

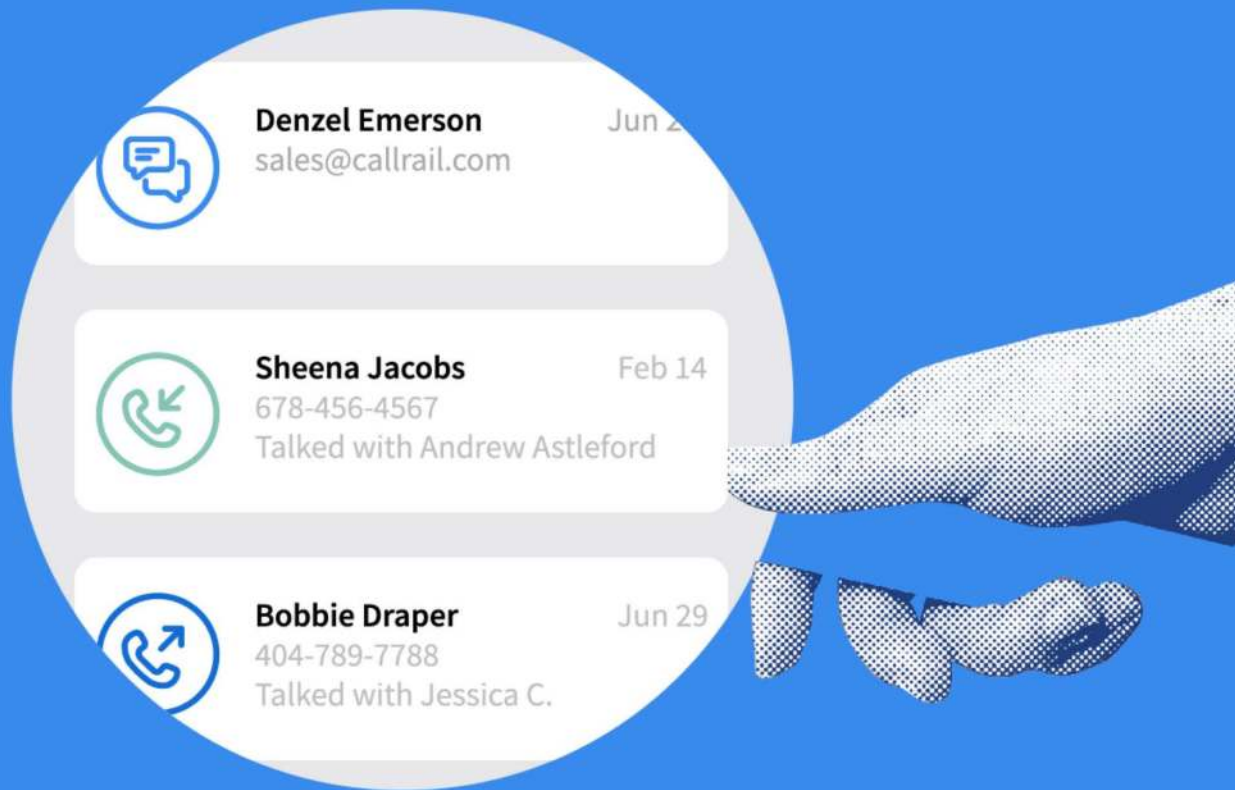
HOW TO ADVERTISE ON FACEBOOK

A BEGINNER'S
GUIDE



SEJ
EBOOK

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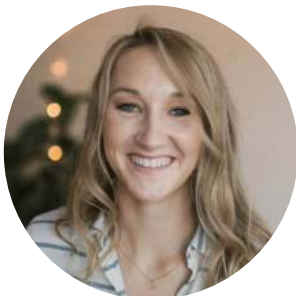
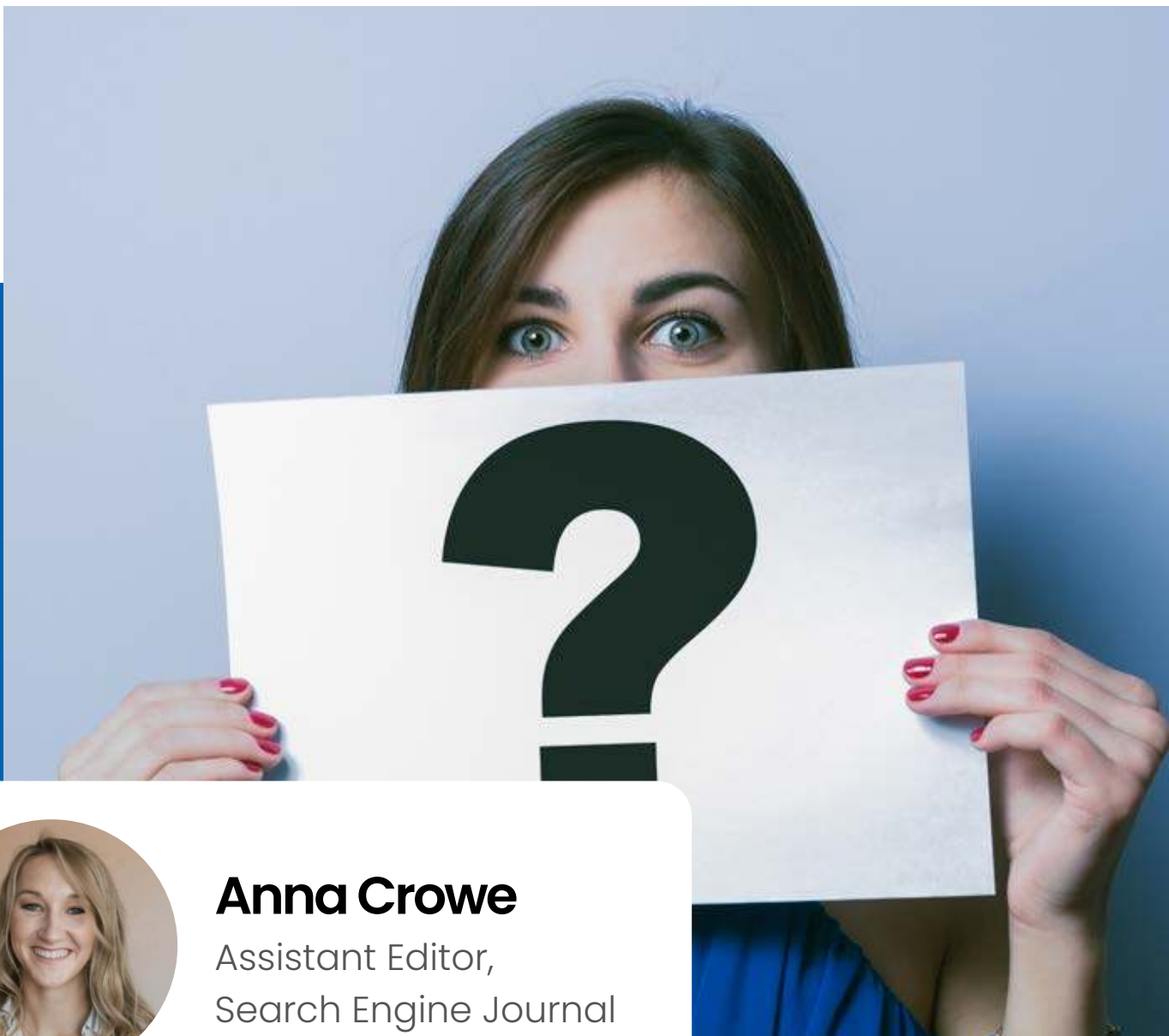
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Andrea Taylor, Outreach Manager, Clix Marketing

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Chapter 1

How Do Facebook Ads Actually Work? Here's What You Need to Know



Anna Crowe

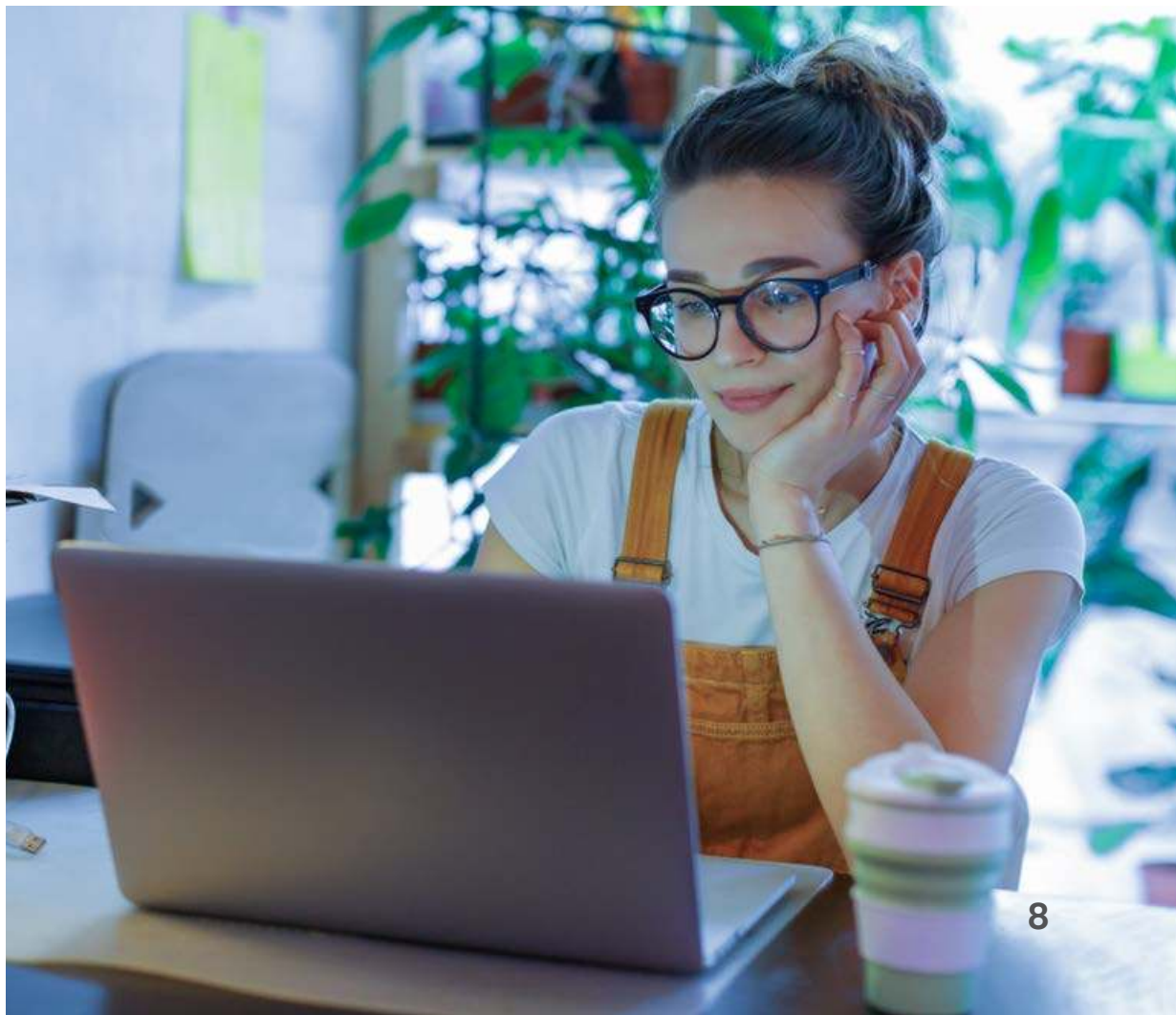
Assistant Editor,
Search Engine Journal

Let's just get to the elephant in the room.
Facebook ads are struggling.

Facebook is fighting a [lawsuit against their reach metrics](#). And, Facebook's [personalized ad campaign isn't going well](#) to combat [Apple's App Tracking Transparency \(ATT\)](#).

Well, it's not great.

But, the truth is that Facebook ads actually work.





With Facebook's updates like [exclusion controls](#), new [Conversions API](#) that allows you to pull data directly from your server into Ads Manager, and transparency to [the data Facebook is collecting](#), this social network doesn't show any signs of slowing down.

Ahead, I'll explain how and why Facebook ads work, different types of Facebook ads, and how to get started creating your first Facebook ad.

So, Do Facebook Ads *Really* Work?

The short answer: Yes. Facebook ads do really work.

Want proof?

In 30 days, this app [generated 7,044 installs](#) after spending \$9,821 on Facebook ads.

BionicGym [generated 9x ROI](#) from their Facebook ads.

This company spent \$300,774.82 to [earn \\$3.64 million in revenue](#) from Facebook ads.



But, there's a caveat, Facebook ads work when your business is the right fit for Facebook ads. Depending on your industry, you want to consider if Facebook aligns with your business model.

Facebook ads are not always the answer for more traffic, clients, or sales. If you're a business with a low cost of entry like an ecommerce pushing products or a SaaS that's driving sign-ups, it can be difficult to find success.

If you're unsure, start small. Stick to a cheap \$5-\$10 per day ad spend for 1-2 weeks to test.



A Quick Background of Facebook's Ad Algorithm

Originally, when Facebook launched its ad algorithm, it was based on an auction. It gave priority to the highest bid.

However, in 2018, Mark Zuckerberg announced that Facebook would be shifting to [prioritize "meaningful interactions."](#)



Mark Zuckerberg ✓

January 11, 2018 · Menlo Park, CA · 🌐

...

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other.

It's easy to understand how we got here. Video and other public content have exploded on Facebook in the past couple of years. Since there's more public content than posts from your friends and family, the balance of what's in News Feed has shifted away from the most important thing Facebook can do -- help us connect with each other.

We feel a responsibility to make sure our services aren't just fun to use, but also good for people's well-being. So we've studied this trend carefully by looking at the academic research and doing our own research with leading experts at universities.

The research shows that when we use social media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health. On the other hand, passively reading articles or watching videos -- even if they're entertaining or informative -- may not be as good.

Based on this, we're making a major change to how we build Facebook. I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.

We started making changes in this direction last year, but it will take months for this new focus to make its way through all our products. The first changes you'll see will be in News Feed, where you can expect to see more from your friends, family and groups.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people.

For example, there are many tight-knit communities around TV shows and sports teams. We've seen people interact way more around live videos than regular ones. Some news helps start conversations on important issues. But too often today, watching video, reading news or getting a page update is just a passive experience.

Now, I want to be clear: by making these changes, I expect the time people spend on Facebook and some measures of engagement will go down. But I also expect the time you do spend on Facebook will be more valuable. And if we do the right thing, I believe that will be good for our community and our business over the long term too.

At its best, Facebook has always been about personal connections. By focusing on bringing people closer together -- whether it's with family and friends, or around important moments in the world -- we can help make sure that Facebook is time well spent.

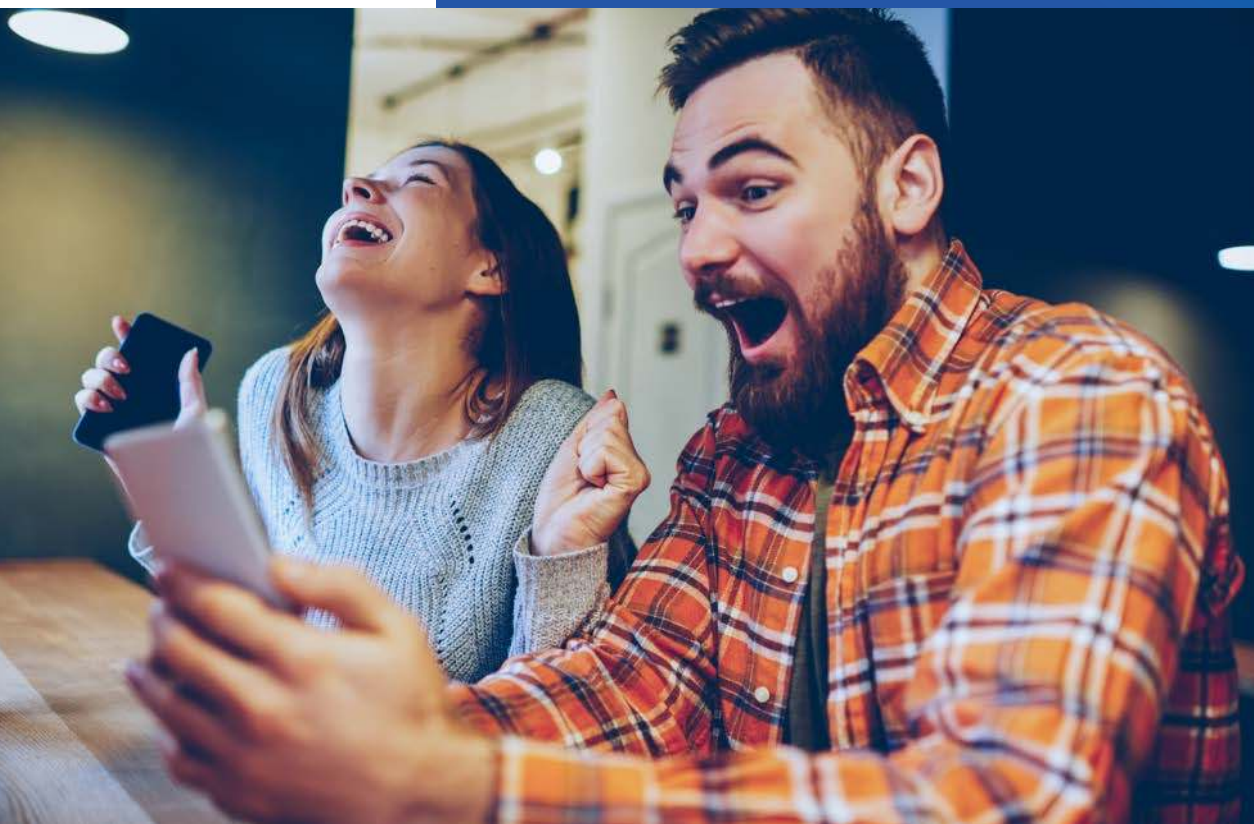
👍❤️😄 Sandy Legros, Lani H Gregory and 226K others

23K Comments 28K Shares

Facebook shifted more toward the user experience model while integrating the auction.

The auction is based on:

- Ad rank.
- Advertiser bid.
- Estimated action rates.
- Ad relevancy and quality.



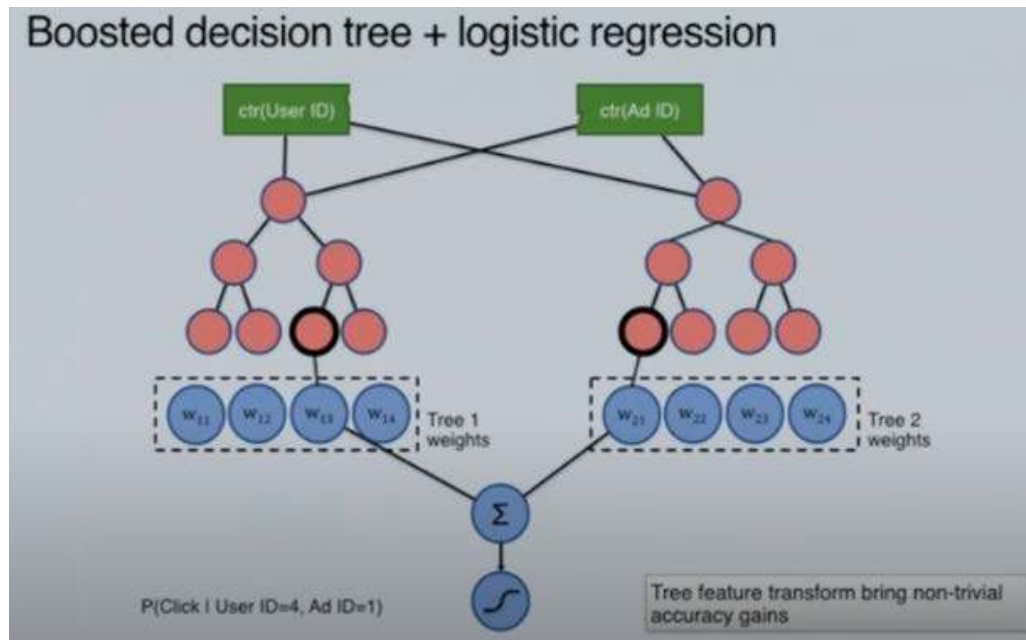
However, it is still unclear exactly how Facebook's ad algorithm works.

Eric Sodomka, research scientist at Facebook that focuses on auctions shared his first-party insights on how Facebook's ad algorithm works.

[You'll want to watch this:](#)

Within that presentation, Eric shares how Facebook evaluates content.





On the left, you'll see the probability that this specific user will click any ad.

On the right side, you'll see the probability that a specific user will click this ad.

Facebook uses this predictive data to decide the likelihood that someone will take an action. With Facebook's flexible analytics architecture, they do test various models outside of this.

If you want to get into the nitty gritty of it, you'll want to dive into this research paper, Practical [Lessons from Predicting Clicks on Ads at Facebook](#) by Joaquin Quinonero Candela, the Director of Applied Machine Learning at Facebook Research.





6 Types of Facebook Ads

There are six types of Facebook ad formats:

Image

File type: JPG or PNG

Resolution: 1080 x 1080 pixels

File size: 30MD

Facebook image ads allow users to create visuals with static images to drive action.

Here are my secrets to optimizing your Facebook image ads:

- Show examples of customers using your product.
- Try to avoid text. Remember, less is more.
- Stick to a consistent theme if you're running multiple ads.
- Always use high resolution images.

Video

File type: MP4, MOV, or GIF

Resolution: 1080 x 1080 pixels

File size: 4GB

Video duration: 1 second to 241 minutes

Facebook video ads give businesses a chance to showcase their brand in sound and motion. These can be seen in-stream, feed, or stories. You also have the option to create a slideshow.

Here are my secrets to optimizing your Facebook video ads:

- Showcase a unique feature, product, or service. You want to tell your story.
- Keep the audience engaged with 15 seconds or less.
- Stick to one message per video. Ask yourself: What action do you want them to take?



Carousel

File type: JPG or PNG

Video file type: MP4, MOV, or GIF

Resolution: 1080 x 1080 pixels

Number of cards: 2-10

Image file size: 30MB

Video file size: 4GB

Facebook carousel ads allow you to display up to 10 images or a video in a single ad. Each image receives its own link.

Here are my secrets to optimizing your Facebook carousel ads:

- Choose a different product on each image pair, each product image with its own landing page link.
- Tell a compelling story that pushes people to swipe for a more interactive format.
- Explain a step-by-step process of how a product or service works.

Instant Experience

Image type: JPG or PNG

Video file type: MP4 or MOV

Size: 1080 pixels x 1920 pixels

Images supported: Up to 20 images

Instant Experience Facebook ads pair with collection ads. Users can watch videos, swipe through carousels, and shop for products in your catalog.

Here are my secrets to optimizing your Facebook collection ads:

- Try to not autoplay two videos at once. It could cause multiple playback issues.
- Skip the captions for videos with Instant Experience ads.
- If you're using the title-to-pan feature, add a CTA to let users know they can tilt to see more.



Collection

Image type: JPG or PNG

Video file type: MP4, MOV, or GIF

Resolution: 1080 x 1080 pixels

Image file size: 30MB

Video file size: 4GB

Facebook collection ads are paired with Instant Experience ads. The collection ad serves a cover photo or video and four product photos. When a user clicks on a photo, a landing page pops-up to drive that Instant Experience feature.

Here are my secrets to optimizing your Facebook collection ads:



- You can allow Facebook to dynamically choose which products you want shown. It saves time in the long-run.
- Try to stick to product categories with more than 50 products. Facebook forces you to pair a minimum of 4 products, but with the dynamically chosen options, Facebook will serve the most popular or highest likelihood to be purchased.
- Always include a URL parameter to track ad data.

Bonus tip: If you're unsure [how to choose the right Facebook ad objective for your goals](#), check out Amy Bishop's article.



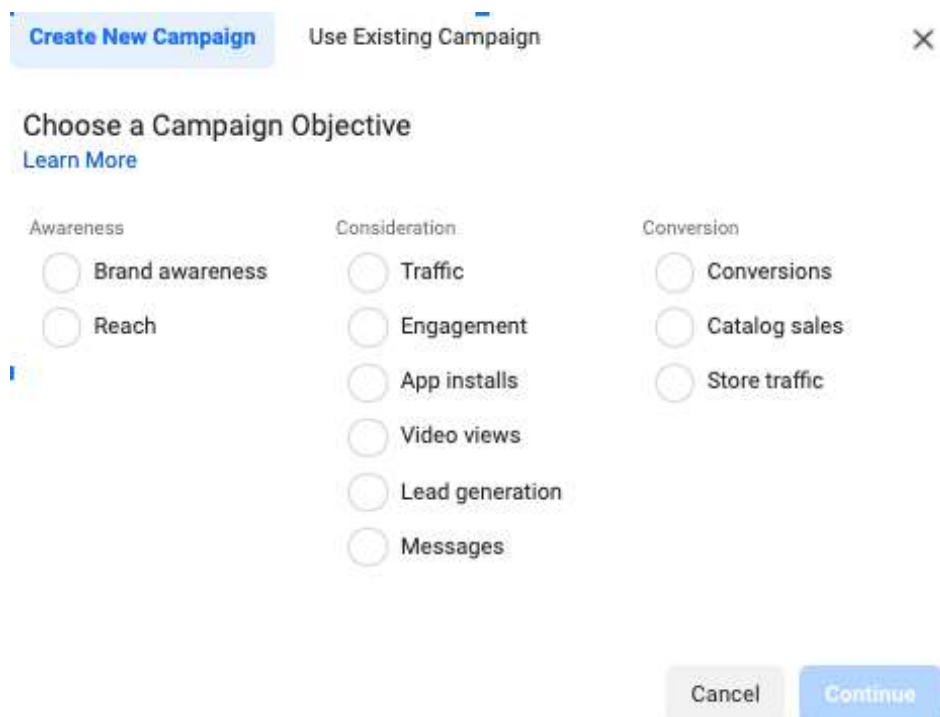
Here's How to Create an Ad on Facebook With Step-by-step Instructions

First things first, before you can create an ad on Facebook, you'll want to create a Facebook Ads Manager account (if you have a business page).

If you're not sure if you have an account, try to [log into Facebook Ads Manager](#).

Step 1: Choose a Campaign Objective

Facebook gives you options to select from the following goals.



The screenshot shows the Facebook 'Choose a Campaign Objective' dialog box. At the top, there are two tabs: 'Create New Campaign' (selected) and 'Use Existing Campaign'. Below the tabs, the title 'Choose a Campaign Objective' is displayed with a 'Learn More' link. The dialog is organized into three columns: Awareness, Consideration, and Conversion. Each column contains radio button options. In the 'Consideration' column, the 'Traffic' option is selected. At the bottom right, there are 'Cancel' and 'Continue' buttons.

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input checked="" type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

If you're unsure [how to choose the right Facebook ad objective for your goals](#), check out Amy Bishop's article.

For the purposes of this article, I selected traffic as my goal.

Step 2: Name Your Campaign

After you select your campaign objective, you want to name your campaign along with the ad set and ad.

Create New Campaign Use Existing Campaign

Choose a Campaign Objective
[Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☒ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Traffic
Drive people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Name Your Campaign • Optional

☐ **Campaign**
Includes the campaign objective and budget optimization.
Anna Loves Burritos

☒ **Ad Set**
Determines your audience, placements, schedule and spending.
Create ad set Anna Loves Burritos

☐ **Ad**
Contains all ad creative settings.
Create ad Anna Loves Burritos

Cancel Continue

Step 3: Complete Campaign Details

After you name your campaign, Facebook will give you more campaign details to complete.

The screenshot displays the Facebook Campaign Setup interface. At the top, the 'Campaign Name' field is filled with 'Anna Conversion'. Below this, the 'Special Ad Categories' section is set to 'Off'. The 'Campaign Details' section shows 'Bidding Type' set to 'Auction'. Under 'Campaign Objectives', 'Reach' is selected under Awareness, 'Traffic' is selected under Consideration, and 'Conversions' is selected under Conversion. A 'Traffic' icon and description are shown below. The 'More Options' section is expanded, revealing 'Campaign Spending Limit' (set to 'None added'), an 'A/B Test' section, and 'Campaign Budget Optimization' (set to 'Off'). Green arrows point to the 'Special Ad Categories', 'Campaign Spending Limit', 'A/B Test', and 'Campaign Budget Optimization' sections.

Campaign Name
Anna Conversion

Special Ad Categories
You're required to declare if your ads are related to health, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details
Bidding Type
Auction

Campaign Objectives
Awareness: ☐ Brand awareness ☐ Reach
Consideration: ☒ Traffic ☐ Engagement ☐ App installs ☐ Video views ☐ Lead generation ☐ Messages
Conversion: ☐ Conversions ☐ Catalog sales ☐ Store traffic

Traffic
Send people to a destination. Has a website, app, Facebook feed or Messenger conversation. [Learn More](#)

More Options
Campaign Spending Limit - Optional
None added

A/B Test
Test campaigns, ad sets or ads against each other to understand what's working to give you the best results. Your personal results will be shared with others to make ad results more effective. [Learn More](#)

Get Started

Campaign Budget Optimization
Off

Here's a quick breakdown of each:

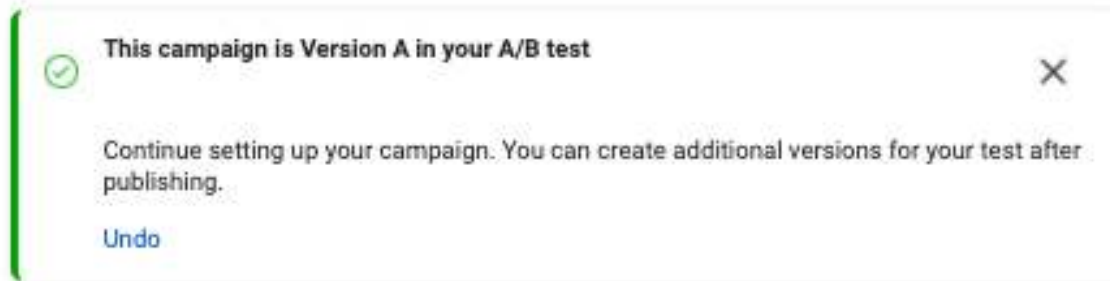


- **Special ad categories:** If your ad relates to credit, employment, house, social issues, elections, or politics, you must select this option. Due to restraints of certain countries, there are different steps Facebook must follow to be legally compliant.
- **Campaign spending limit:** Similar to budget optimization, campaign spending limit stops delivering your ad once that limit is reached. Facebook will send you a notification to let you know the limit has been reached so you'll have the option to keep it running if you'd like.
- **A/B tests:** Facebook allows ad managers to test creatives, audience, and placement to uncover the best performing campaign. If you select this option, Facebook will automatically make this the A of the A/B test.

A/B Test

Test campaigns, ad sets and ads against each other to understand which strategies give you the best results. Your potential reach will be divided among them for more accurate results.

[Learn More](#)



- **Campaign budget optimization:**
This allows you to set a budget at a campaign level. In the past, Facebook only allowed users to set this at an ad set level so it caused a lot of complications when allocating budgets to different audiences. I'd recommend using this if you're starting a campaign in a learning phase, or easing your campaign management, or if you're targeting to get more conversions or a lower cost-per-ad. If you're targeting a super niche audience, you may want to avoid this.

Step 4: Choose Budget, Schedule, Audience, and Delivery

This is my favorite step of creating Facebook ads. It's where the research and the data begin to come together.

First, you can choose where you want to drive traffic.

The screenshot shows the Facebook Ads interface for the 'Audience Definition' and 'Traffic' sections. The 'Ad Set Name' is 'Anna Loves Burritos'. The 'Traffic' section is set to 'Website'. The 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential Reach' of 230,000,000 people. The 'Estimated Daily Results' section states that results are not available for this campaign.

Ad Set Name
Anna Loves Burritos

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

- ☒ Website
- ☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)
- ☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- ☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Audience Definition
Your audience selection is fairly broad.

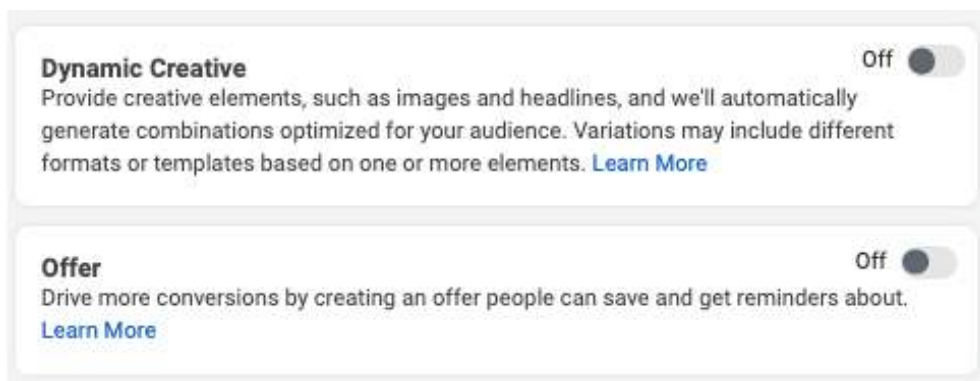
Potential Reach: 230,000,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Then, you can toggle dynamic creative on if you want Facebook to automatically generate variations depending on the audience most likely to engage.

You'll want to pair this with automatic placements that I'll cover below.

These are my new favorite ad sets from Facebook. Wordstream saw [60% more conversions](#) after using dynamic creative ads in just 30 days.



You can also use this to rotate in an offer style ad feature. This allows you to send automatic reminders, discount codes, and more.

Swish used this to promote a 50% off discount at 7-Eleven stores and saw an increase of [66% of offline sales](#).

Next, you can choose your budget and schedule.

Budget & Schedule

Schedule ⓘ

Start Date

Mar 2, 2021

🕒 8:19 PM

Eastern Time

End · Optional

☐

Set an end date

[Hide Options](#) +

Ad Set Spend Limits · Optional

None added

Followed by audience creation.

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

Create New Audience Use Saved Audience ▾

Custom Audiences Create New ▾

Locations
Location:
• United States

Age
18 - 65+

Gender
All genders

Detailed Targeting
All demographics, interests and behaviors
Detailed Targeting Expansion:
• Off

Languages
All languages

[Hide Options ▸](#)

Connections
All people

Until you get down to the placements, optimization, and delivery at the bottom.

Placements

[Learn More](#)

☒ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Hide Options](#)

Brand Safety

Prevent your ads from appearing within or alongside content that's not conducive to your brand. Manage in [Brand Safety Controls](#)

Inventory Filter

- In-Stream Video and Instant Articles on Facebook : Standard Inventory
- Audience Network : Standard Inventory

Block Lists

None selected

Content Type Exclusions

None selected

In-Stream Topic Exclusions

None selected

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks ▼

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy.

[Hide Options](#)

When You Get Charged

Impression



One element you'll want to remember to check is how you get charged for these Facebook ads.

Facebook is tricky and hides this all the way at the bottom.

Optimization for Ad Delivery

Link Clicks ▼

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy.

