
HOW TO ADVERTISE ON FACEBOOK



BY: THE CANNON MOVEMENT

TABLE OF CONTENTS

Chapter 6: Facebook Engagement

	Pages
A. All About Facebook Engagement	91
○ Post Engagement Ads <i>p.91</i>	
○ Boosting a Post <i>p.91</i>	
○ Create an Engaging Content <i>p.92</i>	
○ Engaging in Facebook through Contests <i>p.92</i>	
○ Respond to Fans <i>p.92</i>	
○ Create Engagement through Images <i>p.93</i>	
○ Create Engagement through Videos <i>p.93</i>	
○ Facebook Insights <i>p.94</i>	
○ Differences Between Native, Unpublished, and Ad Posts <i>p.94</i>	
○ Navigating Page Posts <i>p.94</i>	
○ Unpublishing an Ad Post <i>p.95</i>	
○ Creating an Unpublished Ad Post <i>p.96</i>	
B. Making Facebook Engaging Videos	34
○ Why Create Facebook Videos? <i>p.96</i>	
○ Facebook Watch <i>p.97</i>	
○ Uploading a Video to your Facebook <i>p.97</i>	
○ Videos and its Objectives <i>p.98</i>	
○ Deciding on the Ideal Video Length <i>p.98</i>	
○ Why put only Short Captions? <i>p.99</i>	
○ Advantages of using Carousel Format in Facebook Videos <i>p.99</i>	
○ Ad Placement for Videos <i>p.100</i>	
○ Knowing the Facebook Video Creation Kit <i>p.100</i>	
○ Monitoring and Analyzing your Video's Performance <i>p.101</i>	
○ Video Tool Application <i>p.102</i>	
D. Video Views Ad	102
○ Muted Video <i>p.103</i>	
○ Video Views Cost on ThruPlay and Video Editing <i>p.104</i>	
E. Webinars	105
○ Video Play Percentage <i>p.106</i>	
○ Creating Video Engagement Custom Audience <i>p.106</i>	

TABLE OF CONTENTS

Chapter 7: Facebook Ad Relevance, Ad Scaling, and Insights

	Pages
A. What is Facebook Ad Relevance	107
○ How to Increase your Relevance <i>p.107</i>	
○ Split Test Images & Video Thumbnails <i>p.108</i>	
○ Avoid Creating Negative Experiences <i>p.108</i>	
○ Tracking your Relevance <i>p.108</i>	
○ Ad Relevance Diagnostics <i>p.109</i>	
B. How to Scale Facebook Ads	109
○ Your Proper Budget <i>p.109</i>	
○ A Must for Scaling <i>p.110</i>	
C. Facebook Page Insights	110
○ Creator Studio Insights <i>p.111</i>	
D. Audience Insights	112
○ Everyone on Facebook <i>p.112</i>	

Chapter 6: Facebook Engagement

All About Facebook Engagement

Facebook Engagement is one of five ways your fans (followers and likers) engage and interact with content:

1. Like a post.
2. Leave a comment.
3. Share a post with others publicly or with friends.
4. Viewing the content
5. Clicking on a link

Post Engagement Ads

1. Go to your Business Facebook Manager.
2. Navigate to your 'Ads Manager', then click the 'Create ad' button.
3. On the New Campaign page, select the 'Engagement' objective option,
4. Select 'Post Engagement'.
5. Go on the 'Ad Set' level, navigate on the 'Audiences' section.
6. Go to the 'Connections' field and choose 'People who like your page' since they are the audience to target for the lowest cost per engagement on.
7. Then on the 'Ad' level, select 'Use Existing Post'.
8. Then you will be prompted to either select a post already published to your Facebook page or you can create a new page post specifically for this ad only via the 'Create Post' button.

Boosting a Post

The other method to advertise a published post on your Facebook page is through the Boost Post button below each post.

This is just a simple version of your Ads Manager but with lesser options available.

The results of a Boosted Post are also the same as creating a Post Engagement ad on your Facebook Ads Manager. But we create ads via the Ads Manager though for better tracking and optimization.

The only difference is this 'Boost Post' option is a bit quicker to create if you are simply boosting the post to your page's fans and don't have any other specific targeting requirements.

Create an Engaging Content

How to create engaging content? Make your posts personal.

- Your audience will treat you based on the ad creative or content you made.
- Be casual. Use the word "I" in your posts in order to connect with your audience more.
- Share how you really feel about a blog post or photo you are sharing.
- Initiate conversation among your viewers and fans, you may do this through creating a poll or quiz, answering their questions, the important thing is to make them comment.
- You may also ask the fans regarding the next product that you will launch. Ask their preferences, their needs, wants, and demands.

Engaging in Facebook through Contests

Another way to boost your page is through holding a contest. You may take this opportunity to gather like, views, subscription, shares, and more.

For example, let's have Sophia's Cosmetics again. You may have a contest wherein the fans are required to like the post and your brands' or business Facebook Page, comment the names of their friends to the contest post, and share the contest post, by doing so, you will give them opportunity to be chosen as the winner of your products as their prize.

Respond to Fans

In the beginning you may only get a couple likes and shares, but it is very important to engage with these fans. They want to know that there is a responsive human behind this Facebook page that cares about them.

- Thank them for the comment.
- Reply with another question for them.
- Make them be aware there is a human that cares about them running this page.

- Keep the engaged people engaged and they will be your viral seeds! Once you see a customer share a post or create content for you write their name down as VIP customer. Approach them first with product launches and promos. They will become your very own Brand Ambassadors marketing for you.
- Referrals from friends of friends are the easiest customers you can obtain and zero cost to you.

A quick way to observe and monitor your Facebook Page's fan engagement is through the 'Notifications' tab. Here you can see who posted, liked, commented on, and shared your content.

Create Engagement through Images

A great image will get you lots of engagement, so make sure your image is attention grabbing.

You should also design/create posts every month in advance and schedule them to be posted with an app.

Always remember to brand your images with a watermark, a logo, or domain name. Because when a fan shares your quote, meme, product shot, etc. it will be connected to your company or your website because of your image branding.

Create Engagement through Videos

Another way to make an engagement in Facebook is to create a video content for engaging my client's users. People are scrolling through their Facebook and Instagram feed quickly, so you need to grab the user's attention even faster. On Facebook, it is common see more engagement with videos because the movement captures the viewer's attention more than a static image does.

Facebook is growing faster than YouTube in its early days as far as total video content uploaded goes and the Facebook algorithm seems to be favoring video content. Be sure to upload videos directly in your Facebook page or Facebook ad. The engagement rate is higher for uploaded videos than say just posting a YouTube link on your Facebook page.

Facebook Insights

Keep testing a variety of content posted on your Facebook Page and make sure to monitor what is working for your best performing posts via the Facebook Insights tab:

1. Go to your Facebook Page.
2. Click 'Posts' on the left sidebar.
3. Click 'Insights' on the tabs located on the upper part.

When creating a new post, use this data to see what type of content performs best with your viewers (what content drove the most engagement), when your fans are online (what time I should post content again), total user reach, and much more.

Differences Between Native, Unpublished, and Ad Posts

Facebook marketing needs to be the perfect balance of engaging content, lead generation such as capturing actual emails or building your Facebook Pixel for retargeting, and promotion!

- A native post is one you simply post on your Facebook page.
- An unpublished ad post is a post you promote via a Facebook Post Engagement ad campaign that is only seen by your ads target audience.
- A published ad post is an existing native post from your Facebook page that you promote via a Facebook Post Engagement ad campaign.

Navigating Page Posts

Once you have multiple Facebook pages, managing posts for them can become a pain. So, use Facebook Business Manager 'Page Posts' to manage posts on your pages.

1. Go to your Facebook Business Manager.
2. Click the 'Business Tools' button (the one with many dots).
3. Scroll down to 'Engage Customers' and click the 'Page Posts'.
4. Select your Facebook Page from this dropdown menu that you want to create a post for.

- a. Under the Scheduled Posts page, you can create and schedule posts for your Facebook page. To keep post content consistent, I will schedule a daily post for a full 30 days in advance.
- b. On the Published Posts page, you can review past published posts to see what content had the most engagement. You will typically see what posts are doing well organically in the first 24-48 hours, then promote the best ones with an ad.
- c. Now back on the 'Page Posts' page, under 'Ads Posts' in the left sidebar, we can view past and current posts that we are promoting in all Facebook Ad Campaigns.

5. Click the 'Create Ads' in this dropdown will open up a new tab in your browser, taking you to the Ads Manager page so you can create a new ad campaign for this specific post we selected.
6. Click the 'Create' button. Select 'Engagement' for the Campaign Objective. Then choose 'Post Engagement' for the Engagement Type.
7. Click the 'Next' button to move on to selecting your Ad Set targeting.
8. On the 'Ad' level, select the Post you want to promote for this Post Engagement ad campaign.
9. Under 'Ad Setup' select 'Use Existing Post'.
10. On the 'Ad Creative' select your post.
11. In this 'Select Post' pop-up menu, select the post you want to promote. You can sort the posts by type or search for the post in the field.
12. Once selected, you can publish your Post Engagement campaign.

Unpublishing an Ad Post

An Unpublished Ad Post is a post that is not published on your Facebook Page.

Unpublished Ad Posts allow you to promote content to an audience of your choice, without posting it to your Facebook page.

Unpublished Ad Posts are great for testing content, such as when you want to test out multiple posts' variations/text/headline/images/videos/etc. but you don't want to post all the variations to your Facebook Page, flooding your page's news feed.

Publishing an Unpublished Ad Post

After testing Unpublished Ad Posts via ads, you can publish the best performing posts to your Facebook page. Just check mark a post on the 'Page Posts' page. Click the 'Actions' drop-down menu for this Ad Post. Click 'Publish'.

Creating an Unpublished Ad Post

You can also create an Unpublished Ad Post while creating your ad campaign.

1. Under 'Ad Creative' at the Ad level, instead of clicking 'Select Post', click the '+ Create Post' button next to the 'Select Post' button.
2. Create your post, then click the 'Save Unpublished Post' button.

Making Facebook Engaging Videos

Videos are getting popular on social media. That's the reason why you need to know the tips and tricks that will boost your engagement. In this lesson, we will cover the following topics:

- How to use videos on social media.
- How videos can increase your engagement.
- Finding the ideal type and length of a video.
- Examples of successful videos.
- Tools to create videos.
- How to create a Facebook Video Views campaign.

Why Create Facebook Videos?

There are many advantages to invest on the creation of Facebook videos:

- Videos are more appealing to smartphone users and have higher engagement rates.
- Videos comprise over 75% of internet traffic.
- Facebook favors videos in our news feeds, which means that your brand can reach more people.

You can add videos to your:

- Facebook Page Cover
- Facebook and Instagram Ads
- Live Streaming (Instagram and Facebook) and Stories
- Instagram Posts (videos under 1 minute)
- IGTV (Instagram TV -- for videos over 1 minute)
- Facebook Watch and Facebook Page Posts

Facebook Watch

All videos you upload to your Facebook Page will appear in Facebook Watch search results.

Make sure to use keywords you want to appear for in the Facebook Watch search results in your video title and in the first 99 characters of the video description.

Uploading a Video to your Facebook

1. Go to your Facebook Page, click the 'Create Post' field.
2. Select the 'Photo/Video' option.
3. Select the video file on your computer you want to upload.
4. Add a Video Title make sure to include 1-2 keywords and your brand name, but focus on a title that grabs users' attention.
5. Input a Video Description make sure to include 3-5 keywords you want to rank for in Facebook Watch search results, your keywords within the first 99 characters appear in search results.
6. Add 3-5 Video Tags these are the 3-5 main keywords you are targeting.
7. Once you have completed the 'Video Details' tab, click the 'Thumbnail' tab and click the 'Add Image' button next to Custom Image. A great thumbnail is one of the first things that grabs users' attention.
8. On the 'Subtitles & Captions' tab, click the 'Auto-Generate' button to automatically create captions for your video. Most users watch videos on mute, so enabling this is a must!
9. Click the 'Next' button to continue to the 'Publishing Options' tab. Here you can decide when you want to publish your video and where you want it to appear. Select the two options to make your video appear on your Facebook Page as a post and on Facebook Watch.
10. Click the 'Publish' button.
11. You will then be redirected back to your Facebook Page where the video will be uploading.

Videos and its Objectives

Not all videos have the same objective.

- You can make a video to impart your brand's story for awareness.
- You can also make an interactive video to involve your fans in your current campaign to boost engagement such as asking your fans to comment a response, like if you agree, share to enter the contest, etc.
- You can create a video ad to promote your product in a more creative way to drive conversions. This can be a commercial format or just a value-add video that builds trust with your potential customers which is great for retargeting later via Video View Custom Audiences.
- You can even host a Facebook Live to increase both awareness and engagement by answering your fans' questions.

Deciding on the Ideal Video Length

Short videos can help you boost your engagement by captivating your audience with a short attention span. They can be great for mobile users who don't spend much time watching longer videos.

They can also help you grab attention early since many users don't watch more than a few seconds.

However, there is a growing trend of seeing longer videos on Facebook, as they announced an update to its algorithm which ranked videos appearing in the News Feed in a different way. This update enabled the longer videos to get more visibility in a user's Facebook News Feed.

Make sure to split test using both long and short videos on Facebook and Instagram to see what your following engages with.

Best Practices: Video Length

All videos on Facebook that are 30 seconds or shorter will loop continuously. Videos loop continuously for approximately 90 seconds. A 10-second Facebook video will loop 9 times to reach the total of 90 seconds.

- The call-to-action still shows up on auto-loop
- Videos longer than 30 seconds won't auto-loop, but this doesn't mean that you shouldn't test which length works better for your audience.
- You may use long videos with a 5-20 minutes duration to provide value to potential customers and build trust with free content.

Best Practices: Call to Action

When creating a video, decide what you want to achieve before creating that video!

Make sure there is a relevant Call-to-Action included.

- “Buy three products on our store for free shipping only!”
- “Tap the button to claim our free lipstick!”
- “Comment what you think about Sophia’s Cosmetics below!”

Why put only Short Captions?

Your video captions and titles should support your video. If you want the best chance of engagement with your Facebook video, keep the videos Facebook post text no longer than 100 characters.

When the video title is helping describe/attract people to the video content and the thumbnail is hinting the context of the video, then you don't need a long video description!

Just make sure that you share videos that are relevant to your followers and include keywords you want your video to appear for in Facebook Watch search results.

Advantages of using Carousel Format in Facebook Videos

An excellent ad to use in capturing new clients is through the ‘Traffic’ objective campaign with a ‘Carousel’ ad format.

For the ad you may use several customer testimonial videos describing your product or service they bought on your store. The landing page URL to be used for the ads can be a page offering a free vouchers or product promo codes for your products. To increase your chances of collecting the potential leads information, you may also offer an email form and chat box on your page and include all of the product testimonials on this page for clout.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. at the 'Ad' level, select 'Carousel' as the format.
4. Now, add a testimonial video to each 'Carousel' card.
5. Include ad copy that prompts the user to watch the testimonial videos.

Ad Placement for Videos

When creating any campaign, 99% of the time it is good to leave the 'Placements' to be Automatic. Facebook's delivery system optimizes your ads to display where they're likely to perform best.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. At the 'Ad Set' level.
4. Scroll down to the 'Placements' section.
5. Select 'Automatic Placements'.

If you only want to target Instagram users via Instagram Stories and Feed, then will select the 'Manual Placement'. Otherwise, leave Placements set to 'Automatic' to let Facebook optimize for you.

Knowing the Facebook Video Creation Kit

Another useful tool from Facebook is the Video Creation Kit. It helps you create quick videos using your images and templates which follow the Facebook's best practices for each video type.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. At the 'Ad' level.
4. Scroll to the 'Ad Setup' section.
5. Select Single Image or Video for the Format option, then click the 'Create Video' button.
6. The 'Video Creation Kit' popup will show, click the "Add Images" button.
7. Select or Upload up to 6 images.
8. Set the order you want your images to appear in this video slideshow.
9. Add your brand logo.
10. Select if you want to create a square or vertical video. Square videos work for all ad Placements, such as news feeds. Vertical videos work for Stories placement.

11. Select your video template. Once ready, click the 'Customize' button.
12. Select your logo and text position in the slideshow video.
13. If finished, click the 'Done' button.

Since we have all Placements 'Automatic' selected at the 'Ad Set' level, we will need to edit and optimize the images for the vertical format as well.

14. Crop and edit each scene of the slideshow video for this vertical placement ad format.
15. Once complete, click the 'Use Video' button.
16. Your newly created videos will now be set as your Media option for all your varying Placement selections.

Monitoring and Analyzing your Video's Performance

Once you start creating more videos, you will want to find out how they're doing.

1. Go to your Facebook Page.
2. Click on the 'Creator Studio' tab at the top of your page.
3. Click Insights in the left sidebar, then click Performance.
4. Scroll down to Top Videos.
5. Click on a video name to review the performance data.
6. Review the video performance data. Click the back arrow once you are done.

You should observe, monitor, and analyze:

- **Minutes viewed:** Review the video average watch time.
- **3-second video views:** See if your audience let the video play for at least 3 seconds.
- **10-second video views:** An indication that your audience was at least hooked by your videos intro.
- **Average video watch time:** See how long your video is engaging viewers.
- **Audience retention:** See more details about your audience's retention while watching.
- **Audience and Engagement:** How did your audience engage with the video? Did they share it with their friends? Compare videos to see which ones performed better.

Best Practice: Video Performance

Start comparing the performance of your videos to find the most successful ones! Start diving deeper into your video performance details and how your audience responded to it. All these stats are important if you want to understand how your videos can contribute to your brand's overall success.

- What is getting the most views?
- What topics are the most relevant to your audience.
- How long (duration) are your best-performing videos?

Post the same video a few times and split test one variable at a time, such as testing thumbnails and titles to find the best one.

Video Tool Applications

Here are some popular tool options to help you create your own videos. Most of them are smartphone-friendly or have their own apps to make video creation as easy as possible.

- Biteable.com
- Animoto.com
- Adobe Spark
- Promo.com
- Canva.com

Video Views Ad

Nearly every Facebook ad objective allows the use of videos for the format at the AD level, but remember to always match your campaigns goal to your Facebook ad objective.

The campaign objective “Video Views” specifically is used to get more people to view your video content:

- Webinar
- Value Add Content such as: tutorial video, course lecture, etc.
- Commercial

Muted Videos

Over 80% of Facebook and Instagram users watch videos muted typically because they are at work, in a public place, watching TV, etc. Always optimize your muted videos.

Always enable auto-generate or manually add captions to your videos when uploading videos to Facebook.

It is excellent to add text overlay to your final video edit. Using your video editor of choice, create a square video with captions in the 'black bar' space above or below your 1080p HD video. This will take more time manually typing the captions, but your video watch time will increase.

Video Views Ad

Video View ads make great top of funnel campaigns to identify users interested in what you are offering, for a very low cost per view. The main variable is to split test one at a time in Video Views campaigns in the Audience to identify which target market watches the most.

The most common audiences to split test include:

- Targeting a 'Lookalike Audience' of past customers/leads
- Targeting a certain detailed targeting interest every campaign
- Targeting a 'Lookalike Audience' of my 'Custom Audience' with video plays of 75%.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Go to your the 'Campaigns' level.
4. On the 'Campaign Objectives' section, click the 'Create ads' button.
5. Select the 'Video Views' campaign objective.
6. Setup your campaign through detailed targeting or other targeting in 'Custom Audiences' section.
7. Go to the 'Ad Set' level.
8. Scroll to the 'Optimization for Ad Delivery' section.
9. Set level for Video Views campaign as 'Default' on 'ThruPlay'.

Video Views Cost on ThruPlay and Video Editing

ThruPlay is the default optimization option for the Video Views objective. ThruPlay allows advertisers to optimize and choose to pay only for ads that are played to completion for videos shorter than 15 seconds. For longer videos, ThruPlay optimizes and bills for video view ads that are played for at least 15 seconds.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. At the 'Ad Set' level, scroll to the 'Identity' section.
4. Select your Facebook and Instagram accounts for this ad.
5. Then click the 'Add Video' button on the 'Ad Creative' section.
6. After selecting and uploading your video from your computer, click the 'Edit Video' button.
7. The 'Edit Video' popup will appear.

Video Captions

You should also enable your caption in your videos so that the audience will understand your ad more especially if they watch the video muted.

1. In the same 'Edit Video' popup as on the previous step above, select 'Captions', then click the 'Generate Automatically' option.

Facebook will generate captions for your video automatically. Take some time to play and review that the captions are 100% correct. If Facebook made a typo, just click the caption text to manually edit it.

2. Once ready, click the 'Save to Video' button.

Customize your Thumbnail

As important as your video's intro hook is, your video thumbnail is just as important for grabbing your potential viewers' attention to pay attention to your video ad. A thumbnail image is the static cover image for your video before the user plays it.

1. In the same 'Edit Video' popup as on the previous step above, select Thumbnail in the left sidebar.
2. Click the Manual tab, and then click the 'Upload' button to edit the video thumbnail image.
3. Upload a thumbnail image. The best results from thumbnail images includes people and text with the value proposition.

Cropping Videos

1. In the same 'Edit Video' popup as on the previous step above, go to the 'Edit Placement' section'.
2. Select a placement to edit. This enables you to adjust the media for everywhere your ad will appear.
3. Ideally, adjust the crop for each placement to the 'Recommended' option.

To ensure the most optimized videos for each placement, you may also create a separate Ad Set for each Placement and use the correct video size, Instagram Stories Placement use a vertical video in 1080x1920 pixels.

4. Complete your ad copy and links through editing your 'Primary Text' and checking the 'Add a Website URL'.

Webinars

A webinar is an engaging online video (live or not) that offers value for almost all of the video, then ends with an offering, product, service for sale. The most common strategy is to use ads to connect users to a landing page reiterating the benefits of the webinar and provide an email capture field for them to sign up for the webinar to learn more for free.

The industry average for webinars is:

- \$1 per ad click
- \$5 per webinar signup lead (i.e. email captured)
- 2% of webinar signup leads will convert to a sale

Video Play Percentage

1. Go to your Facebook Business Manager.
2. Navigate to your 'Ads Manager' the ones with dots on the top left corner.
3. Click the 'Statistics' button on the right sidebar. (The one with the bar graph icon.)
4. Scroll right on the columns.
5. Notice the "Video Plays at %" stats.

Creating Video Engagement Custom Audience

1. Go to your Facebook Business Manager.
2. Navigate to your 'Business Tools' the ones with dots on the top left corner.
3. Select Audiences.
4. On the Audiences page, click the 'Create Audience' button
5. Select 'Custom Audience' in the dropdown menu.
6. A 'Create a Custom Audience' popup menu will appear, select the 'Video' option.
7. Select the video you used in the Video Views campaign.

The best results from targeting users are those who have watched at least 75% of your video. These are viewers who were hooked by your video, and watched how your product or service is the solution.

Chapter 7: Facebook Ad Relevance, Ad Scaling, and Insights

What is Facebook Ad Relevance?

The Ad Relevance scores combine various ad quality and relevance factors to give you 'Ad Relevance Diagnostics' ratings of how relevant your ads are to the people in your target audience compared to other ads targeting that same audience.

Facebook relies on feedback and engagement of the users to know if your ads is worthy of receive more impressions and could even have an effect to your account status with Facebook. In an instance, if people are hiding your ads from their newsfeed, your relevancy is bad, but if they are liking, commenting, and sharing your ads, your Ad Relevance Diagnostics rating will increase

If your Relevancy Score is low, consider changing the: image, ad copy, or ad set targeting.

Relevance Score = High relevance ratings are correlated with high performing ads.

Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...
---	---	---

Frequency = The average number of times a person has seen your ad. High frequency leads to ad fatigue.

Reach = The number of people that your ad has been shown to. Reach 1,000 before optimizing ads.



How to Increase Your Relevance

The Ad Relevance Diagnostics is a rating that lets you know how relevant an ad is to its audience. The main goal with the Ad Relevance is to help you understand if your ad's target market considers your ad relevant and worth engaging with.

The HIGHER the rating in all 3 Relevance categories the better.

An Ad Relevance Diagnostics of Below Average means that your ad's quality was among the lowest 20% of ads competing for the same audience and 80% of ads competing for the same audience were higher quality.

Split Test Images & Video Thumbnails

Videos and Images take up a major portion of your Facebook ads and are usually the first thing noticed by users as they scroll through Facebook. It is important to split test different video thumbnails and images at the 'Ad' level to find out what is working and what doesn't work. Including these elements below are what works best for my images or video thumbnail images:

- Call-to-Action (CTA) and/or Text on the Image (or in the Video)
- Brand Logo
- People/Faces

Avoid Creating Negative Experiences

Through split tests with our client's ads, we now better understand what things people like and don't like when it comes to the content they see in ads. Here is a great resource by Facebook on the topic:

<https://www.facebook.com/business/help/1767120243598011>

Tracking Your Relevance

A perfect Above Average Ad Relevance Diagnostics can fluctuate and go down over time for an ad.

If the same audience has seen this ad for a month straight, they will no longer engage with it because of the so called 'Ad Fatigue', so you need to watch your Ad Relevance Diagnostic ratings and create/swap out new ad images as your relevance scores start to fall.

So, you must take in mind to keep your contents new and updated. Directly in your Ads Manager, you can select any campaign and then navigate to the Ads tab for that campaign to see the Ad Relevance Diagnostics, including:

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

Ad Relevance Diagnostics

- **Quality Ranking**: How your ad's quality compares to ads competing for the same audience.
- **Engagement Rate Ranking**: How your ad's engagement rate compares to ads competing for the same audience.
- **Conversion Rate Ranking**: How your ad's expected conversion rate compares to ads with the same optimization goal, also competing for the same audience.

You may go in this link for assistance:

<https://www.facebook.com/business/help/403110480493160>

How to Scale Facebook Ads

Your Proper Budget

It is advisable to split test many ad campaigns, one variable per campaign, at \$5-\$10 daily budget per campaign. When you begin to see best performing campaigns emerge such as seeing high ROAS or Return on Ad Spend, disable and delete the losing ads and continue to split test the excelling variables until you have the most optimized and highest converting ad possible.

- Ad Relevance – Average to Above Average
- Cost Per Click (CPC) – Less than \$1
- Click Through Rate (CTR) – Greater than 2%
- Cost Per Lead (CPL) – Less than \$10 (for most industries; this can be much higher depending on product or services price)
- Lead Capture Page Conversions – Greater than 10%

How to Scale Your Budget?

If you have the better performing variables identified and a highly converting ad running, then and only then will you may start slowly scaling or increasing up the daily budget by 25% every 3-4 days or 50% once a week.

Never spend and skip from a \$10 daily budget to \$50 in a day, Facebook will just eat through your ad spend budget. You should gradually turn up the ad spend on profiting campaigns.

- \$10 week 1
- \$15 week 2
- \$22 week 3 so on and so forth.

A Must for Scaling

Don't edit a winning ad such as editing the targeting or ad creative. The only thing you should do with a winning ad campaign is scale the budget.

To test other scaling options for winning ad campaigns, always first duplicate the winning ad, then edit it as you wish.

Facebook wants aged ad campaigns that they know convert well with their users. It wants to just increase budgets on the best performing campaigns. New ad campaigns have to be tested and find new users who convert for that ad campaign.

So, take in mind to never edit or disable a best performing ad campaign until it begins to decline or becomes unprofitable. Remember, the objective is to keep increasing the original ad campaign and then create duplicates of it which you can then continue to test, optimize, and scale.

Facebook Page Insights

Keep testing a variety of content posted on your Facebook Page and make sure to monitor what is working for your best performing posts via the Facebook Insights tab:

- Go to your Facebook Page.
- Click 'Overview' on the left sidebar.

On this 'Overview' page you will see organic and paid results from the date range you select.

- Click 'Posts' on the left sidebar.

On the 'Posts' page of your Page Insights, you can review all your Posts to see which ones resulted in the most engagement. Every niche is different, so test varying videos, images, and text to see what your audience engages with the most.

Another great feature on this page is 'Times' so you can tell when your fans are online and when you should schedule your posting.

- Click 'Insights' on the tabs located on the upper part.

If you are going to create a new post, you may optimize this data to see what type of content performs best with your viewers (what kind of content caused the engagement), when your fans are online (when to post content again), total user reach, and much more.

- Click the 'People' option in the left sidebar of your Page Insights page.

Here you can learn more about your Fans, Followers, and about the People your Reached and who Engaged.

- Also, on the 'People' page, click 'Top Posts from Pages You Watch' in top navigation bar.

Here you can add your competitors pages and stalk what posts are getting them the most engagement.

Creator Studio Insights

For a deeper dive into Facebook and Instagram post Insights, go to your Creator Studio.

1. Navigate to your Facebook Page Creator Studio. You may click this link: <https://business.facebook.com/creatorstudio>
2. Click 'Insights' in the left sidebar.
3. You may switch between Facebook or Instagram by clicking their icons above.



Use these Insights to find the perfect target market for future ad campaign split tests.

Audience Insights

On the Audiences Insights page, you can learn and know more about your potential target audience and who must be targeted in Facebook ads. For instance, by knowing users who are interested in similar products or services as ours, we will look for targeting ideas for our ads.

Audience Insights help us build audiences to target when split testing our top of funnel Ad Sets.

1. Go to your Facebook Business Manager.
2. Navigate to your 'Business Tools' icon. (The dots on the left sidebar.)
3. Scroll down to 'Analyze and Report' section.
4. Click 'Audience Insights'.
5. To learn more about People connected to your specific Facebook page, click the 'People connected to your Page' option.
6. Then enter your Facebook Page on the 'Pages' section on the lower left sidebar.
7. Now we can review our Audience Insights for our specific Facebook Page.

Everyone on Facebook

If you don't have large numbers of page followers yet, then you may use the 'Everyone on Facebook' option to learn Audience Insights about other pages.

1. Go to your Facebook Business Manager.
2. Navigate to your 'Business Tools' icon. (The dots on the left sidebar.)
3. Scroll down to 'Analyze and Report' section.
4. Click 'Audience Insights'.
5. To learn more about People connected to your specific Facebook page, click the 'Everyone on Facebook' option.
6. Select the Location you want to research on Facebook on the 'Locations' section on the left sidebar.
7. You can add an 'Interest' to see the data related to it.
8. The first tab to review is Demographics. This is where 'Age and Gender', 'Relationship', and 'Education Level' can be seen.

9. When you observe the 'Relationship Status' and 'Educational Level' of the people who interested based on the interest you put. This data can further help you to build out potential target audiences.
10. You can further filter the Audience Insights via the 'Advanced' menu option.
11. Next is the 'Page Likes' tab. Review the 'Top Categories'. Here you can see the page categories and pages liked by the people who are interested based on the category you did put. These pages are perfect Ad Set targeting split tests.
12. Remember, the goal is to retarget 'Warm Audiences'.
13. In the 'Location' tab, you can select the best locations for your ads to target people who are interested in based on your category.
14. In the Activity tab you can see what activities your audience usually performed on Facebook. For example, Likes, Comments, Shares, or Ads Clicked.

