CREATING FACEBOOK ADS
FOR FUN AND PROFIT

By Michael Cooper

This document is a combination of a series of posts I made in the 20Booksto50k group about how to make Facebook ads work for you. I offer this document for free, and you are free to share it with whomever you wish, but please do not remove my attribution.

I have also begun creating a book that covers much of the same material as this document, but has more examples, screenshots, and additional information which did not work without visual aid, or that I didn't think of as I wrote these posts.

The book is entitled "HELP! My Facebook Ads Suck" and will be available on June 15, 2017. You can find it here: https://books.pronoun.com/help-my-facebook-ads-suck.

If you'd rather wait until the book is out, you may sign up for an email reminder here: http://eepurl.com/cPZdbv.

MY QUALIFICATIONS

Am I qualified to tell you about Facebook ads? Not as qualified as some, probably more qualified than most. I quit my day job because of FB ads, and I get 300 to 500 percent return on them. Which is to say, for every $1 I spend on ads, I will see at least $3 in net profit from book sales.

My monthly FB ad spend is around $1500-2000 and I manage, and have managed FB ads for other authors (though I don't really have the time to do much of that).

PART 1: KNOW YOUR READ THROUGH (RT)

No investment should ever be made without being able to calculate the ROI (return on investment). If you don't know what your ROI is, you don't know if you're sending good money after bad and flushing it all down the toilet.

For this discussion, we are going to talk about a series of 5 books. Series are some of the best ways to make $ off ads because you only have to advertise the first book. Yes, you can do more, and there are reasons to do that at certain times, but for the purposes of this discussion we will cover a very linear series of books where you funnel all readers through the first one.

Your read through is, quite simply, how much of your readers read through to the next book. There are two types of read-through:

BOOK OVER BOOK (BoB) AND CUMULATIVE

Mostly, we care about the cumulative RT. However, you should find out your BoB because you may have a book with shit read through that is killing your series.

How do you calculate cumulative RT?

It's super simple for sales. At the end of the month, take all the sales of the last book in the series, and divide it by the sales of the first book in the series. If book 1 sold 2184 and book 5 sold 1321, then 1321/2184 = 0.6084, or a 60% read through.

You need to do this for *each book* in the series to get its cumulative read through value. Which is to say, the % of people who make it to that book from the first book.

To get that for your BoB RT (read through), just do each book and the following book the same way I described the first and last above.

KU RT (Read Through) is a bit trickier. You have to look up your KENPC (kindle edition normalized page count), which is at the bottom of the KDP Info page on the KDP bookshelf.

Then, take the total number of pages read for each book that month, and divide that by its KENPC. That will give you your KU RT. The number of reads for book 1 is probably way off, because you have no idea how many of those people read the whole thing. It could be that 100% of them read 50% of book 1. However, if you have reads on book 2, then you know that's not the case. From book 2 on you can assume that the number is fairly accurate.

Here's a ballpark of what a typical read through should look like (can be wonky if you have omnibus editions, or the last book just recently came out). Yours, others, and mine may differ.

Book 1 - 2 sales: 65%
Book 2 - 3 sales: 76.92%
Book 3 - 4 sales: 96%

Book 4 - 5 sales: 93.75%
Cumulative RT on series: 45%

Book 1 - 2 KU Reads: 85%
Book 2 - 3 KU Reads: 90%
Book 3 - 4 KU Reads: 95%
Book 4 - 5 KU Reads: 98%
Cumulative RT on KU Reads: 71%

WARNING SIGNS: IF your book 1 to book 2 sales RT is below 50%, something is wrong. If your KU book 1 to book 2 TR is below 75%, something is wrong.

By "wrong" I mean something has caused your readers to decide they don't want to carry on with you. Usually this means something pissed them off, there's a problem with your writing, or you have a cliffhanger where the **main conflict** in the story is not resolved.

