HOW TO ADVERTISE ON FACEBOOK

BY: THE CANNON MOVEMENT

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Chapter 1: Introduction to Facebook Marketing

Why choose Facebook as Advertising Platform? Because it is one of the biggest social media sites in the Internet, Facebook has over 2 billion monthly active users and 70% (1.4 billion of the users) of it is active daily, the active users in smartphone app is 1.7 billion daily with an average time per visit as 20 minutes. So, having this information, it surely is a big advantage to you.

What Will You Learn on this Ebook?
- Optimizing your Facebook Page
- Facebook Pixel Installation and Making Custom Audiences
- How to Capture the Interests of your Audiences
- Different Types of Facebook Ads
- Facebook Ads Optimization

Facebook Business Manager

Facebook Business Manager is a tool from Facebook that focuses mainly on organizing and managing your business operations via online. This tool regulates advertising accounts, Facebook business pages, and even the personnel/employees who are under them.

It doesn't matter if you are a business handling multiple brands or website, and even if you are an advertising agency serving different clients, it is highly recommended to use Facebook Business Manager due to its convenience and efficiency, it also has many features that are not commonly found in other advertising sites.

Guide on Setting up Facebook Business Manager For creating a Facebook Business Manager account click here. After you browsed the website you will see this:
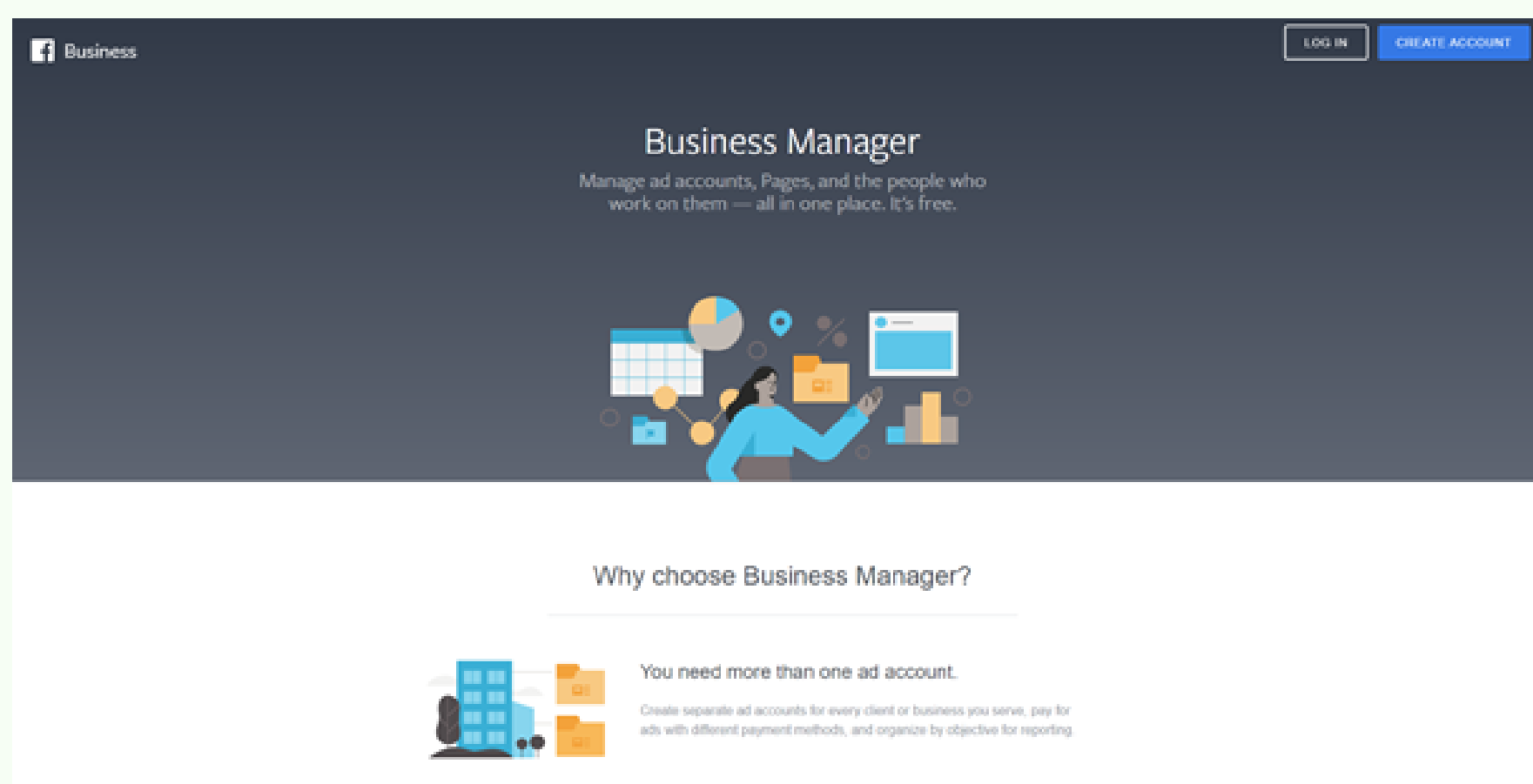
As you can see, the factors I mentioned a while ago on why you should create Facebook Manager will be seen in their website. For your information, here are the reasons:

- You need more than one account.
- You need to request access to Pages or Ad Accounts.
- You need to assign permissions to a lot of people working together.
- You need business-level insights and reporting.

In order for you to create an account for you Facebook Business Manager, you will have to log in with your personal account first. (Note that Facebook Business Manager account is different from your personal account.)

After logging in, click "Create Account" and you will be prompted to completing your Facebook Business Manager Profile;

- Enter your Business Name and Email Address.
- Enter your Business Details (Address, Phone Number, and Website)
- Click "Submit".
- You will receive an email based on the email you entered regarding the confirmation of your Facebook Business Manager account with the subject "Confirm your Business".
- Click the link to confirm your Facebook Business Manager Account
- You have successfully created your Facebook Business Manager Account!

Adding your Facebook Page

The three primary things you need in order to create an ad on Facebook are: People, Pages, and Ad Accounts.

What is the difference between Facebook Profile and Facebook Page? And their usernames?

If you are asking what is the difference between a Facebook Profile and a Facebook Page, the Facebook Profile is your personal account where you can share contents with you added friends, and on the other hand, Facebook Page is a separate page that is made for the sole purpose of building a fanbase (Likes and Followers are observed here.) or market where you share relevant content. It must be noted that you need a Facebook Profile to create a Facebook Page.

Facebook Profile username is what you use to log in to your personal Facebook account, changing it will also change your profile's URL, this can be modified on Facebook's settings, in Facebook Page username, is also for setting your brand's URL, you can change it by clicking the 'About' tab, and go under 'Edit Page Info'.

Adding Page that You Own or An Admin To
- Under the 'Activity' tab, click 'Add Page' button (If you have no page yet, you can create before adding it to your Facebook Business Manager)
- Click 'Add Page' so you can add the page that you own, or an Admin on.
- After clicking the button, paste the page's URL.
- Select the page and confirm it by clicking "Add page".

Adding Someone Else's Page
- Click 'Request Access' button.
- Click 'Add Page'
- After clicking the button, paste the page's URL.
- Select the page and confirm it by clicking "Add page".

After we have our Facebook Page added, we are now going to create 'Ad Accounts'. An Ad Account is a feature that allows you to sort out and categorize all of your specific ad activity; this includes different ad campaigns, ad sets, ads, and the billing information.

What is an Ad Account?

A new Facebook Business Manager Account needs a new ad account and a new Facebook Pixel that will be used as a tracker for the users who visit our website.

TIP:
- ONE pixel PER ad account
- ONE pixel PER website
So, if you are going to create multiple ad account in your Facebook Business Manager account, you must know that each NEW ad account is a NEW pixel that will be paired with a NEW website.

One Ad Account Per Website

Again, you must remember that you will need a separate Facebook Pixel for each website because if you use one Pixel to be connected on multiple websites, the data in your reporting will all be jumbled which will be really confusing, your custom audiences will also be incorrect and more.

The advantages of using multiple ad accounts:
- Create separate Ad accounts for each and every client of business that you are handling.
- You will be able to perform different ad campaigns for each your business at the same time.
- You may pay for ads using many different payment methods depending on what you prefer.
- You can look at the overview and have insights for each individual ad campaigns.

Creating an Ad Account
- Click 'Create Ad Account' button.
- Enter your Ad Account name and fill out other fields.
- Click 'Create Ad Account' button.
- Then you will see your newly created Ad Account.

Facebook Business Manager Menu

The Facebook Manager Menu contains everything on navigating your Facebook Manager, the button is found on the uppermost left corner beside the Facebook icon, depicted as clumped dots. The two points found here; Shortcuts and the other one is Manage Business.

Shortcuts
- Ads Manager
- Catalog Manager
- Account Quality
- Commerce Manager
- Events Manager
- Audiences

Manage Business
- Account Quality
- Billing
- Brand Safety
- Business Settings
- Events Manager
- Images and Videos

Adding Pages in Business Settings

Let's navigate to Business Settings under the 'Manage Business' and try to add pages. Here, you can manage people, assets, and integrations for your business.

What's the point in this? As your business continues to grow, you may add more Facebook Pages in your Facebook Business Manager, thru this Business Settings which will be linked with ads later on.

1. Navigate to your Business Setting page. Click the 'Pages' on the left sidebar under the 'Accounts' section.
2. Click the '+Add' button which is highlighted in blue, then select 'Add a Page' in the dropdown list. (This can be done if you have a Facebook Page.)
3. Type the name of the Facebook Page, select it, and click the 'Add Page' button.
4. A popup will appear saying "Since you're already a Page admin on this Page, your request was approved automatically." Click the 'close' button.
5. It is also preferrable if you connect your Instagram Account to your Facebook Page. If not, try following the steps below:

   a. Login to your Facebook Page.
   b. Click 'Settings' in the left sidebar.
   c. Click 'Instagram' in the left sidebar.
   d. Select 'Log in' to add your existing Instagram account to your page.
   e. Type your login information on the fields and click 'Log in'. (We will cover the details of this later.)

Adding an Ad Account

1. Via Business Settings in the 'Accounts' section, select 'Ad Accounts'.
2. Click the '+Add' button which is highlighted in blue, then select 'Create New Ad Account' in the dropdown list.
3. In the 'Create New Ad Account' popup, type the name of your business on the 'Ad Account Name' field and provide other details such as the Time Zone and Currency.
4. Click 'What this ad account will be used for' and select 'My business'. Click 'Create' button.
5. Just click the 'Skip' button when a tab appears regarding to adding users to the ad account because you are the only manager of the business or page.

Set Your Facebook Page as the Primary Page

1. Go to your Business Info page under the 'Business Settings' on the left sidebar.
2. Click the 'Edit' button to the right of your Business Manager Name, Identification Number, and Thumbnail page.
3. The 'Primary Page' will turn into a search box, enter the name of your Facebook Page and select your Facebook Page added previously.
4. Click 'Save' button and your Business Manager Account will automatically be the branding of your Facebook Page.

Installing Your Facebook Pixel on your Website

- Facebook Pixel is a very important tool that will help you track the visitors of your website. You can make audiences for the visitors which can be targeted again with your Facebook ads.
- It must be taken in mind that you should be contacting your website developer to provide them the info regarding the installation of your Facebook Pixel since it requires a code.
- How to Create and Install a Facebook Pixel:

  https://www.facebook.com/business/help/952192354843755

Facebook Ads Manager

After installing your Facebook Pixel, you may now start making ads.

- Go to your Facebook Ads Manager page: https://business.facebook.com/adsmanager or you may find it under the 'Shortcuts' in the 'Facebook Manager Menu'
- Select your Ad Account in the top left dropdown menu.
- Click the green 'Create' button to create a Facebook ad.

Facebook Ads Categories

Facebook Ads are mediums to showcase your business' brand to people and market your story/value proposition! The objective of your business and you with Facebook marketing is to form:

1.**Awareness**

This is one of the crucial factors to make the products of your brand be known, building your brand image and value and making them interesting through stories and reviews will surely leave a mark since lots of people are into Facebook.

2.**Consideration**

What makes your product different and better than others? This question must be answered in order to attract people and build your market for your products.

3.**Conversion**

After gathering their interests, make sure to turn it into profits, continuously improve your marketing through ads to earn the loyalty of your customers.

Creating a Facebook Ad Campaign

You can access the information on people based on their information on location, age, gender, interests, actions they have taken on your website/app, and much more which you can use to connect with them.

How to create:

1. You go to 'Shortcuts' section.
2. Click 'Ads Manager'. Or your may go in this link: https://business.facebook.com/adsmanager
3. Click the 'Create' green button.
4. A popup bar will appear, select the "Create New Campaign" option.
5. You will see the three objective categories mentioned earlier.
6. Choose a campaign objective under the three categories based on your preference, if you want to get more people into your physical store you may choose 'Store Traffic', if you want people to visit your website you may choose 'Traffic', or if you want to gather likes to your Facebook Post you may choose 'Engagement.'
7. After you select a Campaign Objective, you will proceed to your "New Campaign" creation screen.
8. Observe the 3 tabs and subtabs on your Facebook campaign: Campaign, Ad Set, Ad.
9. Look at the blue highlighted text in the left sidebar. This indicates which part we are editing. We will work on the first level – 'Campaign'.
10. Provide the details by naming your campaign, select 'Auction' for 'Buying Type'.
11. Click on the type of the campaign again to confirm.
12. Scroll down until you see the 'Campaign Budget' and select the amount. If you will notice, we are not on the 'New Ad Set' tab, the second level. Your target audience is in your 'Ad Set'.
13. Scroll down again and go to the 'Audience'.
14. If you observe, the options for reaching your target audience are almost infinite with Facebook Ads, including: Custom Audiences (e.g. your email list), Locations, Age, Gender, Languages, Detailed Targeting (e.g. Demographics, Interests, or Behaviors)

Your Audience

The Audience section of your Facebook ad campaign allows you to display your ads to the potential market. There are basically two types of audiences:

- **Specific**

Here, you can target a small group of people that has a potential to reach 1,000 up until 1,000,000 users through strict parameters at nearly every option available under the Audience section of your Facebook Ad creation.

- **Broad**

If you want to target a larger group of people that can read above 1,000,000 users, you may choose this. Facebook ads implement a machine learning algorithm and use a ton of data to optimize your campaigns for who is most likely to click your ad. But take note, just because chose this option due to potential of reaching 1 million people doesn't mean that it will automatically be served. Facebook still scrutinizes which market will be targeted for success, so you can keep on paying them.

You will notice the potential reached of your ad campaign when you are editing your audience.

Detailed Targeting

You can adjust your target audience in 'Detailed Targeting' section in order to utilize their interests especially if it is the same as the brand of the product or service that your business offers. But you will see that there are seldom available pages in the drop-down search results because of Facebook's discretion, so it is advisable to use broad audience targeting option. You can put, words such as: cosmetics, dessert, appliances, gadgets, etc. based on your shop's category.

Facebook Ad Targeting

You have lots of options to target you audience:

- Through demographics. (ex. Age, gender, etc.)
- Interests, hobbies, recent activity searches.
- Career and education. (ex. College, schools, universities, etc.)
- Websites searched.
- Income level.
- Many more.

Facebook Ad Targeting Test

After setting up your targets, the best way to see its effects is to test it. Facebook Business Manager gives out organized data that are all sorted out to different categories depending on what you need, it also specifically breaks down ads depending also on your conversion currency meter which shows the amount of returns on an ad spent. This can be seen on the subtab 'Ad' column or seen as 'New Ad'.

Now we are on the third level in the subtabs, on the highlighted 'Ad' category on the left sidebar again along with 'Campaign' and 'Ad Set'. Here we will now make the actual Facebook ad content or creative that will be seen by audience and copy users.

Creating Sales Funnel and Content for Ads

We must remember these three categories and the information that are under them when it comes to creating our sales funnel and content ads:

- Brand Awareness

In order for your brand and business to be known by people, you must post an engaging and shareable content. These can be images, videos, infographics, how to's, funny or inspiring content. Your main objective here it to attract people.

- Traffic and Conversion

The goal here is to capture leads and increase interests, you may target the audiences that have interacted on your website in the past, and provide something free in exchange for their emails such as: coupons, contests, ebooks.

- New Customer

If you target new customers, you must ensure that you will be providing them satisfaction for their demands, it may be through answering their questions, providing customer service, and continuing to offer value, the goals is to make sale.

Chapter 2: Facebook Page
How to Create and use Facebook Page to Your Advantage

Why need Facebook Page?

- The main purpose of a Facebook page is to create audience through likes and follows that's why it is an ideal platform for business, brands, and organizations to post and share their thoughts, products, services, and offers.
- Having an instant audience, reach to current and potential customers, and stay connect while having their instant feedback.
- You can freely do whatever you want in your page, you have the full control on its contents, the way you want to interact with your audience, post stories, hosting events, adding apps, polling your following and more!
- Your followers and likers are able to get your updates and can even make you a priority to be the first one to appear in their notifications.

What is the difference between Facebook Profile and Facebook Page? And their usernames?

To mention again, if you are asking what is the difference between a Facebook Profile and a Facebook Page, the Facebook Profile is your personal account where you can share contents with you added friends, and on the other hand, Facebook Page is a separate page that is made for the sole purpose of building a fanbase (Likes and Followers are observed here.) or market where you share relevant content. It must be noted that you need a Facebook Profile to create a Facebook Page.

Creating a Facebook Page

- Go to Facebook and login to your personal Facebook account.
- Click the Create '+' button in the upper right navigation bar.
- In the dropdown menu, select Page. Or navigate directly to: https://www.facebook.com/pages/creation

Facebook Page Optimization

To properly optimize your Facebook Page and use it to your advantage, you must be customizing your page according to your business of course, so the profile pictures, username and page name must be all aligned.

- Why is Facebook Username Important?

Changing your Facebook username is necessary in order for the people, especially your customers to recognize your business as well as your brand. It must be taken in mind that your username should be the same or near to how your brand name is spelled, it is also advisable to use this username to your other social media platforms also.

