

Facebook Advertising

Learn How To Make
\$10,000+ Each Month With
Facebook Marketing
[Preview]

By

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Introduction

Social media, no doubt, changed the business landscape. People now leverage social media sites like Facebook, Instagram etc. to sell and promote their products and services. Marketing is no longer confined to face-to-face conversations.

Advertising on Facebook and other social media platforms has become the most practical (and arguably cost effective) way of promoting one's brand. Even big companies have recognized the importance of having an online presence.

In this book, you'll discover:

- What the Facebook Advertising platform has to offer your business and why you need to get on board today (**Chapter 1**)
- A concise overview of more than 10 incredible Facebook features including one that allow you to interact with potential customers without sending them a private message or email alert! (**Chapter 2**)
- How to open a secure Business Page using two-layer permission model that allows you to securely maintain and manage your Pages, Ad Accounts and Catalogs. (**Chapter 3**)
- How to leverage the Facebook Ads Manager to create highly optimized and profitable Facebook Ads (**Chapter 4**)

- How to monitor specific actions potential customers take while on your website and, more importantly, how to use the Facebook Pixel to retarget those same people on Facebook (**Chapter 5**)
- How to create a highly effective customer avatar that will boost your conversion rates while keeping ad costs extremely low (**Chapter 6**)
- The A-to-Z of a Facebook Ad Campaign including how to choose the right objective for your ad, add payment methods, set suitable budgets etc. (**Chapter 7**)
- How to set up a highly converting sales funnel, incorporate the sales funnels with Facebook, create a lead magnet and build your email list (**Chapter 8**)

And much, much more!

More importantly, a case study is presented at the very end of this book. This case study will bring together all the concepts discussed and show you exactly how you can leverage the skills and knowledge you'll gain from this book to **make \$10,000+ each month with Facebook Advertising**.

It is my sincere hope that what you'll discover in this book will equip you with the skills and knowledge you need to take your business or brand to the next level.

Finally, the screenshots used in this book have been made as large as possible to enhance readability. However, if you find any of it not to be large enough, don't worry.

I have created an image booklet that contains an enlarged version of *all the images* used in this book. [Click here to download the booklet](#)

Without further ado, let's get started!

Chapter 1

Social Media Marketing

Communication is a basic human need. It is just as important to individuals in their personal lives as it is to marketers and entrepreneurs in their businesses. Because of social media, constant interaction has become a major way of life. Social media has indeed simplified communication and with it, opportunities have been created for marketers to reach their target audiences.

Among all the social media platforms, there seems to be one clear winner not just in terms of the number of active users but more importantly, the excellent tools and options it is able to provide for businesses.

Is Facebook advertising worth jumping into? Let's find out as we explore some of the most known benefits and possible drawbacks of using this social media platform for your advertising requirements.

Advantages of Using Facebook as a Marketing Platform

Reach a wide audience

Facebook undoubtedly has the greatest number of active users among all social media platforms. It is unbeatable when it comes to sheer size and number. And, more importantly, these are active users, ready to engage and interact using the platform.

Excellent targeting options

Facebook makes a lot of targeting tools available that allow marketers to reach the right audience. For a marketer, this reduces your chance of wasting a lot of money reaching the wrong people.

Low cost

With Facebook, you can advertise for as little as \$5 or even \$1 a day. And because of the targeting options, you have a better chance of getting the most value per dollar spent.

Customer loyalty

Facebook allows marketers not only to reach more people and increase awareness. It also provides them an avenue to keep their existing customers engaged in order to build loyalty and long-term profitable relationships.

Flexibility

There are plenty of ad formats available from single image ads to video ads. Advertisers can also use a carousel of images or tell stories about their brand. The possibilities are virtually endless with all the tools at your disposal.

Easy to Use

For the most part, it does not take a rocket scientist to figure out Facebook advertising. Admittedly, it does take some getting used to initially but Facebook provides all the necessary tools and information to assist marketers in navigating the features.

Innovation

The number one reason why this platform has stood the test of time and keeps getting stronger is innovation. The Facebook team constantly comes up with new ways to improve user experience. They also continuously develop new tools that make advertising on Facebook intuitive, easier and much more attractive.

Possible Issues with Facebook Advertising

Lesser organic views

Facebook has changed the algorithm so that brand message visibility is limited. This means that among a fan base, only 8% may be able to view your posts. While this is disappointing for marketers, it's actually a good decision that can be very beneficial in the long run.

What Facebook is trying to do is maintain the *social* aspect of the platform. This is what makes people keep on using Facebook to document their everyday lives, interact with friends near or far, get information from their feeds, etc.

Cost is an issue

Although the minimum cost of Facebook advertising isn't significant, cost can still be an issue for advertisers with a very limited budget. The good news is there are other ways to reach campaign objectives with free tools. Although it will take much more time and

more effort, it is worth considering and integrating with paid promotions in order to achieve the best possible return on your investment.

Requires commitment

As with other social media marketing tools, Facebook advertising requires commitment and a lot of effort. Although Facebook provides the platform and the tools to allow you to market and promote effectively, how you leverage these resources at your disposal is entirely up to you. You have to put in effort to learn. This book will help you achieve that objective.

29 Incredible Reasons to Use Facebook Advertising

As you probably already know, Facebook is an incredible social media platform. At the same time, it has paved the way to the success of many business startups. The wide variety of tools made available to marketers and business owners make it possible to reach new customers, engage them to build and maintain a lasting relationship. The best part (and a lot of people aren't aware of this) is a lot of these tools are free.

Ranging from the custom audiences to lookalike audiences, the Facebook marketing tools offer plenty of features and options to connect with a vast network of audiences. Here is a list of Facebook tools and features for businesses.

1. Facebook Page

Packed with features such as Messenger chat and appointment scheduling, Pages is a great way for businesses to connect with potential customers. It can be used for showcasing products and services. Customers can also rate and add reviews about the business. The call-to-action buttons are great for inciting a positive response.

2. Page Insights

This analytics tool is valuable for businesses that signed up with Pages. It tracks and analyzes responses from customers including number of likes. Business owners and marketers can also see exactly where those likes are coming from. Data like content reach, daily post breakdown and visitor demographic profile among others are monitored. It can also tell you which particular sections of your Page people are actually responding to.

3. Pages Manager App

This app allows you to manage and monitor activity on multiple Pages via mobile. You can post updates instantly, as well as, respond to messages and comments. Through this app, latest updates on Page Insights are also much more accessible. The app is available on iOS and Android.

4. Messenger

This is a free app for texting and video calling. It also allows users to send payments. The platform has undergone many iterations and improvements that have proved useful for businesses. Among those updates include Messenger Links to Pages and Messenger codes that can be used for scanning. It also lets businesses create customized notes sent automatically to users who try to connect with them.

5. Canvas

Quality content is important in engaging customers. Canvas makes this possible. Through this free tool, still images can be combined with videos to create interactive content. In addition, Call to action buttons can also be incorporated. Multimedia ads produced with this tool can be opened to full screen when users click on the ads.

6. Power Editor

This is an excellent tool that advertisers can use for controlling ads, campaigns and ad sets. Multiple ads can be edited through the Power Editor and this can be used across campaigns.

7. Ad Creation Tool

This tool can be used for something more than producing ads. It also lets advertisers control which audiences to show the ads according to age, location, interests and other

factors. A Facebook ad for instance, can be used to provide store directions. It can also direct a user to download an app, check out videos, add items to cart or any other action on the advertiser's website.

8. Ads Manager

Creating ads is just the first part. Ads Manager allows you not only to manage ads but also to measure its effectiveness. You can check on the performance of each ad or monitor ad sets (i.e. multiple ads grouped together). You also get access to campaign tools like campaign media, audience insights and custom audiences. For large campaigns, you can use the Power Editor.

9. Page Post Engagement Ads

If you want to make sure that more people see, like, comment and share the content on your Page, this is the right tool to achieve those goals. You can create an ad, pick your objective to "boost your posts" and then choose Page Post Engagement. Select the Page and choose which post you want to boost. This Facebook tool also allows you to include website address and send it to people. You can even use a conversion pixel that will allow you to monitor the results.

10. Page Like Ads

This is an incredible tool you can use to boost awareness of your Page. To use it, create the ad, choose **Page Likes** from the ad tool, select the Page you want to promote and begin building awareness of that particular page.

11. Clicks to Website Ads

Driving traffic is one of the most important aspects of marketing. You can use this tool to send more people to your business website through an ad. Upon creating the ad, choose Clicks to Website and add the website address where you want to send traffic. It could be your website homepage, your online store, or a product page.

12. App Installs and App Engagement Ads

If you have an app, this is one of the best ways to promote it. You can use it to drive awareness and encourage people to install your app. Create an ad specifically for your app and through the App Engagement tool, you can link the ad to specific areas of the app from the registration page itself to the online store where visitors can get more information about the app and make a purchase. As the ad makes an appearance on News Feeds of your target audience, you provide them with an easy avenue leading to the app you're promoting.

13. Event Response Ads

Facebook changes the way you promote ads. Instead of creating an invite to your event as an ad, you can use this tool to get users to add your event directly to their Facebook calendar. Once added, they can receive reminders pertaining to your event. You can then monitor the number of people who have responded to the event.

14. Offer Claim Ads

Creating an offer or a promotion through special deals or discounts is a great way to get people's attention. You can do this more effectively with Offer Claim tool. With this feature, you can set the duration of the offer, choose the audience and select the number of people who can make a claim to the offer. To use this feature, create your promo ad and set your campaign objective as "get people to claim your offer" and then select Offer Claims.

15. Video Views

Video ads can be more engaging for the viewers. The challenge is to create memorable ones. This tool proves helpful in this matter. First, create your video ad and set your campaign objective to "get video views." Upload the video and carefully select an eye-catching thumbnail. This is the first thing people see even before they get to view the ads. It's an important part of creating an excellent teaser.

16. Local Awareness Ads

For a more targeted post, this tool allows you to select your locality as well as set the age and gender of the target customers you would like to reach. All that's left to do to start sending these potential customers to your business is to add the Get Directions button.

17. Slideshow Ads

This is a feature that allows you to easily produce video ads and edit them. Because slideshows are generally lighter using less data, they can load faster which makes them more accessible to users. It is an important consideration when users are mobile and connected with low bandwidth.

18. Carousel Ads

Creating a story around multiple products can even be more effective. The Carousel makes this possible. It also allows you to showcase multiple products using one ad. You can take advantage of this feature by introducing the products at various angles and providing important details. To use this tool, choose multiple images in one ad when prompted to select how you prefer your ad to appear.

19. Dynamic Ads

People who have visited your website or Page, checked out your posts, dropped by your Instagram have already shown interest. Dynamic Ads tool allows you to retarget them by presenting these users with relevant products.

There are some prerequisites to start using this feature and they are as follows:

- A product catalog,
- A Business Manager account, and
- Facebook Pixel.

Once you launch Dynamic Ads, you can promote your business on Instagram and Facebook, as well as, use Audience Network to showcase your products exactly where potential customers are spending most of their time.

20. Lead Ads

Facebook has made it easier for users to sign up and get information from various businesses in the form of quotes, special offers and newsletters. This is what Lead Ads are all about. Through this feature, you can build contact forms within your ads with pre-populated contact info including email addresses. This will allow you to follow up on leads more efficiently.

21. Canvas Ads

The Canvas app lets you create multimedia adds combining still images with videos and finishing it up with a call-to-action button. It is a more interactive way of showcasing your products. With it, users can run through carousel of images, view them from various angles and zoom in on them to access the details.

22. Instagram Ads

Instagram has more than 500 million active users. It's a little on the short side compared to the number of Facebook users but a combination of these two in your marketing plan can prove to be highly effective. If you use Instagram, you can manage them using the Power Editor and Ads Manager of Facebook.

23. Business Manager

Security and control are among the things that business owners are concerned about. With Business Manager, you can easily manage your Facebook assets from your Pages to your ad accounts. It puts all these things together (in one place) and the best part is, it doesn't cost anything to set up!

24. Facebook Pixel

One of the most exciting features of Facebook advertising is the Pixel. It is essentially a piece of code embedded on your website which will allow you to build your audience

for all your ad campaigns, measure and optimize them. Basically, when a user pays your website a visit, clicks on something or take any kind of action, Pixel records and reports this to you.

In addition, the pixel will try to find and match the action to a Facebook user. In this case, you will not only know that someone went to your website, you will also find out if the user took such action as a response to your Facebook ad. You can then choose to retarget this user using Custom Audience.

25. Hashtags

Phrases and topics can become clickable links on posts either on your Page or timeline. Hashtags make this possible. It will then allow users to locate posts according to your topics of interest.

26. Custom Audiences

Custom Audience can be created to run ads specifically targeted to users you know of. You can start doing this by uploading contacts from a data file or email list. You can either copy and paste them or import those contacts straight from MailChimp, Aweber etc. Assign a name and set a description for your Custom Audience. To run ads for them, choose the Audience field and select the name you created for the Custom Audience.

27. Lookalike Audiences

If you want to grow your customer base, you can use this tool to find more Facebook users that match the traits of your current customers using pieces of information like age, job role, location, gender and interests. To use this feature, proceed to the Ads Manager and choose Audiences. Click on the Create Audience button and select Lookalike Audience. From the Source field, choose the Page, Custom Audience you want to manage and the conversion-tracking pixel.

