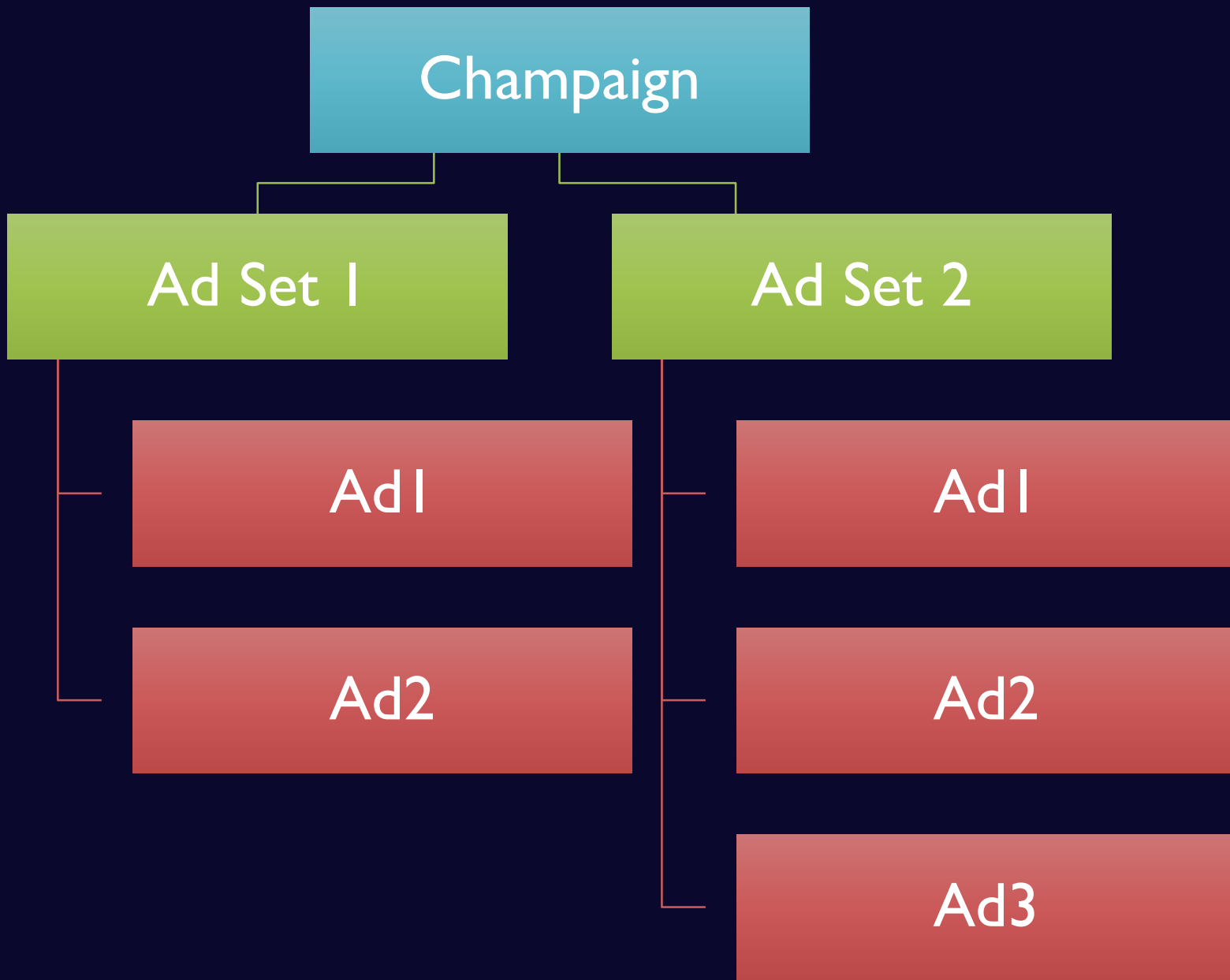




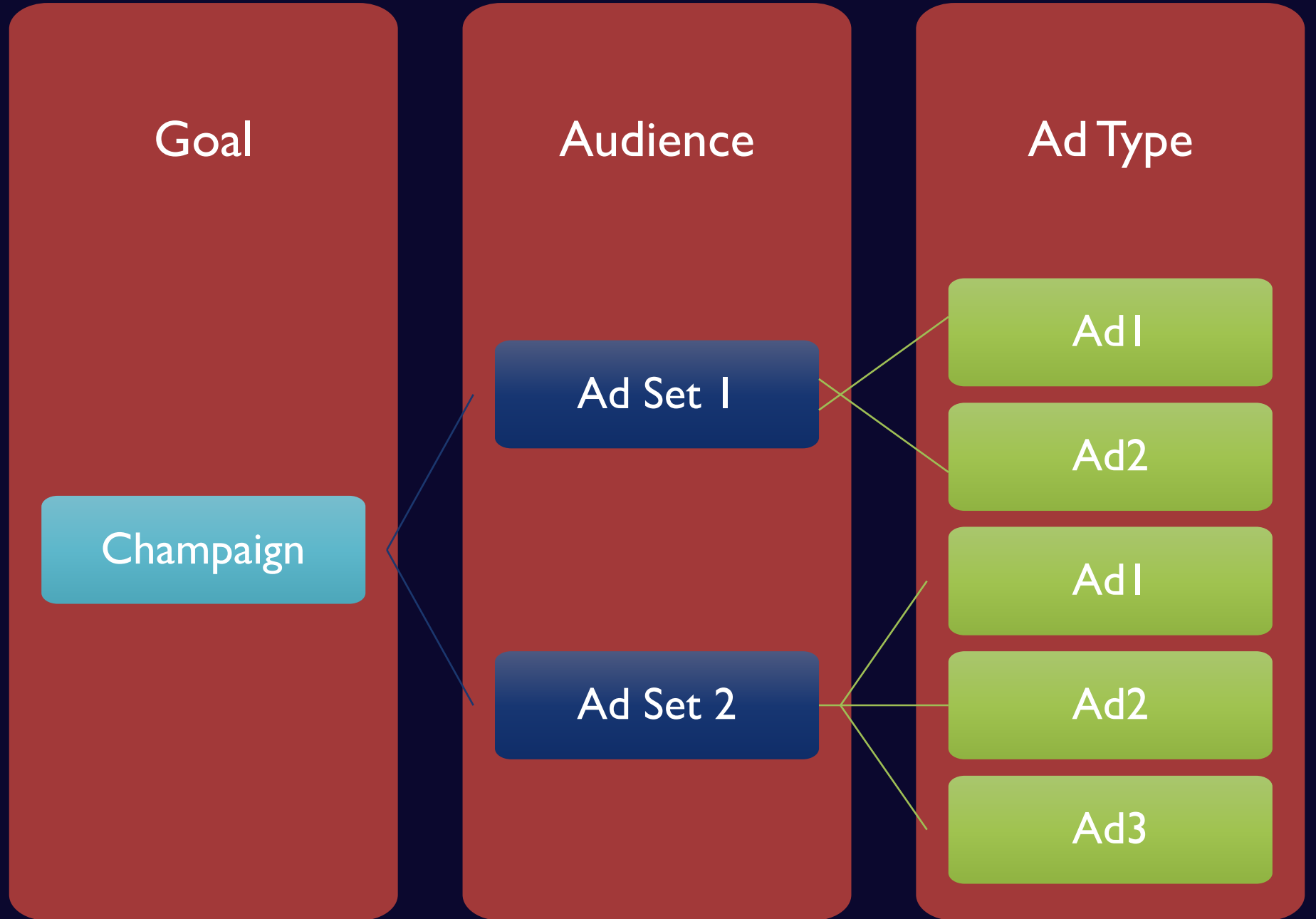
**FACEBOOK
ADS FOR INDIE
AUTHORS**

MARKETING AND ADVERTISING FOR BEGINNERS

AD MODEL



MODEL OBJECTIVES



AD CAMPAIGNS GOALS

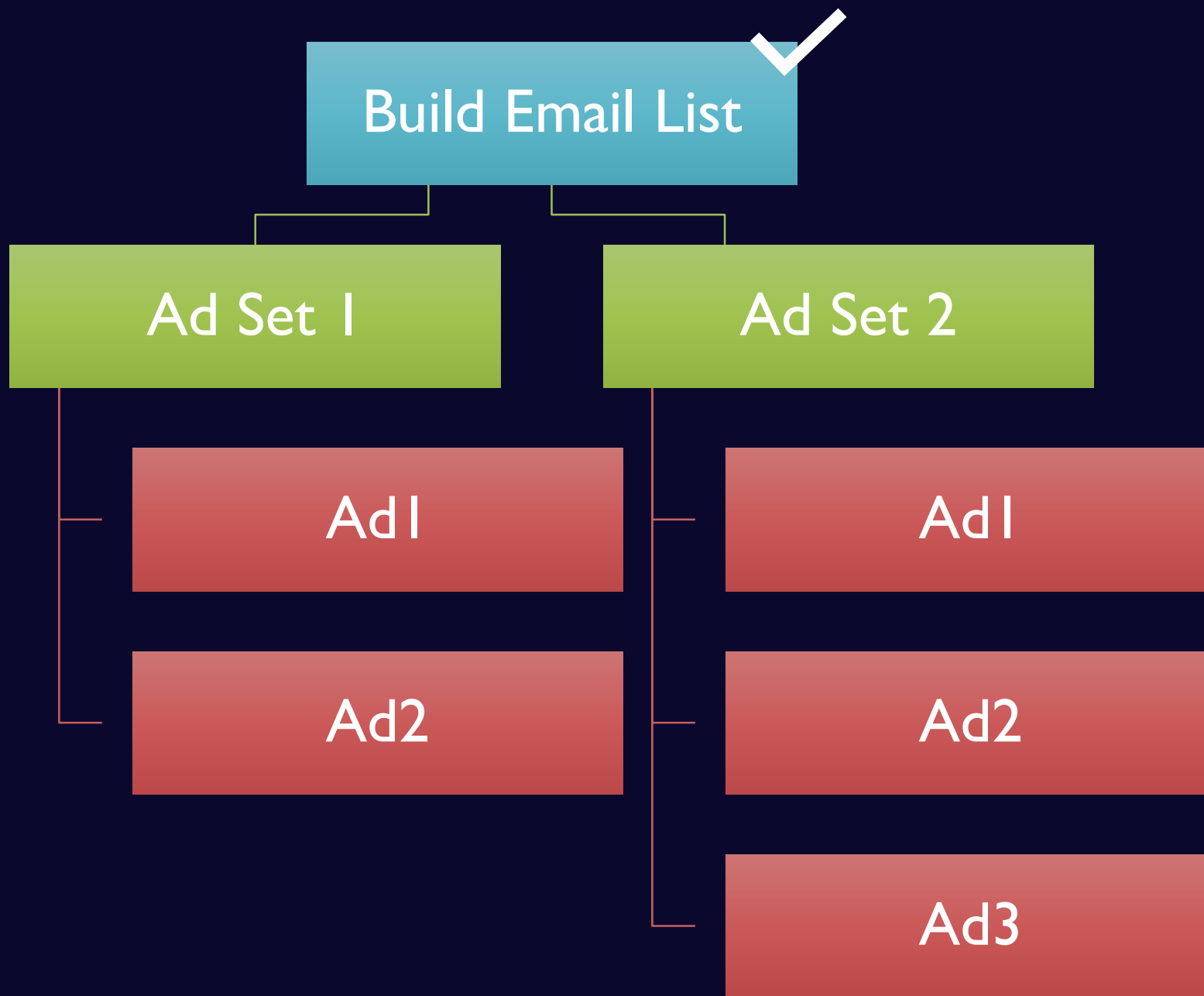
- Awareness:
 - Brand Building
 - No Call to Action (CTA)
- Consideration:
 - Webpage views