Your username will also appear in your URL, so it will be easily remembered and recognized by your customers no matter what social media platform, or website they are in.

Steps to change Facebook Username

1. Go to the page you created.
2. On the left sidebar, click 'Edit Page Info'
3. Under the General section, change your username, usually the default username is a number series, so erase that and type your username based on your brand name.
4. Scroll down to reach the 'Save' button.

So for example, your business name is Sophia's Cosmetics then your username can be 'sophiascosmetics' and it will in Facebook URL as: https://www.facebook.com/sophiascosmetics

Creating Images for Facebook to Your Advantage

After setting up your Facebook Page's username, next are the images that will be displayed to your page.

Your profile picture and cover photo must also display your business, so that your customers will recognize you, you may insert your brand's logo on the profile picture, and on the other hand, you may post your tagline and other necessary information on your cover photo.

Steps to change profile picture

1. Go to your page profile.
2. Beside the name of your Facebook page, you will see the space for profile picture, click the camera icon beside it.
3. A prompt will appear where you can browse your files locating and choosing your desired image for the profile picture.
4. Click 'Open' and your profile picture will be uploaded.
5. You may edit the

Steps to change profile picture

1. Go to your page profile.
2. Above the name of your Facebook page, you will see the space for cover photo, click the 'Edit' button with a camera icon beside it, it is found on the lower left corner.
3. A prompt will appear where you can browse your files locating and choosing your desired image for the profile picture.
4. Click 'Open' and your cover photo will be uploaded.

If you want, you can make a video to be set as your cover photo also. Look at this link as an example: https://www.facebook.com/SeeAustralia/

And also, you may try using Canva, here is the link: https://www.canva.com/

Facebook Page's Call to Action Button

To make your Facebook Pages' profile more engageable, you must add features where they can interact such as messaging you, calling you, booking if you are a service business, and even order if you are selling products.

Thankfully, Facebook has a feature called 'Call to Action' button where you can insert buttons on your page based on what your customers' desired action for your website.

<u>Steps to set up your 'Call to Action' button</u>

1. The button can be found on the right side of your page name and below your cover photo.
2. The button's name usually starts with 'Edit' and has a pen icon. Click it, and select 'Edit Button' on the dropdown list.
3. You may now choose the action buttons for your page.
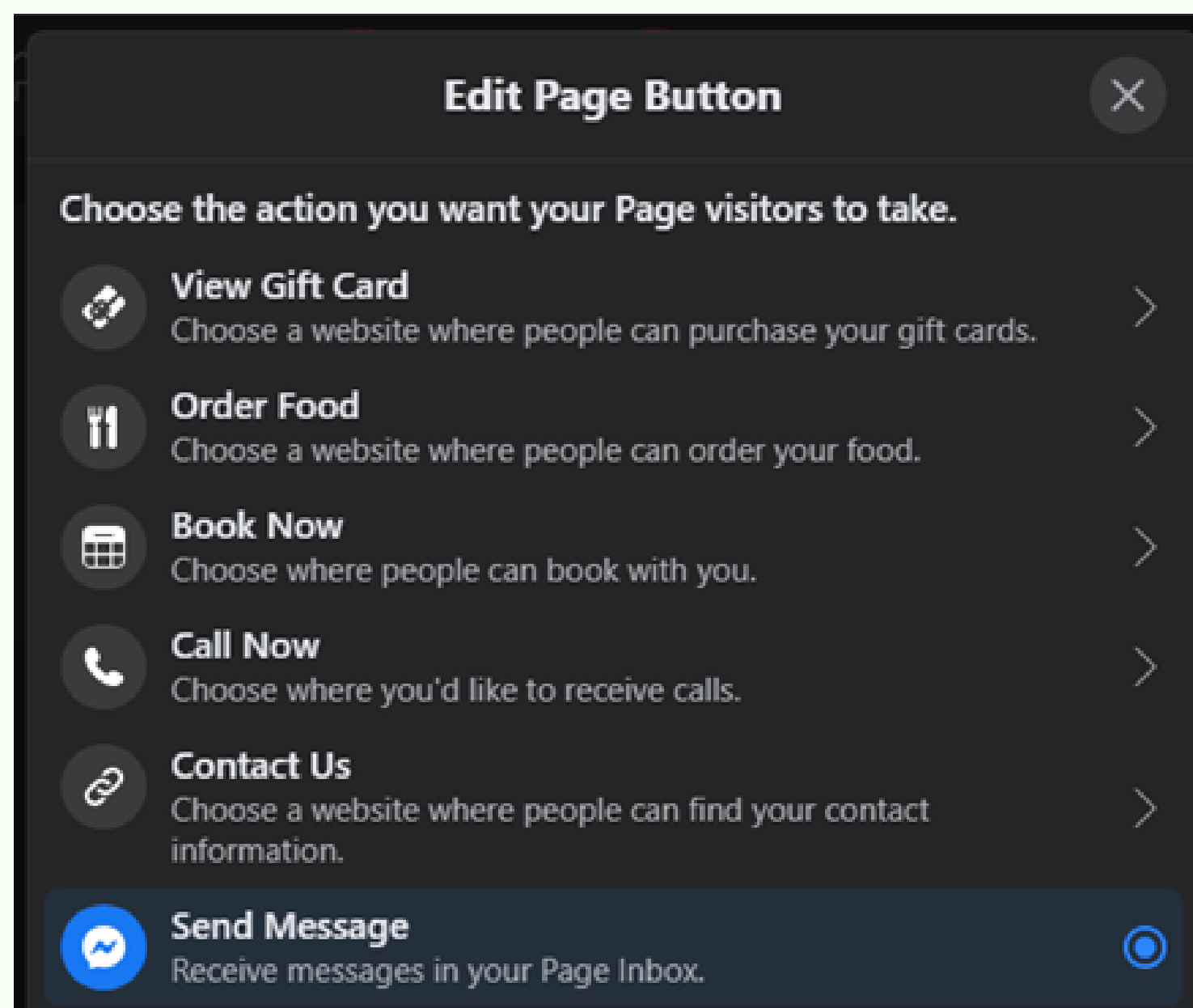
Here is what it looks like after clicking 'Edit Button', there are more actions other that what is shown on the picture above.

Editing Your Facebook Page's Details and Information

After you have your profile picture and cover photo set, make sure you have details and facts filled out on your Facebook Page. This is a crucial step because this will measure your page's trueness and will provide information to customer on how they will contact you, know your page rules, and have an idea to what your business and brand is. This includes:

- Facebook Page Info
- Description
- Page Categories
- Business Address and Phone Number
- Website and Email
- Facebook Page
- Settings
- Templates and Tabs
- And more…

In order to fill out your page's information, got to the left sidebar of your page, under 'Settings' tab, you will be directed to another bar, and choose 'Page Info'.

Description

The 'Description' is your Facebook Page's main description, this is important for Google search and other search engines in order for your customers to find you or even for new audiences to discover your Facebook Page and of course, your business and brand. A tip, include at least 2-3 keywords and your brand name to increase your discoverability in search engines.

Page Categories

In this section is where you can modify and/or add to your Facebook Page categories or tags. For example, let's have Sophia's Cosmetics again, we want to be discovered in search results for both Cosmetic Store and as a Beauty, Cosmetic, and Personal Care. So, you must take the advantage and search and select all relevant categories for your business.

Business Address and Phone Number

This is a must so that your current and potential customers can directly contact you by your business number and will know the location of your store or business. You may use Google Map to indicate your location which is very beneficial and convenient for your customers because of its accuracy on directions.

Website and Email

You can also input your website's URL so the customers can be directed to shop on your website, you can also have your email included for additional contact information, not only to customers but also by other businesses or brands.

Facebook Page Settings

Have a recap on your Facebook Page's 'General Settings' to make sure everything is set on how you want your customers will be seeing your page based on your business or brand offers. Make sure that your 'Page Visibility' is published so that you are visible in Facebook and to the search engines.

Templates and Tabs

Set your templates and tabs depending on your business or brand and how you want your visitors interact and view your page. A template is group of multiple tabs that can be set depending on your preference or possible the occasion, on the other hand tabs are the features in your page that your visitors will see such as: Events, Reviews, Photos, etc.

Enabling Message Feature in Your Page

You can enable the message feature of your page so that they can send messages to your page. Go again to 'General Settings' and you will see the Messages section; you can also set it so that people will also be allowed to massage you via Facebook Ads and not only in the page.

After enabling the 'Messages' in the 'General Settings', head to 'Page Settings' and click 'Messages' and you will find your page's Facebook Messenger's URL, the format is: m.me/YourPageUsername. The 'm.me' link is a shortcut URL that user can use to go directly into a Messenger conversation with your business.

You can place an m.me link anywhere - your website, on a flyer, in SMS texts, email, etc. to help customers reach you easier in Messenger.

Advanced Messaging

If you haven't hired a customer service employee yet for answering to your customers or to people in Facebook Messenger, it is advisable that you connect a Messenger chat bot to assist you on replying to visitors' and customers' frequently asked questions (FAQ).

You may try the ManyChat Bot: https://manychat.com/

Here is how to set up one:

- If you are new, click 'Get Started Free'.
- Click 'Sign in with Facebook'.
- Continue as your profile.
- Click 'Ok'.
- Type your business information on ManyChat. Then select your Facebook Page to connect.

- Depending on what type of support you want to provide, you can change this Response Method (typically a mix of automation and support staff is best).
- Edit your Welcome Message under Automation in ManyChat. This will enable automatic replies to customers.
- ManyChat automation is good to enable auto replies to visitors' most frequently asked questions (FAQ). Just click the '+Add' button option to add question options and then replies for each one of those questions.
- For example, I have added the options "Shopping for Makeups?" and "Ads Management?" as two most frequently asked question (FAQ). When each is clicked, the user is redirected to a message and website link!
- After that, publish and enable your ManyChat messages. Then you can test your ManyChat by navigating to your m.me/FBpageUsername URL.
- You may also modify your Facebook Page's 'Call to Action' button to Send Message.
- You can install the Facebook Messenger plugin directly on your website allowing users to message your Facebook Page through your website. Click the "Get Started" button.

Facebook Page Inbox

You can manage your customer Facebook Messenger chats through the Inbox option on your Facebook Page under the 'Manage Page' on the left sidebar.

You can see and manage your entire messaging and comment responses for both your Facebook Page and Instagram account via this Facebook Page Inbox. It is recommended to assign at least one employee to managing this daily and responding to customers quickly.

Facebook Messenger Chat Plugin

It is recommended to install a chat software on the website because, websites with live chats boost the amoutn sales! Installing the Facebook Messenger Chat plugin on your website will allow users to chat directly with your Facebook Page.

How to set it up?

1. Click the 'Get Started' button.
2. At the bottom corner of your website a Facebook Messenger icon will appear. The user now can chat you when they click the chat icon.
3. Click the 'Edit' button to write your greeting message. After that click 'Next'.
4. You may change the Messenger chat box color to match your websites branding.
5. Then you can either copy and install this code yourself or email the code to your web developer. Finally, you will need to add the domain name you will be adding this customer chat plugin to.

How about installing it to a website?

Include the Facebook Messenger code in your HTML on every page where you want the plugin to appear. A simple way for your chat plugin to appear on every page is to paste this code into your website's header file (header.php for WordPress) between the head tags: <head> CODE <head>

1. Login to your website's backend and navigate to the 'code editor' tab (Theme Editor for WordPress).
2. Open the file named header.php, paste the Facebook Messenger code before the closing head tag </head> and click update/save.
3. The Facebook Messenger chat plugin now will appear live on your website and enable users to chat directly with your Facebook Page.

Facebook Page Roles

You can assign roles to your employee and add them to your Page based on the task you assigned them to.

Steps to assign role to your employees in your page:

1. On the 'Page Settings' on the left sidebar, click 'Page Roles'.
2. Under the 'Adding a New Page Role' section, search the name of the employee.
3. Select the name of the employee.
4. Select their role on the dropdown list.
5. Click 'Add'.

Making Posts for your Facebook Page

1. On the home page of your Facebook Profile click 'Create Post'.
2. You can make a post, a message, add a video or photo, create a poll or anything.
3. Click 'Post'.

Making Posts for Facebook Page on Creator Studio

You can create, schedule (build a backlog of posts for the next X amount days), and manage all your Facebook andInstagram posts via the Facebook Creator Studio: https://business.facebook.com/creatorstudio

Steps to make a post:

1. Choose if you prefer to post to your Facebook or Instagram page on the top, middle logo option.
2. Select your Page (if you have multiple Pages created).
3. Click the "Create Post" button and select the "Create Post" option from the dropdown list.
4. Create your post Select when you want to share it (Now, Schedule, or Backdate).
5. Split test all these content options to see what syncs most with your audience and gets the most engagement. You may start a 'Poll' to see what see what product your audience prefers you launch next.

Content containing visuals are more likely to get shared on social media than other types of content, so it is recommended to include a photo or video in your posts. And Facebook videos also get more reach than posts with only an image.

Share Other Pages Relevant Content

- You also may not create your own content sometimes; you can also share other pages that are important and related content to your own page to provide even more value to your customers.
- For example, I am on a Facebook page my customers would find relevant and found a post that I want to share to my Facebook page. What you do is to click the 'Share' button below the post, then select the 'Share to a Page' option and select your Facebook page from the dropdown list.

- We can also create a post on our Facebook Page that can includes this other Facebook page's post!
- We can just share this original post and add some commentary for our customers that you can edit in the 'Write something to (Name of your page.)" which will appear with this post you share on your Facebook page.
- You also have the option to schedule sharing this post through the Creator Studio link.

Know the Optimal Time When Your Posts Are Viewed

- On your Facebook Page, on the 'Manage Page' list on the left sidebar, click 'Insights'.
- Then click 'Posts'.
- And then click 'When Your Fans Are Online'.
- A graph will show and you will now observe the time when your posts are most viewed.

Pin a Post

Pinning a post on your Facebook Page will make the post to be seen first and be the 'priority post' of the page when your customers visit you, this is commonly used when an event is held, or a poll is started.

1. Choose a certain post.
2. Click the option menu (3 dots, top right corner of all posts).
3. Then select 'Pin to Top of Page' from the dropdown list.
4. Once pinned the post will appear at the top of your Facebook Page.

Tips to a Successful Facebook Page

The main focus of your page is to serve your customers and satisfy their demands and needs.

- Be responsive to every comment and message, and continuously provide value, your presence means a lot to them.
- Do not forget to always check the notification tab for potential customers. (That is why it is beneficial to assign an employee here who will be checking each notification.)

- The potential customers are likely to go to other pages when their queries are ignored.
- Always know your customers and their interests to keep your market and gather more potential leads with same interests.
- Always update if possible, to keep your customers attention to you while making sure that your contents are relevant and engaging.
- You also must be exchanging your wants for the services or product you offer and simply by satisfying their demand or answering a question. You may ask them to like, share, or recommend their page, you may also use this chance to get their information.

The Importance of Keyword Research

Choosing and inputting Facebook Keywords is an important factor to make you visible on the ranks in search engines, that is why it is very crucial to take the step in researching the keywords that will be put on your site, this is very essential to build your presence in the market especially to those who does not know your business or brand.

Keywords are used in social media bios/post titles (and content), URL, and meta descriptions. If you are going to search in a search engine for example in Google, you will see which organic results are and which are the 'Ads', the organic results are a good example of how to use keywords in order for your website to appear immediately in search engines and build cloud, on the other hand, 'Ads' results are usually paid.

Steps to make on choosing keywords:

1.If you want to rank in Google Search's organic results, you must find seed keywords.

These words are what should be focused in order for your website to rank and in order to achieve this, you must use not only a one-word keyword, you must also use 'long tail' keywords which is a combination of words.

Let's make again Sophia's Cosmetics as an example, it is possible for the business to rank the highest in search engines with just one keyword 'cosmetics' but it needs to have a cloud representing millions of visitors, the website should also have existed for a long amount of time, but the problem is, you will just be creating a new website.

So, the solution on that is to use long tail words for your keywords, in that way there is a high possibility that the long tail keywords you will input will match the words searched by the user. Now, you may have to put "best budget cosmetics" or "best budget new cosmetics 2020".

2.Generate Keywords

Here are some tips on how to generate keywords:
- Search niche forums
- Browse a library (niche magazines)
- Test Google AutoComplete searches
- Search Wikipedia
- Look at competitors' websites and ads online
- Read newspapers
- Search Amazon and other online stores
- Search ClickBank.com
- Check out Google Trends
- Watch TV commercials and infomercials

On these tips, searching in Google AutoComplete searches is one way to create your keywords, because the keywords that appear in the AutoComplete are usually the most searched keywords by the users. For example, in Sophia's Cosmetics, you may type 'cosmetics' in the search bar and choose keywords that is connected to your product. You may also do this in other search bars too, just like in Amazon and other online stores.

Buyers	Info Seekers
- Best (Top, Top rated, new, etc.) - your product/service for women (moms, men, kids, dogs, hobby, hikers, etc.) - your product/service reviews - Where to buy your product/service - Cheap (lowest price, discount, deals, luxury, expensive) your product/service - your product/service on sale (coupon code, for sale, promo, promo code, special) - your product/service under $xxxx your product/service vs other product/service	- How to (Guide to, how do you) - Easy ____ - Top 10 (Top X, Best X) ____ tutorial (training, course, how to, guide, instructions) - DIY ____ ____ vs ____ - Easy (Eliminate, get rid of, Prevent, Fix, Cure) ____ - Compare (Comparison) ____

After having these keywords, it is now time to sort them out, you will need Long Tail Pro. Here is the link to register: https://longtailpro.com/

3.Evaluate the Keywords

Of course, the goal for this is to choose keywords for the business or brand to be in search ranks, thus, it is very crucial to evaluate which words must be chosen.

Steps in using the Long Tail Pro for generating keywords:

- Go to https://longtailpro.com/ and register, log in if you have an account already.
- Go to 'Keyword Research' in the left sidebar.
- Input your seed keywords on the 'Seed Keywords' bar, then click 'Retrieve' button.
- You will see your keyword results in a list if you scroll down, you will also see the Rank Value, Volume, and other factors.

