

**DATE GUSTO ANUNCIÁNDOSE EN  
FACEBOOK**

# **Cupón de \$100 Gratis Para Facebook**

**“Descubre paso a paso cómo puedes  
obtener \$100 para utilizarlos en  
publicidad PPC en Facebook”**

# RICHARD OSTERUDE

## Detalles Legales

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### CLÁUSULA DE EXENCIÓN DE RESPONSABILIDAD DE INGRESOS

Se ha hecho todo lo posible para representar este producto y su potencia precisamente. A pesar que esta industria es una de las pocas donde alguien puede escribir sus propios cheques en términos de ingresos. No hay ninguna garantía que usted vaya a ganar ningún dinero utilizando estas técnicas y las ideas contenidas en este material. Ejemplos en este material no deberán ser interpretados como promesas o garantías de ingresos. El potencial de ingresos depende totalmente de la persona utilizando este producto, ideas i técnicas. No pretendemos que este producto sea un "esquema para hacerse rico".

Cualquier afirmación de ingresos o ejemplos de resultados actuales puede ser verificada bajo solicitud. El nivel de éxito obtenido relativo a las afirmaciones de ingreso es relativo al tiempo que dedique al programa, las ideas y técnicas mencionadas, sus finanzas, conocimientos y habilidades. Ya que estos factores difieren entre cada individuo no podemos garantizar su éxito o nivel de ingresos. No somos responsables de ninguna de sus acciones.

### Disponibilidad De Cupones y Responsabilidades

**Estos cupones NO son proveídos por Richard Osterude.**

Sino por una empresa tercera quien puede a su discreción denegar la emisión del cupón o suspender su validez en cualquier momento.

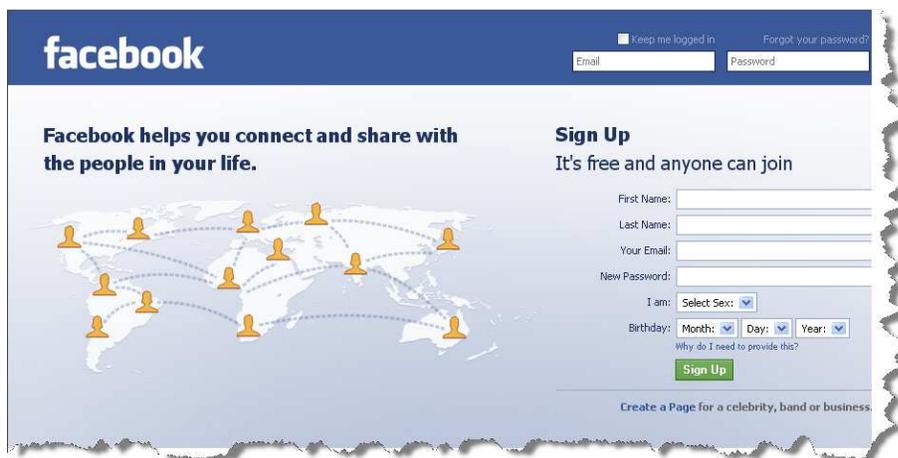
No nos hacemos responsables del uso, validez y existencia de los cupones. A la fecha en que se escribió este documento los cupones existían y eran válidos.

# Obteniendo un cupón de \$100 para gastar en publicidad en Facebook

Este cupón lo puedes obtener a través del Visa Business Network y en este tutorial te mostraré paso a paso que debes hacer para que puedas comenzar a anunciarte en Facebook sin tener que gastar tu dinero.

## Ingresa a Facebook

Si no tienes cuenta, este es el momento adecuado para que crees una. Si ya tienes una simplemente visita facebook.com e ingresa con tu usuario y contraseña.



## Sigue este enlace especial

Para iniciar el proceso ingresa [www.creatuproducto.com/facebook](http://www.creatuproducto.com/facebook) (1) en tu navegador



Luego de ingresar el URL veras una pantalla advirtiéndote que el enlace te lleva fuera de Facebook y te pregunta si deseas continuar, presiona el botón verde (1) para continuar al Visa Business Network.



