single image" if this is your first ad (otherwise, pick preference)

Step 8: Choose your images

- ☐ Use 1-2 images max if this is your first ad (otherwise, pick preference)
- ☐ Recommended image size: 1200 x 628 px

Step 9: Add your copy

- ☐ Use a strong "call-to-action" to draw interest
- ☐ Use social proof
- ☐ Use "Learn more" button copy if this is your first ad (otherwise, pick preference)

Step 10: Measure your ROI

- ☐ Measure the results you're getting on ads compared to the spend

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