28. Audience Network

This is a good tool for monetizing mobile apps and websites. It's basically a network of publisher-owned apps and sites where you can show your ads. People spend a lot of their time on Facebook and Instagram. But they are also spending time on other apps and sites.

Audience Network helps advertisers reach more of the people they care about in the other places where they're spending their time. With Audience Network, you can choose from various formats including banner, standard interstitial and custom native units for video and display. Furthermore, Audience Network ads use the same targeting, auction, delivery and measurement systems as Facebook ads.

29. Facebook Blueprint

Facebook offers a variety of avenue for you to promote your business and reach customers. You can learn more about what tools you can use and how to boost your results further by using the Facebook Blueprint. From this, you can select courses and customize your training according to your business objectives.

Chapter 1 Quiz

Please refer to the end of this book for the solution to this quiz

1. Which analytics tool monitors visitor demographic profile, daily post breakdowns and content reach?
 - A) Canvas
 - B) Page Insights
 - C) Ads Manager
 - D) Pixel

2. Which Facebook feature allows you to widen your reach by matching the traits of your current customers or visitors?
 - A) Custom Audiences
 - B) Lookalike Audiences
 - C) Audience Network
 - D) Interest Lists

3. Which tool helps ensure that you're delivering the right message to the appropriate audience?
 - A) Pixel
 - B) Ads Manager
 - C) Ad Relevance

- D) Facebook History
4. Facebook offers a variety of avenue for you to promote your business and reach customers. However, you can learn more about what tools you can use and how to boost your results further by using this Facebook feature?
- A) Facebook Blueprint
 - B) Facebook Help
 - C) Facebook Guide
 - D) Facebook Tutorial
5. What are the available formats you can use with Audience Network?
- A) Banner
 - B) Standard Interstitial
 - C) Custom native units for video and display
 - D) Click links
6. Which tool can help you create a quality image for your profile photo and cover photo
- A) Facebook Pixel
 - B) Canvas
 - C) Hashtags
 - D) Canva

7. With this tool, you can manage and monitor activity on multiple Pages on mobile. You can also post updates instantly and respond to messages and comments immediately.

- A) Multi-Page app
- B) Pages Control app
- C) Pages Manager app
- D) Pages Monitoring app

8. This is an excellent tool that advertisers can use for controlling ads, campaigns and ad sets. Multiple ads can be edited through this tool, which can be used across campaigns.

- A) Canvas
- B) Edit Tools
- C) Power Tools
- D) Power Editor

9. This tool allows you not only to manage ads but also to measure its effectiveness. You can check on the performance of each ad or monitor ad sets.

- A) Power Editor
- B) Ad Creation Tool
- C) Ads Manager

D) Business Page

10. You can use this tool to send people to your business website through an ad.

Upon creating the ad, choose this feature and add the website address where you want to send traffic.

A) Reach

B) Traffic

C) Page Like Ads

D) Clicks to Website Ads

Did you know?

Video will be more important for social media content marketing than ever.
According to Smart Insights, 90 percent of all content shared by users on social
media in 2017 was video!

Chapter 2

Facebook Advertising

There are standard Facebook features that most advertisers rely on. Although the tools mentioned in the previous chapter can do wonders for your business goals, there are actually other features that most take for granted. Are you merely scratching the surface with the tactic you're currently using? You probably are if you're not using the tools you're about to see.

You may not have heard about some of them or you're familiar with them but just don't see their great potential yet. Before we go into detail, here's a quick overview.

- For content curation, use Save for Later and Interest Lists features.
- For page management, use Tagging, Pinning, Post Attribution and Filtering.
- For ads management, use Ad Notification, Email Manager and Ad Relevance.
- For competitive advantage, use your competition's top posts and Facebook history.

No, lets talk more about these features.

1. Save for Later

This Save feature can be used for saving music, TV, movies, places and links. There are too many link posts that appear on your news feed on a daily basis. It's quite difficult to keep up with them.

How does this feature help your business? For one, the saved content can help you come up with more relevant content for your target audience. You may find some interesting ones that you can either reuse or rehash. Two, it can also get you more Likes. To save a link, choose a post and go to the arrow at the top right corner. Click on the arrow and select "Save for Later."

2. Interest Lists

This is a feature that will help you be in full control by staying organized. Keeping up with updates, news and info can be challenging if you're working on multiple projects. Interest Lists make it simpler to cope. With this feature, you don't have to go through the task of finding the best Pages whenever you need to. You get them in one place, your Interest Lists. You can create your list according to the following.

- By Interests such as books, movies, sports, outdoors, etc.
- By Medium, i.e., citizen journalism or traditional journalism
- By Industry like consumer goods, aerospace, advertising, etc.
- By City/ State/ Country/ Region

3. Tagging

Tagging is not just for photos among friends, you can also tag users on your Page. It's a great way of interacting with potential customers. You can use the tagging feature instead of sending a private message or an email to alert them. You can also tag an

influencer when you share their content. Tagging also works for notifying winners when you're running a promotion.

To tag personal profiles of customers on your Facebook Page, follow the steps below:

- Create a post on your Page.
- View the post and look for the downward-facing arrow at the top right corner.
- Click the arrow and choose Edit Post from the dropdown menu.
- In the textbox, type @ followed by the user's name. Facebook will automatically offer suggestions. If you find the user's name from the list of suggestions, click it. If the user's profile doesn't appear, try typing in the full name.
- Click on Done Editing. This will automatically send a notification to the user.

4. Pinning

To boost visibility, you can pin some posts and keep them at the top portion of your timeline. If you want to drive attention to a particular post, pinning it to the top will ensure better visibility. Follow these steps to start using the pinning feature.

- Go to the post and click on the downward-facing arrow from the top right corner.
- Choose Pin to Top from the dropdown menu.

5. Manage your Fan List.

After Facebook updated user interface for Pages, you can still access and manage your fan list. This will allow you to eliminate fake accounts and pay more attention to the genuine active ones. Follow these steps to access your fan list and weed out the fakes.

- Access your Page Settings.
- Choose Banned Users from the left sidebar.
- Select Banned from the menu.
- Click People Who Like This from the dropdown.

6. Post Attribution

To maintain transparency and credibility, make sure you post on your page with the correct identity. You can do this using the Post Attribution settings. For instance, when you use mobile, set the Post Attribution to your Personal Profile. And when you're on your desktop, set Post Attribution to your Page. To make these changes, follow the steps below:

- Access Post Attribution by going to the Page Settings.
- From the left sidebar, choose Post Attribution and click your preferred identity.

7. Filtering

Manage your post through the filtering feature. It will help you save valuable time. For instance, if you want to access your previous posts, it can take a lot of time to go

through your Page. However, if you filter them by type, you will find it easier to find anything you have posted before. To do this, click on the Activity Log found on the left sidebar and select the post type. Page Posts can be filtered using the following categories.

- Offers
- Events
- Notes
- Questions
- Posts by others
- Your posts
- Comments
- Posts marked as spam
- Video posts
- Image Post

8. Ad Notification and Email Manager

Getting a barrage of emails from Facebook for every approved ad, rejected ad, scheduled ad report and the like can be quite a work to go through. But do you know that you can reduce the clutter in your inbox? You can do this by following these steps.

- Proceed to the Ads Manager and choose Settings from the left sidebar to access Ad account settings.

- Go to the Emails Notification section and scroll down.
- Only select the notifications you want to receive.

Find what is necessary for you. For instance, you may still want to be notified about rejected ads so you can quickly address the issue.

9. Ad Relevance

As the name implies, this ad analytic tool measures your ad's relevance and awards a score (from 1 to 10) – the higher the score, the more relevant your ad is. It helps ensure that you're delivering the right message to the appropriate audience. This will let you know if you're ads are under-performing, so you can make the necessary improvements to meet your Return on Investment (ROI) goals.

The relevance score allows you to make a pilot test for your new ads even before you set your budget. If the pilot ad receives 500 impressions, your relevance score is measured and reported to you. Relevance scores also reduce your cost of getting through to your target audience especially in the long run.

To check if you can access the tool, you can follow these steps.

- Proceed to the Ads Manager.
- From the left sidebar, choose Campaigns.
- Click on the name of your campaign and proceed to the ad set.
- Check the fifth column from the right side.

10. Check out top posts from your competitors.

This isn't exactly a tool, but Facebook allows you to get a glimpse of your competition.

You can do this within Facebook Insights. Follow these steps.

- Click on Posts tab.
- Choose Top Posts from Pages You Watch.

11. Access Facebook History

Keeping track of your Page's history allows you to review all the posts, videos and images you have shared. By doing so, you also access chat conversations and messages.

It will also allow you to review all of your clicked ads, access facial recognition data and check out past information you have shared in your About section.

After downloading your Facebook history, you will get to re-access all the information Facebook has saved for you. Essentially, it will further extend options for your demographic target. After all, there's more to people than just their age and gender.

To download your Facebook history, follow these steps.

- Go to Settings.
- Choose **Download a copy** and **Download Facebook History**.
- You will then get an email that will let you know when you can download your archive.

When used effectively, these Facebook tools can get you more Likes, save time and significantly improve your ROI. There are however, a couple of things you should take note of. Your ads will have to go through the Facebook Ad Review Process. That said, you have to make sure you follow their advertising policies. This is what we will look further into the next section.

Creating a Facebook Page

You've caught a glimpse of the most powerful Facebook features you can use to boost your business. Among the biggest and most essential ones is a business page. Now we look at the benefits of having one.

Why do you need a Facebook Page?

In today's world, a Facebook page is essential for organizations and businesses looking to grow their online presence and reach. Below you will find the top reasons why you need one too.

Connect with your target customers.

A Facebook Page is one of the best ways to connect with your audience. It's like having a focus group that you don't necessarily have to pay for. Your audience will be expecting useful information and that's what you have to deliver. At the same time, you

also get to collect useful information from your audience like their needs, pain points, expectations etc.

With the help of Facebook Insights, you get to *mine* more usable data about how they use your page and interact with your content. By interaction, feedback, and comments, they can tell you exactly what they want. You provide them an avenue to directly engage with your brand.

Through Facebook Page, you can humanize your business.

Genuine social connections are what social media is all about. With a Facebook Page, you give your business a name, a face, and a personality that people will be able to relate to. You get to represent your business but also initiate non-business interaction.

You can build a community.

In a Page, existing customers and potential customers can give reviews, testimonials and feedback. You allow them to share their opinions and voice any concerns they may have. And you can immediately address them. Building a community around your brand through a Facebook Page isn't rocket science. You can do it in many ways including the following.

- Post relevant, useful, and interesting links to articles, videos etc.
- Initiate conversations by asking your fans for comments, opinions etc
- Encourage them to participate through promotions, giveaways and contests

- Set a section for them to leave feedback and reviews
- Provide incentive for staying active on your Page (i.e. most active member award, recognition, gift cards etc.)

It's a great way to attract new customers and build a relationship with them. If you are successful in bringing them together, you can count on a loyal following that you can keep on growing and nurturing.

You can also use your Facebook Page for Search Engine Optimization or SEO.

Creating a page isn't just a venue for you to drive traffic to your blog and website. SEO is a longer-term advertising strategy that you can maximize through your Page. Your links, posts and activities published on the Page are all indexed in search engines like Google. It can contribute to your SEO efforts and attract more traffic to your business. To achieve your SEO goals, make sure to fill your Page with rich and relevant content. These things will help improve your search engine rankings.

Make your business accessible to customers and clients every single day.

Most people log in to Facebook every day and plug in to their favorite Pages. This means it is crucial for you to regularly update your status, share videos and links as well as other pieces of valuable information. It will strengthen your connection with your customers.

To date, Facebook has over 2.2 billion active users and the number is steadily growing. There are also an increasing number of users that use Facebook to search for brands, products and services. Your presence in the platform makes it easier for them to find you. When they find you and connect with you, they are more likely to stick with you. When you manage to keep them interested and satisfied, they'd be more than happy to remain loyal and even share their connections with you.

Your competition has one.

Why should you create a Facebook Page to represent your business? Why not when your competition has one? Absence in social media leads you to miss out on opportunities. If your competitors have one and you don't, then they have a significant edge over you.

A Facebook Page is one of the most powerful and effective ways to broaden your reach. It is also a cost efficient way to increase awareness of your business. Most importantly, it allows you to build a genuine connection with your current customers, your potential customers and your fans.

How to Create a Facebook Page for Your Business?

This Page will be attached to your Facebook personal profile. It is a separate entity, it works with an independent presence and can be used effectively to promote your brand, business or any cause. There are many features available to a Page that are not

accessible to personal profiles. Among them are post scheduling, advertising and analytics. To get started, here's how to create your business Page.

1. Go to your personal profile.

To begin, you have to log in to your personal Facebook profile. Once you're logged in, proceed by clicking on the **Create** button, which you will find next to your name and the **Home** button. In the window that appears, choose **Page**.

2. Enter your business information.

After clicking on Page, you will be prompted to choose between **Business or Brand** and a **Community or Public Figure**. Choose *Get Started* under Business or Brand.

