



NEILPATEL

Facebook Resources

How To Go **From Zero To 200,000** Followers On Facebook

Facebook Resource List

Facebook Marketplace for eCommerce

- <https://www.facebook.com/business/m/marketplace-ecommerce>

Facebook Covid resources for your business

- <https://www.facebook.com/business/resource>

To get your Facebook ad account set up, review the information at these 2 links:

- <https://www.facebook.com/business/marketing/facebook>

To learn how to create and manage ads on mobile or desktop:

- <https://www.facebook.com/business/tools/ads-manager>

To understand how to structure a Facebook ad campaign, you can use this:

- <https://www.facebook.com/business/learn/lessons/advertising-campaign-structure-basics>

Overview of different targeting options available in the Facebook Ad platform:

- <https://www.facebook.com/business/ads/ad-targeting>

Overview of Facebook Retargeting:

- <https://www.facebook.com/business/goals/retargeting>

Overview of Facebook Dynamic Ads:

- <https://www.facebook.com/business/ads/dynamic-ads>

Facebook ads Guide:

- <https://www.facebook.com/business/ads-guide>

Facebook Ad policies to review:

- <https://www.facebook.com/policies/ads/>

Facebook Business help

- <https://www.facebook.com/business/help/>

