

# 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

<https://bufferapp.com>



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/>



A simple new way to design



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/>

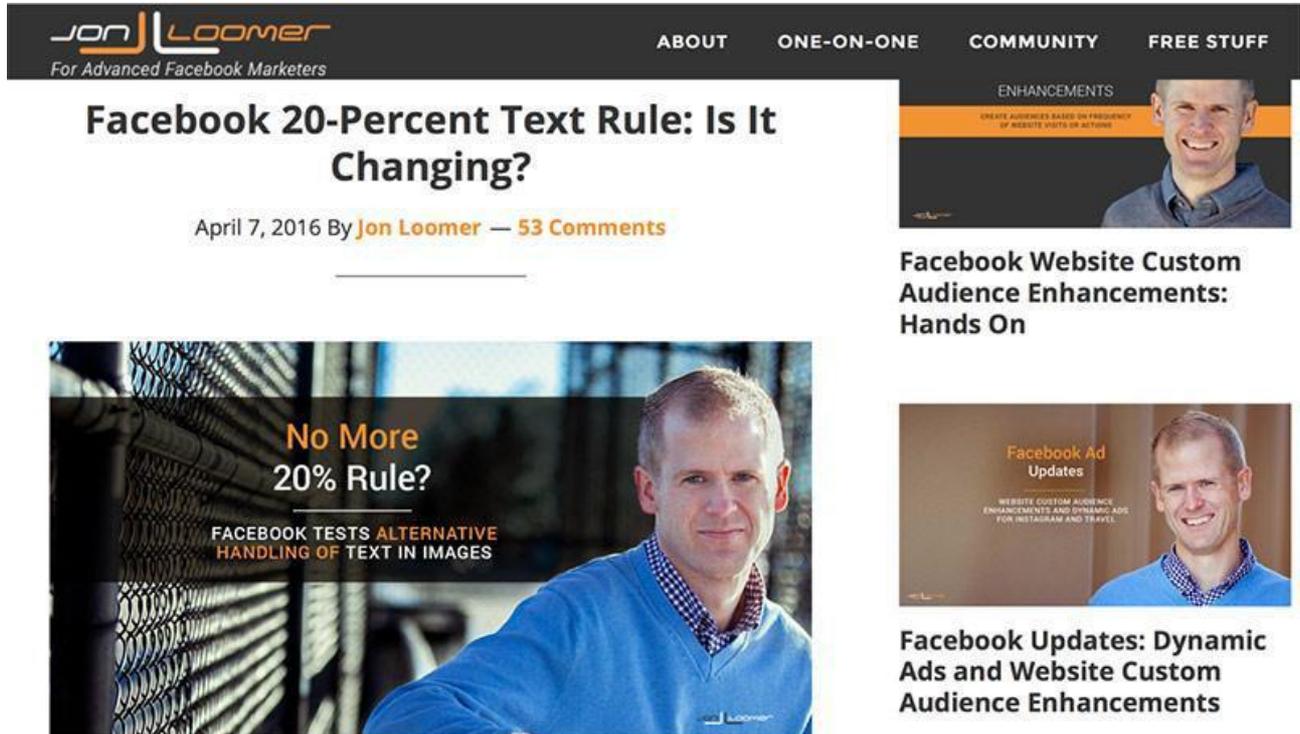
The screenshot shows the Buzzsumo Pro interface. The search bar contains 'content marketing'. The results are sorted by 'Total Shares' and show three articles:

Article Title	Source	Author	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
10 Words to Cut From Your Writing	entrepreneur.com	Shanna Mallon	29,750	3,058	7,039	542	729	41,118
The Ideal Length for All Online Content	blog.bufferapp.com	Kevan Lee	63	3,334	12,269	0	4,597	20,263
Writing Tips: How to Come Up With 50 Topic Ideas in 30 Minutes	entrepreneur.com	Neil Patel	11,525	1,142	2,025	146	522	15,360

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/>



The screenshot shows the top of Jon Loomer's website. The header includes the logo "JON LOOMER For Advanced Facebook Marketers" and navigation links: "ABOUT", "ONE-ON-ONE", "COMMUNITY", and "FREE STUFF".