OK, that warning aside, let's assume that the first book in the series is $0.99, and the other 4 are all $3.99 and for easy math, we'll say they're all 500 KENPC long and the rate is $0.0045 per page.

This means that for every copy of book 1 that sells, you get $5.93 in sales, and for every full book 1 that gets read in KU, you'll make $10.27.

Holy crap? Right? Handy to know!

TRACKING SALES MADE FROM ADS

Officially, there is no way to do this. Unofficially, use Amazon Affiliate tracking codes. A different one for each ad. Is this against Amazon's TOS? Yes. I don't recommend that you do this a lot but it can be useful when you're testing a number of ads at ones. Affiliate tracking will not tell you about KU, so you have to make assumptions there.

The easiest way is to divide your full reads volume by your total sales and see what percentage it is. DO NOT do this by dollars. Book length and your sell prices make that way too wonky.

So, if you find that its 50/50 when you compare sales volume and full reads volume, you can assume that for every sale you make on amazon, you get a full book read. That means if you see a sale from an FB ad in the affiliate tracking, you can assume that you got a full read as well--though you may want to shave off 50% of your assumed KU revenue if you want to be conservative.

GETTING DOWN TO ROI

OK, so we have our 5-book series, we're advertising book 1, and we know that for each sale of book 1, we make $5.93, and (because we're being conservative) we'll see about $5.14 in KU read money.

This means a confirmed sale of a book is $11.07 in your pocket (eventually).

What you will probably find is that 30 clicks on a Facebook ad result in 1 sale. This can vary wildly, and the only way to know for sure is to use affiliate tracking. Again, this is against TOS, so you should only use it

for a short bit to confirm the ad is converting, and even then, know that Amazon may shut down your affiliate account for doing so. However, this is the only business in the world where you spend money advertising a product and can't track sales, which is bullshit (TBH).

Anyway, let's assume you see a sale for every 30 clicks in a Facebook ad. This means that the highest cost per click you can tolerate is $11.07 / 30 = $0.37. If your average CPC is over that, you're losing money.

So there you have it. With this info (and the spreadsheet I'm attaching in the files section called "Michael Cooper - Calculate Read Through and Ad ROI.xlsx" you can work out these numbers for yourself and determine what your max tolerable CPC is.

What you may find is that you can't make $ advertising your book on FB until you have 3-5 titles in a series.

READ THROUGH CALCULATOR SPREADSHEET

This spreadsheet will allow you to calculate readthrough in a series. It is set to show 10 books in a series, but if your series isn't that long, you simply can delete the values for books you do not have published.

Spreadsheet on Google Docs (You will need to save or copy it to edit)

THE RIGHT AUDIENCE

Many of you will know this, but I want to make sure we have a good baseline for the next posts--especially when we get to tuning ads.

WHAT IS THE AUDIENCE?

This part of the equation for a good ad is one of the trickiest. Audience is something we as writers think about a lot, who wants to read our books? Why? What else do they like to read?

Your audience is not defined by categories, or metrics or anything other than other books they read by other authors. If you can figure out what sort of books your audience likes to read, you're in business.

If you've written books that you like to read, then this is a breeze, it's probably the contents of your own bookshelf.

SETTING IT UP IN FB'S AD MANAGER

So, without further ado, let's get into how to set up your audience in Facebook's Ad Manager.

Oh, but wait! First you have to make a campaign. So go to

"https://www.facebook.com/ads/manager/account/campaigns"

and click "Create Ad" in the upper right hand corner. On the next page pick "Traffic" because that's what you want. Traffic.

After you click it a little text box appears below, change the name from "Traffic" and click continue. That's your campaign. Campaigns are just big buckets of ads. Usually I do one campaign per book.

Once you get to the next page, you're creating an "Ad Set". An ad set has 1 (one) budget, and 1 (one) audience, but can contain many (that's a whole lot) of ads. Those ads will all pull from the same budget and audience. They will also be the topic of a later post.

OK on the page that has loaded, the fourth section is called "Audience". Jackpot, just enter in "all the people who will love my book"...

