



**Daily AdSense Profits By Taking Advantage of Underground Method that Delivers as \$0.0018 per click from FB Ads!**

**Pay As Little As \$0.0018 Per 'Link Click'**

**Ivana, Ram & Vaibhav**

# About US

Hello Guys!

My name is Ram Rawat. And I would like to take this opportunity to present - '**SENSE DRILL**' in front of you. My Business partner - **Ivana & Vaibhav** have given their best to come up with this mind-blowing passive money generating guide.

This e-Book is a SECRET guide to get you started with the most trusted and legit payout method i.e. Google Adsense. Many of you know that Google makes its revenue by displaying ads and charging the vendors/companies to display their ads at numerous locations.

But what many of you don't know is that Google pays money to the site owners for each click made on displayed ad on their sites. So my friend - *Vaibhav has utilised this method of Google Adsense by creating few sites and generating revenues upto \$100,000.*

I myself tried and tested the system to make money through Adsense, worked fine for me. *Being a NEWBIE to this never explored system, I made \$2700 in my first month.* That's when I decided to share this system to many of you, just to help everyone.

And we have worked everything in the best way possible so that you can get started fast and share your success with us within a week.

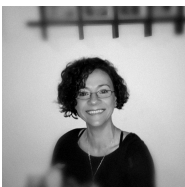
I have tested many traffic methods of generating money from Adsense and developed few strategies of my own to make easy profits using Dirt Cheap Traffic from FB Ads. And We'll be sharing everything in this e-Book and Case Studies.

I'm a full time Internet Marketer, before Adsense I have been into the traffic optimisation. I am working on lot of sites and discovered various tricks to bring the cheap traffic to grow the online business.

That's my story... :)



**Join Ram on Facebook: [ramrawat.de](https://www.facebook.com/ramrawat.de)  
or Email on: [ram@howtoearnonline.co](mailto:ram@howtoearnonline.co)**



**Join Ivana on Facebook: [IvanaBWarrior](https://www.facebook.com/IvanaBWarrior)**



**Join Vaibhav on Facebook: [vaibhav.goel.9085](https://www.facebook.com/vaibhav.goel.9085)**

# LEGAL

By reading this E-book, you have agreed to the following terms and conditions.

Under no circumstances should this E-book be sold, copied or reproduced in any way except when you have purchased the Private Label Right (PLR) to this report. ‘**SENSE DRILL**’ and all of its contents are protected by copyright law.

Copyright information contained in this report may not be reproduced, distributed or copied publicly in any way, including Internet, e-mail, newsgroups, or reprinting. Any violator will be subject to the maximum fine and penalty imposed by law. Purchasers of this product are granted a license to use the information contained herein for their own personal use only again except those who purchased PLR to the report.

Any violators will be pursued and punished to the fullest extent of the law. All results described in this report are accurate to the best of my knowledge, and should not be considered "typical". As with any business, your results may vary, and will be based on your background, dedication, desire and motivation. Any testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. You may also experience unknown or unforeseeable risks which can reduce results. I am not responsible for your actions. The material contained in this report is strictly confidential.

# Introduction

**SENSE DRILL (SD)** is a unique system to get you started fast in Google AdSense money making techniques.

Sense Drill is designed for you to make money through Google AdSense and to help you understand better, we have divided the complete course in three parts:

**Part #1:** How are we going to make money?

- AdSense site setup and account approval

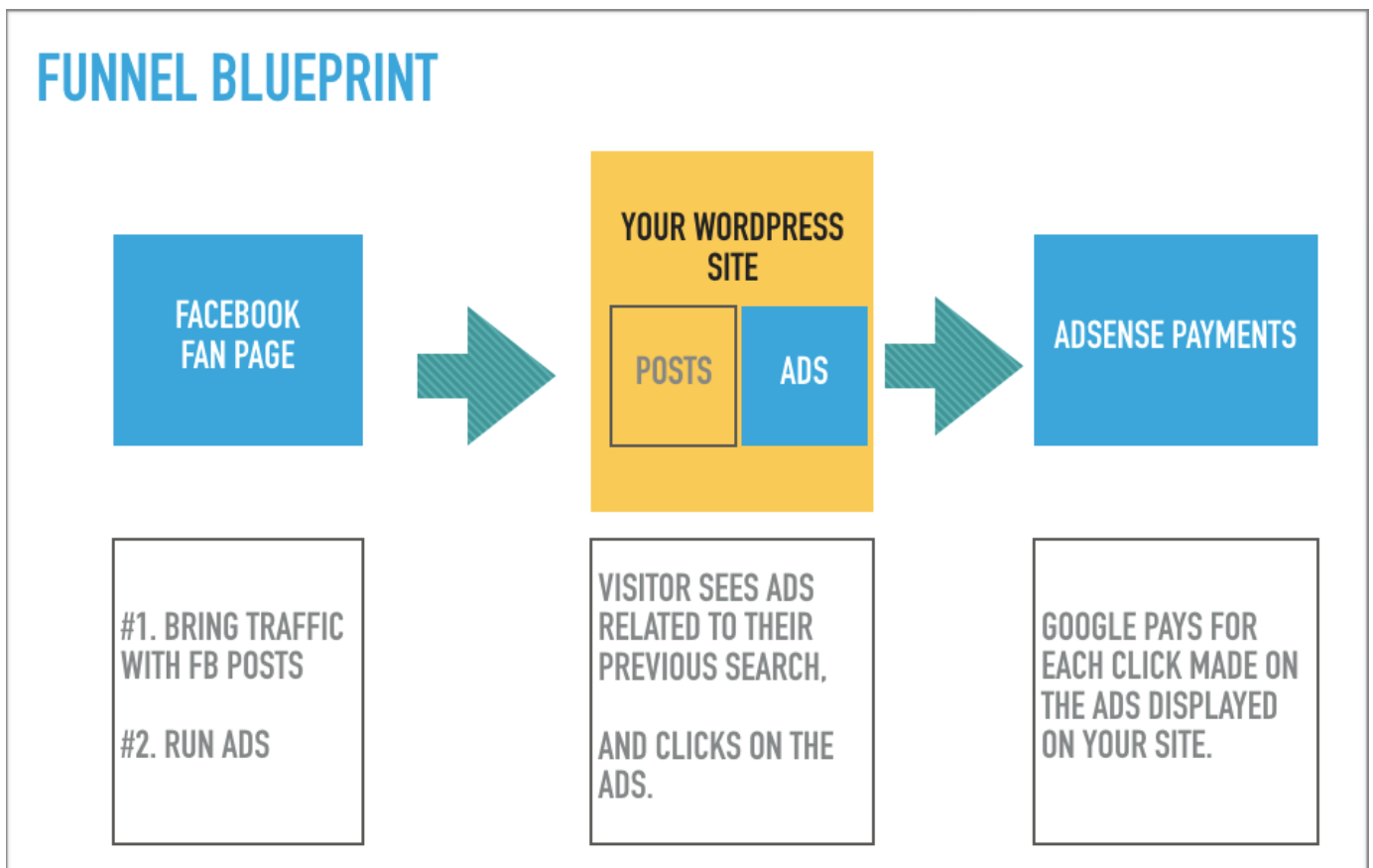
**Part #2:** How are we getting traffic?

- FB fan page setup and Ads optimisation

**Part #3:** Case Studies to replicate the complete system

- Replicate with our Fb ads to generate dirt cheap traffic

The basic flow of Sense Drill system is shown in the figure below:



## INDEX

You can access the complete system here:

1. About Us.....	02
2. Legal.....	03
3. Introduction.....	04
4. Traffic Generation: FB Ads.....	06
5. Miscellaneous .....	40
6. A Few More Words .....	41

# Traffic Generation: FB Ads

Once your AdSense site/blog is ready you just need to get started with traffic. As told in our sales letter, the FB ads are very cheap for tier 2 countries and we are going to take the advantage of that to make easy profits from AdSense.

## **So how did we end up with Fb ads?**

It wasn't some miracle, it was just simple test and trial that led us to FB ads. You know what they say - ***“Necessity is the mother of Invention”***.

It's true after facing so many failures, Vaibhav never gave up and the need of traffic at the right cost took him from Google Adwords to FB ads.

**First Step - Google Adwords:** - Too High Cost for each click. Secret is: 'if Google is charging \$1 for each click to the vendor, then it only gives \$0.05 to the site owner. Clearly it only gives 20th part (\$0.05 is the 1/20th of \$1) to the site/blog owners and keeps the 19 parts to itself)

It Failed!

**Second Step - Bing Ads:** It's cheaper than Google Adwords, but not good enough to make profits.

Whatever he made in last 3 months using SEO, he had spent all in the testing with Adwords & Bing. Now he borrowed some money from his elder brother and...

**Third & Final Step - FB Ads:** After spending so much money on Adwords And Bing, finally Vaiabhv got some real good traffic with FB paid ads. Fb ads worked like a charm!

- Upto **\$0.003 Per Page 'LIKE'**

- Upto **\$0.0018 Per 'Link Click'**

**You do UNDERSTAND what does it mean?**

If he can bring 1000 visitors on his site with 100 INR (= \$ 1.42), and if google pays \$0.05 per click (Cost Per Click- CPC) on his site, THAT means,

considering an average Click Through Rate (CTR) of just 5% CTR ( = 50 clicks on the site) gives him \$2.5 ( 50 clicks \* \$0.05 CPC).

OR *You can also say ....*

*If he can bring 1000 visitors on his site with 100 INR ( = \$ 1.42), and if the site has an RPM of \$3, then he makes straight \$3 (with an investment of \$1.42)*

That's when he understood the game and since then, he has been working on AdSense and FB ads. Last year he has crossed \$100,000 in revenue on one of his site. And now he wants to share his system with everyone of us.

---

And since then we never stopped generating traffic through cheap FB ads. And to help you with FB ads, I'll be guiding you at each step here. Please follow these steps carefully:

- 1. Market research**
- 2. Create a fan page**
- 3. Create viral posts**
- 4. Run your first FB ad**
- 5. Monitor the ads**
- 6. Optimise the ads**

## Step #1. Market Research:

In the 'Market research' we will cover three things:

1. Tier 2 Countries: Cheap traffic
2. Select Your Niche: Go with your heart. But do look the potential of the selected niche.
3. Check For Potential Audience: Go to 'Audience Insights'

### #1. Why Tier 2 Countries?

If you're targeting tier 1 countries, you know the traffic cost is too high. The least you can expect for Tier 1 countries is \$0.5 Per Link Click for FB ads. If you ask me, it's too much to pay for a single link click i.e. per visitor.

And when Google AdSense pays for each click on the ads displayed on your site, you get a CPC of \$0.03 to \$0.05. So if you try for countries like US, UK, Australia & Canada, you pay \$0.5 for each visitor and for each click made on your site you get a max. of \$0.05, which like 19 times less than what you've invested.

Then comes the picture of getting \$0.0018 Per Link Click of FB Ads, this is only possible for Tier 2 Countries. The cheapest traffic possible with FB Ads.

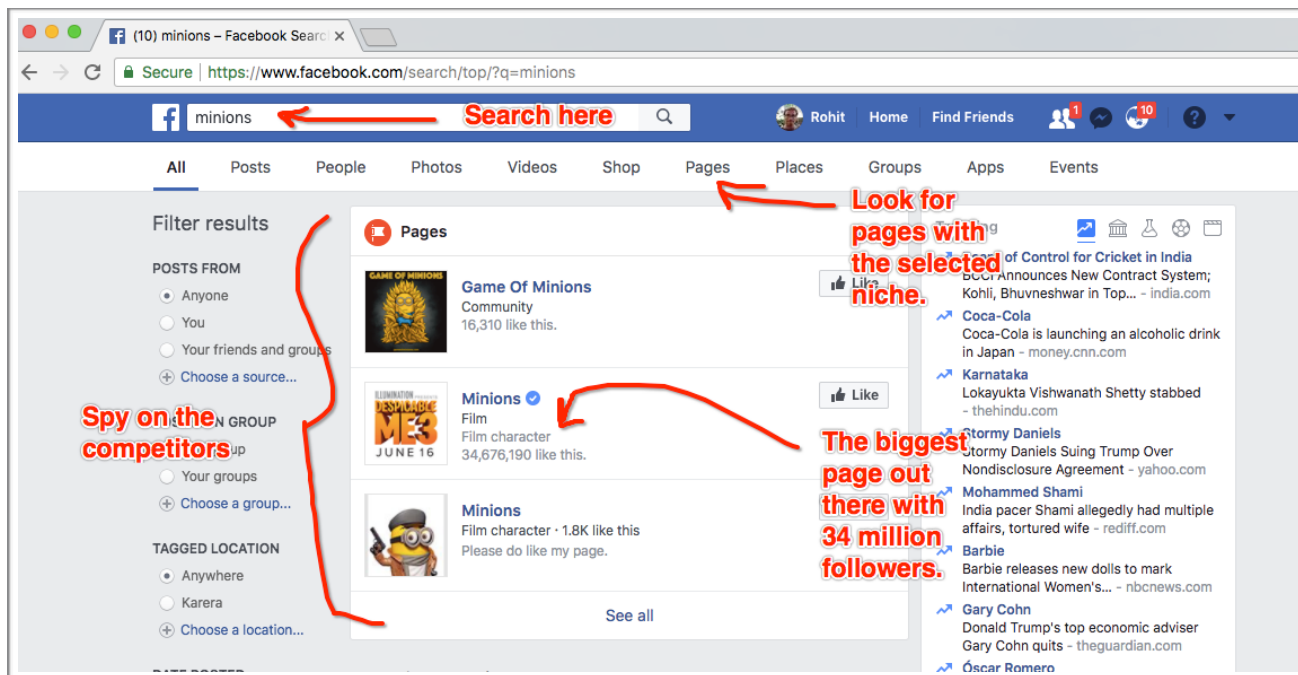
### #2. Select Your Niche

Before start driving traffic to your site and creating a Fan page on FB, you need to decide your niche. And it all starts with the researching on the competition in any niche.

Just to make you understand, I'll take 2 examples to walk you through both type of niches: Popular one & Less competitive one.

**Popular niches:** The top trending niches on FB can be checked by simply making a search in any niche. Like for popular trending movies, 'Minions' is one of the most popular film character of this time. So I search for minions.



