



Facebook Ad for Author example

Dr. Rissy's Writing & Marketing

* * *

Book: *Lycan's Blood Queen* by Catherine Edward

Genre: Paranormal Romance

Results:

<input type="checkbox"/>	Campaign Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input checked="" type="checkbox"/>	Lycan's Blood Queen - Set Up LAJ Oct. 2020	Using ad s...	Using ad ...	1,193 Link Clicks	39,836	45,122	\$0.03 Per Link Click	\$30.80	Ongoing

For \$30.80 and 1 week, the ad had the following results:

- Reach: 39,836
- Link Clicks (to book purchase page): 1,193
- Cost per click: \$0.03

The Ad:

Content:



GenZ

Sponsored ·



Fated mates. A budding witch. And a brewing paranormal civil war...

[...See More](#)



AMAZON.COM

Lycan's Blood Queen (Randolph Duology Book 1)

[SHOP NOW](#)

Prem Hannalli Ashook and 43 others

Like

Comment

Share

(Under the "read more" is the book's synopsis)



Targeting:

We use detailed research and our team of publishing experts to create and edit custom demographics.

At first, we targeted just people in the US and Canada, but since the author is from India and has a large base there, we edited the ad. For the results above, we used the following:

- Location:
 - Canada
 - United Kingdom
 - India
 - United States
- Excluded Connections:
 - Exclude people who like GenZ
- Age:
 - 20 - 60
- Gender:
 - Female
- Language:
 - English (UK) or English (US)
- Placements:
 - on pages: News Feed on desktop computers, Video Feeds on desktop computers, Instagram Feed, Instagram Stories, Instagram Explore, Third-party Apps and Websites on mobile devices, News Feed on mobile devices, Video Feeds on mobile devices, Right column on desktop computers, Messenger Inbox, Instream Video on mobile devices, Instream Video on desktop computers, Instant Article, Marketplace on desktop computers, Marketplace on mobile devices, Facebook Stories on mobile devices, Messenger Stories, Marketplace Search on desktop devices, Marketplace Search on mobile devices, Search on mobile devices or Search on desktop devices
- People Who Match:
 - Interests: Karen Marie Moning, Jeaniene Frost, Patricia Briggs, Paranormal romance or Nalini Singh (author)
- And Must Also Match:
 - Behaviors: Engaged Shoppers
- Detailed Targeting Expansion:
 - On