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# Facebook Ads Mastered

By: [PLRMonthly.com](http://PLRMonthly.com)

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## 5 Tips to Ensure Your Facebook Ad Campaign is Effective

Having a Facebook ad campaign that is effective involves more than just popping your ad on Facebook. Sure, occasionally you might get lucky and enjoy success from this type of Facebook ad campaign, but you can ensure regular success by creating ads that are effective using these 5 tips.

#1 Mobile only ads – Around 75% of all Facebook users will access Facebook using a mobile device. Facebook offers you the opportunity to create and manage mobile ads separate. One strategy that many advertisers are using is to split their targeting between their mobile campaign and desktop campaign rather than creating a separate campaign for each.

#2 Ads for your mobile app – If you have a mobile app for your brand, Facebook gives you the ability to track your app downloads. This is very effective! Especially if you want to create your own community. With each download you will be able to organically reach those users. As a new startup that is attempting to drive users that are engaged in their product there is tons of potential here.

#3 Retargeting – It seems in recent times retargeting has reached new heights in the marketing circles. This is the type of ad that will follow you around the internet. For example, let's say you are on a site that sells shoes, whether you make a purchase or not, it's highly likely that you will see ads for the shoes you were looking at all around the edges of the internet as you browse elsewhere.

Facebook provides a powerful way that you can retarget using custom audiences. This tool provides you with a simple way to reach highly specific audience groups through the use of a combination of Facebook interest data and prospect data that Facebook advertisers own.

Another method that can be used to retarget is for you to create an audience using the power editor. You will need to install the Chrome plug in to be able to use this, but it will let you upload a list of customer email addresses from one of the many email marketing platforms or from an Excel spreadsheet.

#4 Experiment with your page posts – When you create a Facebook ad, you as the advertiser might decide to promote a post that has already been published on Facebook or you might decide to create a new post that has never been published before. You should always promote organic page posts that have had a high degree of engagement and sharing among Facebook users. This will instantly add social context to your target audience and provide the highest ROI.

#5 Rotate your creative design – Switch up the creative components of your ads has long been a practice in advertising. Ads do much better when this practice is implemented.

## Why You Should Create a Threshold for Your Facebook Ad Click Through Rate

Facebook ads are increasingly becoming more popular as a form of advertising because it is highly effective. However, if you aren't careful you can get a real surprise when you discover your bill for just a few days is in the hundreds of dollars. This is why it is so important to create a click through rate threshold.

In addition, some ads will outperform others. The last thing you want to see happen is that you throw your money away on the ads that are not performing well. This is another good reason to have a click through rate threshold in place for all Facebook ad campaigns.

Let's look at an example. Let's say we create a campaign designed to drive more people to our page to increase our fans at under \$0.30 a fan. However, our ad generated 3 fans at the minimum and 21 fans at the maximum bid. This is assuming all of our clicks converted to likes.

What this means is that our cost per fan ranged between \$0.65 and \$5.60 and the majority were at the very highest end. The end result – we would kill the ad for underperforming. The money spent on the ad could have been much less if we had created a Facebook ad threshold.

It's important for you to determine what click through rate you are okay with and then to immediately kill any ads which are not performing to the standards you set.

Doing so will ensure that you don't have any huge surprises or bills you can't afford. Remember, when you set up your Facebook ad campaigns you provide your credit card information and authorization to charge that credit card, so it really is important that you know what you may be charged with.

Facebook ad campaigns are a great way to bring new visitors to your Facebook page, to your website, or to run a promotion, to name just a few. However, before you jump in with both feet, we encourage you to take the time to learn and understand just how Facebook ads work so that your experience is a positive one and you actually reap the benefits of a Facebook ad campaign. Because if you do not understand how it all comes together, you do face the risk of a very high charge that won't be to your advantage.

## **10 Steps to Setup Your Facebook Ad Campaign**

The recent addition of Facebook ads has given business owners another CPC option for their advertising. The difference is this a much more affordable option than say Google ads. Now's a good time to walk you through the 10 steps to setup your Facebook ad campaign.

