

# FACEBOOK ADS DOMINATION

RESOURCE CHEAT SHEET



Facebook is simple enough to use – just log in, scroll through your news feed and like your friends' status updates, photos, videos and more. But advertising on Facebook is a different matter altogether. The Facebook Ads platform can be very confusing and intimidating for a first time advertiser. To help you navigate the complicated world of Facebook Ads, we've compiled this cheat sheet especially for you.

## Websites

- **Beginner's Guide To Advertising On Facebook**

<https://www.facebook.com/business/help/337584869654348>

Where else can you find the best and most up to date information on Facebook Ads than Facebook itself! Facebook offers a very comprehensive course on mastering Facebook Ads so you'll learn everything there is to know about this platform and how you can make the most of your advertising dollars. Follow the links on the page to read more details about specific Facebook Ads features or scroll down to the footer for even more resources.

- **Jon Loomer's Blog**

<https://www.jonloomer.com>

Jon's blog offers a wealth of Facebook Ads marketing tips and tricks. He's been writing about Facebook Ads for several years now, and he provides a lot of value to his readers. If you search anything Facebook Ads-related on Google, you'll find that a number of those top pages are from his blog. He provides plenty of actionable advice that beginners and advanced Facebook advertisers alike will find very useful.

- **AdEspresso's Facebook Ads Guides**

<https://adespresso.com/guides>

One of the most popular Facebook Ads resources on the web right now can be found on the AdEspresso website. They offer a lot of in-depth guides, blogs, and tutorials on just about every imaginable topic on Facebook. AdEspresso is actually a third party platform where you can easily manage your Facebook Ads without going into the clunky Facebook Ads Manager.

# Courses

- **Facebook Ads & Facebook Marketing Mastery Guide**

<https://www.udemy.com/facebook-ads-facebook-marketing-mastery-guide>

This course is one of the top Facebook Ads courses on Udemy with over 49,000 students. Thousands of students have rated this course an aggregate score of 4.6/5.0 which is pretty good. If you want to know a step-by-step guide to growing your business by using Facebook Ads, then consider signing up for this course. With over 9 hours of on-demand video, you'll know everything there is to know about Facebook Ads in this comprehensive course.

- **Facebook Blueprint eLearning**

<https://www.facebook.com/blueprint/courses/path/all-content>

Facebook provides many free courses for learners of all levels. While it's not exclusively about Facebook Ads, the Blueprint will give you a comprehensive education on all things Facebook. From learning all about pages, creating and managing ads, targeting, building awareness, driving consideration, generating leads, promoting your app, increasing online and in-store sales, using Messenger and Instagram, to distributing and monetizing content, and so much more. You simply need to enroll and fill out the form to get started!

# Books

- **Michael Cooper's Help! My Facebook Ads Suck**

<https://www.amazon.com/Help-My-Facebook-Ads-Suck-ebook/dp/B078NBW3M3>

If you want some solid, basic information about Facebook Ads, then check out this book by Michael Cooper. The information he offers is easy to understand and is quite straightforward. You'll learn how to calculate and track the return on investment on your ads, though obviously what's described in the book may not apply to your exact

situation. The process is the same, however, so with a bit of analysis and fine tuning, you can be profitable with your Facebook adverts, too.

- **Brian Meert's The Complete Guide To Facebook Advertising**  
<https://www.amazon.com/dp/B07641GJ3Z>

Brian Meert is the CEO of Advertisement, a popular Facebook advertising agency, so he knows the subject like the back of his hand. In his book, he will teach you how you can get started with Facebook ads. He'll provide step-by-step guides with illustrations and easy enough to understand illustrations so even if you are not technically inclined, you'd still be able to understand what he's talking about in the book. Moreover, the author also provides valuable tips on how to create the perfect Facebook ad for your business.

## Videos

- **Ben Malol's YouTube Channel**  
<https://www.youtube.com/channel/UCed4nrNBltZh1zBO1ToTrlw/videos>

Ben runs a very popular YouTube channel dedicated to Facebook Ads. He currently has over a dozen videos in his account, and his content is easily understood by beginners and intermediate Facebook advertisers alike. He has step-by-step videos on the fundamentals of Facebook Ads, audience targeting, ad scaling, increasing conversions, and ad optimization. He even has a video where he teaches people how not to have their Facebook ad account banned.

- **Miles Beckler's YouTube Channel**  
[https://www.youtube.com/playlist?list=PL0sOKzn\\_yK2WLFpCyzwnULUV3uy8031s](https://www.youtube.com/playlist?list=PL0sOKzn_yK2WLFpCyzwnULUV3uy8031s)

Miles Beckler is a successful Internet marketer who shares his knowledge on making money online via his blog and his YouTube channel. He has several videos, however, that are dedicated to Facebook Ads so you might want to watch these, too. For instance, his Facebook Ads videos include teaching you how to use the Audience Insights tool to create a customer avatar. You'll learn the types of ads you should run for cheaper ad costs, and you'll even get to see his

personal swipe file,so you have a clue on how he makes those highly converting Facebook adverts!

## Podcasts

- **Amy Porterfield's Online Marketing Made Easy Podcast**

<http://www.amyporterfield.com/amy-porterfield-podcast>

Amy's weekly podcast is aimed specifically at small businesses so if you own one or are running Facebook ads on behalf of one, then subscribe to this podcast. She not only gives expert interviews and shares execution plans, but she also reveals behind-the-scenes secrets. Her podcast is really very useful. In fact, her podcast is the top-rated podcast reviewed on AdEspresso because she gives highly actionable and profitable advice.

- **Rick Mulready's The Art Of Paid Traffic Podcast**

<http://rickmulready.com/category/aoptpodcast>

Rick's podcast focuses mainly on Facebook Ads, but he and his guests cover other advertising platforms too as well as different marketing techniques and strategies to help grow your business. For instance, some of his past podcasts include paid traffic topics like YouTube ads, Google Adwords, retargeting, optimizing ad copy, Internet marketing, and so much more. Of course, his favorite topic is Facebook Ads so you'll find plenty of podcast episodes dedicated to this topic.