



# TOP 10 BLOG POSTS ON FACEBOOK MARKETING AND FACEBOOK ADS



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author · speaker · consultant

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# HOW TO GROW YOUR FACEBOOK PAGE FROM SCRATCH

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Growing your Facebook Page with new Fans isn't hard when you already have an audience. But if you have a brand new business or new venture and you are trying to grow your Facebook Page from ground zero, it can be challenging.

Plus, you don't want to blow your marketing budget on Facebook Ads to grow your Page. Facebook Ads can be a great source of new Likes but how do you grow organically?

In this article I'm going to show you 7 ways to grow your Facebook Page from scratch (and a few bonus ideas).

## First Optimize Your Page

If your Page is brand spanking new, make sure it looks good before you start promoting it all over. Get my [Facebook Page Checklist](#) to help you out. But in a nutshell here's what to watch for:

- Nice Cover photo sized to 851 x 315 pixels with a tagline.
- Keyword-rich [Facebook About Page](#) – add lots of text – don't be shy! Your About Page is indexed in Google, too.
- At least 5 posts and 5 photos to get started.

## #1 Invite Your Warm Audience on Facebook to Like Your Page

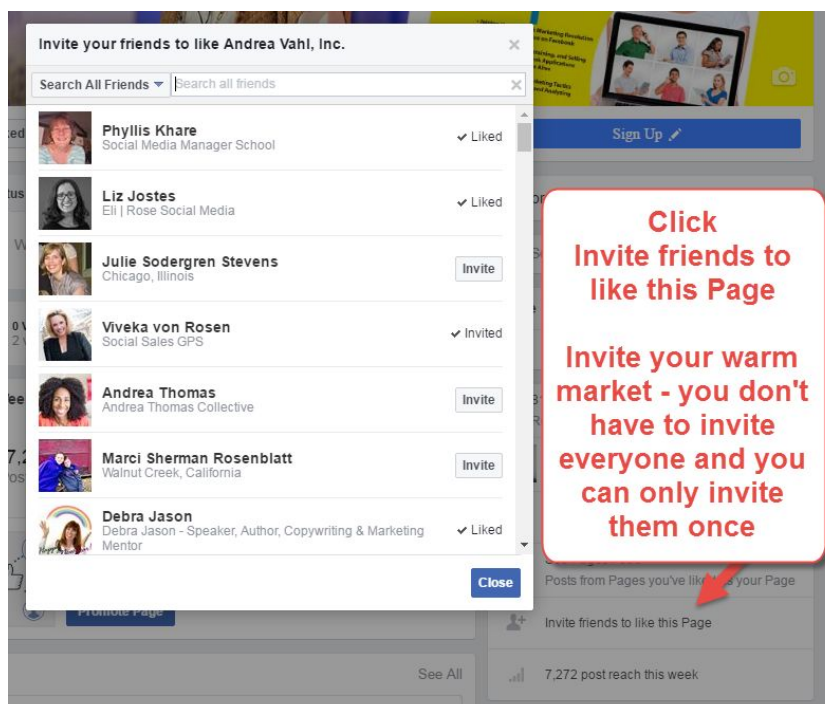
Some people say, "Oh my friends aren't interested in my business" or "those people will never be my customers." But your friends can be your biggest cheerleader and a source for referrals! I just got a great referral from a friend of

mine who will never be my client. If your friends don't remember what you do, how can they recommend you?

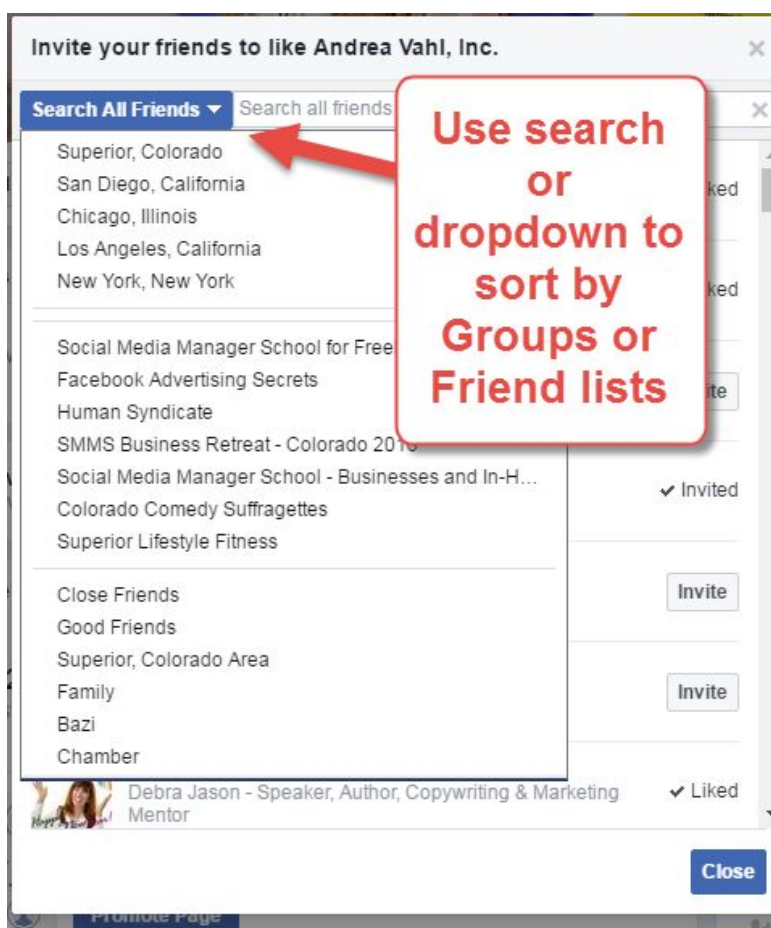
I had a friend who was an interior designer and was talking to a mom friend of hers (their kids went to the same school and they talked often). The woman was telling my interior designer friend that they were re-doing their whole house and spending about \$70,000 on the work. My interior designer friend said "Why didn't you ask me to give you a bid? I do interior design." The other woman said that she was so sorry but she had no idea that's what she did and would have surely used her had she known!

There are a couple ways to invite people to like your Facebook Page:

1. Use the **"Invite friends to like this Page"** link on the right side of your Page. A popup box will appear that shows your friends who have already liked your Page and who you've invited to Like your Page. You can also do a search by [Friend lists](#) or Groups to filter the list. You can only invite people one time and the invitation shows up in people's notifications so it may not be very visible to people who don't log on often. (And you can see that my own sister doesn't even Like my Page – shocking, but of course I hadn't invited her either)





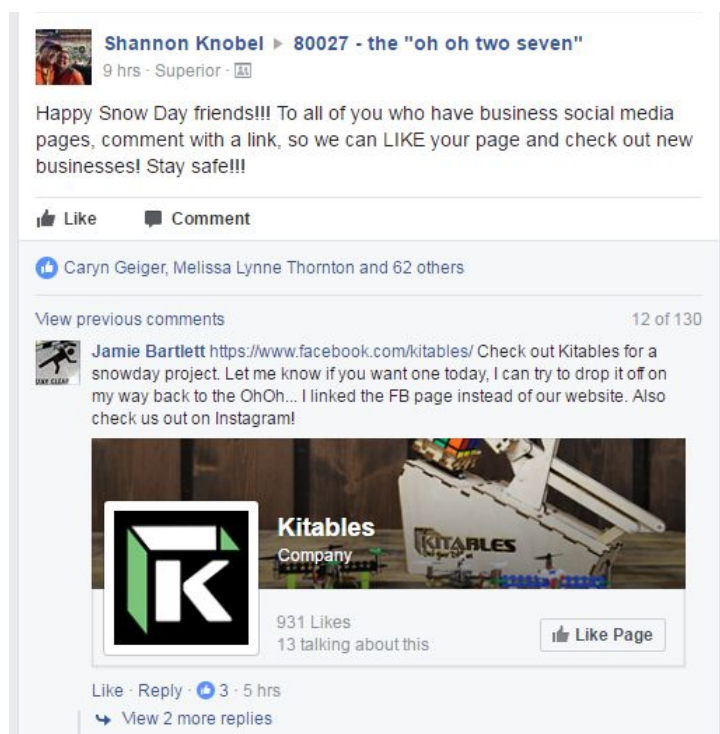


You also can see all of the outstanding Invites you have at [www.facebook.com/pages](http://www.facebook.com/pages)

2. **Post a link to your Page on your personal Facebook profile** and ask people to Like your Page. Your friends may not see that notification and it's good to periodically remind the people who haven't Liked your Page yet that they need to. Give them a reason why they should Like it.



3. **Post a link to your Page in Groups** – where appropriate!! Don't spam groups. Some groups allow sharing or have a special File where people can add their Pages. And sometimes it's a great idea to encourage connections within the Group by having a post where people can link to their Page.



## #2 Email and Invite your Customers and Contacts to Like Your Page

You can do this with your personal connections to make sure they know you've launched a new Facebook Page or with your customer contact list. Make sure your email is very focused towards asking people to Like your Page – if the request is one small line in a giant newsletter, it will get missed.

It also may help if you give a little bit of information about what you post, the services you offer, and a pre-thank-you-for-your-time message.

OK – the above 2 strategies assume you **have** more of a warm audience, but what happens when you **truly are starting from scratch**? You don't have an email list and maybe you don't have a big number of connections on your Facebook Profile and aren't a part of many Groups? **Here are strategies anyone can use!**

## #3 Link your Profile to your Page

This is a very simple thing to do, yet I see so many people missing this. If users are searching and finding your Personal Profile on Facebook, you want to **make it as easy as possible for users to find your Business Page** as well.

When people list where they work and it's not properly linked to their Facebook Page, a strange "Community Page" is created with that same name and it has a suitcase icon. Then people start liking that Community Page rather than your real Facebook Page. Just navigate to your About section and edit your Work and Education area.

The image shows a screenshot of the Facebook 'About' page, specifically the 'Work and Education' section. The 'About' tab is selected at the top. In the left sidebar, 'Work and Education' is highlighted. The main content area is titled 'WORK' and contains fields for 'Company', 'Position', 'City/Town', and 'Description'. The 'Company' field is populated with 'InDevR, Inc.' and has a red arrow pointing to it. The 'City/Town' field is populated with 'Boulder, Colorado'. Below these fields, there is a 'Time Period' section with a checkbox for 'I currently work here' and a '+ Add year to present' link. At the bottom of the section, there is a dropdown menu set to 'Friends' and two buttons: 'Save Changes' and 'Cancel'. A red callout box with a white background and a red border is overlaid on the left side of the 'Work and Education' section. It contains the text: 'Any Page name with the "suitcase" icon is a generic link. Also make sure your work is Public - not just visible to Friends'. A red arrow points from the callout box to the 'Company' field, and another red arrow points from the callout box to the 'Friends' dropdown menu.

**About**

Overview

**Work and Education**

Places You've Lived



Contact

Family


Details

Life Events

**WORK**


Company  InDevR, Inc. 

Position What is your job title?

City/Town  Boulder, Colorado

Description

Time Period ☒ I currently work here  
+ Add year to present

 Friends ▼ **Save Changes** Cancel

**Any Page name with the "suitcase" icon is a generic link. Also make sure your work is Public - not just visible to Friends**

To unlink the “dummy Page” from your profile, all you need to do is to delete the position from your Work and Education section in your About area (click Edit in the About section), then add in the correct Facebook Page.

Typically you can just start typing the name of your Facebook Page in the Company area and it should appear (but that occasionally doesn’t happen – try again later or try a different browser if that’s the issue).



## #4 Add your Page to your Email signature

How many emails do you send each day? Again, this is not rocket science—just consider this tip as your gentle reminder to **add a link to your Page in your email signature**. Many email programs such as Gmail make it easy to customize your email signature with clickable icons.

### Settings

General Labels Inbox Accounts and Import Filters and Blocked Addresses Forwarding and POP/IMAP Chat Labs Offline Themes

People Widget:  
[Learn more](#)

☒ Show the people widget - Display information about participants to the right of each conversation  
☐ Hide the people widget

Create contacts for auto-complete:

☒ When I send a message to a new person, add them to Other Contacts so that I can auto-complete to them next time  
☐ I'll add contacts myself


Importance signals for ads:

You can view and change your preferences [here](#).

Signature:  
(appended at the end of all outgoing messages)  
[Learn more](#)

☐ No signature  
☒ Andrea Vahl <andrea@andreavahl.com>

Sans Serif | T | B | I | U | A | | | | | | |

Andrea Vahl  
Social Media Consultant, Strategist and Speaker  
Co-author of Facebook Marketing All-in-One for Dummies  
  
[www.AndreaVahl.com](http://www.AndreaVahl.com)  
303-249-9637  
Connect with me:  
   
[www.facebook.com/andreavahlinc](https://www.facebook.com/andreavahlinc)

☐ Insert this signature before quoted text in replies and remove the "--" line that precedes it.

Personal level indicators:

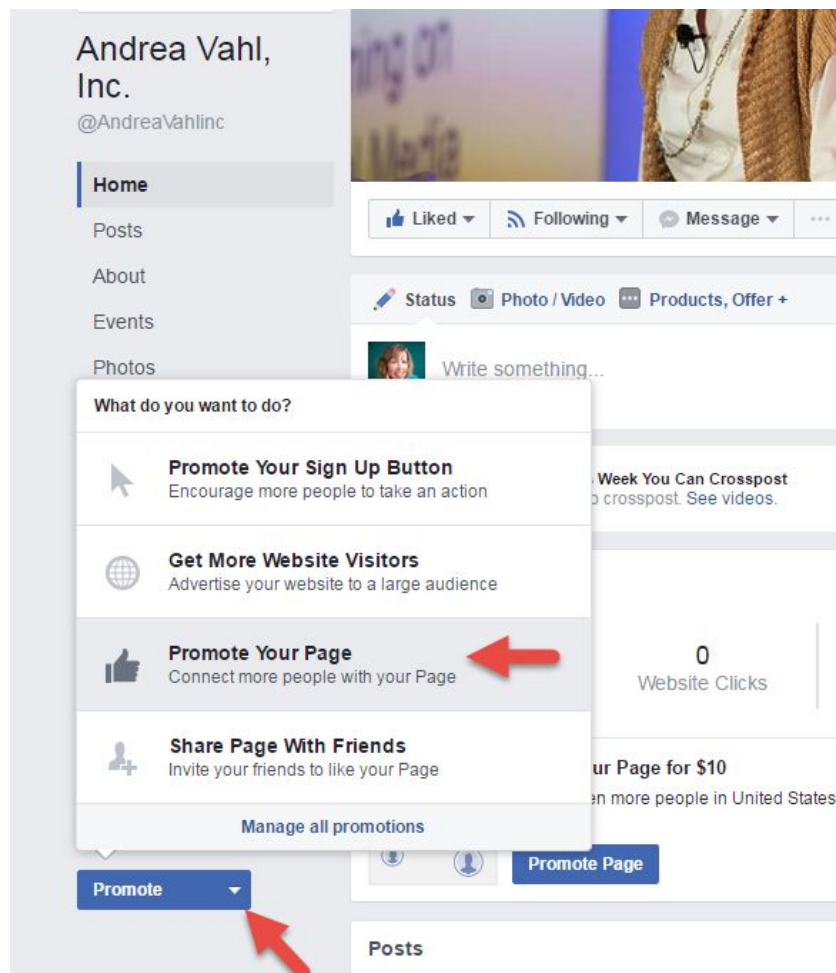
☒ No indicators  
☐ Show indicators - Display an arrow ( > ) by messages sent to my address (not a mailing list), and a double arrow ( >> ) by m

## #5 Advertise

Using Facebook Ads is a good way to get new Fans but I wouldn't spend too much money on Facebook Ads. I think your ad dollars are better spend in [growing your e-mail list](#).

But a little social proof is a good thing. You can [target your Facebook Ads to your perfect potential customer](#) by using the Demographics and Interests area and use keywords.

The simplest way to start a Facebook Like ad is to do it right from your Page with the Promote button in the lower left corner and then select Promote your Page.



Then you'll see a popup box that allows you to edit the ad. It will use the cover image as the default image but you reposition that image, upload a new image, or select an image that you have previously used in ads. You can also use a video if you like.

**Promote Page**

**AD CREATIVE** Save

**Text** 90 / 90

Co-author of Facebook Marketing All-in-One for Dummies. Consultant. Speaker. Click Like!

**Add an Image** **Add a Video Instead**

**Upload** **Select Image** **Reposition Image**

**AUDIENCE**

**Gender**

**All** **Men** **Women**

**Age**

18 - 65+

**Locations**

United States

United States

Add locations

**DESKTOP NEWS FEED** **MOBILE NEWS FEED** **RIGHT COLUMN**

**Suggested Page**

**Andrea Vahl, Inc.**  
Sponsored

Co-author of Facebook Marketing All-in-One for Dummies. Consultant. Speaker. Click Like!

**Andrea Vahl, Inc.**  
Author  
8,297 people like this.

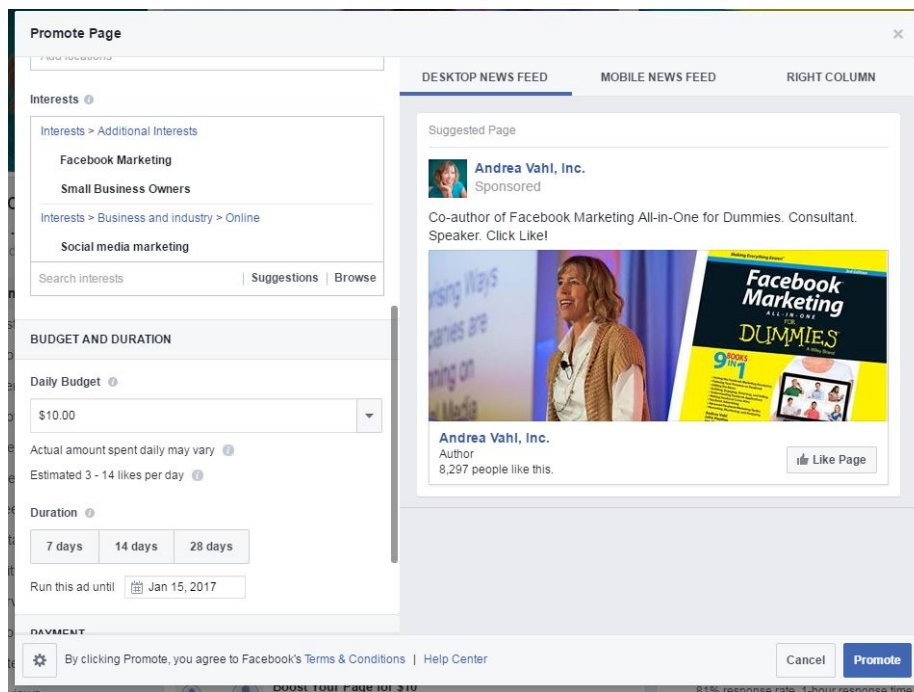
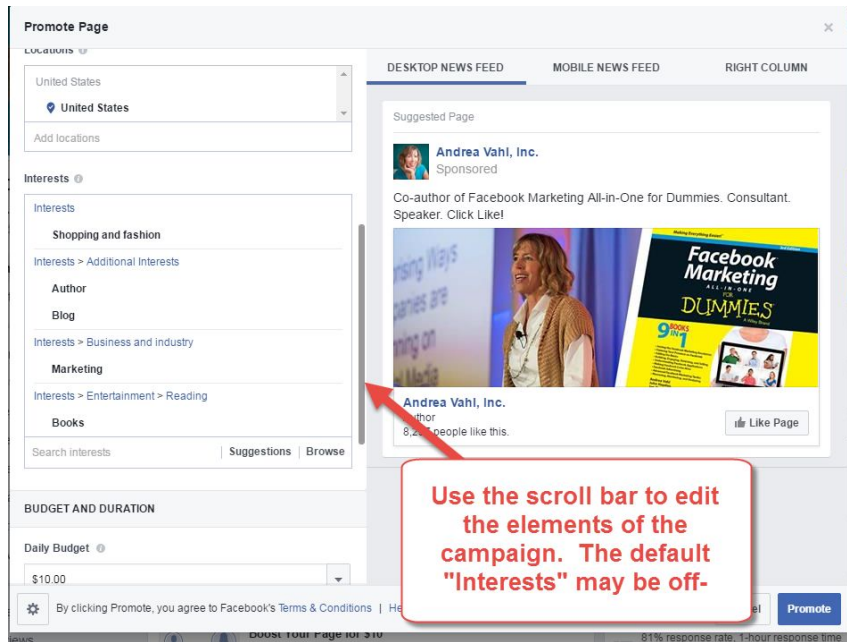
**Like Page**

By clicking Promote, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

**Cancel** **Promote**

Definitely make sure you customize the text of the ad with a call to action such as “Click Like”. Facebook Like Ads only have 90 characters to work with so it can be difficult to work with such a short text area.

Then also add in your demographics and target keywords in the Audience area. Facebook will pre-populate the ad with strange keywords – Shopping and Fashion – really?? Clearly Facebook is not tracking \*everything\*.



The options to customize your ad have gotten better using the Promote your Page option but a better strategy would be to customize your targeting even further by [using the Facebook Ads Manager](#).



## #6 Comment on other active Pages as your Page

A good way to get better visibility is so comment on another Page as your Page.

[Facebook has recently changed](#) so that task is a little different now. Now you navigate to the Page and then switch to your Page in the comments area.

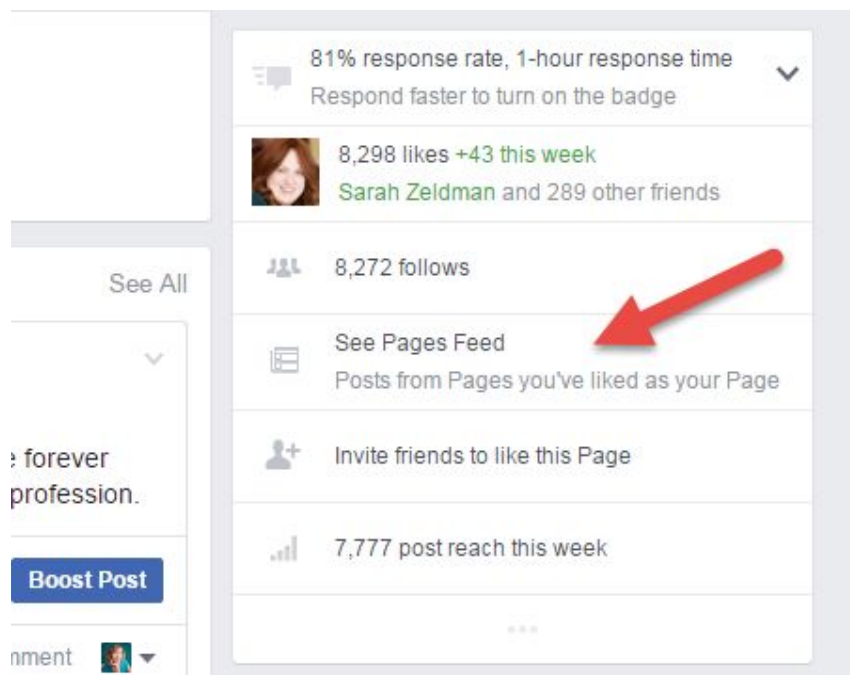


I would suggest identifying between **10-20 Pages to comment on regularly**. One or two comments sporadically aren't going to do much for you. Be a regular participant.

A few criteria and tips for identifying Pages to comment on:

- Focus your efforts on “complementary Pages” – ones that have a similar audience that you want to connect with but aren't direct competitors (although that rule can be bent when you are friends with your competition)
- Make sure they have an active community – that each post gets comments and Likes
- Comment within the hour if possible – the shelf-life of a Facebook post is usually 5-6 hours unless it gets a lot of activity so only comment on the “freshest” posts
- Watch for any follow up comments in your Activity area on your Facebook Page so that you can take the conversation further

If you Like the Page as your Page, you can then more easily comment on the Pages you want to connect with.



## #7 Post great content that gets liked and shared

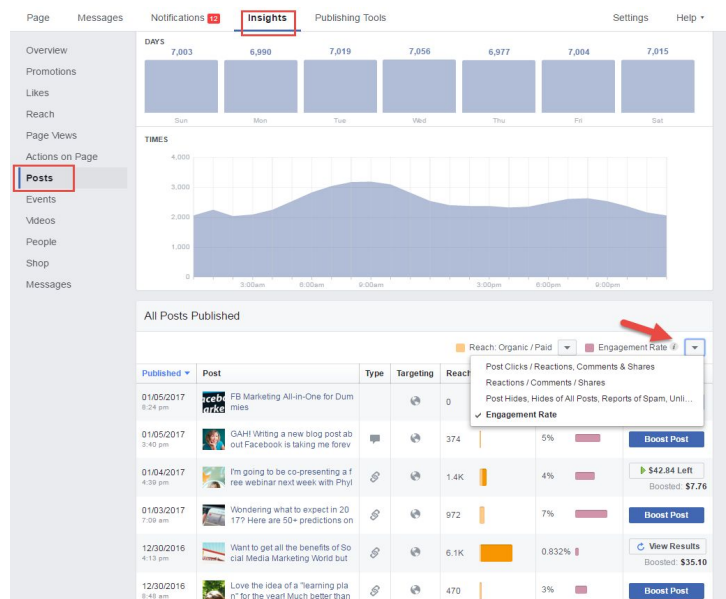
This is truly the Grand-Poobah of your strategy and really should have been #1 on this list. I don't even really know what Grand-Poobah means but it's big.