 - Build Email List / Subscribers
 - [Download Free Book](#)
- Conversion:
 - Sell you book
 - E-commerce
 - [Download Free Book](#)

INDIE AUTHOR GOALS



ADD EXAMPLES OF AUDIENCE SIZES AND OPTIMAL SIZE

AD MODEL



AD SETS – AUDIENCE SELECTION

- Who are my readers?
 - Book Genre
 - Other Authors like me
 - Other books like me
 - Age
 - Gender
 - Hobbies / Interest

E
X
A
M
P
L
E
S

Women
18-45

Men 25-
40

Mothers
(Kids)

Kindle
Fantasy

AD SETS – AUDIENCE SELECTION

- When creating an audience in Facebook you can narrow down your audience by including, excluding, and compounding criteria →

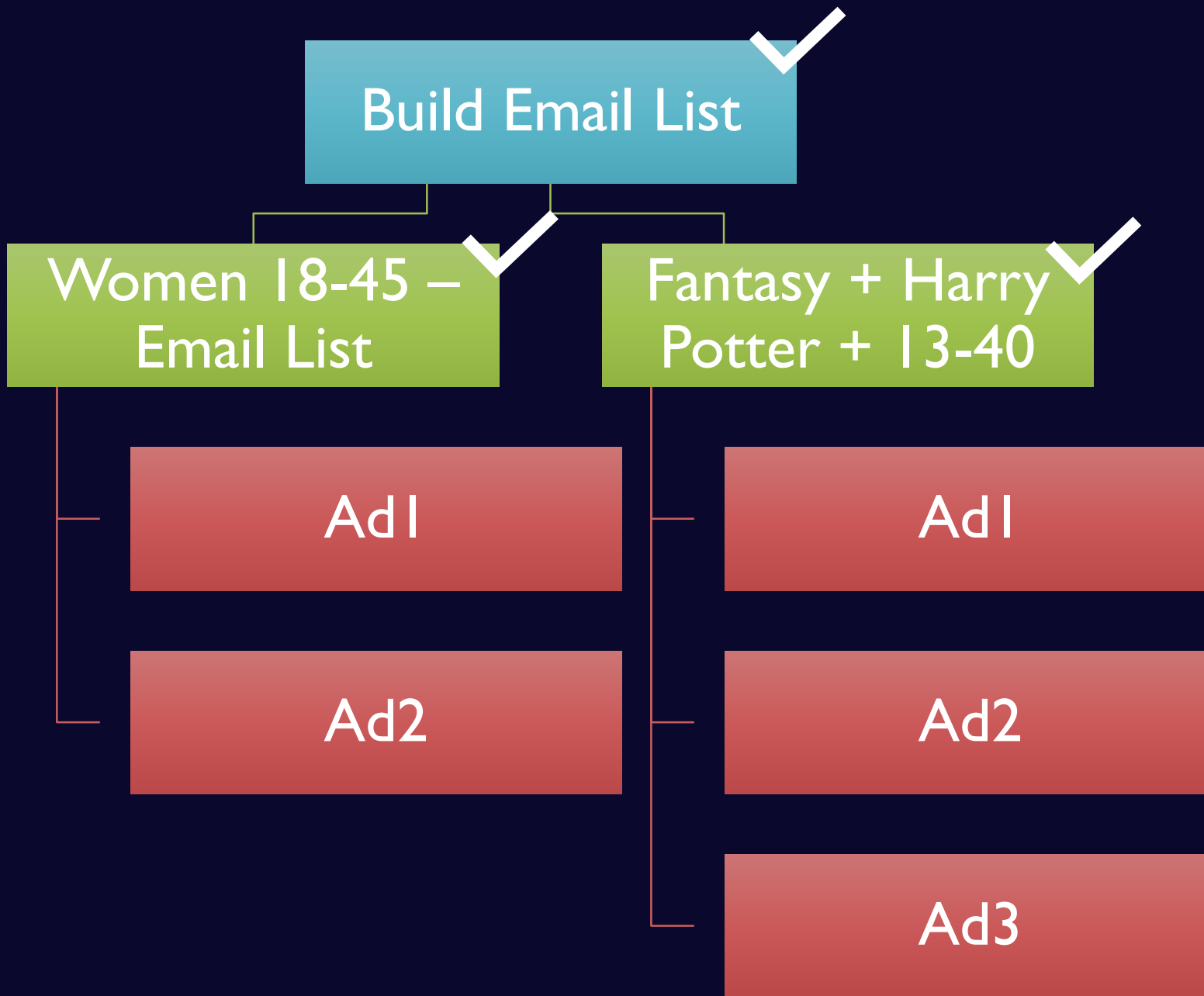
Example A: People who are interesting in Harry Potter **AND** Kindle **AND** eBooks **AND** JK Rowling

