



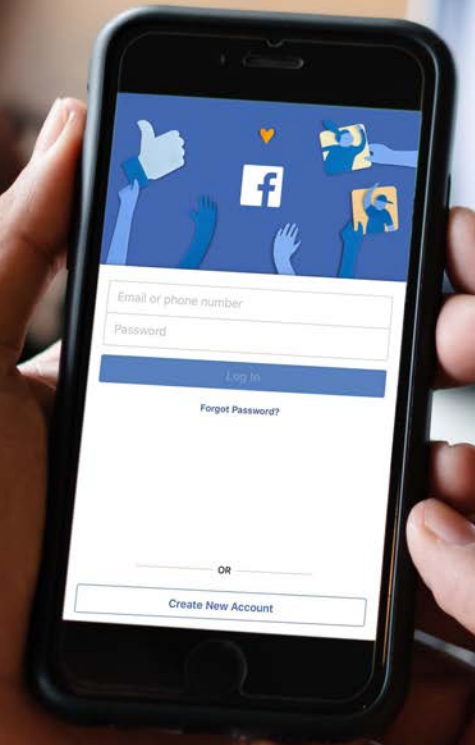
CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS



HELLO...

**WELCOME TO 30 DAYS TO
FACEBOOK & INSTAGRAM
PROFITS**



SEMINAR 2 WHAT WE'LL COVER...

1

LOOKALIKE AUDIENCES

2

PROSPECTING CAMPAIGNS –
INTEREST TARGETING ETC.

3

BIDDING OPTIONS
& BUDGETS

4

ADVANCED AD CREATION.

WHAT IS A FACEBOOK PIXEL?



IT'S A SMALL PIECE OF CODE WHICH IS ADDED TO YOUR WEBSITE. WITH THE PIXEL, YOU CAN BRING BACK VISITORS OR FIND NEW ONES.



IT'S AN ANALYTICS TOOL THAT ALLOWS YOU TO MEASURE THE EFFECTIVENESS OF YOUR ADVERTISING & UNDERSTAND CUSTOMER ACTIONS ON YOUR WEBSITE.



HOW YOU CAN USE YOUR PIXEL:

1

IT LET'S FACEBOOK MEASURE
YOUR CONVERSIONS.

- SUCH AS SALES OR LEADS. BY PLACING A PIXEL ONTO YOUR "THANK YOU" PAGES SO FACEBOOK KNOWS WHEN SOMEONE HAS CONVERTED.
- UNTIL THE PIXEL IS IN PLACE YOU CAN'T TELL FACEBOOK TO OPTIMISE YOUR CAMPAIGN FOR CONVERSIONS.
- YOU ALSO CAN'T MEASURE YOUR CONVERSIONS AND RESULTS...SO FACEBOOK CAN'T START LEARNING HOW TO GET THE MOST CONVERSIONS AT THE LOWEST PRICE.

HOW YOU CAN USE YOUR PIXEL:

2

IT LET'S YOU SERVE REMARKETING ADS TO PEOPLE WHO VISIT YOUR WEBSITE/PAGES.

- YOU CAN REMARKET TO PEOPLE WHO TOOK SPECIFIC ACTIONS, OR NO ACTION AT ALL.
- IF THE PIXEL IS ON YOUR SITE FACEBOOK KNOWS THE PEOPLE WHO HAVE VISITED, THEN ADDS THEM TO YOUR REMARKETING AUDIENCE.

3

IT LET'S YOU BUILD LOOKALIKE AUDIENCES.

- THIS HELPS YOU FIND PEOPLE WHO LOOK LIKE PEOPLE WHO TAKE SPECIFIC ACTIONS – E.G. SOMEONE WHO PURCHASED AN ITEM.

LOOKALIKE AUDIENCES. THE BASICS.



AUDIENCE SETUP

LOOKALIKE AUDIENCES SETUP STEP BY STEP.

1

UPLOAD LISTS TO CREATE
LOOKALIKE AUDIENCES OF YOUR
CUSTOMERS.

2

USE THE FACEBOOK PIXEL TO
MAKE LOOKALIKE AUDIENCES OF
YOUR CUSTOMERS.

3

SETUP YOUR LOOKALIKE
CAMPAIGNS

THERE ARE TWO WAYS TO SET UP LOOKALIKES ON FACEBOOK...

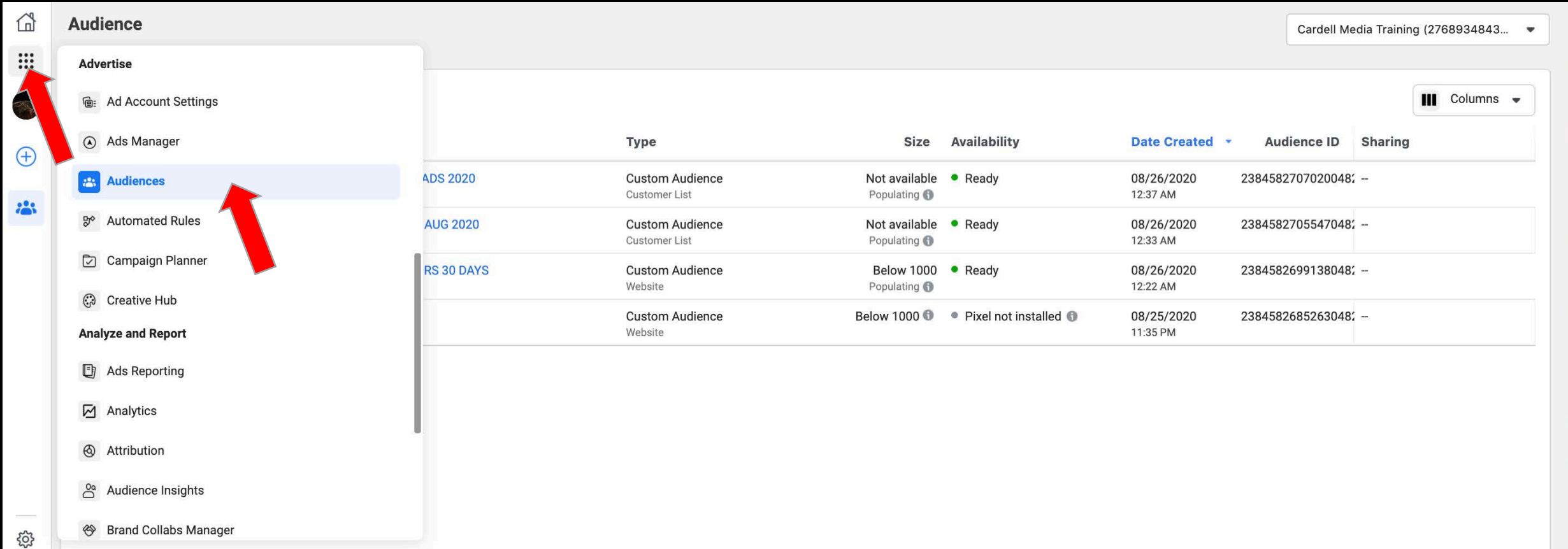
1

EMAIL LISTS.
UPLOAD CUSTOMERS/LEADS INTO
FACEBOOK AND CREATE
LOOKALIKE AUDIENCES FROM
THOSE LISTS.

2

BUILD LOOKALIKE AUDIENCES
FROM YOUR WEBSITE VISITORS
(PIXEL).

UPLOADING YOUR EMAIL LIST TO MAKE LOOKALIKES OF YOUR CUSTOMERS- STEP BY STEP.



The screenshot displays the Facebook Ads Manager interface. On the left sidebar, under the 'Advertise' section, the 'Audiences' option is highlighted. A red arrow points to the 9-dot menu icon in the Ads Manager sidebar, and another red arrow points to the 'Audiences' menu item. The main content area shows a table of existing audiences.

	Type	Size	Availability	Date Created	Audience ID	Sharing
ADS 2020	Custom Audience Customer List	Not available Populating ⓘ	● Ready	08/26/2020 12:37 AM	2384582707020048: --	
AUG 2020	Custom Audience Customer List	Not available Populating ⓘ	● Ready	08/26/2020 12:33 AM	2384582705547048: --	
RS 30 DAYS	Custom Audience Website	Below 1000 Populating ⓘ	● Ready	08/26/2020 12:22 AM	2384582699138048: --	
	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/25/2020 11:35 PM	2384582685263048: --	

CLICK THE 9 DOTS IN ADS MANAGER.
PRESS AUDIENCES.

PREPARING YOUR EMAIL LIST...

Audience Cardell Media Training (2768934843...)