Great content is more than just sharing articles from other sites. It's a combination of personality, education, service to your community, inspiration, and fun. People are on Facebook to be social. Boring business sales messages aren't enough. Ask yourself "would I share this with my friends?" to give yourself a litmus test of how interesting your post is.

Now of course, not everything will be shared. But shoot for a high percentage of your posts to be shareable content.

You can share posts from other Pages but strive for a lot of original content – where you are uploading images directly to your page (mind the [copyright laws](#)), [posting good articles](#), or [making videos](#).

Watch your Facebook Insights to see what types of posts are working for you.

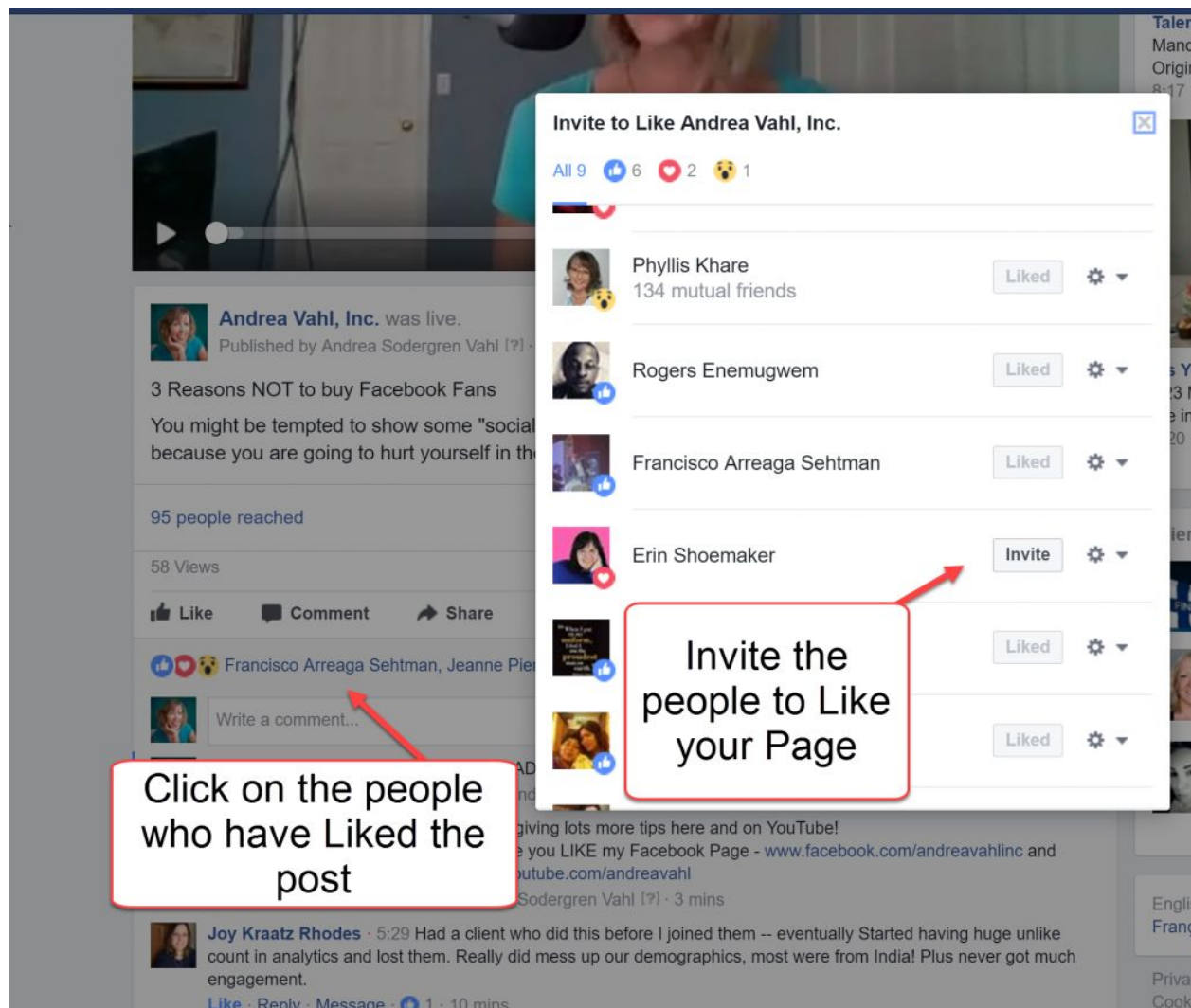


And I'm a big advocate of using humor. People are on Facebook to be social and have some fun. While humor doesn't often get you website clicks or sales, it helps re-engage people with your Page.





When you post great content that gets Likes, you can then **invite everyone who has liked that post (or reacted to it) to Like your Page!**



Growing your Facebook Page is ultimately going to be time or money. To get more Fans organically, you will need some time to participate in existing communities and create good content. The other route is advertising your Page or outsourcing your activity to a social media manager.

Having a healthy Fan base is still beneficial to businesses – not quite as amazing now that [organic reach has decreased](#) but still valuable. Hopefully these tips can help! And I promised a few bonus ideas (check out the links for more)

#### Bonus Idea 1: Have a Contest

[Facebook contests](#) have evolved over the years but you can still require a Facebook Like as “PART” of someone’s entry into your contest. The challenge can come in verifying that Like but it’s not a bad way to promote your Page and get lots of engagement.

#### Bonus Idea 2: Start Connecting more in Facebook Groups

[Facebook Groups](#) are one of the best places to connect with like-minded individuals. You do have to participate as your personal Profile (not your Page) so that’s one downside if you are trying to promote your Page. But you network in person as your person, not your logo.

#### Bonus Idea 3: Cross-promote to other social sites

If you have a LinkedIn following or Twitter following, make sure you have regular posts letting people know that you post there too.

Hope that was helpful and let me know about any tips you use to grow your Page in the comments below.

# HOW TO WRITE AN ATTENTION-GETTING FACEBOOK ABOUT PAGE

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Does your Facebook Page accurately communicate your business story? When you set up your Facebook About Page well, you can introduce your potential clients to your business properly.

While most of your communication on your Facebook Page is still going to be through the News Feed, a nice About Page can direct people to the right place on your website if they need additional information. And why not use this real estate well to tell your company story?

Your Facebook About Page is indexed in Google and I often find companies through search from the keywords that are on their About Page.

In this article, you'll learn how to control the layout on your About Page, what to add to your About Page, and some great examples of attention-getting Facebook About Pages.

## Facebook About Page Layout

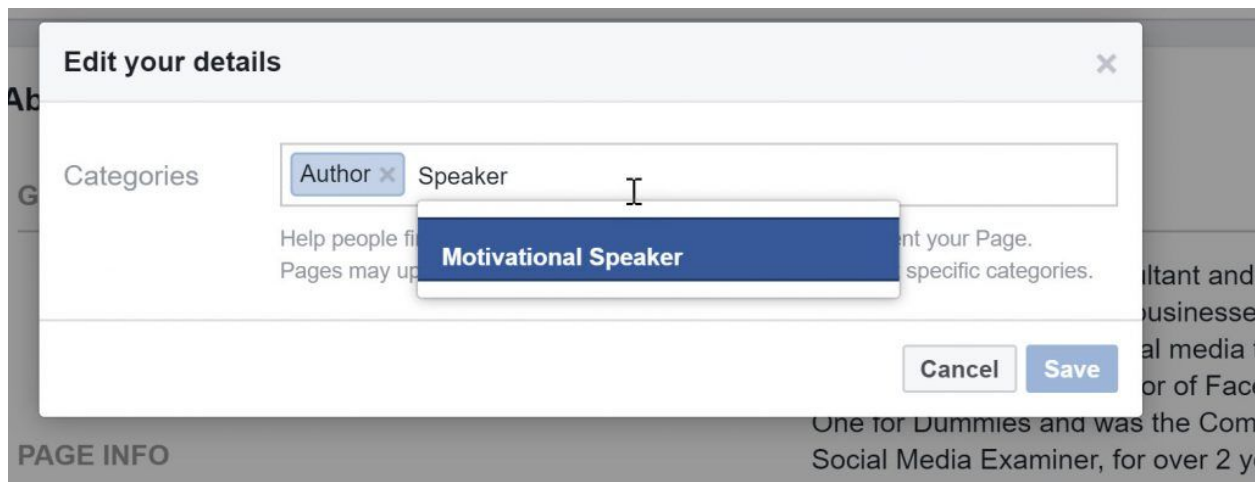
The layout of your Facebook About Page will change depending on what category you've chosen for your Facebook Page and I also wrote more about [how to set up your Facebook Page](#) including a 10-point checklist. See the examples below to see more about what different categories look like on the About section.

Your Facebook About Page shows up in the left column of your Facebook Page and when you navigate there you can edit the sections as well as the category.

The screenshot shows a Facebook page for 'Andrea Vahl, Inc.' (@AndreaVahlinc). The left sidebar contains a navigation menu with 'About' highlighted by a red arrow. The main content area is titled 'About' and contains several sections: 'GENERAL' (with 'Category' set to 'Author' and an 'Edit' link), 'PAGE INFO' (with '+ Edit business details' and 'Born in June 2009'), 'INTERESTS' (with 'Personal Interests' and a link to a stand-up comedy video), 'CONTACT INFO' (with phone, email, and website links), and 'MORE INFO' (with 'About' and 'Impressum' sections). A red arrow points to the 'Edit' link next to the 'Category' field. Another red arrow points to the 'Edit Page Info' link in the top right corner of the 'About' section. The right sidebar shows a 'STORY' section with a video thumbnail and a 'TEAM MEMBERS' section.

You are limited to the categories that Facebook makes available which may not be a perfect match for what you do. When you start typing a category name, if it comes up with a match, you can choose that category. For example, I can't choose the more general category of Speaker, only Motivational Speaker.



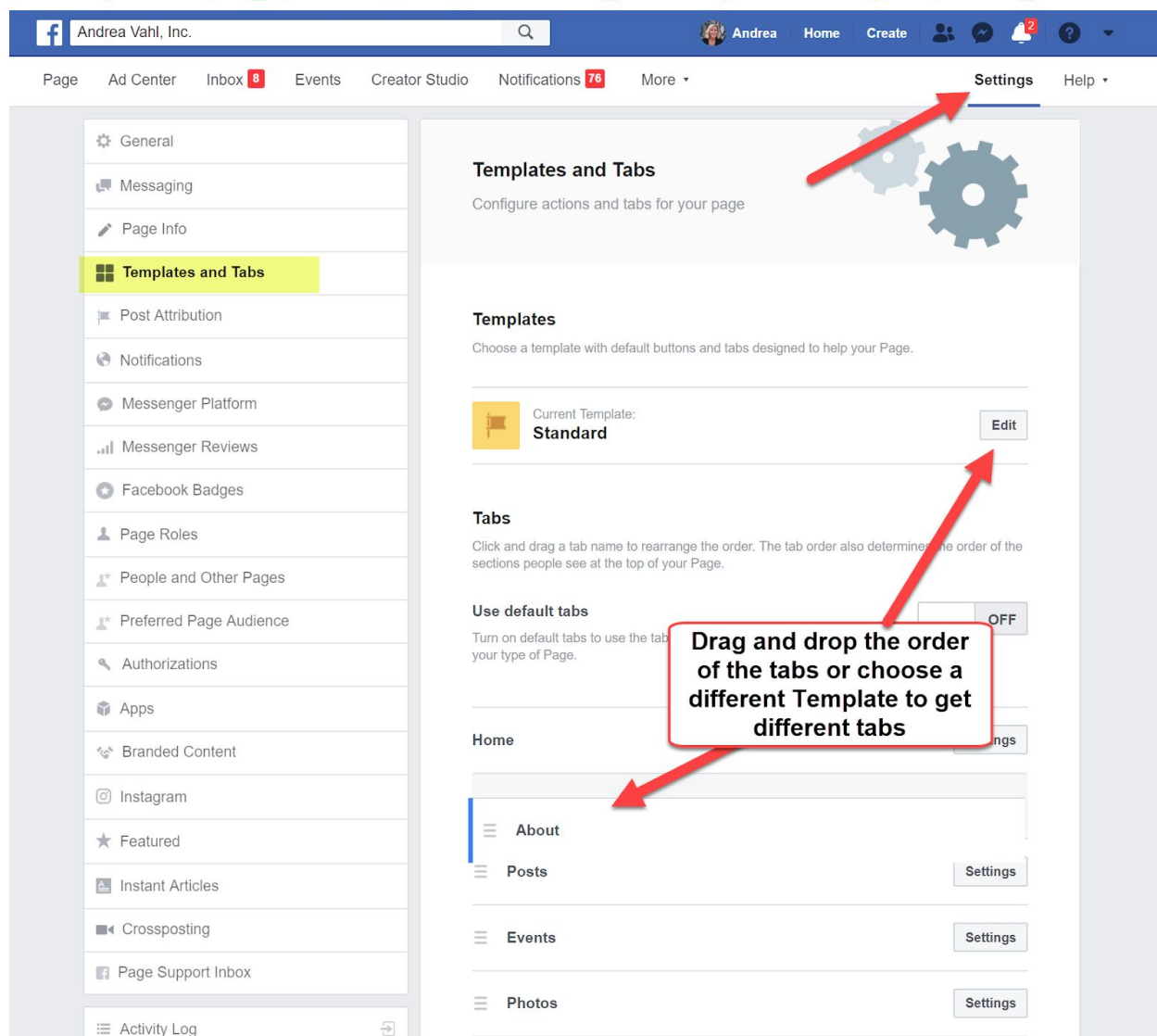


You can have up to 3 categories selected and, by adding more categories, you may come up in the Facebook search a little easier (but Facebook search isn't all that great).

People ask me about what Facebook Category to choose and the truth is, categories don't make a huge difference other than things that may be available to you on your About Page and maybe the apps that are suggested. Make sure you choose Local Business if you are a local business so you can take advantage of checkins, reviews, and other location-related features Facebook has.

Also note that Facebook has changed the names of categories over time. So an older Page may have a different category name than is available today. And they are also blurring the lines of the categories so there seems to be more overlap in how the About Pages appear.

You can move your About Page higher or lower in the left sidebar menu so that it is more prominent. To adjust the menu items on the left side bar, go to the Templates and Tabs section in your Settings.



Then you can just drag and drop the menu items where you want.

## What to include on your Facebook About Page

One of the biggest mistakes I see people making with their Facebook About Page is low detail and lack of keywords. Make sure you tell your story. Share why your business is different, how you got started, and what you offer. The links

in your About Page are clickable so add links to sections on your website where people can get more information.

Here are some good ideas for things to consider adding to any Facebook About Page:

1. **Your Company Story.** Tell how you got started and what makes you different from your competition. This may be the first time someone is finding your business online so tell them what they need to know to want to work with you or buy your product.
2. **What you do or what you sell.** I often see a nice description about the company but I still don't know what they really do. Add links directly to your products or services on your website.
3. **Contact information.** You should have some way that is best for potential customers to get in touch with you. Phone? Email? Facebook Messenger? Let people know how to contact you.
4. **Links to other social profiles.** Why not tell people where else they can find you? Yes, maybe Facebook is your primary social site but if you are active in other places, add those links.
5. **Social Media Policy.** Let your community know what the rules are for posting on your Facebook Page or commenting on your posts. That way if there is profanity, hate speech, or something against your terms, then you can easily delete it. Learn more about [creating a social media policy](#).

Depending on how your Page is configured, you can add these sections in different areas of your Page. Make sure you look under the More section to add links to your About Page.

AndreaHomeCreat

Search

Edit your details

General

Contact

Location

Hours

More

DRAG MAP TO REPOSITION

☐ Customers visit my business at my street address (unchecking this box will hide your street address and check-ins)

Located In

☐ Located inside another place

Add details (e.g., inside Grand Central Station)

HOURS

Hours

☐ Open on selected hours

☐ Always open

☒ No hours available

☐ Permanently closed

MORE

Impressum

I am the co-author of Facebook Marketing All-in-One for Dummies and was the Community Manager for Social Media Examiner, for over 2 years. I also use my Improv comedy skills to blog as a slightly cranky character, Grandma Mary – Social Media Edutainer and you can connect with Grandma Mary here: <http://www.fb.com/GrandmaMaryShow>

Other Accounts

Twitter

YouTube

Instagram

Add Account

Products

Privacy Policy


Save Changes

Cancel

## Add Your Story to Your Facebook About Page

The "Story" section of your Facebook About Page is basically a [Facebook Note](#) that can be formatted with a cover image, paragraph headings, clickable links, and images. I have not found a character limit to this section.

Definitely make sure you tell more about what you do and link to sections on your website or things you want to highlight online.



The screenshot shows the Facebook profile of Andrea Vahl. The header is a filmstrip with three photos of her. Below the header, the name "Andrea Vahl" is displayed, followed by "ANDREA VAHL, INC. · MONDAY, JULY 22, 2019 ·". The bio reads: "Co-author of Facebook Marketing All-in-One for Dummies. Consultant. Speaker. Wig-wearing comedian. Join me at [www.andreavahl.com](http://www.andreavahl.com)". There are icons for photos and links. The story text begins: "I started using social media in 2008 to promote my own side businesses after being laid off from my full time job. I started helping friends and entrepreneurs get on board with Facebook and Twitter and watched as they increased their sales. I wanted to help more people increase their business with social media and I decided to do some online social media tutorials." A red box with the text "Format your Story and add Photos and Links" has two arrows pointing to the photo and link icons. Another red arrow points from the bottom of the story text to a dark bar at the bottom of the page.

**Format your Story and add Photos and Links**

**Andrea Vahl**  
ANDREA VAHL, INC. · MONDAY, JULY 22, 2019 ·

Co-author of Facebook Marketing All-in-One for Dummies. Consultant. Speaker. Wig-wearing comedian. Join me at [www.andreavahl.com](http://www.andreavahl.com)

I started using social media in 2008 to promote my own side businesses after being laid off from my full time job. I started helping friends and entrepreneurs get on board with Facebook and Twitter and watched as they increased their sales. I wanted to help more people increase their business with social media and I decided to do some online social media tutorials.

But I wanted to be a little different. I blended my improvisational comedy background with social media to create Grandma Mary, a Social Media [Eduainer](#). I grew my blog and following and was offered to co-author Facebook Marketing All-in-One for Dummies along with Amy [Porterfield](#) and Phyllis [Khare](#).



## Examples of Good Facebook About Pages

I did actually find it challenging to find many About Pages I really liked.

### Easy Lunchboxes

A long-time favorite example that I use all the time is [Easy Lunch Boxes](#). She has a lot of reference links, a great story, and she's added special characters for emphasis (you have to copy and paste those in).

**Easy Lunch Boxes**  
@EasyLunchboxes

Home  
Start Here  
**About**  
Questions?  
Photos  
Reviews  
Videos  
Posts  
Instagram  
Pinterest  
YouTube  
Shop  
Community

**Pack Meals & Snacks. FAST.**

Shop Now Send Message

**About** [Suggest Edits](#)

**BUSINESS INFO**

Founded in December 2009

**Mission**  
"My mission is to help everyone quickly, easily, and affordably pack great meals to go. And I love sharing YOUR ideas too!" - Kelly Lester

**CONTACT INFO**

[m.me/EasyLunchboxes](https://m.me/EasyLunchboxes)  
<http://EasyLunchboxes.com>

**MORE INFO**

**About**  
These are the ORIGINALS! EasyLunchboxes: The fastest way to pack meals and snacks ... guaranteed. [MORE ► http://www.easylunchboxes.com/welcome](http://www.easylunchboxes.com/welcome)

**Company Overview**  
I'm KELLY LESTER and I hate wasting time. That's why I created EasyLunchboxes - so I could pack lunches... FAST. Join me here as I share tips and tricks about, ... [See More](#)

**Learn More**  
[► http://www.easylunchboxes.com/welcome](http://www.easylunchboxes.com/welcome)  
Buy EasyLunchboxes... [See More](#)

**Founding Date**  
Dec., 2009

**Products**


**STORY**

**Lunch. Take it with you.**

Pack Lunches. Fast.  
[Learn More ► HERE](#)  
SNACK BOXES - now in stock!!  
[BUY EasyLunchboxes](#)  
[Follow on PINTEREST](#)  
[See More](#)

# Commuting Solutions

[Commuting Solutions](#) is a non-profit that highlights their story and their awards.



**Commuting Solutions**  
@CommutingSolutions1998

- Home
- About
- Events
- Photos
- Videos
- Community
- Reviews
- Posts
- E-Newsletter Sign Up

[Create a Page](#)

Like Share

Send Message

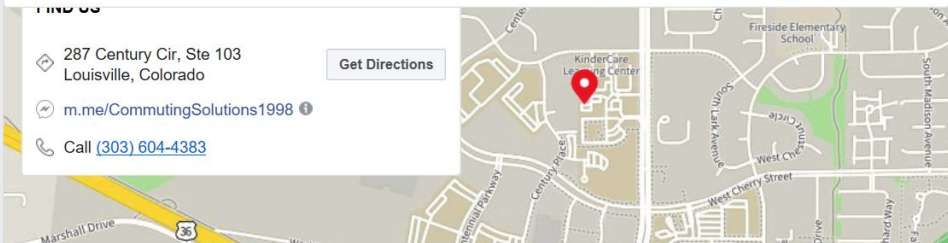
FIND US

287 Century Cir, Ste 103  
Louisville, Colorado

Get Directions

m.me/CommutingSolutions1998

Call (303) 604-4383



HOURS

Always Open

Mission

We connect people to places in the northwest metro region today and for the future. We envision a region with a rich blend of state-of-the-art, multi-modal travel options accessible to, and well-utilized by, our community.

ADDITIONAL CONTACT INFO

info@commutingsolutions.org

http://commutingsolutions.org

MORE INFO

About

Your advocate for transportation investments in the northwest metro region. Let us help you and your company to make commuting as easy as possible, visit [commutingsolutions.org](#)

Company Overview

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and ... [See More](#)

General Information

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and ... [See More](#)

Founding Date

1998

Awards

We were awarded the 2018 Association for Commuter Transportation Excellence in Advocacy Award for our Transportation Matters Business Initiative. Commuting Solu... [See More](#)

Products

For Commuters:  
We help commuters save money, relieve stressful commutes


STORY

Who We Are

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and residents to their communities. Through advocacy for infrastructure and transportation improvements, partnerships and education, we create progressive, flexible transportation solutions.

[See More](#)


TEAM MEMBERS

 Audrey DeBarros

© 2019 ANDREA VAHL, INC | [ANDREAVAHL.COM](#)


## Unbounce

[Unbounce](#) does a good job telling how they started as well as giving you links to their products.



Unbounce  
@Unbounce

- Home
- Posts
- Videos
- Photos
- About**
- Community
- Events



# Make Extra Your New Normal

You never choose average. And neither do we.

Like Follow Share ...

Sign Up Send Message

### About

[Suggest Edits](#)

**Mission**  
To help the world experience better marketing.

---

#### CONTACT INFO

Call (888) 515-9161

m.me/Unbounce

info@unbounce.com

http://unbounce.com

---

#### MORE INFO

**About**  
The leading landing page platform that helps you convert more of your visitors into leads, sales, and customers, all without the need for a developer. Explore the platform for free at <https://preview.unbounce.com>.


**Company Overview**  
Unbounce is the world's leading landing page platform with a workplace of over 175 people and 8 very good office dogs. As one of Canada's fastest-growing tech c... [See More](#)

**Unbounce helps you convert more of your visitors into leads, sales, and customers. Using our drag-and-drop builder, you can create and publish your own landing ...** [See More](#)

**Founding Date**  
2009

**Website · Computer Company**

### STORY




#### Our Story


Unbounce started in 2009 when “landing pages” were little more than a buzzword. Rick Perreault, frustrated waiting on developers for every new campaign he wanted to build, set out to create a better experience for marketers.

Rick joined forces with Carter Gilchrist, Oli Gardner, Carl Schmidt, Justin Stacey, and Jason Murphy to co-found Unbounce. The...

[See More](#)

### TEAM MEMBERS

 **Oli Gardner**


 **Jennifer Chin**

**Milestones**

2018 • Half a Billion Conversions Made on Unbounce's Platform

## Take the Cake

A personal favorite because it's a friend of mine from high school is [Take the Cake](#) in Dublin. Krissy tells her story and uses some of the local features of Facebook. Her cakes are DELICIOUS too :)



Take The Cake - Dublin  
@takethecakedublin

Home

About

Photos

Reviews

Events

Posts


Videos

Live Videos

Menu

Notes

Community



Liked Following Share ...

Send Message

About [Suggest Edits](#)


**FIND US**

Unit C6 Base Enterprise Centre,  
Damastown Road  
Mulhurddart, Dublin, Ireland

[m.me/takethecakedublin](#)

Call +353 86 211 3375

[Get Directions](#)



**HOURS**

Closed Now 9:00 AM - 5:00 PM

**ADDITIONAL CONTACT INFO**


[krissy@takethecake.ie](mailto:krissy@takethecake.ie)

<http://www.takethecake.ie>

**MORE INFO**

- About  
Baking the world a better place.
- Impressum  
Baking the world a better place
- Take The Cake creates individually handmade, delicious treats for any occasion! We offer fresh, traditional American cakes, cookies, pies and more -- the kind you mightn't usually find in Ireland.
- Founding Date

**STORY**



**Our Story**


Take The Cake creates individually handmade, delicious treats for any occasion! Traditional American dessert made with Irish ingredients. Come see us at St. Anne's Park in Raheny on Saturdays, and Herbert Park Market in Ballsbridge on Sundays! A selection of our desserts are available in Nolan's of Clontarf, Londis Malahide, Spar Ashtown and ...