No?

OK, sorry, I'll be serious. This little box is the most powerful piece of facebook advertising. You can build an audience six ways from Sunday. Lets start with the this idea of a "lookalike" audience.

Since Facebook knows everything about you (seriously, we all post too much arcane stuff into FB) it has you all nice an categorized. Luckily for us, it has categorized all our readers too.

If you have a fan page with over 1k followers/likes, then you can make a pretty good "lookalike" audience. These are people who look just like people who have liked your page. They have similar tastes and interests, and so if persons a, b, c liked your book, chances are that persons d, e, f will too.

To make one of these bad boys, you click the little "Create New" link and then pick "Look Alike Audience". You can then pick from your pages and FB will go off and make that audience of people for you to market to. The defaults are best for your first run, but if you want to experiment with more than 1% and other options, you should read their explanations.

You can also make a custom audience based of the FB pixel, or even a list of email addresses. If you use mailchimp, FB can even make an audience off your mailing list, or make a lookalike of people who are like people on your mailing list.

These are pretty powerful options and let you build out a group of people to market to.

* Most of my successful ads don't use these *

Yup, I have luck with them from time to time, but honestly, they seem to cost more to advertise to. I'll keep playing with them to see if there's a trick I'm missing, but most of my ads just target by interest.

Next on the screen is Country. Let's be frank, just pick the US and UK. No one else matters (sorry Canada and Australia). Focusing on Canada and Australia is like spending special effort to market to Florida...well, except that more people live in Florida.

I used to also target Germany, but the KU page read rate there is only $0.0034 now or something stupid low, so I don't bother.

Whatever you do, DO NOT pick India or Philippines. Those folks will like and click your ad to kingdom come, suck up all your dough, and you end up with nuffin.

Something that's even better, is to make one ad for the UK and another for the US, but we'll get into that in post 4 where we talk tuning your targets.

Next up pick your age group. I never bother with people under 24. They're broke (and the stats show they don't click as much for me at least). 25 to 65 is a safe bet to start with. Also pick just men or women first off, then clone it later for the other gender. Chances are that an ad that works well with one gender will need tuning to do well with the other.

I also never bother with language. I seem to pay more per click when I specify it.

OK THE FUN PART

Now we pick the "Detailed Targeting" box. This is where its the meat is (or soy... or cranberries, whatever your jam is).

You should pick 2-6 of the biggest author names that write books just like yours. And by just like yours, I mean their covers and blurbs look close to yours, in addition to the content of the book.

There's a ton of nuance here and its different per genre. I recommend Chris Fox's "Write to Market" book. Even if you didn't write to market (or the idea is abhorrent to you) the same selection principles will apply for ad targeting.

A pretty easy way to go is just pick the biggest names in your genre. Usually they cast a pretty wide net with readers, so some of your readers will be in there. The way to know that you picked the wrong targets

is if you get a lot of clicks but no sales (or your Amazon page just doesn't sell books--but you should already know this from other promotions if it's the case).

GET A GOOD AUDIENCE SIZE.

As soon as you narrow down an age and gender and pick a country (in my case US, Men, 24-65+) you'll see a population count. That group is about 83 million people from the looks of it. FB's little meter is (understandably) pointed over at "Broad"

Now add 2-6 trad pub authors. As you type in their names, you will see the number of people interested in them. I recommend trying to create an audience in the millions. This should give you a good spread to hit.

Once you've picked a few interests for your audience a little link will appear below this box with an option to "Narrow" the audience. Click that and add "Amazon Kindle"

Even if you're wide, I recommend this. Make ads for each e-reader type so you can track your spend and your ROI per store. You may find that you do really well pushing folks to one store and you don't do well with another.

When I first create a new ad, I also limit it to people who like my page. I want them to give me the "Social Proof" (aka likes, comments, shares) for the first bit, then I go back and edit my audience and *exclude* them. No need to advertise to people who already buy.