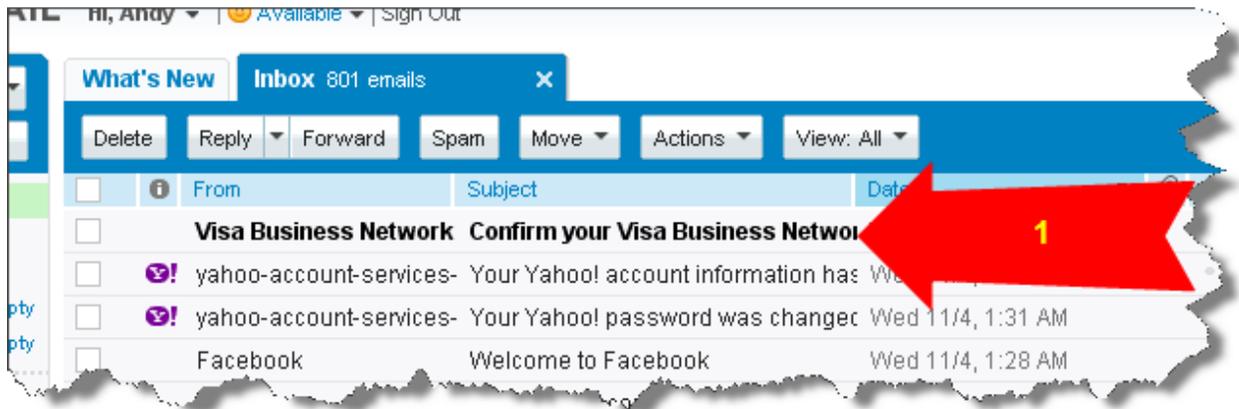
## Regístrate en el Visa Business Network

En esta pantalla debes inscribirte al Visa Business Network para ser elegible a el cupon de \$100. Ingresas todos los datos del formulario ya que son mandatorios: Tu correo Electrónico (1) Tu Primer Nombre (2) Tu Apellido(3) Nombre de tu negocio (4) – si no tienes negocio formal ingresa el nombre de tu sitio. En el tipo de negocio puedes escoger una industria del menú o puedes agregar la industria que tu quieras en el espacio (5) Finalmente como zip code ingresa cualquier valor de 5 cifras (6)

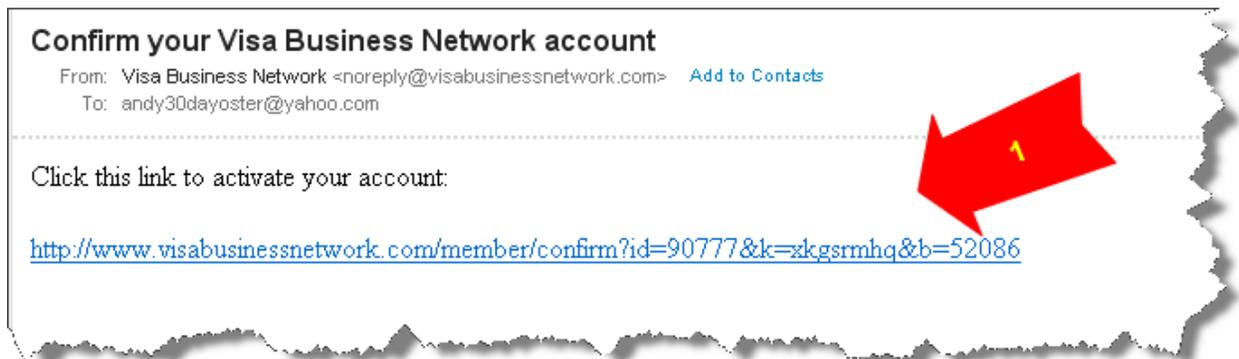
The screenshot shows the 'the visa business network<sup>beta</sup> Sign Up' form. It includes a legend: '\* denotes a required field'. The form fields are: '\*Email:' (with arrow 1), '\*First Name:' (with arrow 2), '\*Last Name:' (with arrow 3), '\*Business Name:' (with arrow 4), '\*Business Type:' (a dropdown menu with 'Choose Industry' selected, with arrow 5), 'Other:' (with arrow 5), and '\*ZIP Code:' (with arrow 6). At the bottom, there is a disclaimer: 'By clicking Join the Network, you are indicating that you are a business and have read and agreed to the Visa Business Network's Terms and Conditions and Privacy Policy' and a yellow 'Join the Network' button.

## Revisa tu correo

Vas a recibir un correo de Visa Business Network (1) Si al caso no lo llegases a encontrar en tu buzón de entrada búscalo en tu folder de SPAM.