**#1 Create Your Ad** – After you log into your Facebook account, look at the top right of your browser and you'll see the 'Create an Ad' green button. Click it and you're ready to start.

#2 Choose What to Advertise – You have many options. You can promote applications, URLs, domains, place, events. Etc. For example, maybe you want to drive traffic to your landing page or maybe you want to get more ‘likes’ for your Facebook page.

#3 Set Your Ad Up – You will need to write a short copy and then confirm the URL. Your ad preview will display (right side) so you can see what your ad will look like live. Some types of ads don’t require ad copy.

#4 Target Your Geographic Area – Choose the geographic region you want your ad to run in. Pay attention the box that says ‘within ’10, 25, 50 miles of your region. Choose the appropriate one for your target market.

#5 Target by Age & Gender – Choose the age and gender you want to see your ad. Make sure to uncheck the box on the right, otherwise Facebook takes the liberty of showing your ad to a similar target market but not what you defined.

#6 Target the Precise Interests of Your Ad – Target users based on their ethical background, interests, status, hobbies, etc. Define the exact interests. If the specific interest you want to target in your ad is not shown within the broad target, you can type in the keyword that’s most relevant and Facebook will show you the closest options. Or you can use broad categories. It’s amazing just how much control you have.

#7 Target Your Ad Based on Connection – While you are able to target by age, geography, interests, etc. Facebook also offers ad targeting that is based on your connections. For example, you can target people that are connected to your business page/specific app. You can even target their friends.

#8 Setup Your Pricing and Objective – This is a little trickier. If you aren’t careful when you set this up, instead of charging you on the CPC (Cost Per Click) Facebook will charge your campaign on CPM pricing, which is the cost per 1000 times your ad displays. If you like CPM and that’s what you want that’s great, but too many people are surprised to discover their budget has disappeared and they have only a handful of clicks, because they didn’t understand what they chose.

#9 Review Your Ad – Before you take your ad live, check everything over and make sure it’s exactly what you want.

#10 Launch Your Ad – You did it. Your Facebook ad is ready to launch. Click the blue button ‘Place Order,’ and your ad will go live. Now you need to keep watching your Facebook ad so that your budget is being used well and remember you can tweak along the way.

## **Do You Know How to Create Profitable Facebook Ads?**

Creating a Facebook ad is simple, but creating a Facebook ad that is profitable takes a little bit more skill and savvy. It’s not overly difficult especially once you know what the social media experts do.

You will want to expand on your base. Promote your post in a way that gives it a longer life in through the feeds of your fans, reaching the friends of your fans, and all those people that are not fans. Promoting is key because not all of your potential customers are currently your fans.

When you focus on the keywords you use you do a better job of improving your visibility and appearance. Make use of words that are related and give you an edge over your competitors. Keywords are an excellent way to help you target your audience.

Don't forget to take the time to split test your ads. This is a powerful tool called Facebook Power Editor. When you create your ad you can easily make a duplicate so can test variations of your original ad. You can test it with different copy, headlines, and pictures. After 100 click each ad will drop off and the one with the lowest CTR will create a new ad to try against your control ad.

You must make sure you target your CTR. Facebook ads are display ads, which means they are not going to show in Google. This means your average click through rate (CTR) is much lower at only 0.1% compared to 1% with a Google ad. So you need to be certain you target CTR and not just focus on your CPC. The higher your CTR the lower you will pay on CPC making your project more affordable and valuable.

You should also set a daily budget for your Facebook ad campaign. If you do nothing else set your maximum for the day, otherwise you could have some charges on your credit card that surprise you. Bid a few cents over the lowest recommend bid and over time continue to work at improving your ads and your CTR.

You should also figure out when the best time is to run your ads. Many users will check Facebook during work hours. You will almost always have a peak time and that will vary from one company/industry to another. If you figure out what this peak time is you can stop and start your ads accordingly.

