FACEBOOK ADS: HOW TO CREATE CAMPAIGNS THAT CONVERT

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Senior Digital Strategist

@AMELIANTIPS

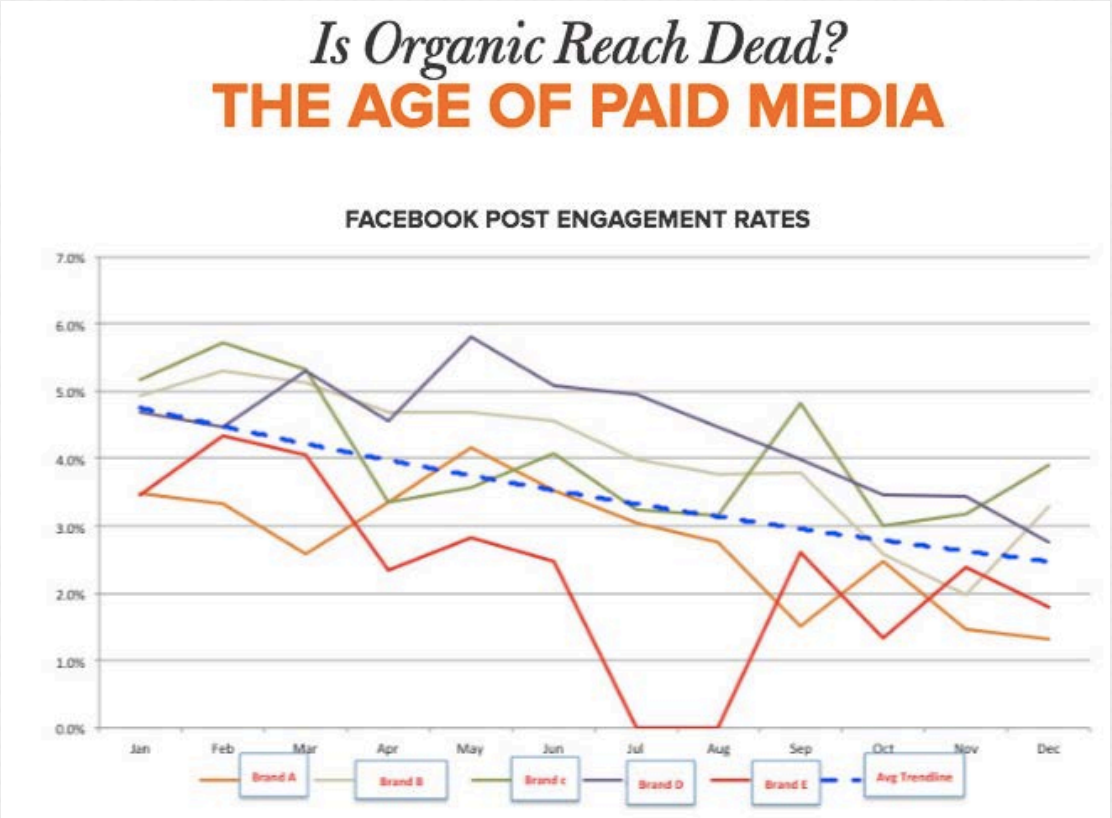
- Born and raised in NYC
- Senior Strategist at Firebrand Group
- 4+ years consulting brands, individuals, executives
  - Social Media Strategy
  - Digital Ad Strategy
    - Social
    - SEM
  - Brand Analysis
    - E-Commerce
    - SEO
  - Creative Ideation
- Idea Village, Consumer Reports, Movado,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

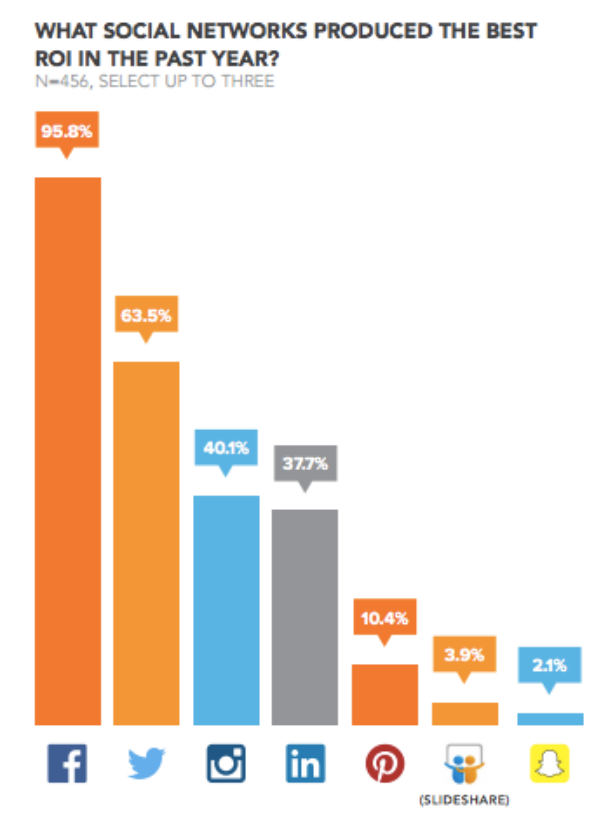


FACEBOOK ADVERTISING

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

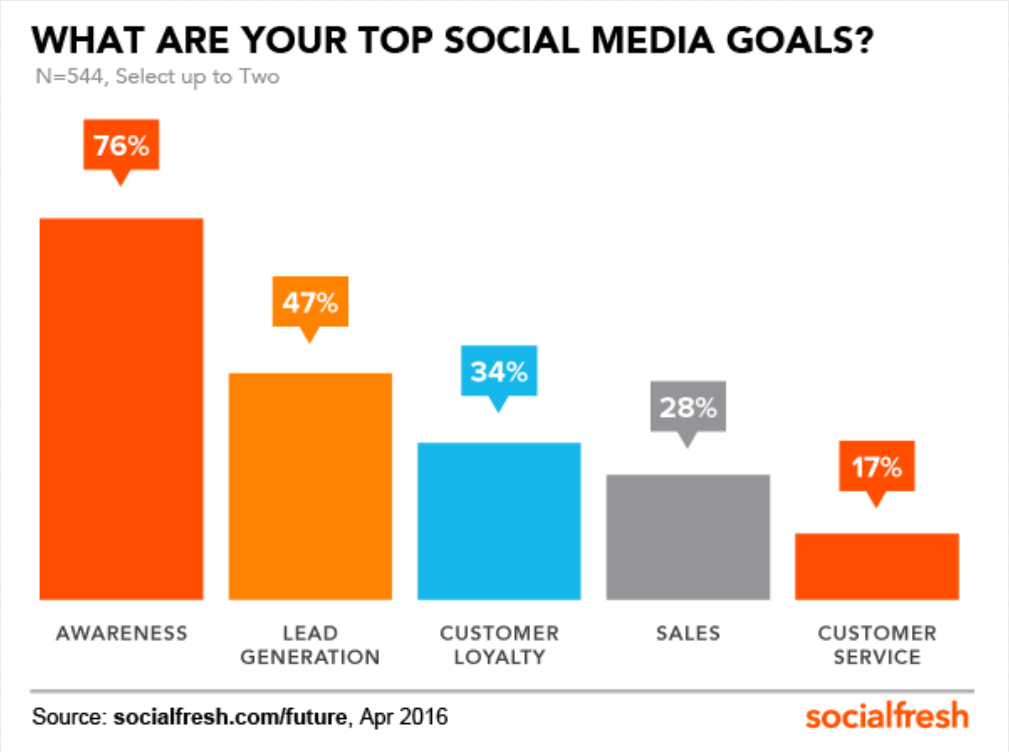
- Fans/followers have value
  - http://valueofalike.com/
- Ads also help you learn about your audience and what your audience responds to

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



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

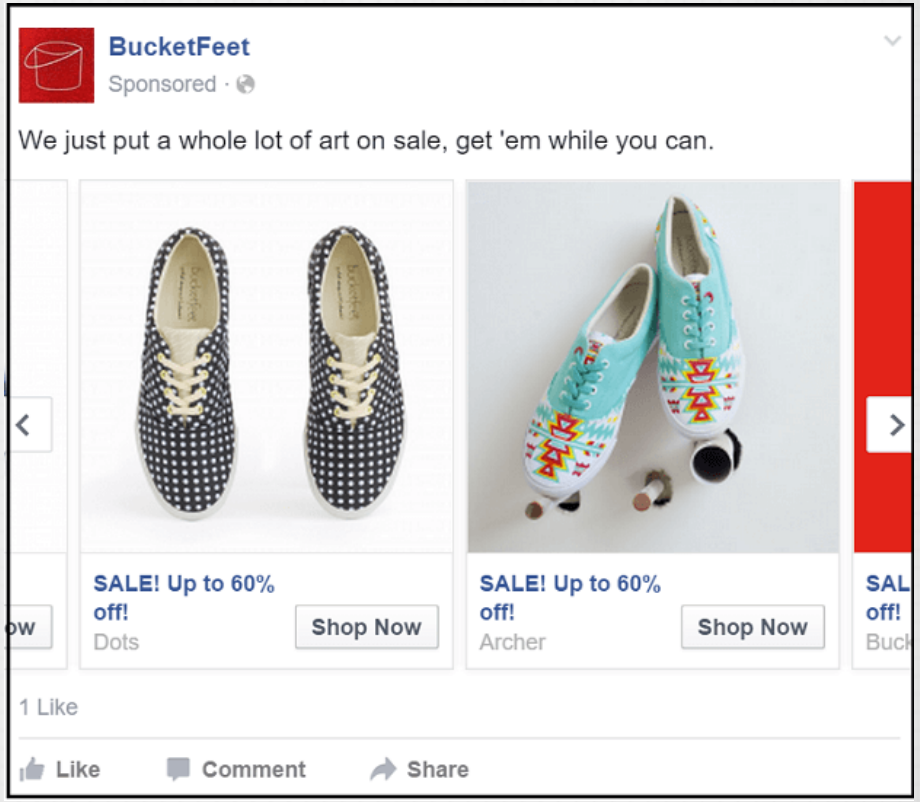
- **Offer Claims:** Create offers for people to redeem in your store.
- **Local Awareness:** Reach people near your business.
- **Event Responses:** Raise attendance at your event.
- **Product Catalog Promotion:** Automatically show products from your product catalog based on your target audience.
- **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?

