



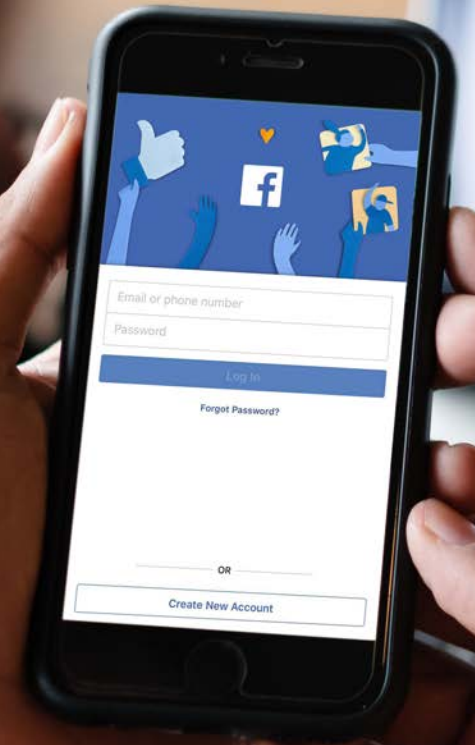
CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS



HELLO...

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



OVERVIEW

SEMINAR 1

1

SETTING UP YOUR AD
ACCOUNT

2

ACCOUNT STRUCTURE;
AUDIENCES, CAMPAIGNS AD
SETS & ADS.

3

CREATING ADS & DESIGN
IDEAS – THE BASICS.

4

SETTING UP YOUR
FIRST REMARKETING
CAMPAIGN



FACEBOOK MARKETING THE MYTH OF "FREE"

Suggested Post



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Everything you need to know about your responsibilities being a company director and advice on things like tax, finance, compliance, marketing, and turnaround/insolvency



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💬 Comment

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THE 5 SECRETS TO FACEBOOK SUCCESS...

1

REACH X TARGETING

2

FACEBOOK'S ARTIFICIAL
INTELLIGENCE TO LEARN HOW TO
GET YOU RESULTS:

OPTIMISING YOUR CONVERSION GOAL

FACEBOOKS CONTINUOUS LEARNING

3

REMARKETING

4

LOOKALIKE AUDIENCES

5

TARGETING/INTERESTS

YOUR ACCOUNTS

WHAT YOU NEED:



1

**A BUSINESS
FACEBOOK PAGE**



2

**A BUSINESS
MANAGER ACCOUNT**



3

**A FACEBOOK
ADS ACCOUNT**

**BUSINESS MANAGER ALLOWS YOU TO
MANAGE AD ACCOUNTS, FACEBOOK
PAGES, AND THE PEOPLE WHO WORK
ON THEM & THEIR PERMISSIONS – ALL
IN ONE PLACE. ADS MANAGER IS
WHERE YOU CREATE AND RUN ADS.**

GETTING STARTED.

Business Manager

Manage ad accounts, Pages and the people who work on them – all in one place. It's free.



ACCOUNT SETUP

FIRST, LOGIN OR SIGN UP TO FACEBOOK.

The image shows a screenshot of the Facebook website's login and sign-up interface. At the top, the Facebook logo is on the left, and the login fields for 'Email or Phone' (containing 'fbmastery@cardellmedia') and 'Password' (with masked characters) are on the right, along with a 'Log In' button and a 'Forgotten account?' link. Below the logo, there is a notification box that says 'Next time you log in, click your picture. To remove an account from this page, click here.' Below this, a profile card for 'Chris' is shown with a silhouette and a plus sign, and an 'Add Account' button. To the right, the 'Create a new account' section is visible, with the text 'It's free and always will be.' followed by input fields for 'First name', 'Surname', 'Mobile number or email address', and 'New password'. Below these is a 'Birthday' section with dropdowns for day (28), month (Nov), and year (1993), and radio buttons for 'Female' and 'Male'. A 'Sign Up' button is at the bottom of this section. At the very bottom of the page, there is a language selector showing 'العربية' and a plus sign, followed by a list of links including 'Sign Up', 'Log In', 'Messenger', 'Facebook Lite', 'Mobile', 'Find Friends', 'People', 'Pages', 'Page Categories', 'Places', 'Games', 'Locations', 'Marketplace', 'Groups', 'Instagram', 'Local', 'About', 'Create ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'AdChoices', 'Terms', and 'Account security'. The footer text reads 'Facebook © 2018'.

NEXT, LOGIN OR SIGN UP TO FACEBOOK BUSINESS MANAGER

Business Manager

Manage ad accounts, Pages and the people who work on them - all in one place. It's free.

Why choose Business Manager?

https://business.facebook.com/overview/?business_creation_redirect_uri=%2Fshared_audience%2F338094986991924%2F%3Fbusiness_id%3D

CREATE ACCOUNT

[HTTPS://BUSINESS.FACEBOOK.COM/](https://business.facebook.com/)

HOW TO CREATE YOUR BUSINESS MANAGER ACCOUNT.

Create your Business Manager account

Add your basic business information. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

Your business and account name

This should match the public name of your business as it will be visible across Facebook. It can't contain special characters.

Your name

Your business email address

This should be the one you use to conduct company business. We'll send notifications about your business to this email address.

Next

HOW TO CREATE YOUR BUSINESS MANAGER ACCOUNT.

Add your business details ×

Add business details for the local office from which you're operating your business.

Country

United Kingdom

Street address ⓘ

1 northumberland Avenue

Street address 2/locality

Town/City **County/Region**

London London

Postal code **Business phone number** ⓘ

WC2N 5BW 0330 097 2882

Website

http://www.cardellmedia.co.uk

Business use

This account primarily uses Facebook tools or data to:

- Promote its own goods or services
- Provide services to other businesses

[Back](#) [Submit](#)

CardellMedia.co.uk has been created!



Confirm your email address

Click the link sent to fbmastery@cardellmedia.co.uk to receive full access to this account.