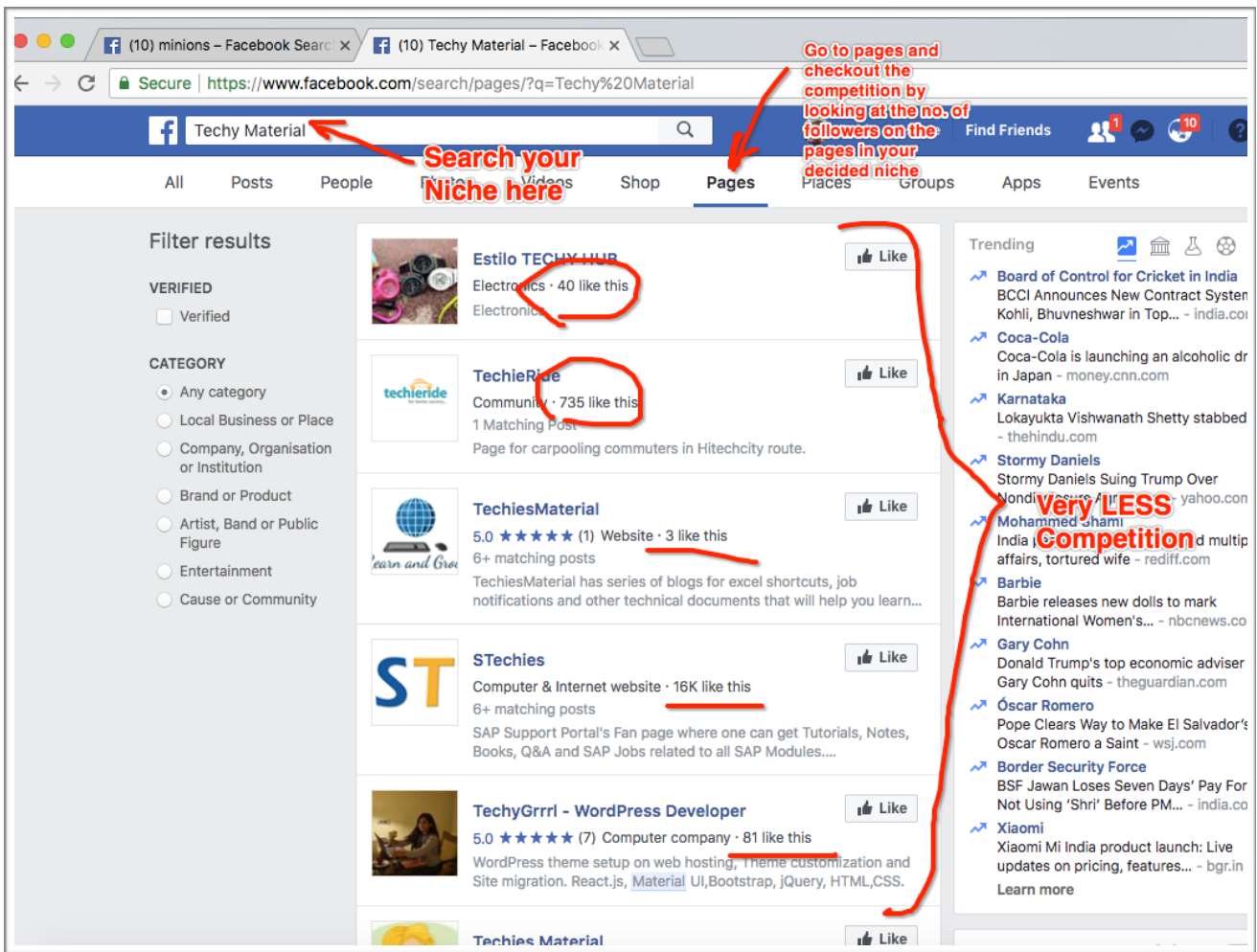


So I decided to create a page in the same niche. With a very small investment and time, I made a page 'Game Of Minions' and brought a following of 16k followers.

**Less competitive niches:** When you've too much of competition, you'll have to pay more to get your visitor to your site from FB Ads. To overcome that problem, you can checkout for less competitive yet attractive niches.

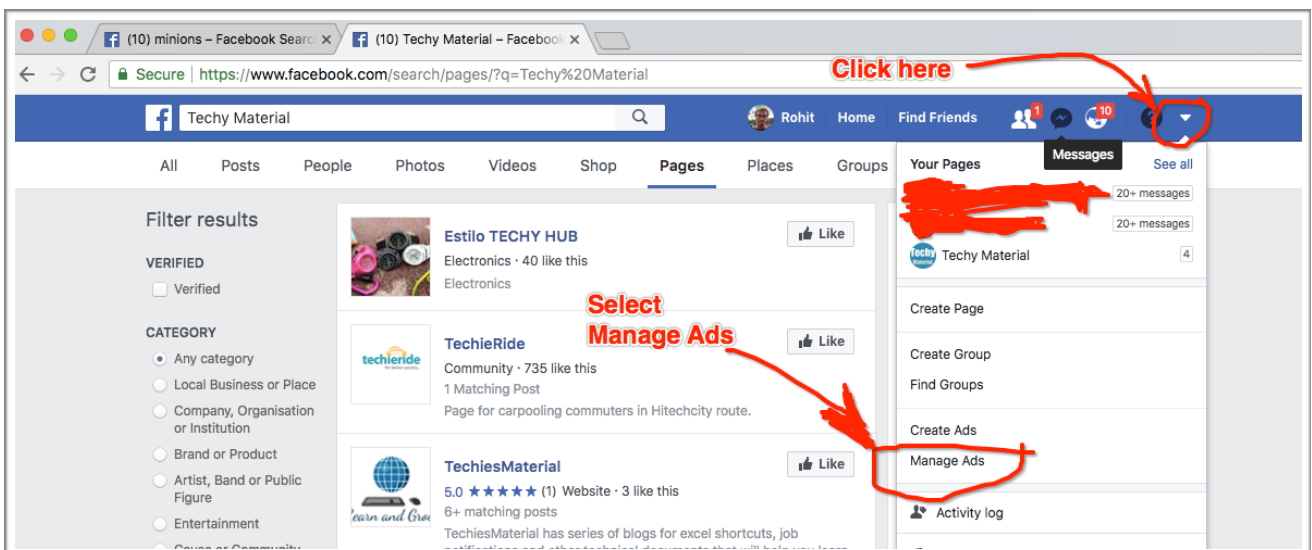
For example, I research on tech and trending gadgets. And decided to create a fan page around it. It's named - 'Techy Material'

It was very simple: Just go to search bar and type your niche keyword. Then go to the 'Pages' and checkout the no. of followers on each page. If the no. of followers are less than 0.1 Million, you're good to go. But don't forget to have an interesting/attractive niche.

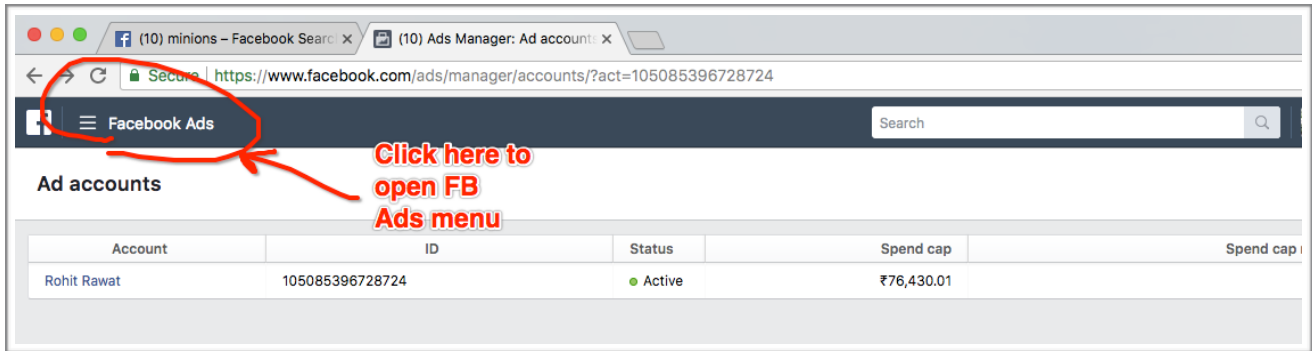


### #3. Check For Potential Audience

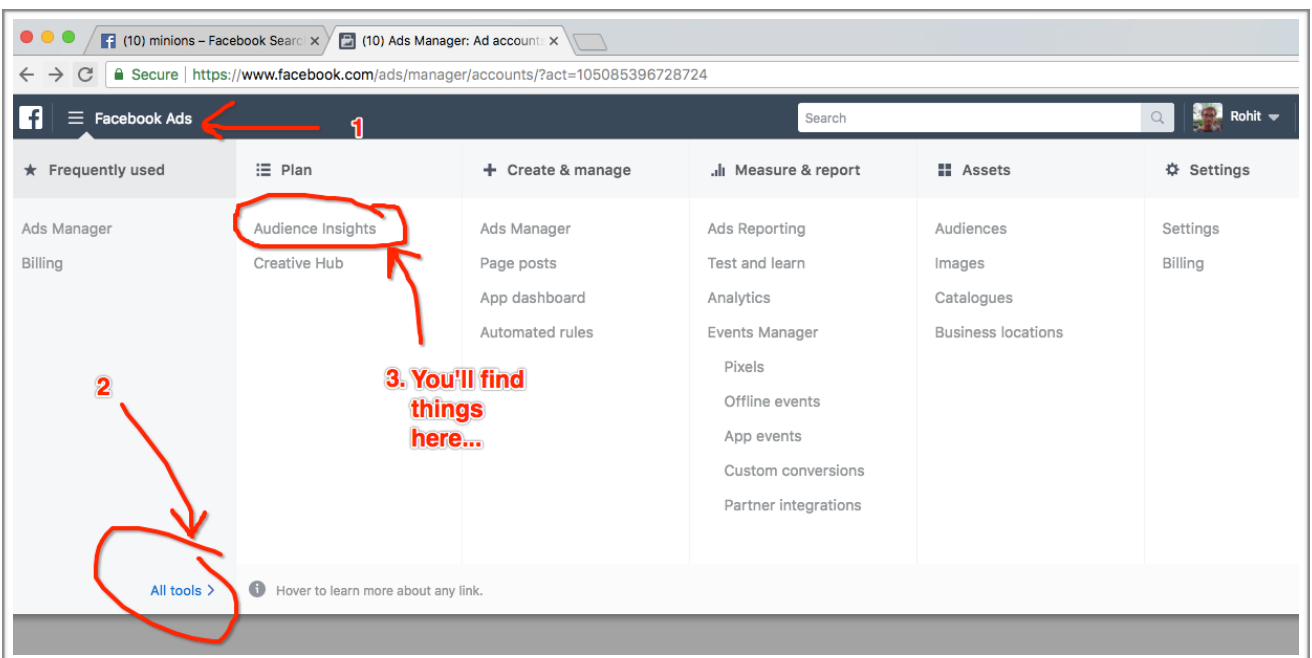
Once you've found your low competitive niche, you can explore the 'Potential Audience'. First go to 'Manage Ads'.



Click on your 'Facebook Ads' as show in the picture below:



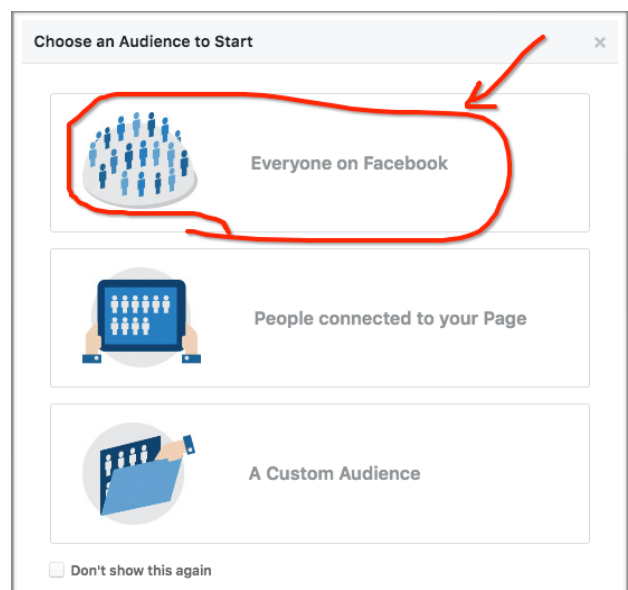
Open the menu and go to 'Audience Insights'



### What is in 'Audience Insights'?

You'll get to check on the people available on Facebook. You'll get to understand their:

- **Interests**
- **Behaviours**
- **Occupations**
- **Demographics**
- **Lifestyle**
- **Relationship Status**
- **Education Level**



To understand people on Facebook, first select 'Everyone on Facebook':

Basically you'll get a very good idea of what will be the audience size in any NICHE for any particular Location & Interest.

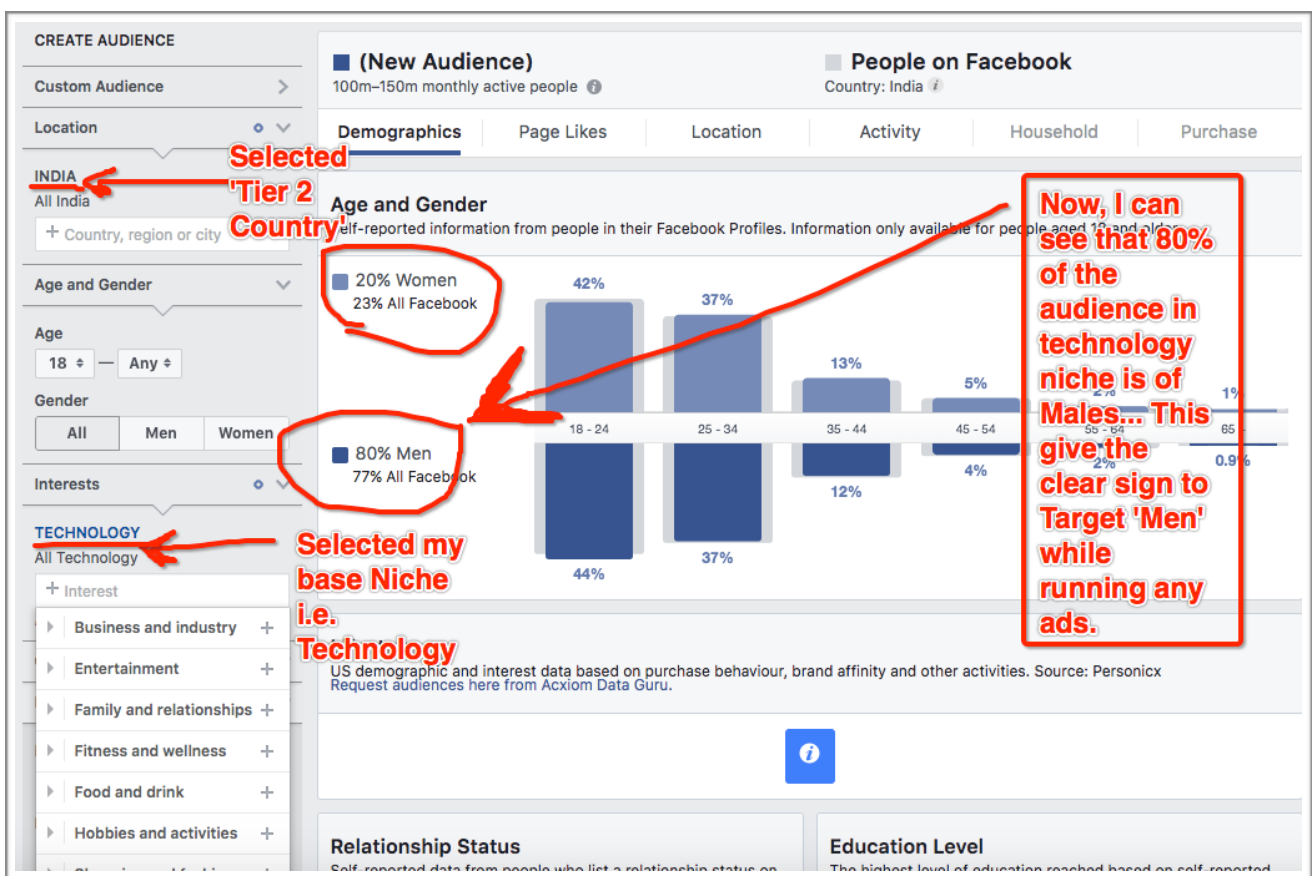
**Lifestyle**  
US demographic and interest data based on purchase behaviour, brand affinity and other activities. Source: Personix  
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience
Active Lifestyles	10%
Country Enthusiasts	1%
Work & Play	9%
Schools & Shopping	2%
Working & Active	1%
Firmly Established	12%
Children First	3%
Out & About	0.6%
Career Building	5%
Climbing the Ladder	0.8%
Good Neighbors	3%
Community Pillars	2%
Country Comfort	6%

**For Example:** For my 'Techy Material' page, I'm thinking of targeting 'India' and to understand the people's behaviour and interests I'll put 'Technology' as my base niche.

