

# Work Them Down the Funnel!

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The goal is to work customers down your sales funnel and “warm” them up to your brand/product in the process.

- 1) First make the customer aware and interested in what you are offering.
- 2) Second retarget these warm customers, provide value, build trust, and collect leads!
- 3) Finally retarget and convert the lead into a sale!

## FACEBOOK SALES FUNNEL

### 1. Brand Awareness

Post ENGAGING and SHAREABLE content!

*Images, Videos, Infographics, How To's, Funny or Inspiring Content!*

GOAL = ATTRACT

### 2. Traffic & Conversion

Retarget these WARM audiences. Provide something FREE in exchange for their email (coupons, contests, eBooks).

Market OFFERS and PROMOTIONS that appeal to your visitors.

GOAL = Increase Interest & Capture Leads

### 3. New Customer

Provide customer service, answer questions, continue to offer value.

GOAL = SALES



# What is Your Funnel's Goal?

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No matter what your sales funnel is leading to, you have need to identify your end goal! This can include:

- Newsletter or Webinar Signup
- Service or Physical Product Sale
- Growing your Email List
- Increasing Website Traffic
- Promote an Event

# What is Your Funnel's Goal?

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Not many people go from ZERO to SALE instantly... so you need to warm the user up first and build an online relationship with them by:

- Building your brand awareness and sharing your product/service benefits
- Providing value for free
- Capturing leads via a lead magnet/giveaway (lead can be a custom audience or email)
- Retargeting this lead to convert into a sale (or whatever your goal is)

# Split Test

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When I say split test throughout this course I mean literally split test separate campaigns, one variable at a time!

Remember Biology class in high school? To test any hypothesis you need to compare a single variable (the test group) versus another single variable (the control group). Then you can view the results and see which variation worked more in your favor. So for Facebook ads, this means optimizing for your key metric (i.e. lowest cost per lead, or lowest cost per click, or most conversions, etc.)

Split test EVERYTHING! Facebook Ad Objectives, Detailed Targeting, Ad Copy, Ad Images/Videos.

\*Just make sure to test only ONE variable at a time so you can clearly decide what variation factored most!

# Split Test Facebook Funnels

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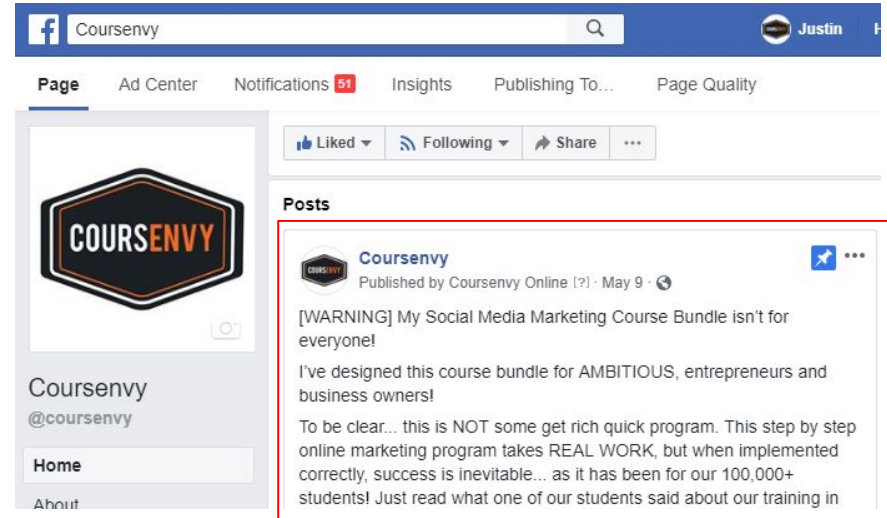
That is my most basic funnel. You can add steps as you like to further optimize your own funnel. Typically you should have multiple funnels and lead capture opt-ins that you can split test to see what your customers prefer.

# My Facebook Funnel

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For my Facebook funnel example I like to start with a great PILLAR BLOG POST (a 1,000+ word blog post giving immense value in your niche).