Example B: People who are interesting in Harry Potter **OR** Kindle **OR** eBooks **OR** JK Rowling

Example C: People who are interesting in Harry Potter **AND** Kindle **EXCLUDE** my email list



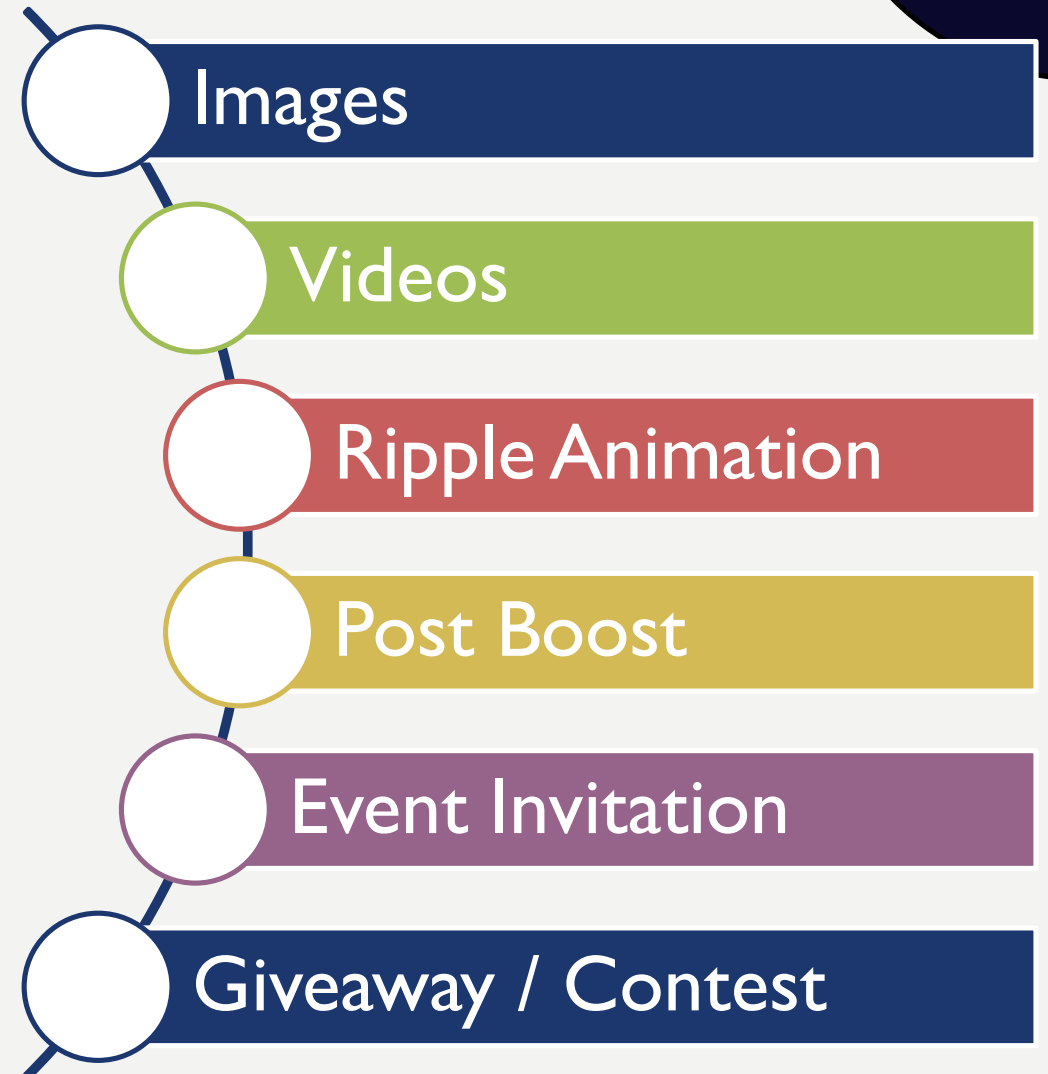
AD MODEL



AD TYPES – TESTING / CONCEPT







PRO TIP: Refresh your ad art so that your audience does not keep seeing the same ad over and over again. Check Frequency Metric: 1-3 times is optimal




AD TYPES – IMAGE






 **The Dark Eve**
Sponsored ·   

A dangerous pirate, a new recruit, and an adventure that might kill them all....



tkthompson.com
Hit download to get reading for FREE! [DOWNLOAD](#)

 Like  Comment  Share



AD TYPES – VIDEO



AD TYPES – RIPPLE ANIMATED



 **The Dark Eye**
Sponsored ·   

Wonder Woman Meets Pirates Awesome! If you love fast-paced adventure enveloped in a unique visceral fantasy world, you'll love The Dark Eye Series! Click now!






www.tkthompson.com
A MUST READ! Get your copy of the 1st book in the series...


[LINK](#)


AD TYPES – POST BOOST




 **The Dark Eve**
Sponsored ·   

Someone will walk away with a Kindle Fire (with all 5 of my books!) someone else will get a 25\$ Gift Card! Click the link now to enter to win.
<http://tkthompson.com/giveaways/giveaway-3/>

 tkthompson.com
Enter to WIN- Kindle Fire, \$25 GC, & The Dark Eve Book Series!

  7 5 Shares

 Like  Comment  Share

AD TYPES – EVENT INVITATION



RACHEL A. COLLETT

PERSONAL DEMONS PERSONAL GUARDIANS PERSONAL WARRIORS

BOOK LAUNCH

SATURDAY, MAY 5, 2018 5PM - 7PM
BRING YOUR FRIENDS & COME CELEBRATE THE RELEASE OF RACHEL'S COMPLETED SERIES!
THE PERSONAL DEMONS SERIES