The main article is titled "Facebook 20-Percent Text Rule: Is It Changing?" and is dated April 7, 2016, by Jon Loomer, with 53 comments.

Below the main article is a featured image with the text: "No More 20% Rule? FACEBOOK TESTS ALTERNATIVE HANDLING OF TEXT IN IMAGES".

On the right side, there are two smaller article thumbnails:

- The top one is titled "Facebook Website Custom Audience Enhancements: Hands On" and has the subtext "ENHANCEMENTS CREATE AUDIENCES BASED ON FREQUENCY OF VISITS WITHIN A MONTH".
- The bottom one is titled "Facebook Updates: Dynamic Ads and Website Custom Audience Enhancements" and has the subtext "FACEBOOK AD UPDATES WEBSITE CUSTOM AUDIENCE ENHANCEMENTS AND DYNAMIC ADS FOR INSTAGRAM AND TRAVEL".

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

<https://ifttt.com/>



IFTTT 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>

The screenshot shows the 'Create' interface for setting up an ad campaign. It is divided into three main sections for targeting criteria, a summary panel on the right, and a footer with 'Save as' and 'Use' buttons.

- Location:** Includes a dropdown for 'Location' (set to Sweden), a 'Locations' input field (containing 'Sweden (country, SE)'), and a 'Languages' input field (placeholder: 'Select the languages you want to target').
- Age and gender:** Includes 'Age (inclusive)' (18 - 50), a frequency dropdown (set to 'every 4th year'), and 'Gender' options (All, Male, Female).
- Interests:** Includes a list of interests (Furniture, Interior design, Home accessories, Garden) with checkboxes, a 'Browse...' dropdown, a search input field, and a 'Suggestions' list (Interior design, Decorative arts, Home accessories, Industrial design, Bed, IKEA, Bedroom, Bathroom, Home Appliances, Fine art).

**Potential Reach:**

- 82,000 desktop
- 110,000 mobile
- 112,000 total

**Audience:**

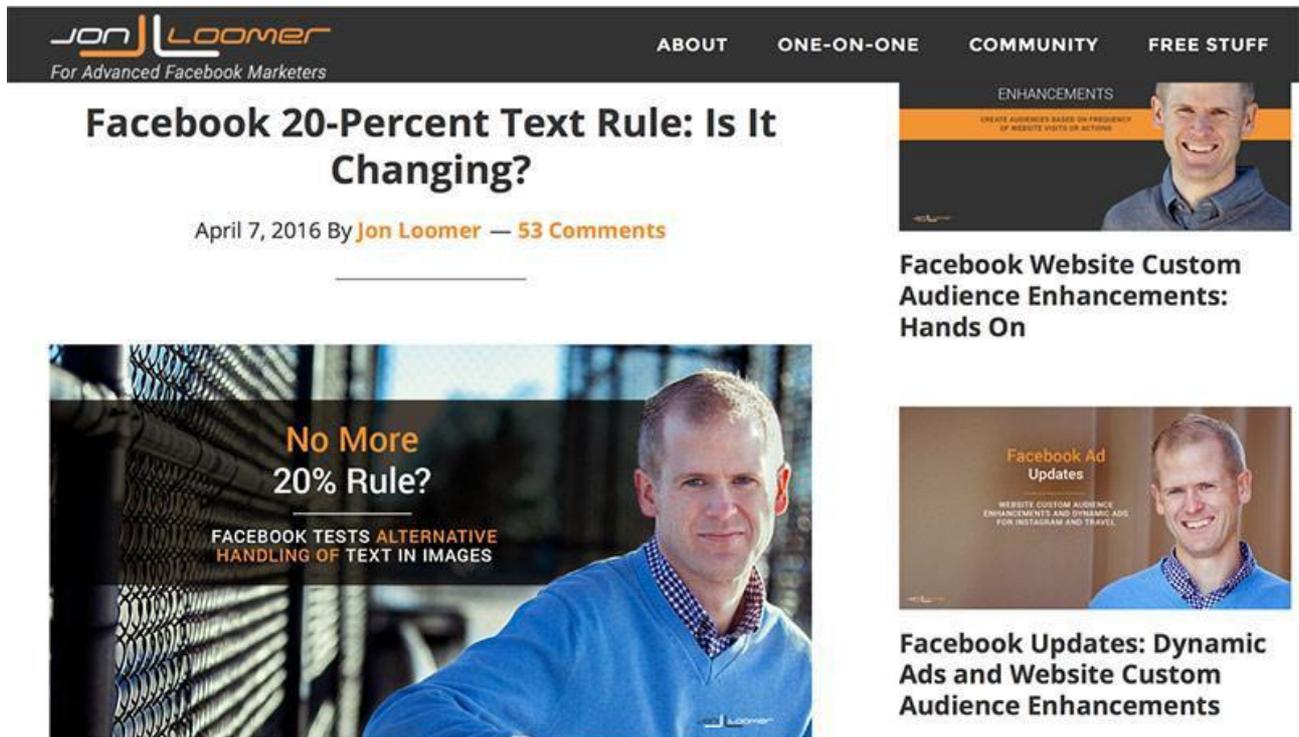
- Location - Living In: Sweden
- Age: 18 - 50
- Interests: Furniture, Interior design, Garden or Home accessories
- Parents: Parents (All) or Expectant parents