I will paste the intro of the blog post into the Facebook Traffic Objective's ad copy (make sure to finish with a strong call to action and/or a final sentence leaving them wanting more!



The screenshot shows the Facebook page for 'Coursenvy'. The page header includes the Facebook logo, the name 'Coursenvy', a search bar, and the user 'Justin'. Below the header are navigation tabs: Page, Ad Center, Notifications (91), Insights, Publishing To..., and Page Quality. The main content area shows the Coursenvy profile picture and name. A post is visible, which is highlighted with a red box. The post text is as follows:

**Coursenvy**  
Published by Coursenvy Online (?) · May 9 · 🌐

[WARNING] My Social Media Marketing Course Bundle isn't for everyone!

I've designed this course bundle for **AMBITIOUS**, entrepreneurs and business owners!

To be clear... this is **NOT** some get rich quick program. This step by step online marketing program takes **REAL WORK**, but when implemented correctly, success is inevitable... as it has been for our 100,000+ students! Just read what one of our students said about our training in

# My Facebook Funnel

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Next I retarget the users that visited my website. Retargeting just means showing an ad to someone who has already engaged with your content (i.e. visited your website, watched a Facebook video, subscribed to your email list, etc.)

I do retargeting via Facebook Custom Audiences and the Facebook Pixel. With the [Facebook Pixel installed](#) on my website, I can track visitors and then create Custom Audiences of those users who visited specific URLs of my website (and many more cool Custom Audiences, such as email lists, content engagement, and more!)

To create a Facebook Custom Audience, just login to your Ads Manager account: [business.facebook.com](https://business.facebook.com)

★ Frequently Used

- Ads Manager
- Business Settings


☰ Plan

- Audience Insights
- Creative Hub

+ Create & Manage

- Business Manager
- Ads Manager
- Page Posts
- App Dashboard
- App Ads Helper
- Automated Rules

📊 Measure & Report

- Ads Reporting 
- Test and Learn
- Branded Content
- Attribution
- Analytics
- Events Manager
- Pixels
- Offline Events
- App Events
- Custom Conversions
- Partner Integrations







🗄 Assets

- Audiences
- Images
- Catalogs
- Business Locations
- Brand Safety
- Block Lists
- Videos

⚙ Settings

- Settings
- Business Settings
- Billing

[All Tools >](#)  Hover to learn more about any link.

Source	Audience Type	Size	Status	Last Updated	Created	Actions
<input type="checkbox"/> <a href="#">coursenvy.com/courses</a>	Custom Audience Website	Below 1000 Rules may be too strict 	● Ready		04/05/2016 7:05 PM	--
<input type="checkbox"/> <a href="#">Instagram bio website</a>	Custom Audience Website	Below 1000 Low website traffic 	● Ready		12/04/2015 5:34 PM	--
<input type="checkbox"/> <a href="#">udemy pak</a>	Saved Audience	180,000 	● Ready Last updated 11/19/2015		11/19/2015 2:16 PM	--
<input type="checkbox"/> <a href="#">Lookalike (PK, 1%) - People who like Coursenvy</a>	Lookalike Page: Coursenvy	86,000	● Ready		11/19/2015 1:48 PM	--
<input type="checkbox"/> <a href="#">USA - FB</a>	Saved Audience	47,000,000 	● Ready Last updated 08/17/2015		08/17/2015 3:08 PM	--
<input type="checkbox"/> <a href="#">FB marketing influencers JL</a>	Saved Audience	120,000,000 	● Ready Last updated 08/15/2015		08/15/2015 11:49 AM	--
<input type="checkbox"/> <a href="#">Top Udemy Countries - Small Business Demo</a>	Saved Audience	520,000,000 	● Ready Last updated 08/14/2015		08/14/2015 2:21 PM	--
<input type="checkbox"/> <a href="#">Coursenvy.com</a>	Custom Audience	4,500	● Ready		08/05/2015	--

Account: www.Coursenvy.com -- Justin ...

Search

All Audiences

FOLDERS

- My recent audiences
- Audiences in active ads
- Audiences ready for use
- Audience shared to account
- Audience shared by account

**Audiences** Images Locations Videos

Do you advertise for another business?

