



# WEBINAR #7

**BROUGHT TO  
YOU BY:**



**IN PARTNERSHIP WITH:**



**[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)**



# Genesis Reonico

Founder & Lead Coach

[www.OnlineJobsLifestyle.com](http://www.OnlineJobsLifestyle.com)

[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)



# ONLINE JOBS

---

# LIFESTYLE

[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)



# TODAY'S TOPIC:

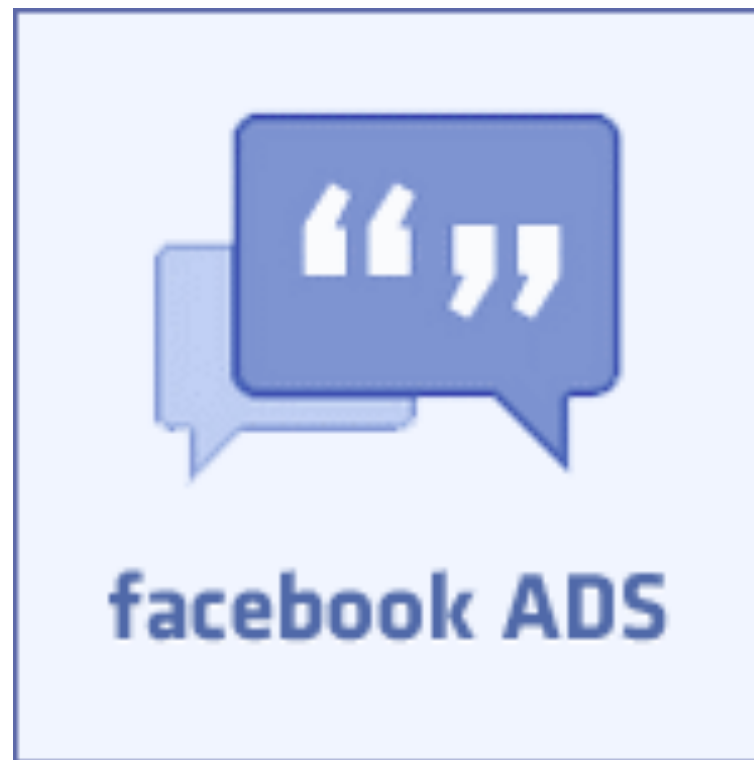
# FACEBOOK AND GOOGLE ADVERTISING ACCOUNT MANAGEMENT







# Setting Up Your Facebook Ads Account





# STEP # 1

The screenshot shows the Facebook Ads Manager interface. On the left is a navigation sidebar with 'Adverts and pages' and 'Campaigns & adverts' sections. The main area is titled 'All Campaigns' and includes a 'Create an advert' button. A notification banner at the top states: 'European Union Customers: Facebook needs to ensure your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT") Please take a moment to update your VAT information.' Below this, there are sections for 'Notifications' (stating 'You don't have any notifications') and 'Daily spend'. The 'Daily spend' section contains a table with the following data:

Date	Spend
Today	\$0.00 USD
12/02	\$0.00 USD
11/02	\$0.00 USD
10/02	\$0.00 USD
09/02	\$0.00 USD

