

Developing a Facebook Ads Strategy

Hello, hello, everyone. It's Andrea Vahl. Welcome, welcome. I'm just going to check my hair here. Thank you so much for joining me live. For those of you who are watching the recording, welcome to you too. I'm going to be putting this recording into the strategy section of the course, and I'm going to go through all different kinds of strategies. This is a big overview of developing your Facebook ad strategy. This is going to be super fun. It's going to be very interactive, so you can use the chat. Why don't you just use the chat right now and just tell me that you can hear me so I can make sure that is actually happening, while I just go ahead and pull up my slides? I will do that. From the beginning. Great. Okay. Awesome. Awesome.

Thank you guys so much. I am just checking in. Yes. Hello, Katie. Hello, Renee. Hello, Carolyn. Good to see you guys. We got some other people in here. I know some other people are joining in a little bit later. Welcome. I'm super excited to have you guys here. I am going to now just dive right in. Again, this is going to be ... You can ask any questions you want as we go. I will try and monitor the chat too. We're going to be diving into the strategies. Let me just get to the share screen. Here we go. All right. Hopefully everyone can see my slides now. Let me just double check. I think so. Yes, yes. Perfect, and very good. I need four other windows, I think, for other monitors. Let me get back to where I was at. All right. Good, good.

We're talking today about developing a Facebook ad strategy. Again, this is really ... We'll dive into why this is such a key factor, and this is really where I see a lot of advertisers go wrong, is that they're not thinking about how the ads are ... the strategy of their ads, where their ads are going, and how they're measuring that because the measurement and the optimization is really a huge piece of this. Many people are doing things like boosting posts or doing things that I just see aren't getting any results at all, and they think that Facebook ads don't work, and they absolutely do. I just actually just got off a call with my client, and he is going to be spending close to \$200,000 this next month on Facebook ads because they're working so well.

You just have to have a good strategy. How do we develop that campaign strategy? It's really again about setting your goals. Now the goals, for sure, for a lot of people become I want more leads and sales, right? But we also have to make sure we're measuring along the way, and that we're testing different things. Then we know exactly what we're optimizing around because people say, "I want more leads and sales," and they do a boosted post, and that's not even optimized around leads or sales. That's not going to get them anything. You've got to have that key performance indicator that you're going to watch in the Facebook ads area so that you know when you are ... which ad is successful for you, and then we're going to match those goals to the best ad options.

I'll talk to you about the different funnels that you can have. We're going to split test your ads and we're going to measure and tweak, and that's how this whole thing goes. I had another client meeting earlier today where they were running ads to a webinar, and the webinar had so many signups. We had so many clicks to the webinar page, then the webinar had so many signups, we were tracking that. Then from the webinar, he was offering a booked call to have a one-hour call with him, and then we tracked

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how many people went from the webinar to the booked call. Then from there, he got people into a \$5,000 program, and then we tracked all the way through, and we can holistically look at that, and then we can say, "Okay, we need to improve the landing page because we didn't get as many conversions from landing page into actually signing up for the webinar."

Then he needs to do a little bit something more on the back end to get more people in to book call. We're always measuring and tweaking and seeing holistically where everything is working right and where it could be improved. The key to Facebook ads and conversion success, here it is. I'm getting you the key right in the beginning. Boom! We're getting the key, and that is always be testing. Always be testing. Grandma Mary is coming in to get a little cranky about it. But yes, always be testing your ads. One thing that Facebook announced, a little while back, but they found that the top performing ad accounts created and tested 11 times more creative than less successful accounts. 11 times. If you create five ads, those more successful accounts might be creating 55 ads.

Now, I'm not here to tell you have to go out and create 55, 100, 300 ads. There's definitely places where you can start smaller with that. I know that might feel like a lot. I want to talk about the testing and talk about CBO and ABO testing because it's ... Again, we're going to dive more into this in a lot more sections of the course. I'm just giving. Again, high level here. But campaign budget optimization is where the budget is set at the top level, and Facebook then optimizes all the budget. You say you're almost spend \$100 a day, and Facebook goes and just decides where your ad spend is going to be. It might give \$80 to ad set number one, \$5 to ad set number two, and \$15 to ad set number three. That's not a proper test right there. It's not giving significant results between those other ad sets to be able to make an informed decision.

Now, sometimes it can work out. Sometimes Facebook is making the right decisions. One of the benefits of CBO optimization is that your audience overlap is being removed, so you're not testing, you're not competing against yourself as much, and it's a little bit more scalable. Now, again, if you're new to Facebook ads, don't worry about some of this terminology, because we're going to dive deeper into all of it. It's just getting you familiar with some of the terms here. One thing that happens with CBO, campaign budget optimization, is that the ads aren't always optimized properly. Facebook spent more money on this one ad that was costing \$3 more than the other ad. That wasn't a great idea, and actually even one more ad was even cheaper than that.