Create Audience Columns

- Custom Audience** (highlighted with a red arrow)
- Lookalike Audience
- Special Ad Audience
- Saved Audience (highlighted with a red arrow)

Type
Availability
Source

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Audience ID	Sharing
<input type="checkbox"/>	AUGUST LEADS 2020	Custom Audience Customer List	Not available Populating ⓘ	● Ready	08/26/2020 12:37 AM	2384582707020048	--
<input type="checkbox"/>	EMAIL LIST AUG 2020	Custom Audience Customer List	Not available Populating ⓘ	● Ready	08/26/2020 12:33 AM	2384582705547048	--
<input type="checkbox"/>	WEB VISITORS 30 DAYS	Custom Audience Website	Below 1000 Populating ⓘ	● Ready	08/26/2020 12:22 AM	2384582699138048	--
<input type="checkbox"/>	180 DAYS	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/25/2020 11:35 PM	2384582685263048	--

CREATE AUDIENCE
CREATE CUSTOM AUDIENCE.

PREPARING YOUR EMAIL LIST...

The screenshot shows the Facebook Audience Manager interface. A modal window titled "Create a Custom Audience" is open, displaying various sources for creating an audience. Two red arrows point to "App activity" and "Offline activity". The "Website" source is selected and expanded, showing details: "Create an audience based on website visitors from your Facebook pixel. Tailor your audience based on events you want to focus on, such as purchases." Below this, under "Needs", it lists "Facebook pixel".

Use your sources

- Website
- App activity
- Customer list
- Offline activity

Use Facebook sources

- Video
- Instagram account
- Lead form
- Events
- Instant Experience
- Facebook Page
- Shopping
- Marketplace Listings

Website

Create an audience based on website visitors from your Facebook pixel. Tailor your audience based on events you want to focus on, such as purchases.

Needs

- Facebook pixel

Cancel

WEBSITE PIXEL REMARKETING
UPLOAD AN EMAIL LIST REMARKETING.

PREPARING YOUR EMAIL LIST...

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

- Status
- Type
- Availability
- Source

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier

Email Phone Number Mobile Advertiser ID Facebook App User ID
Facebook Page User ID First Name Last Name

Include more identifiers

City State/Province Country ZIP/Postal Code Date of Birth
Year of Birth Gender Age

Add value information to create a value-based lookalike

Customer Value

[Download List Template](#)
[See Formatting Guidelines](#)
[Import From Mailchimp](#)

[Learn More](#)

Back Next

PREPARING YOUR EMAIL LIST...

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Create an Audience From a Customer List

1 **Add Customer List** [Show Tips](#)

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

[Download List Template \(.csv\)](#)

Add a list in CSV or TXT format

Drag and drop your file here or [Upload File](#)

Copy and paste

2 **Name Your Audience**

Name your audience 50 [Add Description](#)

[Cancel](#) [Back](#) [Next](#)

YOUR NEW EMAIL LIST AUDIENCE COMPLETED...

Audience Cardell Media Training (2768934843...)

[Create Audience](#) Columns

Search by name or audience ID

All Audiences

Filter

- Status
- Type
- Availability
- Source

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Audience ID	Sharing
<input type="checkbox"/>	Lookalike (GB, 4%) - EMAIL LIST - NEW 2020	Lookalike Audience Custom Audience: EMAIL LI...	Below 1000 Populating ⓘ	● Ready	09/06/2020 5:49 PM	2384597336067048	--
<input type="checkbox"/>	EMAIL LIST - NEW 2020	Custom Audience Customer List	Not available ⓘ	● Ready Last edited 09/06/2020	09/06/2020 5:19 PM	2384597325875048	--
<input type="checkbox"/>	EMAIL LIST AUG 2020	Custom Audience Customer List	Below 1000 Small After Matching ⓘ	● Ready	08/28/2020 8:23 PM	2384585710747048	--
<input type="checkbox"/>	WEB VISITORS 30 DAYS	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/28/2020 8:13 PM	2384585706980048	--
<input type="checkbox"/>	WEB VISITORS 180 DAYS	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/28/2020 6:54 PM	2384585626293048	--

LOOKALIKE AUDIENCE SETUP FROM AN EMAIL LIST OR REMARKETING AUDIENCE.

The screenshot displays the Facebook Audience Manager interface. On the left, there is a sidebar with navigation icons and a 'Filter' section. The main area shows a table of audiences with columns for Name, Type, and Size. Two red arrows point to the 'EMAIL LIST - NEW 2020' and 'WEB VISITORS 30 DAYS' rows. On the right, a detailed view of the 'EMAIL LIST - NEW 2020' audience is shown, with a dropdown menu open over the 'Actions' button. The 'Create Lookalike' option is highlighted with a red arrow.

Name	Type	Size
<input type="checkbox"/> EMAIL LIST - NEW 2020	Custom Audience Customer List	Not available Populating ⓘ
<input type="checkbox"/> EMAIL LIST AUG 2020	Custom Audience Customer List	Below 1000 Small After Matching ⓘ
<input type="checkbox"/> WEB VISITORS 30 DAYS	Custom Audience Website	Below 1000 ⓘ
<input type="checkbox"/> WEB VISITORS 180 DAYS	Custom Audience Website	Below 1000 ⓘ

EMAIL LIST - NEW 2020

Summary Usage History

Audience Name
EMAIL LIST - NEW 2020

Size
Not available

Type
Custom Audience

Created
9/6/20, 5:19 PM

Last Updated
9/6/20, 5:19 PM

Actions

- Edit
- Create Ad
- Create Lookalike
- Share
- Delete

NAVIGATE TO AUDIENCES

CHOOSE EITHER EMAIL LIST OR WEBSITE PIXEL AUDIENCES

CLICK THE AUDIENCE AND CHOOSE CREATE LOOKALIKE IN THE DROPDOWN MENU.

LOOKALIKE AUDIENCE SETUP

The screenshot shows the 'Create a Lookalike Audience' dialog box in Facebook Audience Manager. The dialog is divided into three numbered steps, each with a red arrow pointing to a specific input field or control:

- Step 1: Select Your Lookalike Source** - A red arrow points to the text input field containing 'EMAIL LIST - NEW 2020'.
- Step 2: Select Audience Location** - A red arrow points to the dropdown menu showing 'United Kingdom' under the 'Countries > Europe' category.
- Step 3: Select Audience Size** - A red arrow points to the slider control, which is currently set to 4%.

At the bottom right of the dialog, a red arrow points to the 'Create Audience' button. The background shows the 'Audience' management interface with a sidebar containing filters like Status, Type, Availability, and Source.

Number of lookalike audiences 1

1.8M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences	Estimated reach
4% of GB - EMAIL LIST - NEW 2020	1,830,000 people

Cancel Create Audience

LOOKALIKE AUDIENCE SIZE.



THE MAIN AUDIENCES SIZES WE TEST ARE BETWEEN 1, 3 & 5%



IN THE UK, A 1% AUDIENCE MAY END UP BEING TOO SMALL.



IF YOU'RE TARGETING A VERY LOCAL AUDIENCE YOU'RE LIKELY TO NEED A LARGER LOOKALIKE %



YOU COULD TEST DIFFERENT AUDIENCE SIZES IN THE SAME AD SET:

- 1%
- 1-2% (BY USING A 2% AUDIENCE AND EXCLUDING 1%)
- 2-3% (BY USING A 3% AUDIENCE AND EXCLUDING 2%).

LOOKALIKE AUDIENCE SIZE.



YOU CHOOSE THE SIZE OF YOUR
LOOKALIKE AUDIENCE BY
DECIDING THE PERCENTAGE YOU
WANT THAT LOOKS MOST LIKE
YOUR CUSTOMERS.



IT'S A RANGE FROM 1-10%



1% IS THE MOST RELEVANT AND
SHOULD GET THE BEST
RESPONSE.



IT'S A PLAYOFF BETWEEN SIZE OF
AUDIENCE AND CONVERSION
RATES.



FOR YOUR FIRST LOOKALIKE, TEST
1%

LOOKALIKE AUDIENCE SETUP – HOW IT WILL LOOK.

Audience Cardell Media Training (2768934843...)

[Create Audience](#) Columns

Search by name or audience ID

All Audiences

Filter

- Status
- Type
- Availability
- Source

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Audience ID	Sharing
<input type="checkbox"/>	Lookalike (GB, 4%) - EMAIL LIST - NEW 2020	Lookalike Audience	Below 1000 Populating ⓘ	● Ready	09/06/2020 5:49 PM	2384597336067048	--
<input type="checkbox"/>	EMAIL LIST - NEW 2020	Custom Audience Customer List	Not available ⓘ	● Ready Last edited 09/06/2020	09/06/2020 5:19 PM	2384597325875048	--
<input type="checkbox"/>	EMAIL LIST AUG 2020	Custom Audience Customer List	Below 1000 Small After Matching ⓘ	● Ready	08/28/2020 8:23 PM	2384585710747048	--
<input type="checkbox"/>	WEB VISITORS 30 DAYS	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/28/2020 8:13 PM	2384585706980048	--
<input type="checkbox"/>	WEB VISITORS 180 DAYS	Custom Audience Website	Below 1000 ⓘ	● Pixel not installed ⓘ	08/28/2020 6:54 PM	2384585626293048	--

LOOKALIKE AUDIENCE AD SET SETUP...

