



Preparing for

And

Placing Facebook Ads

101

By

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No matter what you advertise, you need to take the following steps before driving traffic.

Getting Ready to Create Ad – What You Need

Affiliate link for offer [By far, the highest payout is from [MOBE](#). However, if you want to start a bit smaller, there is Clickbank, JVZoo, CJ (used to be Commission Junction), and many others.]

Website for your Thank You page and Media Library (This can be a very simple Wordpress site. I like [hostgator](#) for hosting because you can add unlimited subdomains at no extra charge. You will need to purchase a domain name and hosting from someone. If you get them both from hostgator.com, the set up is easier.

Link Tracking program ([ClickMagick.com](#) has turned out to be my favorite after trying many others.)). [The link offers 14 days free trial. Give it a look and try it out.]

Autoresponder (I keep coming back to [Aweber](#). I have experimented with some others. But Aweber has excellent support staff who are prompt, polite, and helpful.) [The link is to an offer for 30 day free trial.] They offer lots of free training videos to help you get started.

Landing/Squeeze/Opt-InPage Creation – There are several good ones available, Click Funnels has most of the services you need, but the lowest monthly cost is (\$97), rather substantial, especially for newbies. Lead Pages has some excellent Opt-in pages and capabilities, but again, there is a substantial monthly cost (lowest is by paying annually at \$17/month or monthly at \$25/month). I like [LandingPageMonkey](#) because it is a one-time purchase and includes lifetime upgrades and such. They have been very responsive to questions, too.

PicMonkey.com (Free version of [PicMonkey](#) is sufficient for most of us) – This is to resize/crop your images to fit ad platform requirements/recommendations on your advertisement platform and to create your landing page, slide show, video, or to make the image the right size for whatever you need it for.

For Facebook Ads – You will also need the following:

Business Facebook account – create this ASAP. The older it is, the more likely FB is to approve your ads.

Fan Page for your business Facebook account – Same as above. Start running FB ads for Page Likes ASAP to build a good size following so FB will consider your business legit. All you need to run Page Like ads is the fan page, business account, and credit card. Instagram is not essential, but nice to have so ads run there, too.

Instagram account for your business.

Credit/debit card to pay for ads.

Getting Ready to Create any Ad – Setting up the Funnel.

Just take one step at a time.

1. Info you need **before** you start creating anything:
 - A. **Affiliate link** with all sides already set up: _____
2. Create **Thank you page** (page where prospect goes after completing opt-in info.)
 - A. Insert **Tracking URL for Affiliate Link** (1A above) to send your prospect to your Affiliate sales/offer page. Enter here after creating it in Step 5 below: _____
 - B. **URL for Thank you page:** _____
 - C. **Tracking link for 2B (above).** Enter here after creating in Step 5 below.
[Tracking URL for Thank you page: _____]
3. Create **Email List in Aweber.**
 - A. **Aweber List ID#:** _____ Found under “List Options”, then under “Basic Information”, Look for “Unique List ID: **awlist#####** [This will be your List ID number]”
 - B. This is the same list you will need to write a follow-up series of emails to. Need to have two or three already written before you go live with your ad campaign.
4. Create **Landing Page** in Landing Page Monkey and insert **Aweber List ID#** [from 3A (above)].
 - A. *****Test Landing page to be sure it works:**
 - B. Check Aweber email list to be sure the sign up came through to correct list.
 - C. Make sure you end up on the correct Thank You page.
 - D. Check your email to see if the first message arrived or did it go to Spam?
 - E. Once you know it works, download to your computer.
 - F. **Upload as New to the Media Library on your WordPress website.**
 - G. After upload is complete, click on the icon and copy the URL found on the next page. Make sure you get it all. It should end with “.html” (without the quotation marks). **URL for Landing Page:** _____
5. Create the following in **ClickMagick**
 - A. Link group and name
 - B. Tracking link for 2C (above) **[Tracking URL for Thank you page: _____]**. This URL will go into the “Redirection URL” field in LandingPageMonkey.
 - C. Tracking link for your Affiliate page (1A) for this offer **[Tracking URL for Affiliate Link (1A above): _____]**. This will go on your **Thank You page.**
 - D. **Tracking link for URL for Landing Page (4G) [Tracking URL for Landing Page: _____]** This will go in your ad.

