



# Facebook Ads TRAFFIC CAMPAIGN Marketing Guide

Learn How to Market For Yourself and Make Your Phone Ring!

-Francisco  
*PlanetMarketing.com*

# Things You'll Need Before Starting

## You'll only need 3 things to get started

- Facebook Company Page
- Credit Card
- Website/Landing Page

## Determine Your Budget

Don't forget to limit spending under Ads Manager > Billing > Payment Settings. Set your "Current Limit" so your credit card doesn't go over this amount. You can reset it later.

*You are only one campaign away from success!*

Want to watch my screen as I build out Facebook campaigns?  
Buy my DIY Facebook Ads Marketing Course here:

<https://planetmarketing.com/university/product/diy-facebook-ads-marketing/>

# Determine Your Facebook Campaign Objective

We will only be talking about Traffic Campaigns in this guide. There are a total of 13 FB Campaign Objectives.

- 1) **Traffic** (Send people to your site or landing page. This campaign is the most popular.)
- 2) Conversions (Show ads to people who haven't purchased)
- 3) Lead generation (Popup Contact Form)
- 4) Messages (Facebook Messenger)

- 5) Brand awareness
- 6) Reach
- 7) Page likes (Increase Page Likes)
- 8) Post engagement (Boost a Post)
- 9) Event responses (For Events)
- 10) Video views (Video plays automatically)
- 11) App installs (Mobile App Installations)
- 12) Catalog sales (Ecommerce)
- 13) Store visits (For multi-store companies)

If you're interested in becoming a Facebook Marketing ninja and get your phone ringing, buy our course today: <https://planetmarketing.com/university/product/diy-facebook-ads-marketing/>

# Traffic Campaign (Facebook > Website)

The objective of your Traffic Campaign is to get people off of Facebook and onto your landing page. You can send people to your website, Leadpages, ClickFunnels, etc.

If you're trying to build your email list, ALWAYS give people something free in exchange for their information. If you're trying to sell something, give them an incentive to buy right now.

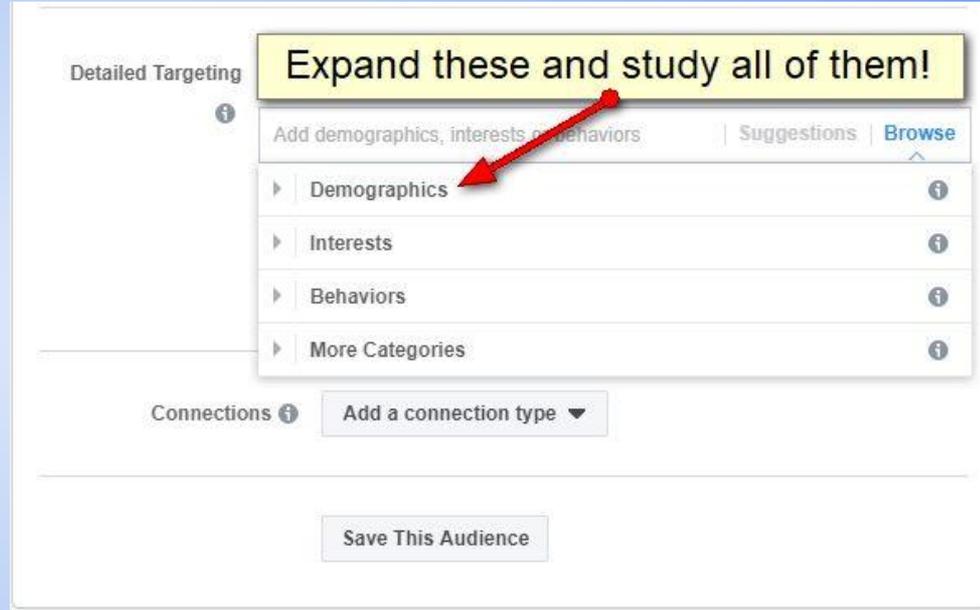


# Traffic Adset (Set Your Target Audience)

You will create your target audience under the Ad Sets tab. It's where the real power of Facebook comes in.

