



FACEBOOK AD MASTERY

Learn how to crush your competition and convert their customers to your business.

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Chapter 1: How To Get Started With Facebook Ads

In this first chapter, you'll learn the basics of Facebook Ads and how you can get started with advertising on Facebook. You've probably read a lot of success stories on the Internet of marketers spending a few hundred dollars and earning tens of thousands in return.

That sounds like a crazy return on investment (ROI), right? Well, not really. With Facebook Ads, it's possible to replicate these successful marketers' techniques so you too can experience an extraordinary ROI!

There's no denying the fact that when it comes to marketing and advertising your business on social media, Facebook is the way to go. With over 2 billion users logging in to Facebook every month from all corners of the globe, Facebook is king of social media. Whether you want to reach people in your town or city or people on the other side of the world, it's possible with Facebook ads.

What Exactly Are Facebook Ads?

If you scroll down your Facebook news feed, you'll most probably see a post which says Sponsored or Suggested Post on it. Or if you're on a desktop computer, you'll see ads on the right side of your screen. You'll even see in-stream video ads while you're watching a video on Facebook.

Also, you'll see ads or sponsored messages on Facebook Messenger, Instagram, and the Audience Network. These adverts are known as Facebook ads.

Individuals, small businesses, and large corporations pay Facebook billions of dollars a year to show their ads to Facebook users. And it's not surprising because compared to other platforms, Facebook gives their advertisers the best bang for their buck.