

How to use *Assisted* process

Step 1: Select the image which you need to edit.

Step 2: Click “Assisted process”.

C2UR

Scan Export Batch

Color mode Rotate Crop Delete Standardize Rename Quality Print

Settings

CHAPTER 4

Facebook advertising today

In this chapter you are going to learn the basics of making ads and what works best in Facebook advertising today.

There are two ways to make ads and I will show you first the Facebook ads interface basics and then the Facebook ads power editor basics to get you started on the right foot.

I have tested all kinds of ads on Facebook and I'll show you my page post engagement for success strategy, which works better than anything else.

You'll understand why ads with videos consistently run at the lowest CPM and why entertaining videos work best to promote anything.

If there is nothing entertaining you possibly can do, I'll show you how a video introducing a product and fully explaining it works to make sales.

Finally, this chapter concludes with a 80/20 principle: Strategies for working on Facebook ads. This is something that is fantastically useful for me that I hope will give you the

170 Jerry Bayfield & Michel Girard

All Left Right

Step 1

- image00001.jpg
Del Rep Ins Details
- image00002.jpg
- image00003.jpg
- image00004.jpg

Color Patterns Stamps Grayscale B&W

Assisted process Step 2

Version:4.0

No background tasks

Step 1: Select “Adjust the central seams”.

Step 2: Move the yellow line in the middle of the book.

Step 3: Click “Preview” to check the effect.

Step 4: Save the result if satisfied.

The screenshot displays the C2UR software interface. At the top, the logo 'C2UR' is visible. Below it, a toolbar contains icons for 'Scan', 'Export', and 'Batch', with 'Batch' currently selected. A secondary toolbar includes options like 'Color mode', 'Rotate', 'Crop', 'Delete', 'Standardize', 'Rename', 'Quality', and 'Print'. On the right, there is a 'Settings' gear icon. The main workspace shows a scanned book page with a yellow vertical line in the center gutter and red dashed lines indicating the central seams. A red arrow labeled 'Step 2' points to the yellow line. To the right of the workspace, a panel titled 'Step 1' shows a red-bordered box around the option 'Adjust the central seams', with the instruction 'Move the yellow line to the central seam'. Below this, the option 'Adjust the laser line' is visible. At the bottom of the workspace, there are tabs for 'Color', 'Patterns', 'Stamps', 'Grayscale', and 'B&W', with 'B&W' selected. A 'Preview' button is labeled 'Step 3' and a 'Save' button is labeled 'Step 4'. The bottom status bar shows 'Version:4.0' and 'No background tasks'.

Step 1: Select "Adjust the laser line".

Step 2: Choose the laser line which you need to modify.

Step 3: Click "Move points".

Step 4: Move the dots on the yellow line.

Step 5: Click "Preview" to check the effect.

Step 6: Save the result if satisfied.

The screenshot displays the CZUR software interface. At the top, there is a menu bar with options: Scan, Export, Batch, Color mode, Rotate, Crop, Delete, Standardize, Rename, Quality, Print, and Settings. The main workspace shows a scanned document with a yellow laser line and red dashed lines. A red arrow points to the text "Step 4" above the document. On the right side, a control panel is visible with the following steps:

- Step 1:** "Adjust the laser line" (highlighted with a red box). Below it, the text "Select the laser line to adjust" is shown.
- Step 2:** A radio button is selected for the top laser line (highlighted with a red box).
- Step 3:** "Move points" (highlighted with a red box).
- Step 5:** "Preview" (highlighted with a red box).
- Step 6:** "Save" (highlighted with a red box).

At the bottom of the interface, there are tabs for Color, Patterns, Stamps, Grayscale, and B&W (selected). A toolbar contains various icons for document manipulation, including a magnifying glass, a ruler, and a crop tool. The status bar at the bottom indicates "Version:4.0" and "No background tasks".

Step 1: Select "Adjust the laser line".

Step 2: Choose the laser line which you need to modify.

Step 3: Click "Remove and redraw".

Step 4: Redraw the dots.

Step 5: Click "Preview" to check the effect.

Step 6: Save the result if satisfied.

The screenshot displays the CZUR software interface. The top menu bar includes options like Scan, Export, Batch, Color mode, Rotate, Crop, Delete, Standardize, Rename, Quality, Print, and Settings. The main workspace shows a scanned document with red dashed laser lines and a yellow line being adjusted. A red arrow labeled "Step 4" points to the laser line. The right sidebar contains a list of image files (image00001.jpg to image00004.jpg) and a control panel with the following steps:

- Step 1:** Adjust the laser line. Select the laser line to adjust.
- Step 2:** A yellow line is shown being adjusted along the laser line.
- Step 3:** Remove and redraw. Use the mouse to click and illustrate the yellow line along the actual laser line (each line can have up to 10 dots).
- Step 5:** Preview button.
- Step 6:** Save button.

The bottom of the interface shows a toolbar with Color, Patterns, Stamps, Grayscale, and B&W options, along with a status bar indicating "Version: 4.0" and "No background tasks".