FOOD, DRINKS & DESSERT WILL BE PROVIDED, AND OF COURSE BOOKS WILL BE AVAILABLE.

HOSTED BY: THE GERBER GARDENS
2331 E. EDGEWOOD CIR, MESA, AZ 85204

MAY 5 Book Launch Party
Public · Hosted by Author Rachel A. Collett

✓ Going ▾ Share ▾ ⋮


🕒 Saturday, May 5 at 5 PM - 8 PM

📍 2331 E Edgewood Cir, Mesa, AZ 85204-4506, United States [Show Map](#)


About Discussion

AD TYPES – GIVEAWAY / CONTEST




 **The Dark Eve** shared their video. ...
Sponsored · 🌐

Build your digital library for FREE! Right now you can get over a 100 books for FREE! Download to your hearts content, the only thing you will be asked for is an email address. Check out my book and over a hundred more now!
<http://s.ripl.com/ilo20c>




The Dark Eve 🌐

<http://s.ripl.com/ilo20c> 100 Free Sci-Fi & Fantasy books! #scifi #fantasy #free #books via Ripl.com #instafreebie

 **The Dark Eve** ...
Sponsored · 🌐

Sign up now to win a Kindle Fire loaded with all of The Dark Eve Series books. If you love fast-paced adventure enveloped in a unique visceral fantasy world, you'll love The Dark Eve: A New Recruit. And, for a limited time, you can get an exclusive copy for free. To get yours, just click SIGN UP now.



www.tkthompson.com
Enter to Win Kindle Fire HD
Your free copy awaits! Just click SIGN...

AD MODEL





AD EXAMPLES



David Penny

21 November at 15:47 · 🌐

What people are saying about THE RED HILL:

- The writing is easily up there with the likes of C.J. Sansom
- Brings the Moorish kingdom of al-Andalus to astounding life
- A book you'll not want to put down until you reach the stunning conclusion.



An accomplished new voice in Historical Fiction.

Click now to find out why everyone who reads The Red Hill loves it.