Facebook isn't always making the right decisions. But they are getting better. They are getting better because I do see that sometimes there they are spending the budget in the right way, and there are benefits to going with that campaign budget optimization. When you're testing, you want to test use the ad set budget optimization where you're not setting the ad budget at that high level, but setting it more at the ad set level. Again, we'll get into more of this. If you haven't had a chance to watch the introduction videos yet, I know some of you have just joined recently, the introduction videos goes a little bit more into campaign structure and giving you a little bit more information on this. So don't worry if you're feeling a little lost.

But the good thing about ad set budget optimization is you've got a dedicated budget to each ad set, and each one is saying, "Okay, we're going to have the targeting here, and we're going to be able to spend for sure. We know for sure we'll spend \$10 a day on that targeting. We'll spend \$10 a day on ad set number, \$10 a day on ad set number three, and then at the end of a week, we'll have \$70 spent on each ad set, and we'll definitely know, okay, that one did better than the other one. Let me get back to

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the chat. I see there's a question. Let me look. How do I get back to the chat? That is one funny thing. There it is. Okay. Oh, yeah, clarify what I'm saying, Nicole, on CBO. When you're testing, you should test use the ad set budget optimization.

For when you know what good audiences you have, then I would switch to campaign budget optimization, unless there's a reason you want to keep ... have a dedicated budget there. Hopefully that's a little bit clear. Also, there are times where I've seen ad set budget optimization work better. You can have a little more control there. But when you're scaling and moving your budget up, sometimes CBO works a little bit better. Here's how you split test the demographics, and hopefully that was helpful, Nicole. With CBO, you get to set a minimum, though. I see what you're saying. I get it. I get it. Nicole, yes. You can do that. I have not played around with the minimum budget optimization. When I go into ...

The question is, you can set a minimum budget for each ad set, and you could run your ads that way. When I am scaling my ads and I know that I have winners that I've tested with ABO ads, then what I'm doing is I'm moving them into a CBO campaign that doesn't have those minimum set. I am then letting Facebook decide how to spend that budget and optimize that budget. That's what I'm typically doing. I know some people will set minimum budgets for their ad sets within a CBO campaign. Hopefully, that ... Thank you for clearing that question up. If you were going to really do a pure test, where you said, "I want to specifically test the demographics, and I want to make sure that I know exactly which keywords or audiences are the best for my particular campaign," I would set my campaign up like this.

I would have the campaign, and it would maybe be sending traffic, maybe it would be around a conversion ad, it could be different objectives there. Then I would have each ad set have different targeting in there, and I would run this campaign and I would only have one single ad underneath where I have just one image, one set of text, and all of those three ads that are under each of those three ad sets are exactly the same. Now I have a section on split testing in the course, obviously. There is a split testing tool that Facebook does. When you use the split testing tool that Facebook has, you're going to essentially be setting your campaigns up similarly to this, although they'll break each one into its individual campaign. I group them together.

In a perfect world, you would test each keyword by itself. But how many keywords do I have in here? One, two, three, four, five, six. I have a bunch in here. If I don't have an endless budget, I'm going to group them into groups that make sense. That's what I'm doing. Yeah. Katie, we're going to get more into how to ... Katie's question is, can I talk a little bit more about how to come up with strong keywords to test audiences? We were going to talk more about that in this targeting section. That's in a couple sessions. We're really going to get into targeting, and really talk about how you research those keywords. There is some recorded training in the course right now. But I think actually that needs to be updated, because ... and I will update that next week.

Keyword research is a whole topic on itself, and we'll dive in more. But for sure, I like testing similarly grouped keywords. I'm not putting all my keywords into one ad set, because then I'm not going to be able to tell which ones were actually performing the best. I'm grouping them similarly. For the first one, I'm saying Small Business Saturday entrepreneur, some more generic interests. Ad set number two has fan page interests, where I'm targeting the fans of Marie Forleo, targeting fans of Ali Brown, targeting the fans of Success Magazine, and I'm coming up with those and thinking about my avatar and saying, "Who do they follow? Who do they like? What type of person are they?" Then if it was appropriate, I might do a job title set of targets.

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I might be targeting people who have a job title of marketing or social media manager, or you could even target CEOs or business owners as a job title, and that only makes sense if you really know that your audience has that specific job title, typically is more in a B2B type of campaign in that case. Then when you get finished with the testing, maybe you test this at \$10 a day for five days, for example. When I get through the testing, I would have a clear answer that those demographics were the ones that actually worked for me because of the ad was the same, the ad looked the same, and then I would know for sure. Now, if you're a local business, a lot of times you're not going to be testing a lot of ... You're not going to be splitting the area into very thin little margins with extra keywords.

You might have a few demographics. You might know my audience is typically a 35 to 55-year-old woman who lives in these ZIP codes. So, you could have that be your target or you could even say, "I know that she's a parent," or "I'm targeting parents in this age range in this area," for example. Then you're really only able to play around with the different ads and how they look, and so you would ... Actually, now that I think about it, this is actually set up a little wrong. That's funny, that I've been using this slide forever and I just realized that it's actually not a pure test because the ad set budget is going to spread that budget unevenly between those three ads underneath it. You would truly have three ad sets as well, so you're dedicating the budget to each one of those ads.

That's funny, that I just realized that. But it's just ... Think of it as a visual. Okay. Then what you're going to do is you're going to find those best performers. In this example, I did break out the individual keywords by themselves, and I found for this particular Facebook page checklist that I was advertising, Amy Porterfield convert ... The fans of Amy Porterfield yielded \$1.27 per conversion, whereas the fans of social media examiner was \$2 and 13 cents. Now, it's not that huge of a difference. It's less than \$1, but if I'm spending \$100, I could save \$100 on leads and get more leads. Of course, even these small differences will add up over time. Key performance indicators. Here's an example of a webinar I'm running actually right this moment, or webinar ad for a client that I'm running right this moment.

We were finding that the webinar ads ... Again, we were testing Amy Porterfield Marie Forleo. She's got really great performance there if you've got her audience. Yes. We're testing a video, we're also testing some images. We find out right now that the video ad for Amy Porterfield and Marie Forleo is converting the best in terms of cost per lead, whereas Lewis Howes and Brendon Burchard, Simon Sinek were much higher, \$10 more. We turned that ad off. We're putting a watch on the WordPress. Actually, I just turned off the WordPress ad earlier today, since that was not coming down to the right level, and we're running these others to try and maximize our results. Hailey's asking ... Yeah, to clarify, when testing create variations, you should separate ad sets for each if you truly want to make sure that you're dedicating the budget to those particular ads.

Now, I will say that I'm not always separating out those ad sets these days. If I wanted to know for sure which image really was performing the best, I would separate the ad sets into three different ad sets with three different images underneath ... I mean, one different image under each ad set, and dedicate that budget so I knew for sure which ad was performing the best. But sometimes what I am doing these days is more of multiple ads underneath the ad sets and letting Facebook do some of that optimization, and just watching and maybe turning off ads images that aren't doing as well and that Facebook happens to be giving too much budget to. The reason I'm doing that is because we don't always have a long ramp, a long testing window to be able to run all of these tests.

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I'm putting a little bit more importance on testing the audiences and letting Facebook optimize the images underneath, and then shutting down the audiences like I'm doing here. Under these particular ad sets, for example, I have four different images that are currently running under each one of these, and I'm just more paying attention to the audience. The audience, in my opinion, makes a bigger difference than the images and how they perform. Now again, people have different methodologies. This is my methodology. You hear different things out there, but this way has worked really well for me. All right, so that is ... Let me just move this chat over a little bit, so I can advance.

Again, the other thing that you can do, and I wanted to highlight here, is that you can ... With the ads manager area, with the reporting area, we can actually monitor things downstream. We're going to get more into this when we get into the reports when I do more live demo on how you set up these reports so you can monitor them. But I want to just let you know how this works, and how you can see further down the funnel. Here's an example of a client I have where we're running ads to a webinar, and they are then selling their product on the webinar. We're testing some lookalike audiences, and then one set of keyword audiences around the homeschooling niche.

Most of the ads we're running it right now are lookalike, and we're taking a look at how much it costs to register for the webinar, and then we're also seeing what the purchase value is. Now, here's something that's interesting. If we were only making decisions based on how much it costs us to get people into the webinar, the ad that's too ... the lookalike 1% registrations, that's the second line down, is the highest cost per webinar registration at this moment. It's costing us \$3 and 26 cents to get someone registered for the webinar. If I was comparing that particular audience to all the other audiences, I might say, "This audience is underperforming, I'm going to shut it down."

But I'm also tracking purchases I can see that that particular audience gave us six purchases that were costing us \$9 and 79 cents per purchase with a conversion value of \$394. So, a return on ad spend of almost seven. If I turn that off, I would be missing out on all that extra actual sales. It is a good idea if you can really set your tracking up so that you're understanding what that final result is, and not making decisions based on something that's further up the stream. One of the things ... Actually, this actually particular client is worried about the cost per click, and I'm like, "Who cares about the cost per click? We're getting seven return on ad spend."

We could cost us \$10 per click, as long as we're getting that return, that's really all that matters there. Let me just see what ... there's any other questions. Nope. No other questions. Okay, cool. Yes, you got to monitor that. This is an old example, but I love this example so much, I still keep it in my slides. For those of you who are here live, and maybe some of you guys have already heard this, my spiel on this, I would love to have you put in the chat. These images are almost the same. Actually this is such an old ad, I couldn't go and get a new screenshot of it. But the text and the images I realized is slightly different. I did go back and test the text again just to make sure.

I want to see which one of you guys ... Put in the chat which ad do you think did better? Which ad do you think did better on this? The blue or the white? Let's just see what we got. Where did my chat go? There it is. Okay. Whoops. Katie says, "The white image." Let's see, where is ... how can I lost the chat? Zoom. Where did it go? Chat, chat. Yeah. All right. Okay. Katie says white. I can't find the other chat. That's so weird. It's not there. But anyway, I will share with you. The image with the white background ... Or the image with the blue background did better. 35% cheaper cost per leads there. I totally agree with you, Katie. I thought it was going to be the image with the white background.

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I totally thought I looked way cuter there. I was like, "Yep, that blue one isn't going to work," but it totally did. 35% better. If you can save 35% on your lead cost, why not? In my attempt to find the chat, now I had lost my slides. Okay. Here we are. So yeah, testing is key with all of that. There's the chat. Dang it. Okay. I found it. Yeah, the blue ... Hailey, I think the blue did ... Karima says, "I knew the blue." The blue I think is a little bit more Facebook blue, and I'm talking about Facebook. If you notice, I use a lot more blue in my ... You guys all answered there. I'm finding the chat now. A lot of you said white. Yep. Gosh. Okay. It was covered. Yeah, it is the ... If you notice in my marketing, I use a lot of blue backgrounds now.

That is not to say that blue backgrounds always work. I've tested blue versus orange for my clients, and the orange will work. It really is a little bit about branding and testing. Again, no one size fits all. Oh my god, I'm so glad I found the chat again. Okay, the image results, they may be different for some of these. Again, because Facebook ... If you've got multiple images underneath your ad sets, sometimes Facebook isn't spending the right amount. For example, I would just go in and manually turn those off in some cases. Other times, I'm turning the ad set off, and this is an older example. But I still do this this way.

In your strategy, you're going to be get ... When you're thinking about the testing and coming up with good audiences to test, you're going to start gathering your assets. What do you have available to you in order to test? It could be that you're starting out with only keywords. For example, I have a new client. He's got a page that's really doesn't have a lot of engagement. He doesn't have a lot of videos on his page, he doesn't have an email list, he doesn't have a lot of website traffic. For him, most of the audiences that we started out testing were all keywords, and then we started building some of these other assets so that we can create lookalike audiences for him.

Find out, what do I have? Do I have the email list? Do we have a good amount of website traffic? Could I go and create some videos that I could then advertise those videos to help build a video audience? We'll talk more about this all in the audiences section and split testing section. But I love just finding out what we have available and then going in and creating lookalike audiences from that. A test plan could be ... Here's an example of test plan. Again, we'll go into this a lot more in the further sections. Let me just make sure now that I am ... Oh, yeah. Alice is saying, "The importance of keeping an email list, for sure." Yeah, is email lists are big. Then even segmenting those out. You've got your customer lists and things like that, is really good.

Here would be an example. If we did have some ... This is actually an event that was for Podfest, I think. It was a podcasting event. What we did was we said, "Okay, we've got some past attendees, we've got some video, we've got ... their Facebook page was fairly active, they had video views." So we created this whole test plan around this, and then we knew that Amy Porterfield and Pat Flynn were big podcasters, so we targeted that as well. We created these lookalike audiences around the whole email list and then just past attendees. We had two different lookalike audiences that we were testing there. Yeah. That's one example, the test plan. When you've got to smaller budget ...

Smaller budgets, it's like ... I hate to say less than 5,000 because a lot of that's pretty big budget for a lot of people. But you might break out some of that for testing, you might have the testing phase the first week, and then you scale the winners up in there. You also have to plan in how much of the budget is going to where you're going to get significant results, because if you have a high ticket item and it costs \$100 per purchase, for example, then you can't just allow \$300 for testing because you're not going to get significant results. That's going to fluctuate as well. But in general, for small campaigns, smaller

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budgets that are starting out, I might run \$10 a day for five days or \$20 a day for five days, or even just a shorter timeframe, for example, and then make some decisions and scale those up.

When you have large budgets, like this one client I'm working with that spending \$200,000, then you're really segmenting so many of your lookalike audiences and testing and continually adding new things in. You might have like an ad set, ABO ad set, budget optimization ad set, where you're using that as a sandbox as your testing place where you're testing things, and then you're rotating in the winners from that testing sandbox into campaign budget optimized campaigns there. CBOs campaigns, where you're scaling those up at a higher range. Renee is asking, "Why do you need to create lookalike audience for your conversions? Shouldn't Facebook already be adjusting for conversions through the ads?"

I'm not quite sure on that question. But what I'm doing with that is I'm taking ... I think it could be that my naming convention that is throwing you off. I will sometimes have my naming convention show conversions or lead gen or traffic in the actual full name of the ad, if that makes sense. But a lot of times, what I'm doing is saying let's create a lookalike audience of the purchase pixel or the complete registration, or a lookalike audience of the add to cart, and then it's going out and finding two million people who are like the people who have already fired on the purchase pixel, if that makes sense. Hopefully, that clears it up. Could be my naming conventions that are throwing that off.

Okay. Good. We've got all those questions answered. Yeah. We'll get into the testing a little bit more. I want to also address some things, and I already have training in the course around the Facebook and Apple iOS changes. But I want to mention this in the testing area, because it's going to affect our reporting. We're going to end up coming up ... As soon as these changes are really rolling out, what we're going to end up seeing in our reporting area is less conversions that are actually tracked. This is going to be a challenge as we try and make decisions around which ads are working when part of the ads are not actually being tracked. We're going to have to get a little bit more creative around tracking so that we can make the right decisions, that might include UTM links or special tracking links.

It might include a different type of strategy. For example, we might just say, "Hey, we're going to mostly base our lookalike audiences around email versus purchase pixels," something like that. It might mean that we run a different type of ad. We might run lead generation ads versus conversion ads or things like that. I want to just highlight this. This particular slide, I've already discussed in the training, but just wanted to pop that in here as we're talking about testing. Let's now talk about the marketing funnel. A marketing funnel might feel a little overwhelming. Actually, if you are running ads for clients, this is a huge issue because they may not even know about or think about a marketing funnel, and it's sometimes up to us to educate them that we can actually track all the long way, and we have to think about the different things that happen to actually make the sales happen.

Because sometimes I've had clients say ... I say, "Oh my gosh, we've got X number of registrations," and they're like, "Oh, I didn't get a single sale from that." Well, that's their problem because they're not continuing the funnel in the right way. They're not following up with them. They're not making sure that they're promoting enough to those leads that you just gave them. Yes, that's ... Alice is asking, "Lead generation ads keep the transactions on Facebook, the Facebook platform?" Yes, that's correct. When I'm talking about lead generation ads, I'm talking specifically about that objective that is in there, that actually is the pop up form, it's all on Facebook.

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Marketing funnel, there's ... People approach this in different ways. Some people talk about top of funnel, mid funnel, and bottom of funnel. This is also awareness, consideration, conversion, retention. There are different ways that people talk about this. But I like to make sure that clients think about the content and where people are at in this customer buying journey. Actually, I was talking to another client today. I had a lot of client meetings today. I saw another client today who actually runs a really big movie platform, actually that competes with Netflix. They were trying that they've got top of funnel ads and then the conversion ads at the bottom.

They're running video ads at the top that are movie trailer type things, and then at the bottom, they're just trying to get people to sign up for their free trial, whereas they don't really have anything else happening in the middle that where it's that consideration like what are people thinking about when they're thinking about signing up for your monthly service? Are they wondering about anything? Do they need longer content, or do they need testimonials to have them see why they want to sign up for your subscription service? You might want to think about where people are at in that buying journey.

Then approaching your marketing funnel, you really ... With Facebook ads, this is another thing that is challenging too. You can't just go buy my stuff, although you can. You can. You can sometimes say buy my stuff. A lot of times for higher ticket things, you need to give away something valuable, nurture people, connect with people, and then sell your stuff. For sure, e-commerce is its own animal. You don't necessarily have to generate leads, although there may be reasons why you want to build that email list even though you've got an e-commerce service or website, whatever. But typically, for a lot of types of businesses, it's giving away something valuable.

It could be gardening tips, gardening masterclass. If you're in the parenting space, it could be tips for parents. Some of these are more like B2B, where you're talking about speakers, there's free training, there's downloadables. Giving something away and then nurturing those connections can really be the best approach for Facebook and Instagram ads. Having that special offer, that is also another key thing. People need a reason to buy now. If you can have some sort of expiring bonus, some sort of limited time, some discount. I know not everyone wants to discount, but those can really move the needle in making a buying decision sooner. Instagram ads are a little different.

I just wanted to pop those in here when thinking about the funnel and the plan. Instagram ads, when you're designing those, they have less text, there's no headline that shows up. You really have to explain a lot of the benefits or catch someone's eye with that image or video. With Instagram ads, I think video like demos can work really well. Videos where you've got someone talking and there's the captions can work really well, or some video that's maybe more of an explainer video on how something works. Okay. Now let's talk about setting goals, and this is challenging. I have this in the course, the ROI calculator. Because this is one of the biggest questions that comes up, is how much money can I spend and what's going to be in my return?

Well, you don't always know that until you start doing some of these things. But you can play around with this calculator to see where you need to be to be profitable. Say you have a \$50 product, and you're sending traffic to that sales page for that \$50 product, and it's costing you \$5 per link click. Let's just say that's ... That would be really high, and you should take my course and figure out how to get that lower. But say it's costing ... I'm just doing it so the math is easy. You're going to get 10 link clicks and you're going to need to have one sale. So that means you're going to need to convert 10% of the traffic and that's just to break even.

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You can play around with some of these numbers, and I put it in different types of ways here so that if you know for sure how much you want to spend, then you can calculate what is an example lead cost, and then what would be that conversion rate. There are some cool little calculators there that I actually still use with my clients. What I always tell people right when they're starting, marketing and Facebook ads often have the worst results right at the beginning, because we're testing. We don't know yet. We're trying different things and we're turning off the things that don't work, and we're learning and getting better and better. If someone thinks that they're going to come in, run an ad for a week and be wildly profitable, I've seen profit happened quickly but it's a little bit rarer.

You have to have some testing that goes into play, and you have to have repeatable things that happen. A client I talked to today, we had a webinar. He did a webinar and we're going to run this exact same webinar next month, same everything, except we're going to learn more and we're going to do some different things so that he's more profitable with that one. Actually, he was ROI positive with his very first webinar that he ran. That was great. We're just going to dial it up next time. I have typical results in here. Now I mean, these can vary quite widely. It helps you frame ... I'm sorry these are more US centric. I have found that a lot of times the numbers translate with exchange rates.

I'm more familiar with English speaking parts of the world, though. I'm not as familiar with other parts of the world. I know that there are parts of the world that are a lot cheaper than the ... in terms of results. It's always baselining your own results and seeing how that goes. Beginner strategy. You know what? Yeah, like ads, I did put that in there. If you're really starting out from scratch, you'd never run ads before, I would say you might experiment with like ads. I really rarely recommend like ads because they're not very valuable these days. Some clients still like them. Some people still want to grow their page, and I get there is some value to having social proof on your page.

But it's a great way to just test some audiences to see audience response. Say your website isn't ready, say you don't have your offer ready, and you can just use that, like ads to test. Yeah. Alice, I think it's really ... Yeah, that's true. Followers is now the ... Like I said, I think I edited this, but I can double check if they even have ... I know. That is a good point, that there's favoring followers. But it could be like if your website isn't ready ... If your website is ready, you could do a traffic ad to your website. Boosting posts to get some engagement traffic ads, video ads to grow your audience because you can use those video views to combine, and your retargeting can be really good. Then creating that opt in. That's a beginner strategy.

If you're just starting out with ads, this is a good thing to be working towards. For intermediate strategies, you're going to be creating opt ins, growing your list. I like to focus a lot on something you own, and you don't own your Facebook page, you don't own those video views. Your list is something that you have that's portable that you can connect with later. Running those split test campaigns, really testing, focusing on the testing and creative, and then of course custom audiences in there to for lookalike audiences and for retargeting. Then the advanced stage strategy is really this multistage funnel where you're tracking all along the route, you're comparing your tracking in doing things like with Google Analytics and things like that so you're really understanding all of your tracking and making sure that you're getting the results you need.

Then of course the custom audiences for doing ... You've got more traffic to experiment with, so you can do abandoned carts, different stages of the funnel, different types of ads to address the different sections of the funnel, and then even think about AV testing on landing pages and offers. So, coming up

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multiple offers and seeing what offer converts best. Things like that. Yes, that is ... Oh yeah. Whoops. We're advanced too quickly, and I want to make sure I'm still right on time here. Yeah, we're doing great. Okay. Focusing on your funnel. My favorite ads to run within the ads manager are traffic conversion, and now my new favorite, which I didn't used to like quite as much but I like it now, is lead generation. Lead generation ads happen all within Facebook.

Traffic ads, I like. When you have to use them, I would prefer conversion ads in these cases. These are ads that I'm ... These are really my bread and butter here. For all the clients that I have, I'm running mostly all these types of ads. Occasionally, we're boosting some posts and occasionally we're running Messenger ads, but mostly these are the types of ads. Let's just talk about how the funnel looks and how it's set up. When we're running a traffic ad ... There's actually an ad I'm running right now. This is for a realtor. We've got a listing that they have and are running it straight to the listing. Now, we're not running a lot of ads like this because this actually isn't happening on her website. It doesn't have the pixel on it. Unfortunately, we are not able to track whether she gets a message sent to her.

But it's basically gathering awareness for this particular property and this type of traffic ad could happen with Amazon, if you've got something on Amazon. If you've got a place where you can't put the pixel, you might have to run a traffic ad like this. A lead generation ad looks like this. This is an option for something for free. They get a pop-up form that happens on Facebook itself, and then we also are able to redirect to the website so if people can get more information. Now there's a lot of cool creative things that you can do with that. I'm going to talk more about lead generation ads later in the course in the training, talking about some of the ways to think about them since they might be a little bit more important now with the iOS changes.

The conversion ad sequence, and again we've got a whole section on conversion ads, so don't worry if this is unfamiliar to you. But conversion ads are you got the ad sending someone to the website, you've got the Facebook pixel there, the base pixel code which is a page view, Facebook pixel standard event, and then you've got the thank you page that redirects them where either they get the downloadable, they get the thing, or they get a message saying, "Thank you for signing up. Check your inbox," or however that thing is delivered. This sequence happens so you can track the fact that someone came from the ad to your website and actually gave you their email address, and now we're going to be making better decisions because we're optimizing around leads and getting more people to actually sign up rather than just the traffic.

Here's an example of just a retargeting ad. I had been to this person's, this life coach school website, and then I immediately got this video ad, and it says, "If you've been thinking about joining," then you get to the website. If you did sign up, you would get to a thank you page that would then be optimized around purchases. Yeah. Again, it is a video ad but it's actually optimized around conversions. It just happens to us a video. I just want to make sure that's clear. It's not actually a video view ad. In this case, it's a conversion ad that would be running. I guess we can't actually tell that, but that's an example.

Multistage sequence, this is where you're tracking multiple things and you're tracking the fact that they went from the ad, they hit the website, maybe they added something to cart, they get to the thank you page.

You can track all the way through. You can track as many places as you're putting that tracking. You can track someone going through the funnel, and that's really beneficial because again you're making better decisions. Now, we'll get into the eight events that you've got Facebook limited to a little bit later. We'll

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talk about that later. Then e-commerce, again, this is a retargeting ad, this is carousel ad that showed some different products that the person was taking a look at, went to the website, you can add to the cart, thank you page. If it was retargeting, it could be retargeting someone who added something to the cart, but abandon it, or it could be retargeting based on preferences. There are different ways you can retarget with e-commerce.

Then event promotion. I don't like to use events as much on Facebook itself. Whenever there's an event, I like to make sure it's on a website where someone pays to register. I just think it's again a little bit better. I know that Facebook has their events, and they have the paid events now and things like that. But I think it's better to just control the process a little bit more. This is an ad, and this is actually going to Eventbrite. But you could have it on your website, too. I just wanted to showcase that you can put the Facebook pixel on other third party sites, like Eventbrite, other sites like that. I could track the fact that someone purchased through the Eventbrite process there.

For authors, author you can go straight to Amazon, and that would be just a traffic ad. That's a way ... You wouldn't be able to track that way. You would just have to track that you got more purchases that month or that week, or whenever you're running the ad. Another option for authors is to give away a free chapter or give them special options that they can buy. If you had the sales that happened on your website, then you could check out on your website. But a lot of authors just have something on Amazon. It could be like a bonus thing that you're offering in order to get your email list built up for authors. I find a lot of authors are not building their own email list, and I think that's a big mistake.

Messenger ads. This is an older example, and I have some newer examples coming, but this is just ... Actually, this is a client I worked with a while back who she didn't have a website. She was just a local boutique. What we did instead was we ran Messenger ads to get engagement and talk about the products, and then invite them to come in and buy. She now has a website, so that's good. You can automate some of this and make it a little bit easier for someone to just engage with you a little bit and see interests. Then video ads are just really for ... That's the other thing we did for her, is because she didn't have a website, she didn't have any assets, we just started building up her assets by running some video ads to gain awareness around products, and then hopefully retarget those people who watch the videos and just build that asset up quite easily.

Awesome. That's what we've learned today. The key to success, outlining your strategy, setting some goals, focusing on your funnel. Let me just find out if there's any last questions here. Yes. Katie is saying, "I heard that brand awareness is waste of time." I completely agree. Totally 100% agree. I don't even think I teach brand awareness ads in this course because it is ... You're much better off running an engagement ad, you're much better off ... They're just dumb, so I would not run them. They're optimized a little differently, but an engagement is going to do just do better things for you, I think. Yeah. Nicole is asking, "If you're targeting Marie Forleo and Ali Brown in one ad set, is there a way to see how they performed individually?" No, that is a problem with that because we can't see those individual keywords.

What we would have to do in that case is we would have to break that out. We'd have to have one ad set that was Marie Forleo, one ad set that was Ali Brown, and then we test them and see after that testing period, maybe do, like I said, \$10 a day for three, four days, five days, whatever it might be, and see what our results came out to be, and then you would be able to see it. Renee is asking, "Do you need to create ... " Oh no. I'm sorry, that's the wrong ... That's a previous question that we already got

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to. Let me get back to the chat. Where did it go? See, I keep losing the chat. There it is. Okay, good. Let me know if there are any other questions coming through. Yeah. Alice is asking, "Is there a minimum number of emails to do a retargeting list based on email?"

There's a couple of things with that. If you have a customer list and you have your email list, and you upload that into Facebook, into the audience's area, I check ... You're supposed to have a minimum of 100 ... I think it's ... Yeah, a minimum of 100 people in the same country. No, not in the same country. Minimum 100 people who match in the email list. Then if 100 people match ... I usually tell clients we need at least 200. I just double it. We need at least 200 email names to upload it. Then those names have to match, and they're matching with Facebook login. If someone has given you a different email address than their Facebook login, it's not going to find that person.

That's why there's a drop off in matches, and there's a higher drop off for B2B clients than B2C because more people in B2B are giving you their business address. Then you upload the list, and then to create a retargeting list, you need about 1,000 people in the audience to retarget. That's where you're going to have to combine your retargeting. If they don't have 1,000 email addresses, you're going to have to combine that with another custom audience and that's where video views can come into play really easily. You just boost a video, or whatever, promote a video ad, get those 1,000 views in there and combine that with your custom audience of customers, of email lists, and then you can probably create a retargeting list from that.

If you wanted to create a lookalike audience of your email list, then you need a minimum ... I think that one's a minimum of 200 people in the same country in order to create that lookalike audience. The bigger the list, the better. That's the challenge with that. Hopefully, that's helpful. Katie's saying, "I run social for a vitamin supplement company that's just started. Facebook recently shut down its ad account, I'm not sure why. Health and wellness is tough." Getting it back, what I would do is just go and take a look at all the ads that have been run and see if you can see anything. Big flags for health and wellness are calling out personal attributes, making promises about health claims, things like that. You have to be really careful about the ads you're running, and that could be a reason it's shut down.

I know lots of people are getting their ad shut down for no reason. Review the terms, see if you can see anything that's a flag, and then go to Facebook and say, "We know the terms, we're positive we haven't violated anything," whatever that could be. There's a section on safety that I've got in there too that. No. Do I have that in there? Yeah, I think I do. I'll maybe link to it. Yeah, you have to go back through Facebook to get that, and I would work with the chat and just make sure you've got your ducks in row for looking at the terms, and just convince them you haven't violated in terms and this is the type of business and that kind of thing. Now, if they can't get it back, they'll have to create another one and I would recommend creating a whole new business manager.

Hailey's asking, "My custom audience sometimes cause the estimated daily results to go away, maybe because they're too small." Yeah, custom audiences ... I would still go with it. That happens to me too. I don't pay too much attention to the estimated daily results because Facebook doesn't know. Just run it anyway. Amanda is asking, "When do you think Facebook will start letting us use group info?" That would be beautiful. It is coming though. I've heard it's group info to create better audiences. I've heard that's coming. I'm not sure exactly. Yeah. Group info would be ... I want that now, but yeah. Katie's asking ... I already ... Oh yeah. On the clean sweep, took anything out with COVID on it, and yeah, that's from Katie with the vitamin supplements.

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Yeah. COVID can be a little bit of a flag too. If you already ran it and it got shut down, and you already did those things and it got shut down, it might be challenging to get that back, if that's right. Yeah. Yeah, the chat wouldn't help you for privacy reasons. You have to be a full admin on that to be able to have the chat help you. If a person's ad account is shut down, then it has to be the person on the chat, that I couldn't get my client's personal ad account backup either. It has to be the person on the chat if it's a ... We can maybe talk more about that in the group. Yeah, account and domain verification, I did just go through that the Facebook and Apple iOS section in the course, and that's sort of at the bottom in the menu.

In the course, if you look at the bottom, the Facebook and Apple iOS recording is there, and I talk about domain verification there. Nicole's asking how soon will be the recording be available. Hopefully soon. I think I'll be able to get this up later in just a little bit. We'll give it a shot. Depends on the processing though. It will be today though. All right. Thanks, everyone. This is great. Thank you guys so much for all your questions. We'll be meeting again next week, and we've got the schedule in the group. Definitely if you're watching this on the recording and you have follow-up questions, just put that in the group and I'll make sure we get to that. Thank you guys. You guys are awesome. Thanks. Bye