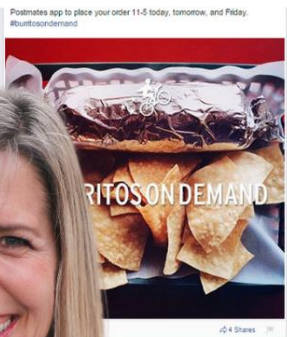
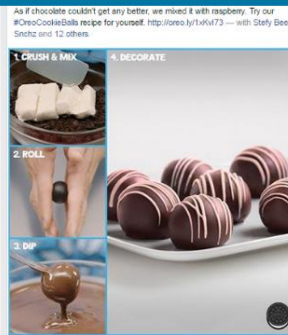
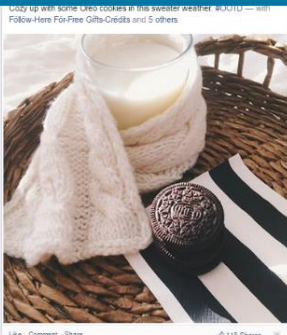


50

INSPIRING EXAMPLES *of Ads that Work*



ANDREA VAHL
author · speaker · consultant



DO FACEBOOK ADS WORK?

Yes.

That's the short answer 😊

Often times when people say that they've "tried Facebook ads and they don't work." that means that they haven't tested enough or they haven't tried multiple things.

Facebook ads can be challenging because you do need the right offer matched to the right objective and the right targeting and settings.

THEN when you have all of that in place, you need to write a compelling ad! The good news is that right ad can make a huge difference in how your ad performs.

In this ebook, you'll find over 50 examples from different industries and with different objectives to inspire you. Enjoy!

While I don't know for sure if every single ad I've shown here has been successful, I typically chose ads that I've either run myself (and have had success) or ads that have been running a long time (which typically indicates that the ad is working).

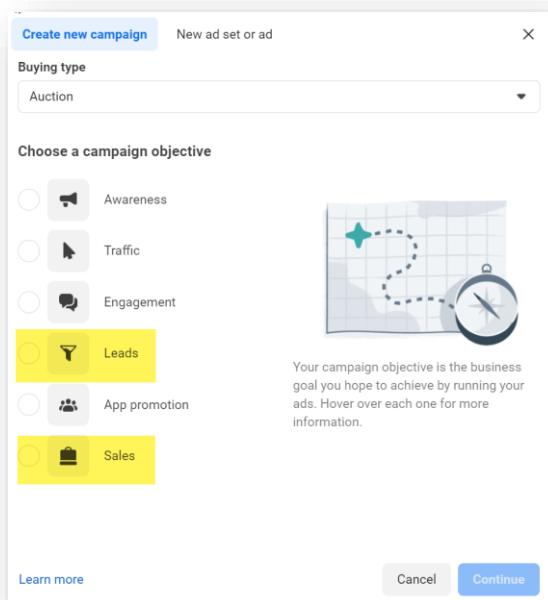


AD OBJECTIVES AND YOUR NICHE

Choosing the right Ad Objective is important to the success of the ad. With these examples, we won't typically know what Objective they chose.

Always focus on what your true objective is – if you really want to get people over to your website, but you have a video as the creative, then make sure you select “Traffic” option. You can then use a Video in the creative part of the ad.

I typically use Traffic, Leads, and Sales ads most frequently. But Leads and Sales are the best two options.



Also remember that your niche can respond differently to different offers and calls to action. The name of the game in Facebook ads is to test what works for you!



GIVE AWAY SOMETHING VALUABLE

Giving something away (or giving a discount on something special) is one of the BEST ways use Facebook Ads.

Use Facebook Ads to build your email list and then use email to follow up with your customers. You can create an Instant Form on Facebook (Lead ad) or use Lead Ads to direct someone to your website where they will optin to your offer (requires the [Facebook Pixel](#))

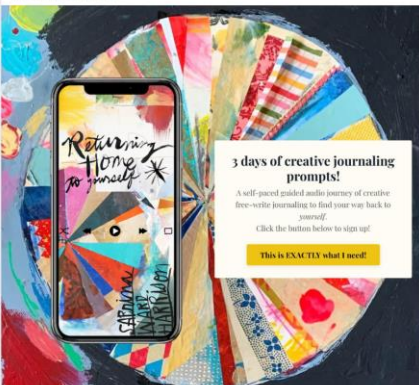
Sabrina Ward Harrison
Published by Andrea Solengren Vahl · 15h · 🌐

📖 🎧 Returning Home To Yourself
A self-paced guided gentle audio journey of creative free-write journaling to find your way back to yourself.

🌟 🎧 You'll get an audio file a day via email with creative journaling prompts to help you embark on a journey back home to yourself to help you dig a little deeper and create a little truer to yourself.

This is a self-paced so that you can pause the audio to take the time you need to explore the journaling prompts. I recommend giving yourself at least 15 minutes to explore these.

xo #sabinawardharrison



3 days of creative journaling prompts!

A self-paced guided audio journey of creative free-write journaling to find your way back to yourself.

Click the button below to sign up!

This is EXACTLY what I need!

TRUELIVINGEXPERIENCE.BWID

FREE: 3 days of creative journaling prompts

3 days of creative free-writing prompts to explore as you find your way back ho...

Sign up

Hey Heather Campbell
Sponsored · 🌐

Over the years working in my marketing agency, I noticed that about 90% of clients who came to me with marketing ... See More



HEYHEATHERCAMPBELL.COM

Go from Marketing Mayhem to Marketing Magic

DOWNLOAD


5

Like Comment Share

Andrea Vahl, Inc.
Published by Andrea Vahl · September 24 · 🌐

📈 Running Facebook™ and Instagram™ ads for clients can be a perfect skill to add to your services right now.

Grab my starter kit to learn how!



Learn how to run Facebook and Instagram Ads for Clients

FBADVERTISINGSECRETS.COM

Grab This FREE Starter Kit

Get 5 ebooks to help you build your business.

Download

43

16 Shares



GIVEAWAY IDEAS

- eBook
- Training series delivered via email
- Webinar
- Audio session
- 3-part video series
- Cheat sheet, guide or worksheet
- 5-day challenge
- Group membership
- Discount/promo code
- Telesummit
- Free chapter to a book
- 15 minute phone call
- Checklist
- Starter Kit
- Free Trial
- Template





LEAD ADS – B2C

Garden Geeks Grow More
Published by Andrea Vahl Inc. • October 27 at 11:03 AM •

The greatest myth in gardening is thinking there is a perfect growing season. But the reality is that growing food is a lifestyle! There is something to do ALL YEAR ROUND! That's why I've put together a special training called "3 Scientifically Proven Strategies for an Abundant Vegetable and Herb Garden Any Time of Year".

And you can grow your garden in any climate, indoors or outdoors!

In this Masterclass, you'll discover:

- What nobody tells you about plants... your plants will LOVE you for knowing this and they will give you better harvests.
- How the concepts of "growing zones" and "growing seasons" actually hold you back from real garden success and what to focus on instead.
- How to let the "Circle of Awesome" do the work for you.

PLUS, grab your "First Step to Growing Organic Vegetables" ebook. Do this EVERY season no matter how much experience you have... it's a mistake to skip this step!


Sign up now: <https://growyourvegetables.org/abundant-masterclass/>

With these simple strategies, you'll walk away from this webinar knowing how to live a garden lifestyle that works right now (no matter where you live).

And good news! We are giving away garden prizes. But you have to be LIVE to enter to win.

Peace & carrots,
Stacey

New Masterclass
3 Scientifically Proven Strategies for an Abundant Vegetable and Herb Garden Any Time of Year!




[GROWYOURVEGETABLES.ORG](https://growyourvegetables.org)
3 Strategies for an Abundant Vegetable and Herb Garden Any Time of Year
Sign Up

2 Comments 4 Shares

The Healing Vet
Sponsored •

"This was absolutely the best Masterclass I ever took--followed a few days later by another free hour of a hands on technique, I ...See more



FREE MASTERCLASS
with Dr Edward,
The Healing Vet

wholeenergybodybalance.com

53% of pets suffer silent pain without their owners ever

Sign up

Like Comment Share

Supercharged Science
Homeschool Science Curriculum
Sponsored •

Take an underwater tour of the ocean! In this free online class, your kids will learn about undersea life, including fish that ...See more

FREE ONLINE SCIENCE CLASS:
MARINE BIOLOGY, OCEANOGRAPHY, UNDERWATER ROBOTS



[SUPERCHARGEDSCIENCE.COM](https://superchargedscience.com)
 FREE Online
Homeschool Class: Marine...

LEARN MORE

Lemon Lime Adventures
Sponsored

Do your kids fight all the time?

Discover how to get siblings to get along even when all they do is annoy each other with the Sibling "Get Along" Poster Pack!

These 3 free printable posters show you:
* 10 simple ways to stop fights and arguments before they even...