Splits into 18 segments.

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/>



The screenshot shows the top of Jon Loomer's website. The navigation bar includes links for 'ABOUT', 'ONE-ON-ONE', 'COMMUNITY', and 'FREE STUFF'. The main article is titled 'Facebook 20-Percent Text Rule: Is It Changing?' and is dated April 7, 2016, by Jon Loomer, with 53 comments. Below the main article are two smaller article thumbnails. The first thumbnail is titled 'No More 20% Rule?' and features the text 'FACEBOOK TESTS ALTERNATIVE HANDLING OF TEXT IN IMAGES'. The second thumbnail is titled 'Facebook Ad Updates' and features the text 'WEBSITE CUSTOM AUDIENCE ENHANCEMENTS AND DYNAMIC ADS FOR INSTAGRAM AND TRAVEL'.

**JON LOOMER**  
For Advanced Facebook Marketers

ABOUT ONE-ON-ONE COMMUNITY FREE STUFF

### Facebook 20-Percent Text Rule: Is It Changing?

April 7, 2016 By **Jon Loomer** — 53 Comments

#### No More 20% Rule?

FACEBOOK TESTS ALTERNATIVE HANDLING OF TEXT IN IMAGES

#### Facebook Ad Updates

WEBSITE CUSTOM AUDIENCE ENHANCEMENTS AND DYNAMIC ADS FOR INSTAGRAM AND TRAVEL

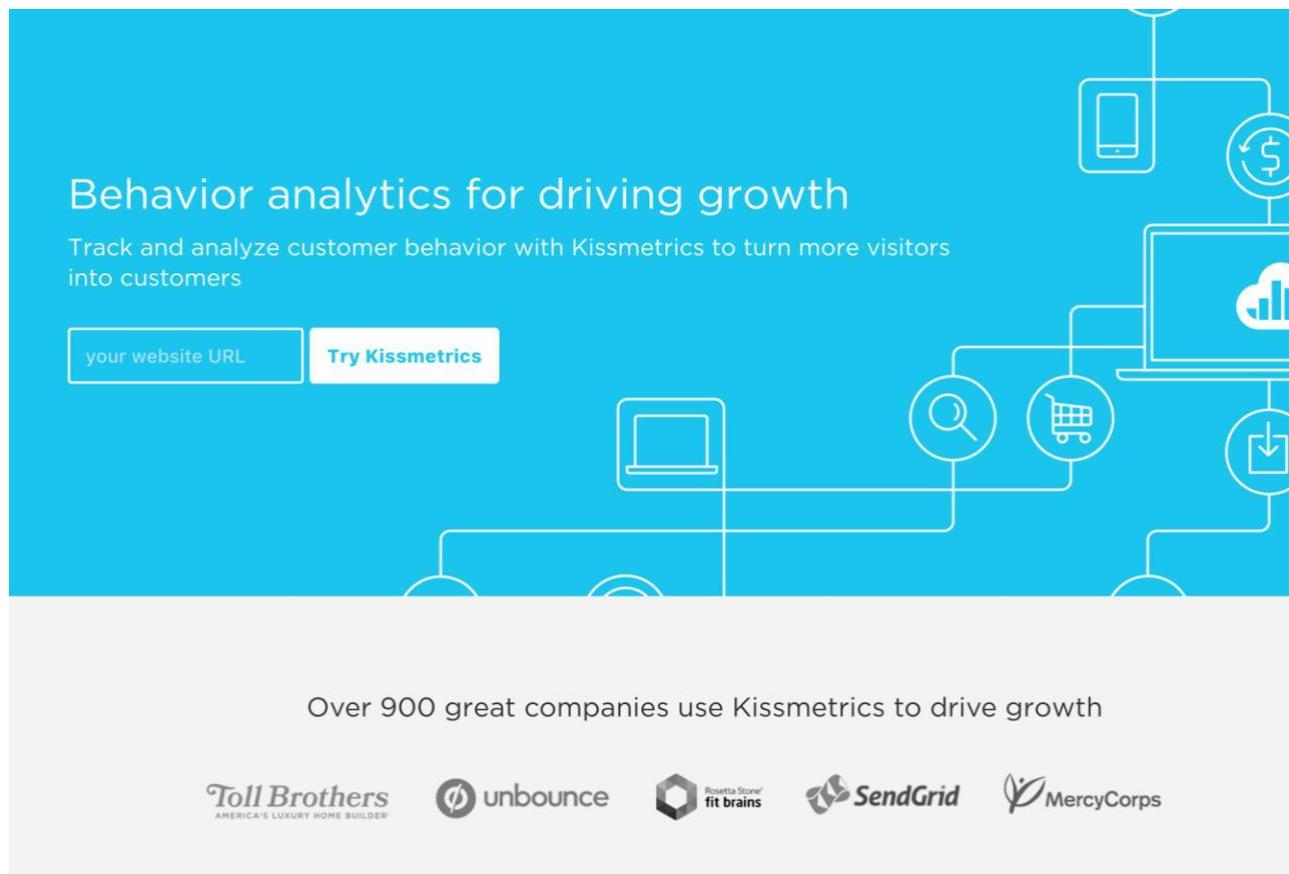
#### Facebook Website Custom Audience Enhancements: Hands On

#### Facebook Updates: Dynamic Ads and Website Custom Audience Enhancements

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/>