**Once I fix any two matrices:** Location - 'India' & Interest - 'Technology', I'll get all the possible demographics. Like now I can see only 20% women population in India is interested in 'technology' and 80% men are more involved or active with 'technology', which clearly tells me to target 'Men' while running my ads in this niche.

**Check out the details in this screenshot:**



## Step #2. Create a fan page:

In the 'Create a fan page' step, we will cover two major things:

1. Create a Facebook Business/Personal Ad Account:
  - <https://business.facebook.com/>
2. Create a fan page:
  - Long term business goal
  - Build an audience
  - Build a brand
3. Promote your page

### #1. Create A Facebook Business/Personal Ad Account

Once you've selected your niche and researched the audience size, you should get started with creating an FB ad account and FB fan page.

Lets create a FB Ad account. If you're going to outsource work like monitoring ads and other things then go for 'business ad account' else 'personal ad account' will do.

You can register for FB Business Ad Account here:

==> <https://business.facebook.com/>

**NOTE:** *FB Business Ad Account is preferred because of the available options like: you can give partial access to some third party to help you with monitoring/running ads on your behalf but having the complete control in your hands.*

### How to create FB Personal Ad Account?

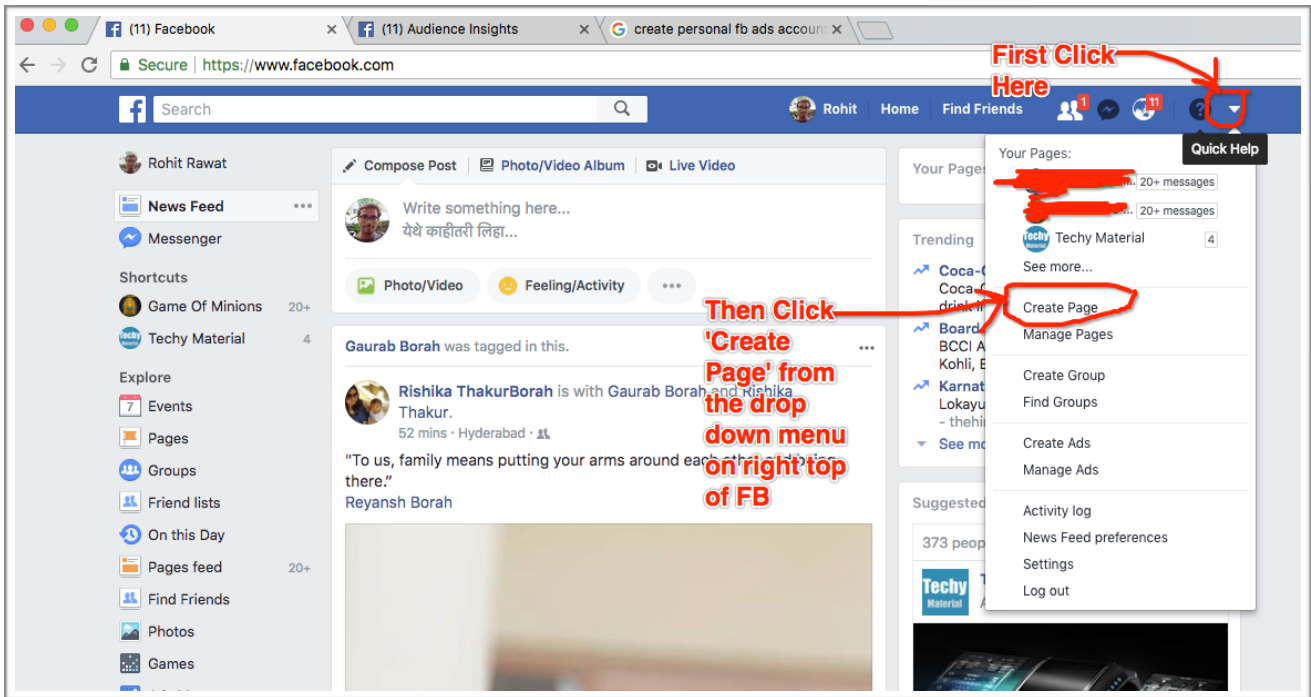
It's very simple, if you don't have a personal FB ad account yet, you can simply get started with creating a page and it will help you create your ad account and promotions.

I'll cover this part with the 'Fan Page Creation'.

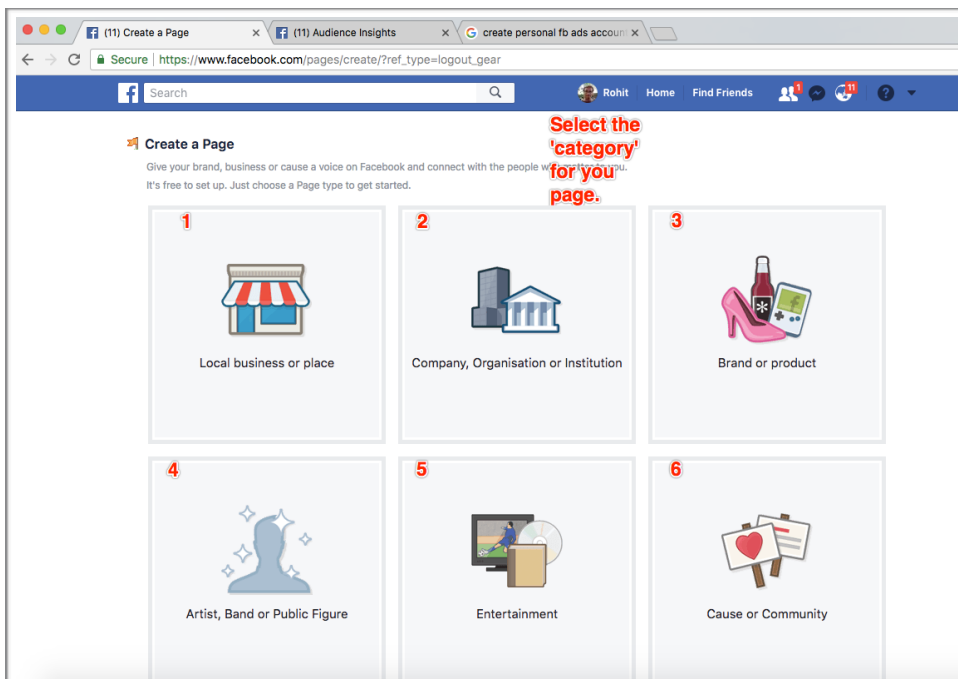
## #2. Create A Fan Page

Creating your first Fan Page is the basic step towards building a long term traffic system by increasing the followers on your page.

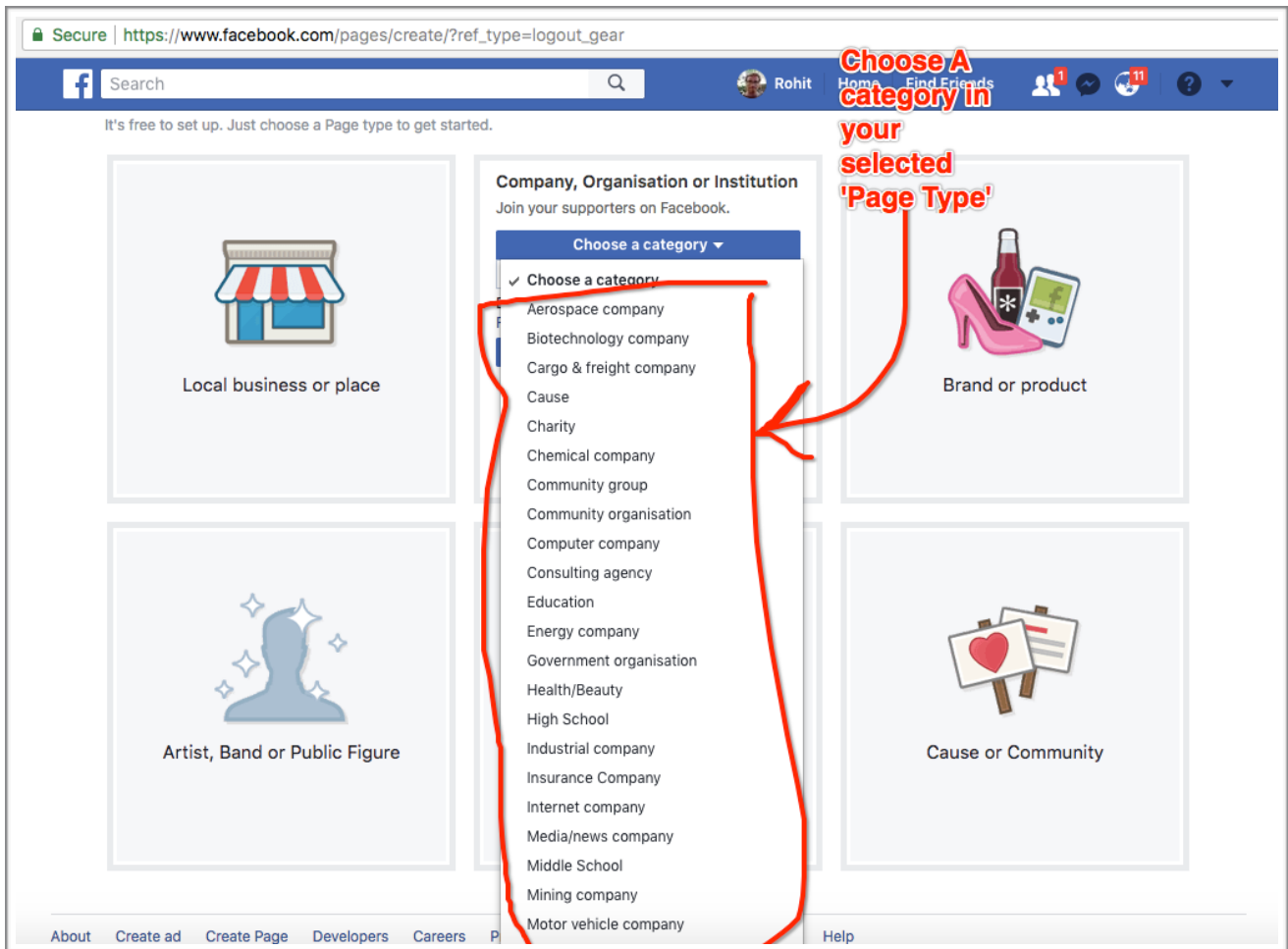
Select the 'Create Page' from the drop down menu on the Right Top of your FB on desktop.



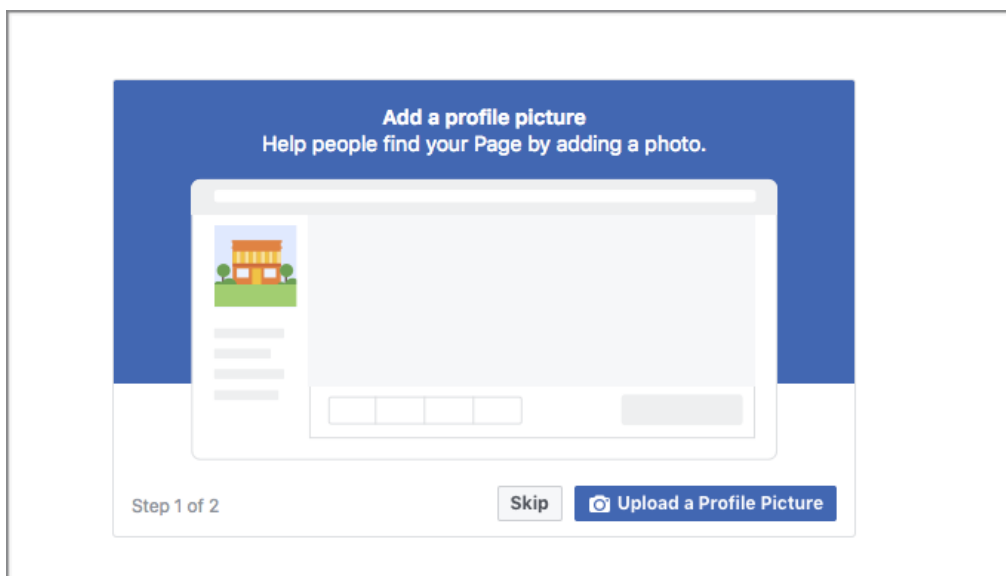
Select the category of your page:



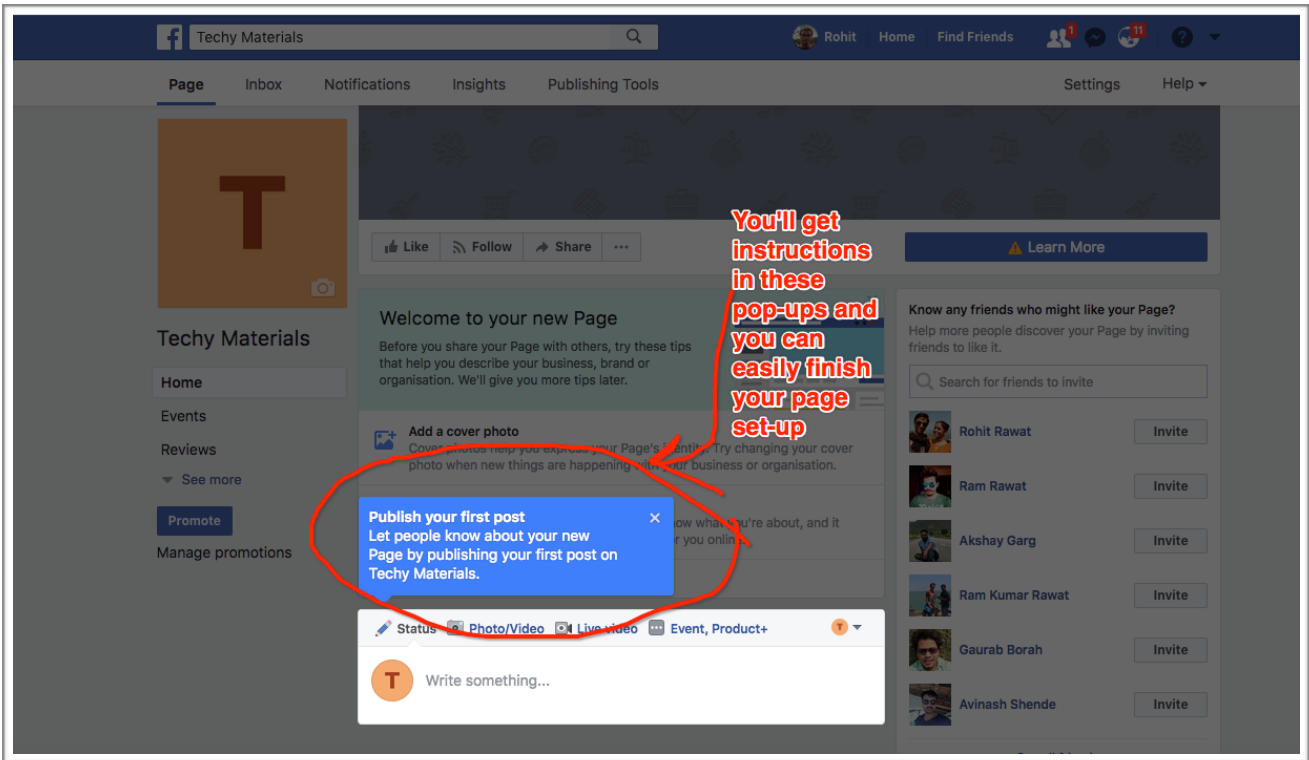
Choose a 'Category' in your selected 'Page Type':



Then simply follow the instructions to get started with the page creation. Like: Adding profile picture, cover photo, name, write 'about us' and few other details.