Free Download
"GET ALONG" POSTERS



[CALMTHECHAOSWORKSHOP.COM](https://calmthechaosworkshop.com)
Sibling "Get Along" Poster Pack -- Free
Discover how to get siblings to get along even when all they do is annoy each other with the Sibling "Get Along" Poster Pack!

Download



LEAD ADS – B2C

Yes to Success with Debra Poneman
November 6 at 2:34 PM

Have you noticed that tensions are running a tad high these days? Stress not only impacts the happiness in our daily lives but it also impacts our long term health and how we age!

Guided meditation is a powerful tool to keep us feeling centered and peaceful, even when the world around us is shaking. And it's been scientifically proven to lower stress levels and slow down the hands of time.

I have a special free guided ancient meditation called Pancha Kosha. Pancha Kosha means "5 Sheaths" and represents the 5 layers of our being, from the outermost layer of the physical body inward toward the soul.


Get instant access to this 20-minute meditation that you can use anytime you need to bring yourself back to center. Sign up here: <https://yestosuccess.com/pancha-kosha-meditation/>

Here's what others are saying about this meditation:

"My fear and anxiety have actually dissipated. I'm finding myself smiling throughout the day for no reason." –Connie, Finland

"Thank you so much for the beautiful meditation. I feel completely renewed." –Beth Ann C.

"I shared this with my mom and she had the same experience I did of tension just draining from her body. Thank you. Thank you." –Jennifer, Chicago



FREE MEDITATION

RELEASE WORRY & ELIMINATE ANXIETY

YESTOSUCCESS.COM

FREE Ancient Meditation for our High-Stress World

"My fear and anxiety have actually dissipated. I'm finding myself smiling thro..."

Download

13

1 Comment 4 Shares

Saba University School of Medicine

Heading to Med School? Get an overview of our M.D. program including our campus, curriculum, the performance of our graduates, admissions requirements, living environment and much more.



MEDICAL SCHOOL WEBINAR

SABA.EDU

Interested in Med School?

Watch the Saba University Webinar to learn more about one ...

Sign Up

28

2 Comments 3 Shares

Like Comment Share

ATTN: Vets, Shelters, Rescue, Foster and Kitten Lovers

Did you miss the Online Kitten Conference? You can grab the recordings until June 29th!

Gain valuable insights and have your questions answered by some of the most knowledgeable leaders in the animal welfare community. The event had rave reviews!

We covered:

- 🐱 Kitten health
- 🐱 Raising and saving kittens
- 🐱 Planning Adoption Events
- 🐱 Kitten Behavioral Training
- 🐱 Best Practices for Kitten Spay/Neuter

Get the recordings now until June 29th only:
<https://www.communitycatspodcast.com/online-kitten-conference-2020/>

+ Add Another Option

Headline · Optional

🐱 Grab the Online Kitten Conference Recording now!


Facebook Feeds

Community Cats Podcast

Sponsored

ATTN: Vets, Shelters, Rescue, Foster and Kitten Lovers

Did you miss the Online Kitten ... See More



GRAB THE RECORDING!

2020 ONLINE KITTEN CONFERENCE

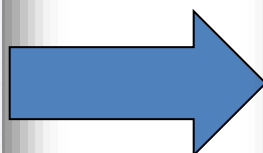
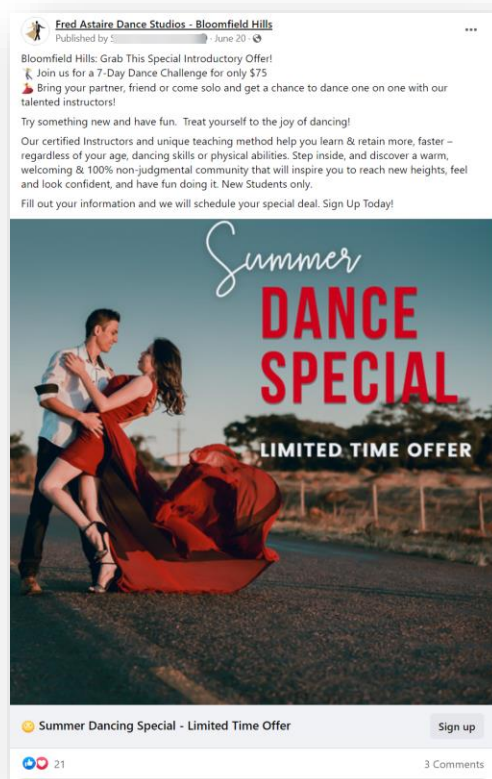
COMMUNITYCATSPODCAST.COM

🐱 Grab the Online Kitten Conference Recording now!

SIGN UP



INSTANT LEAD FORM ADS – B2C



Fred Astaire Dance Studios - Bloomfield Hills

Summer DANCE SPECIAL LIMITED TIME OFFER

Bloomfield Hills Special - Swing Into Summer - \$75

Limited time offer!

Come by yourself or with a dance partner (we teach lessons either way)!

Our certified Instructors and unique teaching method help you learn & retain more, faster – regardless of your age, dancing skills or physical abilities. Step inside, and discover a warm, welcoming & 100% non-judgmental community that will inspire you to reach new heights, feel and look confident, and have fun doing it.

New Students only. Treat yourself to the joy of dancing!

Fill out your information and we will schedule your FREE session.

Email

Full name

US+1 Phone number

Next

When you use an Instant form, the popup happens all within Facebook and you don't need a website. They will have their information pre-filled in the form.

The lead will then appear in your Leads Center in the backend of your Facebook Page (Meta Business Suite). You can automate the connection to your email system using a tool like Zapier.




LEAD ADS – B2B

Showcasing the emotion behind the promised transformation

Biteable Sponsored · 🌐

Take your video marketing to the next level 🚀
With our most popular business templates 📄
Join 5M+ other marketers using Biteable. 📈



How it feels

BITEABLE.COM/FREE-DEMO

Try Biteable for Free Today


Creating videos for social has never been easier

[Learn More](#)

👍❤️ Desiree Martinez and 7.1K others 965 Comments 774 Shares

Mike Cohn - Mountain Goat Software Sponsored · 🌐

Want to see how I write user stories? Get a shot of inspiration with these 200 user stories from 3 complete product backlogs ...[See More](#)



Agile Teams
200 User Story Examples

MOUNTAINGOATSOFTWARE.COM

FREE: Save time writing user stories with 200 examples

[DOWNLOAD](#)

👍👍 Veleti Kishore and 14 others 1 Share

WorkLife Consulting, LLC
Published by Andrea Vahl Inc. · 🌐 May 18 · 📅

When a team member's needs aren't met, they can develop stress behavior and become less effective in:

- 📌 Work challenges
- 📌 Organizing
- 📌 Decision making
- 📌 Personal relationships
- 📌 And more...

The mission of WorkLife Consulting is to awaken the passion and potential of professionals everywhere in order to foster a greater, more productive working community.

Take this 2-minute quiz and find out how smart your emotions are. We'll hook you up with a proven approach to increasing your impact in this changing world.



MANAGERS AND TEAM LEADERS:

HOW SMART ARE YOUR EMOTIONS?

[Take the Quiz](#)

WORLIFELIFECONSULTING.COM

QUIZ: How Smart Are Your Emotions?

We provide customized, online coaching programs that help individuals, teams...

[Learn more](#)

See insights and ads [Boost post](#)

👍❤️ 2 Comments 4 Shares

HubSpot Academy Sponsored · 🌐

Build a content marketing machine for your business.



Content Marketing Certification Course

[FREE COURSE](#)

ACADEMY.HUBSPOT.COM

Free Content Marketing Certification

[Sign Up](#)

👍❤️ Christine Gritmon and 263 others 20 Comments 53 Shares


👍 Like Comment Share



SALES ADS – B2C

Rock Roll n Soul
Sponsored · 🌐

NEW ☆ ARRIVALS



Shop Now

ROCKROLLNSOUL.COM
NEW ☆ ARRIVALS

SHOP NOW

Leslie Vernick - Enriching Relationships That Matter Most
Sponsored (demo) · 🌐

IT'S FINALLY OPEN:
My Conquer Support Group is for faith-based women in destructive relationships who want real change.
Join hundreds of other women who are learning to go from... [See more](#)

Stay Well
or
Leave Well

Get the roadmap to make the right decision

LESIEVERNICK.COM

Join now! Your future self will thank you.


Sign up

159 13 Comments 22 Shares

Like Comment Share

ActivatedYou
Sponsored · 🌐

Feed your skin what it needs, with Essential Skin Food 🌱
6 plant-based skin-nourishing compounds, which means:
✓ Firmer, plumper-looking skin from head to toe
✓ Healthy cell-turnover... [See more](#)




ACTIVATEDYOU.COM
Start the Journey to Nourished Skin Today 🌱

Learn more

36 4 comments 6 shares

Spartan
Sponsored · 🌐

Ditch the flowers. Ditch the chocolates. Dive into HARD. Save \$50 when you buy two race tickets with code LOVEHURTS now. Valid for OPEN HEATS only.