## **Facebook Ad Campaign Creation**

Facebook ads are easy to create and monitor. They let you control your marketing budget and provide you with a number of tools to evaluate how successful your campaign(s) is. They are the perfect social media marketing tool for your small business.

### **#1 Create a Plan and Goals**

Before you create your new Facebook ad, you should think about what it is you want your ad campaign to achieve. Be specific – perhaps you want to send more traffic to your website or maybe you want to increase your page likes. Maybe you are promoting a special or a new product launch. Whatever it is start with your goal as your focus for your Facebook ad campaign.



## #2 Create Your Budget

It costs to advertise on Facebook so you'll need to decide what your budget is going to be. When you setup your account, you choose your paying based on the clicks/ad impressions. CPC (cost per click) means you pay each time someone clicks your ad or CPM (cost per impressions) means each time your ad appears in front of 1000 users you'll be charged. The minimum bid for CPC is \$0.01, but the suggested big is displayed when you setup your ad to help increase your ad campaign's success.

## #3 Know Who Your Audience Is

You have access to some very sophisticated methods for targeting your audience; including segmenting your audience based on how likely, they are to become a paying customer. You can also choose gender, age, location.

## #4 Use Facebook Connections & Social Reach

Facebook connections is a great tool to use to attract ad views by extending your campaign's reach. If you really want to tune in your audience, you might try the SocialWire app.

## #5 Monitor Your Ad(s) and Review Their Performance

Once your Facebook ad campaign is running, you'll want to regularly review it using the Facebook Ads Manager. In fact, it's a good idea to set up a schedule to review performance so that you stay on top of it. The Facebook tool provides data around all aspects of your ad campaign. It will generate reports showing you're your demographic response, your ad performance, and if you want to get the most out of it, be sure to have a look at the Facebook Ads Manager Guide – it will take you through each of the analytic tools and reports.

Keep notes on your campaigns so that you can refer back to them at a later day to help you always stay on top of your Facebook ad campaigns.

# 5 Ways to Improve Your Facebook Ads

Facebook ads continue to grow in popularity as more and more people discover the value of them. However, if you aren't using these display ads correctly you could be wasting your marketing dollars. Let's look at 5 ways to improve your Facebook ads.

## #1 Create & Test Various Ad Versions

You should create a number of different versions of your ad with just minor changes in the text, design, pattern, etc. Once you have created these variations you should run your test ads for a specific period of time. This is a good way to test to see which ads are having the most impact and reach on your target audience.

## #2 Run the Ads for The Correct Period of Time

Don't just take your ads down if you think they are under performing. Eventually, every ad on Facebook will undergo what's called 'ad fatigue,' and you will start to have a decline in CTR. This happens because users have already seen your ad, so it loses its impact. You need to be constantly assessing the ROI on your ads so that you can revise, remove, recycle your ads to get the most out of them. Watch for when your CTR dips – that's the time to change your ads.

## #3 Use Low-Friction Conversion

Facebook ads will drive the user right to your site, but you need to make sure you have only a 'single call to action' on the landing page. This is how to convert the highest number of people. Any more than one solid call to action your conversion rate will actually drop.

## #4 Drive Traffic to a Landing Page That's Been Optimized

Drive the traffic from your Facebook ad so that you can capture leads. You need to make sure your ad is going directly to your site page and there your potential customer has to know what is expected of them next. If you don't do this correctly, you are going to be throwing your money out the window.

## #5 Don't Drive Traffic to a Sales Page

If you do this you will watch them click the back button faster than you can say 'bye.' Instead, what you want to do is offer them something they can sign up for like a newsletter, give something of value away for free and in exchange have them sign up, etc. If you are giving your prospects something they want like free help, your next step will be to convert them to a paying customer.

Take advantage of what Facebook ads can do for you!

## **Bid Higher and Get Quicker Approval of Your Facebook Ads**

Facebook ads can be an effective way to increase your awareness, build new likes, direct people to your website, create a one time offer, and much more. Facebook ad placements are based on your bid and what most advertisers are aware of is that the higher your bid the higher your placement but what most advertisers don't know is that the higher your bid rate is that faster your ads will be approved.