### #3. Promote Your Page

After finishing with your page creation, you can get started with building followers to your page. This can be done in any of these two ways:

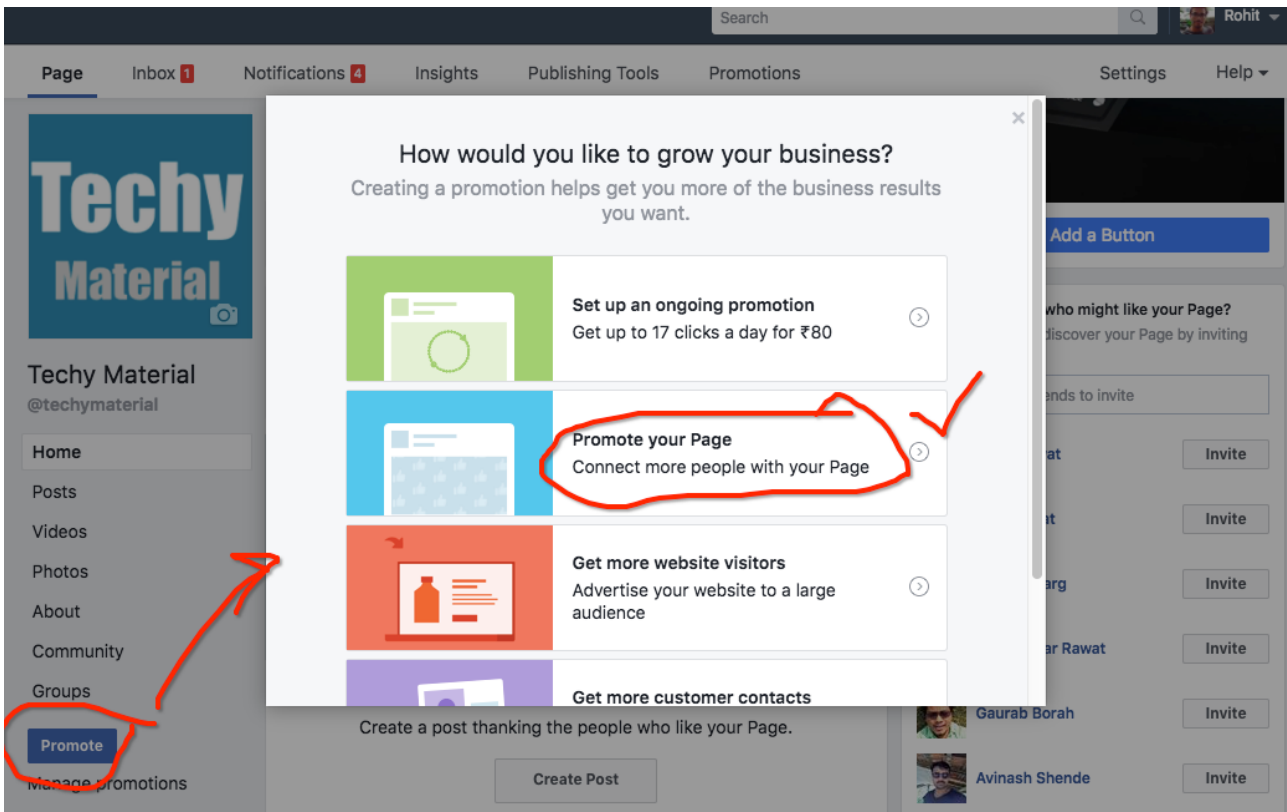
- #1. Create an audience to target
- #2. Promote your page & while doing so select your targeted audience.



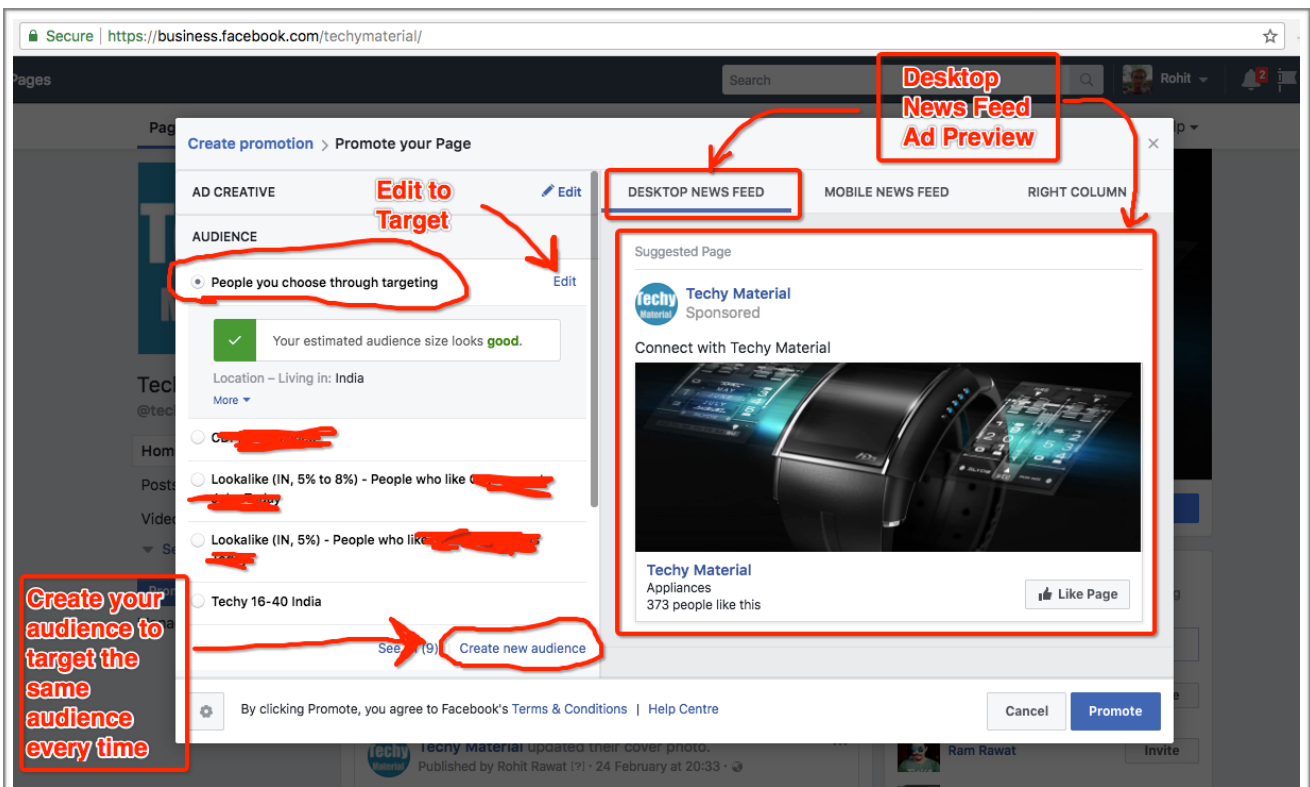
We will discuss about direct promotion here.

Simply click on the **'Promote'** button on the menu on the left of your fan page.

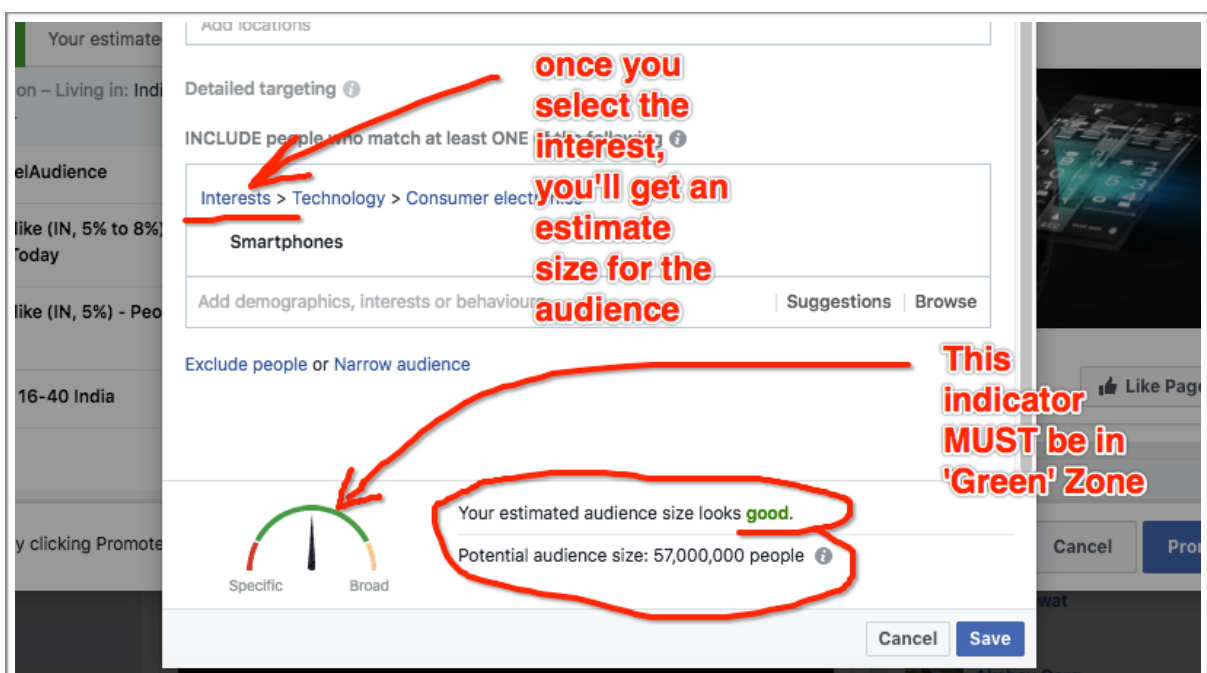
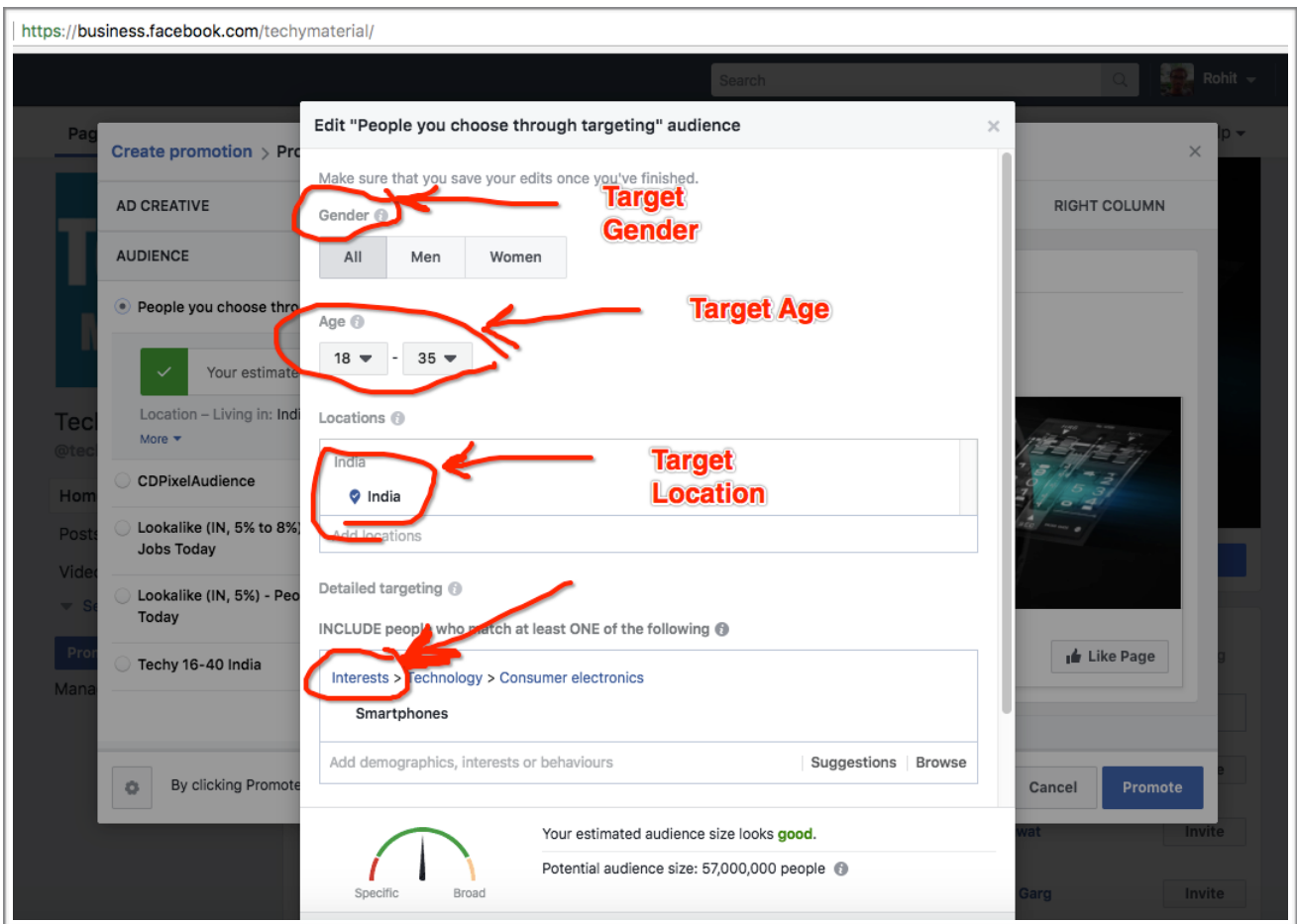
It will take you to a pop-up where you'll get 3 or 4 options. You need to select the one which says: **'Connect More People With Your Page'**



Now comes the Ad Campaign Set-Up. You can edit the targeting & check the ad preview on the next page:



Once you click the 'EDIT' to target, you'll get a pop-up to edit all the targeting:



Once you select your 'Interest' you'll get an estimate on audience size. After finishing the target editing, DON'T forget to save the audience.

After that 'set the budget' and press the 'promote' button to submit your Page Likes ad of approval:

The screenshot shows the Facebook 'Create promotion' interface for a 'Page Likes' ad. The interface is divided into several sections: 'BUDGET AND DURATION', 'PAYMENT', and a preview area. The 'BUDGET AND DURATION' section includes a 'Daily budget' field set to '100.00 INR', a 'Duration' dropdown set to '7 Days', and a 'Run this ad until' date of '15/3/2018'. The 'PAYMENT' section shows the 'Available balance' as '₹703.04 INR'. The preview area shows a sponsored post for 'Techy Material' with a 'Like Page' button. Annotations in red text and boxes provide instructions: 'Scroll Down to add the Budget' points to the budget field; 'Add you budget here...For Page Likes Ads, start with \$5 a day first' points to the budget field; 'Ad schedule' points to the duration dropdown; 'MOBILE NEWS FEED' is circled in red; 'You can also check the Mobile News Feed Preview here.' points to the preview area; and 'In the end, hit 'PROMOTE' button to submit your ad for approval' points to the 'Promote' button.

