

<https://www.janefriedman.com/how-authors-can-leverage-facebook-ads-to-sell-more-books/>
Matt Holmes 2021

<https://www.authormedia.com/facebook-advertising-for-authors/>
AuthorMedia Thomas Umstatt, Jr. 2021

<https://www.shewrites.com/blog/view/2852096/facebook-ad-targeting-for-authors>
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<https://www.writtenwordmedia.com/facebook-for-authors-how-to-create-facebook-ads/>
September 15, 2021

<https://self-publishingschool.com/facebook-ads-for-authors/>
Sarah Rexford – Jan 14, 2023 (free class)

<https://blog.reedsy.com/learning/courses/marketing/facebook-ads-authors/>
free class Ricardo Fayet

<https://www.socialmediaexaminer.com/how-to-get-facebook-ads-working-for-you-in-2023/>
Michael Stelzner 12/29/22

<https://www.socialmediaexaminer.com/how-to-know-if-your-facebook-ads-will-work/>
Michael Stelzner

<https://www.hiddengemsbooks.com/learned-after-spending-100k-with-facebook-ads/>
Hidden Gems – Matt J. Holmes 1/16/23
<https://www.matthewjholmes.com/fbads-masterclass-1>

<https://learn.inkerscon.com/2023-digital-inkers-con/>
2023 Inker's Con – Alessandra Torre

My Facebook Ads are Failing by Malorie Cooper

- If you just can't get Facebook ads to perform or their performance is abysmal - this class is for you! A Facebook ads expert will help you to do an audit of your ads, offer strategies to reboot and improve their performance, and address potential culprits to your success.

Mastering the Art of Ad Strategy by Bonnie Paulson

- This is an interactive "how to" workshop that will help you to create a personalized ad strategy that works for you. You'll take actionable steps to create a plan completely customizable for you and your books. Learn how to take control of what's important and apply what's working. This strategy building can apply to any budget and any genre.

Starting Facebook Book Ads from Scratch by Malorie Cooper

- Facebook ads can be intimidating (and expensive!) if you don't know where to begin. In this class, a Facebook ads expert will start with the basics and explain audiences, ad setup and creation, and how to start small and grow from there. (virtual presentation)

8 Tips for Running Better BookBub Ads Campaigns by Carlyn Robertson

- With a captive audience of voracious readers, BookBub can be one of the most powerful avenues for book advertising. In this presentation by a BookBub representative, you'll learn 8 actionable tips that will help you create profitable campaigns, increase the performance of existing ads, and avoid common mistakes with BookBub Ads.