[Hide Options](#) +

When You Get Charged ⓘ

Impression ▼

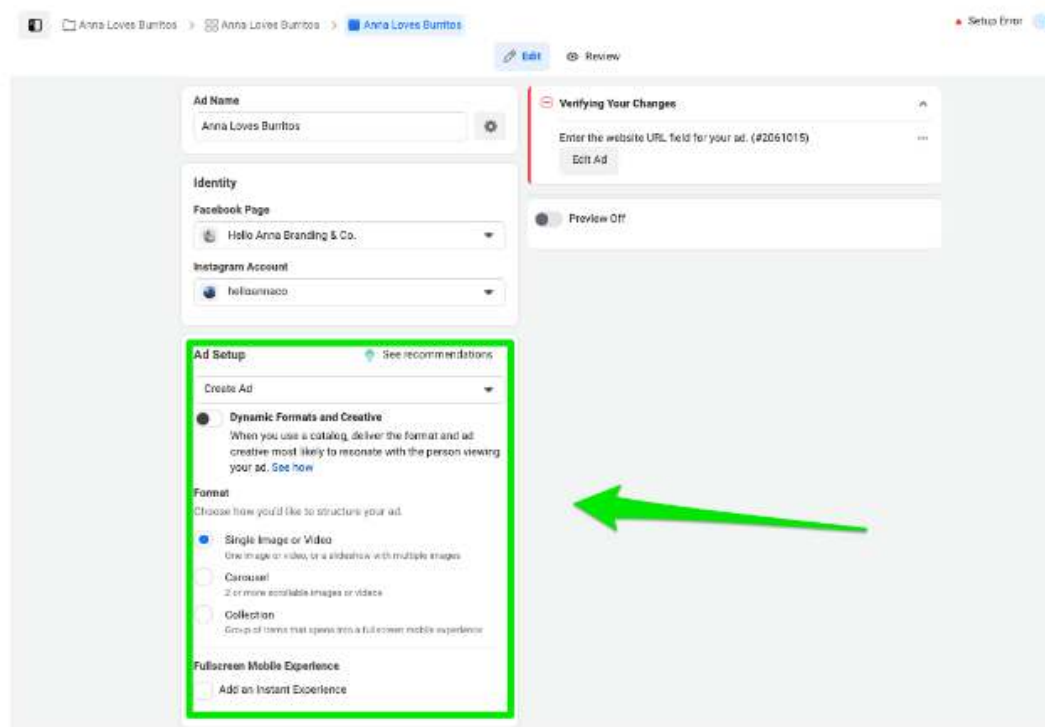
☒ Impression

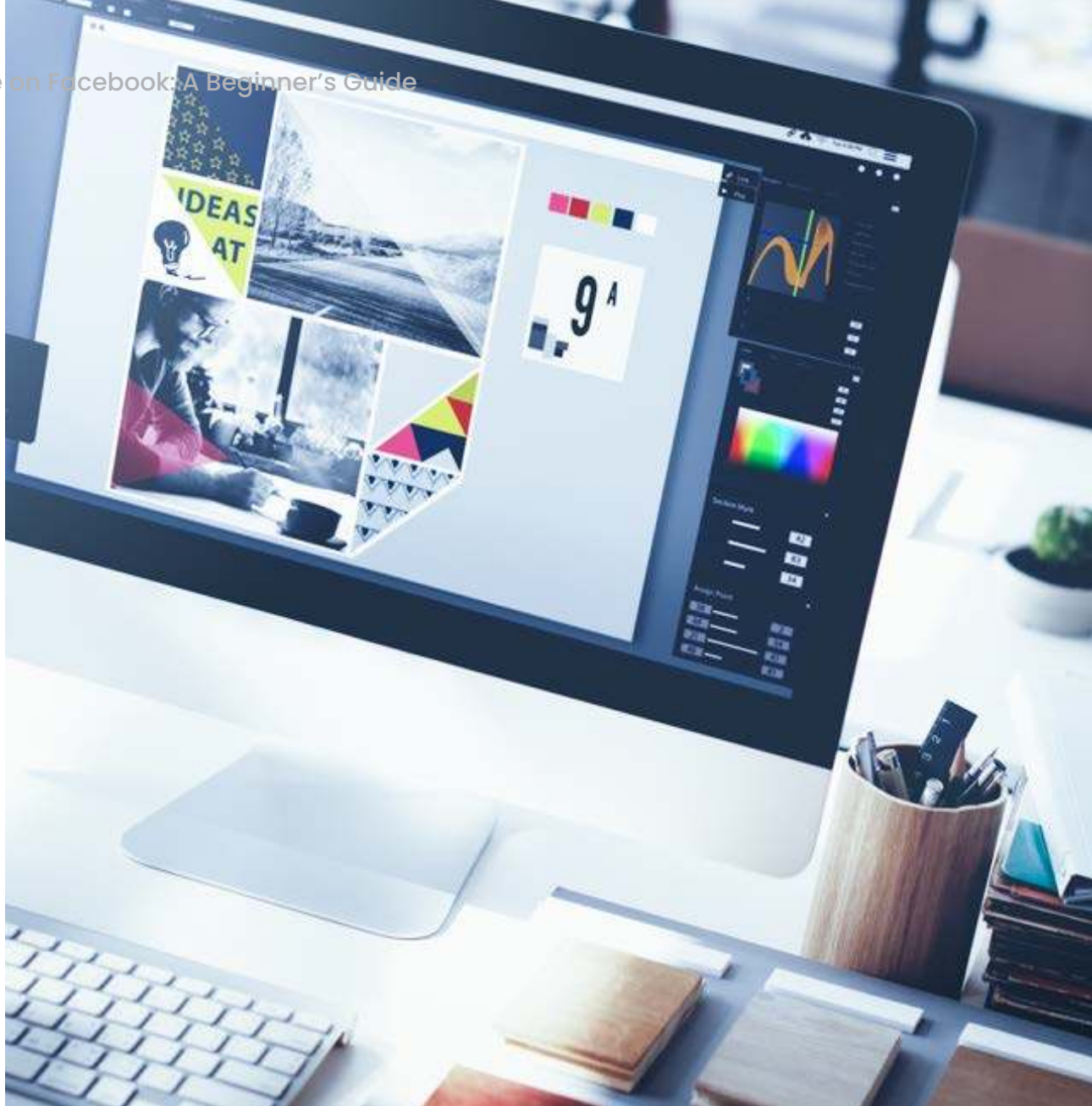
☐ Link Click (CPC)

Step 5: Choose Ad Format

You're on the final stretch! On the last page of the Facebook ad set-up, you have the option to select your format of how you'd like to structure your ad for users.

This is where ad type knowledge from above comes in handy.





Step 6: Upload Creatives

Now, you can upload your media, add ad copy, and a landing page URL.

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

 Add Media ▼

Create Slideshow

Create Video

Primary Text

Tell people what your ad is about

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Destination



Website



Facebook Event



Phone Call

Website URL

<http://www.example.com/page>



Enter the website URL field for your ad.

[Build a URL Parameter](#)

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Learn More ▼

Branded Content

If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Partner Facebook Page

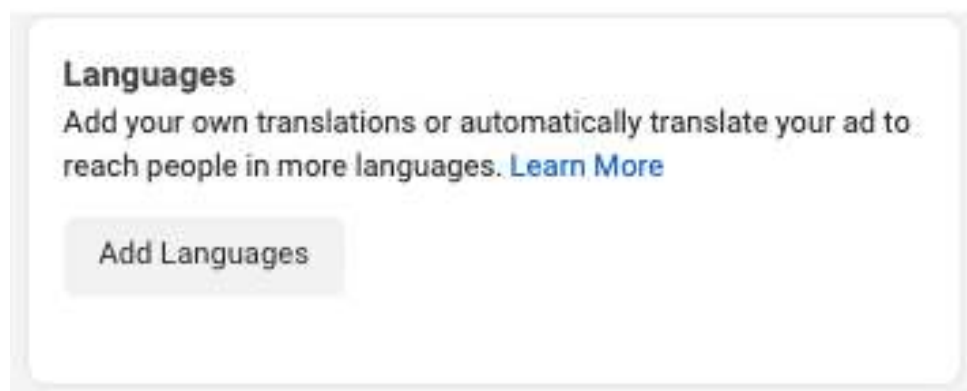
Search by Page name

Partner Instagram Account

Search by account name

Step 7: Select Languages

If you're a global company or a local company targeting other dialects, you will want to add your own transcripts to your ads.



Step 8: Set Up Tracking and URL Parameters

This last step is the most important step. You want to always track your data and select a URL parameter to understand how your ads are converting and what's motivating users to click.

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

 See updates

☐ Website Events

☐ App Events

Offline Events ⓘ

URL Parameters - Optional

key1=value1&key2=value2

[Build a URL Parameter](#)



Facebook Advertising Is Just Getting Started

Due to the growing lawsuits aimed at Facebook ads and Apple's stance on security, Facebook is going to look for more ways to generate revenue.

Keep your eyes peeled for Facebook Group ads. Facebook has been silently testing these since late 2019. And, their \$10 million Super Bowl ad was dedicated to Facebook Groups. I smell a new ad type baking in the oven.

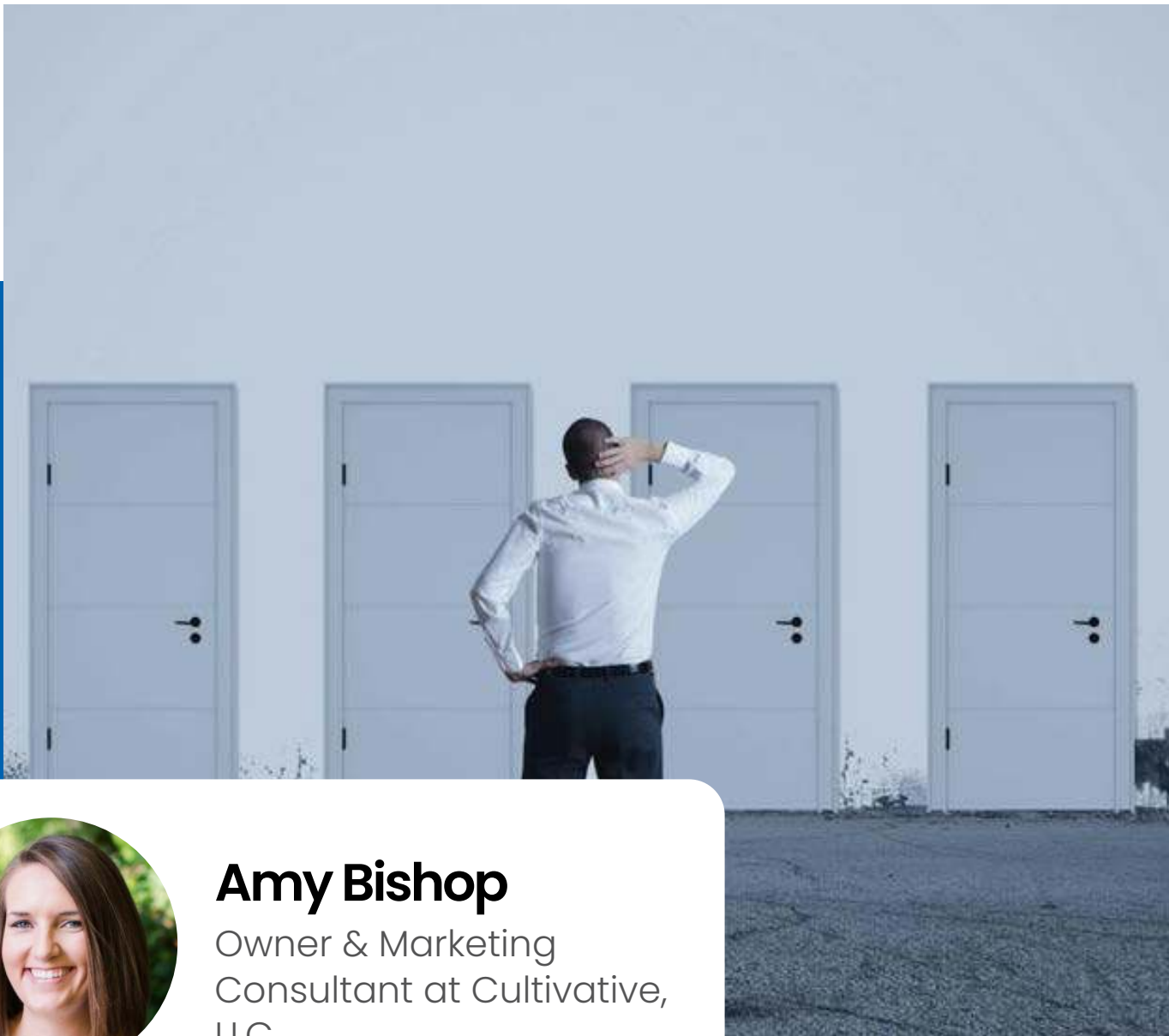
With a bigger drive for user experience and more lawsuits, Facebook is going to drop core targeting options slowly. But, with this comes more ad options and more drive to video.

Until there's more information from Facebook, businesses should continue to work to understand their customers and how to engage with them best.



Chapter 2

How to Choose the Right Facebook Ad Objective for Your Goals



Amy Bishop

Owner & Marketing
Consultant at Cultivative,
LLC

Facebook Ad objectives are the backbone of any Facebook campaign: the objective controls your bidding options, your ad unit options, and the way your campaigns are optimized.

There are 13 campaign objectives to choose from but not much supporting content to help make that selection.

Because of this, getting started with Facebook can be a little bit overwhelming.

I remember back when I was setting up my first Facebook Ads account – I searched for tips or guides that would help me to determine which objective was the best fit for my use-case.



Unfortunately, I came up empty-handed. What I found was:



- Facebook's own guide leaves a lot to be desired. It gives a short overview of each objective and loosely groups each objective into a single area of the funnel. If you're a glutton for the type of punishment that requires you to try to extrapolate the next steps from next-to-no-information, you can find their guide [here](#). Suffice to say, it hasn't been updated in a long time – at least not in a meaningful way.
- Any other guide that I found was just a repurposed version of Facebook's guide. Sometimes with better graphic design but still not helpful.

Facebook groups separate their objectives into three parts of the funnel:

- Awareness.
- Consideration.
- Conversion.



While they're not wrong that the campaign objectives that they've grouped into each funnel stage could play a positive role in their respective sections, it's also really oversimplified.

If you've run media before, it's easy to overthink it – without much solid documentation, it's hard to validate the decision.

If you're here, you're probably as I was – searching for more information about how to use each objective to your advantage without settling for what might seem most obvious.

It's also really easy to under-think it. The conversion objective, from the accounts that I've audited and onboarded, appears to be the most popular by far.

It's no surprise really – given that the objective is called “conversions” and that's what we all want. Don't get me wrong – I love this objective – but using it in the wrong context can be a really expensive mistake.



A Guide to Each Facebook Ad Objective: When to Use Each & Your Bidding Options

1. Store Traffic Objective

The store traffic objective isn't exactly as it sounds. This objective is really geared toward chains.

If you wanted to drive local awareness for multiple brick-and-mortar locations or to help people contact the right location, this objective could be a good option.

According to Facebook Ads Help Center :

The store traffic objective is available to any business with multiple physical stores, restaurants, dealerships or other places of business. You can use this objective to reach people within a set distance of each of your locations and help them find or contact the location closest to them.

With the store traffic objective, you can create customized ads for each of your locations and deliver them to people nearby to theoretically increase store visits and sales.

Right now, store visits reporting is in testing which means that not all advertisers that have access to the Store Traffic objective have access to store visits reporting and optimization.

Instead, most Store Traffic campaigns will optimize for daily unique reach by default, which is what makes the objective name a bit misleading.

For those that have access to store visits reporting and optimization, Facebook uses a combination of data points to report on store traffic, including:

- Information from people with location services enabled on their phone.
- Satellite imagery and mapping data from third parties.



Facebook attempts to filter out people that they believe are employees. It admits that its methodology isn't perfect, so they use the information to extrapolate results and then they attempt to verify it through polls to validate the accuracy of their measurement and extrapolation.

All that said, because the results are estimates, the more data that Facebook has, the better. For smaller retailers, this data is more likely to be less accurate.

If you have just one store location and want to try to drive in-store visits, Facebook suggests using the daily unique reach objective (that's the default optimization KPI for the Store Traffic objective anyway).

Another option could be to use offline events to track in-store purchases, which could lend itself to other campaign objectives.

2. Reach Objective

The reach objective is going to try to maximize the number of people that see your ads and the number of times that they will see your ads.

Plain and simple, the goal of this objective is to try to maximize exposure.

One of the benefits of this campaign type is that you can set frequency controls, which is often not the case with Facebook campaigns. You can control the frequency by defining X number of impressions per X number of days.



With the Reach objective, you can pay per impression (CPM) or per “Reach” (CPM but based upon your defined frequency controls).

The Reach objective is often thought of as being top of funnel. This could potentially be a cheap way to get a lot of exposure for your brand but, it can be a little difficult to quantify – especially if you have a sales cycle that is long enough that Facebook may not accurately track view-through conversions.

Even top-of-funnel, I prefer to have a metric to quantify (beyond impressions) to ensure that we’re beginning to get some high-level traction with prospects and, more importantly, to begin to build audiences to use lower in the funnel.

That said, I’ve had success in using the Reach objective for remarketing, as you can define frequency, you know it’s a low funnel audience, and it can be cheaper than the conversion objective.



3. Brand Awareness Objective

The Brand Awareness objective is geared toward driving ad recall.

With many of the objectives, you can choose different options for how you bid. With this objective, you don't get to choose – Facebook is going to serve your ads to the people that they believe will remember seeing them and you'll be charged based upon CPM.

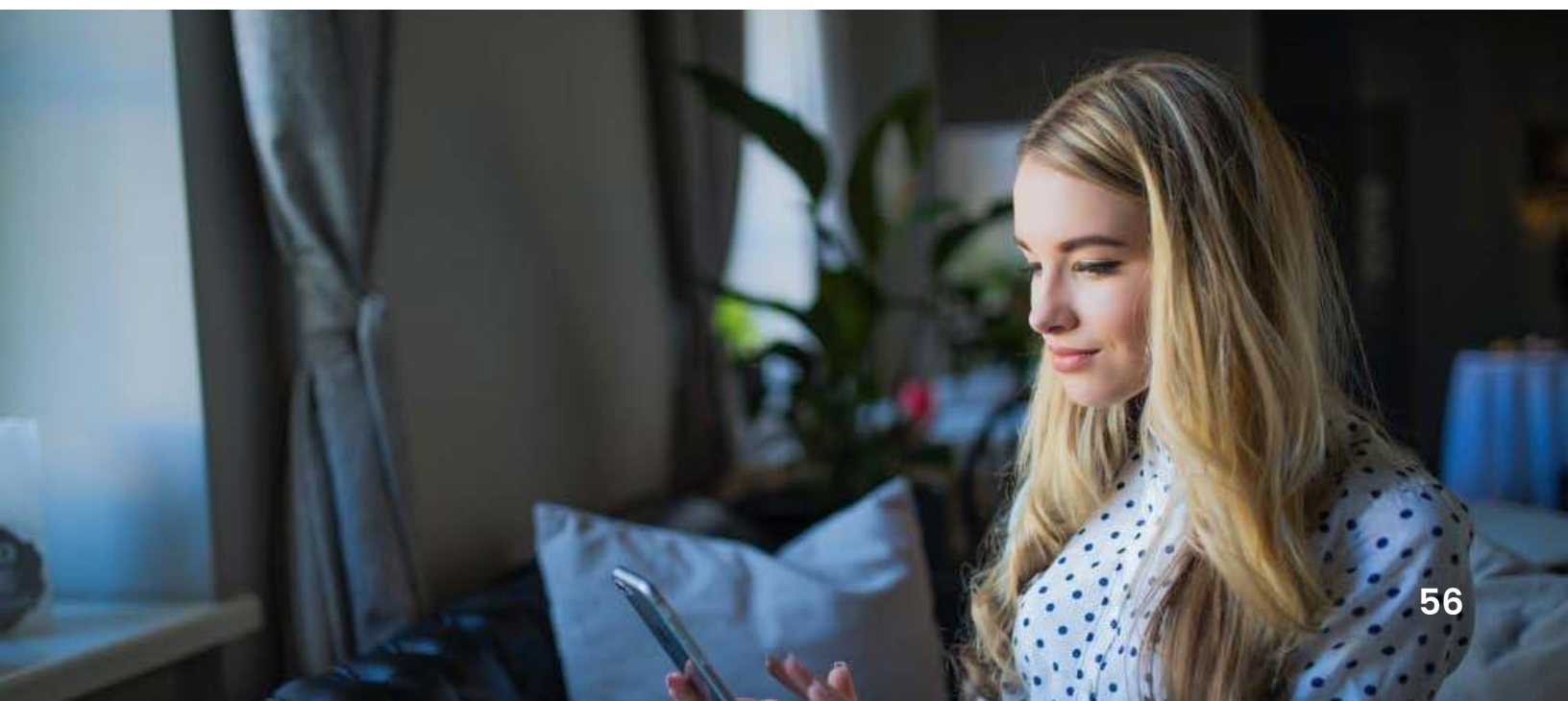
Facebook reserves the right to survey your audience to try to improve their delivery optimization.

As with the Reach objective, I don't love to optimize for impressions. This isn't an objective that I use often for that reason. That said, if you have a brand without much awareness, it could be worth testing.

Side Note: I realize I've now said that I don't really like to use either of the two objectives that are in the "Awareness" bucket for the top of funnel initiatives. Am I saying that I don't run top of funnel campaigns?

Not at all!

But this is exactly the purpose of this post: I think you'll find there are better ways to use the objectives beyond just their suggested purposes.



4. Traffic Objective

The Traffic objective is most useful if your goal is to get people to your site or app.

I like the traffic objective for advertisers that have a long buyer journey and likely won't convert prospects on the first interaction as it is often less expensive than the Conversion objective (not always – but we'll get to that later) and it still gets people to the website.





This allows you to start educating prospects and build remarketing lists at the same time. This is especially valuable if you don't have videos to use for a video view campaign.

With the Traffic objective, you have a few different bidding options. By default, the setting is to bid for "link clicks," which means Facebook will deliver your ads to the people that it believes is most likely to click on them.

By default, it's a CPM bid model, even though your target is link clicks, but you have the option to change it to pay per link clicks.

However, you don't have the option to set the CPC – Facebook automatically optimizes for the lowest CPC or CPM, whichever bidding option you choose.

I highly recommend updating the bidding defaults – I'll come back to that but first, the other options. You can alternatively opt to bid on:

- **Landing Page Views:** Facebook will deliver your ads to people that it believes are most likely to click on your ad's link and load the website or instant experience.
- **Impressions:** Facebook will deliver your ads to people as many times as possible. (Note frequency will likely be high.)
- **Daily Unique Reach:** Facebook will deliver your ads to people up to once per day (meaning: Facebook will try to reach as many people as possible).

The reason that I don't like to bid on link clicks is that it doesn't really mean that you are getting traffic.

If you review your "link click" stats versus your landing page views, you'll find that the numbers are often vastly different.

There's a variety of reasons for this – one being that people that click don't always wait for the site to load. For this reason, link clicks are much less valuable to me than landing page views.

5. Engagement Objective

I personally find engagement campaigns to be underrated. (Hear me out!)

The goal of these campaigns is to drive engagement. I know it sounds like a vanity metric. Facebook will show your ads to the people in your audience that are most likely to engage.

Now – an engagement campaign likely isn't going to convert people. It can – I've seen it – but it typically isn't best suited for that.



Rather, the engagement campaign can serve as:

- A cheap way to build a remarketing pool.
- A way to build social proof.

I especially like it for the latter. Then, after we've built social proof on the ad, I take the same ad (using the ad ID) and I plug it into other campaigns.

The result is that we now have ads with a lot of engagement that are plugged into campaign objectives that are better for driving the funnel.

With the Post Engagement objective, you can choose to optimize for post engagement, impressions, or reach.



6. Lead Generation Objective

I'm a big fan of the lead generation campaign because it is really, really versatile.

Facebook suggests using this objective in the consideration stage but I find that it can really be used in any stage of the funnel – with the right content.

One of the best things about the Lead Generation objective is that you can capture email addresses to start to build up your email marketing efforts in tandem with your paid social efforts.

Here's how I suggest using it:



- **Top of Funnel or Low Intent Prospecting Audiences:** to drive downloads for awareness level content, all while building your email list.
- **Mid-funnel:** to drive downloads in exchange for mid-funnel content.
- **Low Funnel or High Intent Audiences:** to drive quote or pricing requests or to drive coupons or access to promotions.

I've also seen the Lead Generation objective work as a means to drive quote requests from low intent prospecting audiences but, they (unsurprisingly) seem to have lower close rates, so I don't recommend using it for that.

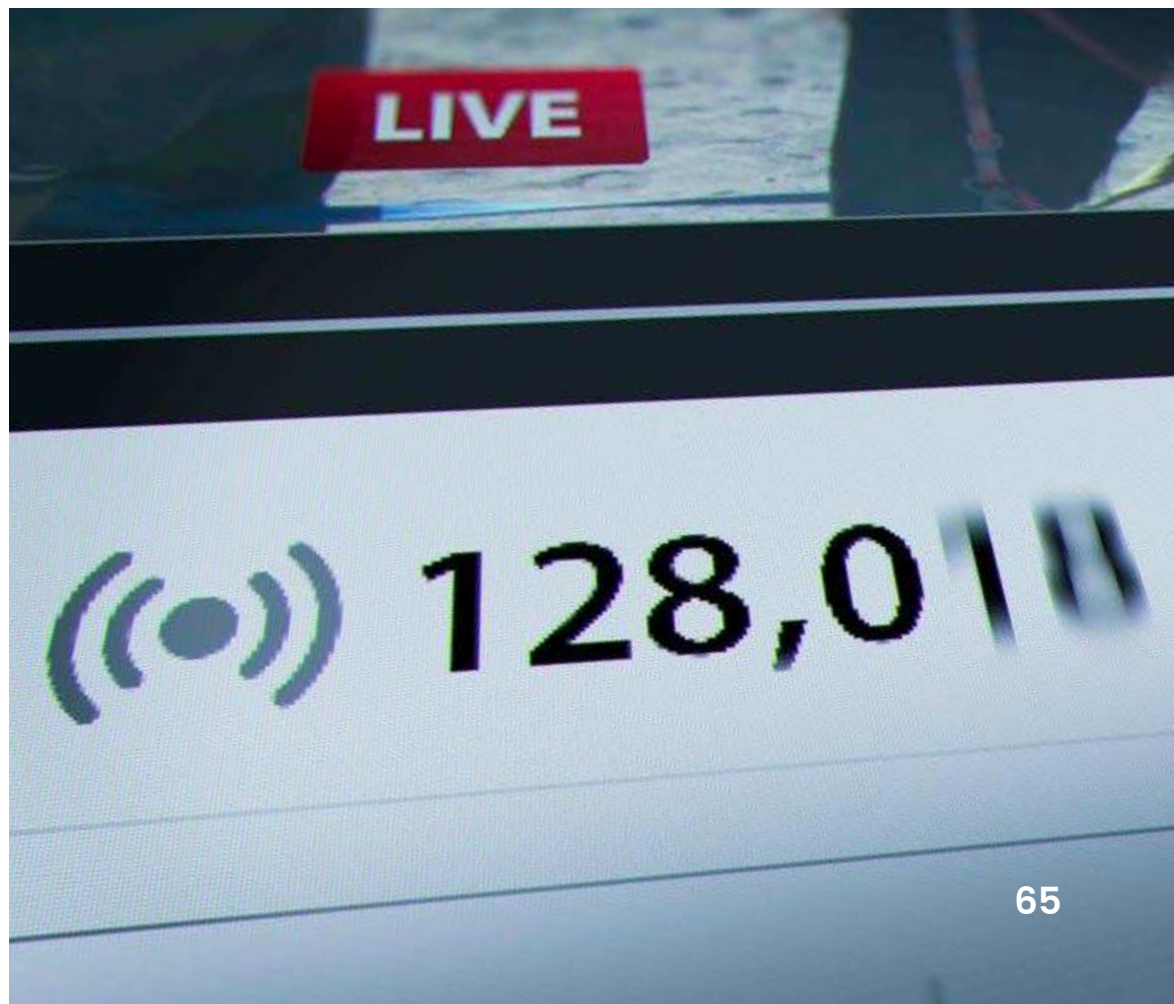
If you have the content, I highly recommend testing out this objective. It can be incredibly cost-effective.

7. Video Views Objective

The Video Views campaign is another one of my very favorites. Facebook recommends using it in the consideration stage.

I find that I typically like it best for Top-of-Funnel campaigns but, with the right content, it can also be useful for mid-funnel campaigns.

The beauty of the Video Views objective is that you optimize for video views and those are typically really inexpensive, comparative to other objectives.



With good creative, you can also see a decent click-through-rate, which then means that not only are you driving traffic, as you could do with many other objectives, but you're first educating them with the video content so they are that much more informed before they even arrive on-site.

For one client, I compared a Video View objective campaign with a Traffic campaign, both having targeted the exact same audience.

I found that the number of landing page views was nearly the same but yet the cost per landing page view was cheaper with the Video View campaign.

So, to summarize: the cost per landing page view was cheaper and they also had the added benefit of having watched the video. Win-win!

You can also build audiences off of video views, so there are a ton of ways to use this objective to tee yourself up for lower funnel campaigns.

With video view campaigns, you can optimize for:

- **ThruPlay:** Facebook will optimize for prospects that watch your whole video or up to 15 seconds, whichever is shorter.
- **10-second Video Views:** Facebook will optimize for prospects that will watch at least 10 seconds of your video.
- **2-second Continuous Video Views:** Facebook will optimize for 2 continuous seconds or more.



You can opt to be charged for impressions or for ThruPlays.



8. Messenger

Messenger campaigns are ideal for engagement. If your prospects are likely to require certain pieces of information before converting, then messenger campaigns may be ideal.

When creating your messenger ad within Facebook, you have a few options:

- Create your own custom welcome message.
- Use a standard welcome message from a template.
- Use an automated chat.



With a welcome message, you have an option to pre-populate actions for your prospects, such as the option to select one of a few FAQ or other requests that they can click on to receive an automated response.

With an automated chat, you can collect information from prospects prior to routing them to the correct place for a response. For instance, you might ask their email or their ZIP code.

Where possible, Facebook can help pre-populate their answers to make for a better experience.

You can also ask short answer questions or give them multiple choice answers to choose from. There are a lot of different ways and reasons to use Messenger campaigns. In some cases, you may prefer to use a chatbot to help manage those campaigns instead. Check out this post for tips.

Messenger campaigns are automatically optimized for the people that are most likely to message you. You can set a bid cap.

9. Catalog Sales

The Catalog objective is meant for ecommerce advertisers that have a catalog connected to their business manager.

One of the most popular functions of this campaign objective is the ability to run dynamic remarketing. It can also be used for other purposes, though; such as cross-sell, upsell and even prospecting.



With this objective, Facebook makes it really easy to set parameters for:

- Which product set should be used.
- Which audience should see the ad.
- Other basic preferences (such as cookie pool length; whether items were viewed, added to cart or neither; and exclusions) that the advertiser might want to define.

Product sets can be defined in a number of ways, including but not limited to:

- Price.
- Brand.
- Product type.



If you're an ecommerce marketer, I highly suggest giving this campaign objective a test, especially if you plan to run a remarketing campaign.

There's quite a bit of flexibility in what you can optimize for conversion events, clicks, or impressions. Depending on what you choose to optimize for, you'll have different bidding options.

If you choose to optimize for conversion events then you're able to choose which one (Add to Cart, Purchase, etc.) You can then choose to optimize for the lowest cost conversion or set a target cost to optimize for.

If you choose to optimize for link clicks or impressions, Facebook will optimize for the lowest cost of each, respectively, and you can also choose to set a bid cap.

If eligible, you'll be able to optimize for value which tells Facebook to optimize for a certain ROAS.



10. Conversions

Ah, the Conversion objective.

This is probably the most widely used objective because the name is synonymous with nearly everyone's goals. I'm not bashing the Conversion objective – I love it – but it has a time and a place.

A Conversion objective campaign is going to do everything it can to optimize for as many conversions as it can.

So, the main pitfall is when clients try to use this campaign objective to convert high-funnel/low-intent prospects on a high-intent conversion type, especially with products that require a high degree of consideration.



The Conversion objective works best in scenarios where:

- The audience is low-funnel and ready to convert. (Remarketing could be an example.)
- The audience is high-funnel but the product or service requires little consideration. (Maybe the product has a low purchase price, for instance.)
- The audience is high-funnel and the conversion we are optimizing toward is also high-funnel. (For instance, optimizing toward an informational micro-conversion, instead of a purchase.)



The conversion objective needs data in order to be able to best optimize itself, so it's important that when using this objective:

- You don't segment audiences too far to the point that the algorithm doesn't have enough data to learn from.
- You don't set such a lofty conversion type that it rarely happens within the audience targeted and the algorithm doesn't have enough data to learn from. If you find your campaigns are struggling with this, consider creating a micro-conversion just one step up that you can optimize toward (e.g., test optimizing toward Add-to-Cart instead of Purchase). The additional data volume will help Facebook to make better decisions to get a better ROAS in the long run.



Don't let any of this deter you from using the Conversion objective – just keep in mind that it will work best if you set it up for success.

With the Conversion objective, you'll be able to set the conversion you'd like to optimize toward at the ad set level. You can choose to optimize for lowest cost conversions or for target cost (a target CPL that you'd like to achieve).

Ultimately, you'll be charged a CPM but Facebook's algorithms will work to optimize toward the bidding objective of your choice.

If eligible, you'll be able to optimize for value, in place of lowest cost or target cost conversions. Optimizing for value tells Facebook to optimize for a certain ROAS. If you prefer, you can optimize toward impressions, link clicks, or daily unique reach but it isn't recommended.



