

[FREE] CHECKLIST (
STEP BY STEP GUIDE)
TO BECOME *MASTER*
IN FACEBOOK ADS



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Please note: Hello learners, I am very excited to share with you the step-by-step guide(I followed) that will help you to achieve your goals. So who will get benefited from it? If you are a Business owner, Working professional or Student will get huge benefits from it.

Facebook Ads are huge. If you want to master it, you have to learn every important point. So here I will tell you to step by step what you need to learn. It will be effortless to understand if you learn serially, step by step.

Now, why is Facebook important? In short, if you are a business owner, you can promote or sell your products through Facebook. If you are a working professional or student, you can do Freelancing or Affiliate marketing part-time or full-time. I will come up with more details in the future.

Now Let's Start.....

- Fix your mindset that FB Ads Work**
- Concept of marketing**
- Why FB Ads & How it works?**

- Learn about FB Ads policies.**
- Optimize your FB personal profile**
- Create an FB Business manager account.**
- Create a professional FB page**
- Create an FB ad account and add some money(as low as 100 rupees)**
- Take the overview of all campaigns**
- Draw your ideal customer avatar**
- Master your targeting audience**
- Learn about leaser targeting**
- Understand the traffic temperature**
- Master your designing skill with a free tool like Canva**
- Create professional image Ads using a free tool**
- Create professional video creative using a free tool**

- Create professional carousel creative using a free tool**
- Write professional AD copy**
- Write separate ad copy for a cold audience**
- Write separate ad copy for a warm audience**
- Write separate ad copy for a hot audience**
- Verify your domain**
- Install FB pixel and set it up wisely**
- Create various custom audiences based on website visits, FB page views, video views, or email list**
- Create your first traffic campaign**
- Create lead generation campaign inside FB**
- Create your first Lead Generation campaign with a free landing page builder**

- Create a conversion campaign and get your first sale**
- Learn how to create custom conversion**
- Create a look-a-like audience (goldmine)**

- Create a video views campaign**
- Learn how to retarget your customer again and again**
- Learn the several ways of retargeting your customer**
- Learn how to create professional landing pages**
- Learn how to create Funnels**
- Learn how to write professional ad copy**
- Do lots of split testing and find the best-performing ad**
- Create your custom report**

- Analyze, scale, and optimize your Ad**
- Learn FB messenger marketing**
- Learn how to do what's app marketing**
- Learn how to handle negative comments**
- Post valuable content daily on your social media platform**
- Build trust with your customer by giving some giveaways.**
- And finally test- test -test, and test until you get your best-performing campaign.**

Note: *These mentioned points are only bullet points. Every point has many sub-points. Every topic has a minimum of 3 to 8 subtopics. So keep learning and master your Facebook Ads skill. It will help you to grow your business if you are a businessman. It will*

help you to get a Freelancing job or Affiliate Marketing work if you are a Student or working professional.

In the future (next month), I am going to create a detailed “ Facebook Ads Mastery” course for beginners and experts. If you are interested you can join my Facebook Group and Whats app group so that you can’t miss it.

***Thank You,
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