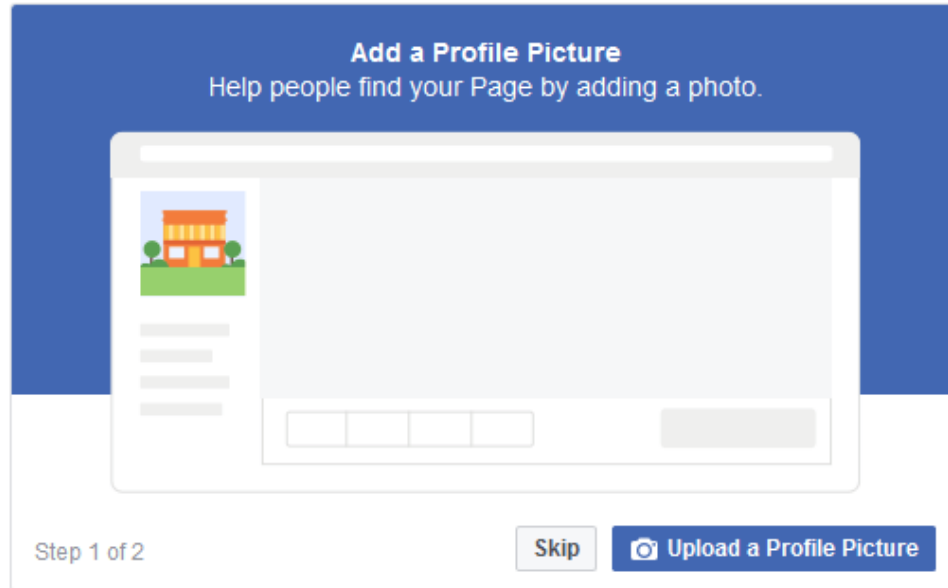
You will then have to fill in the following information.

- Page Name
- Category
- Address (Street Address, City, State and Zip Code)
- Phone Number

You will be given a choice not to show the address. If you choose to tick the box, Facebook will only show that your business is within the city, state region.

3. Upload a profile picture and cover photo.

The next step is to add a profile picture that represents your business well.



An attractive image can draw attention to your page. Consider using a product photo. For instance, if you're running a restaurant, adding a delicious looking dish from your menu may be a good idea. If you're promoting a beauty salon, try using a fabulous hairstyle. Another idea is to use your business logo or any image that customers can easily associate with the business like a storefront or street sign.

The same applies for the cover photo. It has to represent the business but also be of great quality, as well as, visually appealing. To look the best, it has to be 828 by 315 pixels. [Canva](#) is one of the resources you can use for this. It allows you to create a quality image with the right dimensions. When choosing the image either for your profile picture or the cover photo, you should keep the following rules in mind.

- Pick something visually appealing.

- It should represent your business.
- It must be a high-resolution image. A profile photo should be at least 170 by 170 pixels. A cover photo should be at least 828 by 315 pixels.

Don't skimp on the images. If you have the budget, hire a photographer for product shots. You can outsource the job on websites like [Fiverr](#) or [Upwork](#).

4. Complete your business details.

When you're done with all the steps above, Facebook will offer you tips on how to maximize the potential of newly created business page. While a visually appealing profile picture and cover photo can paint a thousand words, it is still essential that you complete the details and provide as much information as possible in order to bring life to your page.

Short Description - Tell your target audience what you are all about. This is your opportunity to humanize your brand or business. Write a quality description with smart use of keywords relevant to your industry/niche.

Keep it short and concise. As much as possible, do not exceed one to two sentences. You can describe your page's or business' focus.

Business Hours - Let your potential customers know your store opening hours.

Username - Your chosen username will be attached to your Facebook URL (facebook.com/username). Because of this, you should choose an easy and memorable one. This will help people find your page effortlessly.

Website Link - If you have one, do not forget to add your website URL. Get attention from potential customers through Facebook and drive them to your website.

Create a Group - This is definitely something you should consider. Create a section for your audience to connect with each other. It will give them a chance to talk about your business, your products and services. We will talk about this further in the next section.

5. Add call to action buttons.

If you look at the upper right hand corner of the Page, you will find the option to Add a Button. Take advantage of the traffic you're getting to prompt visitors into taking action and get the results you hope to achieve e.g. visit your website, visit your online e-commerce store etc.

Book Service - There are two options for buttons here. *Book Now* is ideal for traveling agencies, hotel or B&B's. The second button is *Start Order* which is appropriate for businesses in the food industry or any business offering products.

Get In Touch - The following five button options will direct them to various points of contact you make available.

Call Now - Let people call you without memorizing a number.

Sign Up or Contact Us - These buttons will direct users to your website and a form for their details. It's best for subscription capture and lead generation.

Send Message - This allows users to send you a private message through your page.

Send Email - For lengthy messages, customers can use this button to use email from the Page itself.

Learn More - Use this button to provide more information about an offer, a product or service or anything about your brand or business. There's also an option to Watch Video for people who want to see a full video post on Facebook itself or viewed from your website.

Make a Purchase or Donation - You can use this button to take them to your product page. Link it to your website. One click can take them where they need to be and purchase products or avail themselves of your services.

Download App or Game - This is best used if you're promoting or using an app to improve user experience. The Play Game button can also make your Page more interactive.

You have several options. Feel free to explore them all before you decide which is best for your business.

6. Adjust privacy and security settings.

Whether or not you're getting help in managing your business page, it's incredibly important to ensure the security of your Page. We'll look into the different settings you can customize.

General Settings

This is where you control your page. You can access the General Settings page by clicking on *Settings* located at the top right corner above the Page cover picture and next to *Help*. It should contain the below information:

Shortcuts	Page is pinned to shortcut	Edit
Page Visibility	Page Published	Edit
Visitor Posts	Anyone can publish to the page	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Messages	People can contact my Page privately	Edit

Tagging People	Only people who help manage my page can tab photos posted on it	Edit
Others Tagging this Page	People and other Pages can tag my Page	Edit

There are a couple of essential things you must do on this page and they include the following.

Shortcuts

This is about saving time by pinning your page to shortcuts section. One click from your personal profile will take you directly to the business page.

Visitor Posts

In this section, you can allow your visitors to post, add photos or publish videos to the page. At the same time, you can review the content first to make sure no inappropriate content goes through. To do this, tick the box for reviewing the posts made by others. This will give you a chance to either approve or disapprove posts before they get published.

Messages

You have to make sure that visitors are allowed to send you messages through Messenger. In fact, you should encourage them to. You can get started by checking the box for Messages.

Others Tagging This Page

Allowing individuals and businesses to share and tag the page can further expand your audience. Tick the box to allow it.

Age Restriction

If you're selling or promoting age-sensitive products like tobacco and alcohol, it is necessary to prevent minors from accessing your page.

Page Moderation and Profanity Filter

If it's important for you to keep things clean, it would be wise to edit these settings. Blocking comments containing words you may consider offensive or inappropriate will help you control published content. Do this by adding words on the prohibited section.

Similar Page Suggestions

By ticking this box, you allow the system to include your page in results of relevant searches. For instance, if you have a pet grooming business and a user searches for pet products, your page will appear as a relevant search.

Page Updates

Whenever you change or update any information from your page like a phone number or description, the system can send out notifications. It's also possible to stop Facebook from publishing those updates.

Post in Multiple Languages

If you're catering to non-English speaking audiences, you can make your page multi-lingual. This will make your page and posts appear to visitors in their local language.

Comment Ranking

Comments can be ranked so that the most recent ones or the most relevant ones appear at the top. Use this setting to indicate your preference according to what will be more beneficial to your business or brand.

Content Distribution

Your page's followers can download published videos. You can allow it or restrict it by editing this section.

Messaging Settings

When traffic volume on your page increases, it can become more challenging to manage. This is the best time to start thinking about automation.

A Response Assistant is useful in delivering automated responses to queries or any messages you receive through your page at least until you are able to respond to them.

You can even customize the response to mention the name of the user who sent the message. With auto-response, you can let the sender know that the message has been received and you'll be responding yourself soon.

Page Settings

Even though Facebook Pages come with a set of tabs in default order, you can actually customize it. Pay particular attention to the tabs under the profile photo. Open to edit the settings and customize the order by clicking and dragging the tabs in the sequence you prefer. For instance, if you want to focus your strategy on videos, put that tab first.

Notification Settings

You get notified every time an activity occurs on the page. You can adjust the notification settings so you can receive them as they happen or schedule them every day. Moreover, you can choose the type of activities you want to be notified. For instance, would you like to be informed whenever your followers share your post, when you receive a comment or when someone mentions your page? You can also set to receive information through text or email or both.

Page Role Settings

This is essential if you're working with a team. Each role is assigned access to specific areas of the page. This helps clear up communication channels and delegate responsibilities among your team members.

People and Other Pages Settings

The people and pages that clicked the Like button on your page will appear here. If you ever want to ban anyone, this is where to do that.

Preferred Page Audience Settings

This is where you can specify your target audience so that the right people see your page. You can also edit this setting so they can access your posts.

7. Finalize the details.

Whenever you can, take advantage of opportunities that allow you to bring granular information pertaining to the brand or the business. Here are a few additional things you should not forget when polishing the details on your page.

- Add your other Social Media account information under Contact Info.
- To build a stronger brand and make it more personal, you may also want to consider connecting your team by linking their profiles to each other.
- Add product descriptions.
- You may also add menu.
- If you've won awards, let the public know.

After completing your page profile, save your changes and you're ready to go live and start connecting with your target audience.

Creating a Facebook Group

If you want to grow your brand or business, you would need the support of the online community. An online presence can help you stay in touch with your target audience, collect useful insights, spread the word about your business and build customer loyalty. A Facebook page will help you achieve all these. However, a group creates a more intimate and exclusive setting for your target audience to discuss among themselves and connect with each other.

What can you achieve with a Facebook Group?

- Provide ongoing updates, support and promotion to your audience who are already interested in your business and the products or services that you offer.
- Convert casual visitors to fans and then to paying customers.
- Make sure you keep your current customers happy, maintain their business and encourage loyalty.
- Always stay in touch with your business' or brand's customer base.

How to create a Facebook Group?

While you're on your way to creating your own Facebook Group, do not forget to check out existing ones. There are a couple of industry-focused groups you can learn from. They gather professionals within the industry to exchange experiences, ideas and talk about trend. They can inspire your posts that can ultimately help your business grow.

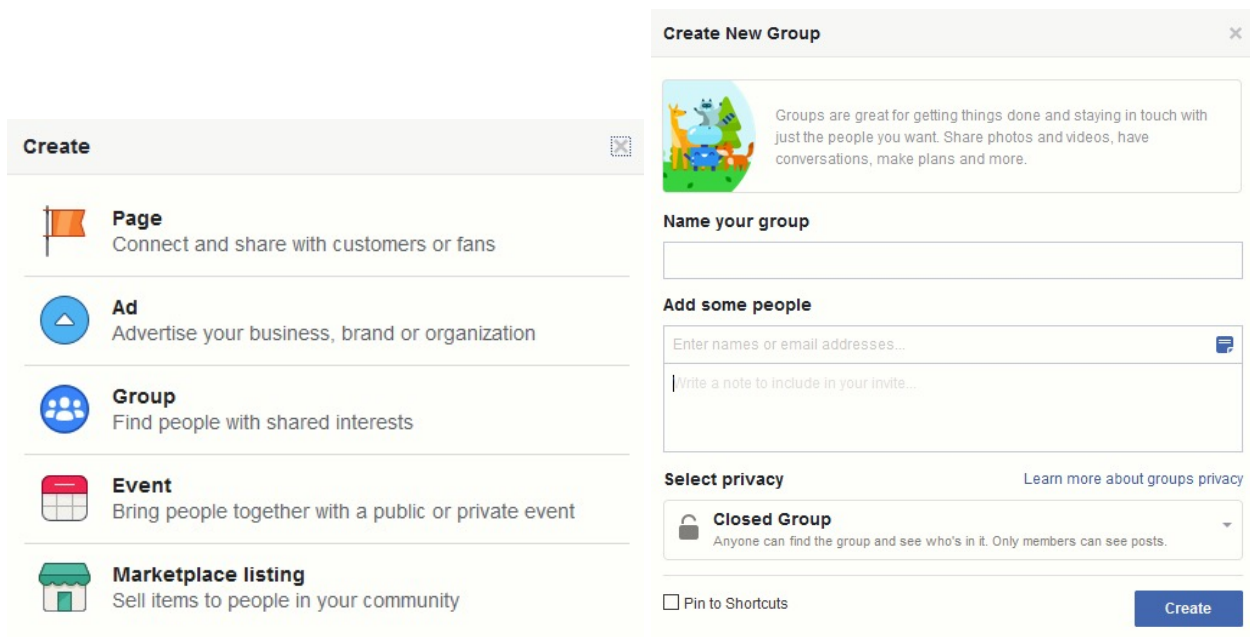
To start creating your group, follow these steps.

1. Go to your Page.

Log in to your Facebook Page, click the Create tab at the top menu bar and choose Group. This will bring up a new window where you will be asked to enter your Group details.

- Create a name for your Group. As much as possible, keep the name relevant and close to your Page's name.
- Add people to the Group.
- Include a personal note with your invite.
- Set your Group's privacy settings: closed or public.
- Pin your Group to shortcuts for easy access.

Complete the details and make all the necessary changes on your settings, then click Create.



Create

Page
Connect and share with customers or fans

Ad
Advertise your business, brand or organization

Group
Find people with shared interests

Event
Bring people together with a public or private event

Marketplace listing
Sell items to people in your community

Create New Group

Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

Name your group

Enter names or email addresses...

Write a note to include in your invite...