When you get the audience all set up, you should see the broad/specific meter around the middle. Broad is much more OK than specific (as you can even see by their color coding.

SAVE YOUR AUDIENCE.

Seriously. Save it. Whether it's good or bad, you want to remember these selections (especially if the audience doesn't work out--no need to target those folks again).

Tomorrow I'll post about the actual creation of the ad. but just in case you want to finish this page up, all the other default options are fine, but start that bad boy at $5. Never more. Never blow more $ on ads till you have good relevancy.

PART 3: CRAFTING THE AD

Here's where we get to the fun part, or at least the part that you'll probably end up doing the most.

I'm going to focus on single image ads for the simple reason that they've always worked the best for me. Videos and multi-image ads take more work to create, and have so many variables that if they don't work, its arduous to tweak them until you figure out what ticks.

Single image ads have 4 items.

1. The top blurb above the image
2. The image
3. The headline text
4. The description below the image.

It's a lot less to play with when you're tuning the ad, and a lot less to have to put together when you're making it (than the other ad types, that is).

But before we get into that, let's talk about:

WHERE TO LINK YOUR AD

First off, I never run ads for anything other than sales. I'm not going to spend money to get someone on my NL where I then spend money to email to them to ask them to buy. I'm just going to send them to my Amazon product page because that page is purpose-built to sell.

If you want folks on your NL, multi-author promos are FAR better. I usually get 3000 email addresses for $50 when I do them. That's 1.6 cents per email address there is *no way* you can get an NL subscriber for even 10x that with FB ads.

So that's it. Send them to your Amazon (or other retailer) product page and get them to buy your book, because that's really the goal here, right?

The one scenario I can think of, where you'd send them somewhere else, is if you were doing a multi-book promo and you wanted to give them the links for each book.

But remember, after 3 clicks, people will start to drop off, the ad is one click, and the buy button is another, so if you've introduced more than 1 click in the middle, you'll see performance decrease on the ad.

OK, so now that that is out of the way, on to item #1…

THE TOP BLURB (Called "TEXT" in the Facebook UI)

There are two ways to write this blurb. The first is to write it as "you" and the second is to write it as a marketer. The "you" version will be long, and should bring your passion about your story, and the marketer version should be about the deal, the ratings, reviews, awards, etc.…

The Marketer's Version

Marketer Version: *BOOK by AUTHOR is rated as one of the best GENRE books out there. Top reviewer, NAME, said it lit his pants on fire! NYT Bestselling AUTHOR is bringing his/her/it's A Game and you don't want to miss out!*

The Marketer's version is best suited for sales and deals because then people really just care about quick facts and savings. "Get BOOK by AUTHOR this week only for just 99c. Critics love it and rave…." You get the picture.

Your Version

This one comes in a number of flavors. The first one is the Flat Out You version

Flat Out You: *Hey folks, I hope you don't mind me taking this little bit of your facebook news feed, but I wanted to tell you about my latest book that is fan-freaking-tastic. It has dragons, and an evil wizard, and a young lad who has to beat all the odds. I wrote it in an LSD-fueled haze and it was amazeballs (the LSD and the book). You're gonna love it.*

Plot-Based Blurb: *Dragons rule the land and no one is safe. Even those who do attempt to venture out of their holds in defiance of the dragons find themselves attacked by the evil wizard. One young man possesses the power to defeat all the bad guys and save the day!*

Character-Based Blurb: *Jimmy has lived all his life in the BlahBlah hold, scraping by to get food, shelter, and survive the daily rain of dragon poop. But one day, through some amazing circumstance, Jimmy discovers that he has a stupendous destiny that can save the world!*

Of these three, "flat out you" works best when you're making ads for people who have liked your page, or people who really have a close set of interests to your book. They really do have the benefit of being genuine, which a lot of people really like.

For me, with my genre and the way I write copy, plot-based ads work better with men, and character based ads work better with women. Though every now and then a specific image/copy combo breaks the mold. You need to experiment and try out different things.