11. Event Response Objective

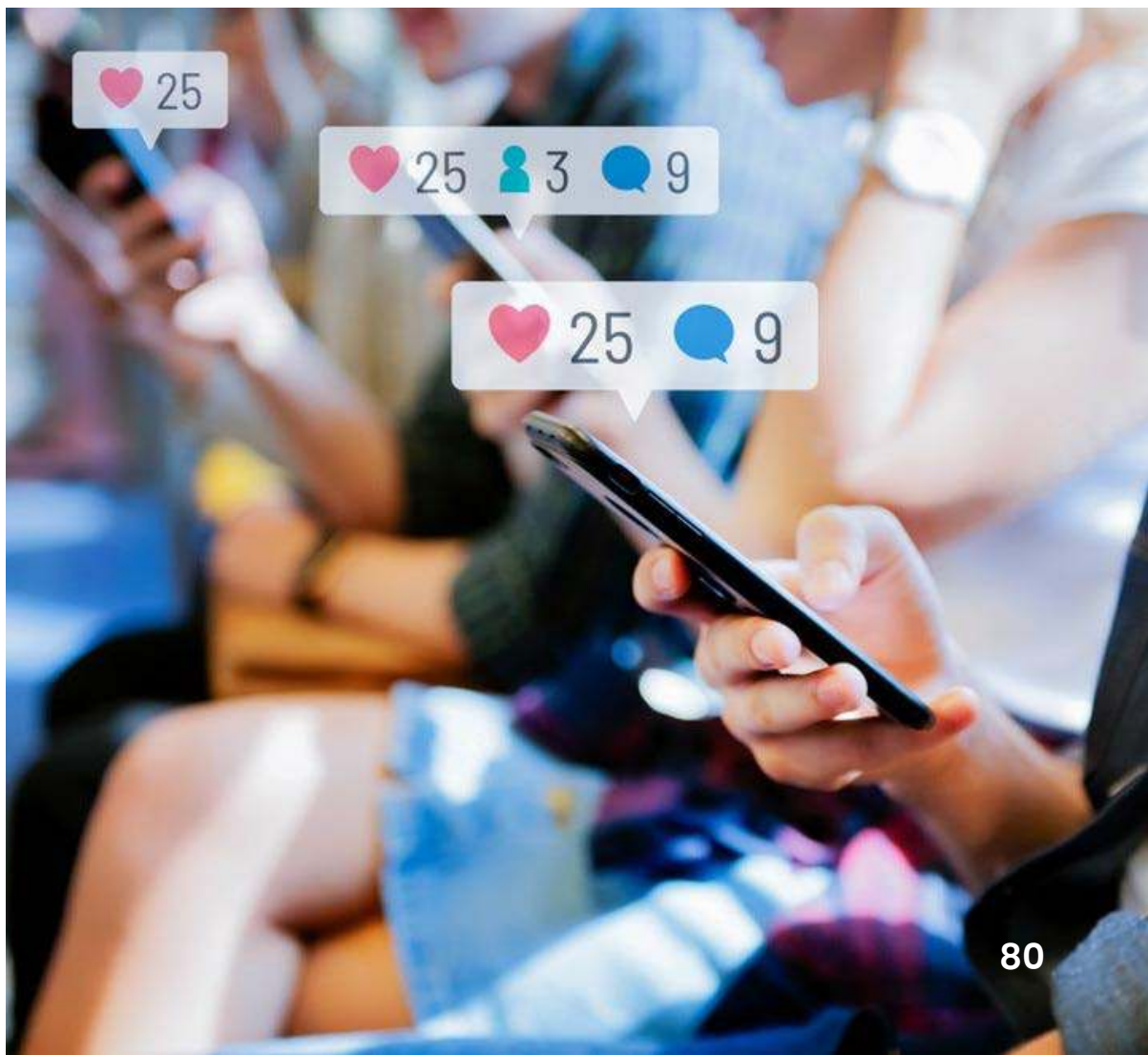
This one is pretty self-explanatory and unique in its purpose. The Event Response objective is great for promoting an event that you've created on Facebook in an effort to try to drive awareness and attendance of an event.

With an Event Response objective, you can choose to optimize for event responses, impressions, post engagement, or daily unique reach.

12. Page Likes Objective

This objective is super straightforward. The Page Likes objective can be used to drive more... well, likes. This is only available for your Facebook page (it isn't available for Instagram).

With this objective, you can only optimize for page likes but you can choose to bid per impression or per page like. You also have the option to set a bid cap.





13. App Install Objective

App install campaigns are great for driving people to install your app but also for driving app events.

You can choose to optimize for:

- App Installs.
- Retention (which means Facebook is trying to identify the people that will be most likely to open your app on day 2 or 7 – your choice – after having installed the app).
- App events (which means Facebook will try to identify people that are most likely to complete the selected event.).
- Link Clicks.



Note: you can optimize for app traffic and app conversions through other campaign objectives but this is the only campaign type that allows you to optimize for app installs.



Testing Different Objectives

I'm all for thinking outside of the Facebook Objective boxes.

No doubt the intention of creating these objectives was to try to make it simple and easy for advertisers to determine which objective to use at each stage of the funnel.

The reality, though, is that many of these objectives work in other areas of the funnel – even, at times, better than objectives designed for said parts of the funnel.

You won't know unless you test.

For that reason, if you're on the fence about which objective to use, pick out a few different campaign objectives to test against each other for a specified goal and determine which is more successful at achieving the predetermined goal.



Chapter 3

4 Powerful Facebook Ads Targeting Options



Susan Wenograd

Paid Media Reporter,
Search Engine Journal

Facebook has figured something out: a lot of times, folks don't want to leave their platform. As users spend more time in their News Feed, and Facebook continues to expand into new areas, it opens up a whole new ecosystem of behaviors that can be targeted.

This trend has started with the Engagement Remarketing options that are now available.

Sadly, these are still vastly underused on many accounts. They can be a goldmine not only for remarketing but also for creating lookalike audiences and moving users through a sales funnel.





All of this targeting is possible before they even get to your site!

This can be extremely effective for brands that have a lot of social interaction, as well as businesses that may not have micro-conversions on their site, substandard landing pages, or anything else that creates challenges around remarketing or solid Lookalike audience creation.

Let's look at some of the most powerful ones that you can use starting right now.



Where to Find Engagement Options


These options are all in the Audience section of Ads Manager.

Create a new Custom Audience, and choose “Engagement” as your option:


Create a Custom Audience ✕

How do you want to create this audience?


Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.




App Activity
Create a list of people who launched your app or game, or took specific actions.



Offline Activity NEW

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

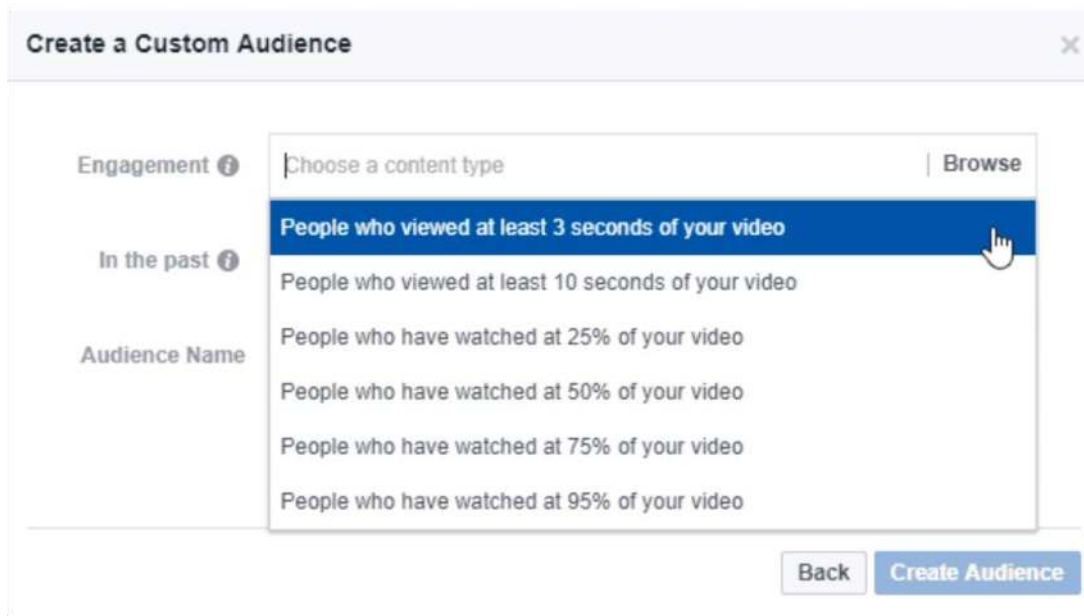
Cancel

Clicking that reveals the treasure trove of options you have to target people based on their Facebook actions.

Power Option 1: Video Behavior Remarketing

Within the Engagement options, choosing Video gives you a small screen with a drop-down for the behavior you want to isolate:





Once you pick the behavior you want to create an Audience from, you can also choose the length of time to include, and then the specific video. Why is this great? Because you can create a content funnel based on what the user has viewed.

Let's say you create an Audience of users who viewed 25% of your how-to video on building a deck. You could then follow up with a carousel ad of tools that are featured in the video.



Or, if you want to promote more content, you could show a part 2 to the original video, and then follow that one up with something sales-focused.

As you build the Audience you choose, you can create a Lookalike off them as well. That way, as you give Facebook more data it can find other users in your target demo who are most likely to watch your video, making that targeting more exact.



Power Option 2: Lead Ad Engagement

Lead ads are a great way to drive building your email list for relatively low cost.

These ad units allow users to submit things like their name, email, and many other fields of your choice within the unit, without having to leave and go to a landing page.

There are several options for Engagement targeting based on their interaction with your lead ad unit:

Create a Custom Audience [X]

Engagement ⓘ Choose a content type | Browse

In the past ⓘ 7 days

Audience Name

- People who viewed at least 3 seconds of your video
- People who viewed at least 10 seconds of your video
- People who have watched at 25% of your video
- People who have watched at 50% of your video
- People who have watched at 75% of your video
- People who have watched at 95% of your video

Back Create Audience

This can open up a few tactics.

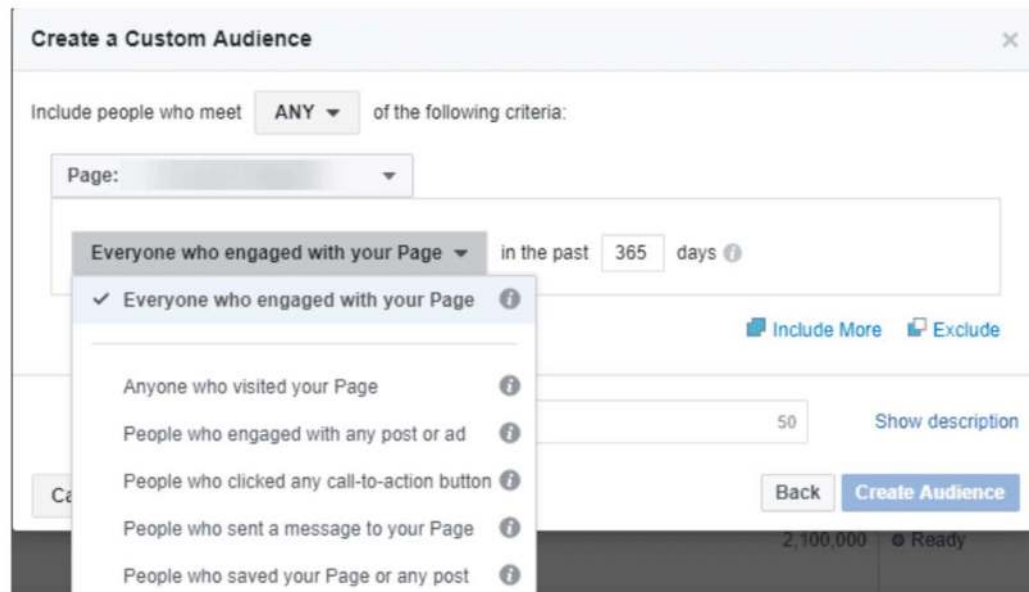
You can remarket to users who opened the form but didn't submit it, or maybe you want to test showing a remarketing ad to users who opened and submitted with a more sales-oriented promotion message.

This is also a prime opportunity to create more lookalikes that you can use to further your lead gathering: create a lookalike audience of users who opened and submitted the form.

Power Option 3: Page Engagement

The name of this one is a little misleading; it cites your page, but actually also applies to the ads you create or messages sent to your page:





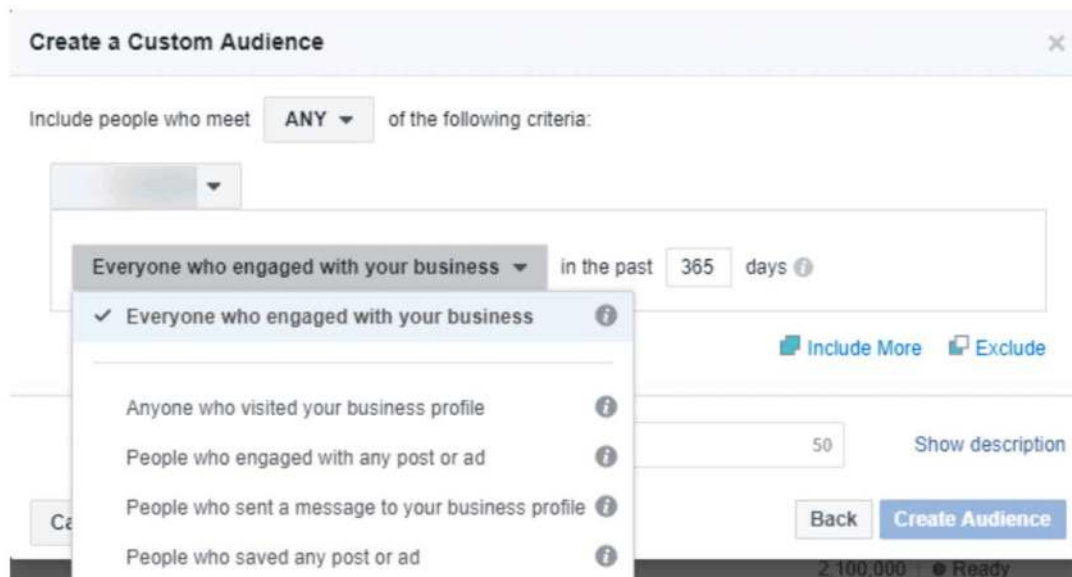
If you tend to get a lot of social interaction on your posts, this can be a great way to continue interacting with users who took the time to interact with you. The option to interact with users who sent a message to your Page is also intriguing, as it coincides with the ability to have ads drive to Messenger to start those conversations in the first place.

One of the biggest things on my wish list is tied to this particular option, which you can read about a little further down.



Power Option 4: Instagram Business Profile Interaction

This option is a nice crossover, especially for businesses that may have a healthy Instagram following, but are struggling to replicate it on Facebook.



Much like the Page options on the Facebook side, this allows you to create ads based on Facebook behaviors.

This is also highly effective for brands that are focused on images, such as apparel, allowing them to use their fan base on Instagram to drive their messaging and targeting on Facebook.

Combined with other interests, you can get targeted with a combination, like a Lookalike audience plus a makeup interest for a makeup brand's ads, for example.

The Wished-For Options

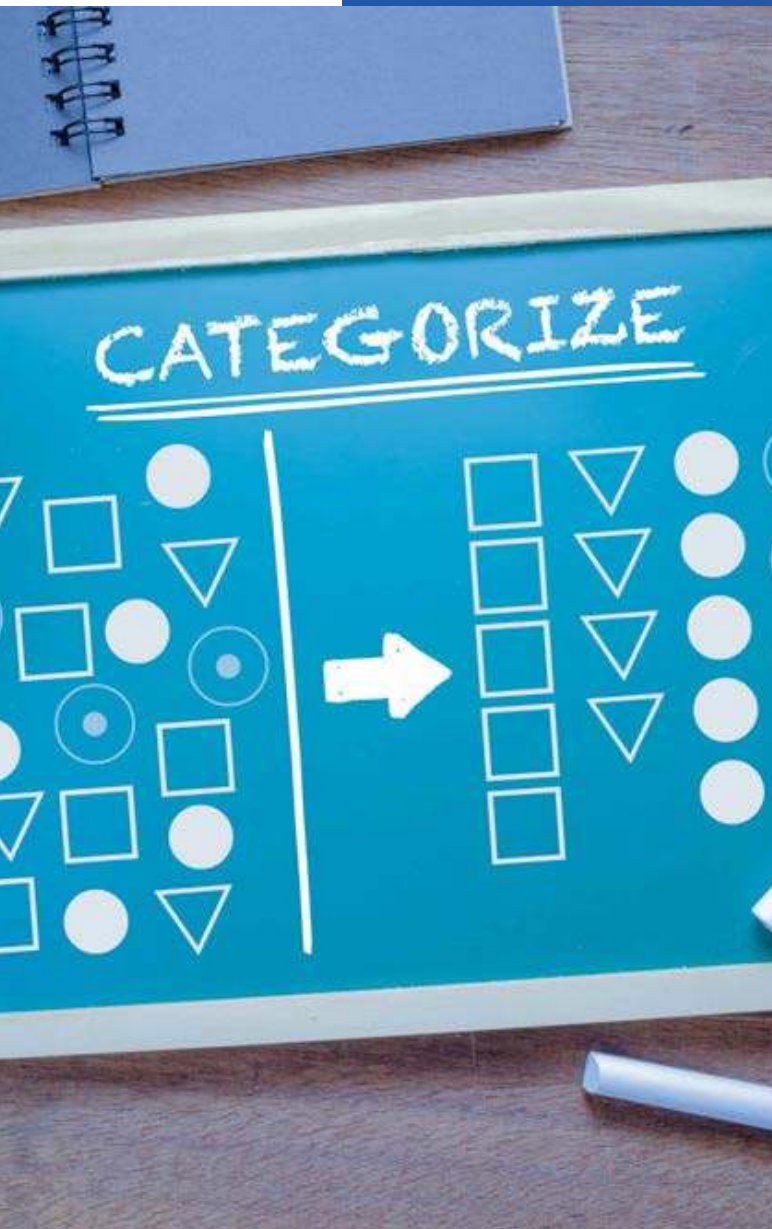
Here are three options I would love to see from Facebook!



- The ability to choose which piece of content/which post you want to create the Custom Audience for when it comes to post/ad engagements. Right now it just applies to every post, but there are so many possibilities for content targeting if the advertiser can choose which pieces of content the user has already viewed. We can choose the specific video we want to create the audience around, so I'm hopeful this option will expand to posts/ads.
- The ability to target based on what type of interaction a user had with a post or ad. Did they like it? Love it? Comment? There have been

screenshots circulating that there's a beta test based on users who shared your content, so I think they're on the way to having this as an option, but it would be a super-cool option to have!

- A way to categorize or tag your content within the interface, so you could easily create larger groups for remarketing. So maybe you tag things based on "how-tos" or "sales messaging," and then you can easily push out messaging you know those categories of content consumers are going to be interested in.





Summary

Really, with all the data Facebook Ads has, the sky's the limit. The options outlined here (and the others in there) are already powerful on their own.

Test them out and find what works best for you, and be ready for the newer iterations that are sure to show up!

How to Track & Optimize Your Facebook Buys



Suchi Sajja

Social Media Manager
CallRail (SEJ Partner)

Facebook is [the world's most popular](#) social media channel, boasting a staggering [2.7 million](#) monthly active users. As such, it represents an unmissable opportunity for marketers. And with [94%](#) of Facebook's annual revenue coming from mobile advertising alone, it's a particularly potent channel if you're focused on driving calls to your business.

However, this isn't as simple as setting up a campaign, pressing go, and watching the leads flood in.

Facebook advertising is becoming more competitive than ever before. Companies are aware of the channel's promise, yet many are left unclear about its ROI.

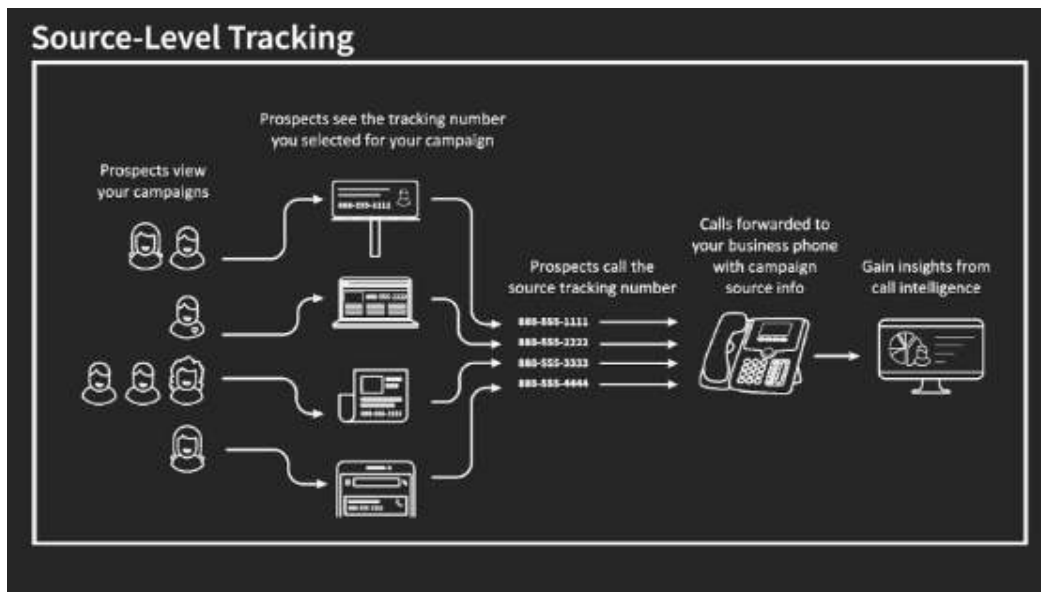
But this doesn't have to be the case. You can flip the script on this common narrative by using CallRail to track and optimize your Facebook ad spend – helping you take control of your Facebook ad strategy. Let's take a closer look.

How to Track Your Facebook Advertising

There are two primary ways you can track your Facebook advertising efforts within the CallRail platform: source-level and visitor-level tracking.

Source-Level Tracking

[Source-level call tracking](#) assigns one phone number per marketing campaign. This means that when a prospect calls your business, you can directly track them to the specific marketing campaign that drove them to pick up the phone.



As a result, source-level tracking helps you easily prove Facebook ad ROI – directly linking conversions to the Facebook Ads that brought prospects to your business.

What's more, the CallRail platform goes beyond simply stating, "X amount of calls came through from Facebook." By including specific call tracking numbers – one for mobile, one for desktop, and one for Facebook's Call Now button (their version of click-to-call) – you can precisely track which types of ads drove the most calls.

For instance, you can clearly see if you're generating more calls from mobile ads than from desktop ads, meaning you should continue investing in this strategy going forward.

But calls aren't everything. With [49.7%](#) of companies reporting that forms are their biggest lead generation channel, you

also need to analyze form submissions. Fortunately, CallRail's [Form Tracking](#) capabilities allow you to see which ads drove customers to your business, and ultimately, led them to fill out a form.

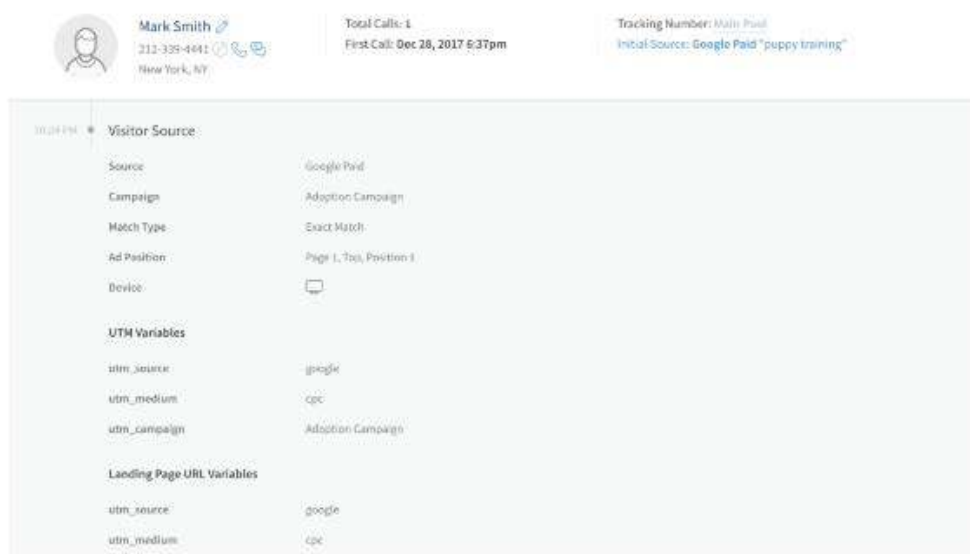
By using [Call Tracking](#) and [Form Tracking](#) in unison, you can begin to holistically track your Facebook advertising efforts' true impact.

Visitor-Level Tracking

If you want to gain a more granular view of your Facebook Ads's performance, simply leverage CallRail's visitor-level call tracking capabilities. But wait. How does this work?

If you want to gain a more granular view of your Facebook Ads's performance, simply leverage CallRail's visitor-level call tracking capabilities. But wait. How does this work?

It's simple. CallRail uses first-party cookies to track all of your website visitors on an individual level. These cookies not only show you which webpages a prospect visited, but more importantly, they specify the Facebook Ad that drove them to your website in the first place.



Visitor-level call tracking lets you dive into each individual caller to find out:

- Their name, phone number, and location.
- The source of the call (you set this yourself, so they might be named 'Facebook Ads Mobile,' 'Facebook Ads desktop,' 'Facebook Ads Retargeted,' etc.).
- The caller's timeline: any previous calls and texts from their number, tags that categorize the nature of each of these interactions, and any additional notes from previous interactions/conversations.
- Visitor session data: referrer, landing page, pages visited, active page during the call, and the device and browser the caller used.

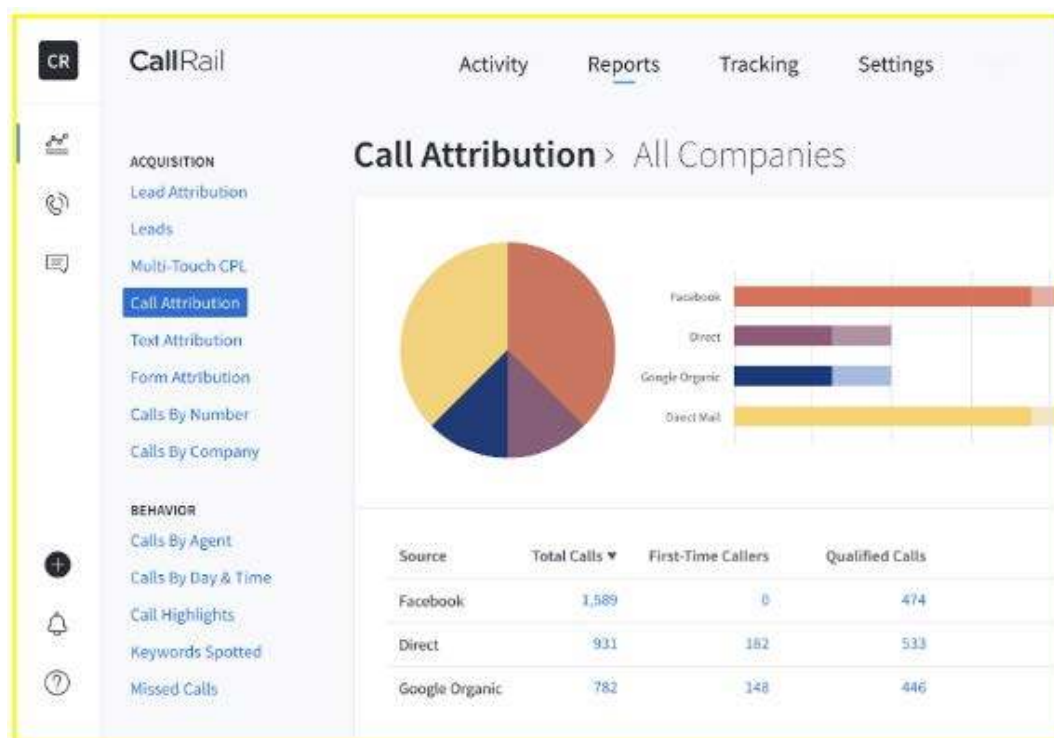
First-Time Callers

First-time callers are like gold dust. They've never spoken to you before, so they're essentially brand new leads. This presents a far better sales opportunity than someone who's spoken to you before but didn't see your value, for example.

Tracking your overall call volume is just the first step. Tracking your overall call volume is just the first step. But to unearth valuable insights, you have to differentiate between repeat callers and first-time callers.

Given that new callers are undoubtedly a better sales opportunity, it really helps to directly track how much you spend on acquiring new callers from your Facebook Ads.

To do this, simply dive into CallRail's [Call Attribution](#) report and identify how many first-time callers you received from Facebook advertising.



Plus, you can also track how many of these first-time callers came from Facebook mobile versus desktop, how many came from each particular campaign that you're running, and more.

By tracking which channels and campaigns lead to first-time callers, you can invest more in strategies that drive high-value calls with brand-new prospects.

How to Optimize Your Facebook Advertising

Tracking is interesting, but it only adds genuine value if its insights are used to improve your strategy going forward.

Here are the ways the CallRail platform can help you optimize your end-to-end Facebook ad strategy.

Location

Facebook allows companies to target users based on their country, state, zip code, or even their precise distance from your business. You could argue that this has never before been so important.

Post-COVID, [McKinsey](#) believes that our lives will become hyper-local. [Accenture](#) supports this, saying: “Fifty-six percent of consumers are shopping in neighborhood stores or buying more locally sourced products, with 79% and 84% respectively planning to continue with this behavior into the longer term. Reasons for this vary from actively supporting local stores or national products, or as a quest for authentic and artisan products.”

The main takeaway? If businesses want to capitalize on this emerging trend, they need to optimize their Facebook Ads for local consumers. Fortunately, CallRail can help with this.

Not only can you specifically target your ads towards consumers based nearby, but you can also include special local call tracking numbers thanks to CallRail's Local Swap™ feature – helping to present your brand in a localized manner.

Custom Audiences

We've spoken about the value of first-time callers. However, that doesn't mean that previous callers have no value – far from it.

Somebody might've rung up your software business, spoken to an agent, and been impressed by your solution, but simply never got around to following up.

Perhaps they suddenly had to deal with an urgent project and all tech investments were put on hold. Or, maybe they didn't have enough budget for the quarter but meant to get back in touch in a few months' time.

Frustrated by the lack of response, you've now decided to run a special Facebook ad campaign encouraging your previous callers to finally convert.

With CallRail's [Facebook Integration](#), you can upload your call log from CallRail itself and target all previous callers who aren't yet customers.

Alternatively, if you're running a campaign designed to upsell your services to existing customers, you can also upload a call log listing all your existing customers' details.

Sit back, relax, and let CallRail do all the heavy lifting. What's more, the platform even updates this custom audience automatically in real-time – every time a new call, form, or text comes in.

You can then spend your time, energy, and focus on identifying how to communicate with your audience instead of worrying about reaching them in the first place.

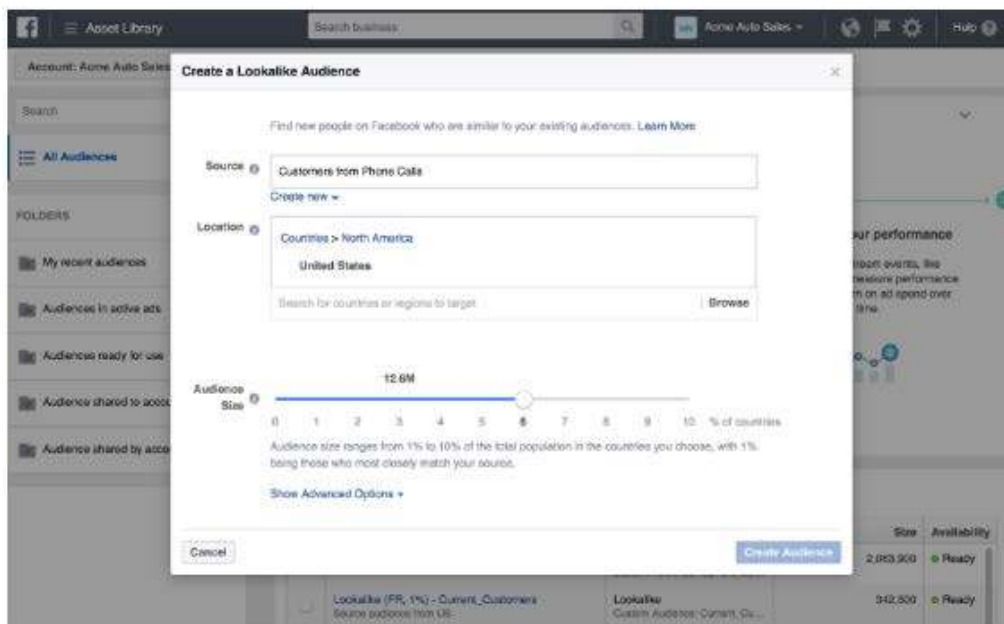
Lookalike Audiences

Targeting those already in your sights – current leads or customers – is a decent strategy. However, you likely want your Facebook Ads to also attract new customers to your business, instead of just targeting existing leads/customers.

This is where Facebook's lookalike audience feature comes in handy.

Facebook crunches all available data on your existing prospects/clients before identifying similar people who you should consider reaching out to. They look at various demographic factors: age, location, interests, behavior, and more.

With CallRail, you can simply upload your current customer list and then Facebook will automatically create a lookalike audience that you can also target.



Used well, the CallRail platform provides marketers with a simple, unified, end-to-end Facebook Advertising management platform.

From your call log, upload a custom audience (containing existing customers' details) thanks to our [Facebook Integration](#). Then, let Facebook's lookalike audiences help you find similar prospects.

When these prospects call up, use [Conversation Intelligence's Automation Rules](#) feature to reveal what they want to talk about. Feed these insights back into your ad copy, making them more targeted and more effective.

Calls-to-Action (CTAs)

If you want to increase your inbound calls, website visits, and form submissions, then you need strong CTAs.

There are three ways the CallRail platform can make your CTAs more effective. First, it allows you to add [call tracking numbers](#) to your Call Now buttons on Facebook Ads.

Call tracking numbers are crucial. They allow the CallRail platform to accurately track inbound calls coming from Facebook Ads and map them as “offline other conversions,” meaning you can see precisely how many callers your Facebook Ads drove before identifying which were high/low-value, which

converted and which didn't, etc.

And that's not all. If you don't add a call tracking number, then prospects that end up clicking the Call Now button will see another message pop up that says: "Do you actually want to dial this number?"

This drastically reduces your CTA's power. You've got people excited enough to ring up your business. Yet, when they try to do this, they're faced with another message making them question their decision.

You want to make the process of seeing an ad, calling up your business, and speaking to an agent as smooth and seamless as possible. So you need to reduce

any unnecessary steps that get in your customers' way.

Lastly, with CallRail's Conversation Intelligence [Automation Rules](#) feature, you can instantly analyze all your call transcripts to find out what your callers are actually interested in talking about.

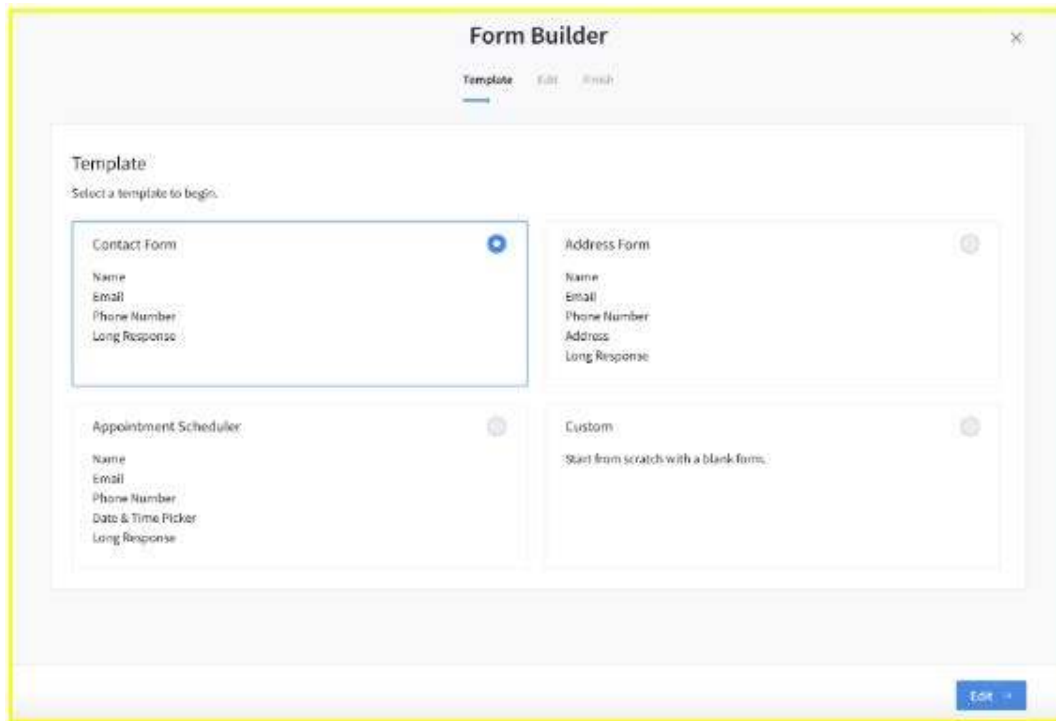
Once you have that information on hand, feed these insights back into your CTAs to pique your prospects' interests.

