



TARGETING EXAMPLES

TARGETING EXAMPLE: HOW TO SELL A DRONE



ACTIVITY: CREATE A CUSTOM AND LOOKALIKE AUDIENCE

Facebook gives you the opportunity to do **Lifestyle Marketing**.

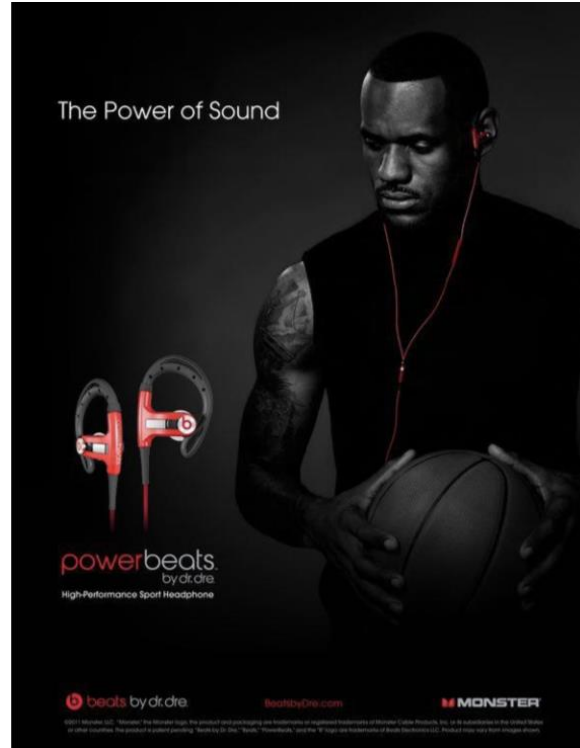
“Lifestyle Marketing is brand communication that focuses on the interests, attitudes, and opinions of a group or sub-culture.”

TARGETING EXAMPLE: HOW TO SELL A DRONE

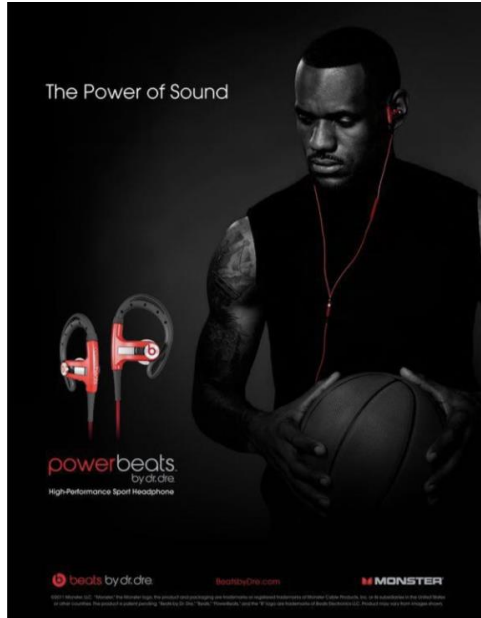


- Radio control airplanes
- Gadgets
- Technology early adopters
- Income > \$200k
- Suburban/rural area
- Male

TARGETING EXAMPLE: HOW TO SELL BEATS BY DRE



TARGETING EXAMPLE: HOW TO SELL BEATS BY DRE



Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

beats by dre

Add demographics, interests or behaviors | Suggestions | Browse

Audience Definition

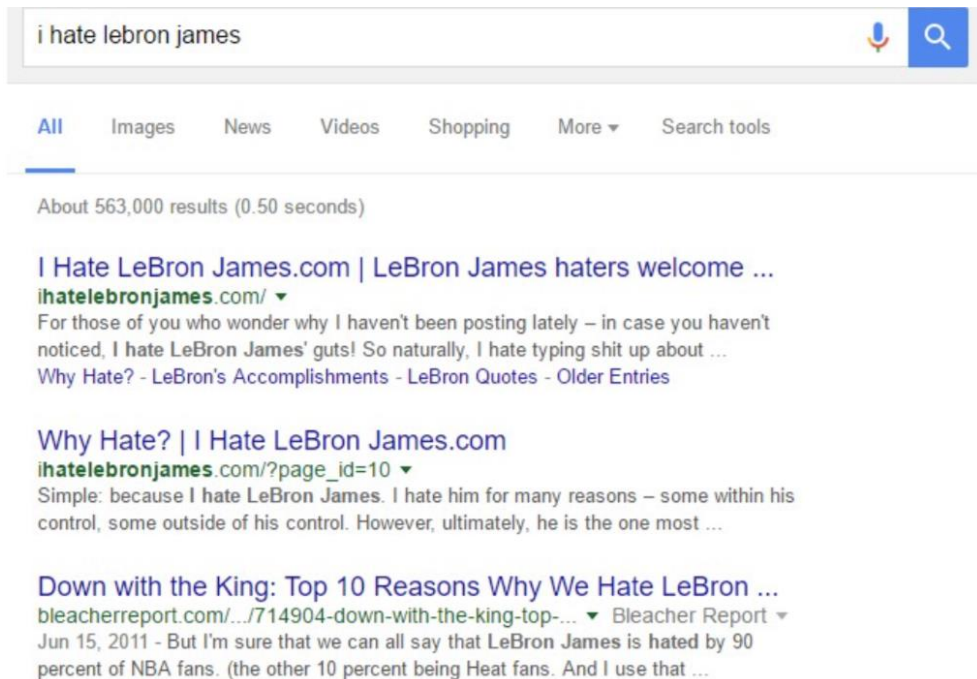
Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: beats by dre

Potential Reach: 3,500,000 people

TARGETING EXAMPLE: HOW TO SELL BEATS BY DRE



TARGETING EXAMPLE: HOW TO SELL BEATS BY DRE



Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

beats by dre

Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests

LeBron James

Add demographics, interests or behaviors Suggestions Browse

Audience Definition

Specific Broad

Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: beats by dre
- And Must Also Match:
 - Interests: LeBron James

Potential Reach: 2,500,000 people

TARGETING EXAMPLE: HOW TO SELL BEATS BY DRE

DETAILED TARGETING:

- Lower volume
- Higher affinity
- Higher conversion percentage

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

EXCLUDE people who match at least ONE of the following ⓘ

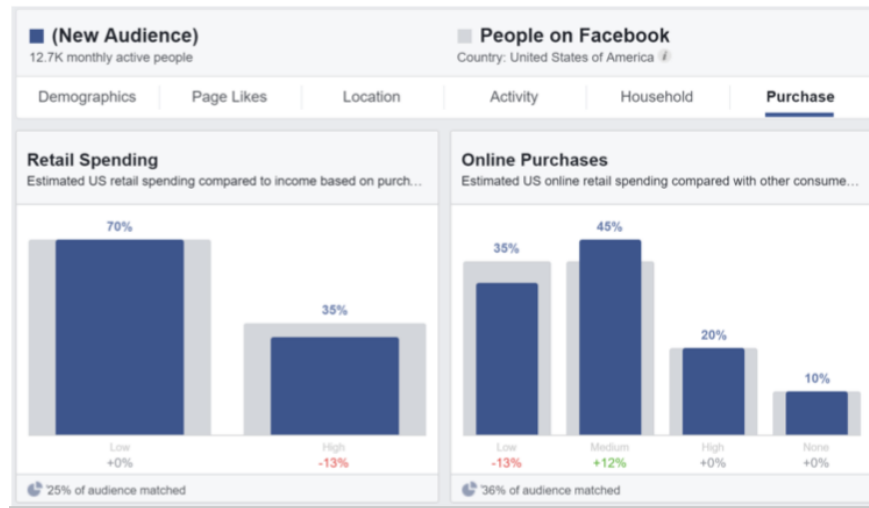
Add demographics, interests or behaviors | Suggestions | Browse



FACEBOOK AUDIENCE INSIGHTS

AUDIENCE INSIGHTS

A tool designed to help marketers learn more about their target audiences, including aggregate information about geography, demographics, purchase behavior and more.



<https://www.facebook.com/business/news/audience-insights>

AUDIENCE INSIGHTS

- Demographics — Age and gender, lifestyle, education, relationship status, job role and household size
- Page likes — The top Pages people like in different categories, like women's apparel or sports
- Location and language — Where do people live, and what languages do they speak
- Facebook usage — How frequently are people in your target audience logging onto
- Facebook and what device(s) they are using when they log on
- Purchases activity — Past purchase behavior (i.e. heavy buyers of women's apparel) and purchase methods (i.e., in-store, online)

<https://www.facebook.com/business/news/audience-insights>



AUDIENCE INSIGHTS

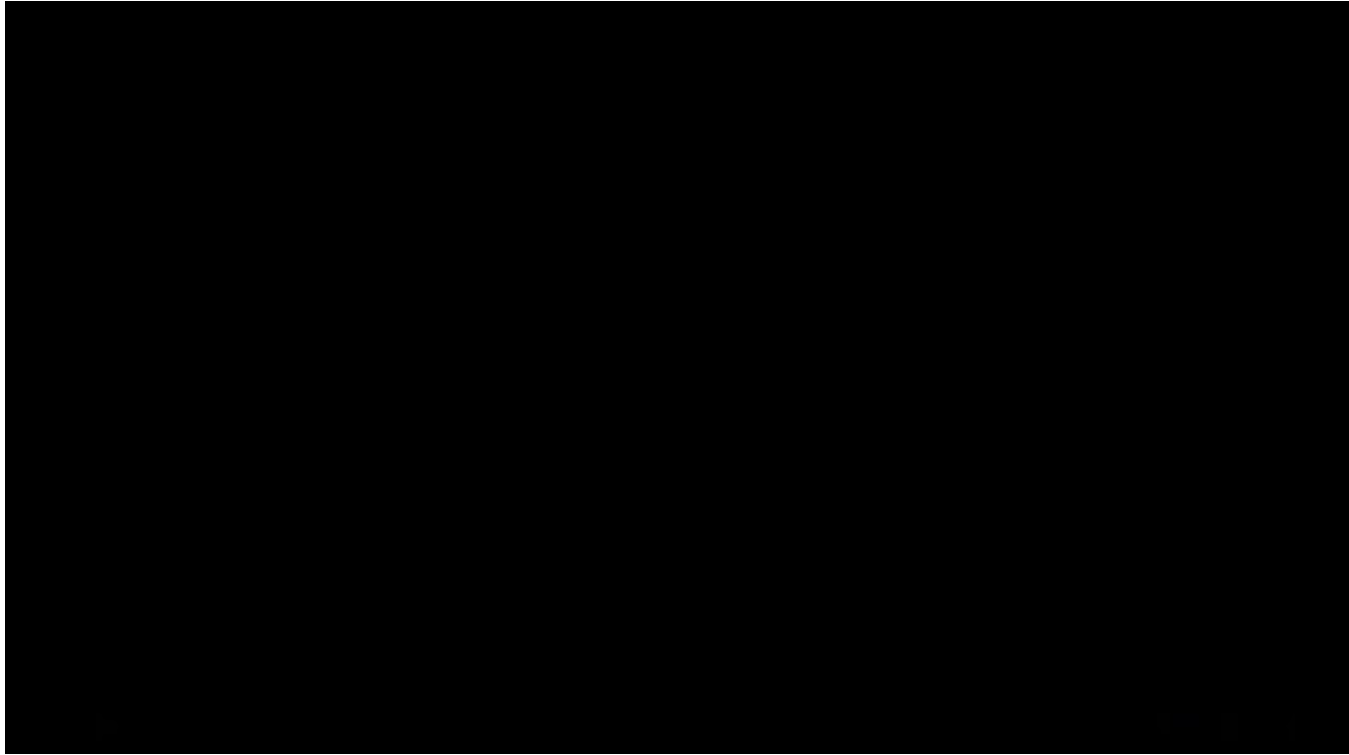
You can view data for the following sources:

- People on Facebook (the general Facebook audience)
- People connected to your Page or event
- People in Custom Audiences you've already created (an audience made up of your current customers)

<https://www.facebook.com/business/news/audience-insights>



AUDIENCE INSIGHTS





FACEBOOK AUDIENCE OVERLAP TOOL

AUDIENCE OVERLAP TOOL

The Audience Overlap tool allows advertisers to take two or more audiences (up to five) and find the percentage of overlap between them.

