

facebook

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Facebook Resource Sheet

To get ahead with your Facebook marketing you need the best tools. These can make it easier for you to manage your Facebook ads, they can help you monitor their performance and they can give you more options when creating your graphics.

This resource sheet puts all those powerful tools in one place, so you can leverage them to start creating more effective ads and save yourself a ton of time in the process.

Setting Up and Managing Your Ads

[Facebook's advertising overview](#) provides all the information you need to get started. If our guide didn't provide you with enough information, then this is the official source.

Then you can [start creating](#) your ads.

For those who want more horsepower for their advertising campaign, the [Power Editor](#) can really help you to step it up a notch. This is a tool designed for big companies and allows you to publish and view tons of ads all at once.

AdEspresso provides a helpful guide to Facebook marketing. Particularly useful is section three, which is a guide to the '[Types of Facebook Ads](#)'. If you're still unsure of precisely which ads you need, this will straighten you out.

Growing Your Page

As many of the different types of ad are posted *through* your Facebook page, it can help to grow your 'likes' before you invest too much. Several tools can help with this.

Buzzsumo – www.buzzsumo.com

Buzzsumo provides tons of great content that you can share yourself. It lets you see the trending topics in various niches and from there you can then share relevant content to your own page.

LikeAlyzer - <http://likealyzer.com/>

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LikeAlyzer is a tool that helps you to analyze your Facebook content in terms of performance. Now you can see what's performing best for you and pledge to 'do more of that'!

Moz 'Driving Traffic from Facebook' - <http://moz.com/blog/driving-traffic-from-facebook-whiteboard-friday>

Moz offers a very in depth article on driving traffic from Facebook that clears out some misconceptions.

Fanpage Karma – www.fanpagekarma.com

Fanpage Karma is another great tool that can let you see more about the performance of your pages.

HootSuite - www.hootsuite.com

HootSuite is useful for automating and syncing a variety of different social accounts and lets you stack posts up for later.

Outsourcing

You can use any of these sites to outsource aspects of your ad creation elsewhere...

UpWork

UpWork was formerly known as 'oDesk'. It's a freelance site for finding people willing to perform jobs and with particular skills. In this case, look for designers and marketers.

Elance

Elance is just like UpWork and the best way to find good work is to use a combination of *both*.

Fiverr

Fiverr is a site where you can find all manner of services for just \$5. The quality is sometimes negligible but if you just need a graphic it's a good choice.

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People Per Hour

People Per Hour is a lesser known alternative to UpWork or Elance. This is a particularly good one for finding longer term relationship and is a little less competitive than the alternatives