WWW.AMAZON.COM

[Shop Now](#)



Jen Kiaba

Sponsored · ✨

👍 Like Page

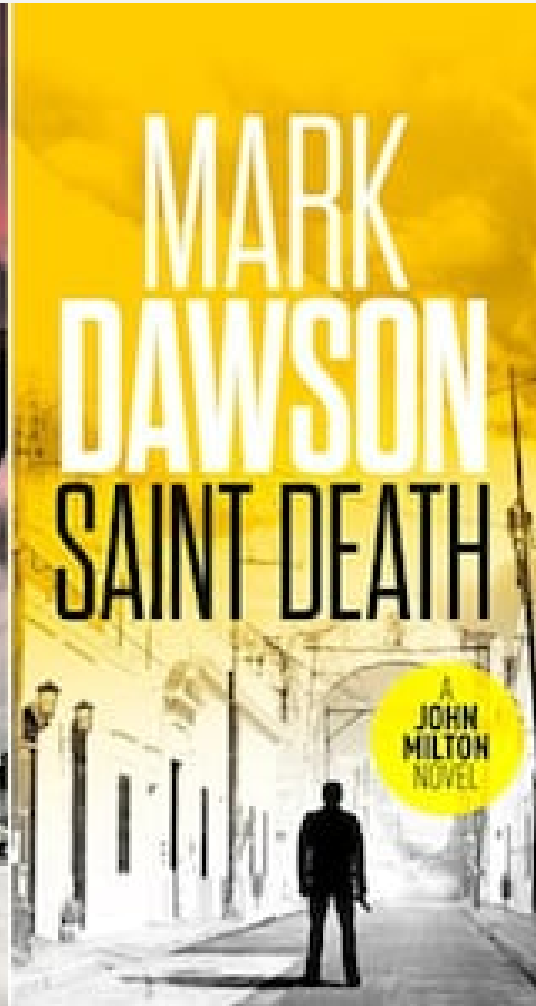
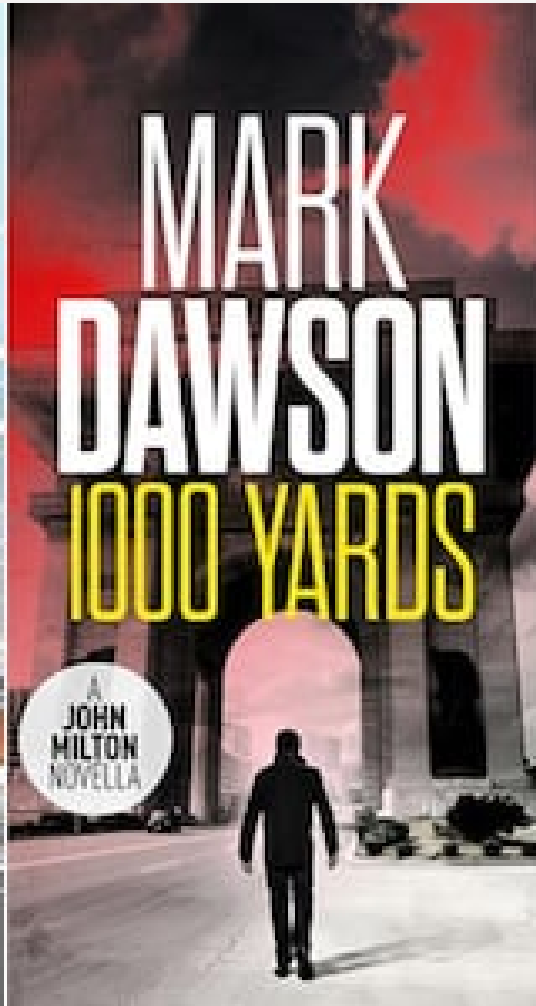
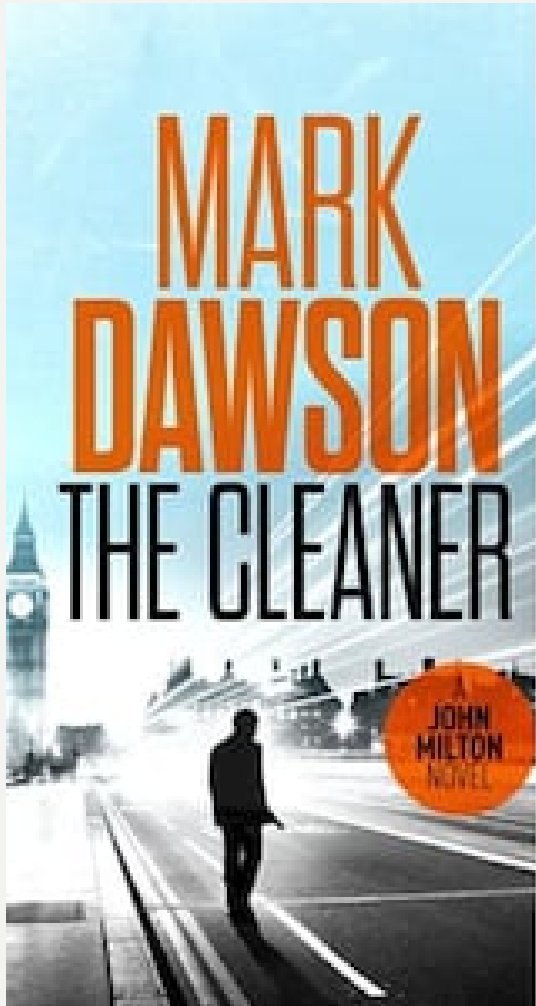
The Knot Best of Weddings pick three years in a row. Book your wedding today!