Landing Page

You can easily see which precise landing pages drove someone to call your business within the CallRail dashboard.

Play around with different landing pages to see which one leads to more phone calls. You can also break this down into first-time and repeat callers, understanding which copy and messaging works best for which particular segment.

And if you're building a form from scratch using [Form Tracking's](#) Form Builder tool in CallRail, you can maximize the insights you generate. It'll instantly alert you every time a customer fills out a form, allowing you to respond quickly to their needs.



What's more, you can also catch all keyword data from these form submissions and see which landing page each submission came from in Form Tracking's comprehensive form activity dashboard.

You might find, for example, that your landing page is great at driving first-time callers from visitors using Google Chrome. However, this success doesn't translate to those browsing on Safari.

You decide to check out why this is. Quickly, you realize that your landing page layout, designed with Chrome users in mind, doesn't work well with Safari – so you, therefore, need to alter the layout to take Safari users into account.

Such insights play a crucial role in helping you optimize your landing pages going forward. Identify which landing pages/language work best for which segment, on which device, and update your strategy accordingly.

A/B Testing

A/B testing is a foolproof strategy to help you improve your Facebook Ads performance. Move beyond what you think you know and instead work out what resonates and what doesn't with your customers.

[Conversation Intelligence](#) and Call Tracking are invaluable tools if you're looking to A/B test your Facebook Advertising strategies. When a caller rings up your business, CallRail's [Conversation Intelligence](#) tool dissects everything they say, while Call Highlights identifies the keywords and topics they mentioned, the language they used, etc.

This will show you if there are any areas where your Facebook Ads could be improved. For instance, let's imagine that you're running an ad that stresses how cost-effective your SaaS solution is.

When people click through and speak to your agents, however, they barely mention the price. Instead, they want to know about your support process, data security set-up, and ability to scale according to the customer's needs.

You decide to try and see whether these pain points will attract more customers. You keep the original campaign but set up another alternative with copy that specifically stresses how your solution is secure and scalable with a great support team on hand at all times.

Then, after a predetermined length of time,

check back in to see which campaign performed best.

Of course, the real gems come when you A/B test everything (and not just the copy). Make sure to test different creatives, and the landing pages that visitors are redirected to.

Remember, Call tracking and Form Tracking are key tools in this process. You want to directly link callers/form-fillers to the Facebook Ad that got them to your website in the first place, instead of simply analyzing website visitors.

If you're not using call tracking, you lack precise, accurate visibility into your campaigns' performances. You'll instead be forced to rely on hunches and assumptions without being able to specifically identify your ROI.

Unlock More Value From Facebook Ads

Facebook Ads are a brilliant tool for marketers. However, growing competition and inefficient processes are plaguing marketers looking to drive tangible value from Facebook Ads.

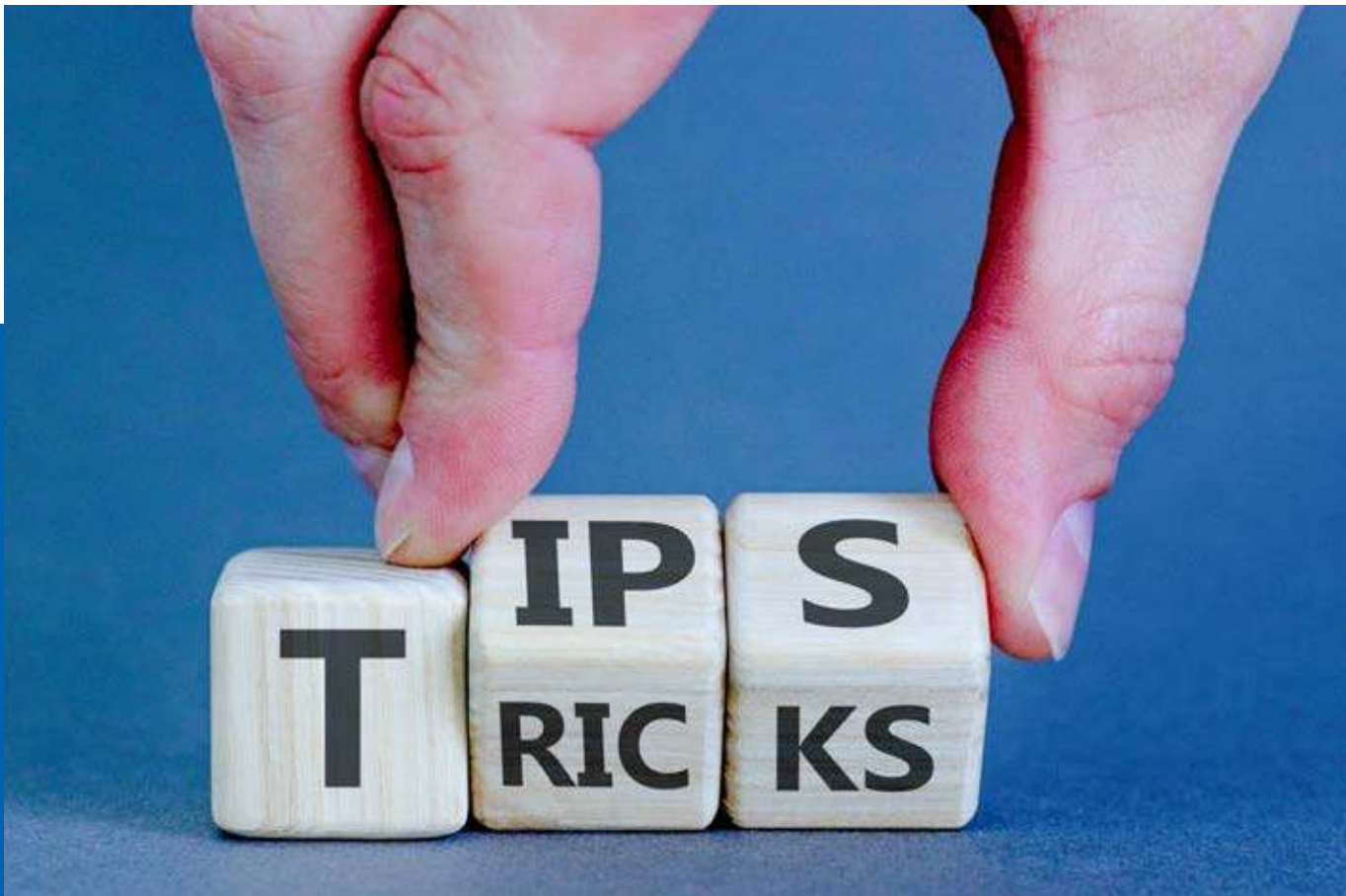
With CallRail, you can begin to master the two key steps to unlocking value from Facebook advertising: tracking and optimizing.

Source and visitor-level tracking helps you work out who's calling (or filling out forms), and which marketing made them take the plunge.

From there, you can begin to optimize your ads according to your prospects' location by targeting previous callers, compiling lookalike audiences, mastering your CTAs, fine-tuning your landing pages, and, of course, A/B testing.

Chapter 4

10 Tips for Facebook Creatives



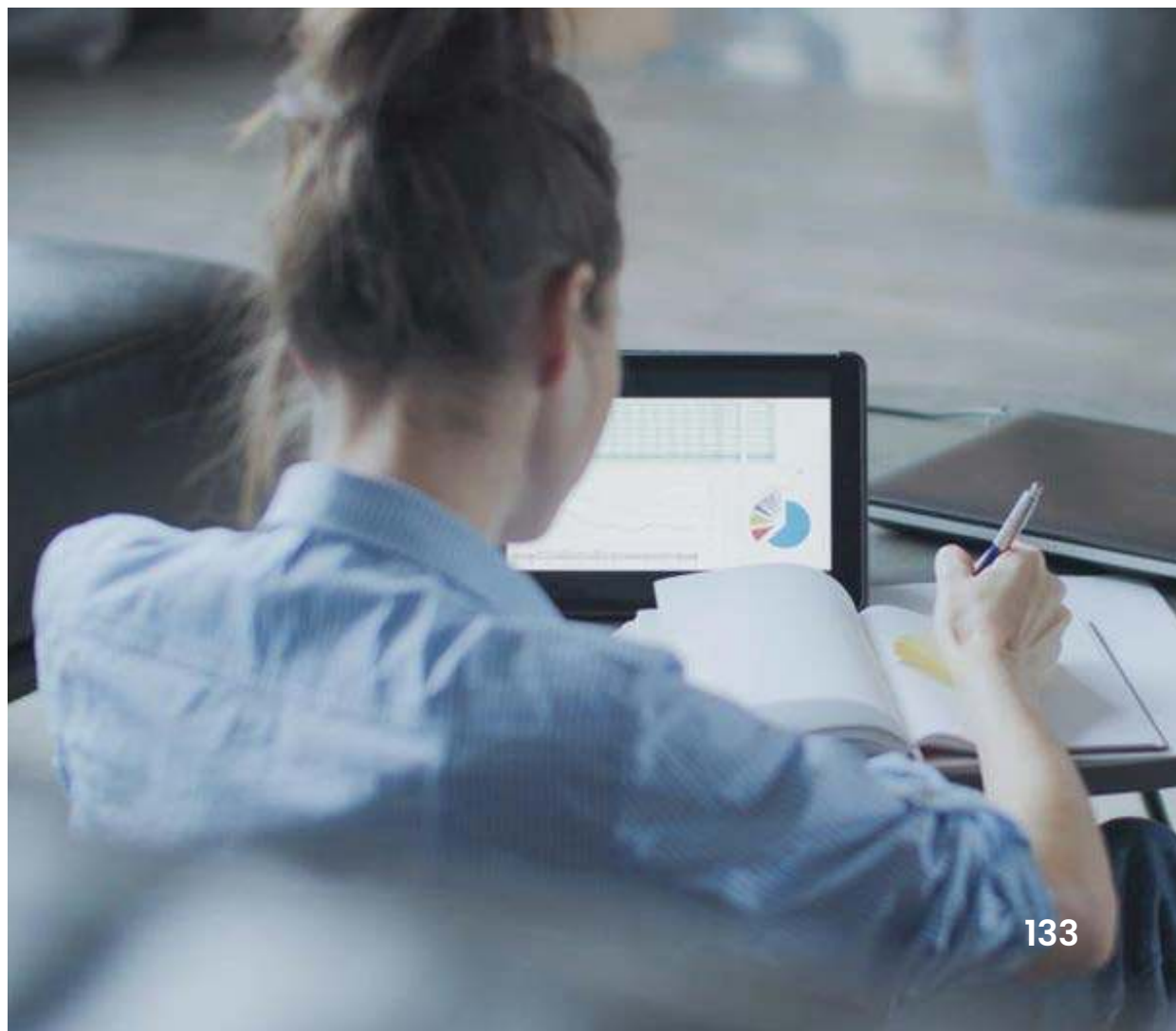
Tim Jensen

Campaign Manager,
Clix Marketing

Think about your social media scrolling behavior. What makes you stop and take a second look at a post?

More often than not, it's the graphic that gets your attention, whether it's a sarcastic GIF, a hilarious cat, or a smiling baby.

When running Facebook ads, the best copy is likely to be overlooked if it's accompanied by a mediocre image. Read on for 10 tips to up your creative game in Facebook advertising.





Customize Images by Placement

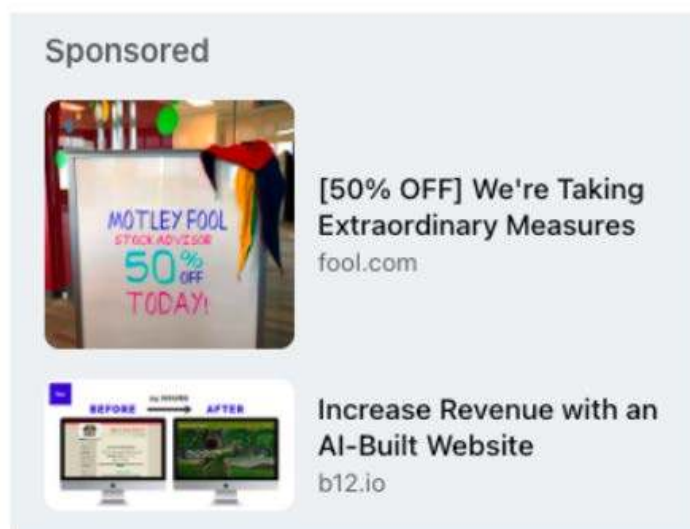
The Facebook Ads interface lets you select unique images for different placements. Ideally, you should use vertical images for the Stories format to fill the whole screen, while using horizontal or square images for the News Feed.

The desktop right sidebar placement is also one to be conscientious of, particularly since Facebook changed its layout in late 2020. Previously, only rectangular (1200x628) images showed up in that

placement; now, Facebook, will show a square image in that space if you use one, allowing for more prominent ad space.

In addition, be mindful that ads in the right sidebar will be significantly smaller, meaning that any text you include in your images will be barely legible. I would recommend minimizing or completely removing text from any images that appear in this placement.

Notice how it's difficult to read the copy in the below ad examples. In addition, see how the ad with the square image is much more prominent:





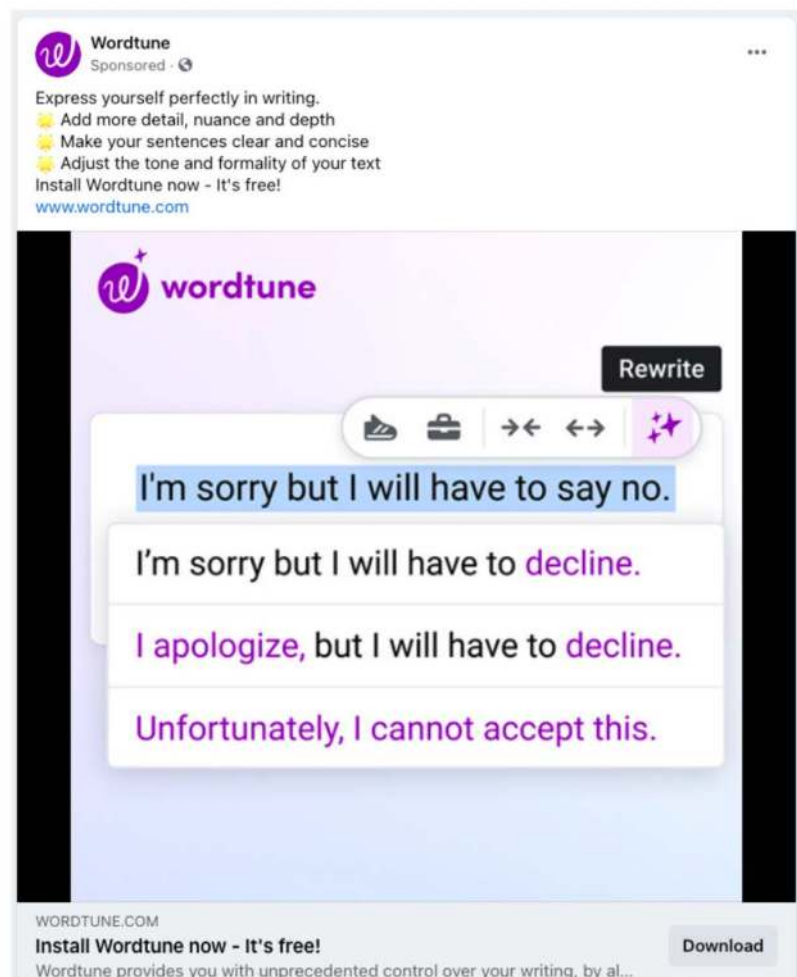
Use Text (Smartly)

In 2020, Facebook finally did away with the 20% text rule, no longer penalizing ad images for including text. I'd encourage you to test images with text in them, but don't overdo it.

Often a simple benefit point will get people's attention more than a text-overloaded image.

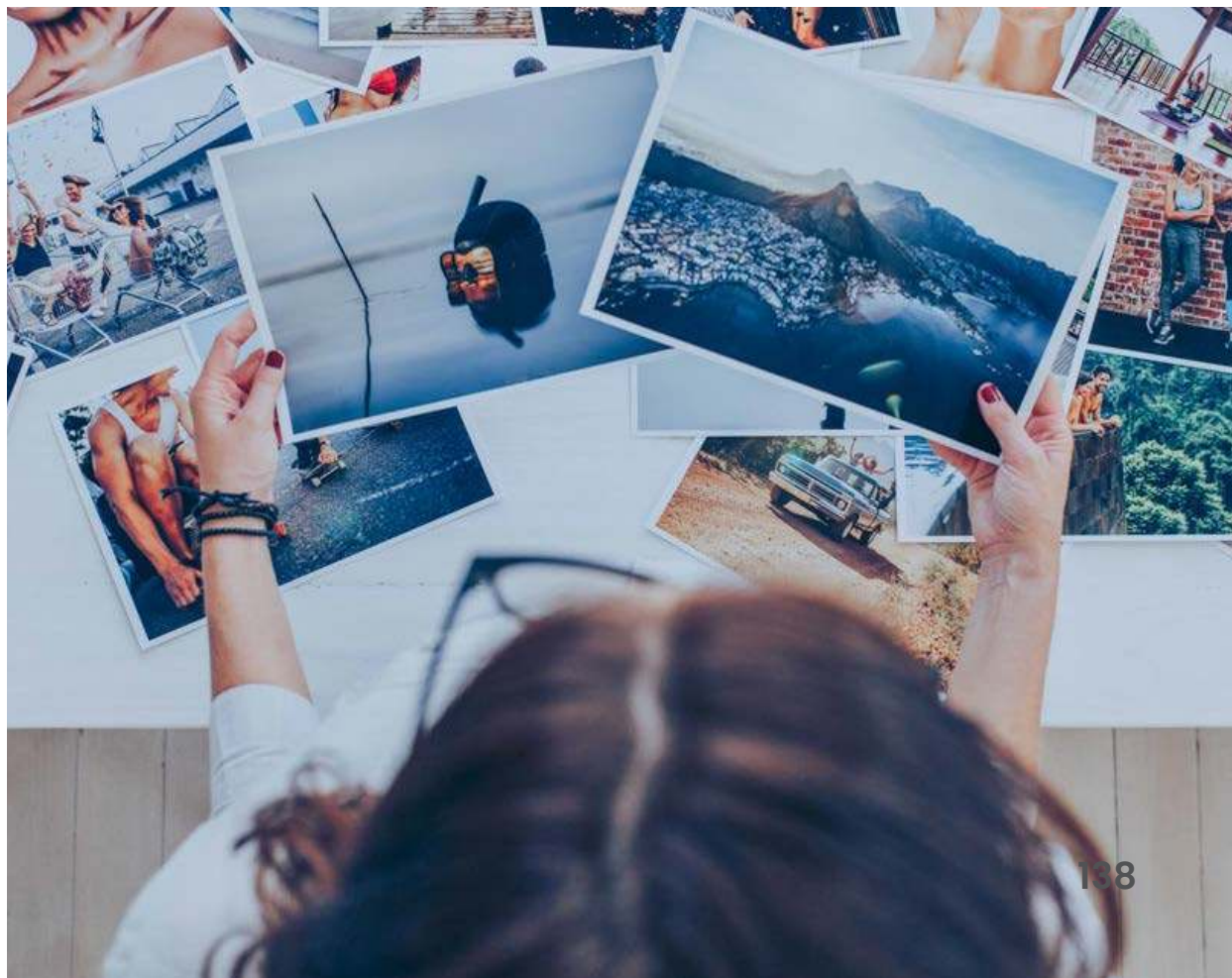
Depending on your product, there may be additional creative ways to incorporate working text into your image. For instance, the below product promises to help refine your writing style.

In this case, the text in the image highlights a use case for the product, while showing off features.



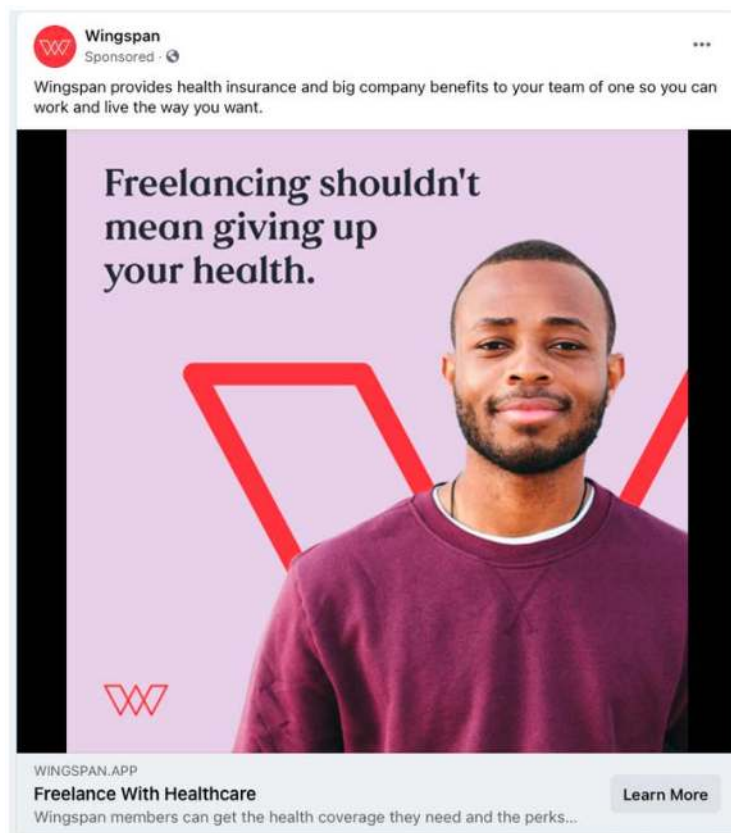
Think Twice About Stock Photography

We've all seen the generic stock photos people insert into their ads, such as the well-dressed business-people staring coldly into space as they sit around the conference table. While stock photos may offer an easy solution for brands without a designer or good photography, these photos often are less likely to grab attention and yield a direct association with your brand.



If you choose to use stock photos, think about adding some sort of branded element, such as your logo, into the ads. You can also include overlaid text specifically mentioning the offer you are promoting.

For instance, the ad below incorporates a photo of a person but also places that on a background with the Wingspan brand logo and a quote to get attention from people with the problem the company seeks to solve.



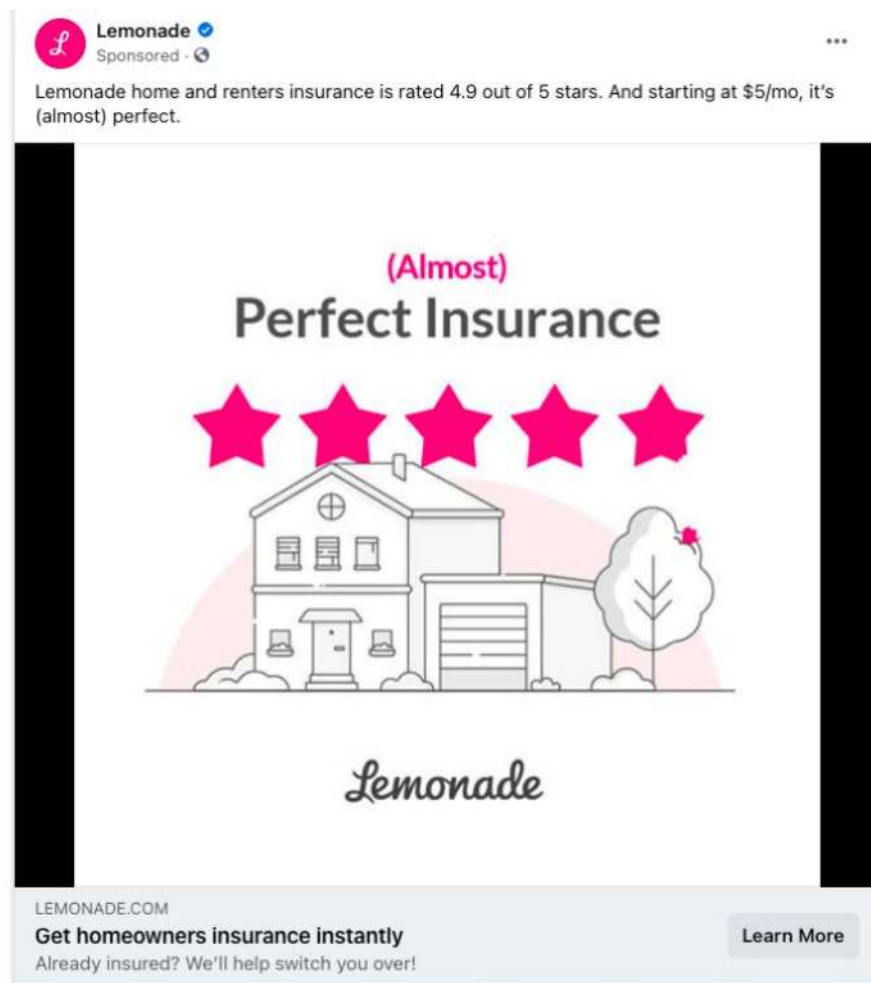


Include Star Ratings

If your business has a four- or five-star rating, include that in your ad imagery! Positive ratings will stand out and encourage people to take a further look.

In the example below from Lemonade (a home/renter's insurance company), note how the stars match their brand color. In addition, the ad contains an image of a house (the product they insure) along with their logo.

This creative carries both the positive rating and the direct brand association.



Show the Product

If you're selling a tangible product, show it in use in your ad imagery. People will know exactly what you're selling and how they could incorporate that into their lives.

For instance, the ad below for Calm Strips immediately gets your attention as you see the colorful strips stuck to a laptop. Then, you can read the copy for more information about the purpose of the strips.





Sometimes, it might not be practical to show the product in actual use, but you can still show it by itself. For instance, you might not even be able to see this clear aligner on someone's teeth without looking closely, but an image of someone holding it shows how simple and unobtrusive it is.



At the end of the day, investing in decent product photography can go a long way. Even if you don't want to pay a professional photographer, buy an SLR camera with a macro lens along with some lights to be able to take quality close-up shots of your product.



Include Event Information

If your ad is promoting an event, one of the first questions people want to answer is when the event will take place. Including the date(s) right in your graphic will answer this question upfront.

That way if people are already booked that day they won't bother to waste a further click, and people who know they're free in that timeframe and are interested may take a second look.

A further test could entail including the time of day an event starts (especially for a one-off event that just takes place for an hour or two).

If your event involves notable speakers who might be recognized by the people being targeted, add their photos and names into event graphics. You could even test a carousel ad with multiple faces, names, and topics for events with multiple sessions.

You could test mentioning the venue or city where the event takes place, if it's taking place in a physical location. The event promoted below is virtual; perhaps another test here could be to include "Virtual Event" in the image.

Of course, it's very possible in current times that people start with the assumption that an event is virtual.

An additional test could be to include a "Register" button graphic directly within the image. This could help initiate a call-to-action to sign up.



Include Customer Quotes

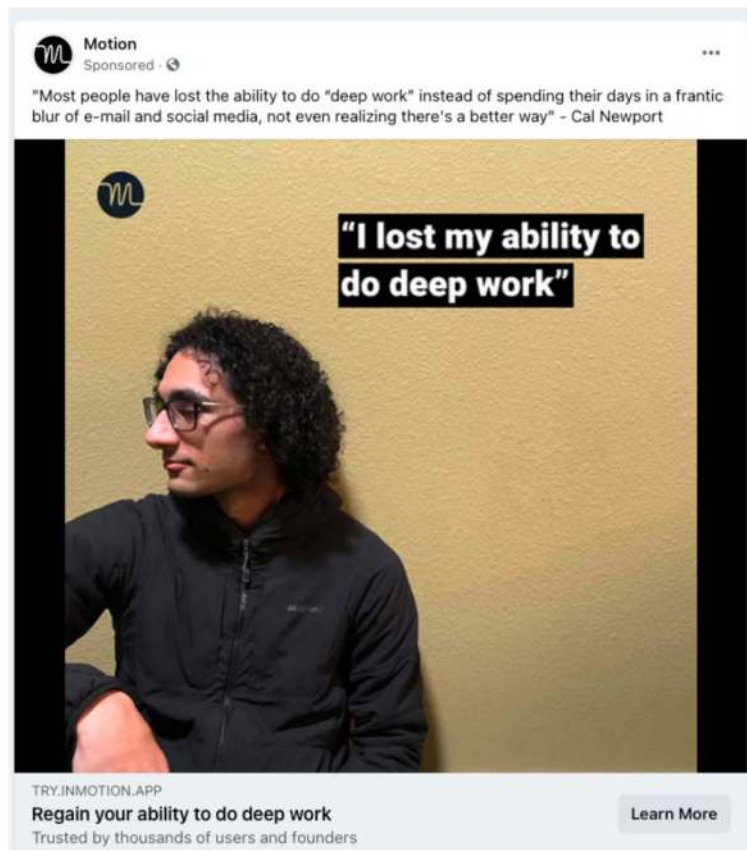
Including direct quotes from customers helps to establish credibility, whether they're citing the problems that led them to seek out the product or the solutions that came. You might find these quotes from directly surveying customers, from online review sites, or from casual conversations that take place.

Quotes help to establish a personal connection in the ad and resonate with people who can identify



with what is said. For instance, the ad below for an app geared around helping people focus at work cites a quote many will identify with about no longer having the “ability to do deep work” with all the distractions faced in a modern world.

Of course, if you're going to cite a problem, you also need to introduce a solution. In this case, the headline of the ad encourages people to “Regain your ability to do deep work” with a call-to-action to learn more about the product.





Mention an Offer

If you're promoting a discount or something for free, mention that directly in your ad image to really get people's attention. Be as specific as possible about what people will get.


The word "free" always stands out. For instance, the ad below for a barber shop offers a free haircut experience for new customers. The word "FREE" is in red and a large font to get people to stop and scroll.

As an aside, the image gives well with the concept of a “MVP haircut experience,” showing the process of being lathered up with a wet towel.

Sport Clips Haircuts (South Albany)
Sponsored · 🌐

Need a trim, fresh-cut, or just ready for a new style? 🇺🇸 Claim this offer for a **FREE MVP Haircut Experience** (for new clients) or a free upgrade to an MVP Haircut Experience (returning clients).

Get in line before you head to the store and track your wait time with our Online Check-In. Book your chair today!



**CLAIM YOUR
FREE
MVP HAIRCUT EXPERIENCE***

SportClips®
HAIRCUTS

*for New Clients • Valid ID Required

HAIRCUTPROMOS.COM

Score a Free Haircut at Sport Clips! 🇺🇸

*Free haircut valid for new clients at participating locations only.

[Learn More](#)

This next example promotes 2 free months of a magazine app subscription, with an added CTA to “Try Now” right in the image. The image also incorporates specific examples of magazines readers will get access to, which may help get the attention of people who particularly enjoy Forbes, Time, or other publications pictured.

The advertisement is a Facebook post from the 'Readly' page, marked as 'Sponsored'. The headline reads 'Magazines for every moment. What do you want to read today?'. The main visual is a collage of magazine covers including Country Sampler, Farmhouse, Forbes, 50 UNDER 30, TIME (with a red 'X' over the year 2020), MEN'S JOURNAL (featuring Jon Hamm), and Motor Trend. Overlaid on the collage is a large yellow circle containing the text '2 months free' and a black button with 'Try now'. The Readly logo is at the bottom right of the collage. Below the image, the text 'READLY.COM' is followed by 'Now 2 months free' and 'Cancel anytime'. A 'Sign Up' button is located in the bottom right corner of the ad area.

Readly
Sponsored · 🌐

Magazines for every moment. What do you want to read today?

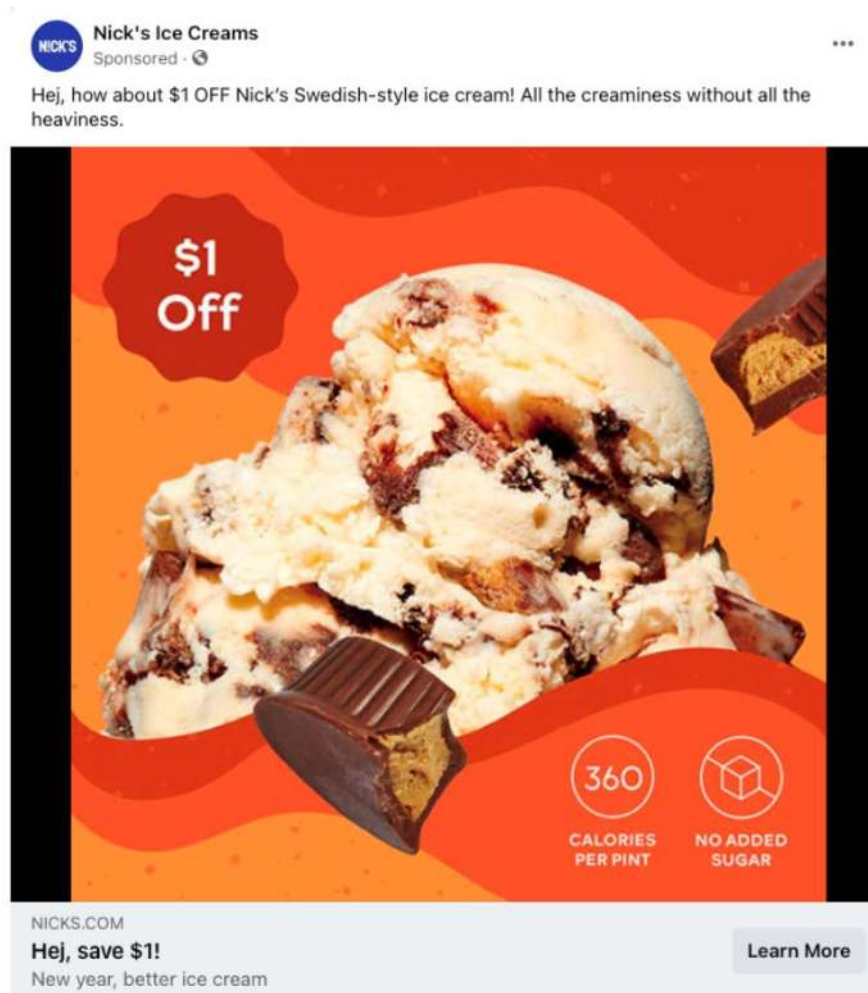
**Unlimited magazines.
In one app.**

2 months free
Try now

READLY.COM
Now 2 months free
Cancel anytime

Sign Up

If you're offering a specific dollar amount or percentage off your products, cite that in your images. Coupon grabbers will immediately tune in to a chance to save, and an offer may encourage people to try a product they'll then like and continue to purchase in the future, as with the ice cream ad below.