4.Choose the Best Keywords

Choosing the best keywords matter on its factors such as what is stated above. We will give you tips in choosing the best keywords that must be included on your website.

- Keyword Competitiveness: It is the priority; it measures from 0-100 the difficulty of ranking on the first page of Google for the keyword. Higher numbers indicate higher difficulty and lower numbers indicate lower difficulty. The goal here is to target an Average Keyword Competitiveness (Avg. KC) 0f 40 and the optimal number is 30.

- After inputting your keywords and having the results, click the Avg. KC bar to sort from the lowest Avg. KC to highest Avg. KC. Choose the appropriate keyword based also on other factors.

Finding Keywords Using YouTube and Google Search Suggest

You may also get keywords from YouTube and Google search suggest.

YouTube Search Suggest:

1. Go to YouTube.
2. In the search bar, before you type your main topic, put an asterisk '*' first.
3. You will see suggested keywords that you can use.

Google Search Suggest:

1. Go to Google
2. In the search bar, type your main topic.
3. You will see suggested keywords that you can use.

Using Google Keyword Planner

Just like Long Tail Pro, you can also use Google Keyword Planner to generate your keywords.

Steps to use Google Keyword Planner

1. Create Google Ads Account.
2. Log in your Google Ads Account.
3. You may be prompted to create your first ad campaign but you can pause it later.
4. Go to 'Tools & Settings' tab on the Navigation Bar.
5. Click 'Keyword Planner'.
6. If you already have keywords, choose the 'Get search volume and forecasts.' But if you are going to look for new keywords, choose 'Discover new keywords.
7. If you want chose to discover new keywords, you may type your seed keywords on the bar, or if you want to check other businesses' keywords, you may put the competitors' URL in the 'Start with a Website' option.
8. Choose the keyword with the most optimal factors and determiners.

What Can Make your Facebook Page Engaging?

From the topics we have covered previously, here are some tips to make your Facebook Page more interesting and engaging.

1. Have a detailed information when you set up your profile and fill out every specific data that you can, it creates an aspect of legitimacy that may build up reputation on your brand, and will make the visitors interest on your offers.

2. Set up proper 'Call to Action' buttons. Proper interaction to your visitors will not only satisfy and support your visitors queries and demands but also will be trusting and buying your products, it will also create the hospitable atmosphere of your page. This is also a key to exchange transactions with them, you may have their email or information that will be useful for your demographic database and leads.

3. Use keywords and hashtags. Research proper keywords to be inserted in your page and website so it will be showing on the first page of search engines. You may also put trending hashtags on your post to create clout and presence on a certain category.

4. Lastly, put relevant, interesting, and entertaining content. This is the main source of your presence in Facebook, the more fun and informative your post is, the more you will gather customers and build your business' and brands' presence in the market.

Chapter 3: Facebook Advertisements

A Complete and Creative Guide to Facebook Ad Copy

Marketing your Facebook Page

In marketing your Facebook Page, you must take note of the contents you post and also the information your display. The visual, value proposition, relevance, and call to action are all important to build your brand awareness.

Your **visuals** must ensure to capture the interests of the visitors while maintaining clear information to be relayed to visitors, tell your visitors what is your **value proposition** based on what your product or service offers and its **relevance** for them and it is also important for you to set your **'Call to Action'** feature to get what you need from them.

Let's have Netflix' home page as our example, the visual is good, the value proposition and relevance is simple and direct "Unlimited movies, TV shows, and more. Watch anywhere. Cancel anytime." The 'Call to Action' button is 'Get Started' but they also offer '30 Days Free'.
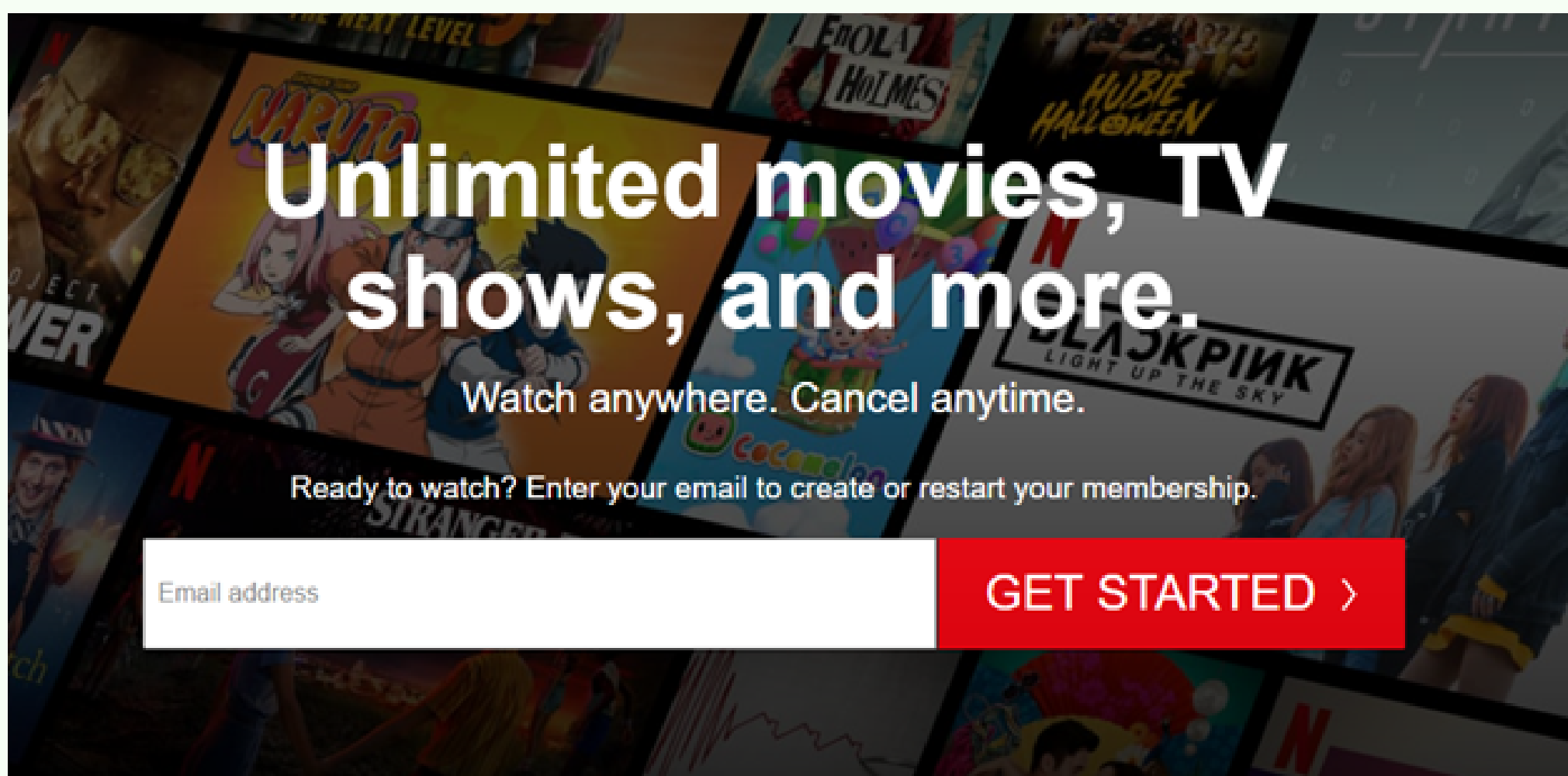
Selling with Facebook Ads

We must keep in mind that Facebook and Instagram are platforms for people to connect with other people, share content, and gather information so we also must match our advertisements based on the purpose of these platforms. The contents and ads that we post must provide value, what would you be offering to people and how it will be satisfying their needs, build connection and relationships, and promote or sell only at 10% of the time.

The 4 Factors of an Effective Facebook Ad

- **VISUAL** - Is the ad visually appealing and professional looking?
- **RELEVANCE** - Is the ad relevant to this target market? Do they care about your offering?
- **VALUE PROPOSITION** - Are you offering enough value for the potential customer to take action?
- **CALL-TO-ACTION** - Are you asking for what you want with a strong 'Call to Action'? Try to focus on a ONE call to action per ad and the reason for this is to not make the customers confused.

Let's have Sophia's Cosmetics again as an example.

Visual – The visual must be appealing for visitors especially those who like makeup, you may post here photos of makeup and lipstick swatches of different shades you offer.

Relevance – Not only being beautiful is important but your makeup kit must be fit for all occasions and most importantly, budget-friendly.

Value Proposition – Get your first makeup set for only $xxxx and save 29%. All items on first order is 20% off.

Call to Action – You can insert a button here that says 'Shop Now'

Facebook Ad Copy

All About Ad Copy

An ad copy is the text or words found in your advertisements.

- Your Ad Copy should base on the outcome your buyer will obtain with your product/service.
- While stating your product/service features is\ important, your main focus should be on harnessing the powerful sales tactic of portraying the outcome your product/service provides customers.

Ad Copy must be based on these following four categories:

- **Outcome** - The key for this is your customers' emotions. Brands who match outcomes with human emotions will see very successful ads, you may target and take not of their problems and offer your solution. People want to buy a solution to a problem they have.

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- **Credibility -** This can be via social clout (i.e. social media followers), testimonial videos, celebrity endorsements, total customers/sales/outcomes (e.g. 20,000+ customers)!
- **Features** - What makes your product different/better and will entice your target market? State the facts, benefits, sales price (you can save on wasted clicks by stating the price upfront).
- Relevance - Make your ad copy important to who you are delivering your ad to. For example, let's have Sophia's Cosmetics again, state a common problem such as 'removing makeup' and the target market or interest are makeup users and we offer the product makeup remover which is a solution to the problem. Speak to who you are targeting, personalization is effective, such as "Makeup removers are a must for makeup users!".

Best Practices in Facebook Advertisements

Here are some best practices in creating Facebook Advertisements to effectively attract customers:

- **Ad Text** – Your ad text must not exceed 20 words and let the curiosity stir on customers. It is also good if you add at least 1 emoji.
- **Ad Headline** – The headline must not exceed 6 words and make it striking, you must make sure that they will click you ad.
- Test in bulk. You can test multiple variables at once in your Facebook ad campaign via the 'Dynamic Creatives' feature.
- Rather than assuming the first ad copy that pops into your head will work great, test as many variations as possible.
- On the 'Ad 'level, while creating a new campaign, you can choose to 'Add Another Option' for each ad copy field!
- There is no perfect ad copy formula. Instead you should test to see what works best with every certain target market.
- Track everything you test. While Facebook Ads Manager is great for looking at past ad campaigns, you should also create an Excel document to track every headline, ad copy, ad creative (image/video), clicks, engagement, everything that results in leads, sales, and/or customers!
- This document will start to become a real asset that will help you shape future ad copy and ad creative because you will be able to see which ad variables equal results.
- You can also use this document to track what other companies are using for their Facebook ads.

- Read Facebook's Advertising Policies to understand what should be written in you adds from headlines to the description, the most common reason for rejected ads is "Misleading Claims". Ads must NOT contain unrealistic results or false claims.
- Never make a specific claim like "get rich/make money" or "lose XX pounds". Rather, keep your ad copy focused on hooking the user's attention, piquing their curiosity, and selling the outcome.
- You may visit this link to guide your on creating your headline:
    https://members.funnelscripts.com/free/

Facebook Ad Creative Best Practices for Creating Facebook Ads

- The primary priority for your Facebook Ad creatives (images and videos) is to test it out.
- Just like ad copy, there is nor perfect ad creative that will give you a boost and get the interests of all your viewers.
- You can always presume what you think will do best for your audience, but until you test the ad creative (image or video), you won't know which one gets more clicks and conversions!
- You can test multiple images or videos in your ad by toggling on the 'Dynamic Creative' option at the 'Ad Set' level when creating a new campaign.
- Visit and observe at top brands and competitors for inspiration.
- Always use high resolution images.
- Refrain from using stock photos. As what have been mentioned users are more drawn to authentic images and videos, you may even use your phone to capture a content you can use. There are always very good results from using manually captured photos or videos, such as a customer selfie with them holding your product. As an example, and tip, let's have Sophia's Cosmetics again, you may announce a contest for the best makeup look using your makeup products and the winner will be given a prize.
- Make your ad creative and ad copy relevant and related to who you are showing your ad to, for example if your viewers' interest is about makeup and cosmetic, you may put a known makeup artist using your product in a photo. Then I will use a product image slideshow/video with text overlay the makeup artist's thoughts and reviews for my product, this targets the bottom or warm users/visitors.
- Think that users use smartphones mainly for Facebook and Instagram. Don't include text so small on the image/video that users won't be able to read it on their phone.

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A Study on Facebook Ad Creative

A great case study on ad creative testing is the Trump Facebook campaign from 2016.

They tested thousands of variables in their ad creatives including colors, logos, icons, buttons, images, faces, text, graphics, etc.

No matter your political party affiliation, this is a case study worth reviewing to understand the importance of split testing ad variables:

You may watch these videos for more learning: Video 1 and Video 2

Facebook Creative Hub

You can assess and create your business or brand's ad creatives using the 'Facebook Creative Hub'.

Creating Mockup

- You can use the Creative Hub Mockup tool to see how your ad creatives will look for each type of ad placement. Once complete, toggle on the 'Show in Ads Manager' option and use this creative when building your next ad campaign.
- Using the Creative Hub Mockup tool is optional. It is recommended making ad creatives on Canva.com, then uploading it directly on the 'Ad' level when creating a new ad campaign.

Ad Creative - Mockups

- When creating a new ad campaign on the 'Ad' level, you can select your previously made mockups thru 'Creative Hub' by clicking the 'Use Creative Hub Mockup' option.
- The other option (we use) is uploading (or selecting) the ad media (image or video) we created via the 'Add Media' menu.

A tip!

- Most of the best performing ads include the use of happy and attractive people such as artists and influencers, so try collaborating with people in your ad creatives.

- Make sure your images match the brains naturally reading sequence, top to bottom, left to right.
- Try using bright colors and text overlay that will attract viewers on the ad images and videos you will post. Just make sure to follow the 20% text rule.

Rule for Facebook Text Overlay

Facebook's advertising guidelines include a 20% text rule. This means that the text on ad images and videos cannot take up more than 20% of the ad creative.

Your first option is to manually upload the image at this URL to test the 20% text rule. The second option is checking directly on your Facebook Ad creation page.

1. Go to 'Ad' Level of your Facebook Business Manager.
2. Under media, click 'Add media'.
3. Click the '+Upload' button.
4. When uploading your images to your Facebook ad, you can check your "Text amount" instantly at the top of the Crop Image pop-up menu. Just click the "crop image" icon once you select your image.
5. On the "Crop Image" pop-up screen, if the image is less than 20% text, a green image icon and "OK" text will appear.

Text Overlay Split Test

Assess adding a CTA (Call-To-Action) text overlay above and/or below the image or video ad creative. This truly captures the viewers' interest especially if paired with a video.

Use text overlay on videos or images to help sell what you stated in the ad copy. Look at this link for example: https://www.facebook.com/humnutrition

The creative ad of HUM Nutrition uses text overlay perfectly with vivid visuals behind the black text bar stating the products' value proposition in a white text.

Product image slideshows videos paired with written reviews appearing at the bottom of the video ad often have great results. Commonly there is also a written review with a 5-star rating for attention-snatching ad copy.

A Guide for Optimum Ad Advantage

Here we will use Facebook Ad Library that will help us on testing our ads by looking and assessing the competitors and known brands' ad creatives. Let's follow these steps:

1. When you are getting a new client lead from marketing, you should try researching for your brand's competitors online and;
2. Have a detailed information regarding their keywords, phrases, and copywriting they use in their ads and landing pages, and also;
3. Search the types of visuals they put to deliver their value proposition.

Facebook Ad Library

We will now navigate the Facebook Ads Library, let's go through these steps:

1. Go to the link: https://www.facebook.com/ads/library/
2. Click 'Search all' and then search for a Facebook Page name.
3. Let's try searching for a page of any company.
4. Scroll down to view all the active ads.
5. Scroll all the way down to see the ads that have been running the longest as these are typically not split tests or new ads. You should observe the tried and true long-term ads as these are a culmination of the best variables.
6. To learn more about the ad, click the 'See Ad Details' link the blue words found below.
7. We will go to a page where we can review the chosen ad's other variations.
8. You may analyze, document, and pull inspiration from these ad copy and images/videos.
9. Click the CTA 'Call to Action' button and review the landing page. This is key as the landing page is just as important as the ad itself. Known brands and big businesses split test landing pages to minimize holes in their sales funnel (i.e. where customers exit).

Saving Facebook Ads

If you visit a page or while browsing social media and an ad gets your attention, it is good to save it and use it as inspiration for having an idea for your future ads.

1. Click the 'action menu' (three dots icon) in the top right corner of the post/ad.
2. In the dropdown menu, select the 'Save post' option.
3. Then just navigate to the URL below to view past posts/ads you have saved: https://www.facebook.com/saved

How do Big Brands Do for their Ads?

Most of the time, beginners think they have to be original and make their own unique ad copy and creative. Though it wards sometimes, they should also want to use every accessible resource, just like researching your competitors and popular brands, usually they have a team or division of people who work their ad creatives and has a huge budget, but don't worry, the beginners can substitute and improvise:

- Search your competitors and popular brands in your field. Browse on their Google Ads and websites to review their landing pages (make sure to jot down notes and screenshot each step of their sales funnel). Make sure to keep an eye out for retargeting ads you get from this brand, so you can screenshot and review them later also.
- Utilize your Facebook Ad Library to examine various known brand's Facebook and Instagram ads.
- Use the Chrome Extension 'Facebook Pixel Helper' to review competitors pages for Facebook Events they are tracking.

For this, you may try and look at this link showing the best ad examples chosen by Facebook: https://www.facebook.com/business/inspiration

Facebook Ad Boost Tip

After you split testing all your 'Ad' level variables and chosen the best performing ad copy and ad creative, post that ad on your Facebook Page. Then boost that post to build up the engagement or clout:

1. Go to your Facebook Business Manager.
2. Go to 'New Campaign'.
3. Under 'Campaign Objective' click 'Engagement' that is found on the Consideration factor.
4. Then choose 'Post engagement' on the 'Engagement Type' section.