Select privacy [Learn more about groups privacy](#)

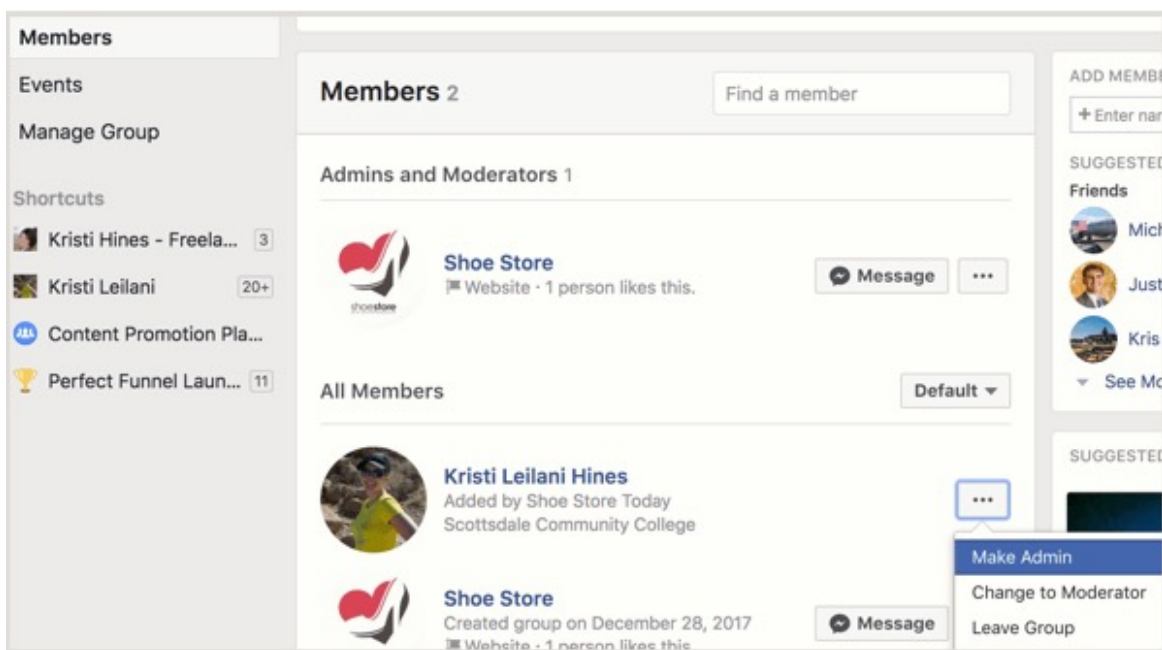
Closed Group
Anyone can find the group and see who's in it. Only members can see posts.

Pin to Shortcuts

Create

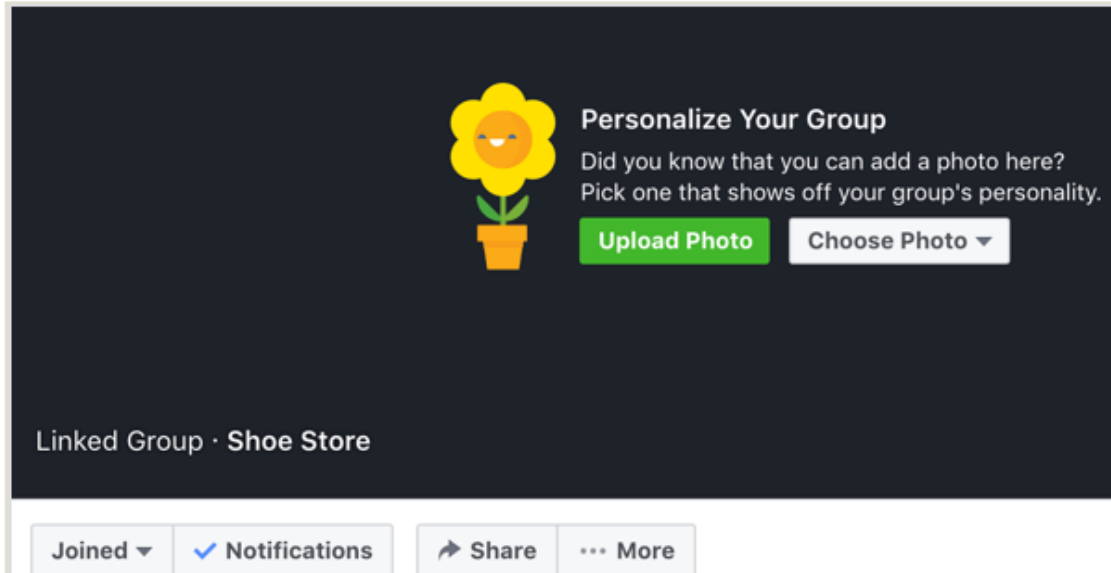
2. Assign roles.

Your Facebook Page can be the automatic admin for the group. However, you may also want to use your personal profile as a backup admin. This will allow you to manage the Group using both your profile and your page. To do this, go to the Member's tab and click the dots that show beside your name. From the dropdown menu, choose Make Admin.



3. Add a cover photo.

Images make everything much more interesting. Personalize your Facebook Group by uploading a cover photo that best represents the group's personality.



4. Edit your Group Settings.

Complete your Group's profile by adding a category, including a description, some tags, locations, and other important details.

The screenshot shows the "Edit Group Settings" page for a group named "Shoe Obsessed". The page is divided into several sections:

- Group Name:** A text input field containing "Shoe Obsessed" and a small profile picture icon.
- Group Type:** A section with a blue plus sign icon and the text "Pick a Group Type". Below it, a note says "Group types help people see what the group is about."
- Description:** A large text area for entering a description. Below the text area, a note says "Potential members see the description if privacy is set to public or closed."
- Tags:** A text input field with the placeholder text "Write up to 5 tags (ex: soccer)". Below it, a note says "Tags help people find groups they might be interested in joining. You can change these at any time."

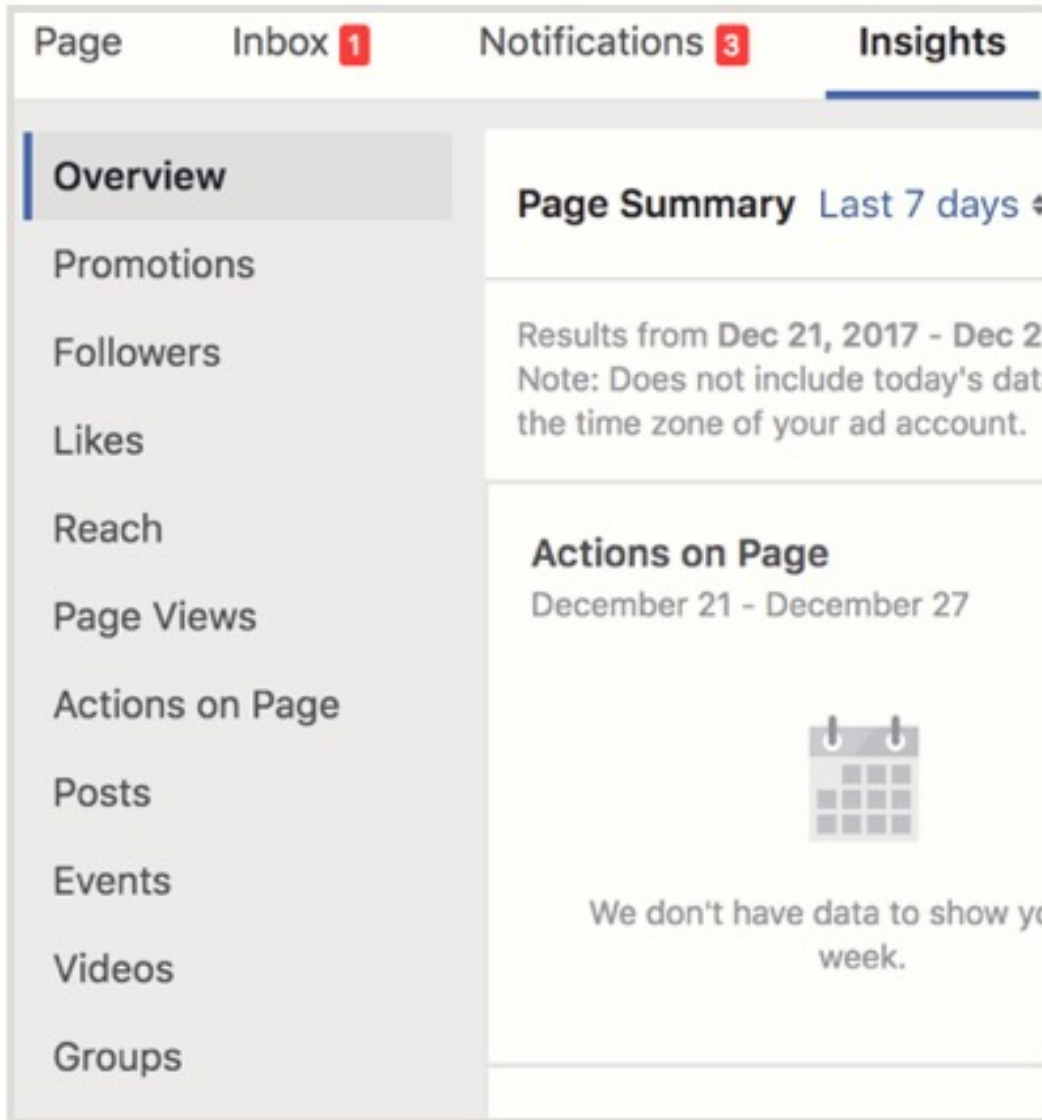
5. Promote your Group.

After making sure that your group profile is open and inviting, you have to start working on promoting it. To grow your community, the following strategies will help.

- Add your group's link in your correspondences with your current customers.
- Create a post about your group in all your social media accounts. Pin the post to the top of your Page so it's the first thing your visitors see. You can also tweet about it to get the word out.
- Consider boosting posts about your group.
- Invite more people who are possibly interested in the group. Make sure you customize the message of the invite.

6. Check out Group Insights.

You can learn much from Group Insights. This can be accessed from your Page. Click on Insights and Groups from the left sidebar. This will show you analytics data about your members, their demographics, comments, posts and reactions. Note however, that Group Insights only become available when you reach over 250 members so keep growing your numbers.



This is not just about collecting members for your group. It is extremely important that you keep them interested, engaged and active. Here are a few things you can do.

Regularly update your posts.

Continue generating new content that your members can discuss among themselves. Keep updating yourself about the hottest topics within your industry. Your members

will appreciate your effort to keep them informed. Engage them by posting questions, surveys etc. Encourage them to add comments.

Share other content.

Don't be too self-centered. You will probably find other relevant articles worth sharing. Do not hesitate to do so. Stop selling and promoting all the time. Take a break from the sales pitch and become a genuine source of valuable information.

Explore other Facebook features.

You may also want to consider putting a face on the brand. And one of the best ways you can do this is through Facebook Live. Take the opportunity to showcase your products. You can also do Q&A or simply offer them an exclusive insight to any aspect of your business.

Keep trying different things. Through experience, you will be able to figure out what strategies work best for you. Test the waters and don't hold back. You may even want to use paid ads in order to grow your fan base.

What are Boosted Posts and Why You Should Take Advantage of Them

Facebook boosted post is one of the options you have to increase your organic reach. This feature is available to you as long as you have a business page. Taking advantage

of this feature means you can get more people to see your post. However, boosted posts cost money.

If you are to spend money on anything, it is essential that you make sure the tool is worth it. Let's talk about the top benefits of boosting your posts.

Reach a wider and more targeted audience.

You may be happy with the number of your page subscribers but its possible you can reach more. With boosted posts, you can reach people outside your subscriber list. You can also choose the parameters and the specific types of people you want to target. For instance, you can choose a specific demographic like a certain age group, ethnicity, education, religion etc.

They're quite easy to use.

After clicking Boost Post and once Facebook has reviewed and approved the content, it will go live immediately. You can boost any type of post containing website links, videos, images or even short messages.

You have full control.

When you choose to boost a post, you're not locked in. If you're not getting the results you were aiming for, you have the option to stop the boost or boost another in its place.

Evaluate the boosted post's performance.

You have analytics tool at your disposal. Facebook Insights offer you a detailed summary of performance. You will be able to assess your boosted post according to the number of clicks and shares it's receiving, the extent of its reach, the quality of comments and reactions. If the boosted post is doing well and meeting your goals, you can apply the same tactic to other posts in your page.

What can you include in a Facebook boosted post?

The type of content you choose to boost is entirely up to you. You can boost a call to action, a promotion or an announcement. However, there are 3 major factors you have to consider when choosing the boosting feature.

1. Who is your audience?

Start with demographics when defining your target audience. How old are they? Where are they located? Are you targeting male or female audience or both? What are their interests?

Creating custom audiences based on your current contacts is also an option. You can create lookalike audiences that are based on the contacts who have already shown interest in your Page and posts.

2. What is your budget?

Your goals will dictate your budget. You have the freedom to spend as little or as much as you can to meet these goals. Your daily budget can be set to as low as \$1. When setting low budgets, you need to adjust your expectations. If you do it properly, you can maximize your low budget. In which case, you need to plan accordingly and be as strategic as possible.

3. How long will you run it?

You can set a specific period when to run your boosted posts. You can run it for a day, a week etc. You can also turn it off manually.

How much does a boosted post actually cost?

Let's face it, there's only so much you can do for free. Especially when it comes to social media marketing, promotions cost money. How much should you expect to spend?