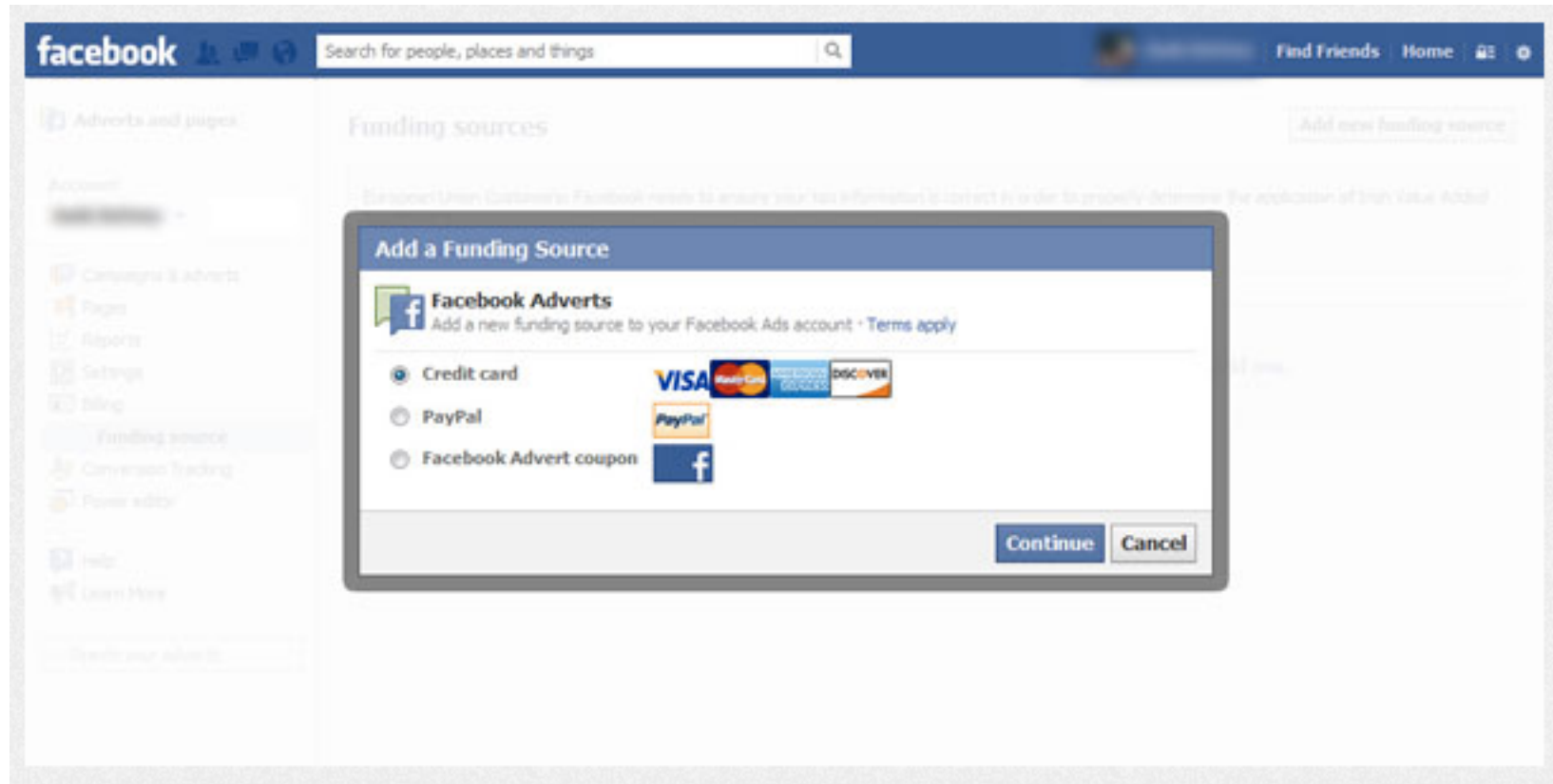
Below the table are controls for 'Lifetime stats', 'All except deleted', 'Select rows to edit', and 'Full report'. At the bottom, a table header is visible with columns: Campaign, Status, Start date, End date, Budget, Remaining, and Spent. The table content is empty, showing 'No data to display'.

[www.facebook.com/ads/manage/](http://www.facebook.com/ads/manage/)

[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)