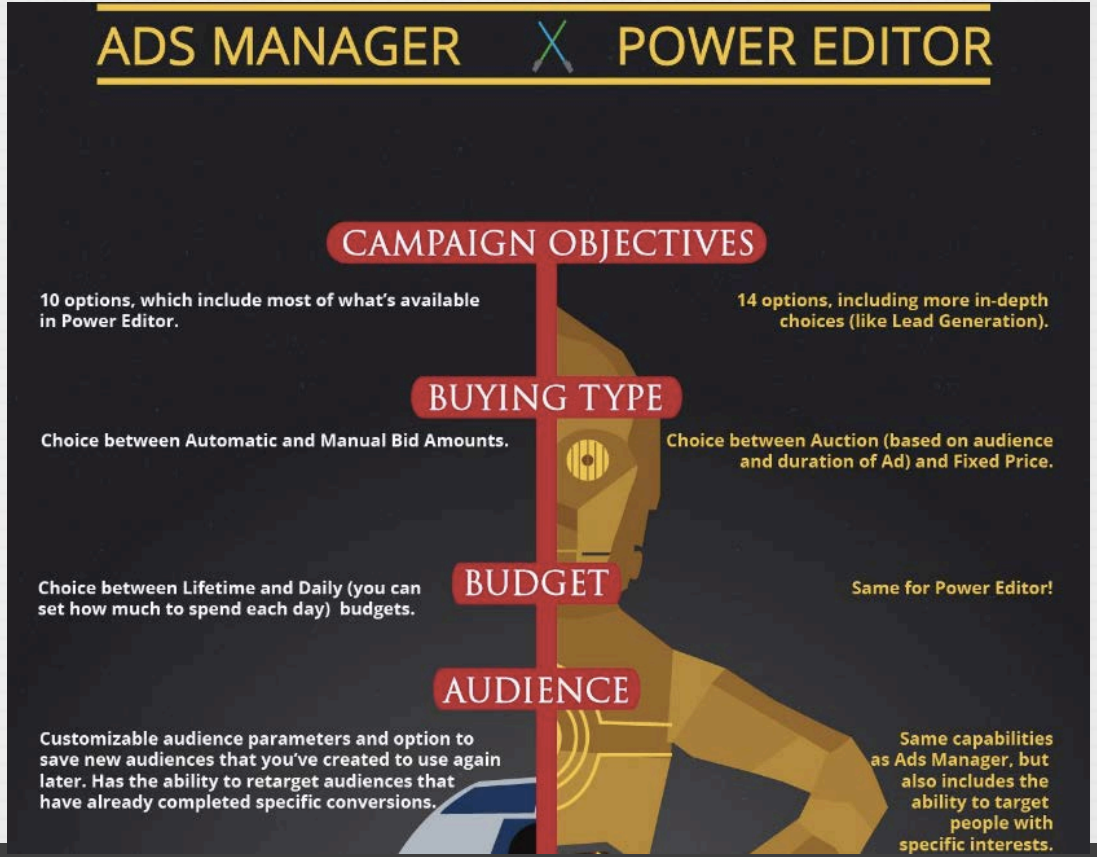
FACEBOOK OBJECTIVES

What type of ad is this?

