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consultant on Google advertising and his previous edition of Ultimate Guide to Facebook Advertising was hailed as a “must-read” for anyone selling on Facebook. Thomas Meloche is a serial entrepreneur and Facebook advertising specialist.

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A lead ad is presented using an image, video, or carousel, and followed by a lead form when the user engages with the ad. This format is a feature that you allows you partner lead generation forms with

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a single image or video ad; once they click, a form will appear with pre-populated information from Facebook.

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habits, and post-type data to guide their campaigns. With this data, marketers can execute ad campaigns designed to acquire more customers and grow their business today .

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Facebook Ads Manager is the primary tool for creating and analyzing your Facebook ad

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campaigns. Creating the ad itself just involves selecting “Create Ads” from the drop-down menu in the upper right of your business page.. When you open the main menu, you’ll see five sections: Plan, Create and Manage, Measure and Report, Assets, and Setting.

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These ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos.

Carousels : Showcase up to ten images or videos within a single ad, each with its own link. Slideshows :

Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips.

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The ultimate guide to advertising on Facebook

Why use Facebook ads automation? Recent updates to the Facebook algorithm and the Instagram algorithm resulted in users spending less time in the news feed, so now the ~5 million Facebook advertisers have to fight even more vigorously for users' attention. For us

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advertisers, this has caused higher CPM's and makes achieving our desired cost per action more difficult.

Ultimate Guide to Facebook Ad Automation

Facebook advertising can be overwhelming for business owners. I don't blame them—there are more than 1,300 targeting options, 15 objectives to choose from, and 6

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main ad formats available. Unless you've got a team dedicated to cracking the best Facebook ad combinations or some seriously insane social media skills, your Facebook advertising strategy will probably be mediocre at best.

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advertising allows marketers to choose from a range of social media marketing ad formats such as image, video, slideshow, and more, but they can also have various size options to select from.

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