THE IMAGE

Stop right there! I saw you opening up the PSD file with your book cover in it. Here's rule #1 about ad images: Don't use your book cover!

There may be an exception to this rule, but it only applies to people who are willing to pay $1.50 per click, and I haven't experimented with it enough yet.

Here's rule #2 for your image: Zero Text!

I mean it! None! Zip! Zilch! Not a single effing letter on that image.

The good folks at Facebook have long-since determined that images with words on them from advertisers piss off their users. Users pissed off from seeing ads need to be shown fewer ads, or they leave the platform.

Facebook doesn't want this, so they don't want your ad to have words.

I can year you readying your comment, "But Michael, FB now allows text on ads, I have several of them running right now!"

I do not doubt you, but in my experience the same ad with a text-less image will get shown more with a lower CPC and have a higher result rate. It will be more effective, not because it is or isn't resonating with users more, but because Facebook *wants* it to be.

The best images to use are genre-specific ones that are using real models, and that are wide and tall enough to look good on desktop and mobile (preview that image in the different formats when you upload it and make sure it looks good).

HEADLINE

Chances are that if you put in the link to your book, FB has autofilled the headline and the "News Feed Link Description" fields.

Don't use the defaults.

Make your headline snappy. Make it plot or character or deal based.

- Only 99 cents for a limited time!
- Save the dragon hold, save the world!
- Jimmy has just one chance at redemption!

Now over on the right, there's an ad preview section and the default is desktop with little arrows on the right. Roll through those options to make sure your headline isn't cut off at a weird spot on some of those formats.

NEWS FEED LINK DESCRIPTION

This is smaller text that goes below the headline, and does not show up in all ad placements. A lot of the time what I use this for is to provide the ying to my blurb's yang.

If my blurb is all raw me marketing, then I put some character or plot stuff down there. If it's a character or plot blurb, I might put "M. D. Cooper is an NYT bestselling author who has been compared to Isaac Asimov, Larry Niven, and loves kittens."

That's a bit short, but also preview it to make sure that on the formats that do show it, it's not cut off in a weird spot.

Oh, don't be afraid to be funny in your ads if it fits with your books.

SHAMELESS SELF PROMOTION

No, not for me, for you. That's what ads are. You are promoting yourself and that can feel damn awkward. On the flipside, the folks who do it a lot FORGET that it IS supposed to be damn awkward. They think of themselves as a brand, and they market the brand and disconnect the promotion from themselves.

However, readers don't view it that way. They still see self-promotion as a bit distasteful. Self-promotion works best if its raw you talking right to the reader, or if it's a deal. They don't care if you're shamelessly pimping yourself if they get a deal ;)

The way to have the best of both worlds, is to not run your ads as you. People will respond to a recommendation from a 3rd party much better than they do to one from you directly. This is obvious, this is why we do NL swaps and use paid book services.

So how do you do it for your FB ads?

So here's the deal. You don't need to make the ads for your page. Make a new page that is a genre-based fan page. Then run your ads as that page. Pimp other people's books there (good books that you believe in) and you'll build trust with people there. That way, when you promote your book there, people will trust you and they'll check it out.

Keep in mind, though you need to run that page as a faceless marketer. It only works if you create a marketing persona for yourself and run the genre fan page as them. Some people can't do that, and some people maybe already have a larger-than-life persona that they use online for marketing and they may not need to.

It does take a year or so to build up a genre-based fan page organically—unless you're willing to pay for likes, but organic likes are always better because they're from serious fans.

SUBMIT THAT AD!
OK, we're ready to submit the ad, so go forth and do it.

Remember that I told you to do a $5 budget. What we want to do now is spend the next day seeing if this ad is relevant and resonates with your market. If you have a killer ad you'll know this in one day. You may also have a fantastic ad that will take 2 days to prove out. Expect to spend $10 for each ad you test. If you're on day 3, and the add isn't picking up steam, then it's time to axe it.