[See More](#)



## Finish Line

It was hard to find good examples in some of the big brands but the [Finish Line](#) has a good About Page.



**Finish Line** ✓  
@finishline

Home

**About**

Photos

Videos

Posts

Locations


Events

Shop

Notes

Offers

Community



Like Follow Share ...

Shop Now Send Message

### About

[Suggest Edits](#)

#### BUSINESS INFO

Founded in 1976

**Mission**  
Our mission is to connect to young, fashion conscious individuals through a premium brand experience featuring the best selection of authentic, sport inspired products. We define this premium experience through our product, our presentation and our people.

#### CONTACT INFO

Call (888) 777-3949

m.me/finishline

customercaresocialteam@finishline.com

https://www.finishline.com

#### MORE INFO


**About**  
Style is an individual pursuit. #EPICFINISH

**Company Overview**  
Finish Line, Inc. is a leading athletic retailer offering the best selection of brand name footwear, apparel and accessories. The company operates more than 660... [See More](#)

**We sell all the hottest and latest footwear, athletic gear, and accessories in over 600 of the best malls in America and online.**  
Finish Line, Inc. is a leading... [See More](#)

**Founding Date**  
1976

### STORY



**Our Story**


We sell all the hottest and latest footwear, athletic gear, and accessories in over 600 of the best malls in America and online.

Finish Line, Inc. is a leading athletic retailer offering the best selection of brand name footwear, apparel and accessories.


Check out our CAREERS page:  
<https://www.finishline.com/store/corporate/employment.jsp>

[See More](#)

### TEAM MEMBERS



**Alijah Landing**



**Kim Nguyen**



# Staples

[Staples](#) has a great example of adding their Facebook Page policy into their About section.

The screenshot shows the 'About' section of the Staples Facebook page. The left sidebar contains the Staples logo and navigation links: Home, Videos, Photos, Posts, About (selected), Welcome, Weekly Ad, Locations, Community, and Events. The main content area is divided into sections: BUSINESS INFO, CONTACT INFO, MORE INFO, and TEAM MEMBERS. The BUSINESS INFO section includes the founding date (May 1, 1986) and the mission statement. The CONTACT INFO section provides the mobile app link (m.me/StaplesStores) and the website (http://staples.com). The MORE INFO section contains the 'About' statement, 'Company Overview', and 'Terms of Use'. The TEAM MEMBERS section lists Olivia Long as a team member and includes a 'Milestones' section with three key events: Celebrated 25th anniversary (2011), Easy Button is born (2005), and Ron Sargent becomes CEO (2002). The 'Terms of Use' section is a detailed policy statement regarding user content and community guidelines.

**Staples Stores** ✓  
@StaplesStores

Home  
Videos  
Photos  
Posts  
**About**  
Welcome  
Weekly Ad  
Locations  
Community  
Events

Like Follow Share ... Shop Now Send Message

### About [Suggest Edits](#)

#### BUSINESS INFO

Founded on May 1, 1986

Mission  
Together we make the workplace work.

#### CONTACT INFO

m.me/StaplesStores ⓘ

http://staples.com

#### MORE INFO

**About**  
We make it easy to make more happen.

**Company Overview**  
Staples helps the world work better with work solutions that deliver industry-leading products, services and expertise across office supplies, facilities, break... See More

**Terms of Use:**

We love hearing from you! The Staples Facebook page is a community for our fans to actively engage with Staples and each other.

This page is meant to provide Staples fans with a forum to discuss Staples products and promotions and to receive information. It's important to note that postings from fans to the Staples Facebook page are not representative of the opinions of Staples, nor do we confirm their accuracy.

Facebook has an automatic spam filter and some posts may be hidden unintentionally as a result. If your post is hidden by this automatic filter and does not violate our house rules, we will un-hide the post for public viewing.

We welcome your views, comments and other communications, pictures or videos ("User Content"). It is not possible for us to monitor every Facebook posting on the Staples Facebook fan page and we reserve the right to remove any User Content that does not adhere to our Terms of Use and:

- is abusive, defamatory, vulgar or obscene;
- harasses, stalks, threatens other users;
- is fraudulent, deceptive or misleading;
- violates any intellectual property right of another, or any law or regulation;
- is otherwise offensive;
- is off-topic, out of context, or spam
- suggests new product innovations or advertising ideas, or
- includes any personal information including but not limited to, email address, phone number, and/or order number.

Your use of the web site or any content on the web site is at your own risk. Staples specifically disclaims any liability out of or in any way connected with access to or use of the Staples Facebook fan page. We also reserve the right to block anyone who violates these guidelines from posting on our page.

#### TEAM MEMBERS

Olivia Long

#### Milestones

2011 • Celebrated 25th anniversary

2005 • Easy Button is born

2002 • Ron Sargent becomes CEO

[See All](#)

Use these examples for some inspiration but I think in each of these there is room for some improvement. This post inspired me to revamp my Facebook About page and you can take a look at it here:

<https://www.facebook.com/pg/AndreaVahlinc/about/>

While you are there, feel free to Like my Page 😊

# FACEBOOK GROUPS: 5 UNWRITTEN RULES

Are you participating in more Facebook Groups these days? Facebook groups are a great way to connect with your audience and talk about common interests but there are a few unwritten rules that need to be spelled out.

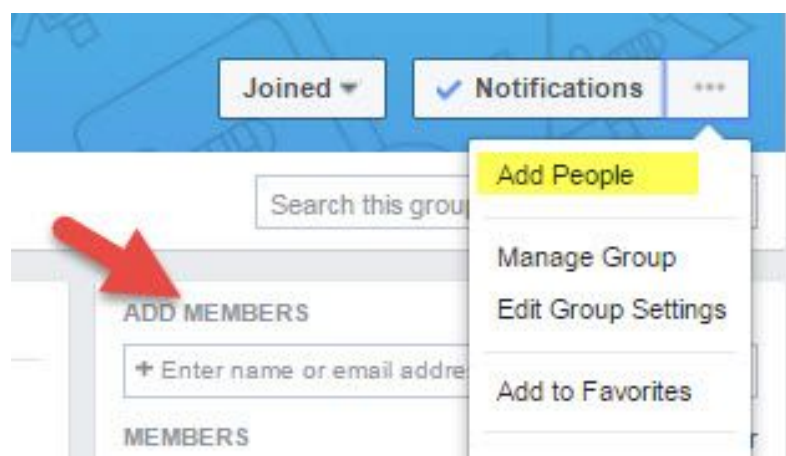
As [Facebook changes their algorithm](#), it's harder to reach your audience with your Facebook Page. A [Facebook Group](#) can be a great way to connect with your customers, network with new people, and even use as a mastermind space.

In this article, I'll give you 5 guidelines to follow when using Facebook Groups and a few bonus tips.

## #1 Don't add people to Facebook Groups without their permission

This is one of my biggest pet peeves and one I know a lot of other people have too. Sometimes the founder of a group might think that you might be interested in a group because you are interested in the topic. Or they think you might be a good "addition" so you can answer questions in their group.

Facebook has made it too easy to add people to a Group and unfortunately they don't have an "Invite" button.



Here's the thing about adding people to a group without their permission: **It's not your decision to make – it should be their decision to join.**



You can see from [Joel Comm's](#) post that over 351 people agreed with his opinion.

Don't add people with the reasoning "you can leave if you want to", because now you've added more work for me.

What to do instead:

1. Invite people personally through an e-mail with your invitation and why they might want to join. Give them a link to the Group to join if they would like. Outline what's in it for them.

2. Share the link to your Group on your Facebook profile with an invitation for people to join. (Do not share your link to your Facebook Group in other Groups – see #4 on spamming Groups).
3. Share the link to your Group in other places like Twitter, LinkedIn, or at the bottom of your e-mail signature.

There may be exceptions to this rule when you are close friends with someone, or you are gathering a group of people together who are already in a natural group (school groups, masterminds, etc.) But for the most part, this rule should stand as the #1 thing not to do.

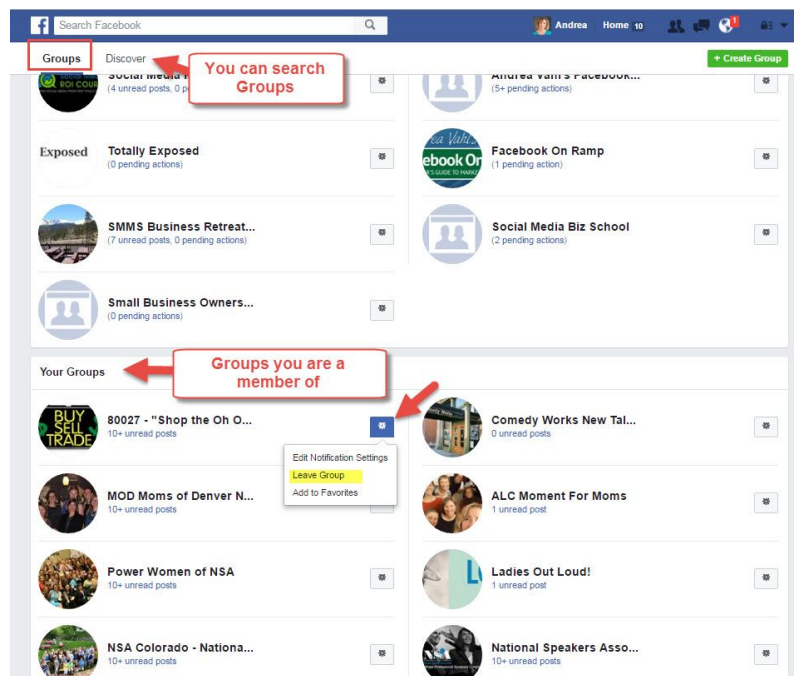
## How to leave Groups

You may be surprised how many Groups you are a part of and it is quite easy to leave Groups.

### How to leave a Facebook Group:

1. Go to [www.facebook.com/groups](https://www.facebook.com/groups) when you are logged in.
2. Scroll down to Your Groups
3. Click the wheel icon next to the Group you want to leave and select Leave Group.

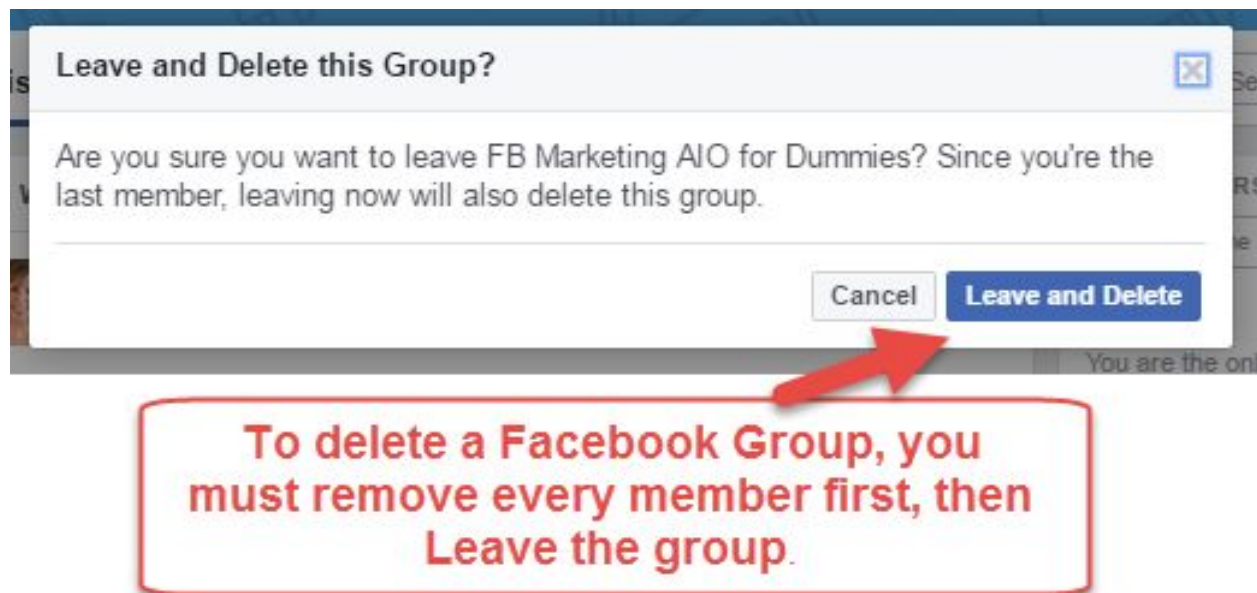
You can also search through Groups on the Discover tab to see if there are current active Groups you want to join rather than building your own from scratch.





You also have the option to Edit your Notification Setting so that you don't get bombarded by notifications and you still want to be a part of the Group.

Also note that you can't delete a Facebook Group you have created until you remove every member from the group.



## #2 Post the Rules or Guidelines of your Group

If you are going to create a new group, post your Group rules or guidelines where they are easily accessible.

Any of these 3 places will work:

- In a Pinned Post so that everyone sees them when they come into the Group area
- In the Description of the Group (good for Closed Groups so people know if they can request to join)
- In the Files area

Some Groups have a no links policy at all times. Others allow links or promotions on certain days or times. It's good to know the rules of the Groups you are participating in so that you don't get kicked out.

Access the Description of the Group either right in the sidebar of the Group or in the Settings area.

The image consists of two side-by-side screenshots of a Facebook Group page for "Social Media Manager School".

**Left Screenshot (Sidebar View):**

- ADD MEMBERS:** A search bar with the placeholder text "Enter name or email address..."
- MEMBERS:** A section showing "899 Members" with a blurred image of group members.
- DESCRIPTION:** A section with the text "This is a private Facebook Group dedicated to the people who hav... See More". A red arrow points to the "Edit" link next to the description.
- GROUP TYPE:** A section showing "Study Group".

**Right Screenshot (Main Page View):**

- Group Name:** "Social Media Manager School" with a "Closed Group" status.
- Group Type:** "Study Group" with a "Change" link.
- Privacy:** "Closed Group. Anyone can find the group and see who's in it. Only members can see posts." with a "Change Privacy Settings" link.
- Membership Approval:** Two options: "Any member can add or approve members." (selected) and "Any member can add members, but an admin or a moderator must approve them."
- Web and Email Address:** "Web: https://www.facebook.com/groups/SocialMediaManagerSchool/" and "Address: Share this link to help people find your group." with a "Change Address" link.
- Description:** A section with the text "This is a private Facebook Group dedicated to the people who have purchased Social Media Manager School. http://socialmediamangerschool.com Andrea and Phyllis will answer your questions and help you create a new career as a social media manager. More Money - Better Clients - Less Stress. Reminder that this group has a no selling policy and no spam. If you spam the group with your sales offers, excessive links, freebie offers, and other... Potential members see the description if privacy is set to public or closed." A red arrow points to this section.

### #3 Moderate Your Group

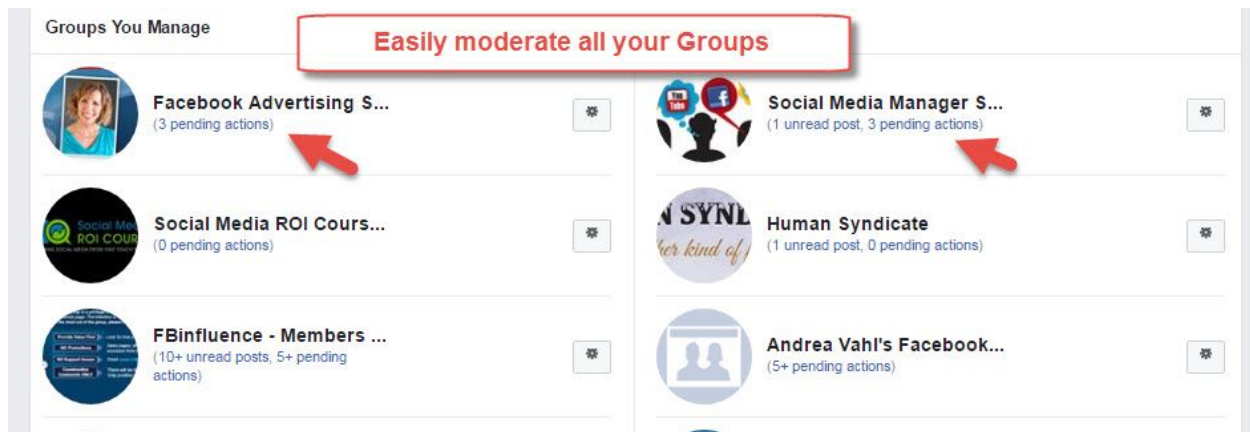
Having an active Facebook Group is a lot of work. It can be very rewarding but just know that when there are a lot of people posting, there can be spam that comes up or discussions that get nasty.

If your group is seen as not a safe space to be in, people will leave. You may need to lay down the law and remind people how to act. Having written rules will help as well.

Chris Brogan runs a tight ship over at his Facebook Group called [The Secret Team](#) with over 14,000 members and that's why people value that Group.



If you manage several Facebook Groups, you can see new activity at a glance on Desktop by going to [www.facebook.com/groups](http://www.facebook.com/groups) or using the mobile Facebook Groups App and seeing what new activity is there.



## #4 Don't Spam Facebook Groups

Yes, your “helpful” links to your own blog content is also a form of spam in many people’s eyes. Just think if you were part of a Facebook Group of 100 people and every day, everyone posted a link to their own content. The Group would be useless.

Many Groups have rules around when you can post your content and that’s a good thing.

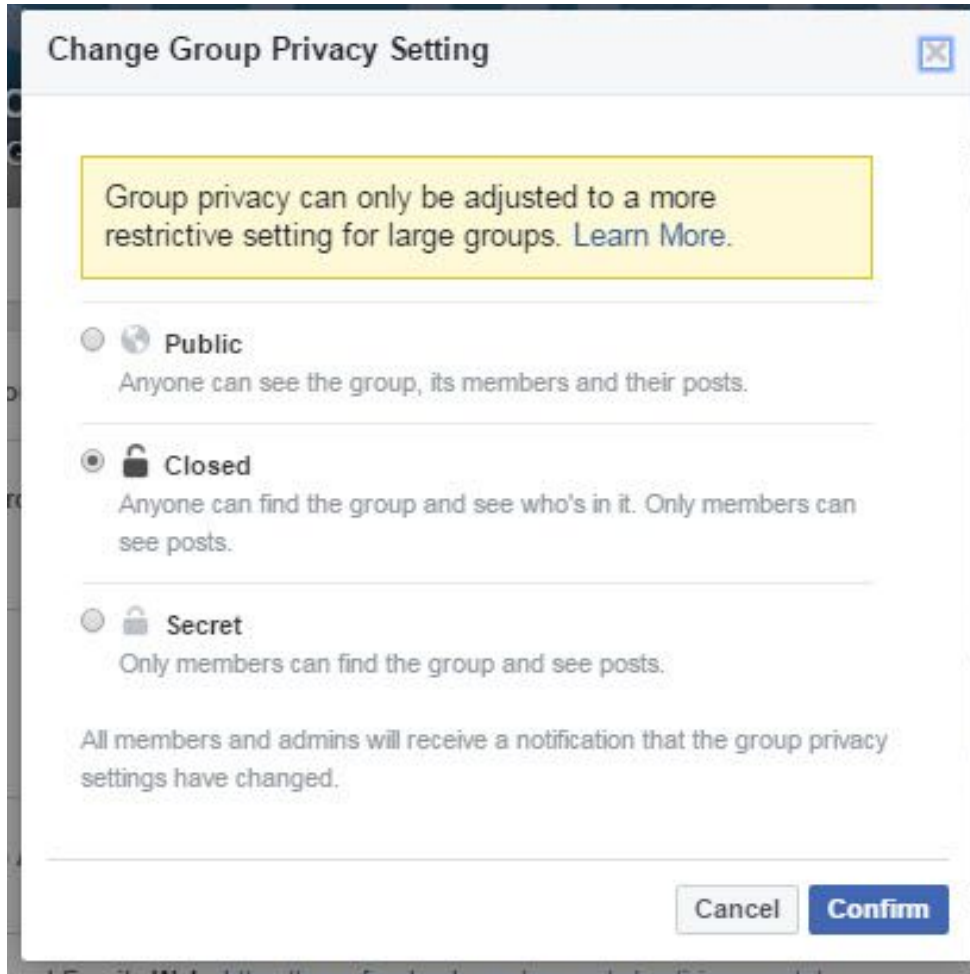
If you are the Group owner, please make sure you follow your own rules.

## #5 Use the Group Features

If you are going to attract people to your Group, use the Group settings to help you. Here are some things to watch when setting up a Group:

1. Create a nice Group cover image. Facebook does not specify the correct size other than to say it must be at least 400 x 150 (784 x 295 is a common size that many people use)
2. Create a [Facebook Web Address for your Group](#) so that the link to your Group is easy to use. Do this in the Group Settings (see #2 for navigation)
3. Add Files for things that you need to reference often. The Group Search doesn’t always work that well for discussions that come up frequently.

4. Make sure you choose the correct privacy setting for your Group so that you are protecting your members privacy. But Group members should also realize that nothing online is completely private so be careful what you share. The options are Public, Closed, or Secret.



5. Add additional Admins when you need help moderating. Set the duties of each moderator clearly and divide up the responsibilities (i.e. someone checking new members, removing spam once a day, responding to questions, keeping the conversation going).

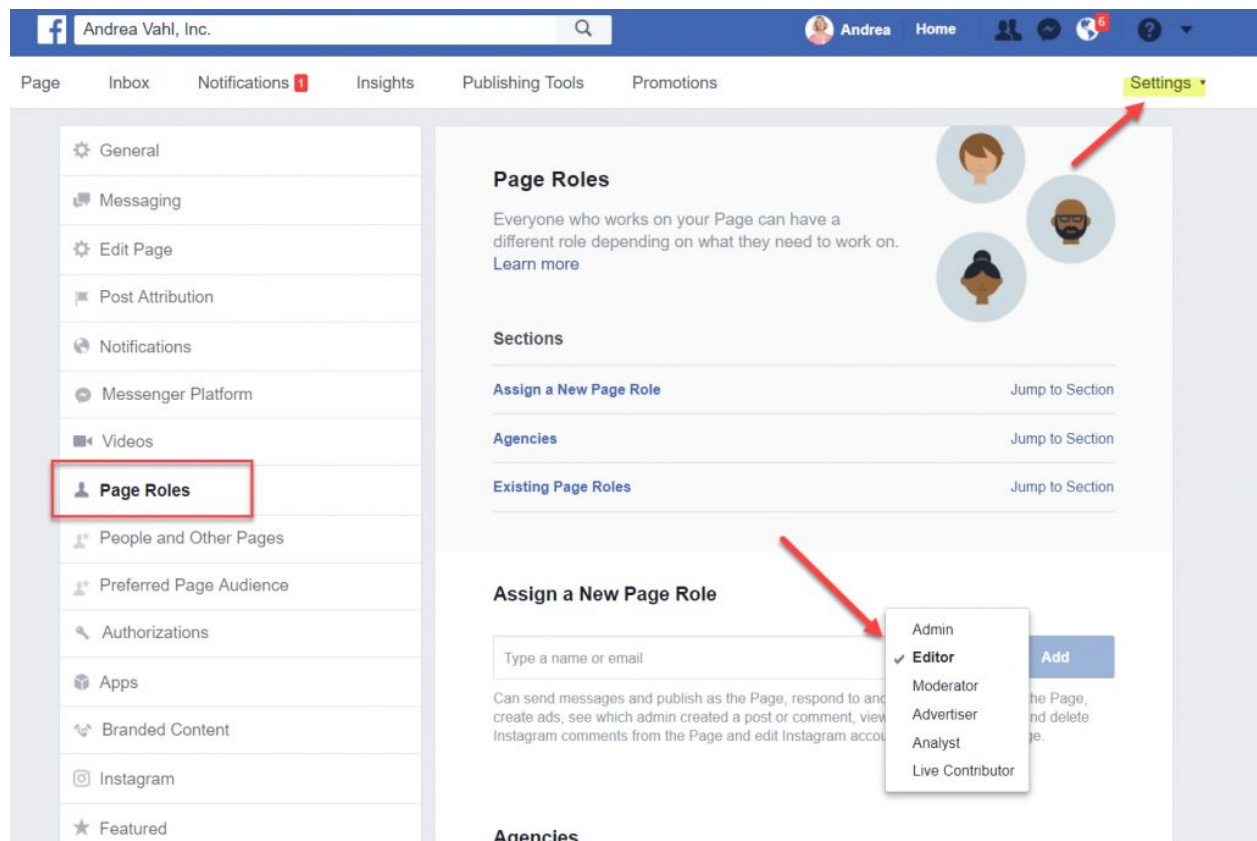
Facebook Groups are a great way to connect with people and can be good for your business. Just make sure you use them right! **The Golden Rule is to Be Helpful!** If you are going to use them, participate regularly and either spark conversation, or respond to people's posts.