With only a minimum expense of $10-$20 you can get huge engagement amounts on your post by targeting these cheap countries with a post engagement ad. These may be not your target customers, it's okay, this will be an advantage to boost your engagement.

Then you can use this post having a huge number of engagements in all relevant ad campaigns in the future through the conversion of objective campaigns targeting your actual customers via 'Custom Audiences' and more.

1. Select "Use Existing Post" under Ad Setup at the AD level.
2. Then select your post.

With these, viewers will really notice your ad because of its high number of engagements that can be seen on comments, reactions, and shares.

Gather Customers Using your Funnel

Your main objective is to gather customers using your sales funnel and warm them up to your brand/product in the process. Refer to the funnel we have mentioned previously:

- **Brand Awareness**
  In order for your brand and business to be known by people, you must post an engaging and shareable content. These can be images, videos, infographics, how to's, funny or inspiring content. Your main objective here it to attract people.

- **Traffic and Conversion**
  The goal here is to capture leads and increase interests, you may target the audiences that have interacted on your website in the past, and provide something free in exchange for their emails such as: coupons, contests, ebooks.

- **New Customer**
  If you target new customers, you must ensure that you will be providing them satisfaction for their demands, it may be through answering their questions, providing customer service, and continuing to offer value, the goals is to make sale.

Having these categories, we must:

1. Create a way to capture customers' awareness and interests in the products and services your brand/business offers.
2. Retarget the current warm customers, provide value, build trust, and gather leads.
3. And also retarget and convert the lead into a sale.

The Goals of your Funnel

It is not a problem where your sales funnel is going to, it is more important to know and identify your final goal. This can include:

- Newsletter or Webinar Signup
- Service or Physical Product Sale
- Growing your Email List
- Increasing Website Traffic
- Promote an Event

Not many starting businesses/brands always make a sale on new customer instantly that is why you have to warm the visitor up initially and then create an online relationship with them, this can be done by:

- Building your brand awareness and presence, and exhibiting your products or service advantages and its uses based on their demands.
- Giving value for free to capture leads. Let's have Sophia's Cosmetics for example, you can offer a free makeup product tester or give free makeover to make them like your products.
- Gaining leads by offering a lead magnet or giveaways. Leads who visited your website and lives in your Facebook custom audience, or you can be retargeted in future ads you can request for their email address which you can contact, endorse and upsell, remarket repeatedly.
- Retargeting this lead to convert into a sale.

Split Testing Facebook Funnels

You may follow these steps in split testing your Facebook Funnels: You can add steps as you like to further optimize your own funnel. Typically, you should have multiple funnels and lead capture pages and offers that you can split test to see what your customers prefer.

1. Make a Facebook Ad that offers Free Valuable Product, Service, or Content.
2. Retarget the 'Warm' users who visit your website with something free.
3. Send a 'Thank You' email for customers who visited your website or, those who bought or tried your products.
4. Send a follow up email that indicates more free value offers.
5. Send an email or retarget your Facebook's Opt-In List with a paid offer.

Facebook Funnel Samples

Here are some sample processes that will serve as a guide on creating your funnel.

<u>Blog</u>

1. Start writing a long and detailed pillar blog pots containing 1,000+ words that ultimately and majorly highlights your products' value proposition. Paste the introduction of the blog post into the Facebook Traffic Objective's ad copy. Take in mind to finish with choosing a strong call to action and/or a final statement leaving the reader wanting more.
2. Next, retarget the visitors my website through Custom Audiences. Retargeting just means showing an ad to someone who has already engaged with your content such as who visited your website, watched a Facebook video, subscribed to your email list, etc.
3. You can retarget in Facebook Custom Audiences and the Facebook Pixel. With the Facebook Pixel installed on your website, you can track visitors and then make Custom Audiences of those users who visited specific URLs of my website.
4. To create a Facebook Custom Audience, just login to your Ads Manager account (business.facebook.com) and select the 'Audiences' option in the top left menu.
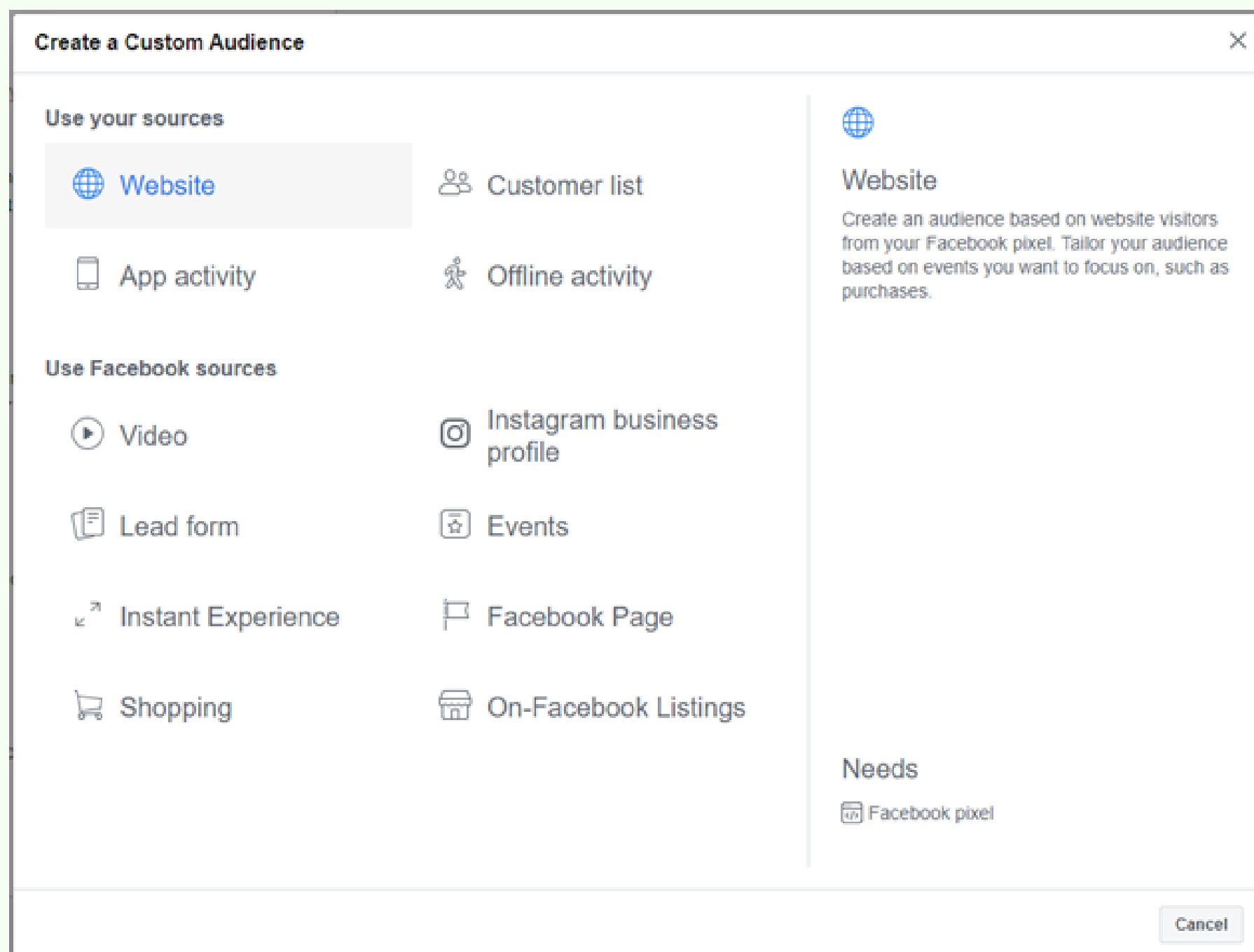
Navigating to Your Audiences Page

1. Go to your Facebook Business Manager and log in.
2. Select 'Audiences' located in the top left menu.
3. Click the button with dots.
4. Select 'Audiences'.
5. Click the 'Create Audience' button.
6. Select 'Custom Audience'.
7. Select the 'Website Traffic' option.
8. Click this dropdown and select 'People who visited specific web pages'.
9. Create an Audience of users who visit your top of funnel content, you may insert the pillar blog post mentioned earlier. Tracking URLs cause errors in 'URL equals' audiences. So, use 'URL contains' with the full URL and the URL path. Also make sure to name your Custom Audience for easy future identification.
10. Then, you can retarget this warm audience via the 'Custom Audience' option under the Ad Set level of your campaign.

Videos

Keep in mind to split test your top of funnel ad content when you are seeking to build brand awareness to cold audiences, there are the users who are not aware or know your brand. Not all audiences will be attracted to your blog post, so you need to try other contents and creatives. Video ads are effective in catching initial awareness and develop presence with new potential customers, then you can retarget people who watch your funnel video ad, there is an option for Custom Audience in video engagement.

Here are the steps for the 'Custom Audience' option:

1. Select the 'Video' option.
2. Select the type of content engagement.
3. Select 'People who have watched at 50% of yourvideo'.
4. Select a video. Then set the number of past days you want to track these users you may choose 90-day audiences to have a larger custom audience size for retargeting.
5. Name the audience.

Conversion

Retarget the warm users by selecting Custom Audience under the 'Ad Set' level in a new Facebook Conversion Objective Campaign. Direct the traffic toward a lead capture page on the website where you offer something for free in exchange for the user to opt-in for the user exchanges their email for XYZ value proposition.

The opt-in item or lead magnet in commonly known as giveaways is can be your products or services. Maybe your customers will prefer a tester, a coupon or free trial, a free video, free consulting, a free webinar, a free product/service, etc. Just make sure to split test to see what freebie is converting best for your target market.

Split test targeting the warm custom audience with a Facebook Traffic Objective Campaign directing traffic to that same opt-in page on your website and a Facebook Lead Generation Objective Campaign such as not forcing the users to leave Facebook for the opt-in. By split testing these three campaign objectives we can identify which objective drives the lowest cost per opt-in.

Creating your Custom Audience:

1. Go to your Facebook Business Manager and login.
2. Navigate to 'Ads Manager'.
3. Go to 'Audience' option.
4. Under 'Create New' fill out your audience.

Another great warm audience idea to test, is targeting users who like your Facebook page or friends of people who like your page via theConnections option on the same page.

<u>Email</u>

Follow up your leads via an automated email sequence thanking them for visiting your page or for buying their products and also giving them discounts and coupons providing them with a link to retrieve it.

Follow up with an email after a few days offering more value you may again write another pillar blog post featuring the qualities of your products or services. Sure, on this point the user will be very warm, start to trust you, will form an online relationship with you. After that email them your products or services for sale with limited time coupon to create a sense of urgency, this will be where you promote your product or service for sale that makes sense for this specific lead. In case they open the email but they haven't read it, you may also retarget this list of emails through the 'Hot Leads' custom audience in another Facebook ad campaign promoting my course for sale. You can create this new custom audience of emails via the 'Customer List' option while creating a new custom audience on Facebook.

Facebook Funnel – Split Testing

On the process of your Facebook funneling, take in mind to split test your campaigns, one variable at a time, at all three levels: objective, ad set, and ad: to optimize for key metrics which is typically, seeking the lowest expense per conversion.

Be sure to monitor non-performing ads at each step of the funnel and terminate them every 3-7 days especially if the ad is too expensive and not gaining any reaction.

For the ads that garners lots of engagements as shown by all the variables tested, slowly scale up their budget 20-30% every 2-3 days until arriving at a daily budget appropriate to be spent. Constantly test ads to find more audiences and obtain results through only a limited budget, once you get a few of the winning ads, they truly can become lifelong ads for you.

Identifying your Target Market

The only step in Facebook funnel that can be BROAD is the first step or the top of funnel. This is the process of showcasing your brand to your audiences and visitors to learn more about what works, who is engaging with it, etc. Every step of the funnel thereafter must be extremely monitored depending on who your target market is, not only in your ad set level targeting, but also in your ad copy.

We are converting traffic caused by cold users or audience who are not aware and know your business/brand or your products into a progressing traffic when the users get more warm as shown on clicks or engagements with your content, and then into sales that may become a potential lifelong customer you can upsell and remarket to again and again, you may also create lookalike audiences based on them.

Facebook Lookalike Audience

Facebook creates your Lookalike Audience by finding new people on Facebook who are similar to your existing audiences. Using lookalikes for top of funnel targeting is very effective.

The best performing Lookalike Audiences are emails lists, Custom Audience website traffic, and Facebook page fans.

You may set up your Lookalike Audience through these steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Audiences'.
3. Click 'Create Audience' and select 'Lookalike Audience' on the dropdown list.
4. You may now fill the 'Lookalike Source', 'Audience Location', and 'Select Audience Size'.

Typically, the narrower the audience on Facebook, the more expensive it is to target them, so start very broad at the top of the funnel.

Split test targeting different detailed targeting such as your competitors, demographics, etc. at the 'Ad Set' level to see which target market drives the best results for your ads.

Keep in mind that Facebook doesn't have all Facebook pages listed under Detailed Targeting. If your competitor isn't listed, target broader and then create your own Custom Audiences and Lookalikes with the engagement you get from these broader 1,000,000+ sized audiences.

Also, don't start too narrow at the top of the funnel, start as broad as targeting an entire country at the top of your funnel, that way you don't miss out on potential customers.

Customizing your Ad Copy

You target each stage of the user and are sure if they are cold, warm, or returning customers directly with custom ad copy.

For example, in your warm audience retargeting ads you know certain info about the user just like in the situation where they navigated to your blog post, so you can mention that in your retargeting ad. Such as:

"I hope you enjoyed my blog post on The Most Pigmented Eye Shadows, but I wanted to take it one step further for you, I want to give a free palette to random people who will like this post."

Where is your Target Market?

Another great area to split test in your Facebook ads is through 'Placement'. Placement' is found under the AD SET level of your campaign creation will enable you to choose where your ads show up. Such as:

- Facebook News Feed
- Facebook Messenger
- Facebook Stories
- Instagram Feed
- Instagram Stories

Typically using 'Automatic Placements' as Facebook's algorithm and user data knowledge usually gets the best 'return on ad' spend.

But if you know you only want your ad to display on Instagram, you can choose that via Manual Placements!

<u>To set up your 'Manual Placement' follow these steps:</u>

1. Go to your Facebook Business Manager and login.
2. Navigate to 'Campaigns'.
3. Click the 'Ad Set' level.
4. Under 'Placement', choose 'Manual Placements'.

Follow Facebook's Ad Rules

Facebook is always changing their set of ad policies, so to prevent your Facebook ad account from being suspended, make sure to read the updated Facebook Ad Policies every quarter:
www.facebook.com/policies/ads

If your Facebook ad account is ever disabled, just contact Facebook Ad Support:
www.facebook.com/facebookadsupport

Creating Facebook Ads Guide

Creation of Facebook Ad Levels

- '**Campaign' level** – Where you set your objective. The Facebook ad 'Campaign Objective' is where you choose what you want people to do when they see your Facebook ad. When you start to make Facebooks ads, the first step is choosing your 'Objective'.

Let's have the funneling mentioned previously on Facebook ads, at the top of the funnel you are building awareness about your brand and looking for new potential customers. As you work people down your funnel, you want to direct them to take action such as make a purchase or sign up for daily offers. Using the correct 'Campaign Objective' will help you convert customers at each step of the funnel.

For example, create ta 'Traffic Objective' campaign if you want to direct people to your website.

- **'Ad Set' level** – Where you set your audience or targeting, budget or schedule, and placement.

The Facebook 'Ad Set' is the level where you select your targeting audience, location, age, language, gender, interests, placement, budget, schedule, and more for your Facebook campaign.

Setting your 'Ad Set will' change the 'Potential Reach' of your ad campaign. Smaller audiences will cost more to reach, but typically increase your ad relevancy since your ads can be focused which is great for Conversion objectives. On the other hand, broad audiences, those having 1 million reach and more will be a lower cost to target and are better for top of funnel ads.

1. **Ad' level** – Where you create your ad creative and ad copy.

Your Facebook AD is the step at which you create your actual ad, select media, format, links, call to action, and more for your Facebook campaign.

Ad Formats: Depending on your Campaign Objective, you can select varying formats for your ad.

- Image - [Ad Specs](#) and [Facebook Images Guide](#)
- Video/Slideshow - [Ad Specs](#) and [Facebook Video Guide](#)
- Carousel - [Ad Specs](#) and [Facebook Carousel Guide](#)
- Collection - [Ad Specs](#) and [Facebook Collection Guide](#)
- Instant Experience - [Ad Specs](#) and [Facebook Instant Experience Guide](#)

Take note that it says 'New' to every level because it is the default format when you create your Facebook ad.