Unlike other social media ads, you're free to set your own budget with a boosted post. The bare minimum you can expect to spend is \$1 a day. If we base it on the minimum, a boosted post with a \$7 ad budget can run for as little as 7 days. Will you be able to get the results you're aiming for with this budget? The harsh truth is the more you pay the more people you can reach. The Facebook team will give you an idea about your estimated reach for any given budget.

Let's say your target audience are people above 18 years-old who are living in the United States. A \$2 daily budget will allow you to reach anywhere between 163 to 872 people. If you increase it to about \$5, you will probably be able to reach between 432 and 2,070 individuals. If you increase it further to \$15, your estimated reach is 1,506 to about 6,834 people. The number is not set in stone. Demographics also affect the numbers.

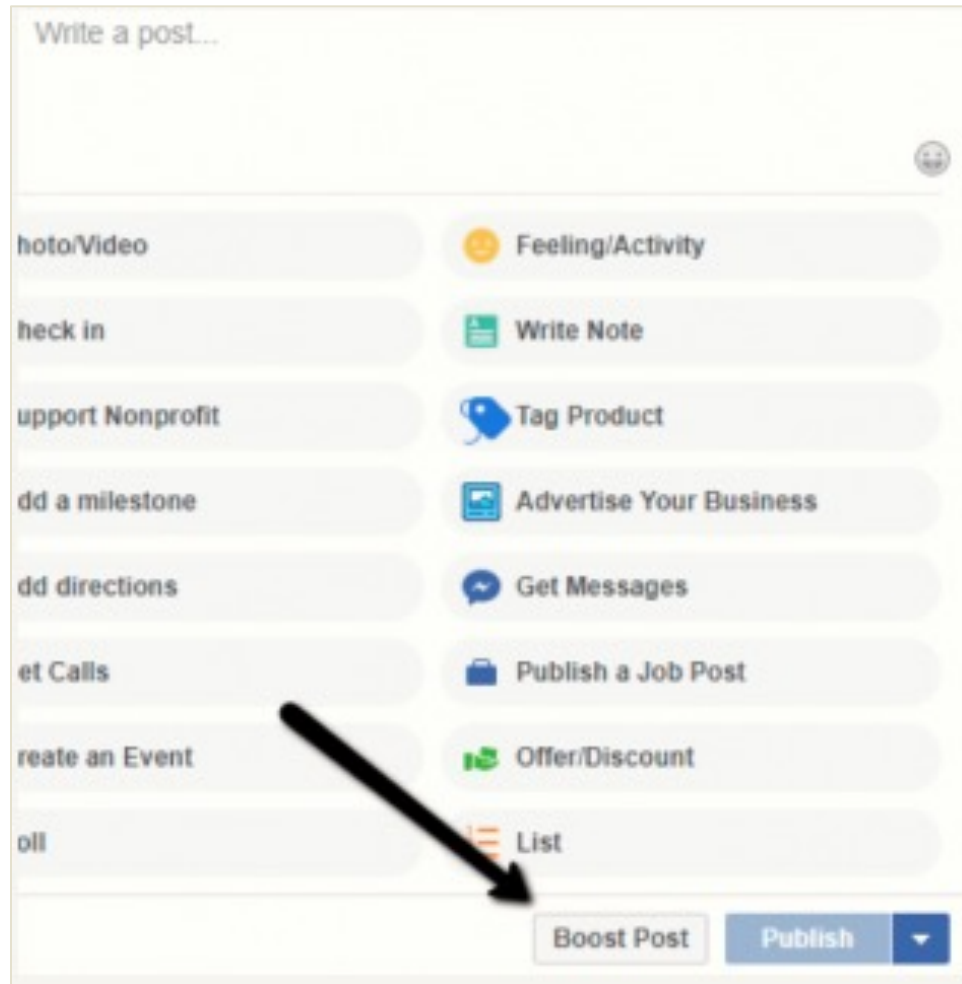
You are encouraged to experiment with variables in order to get a better idea about your expected cost and the corresponding estimated reach. Once you get this information and the full price estimation, you can then make a final decision about your budget.

Creating a Facebook Boosted Post

Now that you have some basic info about boosted post, let's learn how to make them.

1. Choose which post to boost.

You can boost an existing post or create a new one. If you're in the process of creating a post, look for the Boost Post button found in the lower-right corner like in the image below.

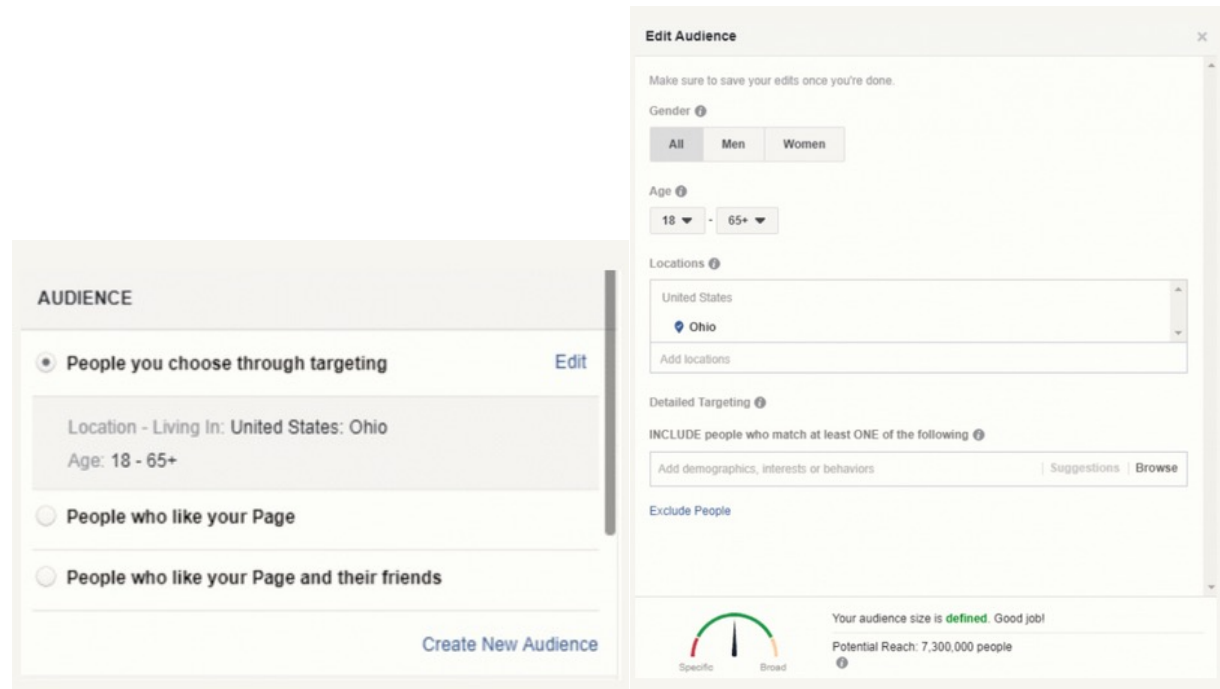


You can also go through all your previous posts and proceed to the Insights tab where you will see all of them. Each of the post will appear with a Boost Post option next to it.

2. Decide on your targeting options.

After selecting a post to boost, you will see a menu of targeting options. The default setting targets the people who are already following your Page. It may also include their friends and followers. You can be a little more specific by setting demographics for

your target audience. You can create one or multiple custom audiences to target. To do this, start by clicking the option to **Create New Audience**.




You will find several options that allow you to define your target audience further like setting the age range, adding, or deleting locations or including people interested in topics related to your Page or your posts.

3. Choose your budget.

The next step is to set your campaign budget. With your target audience defined, you will have a realistic estimated reach. You can adjust the reach according to how much money you're willing to spend or base your decision on how far you want to go with reach. As we mentioned before, the lowest you can set is \$1 a day. You can choose to spread your budget by choosing the duration as well.

BUDGET AND DURATION

 Your spend limit is lower than your budget for this promotion. [Increase your limit by \\$0.00.](#)

Total budget ⓘ

\$5.00 USD ▼

Est	\$2.00 USD	Est. Reach 163 - 872
430	\$3.00 USD	Est. Reach 244 - 1285
Ref	✓ \$5.00 USD	Est. Reach 432 - 2070
mal	\$10.00 USD	Est. Reach 1015 - 4452
Dur	\$15.00 USD	Est. Reach 1506 - 6834
	\$20.00 USD	Est. Reach 1948 - 8997
Rur	\$60.00 USD	Est. Reach 4717 - 26346
PA	\$200.00 USD	Est. Reach 12663 - 79141
Cu	\$400.00 USD	Est. Reach 22206 - 138785
	Choose Your Own	

4. Set the duration.

You can choose from the default options: 1 day, 7 days or 14 days. At the bottom, you can also set the date if you have a specific one in mind. You have full control with regards to how long you want your boosted post to run.

5. Preview

After putting in the details of your campaign, it is important that you preview your post. Check the copy to make sure it looks the way you want it to. You're going to be spending money on it so it is important that it's error-free. Review the visual elements and check the links. Make sure they're working. You can still make changes at this point so go through it carefully.

6. Choose your payment option.

When you're satisfied with everything, you will be taken to a page where you select your preferred payment method. Here's how the section looks like.

Your post is ready for a boost! It will go through the review process. Once approved, Facebook will publish it. The process may take some time. You can review the status by checking it out in the Ads Manager. You will find the information in the Delivery column.

Chapter 2 Quiz

Please refer to the end of this book for the solution to this quiz

1. What are 3 major factors you have to consider when choosing the boosting feature?
 - A) Audience
 - B) Duration
 - C) Budget
 - D) Social Media Accounts

2. This will show you analytics data about your group members, their demographics, comments, posts, and reactions.
 - A) Audience Insights
 - B) Members Insights
 - C) Group Insights
 - D) Group Data

3. Which of the following can help you promote your Group?
 - A) Add your group's link in your correspondences with your current customers.

- B) Create a post about your group in all your social media accounts. Pin the post to the top of your Page so it's the first thing your visitors see. You can also tweet about it to get the word out.
 - C) Consider boosting posts about your group
 - D) Invite more people who are possibly interested in the group. Make sure you customize the message of the invite.
4. What are the benefits of having a Facebook Group?
- A) Provide ongoing updates, support and promotion to your audience who are already interested in your business and the products or services that you offer.
 - B) Convert casual visitors to fans and/or paying customers
 - C) Make sure you keep your current customers happy, maintain their business and encourage loyalty
 - D) Always stay in touch with your business' or brand's customer base
5. You can use this section to either allow or restrict your page's followers to download your published videos.
- A) Content Distribution
 - B) Video Distribution
 - C) Member Distribution
 - D) Exclusive Access

6. Comments can appear with the most recent ones first or the most relevant ones at the top. Use this setting to indicate your preference according to what will be more beneficial to your business or brand.

- A) Post Ranking
- B) Comment Ranking
- C) Post Pinning
- D) Comment Priority

7. By ticking this box, you allow Facebook to include your page in results of relevant searches. For instance, if you have a pet grooming business and a user searches for pet products, your page will appear as a relevant search.

- A) Same Page Result
- B) Similar Page Result
- C) Same Page Suggestions
- D) Similar Page Suggestions

8. If it's important for you to keep things clean, it would be wise to edit these settings. You can block certain comments that include words that you may consider offensive or inappropriate.

- A) Page Moderation
- B) Profanity Filter

- C) Age Restriction
 - D) Page Updates
9. If you're selling or promoting age-sensitive products like tobacco and alcohol, it is necessary to prevent minors from accessing your page. Use this setting to restrict minor access to your page and posts.

- A) Page Moderation
 - B) Profanity Filter
 - C) Age Restriction
 - D) Page Updates
10. In this section, you can set and choose to let visitors post, add photos and videos to the page. At the same time, you can review the content first to make sure no inappropriate content goes through.

- A) Guest Post
- B) Visitor Post
- C) Member Post
- D) Messages/Posts

Did You Know?

Fifty-eight percent of social media users said they follow brands through social media (MarketingSherpa):

- 95 percent aged 18-34 (Millennials) follow brands through social media
- 92 percent of adults aged 34-44
- More women (61 percent) follow brands on social media than men (55 percent)

Chapter 3

Facebook Business Manager

Facebook business manager sounds fancy, but do you really need one? First of all, it is a free account. Its main objective is to help businesses, companies, or individuals in managing and organizing their Facebook Pages and other advertising accounts. It's an alternative to tying all of these work stuff to your personal Facebook account.

Remember we talked about using your personal profile log in to create your Facebook business page earlier? That in itself is an okay option. However, if you have several Pages under your name and you simply prefer not to connect your business Pages with all your friends, family, or co-workers on Facebook, you can use this free tool instead. Before we get into detail about creating one, let's take a look at the benefits, drawbacks, and some issues you should know.

Advantages of Having a Facebook Business Manager Account

Business Manager offers a solution to many pain points for businesses. Having one for yourself will allow you to reap the following benefits.

1. It helps prevent the mixing of your personal and professional profile.

A lot of people take advantage of their personal connections to get the word out about their business or brand. However, there are times when this can be an issue. Let's say you posted something on your page which you want to be strictly professional. In this

case, you hope that it will be published on behalf of your business persona. However, it also gets displayed in your personal profile where it can be viewed by all your personal contacts.