In other words, how many users who are in Audience A are also in Audience B? This is a great way to discover whether or not you're bidding against yourself.

<http://www.jonloomer.com/2016/01/14/facebook-audience-overlap/>
<https://www.facebook.com/business/help/1679591828938781>



AUDIENCE OVERLAP TOOL

You can view data for the following sources:

- Custom Audiences
- Lookalike Audiences
- Saved Audiences

If I save an audience that I've determined to be highly lucrative, I can then determine if my Custom or Lookalike Audiences have these attributes.

For example, let's say I determine people who make over \$200k are more likely to convert. If I notice only 10% of these people match that behavior, it may not be worth targeting this audience.



ACTIVITY: LET'S SELL SOME FITBITS



ACTIVITY: LET'S SELL SOME FITBITS

Go to Facebook Ads Manager: www.facebook.com/ads/manager

Select 'Create Ad' in upper left hand corner

Use Clicks to Website Objective AKA= Traffic (This thing changes a lot)

Location: United States

Age: 18–65+

Gender: Female

Language: Leave Blank

Include people who match the interest: Fitbit

Stop for now...



ACTIVITY: SEARCH FOR INTERESTS BASED ON YOUR AUDIENCE

Include people who match demos and interests aligned with one of your target audiences, write down the **exact names of interests** so you can find them again later.

Consider:

- Age
- Gender
- Location
- Media Consumption
- Activities
- Be sure to exclude audiences if you feel it will give you a more precise audience. For example, not everyone who likes Baseball would be a good match for selling Yankees tickets.

Timing:

10 MINUTES





THE FACEBOOK PIXEL AND CUSTOM CONVERSIONS

THE FACEBOOK PIXEL

The Facebook pixel tracks Visitors and Conversions from your website or app.

Once you have this installed, you can create a custom audience based on people who visited your website based that actions they took such as a conversion event or visiting specific pages.

You can now retarget users based on these actions.

Beyond that, this custom audience can now be used to create a Lookalike Audience, who you can serve ads to as well.

You can also tell Facebook which pixel conversion event to optimize your campaign towards.

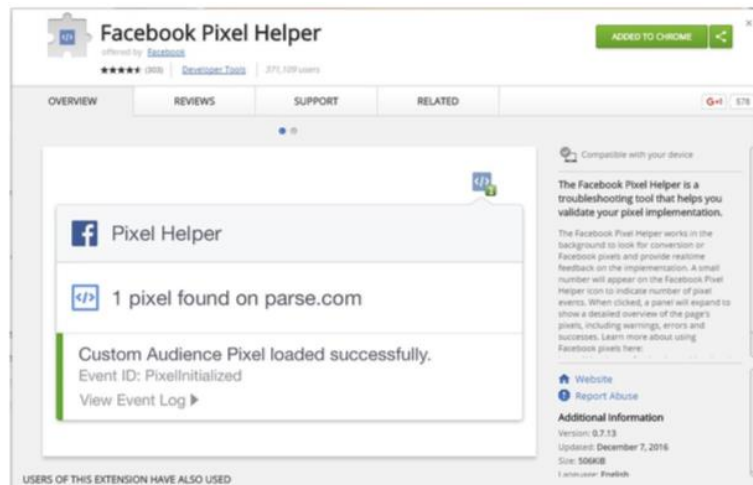


THE FACEBOOK PIXEL HELPER

The Facebook Helper allows you to verify and troubleshoot pixel implementation.

Let's go ahead and install it to our Chrome browser now:

bit.ly/1XVj3f4

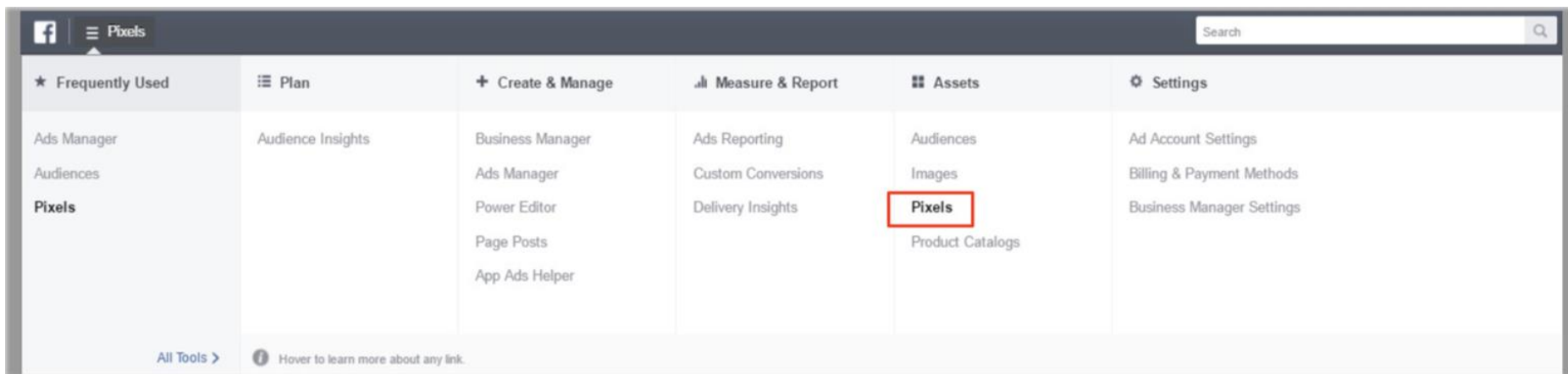


CHECK YOUR PIXEL IMPLEMENTATION



You may have more than one if you're working with third parties.
You should always verify why this is occurring.

CHECK YOUR PIXEL IMPLEMENTATION



CHECK YOUR PIXEL IMPLEMENTATION



CHECK YOUR PIXEL IMPLEMENTATION

The screenshot shows the Facebook Pixel interface. At the top, there are tabs for 'Facebook Pixel', 'Conversion Tracking Pixel (Old)', and 'Migration Dashboard'. Below these are buttons for 'Create Ad', 'Create Audience', 'Create Conversion' (highlighted with a red box), and 'Actions'. A line graph on the left shows 'Pixel Traffic' over time, with data points for Aug 24, Aug 25, and Aug 26. A modal window titled 'Set Up Conversion Tracking' is open in the center, providing instructions on how to choose a tracking method. The modal offers two options: 'Track Conversions With Standard Events' and 'Track Custom Conversions'. On the right side of the interface, there is a section for 'Pixel: Default Pixel' with details like 'Created: 07/31/2015', 'Status: Active', and 'Last Received: 8 hours ago'. Below this, there are sections for 'CUSTOM CONVERSIONS' and 'WEBSITE CUSTOM AUDIENCES'.

Facebook Pixel Conversion Tracking Pixel (Old) Migration Dashboard Last 7 days: 08/24 - 08/31

Create Ad Create Audience **Create Conversion** Actions

Pixel Traffic

Aug 24 Aug 25 Aug 26

82 Pixel Traffic

Aug 30

Pixel: Default Pixel
ID: 508519369187269

DETAILS
Created: 07/31/2015
Status: Active
Last Received: 8 hours ago

CUSTOM CONVERSIONS
Signed Up
Bought Something
Email Sign Up
See All

WEBSITE CUSTOM AUDIENCES
Came to site
Blog Visitors
Website Visitors | Last 30 Day
See All

Events URLs Domains **Devices**

Set Up Conversion Tracking

Choose a Tracking Method

You can use the Facebook pixel to track valuable actions people take on your website and optimize your ads for those actions.

Track Conversions With Standard Events
Track conversions and optimize ads for them using one of our 9 standard events. You'll need to modify the Facebook pixel code you add to your website. [Learn more.](#)

Track Custom Conversions
Track and optimize ads for customized actions without adding anything to your Facebook pixel code. You can also use custom conversions to apply rules to standard event traffic. [Learn more.](#)

THE FACEBOOK PIXEL

Custom Conversions:

No additional coding required, track conversions on a URL level.

Standard Events:

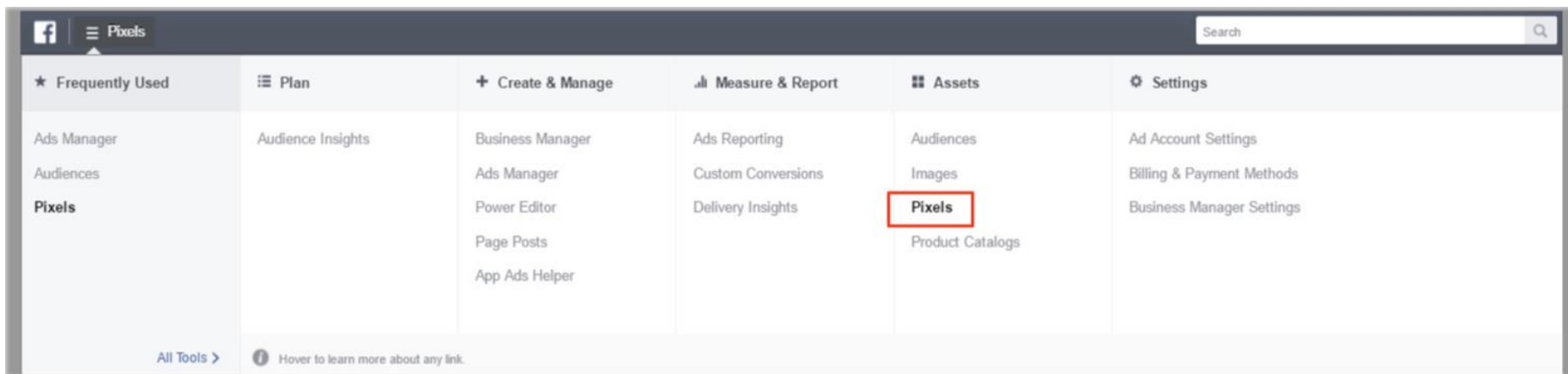
Require additional coding for your page, but acquire you to get more granular information, such as revenue generated.

Dynamic Events:

If your URL doesn't change once a conversion event occurs, you'll need to add coding to that specific action. For example, someone hits a 'Submit' button.

