

FACEBOOK ADS: HOW TO CREATE CAMPAIGNS THAT CONVERT



FIREBRANDGROUP

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- ✧ Born and raised in NYC
- ✧ Senior Strategist at Firebrand Group
- ✧ 4+ years consulting brands, individuals, executives
 - ✧ Social Media Strategy
 - ✧ Digital Ad Strategy
 - ✧ Social
 - ✧ SEM
 - ✧ Brand Analysis
 - ✧ E-Commerce
 - ✧ SEO
 - ✧ Creative Ideation
- ✧ Idea Village, Consumer Reports, Movado, L’Oreal, BECCA Cosmetics, Mally Beauty

WHAT WILL WE LEARN TODAY?

- ✦ Types of campaign objectives Facebook offers
- ✦ Identifying and creating different types of audiences
- ✦ Various ad formats you can run on Facebook's ad network
- ✦ How to create conversion tracking to measure success
- ✦ Tools you can use to manage Facebook ads



Part 1

GOALS & OBJECTIVES

FACEBOOK ADVERTISING

Is Organic Reach Dead? **THE AGE OF PAID MEDIA**

FACEBOOK POST ENGAGEMENT RATES



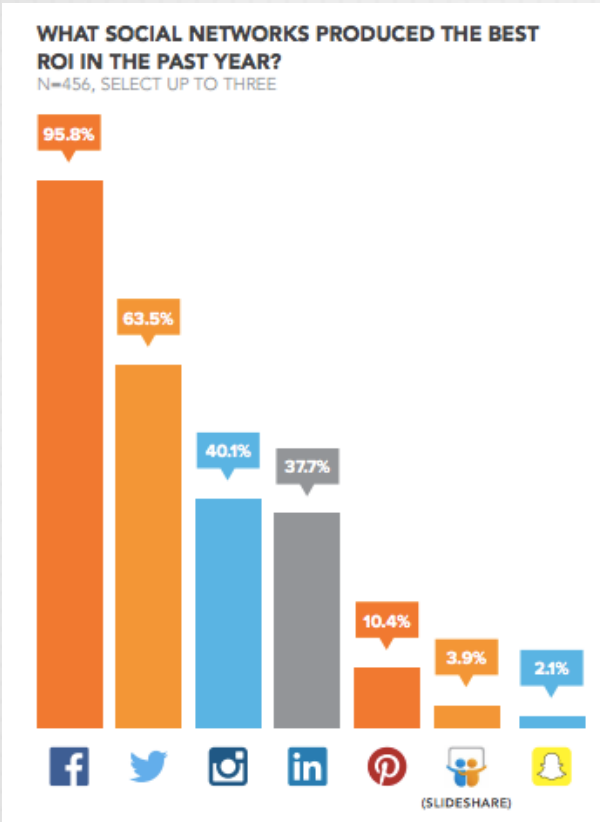
FACEBOOK ADVERTISING

WHAT IS THE VALUE OF SOCIAL MEDIA IF YOU HAVE TO PAY FOR CONTENT TO BE SEEN? WHY CREATE CONTENT AT ALL?

- ✧ Fans/followers have value
 - ✧ <http://valueofalike.com/>
- ✧ Ads also help you learn about your audience and what your audience responds to



FACEBOOK ADVERTISING

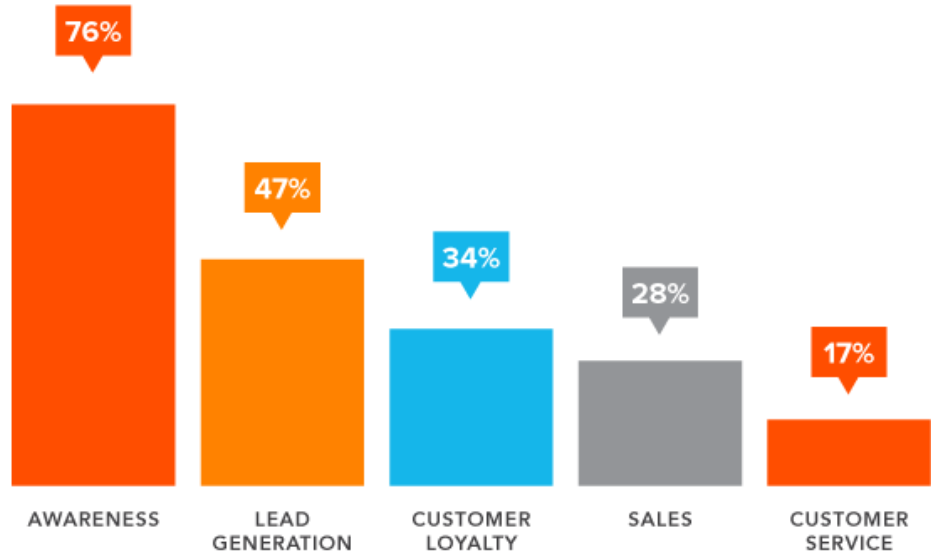


The methods for how marketers get results from Facebook have and will change, but the world's largest social network continues to create the future of the social marketing industry.

SETTING GOALS

WHAT ARE YOUR TOP SOCIAL MEDIA GOALS?

N=544, Select up to Two



Source: socialfresh.com/future, Apr 2016

socialfresh

FACEBOOK OBJECTIVES

- ✧ **Clicks to Website:** Send people to your website.
- ✧ **Website Conversions:** Increase conversions on your website. You'll need a conversion pixel for your website before you can create this ad.
- ✧ **Page Post Engagement:** Boost your posts.
- ✧ **Page Likes:** Promote your Page and get Page likes to connect with more of the people who matter to you.
- ✧ **App Installs:** Get installs of your app.
- ✧ **App Engagement:** Increase engagement in your app.



FACEBOOK OBJECTIVES

- ✧ **Offer Claims:** Create offers for people to redeem in your store.
- ✧ **Local Awareness:** Reach people near your business.
- ✧ **Event Responses:** Raise attendance at your event.
- ✧ **Product Catalog Promotion:** Automatically show products from your product catalog based on your target audience.
- ✧ **Brand Awareness:** Reach people more likely to pay attention to your brand.
- ✧ **Lead Generation:** Collect leads for your business.
- ✧ **Video Views:** Create ads that get more people to view a video.


FACEBOOK OBJECTIVES

What type of ad is this?

OFFER PREVIEW
A preview will also be sent to gaelensayres@gmail.com.

 **Jasper's Market** posted an offer
Yesterday 

Take 25% off your total purchase!