USE CODE LOVEHURTS USE CODE LOVEHURTS

RACE.SPARTAN.COM
TOUGH LOVE ONLY
Epic Events For All

Sign up

52 3 comments 5 shares



LEAD ADS – B2B

Mike Cohn - Mountain Goat Software
Sponsored · 🌐

Want to see how I write user stories? Get a shot of inspiration with these 200 user stories from 3 complete product backlogs ...[See More](#)



MOUNTAINGOATSOFTWARE.COM
FREE: Save time writing user stories with 200 examples [DOWNLOAD](#)

👍 Veleti Kishore and 14 others 1 Share

Michael Hyatt
Sponsored
ID: 726782998821588

Have you ever felt like, no matter how many new business challenges or opportunities you're faced with, you're stumped on what the next best step for your business should be?

I know how frustrating scaling your business can be, and I'm here to tell you that you don't have to risk going at it alone.



SCALE YOUR REVENUE
WITH BUSINESS COACHING FROM FULL FOCUS

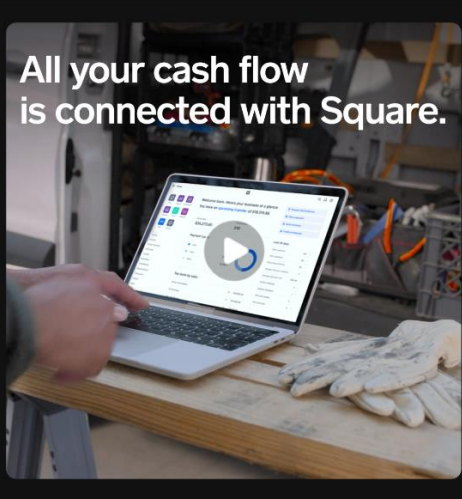
[TALK TO MY TEAM](#)

 BUSINESS ACCELERATOR®

BUSINESSACCELERATOR.COM
Premier Business Coaching to Scale Your Revenue | Free 45-Min Business Growth Call
Tailored coaching to help you scale your business, gain back time, and enjoy your success. [Learn more](#)

Square
Sponsored
ID: 539475408141892

Get a simple way to take payments, and manage your cash flow with Square. There are no minimums or monthly fees.




All your cash flow is connected with Square.

SQUAREUP.COM
Take payments and bank with Square. [Learn more](#)

Kajabi
Sponsored · 🌐

🔥 Kajabi is the #1 Online business platform for entrepreneurs. Move away from tons of messy tech tools and streamline your online business today. Start your FREE 30-day trial now! 🚀



Try Kajabi free for 30-days.

Simplify your business in 1 month?
It's possible with Kajabi.

[Get started](#)

GET.KAJABI.COM
Get Started Today With a 30-days Risk-Free Trial.
All-in-One Business Platform [Sign up](#)

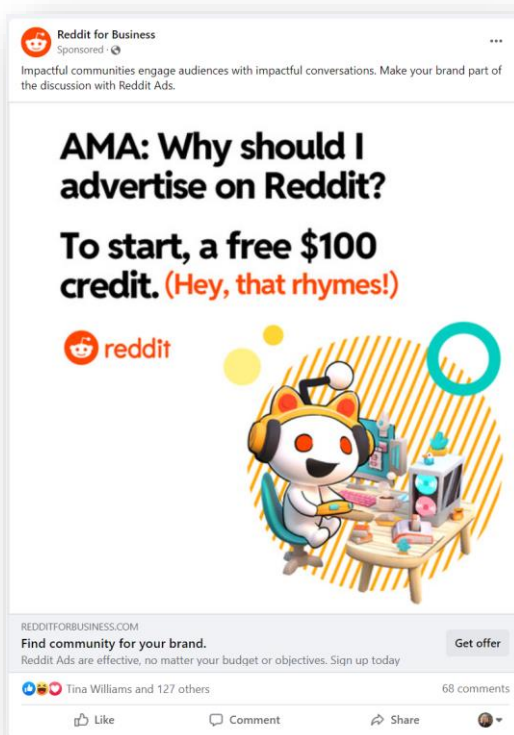
👍 Chad Illa-Petersen and 767 others 110 comments 39 shares

👍 Like Comment Share



SALES ADS – B2B

Selling to a cold audience is often more challenging for B2B so I typically recommend retargeting only when you have an offer. But if you have a good coupon or special offer, sales ads can work when targeted well.





Reddit for Business
Sponsored

Impactful communities engage audiences with impactful conversations. Make your brand part of the discussion with Reddit Ads.

AMA: Why should I advertise on Reddit?


To start, a free \$100 credit. (Hey, that rhymes!)





 reddit



REDDITFORBUSINESS.COM
Find community for your brand.
Reddit Ads are effective, no matter your budget or objectives. Sign up today

[Get offer](#)

 Tina Williams and 127 others 68 comments

 Like  Comment  Share 



Podfest Multimedia Expo
July 11

Help us set a world record!
Join us for the largest virtual podcasting conference in history! Free Access as well as Masterclass and VIP options.

Podfest Global Summit is an extension of Podfest Multimedia Expo, one of the longest running and tightest-knit communities of podcasters in the world!

You will get:

- World-Class Education - whether you are just starting out or looking for the latest cutting-edge strategies
- Inspiration and Ideas for content creation, audience growth, monetization and more
- Community - join the best podcasting community in the world - you become part of the family

Your voice matters! Get your ticket now: <http://podfestexpo.com/>

JOIN US FOR THE CHANCE TO BE PART OF HISTORY!
August 10-15 Online

PODCAST GLOBAL SUMMIT




PODCASTEXPO.COM
PODCAST GLOBAL SUMMIT | Where Your Voice Matters [Sign Up](#)

 You and 379 others 81 Comments 57 Shares



LONG FORM ADS

**Professional Carpet Systems of N. Denver**
Published by Andrea Vahl Inc. • November 14 at 7:57 AM •

Carpet Cleaning Special: One FREE Room!
For a limited time we are giving you a Free Room of Cleaning up to 100 sf. You will also receive a FREE copy of a Carpet Care Guide.

Professional Carpet Systems is different than your typical carpet cleaning service. We are a worldwide expert in carpet care and restoration. The founder, Shawn Bisailon, is a Master Cleaner and Restorer with IICRC and trains other carpet cleaners everywhere.

When you work with us you will:

- ✓ Get your carpets cleaned right the first time
- ✓ Work with a friendly and courteous staff who loves what they do
- ✓ Work with one of the most-trusted company in the area
- ✓ Get First Class service

We pledge that you will be satisfied that our work is complete and done to the highest professional standards. We are following all the safety protocols and protections.

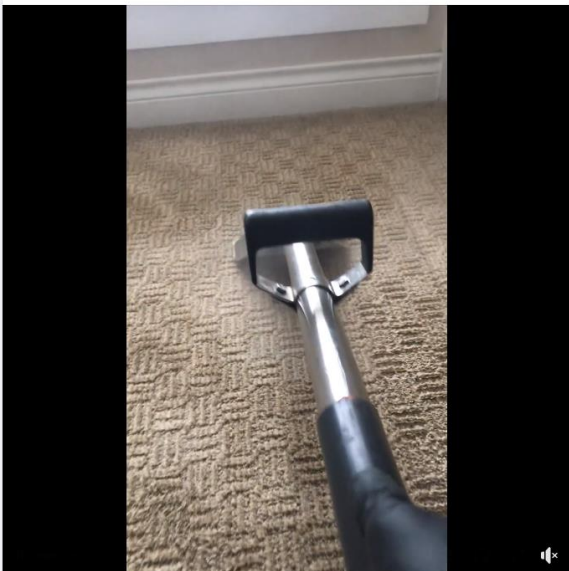
★★★★★ "Love working with these guys. They're super-responsive, always show up on time, do a great job and clean-up when they're done." - Noah K.

★★★★★ "Great company, fantastic job on a difficult carpet - absolutely the best carpet cleaning service I have ever used." - Hilary C.

★★★★★ "After doing business twice now, I cannot think of a single way that they could have improved on any aspect of business. Their customer service is fantastic and they do quality work. Great people, amazing owner!" - Brandon B.


Fill out this short form to contact us and schedule your cleaning.

*First time customers only. *Applies only to owner-occupied residential services.*



🌿 Denver Boulder area - Get your Carpets Cleaned before winter! [Book Now](#)

👍❤️ You and 10 others 7 Comments 1 Share

**Susie Moore** Sponsored •

You don't need fancy skills or a publicist to get featured in places like Forbes, Inc., Marie Claire, MindBodyGreen, Oprah, or The Today Show!

People ask me all the time who my publicity team is. And they're floored when I tell them I do it myself.

Disclaimer: I'm not a professional publicist, journalist or even a professional writer. Not even close. I'm talkin' zero formal qualifications.