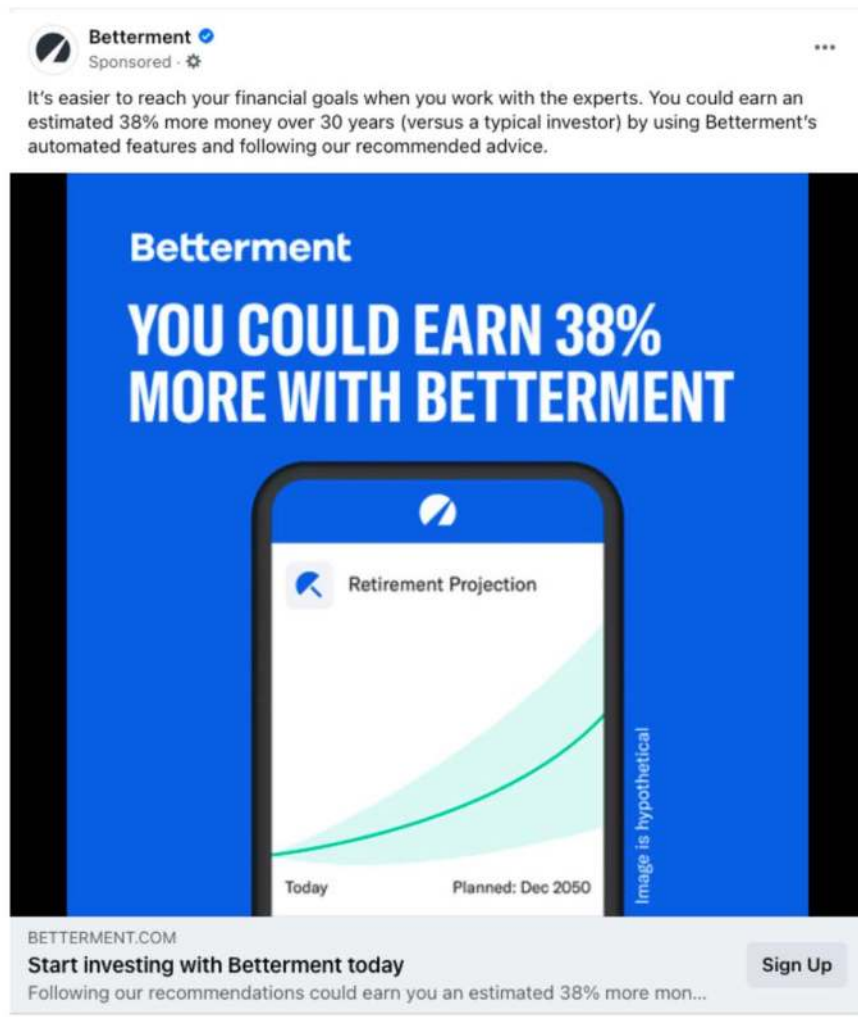


Include Specific Stats

If you have studies or surveys showing statistics that reflect positively on your brand's success, include those in graphics.

For instance, Betterment's ad cites that people can "earn an estimated 38% more money" with them vs. using "a typical investor." Mentioning the percentage in the image copy, as well as including the upward graph, helps make the case that Betterment is a good choice for seeing investment growth.





If you conducted a survey of your target audience, you could cite a statistic about how a large subset of your prospects encounter the problem you're trying to solve. For instance, perhaps 90% of CFOs wish they had better software in place for tracking expenses.



Use Carousel Ads to Tell a Story

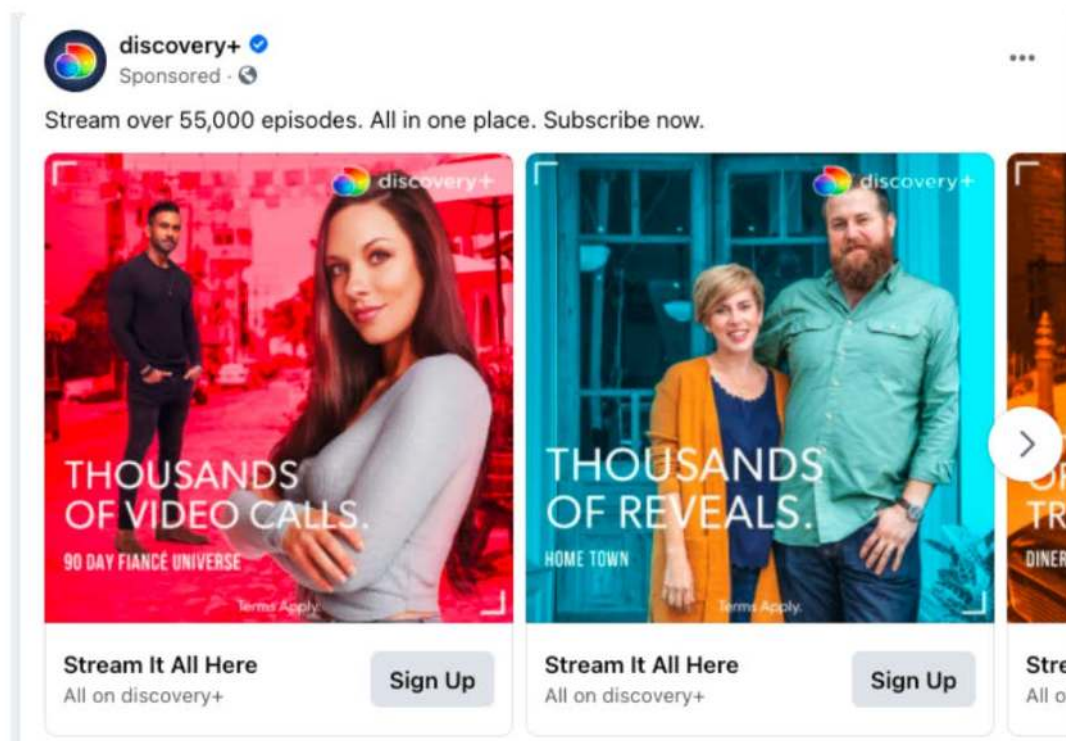
I've seen several brands try carousel ads, only to determine they don't work. Unfortunately, a frequent approach with carousel ads is to lump together a few unrelated points together with stock photos, which only results in a disjointed ad that won't garner the focus you need.

Use the multiple slides in a carousel ads to tell a story, making sure the slides fit together with a common theme. This tactic could include:

- Walking through a setup process step-by-step.
- Highlighting a handful of major features .
- Showing problem/solution steps (or before/after images if applicable).



In the example below from the Discovery+ streaming service, they've chosen to design slides each fitting the theme of "Thousands of..." messaging, while also highlighting different shows people can watch on the platform.



Start Creating!

I've seen several brands try carousel ads, only to determine they don't work. Unfortunately, a frequent approach with carousel ads is to lump together a few unrelated points together with stock photos, which only results in a disjointed ad that won't garner the focus you need.



Chapter 5

How to Set the Budget for Your Facebook Ad



Michelle Morgan

Director of Client Services,
Clix Marketing

The Facebook Ads platform has lots of control options to help you reach your target audience in the most efficient ways. There are lots of customization around target audience, ad copy placements, conversion actions, etc., but one lever that doesn't get much attention is budget.



Budget & Schedule

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



The image shows the Facebook 'Budget & Schedule' settings. Under the 'Budget' section, there is a dropdown menu currently set to 'Daily Budget' with a value of '\$20.00'. A tooltip is visible, showing 'Daily Budget' as the selected option with a checkmark, and 'Lifetime Budget' as an alternative option with the text 'may vary'. Under the 'Schedule' section, there are two radio button options: 'Run my ad set continuously starting today' (which is selected) and 'Set a start and end date'.

You'll spend no more than **\$140.00** per week.

There are two types of budget for Facebook – daily and lifetime – and each has its own benefits and drawbacks and choosing the wrong one can be detrimental to your campaign performance.

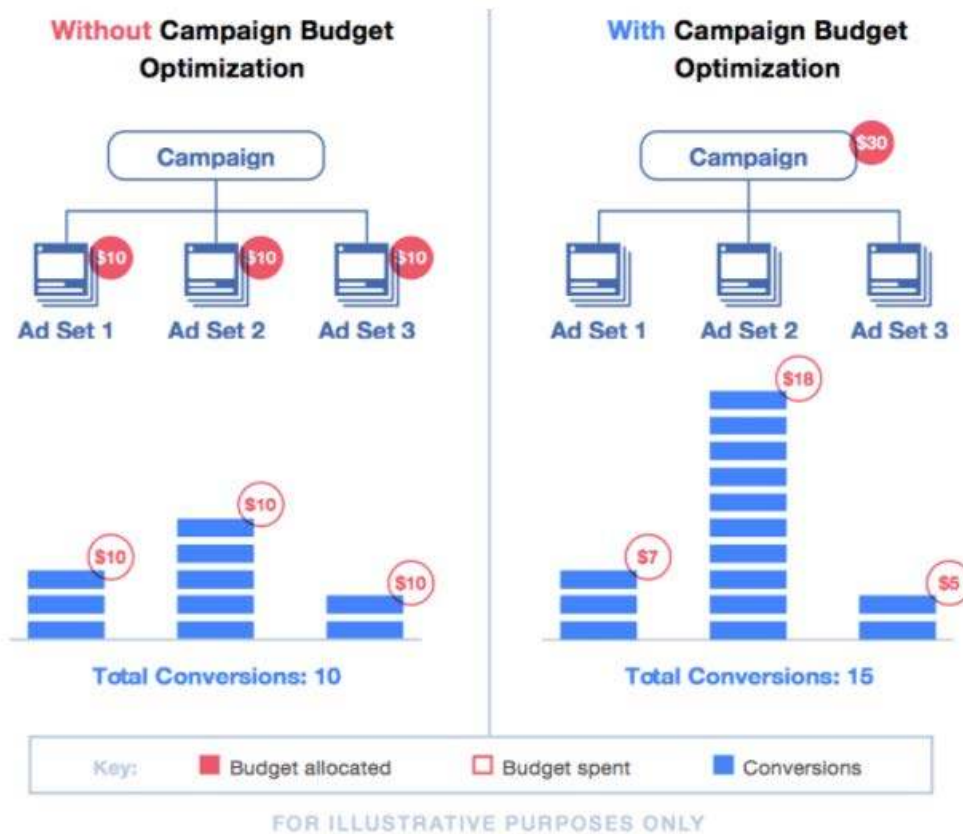
We're going to go through each of these in detail below, but first, we need to discuss which levels you want your budgets to be controlled from campaign or ad set.



Campaign Budget Optimization

Historically, budgets on Facebook have been controlled at the ad set level. But in the past couple of years, Facebook launched Campaign Budget Optimization, which lets advertisers set a campaign level budget which Facebook then disseminates to the ad sets based on performance.

Campaign Budget Optimization (CBO) leverages Facebook's machine learning to serve ads from whichever ad set is expected to deliver the best results. Here's a quick overview image Facebook uses to show its potential impact:



In the first example, each ad set has a daily budget of \$10 that Facebook spends during the day and each generates a few conversions, resulting in a total of 10 conversions.

In the second example, you set a \$30 campaign level budget, the same amount as the combined ad set budgets from the first example, and Facebook will (in theory) serve it to the ad sets with the most potential, resulting in ad set spend levels of \$7, \$18, and \$5 and a total of 15 conversions generated.

While this chart makes this seem like a no-brainer, this isn't always the case. CBO is sensitive to audience size differences.

If you have three ad sets in a campaign, 2 with audiences of 100,000 users and a third with 32 million users, Facebook will almost certainly spend the majority of your campaign budget on the largest audience size as it has the most potential, regardless of the number of conversions or return the smaller ones are seeing.

There are some allowances for daily minimums and maximums with CBO, meaning you can tell Facebook that one ad set can only spend a certain amount while others have to spend at least this much every day. These can help offset some of those service issues, but they're not a silver bullet.

Budget & Schedule

Schedule ⓘ

Start Date

Sep 24, 2019 8:41 AM
Pacific Time

End - Optional

☐ Set an end date

Hide Options ▾

Ad Set Spend Limits - Optional

☒ Ad Set Spend Limits

Daily Minimum	Daily Maximum
<input type="text"/> USD	\$200.00 USD

We can't guarantee this amount will be spent. ⓘ We won't spend more than this amount.



If you do plan on using ad set minimums and maximums, don't use them to dictate the entirety of your campaign daily budget. This won't allow Facebook to learn and optimize to the best performing audience and it would be the same as if you were using ad set level budgets.

Instead, dictate only about 50% of your budget across your ad sets and let Facebook do the rest of the work.

With that out of the way, now let's dig into the pros and cons of Daily vs. Lifetime budgets on Facebook.

Daily Budgets

Daily budgets are the easiest to set up, but also have some intricacies that all advertisers should be aware of. With daily budgets, Facebook will spend up to the amount of budget per ad set you give it per day. Seems pretty simple, and it is.



The Drawback:

Facebook will not only spend up to that daily budget limit, it will actively try to spend the full daily budget you've given every single day, no matter what performance is on that given day.



In the image above, the ad set budget is \$32 and it's spot on where the average spend is for the past 30 days.

Facebook targeting operates more like Display than Search, so it's working to get impressions in front of a target audience rather than responding to their fluctuant demand. With daily budgets, Facebook will show as many impressions as it needs to that target audience to make up your daily spend.

That might sound ominous, but this isn't necessarily a bad thing. More on that in a minute.

The second drawback for daily budgets is that there is no option to schedule your ads for specific times of the day or days of the week. With daily budgets, your ads will run 24/7 (unless you have an external tool to assist).

If your business model, offerings, or calls to action dictate that your ads only run during certain portions of the day or days of the week, then daily budgets likely aren't the right fit for you.

The Benefits:

First, I want to revisit the “spending the whole budget everyday” thing. This pattern of spending allows for much easier pacing of spend.

Each day you can count on Facebook spending the same amount, making it much easier to control your budgets and plan ahead financially.

Additionally, if your ad set is performing well and you're getting the returns you want, then there's no harm in scaling into your full daily budget to get those results as soon as you can since future performance is never guaranteed.

Second, Facebook daily budgets are the simplest option if you're setting up an always on, evergreen campaign.

This allows you to keep your ads on at all times without needing to adjust end dates to keep them active.

Additionally, if you work with weekly, monthly, or quarterly budgets and they change from time to time, daily budgets are a great option. Lifetime budgets, as we'll discuss, are best when a budget is set and then left in place until the end date is reached.

If you're anticipating regular changes to your budget, daily budgets are likely the better choice.

When changing daily budgets, there is a best practice to keep in mind: limit budget adjustments to 20% of their original level for each day.

Any change larger than this will have too great of an impact on the Facebook algorithm and performance can be negatively impacted.

	Budget Half	Budget Double
Starting Budget	\$100	\$100
Day 1	\$80	\$120
Day 2	\$64	\$144
Day 3	\$51	\$173
Day 4		\$207

If you're needing to double your spend or cut it in half, ideally, you would make changes everyday in 20% increments until you reached the level you needed. (I realize this isn't always doable, but if it is, this is the right way to go.)

Lifetime Budgets

With Lifetime budgets, you give Facebook the budget you'd like to spend for the entirety of the campaign and then choose the date the ad set should end on. These operate differently than daily budgets, but also come with their own benefits and drawbacks.





The Benefits:

With Lifetime budgets, Facebook will adjust daily spend levels based on the results of the campaign. On days where performance is strong, Facebook will spend a little higher than the average daily budget to reach the lifetime goal.

On days where performance is lower, it will under spend to save funds for another day. At the end of the campaign, you will only spend the lifetime budget you set at launch (or adjusted to as the campaign went on).

Many advertisers find this fluctuating spend to be a benefit as, in theory, you should have better returns for your campaigns.

Additionally, Lifetime budgets also have ad scheduling available for you to choose which days of the week and hours of the day you want your ads to run.

Ad Scheduling ⓘ

☐ Run ads all the time

☒ Run ads on a schedule

Use viewer's time zone ▼

We'll schedule your ads based on the time zone of the person seeing it.
For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

■ Scheduled hours

If you need to only have ads on during certain hours, this is the budget type for you. That said, this might be something to employ only if it's imperative that you do so.

For example, if your call to action is to call in and you have no one there to answer the phone, that's a pretty poor user experience and you should likely schedule your ads.

But if you're only scheduling them because you don't think someone will fill out a form past 8pm, then I encourage you to start with all days and hours running and see what performance you get first.

Sometimes folks aren't able to be on their phones during typical hours and they may take actions in the wee hours of the night.





The Drawbacks:

With the good comes the bad, but admittedly, the “bad” for Lifetime budgets is more a sense of convenience than anything.

With Lifetime budgets, daily spend can fluctuate quite a bit and those fluctuations can make it difficult to predict or plan on what type of coverage you'll get on any individual day. If you're in an important season for your business and need to ensure you have coverage or simply want to know what to expect when it comes to spend, it might make more sense to go with daily budgets.

Budget & Schedule

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

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

Schedule ⓘ

Start	<input type="text" value="Jan 20, 2019"/>	<input type="text" value="6:00AM"/>
End	<input type="text" value="Feb 20, 2019"/>	<input type="text" value="6:00AM"/>

(Pacific Time)

Your ad will run until **Wednesday, February 20, 2019**.
You'll spend up to **\$350.00** total.

Lifetime budgets require advertisers to set an end date along with your budget. By doing this, you're telling Facebook the amount of money it has to spend for that timeframe.

If you are certain there will be no changes to the time frame or budget, this is a great option. But if you're likely to get additional budget or lengthen or shorten your promotion, then this might not be a good fit.

Although adjusting budget and changing the end date are possible, doing so will impact how Facebook prioritizes your budget.

If you set an ad set to run for two weeks, but then have to cut it down to only one after a couple days, Facebook is then going to adjust and spend a much higher amount on those last few days to try and spend your Lifetime budget during the shortened period.

If you do need to change the date range or budget, I suggest you also adjust the other to balance out and mitigate any large swings in average daily spend to try and prevent performance from tanking.



Conclusion

Controlling budgets on Facebook is sort of a dealer's choice option, but there's technically no right or wrong way to do it, only some scenarios where one option might make more sense than another. Hopefully this rundown makes you feel more confident in setting up budgets and knowing what all options you have at your disposal!

Chapter 6

6 Reasons Your Facebook Ads Aren't Converting & How to Improve Them



Kristopher Jones

Founder / CEO,
LSEO.com

Is your Facebook advertising campaign not generating enough conversions? Here are some creative fixes to significantly increase your conversion rate.

Facebook advertising is one of the best tools available for audience research and promoting your brand. But even experienced digital marketers can run into issues with their Facebook advertising campaigns; namely turning targeted traffic into conversions.

At my digital marketing firm, we recently ran into an issue running a digital marketing campaign for a physical therapist.

Despite creating highly targeted ads that drove the desired impression share and clicks, our ads didn't result in the conversions we wanted.

In this particular case, the client had tweaked his business model to no longer lobby for referrals from local medical physicians in the area and instead relied entirely on digital marketing.

The biggest issue our campaign soon ran into was informing the right customers at the right time for that small sliver of intent we could meet.

Think about it, when you suffer from an accident or chronic pain, you typically go to a doctor before going to a physical therapist. Sure, we could inform customers and they could click, but how were we supposed to get them into the door?

Fortunately, by switching up our bids, value proposition, and even the very event we were advertising, we were finally able to drum up high-value foot traffic to our client's physical therapy firm.

The campaign itself was soon used as a nomination for multiple awards in the industry.

Facebook advertising, in conjunction with PPC advertising, is a powerful tool with a tremendous ROI. But to generate a return you need sales.

Here are five reasons your Facebook advertising campaign isn't generating enough conversions and some creative fixes to significantly increase your conversion rate.



1. You Don't Have Enough Audience Data

Unlike Google Ads, Facebook Audiences requires you to make judgment calls about your customers and to complete the research upfront before creating a campaign.

Customers don't come to your ads, you come to them.

First off, many businesses start their campaigns off way too narrow.

If your client has a new business and very little information to share with you, start off with a broad awareness campaign optimized to the lowest CPC available.

Here, you can start off with about half a million impressions at a modest spend and gather some valuable engagement data, such as who is clicking on your ads and what people, if any, are converting.

Facebook is an awesome tool, in that it allows you to upload valuable data, such as all your business's customer email information and data on all of your purchases from the last 30 days.

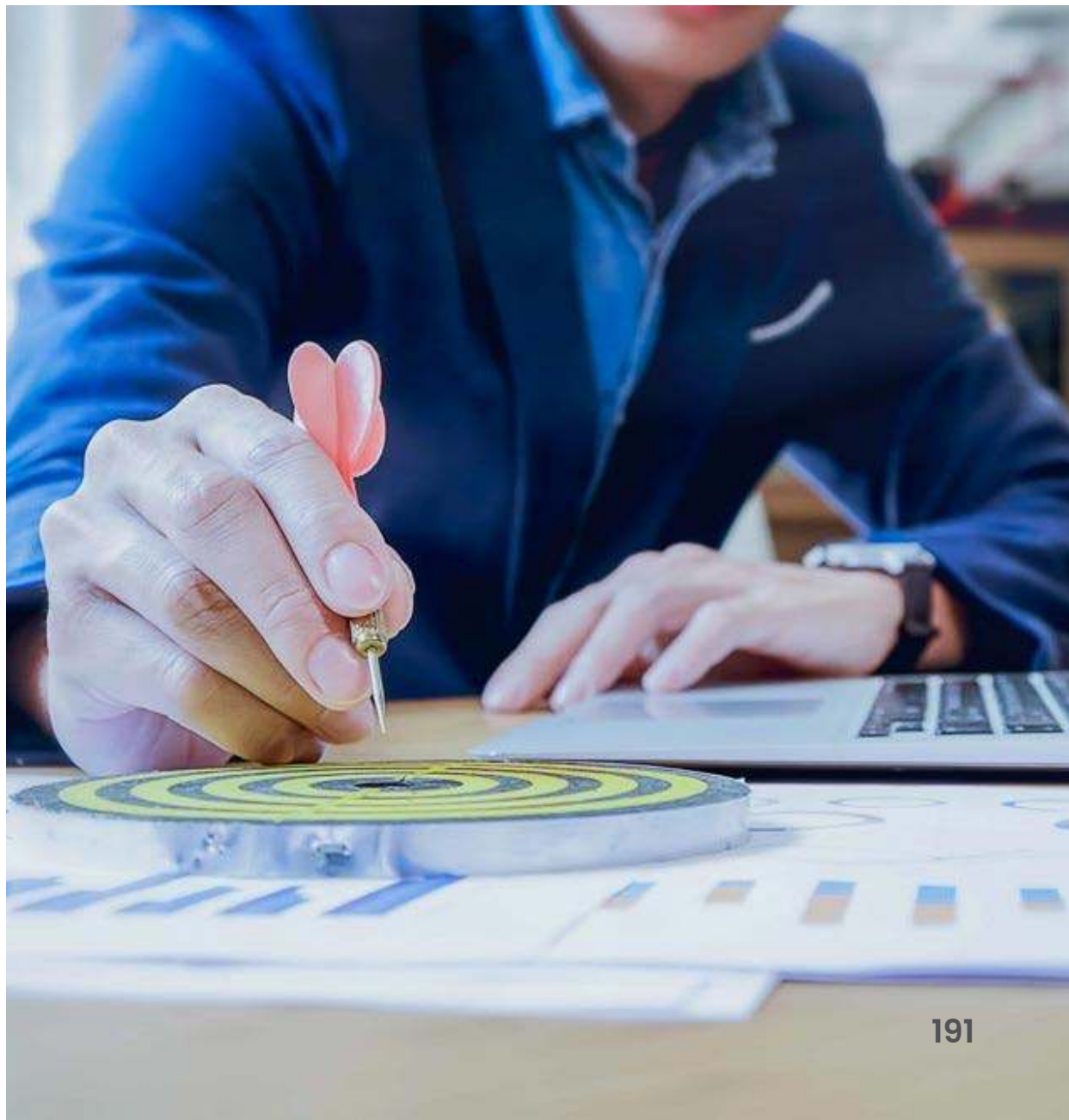
Some additional areas to acquire audience data include:



- Google Ads and Bing Ads PPC campaign data (e.g., contact info).
- Competitive analysis (all advertising channels).
- Census for local demographic information.
- Real-time analytics on your site and marketing channels.
- Surveys and site questionnaires.
- Psychographic info of people who “like” your business.

You can even use specific pixels for people who visit your site and click on your ads and don't convert.

As with all advertising, the best way to find your customers is to cast a wide net and see where you failed.





2. Your Targeting Parameters Need More Optimization

The most important part of any campaign is audience creation. Unfortunately, poorly optimized targeting parameters could mean wasted ad spend.

Think about it, a poorly timed event match could mean the difference between somebody purchasing new jewelry from your business close to their anniversary and somebody merely scrolling past it on any other day of the year.

Worse yet, many businesses go too broad in their targeting and don't properly account for device usage.

To cut down on targeting errors and to hyper focus your parameters, create a buyer persona and then upload all of the relevant details you can into your custom audiences.



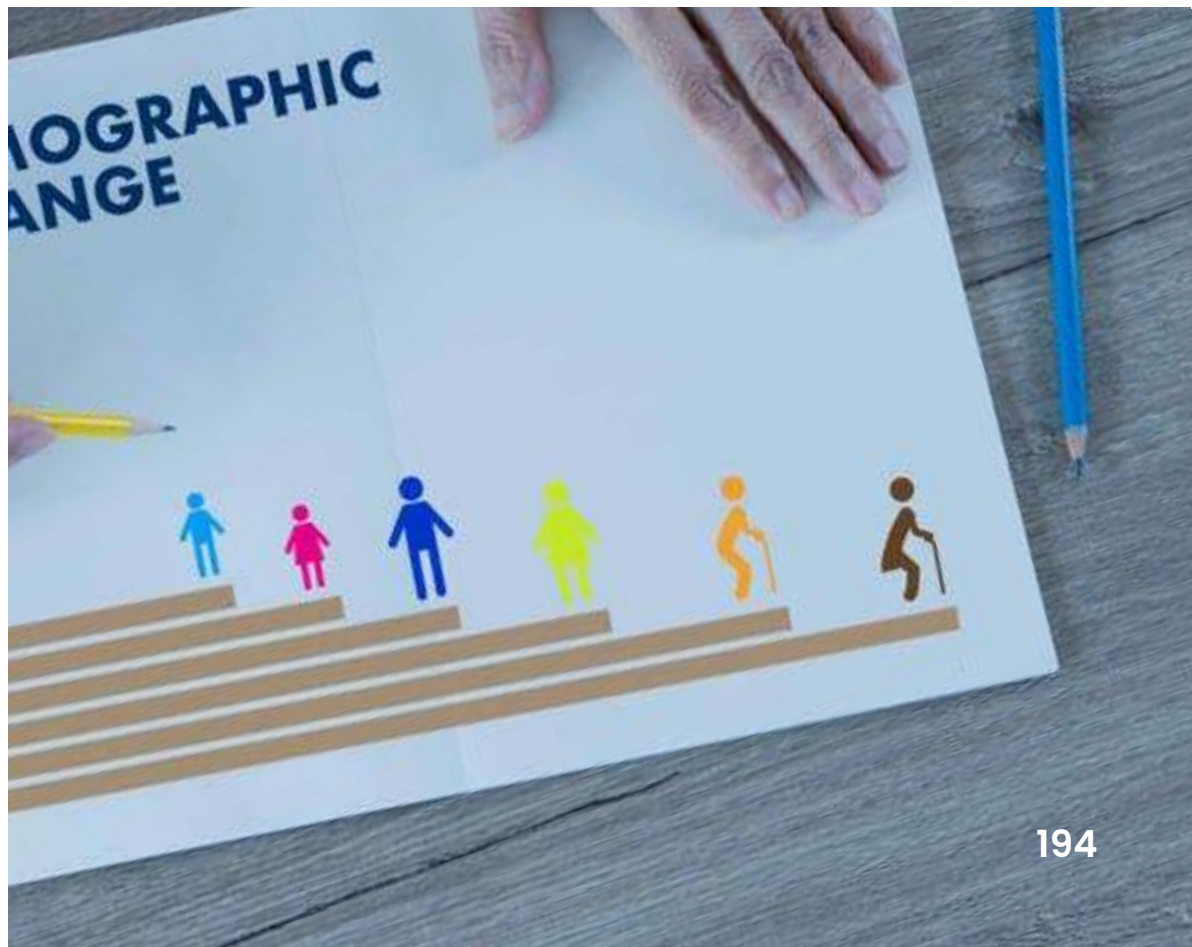
Segment your buyer persona based on three boundaries:

- Demographics (age, gender, race, income, location, etc.).
- Psychographics (interests, likes, and lifestyle).
- Behavior (shares, comments, engagement, and purchasing habits).

Facebook also takes granularity to the next level.

For example, Facebook can help you target ads for baby equipment to people who were recently pregnant or had a kid. It bases this on personal information that its users choose to share and all of the above information, such as pages they've liked and what posts they've engaged with the most.

With this, you can get your message on par with the people most likely to appeal to your business.

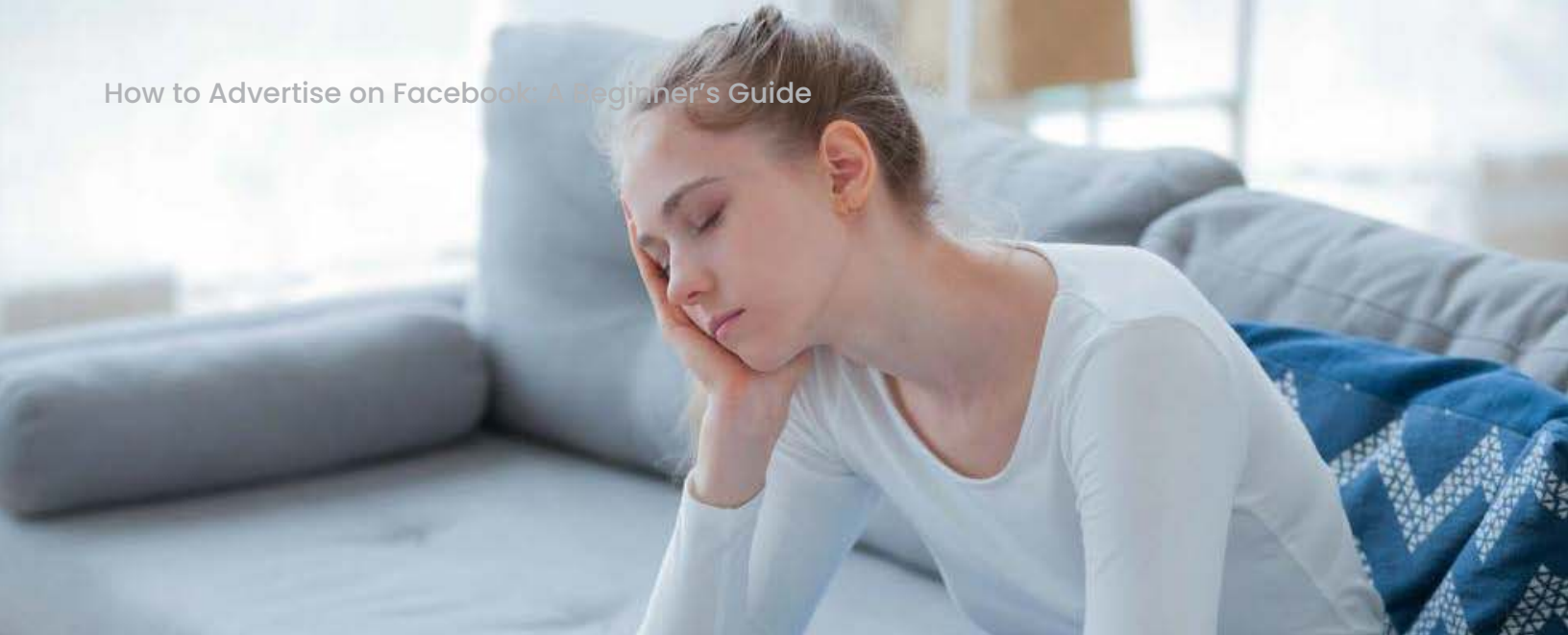


3. Facebook Users Aren't Shoppers

And yet, despite all of this, your Facebook users don't convert.

But unlike Google Ads, Facebook users are not using the platform to shop. They are using Facebook to interact with friends and family and share content.





There's probably been plenty of times when you've engaged with a sponsored post, but not actually made a purchase. Maybe you purchased from the brand later, but most people aren't necessarily intent on making a purchase when they click on your ad, especially from a mobile device.

In the example I provided at the beginning, my team used this knowledge to radically change our approach.

Instead, we changed our value proposition and lead form to merely get people to attend a workshop hosted by our client before actually engaging in a consultation.

When conversions are low, consider using Facebook lead ads, video ads, or even dynamic ads for ways to get people into your funnel.



4. You Aren't Segmenting Ad Campaigns

Your ad creative and messaging will only apply to certain segments of your audience.

If your ads are driving a lot of impressions but few clicks and even fewer conversions, consider implementing A/B split testing.

Experiment with

- Messaging.
- Ad creative.
- Images.
- Landing page copy.
- Audience segments.

Creating separate audiences based on different conversion goals and previous engagement can help you create hyper-targeted messages that resonate more.





5. The Problems Run Deeper in Your Funnel

If people are clicking on your ads and not converting, then there could be problems with your website or landing page that run deeper than your ad copy.

Issues could arise from:

- Inconsistent messaging.
- Poor UX and loading times.
- Thin content.
- Unappealing value offer.

Track your conversions using the conversion pixel and your bounce rate using Google Analytics.



Some landing page optimization tactics to resolve a low conversion goal rate include:

- Inserting high-resolution images and interactive content to keep users engaged.
- Presenting a clear CTA with an offer (e.g. 50 percent off now or 1st-month free subscription).
- Removing additional or unnecessary navigation.



How to Improve Facebook Ad Conversion Rates



- Target users based on previous purchases.
- Use 'Lookalike Audiences' to expand the scope of your campaign once converting.
- Leverage events targeting for special offers and events.
- Adjust your value proposition to appeal to different audience pain points.
- Leverage remarketing for people who bounce from your landing page.
- Layer targeting parameters for more granularity.
- Continue to learn more about your customers.



Sometimes it's keen to look at your business model and determine whether or not Facebook advertising is right for your business or your client's business.

Using a combined approach of paid social, PPC advertising, and remarketing can help you acquire leads and nurture them for conversions by reaching them over a variety of channels.

The Role of Ads in the Customer Journey



Stephanie Mansueto

Head of Content
Rock Content (SEJ Partner)

Digital marketers walk a tightrope in publishing ads for their audience because modern consumers are much more aware when a brand is trying to market it to them than previous generations.

And unlike traditional forms of marketing, such as TV commercials or radio ads, consumers can choose to 'opt-out' of receiving messages from a brand if they feel that they are over-marketed to or that the content being shared with them is not relevant.

For marketers, it can be challenging to create an authentic ad that motivates consumers buying decisions. Ads on social media, for example, often disrupt the user's content experience and can be annoying if the ad doesn't flow with the content on their feed.

When done right, ads can help build awareness of a brand and provide valuable information to potential consumers. And when targeting specific stages of the customer journey, an ad can effectively deliver the right information to users when they need it.

So, how can brands leverage ads in the customer journey in a way that engages their audience rather than disrupting them?

In this article, we will cover:

- Journey-based marketing – what is it?
- Reasons that ads fail and how to fix it
- Why marry your marketing ads with your buyer journey
- How to get started

Journey-Based Marketing – What Is it?

The customer journey is the path your customer takes toward making a purchase. From their first interaction with your brand to when they finally become users of your product or services, they are on a journey. Along the way, they will likely engage with the content you have created, such as blogs or ebooks, and probably followed you on social media, but where did they start? How did they find you?

If a consumer found you because of an ad, they were likely searching for a solution to a problem they were facing and stumbled upon your business. Once a user clicks on an ad, it's up to us to keep them engaged, and the best way to do that is to nurture their journey with relevant information.

What goes into shepherding potential customers toward making a purchase can vary based on the type of organization. For example, B2B businesses often have a longer buying cycle because of the internal review process, where B2C is usually much quicker. But all of it starts with a compelling ad; if you can't hook them on that first touchpoint, you likely lost them forever.

Reasons That Ads Fail & How to Fix It

It doesn't matter what industry or market you are targeting - your audience is inundated with ads every single day, which makes it difficult to stand out.

Some of the reasons that digital ads fail:

The Ad Targets the Awareness Stage But Is Focused on the Brand & Not on the Pain Point You Solve

Don't assume that your audience knows who you are because, likely, they have never heard of you. If they don't know who you are, what you do, or what you offer, they won't click.

And if they know who you are and don't like you, they won't care that you can solve their problem. At this stage, focus on what you solve, not who you are.

Your Ad Is Showing up in the Wrong Place

Ad placement is important because you want to meet your audience where they are.

Brands like Gatorade and Nike buy commercial placement during sporting events because they know that a segment of their audience is watching the game.

Digital ad placement is no different. If your audience uses LinkedIn more than Facebook, your ad budget should be spent on that platform.

You Haven't Invested Enough Time in Learning What Motivates Your Audience

One way to ensure your ads perform well is to create ads that speak to your audience's needs.

Your Ads Don't Match Your Offer

Message match is a huge issue for users.

Clicking on your ad means that something resonated with them, but the content they saw post-click fell flat, and often it's because there is a disconnect between the advertisement and the content being shown.

Why Marry Your Marketing Ads With Your Buyer Journey

It is smart to use paid advertising tactics in tandem with your buyer journey strategy.

Each stage of the buyer journey is an opportunity to provide your prospects with relevant information that will encourage them to take the next step in their journey.

PPC campaigns can be highly valuable in the buyer's early stages when your audience is just starting to be aware that they have a problem to solve.

Retargeting and remarketing can be highly effective in the buyer journey's consideration and decision stages when your audience is more educated about the problems and is not searching for ways to solve them.

The customer journey consists of four stages:

Awareness

The awareness stage is when a buyer understands that they have a problem that needs to be solved, but they have not yet determined how to solve it and who will help them.

Ads at this stage should include messaging that focuses on the pain point or challenge the customer is facing.

Ads could drive users to a piece of content that talks about this challenge and how it can be solved, such as a blog post or ebook on the topic.

Consideration

During the consideration stage, buyers are starting to look for solutions to their pain and compare brands or products against each other.

At this stage, your ads can be retargeting or remarketing ads that drive users back to your site to learn more about your solution and how it compares to others.

Users are more likely to engage with deeper funnel content such as white papers or long-form ebooks that talk about the challenge and your product or service.

Decision

At this stage, the buyer has decided on what product or solution they will use and are ready to purchase.

Your audience has determined what their challenge is and has identified ways to solve it; now, it's time to convince them that you are the right solution.

Ads can have clear messaging about your product and your unique selling proposition. Why are you the best at solving the user's problem, and why should they buy your product over others?

Users that have already interacted with your content in the previous stages are likely to click on an ad that talks about your product at this stage.

Content offered could be product comparison charts or interactive tools such as ROI calculators, solution finders, or configurators.

Retention

Once a prospect becomes a customer, the work is not yet done.

Your customers may still be evaluating other tools against your own and may consider leaving in the future. It's up to you to keep them engaged and interested in your offering.

Focusing on the customer journey when it comes to your ads will help you:

Reach Buyers When They're Ready

Ads created for a specific time in a buyer's journey will be more impactful than sending the same message to everyone.

Capture Higher Qualified Leads

Have you ever received a lead and wondered how that user ended up on your site? Leads are great but if they aren't your target market, they will likely not turn into a customer.

Minimize Interruptions

Ads are interruptive, and there is no way around that.

But, if you create ads that are not self-serving and provide value to your audience, they will be less of an interruption and will be seen as helpful.

Create Custom Offers for Existing Customers

Existing customers need attention too. Creating custom offers for customers is a smart way to cross-sell products.

Tools like Facebook Custom Audiences can help marketers create targeted campaigns for existing customers, while Google Ads could remind customers to visit your site to learn about what you offer.

Let's Get to Work

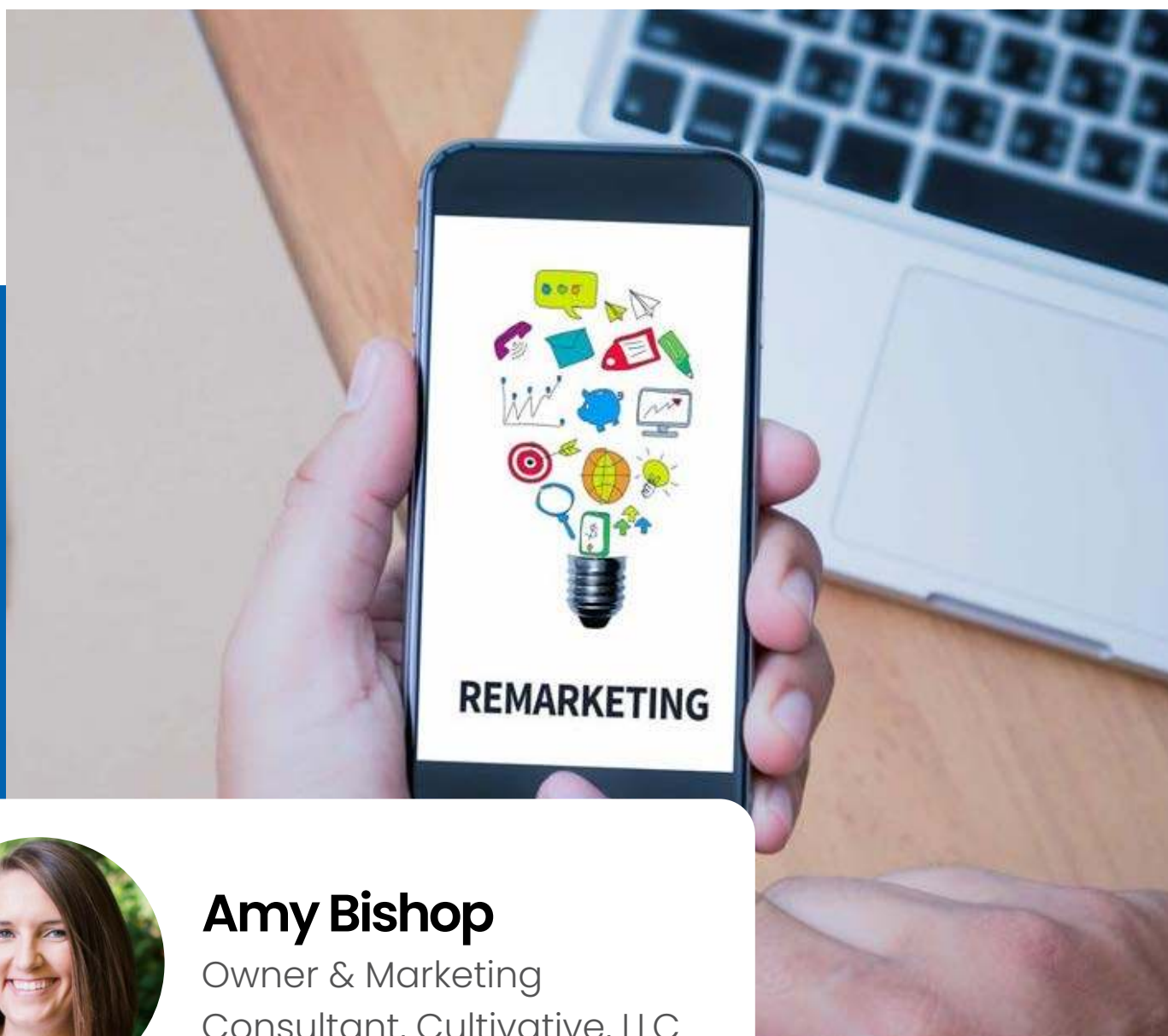
Ads are a great way to educate, engage, convert, and retain customers. Applying inbound marketing principles to your ad strategy is a great place to start. Using ads can influence prospects no matter where they are in the buying journey.

To get started, marketers must first identify who they are targeting, how they can solve their problems, and what motivates them to make a decision. Only then can you create tailored ads on the right network for them.

Focusing on the customer journey is essential to the success of your paid campaign.

Chapter 7

14 Facebook Remarketing Strategies to Test



Amy Bishop

Owner & Marketing
Consultant, Cultivative, LLC

Facebook offers so many ways to reach prospects in unique and cost-effective ways, not the least of which is remarketing! The great thing about Facebook remarketing is that it is so incredibly versatile.

Nearly any company can find a way to re-engage their prospects through remarketing, even if they don't view Facebook as their personas' primary watering hole.

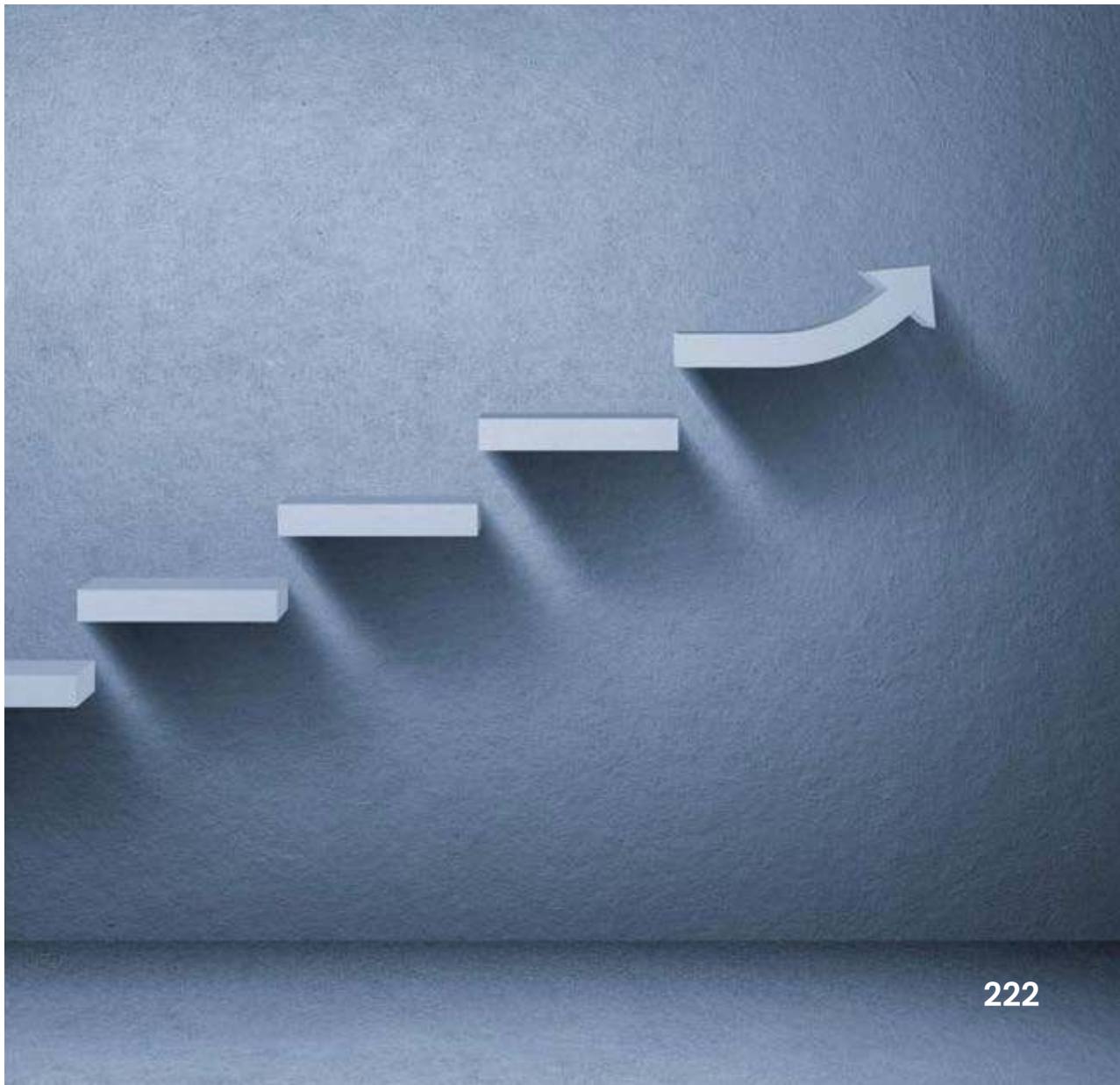
There are some great ways to narrow focus and the inventory is often inexpensive. Not to mention, Facebook's bidding algorithms arguably rival some of the best in the PPC landscape.

What that means is – even if you don't leverage Facebook for prospecting campaigns, there's probably still low-hanging fruit for you in remarketing.

Let's talk about some of the ways you can leverage Facebook to reach your target audience.

Remarketing Page Visitors

The easiest and most obvious remarketing strategy is to create remarketing lists from page visitors. Sometimes, if you have a small audience, starting out by remarketing all visitors is best as additional segmentation may make the lists too small to get out of the learning phase.



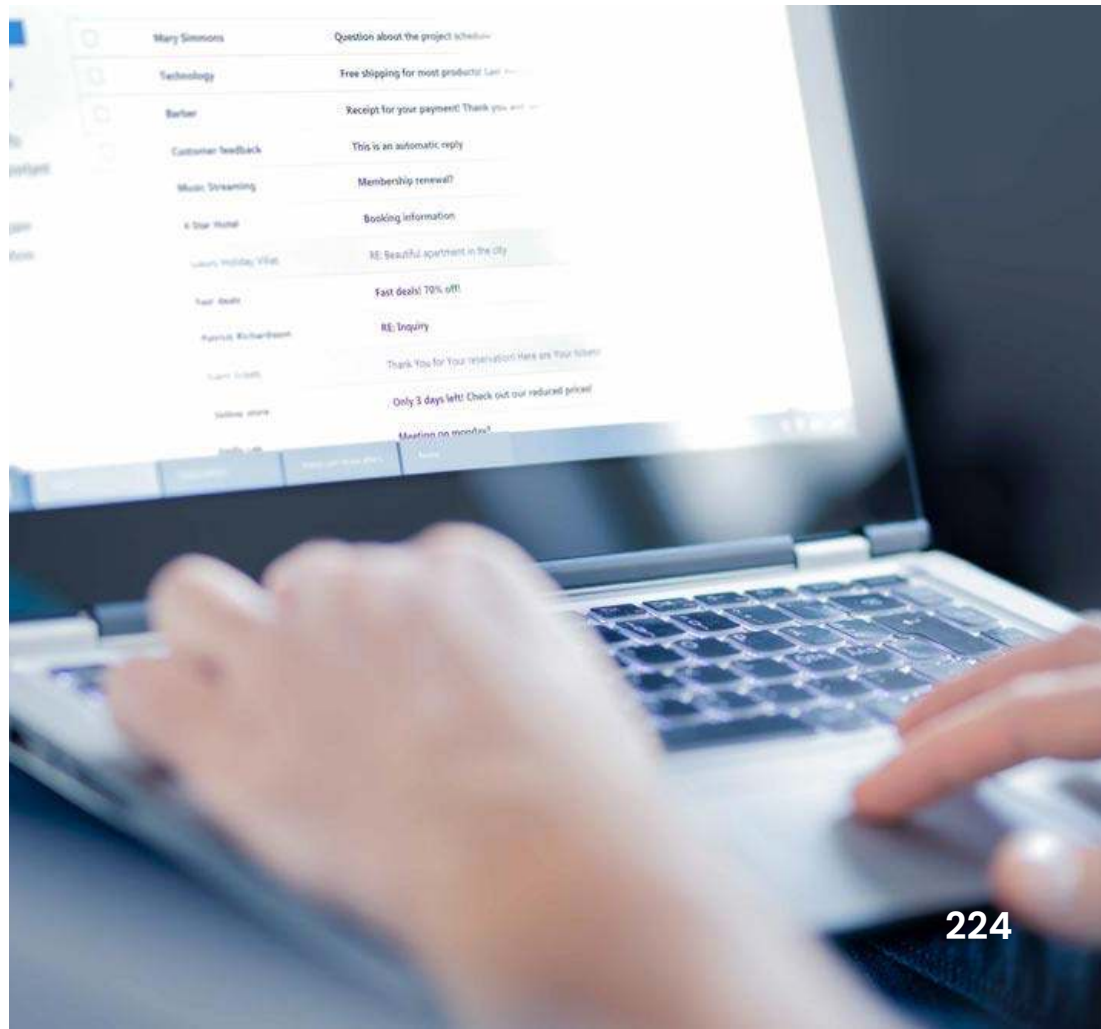


If your audience is big enough, though, it's ideal to create audiences based upon visits to pages that indicate intent – such as people that visited a page to sign up for a free trial or request a demo but then didn't complete the request.

Creating Audiences From URL Parameters

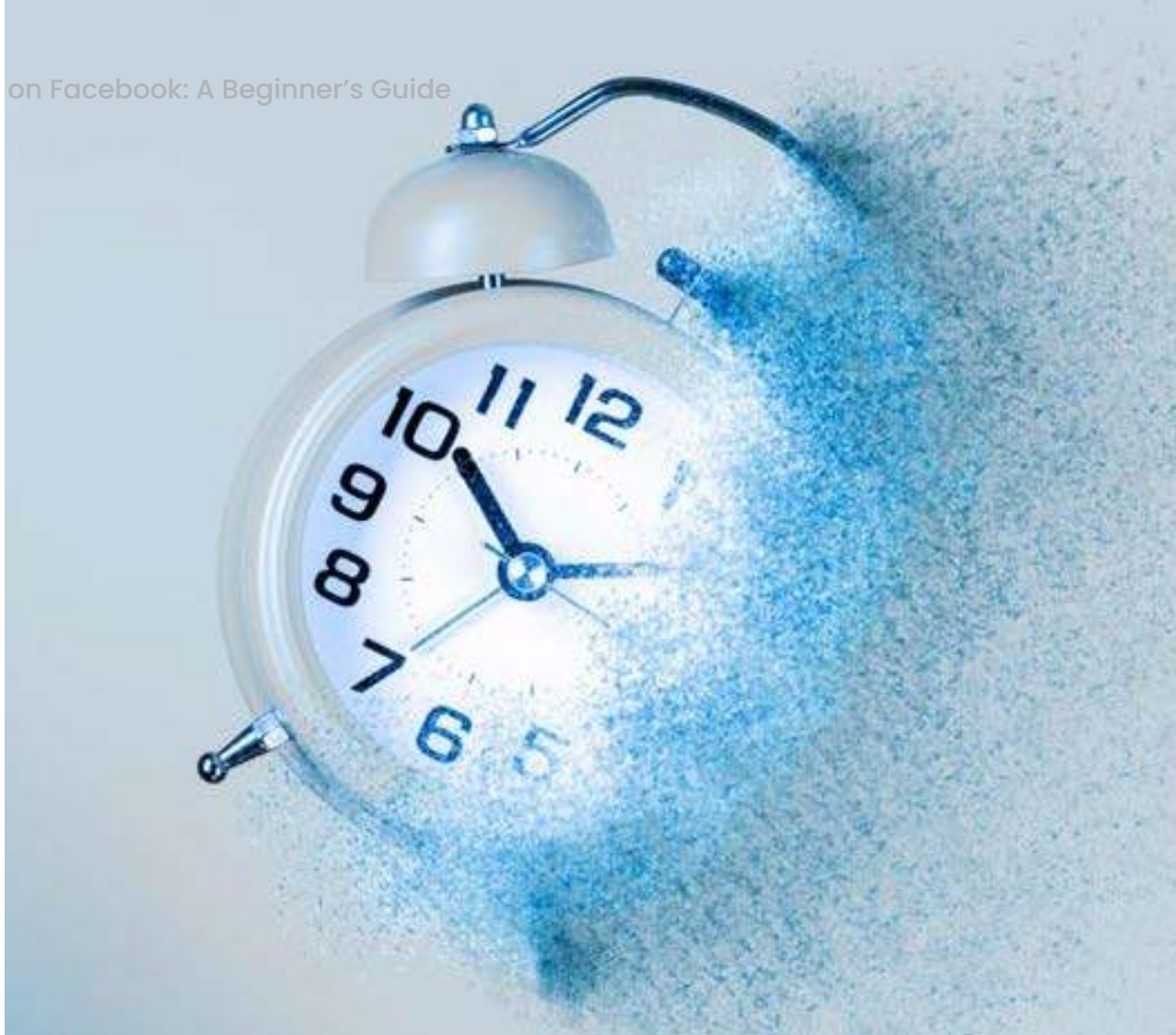
To take page visitor remarketing one step further, you can create audiences off of any part of the URL string, even if it isn't part of the page. Put simply: you can create audiences off of URL parameters as well as subfolders.

This can be handy if you want to remarket visitors of a specific source separate of your other audiences.



For example, if you were running a campaign in LinkedIn targeting specific LinkedIn groups or skills and decided to use Facebook as an additional remarketing source, as it is often more cost efficient, you could use your UTM tags to create an audience of only folks from just that specific campaign.

This way, you know that people in that audience had a specific set of skills or were involved in specific groups, which would allow you to speak directly to those interests in your ads.



Visitors by Time Spent

You can further segment your URL-driven audiences by selecting to segment them by time spent. You can choose to target people by the top 25%, top 10%, or top 5% of time spent.

This can be a useful way to try to zero in on folks with the highest engagement.



Remarketing Conversion Events

If remarketing page views don't allow you to build the audience that you need, Facebook also offers the ability to build audiences off of the events that you've created for conversion tracking.

This can be handy both for targeting your audience to get them to the next stage in the funnel but also for exclusions, to ensure that you aren't targeting people that have already taken a certain action – even if Facebook wasn't the source that drove the action.



Remarketing Your Offline Activities

Facebook also makes it easy to remarket offline activities, which is really cool! There are two ways you can do this: through audience lists and offline events.

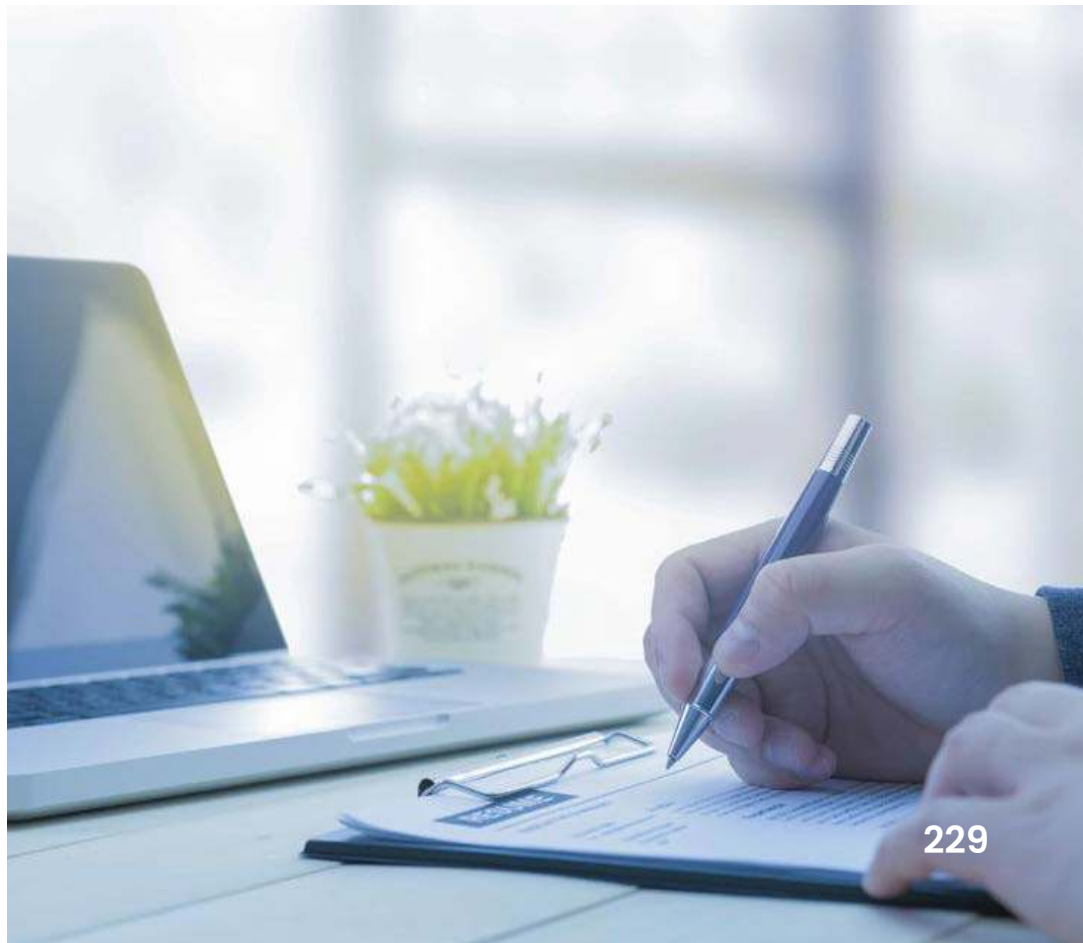
Let's delve into each!

Uploading Audience Lists

One of the most well-known ways to remarket offline activities is to upload user lists.

There are a ton of different ways you can segment this data.

You can target existing customers, or leads that were once warm but never converted, or folks currently in the pipeline. You can also remarket folks that took a high-funnel action to get them to take a low-funnel action.



Remarketing Offline Events

You can also remarket people from your offline event sets if you're tracking offline events. So if you're importing events for text messages, for instance, you can remarket them to get them to the next stage in the funnel – maybe to let them know of a sale on certain products.

If you have access to store visit tracking and have at least 10 measurable stores set up, you also have the ability to create audiences off of store visits – which opens up a wealth of opportunities for brick & mortar.





Remarketing On-Facebook Activities

You also have the option to remarket Facebook engagement, which presents a whole host of ways that you can engage and re-engage your audience as they move through the customer journey.



Remarketing Engagement on Facebook or Instagram

One super easy way to create audiences from engagement is to remarket people that have engaged with your brand on Facebook or Instagram.

Unfortunately, you can't select a specific post (though there are ways to be a little more specific with the categories below) but you can choose to remarket:

- People that have engaged with your content.
- People that have visited your page.
- People that clicked a CTA (Facebook only).
- People that sent you a message.
- People that saved your page or posts.
- Everyone that engaged with your page (which would include all of the above).



Video View Remarketing

One way that you can zero in on your engagement audiences is by remarketing video views.

With video view remarketing, you can't technically pick the exact post but you can choose to create audiences off of only specific videos or all videos.

You can determine if the video views need to be 3 seconds, 10 seconds, 15 seconds (or thru-play if less than 15s). Alternatively, you can select to target people that watched at least 20%, 50%, 75%, or 90% of the video.

So for example, you might leverage a higher funnel campaign promoting videos and then you could remarket people that watched at least 50% of the video.

Remarketing Lead Gen Forms

With lead generation form remarketing, you can remarket people that opened a form, opened but didn't submit the form, or people that opened and submitted a form. You can choose which form(s) that you want to build the list off of.



So for example, if someone filled out a lead gen form for a piece of content and you wanted to remarket them to get them to the demo, you could build and remarket an audience of form submissions for that piece of content.

Or, if you were testing two different forms for the same action, you would want to exclude submissions of the other form in the test so that you didn't pay for or receive unnecessary visibility from people that have already submitted the form.

Or, if you wanted to remarket people that opened the form but didn't submit it, you could do that, too.

Since the form doesn't automatically open, people that have opened the form are showing intent signals.



People That Engaged With Your Events

If you create events on Facebook, you have a lot of remarketing options.



You can remarket people that have:

- Responded that they are planning to go.
- People that are interested in attending.
- People that visited or engaged with the event (even if they didn't RSVP).
- People that began to purchase tickets but abandoned the purchase process.
- People that completed the process to purchase tickets.

For example, if you decided to host another event in the future, you may want to remarket people that RSVP'd or only people who purchased tickets.

Or you may want to create such lists and use them as the seed for lookalikes!



Remarketing Instant Experiences & Your Facebook Shop

I'm grouping some options together here but if you're an ecommerce, you have a ton of different in-platform remarketing options.

For example, if you have a Facebook shop, you can remarket people that viewed your shop, viewed products (or you could further qualify by targeting people that viewed and clicked through to your website), people that saved products, added to cart, and more.

You can also remarket engagement with your instant experiences. You can remarket people that open the instant experience or further qualify by targeting people that clicked links in the instant experience.





Test Layering Qualifiers If You Have a Niche Audience And/Or Find Remarketing Isn't Converting Well

If you have a really niche audience and you find that remarketing isn't working well, you can also test layering other interests and demographics to better qualify your list.

The need to do this could happen for a host of reasons with one being that if you recently added a new high funnel traffic source to your website that doesn't seem to be performing – it can junk up your audiences as you'll now be remarketing that low quality traffic (sigh).

Adding interest or demographic qualifiers can help clean up your audience list to zero it back in on the right folks.

Keep in mind, doing this will shrink the size of your audience quite a bit, so you have to really consider whether it makes sense for you. Read: Can you get out of the learning phase with an audience of this size?

Dynamic Remarketing

Using the catalog objective, you can configure some really cool remarketing campaigns. There are so many options.

The most popular format is remarketing to people that viewed your products and didn't purchase, sending an ad to follow folks around with the exact products they appeared interested in.



You can further qualify those folks by only targeting people that added to cart and didn't complete the purchase. Or you could target folks that purchased but add an exclusion for a certain length of time – say, targeting people that purchased 30 days ago but haven't come back to purchase since then.

This is especially valuable for businesses that are selling products that drive a lot of repeat purchases (think products that get used up). You can filter which products you do or don't want to include in your product set.

If you are a shoe company that also sells shoelaces, you probably don't want to remarket people that were looking at laces as it would be hard to get a good ROAS on that.



You may also want to create different ad sets for different types of shoes so that you could make sure the ad copy was really relevant. So if somebody was looking at tennis shoes and dress shoes, you could create ad copy that really drove the value of each, without having to be too generic.

But if your audiences are small, you could keep them grouped together to pull all the data together.

Dynamic Up-Selling & Cross-Selling

The catalog objective is also excellent for up-selling and cross-selling. So you could target people that purchased specific things with accessories or other items that they may like!

For example, one of my clients sells a popular food product. We remarket recent purchasers with their cookbook if they didn't buy it when they initially purchased the food product.





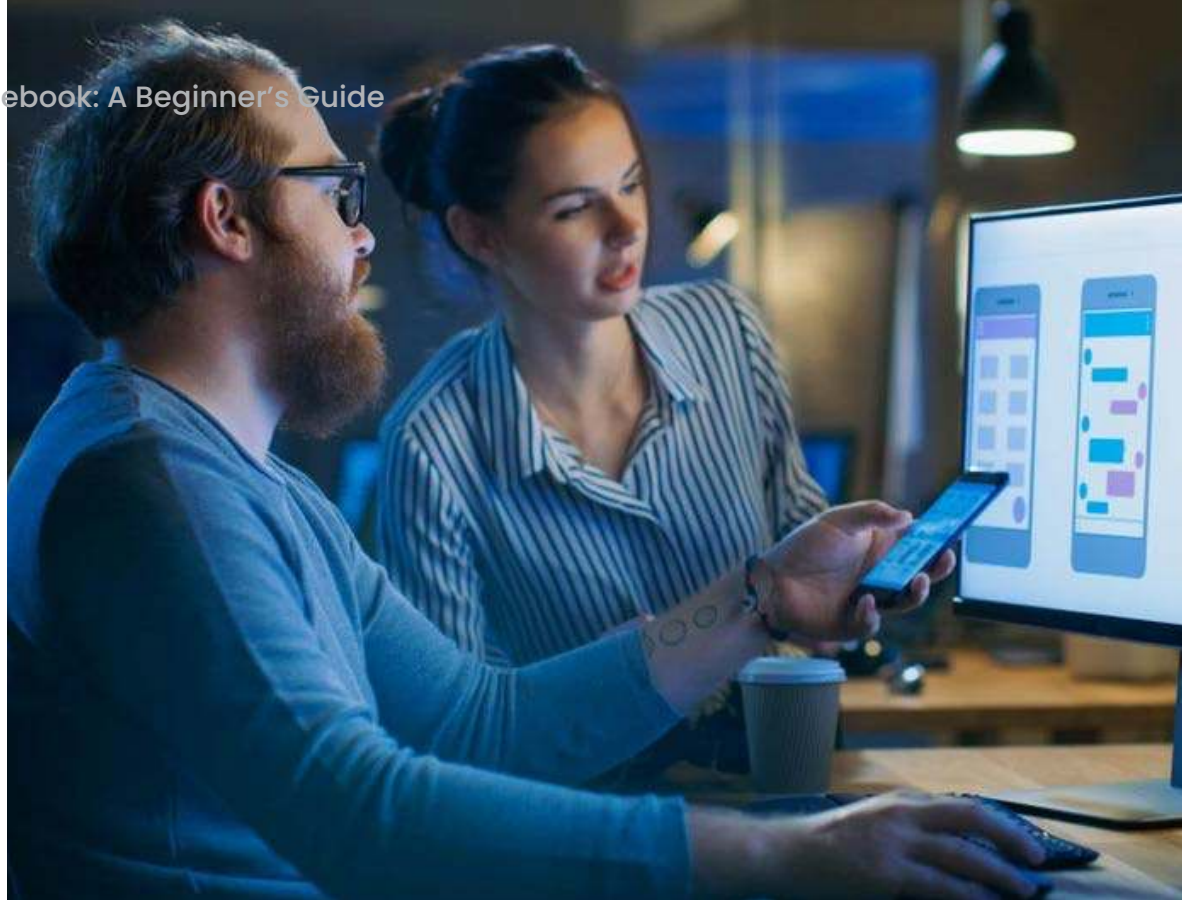
Recency Based Lists – If You Have Enough Data

If you have enough data to segment it further, you further segment your audiences by recency.

Think about it – if you visited a store and added a pair of shoes to your cart but forgot to check out, you're likely way more likely to complete the transaction in the next day or next few days if you are reminded vs. if you are reminded 30 days later.

By 30 days later, you may have changed your mind or bought something else. Heck, if you were buying the shoes for an event, it may even have already passed.

As with all audience segmentation, you have to be careful that extra filters don't make the audience too small to drive meaningful data collection.



Creating Audiences off of App Activity

If you have an app, you can create audiences based upon your app user base. You can create audiences off of anyone who opened the app, your most active users, users by purchase amount, and users by segment.

You can also target app events but keep in mind your app needs to be measuring app events to create a Custom Audience from it. The app events your app is set up to measure for will automatically populate in the drop-down menu.

Audience Sharing

Facebook also offers the ability to share audiences with partners. There are a couple of different instances where this makes sense.

For one, sometimes it makes sense for sister companies to share audiences (if they are targeting similar personas).

And two, if you're working with partners to cross-promote, you can also share audiences between business managers so that you can each target each other's audiences.

The additional perk of sharing audiences in the case of custom audiences is that the business sharing the list can upload any email addresses into their own business manager and then share it to partners without ever sharing the actual email addresses themselves.





Follow Your Buyer Journey

Remarketing is a great way to support your funnel. You know exactly what actions folks have taken, what pages they've visited – so you can track those actions and remarket them with the next step to continue moving them forward.

Your customer journey could be multiple steps with multiple remarketing audiences moving things forward (and always excluding lower-funnel audiences from higher funnel ad sets to keep things moving in the right direction) or it could be just a few steps.

Even if your buyer journey isn't that long, you can take a look at your journey to see where people are dropping out and then use remarketing to bring them back.

For instance, remarketing people that add-to-cart but don't complete their purchase or people that sign up for a demo but then don't attend, and so on.





Planning Your Lists Around Other Marketing Activities

Another cool way to use remarketing lists is to help plan your campaigns around other marketing activities – typically email.

So let's say after someone makes a purchase, you may want to advertise cross-sell/upsell options to them. Let's say before you do that, you take a

look at the bigger picture of other marketing opportunities and you see that email with a cross-sell or up-sell opportunity is automatically sent post-purchase 24 hours after the sale.

Your company has already paid for the email marketing platform so it would be silly to try to get sales through PPC that you could have gotten through email.

To work around that email, all you have to do is add an exclusion for purchasers that made a purchase within the past 1, or maybe 2 (to be safe), days. That way your ads will start running after email has a chance to drive the sale.

This doesn't have to only be used for cross-sell/up-sell, this can be used for any part of the funnel where email has automated triggers in place, including emails following micro-conversions.

Try Testing Different Campaign Objectives

It can also be worth testing different objectives with remarketing. Often, people lean toward conversion remarketing but, as I mentioned above, it absolutely makes sense to test the catalogue objective if you are an ecommerce as it often will perform even better.



It also makes sense to test the lead gen objective if you are set up to be able to accept lead gen submissions through Facebook or if you want to drive calls!

Even beyond that, though, because remarketing lists are often very warm, it can make sense to test awareness, reach, traffic, and even video view campaigns to see if you can get to a lower cost of acquisition because the CPMs are typically cheaper.

Facebook's bidding algorithm is getting better and better all the time, so it may not beat your conversion-objective campaign but it is worth a test.

Chapter 8

12 Facebook Ads Features Every Marketer Should Know



Andrea Taylor

Outreach Manager,
Clix Marketing

Facebook is a channel that is changing all the time, which doesn't always make it easy for busy marketers to keep up with each and every small change.

Aside from the common powerful marketing tools like lookalike audiences, there are additional Facebook features that are less prevalent but can make a world of difference for the right campaign.





Facebook Tools

In my opinion, Facebook has a lot of great tools for advertisers that fly under the radar.

Many of these make advertising on Facebook easier, but you may not know about several of them.

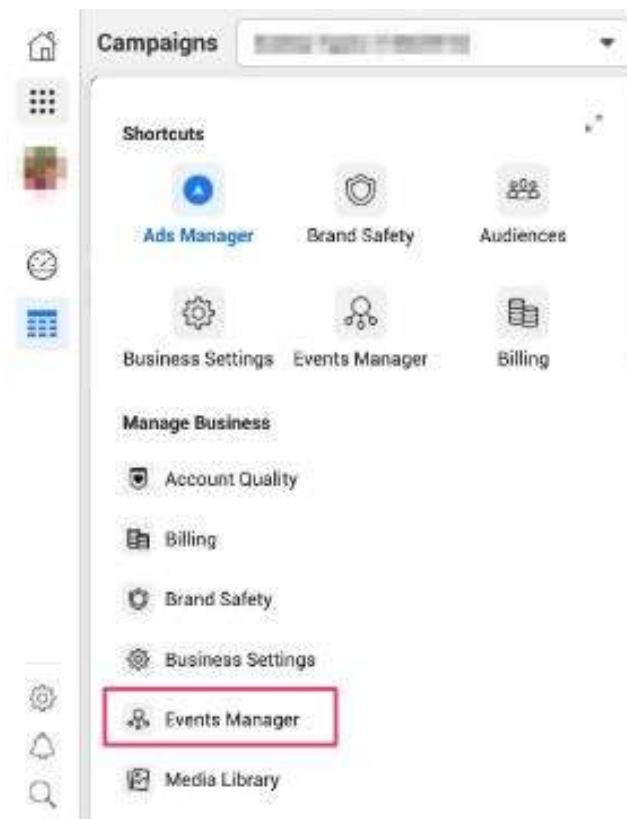
Let's hop in.

1. Third-Party Tag Integration

Setting up the Facebook pixel used to entail several steps, especially when it came to shopping carts and event tracking. Back in 2017, Facebook made this process much easier with the integration tool that can be found within Business Manager.

Advertisers using [Google Tag Manager](#), [WooCommerce](#), [Shopify](#), [Magento](#), or [BigCommerce](#) can implement the Facebook pixel without touching the code to their website. Click on the link for each platform to see step-by-step instructions.

Get started by selecting *Events Manager* in the Facebook navigation sidebar.

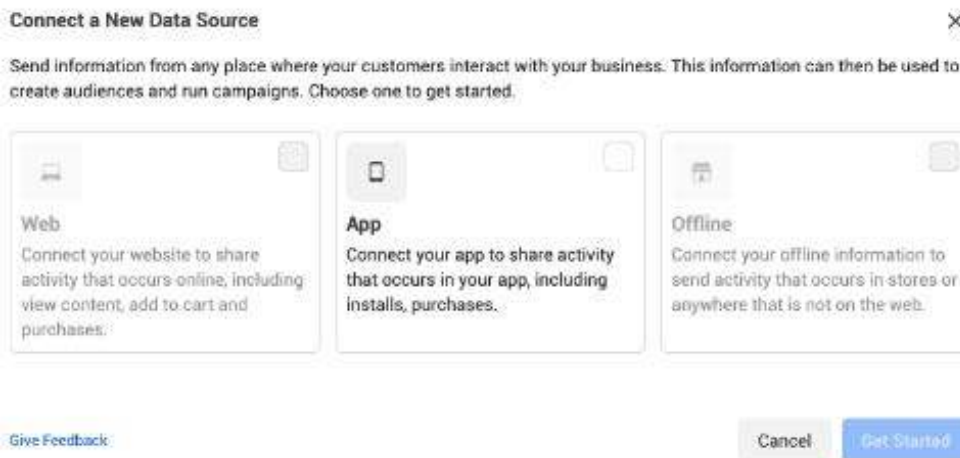


In the left navigation, you'll see a green plus sign button. When you hover over it, it will pop out options to connect data sources, edit data sources and add custom conversions.



Click Connect Data Sources.

Select the type of data source you want.
(If you already have a conversion pixel created, the Web option will be grayed out.)



Click Get Started and follow the instructions to finish the process.

2. Pixel Helper

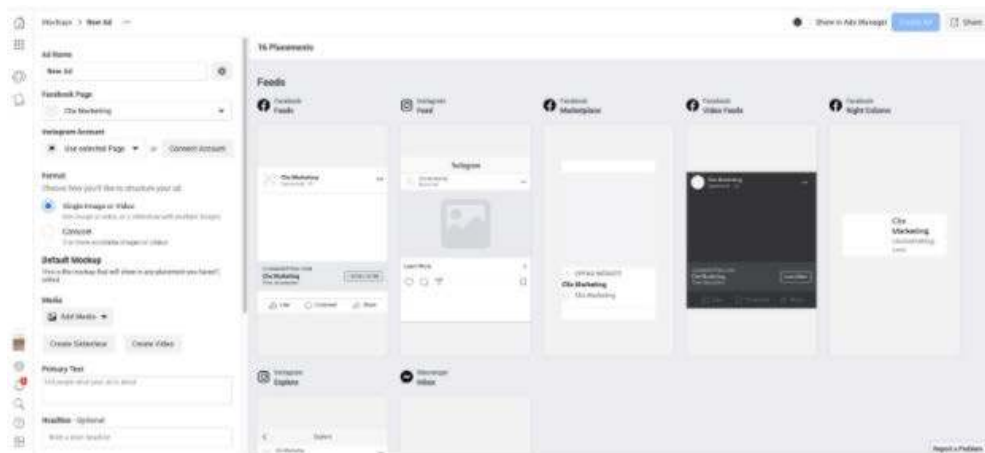


Before getting started in any channel, it's important to not only set up your conversion pixel but also confirm it is firing properly.

Facebook's Chrome extension allows advertisers to double-check implementation, troubleshoot their pixel and learn how to improve performance before launching campaigns.

Check out this list of error messages once you have downloaded the tool.

3. Creative Hub



Creative Hub is an ad mockup tool that allows users to test different ad types, placements, and ad elements.

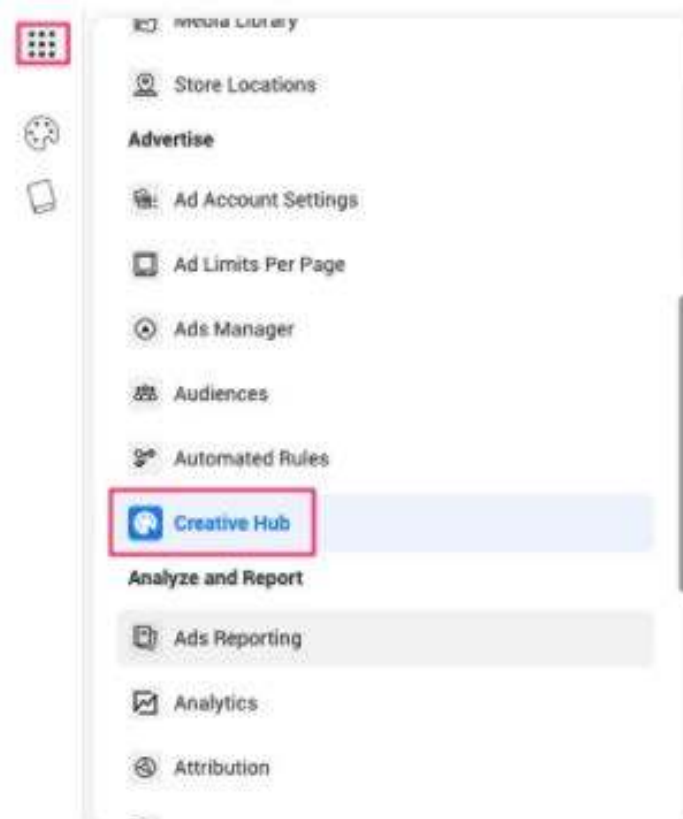
Single image or video and carousel ads can be tested.

These mockups can be saved for later reference.

Slideshow, video and interactive ads can also be tested here.

This tool can be very useful when pitching new ad types to clients.

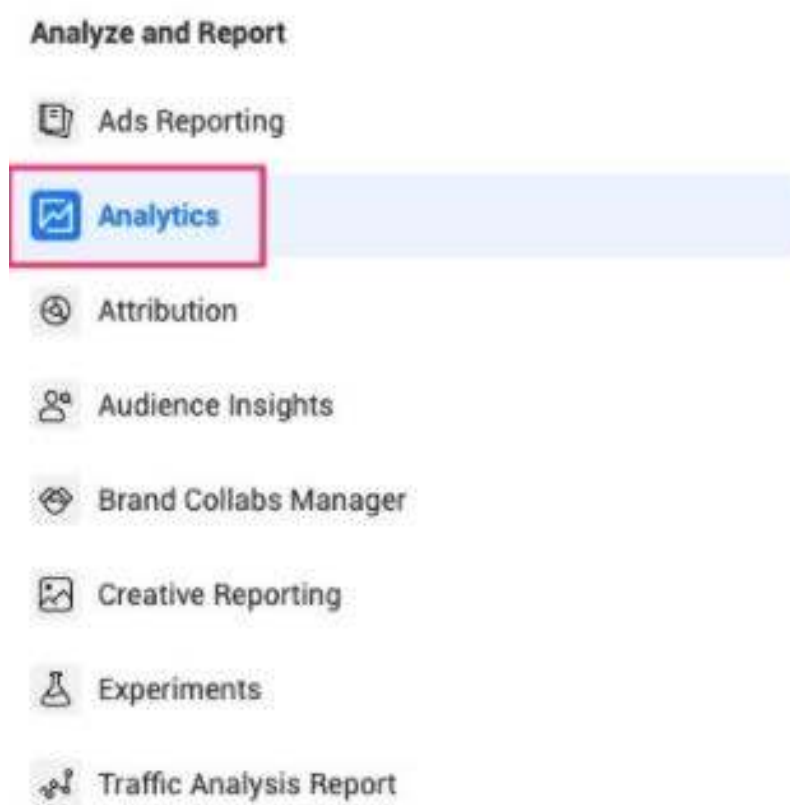
You can find Creative Hub in the Facebook navigation sidebar by clicking the “dot” button and scrolling down to Advertise > Creative Hub.



4. Facebook Analytics

This tool offers additional insights on Facebook performance.

You can access this tool in the Business Manager navigation bar by using the menu and scrolling down to Analytics under Analyze and Report.



Similar to Google Analytics and other tools, you can see user metrics, engagement metrics, page metrics and user demographics.

You can create Funnels that include a sequence of actions you'd like to measure.



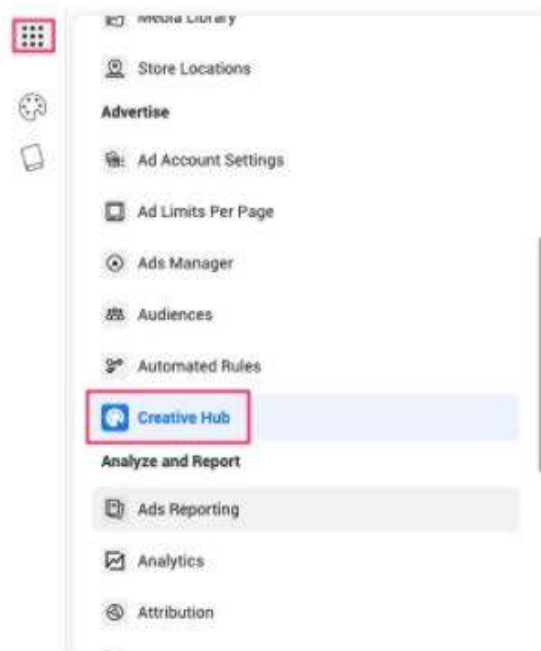
You can also create Cohorts of users to track behavior over time, create pivot tables (called “Breakdowns”) for on-going data reporting, create Dashboards and review Lifetime Value, among other features.

To get started with Facebook Analytics, I'd recommend checking out the Analytics blog.

5. Audience Insights

This interactive audience tool offers additional details on your Facebook audience that you aren't able to gather from Facebook Analytics.

You can access this feature through the navigation menu and scrolling down to **Analyze and Report > Audience Insights**.



You can build your ideal target audience and gather demographic, Page likes, Facebook usage data, and interests.

The image shows the 'CREATE AUDIENCE' interface in Facebook Ads Manager. It is a vertical stack of sections, each with a dropdown arrow on the right. The sections are: 'Location' (expanded to show 'UNITED STATES' and 'All United States' with a search bar '+ Country, region, or city'), 'Age and Gender' (expanded to show 'Age' with '18' and 'Any' range, and 'Gender' with 'All', 'Men', and 'Women' buttons), 'Interests' (with a search bar '+ Interest'), 'Connections' (collapsed), 'Pages' (collapsed), 'People Connected to' (with a search bar '+ Your Page'), 'People Not Connected to' (with a search bar '+ Your Page'), and 'Advanced' (with a right arrow).

If you have additional information you want to provide about your audience, click Advanced.



Each of these sections has multiple options available for selection.

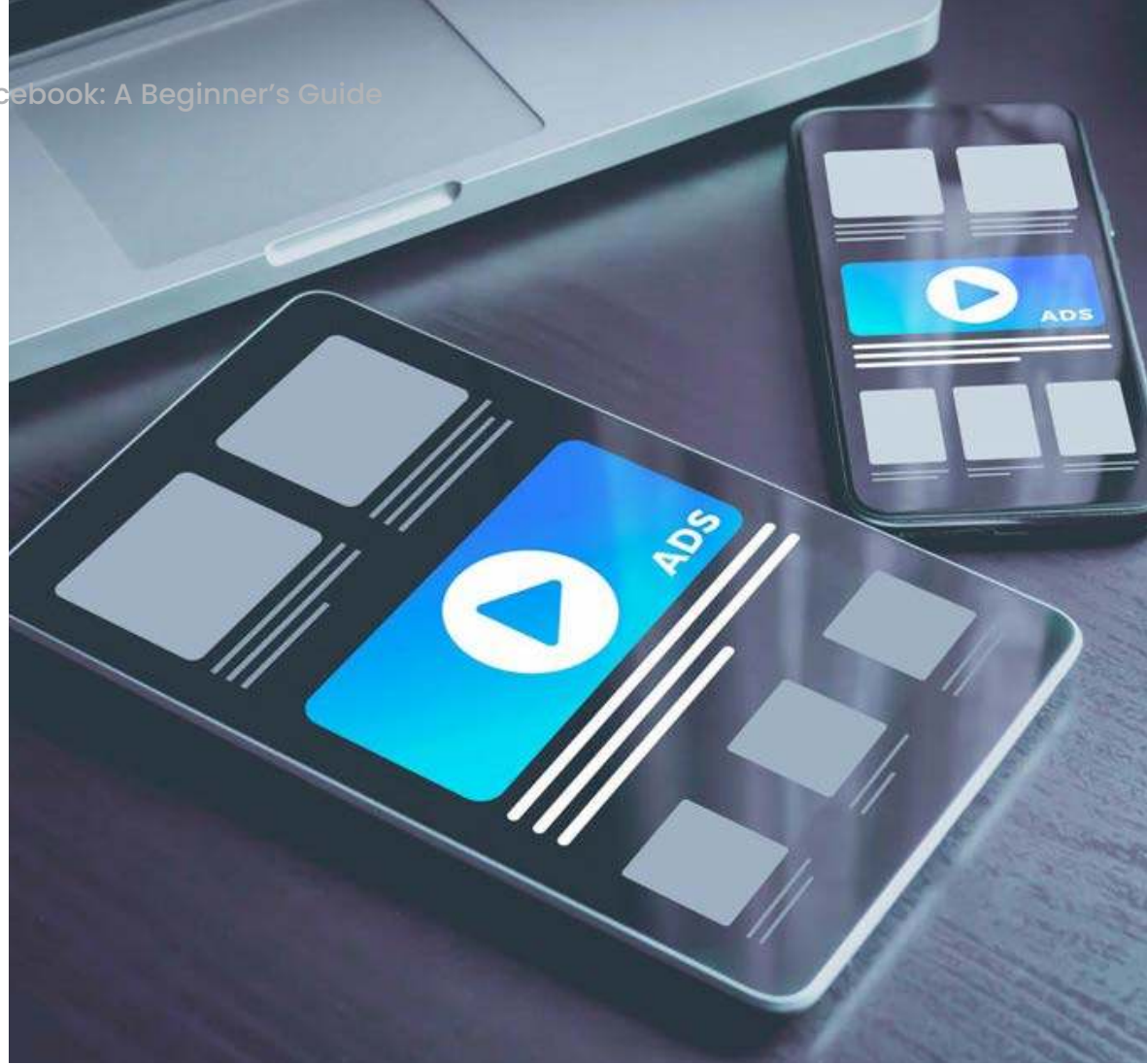
Below is a look at how categories of Pages that my audience likes.

Top Categories		
1	Brewery	Budweiser •
2	American Restaurant	Dunkin'
3	Pizza Place	Pizza Hut
4	Foodservice Distributor	Pepsi
5	Shopping & Retail	Groupon • T-
6	Furniture	IKEA
7	Computer Company	Samsung

You can also see Pages that are likely to be relevant to your audience based on their interests and how likely your audience is to like these pages (vs. the rest of Facebook).

Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance [?]	Audience	Facebook [?]	Affinity [?]
Budweiser	1	3.9m	3.9m	10x 
Dunkin'	2	6.3m	6.3m	10x 
Pizza Hut	3	4.8m	4.8m	10x 
Pepsi	4	4.9m	4.9m	10x 
Groupon	5	6.2m	6.2m	10x 
IKEA	6	3.7m	3.7m	10x 
Samsung	7	14.8m	14.8m	10x 
Coca-Cola	8	8.9m	9m	10x 
OREO	9	8.1m	8.1m	10x 
Gerber	10	5.2m	5.2m	10x 

If you're looking for ways to put this data to good use, here are some ways to use audience insights data to further your marketing efforts.

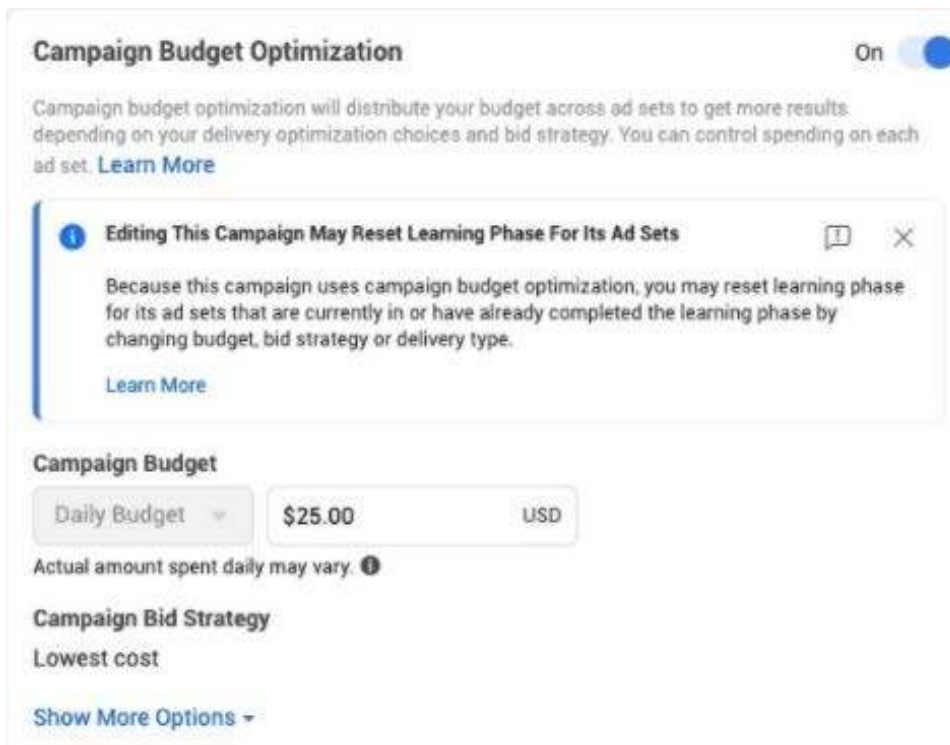


Facebook Ad Features

6. Campaign Budget Optimization

Introduced in November 2017, this feature allows advertisers to balance their ad spend across ad sets. By setting one central campaign budget across multiple ad sets, Facebook can distribute the budget to the ad sets that are performing best.

This option can be found when creating a new campaign and is applicable to either daily budgets or lifetime budgets.



The screenshot shows the 'Campaign Budget Optimization' settings in Facebook Ads Manager. At the top, the toggle is turned 'On'. Below this, a descriptive paragraph explains that the optimization distributes the budget across ad sets. A 'Learn More' link is provided. A warning box follows, stating that editing the campaign may reset the learning phase for its ad sets, with a 'Learn More' link. The 'Campaign Budget' section shows a dropdown for 'Daily Budget' set to '\$25.00' in 'USD' currency, with a note that actual spending may vary. The 'Campaign Bid Strategy' is set to 'Lowest cost', and a 'Show More Options' link is at the bottom.

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results, depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Editing This Campaign May Reset Learning Phase For Its Ad Sets

Because this campaign uses campaign budget optimization, you may reset learning phase for its ad sets that are currently in or have already completed the learning phase by changing budget, bid strategy or delivery type.

[Learn More](#)

Campaign Budget

Daily Budget \$25.00 USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

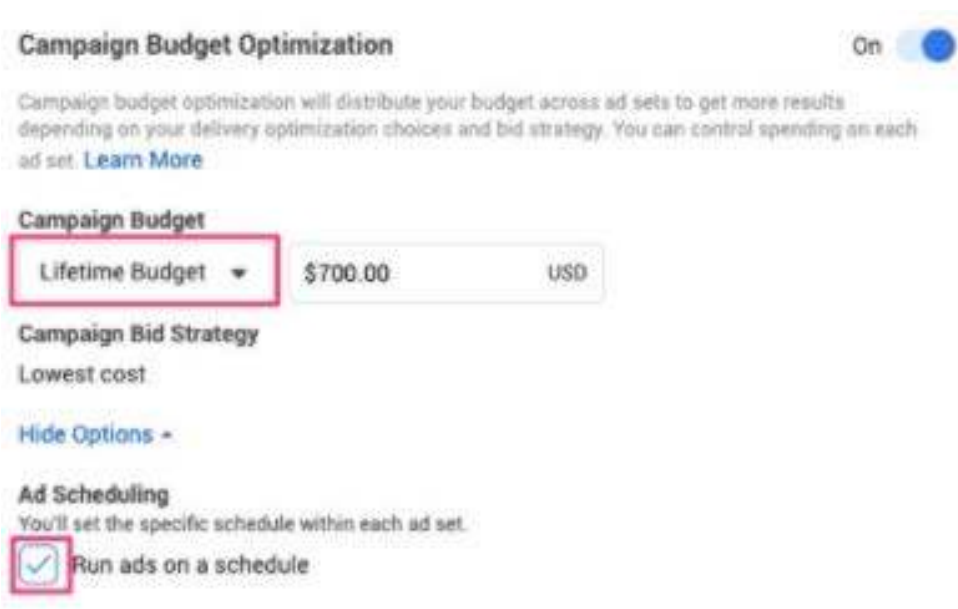
Note that due to the introduction of iOS 14, estimated daily results are no longer available for campaigns using campaign budget optimization.

7. Ad Scheduling

Many advertisers prefer to restrict their budget by only running ads at certain times of the day.

Currently, Facebook only allows advertisers to use ad scheduling when using a lifetime budget.

When creating a new campaign, after you have set your lifetime budget, you'll see the option to run ads all the time or run ads on a schedule.



The screenshot displays the 'Campaign Budget Optimization' section of a Facebook ad campaign setup. At the top, the title 'Campaign Budget Optimization' is followed by a toggle switch set to 'On'. Below this, a descriptive text states: 'Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)'. The 'Campaign Budget' section features a dropdown menu with 'Lifetime Budget' selected, a text input field containing '\$700.00', and a currency selector set to 'USD'. The 'Campaign Bid Strategy' is set to 'Lowest cost'. A 'Hide Options' link is visible. The 'Ad Scheduling' section includes the text 'You'll set the specific schedule within each ad set.' and a checkbox labeled 'Run ads on a schedule', which is checked and highlighted with a red box.

The remaining ad scheduling options must be set within each ad set. Select to use the viewer's time zone or the account's time zone.

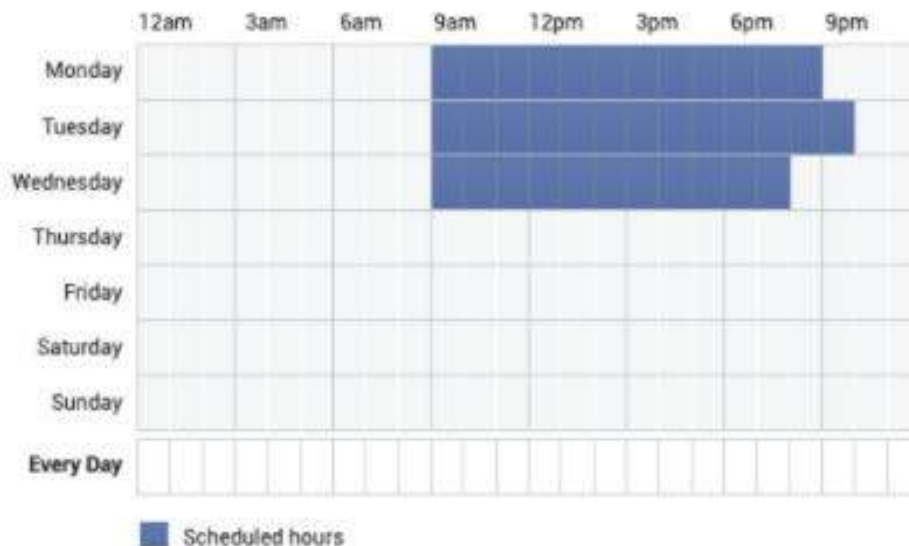
Now just make your ad schedule by clicking on the times you want to serve ads.

Ad Scheduling

☒ Run ads on a schedule

Use viewer's time zone

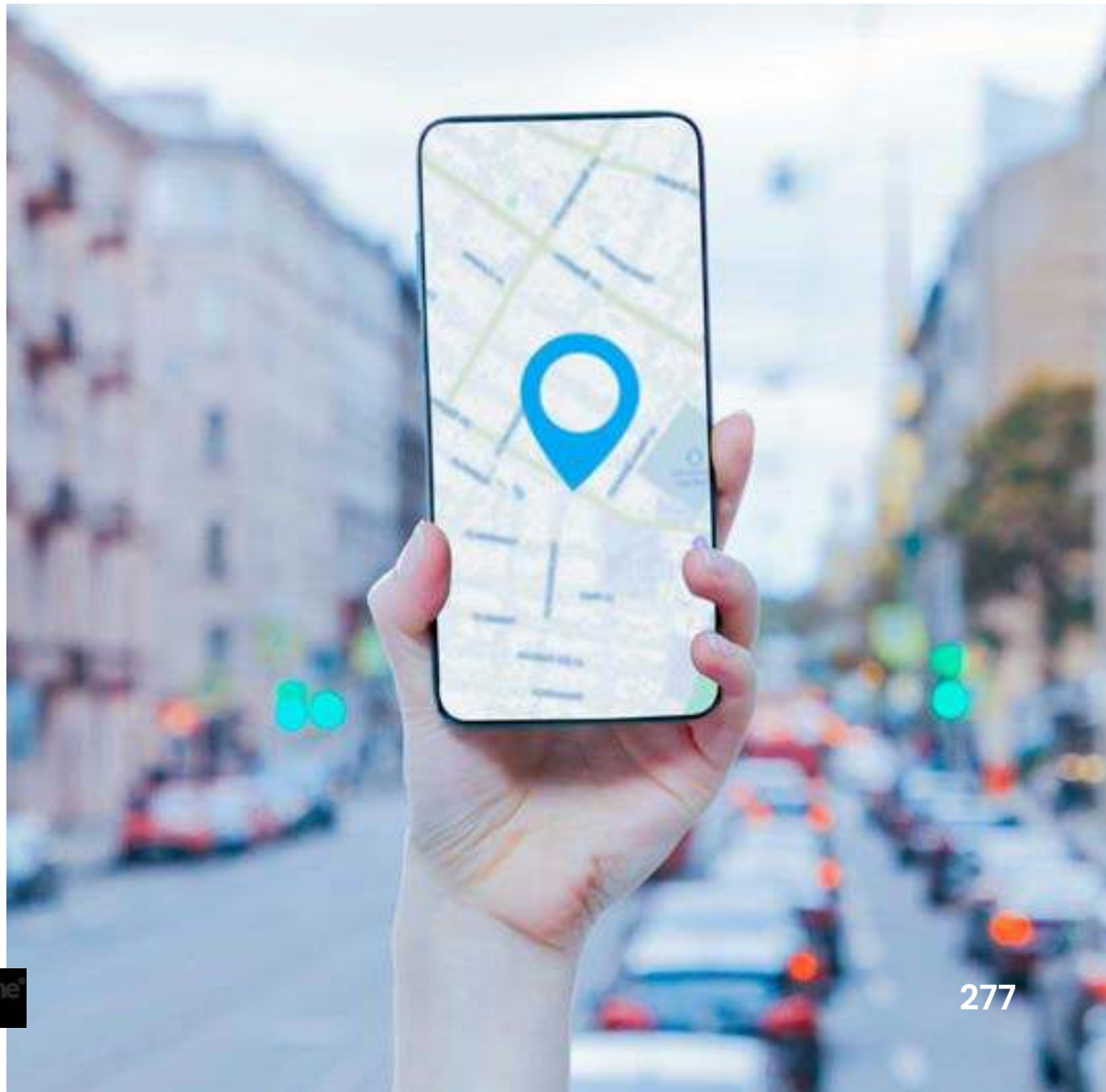
We'll schedule your ads based on the time zone of the person seeing it.
For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.

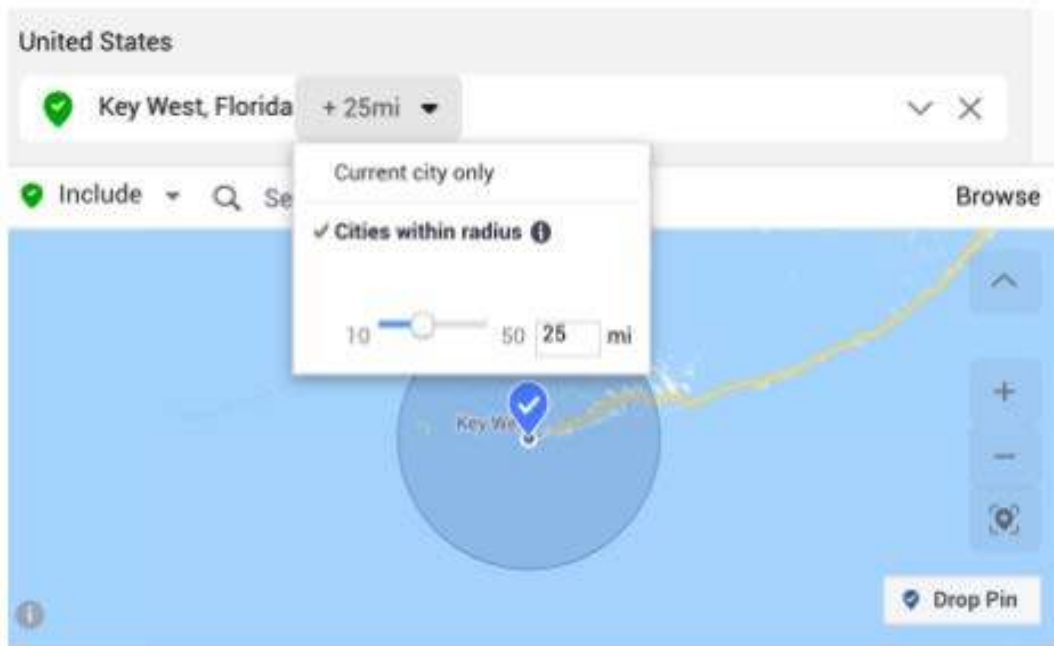


8. Location Targeting

Location targeting is set at the ad set level and has several additional options that I think are really useful.