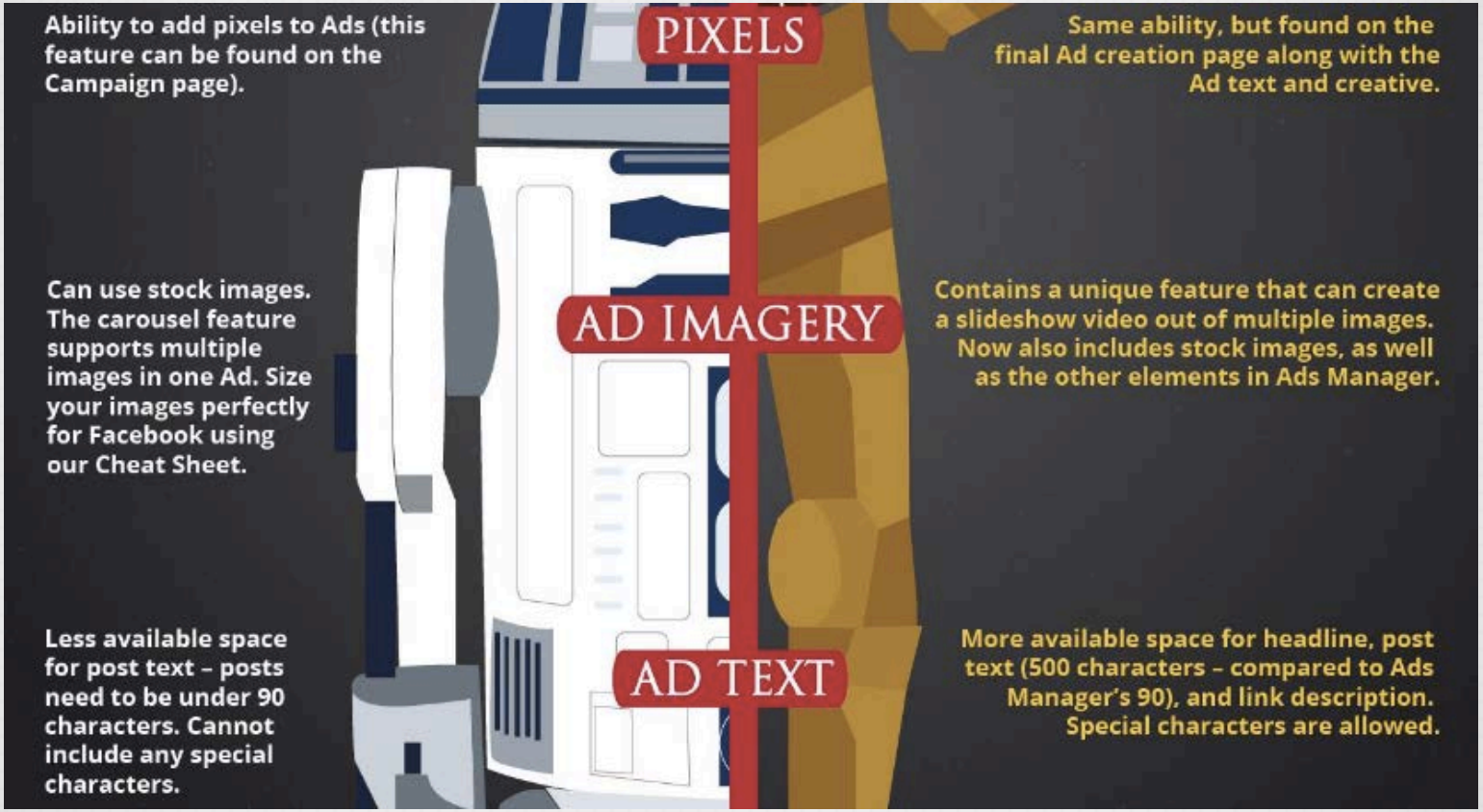


Part 2
SETTING UP CAMPAIGNS

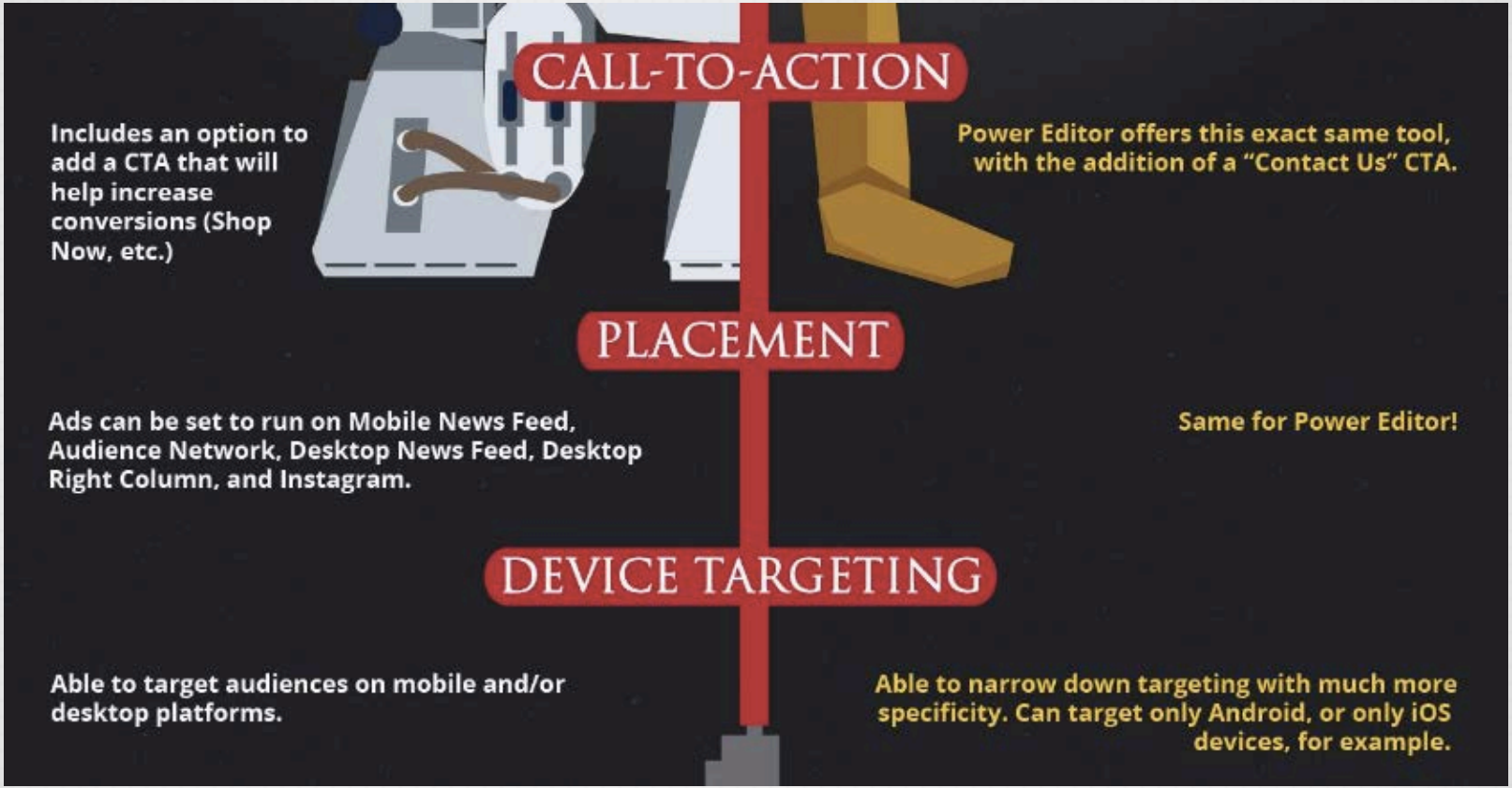
ADS MANAGER & POWER EDITOR



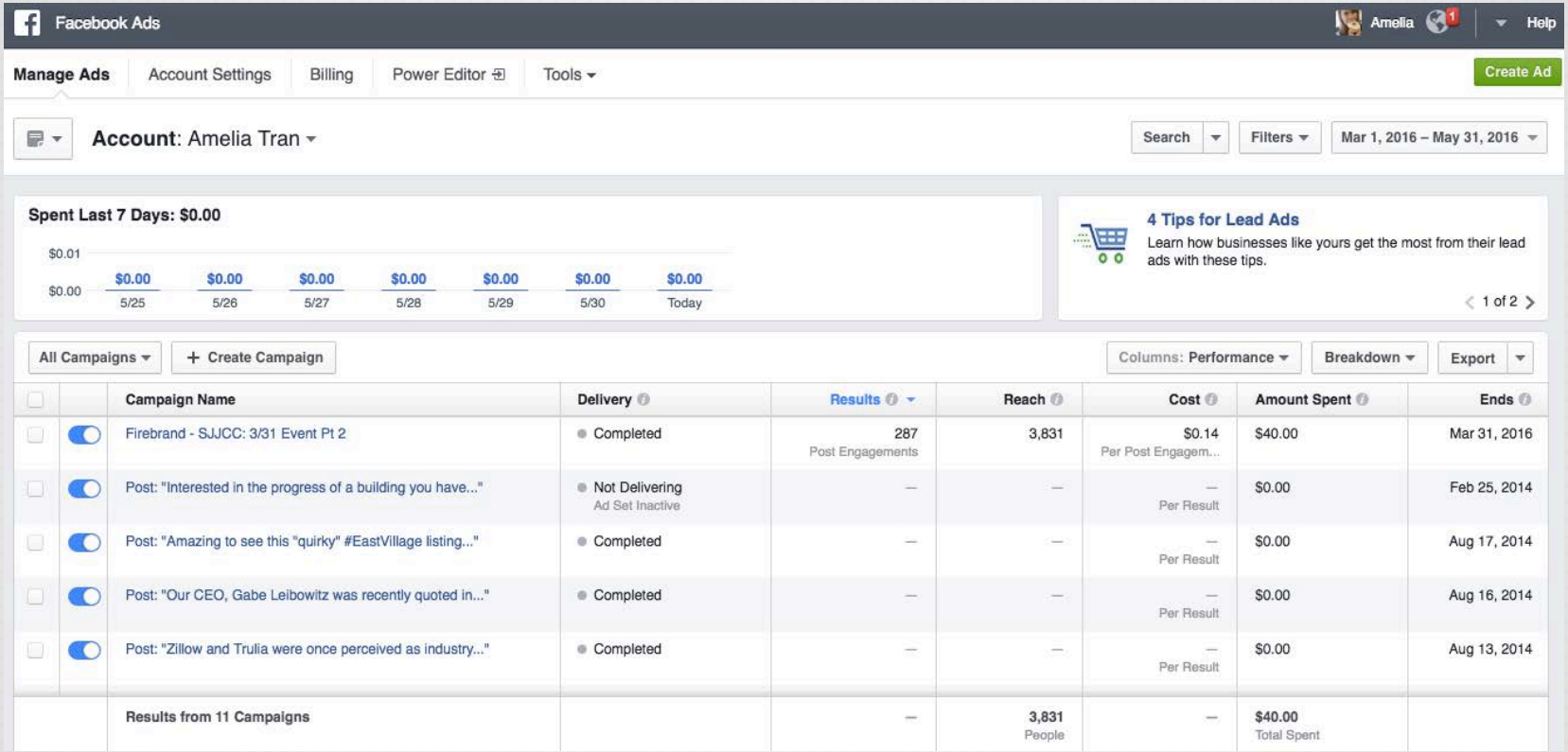
ADS MANAGER & POWER EDITOR



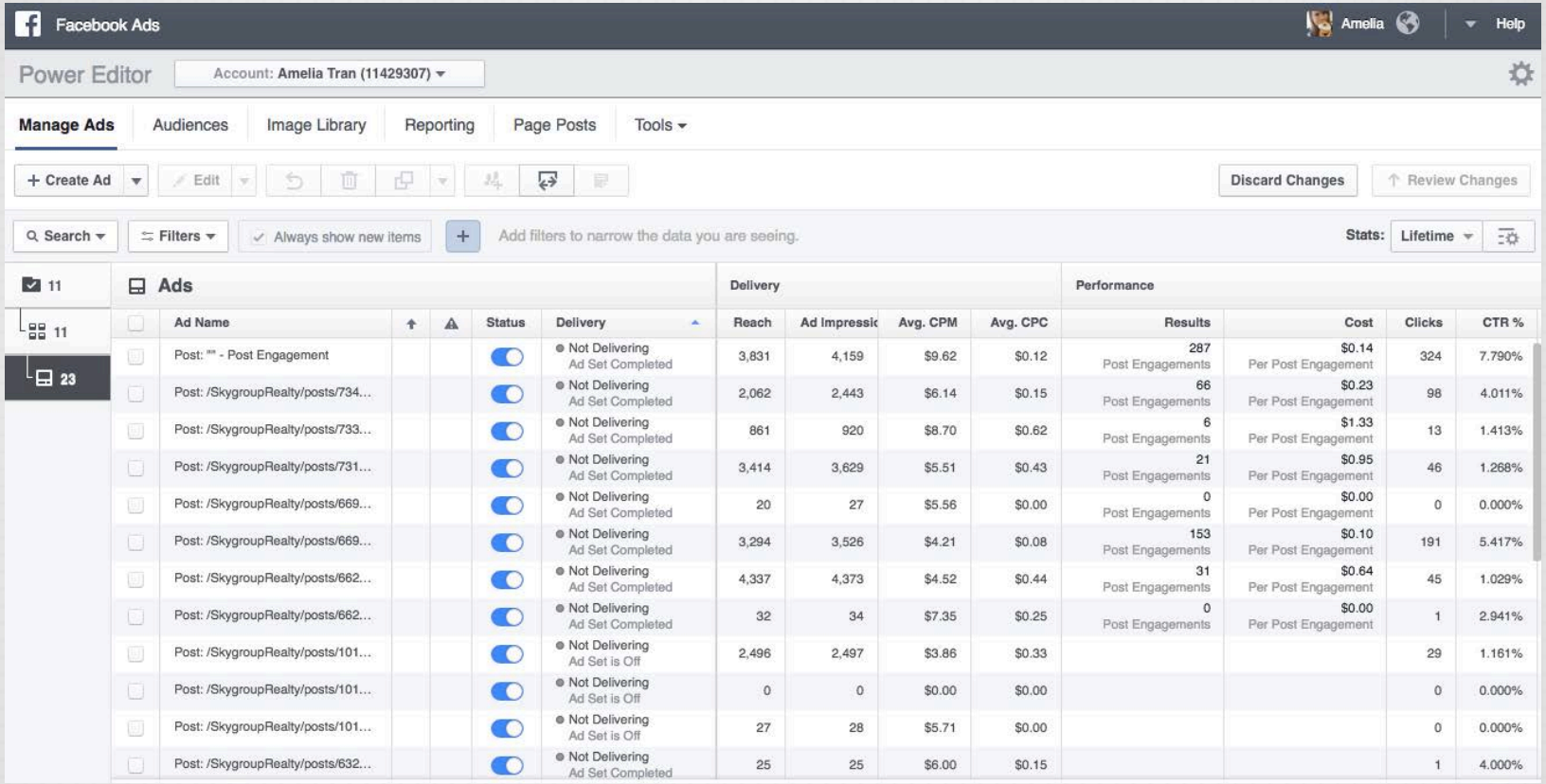
ADS MANAGER & POWER EDITOR



ADS MANAGER

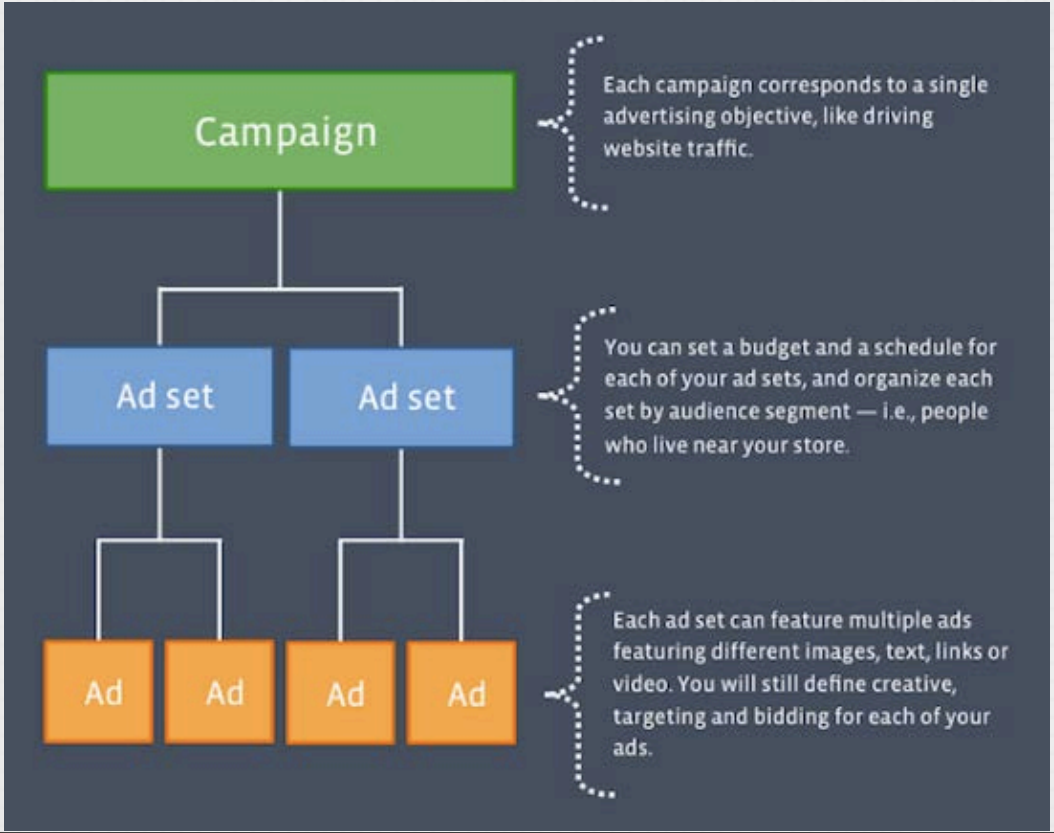

Facebook Ads
Amelia
Help
Manage Ads
Account Settings
Billing
Power Editor
Tools
Create Ad
Account: Amelia Tran
Search
Filters
Mar 1, 2016 – May 31, 2016
Spent Last 7 Days: $0.00
$0.01
$0.00
$0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
5/25 5/26 5/27 5/28 5/29 5/30 Today
4 Tips for Lead Ads
Learn how businesses like yours get the most from their lead ads with these tips.
1 of 2
All Campaigns
+ Create Campaign
Columns: Performance
Breakdown
Export
Campaign Name
Delivery
Results
Reach
Cost
Amount Spent
Ends
Firebrand - SJJCC: 3/31 Event Pt 2
Completed
287
Post Engagements
3,831
$0.14
Per Post Engagem...
$40.00
Mar 31, 2016
Post: "Interested in the progress of a building you have..."
Not Delivering
Ad Set Inactive
–
–
–
Per Result
$0.00
Feb 25, 2014
Post: "Amazing to see this "quirky" #EastVillage listing..."
Completed
–
–
–
Per Result
$0.00
Aug 17, 2014
Post: "Our CEO, Gabe Leibowitz was recently quoted in..."
Completed
–
–
–
Per Result
$0.00
Aug 16, 2014
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