## Step #3. Create Viral Posts:

In the 'Create Viral Posts' step, we will cover two major things:

1. Create a viral post:
  - Text & image ratio: Only 20% text is allowed
  - [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)
2. Post Scheduling

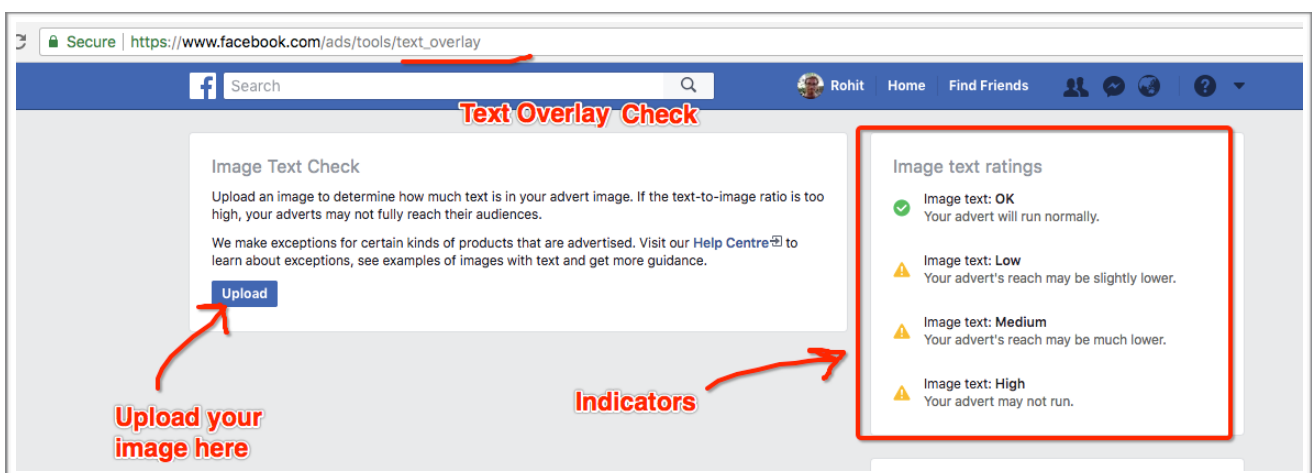
### #1. Create A Viral Post:

Creating a post is very easy. You just need to create a small image as per the standard size of FB ad post, like the one you post on your FB wall.

**NOTE:** You need to know that FB allows **ONLY 20% TEXT AREA** on any image you're creating to boost or run your ad.

You can check whether your image will be approved for FB ad or not by uploading it here:

==> [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)



**Text Overlay Check:** You'll find 4 indicators on this page. Once you upload your image, it will automatically tell whether your image will be approved for fb ad or not.

**For Example:** The left side image has more than 20% text area, it will have very low reach or high chance of NOT getting my ad approved.



**NOT OK**

**Image text: Medium**  
Your advert's reach may be much lower.

Your advert's reach may be much lower than usual because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.

**Ad won't get approved**

This block contains a warning message from Facebook. It features a yellow warning icon and the text 'Image text: Medium' with a red arrow pointing to the text. Below this, it explains that the ad's reach will be lower due to too much text. To the right, there is a small thumbnail of the disapproved ad from the first image. A red arrow points from the warning text to the thumbnail, and another red arrow points from the thumbnail to the text 'Ad won't get approved'.

**So what do we do?** We reduce the text size on the image and try bringing it in **ONLY 20% area**. Like the one on right side image.

**Image Text Check**

Upload an image to determine how much text is in your advert image. If the text-to-image ratio is too high, your adverts may not fully reach their audiences.

We make exceptions for certain kinds of products that are advertised. Visit our [Help Centre](#) to learn about exceptions, see examples of images with text and get more guidance.

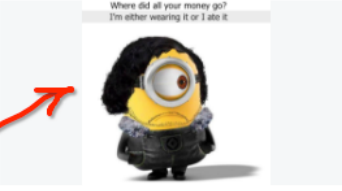
**Upload**

---

**Image text: OK** ← **OK**

Your advert will run normally.

Ad will get approved for this image





---

**Image text: Medium** ← **NOT OK**

Your advert's reach may be much lower.

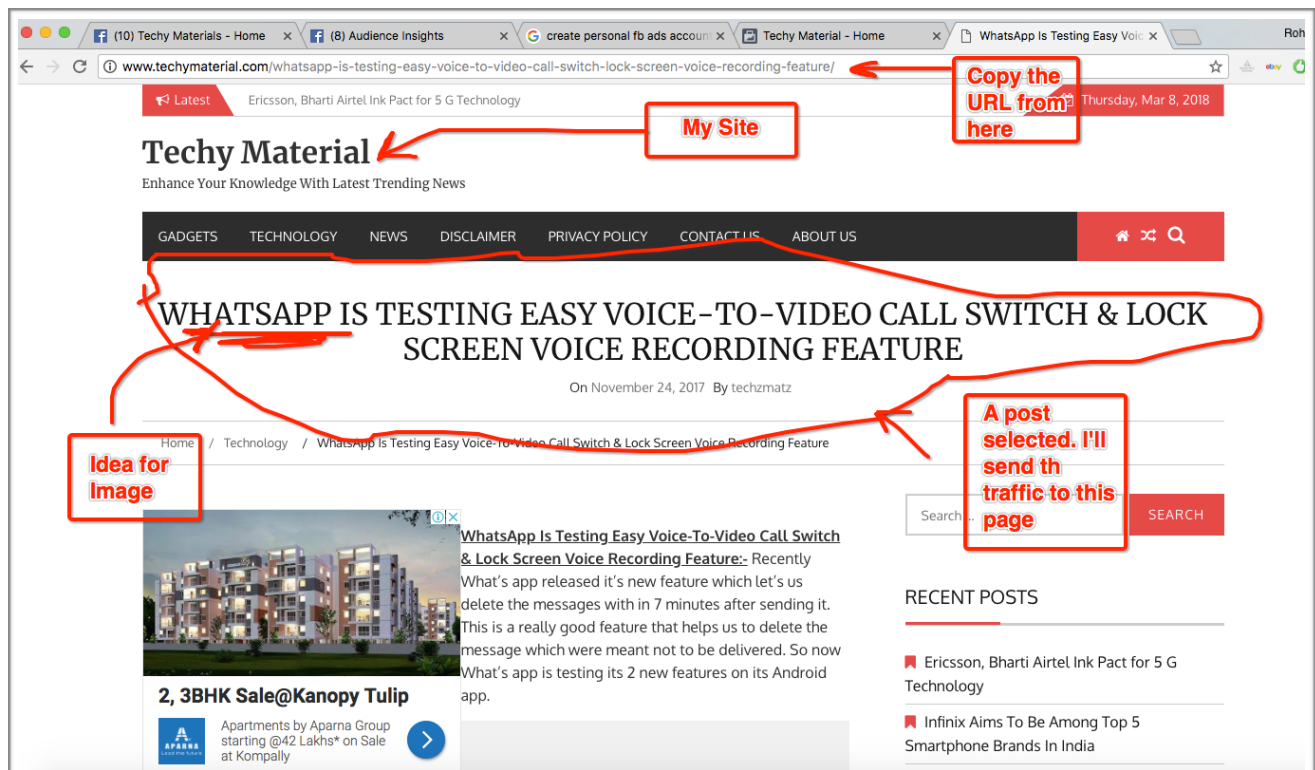
Your advert's reach may be much lower than usual because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.

Ad won't get approved for this image



Since we want our traffic to go to our site, we also need to provide the link to our site in the caption part of the image along with few details. And make sure your image is relevant to the page where you're taking the traffic. That's all.

### First visit your site:



Browser tabs: (10) Techy Materials - Home, (8) Audience Insights, create personal fb ads account, Techy Material - Home, WhatsApp Is Testing Easy Voice...

Address bar: [www.techymaterial.com/whatsapp-is-testing-easy-voice-to-video-call-switch-lock-screen-voice-recording-feature/](http://www.techymaterial.com/whatsapp-is-testing-easy-voice-to-video-call-switch-lock-screen-voice-recording-feature/)

Page Title: **WhatsApp Is Testing Easy Voice-To-Video Call Switch & Lock Screen Voice Recording Feature**

Author: On November 24, 2017 By techzmatz

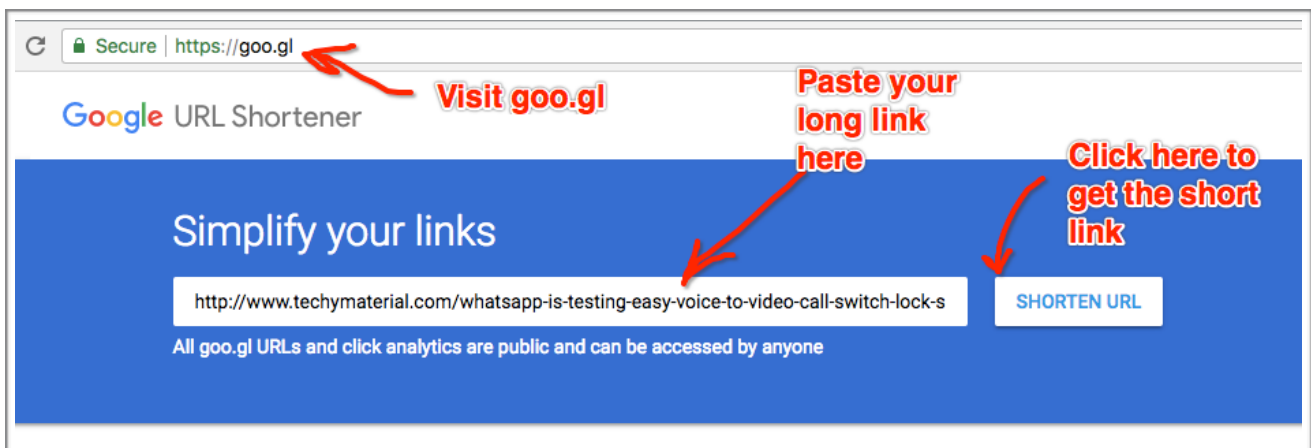
Article Content: **WhatsApp Is Testing Easy Voice-To-Video Call Switch & Lock Screen Voice Recording Feature:** Recently What's app released it's new feature which let's us delete the messages with in 7 minutes after sending it. This is a really good feature that helps us to delete the message which were meant not to be delivered. So now What's app is testing its 2 new features on its Android app.

Other elements: Ericsson, Bharti Airtel Ink Pact for 5 G Technology; 2, 3BHK Sale@Kanopy Tulip; RECENT POSTS: Infinitix Aims To Be Among Top 5 Smartphone Brands In India.

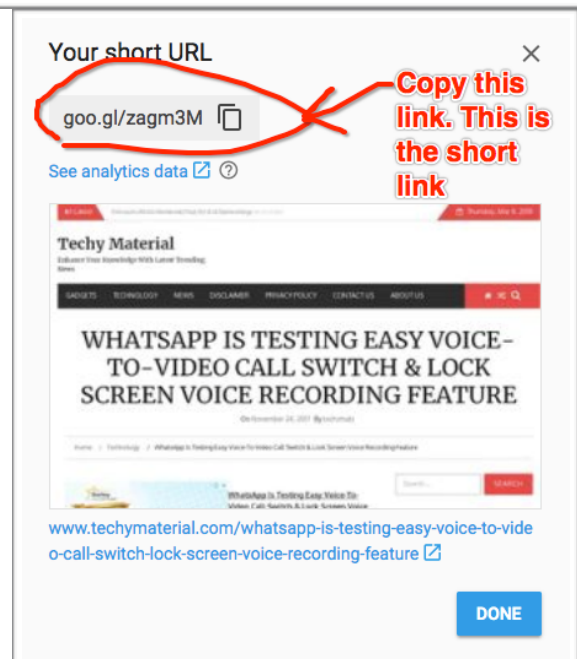
Now create an image related to the topic/post on your site. Get the ideas from google and create your own image post by putting some unique text.



Once you finalise your image. Copy the URL from your site and shorten it by visiting **goo.gl**



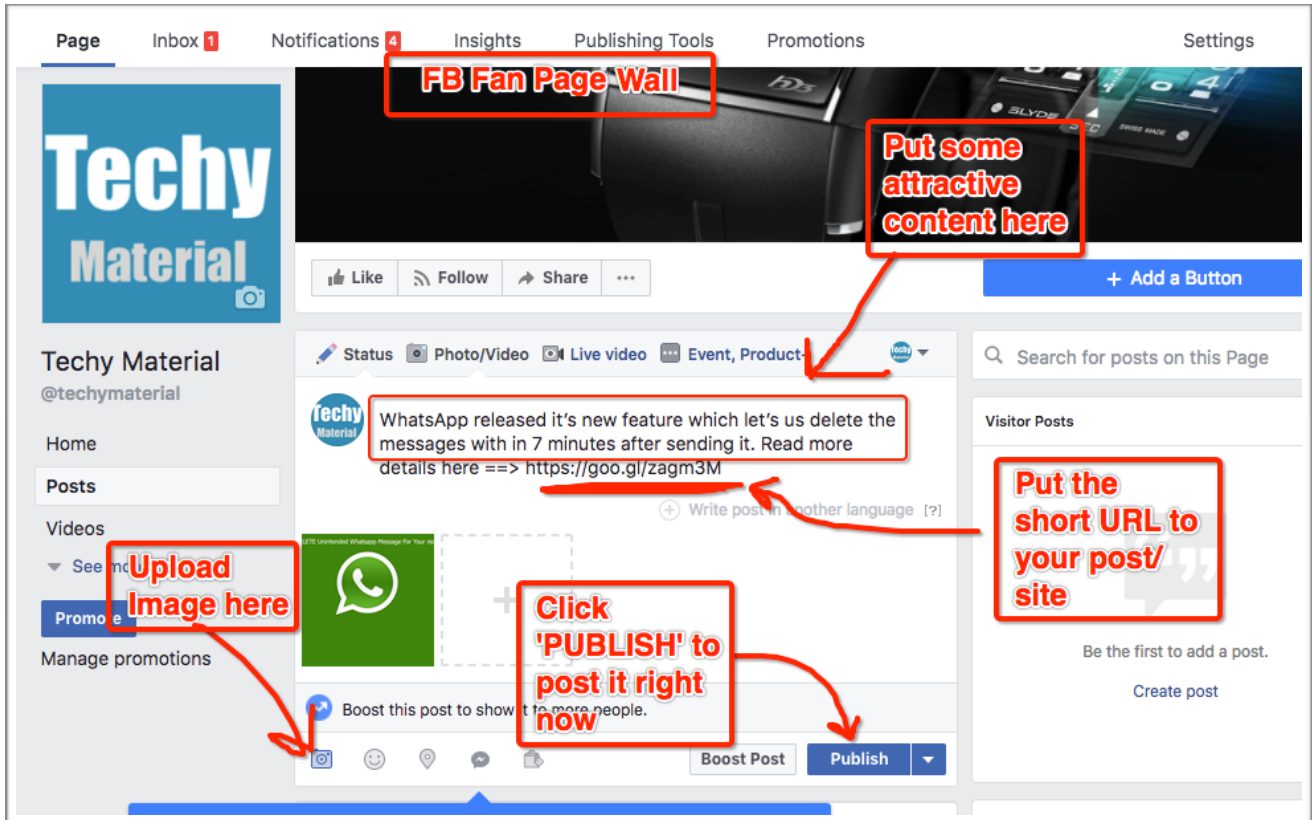
Copy the link generated here and use it while posting the image on your fan page.