The image shows a promotional banner for Kissmetrics. The top half has a blue background with white text and icons. The text reads "Behavior analytics for driving growth" and "Track and analyze customer behavior with Kissmetrics to turn more visitors into customers". Below this is a form with a text input field containing "your website URL" and a button labeled "Try Kissmetrics". The background features a network of white lines connecting various icons: a smartphone, a laptop, a magnifying glass, a shopping cart, a bar chart, a dollar sign, and a download arrow. The bottom half of the banner has a light gray background with the text "Over 900 great companies use Kissmetrics to drive growth" and a row of logos for Toll Brothers, unbounce, Rosetta Stone fit brains, SendGrid, and MercyCorps.

Behavior analytics for driving growth

Track and analyze customer behavior with Kissmetrics to turn more visitors into customers

your website URL [Try Kissmetrics](#)

Over 900 great companies use Kissmetrics to drive growth

*Toll Brothers* AMERICA'S LUXURY HOME BUILDER  unbounce  Rosetta Stone<sup>®</sup> fit brains  SendGrid  MercyCorps

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>



Hootsuite for Enterprise

Products

Plans

Education

Sign Up

Contact Us

Log In

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



## Create ad campaigns

Design campaign content and boost posts from within the Hootsuite dashboard



## Optimize ad content

Get the most out of your ad spend by managing paid campaign budgets alongside your organic social content

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