Ad Name	Status	Delivery	Reach	Ad Impressic	Avg. CPM	Avg. CPC	Results	Cost	Clicks	CTR %
Post: "" - Post Engagement		Not Delivering Ad Set Completed	3,831	4,159	$9.62	$0.12	287 Post Engagements	$0.14 Per Post Engagement	324	7.790%
Post: /SkygroupRealty/posts/734...		Not Delivering Ad Set Completed	2,062	2,443	$6.14	$0.15	66 Post Engagements	$0.23 Per Post Engagement	98	4.011%
Post: /SkygroupRealty/posts/733...		Not Delivering Ad Set Completed	861	920	$8.70	$0.62	6 Post Engagements	$1.33 Per Post Engagement	13	1.413%
Post: /SkygroupRealty/posts/731...		Not Delivering Ad Set Completed	3,414	3,629	$5.51	$0.43	21 Post Engagements	$0.95 Per Post Engagement	46	1.268%
Post: /SkygroupRealty/posts/669...		Not Delivering Ad Set Completed	20	27	$5.56	$0.00	0 Post Engagements	$0.00 Per Post Engagement	0	0.000%
Post: /SkygroupRealty/posts/669...		Not Delivering Ad Set Completed	3,294	3,526	$4.21	$0.08	153 Post Engagements	$0.10 Per Post Engagement	191	5.417%
Post: /SkygroupRealty/posts/662...		Not Delivering Ad Set Completed	4,337	4,373	$4.52	$0.44	31 Post Engagements	$0.64 Per Post Engagement	45	1.029%
Post: /SkygroupRealty/posts/662...		Not Delivering Ad Set Completed	32	34	$7.35	$0.25	0 Post Engagements	$0.00 Per Post Engagement	1	2.941%
Post: /SkygroupRealty/posts/101...		Not Delivering Ad Set is Off	2,496	2,497	$3.86	$0.33			29	1.161%
Post: /SkygroupRealty/posts/101...		Not Delivering Ad Set is Off	0	0	$0.00	$0.00			0	0.000%
Post: /SkygroupRealty/posts/101...		Not Delivering Ad Set is Off	27	28	$5.71	$0.00			0	0.000%
Post: /SkygroupRealty/posts/632...		Not Delivering Ad Set Completed	25	25	$6.00	$0.15			1	4.000%

CAMPAIGN STRUCTURE



CAMPAIGN STRUCTURE

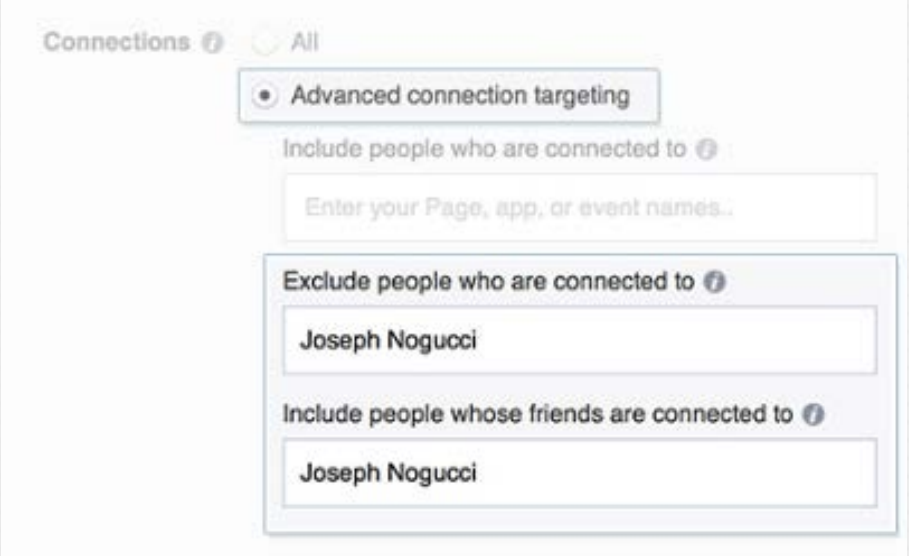
- Campaign around driving traffic to your website:
  - One ad set for people who are on your email list
  - Another ad set for people who've expressed interest in attractions near your business

- 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

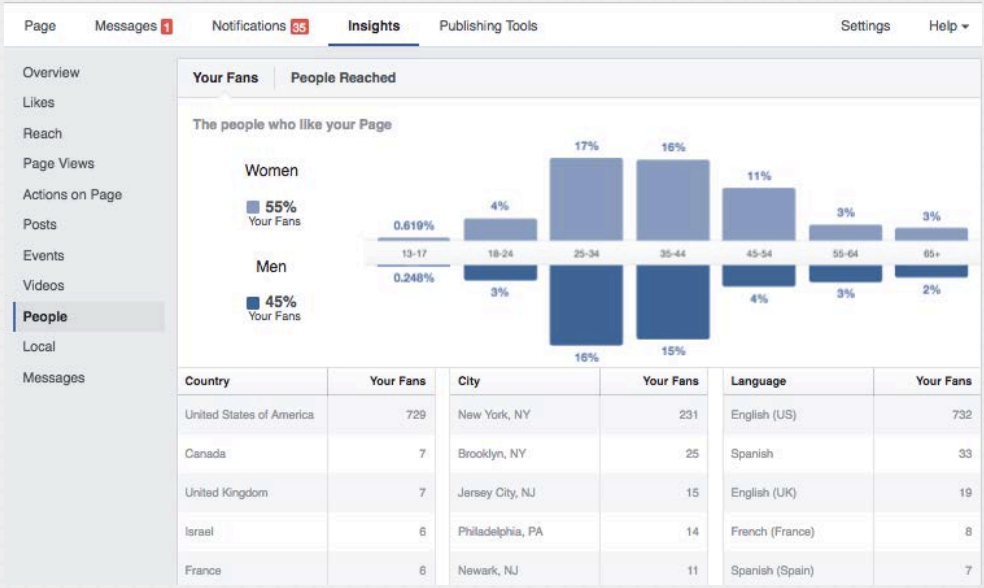
TARGETING

- **Use Your Connections**
  - To reach new customers, exclude your Fans from the audience



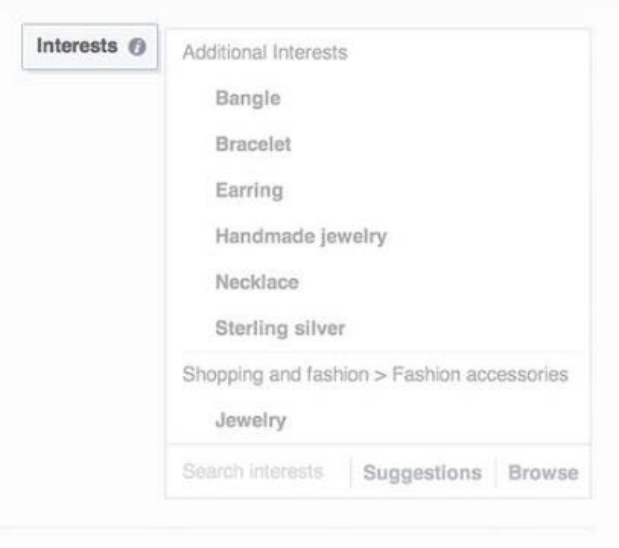
TARGETING

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



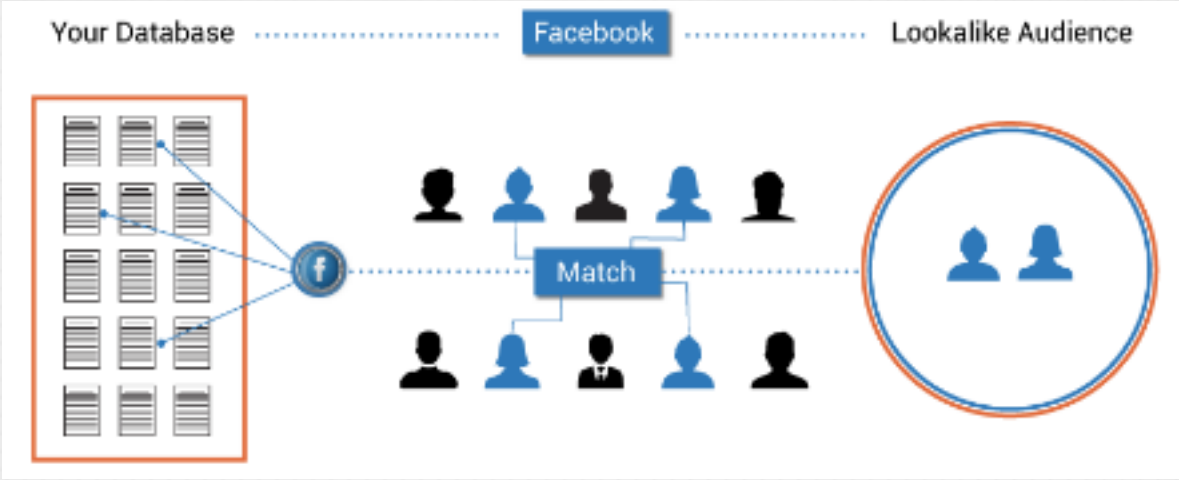
TARGETING

- **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

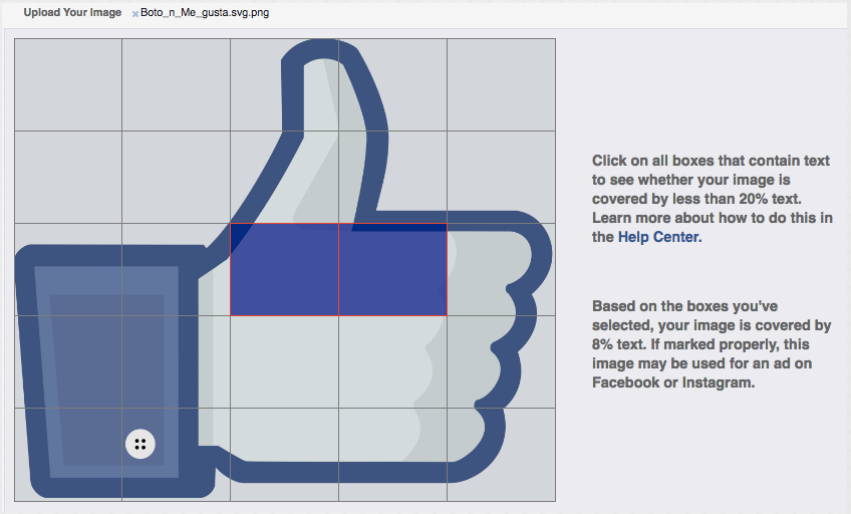
- **Find people like your audience with lookalike audience**
  - Target based on content people shared on their FB profiles
    - Target people similar to your Page Fans
    - Custom lists with email addresses
    - Website visitors



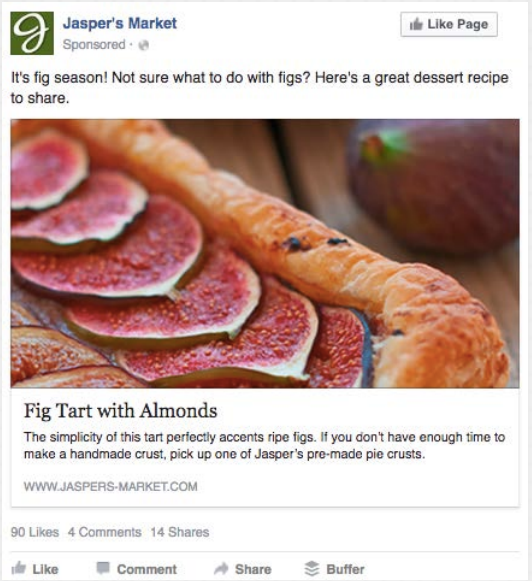
CREATIVE

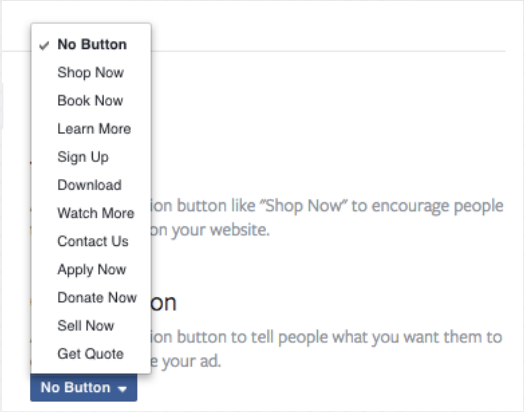
Avoid promoting imagery with over 20% text!!!