If it takes a while for your ads to be approved, you are losing time when you might be testing your ads. Just by increasing your bid rate after your ads can get approved faster. This doesn't work forever, but it does work to get things moving.

Why does this work? Because Facebook's system prioritizes the advertisers based on how much you spend on a regular basis. So if you bid \$1.00 CPM but then switch it to \$0.05 Facebook is going to figure

it out. So, you won't want to use this trick for just too long of a time. However, it is an excellent technique if you are a new advertiser.

You should take advantage of the Facebook conversion tracking tools that are offered. While driving fans is a main reason for using Facebook ads, there are other reasons like driving traffic to your site. Fortunately, if you are one of these people, Facebook has tracking tools that you can take advantage of. This is a great technique to use to determine how well your ads are performing along with how much revenue the ad is generating.

When you use these tools you can decide if your current ads are causing you to lose money or generate profit. If you are not running a cost per fan ad campaign, then you should be taking advantage of this Facebook tool.

Always keep the 'passion factor' in mind when you are creating Facebook ad campaigns. When you create your ad campaigns if you don't consider the fact that some groups are far more passionate than others, you aren't alone – it's a common mistake among marketers and advertisers. Passionate fans will click on your ads far more often. Your job is to invoke a passionate response from your ad and the best way to do this is with passionate people.

Of course, you should also avoid boring ads. Create ads that are going to generate an emotional response and then target viewers that are passionate about your interest.

## **It's Time to Talk About the Uncommon Tips for Facebook Ad Success**

When it comes to talking about tips that will make your Facebook ads a success there are certainly plenty of them floating around. However, there are also, many uncommon tips that we don't hear so much about that can make our Facebook ad campaigns that much more successful. That's what we are going to look at right now. That way you can combine all of the great tips you get together to create a solid Facebook ad campaign.

### **#1 Track Your Performance**

One thing that's often omitted is the tracking of ad performance. Far too many marketers throw up their ad then sit back and wait. The trouble is you never know if the ad is performing well or poorly. Take advantage of Google Analytics to regularly track your ad performance. Make sure your ad is generating interest and make sure it hasn't reached the 'burn out' phase. You should change your ads at least every six months. This includes new copy, headlines and images.

### **#2 Have a Landing Page Clear Call to Action**

Once the user clicks the ad, they need to know what they are supposed to do next. If the message is mixed on the landing page, they'll simply click the back button and be gone. You need to ensure that you have a single clear call to action that your visitors can easily understand and that they can easily

follow the directions. For example, 'click here,' or 'signup now.' Graphic call to actions tend to work the best.

### #3 Understand ROI

ROI or return on investment is a very important part of knowing your ad success. You need to know how to track your ROI and how to calculate it. There are 5 things needed to calculate your ROI.

1. Total number of impressions
2. Total cost of your Facebook ad(s)
3. Click rate/response rate
4. Conversion rate
5. Average profit per sale

What you are going to calculate is the cost to get the sale. Once you do this calculation you will be able to determine your profitability.

### #4 Keep Your Landing Page on Facebook

Consider creating a custom landing page right on Facebook. This will help you keep the cost of your ads lower than when you send traffic to another website. It also gives you the added bonus of being able to pickup more likes and still meet your conversion goals.

Facebook ads are a valuable tool especially when the user makes the most of them!

## **How to Expand Your Audience With Facebook Ads**

Facebook Ads are a great tool for your online business or your traditional business. It provides a very detailed way for you to target your audience and expand that audience. You can target people based on what they do, what they like, who they are, where they live, and almost any other way you can think of. It provides you with astounding market control.

Facebook ads are extremely targeted. Those people who have 'likes' that are closely related to what it is you see can easily be found and targeted with the Facebook ad system. Setting up a Facebook ad campaign is easy using their simple yet very powerful tool.

There are many ways to use Facebook ads to your benefit, including offers, promotions, events, app installs, app usage, website conversion, website clicks, sponsored story and increase likes. Expanding your audience to your website can easily be achieved.

Website Clicks is likely the main type of Facebook ad you will use. You want to get people to click your ad, which in turn will either land them on your website page or your Facebook page. Create a strong landing page for your traffic to land on is a great place to start. You'll also want to make sure your ad is very attractive and creates a strong desire to click on it.

Your ad convinces your targeted audience to click it and find out what it is you have to offer. Your landing page convinces your targeted traffic to give you their email address in return for something, such as a newsletter, access to a special deal, etc. Facebook ads let you speed up this process significantly.

You can add tracking code to both your Facebook ad and your landing page to see how your ad campaign is doing. You can also do this if your goal is to bring your targeted audience to your Facebook page and increase your likes.

The cost of your Facebook ads is in your control, which is one of the reasons for its popularity. You can set a CPC (Cost Per Click) in combination with a daily limit for your ad campaign so you are never spending more than you can afford to spend. For example, you might set your CPC at 50 cents and your daily budget at \$10.

Be careful at your CPC maximum, it can go very high for some keywords. If you bid the necessary high you can spend a lot of money, if you bid too low your ads will never show, so it may be better to try another keyword.

It's time to get busy and put Facebook ads to work to help to grow your audience and ultimately your sales.

## **How to Create Solid Facebook Ad Copy**

You want to create solid Facebook ad copy that both works and gets quickly approved. Here are 3 things you can do to make that happen.

### **#1 Write a Clear and Concise Message**

When you write your Facebook ad, make sure that your message answers a minimum of one of these questions:

- \* What is the ad about
- \* Who is the ad about
- \* What does the ad want one to do

For example, let's say your ad's goal is to bring about brand XX awareness for your company XYZ that sells widgets. If the ad answered 'who is the ad about,' once you read the ad you would know that the brand is XX for company XYZ. It also answers what the ad is about widgets.

The message the ad sense is clear. If a customer was interested in widgets they'd know that's what you sell.

## #2 Create a Strong Call to Action

When you are putting your Facebook ad together, it is essential that you include a strong call to action (CTA). Some examples of a call to action include 'click here,' 'buy now,' or 'book today.' Your call to action will need to be short if you are running a Facebook sidebar ad. If you are running a Facebook Suggested Post ad that appears in the newsfeed you are able to write a longer call to action since there is no restriction of characters.

## #3 Have a Friend or Family Check Your Copy

This is especially important if you are new to writing Facebook ad copy, but remains a good idea always. If you want to know if your ad is making sense, then ask a friend or family member to read it. Ask them what they think about the ad, what the message of the ad is and whether they feel they should act. If you do not get the answers you are looking for, then you should go back to the drawing board and redesign your ad once more.

If you have trouble creating good ads that have a strong call to action there are many companies that are able to help you with your ad design. The Facebook help is also a good resource to help you get a better idea about the do's and don'ts of your Facebook ads in order to enjoy the highest return.

## 3 Things You Can Do To Improve Your Facebook Ad Campaign

Social media marketing constantly changes and evolves. What works on YouTube or Twitter may or may not work on Facebook. What works on Facebook might or might not work on other social media venues, and so there is this constant learning curve going on about how to get the most out of your post and your Facebook ad campaigns. These 3 things will improve your Facebook ad campaign and help you to get the most out of it.

### It is Imperative That You Advertise

Facebook ads have always been applauded for their ability to micro target an audience – brilliant! However, today more than ever these ads provide exceptional value because Facebook continues to evolve and so does their Facebook ad system.

Today, about 95% of the audience you already have will not see your posts or content on Facebook. In order to increase your reach, you are going to have to increase your marketing to include paid advertising. This is the niche that Facebook ads fills. Bottom line - it's time to spend some of your cash!