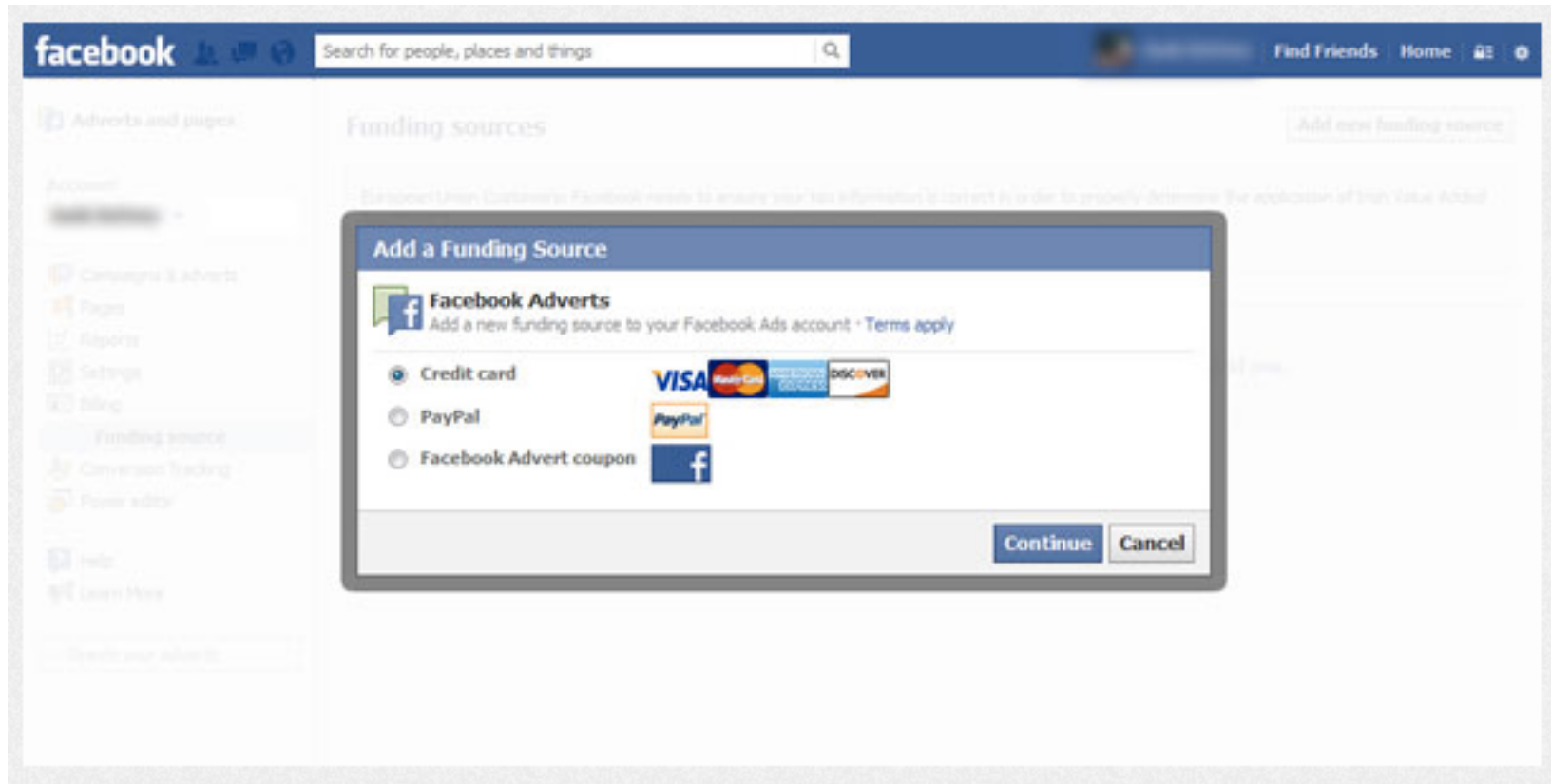


# STEP #2





# STEP #2







# TYPES OF FACEBOOK ADS

## Insider's Guide to Facebook Ad Types

**Photo Page Post (Desktop)**  
Text: 500 char.

**Photo Page Post (Mobile)**  
Text: 110 char.

**Link Page Post (Desktop)**  
Text: 500 char.  
Title: 1-2 lines (~60 char.)  
Domain Link: 1 line (~30 char.)  
Description: 2-3 lines (~90 char.)

**Link Page Post (Mobile)**  
Text: 110 char.  
Title: 1-2 lines (~60 char.)  
Domain Link: 1 line (~30 char.)  
Description: Up to one line (~30 char.)