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



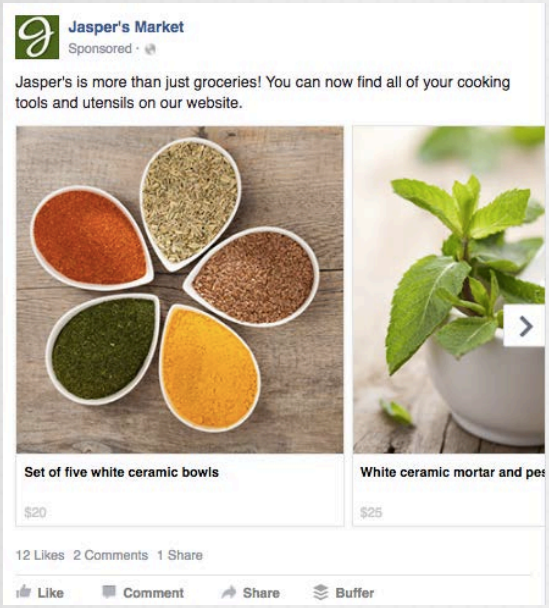
SITE CLICK AD & SITE CONVERSION

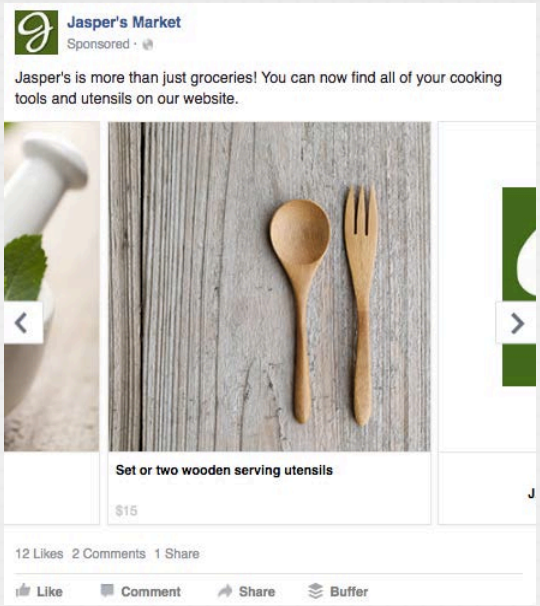


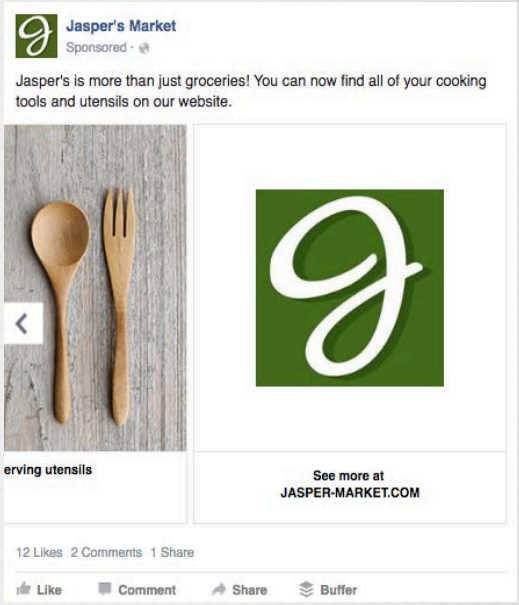


- Recommended image size: 1,200 x 628 pixels
- Image ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters

SITE CLICK AD & SITE CONVERSION





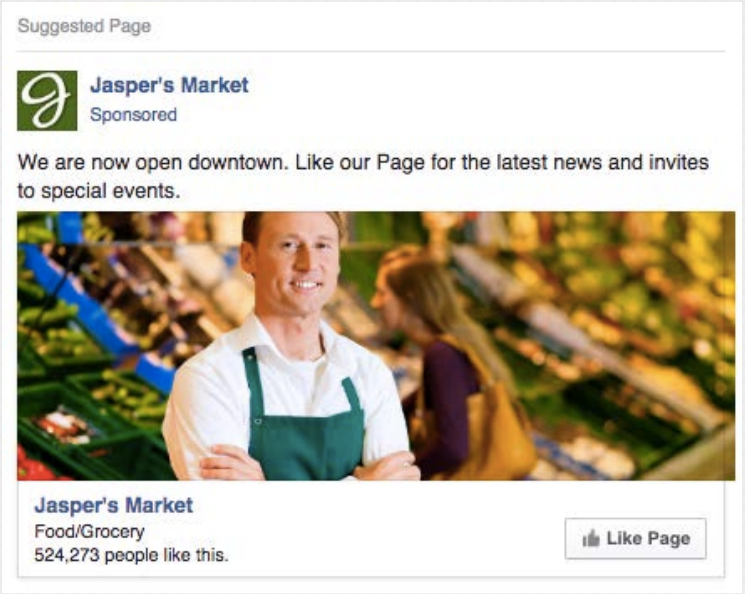


- Recommended image size: 600 x 600 pixels
- Image ratio: 1:1
- Text: 90 characters
- Headline: 40 characters
- Link description: 20 characters

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



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

EVENT RESPONSES

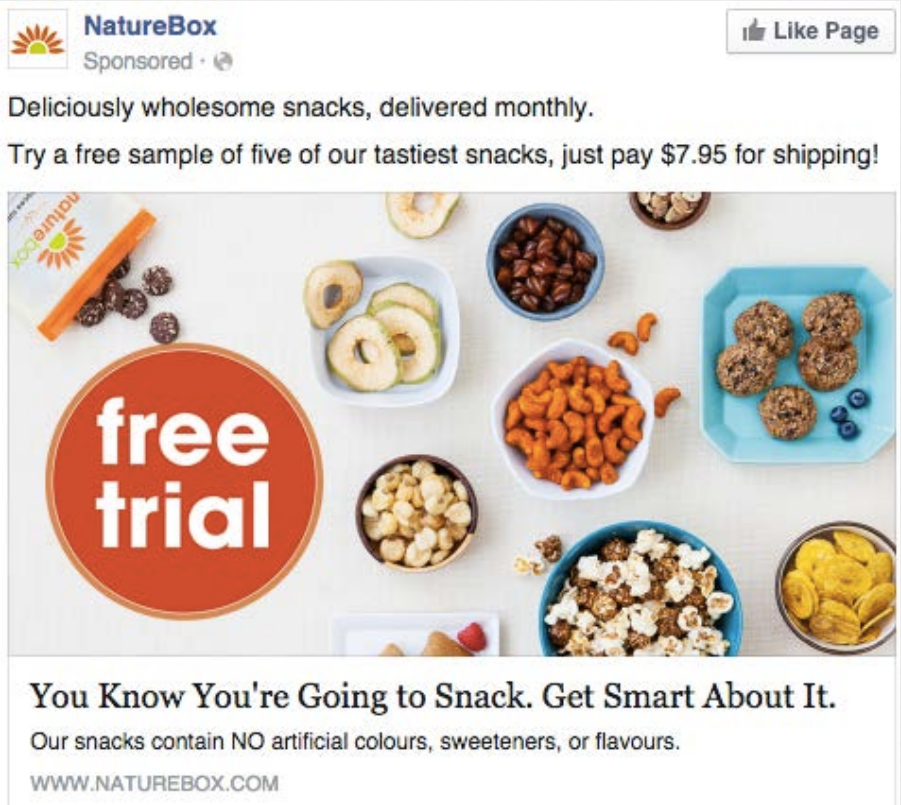
- Recommended image size: 1,200 x 628 pixels
- Image ratio: 2.7:1
- Text: 90 characters
- Headline: 25 characters

VIDEO VIEWS

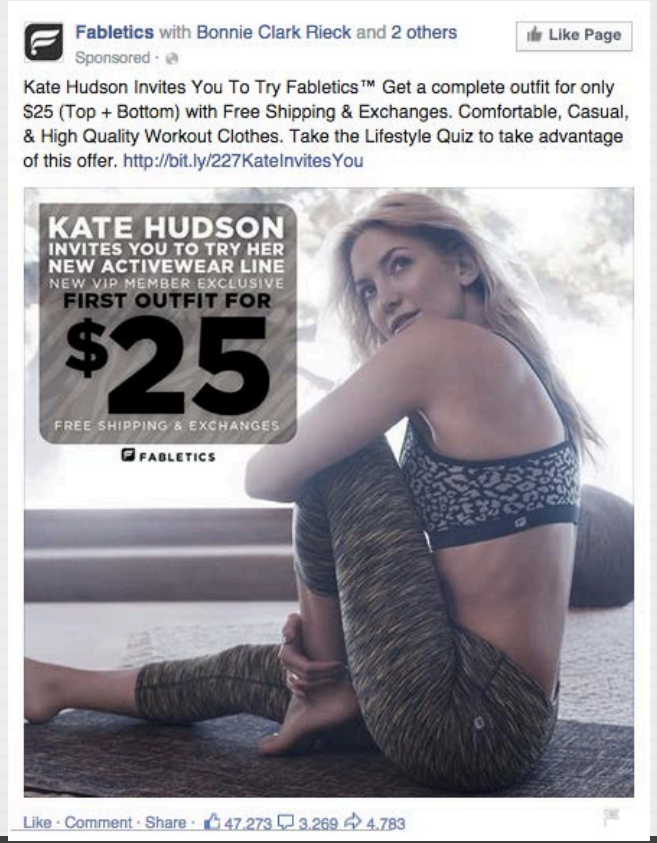
- Text: 90 characters
- Headline: 25 Characters
- News Feed description: 30 characters
- Aspect Ratio: 16:9
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- Format: .mp4 container ideally with leading moov atom, no edit lists
- Audio: Stereo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

EFFECTIVE FACEBOOK ADS

EFFECTIVE FACEBOOK ADS



EFFECTIVE FACEBOOK ADS



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)

