

The Essential Guide to Navigating Meta (Facebook) Ads Manager



Facebook Ads Manager Guide

Samuel Wheto



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REAL BOOK REVIEWSThis is the book to get folks Not only does it dive deep into how Facebook advertising works it also breaks down all the targeting and analytics in very easy to follow format There s so much useful information that is easy to understand Duc CaliforniaIt s simple

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addition this Book will teach you how to use the Facebook Ad Manager tool to create professional advertising campaigns for yourself or your clients This guide has useful information and diagrams that will walk you through all the steps Topics include Benefits of Facebook and Instagram Advertising How to create your Facebook Ad Manager Account Creating an account for your business or client Granting access to additional employees Requesting advertiser access from your client Overview of Facebook ad account hierarchies Facebook Power Editor to add edit campaigns Creating new campaigns including ad creative Measuring ad performance Advanced topic Creating a Facebook pixel Advanced topic Creating a Custom Audience

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