6. Once again **check starting at the Landing Page** and see if all the tracking links are working correctly by following all of these steps:

A. Copy and paste the **Clickmagick Tracking link for your landing page** into the browser. Proofread for spelling errors, skipped words, wrong dates/times, etc.

B. Watch the video all the way to the end (if present) and fill out the opt in form and click to go to the next page.

C. Make sure you give it time to redirect you to the **Thank You page**. Proofread for spelling errors, skipped words, wrong dates/times, etc. Is it easy to know what to do next? Click to go to the next page.

D. You should now be on **the Sales Letter/Offer page of the affiliate offer** you are promoting. If you want to be extra sure that everything is working smoothly, go ahead and fill out the form and stop just short of paying money.

7. If you found any problems along the way, go back and fix them and then do a re-check to make sure you successfully fixed everything.

8. When you are satisfied with that function of your funnel, you are ready to start sending traffic to the funnel.

Checklist for FB Ad Creation

1. Create Campaign and Name it.

2. Create Ad Set and Name it.

3. Create an Audience and Name it.

A. Don't be afraid to let FB narrow down your audience based on consumer feedback. FB will offer your ad to those most likely to respond.

B. If it is a local offer, narrow the audience geographically.

C. If it is a worldwide offer in English, start with the Tier One countries (e.g. USA, Canada, United Kingdom, Australia, and New Zealand.)

D. If it is another language, be sure to specify which countries so you don't waste impressions on FB/Instagram users who do not know that language.

4. Create a Facebook Ad. Use the **Tracking URL for your Landing Page** as the redirect URL. Whatever URL you choose to use for the short version that will show on your ad, it cannot be the affiliate offer URL. It would be best to be the home page of your own site or such. NOT the affiliate offer page.

One Page Checklist - Getting Ready to Create a FB ad – Setting up the Funnel.

1. **Affiliate link** with all sids: _____
2. Create **Thank you page**.
 - A. Insert **Tracking URL for Affiliate Link (1A above)**: _____
 - B. URL for Thank you page: _____
 - C. **Tracking link for Thank you page**: _____]
 - D. **Aweber list ID#**: _____.
3. Create Landing Page in Landing Page Monkey and **Test**.
 - A. Aweber email list show new subscriber?
 - B. Did you end up on the correct Thank You page?
 - C. Did the first message arrived or did it go to Spam?
 - D. Once you know it works, download Landing Page to your computer.
 - E. Upload as Add New to the Media Library on your WordPress website.
 - F. After upload is complete, click on the icon and copy URL on the next page. Make sure you get it all. It should end with “.html” (without the quotation marks). URL for Landing Page: _____
4. Create the following in ClickMagick:
 - A. Link group and name
 - B. Tracking URL for Thank you page: _____]. This URL will go into the “Redirection URL” field in LandingPageMonkey.
 - C. Tracking URL for Affiliate Link (1A above): _____. This will go on your Thank You page.
 - D. [**Tracking URL for Landing Page**: _____]. This will go in your ad.
5. Once again check starting at the Landing Page and see if all the tracking links are working.
 - A. Fill out the opt in form and click.
 - B. Thank You page. Click.
 - C. You should now be on the Sales Letter/Offer page of the affiliate offer
6. If you found any problems along the way, go back and fix them and then do a re-check to make sure you successfully fixed everything. When satisfied with your funnel, create your Facebook ad.

Checklist for FB ad creation

1. Create Campaign and Name it.
2. Create Ad Set and Name it.
3. Create an Audience and Name it.
4. Create a Facebook Ad. Use the **Tracking URL for your Landing Page** as the redirect URL.
5. Click on the sample ad that comes up to make sure the link is working.

If you have any questions, please feel free to reach out to me at my FB group: In the Zone with Zona at <https://www.facebook.com/groups/958747927550713/> .

I know there is a lot of info packed into those three pages. Join my Facebook group for more help with your online marketing efforts.

I will soon be posting short videos in the FB group “In the Zone with Zona” to help you with step-by-step instructions for each step along the way.

Feel free to ask questions and I will move that video to the top of the list, okay?

See you at the top!

Zona Taylor

Zona B. Taylor

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