# HOW TO EASILY ADD A FACEBOOK ADMIN TO YOUR PAGE

Are you having trouble adding an **Admin to your Facebook Page**? Even though you may be going about it the correct way, Facebook can be kind of flaky and not work correctly. (Shocking, I know)

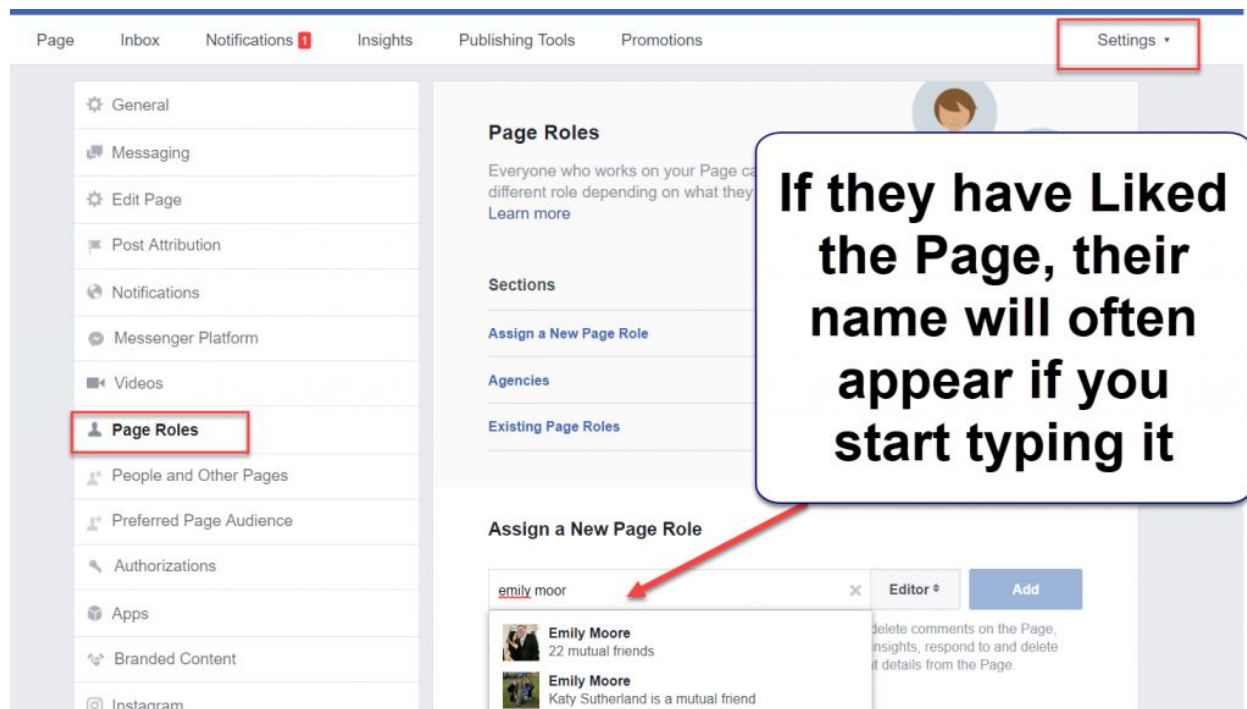
The standard way of adding an Admin is to go to Settings at the top of your Page, then select **Page Roles on the left sidebar**.



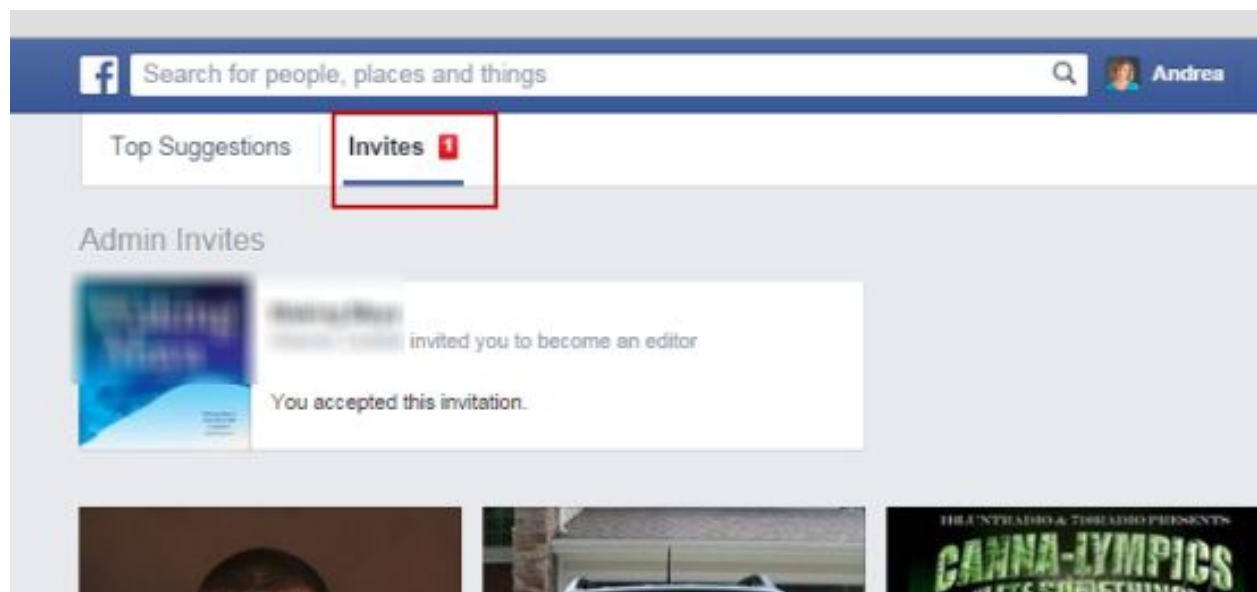
Once you are there, you can add the e-mail address of the person you want to add as an Admin and select their level of access to your Page. The e-mail address must be the **e-mail address that they use to log in to Facebook**. Make sure you are giving them the **appropriate level of access to your Page** and that you **trust** this person!

	Manager	Content Creator	Moderator	Advertiser	Insights Analyst
Manage Admin Roles	✓				
Edit the Page and Add Apps	✓	✓			
Create Posts as the Page	✓	✓			
Respond to and Delete Comments	✓	✓	✓		
Send Messages as the Page	✓	✓	✓		
Create Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓	✓	✓

But sometimes the **Facebook Admin** does not get saved in the **Roles** area no matter what you do! **Currently, the only way to get this corrected is to connect with the person as a friend first.**



If the Admin Roles area says **Pending** next to their name then have them check [www.facebook.com/pages](https://www.facebook.com/pages) while they are logged in to Facebook and look under the Invites section. Invites to become an Admin sometimes show up there.



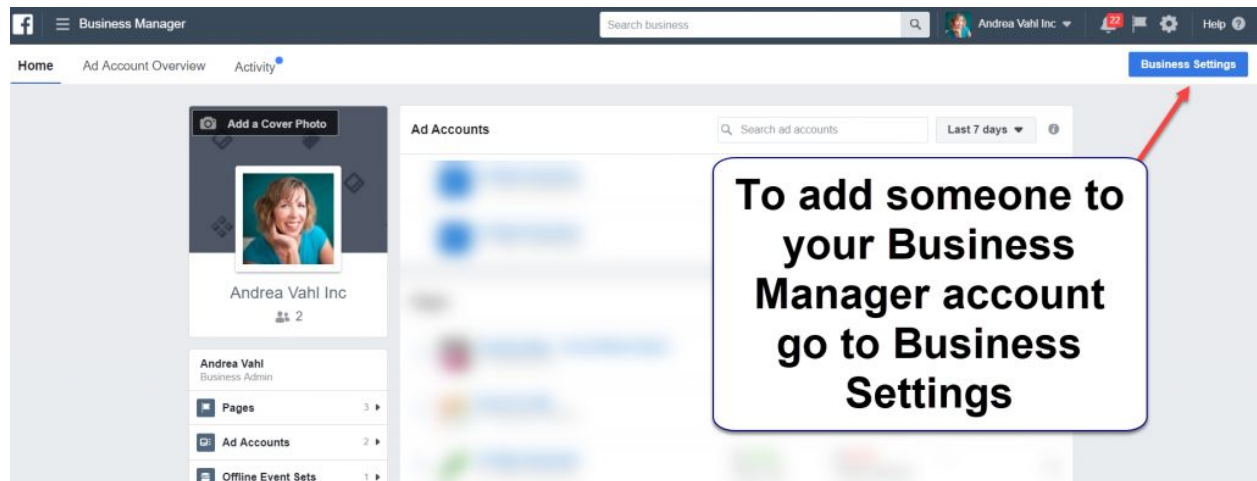
## Adding an Admin to Your Facebook Page in Business Manager

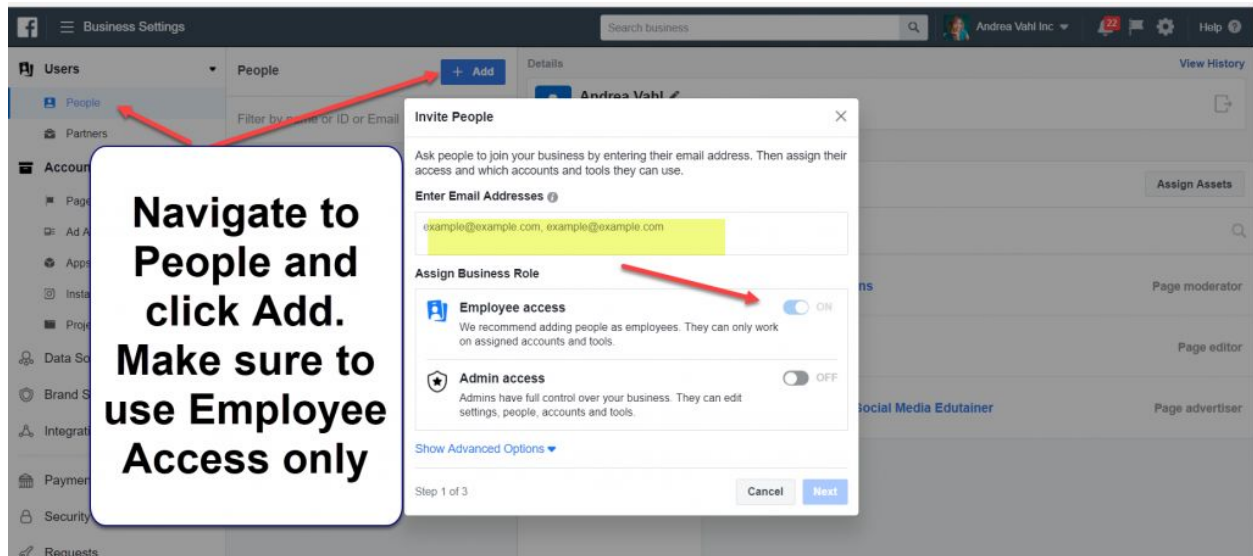
If you are working in the Business Manager, you will have to either add the individual to your Business Manager (as an Employee) and then give them access to your Facebook Page.

Here is how you add an Admin to your Page through Business Manager:

1. Navigate to your Business Manager at <https://business.facebook.com/>
2. Click Business Settings in the upper right corner.
3. Select People on the left side (it may already be defaulted to that option).
4. Click Add.
5. Enter the email address of the person you want to add (their Facebook login address).
6. Make sure Employee Access is selected then select Next. Admin Access gives control over everything (billing, etc)
7. Select the Page they should work on and then select Invite.
8. If they are also going to work on the Ads Account you can invite them to that as well.

They should receive an email that they have been invited to work on your Page.

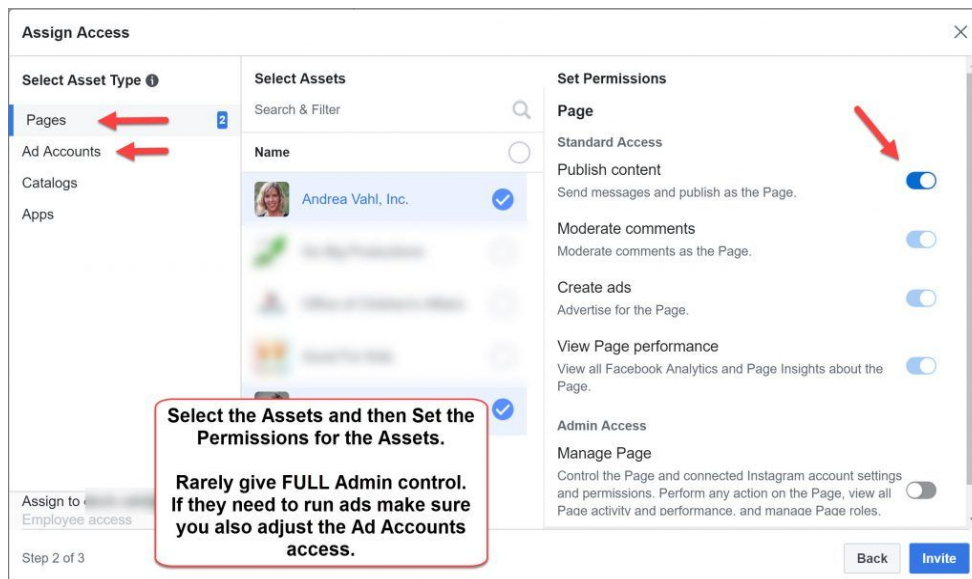




After you add the person's email, click the Next button.

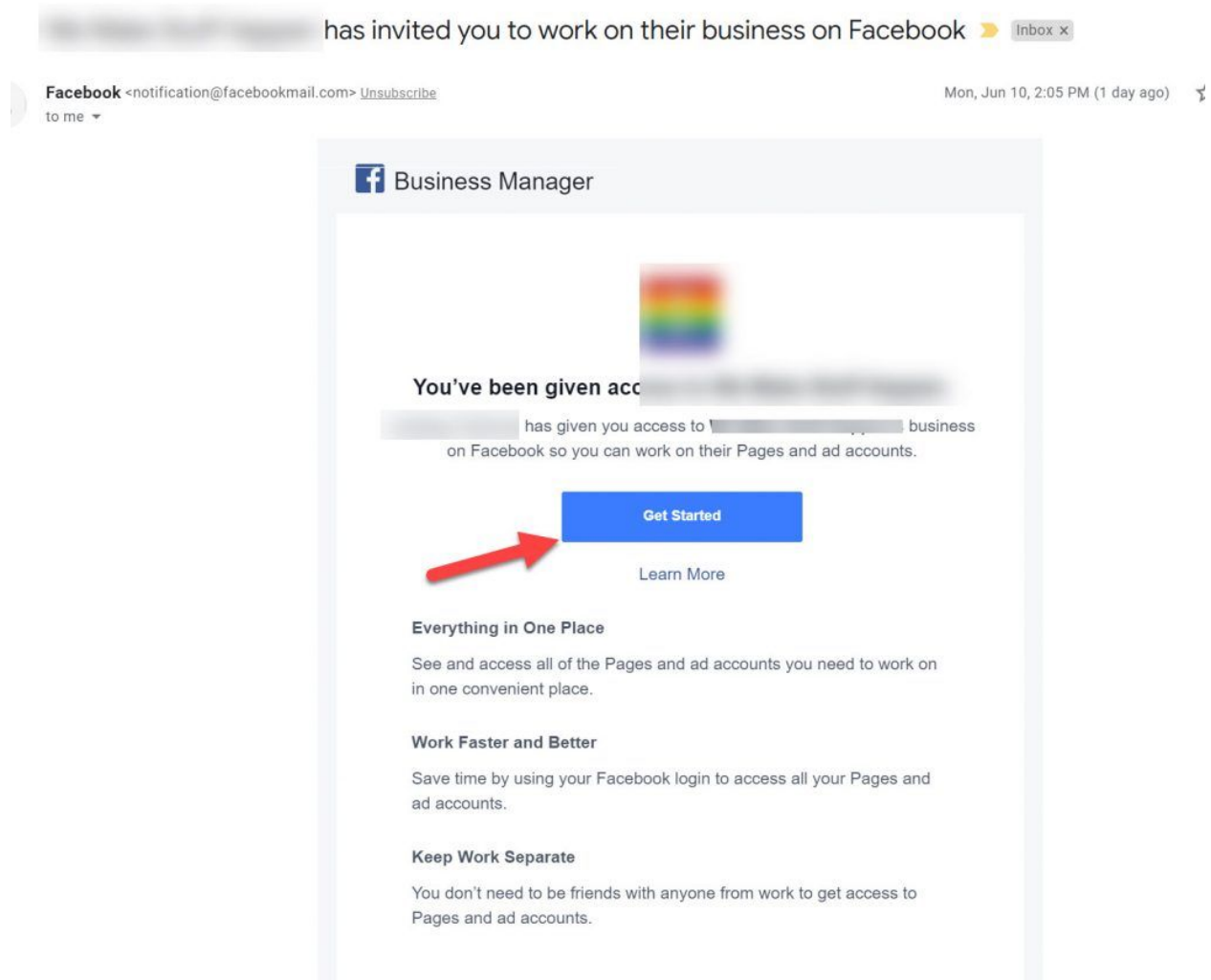
You can then Select the Assets and Set Permissions for the Pages and Ad Accounts. Rarely give full Admin control to anyone as they could delete your Page.

If they also need to run Ads for your account, make sure to adjust the permissions on your Ad Accounts as well then click Invite.





They will see the invitation from notification@facebookmail.com to work on your Business Manager.



## Watch out for these Facebook Admin Pitfalls!

### **#1 Make sure there is at LEAST 1 full Admin on the Page at all times**

If you remove yourself as a full Admin and there is no other Admin on the Page, you will lose access to be able to add any other Admins. Only a full Admin can add another Admin.

There is no troubleshooting for this problem other than to try and [contact Facebook](#) which is extremely hard to do.

### **#2 Do not give someone Full Admin rights that you don't trust – they could delete the Page**

Or they could remove you as an Admin and take over the Page. Unfortunately there is not any way to troubleshoot this either – you will have to try to contact Facebook.

### **#3 If you delete yourself as a Facebook Admin, you will have to have another Admin add you back to the Page**

You can delete yourself from client Pages that you no longer need access to or from Pages where you have transferred to another Admin, that is fine. But if you still need access, do not delete yourself or change your level unless you need to.

Also, if you do need to transfer a Facebook Page from one person to another, a totally acceptable way to do this is to add them (as a full Admin) and then once you make sure they have access, delete yourself.

### **#4 In order to run Facebook Ads on your account, your admin needs access to both your Facebook Page and your Ads Account.**

If you have the Business Manager you can follow the steps above to adjust their permission. Or look at this post on [running Facebook ads for a client](#).

# FACEBOOK BUSINESS MANAGER EXPLAINED

---

Have you heard about Facebook's Business Manager and just want it explained in simple terms? Should you be using the Facebook Business Manager? When don't you need to use it?

There are a lot of misconceptions going around about the Business Manager and in this post you will learn when you should use it, how to get started using it, and some of the pitfalls with using it.

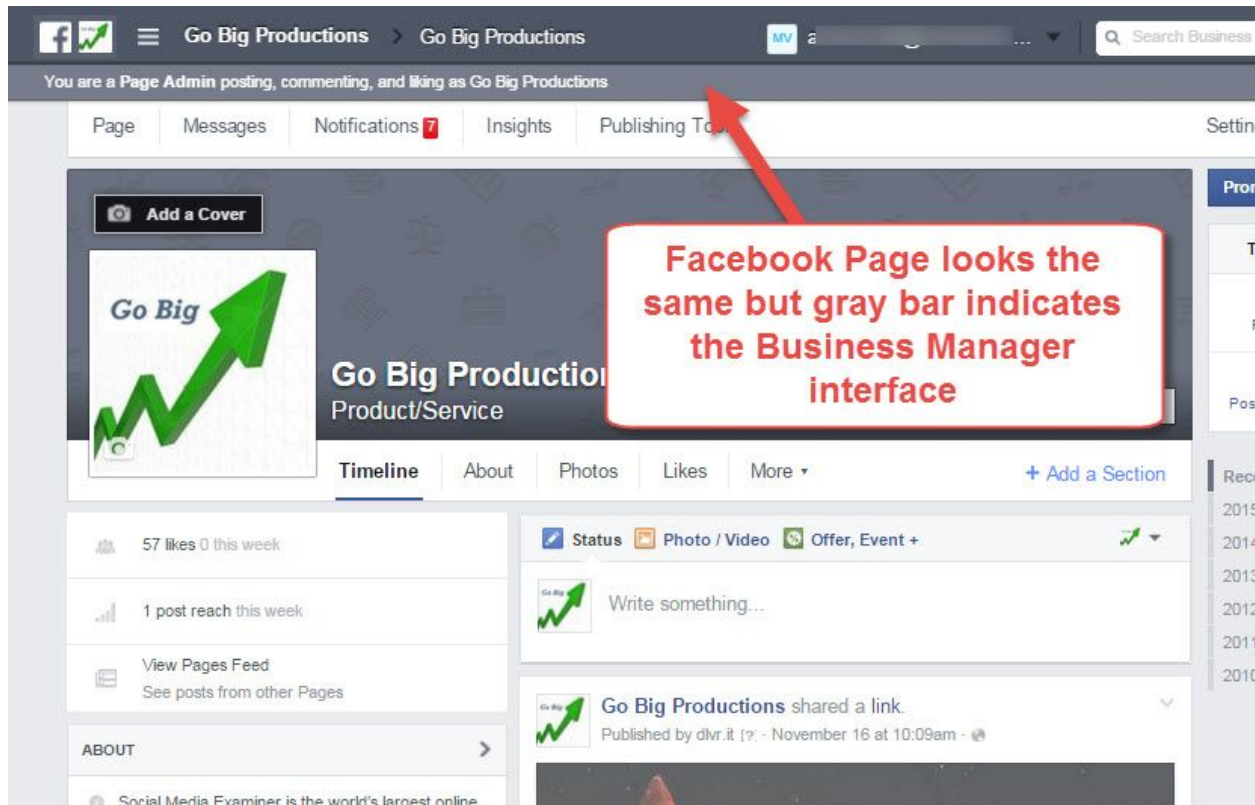
## What is the Facebook Business Manager?

The Facebook Business Manager is just another way to access Pages and Advertising Accounts. Facebook released the Business Manager in 2014 and it's main purpose is to make Pages and Ad Accounts easier and more secure to work on for teams of people.

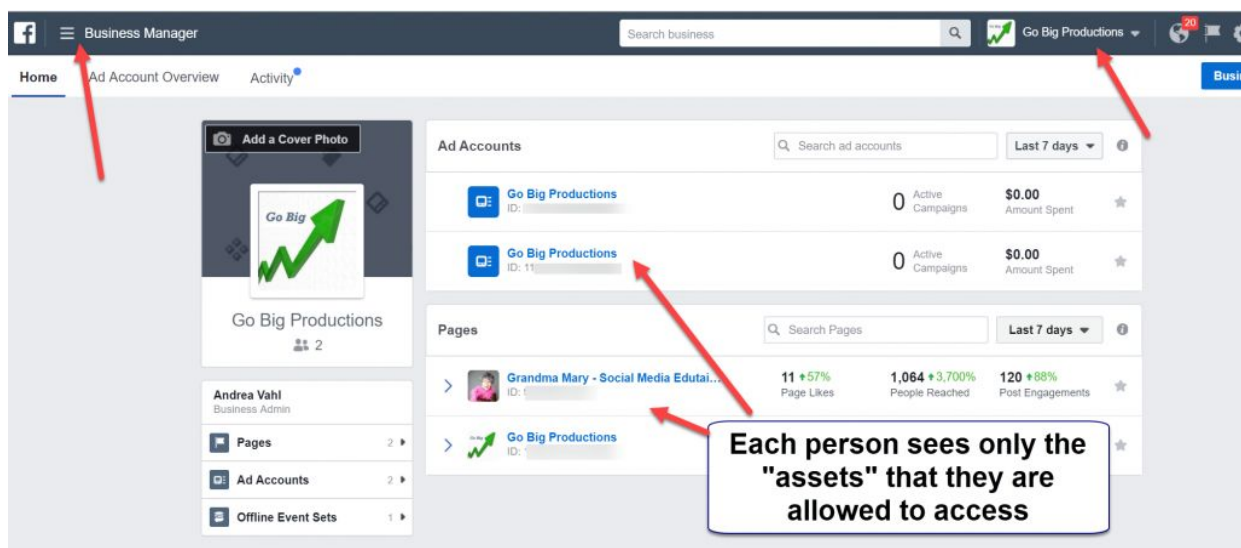
Think of it as an "umbrella" that the Page and the Ad Account lives under.

You can easily give different people on your team different levels of access to each Facebook Page or Ads Account in your management portfolio. The Pages and Ads Manager and Power Editor all function the same once you access those areas, the Business Manager is just a central hub for managing the accounts.

Some people may not even realize they have transitioned over to the Business Manager but you can tell for sure by the gray bar at the top of the Page.



When you navigate to the Business Manager area your initial screen is different. You will see all the Pages or Ads Accounts that you are given access to on the main page. You can have multiple Ad accounts under one Business Manager and multiple Pages.



## When do you need the Facebook Business Manager?

The Facebook Business Manager is best when you have a **team of people** working on multiple Pages or Ad Accounts. So think **Agencies, or larger businesses with multiple admins**.

If you are a smaller business with one Facebook Page and one Facebook Ads account, you can have [multiple admins](#) to those accounts but you still may want to have a central place to control permissions.

Also note that if you are going to have an agency or person who is going to help you post on your Page, **you DON'T need to switch to Business Manager just because they are using it** – you can just give them access to your Page. That way they can access your Page as normal and they can use the Business Manager. But if you have an Ads Account and you want an agency to help you run ads from your Ads account, then you will need to switch to the Business Manager if they are already using it.

## Things to Know Before You Get Started with Business Manager

When you get started with the Business Manager, you have to **select a Page as a Primary Page** for the business. This Primary Page used to not be able to be removed from Business Manager but as of this writing, it looks like that has changed. But know that in order to request access to other assets, there **must be a Primary Page**.