Done



Reply Reply All Forward [X] [Folder] [Print] More [Up] [Down]

Confirm your business email address

From: Facebook <notification@facebookmail.com>
Sent: Wed, Nov 28, 2018 at 4:50 pm
To: Chris Cardell

i Images not displayed. [SHOW IMAGES](#) | [ALWAYS SHOW IMAGES FROM THIS SENDER](#)

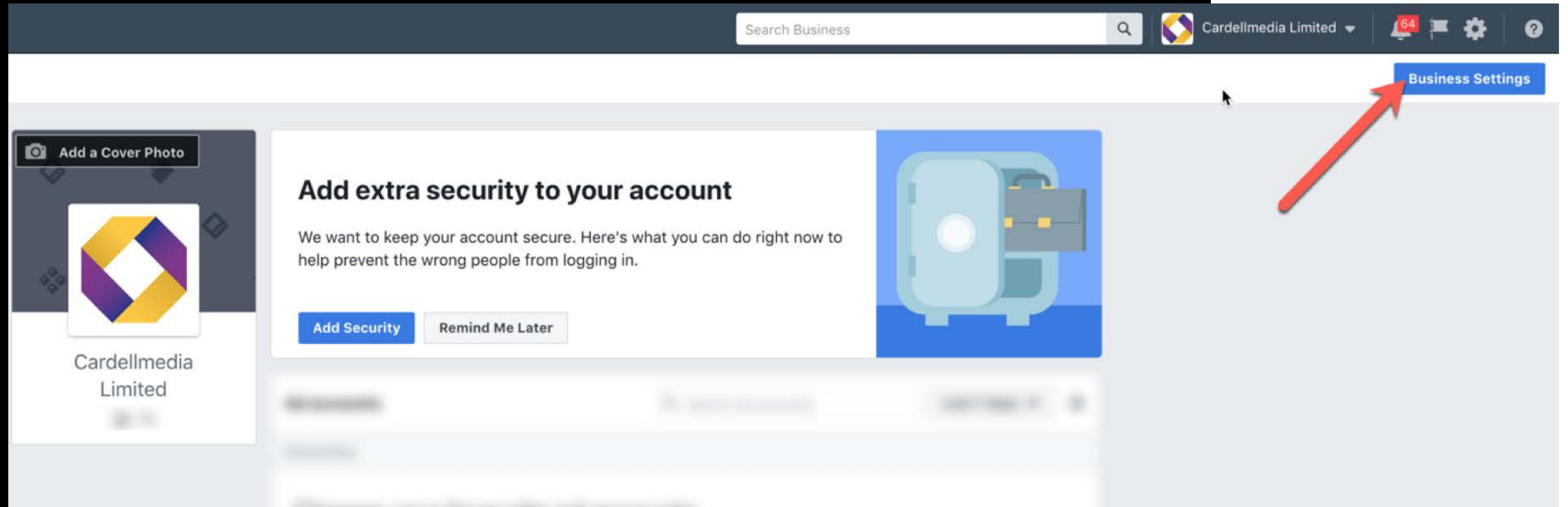
Business Manager

Please confirm your email address

Please click the link below to confirm that your email address for [CardellMedia.co.uk](https://www.facebook.com/CardellMedia.co.uk) should be updated to fbmastery@cardellmedia.co.uk.

[Confirm Now](#)

HOW TO CREATE AN AD ACCOUNT.



[HTTPS://BUSINESS.FACEBOOK.COM](https://business.facebook.com)

HOW TO CREATE AN AD ACCOUNT.

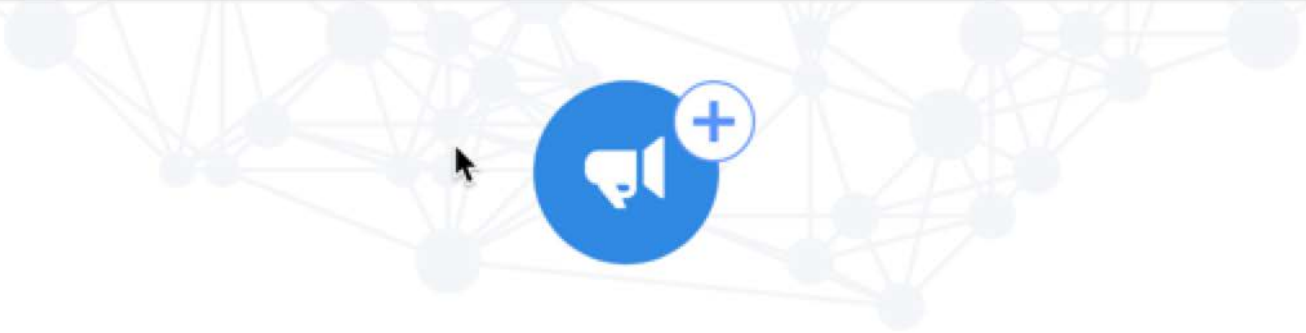
The image shows the Facebook Business Settings interface. On the left, a navigation menu includes 'Users' (People, Partners) and 'Accounts' (Pages, Ad accounts, Apps, Instagram accounts, Line of business, Projects). The 'Ad accounts' section is active, displaying a '+ Add' button and a search filter 'Filter by name or ID'. A modal menu is open, listing three options:

- Add an ad account**: Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.
- Request Access to an Ad Account**: Your business needs to use this ad account on behalf of another business. For example, you work for an agency and the ad account belongs to a client. The ad account will still belong to its current owner.
- Create a New Ad Account**: You need a new account for your business.

A red arrow points to the 'Create a New Ad Account' option. The background shows a blurred list of existing ad accounts and a 'Details' tab.

HOW TO CREATE AN AD ACCOUNT.

Create New Ad Account ✕



Ad account name

Advertising on behalf of

Time zone

Currency

Payment method No payment methods available

By creating an ad account, you agree on behalf of Cardellmedia Limited as its authorised representative to [Facebook's Terms](#), including the payment terms for the selected payment method.

HOW TO CREATE AN AD ACCOUNT.

facebook Business Settings

User Permissions

People

Partners

System Users

Requests

Business Assets

Accounts

Pages

Ad Accounts

Apps

Instagram Accounts

Line of Business

Data Sources

Integrations

Business Asset Groups

Ad Accounts

Enter ID / Asset Name / BU...

Add

Filter by...

Sort By...