How to Create Facebook Ads

- Select your Campaign Objectives
    1. Go to your Facebook Business Manager.
    2. Navigate to 'Ads Manager'.
    3. Click 'Campaigns'.
    4. Click the green '+Create' button.
    5. Now, select your 'Campaign Objective'.
    6. Once you select your Campaign Objective, click the "Continue" button.
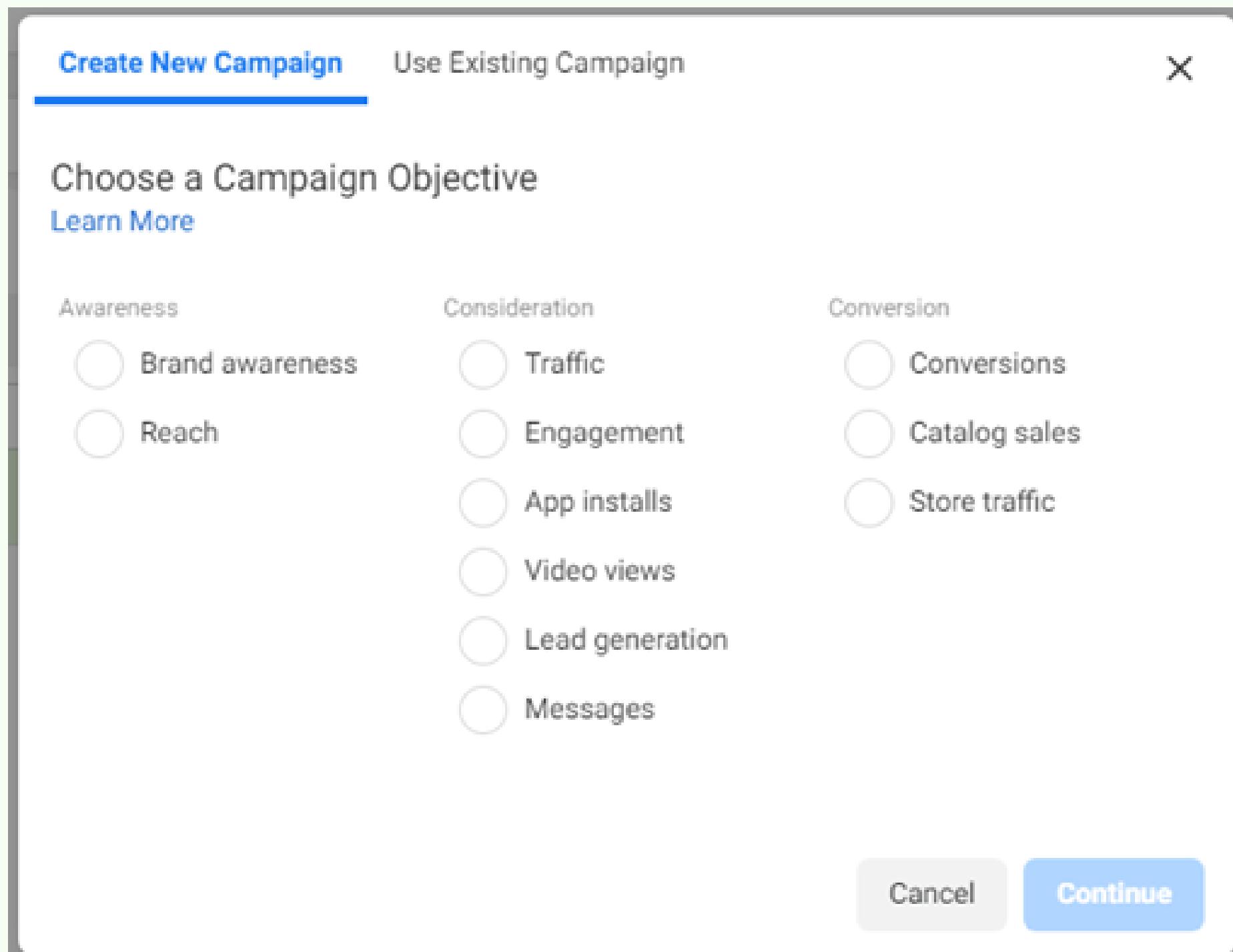
Choosing the Right Objective

If you remember on the previous topics, we compared selecting your Facebook Ad Objective to a funnel.

Depending on where your customer is in the buying cycle and what your ads ultimate goal is, it will help you decide which Facebook Campaign Objective to select.

Are you building awareness? Are you looking for customers seeking further information on your products/services?

Are you converting interested people to buy your product/service? Let's look at some example scenarios…

GOAL = INCREASE AWARENESS OF YOUR BRAND

Ad Objectives to Test:

- **Reach Objective:** Show your ad to people who are near your local business.
- **Brand Awareness Objective:** Show your ad to a broad audience of relevant people to introduce them to your brand.
- **Engagement Objective:** Boost your Facebook posts to reach as many relevant people as possible and increase engagement.

GOAL = FIND CUSTOMERS

Ad Objectives to Test:

- **Traffic Objective:** Increase website traffic, while growing Custom Audiences for future retargeting ads.
- **Lead Generation Objective:** Collect info from people (email, phone, etc.) so you can sell to them via email, phone, or retargeting Custom Audiences in future ad campaigns.
- **Engagement Objective:** Promote your event and increase attendees (potential future customers).
- **Messages Objective:** Start conversations with potential customers.

GOAL = INCREASE SALES

Ad Objectives to Test:

- **Engagement Objective:** Create posts with an offer, coupon, discount, etc. Increase engagement of these Facebook page posts.
- **App Installs Objective:** Increase installs of your mobile app.
- **Conversions Objective:** Increase website conversions (sales, signups, etc.) by retargeting warm audiences (users that have interacted with your website or ad in the past) and close the sale. For example, promote an expiring coupon code that will create a sense of urgency for a warm audience to make a purchase.
- Messages Objective: Connect with customers, answer questions, and drive them from interest to purchase.

- <u>Name the Campaign</u>

Observe each level in the left sidebar you can toggle between to edit, the blue highlight means it is the level you are currently editing:

- Campaign
- Ad Set
- Ad

   a. Name your Campaign.

      Name your campaign for easy identification in future report analysis.

      For example: You will use this for your lipstick products Traffic campaign objective, targeting women ages 18-30, living in the United States of America.

      The Campaign Title would be, "SC-Lipstick-Women1830-USA"

   b. Confirm the Buying Type is set to "Auction".

   c. Confirm the Campaign Objective you selected. Scroll down.

- <u>Set the Campaign Budget</u>

<u>Campaign Budget Optimization</u>

Campaign Budget Optimization distributes your budget across ads to get you more results: https://www.facebook.com/business/help/153514848493595

With Campaign Budget Optimization you set the overall daily or lifetime budget for the campaign you create.

If you create multiple 'Ads' or 'Ad Sets' within a campaign (common when split testing variables), Campaign Budget Optimization will optimally distribute your budget to all those ad sets.

This means Facebook automatically optimizes for the best results and distributes your campaign budget in real time to achieve those results.

Until you have an ad campaign optimized and you are sure about scaling up the daily budget, you may start with a small daily budget in order to split test many variables at once (via multiple campaigns, ad sets, and ads) for just $5 per day per campaign. You will see the best results from 'Lowest cost' for the Campaign Bid Strategy.

<u>What Should Your Budget Be?</u>

It is recommended to split test many ad campaigns (one variable per campaign) at $5-$10 daily budget per campaign. As you begin to see winning campaigns emerge, can be seen in a high ROMI or Return on Marketing Investment, shut off the losing ads and continue to split test the winning variables until you have an optimized and highly converting ad.

Sample Effective Metrics

- Ad Relevance – Greater than 60% (i.e. 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%

<u>How to Scale Your Budget?</u>

Once you measured the proper variables identified and a highly converting ad running, then and only then will you may slowly scale up the daily budget by 25% every 3-4 days or 50% once a week.

Keep in mind to avoid jumping from a $10 daily budget to $50 in a day, Facebook will just burn through your ad spend budget. You want to slowly turn up the ad spend on winning campaigns.

Sample Amounts:

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

Campaign Objective – Brand Awareness

When to Use: To increase awareness for your brand
What Platforms: Facebook, Instagram, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

Using Brand Awareness Campaign

- The only goal of this ad type is to increase Brand Recall Lift or the number of people likely to remember your ads within two days and emotionally resonate with your target customer.
- Think of this objective as a 'touch point'. A customer needs on average 7 touch points (visually seeing your brand) before remembering and purchasing from your business. Use this ad objective as your 'introduction' or ongoing 'remember me' ad.
- Think about the brand, Coca Cola. You don't see 'Coca Cola on sale!' ads, you see Brand Awareness ads for Coca Cola everywhere so the next time you are thirsty, the ad will subliminally remind you to buy a Coke!
- This video is a prime example of Brand Awareness: https://youtu.be/mDQDTPWNcQ0 Subtle uses of the Under Armour products in the video make the audience associate talent and skill to that brand. This objective is best for promoting your emotion provoking videos/stories connected to your brand.
- If your brand doesn't have a story or logo that will resonate yet, the next best thing is to promote your product (pillar blog post, service, trial, newsletter, e-book, webinar, etc.) for free so people can learn more about your brand.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Click 'Campaigns'.
4. Go to 'New Ad Set'.
5. Name your Ad Set to describe your exact targeting options. This will make reviewing your ads performance and identifying the winning variables in your Facebook ads reporting much easier in the future.
6. It is on the AD SET level that we select our target audience for this campaign.
7. Keep your targeting 'Broad' with Brand Awareness ads. Remember, this is our first touch point with this potential customer. We are in the discovery phase of identifying our perfect target audience.
8. To stay broad, you may check your Facebook page, on the Insights page, go to 'People' tab to see the demographics. So, for this Brand Awareness ad, you may now choose your target.
9. So based on your Facebook page Insights, set the ad targeting for this top of funnel Brand Awareness ad, for example, Worldwide, age 18-34, Men, language English.
10. If you want to exclude people who already like your Facebook Page, you can via the Connections option on the Ad Set level.
11. Leave the Optimization & Delivery section as the default.

Connections

Another great Connection targeting I like to test, is "Friends of people who like your Page/App".

Perfect for Engagement > Page Like Campaign Objectives

Placements

Depending on your Campaign Objective, you can select what device and what platform your ad will appear on, via Manual Placements. You will edit this on the AD SET level.

- Facebook
- Instagram
- Audience Network Messenger
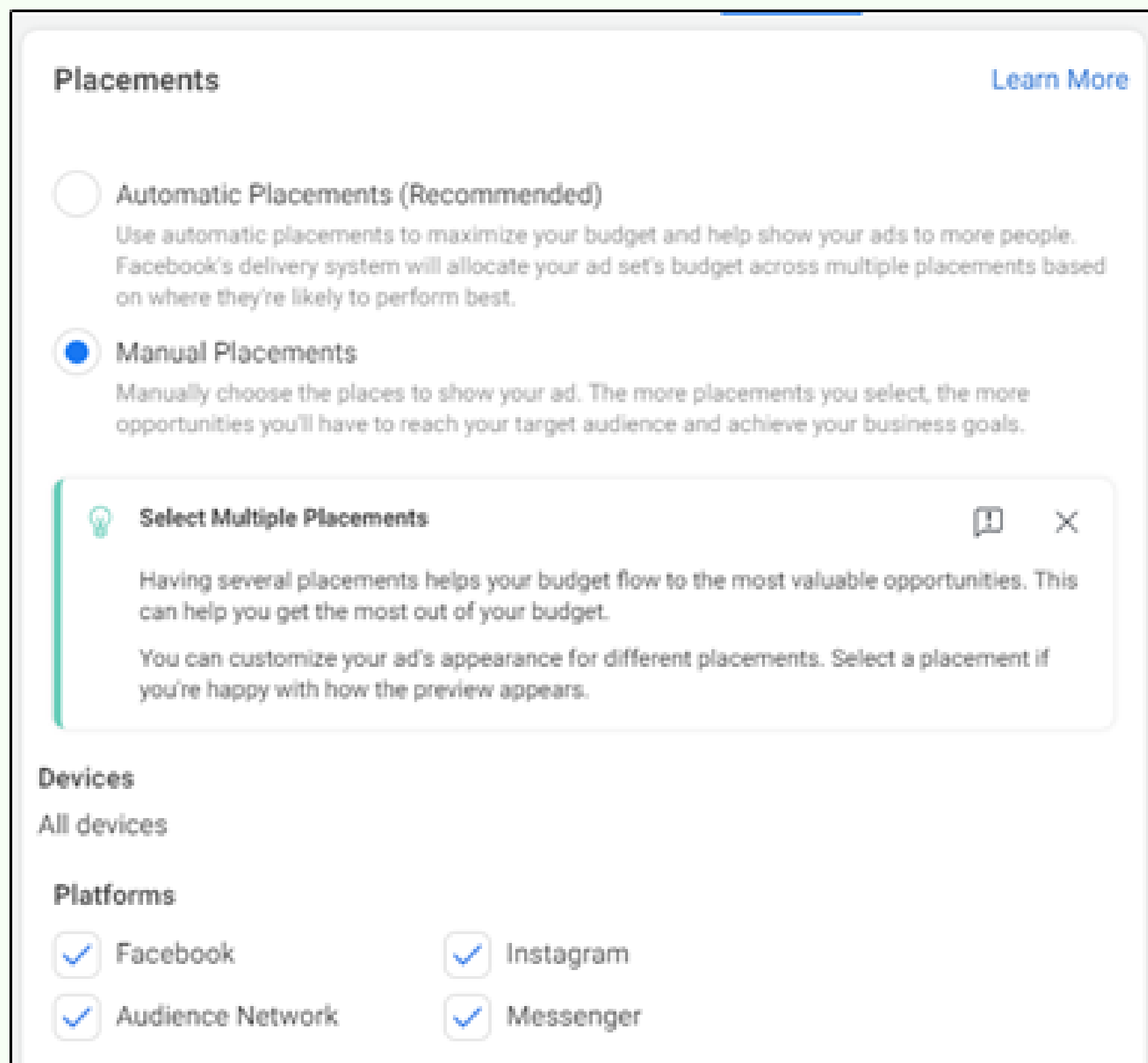
Facebook calls the different places they can show your ads "Placements". Removing placements will reduce the number of people your ad reaches.

Automatic Placement is recommended because this gives Facebook more flexibility to get you not only more results, but better results as it self-optimizes your Placements.

Test your Website in Mobile

Make sure your website is responsive and mobile friendly for Facebook ads!

1. Open your website or Facebook ad landing page URL in Google Chrome browser.
2. Right click anywhere on the page.
3. Select Inspect in the menu.
4. Click the Desktop/Mobile view toggle button.
5. Scroll and review your website to ensure it looks good on mobile.

Setting up the 'Ad' Level

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Click 'Campaigns'.
4. Go to 'New Ad'.
5. On the Ad level, name your Ad to describe your exact ad identity, media, call to action, text and links, this will make reviewing your ads performance and identifying the winning variables in your Facebook ads reporting much easier in the future.
6. Select the Facebook Page and Instagram Account to appear as this ads Identity.
7. If you don't have a video, start with an image ad. Select 'Single Image or Video' under the Format section of the Ad.
8. Then you can toggle between ad Placements to see how your ad looks in every view (Facebook newsfeed, Stories, Instagram, etc.)

The goal with Brand Awareness is to create a large net and begin building your 'Custom Audiences' with people who resonate with your ad, again your 'Warm' Audience.

For example, an audience of users who click your website URL call to action button. So, make sure to add a website URL and to turn on your Facebook Pixel so you can build your Custom Audiences for future retargeting ads.

A tip, a great variable to split test on any type of campaign is the 'Call to Action' button text.

Campaign Objective – Reach

When to Use: To show your ad to the maximum number of people in your audience.
What Platforms: Facebook, Instagram, Messenger.
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow.

Using Reach Campaign

Use Reach campaigns to promote your business to a highly targeted group that you want to ensure all see your ad.

- Targeting everyone driving distance from your store.
- Targeting a warm custom audience list of past customers that you want to reach entirely with an ad.
- Retargeting people who have abandoned their carts on your website.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Click 'Campaigns'.
4. Go to 'New Ad Set'.
5. Select your Facebook page to link with your 'Reach' campaign.
6. Reach ads are perfect for reaching everyone near your store.
7. 'Locations' is a great feature to split test to see if travelers versus people living in your city engage with your offering differently.
8. Then select local businesses target address or city with a radius of how far you know your customers will commute to you.
9. Then select audience targeting. Reach everyone with the Interest of based on your products for this Reach ad.

What is unique about the Reach campaign is the ability to set a Frequency Cap. This keeps people from seeing your ad too often. Just enter the minimum number of days that should pass before someone sees your ad again. Facebook is allowing you to spread your ad spend over a larger number of people, without making customers angry about seeing your ad too much.

10. Under the Frequency Cap, fill in the details.

Being able to set your Frequency Cap, makes Reach objective campaigns perfect for reaching your entire Custom Audience X times per days or reaching your entire local market X times per days.

11. Duplicate the ad for the purpose of split tests.
Make sure to split test a single image to a video ad in all your campaigns, duplicate the ad, then edit the single variable: 1st ad = image, 2nd ad = video. Here you can track what resonates and what doesn't from campaign to campaign.

12. You can use a website URL to direct people to a website when they click your ad, this will let you gather Custom Audiences.

Campaign Objective – Traffic

When to Use: To send people to your website or increase engagement with your app.
What Platforms: Facebook, Instagram, Audience Network, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

<u>Using Traffic Campaign</u>

The main way to use the 'Traffic' objective ads to users, is by growing their varying Custom Audiences.

By driving traffic to your website that has a Facebook Pixel installed on it and having a Facebook Custom Audience created to capture that traffic, you can not only retarget these warm Custom Audiences in the future but also create Lookalike Audiences of them as well for future split test ads.

Traffic is equivalent to website clicks.

If you're trying to get people to your eCommerce store and browse your products, use a Traffic campaign to direct people right to your website.

The Traffic objective is a great area to fine tune your perfect audience.

What target audience is engaging most with your content?

Test interests, gender, age, location, everything. What ads are getting the highest relevance scores?

What ad variables are driving the lowest cost per action?

Again, split test variables to find the perfect audience and the most relevant ads.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Click 'Campaigns'.
4. Go to 'New Ad Set'.
5. First select where you want to drive this traffic. We see the best results from using Website traffic ads.
6. Set the Age and Gender of your target.
7. Detailed targeting is a great area to split test variables. Choose variables that has a huge number of sizes.
8. You can also Exclude or Narrow your Detailed Targeting.
9. Test one variable at a time, at the Ad Set level, to see what targeting is driving the best results for your ads.

Split test using "Detailed Targeting Expansion" for Top of Funnel ads to build your Custom Audience.

Using Carousel

One of the effective Traffic campaigns ad formats is the Carousel. Make sure to split test against Single Image and Video campaigns as well.

The list of ads that can be created are:

1. Video Ads
2. Single Image Ads
3. Carousel Ads

Use Carousel ads as a way to discover the best performing image or video..

Steps for using Carousel:

1. Select your media, headline, description, and URL for each Carousel card you add.
2. Checkmark "Automatically show the best performing cards first". With a Carousel ad I can identify which carousel image/video drives the most clicks, then use that winner in a new campaign.
3. Select your Traffic campaign that you used a Carousel ad in. Then navigate to the ADS tab in your Ads Manager.