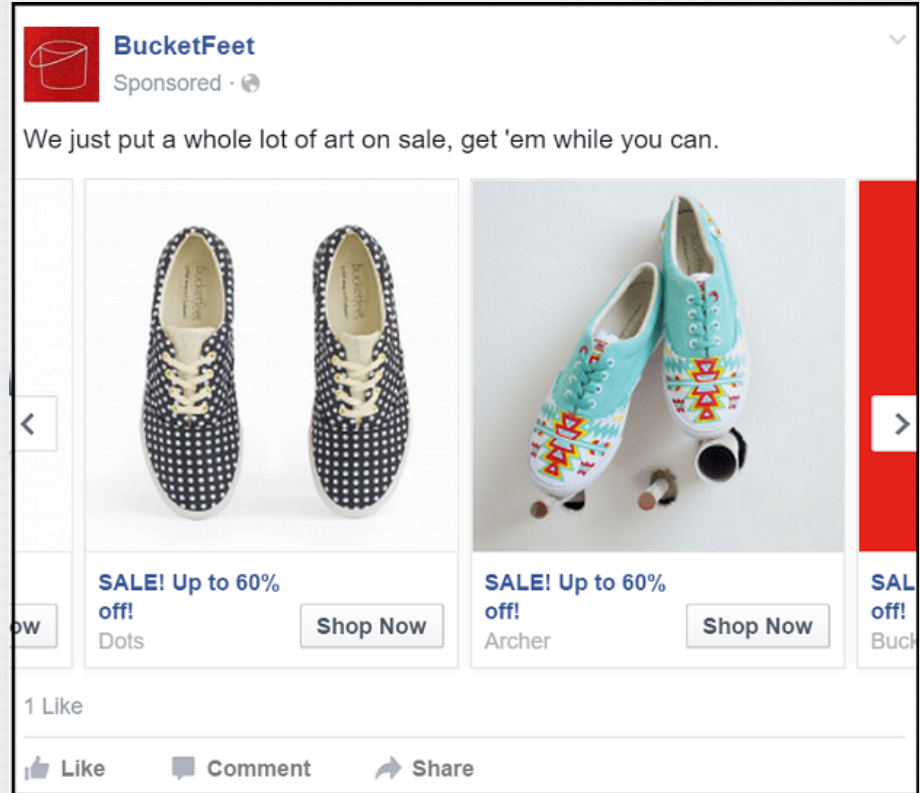
25% off
Expires 12/11/2014

[Get Offer](#)

[Like](#) · [Comment](#) · [Share](#)

FACEBOOK OBJECTIVES

What type of ad is this?



A screenshot of a Facebook sponsored advertisement for BucketFeet shoes. The ad features a white background with a grid pattern. At the top left is the BucketFeet logo (a red bucket icon) and the text "BucketFeet Sponsored". Below this is the text "We just put a whole lot of art on sale, get 'em while you can." The ad displays two pairs of shoes in a carousel format. The first pair is black with white polka dots, labeled "Dots". The second pair is light blue with colorful geometric patterns, labeled "Archer". Both pairs have a "SALE! Up to 60% off!" banner and a "Shop Now" button. At the bottom, there are interaction icons for "Like", "Comment", and "Share", along with the text "1 Like".

BucketFeet
Sponsored · 🌐

We just put a whole lot of art on sale, get 'em while you can.

SALE! Up to 60% off!
Dots [Shop Now](#)

SALE! Up to 60% off!
Archer [Shop Now](#)

1 Like
👍 Like 💬 Comment ➦ Share



Part 2

SETTING UP

CAMPAIGNS

ADS MANAGER & POWER EDITOR

ADS MANAGER



POWER EDITOR

CAMPAIGN OBJECTIVES

10 options, which include most of what's available in Power Editor.

14 options, including more in-depth choices (like Lead Generation).

BUYING TYPE

Choice between Automatic and Manual Bid Amounts.

Choice between Auction (based on audience and duration of Ad) and Fixed Price.

BUDGET

Choice between Lifetime and Daily (you can set how much to spend each day) budgets.

Same for Power Editor!

AUDIENCE

Customizable audience parameters and option to save new audiences that you've created to use again later. Has the ability to retarget audiences that have already completed specific conversions.

Same capabilities as Ads Manager, but also includes the ability to target people with specific interests.

ADS MANAGER & POWER EDITOR

Ability to add pixels to Ads (this feature can be found on the Campaign page).

Can use stock images. The carousel feature supports multiple images in one Ad. Size your images perfectly for Facebook using our Cheat Sheet.

Less available space for post text - posts need to be under 90 characters. Cannot include any special characters.

