

# How to Spend Your First \$100 on Facebook

[OkDork.com](http://OkDork.com)

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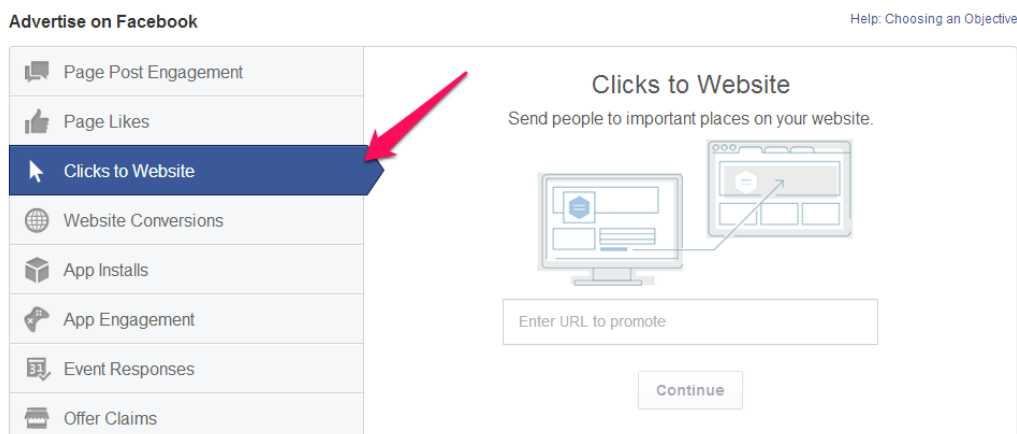
## 1 Create Your Facebook Campaign ☐

[Click here](#) to create your first ad.

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## 2 Choose 'Clicks to Website' ☐

Or you can choose website conversion but I'd wait on that. The goal is to make your first \$100 as easy as possible.



## 3 A) Create Your Ad ☐

a) You need a Facebook fan page to place ads in the newsfeed. Create [one here](#), it's free and takes a few minutes.

b) Keep images simple, ideally of yourself or something not boring.

c) Try to create an ad that uses natural text versus something that seems like an advertisement.

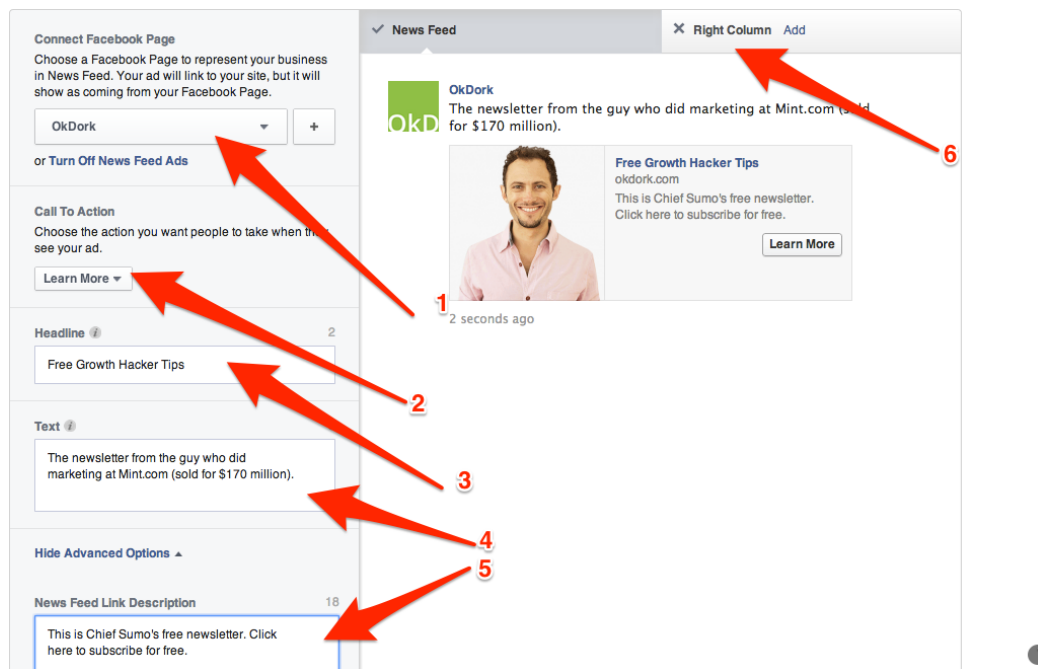
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## 4

## B) Create Your Ad - Individual Steps



- 1- Connect to a fan page
- 2- Call to action: Choose "Learn More"
- 3- Headline: Give away something for free
- 4- Text: Social proof showing why the reader should care
- 5- News Feed Link Description: Give call to action for them to get benefit
- 6- Remove the right column ad



## 5

## Find an Interest Group to Target



a) Take your top 10 best customers and search their email address / name on Facebook. Then go to their likes and create a spreadsheet of common interests.

b) Go to a competitors fan page and look at the people who like it. Click on their profiles and do the same with option b. We did this with Macheist in the beginning of AppSumo.

\*DO NOT let Facebook recommend broad interest categories. Facebook's goal is your money. They want to show your ads to whomever is most likely to click. But it's your job to ensure it's targeting people that will work.\*

## **6 Narrow Your Target Audience**

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The narrower your target group the more likely you are to have a higher CTR and ultimate conversion to email subscriber or buying customer. If your audience is broad, go more narrow geographically.

Aim for audiences smaller than 10,000.

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## **7 Do Not Buy Likes**

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Don't be tempted to buy likes. I hate when people brag about how many likes their fan page has. Facebook controls that communication with your customer, you don't.

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## **8 Pick Age and Gender Category**

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For the age and gender category, again look at the demographics of your top customers or the people you have email addresses for. The narrower the BETTER.

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## **9 Other Categories**

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For the other categories: Languages, Connections and more Categories. I personally encourage you not to touch these in the beginning. You can optimize later. This is about streamlining the process so you can start investing immediately.

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## **10 Countries/Locations**

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Pick one country or even go deep within a specific city or state. Focus on ONE state / country to begin with. Remember, do less than 10,000 people total.

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## **11 Avoid Mobile Traffic**

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Avoid showing your ads to mobile traffic.

Most likely your page is not mobile designed and that traffic is less likely to purchase or sign up for an email address. After you get your campaign working, you can choose this from the Power Editor and begin optimizing for mobile.

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## 12 Budget and pricing your Facebook ad



Start small. Set your daily budget at \$3.33 (this'll ensure you don't spend more than \$100 a month).

Aim for \$.75 a click. (Don't worry if that seems high; it's only 4.4 clicks). The point is to get some clicks to your ad going and then you can lower the amount.

**CAMPAIGN**

**Campaign and Budget** New Campaign · Use Existing Campaign

Name ⓘ Monthly1k Campaign

Budget ⓘ Per day ▼ \$3.33

Schedule ⓘ ☒ Run my campaign continuously starting today  
☐ Set a start and end date

**BIDDING AND PRICING**

Bidding ⓘ Bid for clicks ▼

Pricing ⓘ You will be charged every time someone clicks on your ad.  
☐ Automatically optimize your bid to get more clicks  
☒ Manually set your maximum bid for clicks (CPC)  
\$0.75 max. bid per click

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## 13 Congrats & ROI



Now you've set up your first Facebook ad campaign.

To track Return on Investment (ROI) do stupid basic math.

For example if I'm advertising for [Monthly1k.com](http://Monthly1k.com)

Course Profit = \$267

Email Cost = \$3

$\$267 / \$3 = 89$

So if 1 out of 89 people via new email signups buy the course then buying ads is profitable.

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