

**Power Editor, Page Like Ads, Website
Conversion Ads, Dark Post Ads
Five Dollar Posts Transcript Bonus By Rachel Rofé**

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Okay, so we did the VideoView ads. Now we want to get into the Power Editor. So we touched upon the Power Editor. I'm going to show some of the main functions, so actually two main things about the Power Editor that I need to show you. All right, so when you're finished with your ads, when you're finished with editing your ads, you want to always upload your changes so they go to your main ad account. The Power Editor is just for editing, and editing quickly, which I'll show you an example of. So say for instance, you have a bunch of ads. And I used to run all types of ads when I was selling T-shirts. I still sell some T-shirts from time to time, but it's not my main thing anymore.

But what you can do is you can take a bunch of ads in one campaign, say for instance, if I wanted to edit all of these ads, I could edit, highlight all of these ads, just hit shift and highlight them, as many as I want. See, it says "Editing 4 Ads," and I could change it right here. So I could change all of those ads at once. So I could change the post. I could change anything about these ads just from right there. I could put a different tag in it. I could put a different tracking pixel into that. So that's how that works. If I wanted to duplicate a group of ads, I can do that. Just click Duplicate right there, and what that will do is it will duplicate those ads. Or I could duplicate ad sets, even better. So say, for instance, I wanted to take a few of these ad sets and I wanted to duplicate them, it would do that as well.

So some of the features of the Power Editor, you should really play around with it. If I wanted to create a separate audience, just right out of one of these ad sets or one of these campaigns, I would just click here, "Save that audience," and it will automatically save that audience for me. Whenever you save an audience, even when you're doing a regular boost post in your fan page, you can target any of these audiences that you happen to save here in the audience manager. Back to ads.

So that's basically how the Power Editor works. You have your campaigns. You choose your campaign. You choose the ad set within that, whatever campaign, view the ad set, and then from there, you can select which ad sets you want. You can pick one ad set and then view the ads within that particular ad set, and then you can edit. You can duplicate it, then it will duplicate for you. And then you can make any changes. So say for instance, if these two were targeting mobile, and I wanted to duplicate those, and create the same group of ads but I wanted these next two ads to target desktop, so I could change it here, and down below, I can edit those ads to target desktop. So you could do a bunch of different changes like that, with your ads, using the Power Editor, and it just makes it really easy. But say if I wanted to take all four of these and duplicate them all and then, below, take those four and change the budget on just those four, that's the way to do it.

And one of the things that I do is, which I'll show you when we get into tracking and analysis, is I don't ever edit ads while they're running. I let the ads run. Because what happens is you confuse Facebook's system. And then they stop giving you traffic, or they start giving you bad traffic, or they start raising the bids up on you. So once an ad is running smoothly, I never edit that ad. I'll set it up for seven days. I'll let that ad expire, but I'll duplicate that ad. I'll just duplicate it, and then I'll increase the budget of the duplicate ad.

That's another thing, if you have ads running at five dollars, and then you increase the budget on that particular ad...Why do I keep saying "particular"? That particular. If you increase the budget on that ad, right, and edit that ad, you're not going to get the same numbers. You're not going to get the same performance because Facebook, for some reason, it's just a quirky thing with their system, Facebook will raise your cost per click, will raise your PPE, will just increase the cost the ad. I don't know why. But if you duplicate that ad, so let that first ad expire, and then duplicate it and then increase the budget on the new ad, it tends to work better. And that's what I do, and I'll show you guys next week, once I set up all these ads.

So that's the Power Editor. Play around with it. Get to know it. It's something you have to really experience yourself to go in and fool around with it. No one can really show it to you. You have to actually do it. It's one of those things. So I'm going to finish up with some of the types of viral posts that, on my personal profile and on my fan pages as well, get good results and get good engagement. But there's some other ads also. There's Page Like ads. You can run Like ads to a particular tab. Particular. You can run Like ads, let me show you real quick. So with the Like ad, it would be this category right here, "Increase the brand awareness of your business," "More Page Likes." So you would just choose the page you want to choose, name it whatever you want to name it.

And then the main thing about the Like ads is they exclude people who already like your page. You're optimizing for page likes, so you can get the most likes at the best price, or you can say, "Listen, I just want to get likes at five dollars." Yeah, right. I want to get likes at five cents, right? But the main thing about it, well, actually, there are two main things about it. The first is you can go down to "show advanced options," and this is important right here, the landing view. Right? So they say "particular" too. It's not just me. You can choose a view on your page where people will land when they click on your ad, right? So right after

they click Like or click on your ad, but it only works for desktop. So after they click Like, you can tell it...so I like to send them to that welcome page. And you've probably seen the welcome page before. I'll show you the welcome page again over here.

Right, so here's my page, and here's the welcome page, and here's what it looks like as a visitor. So right after they click Like, they land on this page, and it brings them right back into my funnel. So I've showed you guys that before. So that's how you can change the landing view, right, if someone clicks Like, and for that to happen, you want to run just desktop. And what you want to do is besides just the U.S., you want to target other countries as well with this. Canada, you want to target Canada. If I can spell Canada. You want to target the U.K. You want to target Australia. So the more of these countries you put in, the best chance you have of getting your desired bidder amount. Wow, they've risen. They've really increased this since the last time I've done this.

But yeah, that's basically how it works. You can test it out, get the most likes at the best price. Test it out on a small budget, put \$10 a day, or put 5\$ a day on a like campaign, just to build up some likes. And set a start date, set an end date, and see just how it goes. Put some other countries in. And it's all for testing purposes. Facebook changes all the time. Their algorithms, their pricing, everything about it is constantly changing, so you never know. One day you might catch them, and they're giving you likes at one cent, two cents. So that was the Page Like ads.

Website conversion ads are important also. The way website conversion ads work is Facebook knows who is most likely to buy because their people are tracking pixels, and even though people who have bought stuff through the tracking pixels. Right? Everybody puts tracking pixels on their ads, so Facebook has that intelligence about their audience. So they try to send you people who are most likely to buy. But you only want to do website conversion ads after you've gotten some

conversions through your pixel, through your Facebook pixel. And once the pixel has been seasoned, then you can start doing website conversion ads, and those are more like pay for impression. So once you know your numbers and once your account has been established a bit more, you can do that.

Dark posts are ads where they don't appear on your actual like page or your fan page, but you can run ads to it. So you can run it just like it's a regular ad on your regular post on your like page, but your fans there won't see it, and you can run ads to that particular post. I don't do a lot of dark posts. I don't mind the people on my page seeing the ad. Yeah, they'll be all right. But dark posts are good too. You can do those in the Power Editor, set up a separate dark post.

So the way dark posts work, so you can create an ad. Let's call it "Dark Post Example." So create a new ad real quick, and you make it an option. You make it a page post engagement ad, so dark post is nothing but a page post engagement, but it's unpublished, so people don't see it on your site. So from there, you just create the ad, and you come down below, and it's going to ask you to pick your post or to create a new post. So you pick the page you want to deal with and then you click this check box to create a new page post, and then from there, you can save the unpublished post.

So you could save, you could publish it now, or you can just use it as a saved, unpublished post. So "testing out dark post." And you can upload a photo. Let's upload a photo of a fat cat, just for giggles. So I'm testing out dark post with Fat Cat. Save unpublished post. So this is an unpublished post, so it doesn't appear on my page. See where it says "unpublished," but you can run an ad to that particular post. And just like anything else, you use your pixel. And you set up your ad, just like you would ordinarily, but you're using the Power Editor. So that's how dark posts work.