

Expectations Managed





Facebook Advertising is Not:



- A guaranteed solution for sales
- A set-it-and-forget-it method
- Right for every business

Facebook Advertising is:

- Research
- Testing
- More research
- ...And more testing



Profitability







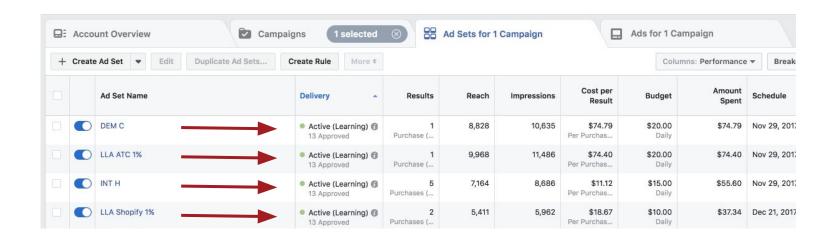


You Have to Pay to Learn





Welcome to the Learning Curve





Focused Market Research