You can change the Primary Page later for the Account but just know that the Primary Page will “stay” in your Business Manager and only be able to be accessed through the Business Manager.

The true “owner” of the company should start the process of forming the Business Manager for the company. Then that person can give the proper



Admin access to other members of the team. You can start Business Manager for someone but it will show that your profile created it.

**You can be given access to a Business Manager as a personal profile or Business Manager to Business Manager.**

There is a big difference between **Claiming Assets** and **Requesting Access to Assets**. If you need to work on someone else's Page or Ads account, you should Request Access to those assets, not claim them to be part of your Business Manager.

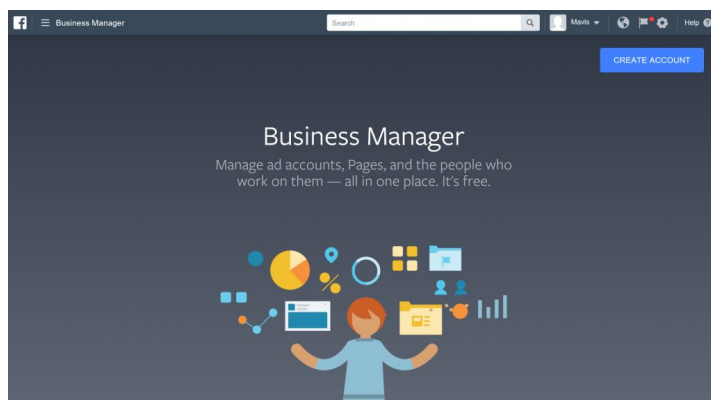
If you CLAIM an Ad Account it is very difficult to remove that ad account from the Business Manager – hopefully Facebook will adjust that.

Once you move a Page into the Business Manager, you will have to use the Facebook Pages App to access the Page on mobile devices.

Business Managers can work together and give access to another Business Manager under the Partners section of the Business Settings.

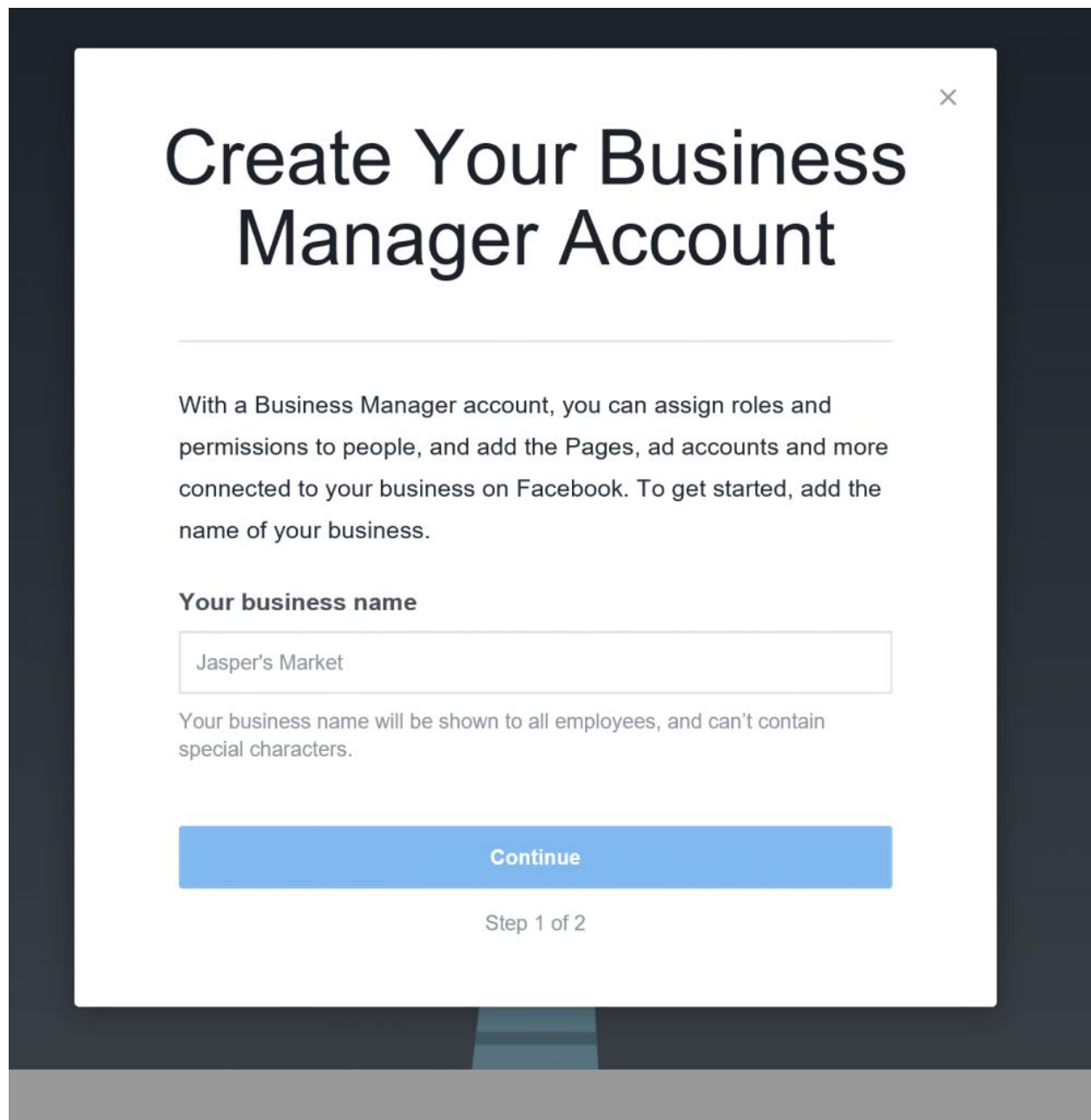
## Getting Started with the Business Manager

Some accounts have been prompted to migrate to the Business Manager and may have a message in their Ads Account area. But the easiest way to migrate to Business Manager is to go directly to: <https://business.facebook.com/> and scroll down to the Get Started Button.



Once you click the blue Create Account button you'll see a pop-up box with just 2 steps to getting started.

**Step 1:** The first step is to just name your Business Manager account. It can be the same name as your Page, just realize that when you are navigating around.



# Create Your Business Manager Account

With a Business Manager account, you can assign roles and permissions to people, and add the Pages, ad accounts and more connected to your business on Facebook. To get started, add the name of your business.

**Your business name**

Your business name will be shown to all employees, and can't contain special characters.

**Continue**

Step 1 of 2

**Step 2:** The second step is just creating your name and email you will use for your Business Manager. You can use a different email or the same one you use to log into your personal profile if you want.

×  
[← Back to Business Name](#)

# Create Your Business Profile

---

Add the name and email you want to use for Business Manager. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

**Your name**

**Your business email**

We'll send notifications about your business to this email.

**Finish**

Step 2 of 2

After you get set up they will also ask if you want to **add a Page and Claim an Ads Account**.

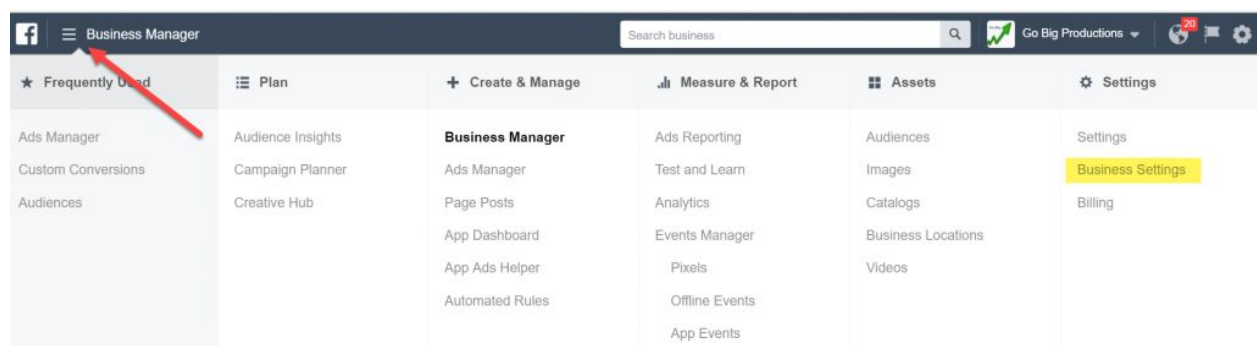
Claiming an Ads Account cannot be undone that I can see so be very careful about claiming Ads Accounts. You can always **request access** to another Ads Account and then the owner of that Ads Account will retain the information about the ads and stats. Learn the [difference between Claiming an account and Requesting Access to an account](#).

### 3 Essential Steps to the Facebook Business Manager

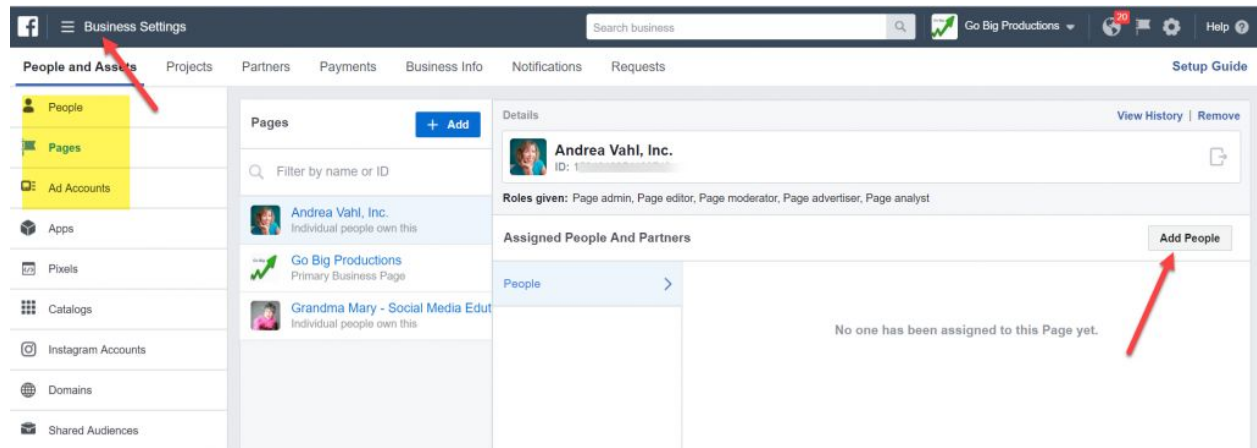
In order to use Facebook Business Manager after you get the initial setup done, you need to complete these steps (if you haven't done them already in the setup process):

1. Add Pages and Ads Accounts – Only Claim Pages or accounts that you own (you can also create a brand new Ads account if you don't use one already)
2. Add People – Invite the people with an email address and they will get a notification to join
3. Assign People to the Assets that they are allowed to work on – Once the people have joined, you can then assign the assets that they can access

This can all be done from the Business Settings Page (either the blue button in the upper right corner or navigate to the menu item from the upper left corner. More on these steps in the next section.



Once you are in the Business Settings section, your screen will look like this. The settings you will access the most are the People, Pages, and Ad Accounts in this area.

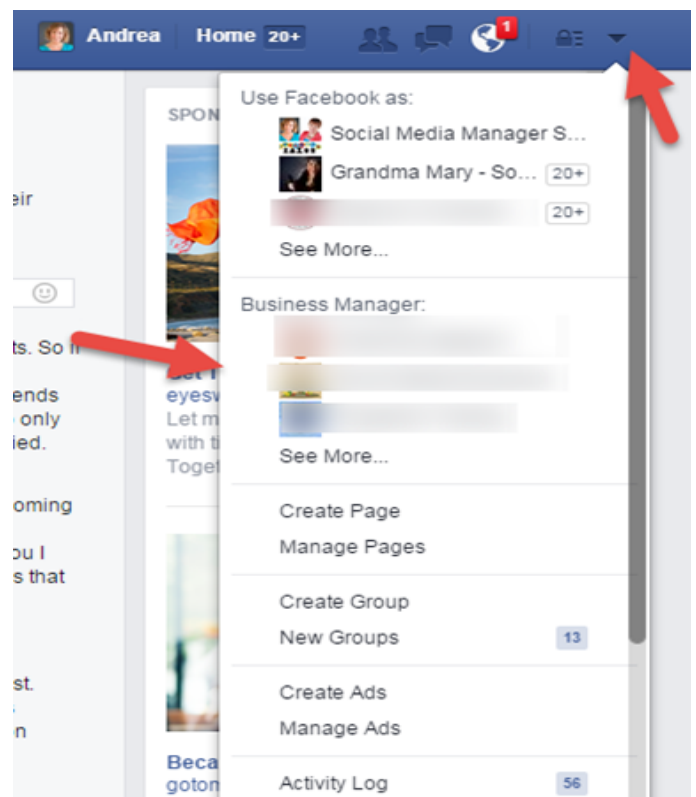


## Navigating the Business Manager

To access the Business Manager after you have it set up, you can go direct from <https://business.facebook.com/> or you can access the Business Manager from the dropdown menu.

You can see I've been given access into multiple Business Managers and when I want to work on a client's account, I just click on that Business Manager to get started.

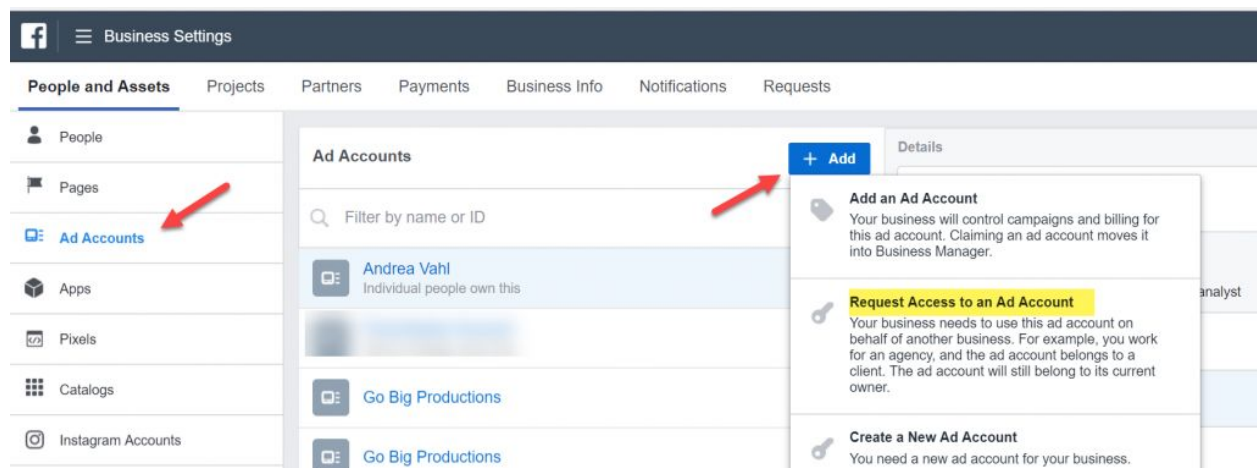
Once you get there, you have an Overview of all the Pages you have access to as well as all the Ads Manager accounts (as shown earlier).



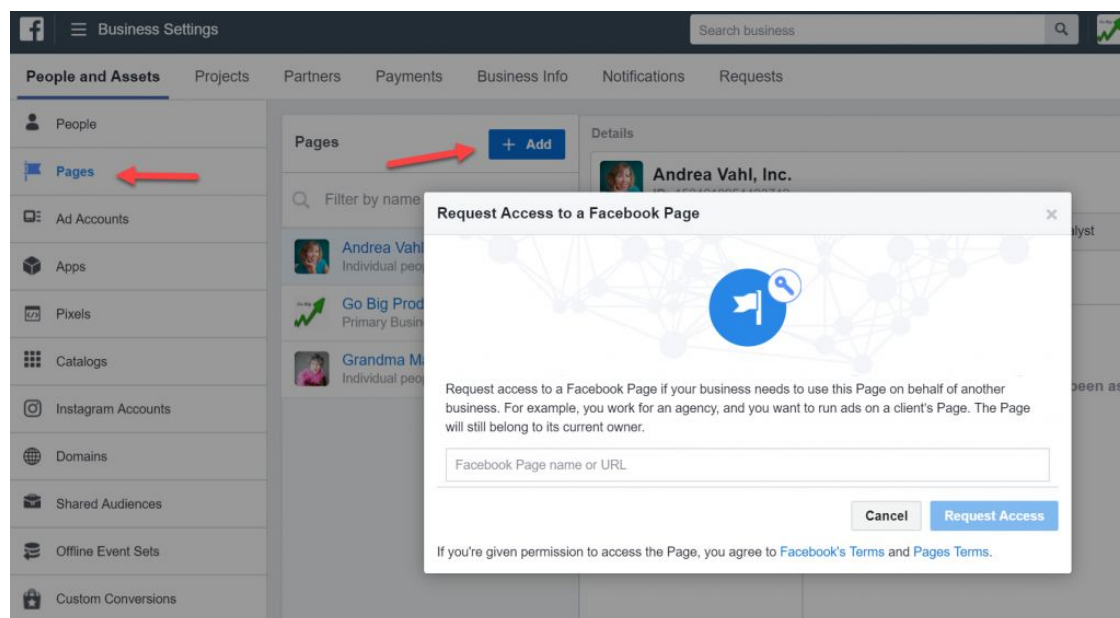


If you need to work on a client's account, you can request access to other Pages or Ad Accounts under the Business Settings Section.

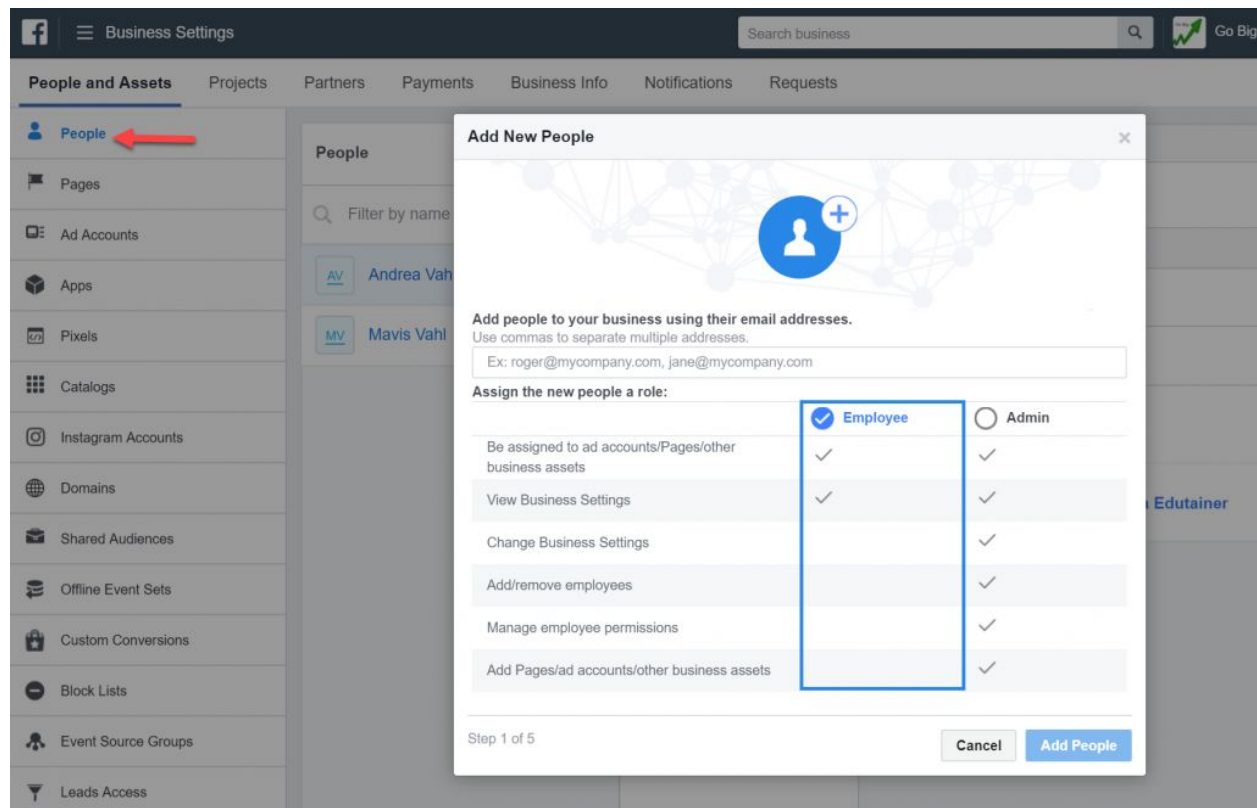
But if you are adding your own assets into your Business Manager, then you will claim those accounts.



One thing that's important to note, **when you Request Access to a Page or Ads Account, you won't see that asset show up in the main list until you then Assign roles to people (including yourself).**



If you need to Add New People to your account, you can also do that from the Business Settings area by selecting the People option from the left sidebar then Add New. For most people, you want to add them at the “Employee” level even if they aren’t a true employee of yours and only reserve Admin access for a few main people or just yourself.



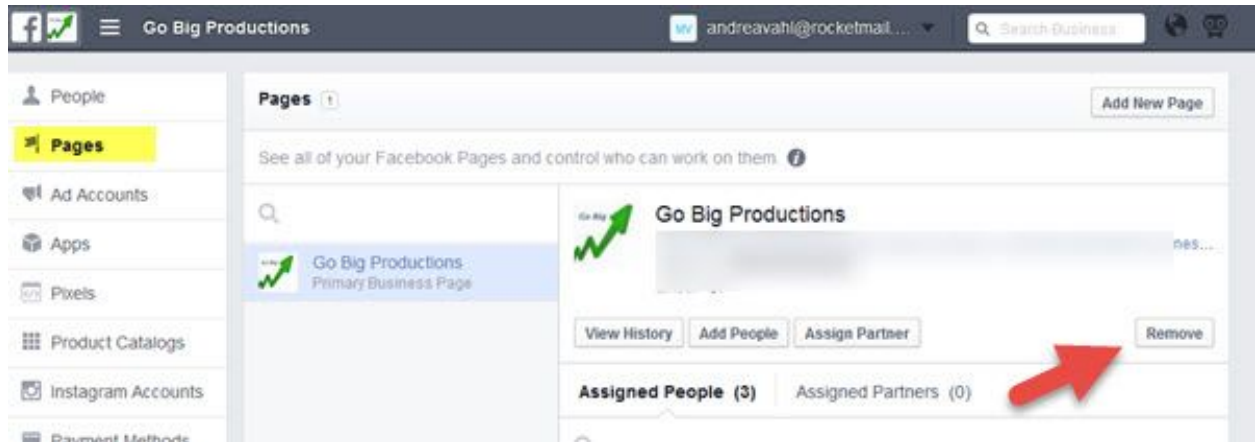
Then assign them the assets they can work on after they have confirmed access.

If you need to Post on a Page or create an Ad, you can just click on that Page or Ads account from your main navigation area and the interface will then be the same as you’ve always seen it, you will just have the Business Manager name in the upper right rather than your profile name.

## Removing a Page from Business Manager

If you do need to remove a Page from the Business Manager, go to the Business Settings (left sidebar of your main page) and select Pages.

Navigate to that Page and select the Remove button.



If for some reason you are having an issue with this, you may try making another Page the Primary Page (or creating a new Page for the sole purpose of making that the Primary Page) and then removing the non-Primary Page. This used to be the old method (although a silly one) of removing a Page from the Business Manager. But it looks like Facebook has updated the Business Manager to more easily allow the removal of Primary Pages.

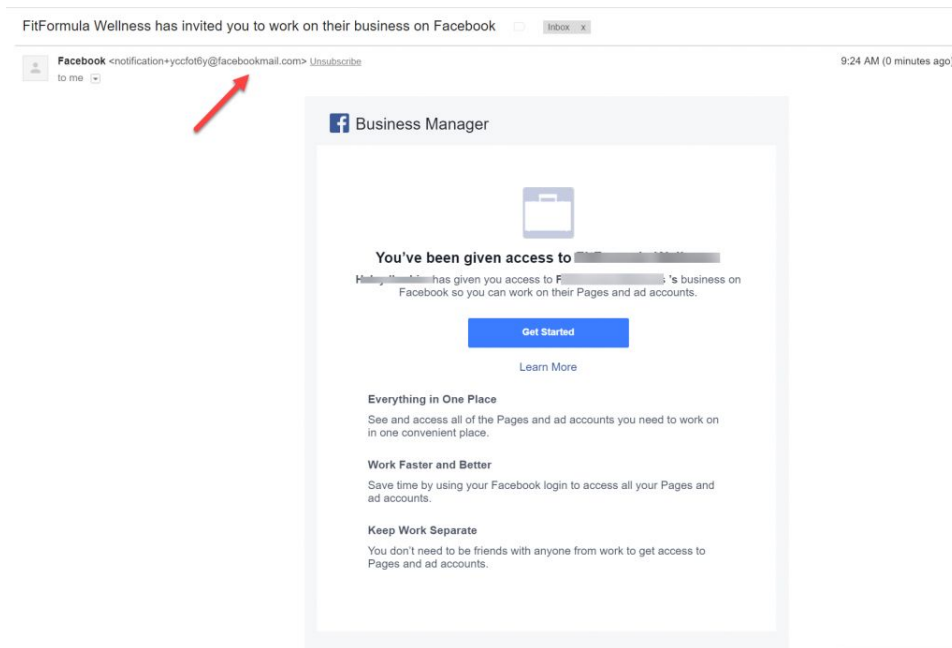
## Confirming your Invitation to the Business Manager

If you have been invited to a Business Manager, you will receive an email from Facebook (mine goes into my “Social” tab automatically if you use Gmail)

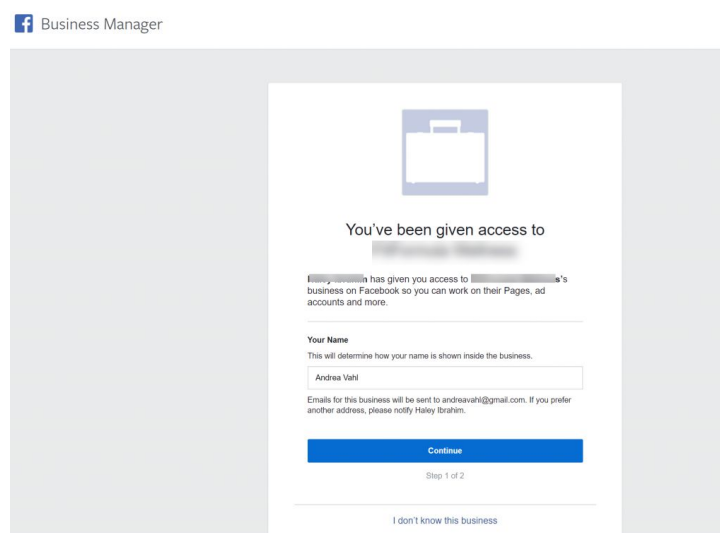
If you search “Business Manager” in your email you should find the message. The subject line is “\_\_Pagename\_\_ has invited you to work on their business on Facebook”

You will have to confirm that you want to be added to that Business Manager (this invitation can be resent from the Business Setting section).

