



Let's Get Technical:

FACEBOOK ADS FOR AUTHORS

HANNAH R. CONWAY

BIO

Hannah R. Conway is a military wife, mother, former teacher, best-selling author, podcast host on “What’s Your Story? With Stephani & Hannah”, and popular speaker. Hannah also works as the Women’s Ministry Director and Social Media Marketing & Communications Coordinator at her local church and can usually be caught with a coffee cup in her hand. She and her family live near Nashville, Tennessee.

CONNECT



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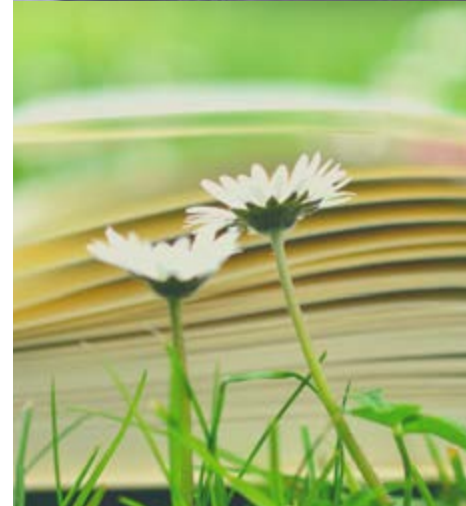
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GUIDELINES

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WHY FACEBOOK ADS?

- 1.4 Billion Users worldwide
- 70% of people check FB daily
- Niche targeting is possible
- Use it for selling books
- Use it for building your email list

WHAT WILL YOU NEED?

- Facebook Profile
- Facebook Page/Fan Page (Choose page category as author or writer)
- Credit Card

HOW TO SET UP THE AD

- Go to Ads Manager
- Create Campaign
- Choose which kind of campaign
 - Traffic
 - Conversion
 - Lead Generation
- Set your price
- Target your audience| age, language, location, likes/interests
- Submit | FB has to approve your ad | if rejected, try again--make the changes they want you to make

TIPS

- Do Not Boost a post--target it with an ad
- Create the Ad Graphics & Write the Ad copy(description) before so you can copy & paste
- How much to spend?
 - Depends. Start low \$2-\$5 a day or for a specific amount of time. It takes 3 days to optimize in the algorithms; try for a week, & build up
- Remember, some ads will fail; this is trial and error

RESOURCES

YouTube is your friend. Find videos that are a year or less old.

- How to Grow Your Email List with FB Ads in 2021: <https://www.youtube.com/watch?v=eyscQ27itGc>
- Facebook Ads for Authors: <https://www.youtube.com/watch?v=aMHhJD4AYdY>
- Canva & Bookbrush | to make the graphics for your ads