Campaign Objective – Engagement

When to Use: To get people to engage with your Facebook Page or Facebook Page Post. This includes Post engagement (boosting posts), getting Page likes, and getting Event responses/attendance.
What Platforms: Facebook, Instagram (Event ads are not available on Instagram)
Which Ad Formats: Single Image, Single Video, Slideshow

Best Practices: Engagement

Organic reach or people who liked your Facebook Page and see your Facebook page posts in their newsfeed has nearly flatlined on Facebook. Less than 10% of your Facebook Page followers will organically see what you post on your Facebook page. Facebook is getting greedy to say the least and therefore you need to pay to get your content viewed. So, this means you will need to create Post Engagement ads.

But first, build "clout" for your Facebook page via Facebook Page Likes. Get your clients to a minimum thousand Facebook Page Likes before doing anything else. When a new potential customer sees your Facebook page has 2 likes, they will lose confidence in your brand, so build up your clout, trust, dependability first with Facebook Page Likes.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Ads Manager'.
3. Click 'Campaigns'.
4. Go to 'New Ad Set'. The Engagement Objective has 3 sub-options to choose from under Engagement Type: Post engagement, Page likes, Event responses.
5. Let's start with a 'Page Likes' campaign.
6. Select your Facebook Page that you are seeking Page Likes for.
7. Split test my Page Like campaigns with 'Detailed Targeting'.
8. Exclude people who already like you page as that would be wasted ad spend.
9. Then leave the 'Placements' as the default, 'Automatic'.
10. Split test one campaign with a Single Image and one with a Video for your Page Like ads.

Best Practices: Post Engagement

Post engagement is only meant to promote or boost a specific post on your Facebook page.

If you have a website link in your post, note that this Post Engagement ad is not a "2 for 1 deal". Facebook is optimizing and targeting users more likely to engage in forms of like, comment, and share your post, not click your link to your website.

If you want traffic to your website, use the Traffic or Conversions objectives as they are optimized to do that, as opposed to Post Engagement which is optimized to get more likes, comments, and shares.

Post Engagement Split Tests

3 campaign split tests I like to create to find the best results from for Post Engagement ads include:

1. Target a Lookalike Audience of your current Facebook Page followers.
2. Go broad and target your competitors Facebook Page (or similar if they don't appear in Detailed Targeting) and enable the "Expand" option.
3. Target just your current Facebook Page followers via the Connections option.

Facebook Page Lookalike Audience

If you don't already have a Lookalike Audience created of your Facebook Page, you can do this right within your Ad Set via the "Create New" link under the Custom Audience field.

1. Select your Facebook Page as the source, select your audience location, and set your Lookalike audience size (we see the best results from 1%).
2. Select your Facebook Page Lookalike Audience from the Custom Audiences menu.

Target Competitors with Expand

Targeting your direct competitors and checking the "Detailed Targeting Expansion" box will enable Facebook to find users similar to your current detailed targeting. This is a great Top of Funnel ad to use to build Custom Audiences which can then retarget with Conversion ads or create Lookalike Audiences of for future testing.

Target Your Current Facebook Page Fans

Users who already liked your Facebook Page are a warm audience that will be more likely to engage with your post. Target them via 'Connections' at the 'Ad Set' level.

1. Always leave this set via 'Optimization and Delivery section' to 'Post Engagement' otherwise your cost per engagement such as like, comment, share will increase.
2. You have two options for selecting posts to boost. First, you can 'Use Existing Post' which is a post already posted on your Facebook Page which is the most common option. Second, you can create a new post via 'Create Ad' under the 'Ad Setup' menu.

Publish an Unpublished Post

Once you create an Unpublished Post that drives a ton of Post Engagement and you want to post it to your Facebook Page, just follow these steps:

1. Navigate to your Content Management URL: https://business.facebook.com/content_management
2. Select your Unpublished Post.
3. Click the 'Actions' menu and click 'Publish'.

Create an Event

1. Create an Event via your Facebook Page. Select the EVENT option above the Create Post box.
2. Completely fill out the New Event details. Then click the Publish button.

Best Practices: Event Tickets

Make it as EASY as possible for people to buy tickets to your event. Integrate your Facebook event with one of these top-rated ticket sales providers:

- Shopify
- Eventbee
- Eventbrite

Best Practices: Event Responses

One of the best 'Return on Ad' spend for my clients with Events is to target past customers via the Custom Audience, in 'Customer file' for example, email addresses.

A great split test campaign to compare against for Events, is creating a Lookalike Audience of your past customers, and then targeting just the location of that event at the ad set level.

Campaign Objective: App Installs

When to Use: To direct people to an app store where they can download your app.
What Platforms: Facebook, Instagram, Audience Network, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

Using App Installs

App Installs ads require the Facebook SDK to be installed on the mobile app and for the app to be listed on Facebook. While performing this installation, also have your developer register your mobile app for proper tracking of your App Installs ads. Share these links with your app developer:

App Setup for SDK:
https://developers.facebook.com/docs/app-ads/app-setup

Register Mobile App for App Ads:
https://developers.facebook.com/docs/app-ads/sdk-setup

Steps:

1. On the AD SET level, click the app store dropdown menu.
2. Select the app store your app is located on, then paste in the app URL.

Placements and Devices

App Installs are ads that you need to split test campaigns Placement and Devices.

Select the devices you want your ads to appear on. Also make sure you know what OS (Operating System) Version your app works on and specify that as well.

A perfect split in your App Install ads is using an image and video. The best return on ad spend from simple screen recording videos is using the app especially mobile games.

Example: Google "How to record the screen on your INSERT PHONE TYPE"

Apple iPhone: https://support.apple.com/en-us/HT207935

Campaign Objective - Video Views

When to Use: To promote video views (consider using comedy, behind-the-scenes footage, product infomercials, or customer testimonials to bring awareness about your brand!)
What Platforms: Facebook, Instagram, Audience Network
Which Ad Formats: Single Video, Carousel, Slideshow

Using Video Views

Why use a Video Views campaigns when you can upload a video to nearly every other campaign objective? That is correct, but this objective is optimized for just getting your videos increased views.

Facebook is favoring video content uploaded directly to their platform more and more over users just sharing YouTube links. So, you should take advantage of this.

It is advisable to not share a YouTube link of your content, but upload it directly to your Facebook Page and use a Video Views ad to give it a boost.

Best Practices:

Video Views Video Views ads are great for targeting cold audiences, those who never seen your products, brand, or business before, while a warm audience is someone who has engaged with your brand already, and a hot audience is one that has taken action such as, purchase, etc.

Video Views ads are a perfect first touch point with your future customer. This is a way for you to get potential customers to see your product, logo, business, etc. and then retarget them with a different ad by creating a 'Custom Audience' of people who engaged with your video at different levels (i.e. length of viewing).

Steps:

1. Go to your Facebook Page.
2. Post a video to your Facebook page.
3. Upload and publish your video.
4. Wait for your video to upload to your Facebook Page video library.
5. Go to your Facebook Business Manager.
6. Go to your 'Campaigns'.
7. Under the 'Campaigns' navigate to your 'Ad Set' level.
8. Modify your 'Custom Audiences'.
9. Write you're the proper 'Interests' under the 'Detailed Targeting'. Remember, the BROADER the targeting, the cheaper; the SMALLER the potential reach, the more expensive.
10. Under the 'Ad' level, go to the 'Ad Creative' section and click the 'Add Video' button.
11. This will prompt you to the 'Select Videos' popup; select the 'Page Videos' option under the list. You can also click the '+Upload' button if you want to add a new video other than what you posted in your video campaign.
12. Go the 'Edit Placement' section and check 'Add a website URL'. So your viewers will be directed into a website after watching your video.
13. And set your 'Call to Action' button.

<u>Steps for Slideshow with Images:</u>

If you prefer not posting a video or doesn't have any video at all, you may substitute slideshows of the images available in your page.

1. Go to the 'Ad' level, again, in the 'Ad Creative' section.
2. Click the 'Create Slideshow' button.
3. Create your own slideshow or choose from a template.
4. You will be prompted to the 'Video Creation Kit', here you may now edit your slideshow, you may choose images, insert a logo, and even insert a text to your slideshow ad.

Campaign Objective – Lead Generation

When to Use: In gathering lead information, such as mobile numbers and email addresses, from the users and viewers who are curious in your business.
What Platforms: Facebook, Instagram, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

<u>Using Lead Generation</u>

Facebook users do not prefer leaving the platform they are on Facebook for a reason, so the Lead Generation ad is the perfect section to keep your potential customers on Facebook while they supply their information to you in exchange for your value offer in form of free services, e-book, consultation call, etc.

Once a lead is submitted, the leads data wherein the fields you collected on your Lead Generation form will be available in the Leads Center on your Facebook Page.

<u>Split Testing Lead Generation versus Conversions</u>

Lead Generation objective campaigns are excellent for split testing rather than Conversion objective campaigns that direct users to your websites lead capture page, this can be done by using 'Lead' as the Conversion Event.

The Facebook Objective with the higher lead conversion rate truly varies 50/50 for the clients, so these two objectives are worth split testing for your niche.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Go to the 'Ad Set' level.
4. Under the 'Conversion' section, activate the 'Lead' toggle.

Steps for Lead Generation:

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Go to the 'Ad' level.
4. Under the 'Instant Form' click the 'Create Lead Form' button.

Campaign Objective – Messages

When to Use: To get more people to have conversations with your business and answer customer questions.
What Platforms: Facebook, Instagram, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

Best Practices: Messages Ad

Many of the businesses and brands just want to get their customers off of Facebook but, think as if you were in the users' situation, you bombarded their social media feed with your ad and the least you can do is stay on this platform where they found you.

That is why the Messages Ad acts as the perfect middle ground. Message Ads send people from ads into Facebook Messenger conversations with your business. During ad creation, you'll create both the ad and the welcome message people see in Messenger after they click on your ad.

The best Return on Marketing Investment (ROMI) from Messages ads partnered with e-commerce stores. Messages help the customers with any last second questions before purchasing. Additionally, data shows users prefer chats over email because of the instant supports and response.

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'. Go to the 'Ad Set' level.
3. Under the 'Message Destination' click the 'Click to Messenger' or 'Sponsored Message' button.

Clicks to Messenger: Send people from ads in Facebook, Instagram and/or Messenger into Messenger conversations. You will create both the ad and the message people see in Messenger.

Sponsored Message: Send a targeted message to people who have an existing Messenger conversation with your business. Perfect for re-engaging with initial 'Clicks to Messenger' ad conversations.

1. We need to start with the 'Click to Messenger' ads first to establish that initial message with your customers and also so we can contact them with future 'Sponsored Messages' ads.
2. Create this Custom Audience based on your 'Website Traffic' Facebook Pixel Events.
3. Create a Custom Audience targeting people based on Facebook Pixel events tracked for each user.

For example, create a Custom Audience of users who added an item to their cart, but exclude users from that audience that made a purchase. This audience is perfect for Message ads as they most likely still have a question about your product or service and just need some customer service which you can provide via a Facebook Messenger chat.

1. Offer your warm audience a helping hand via customer service to help close the sale.
2. Offer the warm audience a helping hand via customer service to help close the sale.
3. Observe if you notice this ad error: "Page message are disabled".
4. To run Message ads, you need to enable Facebook Page Messages via your Settings page.
   a. Go to your Facebook Page, click 'Settings' on the top navigation bar, click 'Edit' next to Messages.
   b. Create your Message Template.
   c. Choose between 'Start Conversations' (like our example helping a warm audience with questions they have) or "Generate Leads".
   d. Select your Message ad goal. If you want to retarget audience who added to their carts then we want to 'Start Conversations'.
   e. Create Frequently Asked Questions (FAQs) to help answer your potential customers questions.

<u>Sponsored Messages</u>

Sponsored Messages can only be sent to recipients with previously-open threads from you. So, any future messages from you will not be labeled as spam. This is a very amazing method to re-engage directly with a warm customer or lead.

This is also a great way to re-engage with visitors who had previously expressed interest, but perhaps didn't continue to buy. You can message them with a coupon off their first buy, or let them know about a new product launch, discounts, etc. The opportunities are endless for bringing the customer back to your store.

Once we have that initial message thread started with customers, we can target those users via Sponsored Message.

1. Go to your Facebook Business Manager.
2. Navigate to your 'Campaigns'.
3. Click your 'Ad Set' level.
4. Under the 'Message Destination' section select 'Sponsored Message'.
5. Create your greeting and quick reply options.
6. You can also connect your installed bot by clicking 'Connect Your Bot' link at the bottom in the 'Customer Actions' section.

Campaign Objectives – Conversions
When to Use: On tracing and measuring conversions on your website or app using Facebook pixel events.
What Platforms: Facebook, Instagram, Audience Network, Messenger
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

<u>Best Practices: Conversions</u>

- The best results for 'Conversions' campaigns when retargeting very warm or even better, hot audience. These are users that are ready to make a purchase or make their next purchase!
- Conversion ads work hand in hand with your Facebook Pixel and are used to increase sales, sign-ups, or any other desired interaction on your website. The more data your Pixel has, the better.
- Keep in mind strictly not start 'Conversions Ads' until you have built up your Custom Audiences and Facebook Pixel data for at least a few weeks.

- Once you installed Facebook Pixel on a website and all my custom conversions/events and audiences created and tracking such as: add to cart, sale, sign-up, etc., now is the time to put Facebook Conversion ads to work. Your goal is to have so much data in your Events and Custom Audiences, that Facebook can target the correct people that are most likely to interact.
- If you're trying to get people to purchase a product, retarget a warm Custom Audience of people who went to a specific product page, but did not make a purchase.

Best Practices: Conversion Landing Pages

The last thing you want to do is pay to send people to a bad landing page/website. The goal is to get your potential customer to instantly land on your lead capture page and know what to do to claim your offer, make a purchase, etc.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to your 'Campaigns'.
3. Click your 'Ad Set' level.
4. Under the 'Conversion' section, Select the Conversion Event Location and Conversion Event you want to track for this Conversion objective ad campaign for example, Website then Purchase.
5. If the 'Conversion' you want to track is not on the list, you can 'Define a New Custom Conversion'.
6. You created a lead capture page. Once the user submits their email address the form redirects to the URL you inserted. When a user lands on your URL, it equals a 'Conversion' for this ad. Conversion ads should be targeting a warm\ audience that is familiar with your brand and just need one final reminder or the touch point to convert such as: make a purchase, sign up, etc.
7. Next, select a 'Custom Audience' to retarget for this 'Conversion' objective campaign.
8. Retarget a warm 'Custom Audience'. Custom Audiences are a crucial part of your sales funnel. You can target your ads at users who have been on your website/app/page and convert them to purchase, sign up, etc.
9. We can also exclude a Custom Audience. By doing this, we are targeting warm users who have NOT made a purchase.
10. Now, you may set up your ad creative and ad copy on the 'Ad' level.

Campaign Objective – Catalog Sales

When to Use: On showing products from your catalog based on your target audience

What Platforms: Facebook, Instagram, Audience Network, Messenger

Which Ad Formats: Single Image, Carousel

Best Practices: Catalog Sales

Once you create your Facebook Business account you will be allowed to create a product catalog. Creating a product catalog allows you to dynamically add different products and services you offer to your Facebook inventory.

With this catalog, you can dynamically retarget visitors who clicked on your product or service but didn't purchase. These are the ads that seem to follow you around the internet.

You must remember 'touch points' the potential customer looked at your product for a reason, then may have must gotten busy. Remind them that they forgot to buy it with Catalog Sales campaigns.

But to go here, you must first create your 'Catalog'.
https://business.facebook.com/commerce_manager/get_started/

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Select your 'Campaign' level.
4. Go to the 'Catalog' section and select the 'Catalog' you created.
5. On the 'Ad Set' level, select which 'Product Set' you want to promote. Usually, you may select 'All Products' as to retarget potential customers to any product they have visited in the past.
6. Now got to the 'Audience' section, under the 'Create New Audience' select 'Retarget ads…' option.
7. Then select the type of visitor you want to retarget.

Campaign Objective – Store Traffic

When to Use: On promoting business locations to people nearby.
What Platforms: Facebook
Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

Best Practices: Store Traffic

The 'Store Traffic objective' was created specifically for businesses with physical locations.

'Store Traffic' ads let you to target people around your physical business location.

Two ideal features that include helping customers navigate to your store and the ability to contact you via the Store Traffic ads are the call-to-action buttons 'Get Directions' and/or 'Call Now'.

<u>Steps:</u>

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Select your 'Campaign' level.
4. Go to the 'Store Traffic' section and select 'Page'.
5. Select your 'Ad Set' level.
6. Go to the 'Store' section and select 'Create a New Store Set'.
7. Search for your store.
8. Select your store/s.
9. Next set your area to target. You can select 'Fixed radius' or 'Automatic radius', it is better to let Facebook optimize your area for you. Depending on your city, you should have a general idea of how far people will commute for your store's products and services.
10. Create your 'Store Set' by clicking 'Create' button.

When you have multiple stores, you can select the 'Ad Voice' option to cater your ads branding to which location you are promoting.

The Main Page is your main Facebook page name, while the Local Page is your business location page name.

On the 'Ad' level is where you can really split test campaigns to see what works for your Store Traffic ads. You can also split test the 'Call to Action' button destination.

Editing Published Ads

After you publish a campaign on Facebook, you may still edit and add that to your 'Campaign'.

You must put into mind that the only thing you can't edit once a 'Campaign' is published, is the 'Campaign Objective'.

To edit a published campaign, ad set, or ad, simply select the campaign name in your Ads Manager, then click the Edit link or button at the top of your Ads Manager dashboard.

Offer Ads

The Offer option is currently only available with the Campaign Objectives:
- Traffic
- Conversions
- Store Traffic

Offers are discounts you can give to your customers on Facebook and the users have the option to save the offer.

As the admin or editor of a Facebook Page, you can create an Offer Ad to encourage people to shop on your website and even at your local store.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Select your 'Ad Set' level.
4. At the 'Ad Set' level, toggle on the Offer option.
5. Select your Facebook page.
6. Click the 'Create Offer' button.
7. Fill out your Offer details.
8. Click 'Create'.

Special Ad Category

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Select your 'Campaign' level.
4. Toggle on Special Ad Categories, if your ads are related to Credit, Employment, Housing, Social Issues, Elections, or Politics.