PIXELS

AD IMAGERY

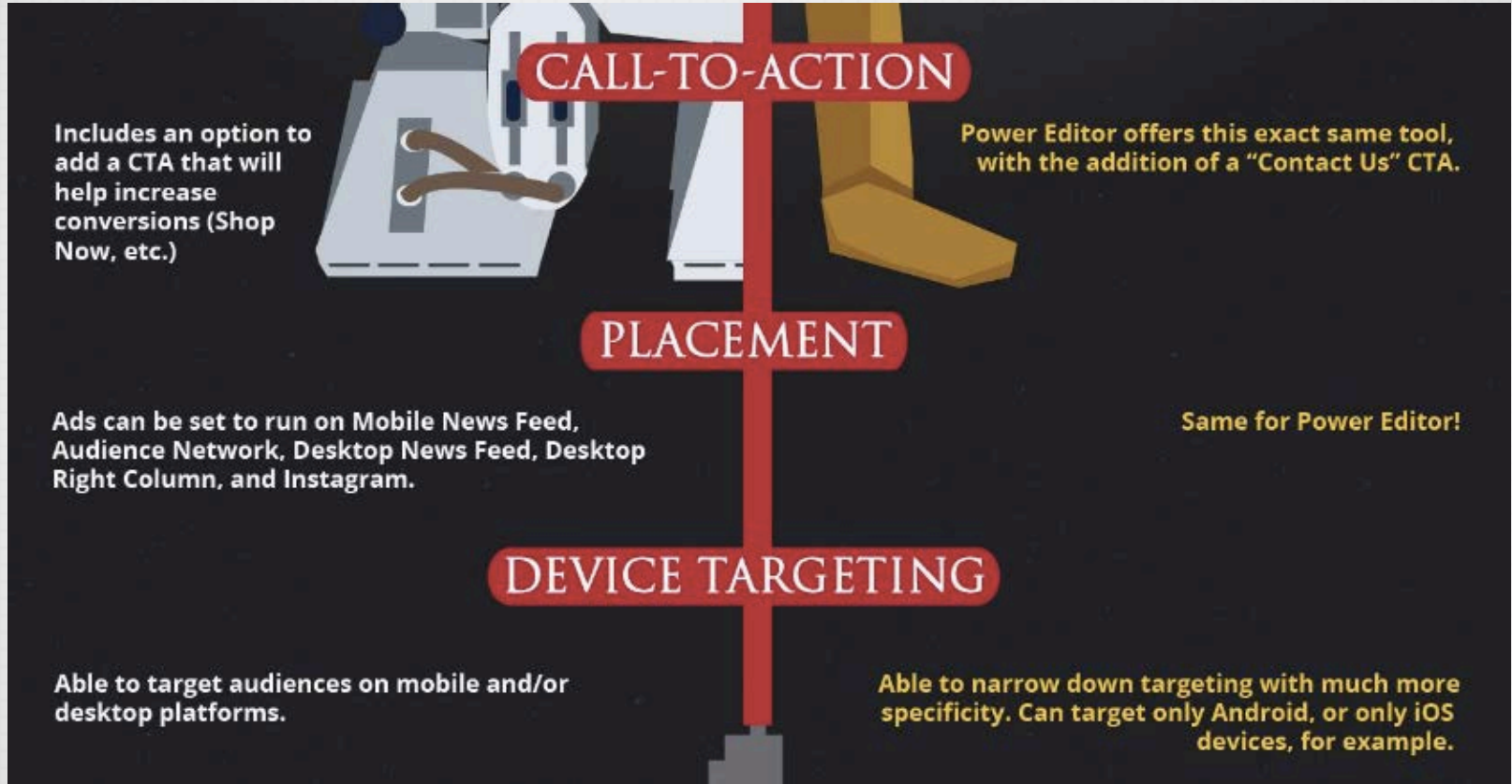
AD TEXT

Same ability, but found on the final Ad creation page along with the Ad text and creative.

Contains a unique feature that can create a slideshow video out of multiple images. Now also includes stock images, as well as the other elements in Ads Manager.

More available space for headline, post text (500 characters - compared to Ads Manager's 90), and link description. Special characters are allowed.

ADS MANAGER & POWER EDITOR



ADS MANAGER

Facebook Ads Amelia Help

Manage Ads Account Settings Billing Power Editor Tools Create Ad

Account: Amelia Tran Search Filters Mar 1, 2016 – May 31, 2016

Spent Last 7 Days: \$0.00


\$0.01							
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	5/25	5/26	5/27	5/28	5/29	5/30	Today


4 Tips for Lead Ads
Learn how businesses like yours get the most from their lead ads with these tips. < 1 of 2 >

All Campaigns + Create Campaign Columns: Performance Breakdown Export








<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> Firebrand - SJJCC: 3/31 Event Pt 2	● Completed	287 Post Engagements	3,831	\$0.14 Per Post Engagem...	\$40.00	Mar 31, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "Interested in the progress of a building you have..."	● Not Delivering Ad Set Inactive	—	—	— Per Result	\$0.00	Feb 25, 2014
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "Amazing to see this "quirky" #EastVillage listing..."	● Completed	—	—	— Per Result	\$0.00	Aug 17, 2014
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "Our CEO, Gabe Leibowitz was recently quoted in..."	● Completed	—	—	— Per Result	\$0.00	Aug 16, 2014
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "Zillow and Trulia were once perceived as industry..."	● Completed	—	—	— Per Result	\$0.00	Aug 13, 2014
Results from 11 Campaigns			—	3,831 People	—	\$40.00 Total Spent	


POWER EDITOR

Facebook Ads Amelia  Help

Power Editor Account: Amelia Tran (11429307) 

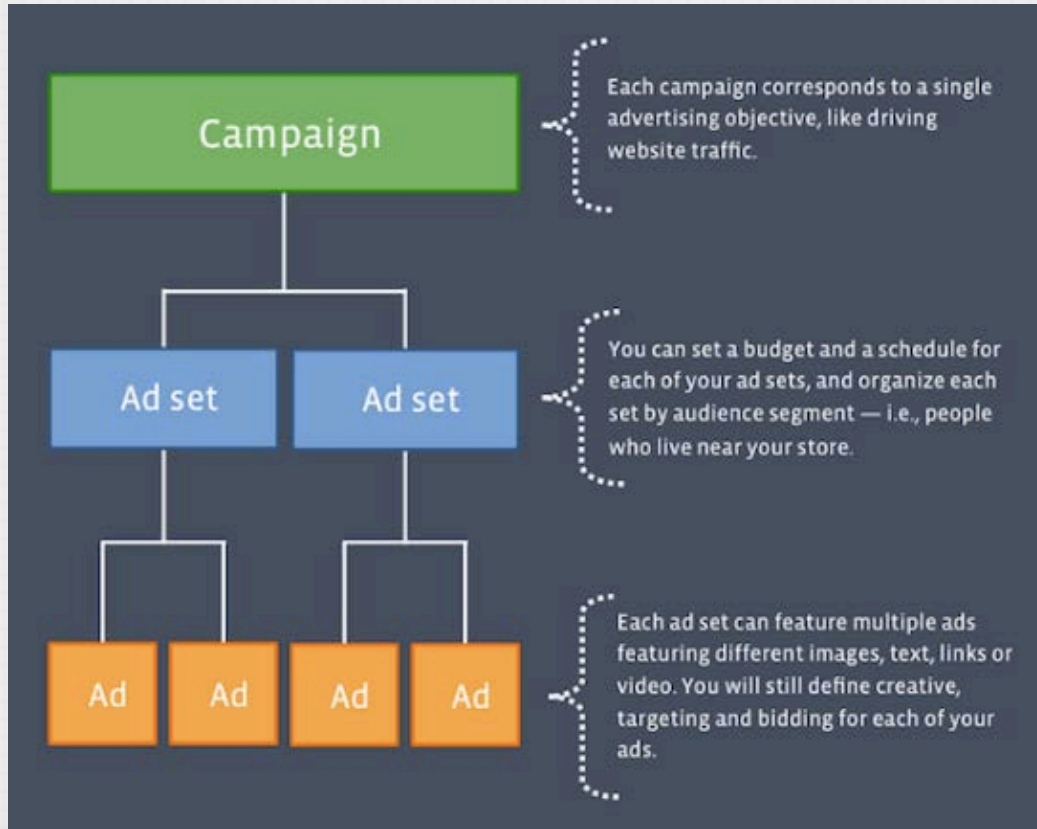
Manage Ads | Audiences | Image Library | Reporting | Page Posts | Tools

+ Create Ad | Edit |        Discard Changes | Review Changes

Q Search | Filters | Always show new items | Add filters to narrow the data you are seeing. Stats: Lifetime 

11	Ads	Delivery	Performance
11	Ad Name	Reach	Results
<input type="checkbox"/>	Post: "" - Post Engagement	3,831	287 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/734...	2,062	66 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/733...	861	6 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/731...	3,414	21 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/669...	20	0 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/669...	3,294	153 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/662...	4,337	31 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/662...	32	0 Post Engagements
<input type="checkbox"/>	Post: /SkygroupRealty/posts/101...	2,496	
<input type="checkbox"/>	Post: /SkygroupRealty/posts/101...	0	
<input type="checkbox"/>	Post: /SkygroupRealty/posts/101...	27	
<input type="checkbox"/>	Post: /SkygroupRealty/posts/632...	25	

CAMPAIGN STRUCTURE



CAMPAIGN STRUCTURE

- ✧ Campaign around driving traffic to your website:
 - ✧ One ad set for people who are on your email list
 - ✧ Another ad set for people who've expressed interest in attractions near your business
- ✧ Create multiple ads within each ad set:
 - ✧ Make sure each ad is targeted to the same audience while delivering different images, links, video or ad copy
 - ✧ This can help you learn which ads are resonating with each audience and, in turn, create better-optimized campaigns



Part 3

TARGETING & CREATIVE

TARGETING

✦ Use Your Connections

- ✦ To reach new customers, exclude your Fans from the audience



The screenshot shows the 'Connections' targeting section in Facebook Ads. It features a radio button for 'All' and a selected radio button for 'Advanced connection targeting'. Below this, there are three input fields: 'Include people who are connected to' (empty), 'Exclude people who are connected to' (containing 'Joseph Nogucci'), and 'Include people whose friends are connected to' (containing 'Joseph Nogucci').

