TOP 10 FACEBOOK ADS
Resources

facebook

Inside you'll find:

- ✔ Top tools
- ✔ Top forums and blogs
- ✔ Top tips and how to's

Congratulations and thanks for getting your copy of our resource report. Inside, we share our top tools and sites so you can get results faster.

Keep in mind, you could have all the greatest tools and resources in the world, but if you don't take action on it, you won't see results. Be sure to most of the resources provided here.

Facebook Ads is an incredibly powerful tool for building an audience and gaining customers online. This is the only advertising platform that gives you direct access to an audience larger than the population of any country in the world.

More importantly, it's the only tool that gives you the means to hone in on highly specific sub-sections of that community and find exactly the right type of buyer for your product.

With that said, here are our top tools and resources we recommend.

1. Buffer

Buffer is a very popular tool that lets you create a queue of social media content. Write 20 Tweets, set a schedule for them to be posted and then watch as they are automatically uploaded over a given time period. It's not just for Twitter though: it also supports Facebook, Google+ and LinkedIn so that you can post across your social accounts simultaneously.

This way you can save a lot of time and make sure that your account never goes quiet. What's more though, it's also handy if you are outsourcing your social media as it means you won't need to give all your passwords out to your service providers. It's free to use but more features are available for those willing to pay.

2. Canva

https://www.canva.com/

Canva is a tool you can use to create beautiful, sharable graphics. It makes the process very quick and easy with a drag-and-drop interface and it also gives you access to a range of stock images. You can use it to create infographics but also banners and other images. You can try it for free but you'll need to pay for more advanced features.

3. Buzz Sumo

http://buzzsumo.com/

Buzz Sumo lets you quickly find the most popular content for a given topic or website. This is very useful if you're looking for hot topics to tweet about or to respond to, or for places to comment for that matter!

4. Jon Loomer

http://www.jonloomer.com/

For all things Facebook marketing related, Jon Loomer is the authority in the field.

5. Facebook Ads Manager App

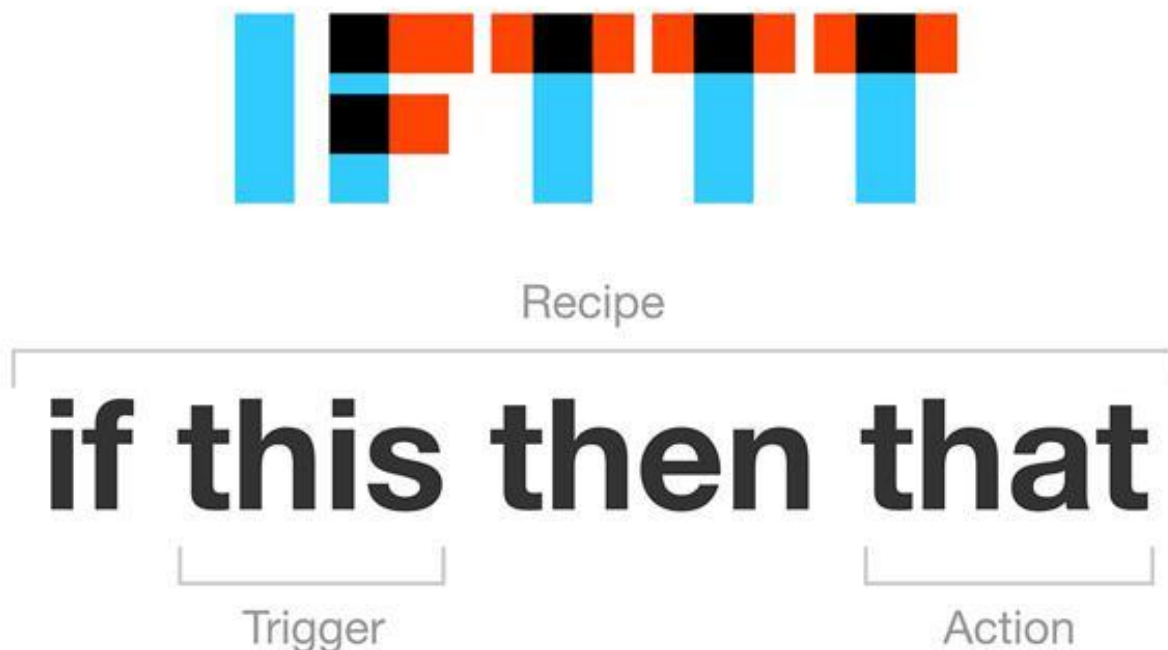https://www.facebook.com/business/news/ads-manager-app

Easily manage your apps on your mobile device!

