

## **Social Video Ads Review - How Does Social Video Ads Work?**

### **Special Features of Social Video Ads:**

Here's how to run successful Facebook video ad campaigns:

8 Lessons of Video Training:

#### **MODULE 1: YOUR GAME PLAN**

Running an ad campaign does not work by just posting your ad and pointing them directly to your product. In this module, you will learn the complete strategy you need to implement to get the highest ROI possible from your ad spend

#### **MODULE 2: OPT-IN PAGE CREATION**

To maximize the value of your ad spend, you need to turn your traffic into leads. This way, you can create a list of prospective buyers that you can contact over and over again to sell your products.

#### **MODULE 3: VIDEO AND IMAGE PREPARATION**

In this module, you will discover the kinds of images and videos that work well on Facebook. You will also learn the simple content you need to include in your video, to attract quality leads. On top of these, you will also discover how to create professional image ad, even if you know nothing about graphic designs.

#### **MODULE 4: TARGET AUDIENCE RESEARCH**

The secret to getting quality leads from Facebook is in the targeting. Here, you will find out how to research on your targeting, whatever your niche is.

#### **MODuLE 5: RUNNING AN FB AD CAMPAIGN**

In this module, you can literally watch how he creates a live Facebook ad campaign using Power Editor. You can see a lot of possibilities here that you can apply in your business!

#### **MODULE 6: FB AD RETARGETING**

The cool thing about Facebook is that, you can track everything and get back to those who visited your landing pages. That's exactly what you're going to learn in this module.

#### **MODULE 7: FB VIDEO AD & RETARGETING**

Here, you're going to learn how to accumulate views and then retarget those people who watched your video. You will also learn the kind of videos to use here, for your campaign to become effective.

#### **MODULE 8: LOOKALIKE AND CUSTOM AUDIENCES**

By accumulating engagements in your ads, you can expand you target reach even more. In this module, you will discover how to do that by leveraging Facebook's lookalike and custom audience features.

More Information: <https://crownreviews.com/social-video-ads-review/>

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