If you advertise on behalf of another business, identifying with...

- Streamlined terms of service acceptance
- Access to the same Audience Manager features as the business
- Clearer representation of the business promoting the advertisement

Tell Us Whom You Advertise For

Learn More

Create Audience Filters Customize

Name
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<input type="checkbox"/> Lookalike (IN, 1%) - People who like Coursenvy
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<input type="checkbox"/> Coursenvy.com

### Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

- Customer File**  
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**  
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity**  
Create a list of people who launched your app or game, or took specific actions.
- Offline Activity** UPDATED  
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- Engagement** UPDATED  
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel

	Date Created	Sharing
	05/01/2018 10:56 AM	--
	04/27/2017 3:03 PM	--
	08/04/2016 2:29 PM	--
	08/04/2016 2:24 PM	--
	04/05/2016 7:05 PM	--
	12/04/2015 5:34 PM	--
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- Search
- All Audiences
- FOLDERS
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Do you advertise for another business?

If you advertise on behalf of another business, identifying it can help you reach a more relevant audience.

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- Clearer representation of the business promoting the ad

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### Create a Custom Audience

Include people who meet **ANY** of the following criteria:

- Coursenvy Traffic Pixel**
- People who visited specific web pages** in the past **30** days
    - URL** equals **https://www.coursenvy.com/PILLAR-BLOG-POST**
    - + And also

Further refine by

[Include More](#) [Exclude](#)

**⚠ Audience Size Might Be Too Small**

The rules you've set up might result in a small audience. Here are ways to broaden your audience.

- Use the contains URL option instead of exact URL option

Audience name  50 [X](#) [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)



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# My Facebook Funnel - Videos

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Make sure to split test your own top of funnel content (i.e. STEP #1 ad)!

I also have a lot of success with video ads! I will retarget people who watch over 50% of my top of funnel video ad... YES, there is a Custom Audience for video engagement retargeting!

Account: www.Coursenvy.com -- Justin ...

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### Create a Custom Audience

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Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

- Customer File**  
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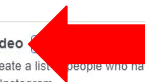
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<input type="checkbox"/> Coursenvy.com

### Create a Custom Audience

What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

- Video**   
Create a list of people who have spent time watching your videos on Facebook or Instagram.  
From:
- Lead form** UPDATED  
Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.  
From:
- Fullscreen Experience** UPDATED  
Create a list of people who have opened your collection ad or Canvas on Facebook.  
From:
- Facebook Page**  
Create a list of people who have interacted with your Page on Facebook.  
From:
- Instagram business profile** NEW  
Create a list of people who have interacted with your Instagram business profile.  
From:
- Event** NEW  
People who have interacted with your events on Facebook.  
From:

Back

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	05/01/2018 10:56 AM	--
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ted 08/04/2016	08/04/2016 2:24 PM	--
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Do you advertise for another business?

If you advertise on behalf of another business, identifying who you advertise for can provide multiple benefits:

- Streamlined terms of service acceptance
- Access to the same Audience Manager features as the business you're advertising for
- Clearer representation of the business promoting the ad with an upcoming update to Why am I seeing this?

Tell Us Whom You Advertise For

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<input type="checkbox"/> Coursenvy.com

**Create a Custom Audience**

Engagement **People who have watched at 50% of your video**

Choose videos...

Choose a content Browse

In the past  days

Audience Name

Add a description (optional)

[Back](#) [Create Audience](#)



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Custom Audience Website				
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Saved Audience				
Coursenvy.com		4,500	08/05/2015	--
Custom Audience				

# My Facebook Funnel

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Then I retarget these warm users by selecting my custom audience under the AD SET level in a new Facebook Traffic Objective Campaign. I will direct the traffic toward a **lead capture page** on my website where I am offering something for free in exchange for the user to opt-in (i.e. the user exchanges their email for XYZ value proposition) .

My free opt-in item (or LEAD MAGNET / GIVEAWAY) is a mini-course! Maybe your customers will prefer a free ebook, a coupon or free trial, a free video course, free consulting, a free webinar, a free product/service, etc. Just make sure to SPLIT TEST to see what freebie is best for your target market!

\*I will also split test targeting this warm custom audience within a Facebook Conversion Objective Campaign (directing traffic to that same opt-in page on my website) and a Facebook Lead Generation Objective Campaign (i.e. not forcing the users to leave Facebook for the opt-in). By split testing these three campaign objectives we can identify which objective drives the lowest cost opt-ins!

Justin Mark (1683166171...)

Ad Set Name US - 18+

Switch to Quick Creation

Campaign Objective

Ad Set menu: Traffic, Dynamic Creative, Offer, Audience, Placements, Budget & Schedule

Ad menu: Identity, Format, Media, Links

Find your Custom Audiences you created here!



### Audience

Define who you want to see your ads. Learn more.

**Create New** Use a Saved Audience

**Custom Audiences** Add a previously created Custom or Lookalike Audience

Exclude | Create New

Everyone in this location

Locations: United States, United States

Age: 18 - 65+

Gender: All, Men, Women

Languages: Enter a language...

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Detailed Targeting: Exclude People

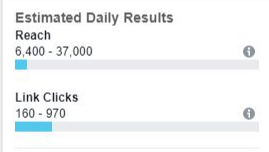
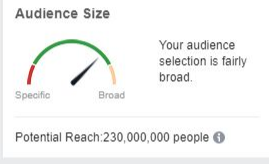
Expand interests when it may increase link clicks at a lower cost per link click.

Connections: Add a connection type

Save This Audience

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available.



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close

**Campaign**  
Objective

**Ad Set**  
Traffic  
Dynamic Creative  
Offer  
**Audience**  
Placements  
Budget & Schedule

**Ad**  
Identity  
Format  
Media  
Links

Another great warm audience idea to test, is targeting users who LIKE your Facebook page or FRIENDS of people who like your page via the Connections option!



### Audience

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Custom Audiences: Add a previously created Custom or Lookalike Audience

Locations: Everyone in this location, United States

Age: 18 - 65+

Gender: All, Men, Women

Languages: Enter a language...

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

Connections: Add a connection type

Save This Audience

**Estimate Doesn't Include Facebook Stories**

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.



#### Estimated Daily Results

Reach	6,400 - 37,000
Link Clicks	160 - 970

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

# My Facebook Funnel

---

Next I follow up with my email leads via an automated email sequence ([click here for more info on email automation](#)) thanking them for signing up for my free mini course and provide them with a link to the course.

Then in 2 days I follow up with another email offering more value (i.e. another pillar blog post with a ton of free value). By this point the user is very warm, trusts you, is starting to build an “online relationship” with you, and should be very happy with all this free value you provided them. At this point I will email them my course bundle for sale with a time sensitive coupon to create a sense of urgency (this will be where you promote your product or service for sale that makes sense for this specific lead). In case they forgot my email, I will also retarget this list of emails via a “HOT LEADS” custom audience in another Facebook ad campaign promoting my course for sale. You can create this new custom audience of emails via the “Customer File” option while creating a new custom audience on Facebook.

Account: www.Coursenvy.com -- Justin ...

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	08/15/2015 11:49 AM	--
	08/14/2015 2:21 PM	--
	08/05/2015	--

# My Facebook Funnel

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All along the way I am split testing campaigns, one variable at a time, at all three levels (objective, ad set, and ad) to optimize for my key metrics (typically lowest cost per conversion).

I am also shutting off non-performing ads at each step of the funnel every 2-3 days (i.e. too expensive of ads, non-performing, etc.)

Once I find winning ads (using all the variables I tested), I will slowly scale up their budget **20-30% every 2-3 days** until I am at a daily budget I am comfortable spending. I am constantly testing ads to find more audiences and obtain cheaper results, but once you get a few of these winning ads, they truly can become EVERGREEN or lifelong ads for you!

# Who is Your Target Market?

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At every step of the funnel be LASER focused on who your target market is (not only in your ad set level targeting, but also in your ad copy)! We are converting cold traffic (they don't know you or your product) into warm traffic (they've clicked or engaged with your content) and then into SALES (a potential lifelong customer you can upsell and remarket to again and again -- and also create LOOKALIKE AUDIENCES of)!

