FACEBOOK ADS DOMINATION

CHECKLIST

Why advertise on Facebook?

- Most used social media platform
- Over 2 billion users logging in monthly
- Over 1 billion logging in mobile devices daily
- Your competitors are advertising on Facebook
- Reach millions of Instagram users too
- Hyper-targeting options are available
- Relatively cheaper than other ad platforms
- Real-time reporting
- Flexible budgeting options
- More effective than organic Facebook marketing

How to get started with Facebook Ads?

- ☐ Determine your business goals
- ☐ Choose a suitable campaign objective
- ☐ Know your audience
- ☐ Create a customer persona
- ☐ Have a budget in mind
- ☐ Calculate possible ad costs
- ☐ Install Facebook pixel on your site

The Facebook Ads Manager

- Your ad campaign command center
- Place where you create, edit and manage ads
- Accessible via browser and mobile app
- Track your ads performance
- How to create an advert on Ads Manager
  - Level 1 - Campaign Level (choose objectives)
    - ☐ Brand awareness
    - ☐ Reach
    - ☐ Traffic
    - ☐ Engagement
    - ☐ App installs
    - ☐ Video views
    - ☐ Lead generation
    - ☐ Messages
    - ☐ Conversions

- □ Catalog sales
- □ Store visits
- o Level 2 - Ad Set Level
  - □ Choose audience
  - □ Choose ad placements
  - □ Set ad budget and schedule
- o Level 3 – Ad Level
  - □ Choose identity or Facebook page for ad
  - □ Choose ad format
    - Carousel
    - Single image
    - Single video
    - Slideshow
    - Collection
  - □ Set up ad headline, description, call to action
  - □ Preview ad

Facebook Ads vs Boosted Posts

- How to boost a post
  - □ Create post
  - □ Publish it
  - □ Boost post
- Settings for boosting a post
  - o Objectives
    - □ Get more engagement
    - □ Get people to visit your website
    - □ Receive messages from target audience
  - o Call to action button
    - □ No button
    - □ Shop now
    - □ Book now
    - □ Learn more
    - □ Sign up
    - □ Send message
    - □ Send WhatsApp message
  - o Audience
  - o Budget and duration
  - o Tracking conversions
  - o Payment

- o Key differences between Facebook Ads and Boosted Posts
    - Campaign objective
        - ☐ Boosted Posts – 3 objectives (engagement, traffic, messages)
        - ☐ Ads - 11 different campaign objectives
    - Budget control
        - ☐ Boosted posts – total budget
        - ☐ Ads – daily or lifetime budget
    - Ad scheduling
        - ☐ Boosted posts – start right away
        - ☐ Ads – can set start and end date
    - Audience targeting
        - ☐ Boosted posts – limited
        - ☐ Ads – can hyper-target
    - Ad placement
        - ☐ Boosted posts – both desktop and mobile news feed only
        - ☐ Ads – full control over ads placement
    - Dark post
        - ☐ Boosted posts – no
        - ☐ Ads – yes
    - Instagram and Audience Network ads
        - ☐ Boosted posts – no
        - ☐ Ads – yes

How to optimize Facebook ad design

- Use great visuals
    - ☐ high-quality images
    - ☐ original graphics
    - ☐ close-up photos of people's faces
    - ☐ location-specific images
    - ☐ visual contrast or filters
    - ☐ carousel ads
- o Excellent value proposition
- o Clear call to action

Custom-targeted audiences

- 5 types of custom audiences
  - Customer file
  - Website traffic
  - App activity
  - Offline activity
  - Page engagement
- Lookalike audiences
  - Create from any of your custom audiences
- How to use custom audiences for more conversions
  - ☐ Get in touch with old customers
  - ☐ Upsell or cross-sell customers
  - ☐ Target those who don't open your emails

Facebook pixel and retarget marketing

- Why set up the pixel?
  - Track your site visitors
  - Monitor and optimize ad campaigns
  - Not limited to single device or IP address
- Why retarget marketing?
  - Very powerful marketing tool
  - Target warm or hot audience
  - Higher conversion rates

Facebook Ads split testing

- Benefits of split testing
  - No guesswork involved
  - Credible and tangible results
  - Smart investment
  - Know your audience's preferences
- Best practices in split testing
- Know what to test first
- Change one element only
- Keep other elements the same
- Have sufficient budget

Facebook dynamic ads

- Requirements for dynamic ads
  - Facebook pixel
  - Facebook SDK for apps
  - Business Manager
  - Facebook page
  - Product catalog
- Why run dynamic ads
  - Less time creating ads
  - Remarketing on steroids
  - Autopilot ads
  - Higher conversions
  - Timely and personalized ads

How to lower ads budget

- Know target audience
- Set a bid cap
- No audience overlap
- Split test ads
- Retarget people
- Refresh ad creative's
- Use video ads
- Use powerful words in ad copy
- Don't advertise during holidays