Hide closed ad accounts



Add People

Assign Partners

Add Assets

People

Partners

Connected Assets

Deactivate

Edit

Open in Ads Manager

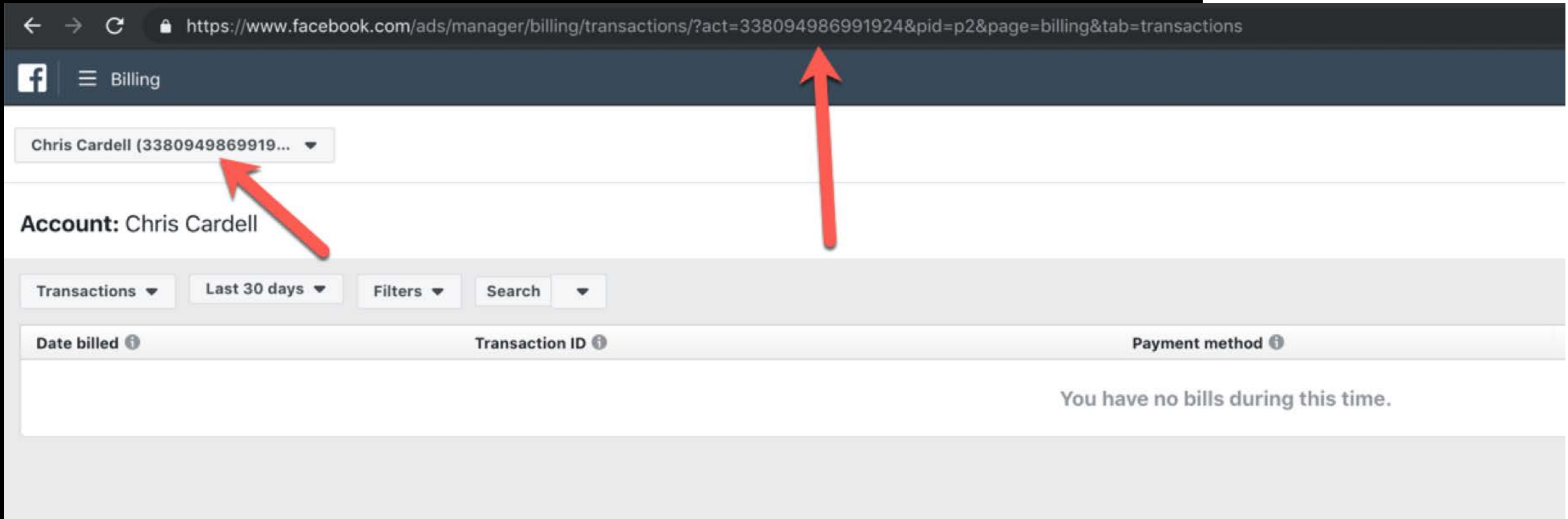
People

These people have permissions for this ad account. You can add, edit, or delete their permissions.

Add People

Search by id or name

FINDING YOUR AD ACCOUNT.

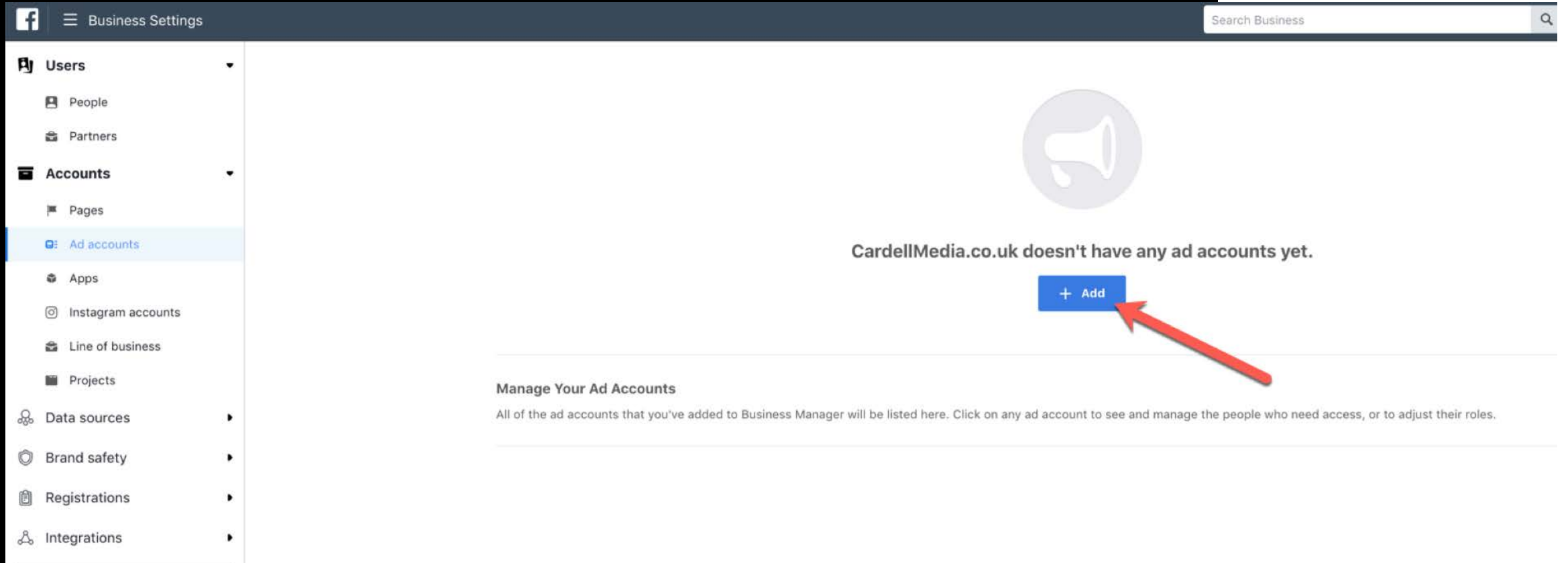


* AD ACCOUNT ID :
FACEBOOK.COM/ADS MANAGER/
FIND YOUR ID EITHER IN ADDRESS BAR AFTER ACT =
OR IN THE DROPDOWN LIST (SEE ARROWS).

ASSOCIATE YOUR AD ACCOUNT.

The screenshot displays the Facebook Business Settings interface. On the left, a navigation menu lists various categories: Users, Accounts, Data sources, Brand safety, Registrations, and Integrations. Under the 'Accounts' category, 'Ad accounts' is highlighted with a red arrow. The main content area is divided into 'People' and 'Details' sections. The 'People' section shows a list of users, with 'Chris Cardell' selected. The 'Details' section on the right provides information for 'Chris Cardell', including his role as 'Admin' and a list of 'Assigned assets' such as Pages, Ad accounts, Properties, Catalogues, and Apps.

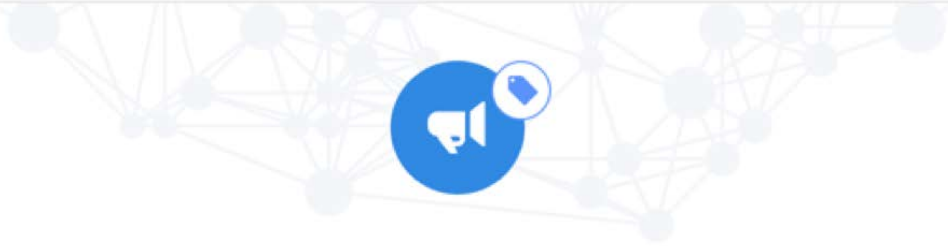
ASSOCIATE YOUR AD ACCOUNT.



The screenshot shows the Facebook Business Settings interface. The left sidebar contains a navigation menu with the following items: Users, Accounts (highlighted), Data sources, Brand safety, Registrations, and Integrations. Under the 'Accounts' section, the following options are listed: People, Partners, Pages, Ad accounts (highlighted), Apps, Instagram accounts, Line of business, and Projects. The main content area displays a large grey megaphone icon and the text: "CardellMedia.co.uk doesn't have any ad accounts yet." Below this text is a blue button labeled "+ Add", which is pointed to by a red arrow. At the bottom of the main content area, there is a section titled "Manage Your Ad Accounts" with the text: "All of the ad accounts that you've added to Business Manager will be listed here. Click on any ad account to see and manage the people who need access, or to adjust their roles."