The screenshot displays the Facebook Ads Manager interface for setting up a Lookalike Audience. The left sidebar shows a list of ad sets under the campaign 'NEW REMARKETING CAMPAIGN', with 'EMAIL LIST 4% LOOKALIKE' selected. The main area shows the configuration for this ad set, including the 'Audience' section where 'Lookalike Audience' is chosen. A search bar for existing audiences is visible, and a list of lookalike audiences is shown, with 'Lookalike (GB, 4%) - EMAIL LIST - NEW 2020' selected. The right sidebar provides details on audience definition, potential reach, and estimated daily results. A 'Publish' button is visible at the bottom right.

Ad Sets Cardell Media Training (27689...)

Search

NEW REMARKETING CAMPAIGN

EMAIL LIST 4% LOOKALIKE

GIF 1

Set an end date

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 49,000,000 people

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign across ad sets.

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

Search existing audiences

All Lookalike Audience Custom Audience

Name	Type
Lookalike (GB, 4%) - EMAIL LIST - NEW 2020	Lookalike
EMAIL LIST - NEW 2020	Customer List
EMAIL LIST AUG 2020	Customer List
WEB VISITORS 30 DAYS	Website
WEB VISITORS 180 DAYS	Website

Age: 21 - 51

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved Discard Draft Publish

LOOKALIKE AUDIENCE SETUP - VIDEO

Cardell Media Training (27689... [Switch to previous version](#)) Updated just now [Discard Drafts](#) [Review and Publish \(4\)](#)

Search Filters Add filters to narrow the data you are seeing. Lifetime: Aug 25, 2020 - Sep 6, 2020

Campaigns Ad Sets Ads

[+ Create](#) Duplicate Edit A/B Test Rules View Setup Columns: Performance Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	New Campaign	In Draft	Lowest cost	\$20.00 Daily	—	—	—	—	—	Ongoing
<input type="checkbox"/>					Purchase	—	—	Per Purchase		
						People	Total	Per Purchase	\$0.00 Total Spent	

Waiting for business.facebook.com...

LOOKALIKE AUDIENCE OPTIONS

CUSTOMER LOOKALIKES

ALL CUSTOMERS

HIGHEST VALUE CUSTOMERS

CUSTOMERS WHO BUY SPECIFIC
PRODUCTS

MOST RECENT CUSTOMERS (IF YOU
HAVE A LARGE LIST)

LEADS



**LOOKALIKE
AUDIENCE
OPTIONS**

WEBSITE VISITOR LOOKALIKES

BUYERS

LEADS

SHOPPING CART VISITORS

TOP 25% ON WEBSITE

ALL OF THE ABOVE 7, 30 & 180 DAYS.



INTEREST TARGETING AUDIENCES

THE BASICS.



AUDIENCE SETUP

WHAT IS INTEREST TARGETING?

1

FIND PEOPLE BASED ON THEIR INTERESTS, HOBBIES AND OR WHERE THEY SPEND TIME- BUILD A PICTURE OF THE TARGET AUDIENCE.

2

YOU CAN ALSO ADD IN THEIR BEHAVIOUR;
HOW DO THEY SPEND?
DID THEY SPEND RECENTLY?
THEIR INCOME LEVEL,
THEIR JOB TITLE,
THEIR DEVICES ETC.

 WordStream



ALL OF
FACEBOOK'S
AD TARGETING OPTIONS
IN ONE EPIC INFOGRAPHIC

With more than 1 billion daily active users, Facebook offers up mind-blowing ad targeting options you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviors, and more, you can get as creative as you need to in order to reach your target market on Facebook.

INTEREST CATEGORIES:

DEMOGRAPHICS



LOCATION

- Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location



GENDER

- All
- Men
- Women



AGE

Select the minimum and maximum age of the people who will find your ad relevant.

13 65



LANGUAGE

Leave this blank unless the audience you are targeting uses a language that is not common to the location you have chosen.



INCOME

Household income:

- Top 25-50% of ZIP codes (U.S.)
- Top 10-25% of ZIP codes (U.S.)
- Top 10% of ZIP codes (U.S.)
- Top 5% of ZIP codes (U.S.)



RELATIONSHIP STATUS

- Civil Union
- Married
- Complicated
- Open Relationship
- Divorced
- Separated
- Domestic Partnership
- Single
- Engaged
- Unspecified
- In a Relationship
- Widowed

INTEREST CATEGORIES:



EDUCATION

✓ Education level:

- ▶ Associate degree
- ▶ College grad
- ▶ Doctorate degree
- ▶ High school grad
- ▶ In college
- ▶ In grad school
- ▶ In high school
- ▶ Master's degree
- ▶ Professional degree
- ▶ Some college
- ▶ Some grad school
- ▶ Some high school
- ▶ Unspecified

- ✓ Fields of study
- ✓ Schools
- ✓ Undergrad years



PARENTS

- ✓ All parents
- ✓ New parents (0-12 months)
- ✓ Parents With Toddlers (1-2 years)
- ✓ Parents With Preschoolers (3-5 years)
- ✓ Parents With Early School-age Children (6-8 years)
- ✓ Parents with Preteens (8-12 years)
- ✓ Parents with Teenagers (13-18 years)
- ✓ Parents with Adult Children (18-26 years)



POLITICS (U.S.)

- ✓ Liberal
- ✓ Very Liberal
- ✓ Moderate
- ✓ Conservative
- ✓ Very Conservative
- ✓ Likely to engage in politics: liberal, moderate, conservative



WORK

- ✓ Employers
- ✓ Job Titles
- ✓ Industries:

- ▶ Production
- ▶ Arts, Entertainment, Sports, and Media
- ▶ IT and Technical Services
- ▶ Installation and Repair Services
- ▶ Administrative Services
- ▶ Computation and Mathematics
- ▶ Education and Libraries
- ▶ Cleaning and Maintenance Services
- ▶ Farming, Fishing, and Forestry
- ▶ Veterans (U.S.)
- ▶ Construction and Extraction
- ▶ Sales
- ▶ Life, Physical, and Social Sciences
- ▶ Architecture and Engineering
- ▶ Business and Finance
- ▶ Legal Services
- ▶ Transportation and Moving
- ▶ Management
- ▶ Food and Restaurants
- ▶ Government Employees (Global)
- ▶ Healthcare and Medical Services
- ▶ Community and Social Services
- ▶ Military (Global)
- ▶ Protective Services



LIFE EVENTS

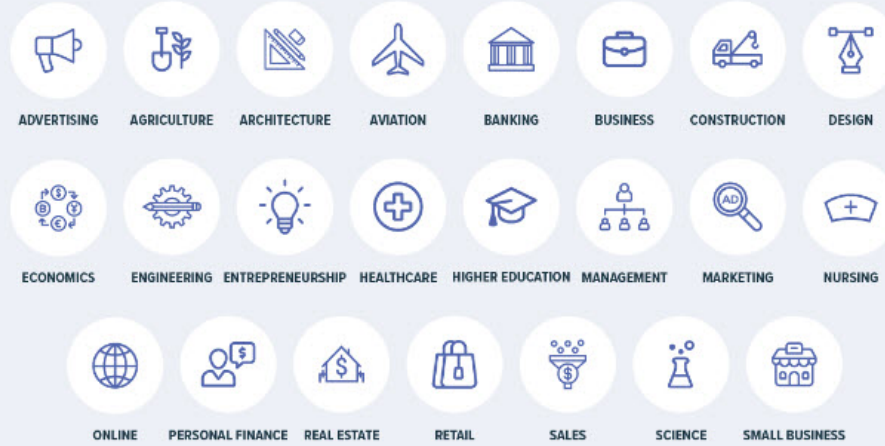
- ✓ Anniversary
 - ▶ Within 30 days
 - ▶ Within 31-60 days
- ✓ Friends of...
- ✓ New job
- ✓ New relationship
- ✓ Long distance relationship
- ✓ Birthday
 - ▶ Birthday month
 - ▶ Upcoming birthday (w/i one week)
- ✓ Away from family
- ✓ Away from hometown
- ✓ Recently moved

INTEREST CATEGORIES:

INTERESTS

Reach specific audiences by looking at their interests, activities, the pages they liked, and closely related topics. Combine interests to expand your ad's reach.