6. IFTTT

IFTT stands for 'If This, Then That' and is an incredibly powerful tool for linking different social media accounts and other web apps together. What this means is that an event occurring on one platform can 'trigger' an event in another (all defined through what are known as 'recipes').

An excellent example of this would be to set up a recipe that automatically Tweets all your Facebook posts. More ambitious though would be something like a system that would add your Tweets to a Google Drive spreadsheet or that would add messages you need to respond to to a 'Todoist' list. The possibilities are endless.
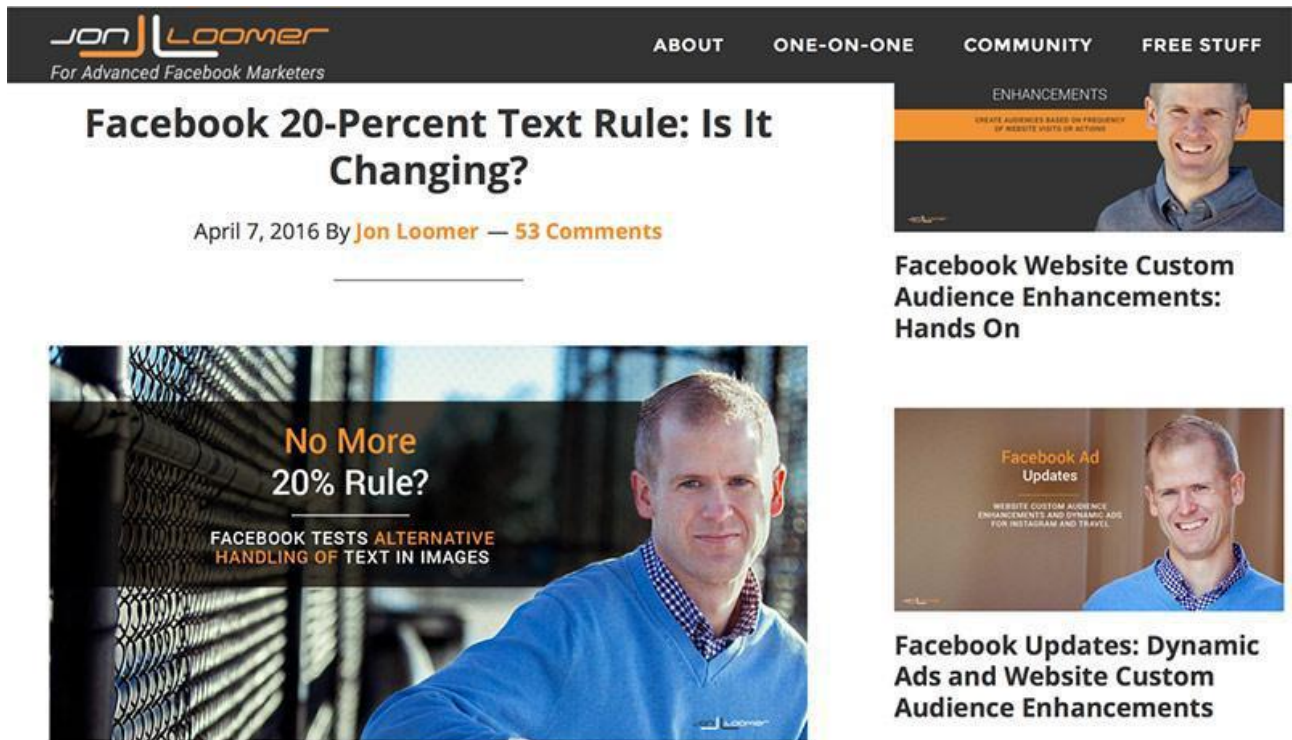
7. Qwaya