Natural Light Studios in the Hudson Valley, NY

WWW.JENKIABAPHOTOGRAPHY.COM

Book Now



AD

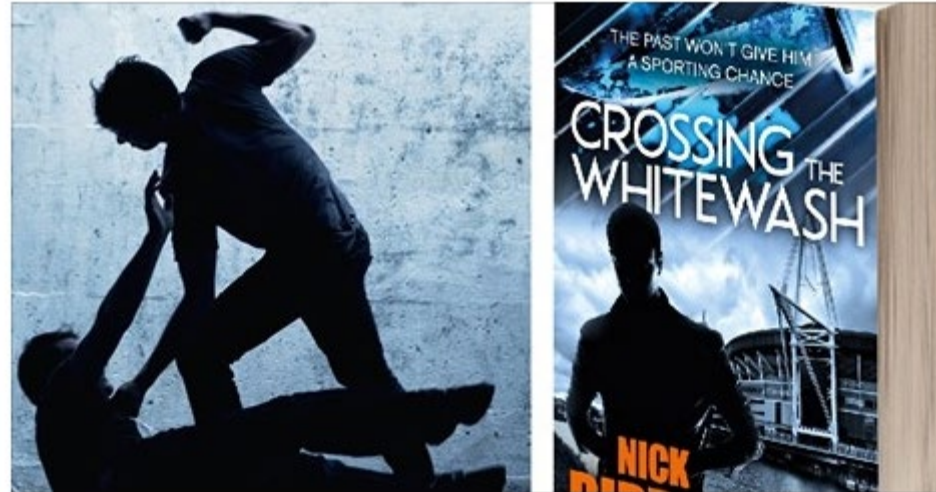


Nick Rippington author

31 March at 12:25 · 🌐

👍 Like Page

'Arnie Dolan is terrifying' says a US award judge. Meet him today for a bargain £1.99



Love a good baddie?

With 16 five-star reviews on Amazon, Rippington is the new name in UK gang fiction. *Crossing The Whitewash* races from the tough estates of London to the rugby-mad Welsh streets and an explosive climax.

WWW.AMAZON.CO.UK

Shop Now

Madison Davidson, Evelyn Spahr and 10 others like Audible.



Audible

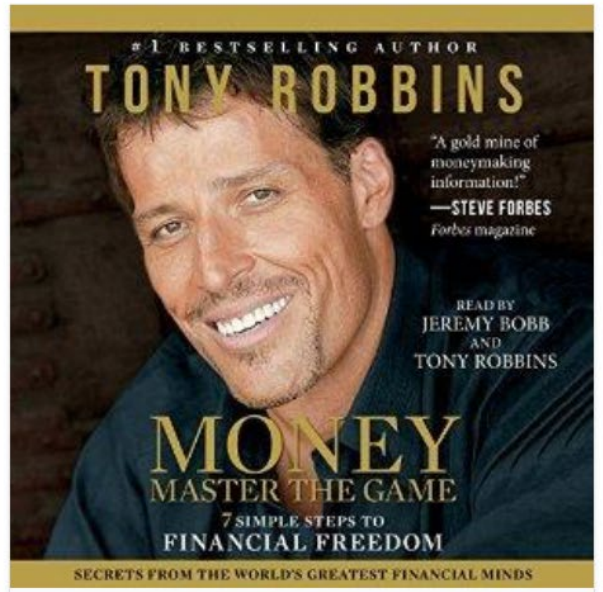
Sponsored ·



30 Day Free Trial Offer

Be a better you today! Check out favorites by Tony Robbins, Joel Osteen, and many more on Audible.

Try Audible with a free audiobook!



Tony Robbins

FREE Download



Joel Osteen

FREE Download





Audible ✓
about 11 months ago



Download a Free Audiobook

A brand-new, never-before-published Stephen King short story unavailable in any other format!

Listen to the best-selling 'Drunken Fireworks' written by Stephen King.

Try Audible with a free audiobook today!



Drunken Fireworks

Check out this great listen on Audible.com. Only on audio! A brand-new, never-before-published Step...

WWW.AUDIBLE.COM

Sign Up

👍 1.5K 💬 139 ➦ 906



Suggested Post



Slack shared a link.

Sponsored · 🌐

👍 Like Page



Slack: Make Work Better

Slack brings all your communication together in one place.

[SLACK.COM/RESULTS](https://slack.com/results)

[Learn More](#)



IKEA ✓
about a year ago



Great discounts across the store and IKEA FAMILY members get an extra 10% off.



Summer Sale is now on!

Find out more here

[IKEA.COM](https://www.ikea.com)

👍 1.5K

💬 111

➦ 148





Topshop ✓

about 2 years ago



Don't miss out, get an extra 10% off sale. Ends Thursday midnight PST.



