



Facebook Ads Power Editor Checklist

A. Decide what ACTION you want to drive with your Facebook ad:

- Drive people somewhere ON Facebook?
 - Page Ad to get more Likes
 - Post Ad to get more engagement (on the post)
 - Landing tab ad to drive traffic to a contest, for example
 - Event Ad to get more RSVPs

- Drive people somewhere OFF Facebook?
 - URL ad (to get leads/opt-ins/registrations/sales)

B. You can advertise:

1. URLs
2. Facebook Business Pages
3. Facebook Place Pages
4. Facebook Applications
5. Facebook Events
6. Facebook URLs (e.g. a specific landing tab)

C. Here's what you can do in the regular Ads Manager:

- Create an ad (any item in sections A and B above)
- Target via Precise Interests, Broad Categories
- Advanced targeting
- Target via Custom Audiences (IF previously uploaded via Power Editor – see section D below)
- Conversion Tracking (using a Tracking Pixel)
- Set budget and schedule

D. Here's what you can do in the Power Editor (that you can't do in the Ads Manager):

In the Power Editor, you can do *everything* that you can do in the basic Ads Manager, plus:

- Create a **Custom Audience** (by uploading your existing email database, or part thereof, so that you can serve ads on Facebook targeted at your email subscribers)
- Create a **Lookalike Audience** (based on your Custom Audience) (so you can serve ads to a wider audience that is similar to your email subscribers)
- Target via **Partner Categories** (by using one of the three data companies that Facebook partners with in the U.S. to provide deep demographics and psychographics) (so you can drill down to incredibly laser targeted audiences, e.g. people most likely to buy a BMW, people who subscribe to print magazines, people who donate to causes, people who are affluent Baby Boomers, people who are 'foodies' or 'fashionistas' etc. etc... it's fascinating!)
- Advanced Ad Types** (e.g. mobile only ad, video ad, sponsored search ads (though the latter is going away soon))
- Advanced Placement** (all Facebook, desktop news feed, mobile news feed)
- Target Mobile Devices** (all, feature phones, Android, iOS devices)

E. How To Create Your Ad in Power Editor

- Go to <http://facebook.com/powereditor>
 - (Or click the gear icon at top right > Manage Ads > Power Editor)
- Click Download (button at top right)
 - This brings all ads/campaigns from the Basic Editor into the Power Editor

- If you want to **create a Custom Audience** by uploading your own email database (or part thereof):
 - First, you'll need a CSV or TXT file with a single column of email addresses (subscribers on your own email list)
 - In Power Editor, click Audiences at the top left
 - Click Create Audience button
 - Click Custom Audience on the drop down
 - Give this audience a name (and description – optional)
 - Choose the CSV or TXT file from your computer hard drive
 - Click Create
 - It may take a while for the list to be uploaded and matched to Facebook users; you may get a match of between 40-60%.
 - You may need to click the “Check Updates” button to refresh progress

Purpose of a Custom Audience: so you can place ads on Facebook that are served to people already on your email list. For example, let's say you have a new product launch and a certain number of people on your email list have purchased the product, whereas the rest have not. By creating an email list comprising only the people (your email subscribers) who have not yet purchased your new product, you can try to make them aware of your offer via Facebook ads (instead/as well as email).

- If you want to **create a Lookalike Audience** based on your Custom Audience (Facebook finds similar people to the people on your email list so you can serve targeted ads to them):
 - Once you've loaded up a Custom Audience, click on it
 - Click Create Similar Audience
 - Leave Similarity selected by default for a more targeted group
 - Check Greater reach to create a broader list
 - It may take a while for the list to be created; you'll need to click the “Check Updates” button to refresh progress

- Next, click **Campaign** on the left (if you imported previously created ads, you'll see a list of your Campaigns)
 - To create a new Campaign, next to Ads at the top left, click Campaigns > then click the Create Campaign button
 - Set your budget
 - Set your start, end times

- Now, click on **Ads** at the top left to create a new ad under this Campaign you just created
 - Fill out the details under:
 - Creative & Placements
 - Be sure to click Conversion Tracking if you are advertising an external URL
 - To create a new Tracking Pixel (code to place on your thank you/confirmation page of your website), click on Conversion Tracking in the top left menu > then click the green "Create Conversion Pixel" button at the very top right of that page

- Next, choose your **Audience** for the Ad (note, you can switch back and forth between all sections and won't lose any data...)
 - If you decide to use **Partner Categories** (currently U.S. only), you can drill down into any one of the three companies (Acxiom, Datalogix, or Epsilon) – each one has different sets of data. You'll need to experiment until you find what you want. Note: you can only use data from one partner per ad.
 - Choose **Advanced Options** for your Audience if applicable.
 - Note: the fields at the top of this section are where you would select the (pre-created) Custom Audience, if not already selected. You'll also see **Excluded Audiences**. The purpose of this is if you wanted to place Ads to your email list but exclude

those who have already signed up for your offer/bought your product, etc.

- Set your **Pricing**.
- Once you're happy with your ad, you'll need to click the "Upload" button at the top right.

Key elements of your ad:

- Image
 - Eye-catching, relevant
 - Start paying close attention to what catches your eye!
- Title
 - Study headlines; copywriting = top skill
- Description
 - Short, snappy – every word counts
 - Include CTA

See: ***How to Write a Facebook Ad That Works*** <http://bit.ly/12FnJUY>

See also:

Glossary of Ad terms:

<http://www.facebook.com/help/447834205249495/>

Facebook for Business:

<http://www.facebook.com/business>

<http://www.facebook.com/marketing>

<http://www.facebook-studio.com/>