http://www.qwaya.com

Run split tests of your ads using Qwaya! Find the most effective audiences for your ads by auto splitting targeting in granular segments and get a side by side comparison. You can split your audience in multiple segments based on any targeting criteria.
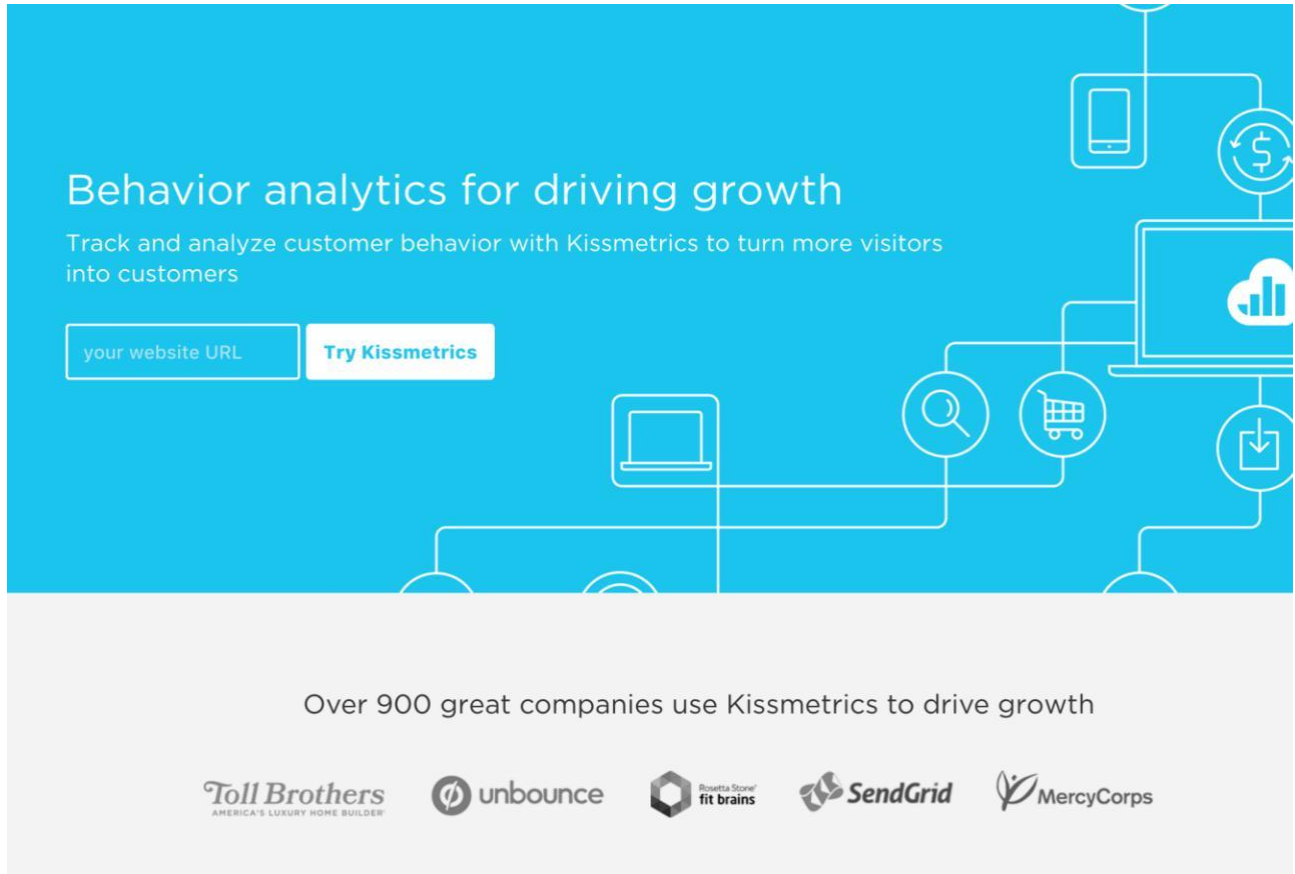
8. Jon Loomer

http://www.jonloomer.com/

Jon Loomer is an authority on Facebook Ads. Not only is his information good for beginners, he also shares advanced Facebook Ads techniques.

9. Kissmetrics

https://www.kissmetrics.com/

Kissmetrics is another testing and tracking tool. What it specifically can do for you is measure social media ROI. How effective is your social media marketing? Kissmetrics gives data on things like that. It lets you track individuals, groups or similar individuals. It's a great tool to measure customer behavior.

10. Hootsuite Social Ads

https://hootsuite.com/pages/landing/social-ads

Create, optimize, and analyze your social ads—all in one place