Connections ⓘ All

Advanced connection targeting

Include people who are connected to ⓘ

Enter your Page, app, or event names.

Exclude people who are connected to ⓘ

Joseph Nogucci

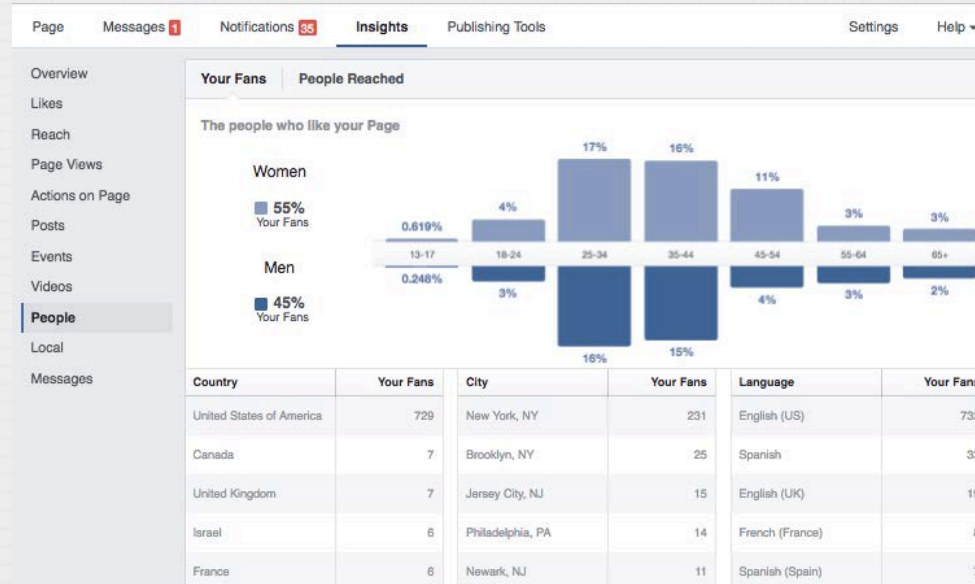
Include people whose friends are connected to ⓘ

Joseph Nogucci

TARGETING

✧ Demographics & Interests

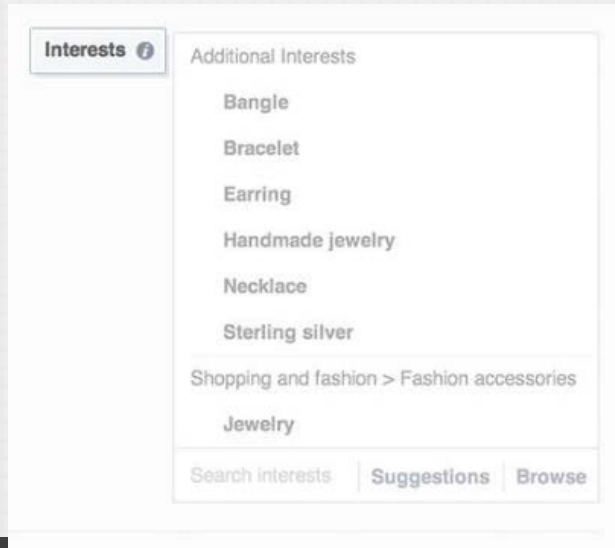
- ✧ Target based on content people shared on their FB profiles
- ✧ You can see demographic insights on your Fans within Page Insights



TARGETING

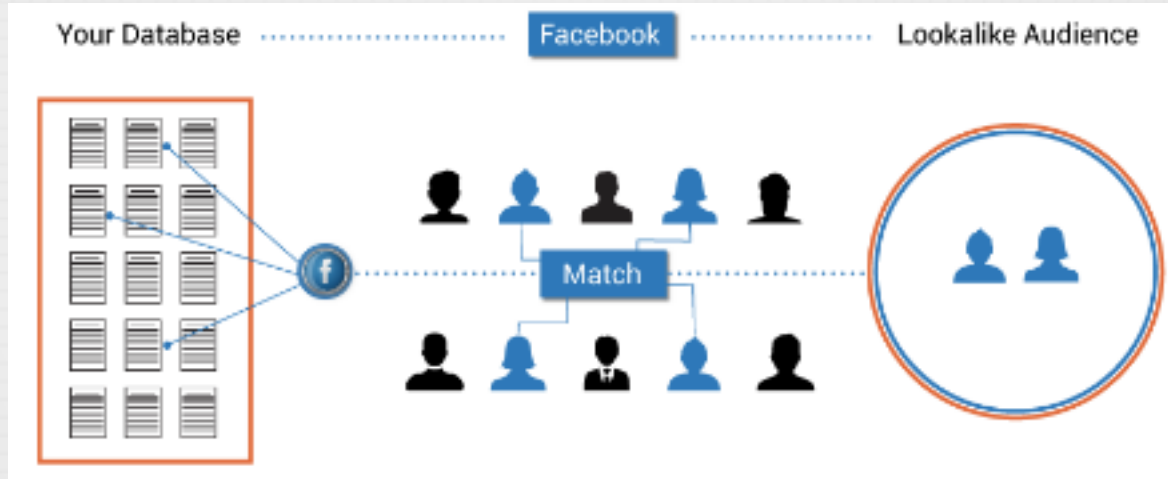
✧ Interested Audience

- ✧ Experiment with different interests: Keywords similar to the brands they might like (your competitors) & their lifestyle
 - ✧ Instead of using 'jewelry' – try handmade jewelry or cubic zirconia



TARGETING

- ✧ Find people like your audience with lookalike audience
 - ✧ Target based on content people shared on their FB profiles
 - ✧ Target people similar to your Page Fans
 - ✧ Custom lists with email addresses
 - ✧ Website visitors

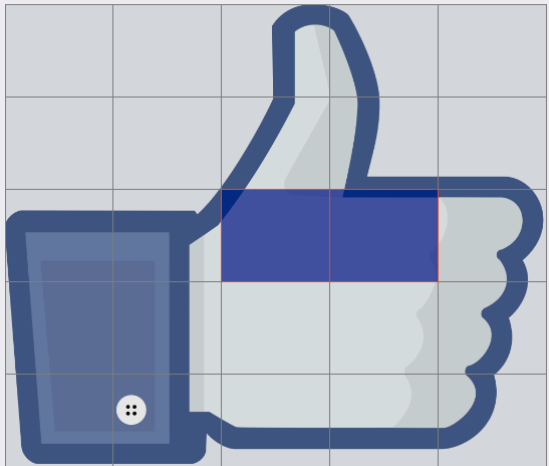


CREATIVE

Avoid promoting imagery with over 20% text!!!

