

Published based on [An Inside Look At Facebook Ad Power](#)

An Inside Look At Facebook Ad Power

Facebook Ad Power is an advertising course created by a successful marketer named Ryan Deiss. Ryan Deiss decided that online marketers needed a viable advertising alternative to Google Adwords, so he created Facebook Ad Power. The appealing thing about Facebook is that it's one of the most highly trafficked sites on the internet, with millions of potential buyers, yet its advertising network is still relatively new and untapped. Reviewing this course is difficult because it hasn't been on the market for very long and the results have not all been compiled. Most of the reviews out there use affiliate links to promote the product. The only way to find out if this program delivers on its promises was to test it ourselves, which we did.

Facebook Ad Power isn't a product. It is a program. It tells you what you need to do, but it won't do it for you. You will have to apply the methods yourself. This is not for people who are looking for a "get rich quick without any work" type of system. For people willing to take the time to study the material and then actually apply the principles, this can be a very worthwhile program. What this course teaches you is how to advertise. It focuses on a single strategy: what you have to do to advertise successfully on Facebook.

If you want to advertise on Facebook, you must have the right kind of landing pages. When you place an ad with Facebook, the approval process includes your landing page, so this has to be acceptable before your ad is approved. Facebook Ad Power teaches you what kind of landing pages the Facebook advertising moderators look for. You will learn both what to do with your landing page and what to avoid. If you pay attention you won't have to worry about being rejected based on your business's landing page anymore!

This course is not being offered in the usual way, that is through an affiliate network like Clickbank, but through Ryan Deiss's own company. This gave us pause. We like to buy products and courses through programs that are reputable. We wondered if there was a reason someone would not want to sell their course through the usual channels, like Clickbank. After seeing the course itself, however, these anxieties became irrelevant. It really didn't matter how the product was being sold. Ryan Deiss proved to our satisfaction that he keeps his word. You don't have to worry that he'll pocket your money without delivering the product.

Facebook is a virtually untapped advertising market. When compared to Google Adwords, you have very little competition and a high conversion rate. More importantly, advertising on Facebook could be quite a bit more economical than advertising on Google. This is why Facebook Ad Power was created: to help internet marketers advertise their business in a popular place but without spending the money that might get spent on a Google campaign. Facebook Ad Power was created by someone who was tired of Google's policies, so he devised this creative and profitable new system that can transform the way you advertise your business!

To take advantage of Facebook Ads power, here is a great software called: [Facebook Ads Manager](#). To read on for more information on [Facebook Ads Manager](#) review.

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