**Mobile App Install Ad**  
Text: 130 char.

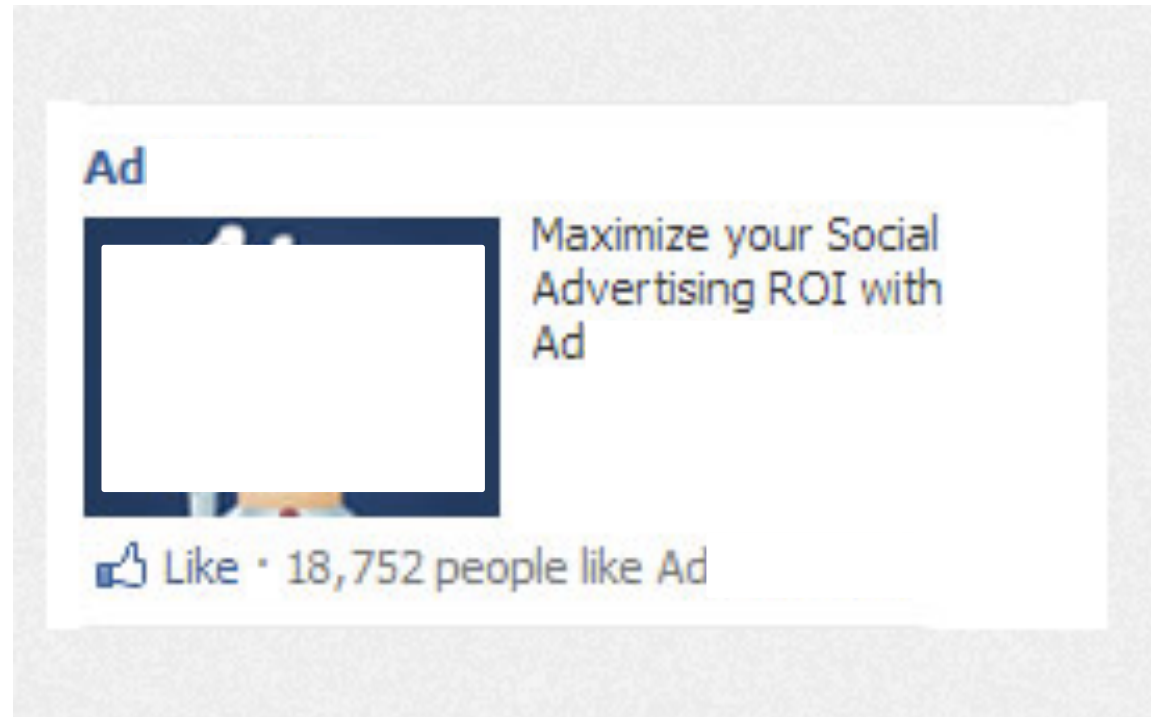
**Domain Ad**  
Link Title: 25 char.  
Text: 90 char.

Dimensions shown in the graphic:  
Desktop Photo Post: 400px width, 400px height  
Mobile Photo Post: 618px width, 360px height  
Desktop Link Post: 400px width, 209px height  
Mobile Link Post: 560px width, 292px height