PART 4: TUNING THE AD

FAILURE

Before I get into tuning the ad, I want to talk about failure. I used to work as a software architect and the one thing we worked hard at was detecting failure and doing it as quickly as possible. We weren't just looking for errors in programming, but in our thinking. A slogan we adopted was "fail fast".

The same thing is true in ads. You aren't going to make a perfect ad the first time around. Or the second, or the third. Just like your writing, this is a craft that you have to hone and continuously improve.

Also, most of us writers are great at long form writing, and terrible at short form. It's just not something we do that often. That's why I'm a believer in the story ad. An ad that highlights your story and your storytelling abilities.

What "fail fast" means is that you need to constantly look for ads that aren't working, as much as the ones that are. Also, *every add will eventually stop working* so failure is a state every ad will reach at some point.

SPENDING MONEY

The other thing we need to think about is how much capital you can invest in ads before you see a return. Let's look at a moderately successful scenario. You're running ads at $5/day and your first three flop. Each of those flops took 3 days to prove out as failures. That means you've spent $45 on failure. This is OK, note what didn't work, and don't do that again. But ad #4 is ticking and getting you clicks at a good CPC and sales are coming in (keep in mind, sales can lag by days in some cases, so if you see clicks on day 1 and 2, and sales don't yet match up with sales, don't panic right away).

Because you're not made of money, you keep that ad at $5/day for 2 months. That's how long you'll have to wait (give or take a bit) until Amazon is going to pay you for those sales that you made when your ad started to roll. At this point you've fronted $300 on ads.

Can you tolerate that sort of spend until you get a return? Be aware of that delay and plan for it. You can also pause an ad and start it back up again. You don't lose your social proof, though FB may charge you more per click for a bit.

OK, so failure costs you $45, and success costs you another $155. That's a good baseline to start with.

RELEVANCY RECAP

Relevancy is how relevant Facebook feels the ad you've made is to the audience you've picked. It's facebook's way of determining if someone is targeting 50-year old bikers with tween dresses. It's a waste of everyone's time and money and it devalues Facebook's platform, so they want to put a stop to that by hitting biker targeting tween dressmakers in the wallet.

Don't be a biker targeting tween dressmaker.

Facebook's goal is to show ads that blend so well with news feeds that people LIKE seeing them because they're interesting, funny, informative, and spot on with a reader's likes and dislikes.

To this end, Facebook gives your ad a relevancy score once it's been shown 485 times. This score is on a scale of 1-10 and the lower it is, the less Facebook will show your ad, and the more they'll charge to do it. I shoot for a 10 out of 10 score, but I'll live with anything down to an 8.

If my relevancy is under 8, I start tweaking (no… tweaking, not twerking. Even Mylie doesn't twerk anymore).

WHEN TO TWEAK

The easy answer to this is: always. All ads will eventually lose effectiveness, and you want to have your next, well-performing ad ready to go. I even keep a few old ads warm so that I can turn them back on if my current batch start to lose steam.

However, what you're really looking for are the signs that an ad isn't working. The first, as mentioned above is relevancy. Shoot for 8 and above.

Secondly, the CPC. This will start high and move down, if you have a good relevancy, and a good result rate, then this will usually trend in a good direction. If it doesn't come under your tolerance level (which we worked out in post 1) then you need to tune the ad.

The last is the result rate. If it's under 2.5% then the ad just isn't performing. You're showing it to a lot of people and they're just passing it by.

There are some smaller factors, like your frequency (which has to do with audience saturation) but that's something we can go over another time.

TWEAKING AD COPY VS TWEAKING AUDIENCE

If your relevancy is high (8+), but you're paying a bundle for clicks, then the audience your hitting is saturated. You may have picked the tipity top authors of your genre for interest targeting along with everyone else and their dog. Go down the lists a bit and find some lower-tier authors to target. You may need to pick a few more to get a good audience size, but it should work.