If you use a Business Manager, on the other hand, you can make sure that a mix up like this never occurs between your personal and professional life. After creating a business manager account, you will see a visible grey at the upper portion of your page. This lets you know that you are currently working, posting, and acting on your professional profile.

2. It makes managing multiple accounts easier.

If you have several user accounts to manage, it is your best interest to create a business manager account. This will allow you to synchronize and manage your multiple accounts from one central place. It is also ideal if you're working with a team. It will allow you to assign different roles and responsibilities to each member. You can assign usage rights on the Page of the account.

3. It makes business interaction more professional.

Because you avoid any chance of mix up, you can maintain a professional image and limit adding accounts to those relevant to your business or brand. Through this, you can add and manage your business assets as well as communicate with other business entities. You can include your ad accounts, apps and product catalog pages and display

them according to your target audience. If you're in the advertising business with several clients, you can also add their Facebook pages and have full control over what they can and cannot access.

4. You can access additional functions.

There are simply more tools and functions that become available to you with a business manager account. For instance, if you have an app, you can add it to the developer's section. Your business manager account also includes one-pixel code. This will allow you to customize the settings according to the requirements of each ad accounts. Managing your product catalogs, linking other sources, adding product feeds, adding people and other business tasks become much simpler. Essentially, it makes your job easier.

To sum it up, here are the things you can do with a Facebook Business Manager account.

- Access Pages and ad accounts without sharing everything with your personal connections.
- Limit access to clients' Pages, ad accounts and other Facebook assets.
- Avoid sharing logins and prevents the need to change passwords for security purposes.
- Add or remove agencies and employees to the account with ease.
- Grant varying permission levels according to your business objectives.

- Manage several Pages and multiple ad accounts using a single Business Manager.
- Organize your Pages and accounts by grouping them into projects.
- Allows a more collaborative opportunity among team members.

Overall, it leads to a better and more efficient management of all your Pages and ad accounts.

Disadvantages of a Facebook Business Manager Account

We can't deny the many opportunities a business manager account opens up. However, the platform is not perfect. There are downsides to using one as well. Among them are the following.

1. There is a risk of bugs.

It doesn't happen all the time but it has happened before and you should prepare yourself to the risk of a bug incident happening. In the past, people reported bugs (or malfunction) and in the worst cases, have lost their accounts. There have also been reports and complaints about their admin rights changing without prior information. If this happens to you, you could lose pertinent business information.

It is worth mentioning that most of these incidences occurred at the early phases of introduction i.e. the beta testing phase. Facebook has probably made necessary changes to prevent such cases from happening in the future. Be that as it may, it is still a risk for your business and is something worth considering and preparing for.

2. It takes time to get used to the platform.

Migrating from a personal account to a business manager account is a big change. There is a huge difference in the process which means it will take some time to learn. One of the major differences is that unlike a personal account where you can schedule posts before your preferred launch date, a business manager account does not offer the same option. Things have to be done in real-time which may result in extra manual work for you especially if you're handling multiple clients.

If you're doing social media marketing, chances are you're not only using Facebook. You probably have several social media handles. Managing them all can be quite challenging. On Facebook, you are allowed to publish them on your multiple pages. However, you may not be able to publish them on selective groups.

This may mean you will have to incorporate various tools in your media strategy combining the use of Facebook business manager, page posts and power editor. It's not an impossible feat but it is a complex process that increases the risk of making mistakes.

3. Information is limited.

One of the best reasons why a lot of people have had success with Facebook marketing is that they can laser target consumers from different categories. They can group their target audience according to demographics, educational level, purchasing power, etc.

Whether or not the same option is available for Business manager account holders is unclear.

4. It doesn't operate like a personal profile.

If you're used to using your personal profile for your business, you may find moving to a business manager account beneficial but also limiting. There are a lot of tasks and tools that may not be available to marketers such as scheduling posts.

Is a Facebook Business Manager account necessary?

With all these said, it is still important to note that each personal user account is only allowed to link to one advertising account. A business manager account eliminates that problem which is a significant advantage. Not only will you be able to link multiple accounts, you are also able to link to different time zones and corresponding currencies. There is a limit to the number of accounts but with Facebook's permission, the limit may be increased.

If you are handling multiple ad accounts anyway, it may be a better option to set up a business manager account. Having one will allow you to work more efficiently.

What do you need to set up a Business Manager account?

One of the prerequisites of a Business Manager account is a page. The Facebook page should be about the business you are promoting. In addition, you need to link it to your

FB account. Facebook uses it as reference for verification purposes and for security reasons.

Two Layer Permission

The Business Manager account does offer more security for businesses. It offers a two-layer permission model which allows you to securely maintain and manage your Pages, ad accounts and catalogs.

The first layer of security allows you to add people to the account either as admins or employees. Team member who are assigned as admins have full control of all the aspects of the account. This means they can modify the business or delete it. They can also remove people who are in the employee list. On the other hand, business employees may be able to view business data settings. However, they are not able to make changes unless they are given the role of Finance Editor.

The second layer of security grants agencies or partners the ability to manage your business assets including business accounts and Pages. The Page and ad account can only be handled by one Business Manager at a time. However, there can be multiple individual accounts and partners who can post, manage, and access ads on its behalf.

The shared permission may be changed at any time.

There are various things you can do in a Business Manager account. Such tasks and privileges include the following.

1. Assign roles to people.

Different roles with varying degrees can be assigned to partners, agencies or employees. For security reasons, you are strongly advised to limit access. As much as possible, keep access to a minimum while allowing them to fulfill their roles.

Admins versus Employees

There are two roles available in the account for businesses. These are admins and employees. Let's look at what each can do.

Admins can...

- Add or delete employees or partners
- View the settings and change them
- Manage permissions given to employees
- Add ad accounts, Pages and assets
- Handle ad accounts, Pages and assets assigned to them

Employees can...

- View business settings
- Handle ad accounts, Pages and assets assigned to them by admins
- Can apply changes to business settings ONLY when admins assign them as

Finance Editor

Admin versus Advertiser versus Analyst

There are 3 roles to assign for ad accounts. Their roles, responsibilities and access are as follows.

Admin can...

- Manage the settings on ad account
- Add people and delegate ad account roles to them
- Create ads and edit them
- Edit the source of funding
- View the adds
- Access reports

Advertiser can...

- Create ads and edit them
- View the adds
- Access reports

Analyst can...

- View the adds
- Access reports

Admin versus Editor versus Moderator versus Advertiser versus Analyst

There are several roles that are available for Pages.

Admin can...

- Manage and control roles and settings
- Edit Page
- Add apps
- Create and remove posts
- Send messages in behalf of the Page
- Respond to and remove comments
- Delete and ban users from the Page
- Create Page ads
- View Insights

Editor can...

- Edit Page
- Add apps
- Create and remove posts
- Send messages in behalf of the Page
- Respond to and remove comments
- Delete and ban users from the Page

- Create Page ads
- View Insights

Moderator can...

- Send messages in behalf of the Page
- Respond to and remove comments
- Delete and ban users from the Page
- Create Page ads
- View Insights

Advertiser can...

- Create Page ads
- View Insights

Analyst can...

- View Insights

Catalog Admin versus Catalog Advertiser

These are the two roles that can be assigned for catalogs in a Business Manager account.

Each role's responsibilities include the following.

Catalog admin can...

- Add people and give them catalog roles

- Share the catalog with agencies and partners
- Choose a product set or catalog to create an ad for
- Preview the ads for a product set
- View and choose catalogs, catalog settings, events in the Catalog Manager section
- View and remove data feeds and product sets in the Catalog Manager section
- Link a pixel or an app to a specific catalog

Catalog advertiser can...

- Choose a product set or catalog to create an ad for
- Preview the ads for a product set
- View data feeds
- View and choose catalogs, catalog settings and events
- View and remove product sets in the Catalog Manager section

Finance Editor versus Finance Analyst

For finance management, these are the two roles available. While a Finance analyst can only view details, the Finance Analyst can both view and edit the following.

- Credit card information
- Contact information and financial details
- Invoices or transaction information

- Invoice Groups
- Details about account spending
- Payment methods

2. Manage people, ad accounts, assets, settings, apps and video.

In a single account, you can organize everything your business requires on Facebook. This is why the Business Manager is referred to as the best management tool on the platform. You can edit, control and manage all these things under the Accounts section of your Business Manager.

People

You can add, remove and assign roles to people using the account. Here are some of the things you can do as far as people are concerned.

- **Add individuals.**

Note that you can definitely add an agency or a partner. But in order to add individuals you can go to the Business settings, choose People and click the option to Add. Use the email address of the people you want to add to the account and choose the role to assign them. They will get an email about the invite. As soon as they accept the invite, you can assign them roles to ad accounts, Pages and other assets or even to the Creative Hub project.

- **Add an agency or a partner.**

You will find the option to add a Partner from the Business Settings. After selecting the business role and access to the Partner, Facebook will automatically generate a link and send it to the partner. This link must be opened within 30 days. Otherwise, it will expire.

- **Accept invitation for Business Manager.**

Facebook sends the invite. When you receive it, you must sign in with your personal account. This is for identity verification. Facebook will match your FB identity with your work email address. To accept or decline the request, you can go to Business Setting and choose Request.

- **Delete people from the account.**

With a business manager account, you can also remove people that you have previously added. This is useful when someone leaves the team whether an admin or an employee, you can immediately take action and remove their access.

- **Assign assets to people.**

To assign people to assets, you can go to Business Settings and click People under the Users section. Choose the person you want to assign to the asset and click on Assign Assets. You can assign them roles in the Catalogs, Ad accounts or Pages.

- **Make changes to people's roles.**

Aside from assigning roles, you also have the freedom to edit those assignments. Select the name of the person and choose Update Person.

- **Remove yourself from the account.**

Not only will you be able to add and remove people or update their roles, you can also remove yourself from the business. To do this, proceed to the Business Settings section and choose Business Info. If you scroll down, you will find My Info and the option to Leave Business.

Ad Accounts

A newly opened business account is allowed to create one ad account. Upon activation of the ad account through active spending, a business will be able to host as many as 5 separate ad accounts. As of yet, this is the limit that Facebook sets. There are three ways to create an ad account under Business Manager.

Once added, the account will be permanently under Business Manager. You won't be able to transfer it to an individual owner. Here's how it's done.

- Proceed to Business Settings.
- Next, choose Accounts and click Ad Accounts.
- Select Add and choose any of the following options: Create a new Ad Account, Add Ad Account or Request Access to an Ad Account.
- Create new ad account when you're starting from scratch.
- Add an ad account when you have an existing ad account and want to move it to Business Manager. To be able to do this, you must meet the following requirements: be the owner of the account and be the admin in Business

Manager. As with creating a new ad account, the existing account will permanently belong to Business Manager once moved.

After successfully adding it, all management actions will be made within the Business Manager profile. You will not be able to add an account that is owned by another person or another Business Manager. However, if you need access to work on the account, you can choose the third option.

- Request access to an ad account when the account is not under your name and you are not an admin to the Business Manager. When the request is granted however, the admin can grant you access or permission to do work on the said account.

The current limit is 5 ad accounts for every Business Manager. There is no option yet to delete an existing ad account. Deactivating it is an option. However, you will not be able to add a new one in place of the deactivated account. It will still be counted as one of the 5 ad accounts you're allowed to create.

To add an existing ad account or request access to one belonging to another Business Manager, you can simply enter the account ID. Facebook will generate it for you.

Why can't I add an ad account?

There may be some instances when you are unable to add one. It could happen because of any of the following reasons:

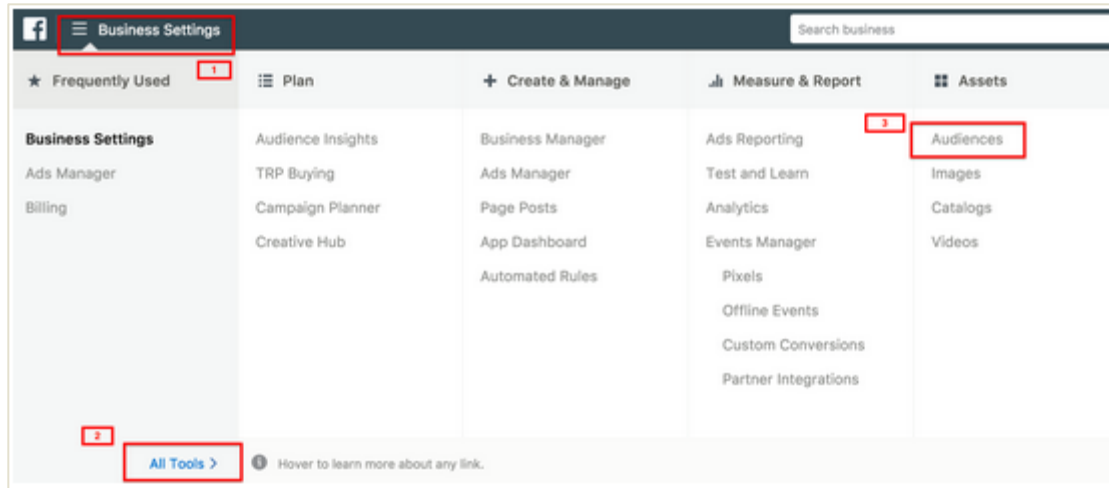
- The ad account may already be under another business listing. It can only be owned by a single Business Manager.
- A personal ad account has already been added to Business Manager.
- Only one ad account from your personal FB account can be moved to Business Manager.
- You have already reached the limit for adding new accounts to the business although it may be possible for you to adjust the limit if your advertising spending is increased.

