

TACTICAL CHEAT SHEET FOR BETTER PERFORMING SOCIAL ADS

Carefully targeted and expertly crafted social ads get your brand in front of the right audience segments, and they can be highly effective when done well. It takes strategy, quality content, effective copy, great visuals, smart ad spends, layered targeting, and more. If you want more of those targeted clicks from customers more likely to make a purchase, then follow the tips in this cheat sheet for better-performing social ads.

CHOOSE THE RIGHT OBJECTIVE



Consider carefully the goals of your campaign. If you don't have a target in sight, you're just wasting ad dollars. Your paid social campaigns should align with your business goals.

With your goals in mind, you can choose the best ad objectives during setup. With Facebook and Instagram, the objectives are split into three tiers that match the typical buyer's journey: Awareness, Consideration and Conversion.

SPEND TIME NARROWING YOUR AUDIENCE TARGETING



Facebook offers some of the most detailed audience targeting available to social advertisers. When you can break your audience into segments and tighten the audience focus, you narrow the scope of your audience considerably. However, the people who see your ads are far more likely to convert.

KEEP YOUR AD COPY SIMPLE

Aim for getting your message across and delivering value with short, impactful copy. Users won't have to take any additional action to see the offer on the table, and your calls to action won't be masked by the "See more" function.



KILL THE HYPE AND WRITE FOR YOUR AUDIENCE



Don't be tempted to press hype into your ad copy. Buzzwords, industry jargon, and corporate speak don't impress. They just waste your character count and diminish the effectiveness of your campaigns. The language you use should be very specific to the audience segment you're targeting.

EMPHASIZE THE VALUE PROPOSITION



Your audience doesn't care about your product. They care about how they'll benefit, or how the product will solve their problems. You need to be able to answer the "why" when presenting your ad.

TEST AD COPY WITH ORGANIC POSTS



If you're unsure of how your ad copy will perform, try creating and testing a few variations of your ad copy as organic posts. You can use this approach to test your calls to action, headlines, and, especially, images to see how your audience will react.

CHANGE UP YOUR AD FORMATS



Social ads with static images can perform very well, but you can get far more engagement with (potentially) a reduced spend if you test out other ad formats. According to WordStream, video ads cost up to **90% less** than image and carousel ads. Where static image ads can cost upward of \$2 per click (or higher), video ads can average between just \$0.15 and \$0.50 per click.

TEST AD VARIATIONS TO IMPROVE QUALITY SCORE

Your relevance score is determined by a number of factors, including your audience definition, the freshness of your ad and relevance to your audience, expected/forecasted feedback, and your campaign objective. The score isn't static and can change over the life of your ad. This is how Facebook manages ads to prevent stale content from being shown repeatedly.



TRACK USERS WITH A PIXEL AND REMARKET



It's not easy to convert a user at the first point of engagement. People are on social media to socialize, after all, not shop. Rather than trying to focus your efforts on acquisition, implement reengagement and remarketing into your social ad strategy.