✧ https://www.facebook.com/ads/tools/text_overlay

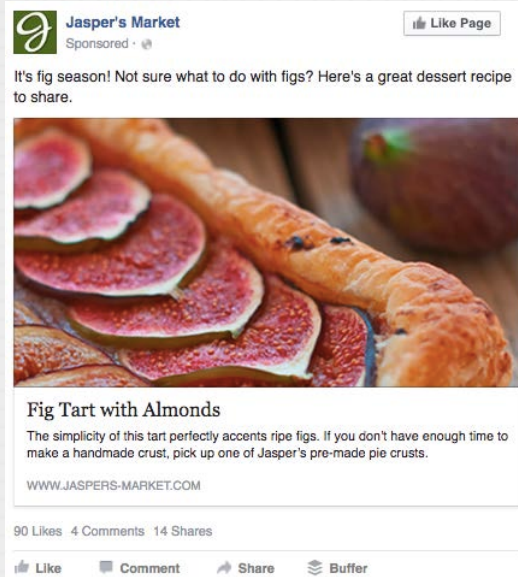
Upload Your Image x Boto_n_Me_gusta.svg.png



Click on all boxes that contain text to see whether your image is covered by less than 20% text. Learn more about how to do this in the Help Center.

Based on the boxes you've selected, your image is covered by 8% text. If marked properly, this image may be used for an ad on Facebook or Instagram.

SITE CLICK AD & SITE CONVERSION



Jasper's Market
Sponsored · 🌐 Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.


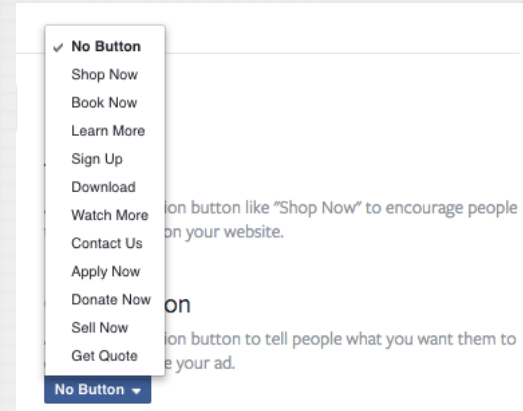


Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

90 Likes · 4 Comments · 14 Shares

Like Comment Share Buffer



✓ No Button
Shop Now
Book Now
Learn More
Sign Up
Download
Watch More
Contact Us
Apply Now
Donate Now
Sell Now
Get Quote
No Button ▾


on button like "Shop Now" to encourage people on your website.

on


on button to tell people what you want them to do your ad.

- ✧ Recommended image size: 1,200 x 628 pixels
- ✧ Image ratio: 1.9:1
- ✧ Text: 90 characters
- ✧ Headline: 25 characters
- ✧ Link description: 30 characters

SITE CLICK AD & SITE CONVERSION

 **Jasper's Market**
Sponsored · 🌱

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.




Set of five white ceramic bowls \$20


White ceramic mortar and pestle \$25

12 Likes 2 Comments 1 Share

Like Comment Share Buffer

 **Jasper's Market**
Sponsored · 🌱


Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.




Set or two wooden serving utensils \$15

12 Likes 2 Comments 1 Share

Like Comment Share Buffer

 **Jasper's Market**
Sponsored · 🌱

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.



erving utensils

See more at [JASPER-MARKET.COM](https://www.jasper-market.com)

12 Likes 2 Comments 1 Share

Like Comment Share Buffer

- ✧ Recommended image size: 600 x 600 pixels
- ✧ Image ratio: 1:1
- ✧ Text: 90 characters
- ✧ Headline: 40 characters
- ✧ Link description: 20 characters


PROMOTED PAGE POSTS




- ✧ Recommended News Feed image size: 1,200 x 900 pixels
- ✧ News Feed image ratio: 4:3
- ✧ Right column image size: 254 x 133 pixels
- ✧ Right column image ratio: 1.9:1
- ✧ Text: 90 characters (longer posts may be truncated on small screens)

FAN ACQUISITION


Suggested Page

 **Jasper's Market**
Sponsored

We are now open downtown. Like our Page for the latest news and invites to special events.



Jasper's Market
Food/Grocery
524,273 people like this.



- ✧ Recommended image size: 1,200 x 444 pixels
- ✧ Image ratio: 2.7:1
- ✧ Text: 90 characters
- ✧ Headline: 25 characters

EVENT RESPONSES



- ✧ Recommended image size: 1,200 x 628 pixels
- ✧ Image ratio: 2.7:1
- ✧ Text: 90 characters
- ✧ Headline: 25 characters

VIDEO VIEWS

- ✧ Text: 90 characters
- ✧ Headline: 25 Characters
- ✧ News Feed description: 30 characters
- ✧ Aspect Ratio: 16:9
- ✧ Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- ✧ Format: .mp4 container ideally with leading moov atom, no edit lists
- ✧ Audio: Stereo AAC audio compression, 128kbps + preferred



EFFECTIVE FACEBOOK ADS



Club W

March 26 at 5:00pm · 🌐

What are your favorite Easter traditions? Head over to our blog "The Juice" to see our Easter wine recommendations! #Easter #Easterbunny #Traditions





Some Egg-cellent Wine Picks For Easter - The Juice | Club W


There are a lot of different ways to celebrate Easter, so no matter what your Easter celebration looks like, we have got a wine for you! Between these three wines,...

JUICE.CLUBW.COM


Like · Comment · Share · 👍 25 💬 1

EFFECTIVE FACEBOOK ADS

 **NatureBox**
Sponsored · 



Deliciously wholesome snacks, delivered monthly.
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!



free trial


You Know You're Going to Snack. Get Smart About It.
Our snacks contain NO artificial colours, sweeteners, or flavours.