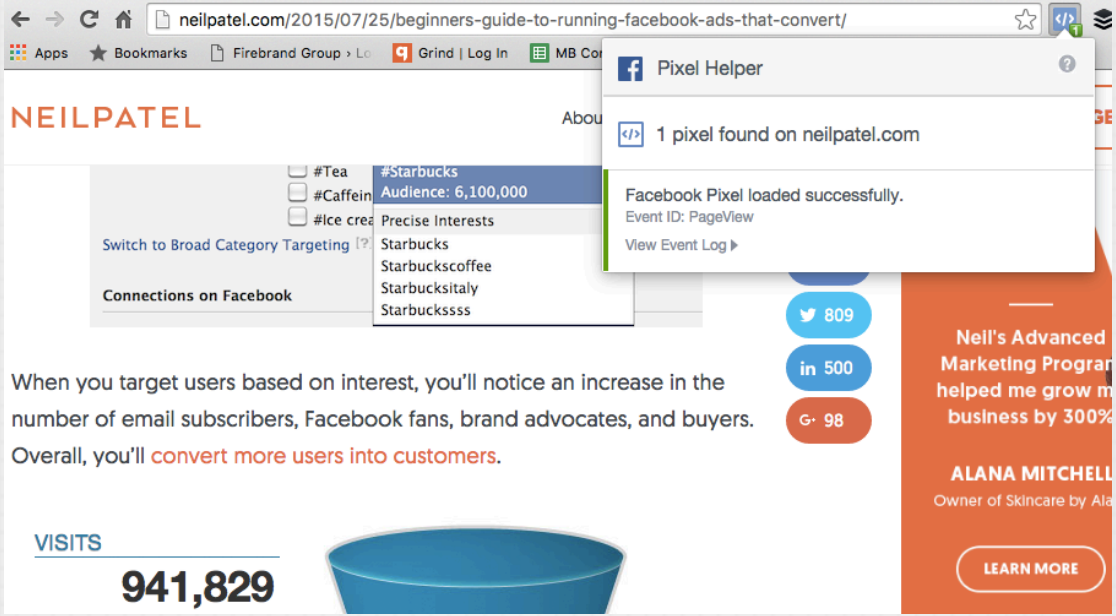
Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. Get help installing your pixel.

```
<!-- 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><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=                &ev=PageView&noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

FACEBOOK CONVERSIONS

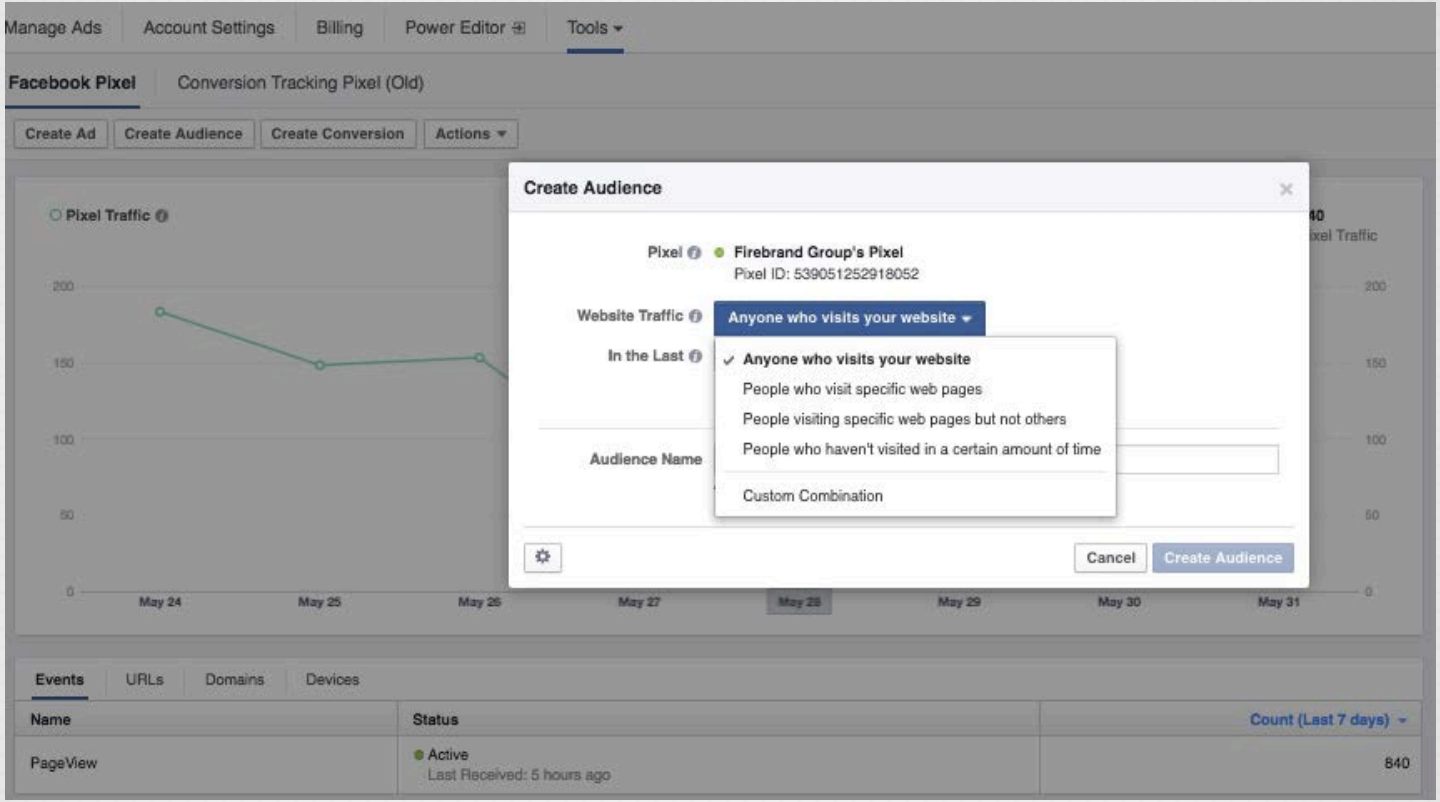
- Install the Facebook Pixel Helper plug-in; this'll help you determine whether your pixel is implemented correctly or not



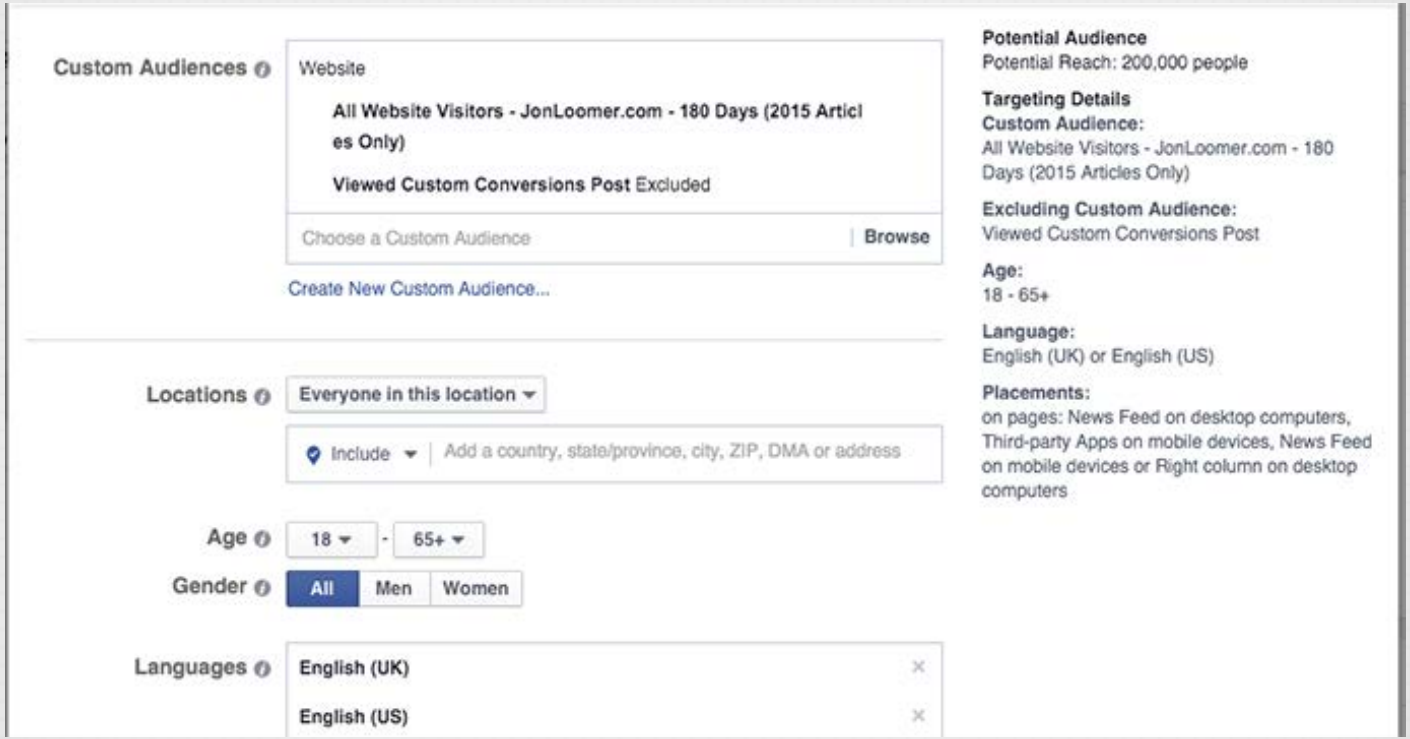
FACEBOOK CONVERSIONS

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

FACEBOOK CONVERSIONS

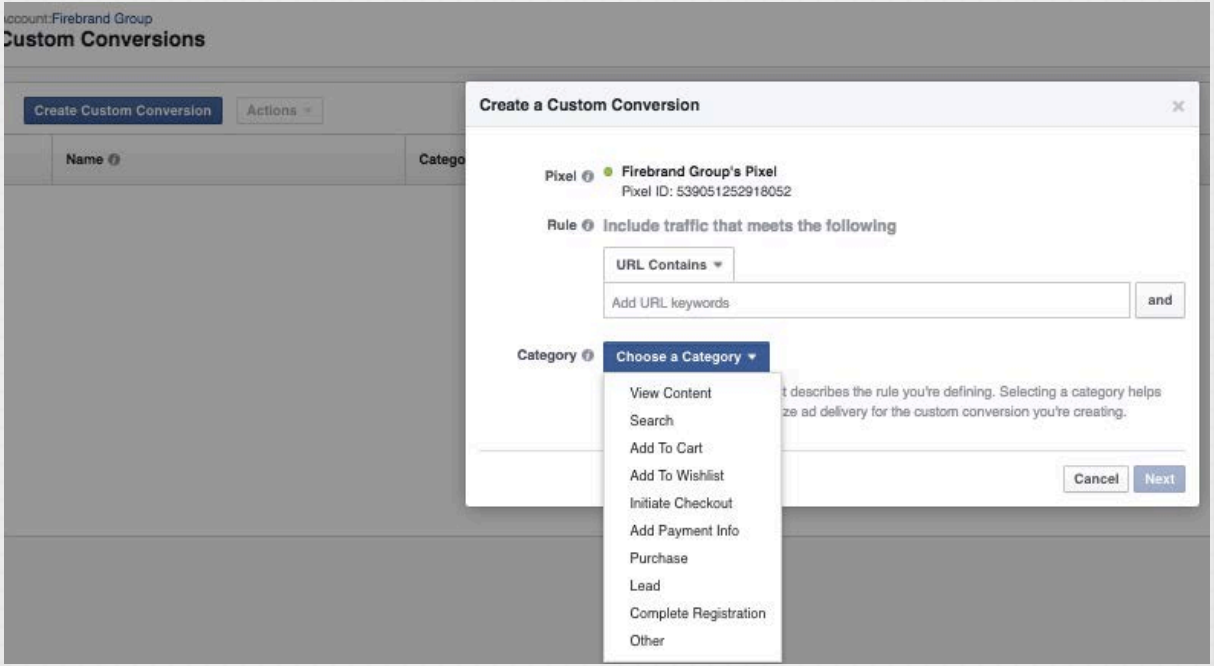