If you are unable to add an account you still need to work on, keep in mind that you have 2 other options which are to request access to the existing account or create a new one except when the limit has already been reached.

Delete an account audience.

You may not be able to delete the ad account itself. However, you can remove the ad account audience. If you want to do this, follow the below steps.

- Go to Business Settings.
- Choose Audiences.
- Pick the audience you want to edit.
- Go to Actions.
- Click on the Delete option.
- Choose Delete Audience for permanent removal.



Deactivate an ad account.

Again, you can only deactivate an account not delete them in Business Manager. To do this, proceed to Business Settings and choose Ad Accounts. Pick the ad account you want to edit and click the option to Deactivate.

Control Settings

There are four major things you can do in the Settings page and they are as follows:

- **Change the primary Page.**

You can set the primary Page and edit it at a later time. To start with, proceed to Business Settings. Go to Business Info and choose the option to Edit. Pick a page and Save.

- **Locate a Business ID.**

This is one of the important pieces of information you should know how to access. To find your ID number, Choose Business Info in the Business Settings section. You will find your ID under Business Manager Info.

- **Update your work email address or edit name in Business Manager**

To make changes to your information, access the Business Info section. From there, select the Edit option which you can find under My Info section. Change what you need to update and Save the changes. Facebook will automatically send you an email about the requested change. You will need to verify that the actions were initiated by yourself. Choose Verify Now in the confirmation email to proceed.

- **Adjust the Notifications.**

From Business Settings, go to the Notifications section. There you will find a list of options from the dropdown menu. Adjust it as you prefer.

Apps

In addition to adding ad accounts, you can also add apps to Business Manager. To do this, go to Accounts under Business Settings. Choose Apps. You will find an option to Add New App in this section. You will be given two options. One is to add a completely new one and the other is to request access to an already existing app. In the second option, locate the app by entering the Facebook App ID. If Facebook doesn't allow you to add it, it's likely it has already been added by a Business Manager.

Videos

You can control videos, access to it and actions done by other people.

- **Allow crossposting of videos.**

Remember what we emphasized earlier about the downside of Business Manager? Ads won't be able to run or get boosted unless you publish it manually from your Page settings. To do it the Business Manager way, you can follow the below steps.

- Access the Page to be published.
- Choose the Settings Tab.
- Click on General.
- Choose Edit from Page Visibility.
- Select Page Published.

You can save it after making your desired changes.

- **Crosspost videos from a Page that isn't owned by Business Manager.**

Pages that are not under your Business Manager can also be granted permission to crosspost your videos. Before this is possible however, both parties are required to give permission. Follow these steps.

- Proceed to your Page.
- Access Settings tab.
- Select Crossposting.

- Find the Page by typing the name in the search field or enter the URL corresponding to the Page.
- Select the Page to add it. The Page you're trying to add also needs to take similar steps. To make the process easier, include your Page to their settings. Choose Link and a dialog box will appear containing a URL. Copy and share it with the admins of the other Page. This way, the Page admins can access the link which will automatically take them to their Crossposted Videos settings.

After permission from both parties are secured, you can choose specific videos for crossposting. The selected videos will appear in the Page's Video Library and listed in the **Videos You Can Crosspost** section.

- **View Insights.**

In Business Manager, you can also access the Insights for your videos which are crossposted. To access this info, choose Publishing Tools from your business Page. Go to Video Library. Select from the list of videos and you will be able to access the data you're seeking.

System Users

It is important to note that access to System Users is not available for all businesses. For others, this option may not be available. To add a new one, you can start with the following steps.

- Access Business Settings.
- Click on Systems Users.
- Select the option to Add New System User.
- Name the user and choose Create System User.
- Assign assets and corresponding roles to the new system user.
- Generate a new token. One token will be assigned to every new system user so you will have to generate a new one every time you add a new user. You will find the option from the right side of your Page. Copy and save the info.

Instagram

You don't really need a Business Manager account to run Instagram ads. You can do it on a business page. What makes a business manager account great for Instagram ads is that it allows you to review, as well as, answer to comments on the ads. Like we mentioned before, engagement with the audience is crucial in making social media advertising work.

If you have an existing Instagram account, you can link it to your ad account through Business Manager. For this to be possible, you must have both the ad account and Instagram account under the *same* Business Manager to associate the two. Unlike with pages, you can't request access to an Instagram handle that belongs to another Business Manager. It has to be your own. Follow the below steps to link your accounts.

- Access your Business Manager and go to Settings.

- Choose Instagram Accounts and select the one you want to connect to an ad account.
- Choose the option to Assign Ad Accounts.
- You can also grant authorization to multiple ad accounts to access and use the Instagram account. To do this, check the box beside the ad accounts before clicking on Save Changes.

Projects

Another way of organizing your Pages and ad accounts is through Projects. With this option, you can assign ad accounts and Pages to your team. If for instance, your business operates and is organized through various locations, you will find it easier to group and assign your team using Projects. To access this feature, you can follow these steps.

- Go to Business Settings.
- Look for Projects. This will be found in Accounts section.
- Create New Project.
- Name it. Click on Next.
- Check on the Pages you want to include in this newly created project and choose Next.
- Check on the ad accounts you want to include in the project and choose Next.
- Click on Save Changes.

3. Manage Your Data Sources

These include: Catalogs, Pixels, Event Source Groups, Offline Event Sets, Custom Conversions and Shared Audiences

Under the Data Sources of your Business Settings, you will find all these options. You can set them up according to your brand or business needs. Let's go over them one by one and look into how they can be useful.

Catalogs

Organization is key in managing a business. In this section, you can add a new product catalogue, add an existing catalog to your product feed or request access to another catalog.

How to add a new product catalog?

- Go to Business Settings.
- From Data Sources, go to Catalogs.
- Click on the option to **Add New Catalog** and **Create a New Product Catalog**
- Name it. Choose which products to include. Click on **Create Catalog**.
- Choose people to manage the catalog. Click on Save Changes.

You also have the option to assign management roles to your team. You can skip this step if you prefer not to add anyone else.

In addition, you can also link apps and any pixels to your product catalog. All you need to do is tick the boxes next to available apps and pixels. If you don't have any yet, you may add them later and Skip the step in the meantime.

How to add an existing catalog to product feed?

- Select the catalog and click on the option to Add Product feed.
- Enter your name and select the corresponding currency.
- Pick an upload type for the feed.

You can set it up for either Single Upload or Schedule Recurring Uploads.

Single Upload - You will have to manually do the uploading. Every time you make changes to the file, a manual one-time upload will be necessary.

Schedule Recurring Uploads - You can select your preferred intervals for automatic uploading.

After making your choice, proceed to creating the feed by completing the required information. File uploads have to follow the instructions so they can be uploaded correctly.

Column Name	Instructions
id	Type in a unique ID for each item. Note that this will show as "retailer_id" after the product is imported.
availability	Mark if the item's in stock. You can type: "in stock", "available for order", "preorder", "out of stock", or "discontinued". Max 100 characters.
condition	You can type "new", "refurbished", or "used".
description	A short paragraph describing the item. Max 5000 characters.
image_link	Link to item image used in ad. See image resolution guidelines .
link	Link to merchant's site where you can buy the item.
title	Item title. Max 100 characters.
price	Item cost and currency using ISO 4217 currency codes. Ex: 9.99 USD.
sale_price	Discounted price if the item is on sale. Currency should be specified as the ISO 4217 currency code. Required for creative overlays. Ex. 4.99 USD.
sale_price_effective_date	Start and end date and time for the sale, separated by a slash. Required for creative overlays. Ex: 2017-11-01T12:00-0300/2017-12-01T00:00-0300.
gtin, mpn, or brand	GTIN: Global Trade Item Number (UPC, EAN, JAN,ISBN). Mpn - A unique number that identifies a product to its manufacturer. Brand: brand name. Max 70 characters.

- Your file must be saved using a TSV or CSV format. Using 3rd party feed provider is also allowed. In which case, you can use the following file formats: RSS XML, ATOM XML, compressed zip, gzip or bz2 file.
- Choose Next and complete your catalog.

How to request access to a catalog?

- Go to Business Settings.
- Go to Catalogs which you will find under the Data Sources section.
- Choose the option to Add New Catalog.
- Click Request Access to a Catalog.

Pixels

You need to know whether your advertising efforts are effective or not. Facebook has an analytics tool that measures the effectiveness of your ads. It's called the Pixel. With this tool, you will be able to understand how people respond to your ads and posts through their actions on your website. We'll discuss this in more detail in the coming chapter about Events Manager.

Once you have a pixel set up, you can manage and share it in your Business Manager. An admin can grant access to other team members by adding them. People can also be added through a specific ad account.

Unless a person is a Business Manager Admin, team members will have to be added manually to be able to access pixel. A person who is part of the business with no access

to any of the ad accounts in the business will have to be added. Otherwise, that person may have access to ad account but none to the pixels associated with the ad account. Only a Business Manager admin can both view and edit a Facebook pixel. Access to a specific pixel associated to an ad account can be granted by requesting access to the account itself.

How to add people to your Facebook Pixel?

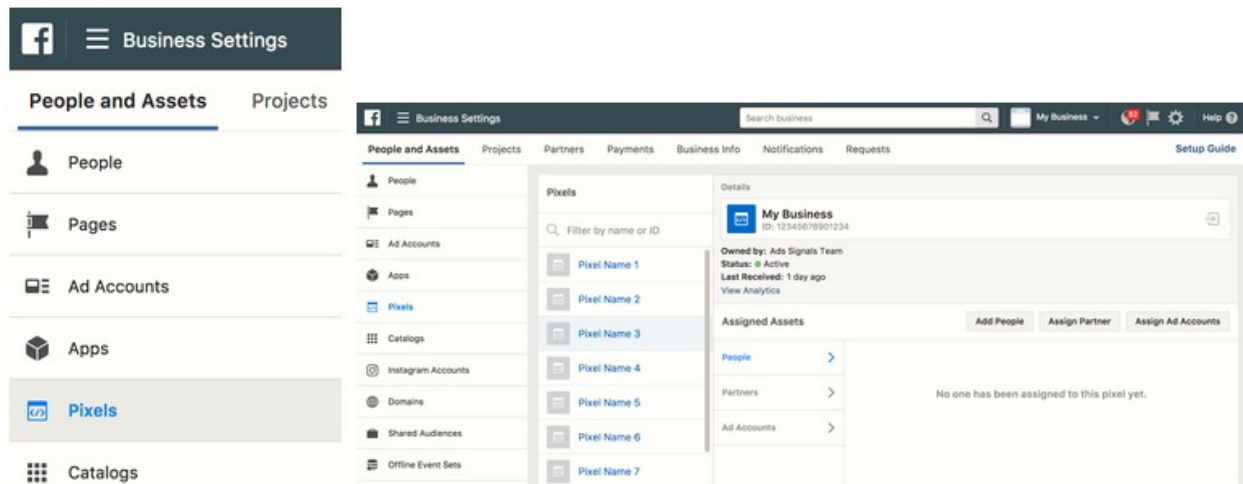
To add an individual or a specific ad account to your Facebook Pixel, you can follow these steps.

- Access Business Settings.
- Go to **People and Assets** section.
- Click on **Pixels**.
- Select one to assign someone to.
- Choose **Add People** to assign a person to a specific pixel or **Assign Ad Accounts** if you want to assign all the people who has access to an ad account to the pixel.
- Select the preferred access.

Add People - You can choose the people and assign them roles which you will find in the dropdown menu.

Assign Ad Accounts - You have to select the account to be assigned to your pixel.

- If you have completed the necessary changes, click on Save Changes.



What roles can you assign to people on your Facebook Pixel?

As a Business Manager Admin, you can specify roles and select people for them. When another admin from a different Business Manager gives you access to their pixel, they can also choose to assign you roles. There are two roles available: Pixel Editor and Pixel Analyst.

Pixel Editor - This person will be able to view pixel information and apply changes as well. Editors are also able to create audiences. In addition, they can use the pixel to create conversion ads. In other words, editors can do as much as admins can except the latter is the only one who can add and remove people from pixel or change their previously assigned roles.

Pixel Analyst - This person will have access to the Facebook Pixel but only for viewing purposes. Unlike admins and editors, analysts won't be able to edit the pixel. They are also unable to create conversion ads or audiences.

Event Source Groups

Every action that are taken by people on your website are recorded as an event in Facebook Analytics. All information is received in the event source. A combination of these is referred to as ESG or Event Source Groups. Through Business Manager and by being an admin, you can create and manage your ESG.

How to create an Event Source Group?

- Proceed to Business Settings.
- Go to **Data Sources** and choose **Event Source Groups**.
- Click on the option **Create Event Source Groups**.
- Enter a name for the group.
- Pick out the data sources to include in the group. Among the choices are **Offline Data Set, Facebook Pixel** and **Mobile App**.
- Wait for the confirmation and click Close.

How to remove event source groups?

- Access Business Manager Settings.
- Choose any of the following: **Pages, Pixels** or **Apps**.
- Select the event source you want to remove and click on the X mark at the right side section.
- Choose the option to Remove and confirm the action to delete the event source.

You can also edit permissions to grant access to other Analytics users in the team. They can view the event source group. You can also assign different roles to people. The roles available are Analyst and Limited Analyst.

An Analyst can...