### Find the Happy Medium

If 6 times a day is too many posts and once a week is not often enough, what is the magic number? Whether you are posting text, photo, video or a combination there is a ratio that should accompany the number of posts. Some researchers have said that after your first post of the day, the reach continues to decline. Others have shown that 5 to 10 posts a week is adequate, while still others say that you should be posting 5 posts a day. So what's the answer? That's a good question – but one answer is to take advantage of Facebook ads, because in this situation your visitors are clicking and then landing exactly where you want them. As for the number of posts per day that really relies on who your audience is and what they want.

#### Post Your Facebook Ads During Peak Times

You can review your Facebook analytics or use one of the after market social media marketing tools to determine just when your peak activity occurs. However, you do have to remember that the organic reach only applies to a small audience percentage. You should also not completely eliminate off peak time. For example, your middle of the night post or Facebook ad, has less overall audience, but it also has less activity so it's much more likely to be seen.

There you go – these 3 things when implemented can help to improve your Facebook ad campaign and make it more successful.

## 4 Tips to Make Your Facebook Ads Profitable

Facebook ads are a valuable tool, but you need to be using them in the right manner to ensure you are not throwing away your marketing budget. Facebook advertisements are display ads, which means they are not searchable.

### #1 Place Your Efforts Correctly

People arrive at Facebook to connect with friends/family, not to purchase products/services, so your purpose with your ads is simply to create demands and not fulfill those demands. There are three key parameters to your ad:

1. Image – 80% of your ad success is determined by the image so make sure that you give it the research it needs.
2. Headline – 15% of your ad success is in the headline.
3. Body – 5% of your success is in the text.

### #2 Choose Images That are High Quality

Since 80% of your ad impact is linked to your image it makes sense that you take the time to find the right image for your ad and that the ad is of the highest quality. Try to use eye-catching, striking images that catch the viewers attention. Don't use images that are distant. Remember your Facebook

resolution is 100 pixels (w) x 72 pixels (t). So make sure your image works in that ratio. Even though it's a small size you need to make sure you are working with a high quality image.

### #3 Know Your Audience

When you know your audience you can enjoy the full robustness of Facebook's targeting options so that you can target a specific group of viewers. You can create Facebook ad campaigns that reach deeply into your target audience. You should have the answers to these questions before you start your ad campaign.

- \* Where does your prospect live?
- \* How old your prospect?
- \* What fan pages do your prospects like?
- \* Can I create my ad so it specifically targets my demographic?
- \* What kind of a free offer can I use to capture leads?

### #4 Be Sure You are on Target

You already established your target audience, so make sure you are taking full advantage of this opportunity to reach exactly who you want to reach. When you are choosing your target audience, be careful that you do it correctly. Choose the 'precise interest options,' to really connect with those people that you are targeting.

## Click Farms and Your Facebook Ad Campaign

If you are a business that looking for exposure from Facebook using Facebook ads, you aren't alone – this option has become very popular. After all, there are around 1.2 billion users, making it a powerful place for an ad.

### Your Campaign

Many an advertiser has been hooked by Facebook's 'Suggested Page' or 'Suggested Post' – both are offered at a reasonable rate. The purpose of these ads is to earn likes for your advertised pages, and earn business an increase in audience for the posts they make.

At a glance, it would seem like a strategy that was worth pursuing – after all, it appears to work. Many a business has increased their likes through this exposure. When a person 'likes' a business fan page that person will see your updates on their newsfeed and they might also share those poses with their friends, which is the main way of gaining a Facebook audience.

### So What's the Problem?



Recently Business Insider published an article that talked about the complaints being made by a number of Facebook page owners, saying their ads have created chaos on their pages. The businesses say that far too many of their new likes are actually coming from 'click farms.' This is a practice where a company hires low paid workers to conduct a number of tasks that are designed to boost traffic to a site.

But these Facebook page business owners are paying for legitimate traffic so these 'click farms' are very annoying.

### Why Are There Click Farms?

The next problem becomes "Why would click farms pay people to click like on Facebook pages?" They do this because 'likes' help to legitimize a Facebook profile, and give the appearance there is a real person associated with the profile.