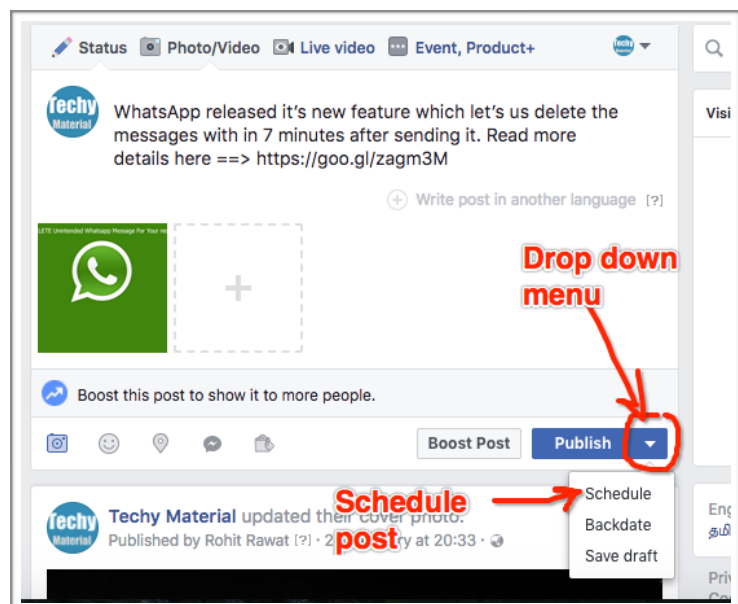
Put some attractive content in the caption while posting the image. Don't forget to keep your URL in the caption, you'll be getting traffic to your site with this link.

Hit the 'publish' button to post it right now.



## #2. Post Scheduling:

You can either post the image directly or can schedule it for a later by clicking the drop-down button next to 'Publish' button.



## Step #4. Run Your First FB Ad:

In the 'Run Your First FB Ad' step, we will cover 'Targeting the right Audience' and we can do this with two types of ads:

- Type #1: Boost your post
- Type #2: Create a link ad

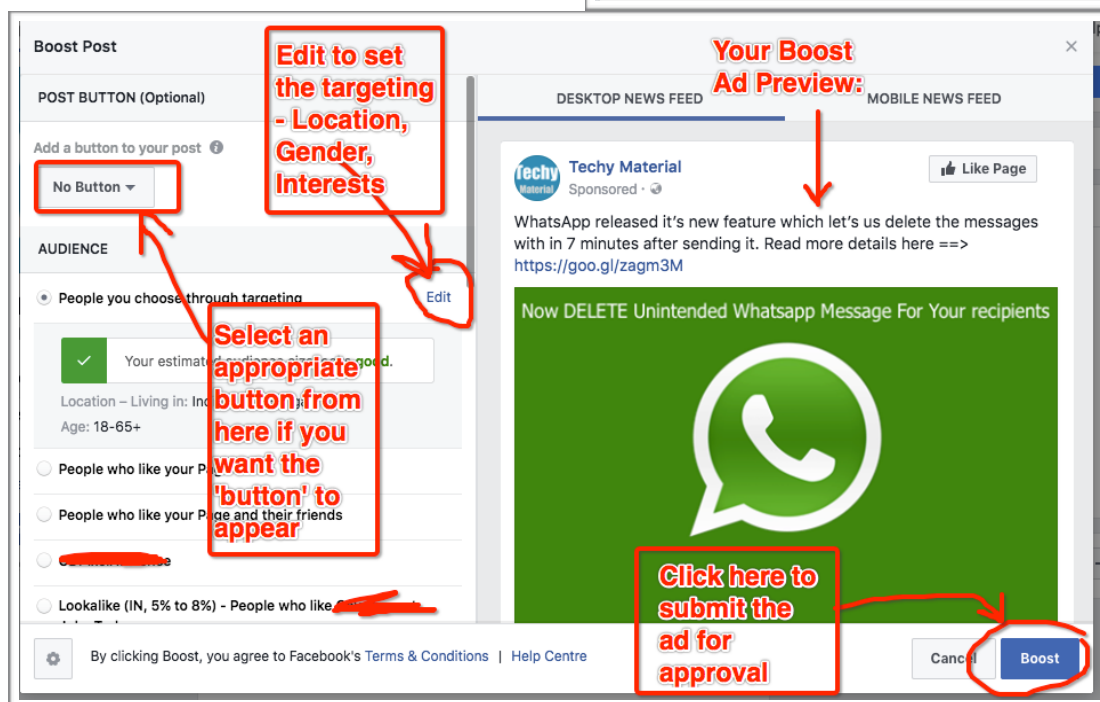
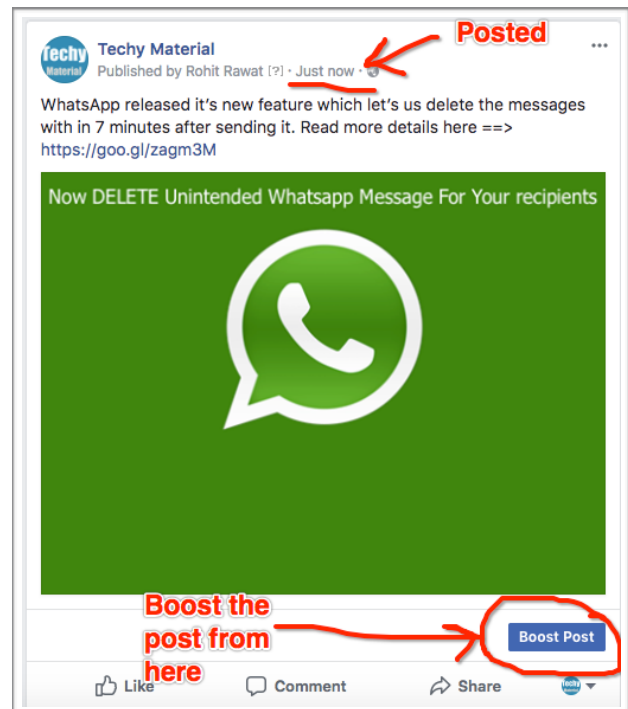
### Type #1. Boost Your Post:

You can directly boost your post by clicking on the 'Boost' button from bottom of the post.

All you need to do is:

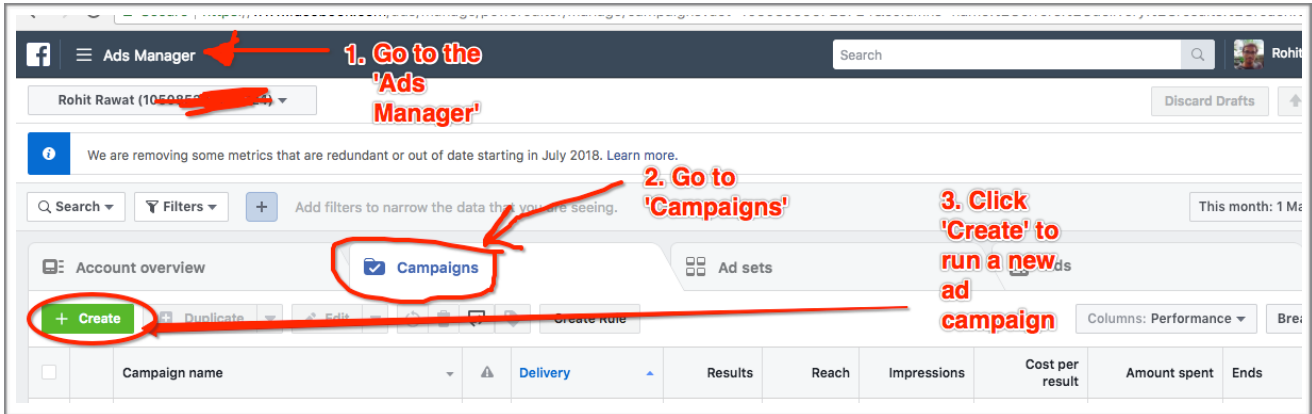
- **Set The Targeting.** Like location, age, gender, interest.

- **Set the budget.** Distribute it equally. Run the ad for \$5 a day first.

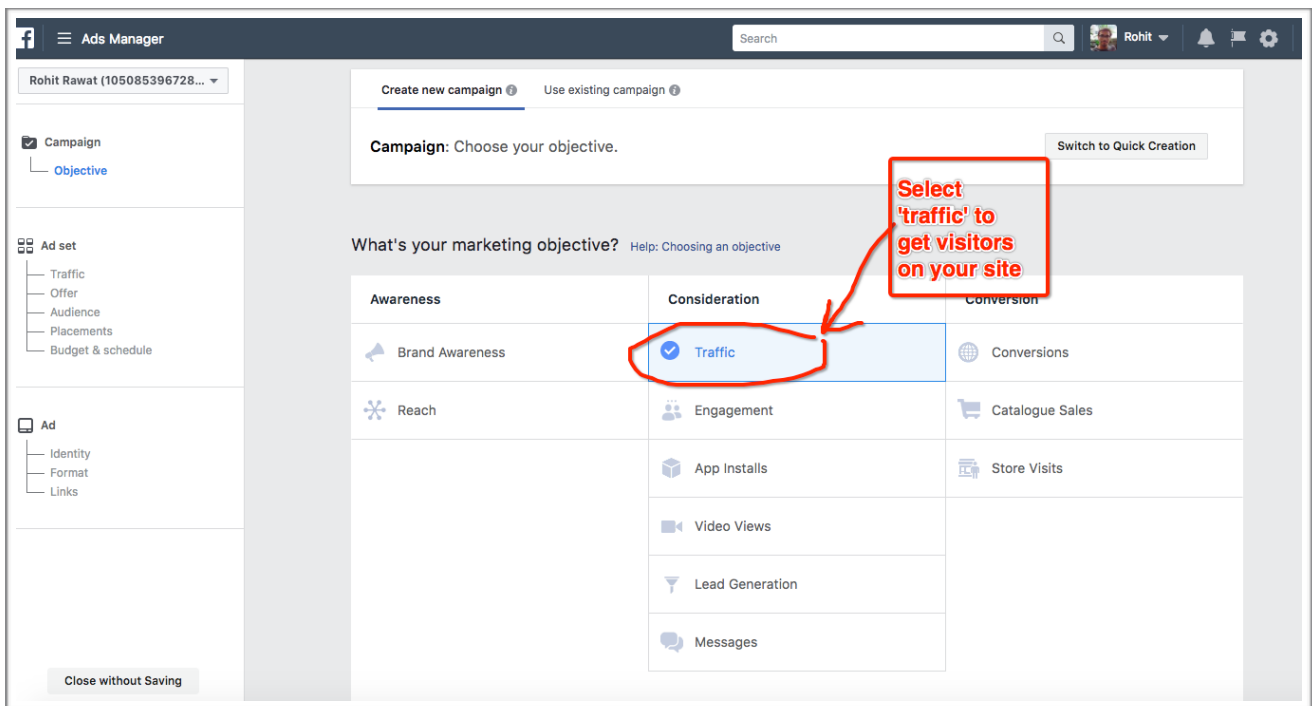


## Type #2. Create A link Ad:

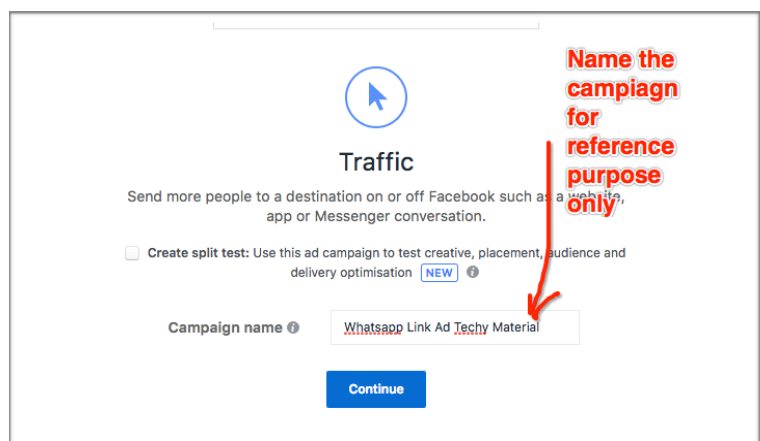
Go to the 'Ads Manager' and click on the 'Campaigns'. Then click on 'green '+Create' button to run a new ad campaign.



## Step #1. Campaign: Now select the type of campaign.



Scroll down on the same page and name the campaign for reference purpose only:



## Step #2. Ad Set: Now edit the Ad-Set.

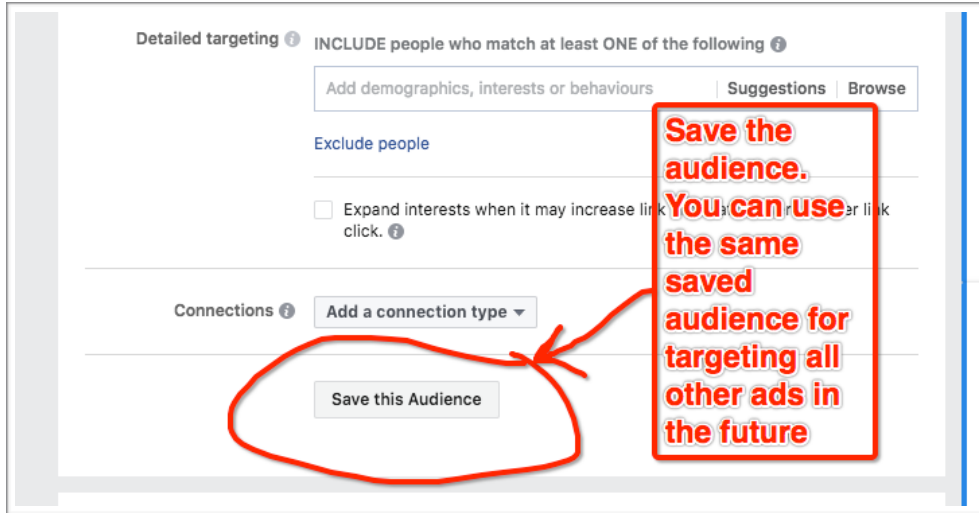
Basically your 'Ad Set' is for setting the targeting, budget & schedule for your ad campaigns.

The screenshot shows the 'Create new ad set' interface. Red annotations include: an arrow pointing to the 'Ad set name' field with the text 'Name your 'ad-set' for future references'; an arrow pointing to the 'Website' radio button under the 'Traffic' section with the text 'Choose 'Website' as we want to send the traffic to our site'; and an arrow pointing to the 'Audience' section with the text 'Scroll Down to select/ target the Audience'. The 'Audience' section is highlighted with a red box. On the right, there are two informational panels: 'Find more people similar to your best customers' and 'Create multiple ad sets in one step'.

**Audience:** Scroll down for 'Audience' to target the right people on Facebook. Target the right audience by selecting parameters like - location. age, gender & interests.