Haz clic en el enlace para confirmar tu cuenta (1)



En la siguiente pagina veras la opción del crédito de \$100 de Facebook (1)

**\*\*OJO si te fijas más abajo también puedes redimir \$75 para Yahoo Search (2) GRATIS\*\***

The image shows a screenshot of a business dashboard with a torn paper edge effect. It features three main sections:

- My Goals**: A section with the heading "Take Action For Your Business" and a sub-heading "What's your dream for your business? Now is the perfect time to set a goal to help you achieve it." Below this is a yellow button labeled "Add a Goal".
- facebook Get Your Ad Credit**: A section with a blue "facebook" logo, the heading "Get Your Ad Credit", and the text "Claim your credit today and enjoy added exposure for your business." Below this is a blue link "Get Started >". A red arrow with the number "1" points to this section.
- YAHOO! Don't Forget About Your \$75 Yahoo! Ad Credit**: A section with the "YAHOO!" logo, the heading "Don't Forget About Your \$75 Yahoo! Ad Credit", and the text "Claim your Yahoo! Search ad credit today and enjoy the a for your business." Below this is a blue link "Get Started >". A red arrow with the number "2" points to this section.

Después de hacer click en “Get Your Ad Credit” verás la siguiente pagina con 2 pasos.

Como páso #1 haz click en “Send My Ad Credit Now” (1) para que te mande el código de activación a tu correo electrónico

**About the Facebook Ad Credit**

**facebook** **Get Your Credit in a Few Simple Steps**

Now that you've joined the network, you're eligible for your credit. Just click the "Send My Ad Credit Now" button below and we'll send a coupon code activation email to the email address you used to sign up for the Visa Business Network. Don't see it? Check your spam folder.

- 1 Create a Visa Business Network Account**  
You'll get an email with a link to confirm your account. (Don't see it? Check your spam folder.)
- 2 Sign In and Request Ad Credit**  
Click "Get Started" in the "Get Your Ad Credit" section. Click "Send My Credit Now." A coupon code activation email with a link will be sent.
- 3 Create Your Ad and Place Your Order**  
Follow the instructions on Facebook to create your ad. The coupon code will be automatically applied when you place your order. You must redeem your credit within 30 days.

**Send My Ad Credit Now** ← 1

Paso #2 haz click en "Return to My Home" (1)

home Goals Networking Groups Resource Center

### Ad Credit Confirmation

**facebook** Your Ad Credit is On Its Way

A coupon code activation email has been sent to your Visa Business Network email address. This email will contain a link and directions on how to redeem your \$100 credit. Remember, you will need a credit card on file with Facebook and have 30 days to redeem your credit.

- 1 Create a Visa Business Network Account**  
You'll get an email with a link to confirm your account. (Don't see it? Check your spam folder.)
- 2 Sign In and Request Ad Credit**  
Click "Get Started" in the "Get Your Ad Credit" section. Click "Send My Credit Now". A coupon code activation email with a link will be sent.
- 3 Create Your Ad and Place Your Order**  
Follow the instructions on Facebook to create your ad. The coupon code will be automatically applied when you place your order. You must redeem your credit within 30 days.

**Return to My Home** ← 1

Recibirás un correo electrónico confirmando tu código de \$100. Haz click en el enlace del correo (1)

Visa Business Network: Facebook Ad Credit Assigned

Dear Noneyet,

Thank you for joining the Visa Business Network. To help you grow your business, we're giving you a \$100 coupon good towards advertising on Facebook. Your coupon must be redeemed and used by 2009-12-04.

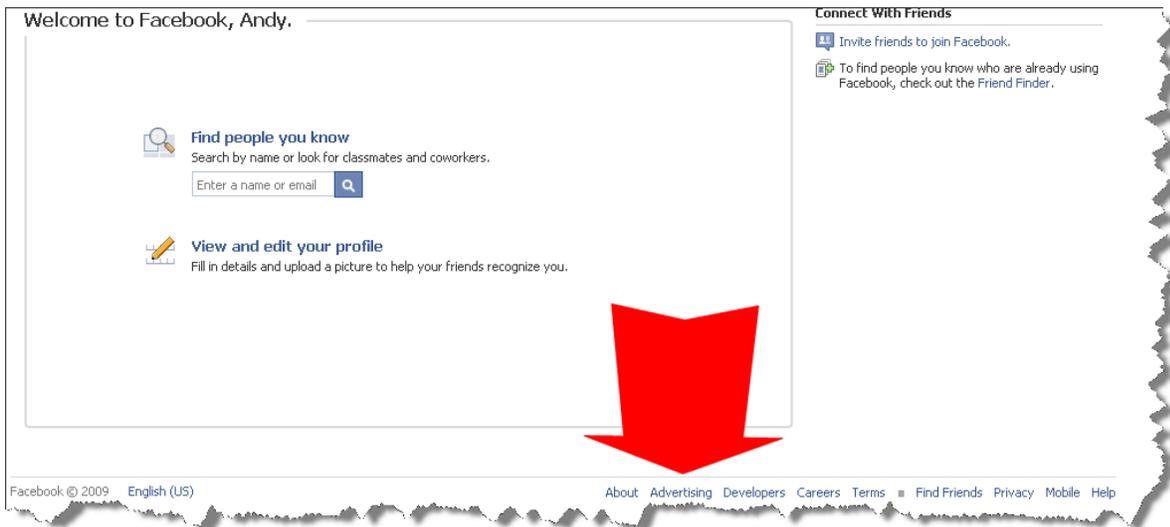
Click here to redeem your coupon on Facebook: [http://www.visabusinessnetwork.com/adcredit/confirm\\_coupon?id=90777&k=vpuznmvj](http://www.visabusinessnetwork.com/adcredit/confirm_coupon?id=90777&k=vpuznmvj) ← 1