10% OFF SALE

Discount applied at checkout.

WWW.TOPSHOP.COM



2



Comment

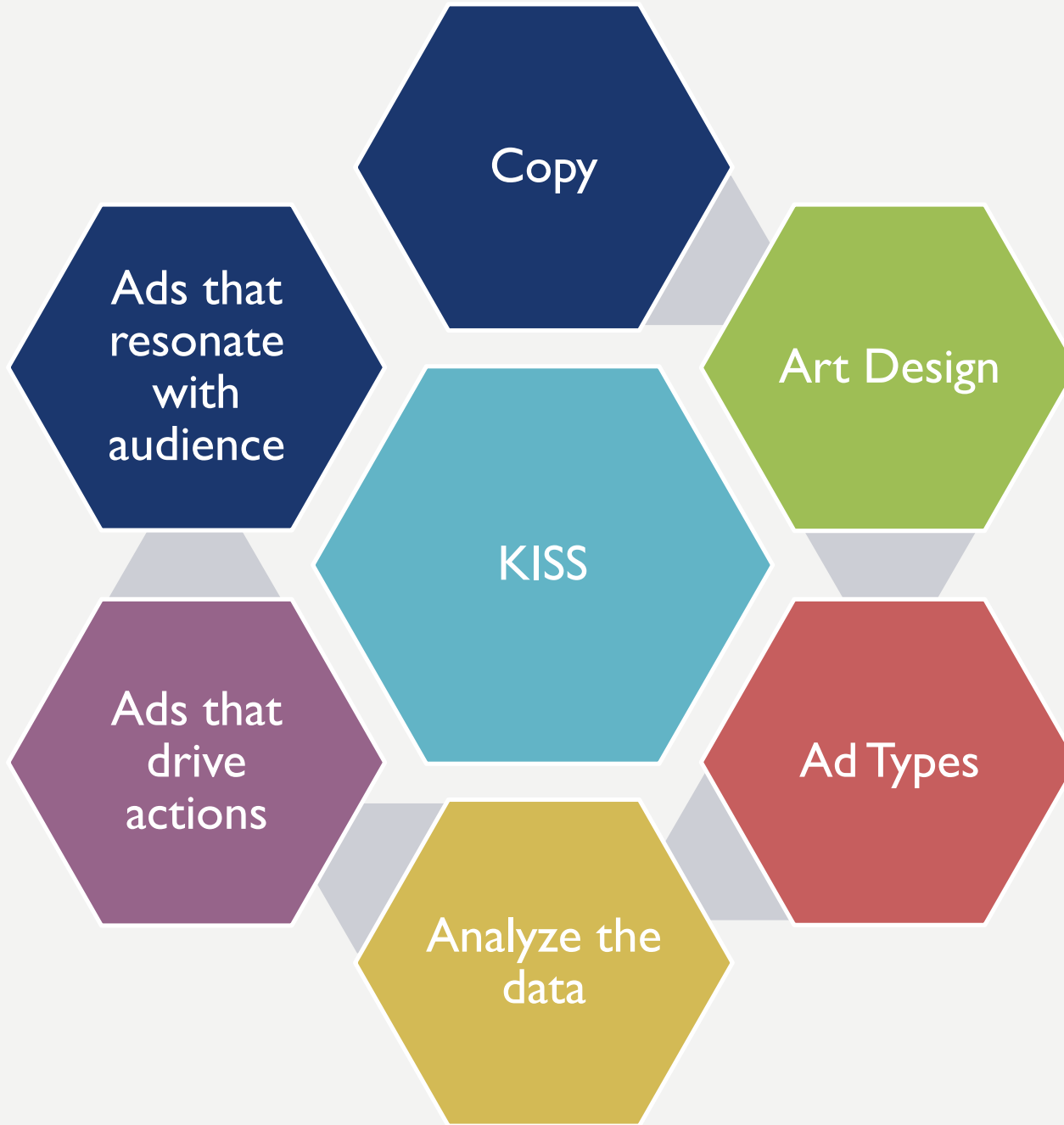


Share





OPTIMIZING ADS FOR CONVERSION



Copy

Art Design

Ad Types

Analyze the
data

Ads that
drive
actions

Ads that
resonate
with
audience

KISS













OPTIMIZING – WORD MATTER





FACEBOOK AD MANAGER


FACEBOOK CAMPAIGN OPTIONS

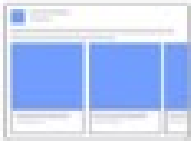
Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/>  Traffic	 Conversions 
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

AD FORMAT

Format


Choose how you'd like your advert to look.






Carousel

Create an advert with 2 or more scrollable images or videos




Single image

Create up to 6 adverts with one image each at no extra charge



Single video

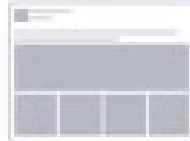
Create an advert with one video



Slideshow

Create a looping video advert with up to 10 images

NEW



Collection

Feature a collection of items that open into a full-screen mobile experience. [Learn more.](#)