But after being featured in hundreds of media publications including Oprah dot com, Marie Claire, Business Insider, Forbes, and a bunch of others, I can tell you this...

There's no big secret behind it.

I don't have 'inside connections' and I certainly don't pay for the privilege of going bigger with my message (versus sticking to just my personal blog).

Truth is, the media NEEDS content. It needs stories and ideas from regular people like you and me.

Hill 🙌 I'm Susie! I'm a coach, advisor to startups and bestselling author.

Leveraging the media is how I built my business from scratch, and I still haven't found a better way to grow my audience, email list and sales.

Growing my own business by getting featured in the media is fun. Helping others do the same thing for their businesses is even better!

Check out what these amazing students did with a little bit of help:


- ✓ Isa got 2,187 opt-ins just from one guest post. Imagine going from zero to over 2000+ subscribers in a matter of days... and that led to a feature in Vanity Fair.
- ✓ Amy had always wanted to be featured in Entrepreneur, but only ever received lukewarm responses to her pitches, until she implemented my system. Since then, she's been in Entrepreneur multiple times.
- ✓ Ivonne after years of reading MindBodyGreen was finally featured. She attracted new clients while being featured in the media she loves.
- ✓ Helen was published in Elite Daily, Bustle, Elephant Journal, Yoga Magazine and Greatist. She gained clients and a lot of great connections.

... I could go on like this all day long.

The point is, when you know how to pitch the media properly, it's MUCH easier than you think to get featured and leverage it to get real results that actually grow your business.

I'm hosting a free training where you'll learn how to get serious PR for your business for free.

All you need to do is click here to register for free today: <https://getrockstarpr.com/rockstar/>



[HTTPS://GETROCKSTARPR.COM](https://getrockstarpr.com)

How To Get Featured In Major Publications 🎉 (For Free) [Learn More](#)

Click to check out the free workshop

👍❤️ Ramon Ray, Natasha Takahashi and 1.4K others 156 Comments 192 Shares

👍 Like 💬 Comment ➦ Share



LONG FORM ADS


The Healing Vet
 Published by

"This was absolutely the best Masterclass I ever took--followed a few days later by another free hour of a hands on technique, I was amazed at the difference in my dogs. They LOVED it. I have a terrific more traditional vet who works with acupuncture, hydrotherapy, and laser, all of which get good results. I would never hesitate to go to her first for almost everything. But most often vets are trained to look at drug intervention or more traditional therapies to treat their patients and because they are so busy, it's hard to take the time to do the things Dr. Edwards espouses. I've been a certified healing touch practitioner for over 15 years and this class offers viable energy healing practices to help both animals and people. Completely happy with what I've received when I registered for the program as well." - Lorie

I'm Dr. Edward, The Healing Vet. I'm a holistic veterinarian with 25 years of experience, a leading expert in silent pain in pets, and the founder of the Whole Energy Body Balance method (a profoundly healing bodywork modality for pets, people and horses).

Did you know that more than half the thousands of dogs and cats I help as a vet suffer with undiagnosed (silent) neck, back or neuro-fascial pain? Every week I see dogs and cats who have silent pain. Their humans are surprised and shocked to find this out. Millions of pets on the planet are suffering from silent pain right now, and anyone's pet can be one of them!

Despite how much people love their pets (and even when people think they know their animals so well that they would never miss pain), my research shows conclusively that 53% of pets still are left in mute misery, suffering silent pain.

Imagine what it must be like for these millions of unlucky animals. Hurting. Needing help. Unable to tell their humans! Trapped in the jaws of silent chronic pain. How awful must that feel?

This is why learning about silent pain is one of the most important things any pet owner can do. I'd like to invite you to attend my free masterclass on Silent Pain in Pets.

This masterclass teaches people who love their pets:

- 1) The reasons why dogs and cats often show no signs of pain that humans can understand.
- 2) How to identify subtle signs of pain in dogs and cats that most pet owners (and many vets) are unaware of and miss.
- 3) The most common causes of silent pain, and why pain killing drugs may do more harm than good when it comes to treating silent pain

After your free masterclass, I'll be offering you the opportunity to learn how to find silent pain in your pets better than many vets (as well as how to use loving touch to melt pain, tension, anxiety and trauma out of your pet's body) with the Whole Energy Body Balance Method Bodywork for Pets online training. Over 1700 students are already keeping their pets pain free and happy with this beautiful, gentle, highly effective hands-on method.

P.S. Bonus free practical training - Learn how to relax anxiety, heal trauma, and relieve pain and tension for pets hands-on with Dr Edward's free Whole Energy Body Balance fundamentals workshop - a hands-on, experiential workshop. You'll automatically be registered for this workshop when you register for the Silent Pain masterclass!

Please note that if you can't make the live session times, make sure to register to get a replay link emailed to you.

Free Masterclass

with Dr Edward, The Healing Vet



WHOLEENERGYBODYBALANCE.COM
53% of pets suffer silent pain without their owners ever knowing

Boost this post to reach up to 590 more people daily if you spend \$10.

Boost post

981

28 comments

97 shares


Andrea Vahl, Inc.
 Published by Andrea Vahl · 4d ·

I have some GREAT news for you! Facebook™ and Instagram™ ads are performing better than they have in a LONG time!

I'm not gonna lie, it was a tough couple of years with the Apple iOS changes and then so many issues with tracking but I'm seeing some amazing results in my client's campaigns lately.

But I know there are still a lot of people who aren't seeing good results and are wasting money. I don't want that for you!

You might be asking yourself:

- How can I get better results with my ad campaigns?
- What strategy should I use?
- How do I read the reports to find out what is really working?

That's why I've put together a 1/2 day training that will help!

Facebook™ and Instagram™ Ads Funnel Workshop

When: Wednesday, February 15th from 3 pm – 5:30 pm ET (2 pm CT, 1 pm MT, noon PT, 8 pm GMT)

Best of all, I've made it super affordable at \$97!! You are saving 50% off the normal price!

Get all the details and sign up here:
<https://www.andreavahl.com/halfdayworkshop>

The workshop WILL be recorded if you can't join us live.

You will walk away knowing:

- What advertising options are available – going beyond the boosted post for better strategy
- The EXACT steps you need to get new leads every day
- What types of offers and ads convert the best for local businesses, online businesses, and service businesses
- What is the Pixel, how to install it, and how to set up conversion tracking
- How to read your Ad reports so you know what's working and what isn't

And you'll have a framework to get your high-converting ads started!

We'll have time for Q&A for your specific questions.

Full recording so you can replay and apply my guidance whenever you need it! You don't have to attend live, you can just sign up for the recording.

Live 1/2 Day Workshop

FACEBOOK AD FUNNEL WORKSHOP

WITH ANDREA VAHL

Only \$97
(Normally \$197)



ANDREAVAHL.COM
Save money AND get more leads
 The very BEST strategies tailored for YOU and your niche.

Sign up

14

4 comments

1 share

Like

Comment

Share

Most relevant

Comment as Andrea Vahl, Inc.

Gina Carr
 Great news. Looks like a great workshop.
 Like Reply Hide Send Message 3d

1 Reply

Travis Key
 Many of these funnel ad campaigns are focused on businesses that sell one or few



LOCAL ADS

Andrea Vahl, Inc.
Published by Andrea Vahl

ATTN: Moms who need a night out!
Join us for Moms Unhinged Standup show on Sunday, October 23rd at the Louisville Underground. We have a great set of comedians including headliner Stephanie McHugh, from Nick at Nite's TV Show "America's Funniest Mom".
Join us for a night of laughter as we explore everything from motherhood, midlife crisis, marriage, divorce, and other things that irritate us. Men are welcome to the show, too. 🍷
Featuring Sunshine Holmes, Stacy Pederson, Stephanie McHugh and Andrea Vahl as the MC and Opener <https://www.andreavahl.com/standup-comedy-show>
Don't wait to get tickets - the last couple shows have SOLD OUT!

Moms UNHINGED
Standup Comedy Show

7:00 p.m. MT, Sunday October 23rd
presented by Louisville Underground

ANDREAVAH.COM
Moms Unhinged - A Standup Comedy Show - Louisville Underground

Book now

Primary text 1 of 5

Something I find over and over is that other HVAC and plumbing service providers are not guaranteeing their prices and providing quality workmanship.

I don't want that for you! I'm Susan Frew, and I have grown Sunshine since 2006 using my "12 points of Love" customer service strategy and my deep connection to women in the Metro Area.

Sunshine has tracked that initially over 70% of our clients were women. May people report that they chose Sunshine over other competitors due to the white glove treatment they have received.

As a woman-owned business, I am committed to taking the guesswork out of plumbing and HVAC service, replacement, and repair.

You'll know when we're coming, you'll know the cost, and you'll know our work will last.

Whatever your plumbing or HVAC needs, Sunshine Home Services will get the job done right the first time - or we'll fix it for free! We believe in full price transparency and giving you the ability to shop on your schedule without a pushy salesperson disguised as a technician coming to your home.