Facebook knows there is a problem and has been working on pinpointing and deleting fake accounts from the site. There is an estimate that 0.4% to 1.2% are Facebook likes. However, when 1% of your base clicks the button thousands of times in a day this creates a real problem – a serious problem.

### How to Empower Your Business

One request Facebook business page owners have made is to give them the ability to delete fake accounts in bulk. Currently you need to delete them one by one, which is tedious and a waste of time leading to hundreds of thousands of fake profiles building up.

They've also asked Facebook to eliminate access to the countries that pose the problem such as India, Brazil, Portugal and Mexico among others.

Currently this remains a Facebook issue for advertisers. Facebook seems to have bigger worries than advertisers voicing their displeasure. These fake profiles are said to have disrupted Facebook's ad revenue by about 63% in just the last quarter.

## How to Choose an Effective Image for Your Facebook Ad

One of the most important areas of creating your Facebook ad is the choosing the image. Your images can actually make or break your ad. When you are choosing your Facebook ad images you should keep the following in mind.

#1 People like to click on an image of a person. A friendly face seems inviting and is known to work very well on Facebook. This is even more true when the image is of a person that people are familiar with. For example, a picture of the spokesperson for your company.

#2 People like to click on video play buttons. Whenever a person sees an image with a video play button it, they tend to click it. For ads that are going to redirect to YouTube or another video host, this is pure gold!

#3 You never want to ask a lot of questions. Most times it is better to be direct. If you are running an ad that uses images don't also ask a question in the ad copy. If you ask too many questions viewers are going to pass by your ad.

#4 Don't over think your ads and try to be too clever. Be funny, be witty, but never make a joke unless you are positive that everyone is going to understand it.

#5 Always keep your ads simple. Remember that your ad is exactly 100 x 72 pixels (WxT). When you have small images or graphics, try to minimize the color. If you select the wrong image it will often look messy and that will stop viewers from clicking on it.

#6 Ads that use all caps do not appeal to viewers. What is appealing is when your product/service handles a problem/need that the viewer has. When you are advertising items from your store having a discount, such as 25% off, don't use an image. Use a discount ad to motivate your viewers. This also works when you are giving away something for free.

#7 You need to always be on top of your Facebook ads. Take note of the look of your ad. Look at ads done by professional social media experts like Melanie Duncan or Amy Porterfield. Does your ad measure up? Make your own ad resemble one of their professional ads.

Your Facebook ads offer an affordable way to advertise – in fact, It's a powerful tool so make sure you take full advantage of it.

## **Get More From Your Facebook Ads**

Facebook ads can be a powerful tool to increase your targeted traffic. Let's look at 5 ways you can get more from your Facebook Ads and really up the rewards.

### **#1 Sponsored Stories**

If you have an app and you are going to be advertising using Facebook ads, make sure you take advantage of Sponsored Stories on mobile. Getting these mobile clicks is important if you want them to download your app. E-commerce research shows that when a user downloads a retailers app they generally spend more with that retailer.

### **#2 Do Your Own Bidding**

Make sure you do not let Facebook bid for you. It can look like that's your only option when you are creating your ads, but that's not so. In the small print you can select the 'advance pricing model,' which puts the control back in your hands letting you set your own CPM or CPC. Your credit card is on file with permission to placed charges on it. If you let Facebook do your bidding you could be in for a big shock!

### **#3 Engage in Thorough Testing**

Test and then test some more. Test different ideas, different ways of targeting your market – test two different versions of an ad – test – test – test. When you are happy with the results you are achieving you can make that your final choice. Facebook provides you with tons of data that you can analyze to see how your ads are doing.

#### #4 Make Use of FBX

Facebook has recently added FBX, which is a new ad exchange. This is one of the biggest improvements to advertising to be seen in years. FBX for the most part operates like a traditional exchange that marketers are familiar with, bidding in real time, but FBX is upping the ante. If you are going to take advantage of FBX you will need to have your own data and be ready to work with one of the DSP vendors. The cost is going to make your way more efficient.