The following slides will give you ideas on how to use the Detailed Targeting feature. Remember to set your Location targeting, Age & Gender. Pretty soon under Gender there will probably be a "transgender" selection! (LOL bad joke). You NEED to study the Demographics, Interests & Behaviors sections.

Target people by Education, Financial Income, Life Events, Parents, Politics (US), Relationship, Work, etc.



The screenshot shows the Facebook 'Detailed Targeting' interface. At the top, there is a yellow callout box with the text 'Expand these and study all of them!'. Below this, a red arrow points from the callout box to the 'Demographics' section of the targeting options. The targeting options are listed as follows:

- Add demographics, interests or behaviors | Suggestions | Browse
- Demographics
- Interests
- Behaviors
- More Categories

Below the targeting options, there is a 'Connections' section with an 'Add a connection type' dropdown menu. At the bottom of the interface, there is a 'Save This Audience' button.

# Examples of Target Audiences

Wedding Industry. Target engaged women 25-35 who changed their Relationship Status to Engaged within the last 3 months.

Age ⓘ 25 ▼ - 35 ▼

Gender ⓘ All Men **Women**

Languages ⓘ Enter a language...

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**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

**Newly engaged (3 months)**

Add demographics, interests or behaviors | **Suggestions** | Browse

Pregnant Women. Any woman 25-40 yrs old in Baby Shower, Pregnancy AND Infant clothing most likely is pregnant or knows someone who is. You **MUST** use the Narrow Further feature.

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests > Baby shower

**Baby shower**

Add demographics, interests or behaviors | **Suggestions** | Browse

and **MUST ALSO** match at least ONE of the following ⓘ ×

Interests > Additional Interests > Pregnancy

**Pregnancy**

Add demographics, interests or behaviors | **Suggestions** | Browse

and **MUST ALSO** match at least ONE of the following ⓘ ×

Interests > Additional Interests > Infant clothing

**Infant clothing**

Add demographics, interests or behaviors | **Suggestions** | Browse

Exclude People or Narrow Further

# Target Small Business Owners in Your Area

Marketing to Small Business Owners is a breeze. I use this to gain clients. This is a great for accountants, CPA, Business to Business sales, marketing companies, etc.

When you create the ad, use video because it works very well. Make a decent, but not polished, video. Try to stay away from stock images. You're video will help sell you!

If you "Narrow Further" you can target high income Small Business Owners. Choose it here:

Demographics > Financial > Income > Household income: top 10% of ZIP codes (US)



Detailed Targeting INCLUDE people who match at least ONE of the following ⓘ

Behaviors > Digital activities

**Small business owners**

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Demographics > Work > Employers

**Business Owner**

**Business Owner**

**Business Owners**

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

# Target People Having Major Birthdays!

This traffic campaign is a slam dunk for catering companies, venues, DJs, party rentals, bars, restaurants, or any company in the party industry.

In this example, we are targeting people who are turning 60 years old in a couple months. People plan for these events and will have a minimum of 50+ people at their party.

It's almost a guarantee you'll get leads. If you can't make money here, there is something wrong with your targeting or your landing page or you!

The image shows a Facebook targeting interface. At the top, there are three filter sections: 'Age' with two dropdown menus set to '59', 'Gender' with three buttons 'All', 'Men', and 'Women' (where 'All' is selected), and 'Languages' with a text input field containing 'Enter a language...'. Below these is a section titled 'Detailed Targeting' with the text 'INCLUDE people who match at least ONE of the following'. Underneath, there is a list of targeting options: 'Demographics > Life Events > Birthday > Birthday Month', 'Birthday in August', and 'Birthday in September'. At the bottom of this section, there are two links: 'Add demographics, interests or behaviors' and 'Suggestions | Browse'.

# Target EXPATS - People who use to live in another country.

Want to sell to a certain nationality? We will use a Cuban Food Restaurant as an example. Make your selection like this:  
Behaviors > Expats > Lived in Cuba (Formerly Expats - Cuba)

Under “**Languages**” (between Gender and Detailed Targeting), enter Spanish. When you make your ad, make it in Spanish.

Have a Filipino restaurant? Target Filipinos like this:  
Behaviors > Expats . Lived in Philippines (Formerly Expats - Philippines)  
Change the language to Tagoalo and write your ad in Tagoalo.