Fill out this short form to get an immediate quote on your Plumbing, Heating, Cooling, and Duct-cleaning job for your home.

+ Add text option

Headline

Townsend Retirement Specialists
1d

So many people work hard to build up their Estate to leave a wonderful legacy but do not plan for who will serve as Trustee to make sure the planned distribution goes smoothly. This can cause HUGE problems.

If you name a child or other family member as the successor trustee, not only can conflicts of interest occur, but this can also jeopardize any asset protection that you had hoped for.

Join us on Thursday, November 19th at 6 pm MT for a FREE educational webinar about Estate Planning and Selecting a Trustee for your Estate. Don't miss out on the opportunity to better understand where mistakes happen in establishing trusts - this presentation can unlock so many strategic ways to protect your wishes!

In this webinar you'll discover:

- Common mistakes clients make when establishing their trust.
- How clients can ensure their trusts are administered faithfully and objectively, per their wishes.
- Typical trust structures and distribution methods.
- How to protect your estate from failed marriages, lawsuits, creditors & predators.

And much more ...

The webinar will be recorded but you do need to sign up. Hope to see you there!

FREE WEBINAR
Legacy Planning in Colorado

TOWNSENDRETIREMENT.ZOOM.US
FREE Webinar Nov 19th - Legacy Planning: Selecting a Trustee
In this webinar you'll discover - The duties of a successor trustee and questions ...

Sign Up

Sunshine Home Services
Sponsored

Something I find over and over is that other HVAC and plumbing service providers are not guaranteeing their prices and ...See more

SUNSHINE
PLUMBING & HEATING
AWARD-WINNING WOMAN-OWNED BUSINESS WITH TRANSPARENT PRICING
GET YOUR QUOTE NOW!

FORM ON FACEBOOK
Honest and Integrity through Transparent Pricing

Get quote

Like Comment Share

See variations

Ad rendering and interaction may vary based on device

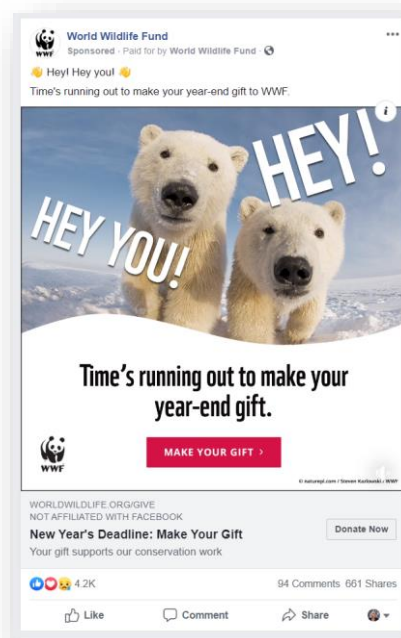
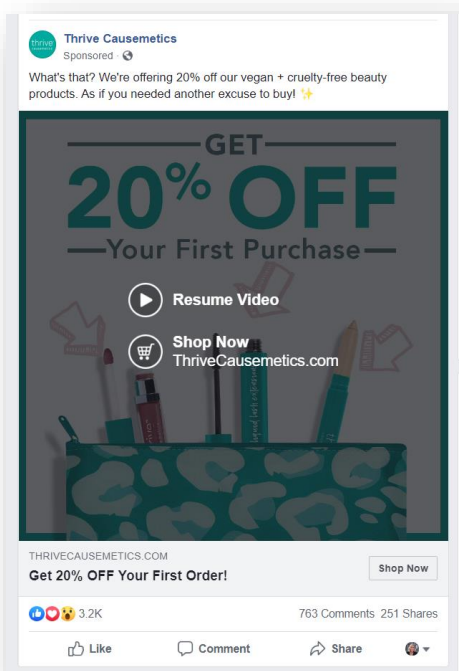


RETARGETING ADS

Retargeting ads can be very effective for getting noticed by someone who has recently visited your website or engaged with your Page.

The good news is that you don't have to spend a lot on a retargeting ad since the audience is smaller. You will need the Facebook Pixel installed on your site (which you should have anyway) in order to use Retargeting ads.

You can retarget people with a message or retarget them with a special offer. After visiting the Thrive Causmetics site, I got an offer for a special coupon.





RETARGETING ADS

Andrea Vahl, Inc.
Sponsored · 🌐

I have some GREAT news for you! Facebook™ and Instagram™ ads are performing better than they have in a LONG time!
I'm not gonna lie, it was a tough couple of years with the Apple iOS changes and then so many issues with tracking but I'm seeing some amazing results in my client's campaigns lately.
But I know there are still a lot of people who aren't seeing good results and are wasting money. I don't want that for you... [See more](#)

1/2 DAY ONLINE WORKSHOP

CREATE YOUR FACEBOOK AND INSTAGRAM AD FUNNEL

REGISTER TODAY


ANDREAVAH.COM
Save money AND get more leads
The very BEST strategies tailored for YOU and your niche.

[Sign up](#)

Andy Davis, Katie Brinkley and 7 others · 1 share

White House Black Market
Sponsored

Show your edge with these alluring leopard looks, intricately detailed and boldly designed.



Find Your Fierce Side
WWW.WHBM.COM

[Shop Now](#)

Find Your Fierce Side
WWW.WHBM.COM

Social Fresh
Sponsored · 🌐

The Biggest Social Media Conference of 2020 Is Going Virtual December 8th - 10th!
With Speakers From Microsoft, Delta Air Lines, Facebook & Instagram, Jeni's Splendid Ice Creams, Twitter, Lily Pulitzer, MIT, Survey Monkey, and much more.
Connect With The World's Top Social Media Experts and Learn What's Working in Social Today!...
[See More](#)

Why You're Seeing This Ad
Only you can see this

You're seeing this ad because your information matches **Social Fresh's** advertising requests. There could also be more factors not listed here. [Learn More](#)

- Social Fresh is trying to reach people who interacted with their Facebook Page. [Learn More](#)
- Social Fresh is trying to reach people, ages 18 and older. [Learn More](#)
- Social Fresh is trying to reach people whose primary location is the United States. [Learn More](#)

What You Can Do

- Hide all ads from this advertiser
You won't see Social Fresh's ads. [Hide](#)
- Make changes to your ad preferences
Adjust settings to personalize your ads. [Learn More](#)

Was this explanation useful? [Yes](#) [No](#)

CONFERENCE.SOCIALFRESH.COM
[Claim Your Spot Now](#) - Limited Seats Remaining 🎟️

Vincent Orlick and 4 others

Tina Lorenz
Sponsored · 🌐

I couldn't help but notice you watched part or all of my free masterclass training on "How to Become A Copywriter and Start ...[See More](#)



PAGES.AUTHENTIC-COPY.COM
Get Your Questions Answered Now 📩

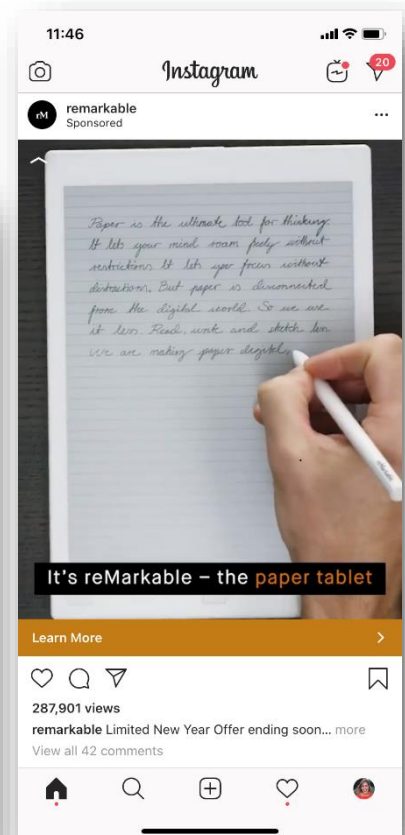
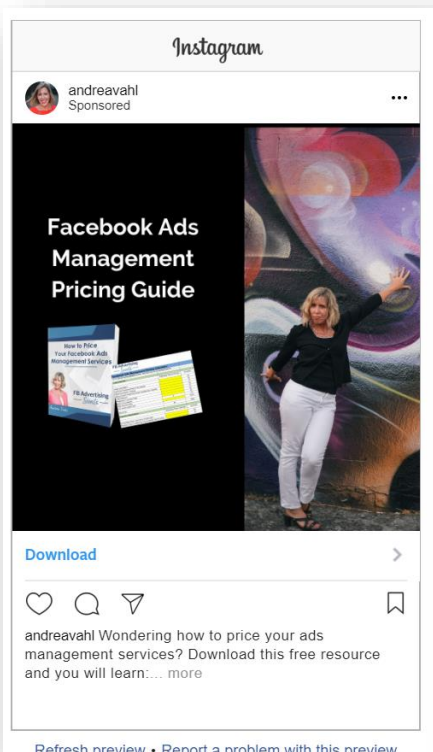
[LEARN MORE](#)