Then you will need to create a name and email that you will use to login. It's fine to use the current email you use to log into Facebook, or you can use a business email if you prefer.

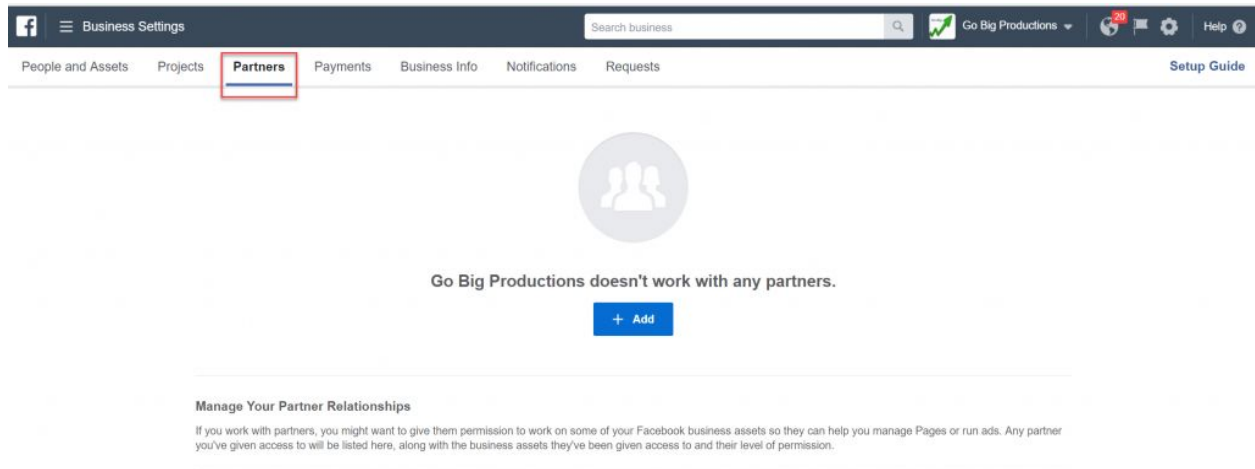


Then you set up your login information.



## Adding another Business Manager to Your Business Manager

If you are already using the Business Manager and you want to grant access to an agency for example, you can go to the Business Setting section and select Partners. You will have to know their Business Manager ID found in the Business Info section.



## Final Thoughts

I used to not recommend that people use the Business Manager but Facebook has improved the [Business Manager Help section](#) quite a bit and I see a lot of improvement in the navigation.

I think the Business Manager is perfect for larger teams and agencies. It is also much safer for protecting Pages if people have unique logins to the Business Manager.



# FACEBOOK ADVERTISING STRATEGY FOR ANY TYPE OF BUSINESS

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Most people do not know how to develop their Facebook Ads strategy. They have heard about a few tactics and they try some of those tactics and often don't have good luck.

You need a system of testing as well as a way to measure what is working. But before all that you need to set your "Key Performance Indicator" or KPI for your Facebook Ad Campaign.

The Key Performance Indicator is going to be different for different types of businesses and for different stages of the sales cycle.

In this article, you'll learn how to choose your Key Performance Indicator and the 5 steps that ANY business can use to create a Facebook Ads strategy.

## #1 Set your Measurable Facebook Ad Campaign Goal

Not everyone wants sales from their Facebook ads (but I know a lot of people do). Your business may run differently, maybe you want brand awareness, or specific awareness around one piece of content. Or maybe your business is all about getting traffic to your website where you have ads.

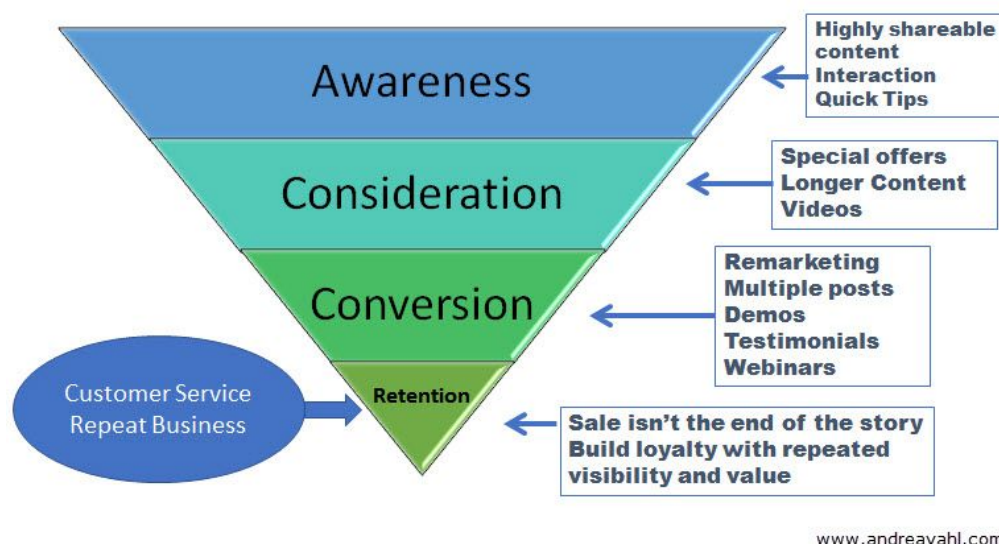
Here are just a few of the goals people have with running Facebook Ads

- Brand Awareness
- Engagement
- New Fans
- Leads
- Sales
- New donors for their non-profit
- Affiliates/Partners
- Event Attendance
- Traffic to website
- In-store traffic
- Video views
- Reviews
- New members into their community

There are a lot of options and your business model may be complicated. You may want to map out the customer journey as to how someone comes to do business with you and give you money. For example, a blogger may be looking for bigger awareness with potential advertisers or sponsors so they decide to run a video ad to get a lot of visible engagement with their blog. The actual sale due to the Facebook Ad can be hard to pinpoint or measure but we can measure engagement. The point is, you know better than anyone what types of activities drive the progression to money for your business.

Facebook doesn't always work well for straight sales. You target people based on their interests and behaviors and you can't target people based on the fact that they are searching for your product right now like you can with Google Ads.

So sometimes it's better to lead people who are on Facebook to a step that happens before they buy. Warm them up a little with your information and content before asking for the sale. People need a little romancing.



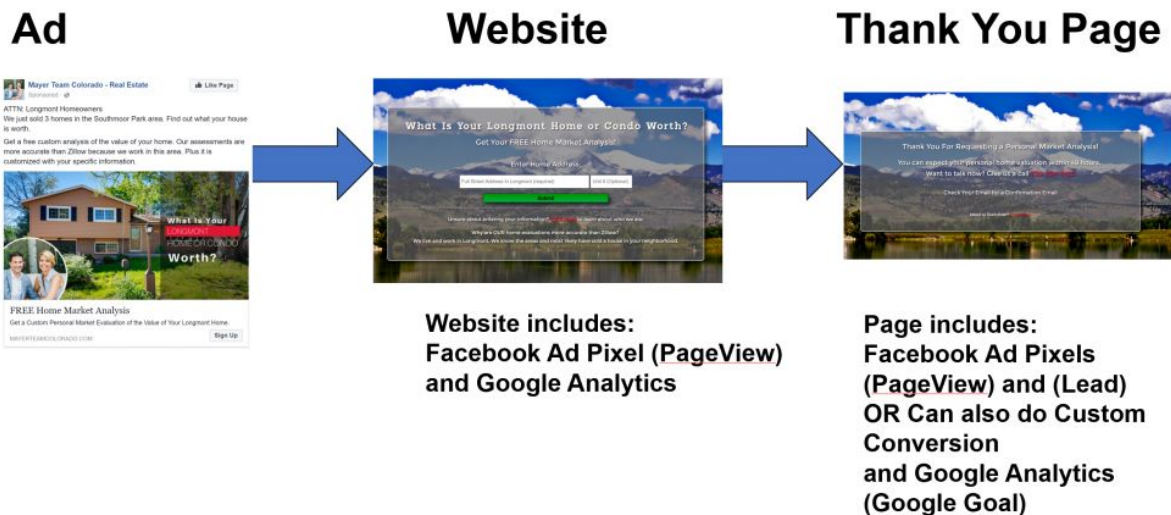
You may have different goals for different parts of your sales cycle. One thing that I know in my business is that when I get more email subscribers, I get more sales later. They don't always buy something right away but I can connect with them through good content and they buy 6 months or a year later.

## #2 Set up your tracking methods

The biggest part of your success is being able to measure it so that you know what's working.

If you want leads or sales, you can measure sales directly from Facebook ads if the lead or sale happens on your website (with the help of the [Facebook Pixel](#)).

### Facebook Ads to Get Leads - Conversion



If you want sales and the sale happens offline (either at your location or with someone calling you for example), then you will have to determine how you will track that. You could ask people if they saw your ad but that doesn't always work.

You can set up Offline Event tracking on Facebook with your point of sale system in your store but that is a little more complex.

Or you could have a coupon code that you only use for your Facebook Ad.

If the sale for your product happens on another website like Amazon for example, then that is not easy to track because you typically can't install the Facebook tracking Pixel on other websites.

If you don't have a way to measure your success, then you need to choose a Key Performance Indicator that you can measure.

### #3 Match Your Goal to a Key Performance Indicator and Ad Objective

If you want leads or sales, you could set up a Conversion ad using the Facebook Pixel on your website to measure.

For Leads, you can set up a Lead Generation ad so that you don't need to send people off of Facebook. Make sure you understand the [difference between a Lead Generation Ad and a Conversion ad](#).

What's your marketing objective? [Help: Choosing an Objective](#)

Auction ⓘ	Reach and Frequency ⓘ	
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views ⓘ	
	Lead generation	
	Messages	

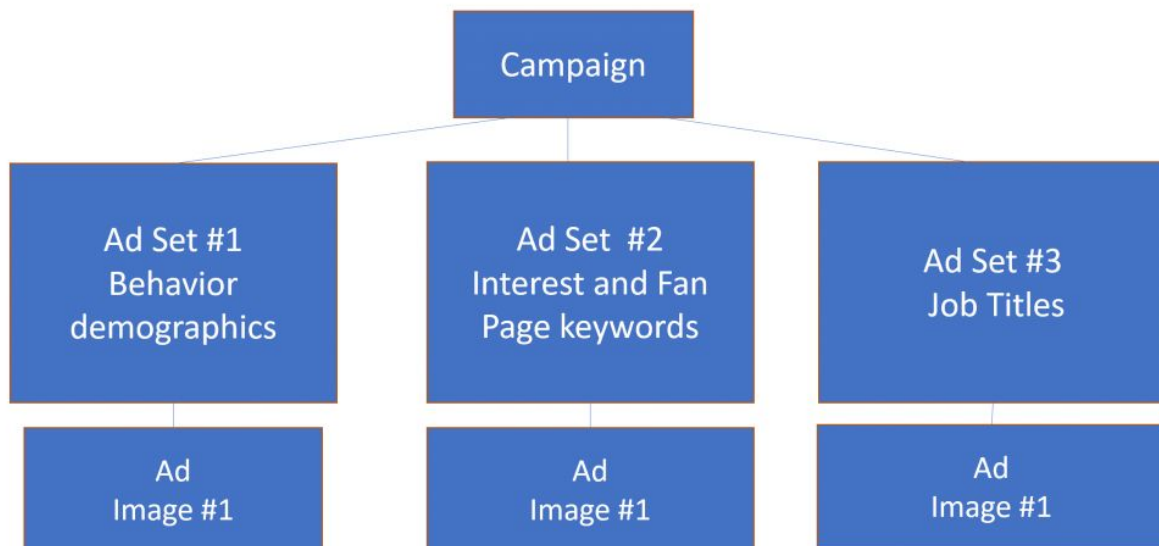
Most businesses will probably focus on Traffic, Conversions or Lead Generation as an ad objective.

## #4 Split test your Facebook Ads

The next step in your Facebook Ad strategy is to develop a campaign plan where you will test different keywords, different images and different text in the ads.

I suggest testing your keywords first and then testing images. Group your keywords into similar segments rather than stuffing every conceivable keyword into your Ad set. In a perfect world, you might test each keyword individually but that requires bigger budgets.



### **Split Testing Ads – Group your Keywords**



## #5 Measure and Tweak your Facebook Ads

Your next step is to watch your key performance indicator and turn off the ads that aren't performing as well. So for example, if you are driving traffic and optimizing around link clicks then you watch the ads that give you the best link click cost.

Or if you are optimizing around conversions, you will be able to easily see which image is performing better in your Ad reports and then turn off the one that isn't converting as well.

Ad Name	Delivery	Results	Reach	Frequer	Cost per Result	Amount Spent	Ends	Relevan Scc
 Jump Start 2018 - Conversions - ...	● Not Delivering Ad Set is Off	262 Jump Start 2...	32,784	1.20	\$4.69 Per Jump Sta...	\$1,229.34	Jan 25, 2018	6
 Jump Start 2018 - Conversions - ...	● Not Delivering Ad Set is Off	8 Jump Start 2...	4,614	1.02	\$23.56 Per Jump Sta...	\$188.51	Jan 25, 2018	4
Results from 2 ads		270 Jump Start 2...	37,106 People	1.19 Per Person	\$5.25 Per Jump Sta...	\$1,417.85 Total Spent		

Having a Facebook Ads strategy is key to your success with Facebook Ads. There is no one size all approach to which types of ads work because different industries and business models can have different results. So it's important to test what works for YOU!



# THE FACEBOOK ADS PIXEL: WHAT MARKETERS NEED TO KNOW

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Are you confused about how to implement the Facebook Ads Pixel? Wondering what the Facebook pixel actually does for you and how to use it in an ad?

In this article you will learn how to install the pixel, two methods for tracking your conversions with the pixel, and how to view the cost per conversion in your Facebook Ad reports.

## Important Concepts to Understand about the Pixel

First of all, what is a pixel? A pixel is just a bit of code (also known as a script) that you put on your website that sends messages back to Facebook for tracking purposes.

Each Facebook ad account only has **one pixel code**. You can install this pixel on multiple websites and then you can track those sites separately. But you always use the same code that is associated with your ads account.

The audiences and tracking starts after you install the code. So get the code installed as soon as possible if you want to target people who have visited your website.

You can **only share pixels through the Business Manager**. Previously you used to be able to share website conversion pixels with other Facebook Ad accounts so that multiple people could track those conversions with an ad. But now if you want to share a pixel it needs to be done through the Business Manager.

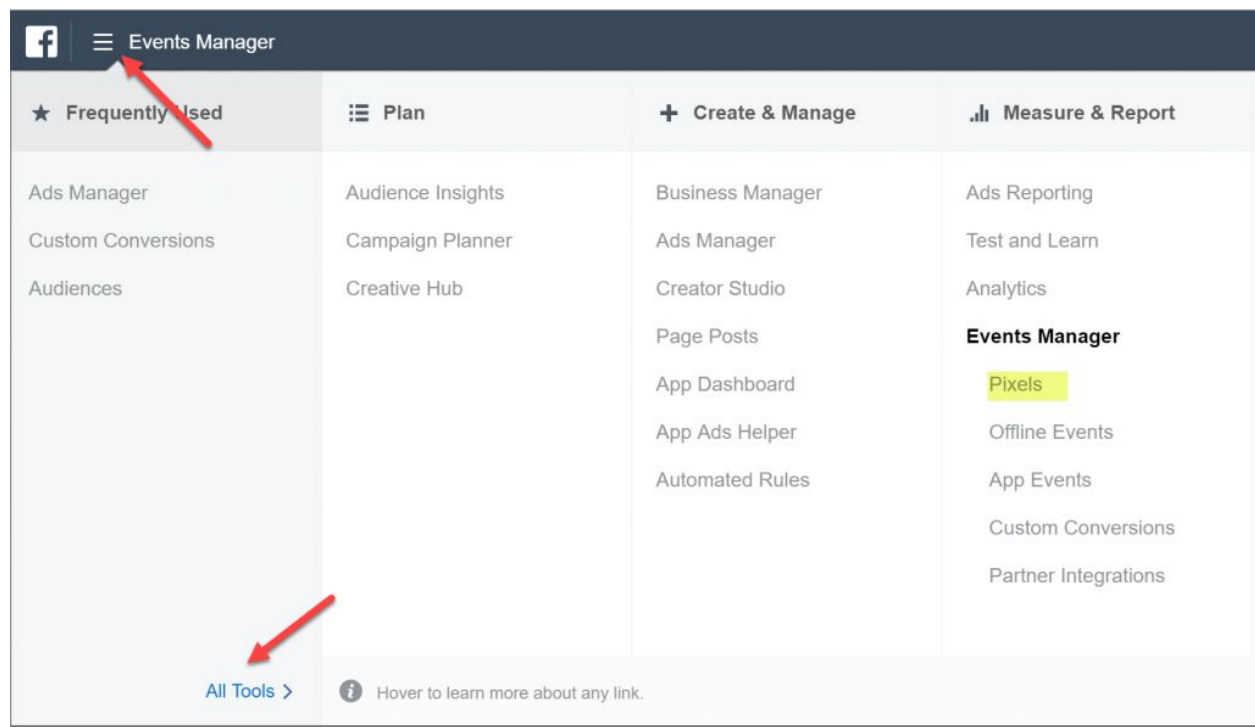
You have a **MAXIMUM of 100 Custom Conversions** that you can add to your account but you can delete them if you make a mistake.

You can place the **Standard Event codes on unlimited number of web pages** so if you have lots of different conversions to track, you may want to focus on using the Standard Event codes (again, more on this later).

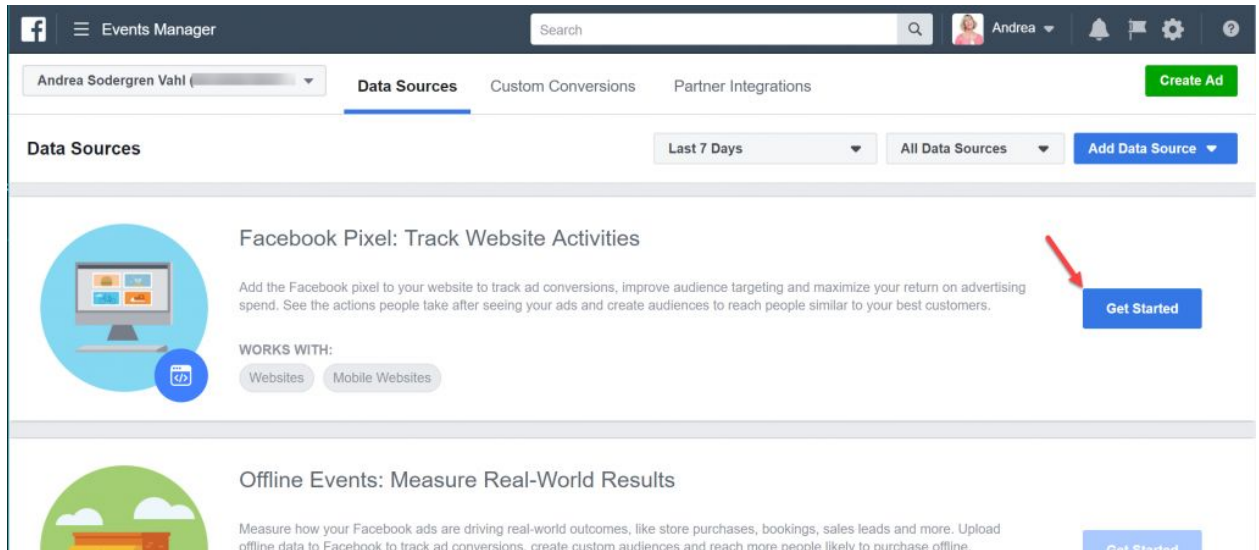
## First Step: Install the Facebook Pixel

The first thing you need to do is to install the new pixel on your website. First navigate to the [Facebook Ads Manager](#) and then follow these steps:

1. Click **the 3 lines (aka a hamburger menu)** from the upper left corner and select **Pixels** from the menu (you may have to click All Tools).



2. If you haven't created the pixel before, you will be prompted to create it and name the pixel (the name doesn't appear publicly so it's not a big deal what you choose). Your screen may look a little different but there will be some type of "Get Started" or "Create Pixel" button. If you have created the Pixel before, you can skip to the next step.



3. If you are just starting you may automatically be directed to the popup box that has the Pixel code in it, or you may have to click the "Set up" button in the upper right to get the code (appears on the Details page)



4. A popup box appears with some choices and you can select **Manually Install the Code Yourself**.
5. Now you can **copy the pixel code** that is in **section 2 of the instructions**. At the moment, don't worry about section on the next screen of the popup about adding your events – just click continue and done.

### Install Pixel Code

global header of your website.