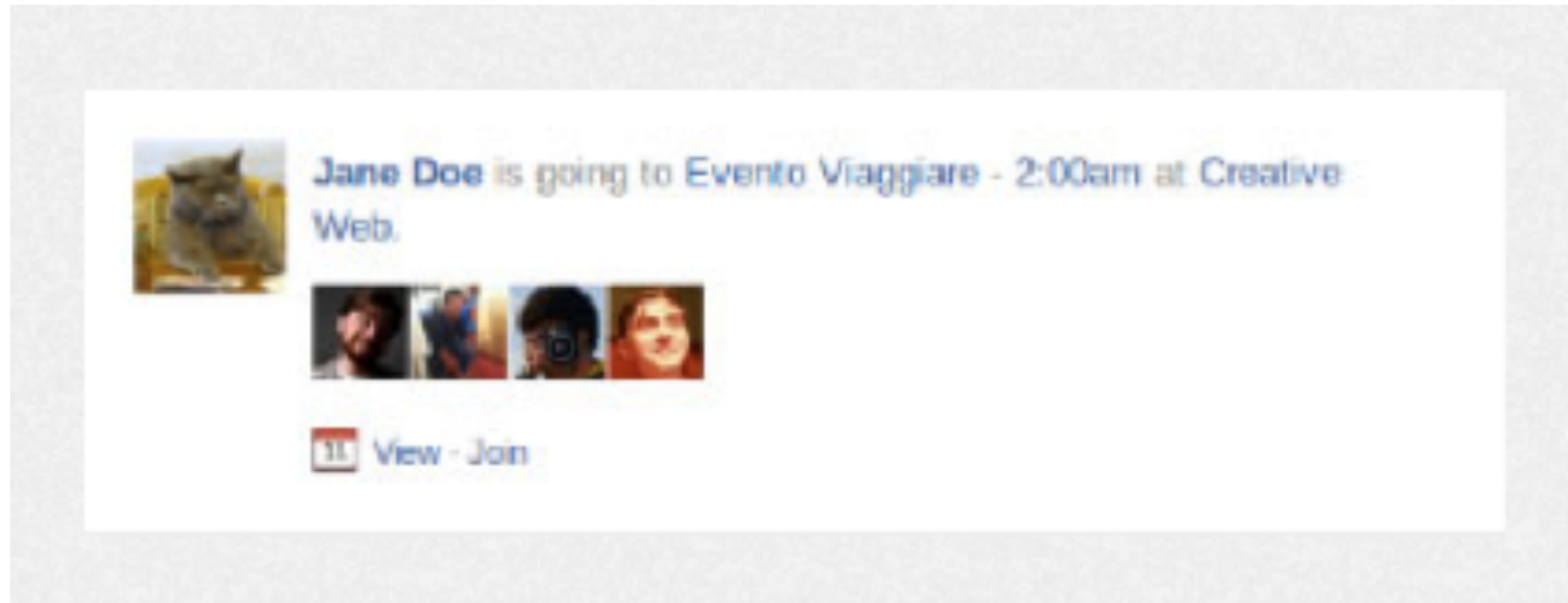
# PAGE LIKE AD

## The Standard Facebook Ad






# SPONSORED STORIES







# PAGE POST OR PROMOTED POST


Suggested Post

 Check out these Great Facebook Cover Photos from Major Brands to get some inspiration for your own business!




The Cover Photo  
COSMOGRAPH DAYTONA



 **ROLEX**





**ROLEX**   
1,563,787 likes · 2,022 talking about this

Company  
Rolex enjoys an unrivaled reputation throughout the world for quality and precision in luxury watchmaking.

 **WORLD OF ROLEX**  **HOUSE RULES**  1.5m

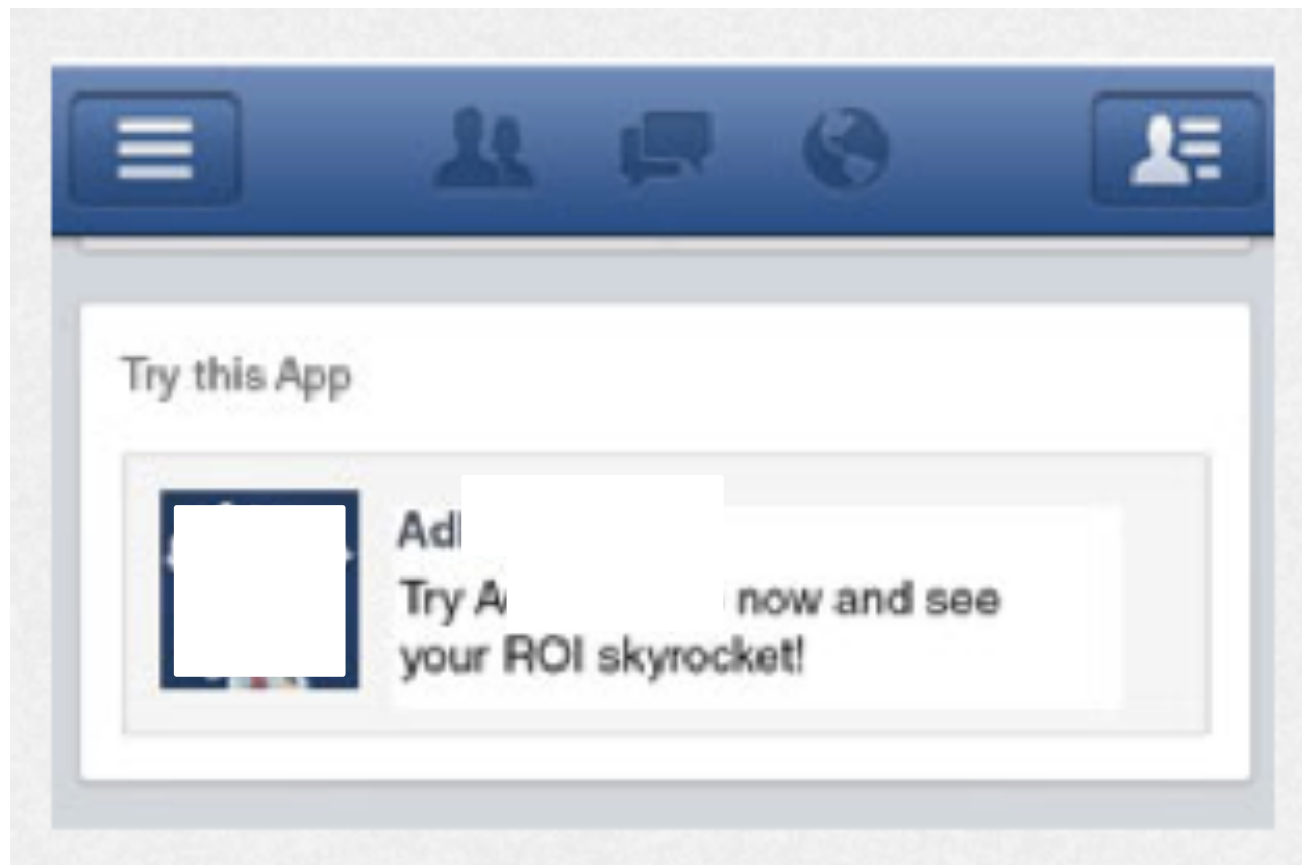
**Great Facebook Cover Photos for Business - Examples from Major Brands**  
[blog.adespresso.com](http://blog.adespresso.com)