FACEBOOK CONVERSIONS

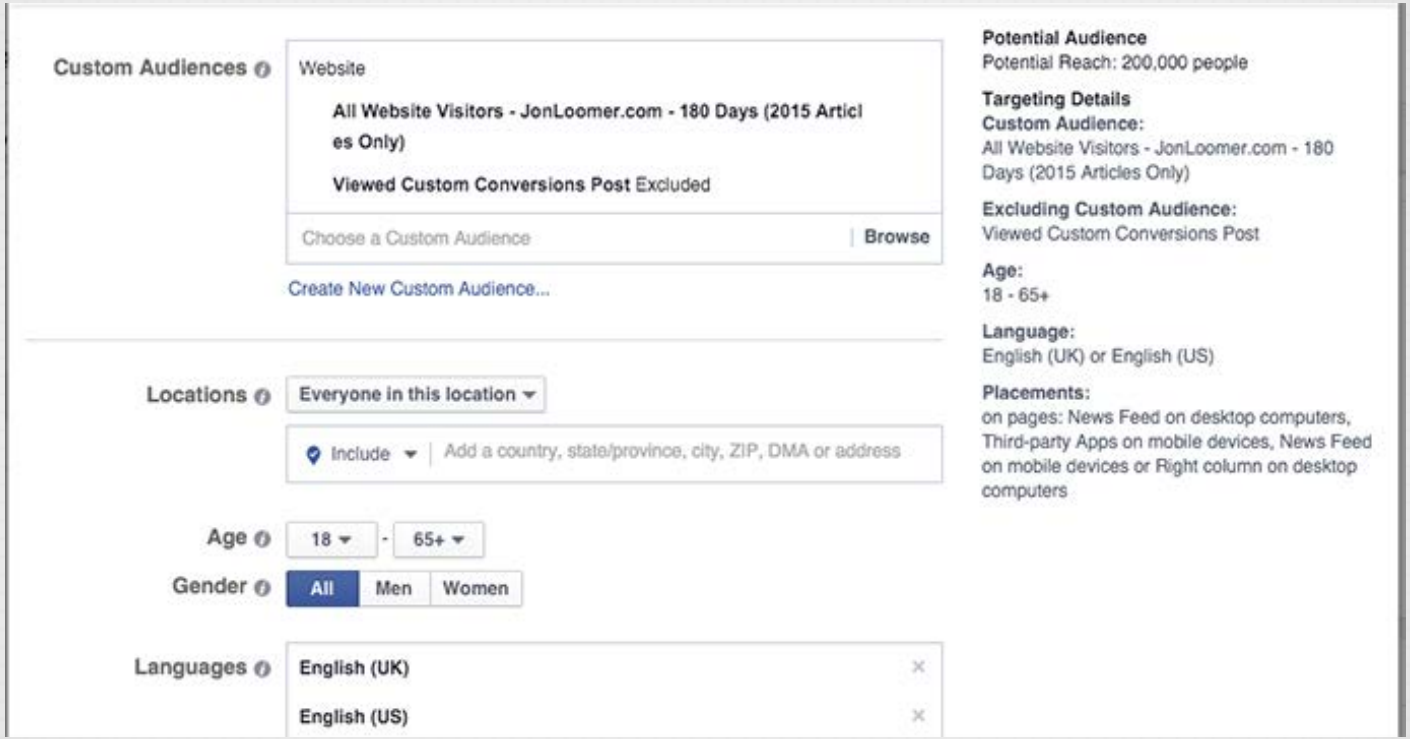


FACEBOOK CONVERSIONS

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



FACEBOOK CONVERSIONS



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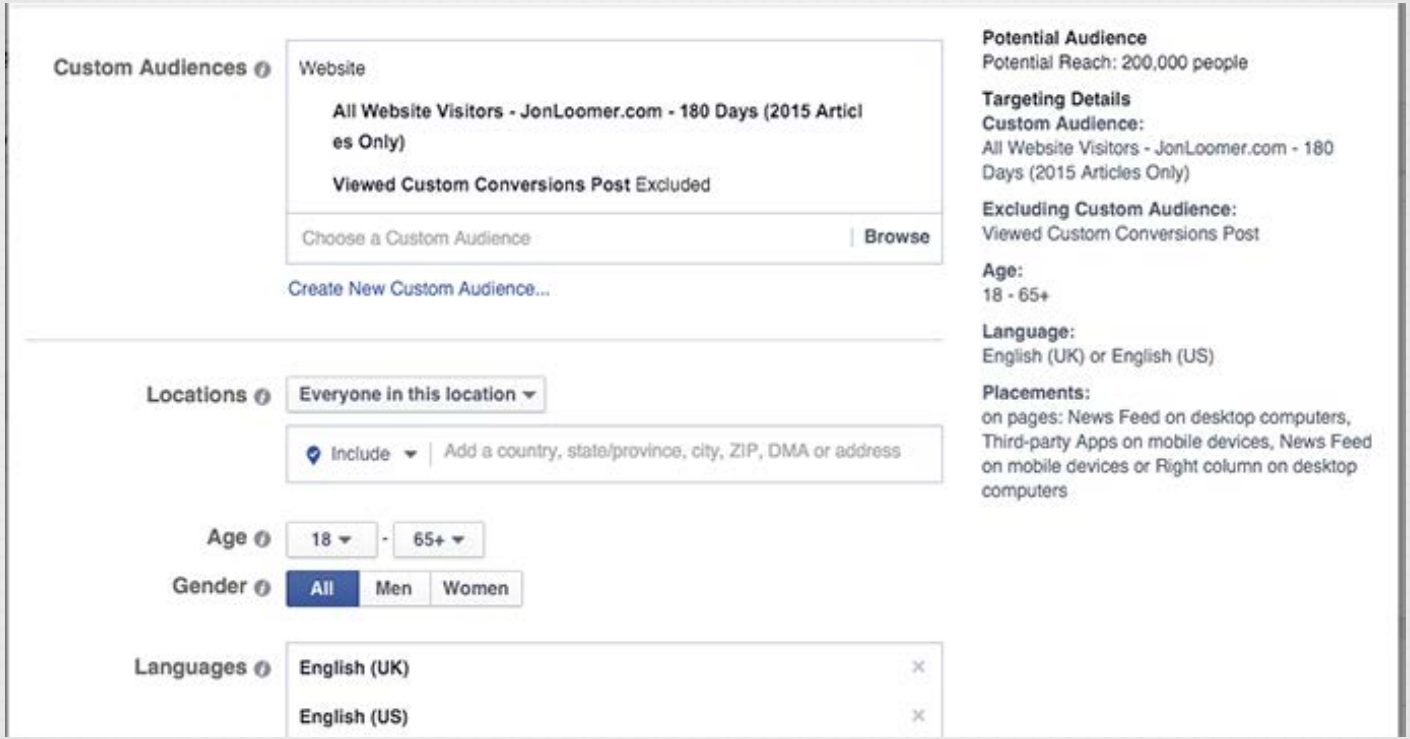

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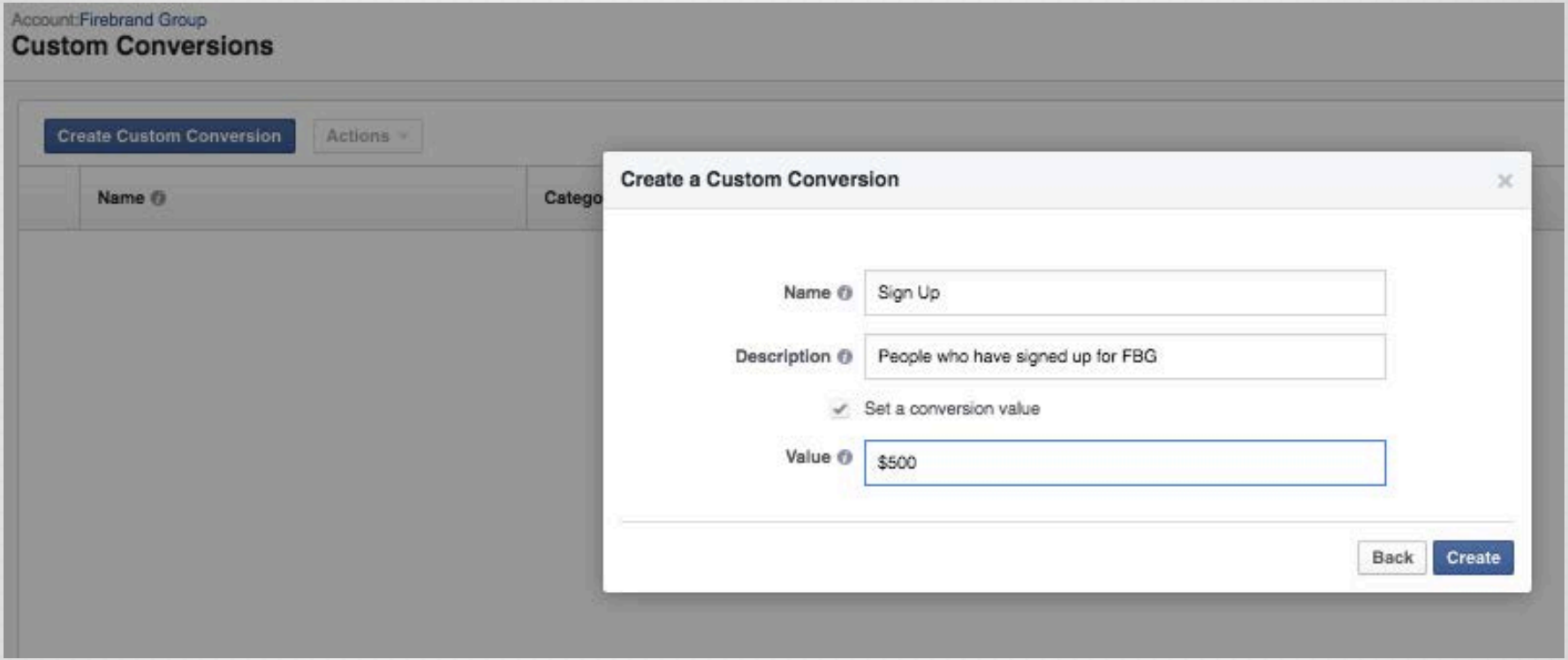


FACEBOOK CONVERSIONS

- 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

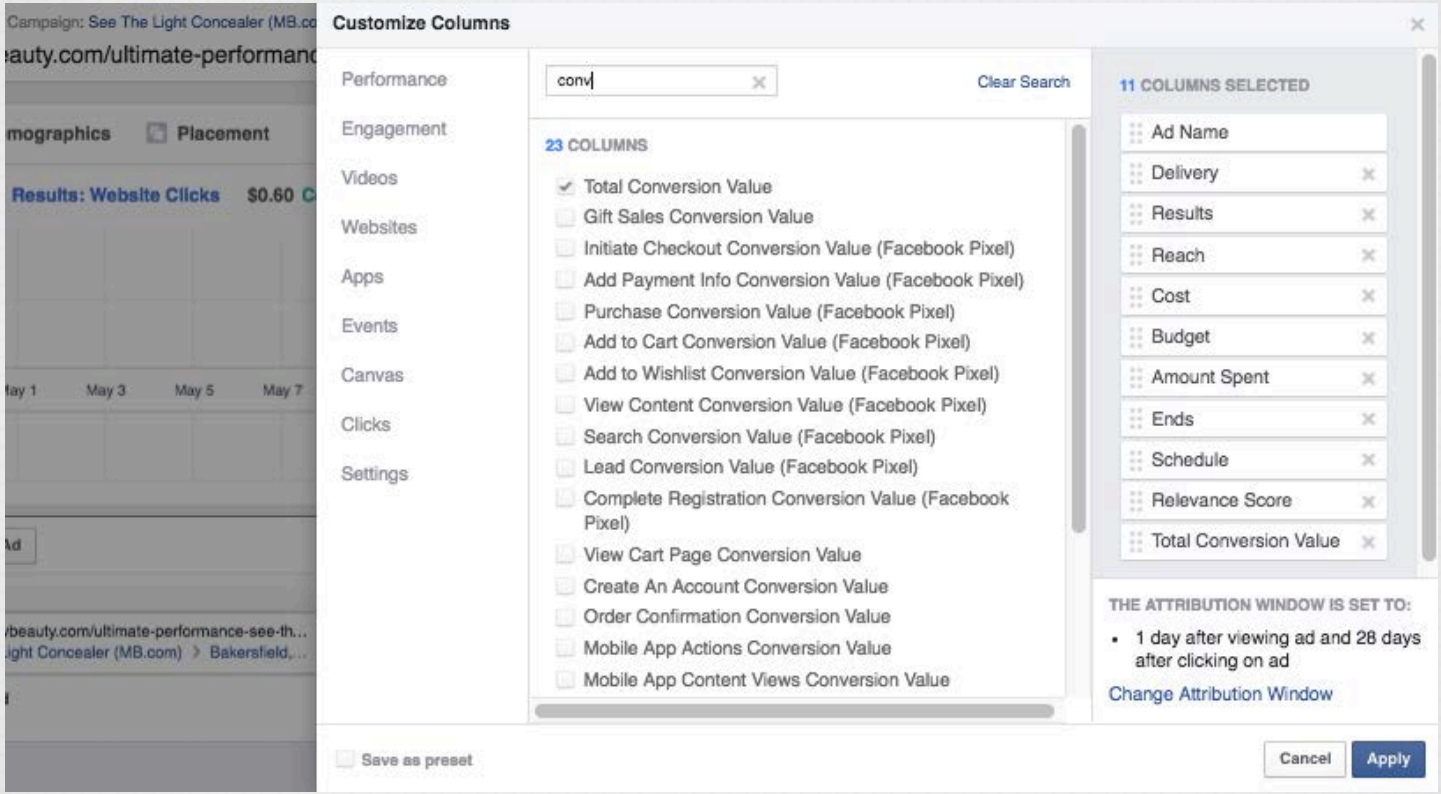
	Paid	Search	Total
Leads	8	10	18
Sales	3	2	5
Conversion Rate	38%	20%	29%
Avg Lead Value	$380	$200	$290

Part 5
ANALYSIS & REPORTING

ANALYSIS & REPORTING

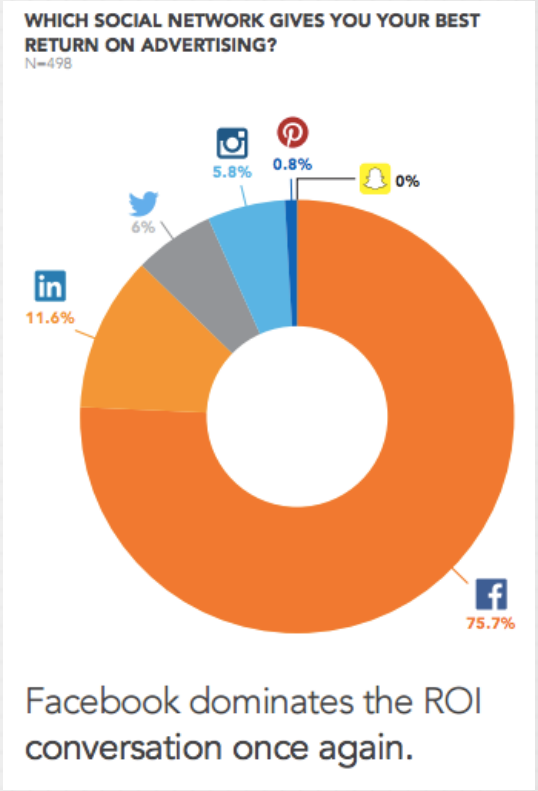
- Choosing your KPIs right at the very beginning of campaign planning:
  - Are you optimizing for site clicks to increase blog traffic?
  - Are you measuring leads generated?
  - Relevancy Score: How often is there interactions on your ad from a scale of 1 – 10?

ANALYSIS & REPORTING



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

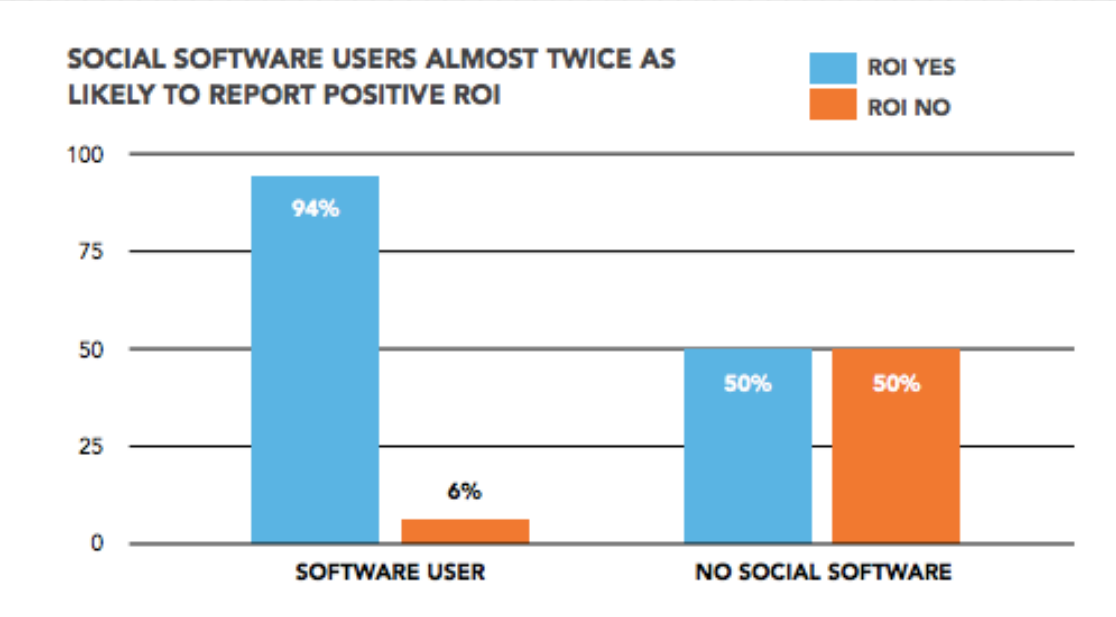
Let's say you spend $100 on Facebook advertising and 10 people join your email newsletter.

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

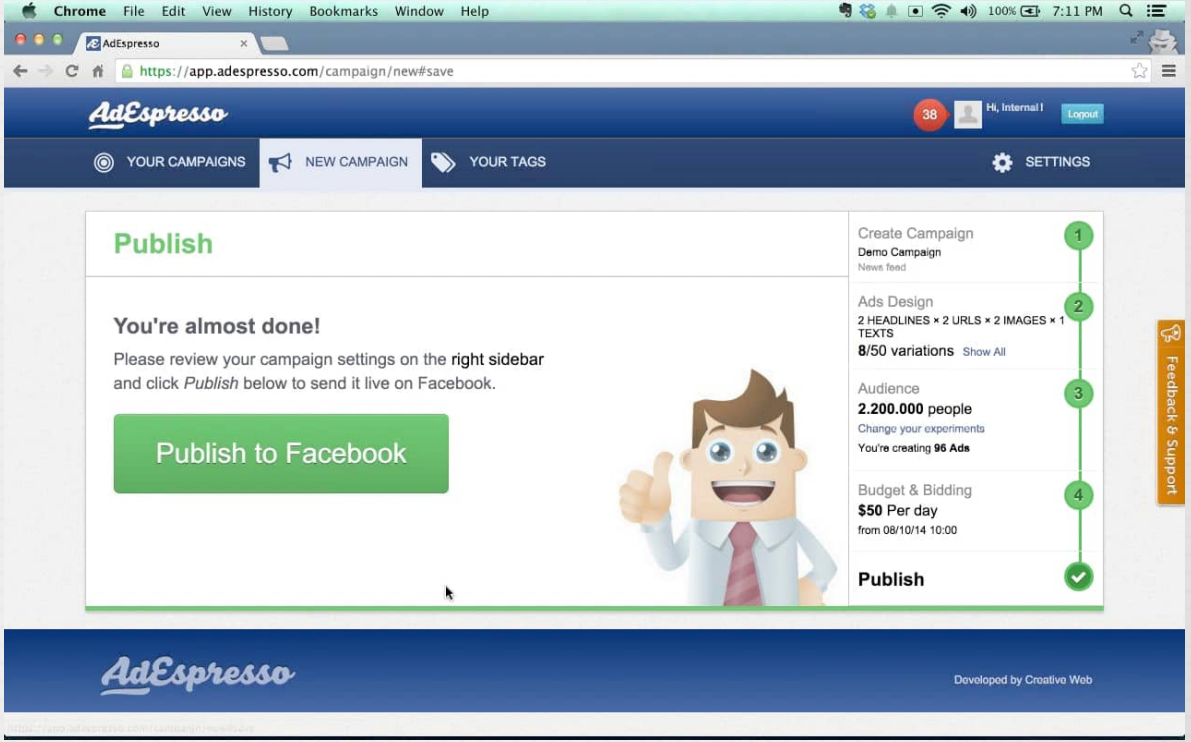
IMPORTANCE OF THE RIGHT TOOLS



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



Thank You

Questions? Comments? Stay in touch:

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