#### 1 Locate the header code for your website

Find the `<head>` `</head>` tags in your webpage code, or locate the **header template** in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

```
<!-- Example -->
!DOCTYPE html>
<html lang="en">
  <head>
    <script>...</script>
    insert_pixel_code_here
  </head>
```

#### 2 Copy the entire pixel code and paste it in the website header

Paste the pixel code at the bottom of the header section, just above the `</head>` tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

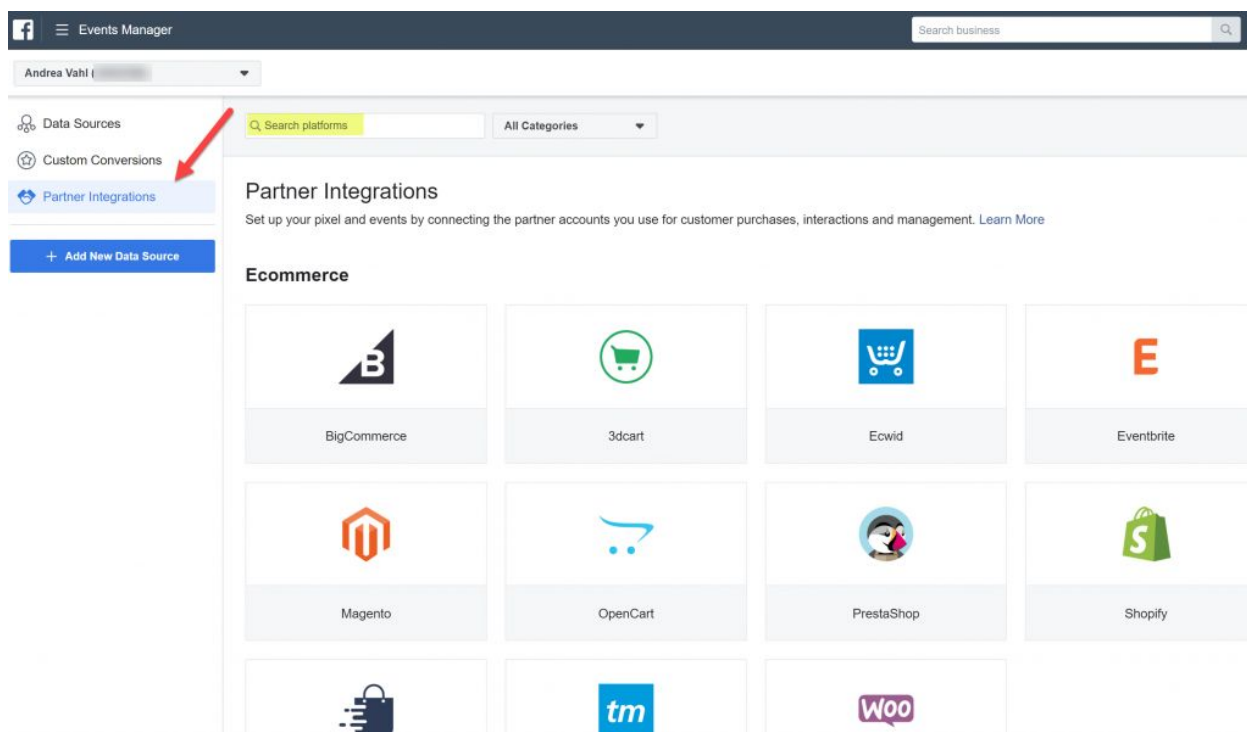
☐ Use Advanced Matching ⓘ

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
```

[Back](#) [Give Feedback](#) [Email Instructions](#) [Continue](#)

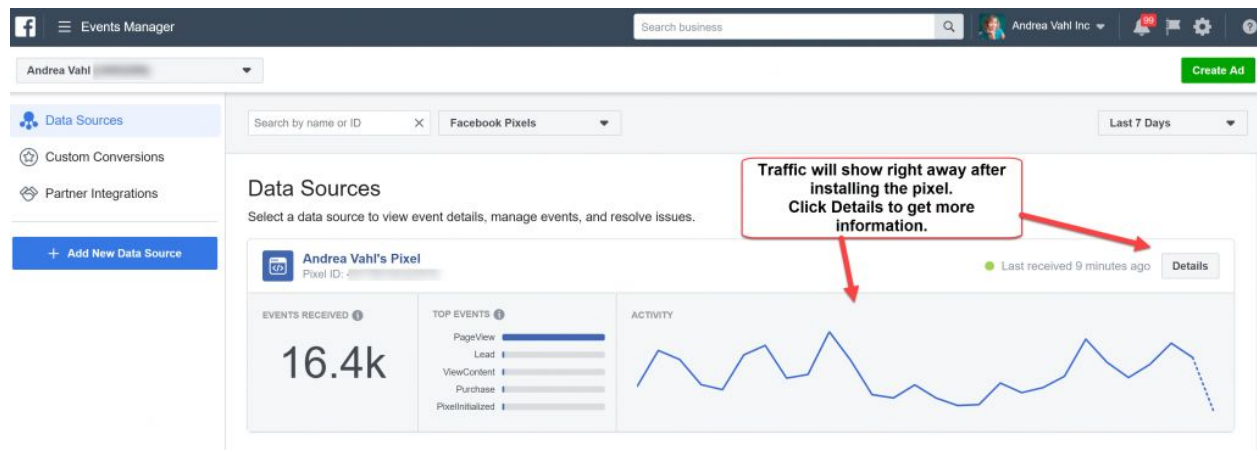
1. Go to your website and **paste the code in between the main <head> and </head> area**. Some WordPress sites have themes that make this easier (a Header Script area) or you may have to go to the header.php file and edit that – typically under Appearance > Themes > Editor > Header.php. Get a webmaster to help you if you don't know where to find this.

**\*\* The other option if you have a WordPress, Wix, Shopify, Squarespace, or Drupal site is to use the Facebook Pixel integration plugin found under Partner Integrations in the menu. Just do a search to see if your platform is supported.**



You will know your code is working if you start to see some traffic recorded in the **Total Traffic** area after you have visited the site where the pixel was installed.

Remember that you don't have to be running Ads for the Pixel to be tracking the traffic.



If you are not showing any traffic, use the [Facebook Pixel Helper](#) Chrome extension to help you troubleshoot the problem.

## Second Step: Use 1 of 2 Methods for Tracking Your Conversions

The next thing you need to do is to set up the way you will track your conversions. By conversions, I mean specific events that happen on your website such as someone opted in to your Newsletter or giveaway, someone purchased something from your website, or someone registered for an event or webinar.

You will be tracking these things from specific Facebook Ads only. The pixel doesn't track from individual Facebook Posts. But the benefit is that you will know exactly which ad is converting the best for you.

To be able to track conversions you need to have **two things** in place:

1. Your Facebook Pixel installed on your website (done in step 1)
2. A "thank you" page that is on your website where someone lands after the event.



So, for example, if you have someone signing up for a webinar on with a webinar service like Go to Webinar, you need to redirect them to a page on your website after they have completed signing up where the pixel is installed. That way Facebook knows the action has been completed and it can attribute that registration to that exact ad.

You can't track Facebook ad conversions on other people's website such as Amazon because that site is not under your control and you are not able to put the pixel on their site.

Facebook's new pixel has **two ways you can track conversions**:

1. Standard Events
2. Custom Conversions

The **Standard Event** method involves adding an extra bit of code to the base code and you add the standard event code **ONLY** on the pages where you are tracking a specific event (i.e. a "thank you" page).

The **Custom Conversion** method doesn't require any extra code added to the "thank you" pages, you just use a URL rule instead. But you are limited to creating 20 Custom Conversions. This method is ideal for people that **don't have many events to track and don't want the added hassle of adding the standard event code to their website.**

### Using the Standard Event Method for Facebook Ad Tracking

This method is very easy to implement if you have easy access to the website. You can also add as many Standard Events to pages on your site for tracking (unlike the Custom Conversion method).

On the events that you want to track such as a Purchase, Lead, Subscribe, etc. you will add the Standard event script to the page on your website **AFTER** the event happens (not the page people land on). That page will indicate that the event is complete and a conversion has happened.

For example, if someone lands on a page on your website where they can buy shoes, that page will only contain the basic pixel code. Then on the thank you page after someone has purchased the shoes, the page will have the base pixel code AND the Purchase standard event script.

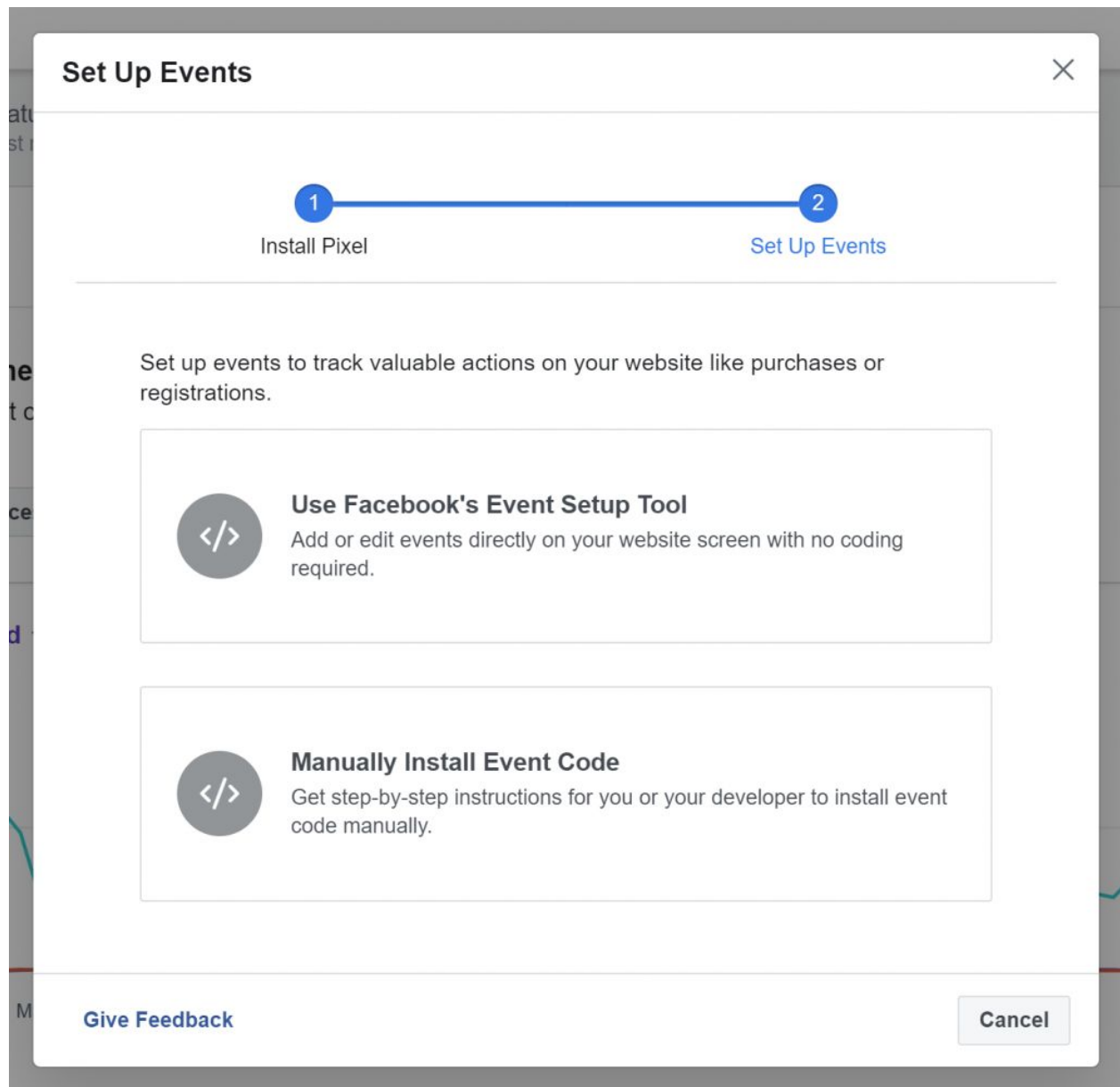
Here is a list of the Standard Event codes that Facebook currently has (note some of these are still rolling out):

## Standard Pixel Events <sup>1</sup>

- Add Payment Info
- Add to Cart
- Add to Wishlist
- Complete Registration
- Contact
- Customize Product
- Donate
- Find Location
- Initiated checkout
- Purchase
- Schedule
- Search
- Start Trial
- Submit Application
- Subscribe
- View Content

Once you have installed the extra bit of code to your Pixel on that page, you are done with this step. Note that you can use a combination of Standard Events and Custom Conversions in the way you do your tracking.

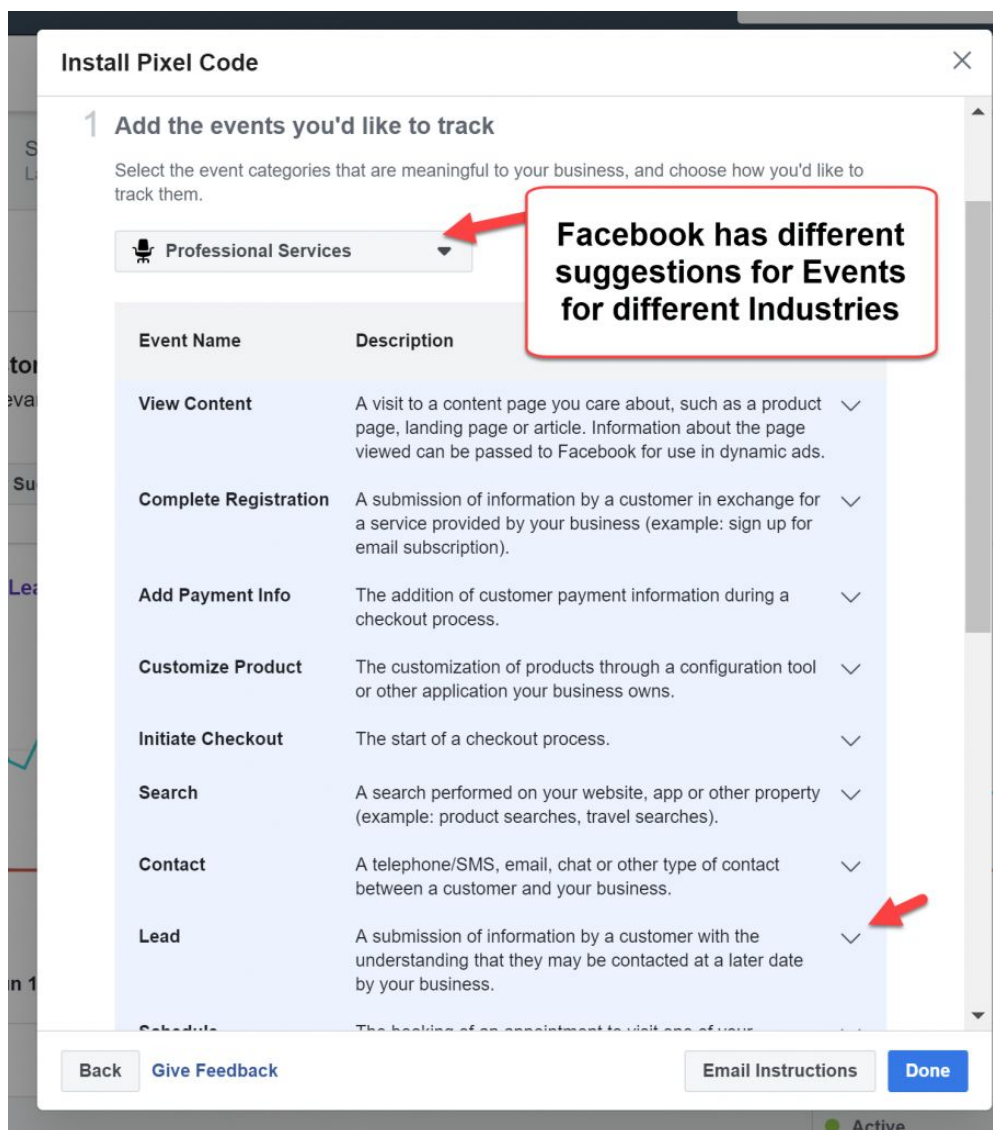
You can always access the Standard Event codes from the Set up menu on the pixel section that I showed you in the previous section.



The Event Setup Tool is a nice feature because it doesn't require adding any additional code but you currently can't add Parameters like Purchase price which make Standard Events valuable.

So I typically Manually Install the Event Code.


Facebook has different suggestions for Standard Events you might use based on Industry. It really doesn't matter what Event Code you choose as long as your system stays consistent and you know what codes are on which pages.



**Install Pixel Code**

1 **Add the events you'd like to track**

Select the event categories that are meaningful to your business, and choose how you'd like to track them.

 Professional Services

**Facebook has different suggestions for Events for different Industries**

Event Name	Description	
<b>View Content</b>	A visit to a content page you care about, such as a product page, landing page or article. Information about the page viewed can be passed to Facebook for use in dynamic ads.	✓
<b>Complete Registration</b>	A submission of information by a customer in exchange for a service provided by your business (example: sign up for email subscription).	✓
<b>Add Payment Info</b>	The addition of customer payment information during a checkout process.	✓
<b>Customize Product</b>	The customization of products through a configuration tool or other application your business owns.	✓
<b>Initiate Checkout</b>	The start of a checkout process.	✓
<b>Search</b>	A search performed on your website, app or other property (example: product searches, travel searches).	✓
<b>Contact</b>	A telephone/SMS, email, chat or other type of contact between a customer and your business.	✓
<b>Lead</b>	A submission of information by a customer with the understanding that they may be contacted at a later date by your business.	✓
<b>Schedule</b>	The booking of an appointment to visit one of your...	✓

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Active

When you expand the event code area, you can customize the Parameters and then get the Script you need.

Install Pixel Code

Find Location

When a person finds one of your locations via web or app, with an intention to visit (example: searching for a product and finding it at one of your local stores).

Purchase

The completion of a purchase, usually signified by receiving order/purchase confirmation or a transaction receipt.

Track Event on Page Load

Track Event on Inline Action

Copy purchase event code

Copy the event code snippet. You can **add parameters** to send additional on-page data.

☒ Send Event Parameters ⓘ

Choose the parameters you'd like to send with your event. Then input the value for each parameter. You can also input variables to send dynamic data. Copy the event code after you've finalized the parameters.

Conversion Value ⓘ

197

×

Currency ⓘ

USD

×

Add Another Parameter ▼

