Secret Tools for Successful FB Ads Campaign

Tool no. 1

Facebook Ad library
www.facebook.com/ads/library

The Ad Library is a place where you can search for ads that are running across Facebook & Instagram. You can use it to get information about the ads you see.

You can type keywords and see the ads related to the product and services you offer and get ideas and insight about what type of ads your competitors are running.

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Tool no. 2

Simplified - To write kickass ad copy
simplified.app/login

Simplified is a free AI-powered tool to write high converting Facebook Ad copy, Headline and Description

What is Simplified?
Explain your product & services and simplified will give you high converting ad

copy. I personally use this for my ads.

Once you signup in simplified. Use this link to write your ad copy -

https://simplified.app/ai

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Tool no. 3
Hotjar - Understand how users are behaving on your website/landing page
www.hotjar.com/

Hotjar is behavior analytics software that helps you measure and track user behavior and feedback so that it can increase your conversions.

What is Hotjar?

Hotjar also provides heatmaps and session recordings in its free plan.

Here is the complete guide on installing Hotjar on your website/landing page - www.install.hotjar.com

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Tool no. 4
UTM Builder
www.livechat.com/utm-builder/

UTMs help you get granular insights about your campaigns and traffic. Consistent use of UTMs in link tagging will help you collect valuable first-party data on your customers and their journey.

UTM codes don't change how pages function. They instead send campaign information to your analytics platform. UTMs always capture the source of the traffic, the marketing medium (channel) the interaction occurred on, and the campaign associated with the link. In advanced use cases, UTMs also convey

information about a variety of the campaign's nuances, such as the keywords, ad copy, or link placement.

What is UTM builder and why you should in your ads link?

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Tool no. 5

Canva - Create free and high converting ad design for free using Canva
www.canva.com

Canva is a free graphic design platform with a drag and drop interface that makes customizing thousands of templates simple and easy.

What is Canva?
Canva has more than 50,000 templates to choose from.

With the help of canva you can create - Facebook ads creatives, social media posts, business cards, logos, brochures & much more.