- View and explore event source group data except monetary data
- View as well as explore ESG monetary data
- Create charts and dashboards and save changes

Limited Analyst can...

- View and explore event source group data except monetary data

How to assign roles to people?

- Access Business Settings.
- Go to **Event Source Groups** and choose the one you want to assign people to.
- Click on the option to **Add People**.
- Choose the users from the team you want to assign to the ESG and specify their roles.
- Save the changes.

When users are assigned to an event source group, they will be able to access the data within the event sources. Admins automatically get access to the ESG as Analysts. As an admin yourself, you can change this default setting.

Offline Event Sets

We've talked about how actions taken on a website are tracked and recorded. To make your online ad efforts more inclusive as far as results are concerned, Facebook also allows you to monitor and measure actions taken offline in response to your Facebook ad campaign.

By default, an event set may be automatically created as well as assigned to an ad account. You can access details about it in Events Manager. We'll go into more detail about creating and uploading offline event sets in the coming chapters.

In your Business Manager, you can manage permissions for your existing sets. Data about an offline event can be uploaded by specific users only. This privilege is limited to the following roles.

- Admins of the Business Manager
- Employees who are assigned as Offline Event Set admins
- Business Manager system user

*Offline event set admin roles can be edited or assigned in the Business Settings.

How to add admin to an event set or share it to another business?

- Access Business Settings.
- Go to **Offline Event Sets**

- Choose the set and click on **Add People** if you intend on assigning an admin role to one of your team members.
- Click on **Assign Partner** if you want to share access to an event set with another business. And enter the corresponding **Business ID**

Custom Conversions

Instead of adding conversion pixels to your individual success pages, you can track as well as optimize conversions by using Custom Conversions. In other words, Custom Conversions can make tasks simpler. It can eliminate the need for manually adding codes to your site.

You can create Custom Conversions by accessing Ads manager. You can also edit or remove Custom Conversions through your Business Manager.

How to edit details on your custom conversions in Business Manager?

You can change the name, description as well as the conversion value of custom conversions. To change any of these, you can follow these steps.

- Access your Business Manager.
- Go to the main dropdown which can be found in the upper left section.
- From the **Measure & Report** option, click on **Custom Conversions**.
- Choose which one you want to edit.

- From the dropdown menu, choose **Actions**.
- Click on the option to **Edit Custom Conversion**.
- Apply your changes and choose **Done**.

How to remove your custom conversions?

Before deleting your custom conversions, you can avoid issues with your custom conversion event by changing the way the ad sets are optimized first.

- Access your Business Manager.
- Go to **Custom Conversions** which you will find under the **Measure & Report** section.
- Choose which one you want to delete.
- Click on **Actions**.
- Choose the option to **Delete Custom Conversion**.
- Confirm the action by clicking on **Delete**.

Shared Audiences

After creating audiences for your ads, you can grant access to it to other people. This is called Shared Audiences. It is possible to bulk share Lookalike and Custom Audiences between ad accounts as well as between media agencies provided that the one sharing and receiving are both associated to the same Business Manager. As long as the sharer

allows it, the receiver can access insights and use it for targeting strategies and creative planning.

There are a couple of limitations including the following.

- Shared Audiences cannot be used for creating Lookalike Audiences.
- When you're utilizing a particular shared audience for one of your ad sets and the one who owns the audience deletes it, the ad set that you own will become inactive.
You will have to set a target audience for your ad set.
- Saved Audiences cannot be shared.
- Audiences cannot be sold to other businesses.

How to share an audience?

You can share your audiences with your team or other businesses but you can also choose to prevent other people from accessing Insights about these shared audiences. Choose the levels of permissions to assign to people you're sharing your audiences with.

Access can be granted either for **Targeting Only** or for both **Targeting** and **Insights**.

- Access **Audiences**.
- Click on the boxes for the audiences you intend on sharing.
- Go to the dropdown menu for **Actions**.
- Choose Share.

- Choose or enter the names or ad account IDs you want to share your audiences with.
- From the Permission dropdown menu, decide whether you want to share the audience with either **Targeting Only** or **Targeting and Insights** access.
- Choose Share.

How to view all shared audiences across your business?

- Access **Business Manager**
- Go to **Business Settings**
- Choose **Shared Audiences**

Brand Safety Domains and Block Lists

To preserve content integrity and ensure that only the verified owners are allowed to edit their content and the way it is presented, Facebook has created domain verification. Verified domain owners can overwrite link metadata as an added functionality when they create link page posts. This is an essential free feature that business owners and marketers can take advantage of in order to ensure content security.

What exactly is Domain Verification?

This is among the many features of Business Manager. It provides businesses with a simple way of showing domain ownership without making it necessary for them to edit Open Graph markup tags. Through Business Manager, you can also assign verified domains to your Pages or share your domains with partners. In other words, domain

verification allows you to safeguard the integrity of your content and prevent misrepresentation of your brand.

When you verify your domain, you are staking claim to your links and contents. This way, you remain in control and on top of every post, ad or any type of content you put in Facebook.

How to verify domain in Business Manager?

There are two verification methods available in Business Manager. These are DNS TXT record and HTML file upload. You can use either of these methods as part of a streamlined approach. By using these methods, you won't have to manually edit your website's HTML metadata.

What if domain has not been verified?

In an effort to ensure that rightful parties only have the privilege of editing link previews associated to content and reduce the risk of misrepresentation, Facebook encourages businesses and marketers to use domain verification. And as of May 2018, only verified domains are allowed to edit their organic Page post links as well as their unpublished Page post links. If your domain has not been verified yet, you won't have access to this editing privilege.

In addition to domain verification, Facebook also offers other brand safety tools. These tools will allow you to block your content from running with certain kinds of content found within **In-Stream Video**, **Audience Network** and **Instant Articles** placements.

These brand safety tools include the following.

1. Placement Opt-Out - With this safety tool you can choose to opt-out and prevent your ads from showing in **In-Stream Video, Audience Network** and **Instant Articles** placements.

You can do this by removing these placements in the **ad create flow** under **Edit Placement** section.

2. Category blocking - This is another way of protecting your ads by preventing them from showing side by side with content of certain categories. There is an option in Ads Manager that will allow you to Exclude Categories. You will also find this in the Edit Placements section.

3. Block lists - With this tool, you can prevent your ads from showing on certain apps or websites within the placements.

When you use any of these placement opt-out options, your ads and campaign delivery options become limited. This means fewer people may see your ad. However, it also ensures brand safety, content integrity and prevent any brand misrepresentation.

Integrations Lead Access

Lead generation campaigns for both Instagram and Facebook can best run through lead ads. Lead ads are a way of allowing people to show interest in a certain product or

service with the use of a form within an ad that they can fill out with their details. This will allow businesses and marketers to follow up with these leads.

By default, Page admins can access lead information. Also by default, Page roles including analyst and advertiser are allowed to view insights and run lead ads but they are unable to download leads. The settings for lead access can be changed in your Business Manager. Without a Business Manager account, there is no other way to change the settings.

How to control access to your leads?

There is a tool in Business Manager called Lead Access manager that allow admins to customize the level of access for people in the team, partner agency or business and CRM. They may or may not be granted rights to download leads. With this tool, you can grant people with Page roles to download leads. The Lead Access manager is an advanced tool. It must be activated and customized. Otherwise, only Page admins will have the right to access your lead information.

How to enable Leads Access Manager?

A Business Manager admin can activate Leads Access manager. To enable this tool, you can follow these steps.

- Access **Business Manager** settings.
- At the bottom of the page, click on the **Lead Access** icon.

- A message will appear, choose **Customize Access**.

By taking these actions, you will automatically prompt the system to assign permission access to current CRMs and Page admins. Further action is required to customize lead access.

How to assign/ remove leads access?

Go to the **Assigned People and Partner** section found in the middle panel. This will show a list of people, agencies, partners or CRMs who have access to your leads.

From this section, you can edit the settings for any of the following: **People Partner and CRMs**.

How to restore permissions to default settings?

After customizing leads access, you can go back to the default settings at any time. Restoring to default access will remove any changes you've made before.

- Access **Business Manager Settings**.
- Go to the icon list and click on the **Lead Access** icon.
- Choose the page to manage your leads access.
- At the top right corner, choose the option to **Restore Default Access**.
- Confirm the action by clicking on **Restore Default**.

Payment Methods on Business Manager

In order to edit Business Manager payment methods, you must be either a Finance Editor or an admin. All billing details can be managed in Business Manager. After adding a payment method in the account, the same method can be added to an ad account associated with the Business Manager. It can then be set as primary method for all your ads.

How to add a payment method to Business Manager?

- Access Business Manager settings.
- Go to Payments.
- Choose the option to Add Payment Method.
- Click on Continue.

From here, you can follow the indicated instructions for adding your preferred payment method. This will be saved to your Business Manager account.

How to connect a Business Manager payment method to an ad account?

- Access Business Manager.
- Go to Billing.
- Choose the ad account.
- Select Payment Settings.
- Choose the option to Add Payment Method under the Payment Method section.
- Pick your preferred payment method in Business Manager.
- Follow the instructions and save the changes.

If you want to use the method to pay for your ads, you can set it as the primary method for the ad account.

Chapter 3 Quiz

Please refer to the end of this book for the solution to this quiz

1. What can a Business Manager admin do that an employee can't?
 - A) View business settings
 - B) Handle ad accounts, pages and assets
 - C) Add or delete employees or partners
 - D) Manage permissions

2. What are the roles that can be assigned to ad accounts?
 - A) Admin
 - B) Advertiser
 - C) Analyst
 - D) Editor

3. What is the maximum number of ad accounts that a Business Manager can have?
 - A) 3
 - B) 4
 - C) 5
 - D) 6

4. What are the different ways to add an ad account in Business Manager?

- A) Add Ad Account
 - B) Request Access to an Ad Account
 - C) Create a new ad account
 - D) Choose an admin
5. Which of the following cannot be done in Business Manager?
- A) Deactivate an ad account
 - B) Delete an ad account audience
 - C) Delete people from the account
 - D) Delete an ad account
6. How many ad accounts does Facebook allow for new Business Manager?
- A) 3
 - B) 4
 - C) 5
 - D) 6
7. Which of the following statements is not true?
- A) You can cross-post videos with other Pages not in Business Manager.
 - B) You and the admins of the other Page need to give cross-posting permission

- C) All businesses have access to System Users.
 - D) You can assign assets and roles to users.
8. When do you need a new token?
- A) When you lose the other one.
 - B) When you get permission from admins.
 - C) Every time you cross-post
 - D) Every time you create a new System User.
9. Which tool in Business Manager allows admins to customize the level of access for people in the team, partner agency or business and CRM?
- A) Lead access manager
 - B) Business manager admin
 - C) Brand Safety tools
 - D) Category Blocking
10. Who can edit Business Manager payment methods?
- A) Finance editor
 - B) Analyst
 - C) Partners
 - D) Business Manager Admin

Chapter 1 Quiz Solution

Question Number	Answer
1	B
2	B
3	C
4	A
5	A, B, C
6	D
7	C
8	D
9	C
10	D

Chapter 2 Quiz Solution

Question Number	Answer
1	A, B, C
2	C
3	A, B, C, D
4	A, B, C, D
5	A
6	B
7	D
8	A, B
9	C
10	B

Chapter 3 Quiz Solution

Question Number	Answer
1	C, D
2	A, B, C
3	C
4	A, B, C
5	C
6	C
7	C
8	D
9	A
10	A, D

End Of Preview

Thank you for going through this preview. I hope you've gained something of value from the topics discussed above. Should you decide to take your knowledge further, I invite you to take a look at the advanced version of this book – [Facebook Advertising – Learn How to Make \\$10,000+ Each Month With Facebook Marketing.](#)

In the advanced version, you'll discover:

- How to leverage the Facebook Ads Manager to create highly optimized and profitable Facebook Ads (**Chapter 4**)
- How to monitor specific actions potential customers take while on your website and, more importantly, how to use the Facebook Pixel to retarget those same people on Facebook (**Chapter 5**)
- How to create a highly effective customer avatar that will boost your conversion rates while keeping ad costs extremely low (**Chapter 6**)
- The A-to-Z of a Facebook Ad Campaign including how to choose the right objective for your ad, add payment methods, set suitable budgets etc. (**Chapter 7**)
- How to set up a highly converting sales funnel, incorporate the sales funnels with Facebook, create a lead magnet and build your email list (**Chapter 8**)

And much, much more!

More importantly, a case study is presented at the very end of this book. This case study will bring together all the concepts discussed and show you exactly how you can leverage the skills and knowledge you'll gain from this book to **make \$10,000+ each month with Facebook Advertising.**

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In Passive Income Ideas, you'll discover

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- Strategies that'll help you greatly simplify some of the business models (and in the process **make them more passive!**)
- What you can do to scale your earnings (regardless of which business you choose)
- Strategies you can implement to **minimize the level of competition** you face in each marketplace
- Myths that tend to hold people back from succeeding in their business (**we debunk more than 100 such myths!**)
- Well over 150 Insightful tips that'll give you an edge and help you succeed in whichever business you chose to pursue
- More than 100 frequently asked questions (**with answers**)
- 50 positive vitamins for the mind (in the form of inspirational quotes that'll keep you going during the tough times)

- A [business scorecard](#) that neatly summarizes, in alphabetical order, each business models score across 4 criteria i.e. simplicity, passivity, scalability and competitiveness
- ...and much much more!

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