CHECK YOUR PIXEL IMPLEMENTATION

Before



CHECK YOUR PIXEL IMPLEMENTATION

After

f Events Manager Search business				
☰ Plan	+ Create & Manage	📊 Measure & Report	🗄 Assets	⚙ Settings
Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Creative Hub	Ads Manager	Test and Learn	Images	Business Settings
	Page Posts	Attribution	Catalogs	Billing
	App Dashboard	Analytics	Business Locations	
	App Ads Helper	Events Manager	Brand Safety	
	Automated Rules	Pixels	Block Lists	
		Offline Events	Videos	
		App Events		
		Custom Conversions		
		Partner Integrations		

THE FACEBOOK PIXEL

Create a Custom Conversion

Pixel

Default Pixel

Pixel ID: 908519369187269

Rule

Include traffic that meets the following

URL Contains

/thankyou

Add URL keywords

and

Category

Purchase

Choose the category that best describes the rule you're defining. Selecting a category helps Facebook learn how to optimize ad delivery for the custom conversion you're creating.

Back

Cancel

Next

THE FACEBOOK PIXEL

Create a Custom Conversion

Name ⓘ

Made a Purchase|

[Add a description](#)

☐ Set a conversion value

Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn More.](#)

Back

Create

THE FACEBOOK PIXEL

You'll see a green dot next to the conversion event if it's currently active. You may need to manually trigger a conversion event.

AD SET: Define your audience, budget and schedule

Conversions
Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Conversion ⓘ Choose a conversion

- Made a Purchase
Pixel: Default Pixel
- Search**
Pixel: Default Pixel
- Complete Registration
Pixel: Default Pixel
- Lead
Pixel: Default Pixel
- + Define a New Custom Conversion

NEW AUDIENCE ▼

Custom Audiences ⓘ + Define a New Custom Conversion Browse

Create New ▼

Locations ⓘ Everyone in this location ▼

United States

United States

Include ▼ Add locations

Add Bulk Locations...

Age ⓘ 18 ▼ - 65+ ▼

Audience Definition

Specific Broad

Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 191,000,000 people

Estimated Daily Reach

1,600 - 4,200 people on Facebook

0 of 130,000,000 ⓘ

1,400 - 3,800 people on Instagram

0 of 34,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

THE FACEBOOK PIXEL

PLEASE NOTE:

If you don't have 15 -25 conversions per week you may have challenges getting delivery for your conversion campaign.

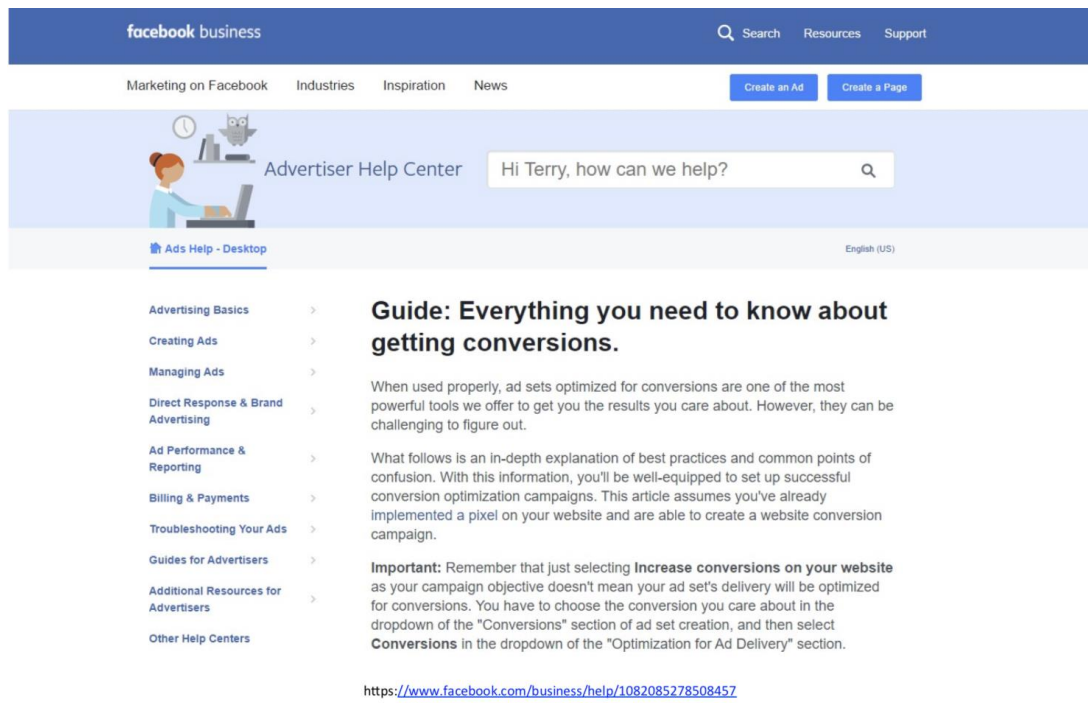
Reason being, the algorithm doesn't have enough data to find other people who are likely to convert.

Instead, consider optimizing for an event further up the funnel.

For example, instead of optimizing for people who have hit your 'Checkout' page, optimize for people who have hit your 'Add to Cart' page.



THE FACEBOOK PIXEL



The screenshot shows the Facebook Business Advertiser Help Center interface. At the top is a blue navigation bar with the 'facebook business' logo, a search bar, and links for 'Resources' and 'Support'. Below this is a white bar with links for 'Marketing on Facebook', 'Industries', 'Inspiration', and 'News', along with 'Create an Ad' and 'Create a Page' buttons. The main header area is light blue, featuring an illustration of a person at a desk, the text 'Advertiser Help Center', a search bar with the placeholder 'Hi Terry, how can we help?', and a magnifying glass icon. Below the header is a white sidebar with a list of help topics: 'Ads Help - Desktop' (selected), 'Advertising Basics', 'Creating Ads', 'Managing Ads', 'Direct Response & Brand Advertising', 'Ad Performance & Reporting', 'Billing & Payments', 'Troubleshooting Your Ads', 'Guides for Advertisers', 'Additional Resources for Advertisers', and 'Other Help Centers'. The main content area displays the article 'Guide: Everything you need to know about getting conversions.' with a sub-header. The article text explains that ad sets optimized for conversions are powerful tools but can be challenging to figure out. It then provides an in-depth explanation of best practices and common points of confusion, noting that the article assumes the user has already implemented a pixel and created a conversion campaign. An 'Important' note states that selecting 'Increase conversions on your website' as the campaign objective optimizes delivery, and that users must choose the conversion in the 'Conversions' dropdown and select 'Conversions' in the 'Optimization for Ad Delivery' dropdown. At the bottom of the article is the URL <https://www.facebook.com/business/help/1082085278508457>.

facebook business

Search Resources Support

Marketing on Facebook Industries Inspiration News

Create an Ad Create a Page

Advertiser Help Center

Hi Terry, how can we help?

English (US)

Ads Help - Desktop

Advertising Basics >

Creating Ads >

Managing Ads >

Direct Response & Brand Advertising >

Ad Performance & Reporting >

Billing & Payments >

Troubleshooting Your Ads >

Guides for Advertisers >

Additional Resources for Advertisers >

Other Help Centers

Guide: Everything you need to know about getting conversions.

When used properly, ad sets optimized for conversions are one of the most powerful tools we offer to get you the results you care about. However, they can be challenging to figure out.

What follows is an in-depth explanation of best practices and common points of confusion. With this information, you'll be well-equipped to set up successful conversion optimization campaigns. This article assumes you've already implemented a pixel on your website and are able to create a website conversion campaign.

Important: Remember that just selecting **Increase conversions on your website** as your campaign objective doesn't mean your ad set's delivery will be optimized for conversions. You have to choose the conversion you care about in the dropdown of the "Conversions" section of ad set creation, and then select **Conversions** in the dropdown of the "Optimization for Ad Delivery" section.

<https://www.facebook.com/business/help/1082085278508457>

CONVERSION REPORTING

Customize Columns

Performance **Made a Purchase** Clear Search

Engagement

Videos

Websites

Apps

Events

Canvas

Clicks

Settings

3 COLUMNS

- ☐ Made a Purchase
- ☐ Cost per Made a Purchase
- ☐ Made a Purchase Conversion Value

1 COLUMN SELECTED

Account

DEFINITION

The number of times a purchase was made tracked by your Facebook pixel on your website after people viewed or clicked on your ad.

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

Update Email

You're using trice@buffalo.edu as your primary receive info about your ad account. Do you want

Columns: Performance Breakdown

Cost	Amount Spent
Per Result	\$1,521.30

HOMEWORK: CONVERSION AUDIT

Audit the conversion events you would like to record:

What kind of conversion tracking should you use?

Do you need to create Dynamic Events?

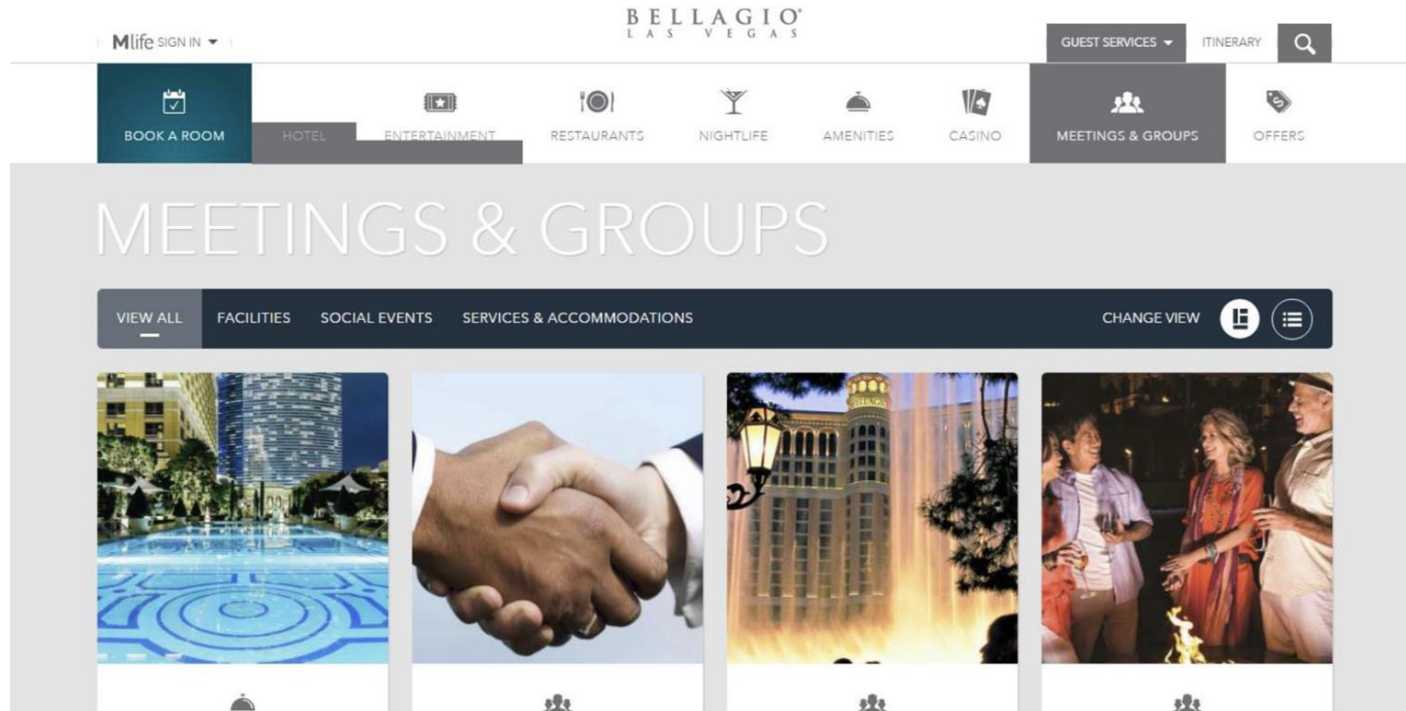
Please note any conversions that need custom configuration, you'll want to connect with your site developer.





