

Announcing The Brand New, 9 Part, Step By Step Video Course...

“Discover What You Need to Do Before Setting Up Your Facebook Ads to Get Results”

In this specific video training course, you will get to watch over my shoulder - step-by-step, click by click - and learn what you need to do to install your Facebook Ad Pixel tracking

From the Desk of:

[Your Name]

Dear Business Owners,

It's a fact that - Facebook Ads can be very profitable for your business.

But it's also a way to lose a lot of money if you don't do it right.

What I mean is...

There's a lot of courses out there on ads but they assume you know how to setup the Facebook Pixel and implement the tracking within your funnel.

The reality is there are standard events that track certain steps thru the funnel.

Placing the same pixel code without any changes on all your pages won't do you any good.

In short - How do you know when people visit your site, your shopping cart, and when they make a purchase?

How do track when someone becomes a lead?

Or perhaps they visit but don't purchase right away?

How do you make ads to target those people?

Without the proper pixel tracking in place, you would not know. This is why most people lose when it comes to paid traffic.

Introducing <title>

### **Video #1: Introduction to FB Tracking**

Have you ever wondered why your Facebook ads don't convert? The reason why is that most people do not train their Facebook pixel correctly. In this video, we will discuss

what that means and why that is important. You will also be given a quick overview of the course itself and what you need to get started.

## **Video #2: Business Manager Setup**

Before you create your Facebook pixel, let's discuss why you need to have a business manager. There's a big reason why Facebook created the business manager and why you need to centralize access to all of your pages, your pixels, your ad accounts, and much more.

## **Video #3: Create a Facebook Pixel**

Now, it's time to show you how to create a Facebook pixel. Did you know that you can create several pixels per account? The big question is - should you create a pixel for your whole business? Or should you create several different pixels? This is something that most people do not think about and they do it incorrectly. In fact, doing this wrong will give you horrible results.

## **Video #4: Standard Events Overview**

Before I give you some practical application and real life examples, it's important to understand why standard events are important and how they can tell you what is happening within your funnel.

## **Video #5: Email Opt In Funnel Events**

The first real life practical example is a simple email opt-in funnel. This consists of a landing page that asks people to fill out their name and email address in exchange for something for free. In this video, you're going to learn how to know how many people visited your opt-in page and how many filled out the form. Or how many people visited the page, but did not fill out the form.

## **Video #6: Abandoned Cart Funnel Events**

The next funnel is crucial if you are selling your product and have people abandoning the cart. Let's say for example that 100 people visit your site, and 10 people are interested in purchasing. So, they click the 'add to cart' button but never purchase the product. Without the proper tracking, you would never know this information, and this is exactly how most business owners run their businesses. You'll learn how to properly set this up in this video.

## **Video #7: Purchase Funnel Events**

Next up, you have the purchase funnel which is similar to the previous video. However, we will take it one step further. This allows you to see who came to your sales page and purchased versus who came to your sales page and did not purchase. This will allow

you to retarget them at a later date. Or perhaps you want to run an ad solely to people who purchased? This is for you!

### **Video #8: Lead Form Funnel**

A lot of consulting or service based businesses utilize this funnel. Basically, it consists of getting people to a page for the intent to fill out a form. Perhaps you want to get them to schedule an appointment so that you can sell to them at a later date.

### **Video #9: How to Test Your Pixel Is Active**

Once you have installed new pixels throughout your funnel, the big question is - how do you know if it is working? How do you know if those standard event pixels were placed properly? More on that in this video.

So, grab this video course today and begin setting up your Facebook ad pixel tracking... the right way.

Add this product to your cart now for only....  
~~\$67~~ \$47

Warm Regards,

[Your Name]

P.S. Don't worry about waiting, you can download this video training course immediately after you pay. Start watching how to implement the system within minutes.

P.P.S. If you want to learn how to setup your Facebook ad pixel tracking the right way, and you don't know where to start, then this is the training course for you.