Ciprian... 183 Comments 87 Shares



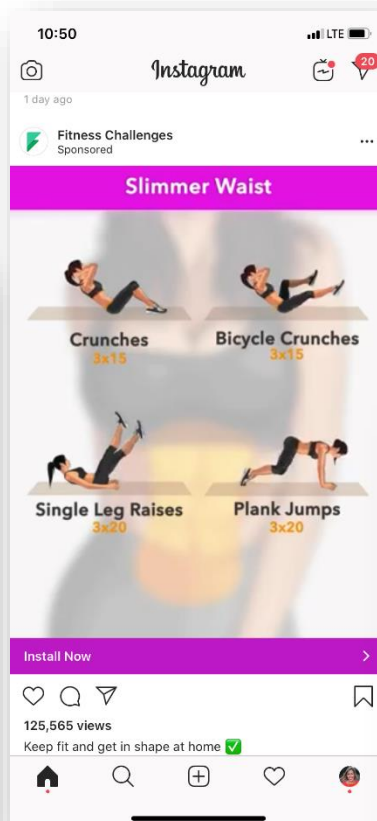
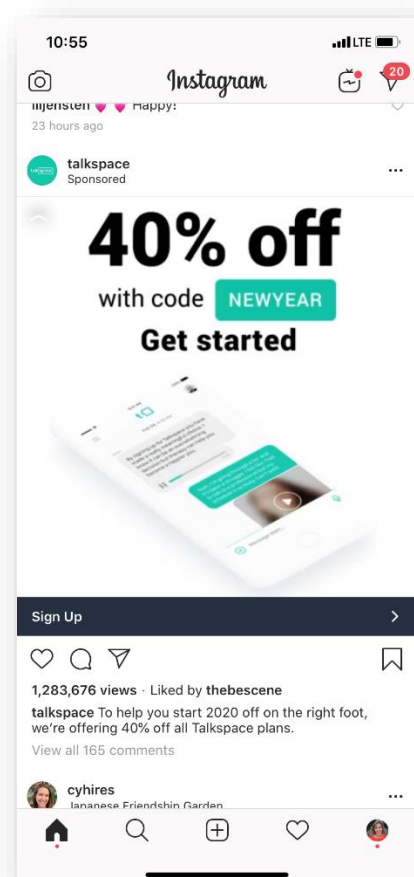
INSTAGRAM ADS

Instagram Ads have less text showing and NO Headline. So the headline will really need to be in the image to catch people's eye. Videos also work well in Instagram since you can demo the product.





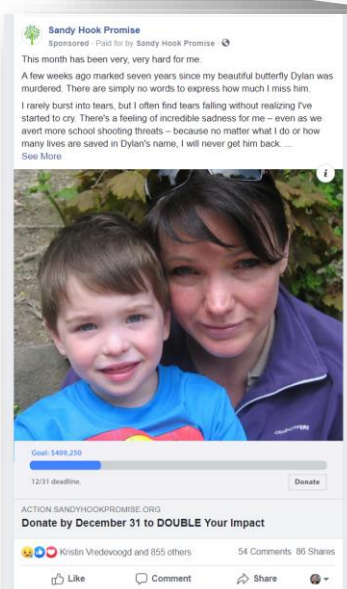
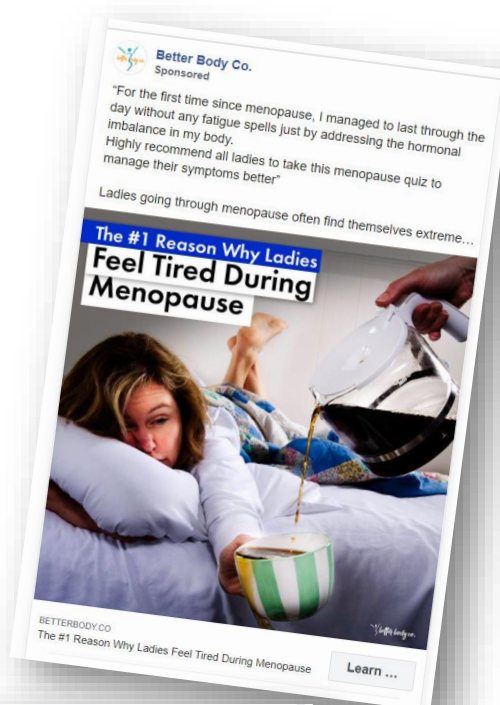
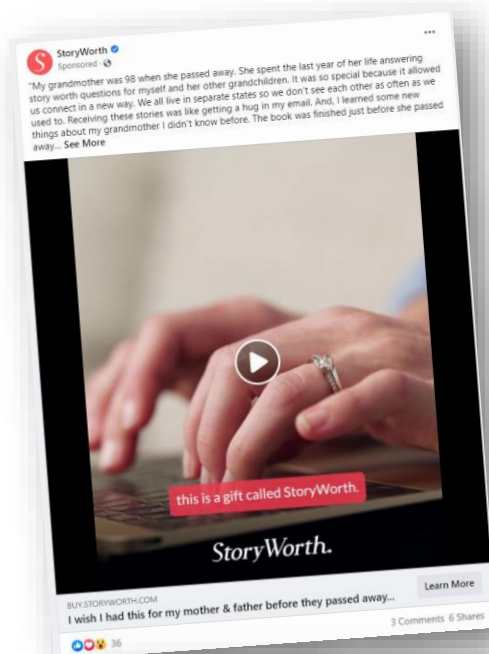
INSTAGRAM ADS





STORY-FORM ADS

Tell a story from your client's perspective or yours.






TESTIMONIAL ADS

Focus on testimonials from your customers.

Ageless LX Sponsored

"My skin and muscle tone is better - more definition. People have told me a few times already that I look younger which... [See More](#)



BOOST ENERGY & ENDURANCE

AGELESSLX.COM
Stay Strong Live #Ageless
Imagine yourself with flawless skin, gorgeous hair, limit...
[Shop Now >](#)

thredUP Sponsored

"I made my first purchase today. Spent \$46 for 8 items; 6 dresses and 2 tops all either new with tags or almost new! I'm excited to get my delivery!" - Collette Reynolds
You don't want to miss deals from your fave brands like Nike, Lululemon, Athleta, Adidas, and 35,000 others!

lululemon UP TO 75% OFF



WWW.THREDUP.COM
Explore The World's Largest Thrift Store [Shop Now](#)

3.6K 208 Comments 328 Shares

Like Comment Share

Buffly Sponsored

"I am absolutely in love with my Buffly! It is so comfortable. It's like hugging a cloud. I was afraid it was going to be too hot, but it's not at all! Not too hot, but heavy enough to keep you warm in cold environments! You gotta try one!"
-Ashley S. ★★★★★
@jessicamumane




MEET BUFFLY CO
Try the most comfortable comforter ever, on us

3.2K 442 Comments 341 Shares

Like Comment Share

Shen Yun Sponsored

A performance that truly matters. This is what you've been waiting for in life.
Jan 18-Mar 19 | Colorado Springs, Denver, Cheyenne
Tickets start from \$80. Secure your seats now: [ShenYun.com/co?tb=1](#)



the entire performance.
Candice O'Shea, interior designer

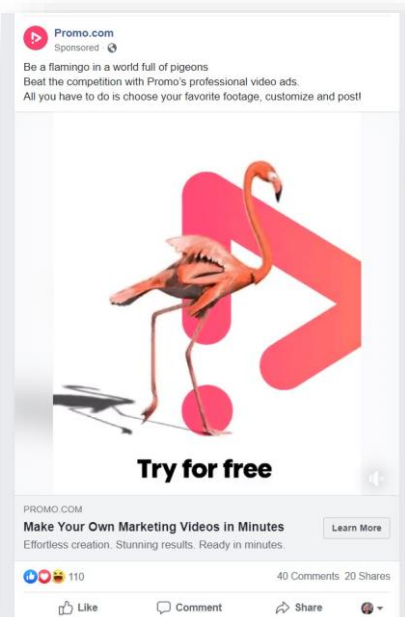
SHENYUN.COM/CO
See it live in Denver and Co. Springs
Tickets start from \$80 [Book now](#)

2.8K 244 comments 406 shares

VIDEO ADS

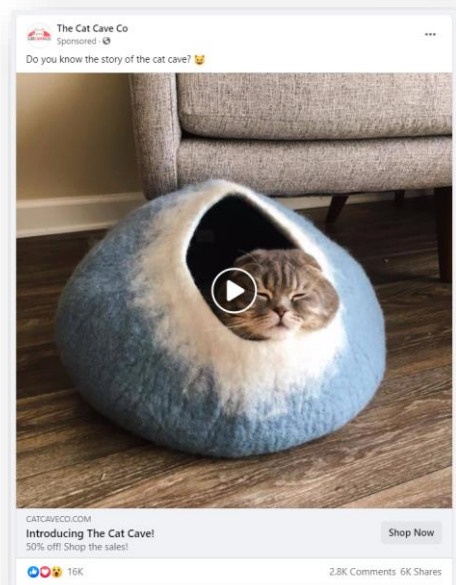
Videos can do well in ads. I have sometimes found the images convert better but you will have to test for yourself because there are a lot of factors.