RETARGETING STRATEGIES

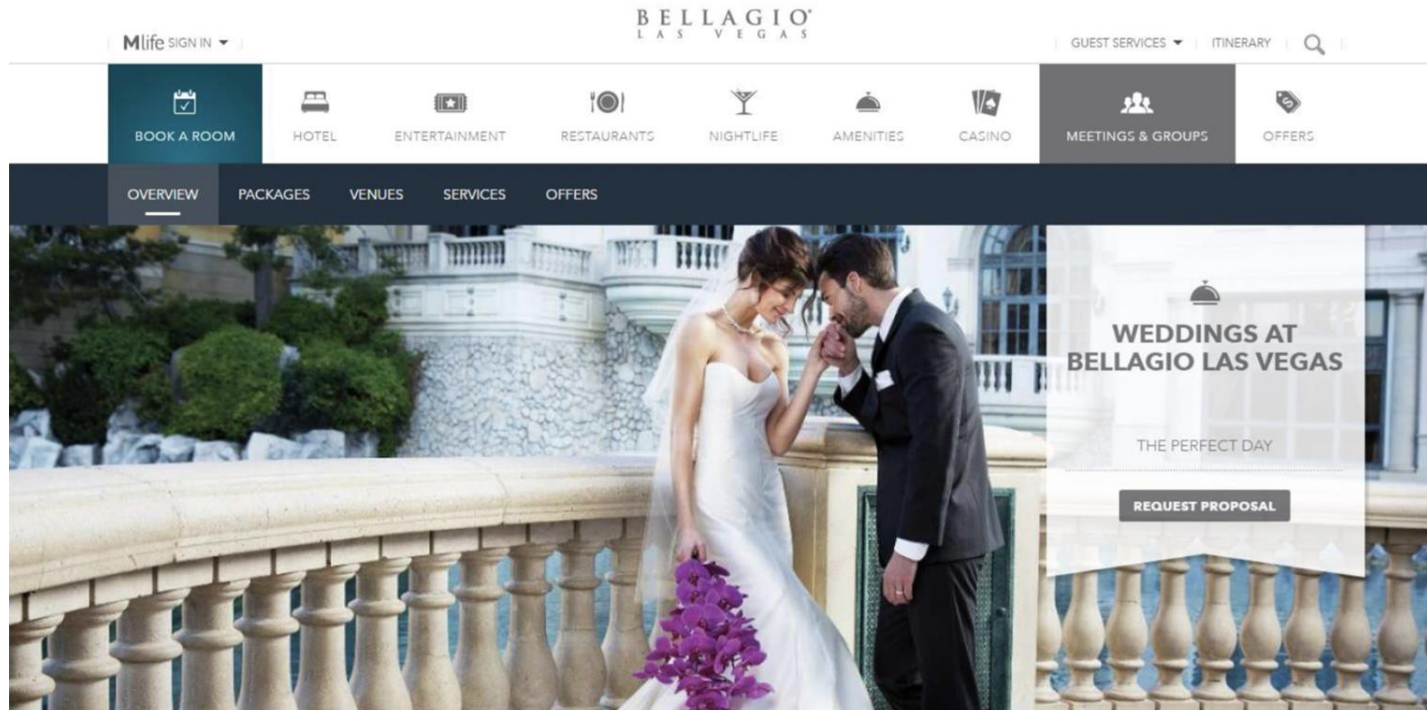
RETARGETING STRATEGIES



RETARGETING STRATEGIES



RETARGETING STRATEGIES



RETARGETING STRATEGIES

1. Decide what retargeting campaigns you will run
2. Create campaign
3. Select custom audience
4. Add creative/content versions

Audience

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Include ▾

Choose a Custom Audience

Browse

Create New C

DF News Visitors | Last 30 Days

Website

Locations ⓘ

Everyone in

DF News Visitors | Last 7 Days

Website

United States

DF Registrations | Last 180 Days

Website

United States

DF Registrations | Last 30 Days

Website

Include

DF Registrations | Last 60 Days

Website

Add Bulk Loca

DF Site Visitors | Last 180 Days

Website

Age ⓘ

18 ▾

DF Site Visitors | Last 30 Days

Website

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...



FACEBOOK ADVERTISING: BIDDING

BIDDING

Your bid, along with the historic and expected performance of your ads, influences how your ads will appear.

Facebook wants to deliver the best possible experience to it's users, so you can't bid your way out of a poorly designed experience.



BIDDING

Bid

You tell us your cost goals with your [bid strategy](#) and we bid for you to help you meet that goal. This may include a bid cap (for the [lowest cost bid strategy](#)) or cost target (for the [target cost bid strategy](#)) to guide our bidding.

Estimated action rates

Each ad set is optimized for an action (an "[optimization event](#)"). Estimated action rates represent how likely we think a given person is to take that action. This helps differentiate between an ad being generally relevant to someone's interests and it being likely to cause them to take the action you're optimizing for. We base our estimates on the previous actions of the person you're trying to reach and your ad's historical performance data.

Ad quality and relevance

We represent how interested we think a person will be in seeing your ad with measures of its overall quality and specific relevance. For example, if your ad has gotten lots of negative feedback, that can decrease its total value. Or, if the person has a history of being interested in what you're advertising, that can increase its total value.

To get an idea of how users are reacting to your ad, check its [relevance score](#). However, keep in mind the following when viewing this metric:

- Relevance score is a number we show you. It's not a number that's actually factored into how our delivery system handles your ad. Because of this, improving an ad's relevance score shouldn't be your end goal since doing so will not directly lead to any improvement of ad performance. That said, improving your targeting or creative (actions that can improve ad performance) may lead to an improved relevance score.
- Relevance score is a relative metric. This means that it only measures how relevant your ad is compared to other ads targeting the same audience.



BIDDING

Optimized for Actions:

- This type of bidding allows Facebook to use your data to target the people in your defined audience most likely to complete the action you've identified.

Optimized for Clicks:

- This option will make Facebook show your ads to those most likely to click through. If you're looking to optimize engagement, this is your best option.

<https://www.facebook.com/business/help/430291176997542>



BIDDING

Optimized for Impressions:

- This will make your campaign seen by as many people in your audience as many times as possible. This is typically only recommended if you're doing a branding campaign, where impressions are the main goal. Be careful with this option, spend can get out of control quickly.

Optimized for Daily Unique Reach:

- This will show your ads to as many people as possible in your audience, but only once per day. This is a good option if you've got a highly targeted audience that you want to get an offer in front of, but don't want the person to see it multiple times.

<https://www.facebook.com/business/help/430291176997542>



BIDDING

Automatic Bidding:

This let's Facebook set the bid that helps you get your desired action, at the 'best' price.

Manual Bidding:

This allows you to choose how much an action is worth to you.

Average Cost Bidding:

This allows you to set the average cost for an action, which may fluctuate day to day.

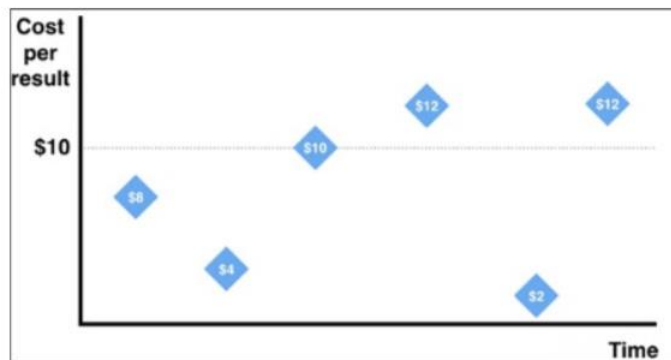
I typically start with Automatic bidding and monitor the results. However, you'll want to consider your audience and competition. If you know your KPI, you can input these manually.

<https://www.facebook.com/business/help/430291176997542>



AVERAGE COST BIDDING

This allows you to set the average cost for an action, which may fluctuate day to day. In the case below, imagine you have a budget of \$50, and set your average cost bid at \$10.



In this scenario, you would have spend \$48 of your budget for 6 results at an average of \$8 each.

<https://www.facebook.com/business/help/430291176997542>

ACTIVITY: SET UP PLACEMENT, BUDGET, AND DELIVERY

- Select 'Edit Placements'
- Choose 'Facebook Feeds' and 'Right Column'
- Change the budget to \$10.00 (Notice how estimated daily reach changes)

• Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

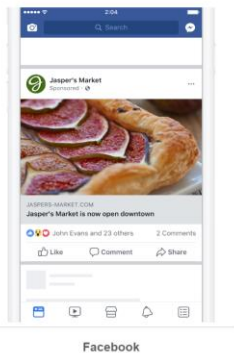
All Devices (Recommended) ▼

Asset Customization ⓘ

6 / 10 placements that support asset customization
[Select All](#)

Platforms

Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
Stories	<input type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>



Facebook

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** ▼ \$10.00
\$10.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ ☒ Run my ad set continuously starting today
☐ Set a start and end date

You'll spend no more than \$70.00 per week.

Optimization for Ad Delivery ⓘ

Get more people to your ad's landing page

Optimize for landing page views to find more people in your target audiences who'll click on a link in your ad.

Create Multiple Ad Sets

Audience Size



Potential Reach: 4,100,000 people ⓘ

Estimated Daily Results

Reach
1,700 - 7,000 ⓘ

Link Clicks
14 - 88 ⓘ

The accuracy of estimates is based on

ACTIVITY: SET UP PLACEMENT, BUDGET, AND DELIVERY

- Select 'Set a start and end date' change it to 7 days from now.
- Optimize ad delivery for 'Daily Unique Reach'
- Leave bidding as automatic (...for now)
- Name your Ad Set 'NYC Women – Fitbit'
- Hit continue
- Stop for now

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⁱ **Lifetime Budget** ▼ \$350.00
\$350.00 USD

Schedule ⁱ

Start

End
(Eastern Time)

⊖ This start date is in the past. ...
[Reset your start date to today](#)

Your ad will run until **Saturday, January 19, 2019**.
You'll spend up to **\$350.00** total.

Optimization for Ad Delivery ⁱ

Bid Strategy ⁱ

When You Get Charged ⁱ

Ad Scheduling ⁱ

Link Clicks ▼

✓ Link Clicks

We'll deliver your ads to the right people to help you get the most link clicks from your ad to a destination, on or off Facebook, at the lowest cost.

Landing Page Views

We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience. To track views on your website, you'll need a pixel installed.