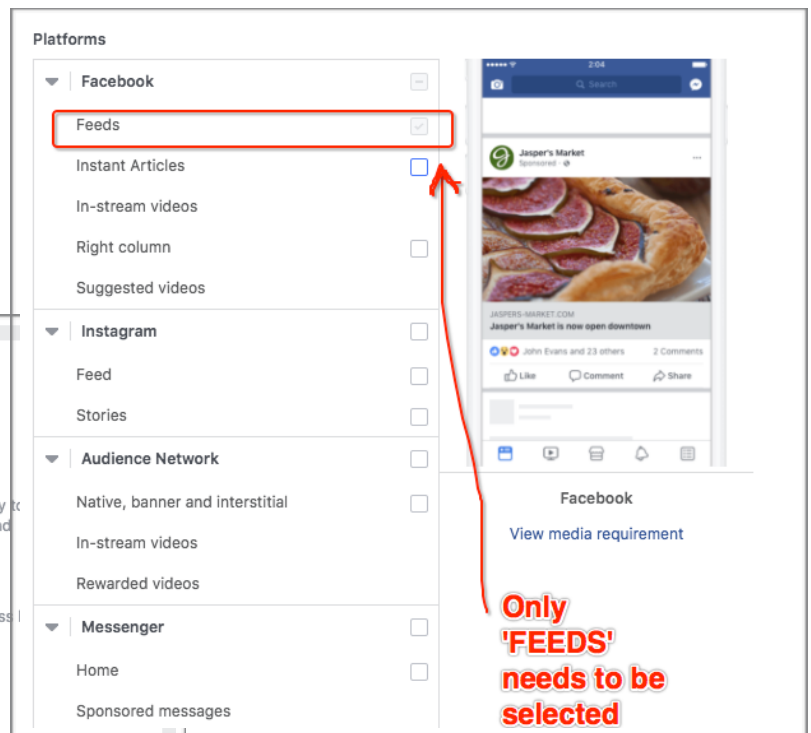
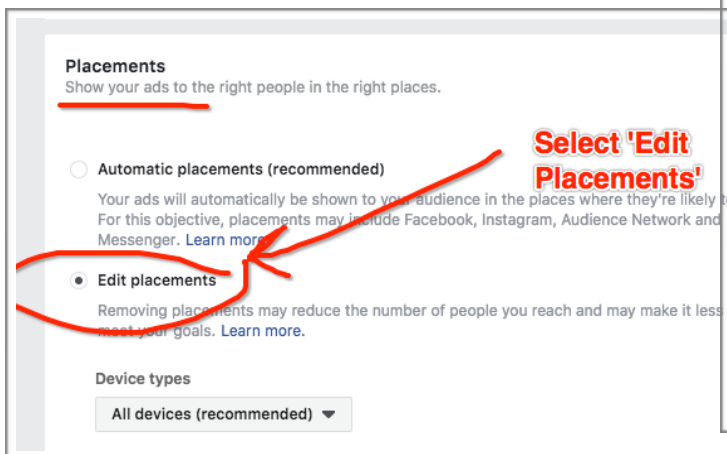
The screenshot shows the 'Create new' audience targeting options. Red annotations include: 'Target Location' with an arrow pointing to the 'Locations' dropdown; 'Target Age' with an arrow pointing to the 'Age' range selector (18-65+); 'Target Gender' with an arrow pointing to the 'Gender' selector (All, Men, Women); and 'Target Interest/ niche' with an arrow pointing to the 'Detailed targeting' section, which includes the text 'INCLUDE people who match at least ONE of the following' and a search box for 'Add demographics, interests or behaviours'. The word 'interests' in the search box is underlined.

If you want to target the same audience in future for different ads, you can simply save the audience by clicking 'save this audience' at the bottom and name it for the future reference.



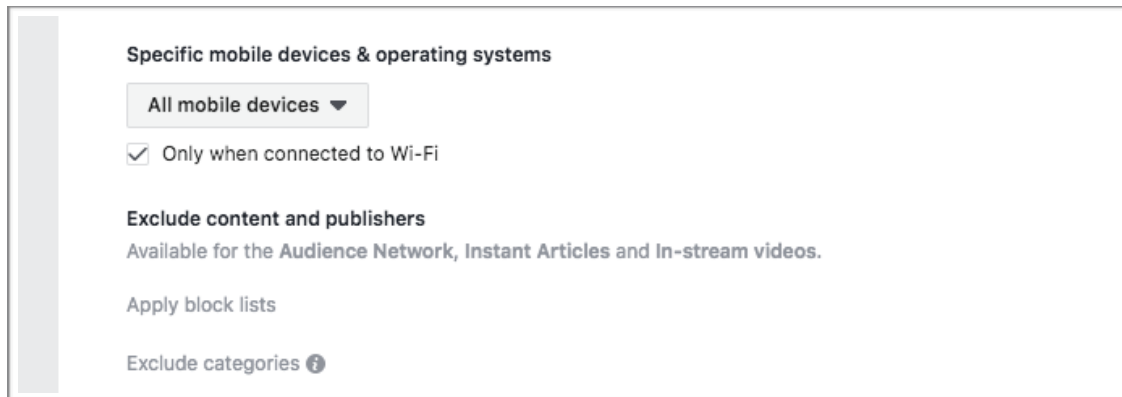
**Placements:** Select the 'Edit Placements' to target specific locations on the Facebook. Like:

- Feeds
- Instant Articles
- In-stream videos
- Right column
- Suggested videos



***NOTE:*** For having more visitors on our site, only 'FEEDS' needs to be selected.

**Specific mobile devices & operating systems:** We don't want the people to access our site when they are not connected to a strong network, as there is high chance that either site might not load properly or due to delay in loading visitor may exit it quickly. This will increase our 'Bounce rate' on the site, which is NOT recommended for AdSense purpose. So select the 'only when connected to Wi-Fi'.



Specific mobile devices & operating systems

All mobile devices ▾

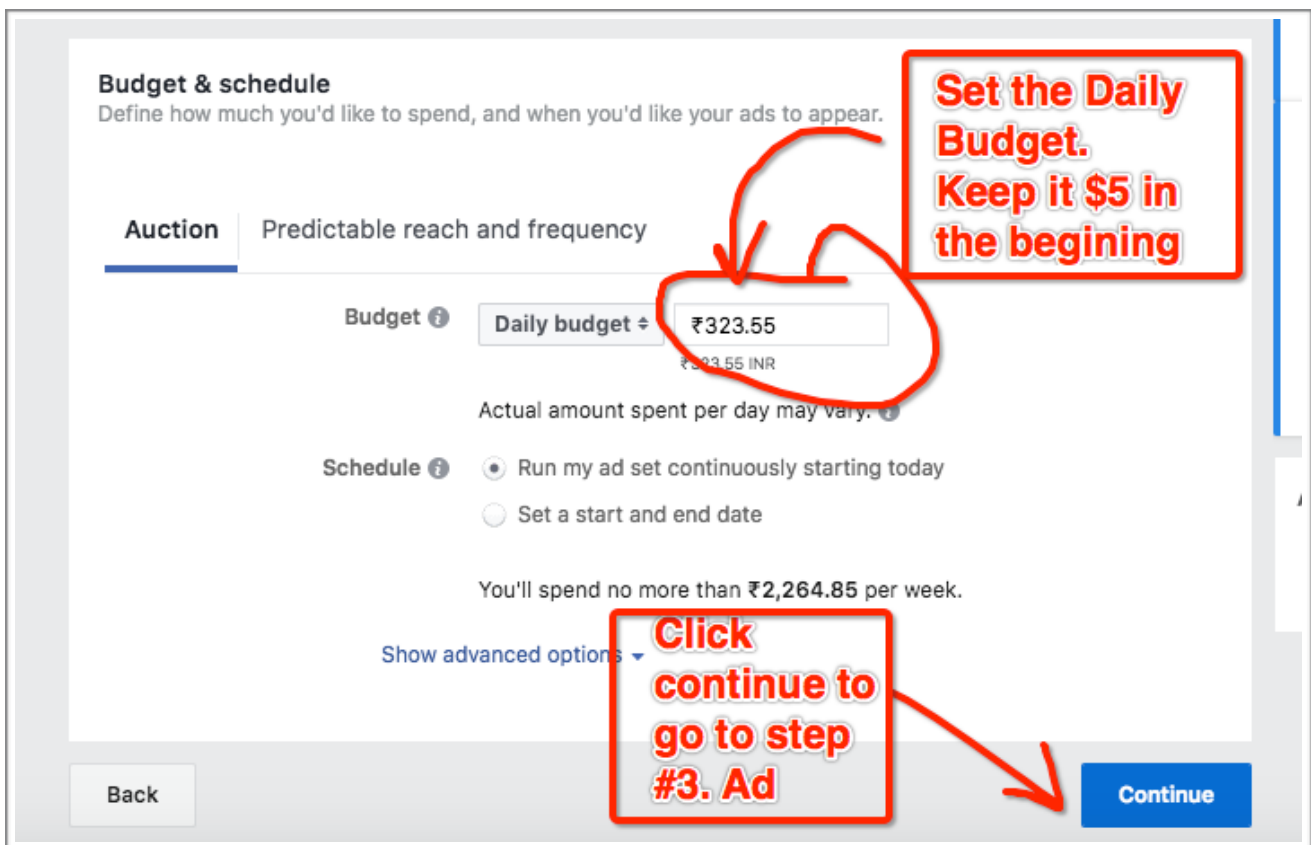
Only when connected to Wi-Fi

Exclude content and publishers  
Available for the Audience Network, Instant Articles and In-stream videos.

Apply block lists

Exclude categories ⓘ

**Budget & Schedule:** Set the daily budget for \$5 in the beginning. Once you optimise your campaign you can increase your budget.



Budget & schedule  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Auction** Predictable reach and frequency

Budget ⓘ Daily budget ▾ ₹323.55  
₹323.55 INR

Actual amount spent per day may vary. ⓘ

Schedule ⓘ  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than ₹2,264.85 per week.

Show advanced options ▾

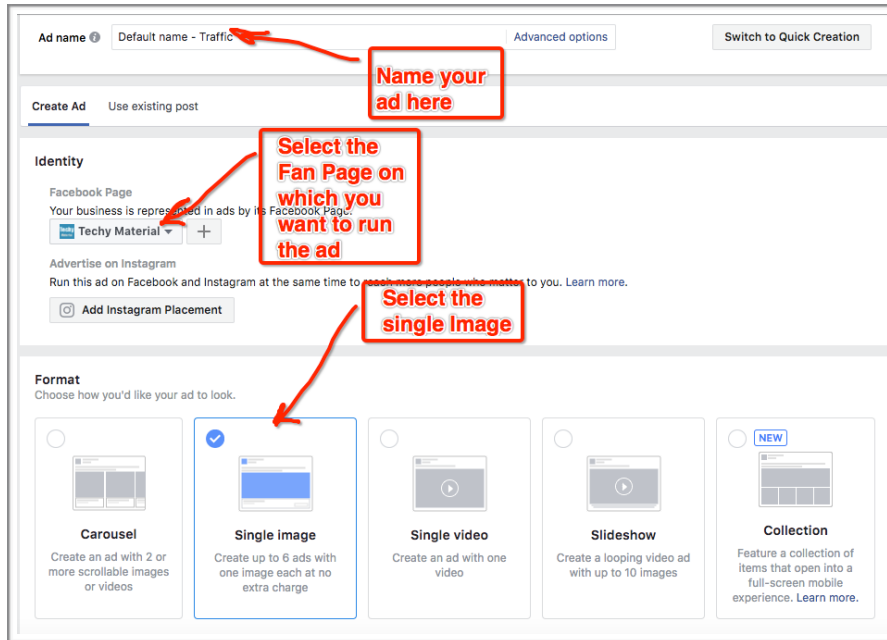
Back Continue

**Set the Daily Budget. Keep it \$5 in the beginning**

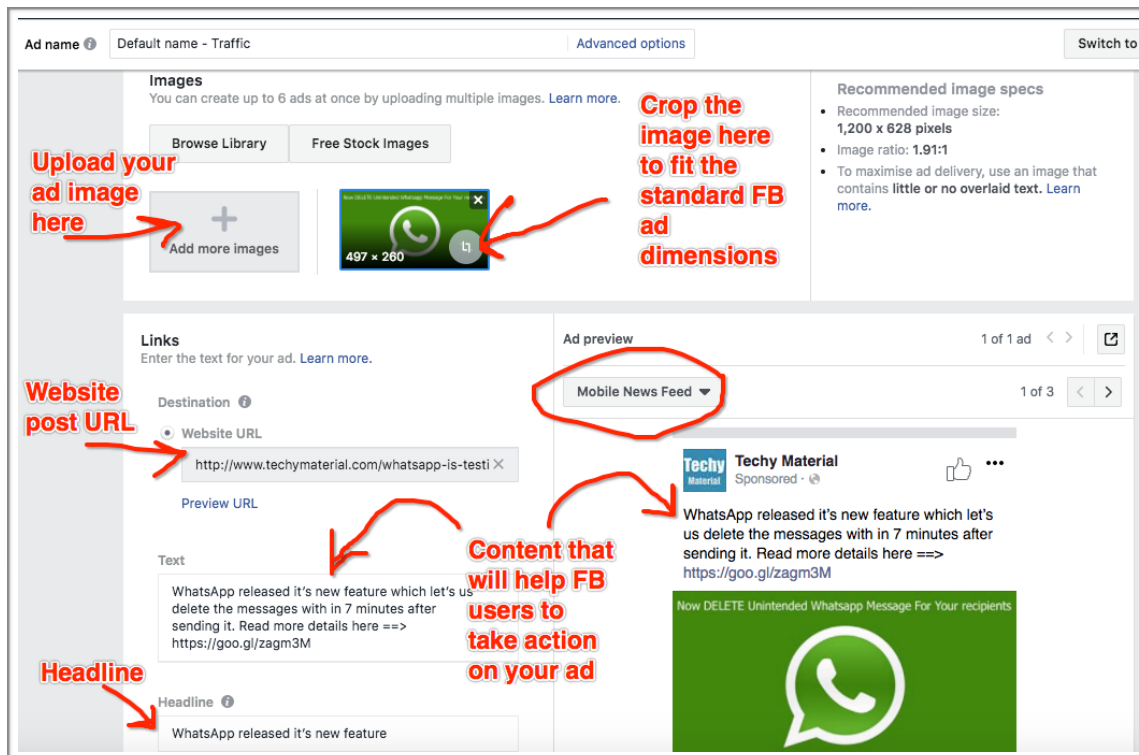
**Click continue to go to step #3. Ad**

### Step #3. Ad: Now edit the Ad.

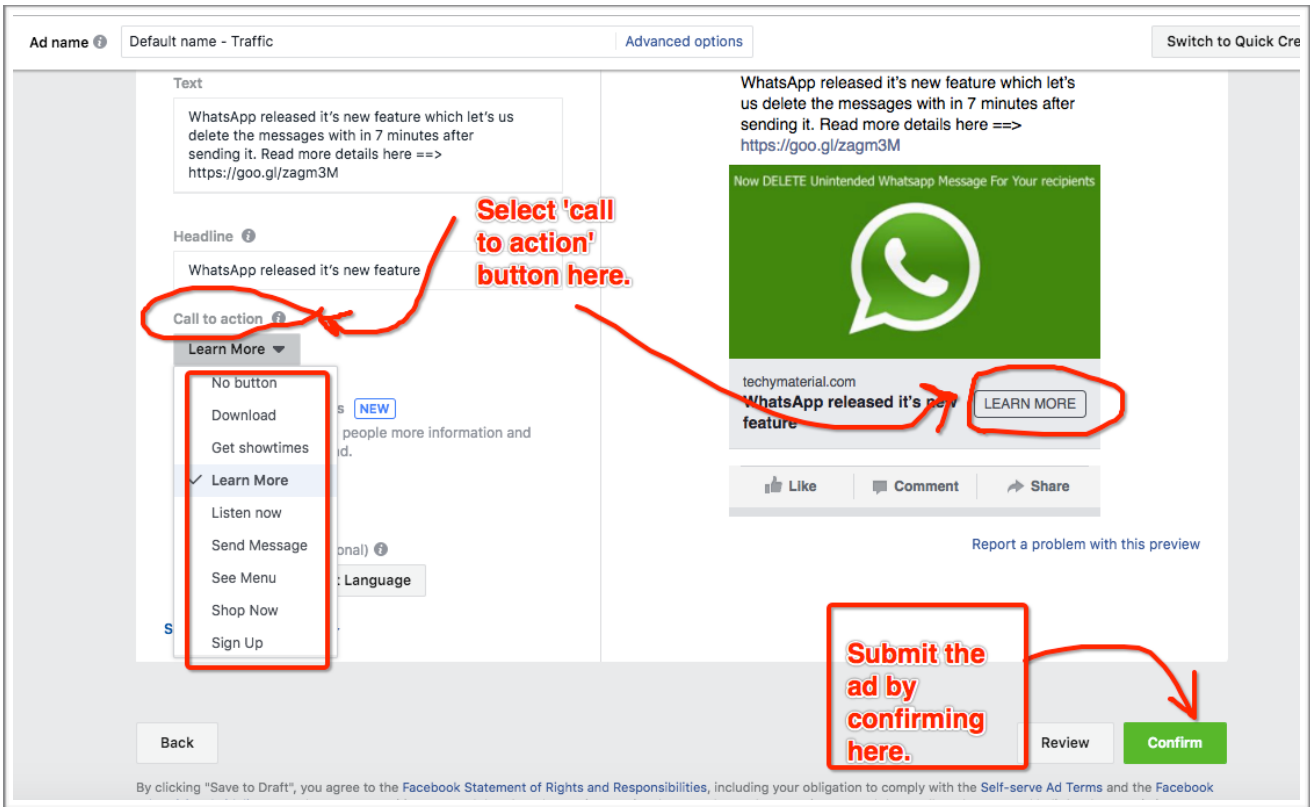
Basically your 'Ad' is your Image that will run as your ad. First name your ad for future reference purposes. Second select the fan page on which you want to run your ad. Third select the 'single image' option.



