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## Please Watch This Special Message From Chris Cardell.



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# Here's what we'll be covering together on Facebook Profits'



## Video Seminar One

### Facebook Essentials, The Latest Big Breakthrough Set Up A Successful Campaign

- ✓ The Big Picture – Why Facebook? Why Now
- ✓ **The Facebook Myths – How to save a fortune in time and money by avoiding the F**
- ✓ Your main Facebook Marketing options
- ✓ **Pricing – How much to pay and how to get customers at very low cost**
- ✓ Introduction to Targeting
- ✓ **Creating your First Ads – A step by step Guide**
- ✓ The importance of graphics and photos in ads
- ✓ **How to write a successful ad**
- ✓ Budgeting
- ✓ **How to reach your existing customers directly on Facebook**
- ✓ The importance of lifetime budgets
- ✓ **The big advertising mistakes and how to avoid them**

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## Video Seminar Two

### Advanced Targeting and Bidding Strate

- ✓ How to serve Ads Directly into your Customers' News feeds

- ✓ **Step by Step Guide to setting up News feed Ads**
  - ✓ The News feed 'Rules' How to make sure your customers react positively to your mess
  - ✓ **How to just serve ads to your best customers in Facebook**
  - ✓ Demographic Targeting
  - ✓ **Gender Targeting**
  - ✓ Age Targeting
  - ✓ **Interest Targeting**
  - ✓ Targeting Consumers
  - ✓ **Targeting other businesses**
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## **Video Seminar Three**

### **Budgeting and Scheduling, Ad Manager Panel a Video Ads, Mobile, 10 Principles for a Success' Landing Page**

- ✓ Behavioural Targeting – what it is and how to do it
- ✓ **Landing Pages – what works and what doesn't on Facebook**
- ✓ Lead Generation on Facebook – Why it requires a unique approach
- ✓ **B2B Marketing on Facebook**
- ✓ How to integrate Facebook marketing with other forms of Marketing
- ✓ **Why Online Video MUST be part of your Facebook Strategy**
- ✓ How to use Video effectively in your Facebook marketing
- ✓ **Video Ads – The new Facebook breakthrough**

- ✓ How to maximise response from Video ads
- ✓ **The 'other' 50%. How to profit from Mobile ads on Facebook**
- ✓ How to get mobile traffic for next to nothing
- ✓ **Why response rates from mobile can be 10 x higher than others**



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