The Cover Photo is the very first thing a consumer sees on your Facebook Page. Check out these Great Facebook Cover Photos from Major Brands to get some inspiration for your own business!

Like · Comment · Share ·  255  74  65 ·  · Sponsored ·



# MOBILE APP INSTALL ADS





# THE DOMAIN FB ADS





# LIVE DEMO



**Merry Christmas and Happy New Year!**

From Your Coaches & Friends at

**Online Filipino PROFESSIONALS GROUP**

A COMMUNITY OF VIRTUAL ASSISTANTS AND FREELANCERS IN THE PHILIPPINES

Online Jobs Support Network | Members | Events | Photos | Files | ✓ Notifications | + Create Group | ✨ | 🔍

Write Post | Add Photo / Video | Ask Question | Add File

Write something...

**PINNED POSTS**

**Genesis Reonico**  
The Start of the Online Jobs University's Online Jobs Starter Training Program is a few weeks away. For more details about the training program, visit <http://onlinejobsuniversity.com/join> God bless

**Online Jobs**  
7 WEEKS STARTER TRAINING PROGRAM

About | 455 members

🔒 Closed Group

Welcome to Online Jobs Support Community. This group was created to help and support those who w... See More

455 members (20 new) · Invite by Email

+ Add People to Group

What is this group about?  
Set tags

Suggested Groups | See All

SMART Developer Network (DevNet)

**FOR QUESTIONS ABOUT TODAY'S TOPIC, VISIT:**  
**<http://OnlineJobsUniversity.com/supportgroup>**

**[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)**



 **Online Jobs Career**  
Work From Home & Earn Money Online

**Online Jobs  
Career  
Orientation**



[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)

 **Online Jobs Career**  
Work From Home & Earn Money Online

**General Overview of the  
Online Jobs Industry**



[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)

 **Online Jobs Career**  
Work From Home & Earn Money Online

**LET'S TALK ABOUT THE**

**CLIENT    EQUIPMENTS    APPS**





[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)

 **Online Jobs Career**  
Work From Home & Earn Money Online



**What People Say  
About Online Jobs?**  
**(The Good & The Bad)**

[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)

**Access this FREE Training at**  
**[www.OnlineJobsUniversity.com/virtualstaff](http://www.OnlineJobsUniversity.com/virtualstaff)**

**[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)**

The **Online Jobs Starter Training Program** is a 7 weeks, online training program that teaches its enrollees on how to get started working from home doing online jobs.

This training program is ideal for you if you have made up your mind and wants change in your lives thus seeing doing online jobs as the path towards the achievement of your dreams. If you are one of those individuals we are talking about, we invite you to read further and learn more. **Program Opens on Jan 18, 2014**



**For More Information, Visit:**

**[www.OnlineJobsUniversity.com/training](http://www.OnlineJobsUniversity.com/training)**

**[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)**



**BROUGHT TO  
YOU BY:**



**IN PARTNERSHIP WITH:**



**FOR QUESTIONS ABOUT TODAY'S TOPIC, VISIT:  
<http://OnlineJobsUniversity.com/supportgroup>**

***[www.OnlineJobsUniversity.com](http://www.OnlineJobsUniversity.com)***