ASSOCIATE YOUR AD ACCOUNT.

Add an ad account



Add an ad account if your business will control campaigns and billing for this ad account. If you work for an agency, you should request access to your client's ad account instead.

Adding an ad account moves it into Business Manager. Going forwards, only your business will be able to assign permissions to this account. **Once you've added an ad account in Business Manager, you can't remove it.**

Ad account ID

By adding this ad account, you agree to receive marketing-related electronic communications from Facebook, including news, events, updates and promotional emails. You can unsubscribe from these emails at any time by going to the Notifications tab in Business Manager Settings.

ENTER YOUR AD ACCOUNT ID AND CLICK "ADD AD ACCOUNT"

ASSOCIATE YOUR AD ACCOUNT.

Add an ad account

This personal ad account can't be added to Business Manager because a payment has not been made. Make your first payment and try again, or create a new ad account in Business Manager instead.

Add an ad account if your business will control campaigns and billing for this ad account. If you work for an agency, you should request access to your client's ad account instead.

Adding an ad account moves it into Business Manager. Going forwards, only your business will be able to assign permissions to this account. **Once you've added an ad account in Business Manager, you can't remove it.**

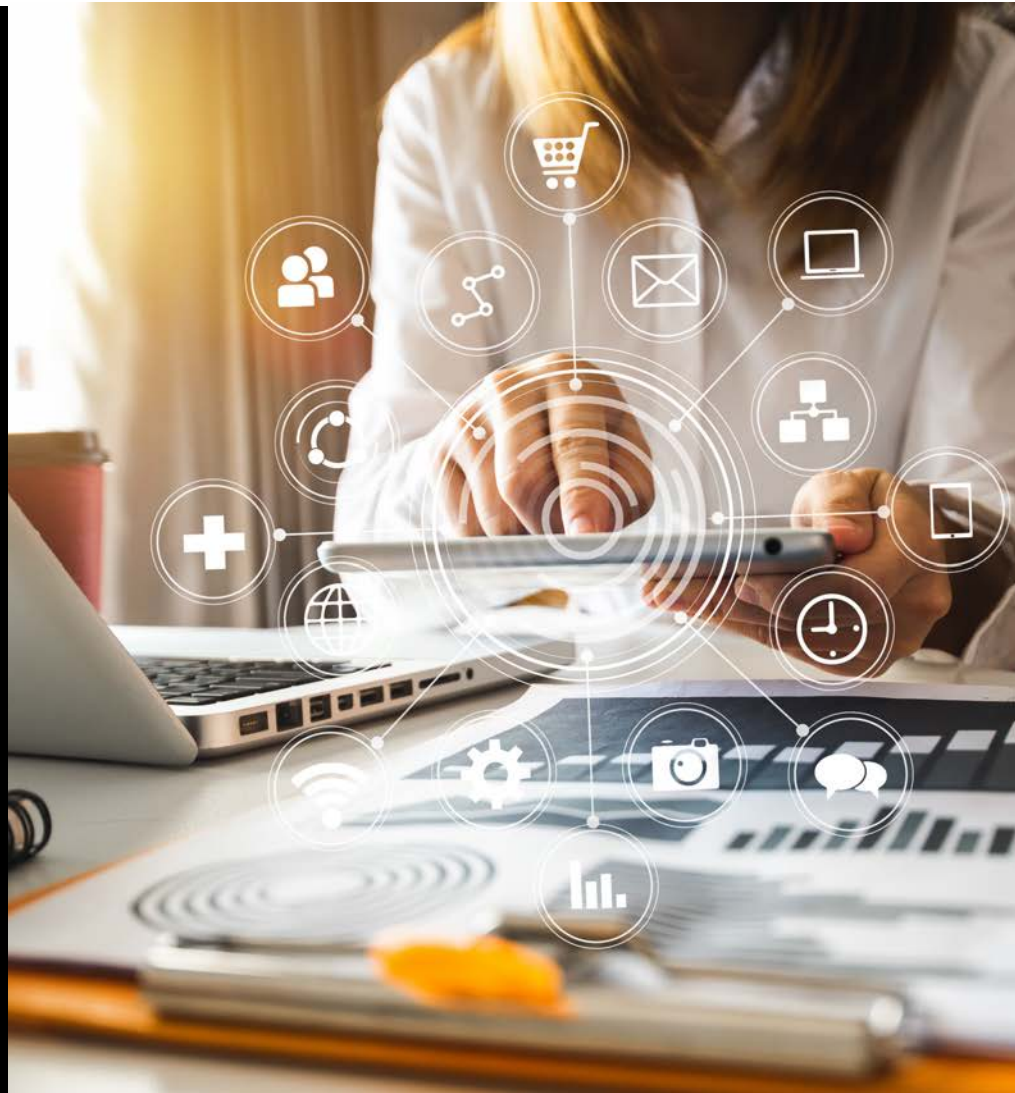
Ad account ID

By adding this ad account, you agree to receive marketing-related electronic communications from Facebook, including news, events, updates and promotional emails. You can unsubscribe from these emails at any time by going to the Notifications tab in Business Manager Settings.

Cancel Add Ad Account

IMPORTANT!
If you haven't spent on your Ad Account you can't add it to Business Manager.
If so, just create a new Ad Account in Business Manager.

ACCOUNT STRUCTURE. THE BASICS.



ACCOUNT SETUP

CAMPAIGN SETUP- 3 TIER STRUCTURE.



CAMPAIGN SETUP- 3 TIER STRUCTURE IN ADS MANAGER.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Campaigns', 'Ad Sets', and 'Ads' tabs, each with a '1 Selected' indicator. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'A/B Test', 'Rules', and 'View Set'. The main table displays campaign details for 'REMARKETING'.

✓	Campaign Name	Delivery	Budget	Results	Amount Spent	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)	Purchases	Website Purchases
✓	REMARKETING	Off	\$1.00 Daily	— Purchase	\$0.00	\$0.00	—	—	—
> Results from 1 campaign ⓘ				— Purchase	\$0.00 Total Spent	\$0.00 Total	— Average	— Total	— Total

3 TIER STRUCTURE:
CAMPAIGN LEVEL
AD SET LEVEL
AD LEVEL.

CAMPAIGN SETUP

CAMPAIGNS

YOU WOULD USUALLY HAVE SEPARATE CAMPAIGNS FOR REMARKETING, LOOKALIKE AUDIENCES AND INTEREST TARGETING.

YOU MIGHT ALSO HAVE SEPARATE GEOGRAPHICAL CAMPAIGNS AND IN LARGER ACCOUNTS, DIFFERENT CAMPAIGNS FOR DIFFERENT TYPES OF PRODUCTS.

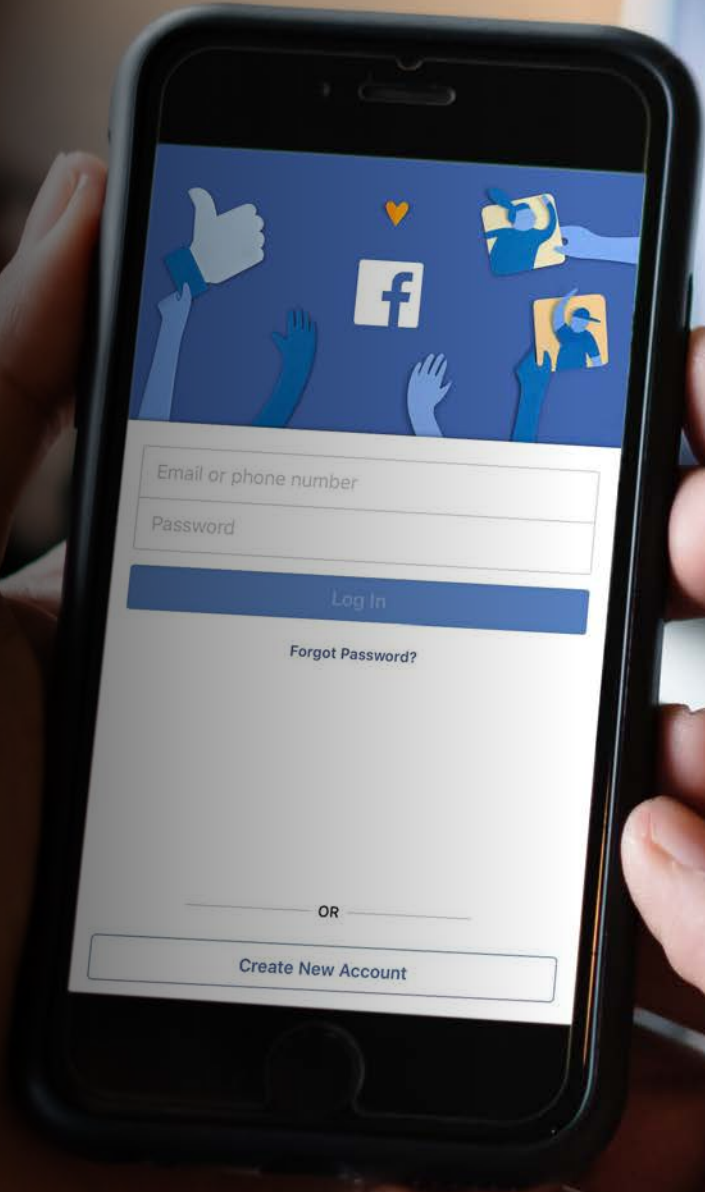
AD SETS

THIS WHERE SPECIFIC TARGETING AND BIDDING HAPPENS. MOST OF THE LEARNING ON FACEBOOK HAPPENS AT THE AD SET LEVEL.

ADS

ADS CONTAIN YOUR SPECIFIC ADS THAT WILL APPEAR ON FACEBOOK & INSTAGRAM.

SETTING UP YOUR FIRST REMARKETING CAMPAIGN.



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

1

EMAIL LISTS.
YOU UPLOAD CUSTOMERS/LEADS
INTO FACEBOOK, SERVING ADS TO
THOSE CUSTOMERS.

2

WEBSITE BASED.
YOU PUT A FACEBOOK PIXEL ON
YOUR WEBSITE. IF A
FACEBOOK/INSTAGRAM USER
VISITS YOUR PAGE/SITE
FACEBOOK RETARGETS THAT
USER.

TO SET UP YOUR CAMPAIGNS YOU NEED TO DO TWO THINGS...

1

CREATE YOUR AUDIENCES.
EITHER UPLOAD YOUR EMAIL
LISTS INTO FACEBOOK.
OR ADD YOUR PIXEL TO YOUR
WEBSITE PAGES- OR BOTH.

2

CREATE YOUR CAMPAIGNS, AD
SETS AND ADS.

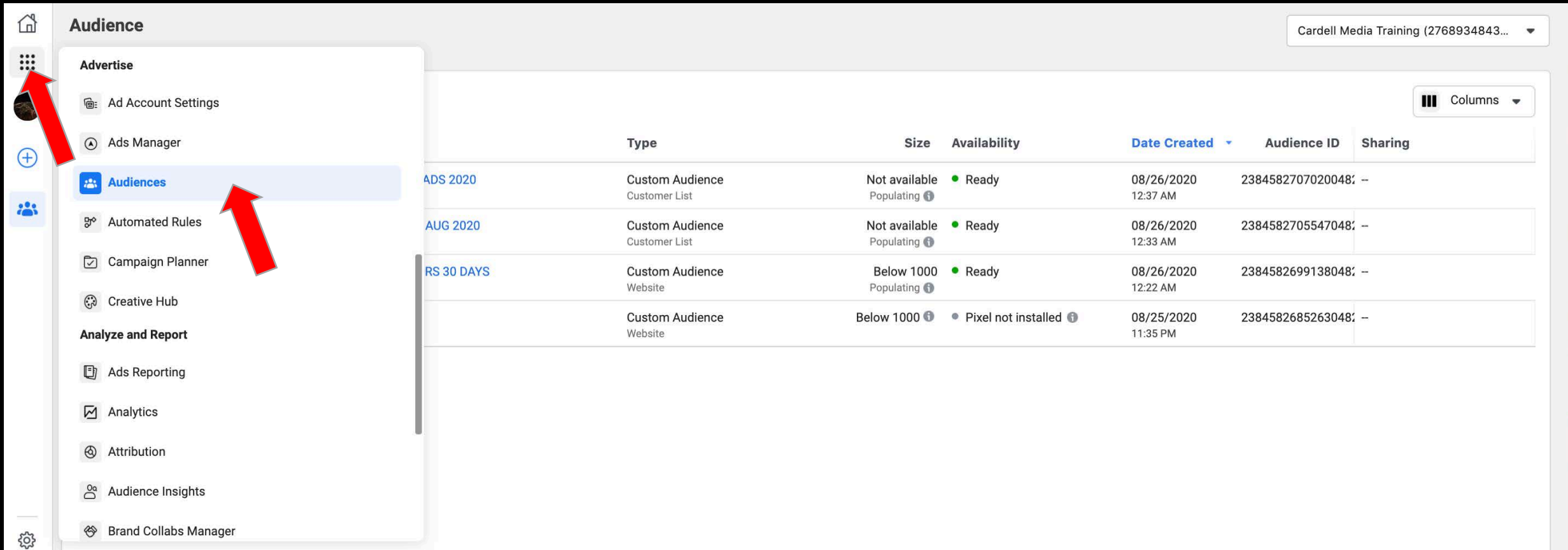
CAMPAIGN SET UP PART 1.

CREATE YOUR AUDIENCES.



ACCOUNT SETUP

BREAKING IT DOWN...




The screenshot displays the Facebook Ads Manager interface. On the left, a navigation menu is open, showing the 'Audiences' option highlighted. A red arrow points to the '9 dots' icon in the top left of the navigation menu, and another red arrow points to the 'Audiences' menu item. The main content area shows a table of audience data with columns for Type, Size, Availability, Date Created, Audience ID, and Sharing.


	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.

BREAKING IT DOWN...

Audience Cardell Media Training (2768934843...)

Create Audience 

- Custom Audience** 
- Lookalike Audience
- Special Ad Audience
- Saved Audience

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.

BREAKING IT DOWN...

The screenshot shows the Facebook Audience Manager interface. A modal window titled "Create a Custom Audience" is open, displaying various source categories. Two red arrows point to the "Website" option under "Use your sources" and the "Customer list" option under "Use your sources".

Use your sources

- Website
- Customer list
- App activity
- 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.

BREAKING IT DOWN...

Create a Website Custom Audience

1 **Add People to Your Audience** [Show Tips](#)

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

Cardell Media Training's Pixel

All website visitors in the past **30** days

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

2 **Name Your Audience**

ALL WEBSITE VISITORS 30 DAYS 22 [Add Description](#)

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

SELECT THE PIXEL.
CHOOSE UP TO 180 DAYS
NAME YOUR AUDIENCE, CREATE AUDIENCE.

HOW YOUR AUDIENCES WILL LOOK:


Audience Cardell Media Training (2768934843...)

Create Audience Columns

- Custom Audience Audience ID
- Lookalike Audience
- Special Ad Audience
- Saved Audience

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	--



AUDIENCE SET UP 1- WEB REMARKETING (PIXEL)

The screenshot displays the Facebook Ads Manager interface for a campaign named 'Cardell Media Training'. The main view is 'Campaigns', showing two active remarketing campaigns. The first campaign, 'REMARKETING 2', has a budget of \$10.00 and is set to 'Lowest cost' bid strategy. The second campaign, 'REMARKETING', has a budget of \$1.00 and is also set to 'Lowest cost'. Both campaigns are currently 'Off' in terms of delivery. The table below summarizes the campaign data.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
REMARKETING 2	Off	Lowest cost	\$10.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
REMARKETING	Off	Lowest cost	\$1.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
Results from 2 campaigns				— Purchase	— People	— Total	— Per Purchase	\$0.00 Total Spent	

REMARKETING TO YOUR CUSTOMERS USING YOUR PIXEL DATA.
SIMPLY FOLLOW THIS VERY SHORT VIDEO.

AUDIENCE SET UP 2- EMAIL LIST REMARKETING.

The screenshot displays the Facebook Audience Manager interface. At the top, the title "Audience" is visible, along with a user profile "Cardell Media Training (2768934843...)". A "Create Audience" button is located in the top left. Below it is a search bar "Search by name or audience ID". A "Columns" dropdown menu is in the top right. The main content area shows a table of audiences with columns for Name, Type, Size, Availability, Date Created, Audience ID, and Sharing. Two audiences are listed: "WEB VISITORS 30 DAYS" and "WEB VISITORS 180 DAYS". A "Filter" section on the left allows filtering by Status, Type, Availability, and Source. The interface includes a sidebar with navigation icons and a bottom navigation bar.

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Audience ID	Sharing
<input type="checkbox"/>	WEB VISITORS 30 DAYS	Custom Audience Website	Below 1000 Populating ⓘ	Ready	08/28/2020 8:13 PM	2384585706980048; --	
<input type="checkbox"/>	WEB VISITORS 180 DAYS	Custom Audience Website	Below 1000 Populating ⓘ	Ready	08/28/2020 6:54 PM	2384585626293048; --	

SIMPLY FOLLOW THIS VERY SHORT VIDEO.
LIST MUST BE 100+ EMAILS TO WORK.

CAMPAIGN SET UP PART 2.

CREATE YOUR CAMPAIGNS,
AD SETS AND ADS.



ACCOUNT SETUP

WHISTLE STOP TOUR- A FULL REMARKETING AD SETUP.

The screenshot displays the Facebook Ads Manager interface for a campaign named 'Cardell Media Training (27689...)' with a budget of \$1.00. The campaign is currently in the 'Drafts' stage, as indicated by the 'Review and Publish (3)' button. The interface shows a table of campaigns with columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, and Ends. Two campaigns are listed: 'REMARKETING 2' and 'REMARKETING', both with a budget of \$1.00 and a delivery status of 'Off'. A summary row shows 'Results from 2 campaigns' with a total amount spent of \$0.00.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
REMARKETING 2	Off	Lowest cost	\$1.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
REMARKETING	Off	Lowest cost	\$1.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
> Results from 2 campaigns ⓘ				— Purchase	— People	— Total	— Per Purchase	\$0.00 Total Spent	

SETTING UP A BASIC REMARKETING CAMPAIGN.
FOLLOW AT YOUR OWN PACE LATER.

CAMPAIGN LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for a campaign named "REMARKETING". The interface is divided into three main sections: a left sidebar, a central list view, and a right-hand configuration panel.

- Left Sidebar:** Shows the "Campaigns" section for "Cardell Media Training (27689...)". It includes a search bar, filters, and a table of campaigns. The "REMARKETING" campaign is selected, and its details are visible below the table.
- Central List View:** Displays a list of campaigns. The "REMARKETING" campaign is highlighted in blue. Below it, two ad sets are listed: "180 DAYS" (highlighted in green) and "GIF 1". A red arrow points to the "180 DAYS" ad set.
- Right-Hand Configuration Panel:** Shows the setup for the selected ad set. It includes:
 - Campaign Name:** A text input field containing "REMARKETING". A red arrow points to this field.
 - Special Ad Categories:** A toggle switch labeled "Off". A red arrow points to this toggle.
 - Campaign Details:** A section containing:
 - Buying Type:** A dropdown menu set to "Auction".
 - Campaign Object:** A dropdown menu set to "Conversions". A red arrow points to this dropdown.
 - Show More Options:** A link to expand the configuration options.
 - A/B Test:** A section with a "Learn More" link and a notification that "A/B test creation has changed".

CAMPAIGN LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for a campaign named 'REMARKETING'. The left sidebar shows a list of campaigns, with 'REMARKETING' selected. The main content area shows the campaign details, including the campaign name, budget, and bid strategy. A red arrow points to the 'Daily Budget' field, which is set to '\$1.00' and 'USD'. The 'Campaign Bid Strategy' is set to 'Lowest cost'. The 'Campaign Budget Optimization' toggle is turned on. The 'A/B Test' section is also visible, with a 'Get Started' button.

Campaigns Cardell Media Training (27689...)

Search Filters + Add

+ Create Duplicate Edit

REMARKETING

180 DAYS

GIF 1

Campaign Name

REMARKETING

Results from 1 campaign

REMARKETING > 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

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget \$1.00 USD

Actual amount spent daily may vary.

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

AD SET LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for an account named 'Cardell Media Training (27689...)'.

Left Panel (Ad Sets List):

- Search: Search
- Filters: Filters
- Buttons: + Add, + Create, Duplicate, Edit
- Ad Set Name: 180 DAYS (highlighted with a red arrow)
- Results from 1 ad set

Right Panel (Ad Set Details):

- Path: REMARKETING > 180 DAYS > 1 Ad (highlighted with a red arrow)
- Campaign Off:
- Buttons: Edit, Review
- Ad Set Name: 180 DAYS
- Conversion:
 - Conversion Event Location:
 - Website
 - App
 - Messenger
 - WhatsApp
- Pixel: Cardell Media Training's Pixel, Pixel ID: 812623436235028
- Conversion Event: Purchase (highlighted with a red arrow)
- Warning: Verify Your Pixel (highlighted with a red arrow)

Right Panel (Audience Definition):

- Audience Definition: Audience definition is unavailable.
- Potential Reach: Unavailable
- 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.

AD SET LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for an ad set named "180 DAYS" within a "REMARKETING" campaign. The interface is divided into several sections:

- Left Sidebar:** Shows the "Ad Sets" overview for "Cardell Media Training (27689...)", listing the "180 DAYS" ad set with a toggle switch.
- Top Navigation:** Includes a search bar and breadcrumb navigation: "REMARKETING > 180 DAYS > 1 Ad".
- Budget & Schedule:**
 - Start Date:** Set to "Aug 25, 2020" at "11:43 PM" (London Time). A red arrow points to the time field.
 - End - Optional:** A checkbox for "Set an end date" is currently unchecked.
 - [Show More Options](#)
- Audience:**
 - Buttons for "Create New Audience" and "Use Saved Audience". A red arrow points to the "Use Saved Audience" button.
 - Custom Audiences:** A "Website" audience is selected with the name "180 DAYS". A red arrow points to the audience name.
 - Search bar: "Search existing audiences".
 - Exclude button.
- Audience Definition:** A gauge shows the audience is "Broad". A message states: "Audience definition is unavailable."
- Potential Reach:** "Unavailable". A message states: "Your criteria is currently set to allow detailed targeting expansion."
- Estimated Daily Results:** "Based on 7-day click and 1-day view conversion window". A message states: "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

AD SET LEVEL SETUP.

The screenshot displays the Facebook Ads Manager interface for setting up an ad set. The left sidebar shows a list of ad sets under the campaign 'Cardell Media Training (27689...)', with '180 DAYS' selected. The main content area is titled 'REMARKETING > 180 DAYS > 1 Ad' and shows the 'Audience' configuration. The 'Audience' section includes options for 'Create New Audience' and 'Use Saved Audience'. Under 'Custom Audiences', the 'Website' criterion is set to '180 DAYS'. The 'Locations' section is set to 'People living in or recently in this location', with 'United Kingdom' selected. The 'Age' section is set to '18' to '65+'. The right sidebar shows the 'Audience Definition' section with a gauge indicating 'Audience definition is unavailable' and 'Potential Reach: Unavailable'. The 'Estimated Daily Results' section notes that results are unavailable due to budget optimization across ad sets. Three red arrows point to the 'Audience Definition' gauge, the 'United Kingdom' location selection, and the 'Age' dropdown menu.

Ad Sets Cardell Media Training (27689...)

REMARKETING > 180 DAYS > 1 Ad Campaign Off

Audience

Create New Audience Use Saved Audience

Custom Audiences

Website

180 DAYS

Search existing audiences

Exclude

Locations

People living in or recently in this location

United Kingdom

United Kingdom

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

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.

AD SET LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for an ad set named "180 DAYS" within a campaign called "REMARKETING". The interface is divided into several sections:

- Left Panel (Ad Sets List):** Shows a list of ad sets under the "Ad Sets" header. The "180 DAYS" ad set is selected and highlighted in green. It has a status of "On" and is associated with "1 Ad".
- Top Navigation:** Includes a search bar, filters, and a "Campaign Off" toggle.
- Targeting Section:** Contains several targeting options:
 - Age:** Set to "18" to "65+".
 - Gender:** Set to "All genders". A large red arrow points to this option.
 - Detailed Targeting:** Set to "On".
 - Languages:** Set to "All languages".
- Right Panel (Audience Definition and Results):**
 - Audience Definition:** Shows a gauge with the needle in the "Broad" range. A message states "Audience definition is unavailable." Below this, it says "Potential Reach: Unavailable" and "Your criteria is currently set to allow detailed targeting expansion."
 - Estimated Daily Results:** States "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

AD SET LEVEL SETUP

The screenshot displays the Facebook Ads Manager interface for an ad set named "180 DAYS" within a campaign named "REMARKETING". The interface is divided into several sections:

- Left Sidebar:** Shows the "Ad Sets" view for "Cardell Media Training (27689...)". It includes a search bar, filters, and a list of ad sets. The "180 DAYS" ad set is selected and highlighted in green. Below the list, there are options to "Create", "Duplicate", and "Edit".
- Top Navigation:** Shows the breadcrumb path: "REMARKETING > 180 DAYS > 1 Ad". It also includes "Edit" and "Review" buttons and a "Campaign Off" indicator.
- Main Content Area:**
 - Audience Definition:** A section with a "Save This Audience" button. It features a gauge showing the audience definition is "unavailable" (positioned between "Specific" and "Broad").
 - Placements:** A section with a "Learn More" link. It offers two options:
 - Automatic Placements (Recommended):** Selected with a radio button. Description: "Use automatic placements to maximize your budget and reach the most relevant people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best." A red arrow points to this option.
 - Manual Placements:** Unselected with a radio button. Description: "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:** A section with a "Show More Options" link. It includes:
 - Optimization for Ad Delivery:** Set to "Conversions". A red arrow points to this section.
 - Cost Control:** A field showing "\$X.XX". Description: "Facebook will aim to spend your entire budget and get the most purchases using the lowest cost bid strategy."
- Right Sidebar:**
 - Audience Definition:** A section with a gauge and the text "Audience definition is unavailable."
 - Potential Reach: Unavailable:** A section with a warning icon and the text: "Your criteria is currently set to allow detailed targeting expansion."
 - Estimated Daily Results:** A section with the text: "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."

AD LEVEL SETUP.

The screenshot displays the Facebook Ads Manager interface for a campaign named "REMARKETING" with a budget of "180 DAYS". The "GIF" ad is selected, and the setup details are visible on the right. The "Identity" section shows the ad is associated with the "Wharton Goldsmith" Facebook Page and the "whartongoldsmith" Instagram Account. The "Ad Setup" section shows the ad format is set to "Single Image or Video". The "Placements" section shows the ad is being previewed on Facebook Feeds. The "Format" section shows the "Single Image or Video" option is selected, with a description: "One image or video, or a slideshow". The "Dynamic Formats and Creative" section is also visible, with a description: "When you use a catalog, deliver the format and ad creative most likely to resonate with the person viewing your ad. See how". The "Placements" section shows the ad is being previewed on Facebook Feeds. The "Format" section shows the "Single Image or Video" option is selected, with a description: "One image or video, or a slideshow". The "Dynamic Formats and Creative" section is also visible, with a description: "When you use a catalog, deliver the format and ad creative most likely to resonate with the person viewing your ad. See how".

Ad Name: GIF

Identity:

- Facebook Page: Wharton Goldsmith
- Instagram Account: whartongoldsmith

Ad Setup:

- Create Ad: [Dropdown]
- Dynamic Formats and Creative: (When you use a catalog, deliver the format and ad creative most likely to resonate with the person viewing your ad. [See how](#))
- Format: Choose how you'd like to structure your ad.
 - Single Image or Video (One image or video, or a slideshow)
 - Carousel (2 or more scrollable images or videos)

Placements: 15 Placements

- Facebook Feeds
- Feeds
- Stories
- In-Stream

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

AD LEVEL SETUP.

The screenshot displays the Facebook Ads Manager interface for an ad campaign. The left sidebar shows the campaign structure: **REMARKETING** > **180 DAYS** > **GIF**. The main content area is titled **Edit Placement** and includes the following sections:

- Edit Placement:** A dropdown menu to "Select a placement to edit".
- Primary Text:** A text input field containing "WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?".
- Headline - Optional:** A text input field containing "WRITE A CATCHY HEADLINE..".
- Description - Optional:** A text input field containing "Include additional details".
- Destination:** Radio buttons for "Website" (selected) and "Facebook Event".
- Website URL:** A text input field containing "http://WWW.WHARTONGO.LDSMITH.COM/".
- Display Link - Optional:** A text input field.

On the right side, the **15 Placements** section shows a preview of the ad on various mobile devices. The ad preview includes the Wharton Goldsmith logo, the text "WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?", a watch image with a play button, and a "SHOP NOW" button. Below the preview are "Like", "Comment", and "Share" icons.

At the bottom of the interface, there is a "Publish" button and a "Discard Draft" button. A status bar at the very bottom indicates "Verifying your edits...".

Red arrows are overlaid on the image, pointing to the "Select a placement to edit" dropdown, the "Primary Text" field, the "Headline" field, the "Website URL" field, and the "15 Placements" section.

AD LEVEL SETUP.

The screenshot displays the Facebook Ads Manager interface for an ad campaign. The left sidebar shows the campaign structure with folders for 'REMARKETING', '180 DAYS', and 'GIF'. The main area shows the ad setup for the 'GIF' ad, with the 'Call to Action' set to 'Shop Now'. The 'Branded Content' section is empty. The 'Languages' section has an 'Add Languages' button. The 'Tracking' section shows 'Conversion Tracking' with 'Facebook Pixel' checked and 'Cardell Media Training's Pixel' selected. A warning message states 'Your Facebook Pixel Is Not Active'. The right sidebar shows '15 Placements' with 'Facebook Feeds' selected. The ad preview shows a watch advertisement with a 'SHOP NOW' button. At the bottom, there are 'Close', 'All edits saved', 'Discard Draft', and 'Publish' buttons.

Call to Action
Shop Now

Branded Content
If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Who is your business partner for this post?

Languages
Add your own translations or automatically translate your ad to reach people in more languages. [Learn More](#)

Add Languages

Tracking
Conversion Tracking

Facebook Pixel

Cardell Media Training's Pixel
ID:812623436235028

Your Facebook Pixel Is Not Active
Check your pixel settings in Events Manager to make sure you've set it up correctly.
[Learn more](#)

15 Placements

Facebook Feeds

Wharton Goldsmith
Sponsored ·

WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?

Feeds

Stories

In-Stream

WHARTONGOLDSMITH.COM
WRITE A CATCHY HEADLINE. [SHOP NOW](#)

Like Comment Share

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close All edits saved [Discard Draft](#) [Publish](#)

SETTING UP A BASIC REMARKETING CAMPAIGN. AD CAMPAIGNS SCREEN.




Campaigns Cardell Media Training (27689... Switch to previous version Publishing 1 of 1 Discard Drafts Review and Publish (3) ...

Search Filters + Add filters to narrow the data you are seeing. This month: Aug 1, 2020 – Aug 26, 2020

Campaigns **Ad Sets** 1 Selected **Ads** 1 Selected

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	REMARKETING 2 🔒		Lowest cost	\$10.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
<input type="checkbox"/>	REMARKETING	Off	Lowest cost	\$1.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
> Results from 2 campaigns ⓘ					— Purchase	— People	— Total	— Per Purchase	\$0.00 Total Spent	



THE KEY TO REMARKETING SUCCESS?...

TEST YOUR AUDIENCES!
HERE ARE SOME OF THE
BEST ONES...

1

ALL OF YOUR CUSTOMERS- BY
EMAIL LIST

2

ALL OF YOUR CUSTOMERS- USING
YOUR PIXEL ON THANK YOU
PAGES.

3

YOUR HIGHEST SPENDING
CUSTOMERS

4

YOUR LEADS/PROSPECTS

5

THE TOP 25% WHO SPENT THE MOST TIME ON YOUR WEBSITE

6

PEOPLE WHO VISITED YOUR WEBSITE BUT DIDN'T BECOME LEADS

7

ABANDONED CART VISITORS

8

PEOPLE WHO VISIT SPECIFIC PAGES ON YOUR SITE- INDICATING SPECIFIC INTERESTS.

ACTION STEPS...

1

SET UP YOUR BUSINESS PAGE IF
NEEDED.

2

SET UP YOUR BUSINESS MANAGER

3

SET UP YOUR AD ACCOUNT

4

INSERT FACEBOOK PIXEL ONTO
YOUR WEBSITE

5

UPLOAD YOUR CUSTOMER LIST TO
ADS MANAGER

6

SET UP YOUR FIRST REMARKETING
CAMPAIGN

7

EXPLORE & GET FAMILIAR WITH
ADS MANAGER.

HERE'S WHAT WE'LL BE COVERING IN SEMINAR 2...

1

LOOKALIKE AUDIENCES

2

INTEREST TARGETING

3

BIDDING OPTIONS
& BUDGETS

4

ADVANCED AD CREATION.



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

**CONTACT:
HOLLIE@CARDELLMEDIA.COM**



CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS