

Run Your Own Facebook Ad Strategy For Just £1 a Day



A ready made Facebook strategy
for beginners and Advanced FB
users

ITINERARY



- Who is this webinar for?
- Why Facebook is the place to be right now
- What you need to run a Facebook ad
- Explaining the Facebook ad campaign
- Building the Facebook ad campaign
- Tools you can use to make ad & video assets
- Where to find ongoing ideas in the future
- Q&A

Who is this webinar for?

- Someone who has never used Facebook ads before and has reservations about getting started.
- Someone who is an advanced Facebook ads user, but is looking for a new kind of campaign to engage their audience.

We will run through theory, to set up and give you ongoing ideas to continue refining and improving your Facebook ads....

RELAUNCH & BEYOND

Why FB In 4 Reasons

- FB ads is one of the simplest and most direct ways that you can get in touch with a local audience.
- Unlike other forms of advertising, Facebook gives you exact data and information on who has interacted with your ad.
- Facebook's system allows you to advertise to people based on how they have interacted with your ads, allowing you to have continued contact with prospects and build trust in your brand.
- You can completely control your budgets, instead of paying a flat rate...magazines e.t.c.

BONUS & VERY CURRENT 5TH REASON

- **Large companies are leaving FB and FB is hungry for advertisers!**

1. You need a Facebook Account
2. You need a Facebook page for your club
3. You have set up an ad account

All of these only take a few minutes to set up each if you haven't already done so.

What you need to run a FB ad...



What AD

Are We Making?

- Is aimed at everyone in your local area (no specific targeting)
- Is a video ad
- Costs as little as £1 a day (but can be upscaled as much as you want)
- Is focused on conversions
- Retargets our customers based on how they engage with our ad

At every step we're simply:

Following the data, maximising our budget, making mistakes quickly and trusting the Facebook algorithm to do its work.

Let's Build Our Facebook Campaign

How To Make Ad Assets & Videos

- www.pexels.com
- www.unsplash.com
- www.canva.com
- www.pixabay.com/videos/
- www.animaker.com
- www.doodly.com
- www.biteable.com/animation/



Ideas for Targeting

Need inspiration?

Then see what everyone else is doing!

<https://www.facebook.com/ads/library/>



Q&A

Join us at the [Gym Owners' Forum](#) Facebook Group
for continued support and advice.

Or get in touch with Grant at Ashbourne.