The video does not have to be professional – it could be just a quick personal video you have created on your phone. Good lighting and good sound is a must and I would also have captions or some way for people to know what you are talking about in the video without playing the sound.



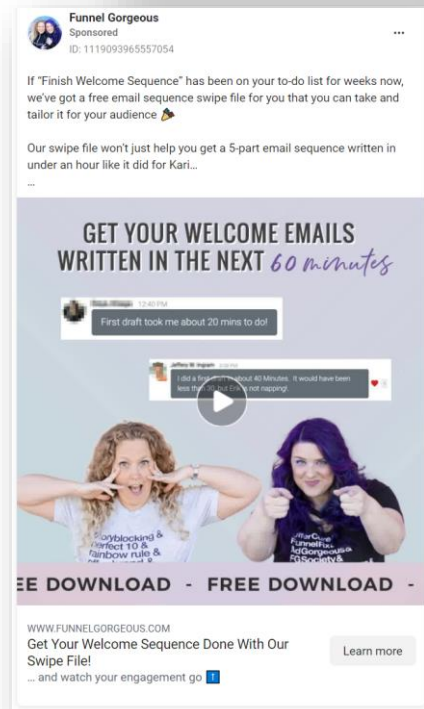
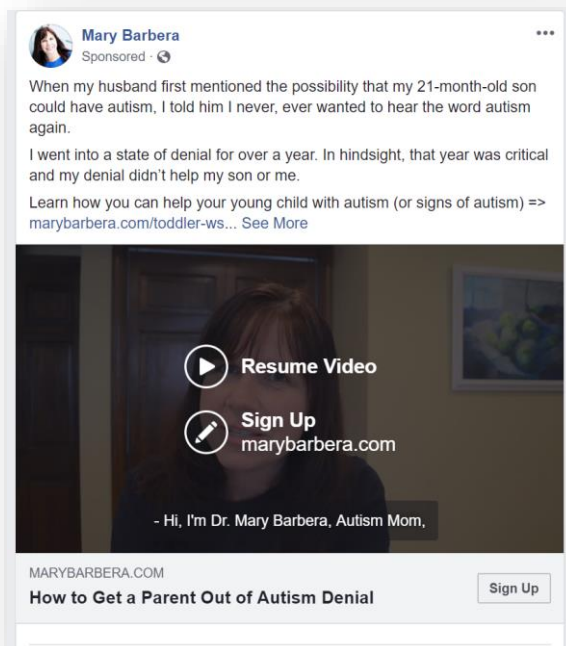
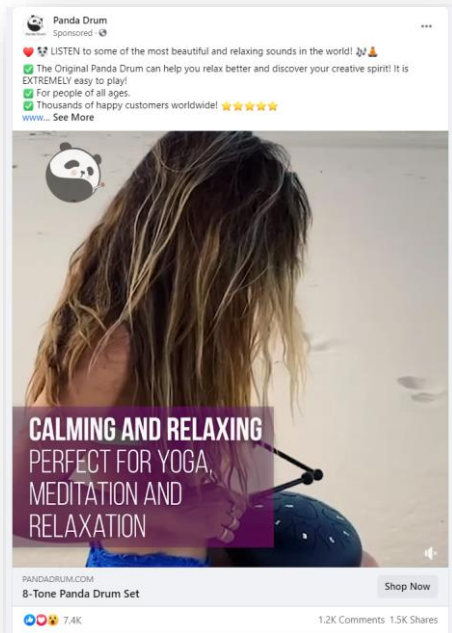


VIDEO ADS





VIDEO ADS





REAL ESTATE ADS

Think beyond just a “listing” ad. You can create Instant Forms or Lead Ads to follow up with potential buyers and sellers.


Mayer Team Colorado - Real Estate
Published by [Profile]

Attention Longmont Homebuyers! 🏡 Are you searching for your dream home in Longmont or surrounding areas? Look no further!


We have something for everyone, at every price point. From charming starter homes to luxurious estates, we have a wide range of properties to choose from including exclusive coming soon!

We know the Longmont area and have been voted Best Real Estate Agent, 2021 & 2022 in the Longmont Times Call. We will work with you to find the right home that fits your needs and budget.


Start your home buying journey today. Fill out this short form to get in contact now!



Longmont Homes At Every Price Point [Learn more](#)



Longmont Homes At Every Price Point [Learn more](#)



Longmont Homes At Every Price Point [Learn more](#)




[See insights and ads](#) [Boost post](#)

[Like](#) [Comment](#)

[Write a comment...](#)

Realtor David Arustamian
Published by [Profile]

Wondering what's happening here in our local Phoenix Metro Real Estate Market? Here's a list of top cities, local market conditions, sales trends and more in the markets that matter to you.



BUYING OR SELLING IN PHOENIX?
Get the latest Real Estate Market Report

[AGENTDA.COM](#)
2022 Phoenix Metro Market Data [Learn more](#)

[See insights and ads](#) [Boost post](#)

[Like](#) [Comment](#) [Share](#)





Mayer Team Colorado - Real Estate
Published by [Profile] · October 3 · 🌐

Longmont's newest donut shop Landline Doughnuts & Coffee is enclosed in nostalgia. Vintage decor and the bakery's 1930s donut recipe using mashed potatoes pay homage to a time long past.

Drop in to 321 Main Street in Longmont for Potato Doughnuts, Soft Serve, and a Multi-Generational Space To Hang Out!

****NOTE: You must go to our website, enter your name and email to download the coupon: <https://mayersteamlongmont.com/landline-doughnuts>.**

Every month we will feature and promote a locally owned business. We LOVE working and living in Longmont!



FREE Coupon

\$5 OFF
LANDLINE DOUGHNUTS
****Download on our website****

[NAHRETEAMCOLORADO.COM](#)
Longmont: Visit Landline Doughnuts and take \$5 off on us! [Download](#)
"Back in the 1930s, potatoes were cheaper than flour. Grandma was looking f..."

[See insights and ads](#) [Boost post](#)

[Like](#) [Comment](#) [Share](#)



HEALTH/WEIGHT LOSS

Alicia Jones Healthy Living
Published by Andrea Vahl Inc · October 28 at 2:57 PM · 🌐

👉 So many women over 50 that I work with think that exercise and eating right have to be painful, hard and a downright punishment if they want to get results. That's just not true!

For almost 14 years I've helped transform the health and the lives of women through fitness and weight loss strategies. And what I've found is that it is often the small, key shifts that can make the biggest differences in getting lasting results.


I've put my BEST strategies into a FREE 7-Day challenge to help get you off to a FAST start.

During the 7 Day Challenge you'll learn...

- ✅ The Secret to consistent and lasting results even if your energy is low, you're short on time, and you've never followed through before.
- ✅ The Starter's strength training strategies you MUST master to achieve optimal health, increased strength and weight loss over 50
- ✅ The only weight loss strategy that includes the freedom to enjoy the foods you love and the accountability to take consistent action
- ✅ The mindset shifts that eliminate exhausting and restrictive fitness and weight loss rules so you can ignite your energy and boost your strength permanently.

Join me in my FREE 7-Day Challenge to master the simple starter strategies to feel amazing in your 50's, 60's, 70's and beyond.

Now more than ever, we need to pay attention to our health and this is the PERFECT time to start. This is just the beginning and the best is yet to come!



TAKE THE 7-DAY
Starters Strength Training and Slim Down Challenge!

AJHEALTHYLIVING.KARTRA.COM

👉 **Simple and FAST strategies designed for the over-50 body**
How to create a simple starter's plan to achieve lasting weight loss, increased st...

[Sign Up](#)

👍❤️ 48 10 Shares

👍 Like 💬 Comment ➦ Share

11:44 📶 🔋

facebook

👍 Like 💬 Comment ➦ Share

Orangetheory Fitness Louisville Lafayette
Sponsored · 🌐

Get the energy of a group class with the one-on-one attention of a personal trainer! Our certified coaches are there to keep you safe and push you har... [Continue Reading](#)



WIN 10 FREE CLASSES!

ORANGETHEORYFITNESS.COM
Win 10 FREE Classes! [Sign Up](#)

👍❤️ 16 3 Comments

👍 Like 💬 Comment ➦ Share

📅 🏠 1 👤 🚩 🔔 ☰



HEALTH/WEIGHT LOSS

F45 Training
Sponsored

The F45 Challenge has become even more achievable for our members with the introduction of new meal-prep partners! Login or Sign Up to the F45 Challenge to get started!

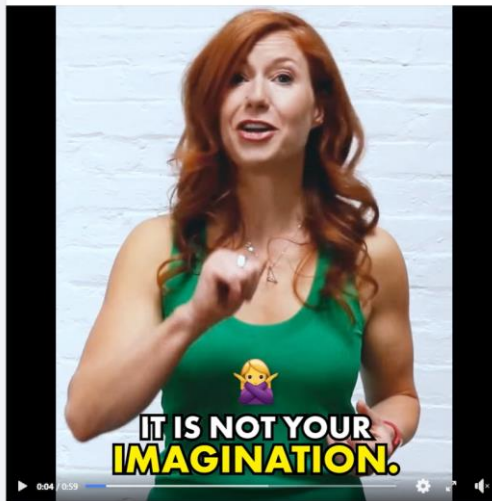


[Sign Up](#)

WWW.TRIFECTANUTRITION.COM
Meals Approved By The F45 Nutrition Team
Your life-changing journey throughout the next 8 weeks.

Fit Feels Good
Sponsored

How To Stay Lean, Healthy & Awesome at 40+



[Sign up](#)

[PAGES.FITFEELSGOOD.COM](https://www.facebook.com/PAGES.FITFEELSGOOD.COM)
How To Stay Lean, Healthy & Awesome at 40+
Free masterclass with best-selling author Oonagh Duncan.

78 Likes · 5 comments · 7 shares

[Like](#) [Comment](#) [Share](#)

Valerie Grosso
Sponsored

I am leading a movement of rebellious people who are breaking away from ineffective and confusing methods of managing health and disease. I inspire them to regenerate their body and mind, naturally restoring their body's to extraordinary health.

For years I struggled with an unhealthy relationship with food. I spent endless hours exercising, counted calories, and hated looking in the mirror. I struggled with the idea of health, and was forced to take a hard look at how nutr... [See More](#)



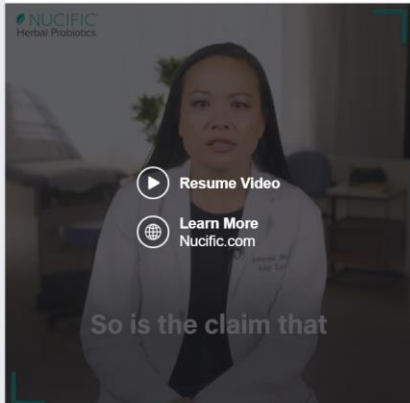
HEALTHREBELBLUEPRINT.COM
FREE 21-Day Rebellious Meal Plan
"Valerie changed my life. I have lost over 30 pounds, no..."

[Download](#)

[Like](#) [Comment](#) [Share](#)

Nucific
Sponsored

It seems like the debate about whether or not 'Breakfast is the most important meal of the day' has been around forever. So, is it? Renowned nutritional specialist & creator of Bio-X4, Dr. Amy Lee, reveals the answer. ... [See More](#)



[Resume Video](#)
[Learn More Nucific.com](#)

NUCIFIC.COM
Bio-X4: Provide Your Gut The Balance It Needs
Dr. Amy Lee is a nutrition & obesity medicine specialist dedicated to helping achieve optimal health & weight.

[Learn More](#)

4.2K Likes · 571 Comments · 3.3K Shares

[Like](#) [Comment](#) [Share](#)



NON-PROFITS

St. Jude Children's Research Hospital
Sponsored

Give to help them live. Please make a tax-deductible donation to help end childhood cancer.



Her family will never receive a bill from St. Jude.

STJUDE.ORG/YEAR-END
NOT AFFILIATED WITH FACEBOOK

Make a donation today!

Donate Now

19K 428 Comments 1.2K Shares

Like Comment Share

Canadian Skin Patient Alliance
February 6

There are treatment options and lifestyle changes that can help you manage your condition and still live your best life.

Many people feel they need to stop participating in their regular activities because of their AD.

Spread the Joy by making some adjustments to your routines to prevent your skin from being irritated so you can continue to do the activities that you enjoy.... See More



Able

You don't have to stop the things you love to do because of atopic dermatitis. There are treatment options to manage the condition.

#shedtheshame

-0:01

Denver Office of Children's Affairs
Published by

Many people don't even realize that they may qualify at NO COST for enrollment for the Denver Great Kids Head Start Preschool Program and they aren't taking advantage of this amazing opportunity for their preschool children!

Children in Head Start programs experience better health, educational, and economic outcomes well into adulthood.

Head Start also continues to have Covid19 safety protocols and guidelines in place!

Please let us know if you're interested. You will be contacted about enrollment. Or call 720-913-0880 now. Spanish speaking operators are available. Get more information here: <https://www.denvergov.org/.../DenverGreatKidsHeadStart>

Please feel free to share this with someone you know who could benefit.



DENVER GREAT KIDS HEAD START

SURVEYMONKEY.COM

Give Your Preschooler a Head Start to Lifelong Learning

Take this survey powered by surveymonkey.com. Create your own surveys fo...

Learn more

See insights and ads

Boost post

42 6 comments 13 shares

Denver Rescue Mission
Sponsored

"When a nurse told me that if I kept drinking, I'd be dead in three months, I had to choose whether I was going to live or die. I chose life and came to Denver Rescue Mission." Your support helped Dave get back on his feet. Give now to help more neighbors just like him.



Give 2X the Help & Hope!

WWW.DENVERRESCUEMISSION.ORG
NOT AFFILIATED WITH FACEBOOK

Donate Now

86 Comments 37 Shares

845

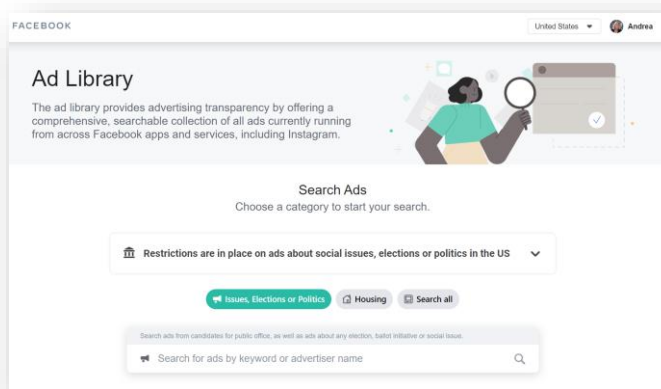
Like Comment Share



FACEBOOK ADS LIBRARY

Another resource you can use is the Facebook Ads Library. This allows you to search for ads using keywords or by advertiser. Use this link:

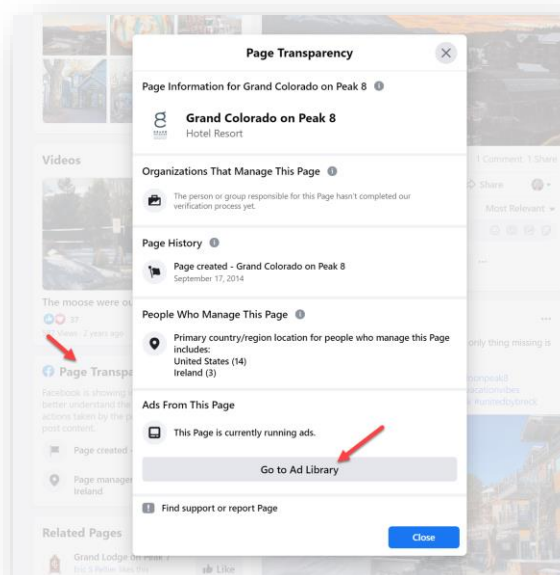
<https://www.facebook.com/ads/library>



The Ads Library only shows you active ads, not a history of what has run in the past. So if you see an ad you like, it's a good idea to get a screenshot for your own swipe file.

You can also go directly to the Facebook Page and look at the Page Transparency section to see if that Page currently running Ads.

With the Ads Library, you can't see current comments or shares on the ad.





SUMMARY OF TIPS

1. Focus on the true objective for the ad
2. Give away something valuable
3. Use bright colors in ad images
4. Use the headline in the ad image
5. Test long form text vs short form
6. Use Retargeting ads for special offers or sales
7. Focus on the image for Instagram ads
8. Try a story-form ad
9. Add customer testimonials
10. Use captions or text in video ads so people don't need the sound
11. Video ads can be casual or more produced but need good lighting
12. Use the Facebook Ads Library to search for ads in your niche



LEARN MORE



Hi I'm Andrea Vahl. I am a Social Media Consultant and Speaker and the co-author of Facebook Marketing All-in-One for Dummies along with Amy Porterfield and Phyllis Khare. I speak and train people all over the world on how to get more out of their Facebook Ad Campaigns. Find out more at www.AndreaVahl.com.

FB Advertising
— *Secrets* —

If you want to take your Facebook Ads strategy to the next level, join me at some of my upcoming events. I'm regularly doing webinars, masterclasses and workshops to help you get more leads and sales for your business.

<https://www.andreavahl.com/events>