BUSINESS & INDUSTRY



ENTERTAINMENT

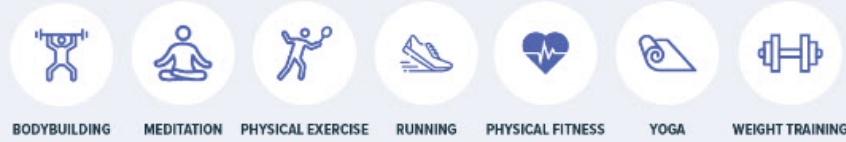


FAMILY & RELATIONSHIPS



INTEREST CATEGORIES:

FITNESS & WELLNESS



FOOD & DRINK



HOBBIES & ACTIVITIES



SHOPPING & FASHION



SPORTS & OUTDOORS



INTEREST CATEGORIES:

TECHNOLOGY



COMPUTERS



CONSUMER ELECTRONICS

PAGE LIKES



Type in a page name, e.g., "Coca Cola" 

BEHAVIORS

Reach people based on purchase behaviors or intent, device usage, and more. Some behavior data is available for U.S. audiences only.



MOBILE DEVICE USER

- ✓ All mobile devices by brand
- ✓ All mobile devices by operating system
- ✓ Android: 360 degree media not supported
- ✓ Android: 360 degree media supported
- ✓ Facebook access (mobile): all devices
- ✓ Facebook access (mobile): feature phones
- ✓ Facebook access (mobile): smartphones & tablets
- ✓ Facebook access (mobile): tablets
- ✓ Network connection
- ✓ New smartphone & tablet users
- ✓ Owns: OnePlus
- ✓ Mobile device use time



ANNIVERSARY

- ✓ Anniversary within 61-90 days



CONSUMER CLASSIFICATION

- ✓ People who prefer mid- and high-value goods
- ✓ People who prefer high-value goods

INTEREST CATEGORIES:



DIGITAL ACTIVITES

- ✓ Operating system used
- ✓ Canvas gaming
- ✓ Console gamers
- ✓ Facebook Payments users (30 days)
- ✓ Facebook Payments users (90 days)
- ✓ Facebook Payments users (higher than average spend)
- ✓ Facebook access: older devices and OS
- ✓ Facebook page admins
- ✓ Primary email domain
- ✓ Small business owners
- ✓ Technology early adopters



MULTICULTURAL AFFINITY

- ✓ African Americans (U.S. - All)
- ✓ Asian Americans (U.S. - All)
- ✓ Hispanics (U.S. - All)
- ✓ Hispanics (U.S. - Bilingual)
- ✓ Hispanics (U.S. - English Dominant)
- ✓ Hispanics (U.S. - Spanish Dominant)



TRAVEL



EXPATS



INTERESTED IN UPCOMING EVENTS



MARKETING API DEVELOPERS (LAST 90 DAYS)



PURCHASE BEHAVIOR

- ✓ Engaged shoppers



SOCCER

- ✓ Friends of soccer fans
- ✓ Soccer fans (high content engagement)
- ✓ Soccer fans (moderate content engagement)

INTEREST CATEGORIES:



TRAVEL

- ✓ Commuters
- ✓ Frequent travelers
- ✓ Frequent international travelers
- ✓ Returned from travel 1 week ago
- ✓ Returned from travel 2 weeks ago

- ✓ Soccer fans (high content engagement)
- ✓ Soccer fans (moderate content engagement)

CONNECTIONS

Reach people who have a specific kind of connection to your page, app, or event. This narrows the audience to include only people with that specific connection who also meet the other targeting categories you select.



FACEBOOK PAGES

- ✓ People who like your page
- ✓ Friends of people who like your page
- ✓ Exclude people who like your page



APPS

- ✓ People who used your app
- ✓ Friends of people who used your app
- ✓ Exclude people who used your app



EVENTS

- ✓ People who responded to your event
- ✓ Exclude people who already responded to your event

INTEREST AUDIENCE SETUP VIDEO – B2B EXAMPLE

The screenshot displays the Facebook Ads Manager interface for a campaign named "NEW PROSPECTING CAMPAIGN". The "Ad Sets" column on the left shows "INTEREST TARGET B2B" as the selected ad set. The main panel shows the configuration for this ad set, including the "Audience" section where "United States" is selected under "Locations". The "Age" range is set to 21-51, and "Gender" is set to "All genders". The "Audience Definition" section indicates a "Potential Reach" of 150,000,000 people, with a gauge showing the selection is "fairly broad". The "Estimated Daily Results" section notes that results are not available due to the budget optimization. At the bottom, there is a "Publish" button and a "Discard Draft" button.

Ad Sets Cardell Media Training (27689...)

Search Filters + Add

+ Create Duplicate Edit

Ad Set Name

INTEREST TARGET B2B

Results from 1 ad set

NEW PROSPECTING CAMPAIGN

INTEREST TARGET B2B

GIF 1

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

21 51

Gender

All genders

Detailed Targeting

Include people who match

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 150,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved Discard Draft Publish

INTEREST AUDIENCE SETUP VIDEO – E-COMMERCE EXAMPLE

The screenshot displays the Facebook Ads Manager interface for setting up an interest audience. The left sidebar shows the 'Ad Sets' section for 'Cardell Media Training (27689...)', with 'INTEREST TARGET DRESS' selected. The main content area shows the campaign 'NEW PROSPECTING CAMPAIGN' and the ad set 'INTEREST TARGET DRESS' with one ad, 'GIF 1'. The right-hand panel is the 'Audience' configuration screen, which is currently 'Campaign Off'.

Audience Configuration:

- Audience:** Create New Audience (selected) | Use Saved Audience
- Custom Audiences:** Search existing audiences | Exclude
- Locations:** People living in or recently in this location
 - United States
 - United States (selected)
 - Include | Search Locations | Browse
- Age:** 21 | 51
- Gender:** All genders
- Detailed Targeting:** Include people who match

Audience Definition: A gauge indicates the audience selection is 'fairly broad'. Potential Reach: 150,000,000 people. Note: Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results: Based on 7-day click and 1-day view conversion window. Note: Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Buttons: Close | All edits saved | Discard Draft | Publish

INTEREST AUDIENCE SETUP

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

- Status
- Type
- Availability
- Source

Cardell Medi

ated	Audience ID	S
20	2384585710747048	—
20	2384585706980048	—
20	2384585626293048	—

Create a Saved Audience

Audience Name: SHOPPING INTERESTS

Custom Audiences: Add a previously created Custom or Lookalike Audience


Exclude | Create New

Locations: People living in or recently in this location

United States

United States

Include | Type to add more locations | Browse



Drop Pin

Add Locations in Bulk

Age: 21 - 60

Gender: All | Men | Women

Cancel | Create Saved Audience

INTEREST AUDIENCE SETUP

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

Status WEB

Type WEB

Availability WEB

Source WEB

Create a Saved Audience

Detailed Targeting **Include people who match**

Demographics > Work > Job Titles

Costume designer

Interests > Additional Interests

Fashion & Dresses

Kurt Geiger

Interests > Shopping and fashion > Shopping

Online shopping

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

and must also match

Behaviors > Purchase behavior

Engaged Shoppers

Demographics > Financial > Income

Household income: top 5% of ZIP codes (US)

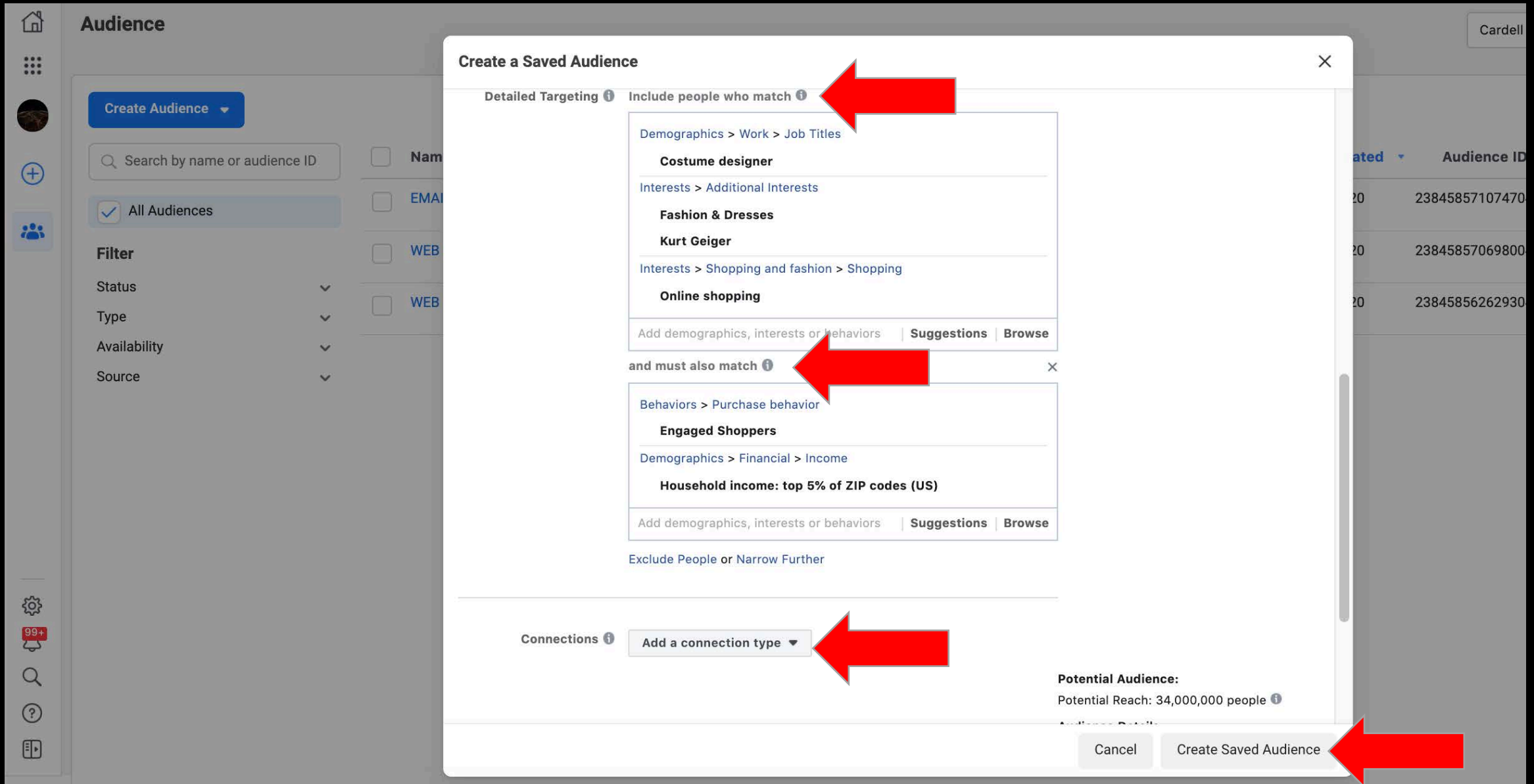
Add demographics, interests or behaviors | **Suggestions** | Browse

Exclude People or Narrow Further

Connections Add a connection type

Potential Audience:
Potential Reach: 34,000,000 people

Cancel Create Saved Audience



INTEREST AUDIENCE SETUP

Ad Sets Cardell Media Training (27689...)

Search Filters + Add

+ Create Duplicate Edit

Ad Set Name

ALL WEBSITE VISITORS 180 DAYS

Results from 1 ad set

NEW REMARKETING CAMPAIGN

ALL WEBSITE VISITORS 180 DAYS

GIF 1

NEW REMARKETING CAMPAIGN > ALL WEBSITE VISITORS 180 DAYS > 1 Ad Campaign Off

Edit Review

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

INCLUDE people who are in at least ONE of the following

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Search existing audiences

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

21 51

Gender

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 150,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved Discard Draft Publish

INTEREST AUDIENCE SETUP

The screenshot displays the Facebook Ads Manager interface for setting up an interest audience. The left sidebar shows the 'Ad Sets' section for 'Cardell Media Training (27689...)', with the 'ALL WEBSITE VISITORS 180 DAYS' ad set selected. The main content area shows the campaign 'NEW REMARKETING CAMPAIGN' and the audience configuration for 'ALL WEBSITE VISITORS 180 DAYS'. The configuration includes:

- All genders**
- Detailed Targeting**: 'Include people who match' with 'Interests > Additional Interests' (Shopping) selected. A red arrow points to this selection.
- and must also match**: 'Behaviors > Purchase behavior' (Engaged Shoppers) selected. A red arrow points to this selection.
- Exclude** and **Narrow Further** options. A red arrow points to the 'Narrow Further' option.
- Detailed Targeting Expansion**: 'Reach people beyond your detailed targeting selections when it's likely to improve performance.' is checked.
- Languages**: 'All languages'.
- Show More Options** dropdown.
- Save This Audience** button. A red arrow points to this button.

On the right, the **Audience Definition** section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential Reach: 50,000,000 people'. The **Estimated Daily Results** section notes that results are not available for this campaign due to budget optimization.

At the bottom, a disclaimer states: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.' The bottom navigation bar includes 'Close', 'All edits saved', 'Discard Draft', and 'Publish' buttons.

BIDDING OPTIONS & BUDGETS.

THE BASICS.



ACCOUNT SETUP

BIDDING & BUDGET SETUP

The screenshot displays the Facebook Ads Manager interface during the 'New Campaign' setup phase. The left sidebar shows the 'Campaigns' section for 'Cardell Media Training (27689...)' with a search bar, filters, and a list of campaigns. The 'New Campaign' is selected, and the 'Campaign Name' field is visible. The main content area shows the 'New Campaign' hierarchy: 'New Campaign' > 'New Ad Set' > 'New Ad'. The right-hand panel provides detailed configuration options:

- A/B Test:** A section explaining that A/B testing allows comparing different strategies. A notification states: "A/B test creation has changed. Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original." A "Get Started" button is present.
- Campaign Budget Optimization:** A toggle switch is turned "On". A red arrow points to this toggle.
- Campaign Budget:** The budget is set to "Daily Budget" for "\$100.00 USD". A red arrow points to the budget field.
- Campaign Bid Strategy:** The strategy is set to "Lowest cost". A "Show More Options" link is available.

BIDDING & BUDGET SETUP

The screenshot displays the Facebook Ads Manager interface for a new campaign. The left sidebar shows the 'Campaigns' section for 'Cardell Media Training (27689...)' with a search bar, filters, and a list of campaigns. The 'New Campaign' is selected. The main area shows the 'New Campaign' setup page with a breadcrumb trail: 'New Campaign > 1 Ad Set > 1 Ad'. The 'A/B Test' section is active, with a notification that 'A/B test creation has changed'. Below this, the bidding strategy options are listed: 'Lowest cost' (selected), 'Cost cap', 'Bid cap', 'Minimum ROAS', and 'Target cost'. A red arrow points to the 'Lowest cost' option. The 'Ad Scheduling' section is set to 'Run ads all the time'.

Campaigns Cardell Media Training (27689...)

Search Filters + Add

+ Create Duplicate Edit

Campaign Name	Toggle
New Campaign	<input checked="" type="checkbox"/>
NEW REMARKETING CAMPAIGN	<input type="checkbox"/>

> Results from 2 campaigns

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results.

[Learn More](#)

A/B test creation has changed

Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original.

[Get Started](#)

Lowest cost
Get the most results for your budget

Cost cap
Control your costs while getting the most volume of results for your budget

Bid cap
Control your bid in each auction

Minimum ROAS
Control your ROAS while getting the most purchase value for your budget

Target cost
Get a consistent cost per result

Lowest cost

[Hide Options](#)

Ad Scheduling

Run ads all the time

BIDDING & BUDGET SETUP

The screenshot displays the Facebook Ads Manager interface for a new campaign. The left sidebar shows the 'Ad Sets' section with a table listing 'New Ad Set'. The main content area is titled 'New Campaign > New Ad Set > 1 Ad' and is currently in 'Draft' status. It features three main sections: 'Manual Placements', 'Optimization & Delivery', and 'Audience Definition'. The 'Manual Placements' section is selected, showing options for 'Manual Placements' and 'Cost Control (optional)'. The 'Cost Control' section is set to '\$1.00 USD' and includes a warning message: 'This Ad Set May Not Reach Anyone' with a red arrow pointing to it. The 'Optimization & Delivery' section shows 'Optimization for Ad Delivery' set to 'Conversions' and three bidding strategies: 'Cost cap' (selected), 'Bid cap', and 'Target cost'. The 'Audience Definition' section shows a 'Potential Reach' of 45,000,000 people and an 'Estimated Daily Results' section with a reach of '< 10'. A red arrow points to the warning message in the 'Cost Control' section.

Manual Placements
Facebook's delivery system will allocate your ad sets budget across multiple placements based on where they're likely to perform best.

Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery
Optimization for Ad Delivery
Conversions

Cost Control (optional)
\$1.00 USD
Facebook will aim to get the most conversions and for the average cost to be no more than \$1.00 using the cost cap bid strategy.

Cost cap
Best for getting the most volume

Bid cap
Best for controlling bids in the auction

Target cost
Best for getting consistent costs

[Hide Additional Bid Strategies](#)

[Show More Options](#)

Audience Definition
Your audience selection is fairly broad.

Potential Reach: 45,000,000 people
Your criteria is currently set to allow detailed targeting expansion.

This Ad Set May Not Reach Anyone
Because the cost cap you entered may be too low, we expect you won't reach anyone in your target audience at any conversions. Increase your cost cap to get more results.
[Increase cost cap](#)

Estimated Daily Results
Based on 7-day click and 1-day view conversion window

The **cost cap** you entered limits the number of results you're likely to get. [Learn More](#)

Reach
< 10

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

**ADVANCED
AD CREATION.**
THE MESSAGE MATTERS.

A close-up photograph of a bartender's hands pouring a vibrant red cocktail from a silver shaker into a coupe glass. The bartender is wearing a blue shirt with a colorful floral pattern. The background is dark and out of focus.

**MISSING THOSE
COCKTAIL NIGHTS?**

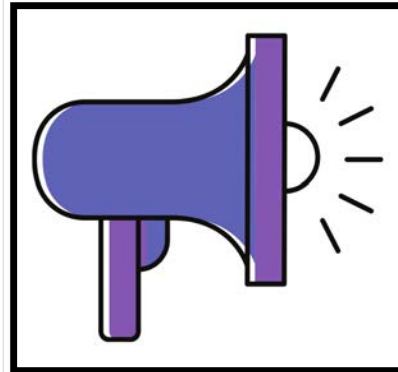
AD DESIGN

WHAT TO THINK ABOUT



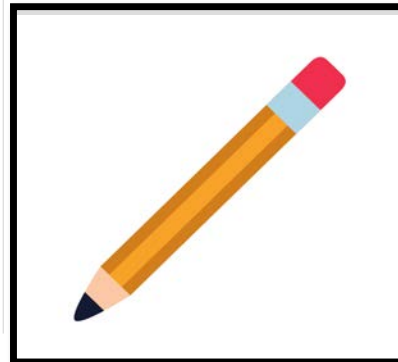
WHO ARE YOUR BUYERS?

- DID YOU SOLVE THEIR PROBLEM?



YOUR MESSAGE

- IT'S ESSENTIAL TO CAPTURE YOUR AUDIENCE WITH THE RIGHT MESSAGE.



HOW DID YOU SHOW UP?

- ARE YOUR DESIGNS AND LAYOUT SUITABLE FOR YOUR AUDIENCE?

AD DESIGN SETUP – STEP BY STEP.

6 MAIN STEPS:

AD DESIGN

ADD YOUR IMAGES/VIDEO

PRIMARY TEXT

WHAT DO YOU WANT TO SAY ABOUT YOUR AD?

HEADLINE TEXT

WRITE A CATCHY HEADLINE FOR YOUR ADS

DESCRIPTION TEXT

NOT ESSENTIAL...GIVE EXTRA INFO

WEB ADDRESS

ADD YOUR LANDING PAGE URL

CALL TO ACTION BUTTON

PICK THE MOST RELEVANT.

The screenshot shows the Facebook Ad Manager interface for a campaign named 'REMARKETING' with a budget of '180 DAYS' and a 'GIF' asset. The 'Edit Placement' section is active, showing a 'Select a placement to edit' dropdown. The 'Primary Text' field contains 'WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?'. The 'Headline - Optional' field contains 'WRITE A CATCHY HEADLINE.'. The 'Description - Optional' field contains 'Include additional details'. The 'Destination' is set to 'Website'. The 'Website URL' is 'http://WWW.WHARTONGO.LDSMITH.COM/'. The 'Display Link - Optional' is 'WHARTONGOLDSMITH.COM'. The 'Call to Action' button is 'SHOP NOW'. The '15 Placements' section shows 'Facebook Feeds' and 'Feeds' as available placement options. The 'Feeds' section shows a preview of the ad on a mobile device, featuring a watch image and the text 'WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?'. The 'Stories' and 'In-Stream' sections also show preview thumbnails. The 'Publish' button is visible at the bottom right.

AD DESIGN SETUP – STEP BY STEP.

6 MAIN STEPS:

STEP 1- AD DESIGN- MOST IMPORTANT ASPECT.

ADD YOUR IMAGES/VIDEO

CHOOSE THE TYPE OF DESIGN YOU THINK SUITS YOUR CUSTOMERS/BUSINESS THE MOST. ADD/CREATE USING THESE BUTTONS.

THINK ABOUT COLOUR, SCROLL STOPPING DESIGNS & GETTING THE MESSAGE ACROSS IN THE FIRST FEW SECONDS/IN THE IMAGE.

TESTIMONIALS & REAL LIFE IMAGES/DESIGNS/PEOPLE TEND TO WORK WELL FOR SOME BUSINESSES.

NO MORE THAN 20% TEXT ALLOWED. USE TOOL:

PREVIEW YOUR AD...

The screenshot shows the Facebook Ad Creative setup interface. On the left, the 'Ad Creative' section includes instructions: 'Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More'. Below this are 'Media' options: 'Select Images', 'Select Videos', 'Create Slideshow', and 'Create Video'. A video preview is shown with a duration of 0:07 and resolution of 1080 x 1080, with an 'Edit Video' button. A toggle for 'Optimize Creative For Each Person' is also visible. The 'Primary Text' section contains the ad copy: 'FLASH SALE! 30-40% off Breitling & Raymond Weil watches! Finance is now available on watches & Georg Jensen jewellery too! Grab yours while stocks last...'. On the right, the 'Preview' section shows the ad as it will appear on a mobile device. It features a 'Wharton Goldsmith' sponsored post with a watch image and a 'SHOP NOW' button. The preview also shows '14 Placements' and 'Feeds' where the ad will be displayed. Red arrows point from the text on the left to the 'Create Video' button, the video preview, and the 'Optimize Creative For Each Person' toggle. Another red arrow points from the 'PREVIEW YOUR AD...' text to the preview section.

WWW.FACEBOOK.COM/ADS/TOOLS/TEXT_OVERLAY

AD DESIGN & TEXT – STEP BY STEP.

6 MAIN STEPS:

STEP 2- PRIMARY TEXT

WHAT DO YOU WANT TO SAY ABOUT YOUR AD?

WRITE A CATCHY HEADLINE FOR YOUR ADS – GET THE MESSAGE ACROSS EARLY ON TO ATTRACT THE RIGHT PEOPLE.

THIS HAS TO BE IN LINE WITH FACEBOOKS POLICIES

DID YOU CONSIDER ADDING TESTIMONIALS AT THE END OR A URL? TEST LONG & SHORT FORM TEXT

CONSIDER USING RELEVANT EMOJI'S TO DRAW ATTENTION



Wharton Goldsmith

Sponsored · 🌐



🔥🕒 FLASH SALE! 30-40% off Breitling & Raymond Weil watches!
Finance is now available on watches & Georg Jensen jewellery too! Grab yours while stocks last...

<https://www.whartongoldsmith.com/breitling-watch-collections-i138>



WHARTON
SINCE 1947

WHARTONGOLDSMITH.COM

🔥 SALE 30-40% OFF- Finance Available.

SHOP NOW

AD DESIGN & TEXT – STEP BY STEP.

6 MAIN STEPS:

STEP 3- HEADLINE TEXT

WRITE A CATCHY HEADLINE

YOU CAN REPLICATE THE MAIN FOCUS "SALE 30-40%"

YOU CAN ADD PRICES HERE, OR ANOTHER WAY OF CATCHING THE EYE OF YOUR VISITORS.

LIMITED TEXT SO GET THE MESSAGE ACROSS IN A FEW WORDS- SIZE CHANGES ON DIFFERENT PLATFORMS- MAKE IT VISIBLE.

CONSIDER USING EMOJI'S TO DRAW ATTENTION.



Wharton Goldsmith

Sponsored · 🌐



🔥🕒 FLASH SALE! 30-40% off Breitling & Raymond Weil watches!
Finance is now available on watches & Georg Jensen jewellery too! Grab yours while stocks last...

<https://www.whartongoldsmith.com/breitling-watch-collections-i138>



WHARTON
SINCE 1947

WHARTONGOLDSMITH.COM

🔥 SALE 30-40% OFF- Finance Available.

SHOP NOW

AD DESIGN & TEXT – STEP BY STEP.

6 MAIN STEPS:

STEP 4- DESCRIPTION TEXT EXTRA INFO?

A SMALL SPACE TO ADD MORE
INFO IF YOU WISH.

FOCUS ON ASPECTS THAT
STRENGTHEN TRUST/THE
BUSINESS/FACTS/ANYTHING THEY
WOULD BENEFIT FROM
KNOWING.

IT'S NOT VISIABLE ON ALL
PLATFORMS, IT'S ALSO NOT
ESSENTIAL.



The Urban Dog Dog Daycare
Sponsored (demo) · 🌐

🐕 Daycare For Your Dog...
Drop your dog off for a full day of fun, frolicking and a little schooling tossed in for good measure. Your dog's home away from home in Edmonton.
Get in touch today to set up your doggy daycare! ... [See More](#)

EDMONTON'S FAVOURITE DOG DAYCARE
& BOARDING FACILITY

[CONTACT US >](#)

THEURBANDOG.CA

🐕 **Daycare For Your Dog | Edmonton.** [Learn More](#)
Highly-rated & trusted doggie daycare in the heart of Edmonton.

The ad features a Corgi dog sitting on a sidewalk. The text is overlaid on the image. A blue button with a white arrow points to the right. The ad is sponsored and includes a 'See More' link. The bottom of the ad has the website URL, a dog icon, the ad title, a 'Learn More' button, and a short description.

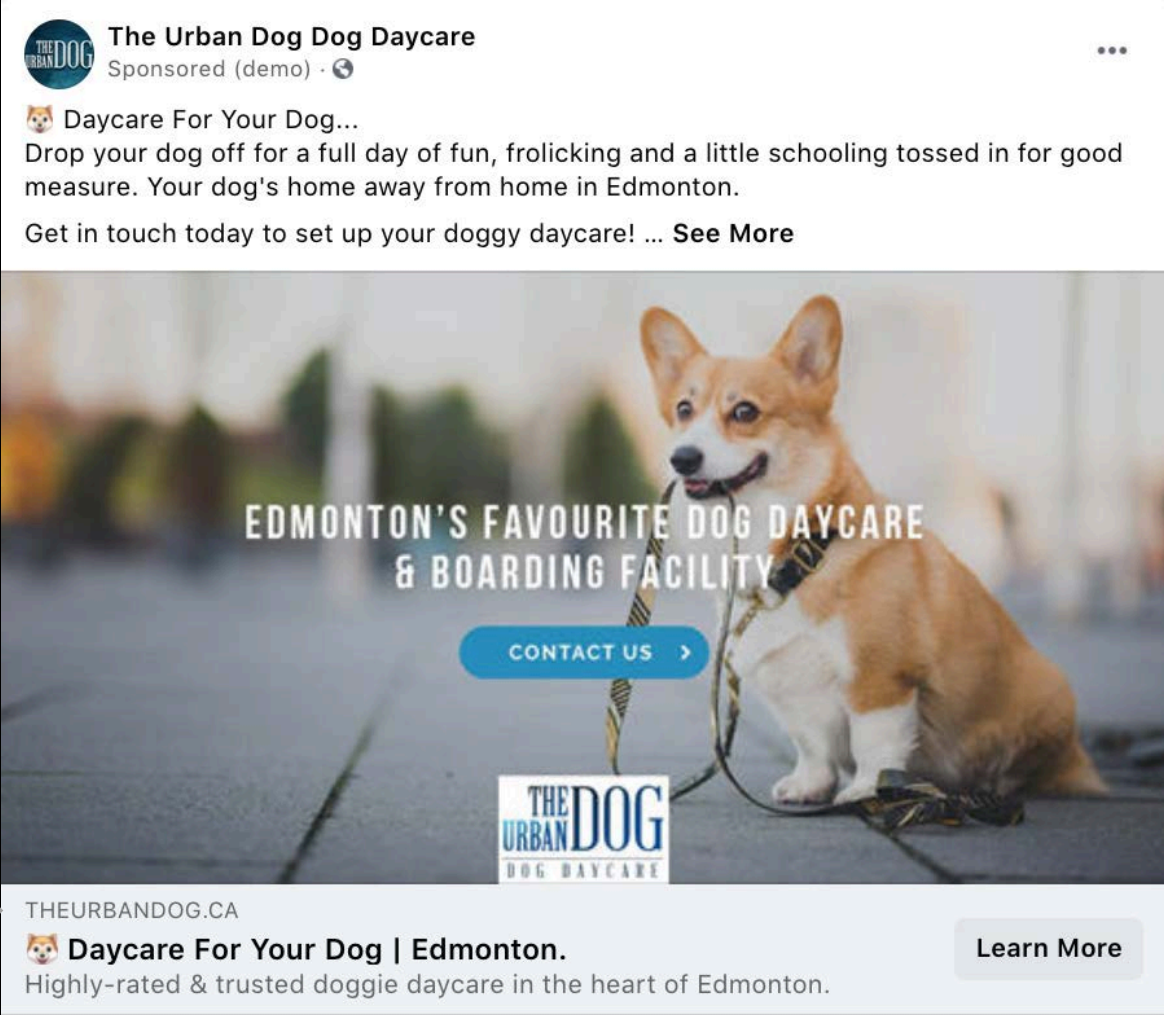
AD DESIGN & TEXT – STEP BY STEP.

6 MAIN STEPS:

STEP 5- WEB ADDRESS.

ADD YOUR LANDING PAGE URL.

THIS HAS TO COMPLY WITH
FACEBOOKS POILICY RULES TOO.



The Urban Dog Dog Daycare
Sponsored (demo) · 🌐

🐕 Daycare For Your Dog...
Drop your dog off for a full day of fun, frolicking and a little schooling tossed in for good measure. Your dog's home away from home in Edmonton.
Get in touch today to set up your doggy daycare! ... [See More](#)

EDMONTON'S FAVOURITE DOG DAYCARE
& BOARDING FACILITY

[CONTACT US >](#)

THE URBAN DOG
DOG DAYCARE

THEURBANDOG.CA

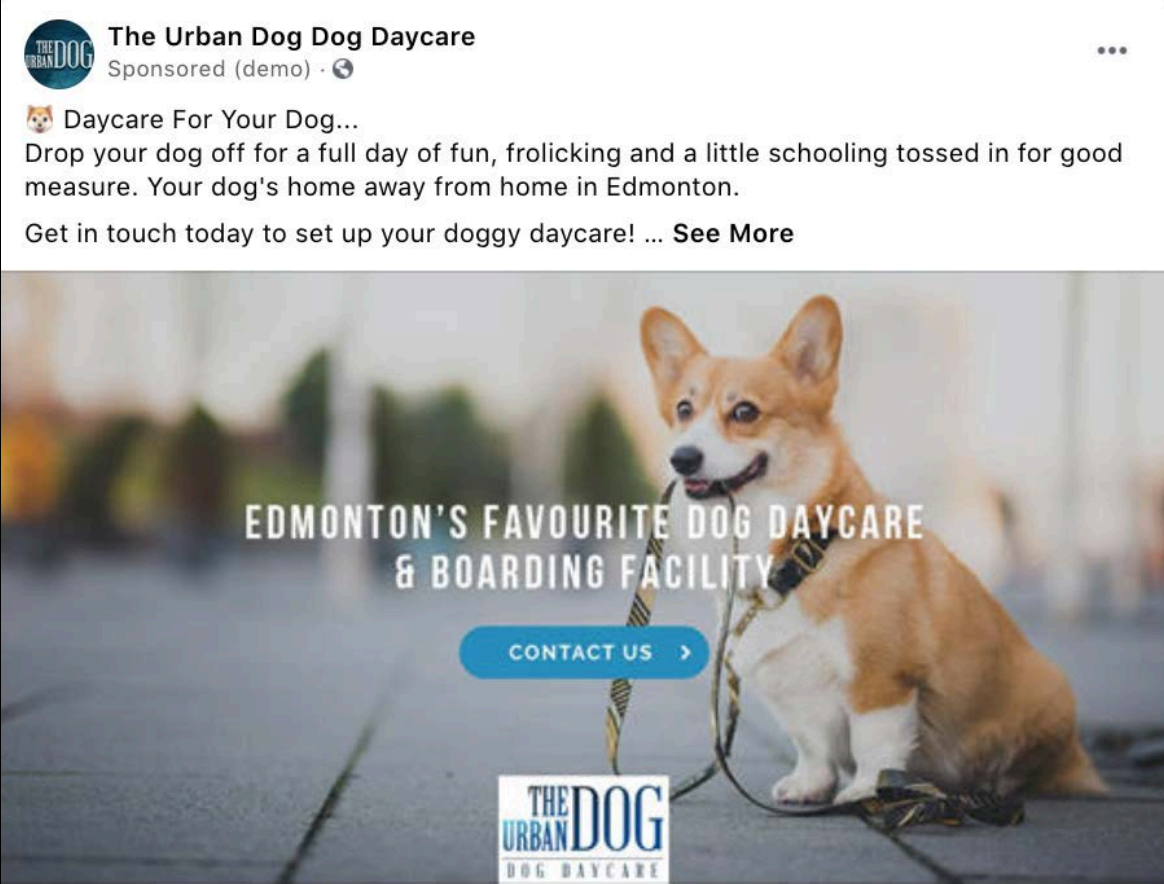
🐕 **Daycare For Your Dog | Edmonton.** [Learn More](#)
Highly-rated & trusted doggie daycare in the heart of Edmonton.

AD DESIGN & TEXT – STEP BY STEP.

6 MAIN STEPS:

STEP 6- CALL TO ACTION.

CHOOSE THE BUTTON THAT IS MOST RELEVANT TO YOUR AD FROM THE DROPDOWN MENU.



The Urban Dog Dog Daycare
Sponsored (demo) · 🌐

🐕 Daycare For Your Dog...
Drop your dog off for a full day of fun, frolicking and a little schooling tossed in for good measure. Your dog's home away from home in Edmonton.
Get in touch today to set up your doggy daycare! ... [See More](#)

EDMONTON'S FAVOURITE DOG DAYCARE & BOARDING FACILITY

[CONTACT US >](#)


THEURBANDOG.CA

Highly-rated & trusted doggie daycare in the heart of Edmonton.

[Learn More](#)

A red arrow points from the 'CONTACT US >' button in the ad to the 'Learn More' button in the bottom right corner of the overall image.

AD EXAMPLES

 hirecamera
Sponsored · 🌐

📺 Want that dream shot?
Don't have the equipment?
Hire A Camera,
Feel Inspired,
Get The Shot. ... [See More](#)

CAPTURE THE ADVENTURE.



**HIRE
A CAMERA**



HIRECAMERA.COM

📺 Hire A Camera, Get The Shot | 5*
Trustpilot Rating. [Learn More](#)

 Lotus Orthodontics
January 12 · 🌐

We love creating beautiful smiles that make our clients feel happier, more confident and sexier, every day.
Get in touch today to explore your options...



SET YOUR SMILE
FREE AGAIN.

 LOTUS
ORTHODONTICS

WWW.LOTUSORTHODONTICS.COM
<http://www.lotusorthodontics.com/> [Learn More](#)
One of Manchester's and the North West's leading brace s...

AD EXAMPLES



Leach's

April 18 · 🌐



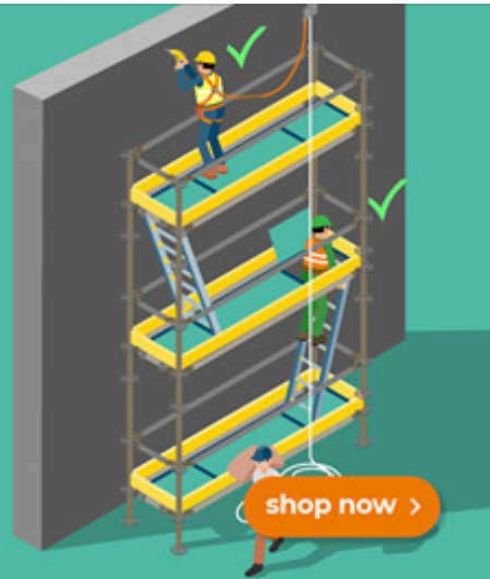
Leach's provide a unique service and innovative products that together offer a total solution to the ongoing demands of the Scaffolding Industry and Specialist Trades.

Check out our high-quality collection. Shop today!



We make scaffolding safe.

Specialist suppliers of safety products for working at height.



LEACHS.NET

Specialist Suppliers Of Tool Safety At Height.

Leach's provide a unique service and innovative products th...

Shop Now



The Urban Dog Daycare

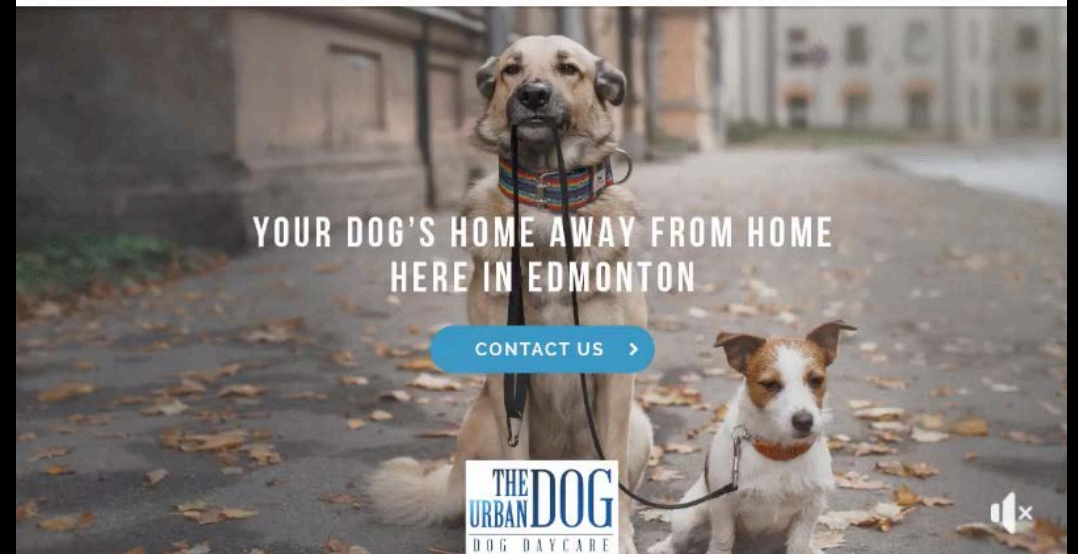
Sponsored · 🌐



Daycare For Your Dog...

Drop your dog off for a full day of fun, frolicking and a little schooling tossed in for good measure. Your dog's home away from home in Edmonton.

Get in touch today to set up your doggy daycare! ... **See More**



THEURBANDOG.CA



Daycare For Your Dog | Edmonton.

Trusted Day Care For Your Dog.

Learn More

AD EXAMPLES

 **Dust Arrest**
June 30 · 🌐

🧴 Stay Safe in the workplace with Dust Arrest, tackling dust in all its forms whilst meeting Health & Safety requirements.



Take care of your lung health
We are the air purification experts.

 **DUST ARREST**

DUSTARREST.COM
Dust & Bacteria management for a safer workplace
Dust Arrest [Learn More](#)

👍 Like 💬 Comment ➦ Share 🌐

 **APM Cleaning & Repair Ltd**
July 17 · 🌐

Need A Professional Cleaning Service? We Have Everything You Need...

- 🏠 Domestic Cleaning
- 🧼 Commerical Cleaning
- 🧹 Carpet & Upholstery Cleaning.
- 🔧 Repairs and more.

Get in touch to see how we can help you today...



**NORTH EAST ENGLAND'S
COMMERCIAL & DOMESTIC
CLEANING SPECIALISTS.**

[CONTACT US](#)

 **APM**

APM.CLEANING
North East Cleaning Services [Learn More](#)
We offer domestic and commercial cleaning services to cu...

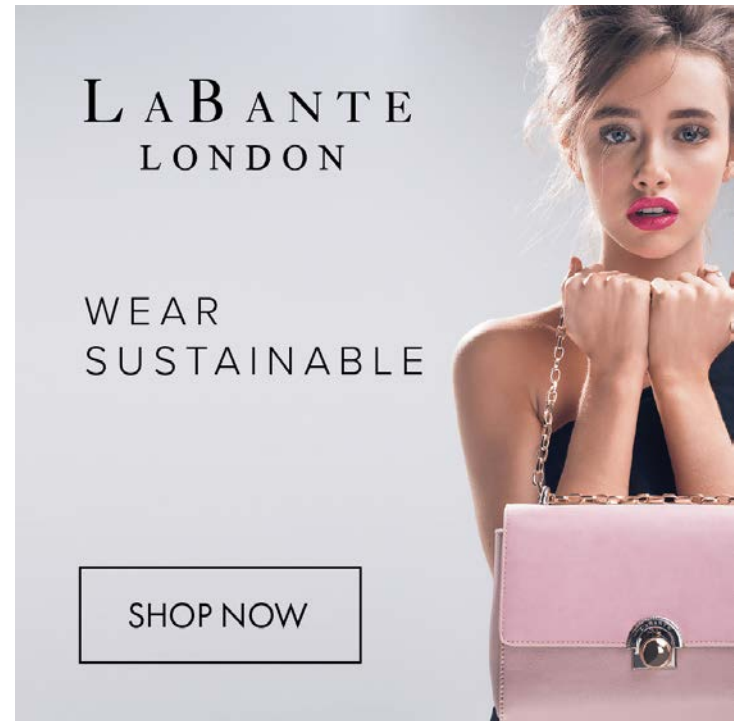
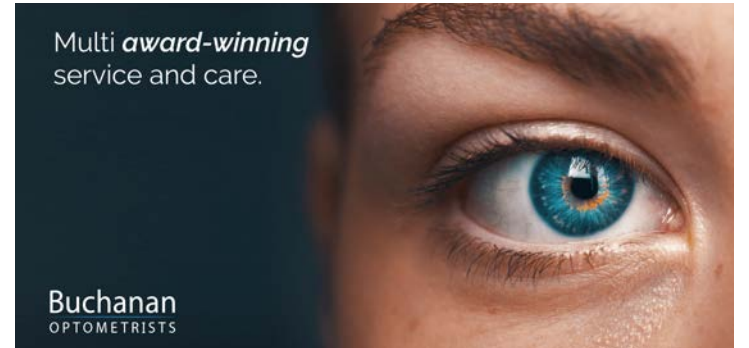
OPTIMISE.



OPTIMISING PLATFORMS CORRECTLY.

Capturing your audience in the right places, in the right way.





OVERVIEW

SEMINAR 3

1

REPORTING- WHAT TO LOOK FOR
ON THE CONSOLE.

2

INSTAGRAM

3

ADVANCED STRATEGIES



CHRIS CARDELL'S

INNER CIRCLE

PRIVATE MEMBERS GROUP





**UPGRADE
TO UPGRADE TO BECOME A CARDELL
MEDIA CLIENT.**

**CONTACT:
HOLLIE@CARDELLMEDIA.COM**



CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS