On-Demand Video: Measuring Facebook Ad Results

In this video, learn how to measure the effectiveness of your Facebook ads. Discover how to use Facebook’s Ad Manager to create custom reports for your business and how to decide which metrics are most important for you to track.

Complete the registration below to watch now!

About the Speaker

Bob Regnerus is the cofounder of Feedstories, a video sales and marketing agency that turns stories into sales. Since 1998, he has been successfully helping his clients achieve more impact, traffic, and sales through digital media and storytelling. Over time, he developed Deep Funnel Marketing™ strategies to maximize his clients’ impact in their marketplace even as new media comes online and tactics have evolved. Bob has personally served hundreds of clients. He has spoken in 27 states, hosted a radio show on AM560-WIND in Chicago, written six books, and trained tens of thousands. Ninety-nine percent of his clients come to him via referral or after seeing one of his presentations. You can contact Bob for speaking opportunities or media inquiries at Feedstories.com.

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