The screenshot shows the Facebook Ad Targeting interface. The main section is titled "Detailed Targeting" and includes the instruction "INCLUDE people who match at least ONE of the following". Under this, a list of targeting options is shown under the "Behaviors > Expats" category. The selected option is "Lived in Cuba (Formerly Expats - Cuba)", which has a blue checkmark in a box. Other options include "Lived in China (Formerly Expats - China)", "Lived in Colombia (Formerly Expats - Colombia)", "Lived in Congo DRC (Formerly Expats - Congo DRC)", "Lived in Cyprus (Formerly Expats - Cyprus)", "Lived in Czech Republic (Formerly Expats - Czech Repu...", "Lived in Denmark (Formerly Expats - Denmark)", and "Lived in Dominican Republic (Formerly Expats - Domini...".

On the right side, there are statistics for the selected target audience: "Reach" is 3,200 - 10,000, and "Link Clicks" is 52 - 210. Below these, there is a note: "A Your results are likely to differ from".

At the bottom right, there is a "Report this as inappropriate" button.

# Target Married Mothers with Young Kids

Great for sports companies, kid friendly restaurants, music teachers (sell music lessons), swimming lesson companies, tutors, private schools, etc.

Who makes the buying decisions? The moms make the decisions. The dads pay for the decisions. Target the moms, not the dads! Your chances of making a sale are higher if you target “married” moms instead of single moms. Optimize your budget as much as you can.

You must use “Narrow Further” in order for this to work.

The screenshot shows the Facebook targeting interface. At the top, there are three main filters: Age (25 - 35), Gender (All, Men, Women), and Languages (Enter a language...). Below these is the 'Detailed Targeting' section, which is set to 'INCLUDE people who match at least ONE of the following'. The first targeting box contains 'Demographics > Parents > All Parents' and lists three sub-categories: 'Parents with preschoolers (03-05 years)', 'Parents with early school-age children (06-08 years)', and 'Parents with toddlers (01-02 years)'. The second targeting box is set to 'and MUST ALSO match at least ONE of the following' and contains 'Demographics > Relationship > Relationship Status' with the sub-category 'Married'. Both targeting boxes have 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse' options at the bottom.

# Target Overweight Single Women

Great for companies like gyms, fitness coaches, pizza shops, ice cream shops, psychologists, nutritionist, etc.

Overweight women hate me now, but you know you're going to make money helping obese women get what they want. I personally know a small gym owner who landed 80 enrollments in 2 weeks using this targeting!

If you're a gym or fitness coach, you can go even further in with the "Narrow Further" feature and target single obese women without kids. Your ad should talk about "Get ready to meet Mr. Right and start a family!" We'll get to the Ads soon.

Age ⓘ 23 ▼ - 40 ▼

Gender ⓘ All Men **Women**

Languages ⓘ Enter a language...

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**Detailed Targeting** INCLUDE people who match at least ONE of the following ⓘ

ⓘ Interests > Additional Interests

**Weight loss (Fitness And wellness)**

Add demographics, interests or behaviors | **Suggestions** | Browse

and **MUST ALSO** match at least ONE of the following ⓘ X

Demographics > Relationship > Relationship Status

**Single**

Add demographics, interests or behaviors | **Suggestions** | Browse

# Moving onto Creating Ads

Before we start showing examples of ads, I would like you to get paper and a pen. On paper make as many target audiences as you can and see if you can create even more audiences in Facebook Detailed Targeting.

Okay, enough with Ad Sets. Now onto Ads

## **CREATING ADS**

This section is **ONLY** about creating the ad, not about creating the landing page.

- Here are things to remember:
- Create Hyper Relevant ads
- Never forget about the Call to Action
- Use Video if possible
- If you can't use a video, use a Slideshow with music.

# Traffic Ad - Create a Hyper Relevant Ad

## Advertise



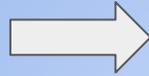
**Chula Vista Golf Course** Sponsored · 🌐

Attention San Diego! Planning a baby shower? We have a special going on for pregnant women: Room Rental is **WAIVED** (\$750-\$1000 value)! The Chula Vista Golf Course would be proud to host your baby shower. Click the "Learn More" button and give us the approximate dates OR call Rebecca (555) 555-5555. Limited to 3 Winners!

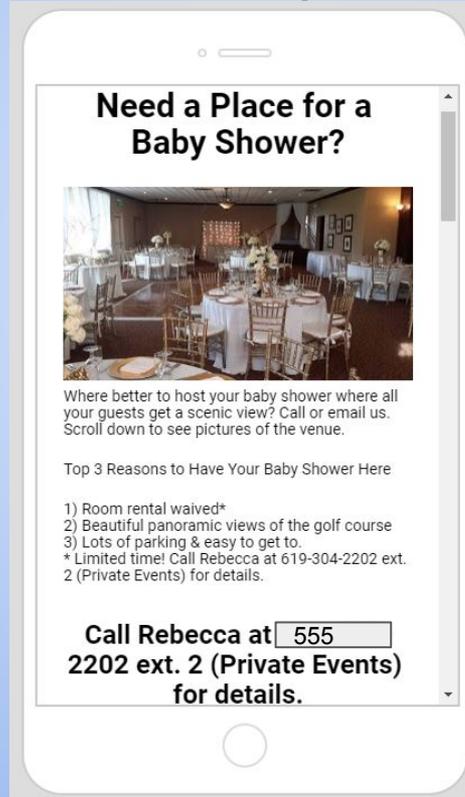


<https://san-diego.ipages.co/cvgc...>  
**Baby Shower Rental Room Waived at Chula Vista Gol...** LEARN MORE

👍 Like    💬 Comment    ➦ Share



## Lead Capture



### Need a Place for a Baby Shower?



Where better to host your baby shower where all your guests get a scenic view? Call or email us. Scroll down to see pictures of the venue.

Top 3 Reasons to Have Your Baby Shower Here

- 1) Room rental waived\*
- 2) Beautiful panoramic views of the golf course
- 3) Lots of parking & easy to get to.

\* Limited time! Call Rebecca at 619-304-2202 ext. 2 (Private Events) for details.

**Call Rebecca at  2202 ext. 2 (Private Events) for details.**



## Sell!



This follows the targeting on slide 6. I am targeting pregnant women. First I create the target audience, then I create the ad. Then comes the lead capture on the landing page.

# Traffic Ad - Create a Hyper Relevant Ad



**Chula Vista Golf Course**  
Sponsored · 🌐

Attention San Diego! Planning a baby shower? We have a special going on for pregnant women: Room Rental is WAIVED (\$750-\$1000 value)! The Chula Vista Golf Course would be proud to host your baby shower. Click the "Learn More" button and give us the approximate dates OR call Rebecca (555) 555-5555. Limited to 3 Winners!



<https://san-diego.ipages.co/cvgc...>  
**Baby Shower Rental Room Waived at Chula Vista Gol...** LEARN MORE

Like Comment Share

Whatever ad you create, it should follow a similar format. Your ad needs to speak to the target audience. Let's dissect this ad.

**Get People's Attention:** ATTENTION SAN DIEGO

**Offer:** Room Rental Waived for Baby Shower

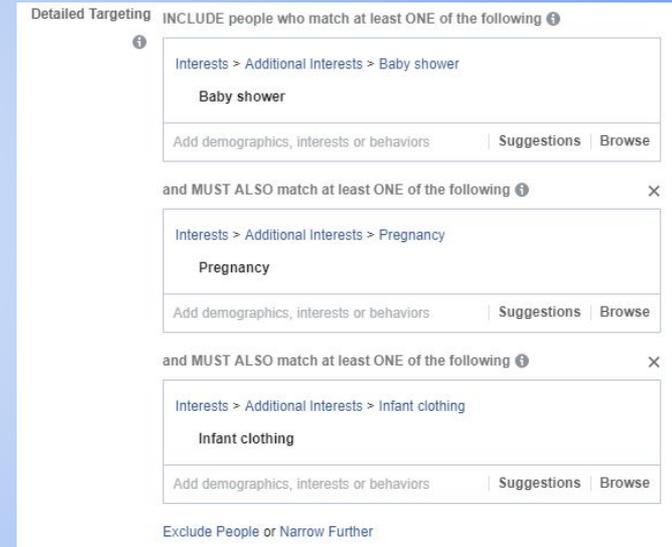
**Call to Action:** Click "Learn More" button or Call

**Scarcity:** Limited to 3 Winners

Alternative Attention Getter:  
ATTENTION PREGNANT WOMEN

I recommend using videos instead of stock images. It helps get the point across much better.

Here is the Ad Set targeting



Detailed Targeting INCLUDE people who match at least ONE of the following ⓘ

- Interests > Additional Interests > Baby shower  
**Baby shower**  
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and MUST ALSO match at least ONE of the following ⓘ ×

- Interests > Additional Interests > Pregnancy  
**Pregnancy**  
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and MUST ALSO match at least ONE of the following ⓘ ×

- Interests > Additional Interests > Infant clothing  
**Infant clothing**  
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

Exclude People or Narrow Further

# Traffic Ad - Create a Hyper Relevant Ad

Here I use a video. I give the engaged woman an incentive to call “Wedding Room Rental Waived”. I tell them what to do. The reason I don’t target 36+ is the women are probably divorced and don’t want another white wedding. Maximize your ad spend!

Facebook knows when these women changed their relationship status to “Engaged”

Age ⓘ 25 ▼ - 35 ▼

Gender ⓘ All Men **Women**

Languages ⓘ Enter a language...

---

Detailed Targeting **INCLUDE** people who match at least ONE of the following ⓘ

Demographics > Life Events

**Newly engaged (3 months)**

Add demographics, interests or behaviors | **Suggestions** | Browse

 **Chula Vista Golf Course** Sponsored · 🌐 ...

CONGRATULATIONS on your engagement!  
Wedding Room Rental WAIVED at the Chula Vista Golf Course. Watch the video and click the "Learn More" button for details. OR call Rebecca at [REDACTED] for details. Please Share with a friend, Like or Comment.



san-diego.ipages.co  
**WEDDING ROOM RENTAL WAIVED.** [REDACTED] [LEARN MORE](#)

👍 2

👍 Like    💬 Comment    ➦ Share

Refresh preview · Report a problem with this preview

# Facebook Ad



sharid Evaluation Fitness Coaching's video

Free six week challenge

10,542 Views

Evolution Fitness Coaching  
July 20 · 4h

FREE 6 WEEK CHALLENGE 🏋️‍♀️🔥

Are you looking for 600 calories? 🏋️‍♀️🔥 After we're looking for 600 calories from food, what have we got available for 600?

CLICK HERE → [http://bit.ly/29t8p8t](#)

Why?

Because

- Because we're looking for 600 calories and we're looking for 600 calories to get some exercise. And
- Because we're looking for 600 calories and we're looking for 600 calories to get some exercise. And

Check out how we have systemized the Transformation Process

**THE THREE PILLARS**

PILLAR ONE: FITNESS	PILLAR TWO: NUTRITION	PILLAR THREE: ADDITIONAL ABILITY
 <p>Smartphone app icon for Pillar One: Fitness</p>	 <p>Smartphone app icon for Pillar Two: Nutrition</p>	 <p>Smartphone app icon for Pillar Three: Additional Ability</p>

Don't wait.

We're **real people** opening up our newest location in **City Ranch** and want to get our names out in the **community**. Please help us as we help you.

Claim your spot by clicking the **button** below.

**REGISTER NOW FOR FREE**

Your spot will be reserved for.

06 07 08

PS - If you're anything like us, you just skipped to the end anyways. So **here's the scoop** - we want to train you for free as long as you're willing to put some skin in the game and actually show up and do your part. Our intention is to get you some amazing results and give you a great experience, so much so, that we hope you stay afterwards. But you're not obligated to by any stretch of the imagination. Most people stay because they love our facility so much - you've been warned! 🚨

Like Comment Share

Write a comment...

# Landing Page

**THIS IS THE LAST DAY TO REGISTER!!!**

**FREE City Ranch 6 Week Challenge**

**REGISTER NOW FOR FREE**

It's almost time for our **Lefty Success Stories and Counting...Will You Be Next?** Your spot will be reserved for.

06 07 08

**REGISTER NOW FOR FREE**

Check Out how We Have Systemized the Transformation Process

**THE THREE PILLARS**

PILLAR ONE: FITNESS	PILLAR TWO: NUTRITION	PILLAR THREE: ADDITIONAL ABILITY
 <p>Smartphone app icon for Pillar One: Fitness</p>	 <p>Smartphone app icon for Pillar Two: Nutrition</p>	 <p>Smartphone app icon for Pillar Three: Additional Ability</p>

Don't wait.

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# The initial targeting

Age 23 - 40

Gender All Men **Women**

Languages Enter a language...

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

**Weight loss (Fitness And wellness)**

Add demographics, interests or behaviors Suggestions Browse

and **MUST ALSO** match at least ONE of the following

Demographics > Relationship > Relationship Status

**Single**

Add demographics, interests or behaviors Suggestions Browse

This marketing campaign was for a gym. The gym landed 80 PAID enrollments in 2 weeks.

# Creating Landing Pages

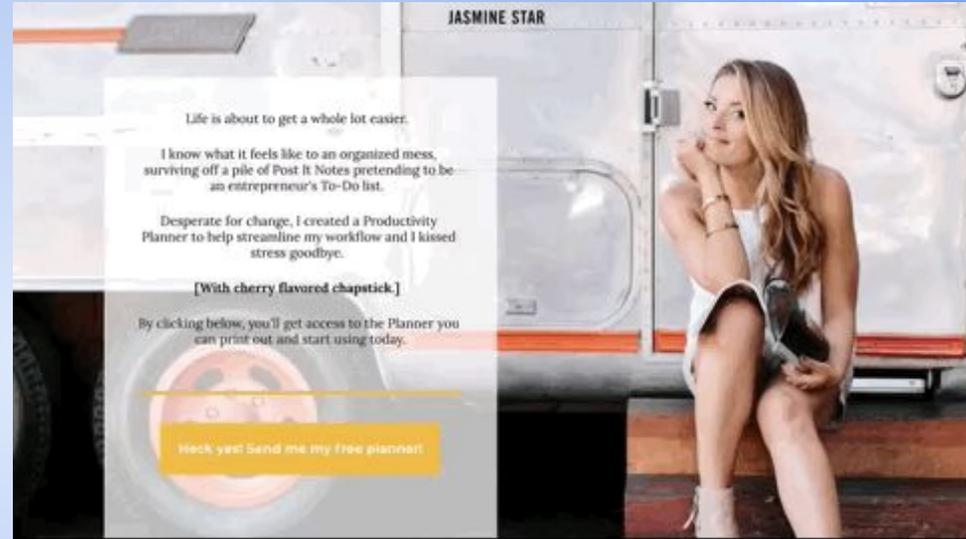
We use Leadpages. You can get a free 14-day trial. We have the \$25/mo package.

[http://link.leadpages.net/aff\\_c?offer\\_id=6&aff\\_id=29237](http://link.leadpages.net/aff_c?offer_id=6&aff_id=29237)

ClickFunnels starts at \$97/mo. Use ClickFunnels if you're upselling after the purchase had been made.

<https://www.clickfunnels.com/signupchart>

I'm not going into depth on landing pages (sometimes called squeeze pages), but with these you can click a button and just change the text and images. Leadpages has 100s of these.



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**Just remember to make your landing page hyper relevant to your target audience.**

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# Landing Page Examples

With landing pages, your not building a website. You're only talking about your promotion and capturing the prospect's information

Here are 50+ landing page examples.

<https://www.leadpages.net/blog/landing-page-examples/>

And here is a great overview of how to create the landing pages

<https://www.convertedu.com/courses/leadpages-launchpad/>

FYI - This whole process of Facebook Ad, to Landing Page/Lead Capture is sometimes called Funnel Marketing.

Want to watch my screen as I build out Facebook campaigns?  
Buy my DIY Facebook Ads Marketing Course here:

<https://planetmarketing.com/university/product/diy-facebook-ads-marketing/>

HIRE US!

1-619-642-2500

PlanetMarketing.com

A Facebook Ads Marketing Company