If your type of ad falls into one of these categories, make sure to select one of these options on the 'Campaign' level. If you don't, Facebook can disable your ad account.

Facebook Split Testing

Split Testing

Split Testing is a very important process in creating Facebook campaigns. Your objective is to test one variable at a time in Facebook campaigns to know the efficient set of variables. This can mean testing a different image, ad copy, call to action button, audience/targeting, placement, and more.

You have to make sure to test only one variable at a time. Otherwise, if you test many variations in a new campaign and that campaign performs excellent, you will not able to tell which variable is it. By testing one variation difference at a time, you can identify the cause of the success or failure from campaign to campaign.

Best Practices:

Best Practices for Split Testing:
https://www.facebook.com/business/help/290009911394576

- Test only ONE variable at a time for more conclusive results.
- Focus on a measurable hypothesis (i.e. optimizing for cost per action).
- Use a big enough audience for the test. Use an ideal time frame (4 days average).
- Set an ideal budget for your test (80%+ estimated Test Power).

Manually Split Testing Facebook Ads by Duplication

Manually split test an ad through the ducplicate option in your Ads Manager.

1. Select the checkbox next to the 'Campaign' (or Ad Set, or Ad) you want to duplicate.
2. Click the 'Duplicate' button.
3. Edit one variable in the new duplicated, split test. Click 'Publish'.
4. Select how many duplicate campaign copies you want created in this Original Campaign.
5. Edit the variable you want to test in this split test copy.
6. Then just click the Review and Publish button.

If you create a duplicate, keep in mind that if you don't completely exclude the first campaigns' audience, it will cause audience overlap, possible audience fatigue that is people seeing your ad multiple times, and wasted ad spend.
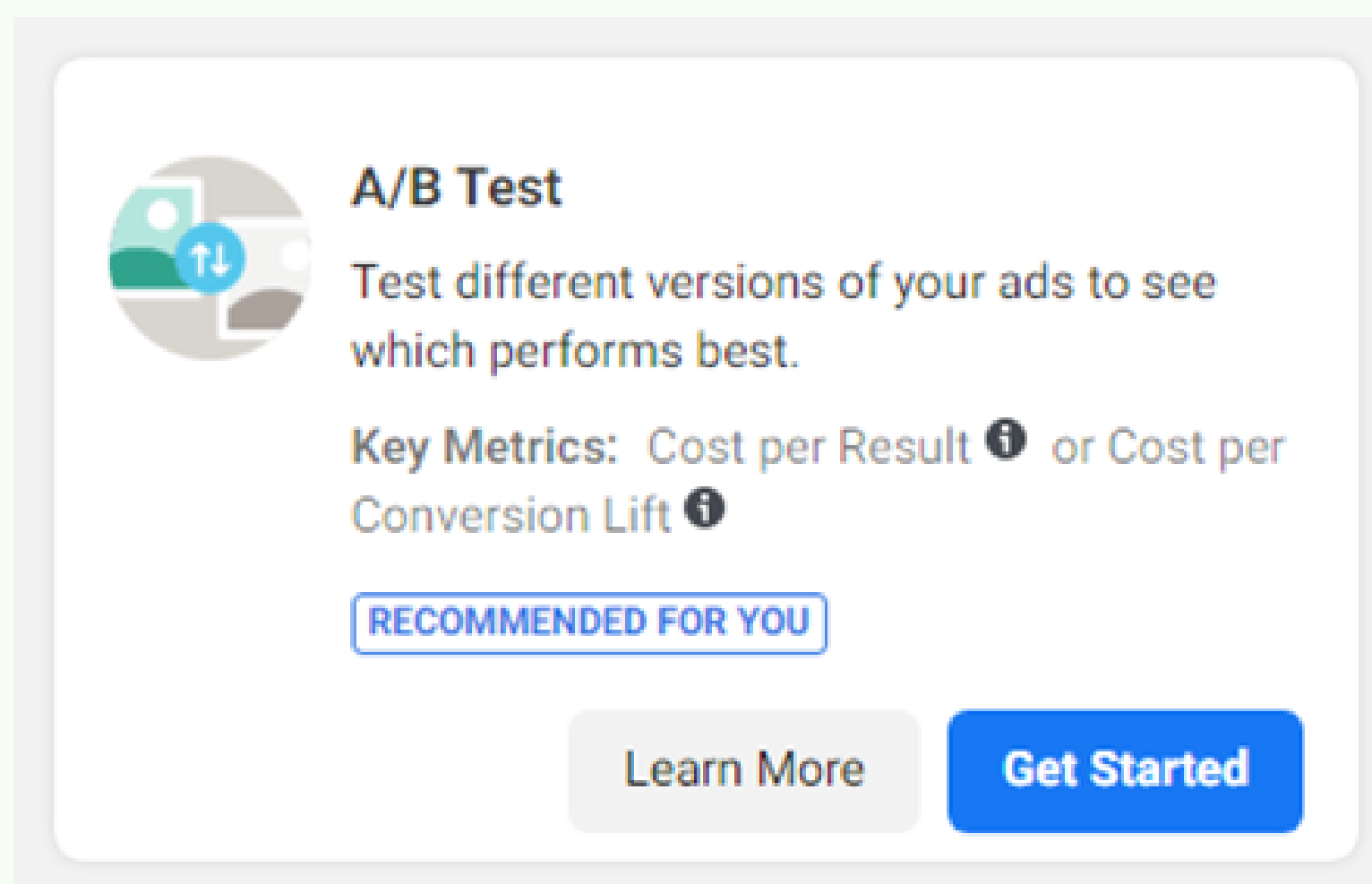
Split Testing During Creation or the "A/B Method"

1. Select the 'A/B Test' option on the first step of your Facebook ad creation at the Campaign Objective level.
2. Click the green Create Ad button on your Ads Manager page.
3. Select your Campaign Objective.
4. Click the A/B Test button.
5. Create and Publish your first campaign the 'Control' campaign.
6. Select the variables you want to A/B split test in the campaign.

A/B Method on Facebook Experiments

You can also create an A/B Test via the Facebook Experiments page. This requires a higher budget, so it is advisable to use the manual split testing method mentioned earlier.

1. Go to your Facebook Business Manager.
2. Access your Business Tools (the nine dots on the upper left sidebar).
3. Scroll down and click 'Experiments'.
4. Once you select your 'Campaign Objective', scroll down and select the "A/B Test" option.
5. Once you publish this initial campaign, the 'Control Campaign', you will be prompted to select the variable you want to test.

Dynamic Creative

When you enable Dynamic Creative option, you can upload multiple creative assets such as images, videos, titles, descriptions, and 'Call to Action' buttons.

Dynamic Creative will then find optimized ad creative combinations by taking multiple ad components or assets you provided such as images, headlines, etc. and automatically generating combinations of them.

Dynamic Creative will then optimize the creative components that deliver the best results for each impression served.

Then your Dynamic Creative ads will show your targeted audience the highest performing creative combinations.

The Dynamic Creative option is a great tool for Facebook advertisers with multiple assets who want to learn what creatively resonates with their target audience.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to 'Campaigns'.
3. Select your 'Ad Set' level.
4. Toggle on 'Dynamic Creative'.
5. It is at the 'Ad' level that you will add all the 'Dynamic Creative' assets you want to test.

This can be: Text, Images and/or Videos, Headlines, Description, and 'Call to Action' Buttons.

Split Testing Facebook Ads on Carousel

Another way to split test images is via the Carousel format option.

Steps:

1. Go to your Facebook Business Manager.
2. Navigate to your 'Campaigns'.
3. Select the 'Ad' level.
4. Under 'Ad Setup', click 'Carousel'.
5. Select a different image or video for each Carousel card.
6. You can also add or remove more Cards.
7. Select the checkbox saying "Automatically show best performing cards first." so Facebook will automatically show your best performing card to your target audience.
8. In the Columns dropdown menu, select 'Carousel Engagement'.
9. In the Breakdown dropdown menu, select the 'By Action' menu, and select 'Carousel Card'.
10. Then you can see the performance of different cards under your Carousel Ad at the 'Ad' level.
11. Analyze which Carousel Card gets the most engagement after the campaign reaches over a thousand impressions. Carousel Cards are a great way to identify popular products, videos, and/or images.

Facebook Posting Rule

If you are going to post an ad copy, ad creative, and/or content, you must remember this rule to boost your business.

70% - Product Value and Relevant Content

20% - Shared Content

10% - Promotional Content

Chapter 4: Facebook Audiences and Pixel Installation

What is a Facebook Pixel?

The Facebook Pixel is code you add to your website or app that enables you to track and measure events even the actions of people take on your site. It also enables you to build audiences of these users to target via Facebook ads.

The Facebook Pixel code will be pasted just once before the closing head tag </head> in your website. Adding the Facebook Pixel to your website will track all the website's pages, actions, and users that access them.

The main purpose of the Facebook pixel is to track users that navigate to certain pages of your website. There are different ways to use it:

- Measure conversions of orders, sign-ups, and more.
- Get insights about the people who visit your website.
- Build Custom Audiences of recent website visitors such as people who added an item to their cart, visited a product page, or signed up for a free incentive on your website.
- Create Lookalike Audiences or the people who are similar to your best customers or clients.
- Remarket to everyone who visits your site, or just to people who visit specific pages or take specific actions.

How to Create a Facebook Pixel?

1. Go to your Facebook Business Manager.
2. Navigate to your 'Events Manager'.
3. Click on the 'Data Sources' option in the left sidebar.
4. If you have already created a Facebook Pixel, it will appear in this 'Data Sources' menu.
5. If you have not created a Facebook Pixel, you will have the option to 'Connect a Data Source'.
   a. We will be creating a Facebook Pixel for a website. Select the 'Web' option.
   b. Select the 'Facebook Pixel' option. Click 'Connect'.

c. Name your Facebook Pixel for your own internal reference (any name). Paste in your website URL.

d. Once you have this filled out, click 'Continue'.

e. Refresh your browser and make sure you have your Business Manager ID selected in this top right menu.

f. Click to select your new Facebook Pixel name in the Data Sources menu (it will be highlighted in light blue). Click the 'Continue Pixel Setup' button.

g. Now it is ready for installation.

How to Install Facebook Pixel?

There are 3 ways to install your Facebook Pixel code.

- Manually
- Partner Integration
- Email to Developer

If you have access to your website's code or if your website is on the Facebook Partner Integration list, you can add the Facebook Pixel yourself. But, if you are not comfortable with coding, it is advisable for you to make a hire a web developer and install it for you

Manual Installation of Facebook Pixel

You need to install the Facebook pixel base code on each page of your website to begin tracking events and actions. This is typically done by adding the pixel to your website's global header file.

1. Locate the header file in your CMS / website code. Then find the tags within this header file.
2. Copy/Paste the Facebook pixel code at the bottom of the header section, just before the closing head tag: </head>
3. Copy your Facebook Pixel base code and install it in your website's header, paste it before the closing </head> tag.
4. Go to your website.
5. Find the closing head tag: </head>
6. Now that we have our Facebook Pixel base code installed, click the "Continue" button.
7. Turn on Automatic Advanced Matching. This helps you reach more people with remarketing campaigns.
8. The final step is to install the Standard Events on your website, via the Event Setup Tool.
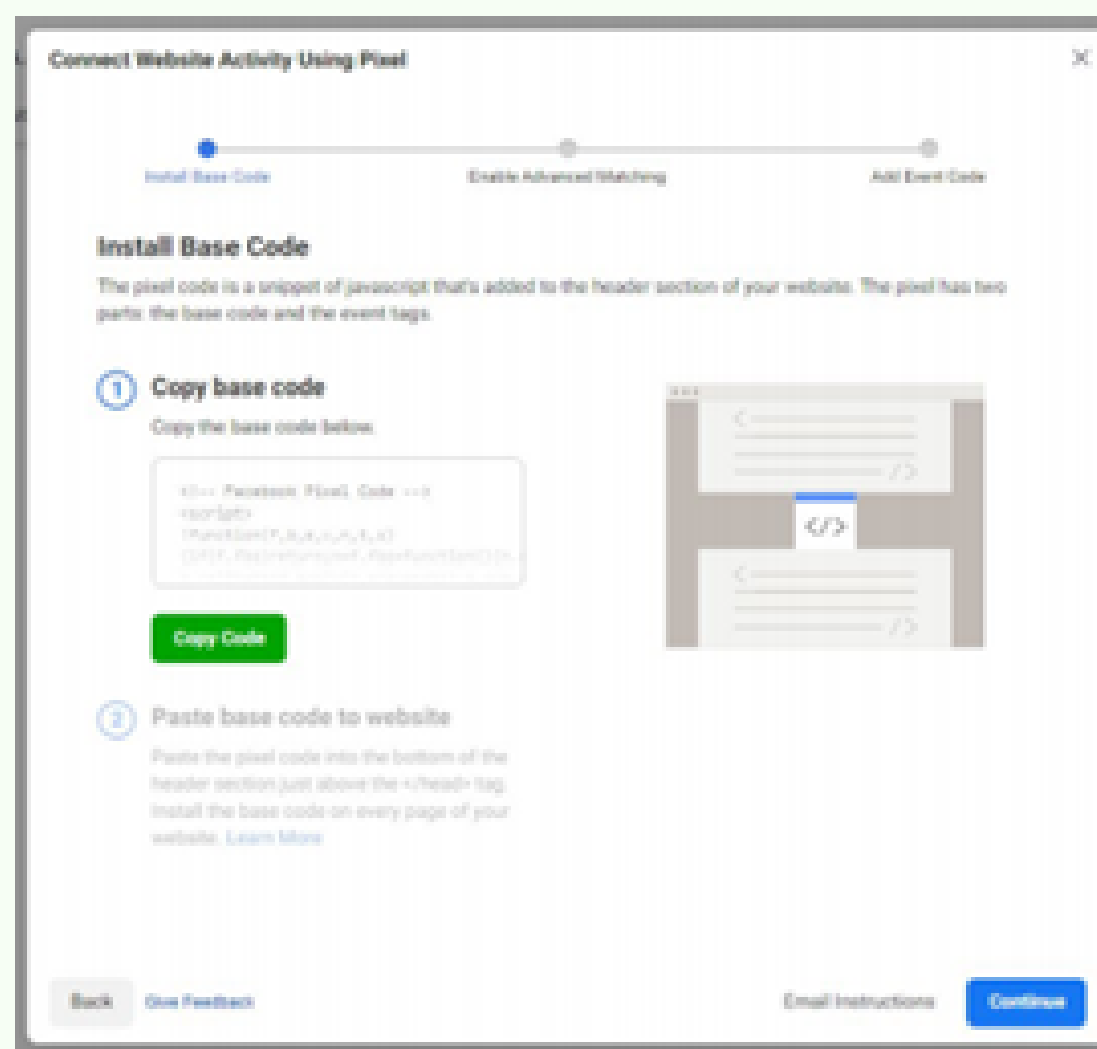
Installing Facebook Pixel by Partner Integration

The need for manually installing the Facebook Pixel code on your website is rare these days as Facebook has a ton of software integrations in place for automatic installation of your pixel code.
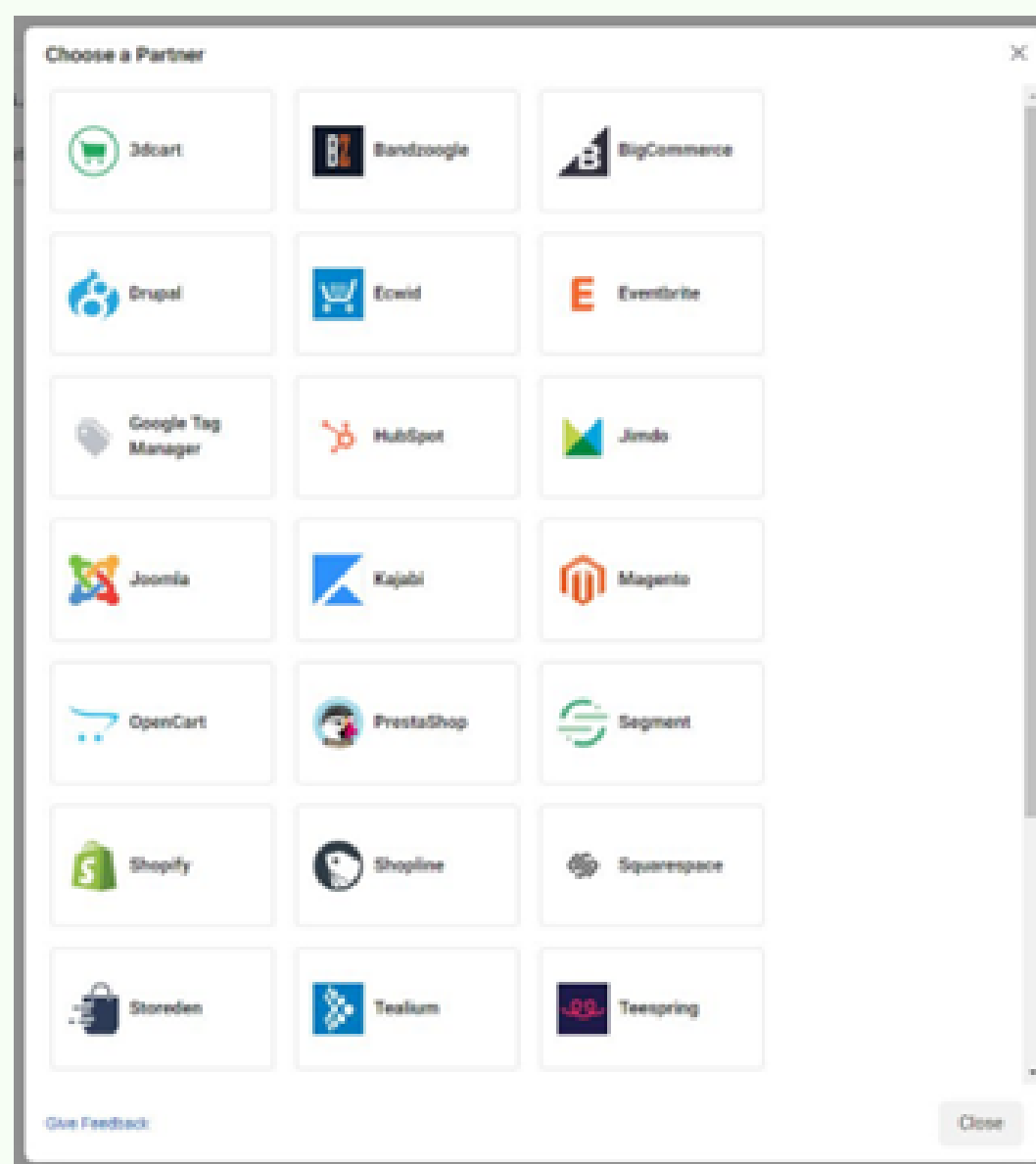
1.Let's have WordPress as a basis.