WWW.NATUREBOX.COM

EFFECTIVE FACEBOOK ADS

Fabletics with Bonnie Clark Rieck and 2 others
Sponsored · 🌐 Like Page



Kate Hudson Invites You To Try Fabletics™ Get a complete outfit for only \$25 (Top + Bottom) with Free Shipping & Exchanges. Comfortable, Casual, & High Quality Workout Clothes. Take the Lifestyle Quiz to take advantage of this offer. <http://bit.ly/227KateInvitesYou>





Like · Comment · Share · 👍 47,273 🗨️ 3,269 ➦ 4,783


THIS ONE.. NOT SO MUCH

Suggested Post

 **Udemy**
Sponsored · 

 Like Page 

Save 50% on any* Udemy course today! Use the discount code: "TARGET50".
Discover an online course on Udemy and start learning a new skill today.
(*some restrictions apply)



Start Learning Today
Save 50% on any Udemy Course! 30-Day Money Back Guarantee & Unlimited, Lifetime Access.

UDEMY.COM

Like · Comment · Share



Part 4

CONVERSIONS

CONVERSION GOALS

Conversion Goals Should Be A Larger Focus!!! From 'The Future of Social' study:

- ✧ 47% listed lead gen as a top social media goal & 28% listed sales
- ✧ Many consumer brands simply are not able to track sales & may not use lead generation as a core element of their marketing
- ✧ Tracking form conversions and hard sales are still one of the clearest metrics from social advertising

FACEBOOK CONVERSIONS

- ✦ Set up Facebook Pixel to track conversions in your Ads Managers > Tools > Pixels

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. Get help installing your pixel.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', ' ');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

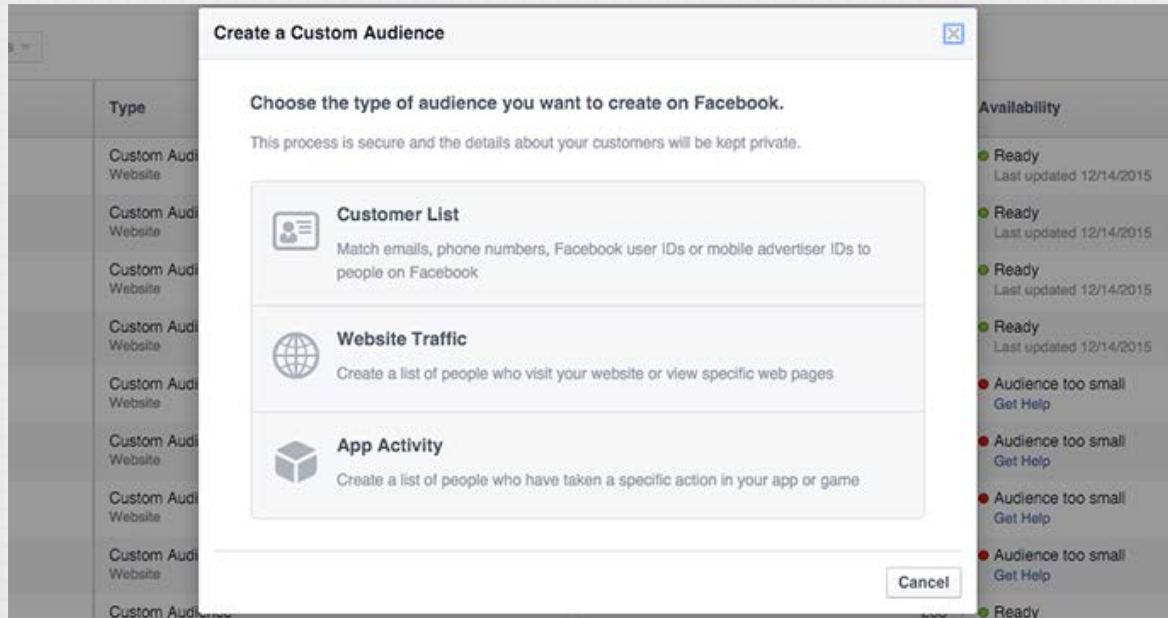
FACEBOOK CONVERSIONS

- ✧ Install the Facebook Pixel Helper plug-in; this'll help you determine whether your pixel is implemented correctly or not

The screenshot shows a web browser window with the URL `neilpatel.com/2015/07/25/beginners-guide-to-running-facebook-ads-that-convert/`. The Facebook Pixel Helper extension is active, displaying a notification that says "1 pixel found on neilpatel.com" and "Facebook Pixel loaded successfully." The notification also shows the Event ID: PageView and a link to View Event Log. The background page is a blog post by Neil Patel about Facebook targeting, featuring a list of interests like #Starbucks, #Caffeine, and #Ice cream, and a social media share bar with 809 tweets, 500 LinkedIn shares, and 98 Google+ shares. A large blue 3D bowl graphic is visible at the bottom of the page.

FACEBOOK CONVERSIONS

- ✧ Create audiences of people based & segment them based on which pages & activity they've taken on your site



FACEBOOK CONVERSIONS

The screenshot displays the Facebook Ads Manager interface. At the top, navigation tabs include 'Manage Ads', 'Account Settings', 'Billing', 'Power Editor', and 'Tools'. The main header shows 'Facebook Pixel' and 'Conversion Tracking Pixel (Old)'. Below this are buttons for 'Create Ad', 'Create Audience', 'Create Conversion', and 'Actions'. A 'Pixel Traffic' line chart is visible in the background, showing data points for May 24, 25, 26, 27, 28, 29, 30, and 31. The 'Create Audience' dialog box is the central focus, showing the following configuration:

- Pixel:** Firebrand Group's Pixel (Pixel ID: 539051252918052)
- Website Traffic:** Anyone who visits your website
- In the Last:** Anyone who visits your website (checked), with options for 'People who visit specific web pages', 'People visiting specific web pages but not others', 'People who haven't visited in a certain amount of time', and 'Custom Combination'.
- Audience Name:** (Empty text field)

Buttons for 'Cancel' and 'Create Audience' are at the bottom right of the dialog. Below the chart, a table shows conversion events:

Events	URLs	Domains	Devices
Name	Status		Count (Last 7 days)
PageView	● Active Last Received: 5 hours ago		840

FACEBOOK CONVERSIONS

Custom Audiences ⓘ Website

All Website Visitors - JonLoomer.com - 180 Days (2015 Articles Only)

Viewed Custom Conversions Post Excluded

Choose a Custom Audience | **Browse**

[Create New Custom Audience...](#)

Locations ⓘ Everyone in this location ▾

📍 Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

Languages ⓘ English (UK) ×
English (US) ×

Potential Audience
Potential Reach: 200,000 people

Targeting Details
Custom Audience:
All Website Visitors - JonLoomer.com - 180 Days (2015 Articles Only)

