

How to Create Facebook “Like Ads”

Some Quick Tips for Setting Up Facebook “Like Ads”

1. To set up Facebook ads that only get out into the News Feed, you will want to use the Power Editor. To install it, go here:
<https://www.facebook.com/help/194355723944655/>
2. If you are new to the Power Editor, [click here](#) for an easy tutorial.
3. We all know that Facebook is a bit “tricky” at times. Your Power Editor might look a bit different than my Power Editor because I have the most up-to-date version. But don’t worry, you will still be able to navigate your dashboard by looking at my images on the next pages.

Here's an Example of a Facebook "Like Ad" in the News Feed:



Step 1: From the “Creative & Placements” tab, set up your ad as you see it here.

Creative & Placements
Audience
Advanced Options
Pricing & Status

Ad Name: Facebook Like Ad Campaign

Type: Sponsored Story

- About a Page or Place
- People liking your Page
- People checking into your location
- People posting on your wall
- About a Page post
- About an App
- About people attending your Event
- About people sharing links to your domain

Destination: Amy Porterfield **Make Your Facebook Page the "Destination"**

Optional Url Tags: key1=val1&key2=val2

Conversion Tracking: Track conversions on my website for this ad

Step 2: While staying on the “Creative & Placements” tab, scroll down and set up your ad placement.

Creative & Placements

Audience

Advanced Options

Pricing & Status

Placement:

- All Facebook (Includes News Feed)
- Desktop (Right-Hand Column and News Feed on Desktop Only)
- News Feed (Desktop and Mobile)
- News Feed (Desktop Only)
- News Feed (Mobile Only)

Mobile devices:

- All mobile devices
- Android devices only
- iOS devices only

Only show on mobile devices when connected using Wi-Fi

This is how you get your ads ONLY in the News Feed. When you use this strategy, your conversions can skyrocket!

Step 3: Choose at least one country and target by age and sex. You don't need to worry about "Precise Interests" and "Categories" because we are only targeting "Friends of Fans."

Creative & Placements

Audience

Advanced Options

Pricing & Status

Country:

Age: -- Require exact age match

Sex: All
 Men
 Women

Precise Interests:

Categories:

PARTNER CATEGORIES
FACEBOOK BROAD CATEGORIES
▶ Mobile
▶ Activities
▶ Business/Technology
▶ Ethnic
▶ Events
▶ Family Status
▶ Interests
▶ Mobile Users (All)

Step 4: From the “Audience” tab, make sure you enter your Page name so that you don’t show your ads to existing fans.

Creative & Placements

Audience

Advanced Options

Pricing & Status

Connections: Target users who are connected to:

Enter your page, app or event names

Target users who are not already connected to:

Enter your Facebook Page name here

Friends of connections:

Friends of Connections targeting for sponsored stories is automatically set to reach the people who are eligible to see the story in their news feed. It's based on the story type you've selected. Learn more in the Help Center.

Step 5: From the “Pricing & Status” tab, choose CPC and bid near the middle of the “Suggested Bid.”

The image shows a user interface for configuring a campaign. On the left is a vertical sidebar with four menu items: "Creative & Placements", "Audience", "Advanced Options", and "Pricing & Status". The "Pricing & Status" item is highlighted with a blue background. The main content area is divided into two sections. The top section contains three radio button options: "CPC" (which is selected), "CPM", and "Optimized CPM". Below these options, the text "Max Bid (USD):" is followed by a text input field containing the value "0.30". To the right of the input field, the text "Suggested Bid: 0.18 - 0.59" is displayed. The bottom section of the main area shows the label "Status:" followed by a dropdown menu currently set to "Active".

If you are new or “somewhat new” to Facebook ads, and you need a little more info to really dive in, check out my program, FB Ads Insider.

Go here now for details:
www.amyporterfield.com/ads