# What is a Lookalike Audience?

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Facebook creates your Lookalike Audience by finding new people on Facebook who are similar to your existing audiences.

My best performing LOOKALIKE AUDIENCES are emails lists, Custom Audience website traffic, and Facebook page fans!

### Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. Learn more.

Source

Create New

Location



Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options

Cancel

Create Audience

Do you advertise for another business?  
If you advertise on behalf of another business, it can help you reach your target audience more effectively.  
• Streamlined terms of service acceptance  
• Access to the same Audience Manager features  
• Clearer representation of the business promoting the ad

Tell Us Whom You Advertise For  
Learn More

Create Audience

Name
<input type="checkbox"/> Lookalike (AU, CA and 3 others, 1%) - Coursenvy.com
<input type="checkbox"/> Lookalike (IN, 1%) - People who like Coursenvy.com
<input type="checkbox"/> name 75% or more Coursenvy
<input type="checkbox"/> 18-34 male -usa -like udey
<input type="checkbox"/> coursenvy.com/courses
<input type="checkbox"/> Instagram bio website
<input type="checkbox"/> udey pak
<input type="checkbox"/> Lookalike (PK, 1%) - People who like Coursenvy
<input type="checkbox"/> USA - FB
<input type="checkbox"/> FB marketing influencers JL
<input type="checkbox"/> Top Udey Countries - Small Business Demo
<input type="checkbox"/> Coursenvy.com

Name	Type	Size	Status	Date Created	Sharing
Lookalike (AU, CA and 3 others, 1%) - Coursenvy.com	Lookalike	360,000	Ready	05/01/2018 10:56 AM	--
Lookalike (IN, 1%) - People who like Coursenvy.com	Lookalike	Below 1000	Ready	04/27/2017 3:03 PM	--
name 75% or more Coursenvy	Lookalike	Below 1000	Ready	08/04/2016 2:29 PM	--
18-34 male -usa -like udey	Saved Audience	180,000	Ready	08/04/2016 2:24 PM	--
coursenvy.com/courses	Custom Audience Website	Below 1000	Ready	04/05/2016 7:05 PM	--
Instagram bio website	Custom Audience Website	Below 1000	Ready	12/04/2015 5:34 PM	--
udey pak	Saved Audience	180,000	Ready	11/19/2015 2:16 PM	--
Lookalike (PK, 1%) - People who like Coursenvy	Lookalike Page: Coursenvy	86,000	Ready	11/19/2015 1:48 PM	--
USA - FB	Saved Audience	47,000,000	Ready	08/17/2015 3:08 PM	--
FB marketing influencers JL	Saved Audience	120,000,000	Ready	08/15/2015 11:49 AM	--
Top Udey Countries - Small Business Demo	Saved Audience	520,000,000	Ready	08/14/2015 2:21 PM	--
Coursenvy.com	Custom Audience	4,500	Ready	08/05/2015	--

# Who is Your Target Market?

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Typically the narrower the audience on Facebook, the more expensive it is to target them, so start VERY broad at the top of the funnel. Split test targeting different DETAILED TARGETING (i.e. your competitors, demographics, etc.)

Justin Mark (1683166171...)

Ad Set Name US - 18+

Switch to Quick Creation

Campaign Objective

Ad Set

- Traffic
- Dynamic Creative
- Offer
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Media
- Links

**\*NOTE\***  
Facebook doesn't have ALL Facebook pages listed under Detailed Targeting. If your competitor isn't listed, no worries, just target BROAD and create your own audiences!

**Audience**  
Define who you want to see your ads. Learn more.

Create New Use a Saved Audience

Custom Audiences Add a previously created Custom or Lookalike Audience  
Exclude Create New

Everyone in this location

Locations United States  
United States  
Include Type to add more locations Browse

Age 18 - 65+

Gender All Men Women

Languages Enter a language...



INCLUDE people who match at least ONE of the following  
Add demographics, interests or behaviors Suggestions Browse

Detailed Targeting Exclude People  
 Expand interests when it may increase link clicks at a lower cost per link click.

Connections Add a connection type

Save This Audience

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size



Potential Reach: 230,000,000 people

Estimated Daily Results

Reach 6,400 - 37,000

Link Clicks 160 - 970

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

# Who is Your Target Market?

---

Just don't start too narrow at the top of the funnel... I'd rather you start as broad as targeting an entire country at the top of your funnel, then miss out on potential customers!

**Campaign**  
Objective

**Ad Set**  
Traffic  
Dynamic Creative  
Offer  
**Audience**  
Placements  
Budget & Schedule

**Ad**  
Identity  
Format  
Media  
Links

Close

I am only targeting the country.  
NO custom audiences.  
NO detailed targeting.

Perfect for the top of funnel ads or for products you are unsure of your target market.



### Audience

Define who you want to see your ads. Learn more.

**Create New** Use a Saved Audience

Custom Audiences

Exclude | Create New

Everyone in this location

United States  
United States  
Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Detailed Targeting Exclude People

Expand interests when it may increase link clicks at a lower cost per link click.

Connections Add a connection type

Save This Audience

#### Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

#### Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

#### Estimated Daily Results

Reach: 6,400 - 37,000

Link Clicks: 160 - 970

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



This is what I call BROAD!

# Who is Your Target Market?

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Your target market is another great area to split test to see WHO are your highest converters (i.e. sales)!

Take some time to sit down and describe your PERFECT customer in great detail. Ask yourself and write down... What is their age? Sex? Relationship status? Location? Hobbies? Job title? What organizations or groups they are a member of? What is their favorite TV show? What blogs do they read? What podcasts do they listen to? What Facebook pages do they like/follow? What stores do they shop at?

# Who is Your Target Market?

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Target each stage of the user (are they cold, warm, or returning customers?) directly with custom ad copy!

For example, in your warm audience retargeting ads you know info about the user (i.e. they navigated to your blog post), so you can mention that in your retargeting ad! Such as:

*“I hope you enjoyed my blog post on How to Sell on Amazon, but I wanted to take it one step further for you... I want to give YOU my Amazon FBA Mastery course for FREE!”*

# Where is Your Target Market?

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Another great area to split test in your Facebook ads is PLACEMENT.

Placement (under the AD SET level of your campaign creation) enables you to choose where your ads show up. Such as:

- Facebook News Feed
- Facebook Messenger
- Facebook Stories
- Instagram Feed
- Instagram Stories

www.Coursenvy.com -- J...

Ad Set Name US - 18+

Switch to Quick Creation

Campaign Objective

Ad Set Traffic, Dynamic Creative, Offer, Audience, Placements, Budget & Schedule

Ad Identity, Format, Media, Links

I typically use Automatic Placements as Facebook's algorithm and user data knowledge usually gets me the best return on ad spend.



### Placements

Show your ads to the right people in the right places.

**New! Automatic Placements for Instagram Stories**

Now you can reach people on Instagram Stories without updating your ad creative. When you select automatic placements, your ad will appear wherever it's eligible and will get the best results.

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

#### Device Types

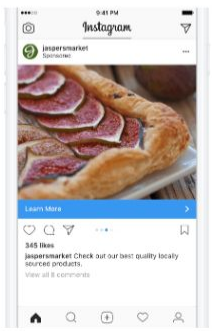
All Devices (Recommended)

#### Asset Customization

10 / 10 placements that support asset customization

#### Platforms

- Facebook
  - Feeds
  - Instant Articles
  - In-Stream Videos
  - Right Column
  - Suggested Videos
  - Marketplace
  - Stories
- Instagram
  - Feed
  - Stories



Instagram

### Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

### Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

### Estimated Daily Results

Reach: 27,000 - 170,000

Link Clicks: 510 - 3,200

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

# Follow the Rules

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Facebook has an EVER CHANGING set of ad policies, so to prevent your Facebook ad account from being suspended, make sure to read the updated Facebook Ad Policies every quarter:

[www.Facebook.com/policies/ads](https://www.facebook.com/policies/ads)