Don't have a website to promote in your advertising? Use your new Visa Business Network public business profile. Copy and paste this URL with your Facebook: <http://www.visabusinessnetwork.com/directory/profile/91622>

See you on the network.

The Visa Business Network Team

Una vez estes en la página de Facebook, vete a la parte inferior de la página y haz click en “Advertising” (1)



Hora haz clic en el botón verde de “Create an Ad” (1)



Procede a crear tu anuncio de la mejor forma que puedas tratando no solo de obtener clics, sino gente interesada en tu producto u oferta.

## Advertise on Facebook

Get started in three easy steps.

### 1. Design Your Ad

**Destination URL.** Example: <http://www.yourwebsite.com/>.  
http://

**Title** 25 characters left.

**Body Text** 135 characters left.

**Image** (optional)

**Example Ad**

This is a sample ad.  
 Like  
Andy Oster likes this.

**Facebook Ads**  
Advertise your own web page or something on Facebook like a Page, Event, or Application.

**Image**  
Image will be resized to fit in a 110x80px box.

**Approval Process**  
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:  
[Suggested best practices](#)  
[Common Reasons for rejection](#)

**More Help**  
[Design Your Ad FAQ](#)

### 2. Targeting

**Location:**

**Age:** 18  - Any

**Birthday:**  Target people on their birthdays

**Sex:**  Male  Female

**Keywords:**

**Education:**  All  
 College Grad  
 In College  
 In High School

**Workplaces:**

**Relationship:**  Single  In a Relationship  Engaged  Married

**Interested In:**  Men  Women

**Languages:**

**Estimate:** 156,820 people  
■ who live in El Salvador  
■ age 18 and older

**Targeting**  
By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

**Location**  
Facebook Ads uses IP address and a user's profile information to determine a user's location.

**Keywords**  
Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

**More Help**  
[Ad Targeting FAQ](#)

### 3. Campaigns and Pricing

**Account Currency**  
US Dollars (USD)

**Campaign Name**

**Daily Budget** What is the most you want to spend per day? (min 1.00 USD)

**Schedule.** When do you want to start running your ad?  
 Run my ad continuously starting today  
 Run my ad only during specified dates

Pay for Impressions (CPM)  
 Pay for Clicks (CPC)

**Max Bid (USD).** How much are you willing to pay per click? (min 0.01 USD)  
 Suggested Bid: 0.13 - 0.24 USD  
 Estimate: 360 clicks per day

**Campaigns**  
Ads in the same campaign share a daily budget and schedule.

**Max Bid**  
You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).

**Suggested Bid**  
This is the approximate range of what other advertisers are bidding for your target demographic.

**More Help**  
[CPC vs. CPM](#)  
[Ad Campaigns and Pricing FAQ](#)

Cuando hayas terminado de crear tu anuncio, al final de la página deberás ingresar tus datos de tarjeta de crédito y al final (1) el código del cupon de \$100 que recibiste por correo.

Ojo con tu presupuesto ya que una vez se terminen tus \$100, si tu anuncio está activo continuará cobrándose pero a tu tarjeta de crédito.

**Account Credit Card**

First Name:

Last Name:

Credit Card Number:



Expiration Date: Month  Year

CSC:   
(What's a CSC?)

Billing Address:

Billing Address 2:

City/Town:

State/Province/Region:

Zip/Postal Code:

Country:  United States

This information will be saved to your account.

**Coupon**  
We hope you enjoy advertising with Facebook! Please enter your coupon code below, and we will charge the coupon instead of your credit card until the coupon expires or is used up. If you let your ad run after that point, we will begin to charge your credit card.

Coupon Code:  

By clicking the "Place Order" button, I agree to the [Facebook Advertising Terms and Conditions](#) including my obligation to comply with the [Facebook Advertising Guidelines](#).

I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account.