Excluding Custom Audience:
Viewed Custom Conversions Post

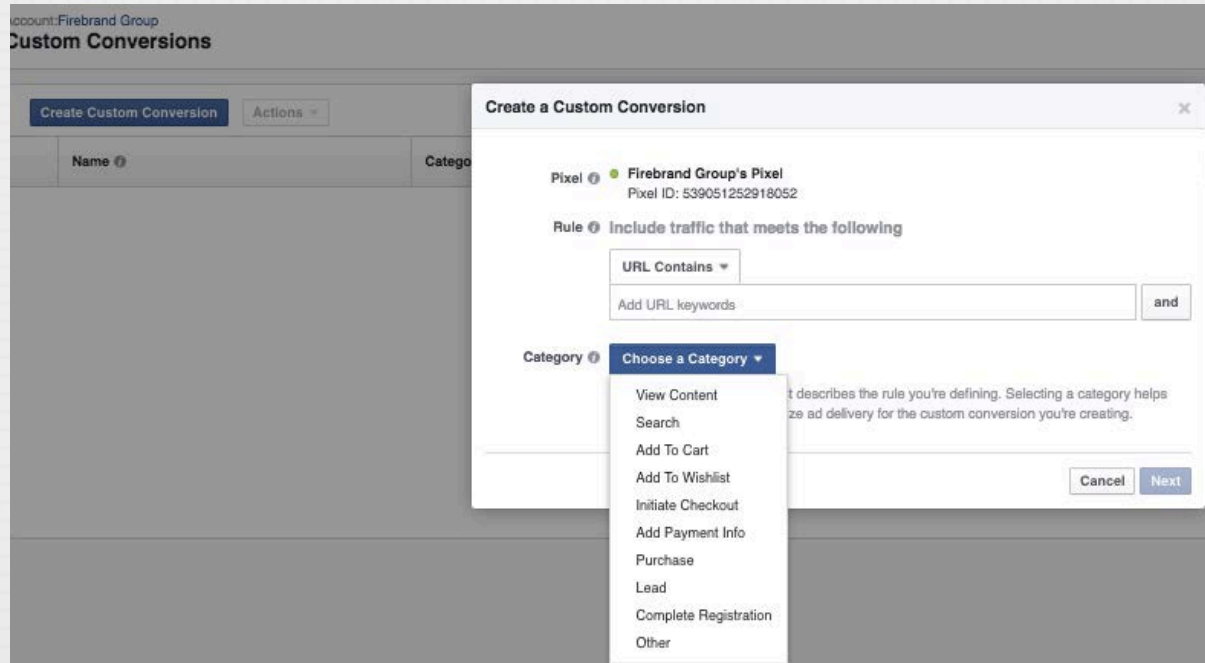
Age:
18 - 65+

Language:
English (UK) or English (US)

Placements:
on pages: News Feed on desktop computers, Third-party Apps on mobile devices, News Feed on mobile devices or Right column on desktop computers

FACEBOOK CONVERSIONS

- ✧ Set up Custom Conversions to track specific actions in your Ads Managers > Tools > Custom Conversions



FACEBOOK CONVERSIONS

Custom Audiences ⓘ Website

All Website Visitors - JonLoomer.com - 180 Days (2015 Articles Only)

Viewed Custom Conversions Post Excluded

Choose a Custom Audience | **Browse**

[Create New Custom Audience...](#)

Locations ⓘ Everyone in this location ▾

📍 Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

Languages ⓘ English (UK) ×
English (US) ×

Potential Audience
Potential Reach: 200,000 people

Targeting Details
Custom Audience:
All Website Visitors - JonLoomer.com - 180 Days (2015 Articles Only)

Excluding Custom Audience:
Viewed Custom Conversions Post

Age:
18 - 65+

Language:
English (UK) or English (US)

Placements:
on pages: News Feed on desktop computers, Third-party Apps on mobile devices, News Feed on mobile devices or Right column on desktop computers

FACEBOOK CONVERSIONS

Custom Audiences ⓘ Website

All Website Visitors - JonLoomer.com - 180 Days (2015 Articles Only)

Viewed Custom Conversions Post Excluded

Choose a Custom Audience | **Browse**

[Create New Custom Audience...](#)

Locations ⓘ Everyone in this location ▾

📍 Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

Languages ⓘ English (UK) ×
English (US) ×

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Potential Reach: 200,000 people

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Viewed Custom Conversions Post

Age:
18 - 65+

Language:
English (UK) or English (US)

Placements:
on pages: News Feed on desktop computers, Third-party Apps on mobile devices, News Feed on mobile devices or Right column on desktop computers

FACEBOOK CONVERSIONS

Account: Firebrand Group

Custom Conversions

Create Custom Conversion Actions

Name	Category
------	----------

Create a Custom Conversion

Name

Description

Set a conversion value

Value

[Back](#) [Create](#)

FACEBOOK CONVERSIONS

✧ How to estimate conversion value:

✧ Conversion Rate =
Total Number of Sales /
Number of Leads * 100

✧ What is a lead worth to you? Say your product costs \$2K, and only 2 out of 10 converts to a sale on average conversion rate is 20%; expect to gain \$4K in sales – value of 1 lead = \$400

	Paid	Search	Total
Leads	8	10	18
Sales	3	2	5
Conversion Rate	38%	20%	29%
Avg Lead Value	\$380	\$200	\$290



Part 5

ANALYSIS & REPORTING

ANALYSIS & REPORTING

- ✧ Choosing your KPIs right at the very beginning of campaign planning:
 - ✧ Are you optimizing for site clicks to increase blog traffic?
 - ✧ Are you measuring leads generated?
 - ✧ Relevancy Score: How often is there interactions on your ad from a scale of 1 – 10?



ANALYSIS & REPORTING

The image shows a screenshot of the Facebook Ads Manager interface. On the left, a campaign overview is visible for 'See The Light Concealer (MB.com)'. The main focus is the 'Customize Columns' dialog box, which is used to select specific metrics for reporting. The dialog has a search bar containing 'conv|' and a 'Clear Search' button. Below the search bar, a list of 23 columns is shown, with 'Total Conversion Value' selected. To the right of the list, a panel shows '11 COLUMNS SELECTED', including Ad Name, Delivery, Results, Reach, Cost, Budget, Amount Spent, Ends, Schedule, Relevance Score, and Total Conversion Value. At the bottom of the dialog, there is a 'Save as preset' checkbox, 'Cancel' and 'Apply' buttons, and a section titled 'THE ATTRIBUTION WINDOW IS SET TO:' with a bullet point indicating '1 day after viewing ad and 28 days after clicking on ad' and a 'Change Attribution Window' link.

Campaign: See The Light Concealer (MB.com)
beauty.com/ultimate-performance

Demographics Placement

Results: Website Clicks \$0.60 C

May 1 May 3 May 5 May 7

Ad

beauty.com/ultimate-performance-see-th...
ight Concealer (MB.com) > Bakerfield...