Impressions

We'll deliver your ads to people as many times as possible.

Daily Unique Reach

We'll deliver your ads to people up to once a day.

Run ads on a schedule



FACEBOOK CREATIVE BEST PRACTICES

AD CREATIVE BEST PRACTICES

- 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. source: <http://www.billiondollargraphics.com/infographics.html>
- Facebook provides some ok-ish stock images, but if you're investing in ads, you need to invest in great creative too.
- "Great" is subjective, so you'll want to test out different versions of your copy, and see what works best. (More on this later)
- A good test to run is Product vs Lifestyle creative.



VS

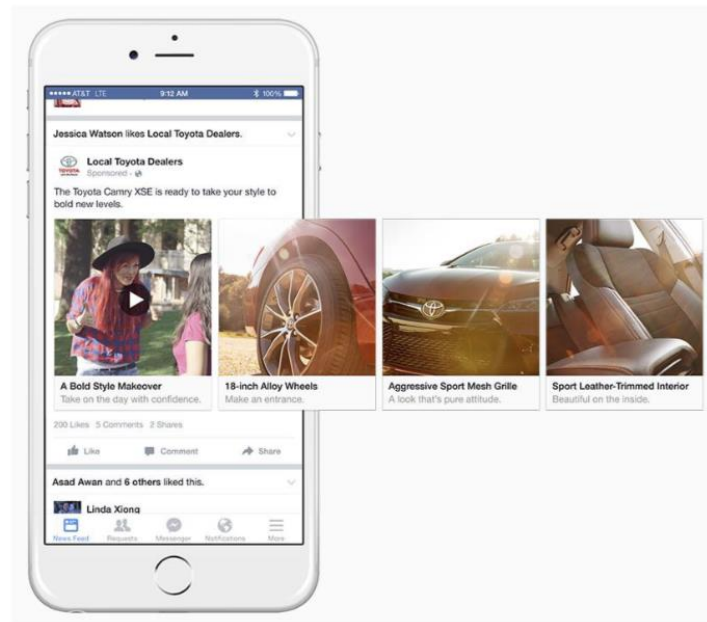


AD CREATIVE BEST PRACTICES

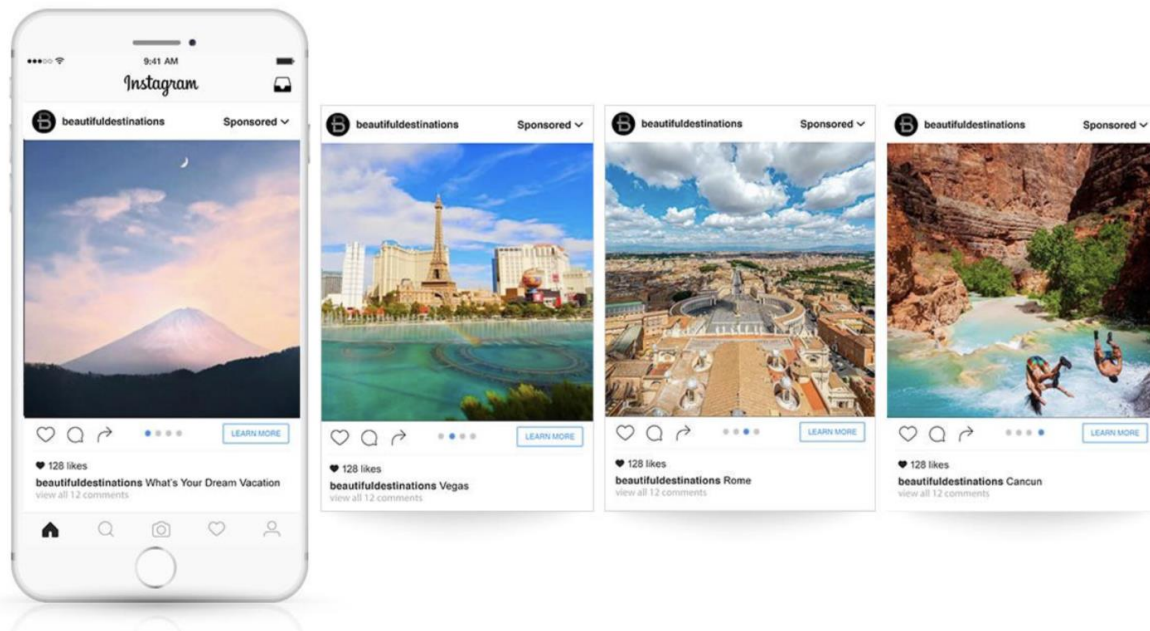
Carousel Link Ads

Include up to 10 different images or videos in one ad unit, with a unique URL for each image.

This is an excellent opportunity for storytelling, or showing a group of products your audience may be interested in.



WHAT'S YOUR DREAM VACATION?



WHAT'S YOUR DREAM VACATION?



<https://www.facebook.com/carouselformat>

WHAT'S YOUR DREAM VACATION?

You just told me exactly what you're interested in.

Now, it's my job to continue providing you with great content.

How? Website Custom Audiences.



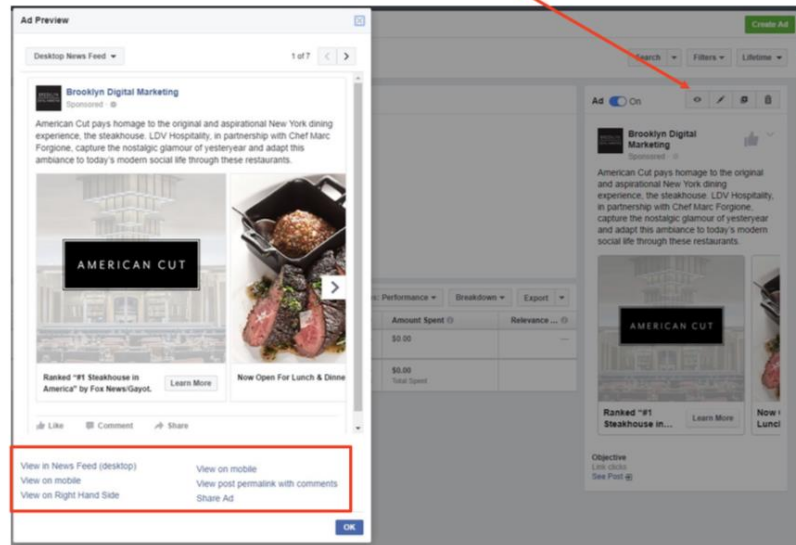


OPTIMIZE THE EXPERIENCE FOR MOBILE

Just because it looks good when you're making it on your desktop/laptop, doesn't mean it's going to look good on mobile.

Be sure to use the ad preview option. View this ad on your phone now:

bit.ly/2hYlqeb



AD CREATIVE BEST PRACTICES


Call to action

- If you use a promo code, make sure it's visible on the landing page as well.
- Have a clear call to action, and back it up with a value proposition.
- "Learn More" often works better than "Shop Now" for products/services that people are unfamiliar with.

Five Four
Sponsored · 🌐

Like Page

For a limited time, receive 50% off your first order! Sign up to Five Four today using code 'FBSAVE50' and enjoy half off.



**JOIN THE CLUB TODAY
AND SAVE 50%**

50% Off Your First Order!

Our style curators will personalize \$120 worth of clothes and ship them right to your door. Use promo code 'FBSAVE50' and your first order is just \$30!

WWW.FIVEFOURCLUB.COM

Sign Up

AD CREATIVE BEST PRACTICES



- Call to action buttons limit the amount of text displayed on a Mobile ad
- About 75% of Facebook traffic is Mobile
- Consider testing ads with, and without a call to action button and measure performance

AD CREATIVE BEST PRACTICES

Up until recently, you weren't allowed to have more than 20% text on any of your images.

Although this has changed, the reach for your ads may be reduced if you have a large amount of text.



AD CREATIVE BEST PRACTICES

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

Upload ¹

✓ Image Text: **OK**
Your ad will run normally.



Image Text Ratings

- ✓ Image Text: **OK**
Your ad will run normally.
- ⚠ Image Text: **Low**
Your ad's reach may be slightly lower.
- ⚠ Image Text: **Medium**
Your ad's reach may be much lower.
- ⚠ Image Text: **High**
Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?

Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

How much text should my ad image have?

Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?

Consider putting most of your text in the text area of your ad instead of on the ad image. If you must use text, use a smaller font size and fewer words to lower the proportion of text to image. Try reducing image text and checking it with this tool again.

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

AD CREATIVE BEST PRACTICES

If you know the amount of text you have on images will reduce your paid reach, it's safe to assume this will reduce your organic reach as well.

Be sure to use this tool before posting any creative.

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

Upload



Image Text: **High**

Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.



Image Text: **OK**

Your ad will run normally.



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

ACTIVITY: CREATE AN AD

- Select a single image ad
- Upload an image that aligns with creative guidelines
- Use copy that will resonate with your audience and reinforce your campaign objective
- Decide if you want to add a 'Call to Action', and which one you would select
- Helpful resource - <https://www.facebook.com/ads/creativehub>





A/B TESTING

A/B TESTING

- This is the most common form of testing, and easiest to implement.
- You'll compare two experiences that differ in one way, and then determine what performs better.
- It's important to run these at the same time, and keep all other factors equal.
- For example, the same bid and audience . . . unless you're testing the bid or audience.



A/B Testing

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Traffic

Send more people to a destination on or off Facebook.

☐ Create Split Test: Use this ad campaign to test ad set strategies **NEW**

Campaign Name

Continue

Traffic

Send more people to a destination on or off Facebook.

Campaign Name

Create Split Test
Test ad sets against each other to understand which strategies give you the best result. Your potential reach will be divided among your ad sets for accurate split test results. [Learn more.](#)

Create Split Test A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization Optimize budget across ad sets

Continue

A/B Testing

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App

☐ Messenger


Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

☐ OFF

Variable

Understand how different strategies impact your ad performance. The split test gives you a clear understanding of the results with:



- No audience overlap:** Your potential reach will be randomized and split among ad sets to ensure an accurate test
- Single variable test:** The ad sets will be identical except for the variable you want to test
- Test results notifications:** You'll get an email and notification with the results when the test is over

What do you want to test? ▼

Split Test Summary

Your potential reach will be randomized and split between ad sets to ensure an accurate test.

Variable: —

Total budget: \$200.00, Even Split

Schedule: Aug 22, 2018 – Aug 26, 2018

Ad Set A: Ad Set A

Daily budget: \$100.00 USD

Ad Set B: Ad Set B

Daily budget: \$100.00 USD

Split Test Budget & Schedule

Define how much you'd like to spend and when you'd like your ads to appear. [Learn more.](#)

Budget

Daily Budget ▼

\$200.00

Suggested budget: \$114.28 USD

Actual amount spent daily may vary.

Split

Even Split ▼

Ad Set A: 50.00%, \$100.00 USD

Ad Set B: 50.00%, \$100.00 USD

Schedule

☒ Run split test starting today

☐ Set a start and end date

Duration

7 days ▼


☐ End the test early if a winning ad set is found

Your ads will run for 7 days. You'll spend no more than \$1,400.00.

EXPERIMENT DESIGN: TEST YOUR HYPOTHESIS

Startup Drugz
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.



♥️ All of our products are made with lots of love and sarcasm!

We Want You Back!

From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

Startup Drugz
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.



WE ♥ STARTUPS

We Want You Back!


From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

EXPERIMENT DESIGN: ANALYZE YOUR RESULTS

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January 8 · 🌐

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STARTUPDRUGZ.COM [Shop Now](#)

Clicks: 245
Conversions: 17
CVR: 7%

Startup Drugz
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.



We Want You Back!

From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

Clicks: 317
Conversions: 15
CVR: 5%

EXPERIMENT DESIGN: ANALYZE YOUR RESULTS

The screenshot shows a web-based 'A/B Significance Test' calculator. At the top, there are two colored circles labeled 'A' (green) and 'B' (orange), followed by the title 'A/B Significance Test' and a 'Reset form' link. Below the title, a paragraph asks 'Did that button color change actually improve your conversions?' and provides a link to 'Try Kissmetrics for FREE' and 'A/B testing documentation'. A section titled 'What's the page view and conversion data for each page in the test?' contains a table with input fields for visitors and conversions for tests A and B, and calculated conversion rates. To the right of the table, a 'Your results' section shows a checkmark and states that Test A converted 47% better than Test B, with an 86% confidence level, but concludes that the results are not statistically significant.

	The number of visitors on this page was:	The number of overall conversions was:	Conversion rate:
A	245	17	7%
B	317	15	5%

✓ Your results:
Test "A" converted **47%** better than Test "B." We are **86%** certain that the changes in Test "A" will improve your conversion rate.
Unfortunately, your results are not statistically significant.

- Our goal is 95% confidence in order to reach statistical significance.
- If we're below 95%, we'll need more data before declaring a winner.



OPTIMIZATION AND REPORTING

FACEBOOK OPTIMIZATION AND REPORTING

Once you've defined your expected outcome, you need to measure the results of your ad.

Be sure to determine KPIs that are aligned with your overall goal, such as cost per acquisition.

You'll then need to segment your audiences based on these results, and continue investing in the most lucrative segments.

Utilize Facebook Ads Manager Reporting 'Customize Columns' option for bespoke reports.



FACEBOOK OPTIMIZATION AND REPORTING

The screenshot displays the Facebook Ads Reporting interface. At the top, a dark blue header bar contains the Facebook logo, a hamburger menu icon, the text "Ads Reporting", and a search bar labeled "Search business". Below the header, a navigation bar features five tabs: "Plan", "Create & Manage", "Measure & Report", "Assets", and "Settings". The "Plan" tab is currently selected, highlighted with a blue border. The main content area is divided into five columns corresponding to these tabs. The "Plan" column lists "Audience Insights" and "Creative Hub". The "Create & Manage" column lists "Business Manager", "Ads Manager", "Page Posts", "App Dashboard", "App Ads Helper" (with a mouse cursor hovering over it), and "Automated Rules". The "Measure & Report" column lists "Ads Reporting" (with a red notification badge containing the number 1), "Test and Learn", "Attribution", "Analytics", "Events Manager", "Pixels", "Offline Events", "App Events", "Custom Conversions", and "Partner Integrations". The "Assets" column lists "Audiences", "Images", "Catalogs", "Business Locations", "Brand Safety", "Block Lists", and "Videos". The "Settings" column lists "Settings", "Business Settings", and "Billing".

Plan	Create & Manage	Measure & Report	Assets	Settings
Audience Insights	Business Manager	Ads Reporting ¹	Audiences	Settings
Creative Hub	Ads Manager	Test and Learn	Images	Business Settings
	Page Posts	Attribution	Catalogs	Billing
	App Dashboard	Analytics	Business Locations	
	<u>App Ads Helper</u>	Events Manager	Brand Safety	
	Automated Rules	Pixels	Block Lists	
		Offline Events	Videos	
		App Events		
		Custom Conversions		
		Partner Integrations		

FACEBOOK OPTIMIZATION AND REPORTING

Customize Columns

Performance

Engagement

Page Post

Messaging

Media

Clicks

Awareness

Conversions

Standard Events

Settings

Object Names & IDs

Status & Dates

Goal, Budget & Schedule

Targeting

Ad Creative

Tracking

Split Test

Optimization

Q Search

PERFORMANCE

☒ Results

☐ Result Rate

☒ Reach

☐ Frequency

☒ Impressions

☒ Delivery

☐ Ad Set Delivery

☒ Relevance Score

☒ Amount Spent

☐ Clicks (All)

☐ CPC (All)

☐ CTR (All)

☐ Gross Impressions (Includes Invalid Impressions from Non-human Traffic)

☐ Auto-Refresh Impressions

COST

☒ Cost per Result

☐ Cost per 1,000 People Reached

15 COLUMNS SELECTED

Campaign Name

Errors

Delivery

Ad Set Name

Bid Strategy

Budget

Last Significant Edit

Results

Reach

Impressions

Cost per Result

Amount Spent

ATTRIBUTION WINDOW ⓘ

28-day click and 1-day view

[Comparing Windows](#)

☐ Save as preset

Cancel

Apply





FACEBOOK MARKETING STRATEGY

FACEBOOK MARKETING STRATEGY

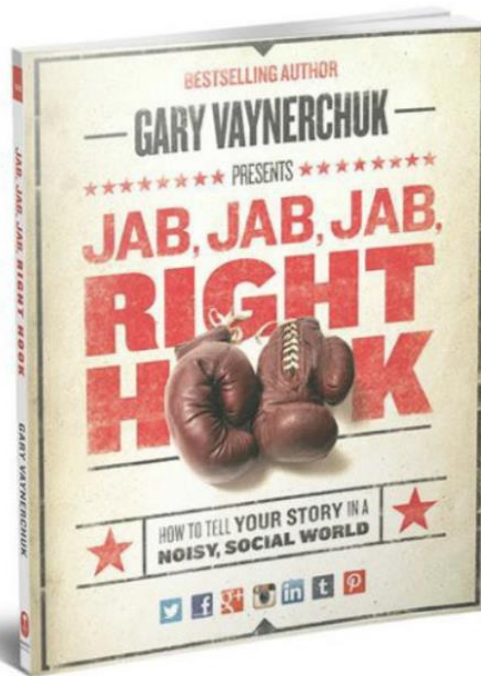


<http://www.jonloomer.com/2016/05/05/facebook-ads-funnel/>

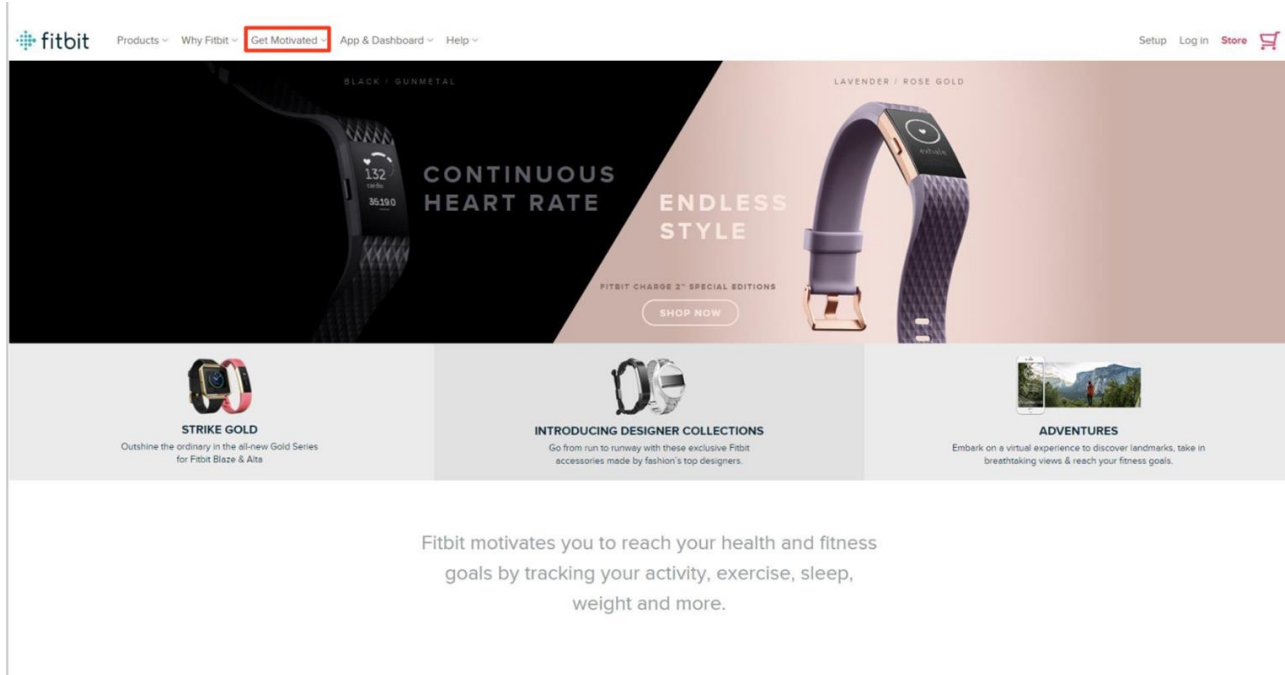
FACEBOOK MARKETING STRATEGY

People don't like being sold to.

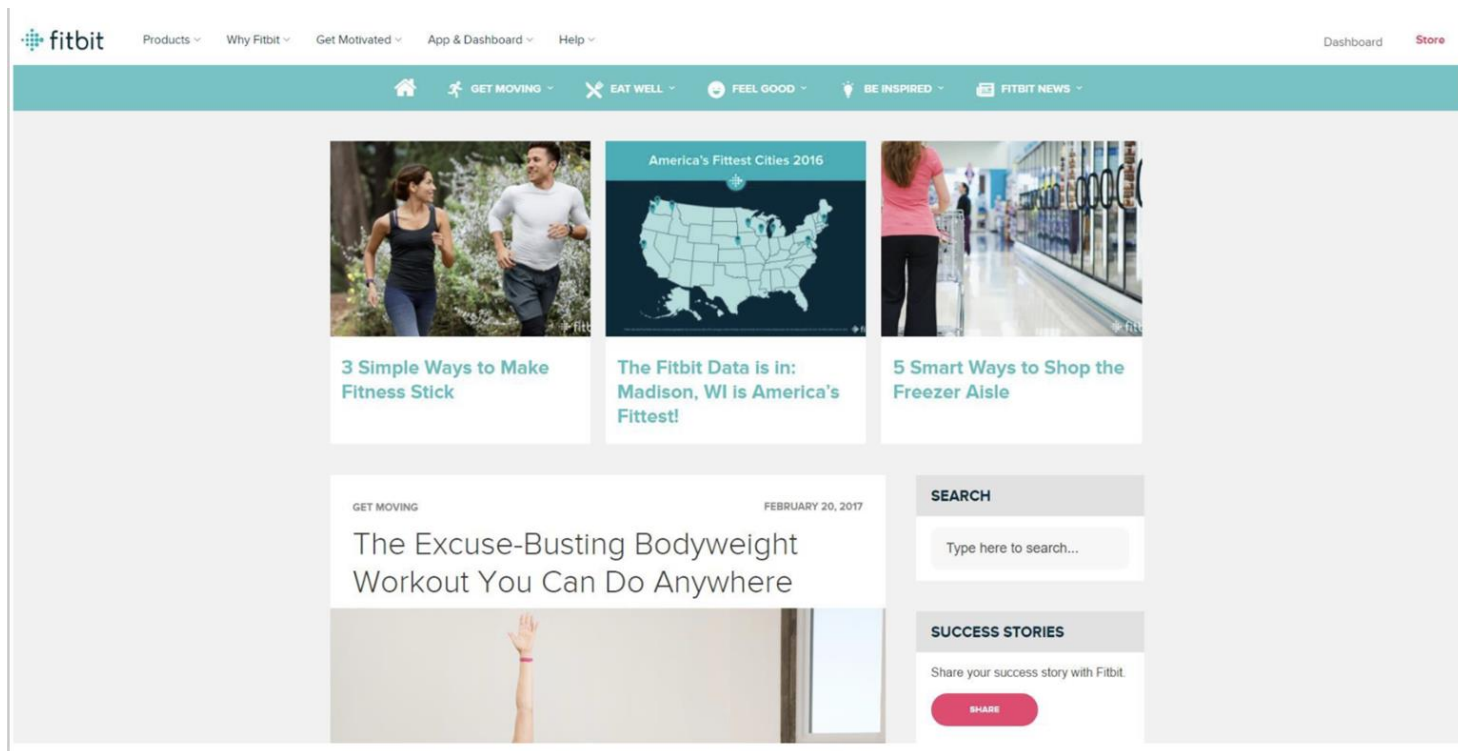
Instead, provide value first, and then follow up with a call to action such as an email sign up or purchase.



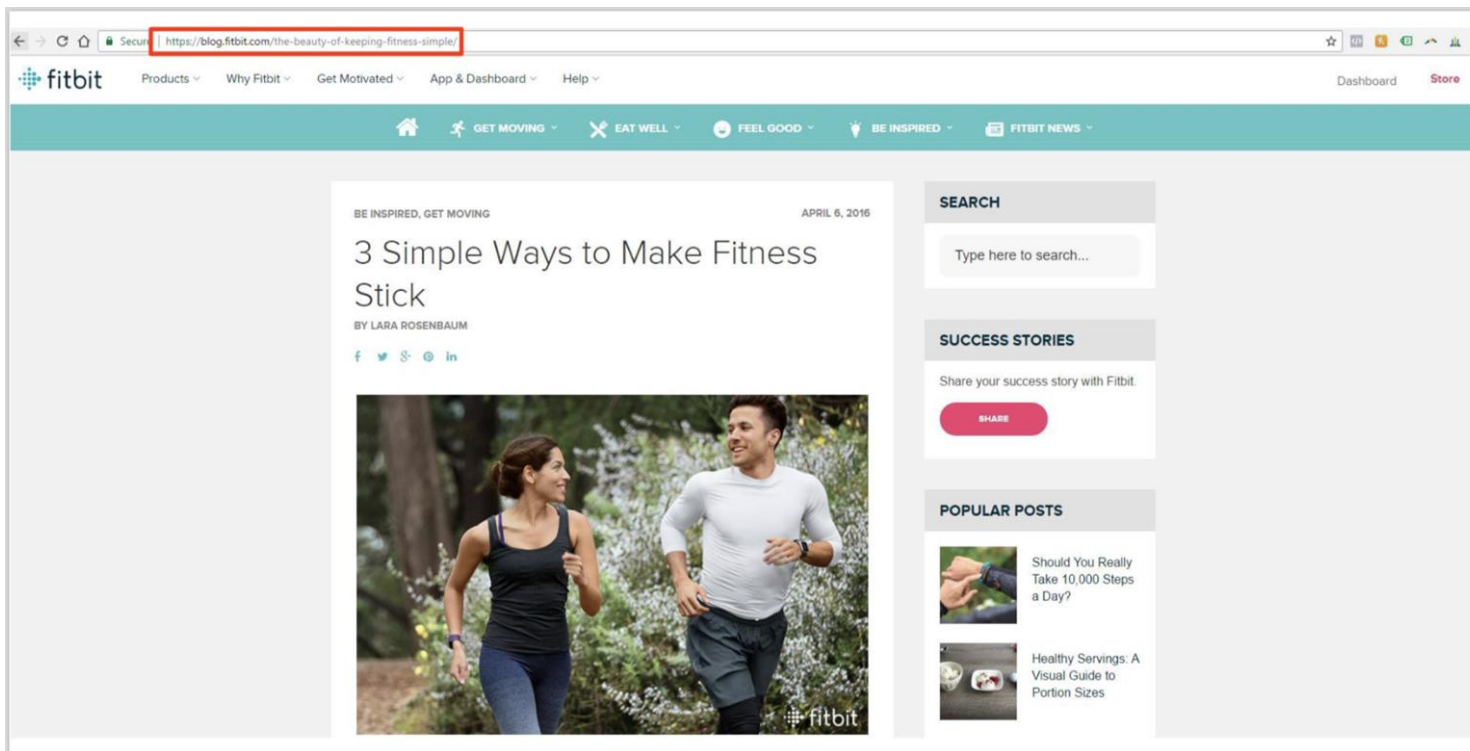
FACEBOOK MARKETING STRATEGY



FACEBOOK MARKETING STRATEGY



FACEBOOK MARKETING STRATEGY



Using the Traffic objective, create an ad that drives people to the URL associated with blogpost.

FACEBOOK MARKETING STRATEGY

ads, or you can add an Instagram account.

Brooklyn Digital Marketing (Page) OR

Destination

WEBSITE

☒ Website URL

<https://blog.fitbit.com/the-beauty-of-keeping-fitness->

MESSENGER

☐ Message Text

☐ Structured Message (JSON)

Headline

Check out our latest blog '3 Simple Ways to Make Fitness Stick'

Text

Having trouble keeping that New Years Resolution?

Call To Action (optional)

[Learn More](#)

[Hide Advanced Options](#)

News Feed Link Description

Get Back on Track Today!


Ad Preview 1 of 1 Ad

Desktop News Feed 1 of 9

Brooklyn Digital Marketing

Sponsored

Having trouble keeping that New Years Resolution?



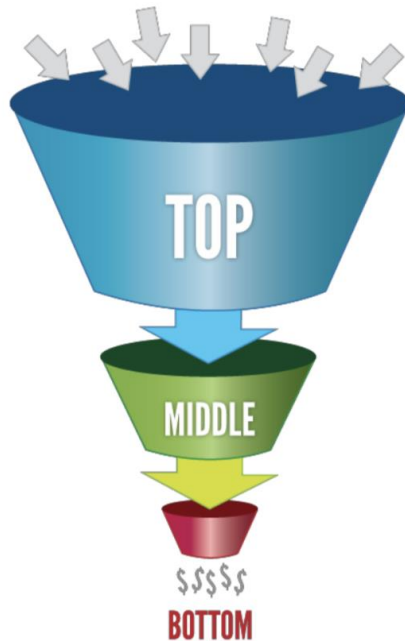
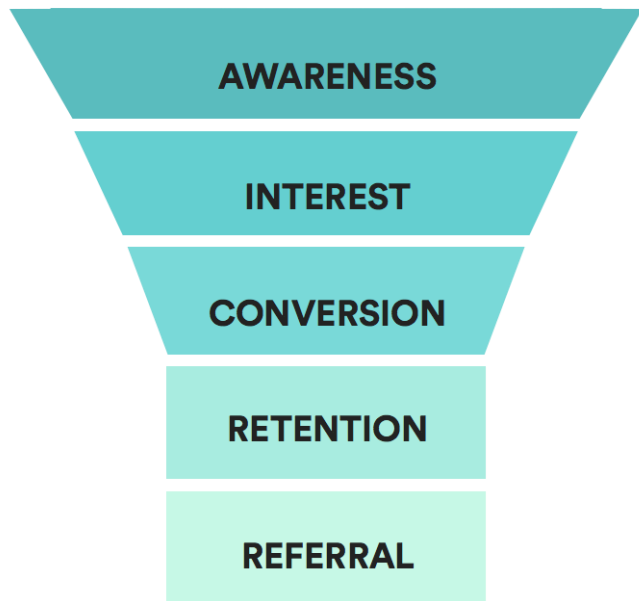
Check out our latest blog '3 Simple Ways to Make Fitness Stick'

Get Back on Track Today!

BLOG.FITBIT.COM [Learn More](#)

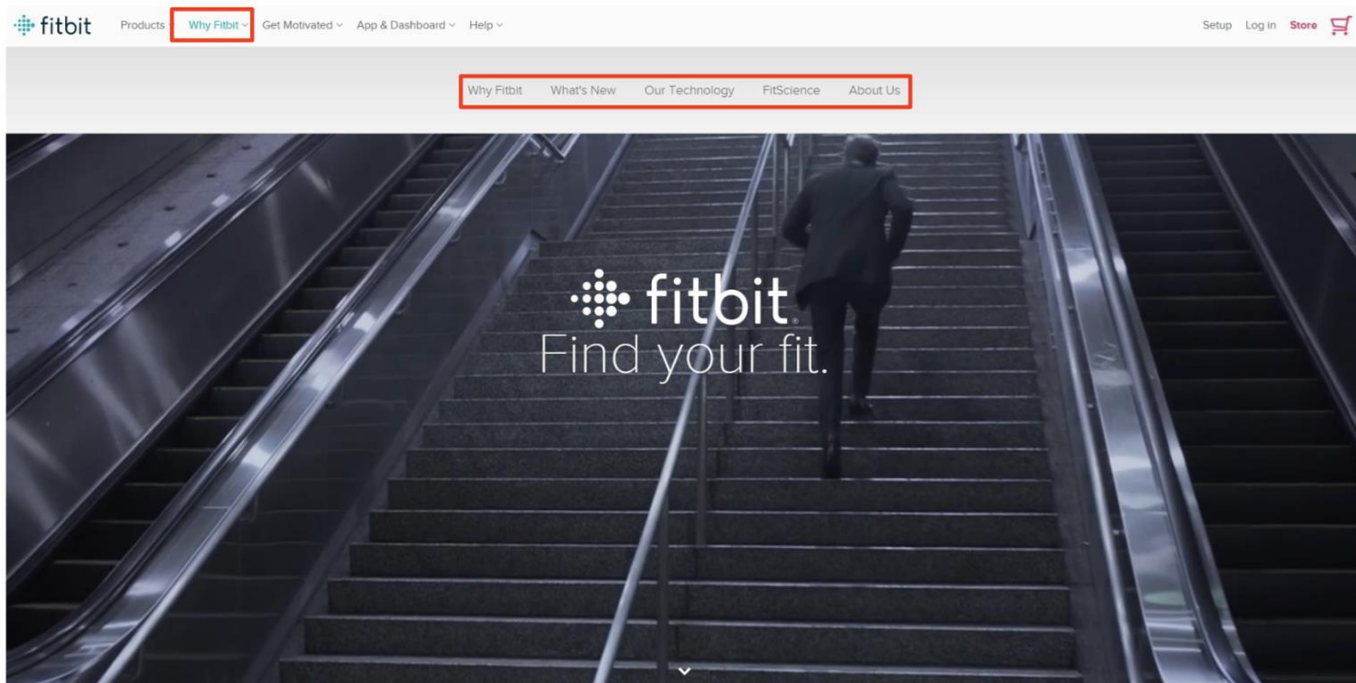
Like Comment Share

FACEBOOK MARKETING STRATEGY



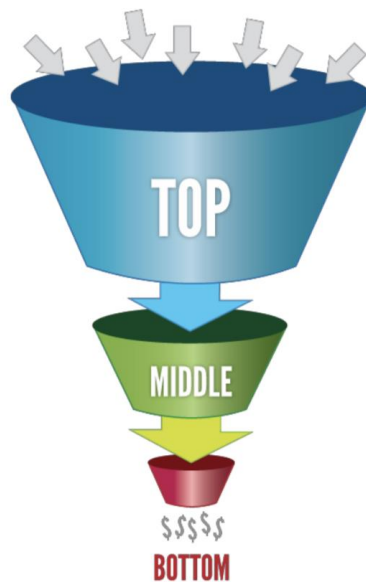
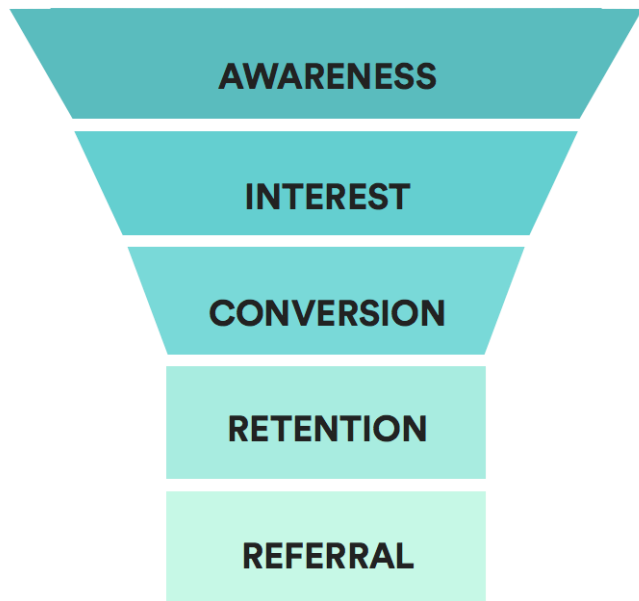
Let's continue to provide value while leading them closer to making purchase.

FACEBOOK MARKETING STRATEGY



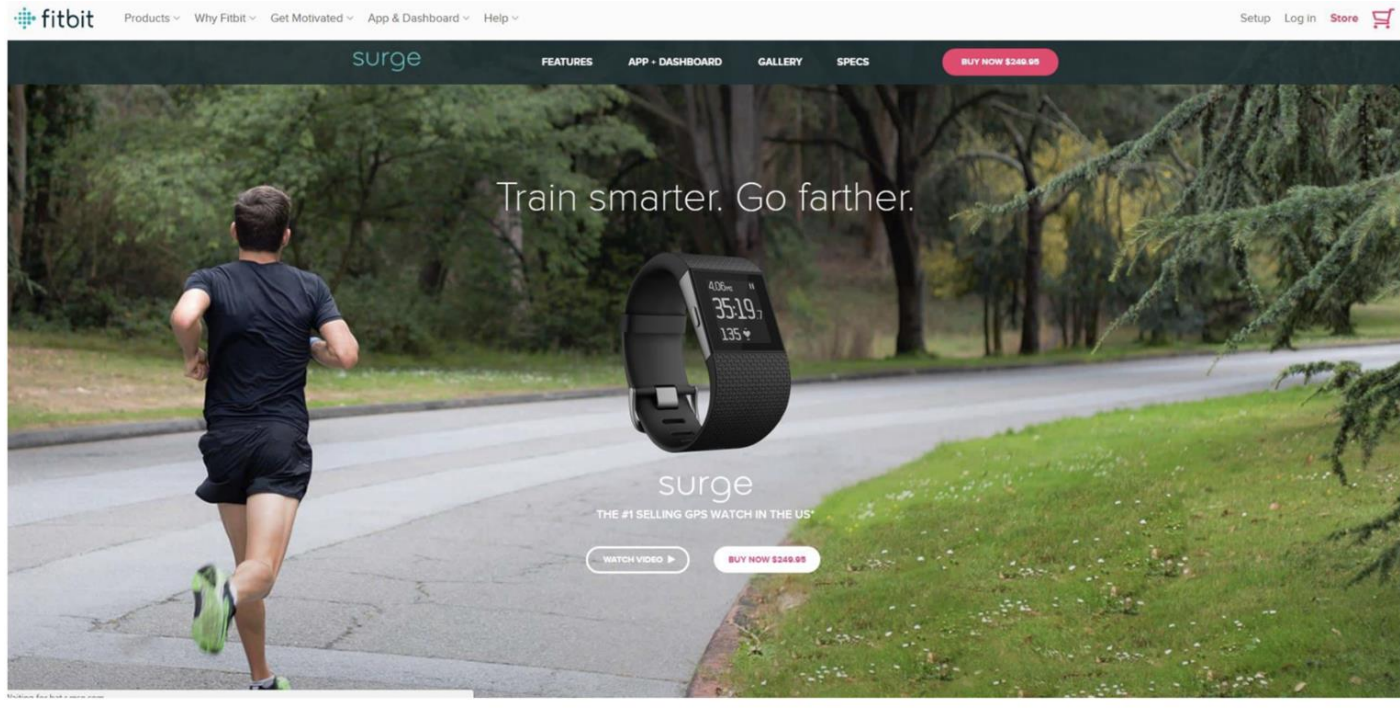
Again, using the Traffic objective, target blog visitors with more information specific to Fitbit.

FACEBOOK MARKETING STRATEGY



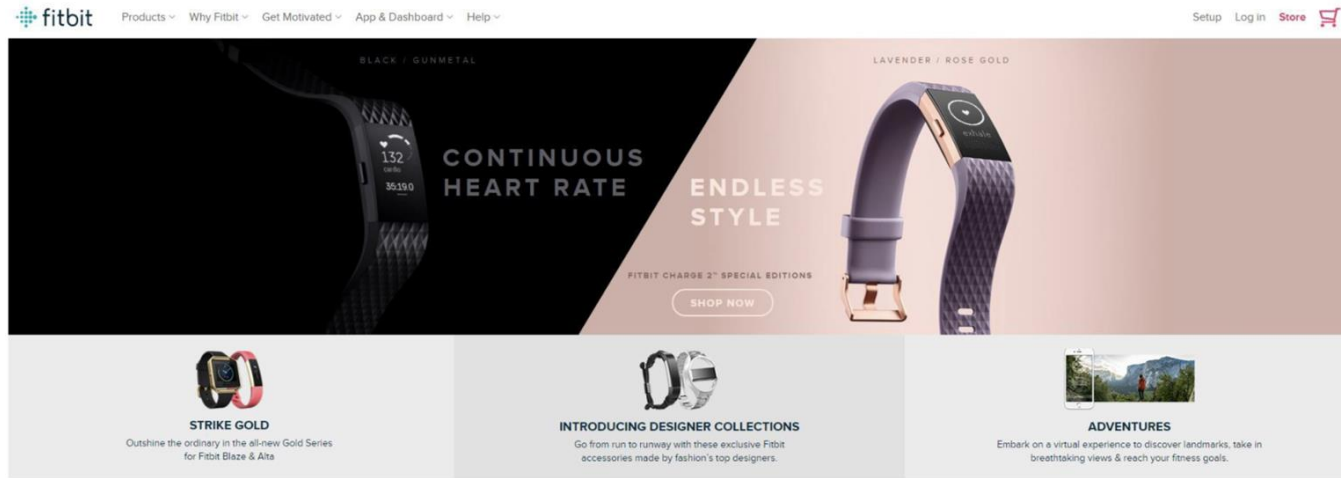
Finally,
let's go ahead and ask for a
conversion.

FACEBOOK MARKETING STRATEGY



Finally, using the Conversion objective, target past website visitors with a direct sales approach.

FACEBOOK MARKETING STRATEGY



Fitbit motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight and more.

What kind of ad would you use? What would you say? Any additional targeting?



RECAP

RECAP

Leveraging the Five Pillars to success, you'll be now able to create engaging and profitable Facebook campaigns

However, you'll want to continue testing your approach, and identify additional areas of opportunity

- Be sure to install the Facebook pixel! You need to be able to gauge the impact of your efforts.
- Utilize best practices such as Carousel Ads and Retargeting to get the most out of your advertising budget.




RECAP



www.facebook.com/blueprint

RECAP




For Advanced Facebook Marketers


ABOUTTRAININGPOWER HITTERS CLUBWEBINARS

Target Those Who Share Links to Facebook From Your Website

September 29, 2016 By **Jon Loomer** — 12 Comments




NEW: Link Sharing
Custom Audiences



Search

Search this website ...



RECAP

The screenshot shows the AdEspresso website's Academy section. The top navigation bar is dark blue with the AdEspresso logo on the left and links for Tour, Academy, Pricing, Signup, and Login on the right. A breadcrumb trail below the navigation bar reads "You are here: Home / Academy / Blog". The main navigation menu includes Academy, Guides, eBooks, Webinars, and Blog, with the Blog link highlighted. A search bar is located on the right side of the menu. The main content area features a blog post titled "The secret underworld of online advertising and the one tool they use to kick ass" dated October 7, 2016, with options to leave a comment or guest post. The post text begins with "Every morning I'd wake up hoping this ad was the one that worked. Every morning I'd feel bad because it wasn't. I felt like I was throwing money out the window." Below the text is a red banner with the text "THE SECRET TO GET RESULTS NO MATTER WHAT" and an illustration of three hooded figures, one holding a megaphone. On the right side of the page, there is a yellow sidebar with the text "Create, track and manage your ads in minutes instead of hours. Join 4,000+ companies using AdEspresso." and a green button labeled "TAKE A TOUR".

AdEspresso

Tour Academy Pricing Signup Login

You are here: Home / Academy / Blog

Academy Guides eBooks Webinars Blog

Search...

The secret underworld of online advertising and the one tool they use to kick ass

October 7, 2016 Leave a Comment Guest Post

Every morning I'd wake up hoping this ad was the one that worked.

Every morning I'd feel bad because it wasn't. I felt like I was throwing money out the window.

THE SECRET
TO GET RESULTS NO MATTER WHAT

Create, track and manage your ads in minutes instead of hours.

Join 4,000+ companies using AdEspresso.

TAKE A TOUR

NEXT STEPS AT GA

[Digital Marketing Bootcamp](#)

[Google Analytics Bootcamp](#)

[Social Media Bootcamp](#)

[SEO Training for Startups & Beginners](#)

[Digital Marketing: Key Concepts & Metrics](#)

[Social Media Monitoring & Analytics: How, What & Why](#)

Part-Time Course: [Digital Marketing](#) (10-week part-time or 1-week accelerated)



KEEP IN TOUCH!

alex@sigmaridge.com

<https://twitter.com/sigmaridge>

<https://www.facebook.com/sigmaridge>





GENERAL ASSEMBLY