```
<script>
fbq('track', 'Purchase', {
  value: 197,
  currency: 'USD',
});
```

Back

Give Feedback

Email Instructions

Done

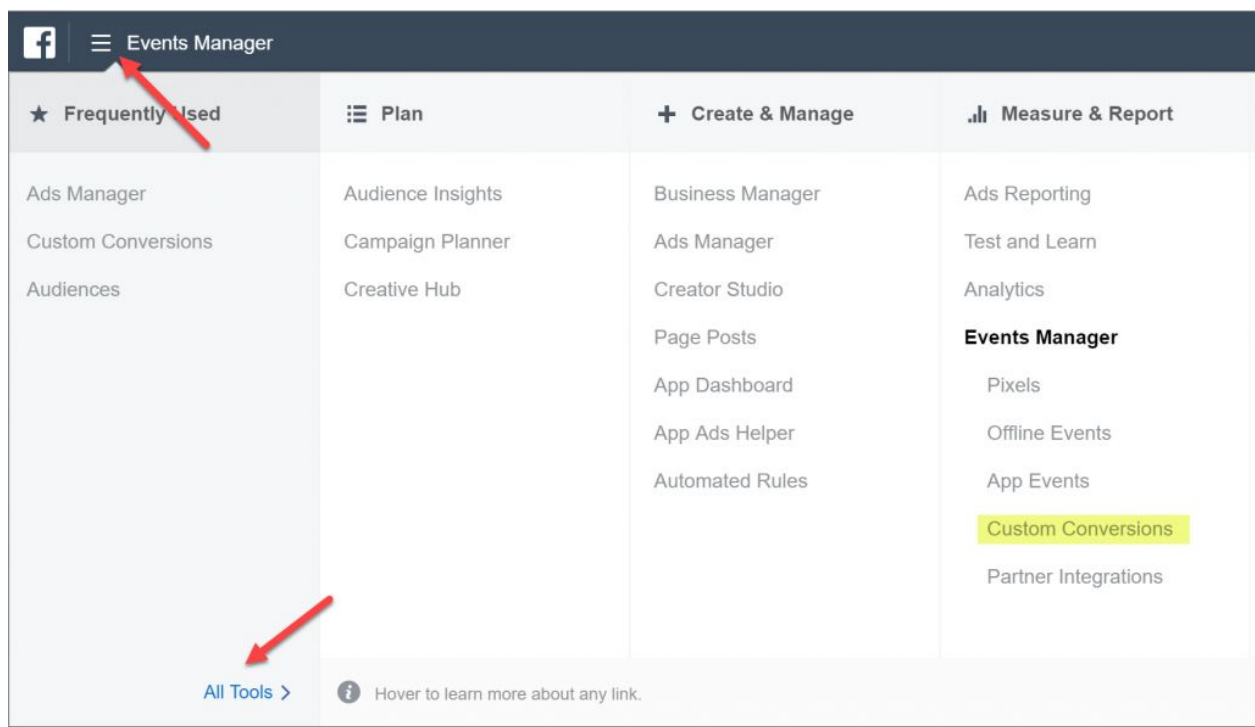
Now just paste that script onto the Thank you page of where the conversion is complete.

## Using the Custom Conversion Method for Facebook Ad Tracking

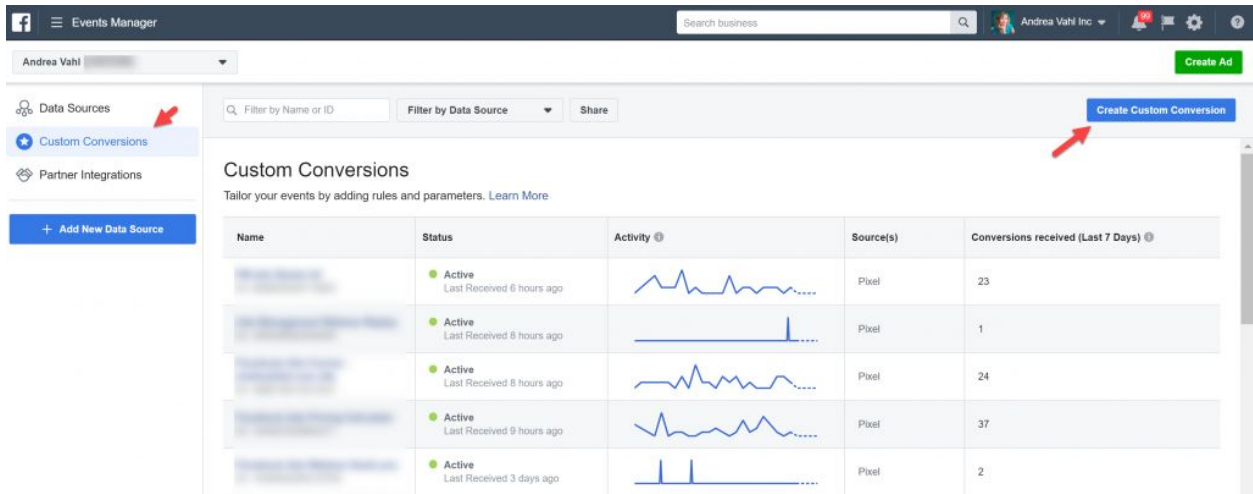
The other way to track Facebook conversions from an ad is to use a Custom Conversion. Custom conversions allow you to track and optimize for conversions without adding any extra code to your site.

To create a custom conversion follow these steps from your Ads Manager:

1. Click **the 3 lines (aka a hamburger menu)** from the upper left corner and select **Custom Conversions** from the menu (you may have to click All Tools). You can also get there from the Pixels section.







1. Select the **Create Custom Conversion button** and a pop-up box appears.
2. Add the URL rule you want to track. So if you are matching a particular page exactly, you enter that web address and use URL equals (make sure you include the www or http:// as needed). If you want to track across several types of pages you could use the URL contains /thankyou.php as an example if you had several 'thank you' pages that had that phrase in them.

Define the customer actions that matter most to your business by customizing existing events. [Learn more](#)

Name: 50 Posts Ebook optin

Description (optional): Enter a short description here

Select your data source and the event you want to customize

Data Source for Your Website: Andrea Vahl's Pixel

Website Event: All URL Traffic

Include events that meet all of these criteria

Rule 1

URL equals

at least one of the following URLs: https://www.andreavahl.com/50posts-thanks

Category: Lead

Value (optional): Enter conversion value here

Cancel Create

Select a category for your Custom Conversion and select Create.

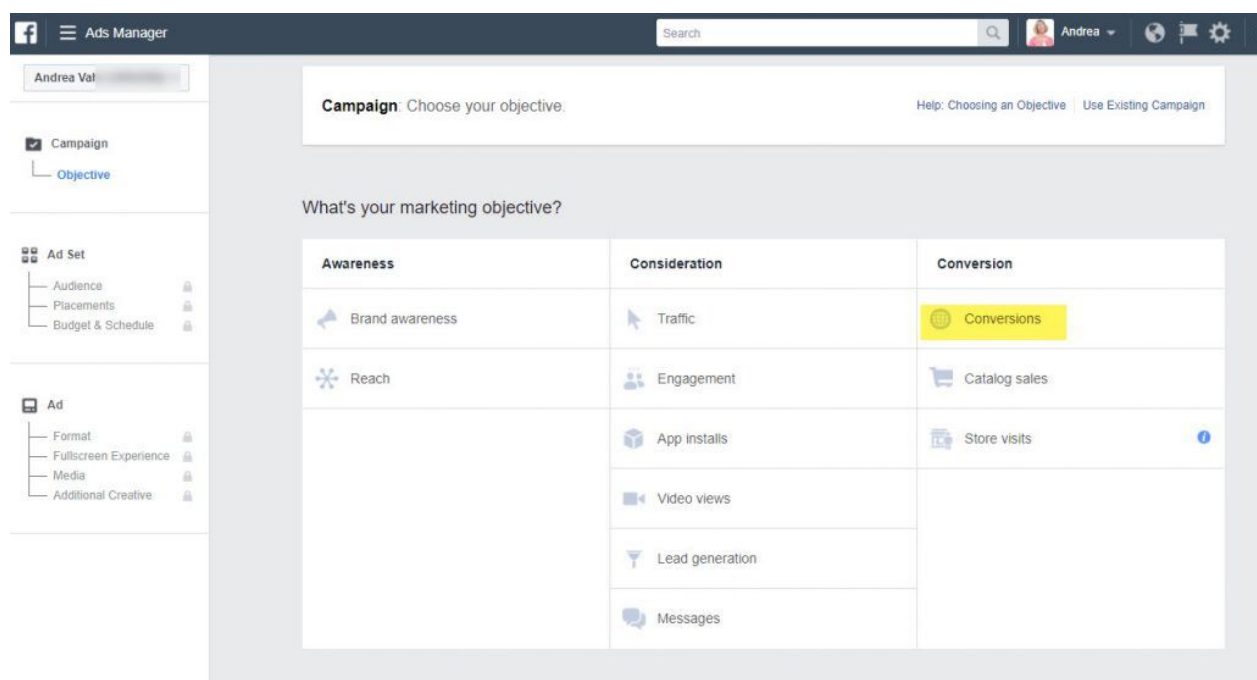
Now you will be able to use the Custom Conversion in ads and you will also see the traffic to the pages specified in those custom URL Rules on your Custom Conversions page.

## Third Step: Creating a Website Conversion Ad

Now that you have your conversion method defined and your pixel installed, you are ready to track your conversions!

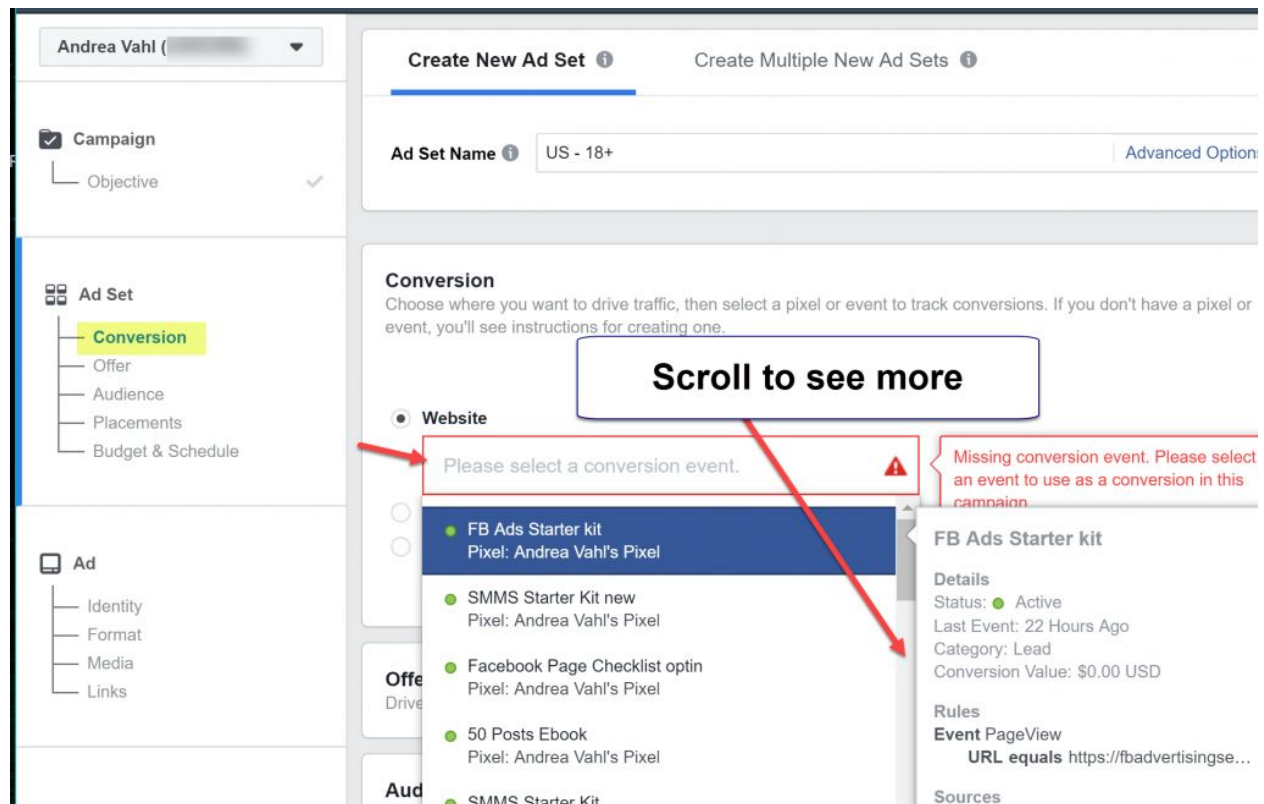
When you are in the Ads Manager area, click the Create Ad button is in the upper right corner to get started. Then follow these steps:

1. Choose Conversions for your objective.



2. Enter the URL of the website address where you will send the Ad traffic. Then you will be prompted to choose the conversion. Part of the confusing thing is that all the different conversion tracking is listed together. But they doesn't appear until you have set them up. Your Custom Conversions will appear first and the Standard Events are further down the list. IF YOU HAVEN'T SET UP THE

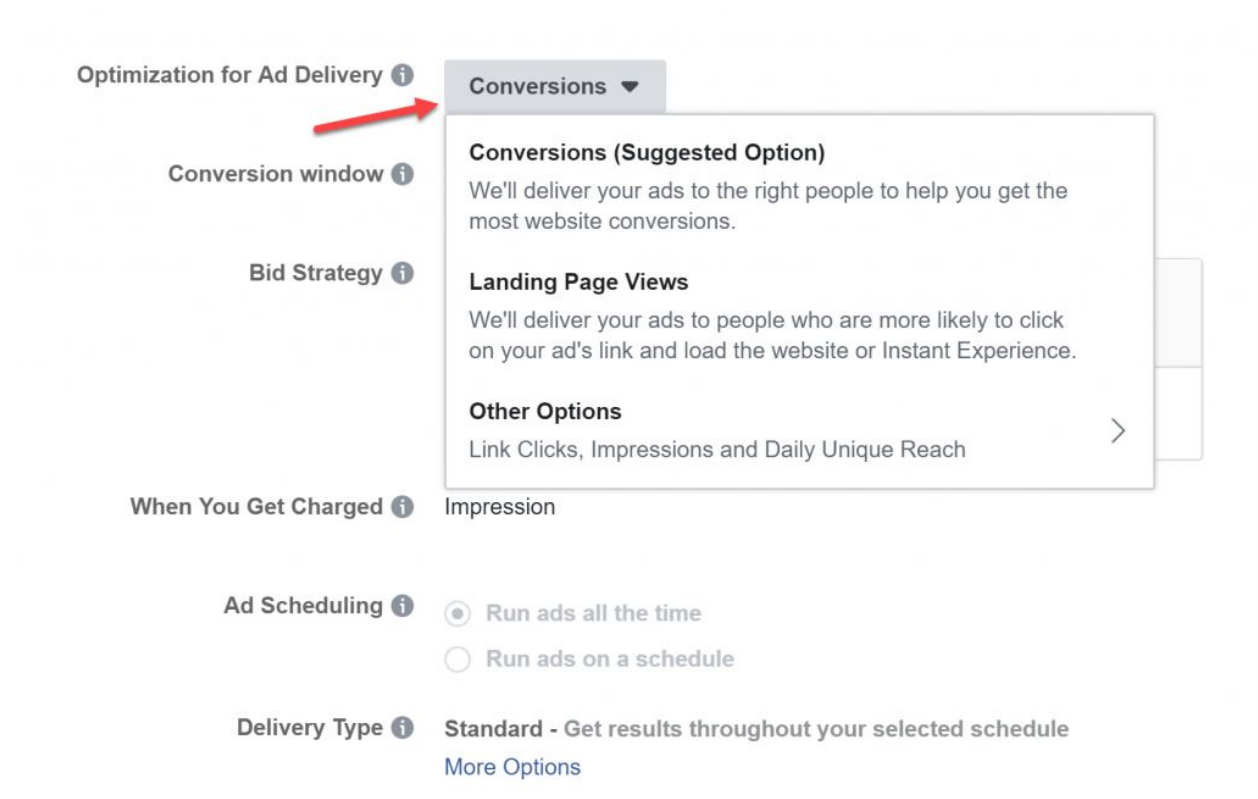
STANDARD EVENT BY ADDING THE CODE TO YOUR WEBSITE, DON'T SELECT THAT OPTION.



3. From here, you [set up your Facebook ad](#) exactly the same way you have done it in the past by selecting your targeting in your Ad Set, and setting up the creative part of your ad (image and text) at the Ad level.

4. Once you are done configuring your Ad Set and Ad the way you want it, select Place Order to start your ad running.

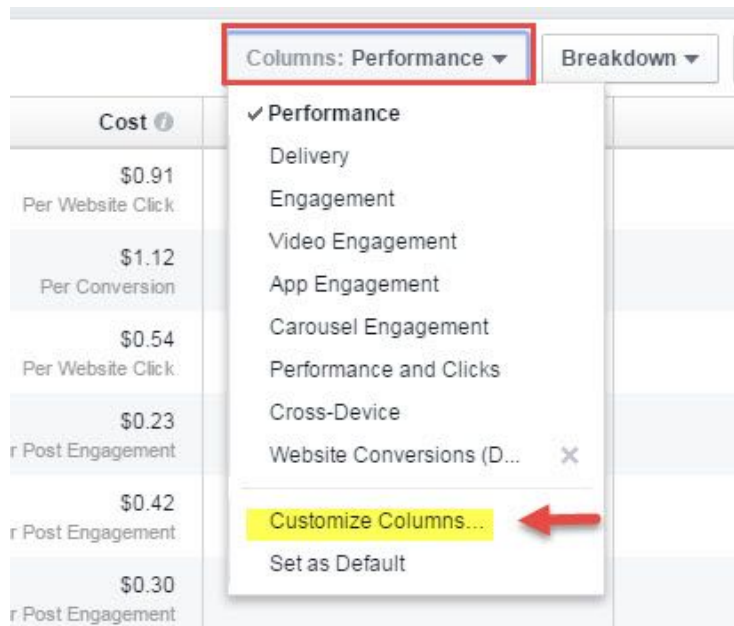
One thing to note is that your ad will automatically be set up to optimize for Website Conversions at the Ad Set level. You can change that bidding method but your conversions will still be tracked. I would keep Conversions as the optimization.



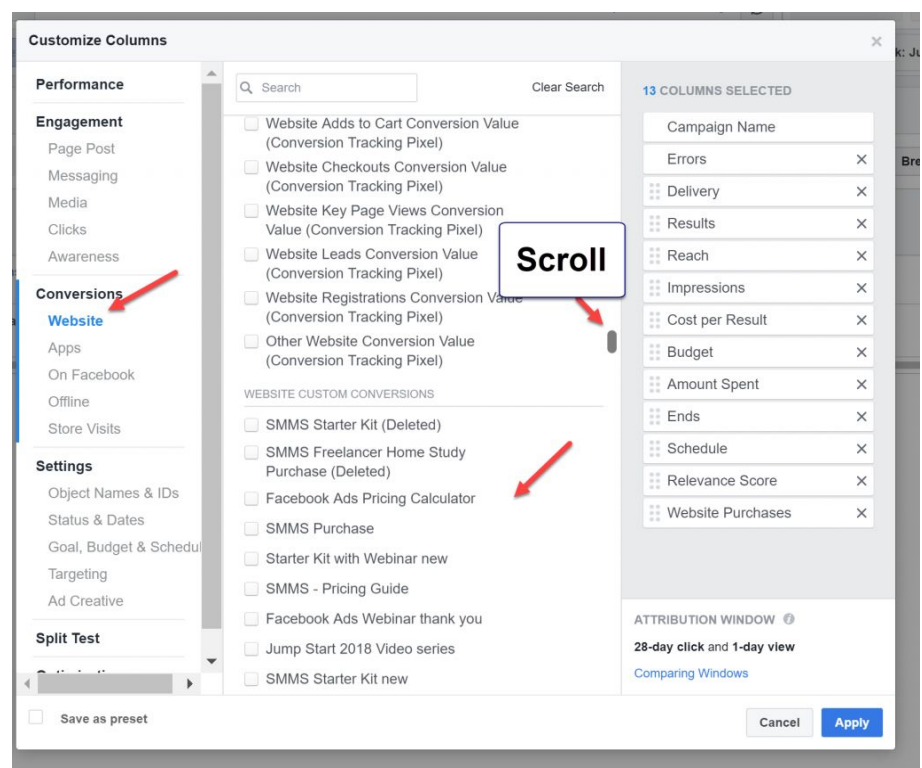
## Fourth Step: Viewing the Conversions and Cost per Conversion in Facebook Ad Reports

After your ad has been approved and has started running, the last step is to [view the Facebook Ad reports correctly](#) so that you know when your ads are registering a conversion and how much each conversion costs you.

Facebook does sometimes get the columns right in the Ads Manager area according to what you are advertising but the best way to make sure you are looking at the right stats is to customize your columns. Go to the Column area and select Customize Columns from the drop-down menu.

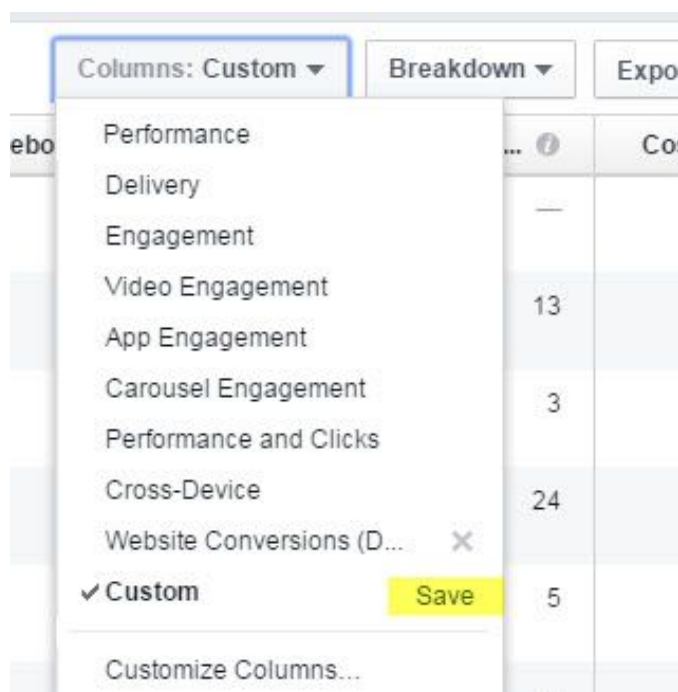


Now you will see a pop-up box with all the different stats you can select. Select the stats you want to see and then most importantly, scroll down to the Websites section in the center column (or select Websites on the left column to jump there).



Also make sure you scroll down to the Websites: Cost Per Action section just below that and select the same pixels you chose so that you see how much each conversion cost you from each ad. Now you will be able to make the right choices on which ad is converting at the best price for you.

Once you are done selecting your columns, click Apply in the lower right corner and your report will appear with the right columns. For easier viewing in the future, save your report by selecting Save next to the custom configuration you just created (and you can make it the default view after you save it).



So there you have it! Once you have gone through this process once, you should be able to skip right to Step 3 and only do Step 3 for any new ads unless you have a new conversion that hasn't been created before.

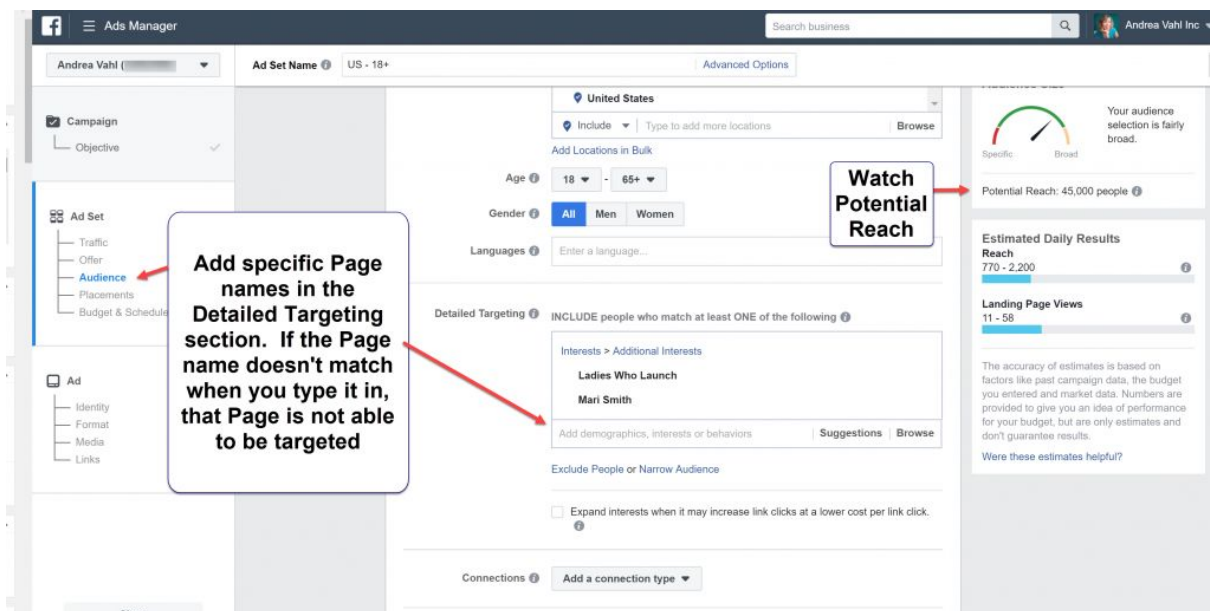
When you track conversions from your Facebook ads, you are going to see a much clearer benefit to using ads for leads and sales. You can also improve your ad strategy to decrease your cost per conversions by split testing your ads and optimizing your budget to focus on the ads that are actually working for you.



# HOW TO TARGET THE FANS OF ANOTHER FACEBOOK PAGE IN AN AD

Do you know of a Facebook Page that has the perfect fit of Fans for what you are offering? If you are running Facebook Ads, you can target that group with a Facebook Ad.

Not all Facebook Pages are available as a target. All you need to do is to go to the Detailed Targeting section of your Facebook Ad and start typing in the Page name. If it “matches” then the Page name is available as a target and your ad will be shown to the Fans of that Page.



The Page may or may not be available and it's not always the size of the Page that makes the difference. Typically Pages with more Fans are able to be targeted but in this example, Ladies who Launch has less than 5,000 Fans and I'm able to target those Fans with this ad.

# HOW LONG SHOULD YOU RUN YOUR FACEBOOK AD?

How long should you run your Facebook Ad? This is one of the top questions I get and here are a few guidelines for when you are first starting your ad campaign and in running ongoing ad campaigns.

## How Long to Run A Facebook Ad in the Testing Phase

In general it's **best to test an ad at least 3-4 days** before making a decision on how the ad is doing. During this time, you shouldn't tweak any settings because that resets the Facebook ad algorithm.

The testing phase also depends a little on the budget. Testing an ad at \$5/day is different than \$100/day and larger budgets can show the better performing ads faster.

Take a look at this post on [Setting your Facebook Ads budget](#) for more information.

## Significance of Ad Results

When you test your ads, you need to make sure your results have “significance”. This means there needs to be enough data to be able to say that one ad significantly performed better than another.

If one ad got 25 clicks and had 4 conversions and another ad had 33 clicks and 3 conversions, those results aren't significantly different enough to say for sure which ad is better. Use this [Split Test Calculator](#) to get more information on significance.

## A/B Significance Test

Determine whether your A/B tests are statistically significant.

Try [Kissmetrics](#) to get help with running your A/B test and check out our [A/B testing documentation](#). Use this A/B Significance calculator to tell you whether your A/B test is statistically significant. Without this calculator, you can't be confident that the changes you make will improve your conversions.

	The number of visitors on this page was:	The number of overall conversions was:	Conversion rate:
A	<input type="text" value="25"/>	<input type="text" value="4"/>	16%
B	<input type="text" value="33"/>	<input type="text" value="3"/>	9.09%

Your results:

Variation "A" converted **76%** better than Variation "B." We are **78%** certain that the changes in Variation "A" will improve your conversion rate. Unfortunately, your results are not statistically significant.

Budgeting enough for the testing phase to always be significant isn't always an option and often just noticing the trend is good enough.

### Learning Phase of Facebook Ads

If you are running a Conversion Ad or Lead Generation Ad, there is a "learning phase" that the ad goes through so that Facebook can learn what type of people within your targeting complete the desired action.

Ad Set Name	Delivery
Facebook Service: Conversion (2,000 to 5,000 Impressions) 10 Days (100% Budget) 100%	Active (Learning) 1 Approved
Facebook Service: Conversion (2,000 to 5,000 Impressions) 10 Days (100% Budget) 100%	Active (Learning) 1 Approved
Facebook Service: Conversion (2,000 to 5,000 Impressions) 10 Days (100% Budget) 100%	Active Initial learning complete
Facebook Service: Conversion (2,000 to 5,000 Impressions) 10 Days (100% Budget) 100%	Active Initial learning complete

The learning phase is typically **50 events within a week** or if you have more than that the ads can be optimized more quickly. The learning phase can vary and if you make changes to the ads the ad will have to go through the learning phase again (but it may be shorter depending on how significant the changes were).

Here are some of the edits that will cause Facebook to reset the learning phase:

- Any change to targeting
- Any change to ad creative
- Any change to optimization event
- Pausing your ad set (or the campaign it's in) for 7 days or longer (the learning phase will reset once you un-pause the ad set / campaign)
- Adding a new ad to your ad set

These changes will not reset the learning phase unless the change is significant:

- Bid cap or target cost amount
- Budget amount

If you don't have enough events during the week (50 or more) then you may want to consider changing the type of ad you run – for example change from a Conversion ad to a Traffic ad.

But I have seen ads that don't have a lot of events still perform well.

## How Long You Should Run Your Facebook Ads in Long Term Campaigns

Facebook ad performance can bounce around from day to day. Set a threshold of performance and watch the trend before making a decision.

Often you will see weak performance for a couple of days and then the ad will rebound so don't try to tweak things too often.

Have a threshold for your desired results and when you see 3-4 days outside of those results, then stop the ad and refresh the campaign with a new image or possibly test a new audience.



**Steady decline in results and increase in costs. Time to change the ads.**

# HOW TO PRICE YOUR FACEBOOK AD MANAGEMENT SERVICES

Do you run Facebook Ads for clients and are wondering if you are charging appropriately? Or maybe you are thinking about offering Facebook Ads Management and are wondering about how to structure your services.

In this article, I'll share with you different pricing models, how to set up your services, and how much you can make as a Facebook Ads manager.

## Pricing Models for Facebook Ads Management

There are basically 4 different pricing models for structuring your Facebook Ad Management services.

1. **Percentage of Ad Spend** – typically between 10-20% of the monthly ad budget. This is a fit for larger ad budgets.
2. **Flat Fee** – if you have a focused campaign during a bounded time period then a flat fee makes sense.
3. **Hourly Rate** – charge based on how long you spend doing the management and track your time.
4. **Monthly Retainer** – similar to the flat fee but an ongoing fee depending on a general number of ads you are running each month.

You can decide what is right for you and the type of businesses you serve.

Typically the percentage of ad spend would only work if the client was spending over \$5000 per month in Facebook Ads. The percentage can scale up or down depending on the spend and how complex the campaigns were.



A flat fee works well for something like a [launch](#) where you might be working with a client over a period of a month or two with a set number of ads during the campaign.

I don't usually recommend hourly rates unless you are doing a variety of services for a client and the Facebook Ad management is part of everything you are doing. I think the client prefers to know up front how long you think it will take and what the cost will be. But sometimes I will work with a client in coaching them through setting up ads while recording the call so that they can see how it's done the first time and we get the ads set up and running. Then they can continue the management from there.

A monthly retainer works well when you know exactly how many ads your client needs each month and you have a good handle on the time it takes you.

In all of these packages make sure you spell out how much contact you will have (some clients can get a little excessive with email and/or phone calls), how many revisions to the creative are included, and if there is a one-time setup fee.

## Structuring your Facebook Ads Services

Typically Facebook ads for a new client require a setup fee but that can also depend on what they have in place.

Your first step will be to find out how much work they have done in the past and how much you will need to do. To calculate your setup fee you need to determine:

1. Do they have the Facebook Pixel installed on their website?
2. Do they have conversion tracking in place?
3. Have they tested audiences in the past that you can use?
4. How many custom audiences will you need to set up?
5. Do they need advice on their landing page?

6. Do you have some initial research you need to do on their targeting? (You may put this in the setup or in the monthly fee)

Once you have that information, you can calculate how long it will take you to do the initial setup work for the client (more on calculating your pricing in a bit).

If you are doing the percentage of ad spend or the hourly rate then calculating your fees are easy. But for the Flat Fee or Monthly Retainer model, you should calculate your fees based on the work involved.

Here are some of the things you will need to estimate in order to calculate how much to quote:

1. Initial consultation with the client – I think it's a good idea to allow for at least a 30 minute consultation at the beginning as well as information you may gather in a form
2. Research time – how long do you need to research keywords and targeting.
3. Creating the ad plan – if this is a launch, you will need to have different types of ads during the cycle of the launch.
4. Image creation – how many images will you be providing and how long does it take you to create them (or how much to outsource)
5. Writing the ads – good copy is critical for ads and you will want to vary your copy to test what works. This also may be co-created with the client.
6. Getting approval from the client – you need to have an approval process so that the client can make sure the ads fit with their branding and voice.
7. Uploading the ads – depending on how many [split tests](#) you may have, this can take a while.
8. Monitoring the ads – daily time to check that the ads are performing well.
9. Communication with the client and final report – you may have weekly updates, daily messages, and a final report

Add up the time that this will take multiply that by your hourly project rate that you charge for clients. Make sure you also add in some buffer time for segments of the process to go over the time you estimated.

The challenge can be if you are new, this may take more time than you feel it should. Make sure you are putting boundaries on your time and not trying to research every possible keyword out there for example.

The other challenge is when you are new to the business and you don't know how to estimate how long things might take. One of the solutions is to be your own first client and time the tasks. And as you get faster, your margins increase as you put your systems in place and get better at the tasks.

As you gain experience and credibility in the market, you can charge a higher project rate. You can have a great full time or part time business managing ads for clients.

## Facebook Ads Management Pricing Calculator

FB Advertising — Secrets —		
Facebook Ads Management Pricing Calculator		
<small>Fill in or estimate anything highlighted in yellow - leave blank if you are not including that service</small>		
<b>Setup Fee Estimation</b>		
	Estimated Time in Minutes	Example
Initial consultation		30
Install the Facebook Pixel on the website		30
Setup Conversion Tracking		15
Setup Custom Audiences (email, engagement, website)		30
Initial Research		30
Feedback on Landing Page		20
Buffer Time allowed		20
Total Time for Setup	0	175
Your hourly project rate		\$100
Setup Fee:	\$0	\$292
<b>Project Fee or Weekly Retainer</b>		
	Estimated Time in Minutes	Example
Consultation time - how many minutes total		60
Research time - if additional time is needed beyond setup		30

[Get it here](#)

## ABOUT THE AUTHOR

Andrea Vahl is passionate about helping small businesses understand and leverage the power of Facebook to actually grow their business.



She co-authored the book [Facebook Marketing All-in-One for Dummies](#) and her newest book is [Facebook Ads Made Simple](#). She has taught 100s of students how to use Facebook and Instagram Ads in her [Facebook Advertising Secrets Course](#).

She speak at many events all over the world and on webinars. Find out more about booking her as a [social media speaker](#).

If you are confused about how you can build and grow your business online and would love to work one-on-one with [Andrea](#) visit [andreavahl.com/social-media-coaching](https://andreavahl.com/social-media-coaching) to get all the details. She's worked with a wide variety of businesses all over the world: local businesses, restaurants, speakers, coaches, non-profits, HVAC contractors, franchise owners, and more. She loves helping companies develop their strategies.

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