Customize Columns

Performance Engagement Videos Websites Apps Events Canvas Clicks Settings

conv| Clear Search

23 COLUMNS

- Total Conversion Value
- Gift Sales Conversion Value
- Initiate Checkout Conversion Value (Facebook Pixel)
- Add Payment Info Conversion Value (Facebook Pixel)
- Purchase Conversion Value (Facebook Pixel)
- Add to Cart Conversion Value (Facebook Pixel)
- Add to Wishlist Conversion Value (Facebook Pixel)
- View Content Conversion Value (Facebook Pixel)
- Search Conversion Value (Facebook Pixel)
- Lead Conversion Value (Facebook Pixel)
- Complete Registration Conversion Value (Facebook Pixel)
- View Cart Page Conversion Value
- Create An Account Conversion Value
- Order Confirmation Conversion Value
- Mobile App Actions Conversion Value
- Mobile App Content Views Conversion Value

11 COLUMNS SELECTED

- Ad Name
- Delivery
- Results
- Reach
- Cost
- Budget
- Amount Spent
- Ends
- Schedule
- Relevance Score
- Total Conversion Value

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad and 28 days after clicking on ad

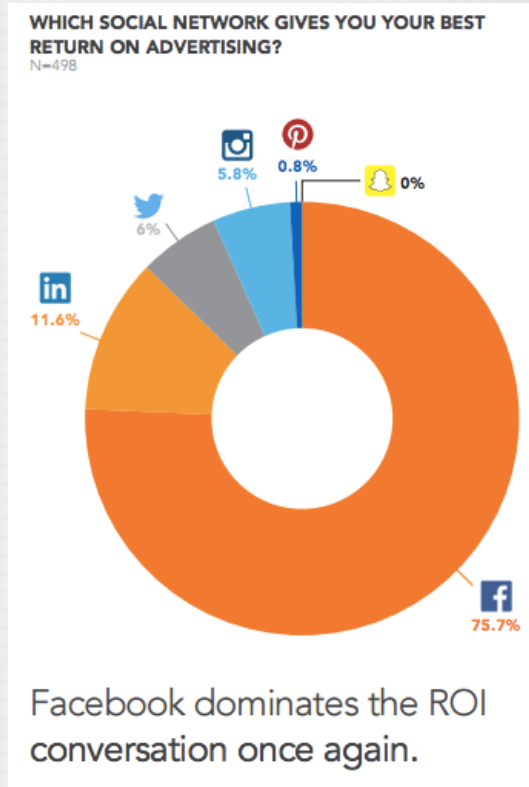
[Change Attribution Window](#)

Save as preset

Cancel Apply

ANALYSIS & REPORTING

- ✧ Click-Through-Rate:
Measures customer engagement & level of interest
- ✧ Conversion Rate: # of conv / # of clicks
- ✧ ROAS (Return on ad spend):
Revenue generated / ad cost



ANALYSIS & REPORTING

Let's say you spend \$100 on Facebook advertising and 10 people join your email newsletter.

In the first month, one person buys an item for \$25.

In the second month, two people buy items totaling \$50.

In the third month, five people buy items totaling \$125.

In three months, you've generated \$200 from the people who joined your email newsletter.

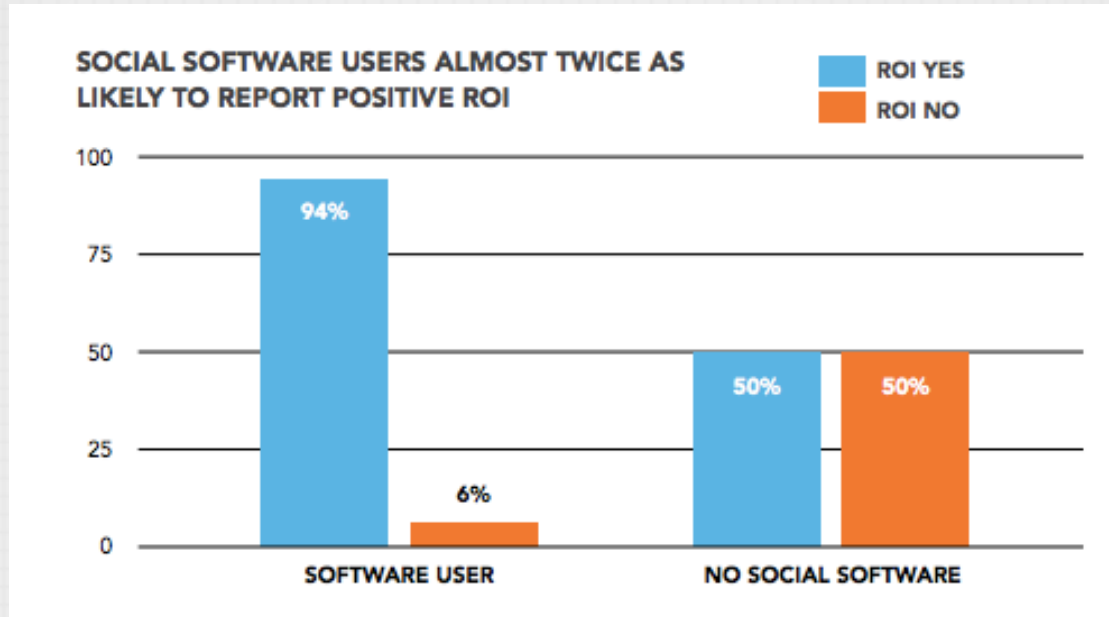
Since you spent \$100 in ads, you have generated a **100% ROAS**.
If you only looked at revenue from the first month in this scenario, though, you would greatly underestimate the value of your advertising.



Part 6

TOOLS

IMPORTANCE OF THE RIGHT TOOLS



The biggest correlation in the survey sample showed that “no” respondents were more likely to report that they used no social media software.

FACEBOOK ADVERTISING TOOLS

- ✦ Ads Manager
- ✦ Power Editor
- ✦ AdStage
- ✦ Qwaya
- ✦ AdEspresso
- ✦ Social Ads Tool

The screenshot shows the AdEspresso interface in a Chrome browser. The URL is <https://app.adespresso.com/campaign/new/save>. The page features a dark blue header with the AdEspresso logo, navigation tabs for 'YOUR CAMPAIGNS', 'NEW CAMPAIGN', and 'YOUR TAGS', and a 'SETTINGS' gear icon. A user profile 'Hi, Internal!' with a 'Logout' button is visible in the top right. The main content area is titled 'Publish' and includes a green button labeled 'Publish to Facebook'. A message reads: 'You're almost done! Please review your campaign settings on the right sidebar and click Publish below to send it live on Facebook.' To the right, a progress bar shows four steps: 1. Create Campaign (Demo Campaign, News feed), 2. Ads Design (2 HEADLINES x 2 URLS x 2 IMAGES x 1 TEXTS, 8/50 variations), 3. Audience (2,200,000 people, 96 Ads), and 4. Budget & Bidding (\$50 Per day). A cartoon character giving a thumbs up is positioned between the message and the progress bar. A vertical 'Feedback & Support' button is on the far right. The footer contains the AdEspresso logo and 'Developed by Creative Web'.

Thank You

Questions? Comments? Stay in touch:

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