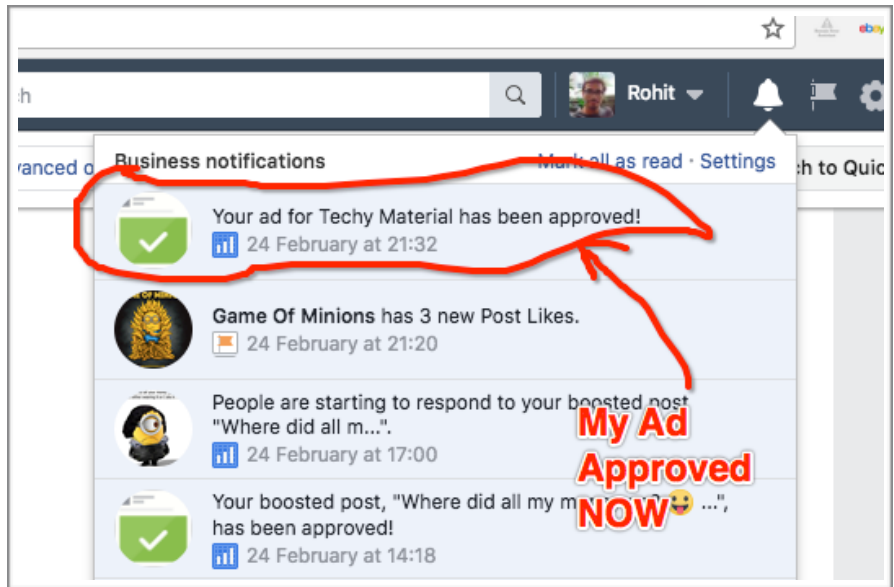
Now enter the details:



Add 'call to action' button and submit the ad for approval:



Once your ad gets approved, you'll get notification on the right top of your FB.





## Step #5. Monitor Your FB Ads:

In the 'Monitor Your FB Ads' step, we will cover two major things:

1. Understand all the parameters
2. Important parameter: Cost Per Link Click

$$\frac{\text{LINK CLICK}}{\text{COST}} = \text{COST PER LINK CLICK}$$

### #1. Understanding All The Parameters.

Once your ad gets approved, you need to monitor your ads. You can have a look into all the parameters inside the Ads Manager:

The screenshot shows the Facebook Ads Manager interface. Red arrows and text annotations highlight key features:

- Go to Ads Manager:** Points to the 'Ads Manager' link in the top navigation bar.
- Select Campaigns:** Points to the 'Campaigns' tab in the top navigation bar.
- Select Columns:** Points to the 'Columns' dropdown menu, which is open to show various performance metrics.
- Performance & Clicks:** Points to the 'Performance and Clicks' option in the columns menu.

Campaign name	Delivery	Results	Reach	Impressions	Cost per result	People taking action
Post: [Redacted]	Active	388 Post Engage...	3,246	3,260	₹0.06 Per Post Engag...	
Post: [Redacted]	Active	2,668 Post Engage...	22,948	23,540	₹0.06 Per Post Engag...	372
(24/02/2018) Promoting Techy Material	Recently completed	[Redacted] Page Like			Per Page Like	2,332
Post: [Redacted]	Recently completed	3,428 Post Engage...	23,620	23,620	₹0.04 Per Post Engag...	2,966
Post: [Redacted]	Not delivering Ad set inactive	Post Engage...			Per Post Engag...	
Techy Link Ad #1	Inactive	Link Click			Per link click	
Post: [Redacted]	Inactive	Post Engage...			Per Post Engag...	

Basically 5 parameters matters & you need to monitor only these 5 to understand the performance of your ads.

## Parameters to consider:

1. **Reach:** No. of people saw your post/ad.
2. **Cost Per Result:** Cost per result is unit cost for each action. Such as Cost per 'Page Like'
3. **Amount Spent:** The budget exhausted till now. You can always check it for different dates by selecting different dates from top right.
4. **Link Clicks:** Basically it's the no. of clicks on the link provided in the post. You can also say the no. of visitors on your site.
5. **CPC (Cost Per Link Click):** This is the cost per link click. i.e. cost per visitor sent by FB to your site.

Check out the screenshot below, you'll find the one of my link ad is running for **\$0.0015 CPC** (i.e. I'm paying just **\$0.0015 per visitor**).

Campaign name	Delivery	Results	Reach	Frt	Cost per result	Amount spent	Ends	Impression	CPM (cost per 1,000 impressior	Link clicks	CPC (cost per link click)	CTR (link clic...	Click
Post: [Redacted]	Active	388 Post Enga...	3,246	1.00	₹0.06 Per Post En...	₹23.07	08/03/2018	3,260	₹7.07	66	₹0.41	1.71%	
Post: [Redacted]	Active	2,668 Post Enga...	22,948	1.03	₹0.06 Per Post En...	₹163.80	08/03/2018	23,540	₹6.95	1,716	₹0.10	7.15%	
[24/02/2018] Promoting Tec...	Recently co...					₹0.00	04/03/2018						

## #2. Important Parameter: Cost Per Link Click (CPC)

This is the most important parameter if you're looking for the visitors to your site. CPC represents the **cost per visitor** sent to your site by FB.

$$\frac{\text{LINK CLICK}}{\text{COST}} = \text{COST PER LINK CLICK}$$

**NOTE:** The lesser the CPC, the better is your business. So far I've achieved upto \$0.0015 CPC for my ads. You can check the proofs in the screenshot above.

## Step #6. Optimise Your FB Ads:

In the 'Optimise Your FB Ads' step, we will cover these important things:

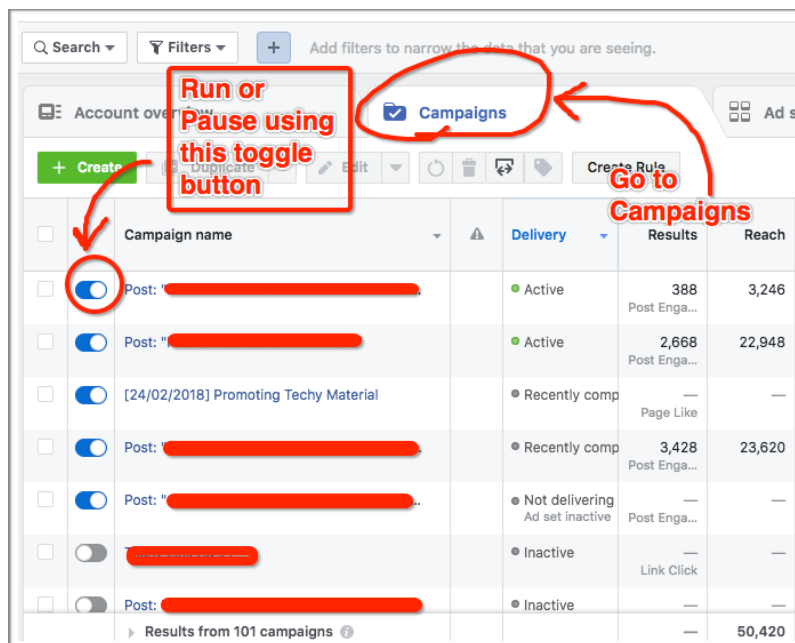
1. Run or Pause, Monitor or Increase the budget
2. Monitor the 'Post Reach'
3. Check the % of

$$\frac{\text{LINK CLICK} \times 100}{\text{POST REACH}} = 5\% \text{ OR ABOVE}$$

4. Check the targeted audience
5. Post at least 3 times a day

### #1. Run or Pause & Increase the Budget

You can simply pause or restart your ad from here:



Increase or decrease the budget by following these steps shown in the screenshot below:

## #2. Monitor 'Post Reach'.

Promoted Posts: You can monitor 'Post Reach' from Ads Manager for

The screenshot shows the Facebook Ads Manager interface. Annotations include:

- #1. Select your campaign (pointing to the Campaigns tab)
- #2. Go to 'Ad Set' for the selected campaign (pointing to the Ad sets tab)
- #3. Check the amount spent so far (pointing to the Amount spent column)
- Edit the budget here.. (pointing to the Budget column)

Ad set name	Delivery	Results	Reach	Fri	Cost per result	Budget	Amount spent	Ends	Rule
Post: [redacted]	Active 1 approved	424 Post Engag...	3,690	1.00	₹0.06 Per Post En...	₹6,310.00 Lifetime	₹25.50	08/03/2018	16 January 2018-8 March 52 days
Results from 1 ad set		424 Post Engag...	3,690	1.00	₹0.06 Per Post En...	₹6,310.00	₹25.50 Total Spent		

promoted posts:

Non-Promoted Posts: You can monitor 'Post Reach' directly going to the post:

The screenshot shows the Facebook Ads Manager interface. Annotations include:

- Monitor the 'Post Reach' from Ads Manager (pointing to the Reach column)
- Today (08th Mar, 2018) (pointing to the date)
- Today (08th Mar, this post has reached 22,948 (pointing to the Reach value)
- In last 15 hours (current time: 2:51 PM) (pointing to the time)

Campaign name	Delivery	Results	Reach	Fri	Cost per result	Amount spent	Ends	Impression	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)
Post: [redacted]	Active	388 Post Engag...	3,246	1.00	₹0.06 Per Post En...	₹23.07	08/03/2018	3,260	₹7.07	56	₹0.41
Post: [redacted]	Active	2,668 Post Engag...	22,948	1.03	₹0.06 Per Post En...	₹163.80	08/03/2018	23,540	₹6.95	1,716	₹0.10

Click the blue coloured text with '... people reached' below the image post.

You'll be taken to this window:  
You'll get all the statistics here. Check for 'People Reached' & 'Link Clicks'

The screenshot shows a Facebook post with the following details:

- Published by Rohit Rawat (91) · 5 hrs · 0
- Image Details/Captions: [redacted]
- More Details and [redacted] => https://goo.gl/[redacted]
- Your Post Image Here
- 5,208 people reached
- Click Here to get all the stats (pointing to the reach text)
- Boost Post

Published by Rohit Rawat [?] · 5 hrs · 🌐

Like Page

**5,342** People Reached

169 Reactions, comments & shares

150 Like | 150 On post | 0 On shares

5 Love | 5 On post | 0 On shares

9 Comments | 9 On Post | 0 On Shares

7 Shares | 7 On Post | 0 On Shares

125 Post Clicks

26 Photo views | **55** Link clicks | 44 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post | Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

5,342 people reached

Boost Post

Kajal Khoda, Dileep Varma and 150 others · 6 Comments 7 Shares

**5,342 people Reached in last 5 Hours**

**55 Link Clicks in last 5 Hours**

**#3. Check the % of:**

$$\frac{\text{LINK CLICK} \times 100}{\text{POST REACH}} = 5\% \text{ OR ABOVE}$$

You can calculate %of **link clicks** over the **people reached** and **if it's 5% or above** then you can further boost the image. If it's less than 5% there is high chance the ad won't perform well. So if your ad is not maintaining this ratio, I would suggest you to stop the ad and try it again by changing the image or URL link.

So for the above mentioned post, we have: 55 link clicks for 5342 people reached.

$55/5342 * 100 = 1.02\%$  which is less than 5%

Hence it's recommended not to boost it further.

#### #4. Check The Targeted Audience:

If your ad is not performing well, you need to check few things related to the the targeted audience. Try testing by playing with one parameter at a time. Keep all the parameters fixed except one (parameter).

**For example:** If I want to test with Age, I'll keep rest everything same and create two audiences based on two different age groups. And then let the ad run for both the audience separately.

Will give it sometime (around 24 hours) then check the performance for both the age groups. If one particular group is performing better than I can opt that and pause the other one.

Similarly I can do the testing with - budget, gender, area of interest and location. **Remember only one factor at a time.**

**NOTE:** Test with 2 or 3 sets of audience based on: Age, Sex, Location & Interested fields

#### #4. Post Thrice A Day:

Once your page starts growing you can post regular to get the organic traffic.

#### **What is organic traffic?**

Traffic coming from your page followers (people who have liked your page).

**So to keep the benefit of FREE traffic, you must post at least 3 times a day.**

*The more regular you'll post, the better your page will perform. This will help you take advantage of the free traffic and you'll generate good AdSense profits.*

# Miscellaneous

Few things you must follow as per the Google AdSense & Facebook Guidelines:

## **Avoid Weightless/Medical Products**

FB doesn't appreciate promotion of any weightless or medical product. So if you're running such ad, this is high likely to get your FB ad account banned.

## **Avoid Before & After Images/Products**

FB doesn't appreciate your Before & After pics for the posts. Especially where some sort of results are shown. Like - *before using this product person had dark circles on her face, but after using the product it's gone.*

This will get you your FB Ad account banned.

## **Avoid Any Money Making Claiming Ads/Images**

FB ads doesn't allow you to make any claims related to money making. So if you're going to say 'I made \$4000 in 30 days', you can also say GOODBYE to your FB ad account.

And trust me, it's not easy to keep creating new accounts. Why not? Because FB allows Ad accounts on only those personal accounts which are active on FB for a long time.



## A Few More Words

“We have been using FB Ads since the beginning and promoted products in different niches. Google AdSense is one of the monetisation we have come across to utilise this cheap FB traffic.

We have generated revenue of thousands of dollars in Google AdSense for very low investments on FB ads.

If you are a regular user of FB traffic, then you must be knowing that you need to keep your Fan Pages active to utilise the maximum traffic.

Important is to keep interacting with your followers by posting regularly...rest everything is very simple.

So don't waste time! Implement it today and share your success with us.”

**To “YOUR” Success!**

***Ivana, Ram & Vaibhav***