Another option is to pick some authors of yesteryear. I often pick a lot of SF greats from the days of yore. They cost less to target, but still have nice big interest groups.

On the flip side, if your relevancy is low, then you've produced an ad that your selected audience isn't interested in. If you're certain that your audience is spot on, then it's time to play with copy.

HOW TO TWEAK ADS

This is where we A/B test our ads. Each ad has a handy, dandy 'copy' link under it when you mouse over it on the ad tab. You can copy an ad and put it in the same ad group (which means it works off the same audience and daily budget as every other ad in that ad group). As a result, it may take it a bit longer to get

relevancy because its sharing $ spend with another ad, but it's easier on the pocket book. If you want to prove it out faster, with a separate budget, clone the ad group instead.

The easiest thing to tweak on an ad is the copy, and the copy you really want to futz with is the Blurb (Text above the image) and the headline.

Look at your demographics (available on the charts for the ad), how is the ad faring with men vs women, each age group? See which gender/age group is performing the best, and tweak the ad for them, and then exclude the ad from the others.

This is where you'll find that your ad is probably working a lot better for one gender than the other, as well. You only have so much $ (at least I do) so focus on where your biggest bang for your buck lies.

Often just removing a poorly performing age group or gender from your ads will be enough to put it back in the black. You can also, on the ad tab, choose country from the "breakdown" dropdown and see if a specific country is performing better.

The other thing you can do is A/B/C/D/x… test lots of different images. What you may find (and this really shouldn't surprise anyone) is that some images catch some people's eye and other images catch others. There's no one-size-fits-all image. You may find that you run the same ad copy with several different images, and they all do well.

DON'T DILUTE THE SOCIAL PROOF

The Internet is awash with algorithms that try to determine if humans will like a given thing. However, none of them are as good as actual humans for deciding that. To that end, Facebook still wants to know if actual people like a post. That is determined by likes, shares and comments. The more likes, shares and comments a post/ad has, the more social proof it has. Higher social proof means more relevancy, and FB will show it more and charge you less for clicks.

This is important to note. FB does not do an all-out bidding war on ads. There are people who will bid more to placement, but lose to you if you have a lower bid, but more social proof on your ad. You can actually look at a long-running ad and see cost per click go down when you get comments and shares on your ad (likes to a lesser extent).

Running a lot of ads targeted at specific demographics is great, but you don't want to cast the net too wide because you want a core set of ads that are getting good interactions from viewers.

Keep that in mind as you build out more ads, especially on a limited budget where you're running multiple ads in an ad group.

FINAL WORDS

There you have it, how to make some ads, and make some money on them—or at the very least, not lose too much money while you work out what works and what doesn't

Advertising is one of the oldest things around, but it's not solved. No one has all the answers, and its constantly changing, so don't beat yourself up if you don't nail it the first time out.

But know your baseline thresholds, the max CPC you can tolerate, the base relevancy you should shoot for, and the number of clicks to get a sale.

Good baselines are

- $0.30 cost per click (CPC)
- Relevancy of at least 8
- Shoot for at least one sale for every 30 clicks.

Remember, at $0.30 per click, and 30 clicks per sale you're looking at $9 per sale, which means just one sale every 2 days (give or take a bit) when you're spending $5/day. However, in a series of books that have KU reads, that can be made back at around 3-4 books in the series.

That is also just a general threshold for what you want to shoot for. Your specific tolerances and measures for success will vary, but you MUST know what they are. And fail fast. Kill those bad ads in a day or two, not a week or two, tweak em, a make FB ads make you money.

Thanks for reading, and I hope this helps. If you want to get the book when it comes out, it is entitled "HELP! My Facebook Ads Suck" and will be available on June 15, 2017. You can find it here: https://books.pronoun.com/help-my-facebook-ads-suck.

If it is not yet June 15 and you would like a reminder when the book does arrive, you may sign up for an email reminder here: http://eepurl.com/cPZdbv

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