2. Toggle on Advanced Matching. Click 'Continue'.

3. Download the Facebook Pixel Plugin for WordPress.

4. Install this .zip plugin on your WordPress website.

5. Login to your WordPress admin. Click the 'Add New' option under the Plugins menu in the left sidebar.

6. Click the 'Upload Plugin' button.

7. Select and Install the Facebook Pixel plugin .zip file you just downloaded from Facebook.

8. Click 'Activate Plugin'.

9. Navigate to the Facebook Pixel plugin under the Settings menu in the left sidebar. Since you downloaded the Facebook Pixel WordPress Plugin directly from your Facebook ad account, your Pixel ID will be populated automatically in this field.

10. If for some reason the plugin did not have the Pixel ID populated already, you can copy the Pixel ID right from your Facebook Pixel page, located under your Pixel Name in the Data Sources menu.

11. Click the Continue button until the 'Verify Connection' step.

12. Paste in the URL you just installed the Facebook Pixel on to test it.

13. Click the 'Send Test Traffic' button to navigate to the website you just installed this pixel on to verify the pixel is active and working.

14. Click 'Continue'.

15. Next, we have the option to set up our Standard Events. These are the specific things we want to track on our website, such as purchases. Click 'Continue'.

16. The Facebook Pixel setup is complete.

Installing Facebook Pixel through Emailing an Web Developer

Use or hire a web developer to install your Facebook Pixel.

1. You can email them your Facebook Pixel installation instructions directly by clicking the 'Email Instructions' link.
2. Just enter their email address and click Send.
3. View your Standard Events data. If it says 'Active', then it is already installed.

Creating Audiences in Facebook Facebook

Audiences enable you to target people who have engaged with your content, website, or app in the past through 'Custom Audience'. You can also find audiences similar to yours in 'Lookalike Audience'. You can also save time targeting your known audiences quickly by 'Saved Audience'.

- Custom Audience
- Lookalike Audience
- Special Ad Audience
- Saved Audience

Custom Audiences can help you reach people that already know your brand via ads on Facebook.

- You can use sources like customer email lists, website or app traffic, or engagement on Facebook or Instagram to create Custom Audiences of people who have interacted with your brand.

- Custom Audiences are a really powerful way to target the right people for your ads.

Navigating on 'Facebook Audiences' Section

1. Login to your Facebook Ads Manager.
2. Click the menu in the top left corner of the left sidebar.
3. Under 'Advertise', select 'Audiences'.

After navigating on the Audiences section, we must also know how to create one.

1. Click the Create Audience button.
2. In the dropdown menu, select Custom Audience.
3. The 'Create a Custom Audience' pop-up will appear.

What are Custom Audiences?

A Custom Audience is a Warm Audience.

- Creating a Custom Audience allows you to connect with the people who have already shown an interest in your online content and were tracked by Facebook and your Facebook Pixel so make sure your Facebook Pixel is installed on your website/app before you continue this lecture.
- These users that are familiar with your brand such as when they engaged with your brand in the past are a warm audience more likely to take an action purchase, sign up, convert.
- You can create a Custom Audience from your customer email lists, website traffic, mobile app, video views, post engagement, and more!

Creating Custom Audiences through Website

1. Login to your Facebook Ads Manager.
2. Click the menu in the top left corner of the left sidebar.
3. Under 'Advertise', select 'Audiences'.
4. Click 'Create Audiences' blue button.
5. In the Custom Audience pop-up select 'Website'.
6. Pick the type of visitor this may be all website visitors, or a specific page, etc.
7. Choose the audience duration to track since the users last site visit for example, in the past 30 days.
8. Name your audience.

Creating Custom Audiences through Customer List

There are 2 ways you can upload a Customer List Custom Audiences to Facebook. The first option involves you uploading a .CSV or .TXT file of customers.

The second option is to import them directly from your Mailchimp.

1. Once you have your Customer List excel file complete and saved as a .CSV or .TXT, click the 'Next' button on this 'Create an Audience from a Customer List' pop-]up.
2. If you included the VALUE column for even 1 customer, select the 'Yes' option and click 'Next'.
3. Upload your Customer List file, name it, then click the 'Next' button.
4. Select the 'Customer Value' column, only if you had this column added and filled out.
5. Click the 'Next' button.
6. Once ready, click the 'Upload and Create' button.

Preview your Customer List upload and confirm the column identifier mapping. This means matching the column name with the Facebook internal identifier. If you use the template file, these column names will match the identifiers automatically.

Also check the 'Action needed' tab to map any columns that had possible errors.

<u>What should be included in the Customer List?</u>

Typically, the CSV option is used, which enables you to keep uploading and adding to this list in the future. Fill out the .CSV with as many customer identifiers as you can such as their first name, email, city, birthday, etc. because Facebook can find and match these Facebook users more accurately, therefore building a better Custom Audience to target and create Lookalikes of.

Include at least one main identifier in this Customer List Template file; the more main identifiers the better! This increases your chance of Facebook finding your customers profile on Facebook and Instagram, so you can retarget them in future ads. The main identifiers include:

- Email, Phone Number, First Name, Last Name
- Include EVERY email and phone number record you have for you customer (up to 3), in case they use a different one for their Facebook and Instagram login.

Along with using at least one main identifier, use as many of these other identifiers to increase the chances of getting a better match rate (Facebook finding your customers profiles).

- City, State, Province/Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age

Customer Lifetime Value (LTV)

The main reason to create a Custom Audience Customer List with a "Customer Value" column, is so you can later create a Value-Based Lookalike Audience.

Facebook will use your source Custom Audience that has LTV customer value such as the 'Customer Value' column in the customer list file) to find similar users for your Value-Based Lookalike Audience.

You may use the sum of all purchases as 'Lifetime Value' by each past customer for the 'Customer Value' column number.

Update your Customer List

Customer Lists are constantly growing, so you want to be updating your list often.

1. Click your Customer List audience name. The audience summary menu will expand. Click the 'Edit' button.
2. Simply upload a Customer List including the added rows of data of the new user identifiers, new customer values, etc. This won't affect your original upload, rather just add customers to it.
3. Click the 'Add customers' option and upload the .CSV.

Target Users Who Engaged with your Facebook Page and Instagram Account

Retargeting your businesses Facebook Page and Instagram fans is crucial as organic reach keeps dropping (organic = people naturally seeing your pages content in their feed). Facebook wants to make more ad revenue so they keep lowering organic reach for the posts to your followers. So, in order to re-engage your followers, you will need to target these Custom Audiences with ads.

The best return on ad spend (ROAS) is targeting these Custom Audiences with the following ad strategies:

- Increase post engagement by promoting posts to your current fans way better than targeting a cold audience.
- Move your engaged fans through your sales funnel you may drive them to your landing page, capture their email, convert them to a customer, upsell, etc.
- Promote new services and products to create lifetime customers.
- Drive engaged fans from Facebook to Instagram and vice versa to grow your following on both platforms.

Facebook Page
1. On the 'Create a Custom Audience' pop-up. Click 'Facebook Page'.
2. Select the type of Facebook Page engagement you want to create a Custom Audience around. Test any and all Custom Audiences to see what works for your niche.
3. Set 'in the past # days' in accordance to how warm you want your Custom Audience.
4. Name your audience.
5. Click 'Create Audience'.

<u>Instagram</u>

1. On the 'Create a Custom Audience' pop-up. Click 'Instagram'.
2. Select the type of Instagram engagement you want to create a Custom Audience around. Test any and all Custom Audiences to see what works for your niche.
3. Set 'in the past # days' in accordance to how warm you want your Custom Audience.
4. Name your audience.
5. Click 'Create Audience'.

Why use Instagram and Facebook Page for Custom Audiences?

Using Instagram and Facebook Custom Audiences is a great way to re-engage with your most engaged Fans.

- You can pick from different types of engagement and therefore hyper focus your ad campaign targeting.
- Create different audiences based on the level of engagement so you can promote new products and services to the right audience.
- You can reach warm users who visited your Instagram profile and know your brand.
- Turn your most engaged fans into your best brand ambassador. Highly engaged users can become your 'exclusive product launch list' for targeting and let them know they are the first to see XYZ product because they are your VIP customers (people love recognition, exclusivity, and being rewarded).

Creating Custom Audiences through Video

People who engaged with your videos is always a great audience to create too. I see the best results from HIGH percentage watch Custom Audiences. The best results for custom audiences based on video engagement are from People who have watched 75% of your video.

1. Go to the 'Create a Custom Audience' pop-up.
2. Select the 'Video' option.
3. Once you select the type of Video Engagement, click the 'Choose videos' link.
4. Select a video to create a Custom Audience of users you want to track who watched XX amount of your video.
5. Change the days to how long you want to track users depending on how warm do you want the users, people forget ads/video quickly so 30 days is common for us.
6. Name your audience.
7. Click the 'Create Audience' button.

Creating Custom Audiences through Lead Form

1. Go to the 'Create a Custom Audience' pop-up.
2. Select the 'Lead Form' option.
3. This is a Custom Audience of people who engaged with your Facebook Lead Generation campaign forms, you may set custom audiences between those who: - Opened the form, - Opened but didn't submit the form, and - Opened and submitted the form.
4. Name your audience.
5. Click the 'Create Audience' button.

Creating Custom Audiences through Shopping

Do you have an eCommerce store and Facebook Catalog? This Shopping Custom Audience is simply an alternative way to create a Website Custom Audience in specific pages or Events like 'Purchase'. Both collect the same users; it is your preference for which Custom Audience you create.

1. Go to the 'Create a Custom Audience' pop-up.
2. Select the 'Shopping' option.
3. Select the type of Shopping engagement you want to create a Custom Audience around. Test any and all Custom Audiences to see what works for your niche.
4. Set 'in the past # days' in accordance to how warm you want your Custom Audience.
5. Name your audience.
6. Click 'Create Audience'.

Lookalike Audiences

Best Practices: Lookalike Audiences

Lookalike Audiences use your existing Custom Audiences and pixel data to create audiences of new people who are similar, Facebook does this by taking data points from your current audiences and matching them to find similar users on Facebook and Instagram.

- Only create a Lookalike Audience once your Custom Audience source is at minimum 1,000 users. Facebook needs this much data to properly create accurate Lookalikes.
- Your source audience must contain at least 100 people from a single country to be able to create a Lookalike Audience in that country.
- Include 'Customer Value' data to improve your Lookalike Audiences.

Create a Value-Based Lookalike Audience of people who spend money. Preferably, if you have enough customers, filter out your customer list to just include recurring customers and/or the highest spenders this is a great split test for lookalike audiences because you are telling Facebook to go find the best users only.

1. First, create a Custom Audience > Customer File of customers (email addresses and names minimum) and add them to the Facebook Customer File Template
2. Once you have that Custom Audience added, create a Lookalike Audience selecting this customer list name as the Source with a 1% Audience Size.
3. This will now be a list of lookalike users who are most likely going to buy from you.

Creating a Lookalike Audience on Facebook

1. Go to the 'Create Audience'.
2. Select the 'Lookalike Audience' option.
3. On the 'Create a Lookalike Audience' popup, you can either create a new audience source or click to select an existing audience or data source for example, a Custom Audience we just created.
4. Select your Audience location by region or country where do you want Facebook to find lookalike users?
5. Select your audience size. The best results with the 1% audiences as they are smaller and more accurate lookalike users.
6. Click 'Create Audience'.

You can also create a Lookalike Audience via your Audiences page. Just click the checkbox next to any audience name, with a Size greater than 1,000 people. Then click the 'Create Lookalike' button.

Targeting a Lookalike Audience

Just like Custom Audiences, you can choose to target your Lookalike Audiences via the 'Audience' section at the 'Ad Set' level of your new campaign.

Again, just like when we target a Custom Audience, you can narrow your specific targeting within your Lookalike Audience.

Creating a Special Ad Audience

This audience type is only available for ads in a Special Ad Category: Credit, Employment, and Housing Ads.

The Special Ad Audience setup is the same as a Lookalike Audience.

Special Ad Audiences only work for Credit, Employment, and Housing Ads. Since targeting is limited for these ad types, creating this 'special lookalike' audience is crucial for targeting in these niches.

1. Go to the 'Create Audience'.
2. Select the 'Special Ad Audience' option.
3. Fill out the 'Select your Source'.
4. Fill out the 'Select Audience Location'.
5. Set the 'Select Audience Size'.
6. Click 'Create Audience".

Creating a Saved Audience

Save time when creating new audiences for campaigns by saving your most frequently used audiences.

1. Go to the 'Create Audience'.
2. Select the 'Saved Audience' option.
3. Set the following items for your saved audience:

a. Audience Name

b. Include Custom Audiences or Not

c. Locations

d. Demographics

e. Languages

f. Detailed Targeting

g. Connections

4. You can be as specific as you want under Detailed Targeting to find your target customer via:

a. Demographics

b. Interests

c. Behaviors

5. Once ready, click the 'Create Saved Audience' button.

Targeting Custom, Lookalike, and Saved Audience

Now it is time to target all our newly created Facebook Audiences via Facebook Ad Campaigns.

1. Navigate to your 'Ads Manager'.
2. Click the green 'Create' button.
3. Select your 'Campaign Objective', then continue on to the 'Ad Set' level.
4. Go to the 'Audience' section.
5. Select your Custom Audience, Lookalike Audience, or Saved Audiences under the 'Ad Set' level during your ad campaign creation.
6. Click in the Custom Audience field to select Lookalike Audiences or Custom Audiences to target.
7. You can also choose to exclude an audience. By excluding, your ad will not be shown to these users.
8. You can choose a Saved Audience to speed up your ad creation time for targeting an audience you market to often.

Targeting New Audience

The final option for Audience targeting is creating a new audience. This includes targeting by Location, Age, Gender, Detailed Targeting, Languages, and Connections.

With each selection you make, your Audience Size (Potential Reach) will adjust as you narrow or broaden your audience size.

1. Go to your Facebook Business Manager.
2. Navigate to your 'Campaigns'.
3. Select the 'Ad Set' level.
4. Scroll to 'Audience' section.

Locations

- Depending on your type of business and target market, the most common option to choose is 'People living in this location'. This ensures targeting users only in the target market such as city, country, etc.
- For tourism clients, the effective way is targeting 'People traveling in this location'.
- You can target local users at a varying miles radius around your address or city.
- Or you can target as broad as Worldwide, therefore targeting every Instagram and Facebook user.

Age and Gender

For most campaigns, we may leave the Age and Gender broad at 18-65+ and all. Unless you know your specific demographics, starting broad is better to research who is engaging with your ads.

In your Ads Manager, you can select the Breakdown menu and select 'Age and Gender' to see who is taking action on your ad.

You can also look at your own Facebook Page Insights to learn more about potential target markets.

1. Navigate to your Facebook Page's insight.
2. Click on 'People' in the leftsidebar.
3. Review your fans demographics.
4. You will then see your target audience.

Languages

Set your Facebook campaign's language to the language you plan to use in your ad copy and ad creative.

Detailed Targeting

Next, and most importantly, is the 'Detailed Targeting' field. Click the 'Browse' option to see the 'Detailed Targeting' categories:

- Demographics
- Interests
- Behaviors

Demographics under the 'Detailed Targeting' field include targeting options for people based on education, employment, household, and lifestyle details.

Interests under the 'Detailed Targeting' field enables you to market to specific audiences by looking at their interests, activities, the Facebook Pages they have liked, and closely related topics.

Behaviors under the 'Detailed Targeting' field include targeting options for people based on purchase behaviors or intents, device usage and more.

Chapter 5: Facebook Live for Advertising

Advertising through Facebook Live

Facebook Live is the great platform to interact with viewers in real time. You can answer questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.

Brands/Businesses should use Facebook Live as an instant opportunity to create a better brand experience for their fans and following.

How to Go Live on Facebook using Desktop or Laptop?

1. Navigate to your Facebook business page URL.
2. Select the live button above your page's 'Write a Post' field.
3. Select your camera and go live.

How to Go Live on Facebook using Smartphone?

1. Search for and access your Facebook business page on your mobile device.
2. Select the LIVE option below your page's 'Create a Post' button.
3. Click the 'Start Live Video' button.

Advantages of Facebook Live

- There will be an indication icon at the top of the video indicating that it is a live video. The word 'Live' is written next to the icon.
- As the video is filming, you see how many people are watching the video in the top 'Viewers' counter area, as well as their names and lives comments below.
- Once you stop the Live Stream, the video is automatically published to your Facebook page timeline.
- You can share it, tweet it, embed it in blog posts, or delete it.

Facebook Live Ideas

- Behind the scenes look in your business.
- Broadcast live events that non-local people can attend via Facebook Live.
- Host interviews of employees, customers, manufacturers and more.

- Answer questions or comments left on your blog post and/or Facebook page you can also answer questions of active viewers during the Live Stream.
- Host pre-product/service launches! Use Facebook Live as a sort of 'webinar' to launch your next product or get feedback on your product before you do launch it.
- You can also put up a poll.

Tips for Using Facebook Live

1. Tell people ahead of time when you're going to broadcast.
2. Go live when you have a strong connection.
3. Write a compelling description before going live.
4. Ask your viewers to follow you and receive notifications when you go live.
5. Say hello to commenters by name and to respond to their comments.
6. Broadcast for longer periods of time to reach more people.
7. Be creative and go live often.