Once you have set your location targeting, you can select radius targeting or target the city only.

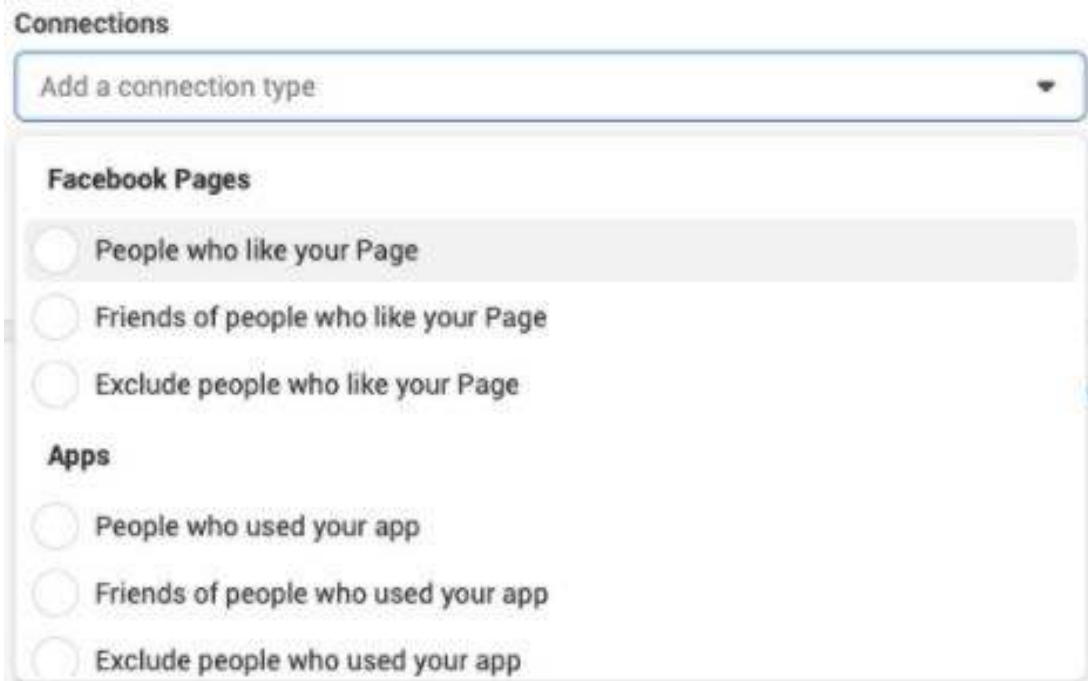




Locations

People living in or recently in this location

- ☒ People living in or recently in this location
People whose home or most recent location is within the selected area.
- ☐ People living in this location
People whose home is within the selected area.
- ☐ People recently in this location
People whose most recent location is within the selected area.
- ☐ People traveling in this location
People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.

A screenshot of the Facebook 'Connections' menu. At the top is a search bar labeled 'Add a connection type'. Below it, the 'Facebook Pages' section is expanded, showing three radio button options: 'People who like your Page' (which is selected), 'Friends of people who like your Page', and 'Exclude people who like your Page'. Below this is the 'Apps' section, which is currently collapsed, showing three radio button options: 'People who used your app', 'Friends of people who used your app', and 'Exclude people who used your app'.

You can select 4 additional settings for location targeting:

Everyone in This Location

This is people whose location was recently this location(s).

People Who Live in This Location

This is only people who have listed their home as this location. This option is great to select for home-related businesses or anywhere that you are targeting homeowners only.

People Recently in This Location

This is people who have recently used Facebook in this location.

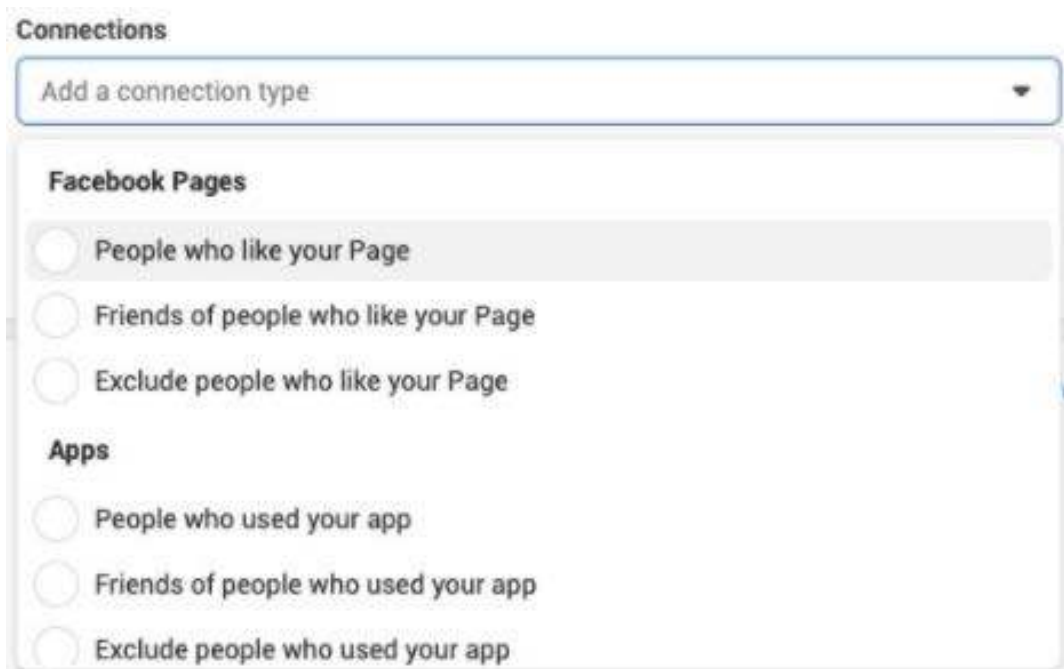
People Recently Traveling in This Location

This is for people who have recently used Facebook in this location, but whose home is listed as more than 125 miles away.

Using Key West as an example, this targeting would be great for businesses offering activities to tourists. It's a great way to differentiate residents from tourists if that's something you need.

9. Connections

If you have an app, use Events or want to reach folks connected to your Facebook page, this is a great feature for you.



The image shows a screenshot of the Facebook 'Connections' menu. At the top, there is a search bar labeled 'Add a connection type'. Below this, the menu is divided into two main sections: 'Facebook Pages' and 'Apps'. Under 'Facebook Pages', there are three options: 'People who like your Page' (which is highlighted), 'Friends of people who like your Page', and 'Exclude people who like your Page'. Under 'Apps', there are three options: 'People who used your app', 'Friends of people who used your app', and 'Exclude people who used your app'. Each option is preceded by a radio button.

Connections

Add a connection type

Facebook Pages

- ☒ People who like your Page
- ☐ Friends of people who like your Page
- ☐ Exclude people who like your Page

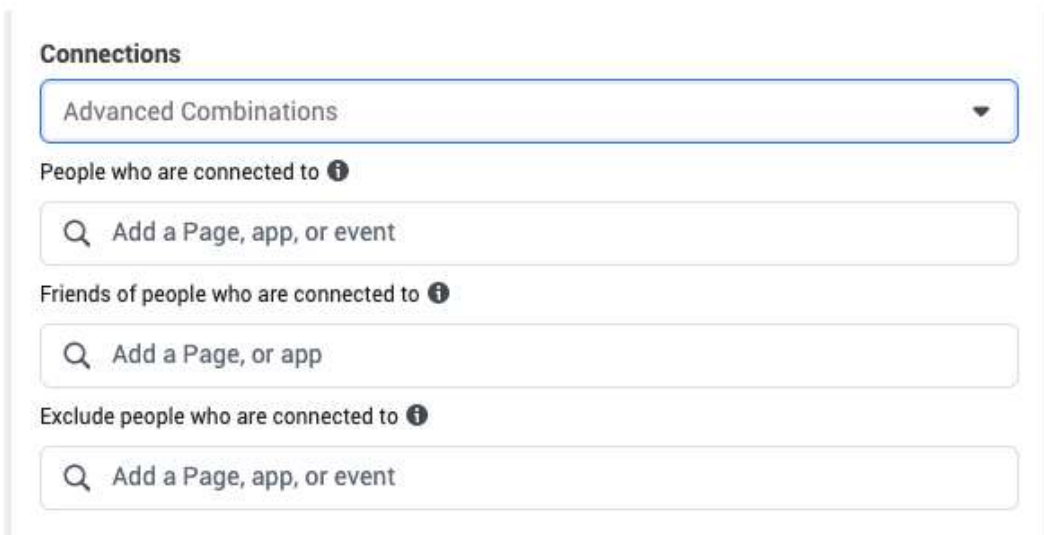
Apps

- ☐ People who used your app
- ☐ Friends of people who used your app
- ☐ Exclude people who used your app

You can target people who like your Page, friends of people who like your Page or exclude people who like your pages. You can also target people who used your app, friends of people who used your app or exclude people who used your app.

For events, you can target people who responded to your event or exclude people who already responded.

You can create different combinations of these options as well. Scroll to the bottom of the list of Connections to find Advanced Combinations.



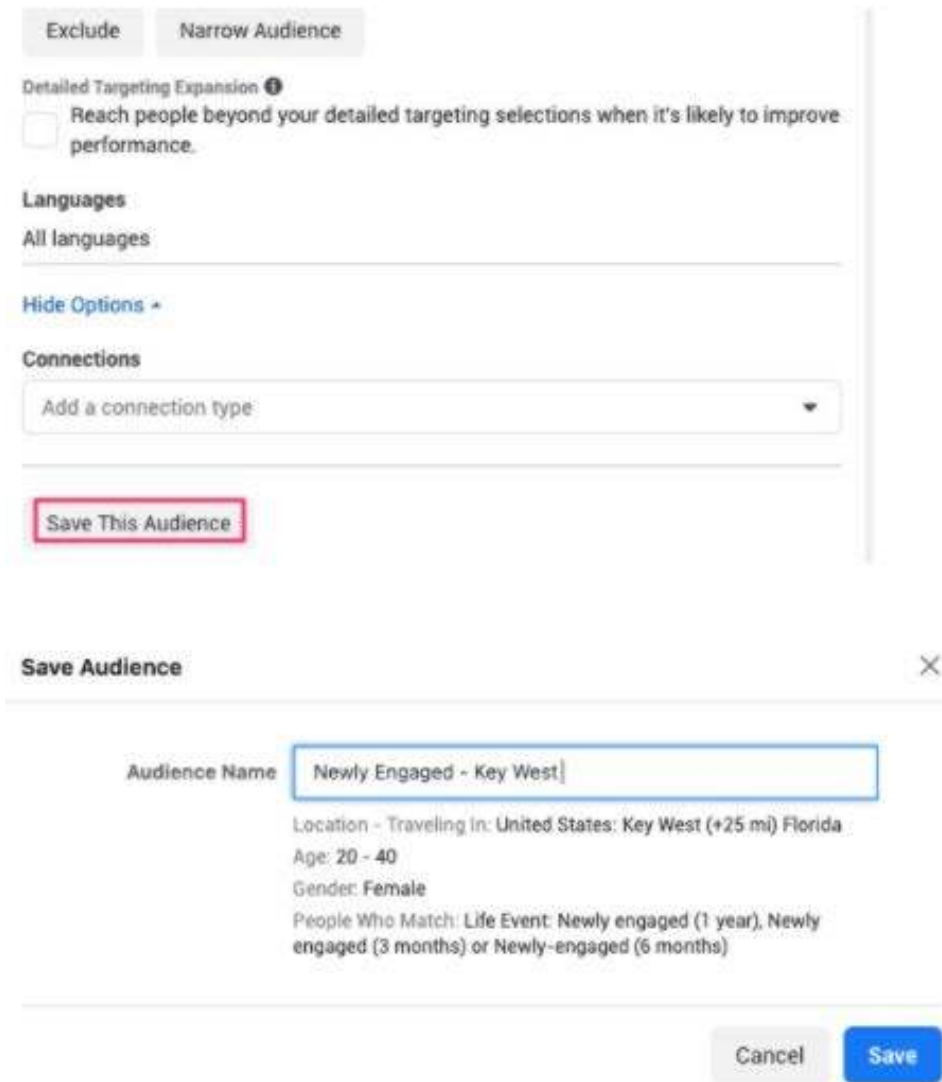
The screenshot shows the 'Connections' section of a Facebook interface. At the top, the word 'Connections' is displayed. Below it is a dropdown menu with 'Advanced Combinations' selected. Under the dropdown, there are three sections, each with a search bar and an information icon (i):

- People who are connected to**: Search bar with placeholder text 'Add a Page, app, or event'.
- Friends of people who are connected to**: Search bar with placeholder text 'Add a Page, or app'.
- Exclude people who are connected to**: Search bar with placeholder text 'Add a Page, app, or event'.

10. Saved Audiences

After uploading audiences, selecting specific location targeting, and adding additional layers, you may want to save this audience for later use.

At the bottom of the Targeting section of the ad set (before Placements), you'll see a button for Save This Audience. This will allow you to save this audience with a specific name.



The image shows the Facebook Audience Targeting interface. At the top, there are two tabs: 'Exclude' and 'Narrow Audience'. Below these, there is a section for 'Detailed Targeting Expansion' with a checkbox and the text 'Reach people beyond your detailed targeting selections when it's likely to improve performance.' Underneath, there is a 'Languages' section with a dropdown menu set to 'All languages'. A 'Hide Options' link is visible. Below that is a 'Connections' section with a dropdown menu set to 'Add a connection type'. At the bottom of this section is a red-bordered button labeled 'Save This Audience'. Below this is a 'Save Audience' dialog box. It has a title bar with a close button. Inside, there is a text input field for 'Audience Name' containing 'Newly Engaged - Key West'. Below the input field, there is a list of criteria: 'Location - Traveling in: United States: Key West (+25 mi) Florida', 'Age: 20 - 40', 'Gender: Female', and 'People Who Match: Life Event: Newly engaged (1 year), Newly engaged (3 months) or Newly-engaged (6 months)'. At the bottom right of the dialog box are two buttons: 'Cancel' and 'Save'.

Exclude Narrow Audience

Detailed Targeting Expansion ⓘ
☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
All languages

Hide Options +

Connections
Add a connection type

Save This Audience

Save Audience

Audience Name Newly Engaged - Key West

Location - Traveling in: United States: Key West (+25 mi) Florida
Age: 20 - 40
Gender: Female
People Who Match: Life Event: Newly engaged (1 year), Newly engaged (3 months) or Newly-engaged (6 months)

Cancel Save

This audience will now be available in your Saved Audiences which can be found at the top of the Audience section in each ad set.

Audience

Create New Audience **Use Saved Audience ▾**

Newly Engaged - K Search

Location - Traveling In: Use a Target Audience

United States: Key West (+2)

Age:

20 - 40

Gender:

Female

People Who Match:

Life Event: Newly-engaged (6 months), Newly engaged (1 year) or Newly engaged (3 months)

Clix Marketing

Audience 1

✓ Newly Engaged - Key West

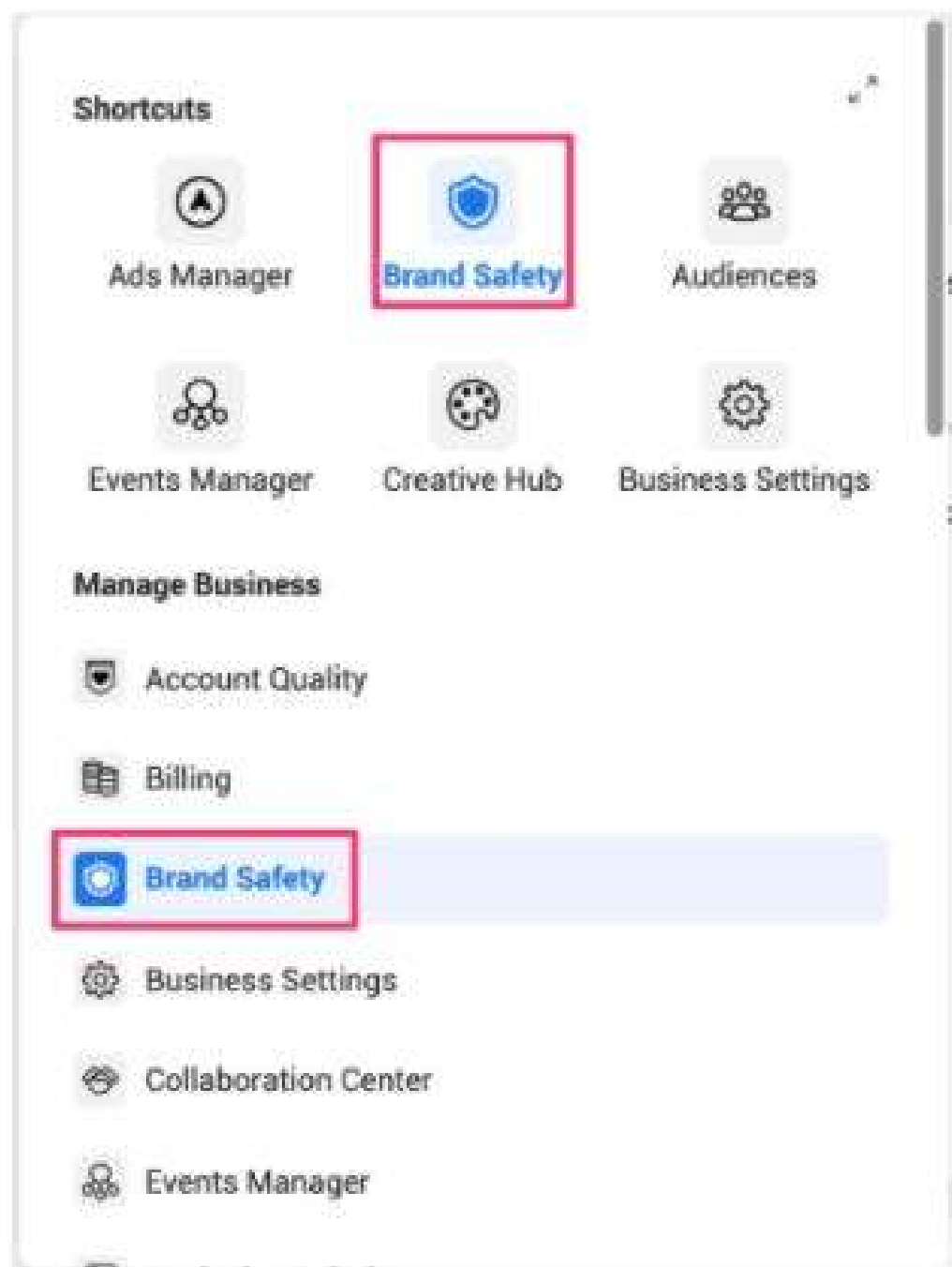
Note that any edits to your audience will impact all ad sets utilizing that audience.

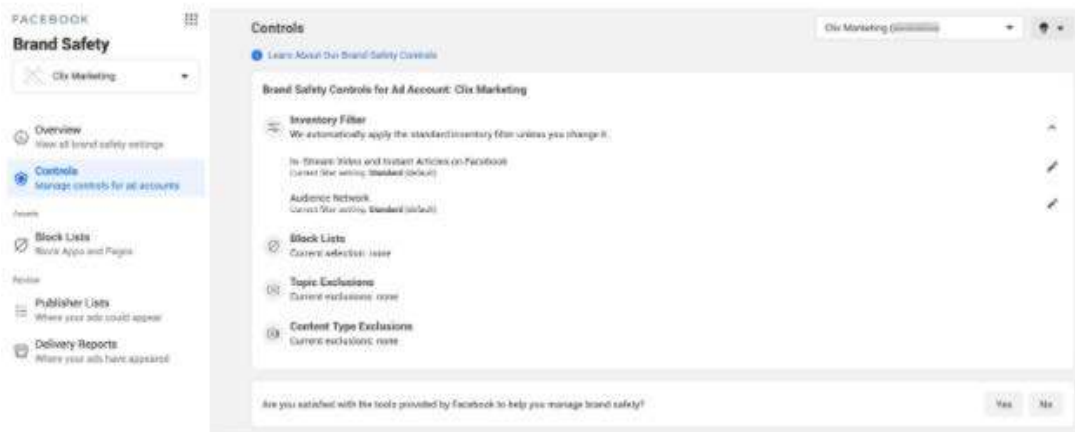
11. Block Lists & Publisher Lists

In 2018, Facebook released its Publisher List of thousands of URLs where your ads might appear across the Audience Network, in-stream videos, and banner/interstitial ads. Facebook recommends reviewing this list every 30 days for updates.

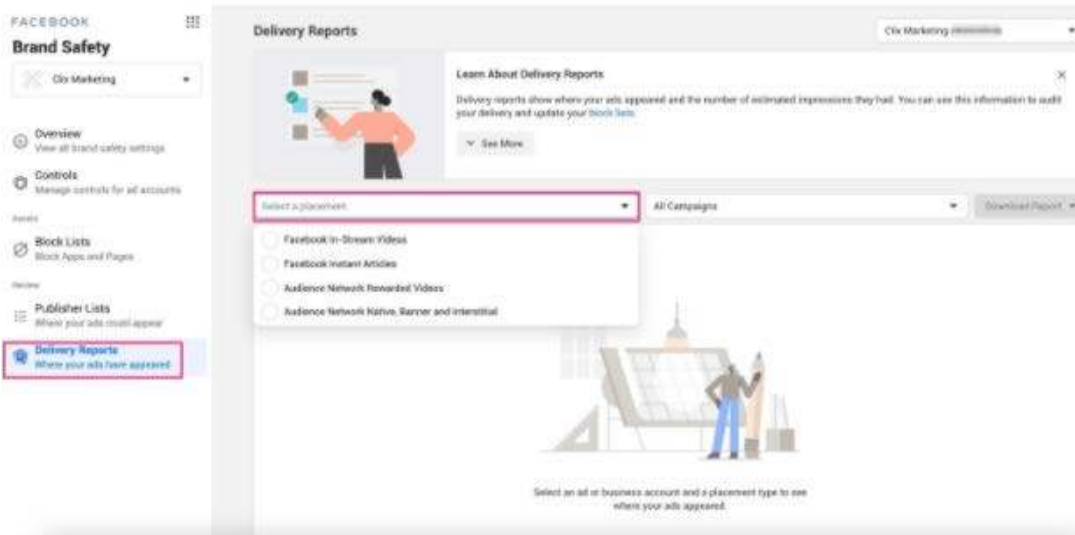
Once you review the ads and identify URLs that you don't want your ads to appear on, you can add them to your Block List.

You can access your Block List, the Publisher List and Publisher Delivery reports in the Brand Safety section of the navigation menu.





Review the Publisher Delivery report by placement to see a summary of performance.



Since the data is only a summary of the last 30 days, this is something you'll want to review on a monthly basis.

This file lists the URLs of Facebook Pages where your ads have appeared in the Instant Articles placement. Impression numbers are an estimate. Learn more: <https://www.facebook.com/business/help/148229175267758>

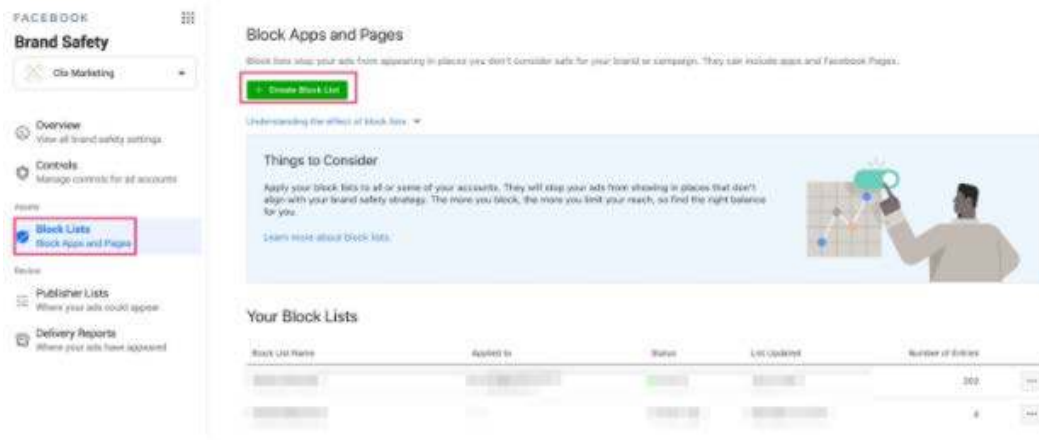
Data was the latest available on the day you downloaded this file. It includes publishers with impressions between 2019-06-29 and 2019-07-28, and there may be a slight delay in finalizing data for low volume publishers.

URL	Organization/Brand/Content Creator	Impressions
facebook.com/32813056753	RPP Noticias	159
facebook.com/58604217016	Diario La Repùblica	103
facebook.com/126260014151	Bored Panda	88
facebook.com/10717835973558	adpnetclat	76
facebook.com/16150093914	EL FINANCIERO	72
facebook.com/54013055680	El Universal Online	65
facebook.com/1435071773455316	Daily Wire	57
facebook.com/13312631635	The Independent	51
facebook.com/5278804012699186	VIX Pop	49
facebook.com/8555156748	RvCORO MvBico	47
facebook.com/19809863470668	LAJOLIE	40
facebook.com/71263708835	Diario El Comercio (Peru)	34
facebook.com/274065655968965	excelstor.com.mx	34
facebook.com/9586347482	el.com	31
facebook.com/136319196416931	Protagonista.com.co	31
facebook.com/104943630869672	Journal da Cidade Online	29
facebook.com/406181836205726	Briefly - South African News	29
facebook.com/108233632988842	SPORTible	26
facebook.com/216740968376511	Noticias Caracol	26
facebook.com/1135880311233	W.com	25
facebook.com/107051418158212	ADK	25
facebook.com/702447943291817	Bias.com - MvBico	24
facebook.com/114019875113448	Global News	24
facebook.com/115230991849921	O Globo	24
facebook.com/101131395750691	Arnews - s-A-u-O-s-s-A-C-[]-[]-s-A-s-[]	22
facebook.com/190833037616321	Journal Extra	22
facebook.com/1547967385436806	-s-m(-s-A-s-A-C-s	21
facebook.com/125874504101787	Empresario en Español	20
facebook.com/106505713030313	int.ah	19

Once you have identified URLs and pages you want to exclude, save the URL column in your file. You can delete headers and the impressions column.

The URL column is what you'll need to communicate to Facebook what to exclude.

Navigate to the Block List option in the left navigation bar. Select the green Create Block List button.



Create Block List

You can set where your block list will be used after it has been created

How to create a block list file


To create a block list, you need to upload a file containing:

- Website domains and app store URLs to block on Audience Network
- Facebook Page URLs to block Instant Articles
- Facebook Page URLs to block in-stream videos

Each item should be on new line (download sample list). You can include up to 10,000 lines. If you don't have a file, you can edit our publisher list (download publisher list).

Block List Name

Upload a Text File
Use a .txt or .csv file.



Drag and drop to upload
Or choose files on your device

Cancel Upload

Make sure your list is saved as a .txt or .csv file and named appropriately. Upload it and click Create Block List to finalize.

You can apply, remove, replace, download or delete block lists using the three-dot button beside each block list.

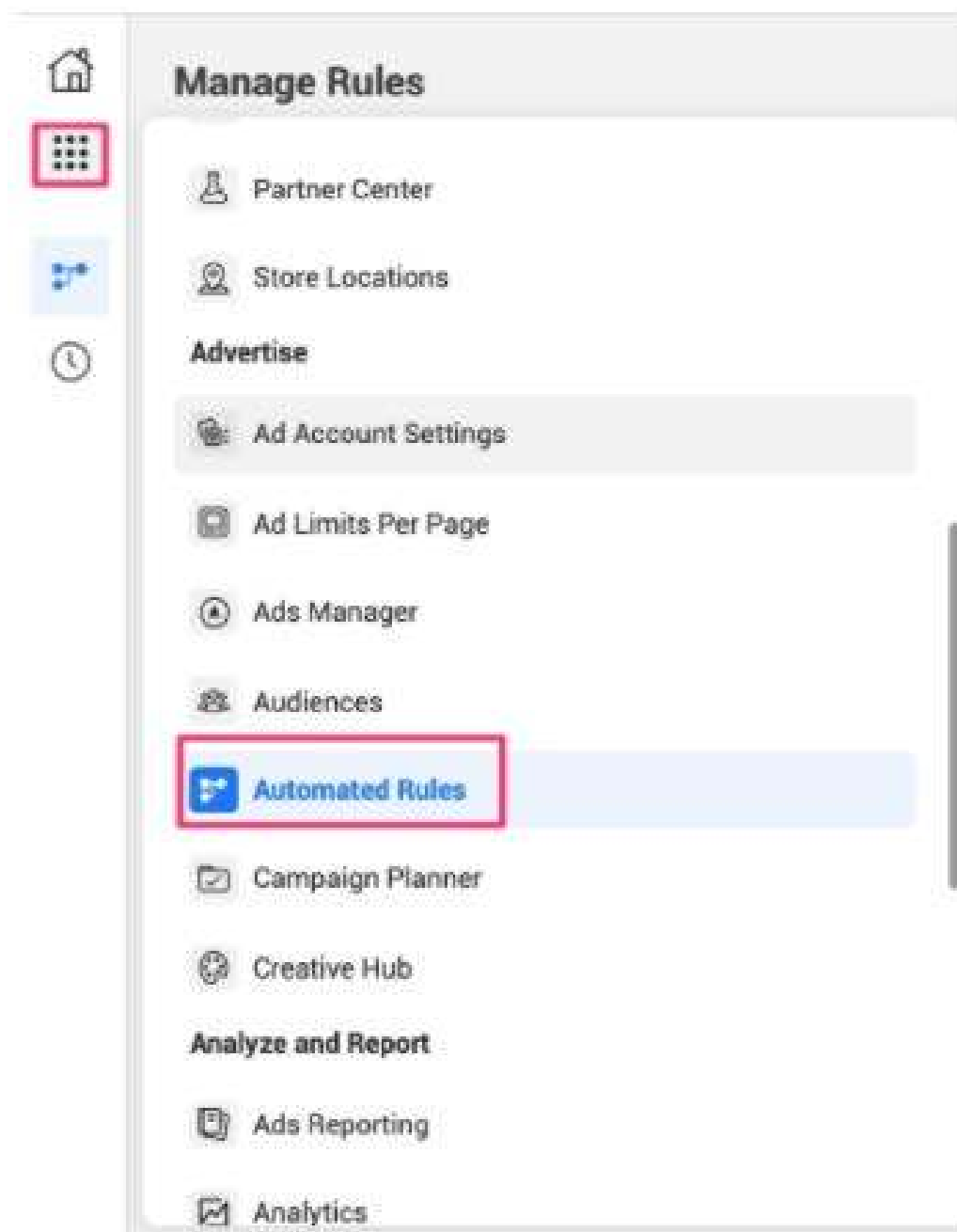
It is possible to apply the list to multiple accounts if needed.

12. Automated Rules

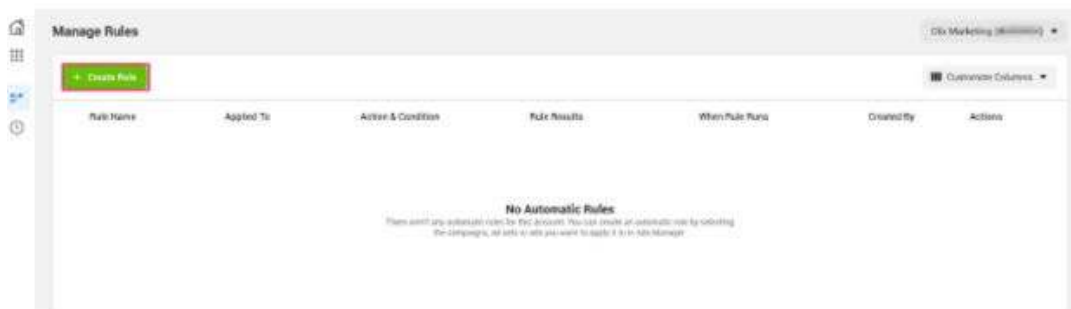
Automated rules can be a lifesaver when it comes to activating, pausing, and managing campaigns.

While Facebook's options are not as advanced as you may be used to in other channels, they are still helpful.

Get started by heading to Automated Rules under Advertise in the navigation menu.



Click the green Create Rule button in the top right corner.



Create Rule

×

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. [Learn More](#)

Rule Name

Rule Name

Apply Rule To

All active ad sets

Action

Turn off ad sets

Your rule will apply to ad sets that are active at the time the rule runs.

Conditions
ALL of the following match

Cost Per Result

is greater than

...

Add

×

Time Range

Lifetime

Attribution Window

☒ Account Default

☐ Custom

Schedule

☒ Continuously
Rule runs as often as possible (usually every 30 minutes).

☐ Daily
at 12:00AM Pacific Time

☐ Custom
Adjust rule schedule to run on specific days and specific times of the day. If start and end time are the same then the rule will run once per day. All times are in **Pacific Time**.

Notification

☒ On Facebook
You'll receive a notification when conditions for this rule have been met.

☒ Email
Get an email once per day if any of your rules have conditions that have been met or if new rules are created.

Subscriber

Andrea Taylor

Add Subscriber

As of January 2021, you can only apply rules to all active or paused campaigns, all active or paused ad sets or all active or paused ads.

In the action field, you can select to pause, activate, send a notification, adjust budgets or adjust bids.

Action

Turn on ad sets

☐ Turn off ad sets

☒ Turn on ad sets

☐ Send notification only

Adjust budget

☐ Increase daily budget by

☐ Decrease daily budget by

☐ Increase lifetime budget by

☐ Decrease lifetime budget by

☐ Scale daily budget by target field

☐ Scale lifetime budget by target field

Adjust manual bid

☐ Increase bid by

Tip: If you select Turn on Ad Sets in the Action field, you'll see the "apply rule to" field will change to paused campaign, ad set or ad.



The image shows a screenshot of the Facebook Ad Rules configuration interface. It features two dropdown menus. The first dropdown, labeled "Apply Rule To", has "All paused ad sets" selected and is highlighted with a red rectangular box. The second dropdown, labeled "Action", has "Turn on ad sets" selected and is also highlighted with a red rectangular box. A red arrow points from the "Turn on ad sets" option in the "Action" dropdown to the "Apply Rule To" dropdown.

There are infinite combinations of automated rules you could create. Instead of running through the intricacies of these options, important things to know about automated rules are below.

Some additional areas to acquire audience data include:



- You have the ability to scale budgets by target field.
- Meaning that you can update your CPA, CPA or other cost goals.
- Bids can be adjusted in the same manner as budgets.
- Options for action frequency are bi-weekly, weekly, daily and hourly.
- You can add conditions, such as "cost per result is greater than \$50," with a time range that can be from today all the way to the lifetime of the account.
- The attribution window can also be adjusted if you would prefer a different window than what your account is currently using.

- Rules can run as often as every 30 minutes, daily or on a custom schedule.
- You can also opt to get an email notification in addition to your Facebook notification.
- Additional subscribers can be added if there are others on the account who would like updates on rules.

Automated rules are a great way to leverage some automation in Facebook without giving up too much control.



Conclusion

Facebook has many hidden gem tools and features that are often buried in the complicated interface.

By utilizing these features and tools, you can take your Facebook campaigns from good to great!