#### #5 Work Around FBX Shortcomings

The biggest complaint is that Facebook is not providing the data, but that doesn't mean you can't have highly targeted ads. You just need to learn the workarounds of FBX and you'll be getting more out of your Facebook ads than ever before.

## **Why You Should Split Test Your Facebook Ads**

One of the key things any advertiser using Facebook ads must do is make sure that their ads are running the best they can. Far too often advertisers launch a Facebook ad campaign, pay little attention and then are shocked, disappointed, even angry when they see they spend \$200 and the results were minimal. Instantly Facebook is blamed, but the reality is that you create your ads, you define the targeted audience that will see those ads, and it is up to you to make sure your ads are providing the results you want. This is why you should split test your Facebook ads every time! Top notch marketers know that performance is the result of testing-testing-testing.

Let's pretend you are going to run an ad. You need to include an image on that ad to attract the attention of the viewer. How will you know which image will draw the highest targeted click through rate. You'll determine this with split testing. Always only change on a component of your ad at a time so that you can track and compare accurately. First, you might change your image, then you might change something in the wording of your text, or you might change colors. Whatever you are doing always only make a single change at a time.

There are actually a limited number of things you can change, but here are the four main groups that you should always test your ads against.

1. Ad Image – Take time to test various images to find the image that performs best. Sometimes it's about the image itself. Sometimes it's about the colors. Sometimes it's about the size. You get the idea. For example, you might find that females respond better to images that are pink or that contain a lot of pink.

2. Ad Copy – What is your message saying? Change the copy wording. Change what you are asking for. For example, asking the viewer to click ‘like’ works pretty well.

3. Interest Groups – You target your interest groups when you create your ads. These are the people that are likely to be more passionate about what it is you have to offer. It’s expensive to target those people that aren’t your interest group. So make sure you spend some time with trial and error here.

4. Demographics – Among your interest groups are the demographics of that group. Try splitting your group further into age, gender, etc. and then try your ads. The better you do this the better your ads should perform.

Split test your Facebook ads to make sure you get the most from your Facebook ad campaign.

## **How to Run A Solid Facebook Ad Campaign**

When you first start your Facebook ad campaign one thing you will notice is that performance tends to degrade with time. That’s because the cost increases incrementally to reach each subsequent Facebook user. In other words, The initial people who click on your Facebook ad tend to generally be the most responsive to ads. Once you pass the first wave of people the cost of reaching the following group increases.

As a result, you need to monitor your daily click through rate (CTR). You need to watch how your CTR performs over a period of time. If you start to see a decrease you might want to consider either switching up your ad or targeting a different group. At some point, all of your ads will lose their effectiveness. If you are not monitoring your Facebook ad campaign regularly then you will find that you are wasting tons of money. The only excuse not to monitor is you are lazy or dead.

You should also test your ads performance at various times. You will likely find that during different parts of the day your ad performs better than during other times in the day. You can’t choose which time of day your ad runs; however you are able to manually turn your ads on and off, so that you can make sure your ads are running at the optimal times. Eventually, it is hoped that Facebook will add this kind of control, but right now no advertiser has that control.

Many Facebook advertisers are fond of the cost per fan model, because Facebook provides all page administrators with an excellent engagement channel. While email is recognized as one of the top marketing channels, Facebook also performs well. That’s because the quality of the content on Facebook is reshared by many users. This translates to an increase in your fan base and the possibility of your content going viral on Facebook. There are many email marketing sites like MailChimp that are seen as a way to make email marketing more social, the reality is that Facebook pages continue to be top marketing channel.

Therefore, investing in Facebook advertising using a cost per fan basis is a very smart idea because once you get a fan you can continue to engage them through your feed. When you run cost per fan

campaigns in combination with running CPM based ads you can really optimize your ads on a cost per action model.

Facebook advertising is a great way to grow your business when you know how to run a solid ad campaign.

## **How to Get More Clicks on Your Facebook Ads**

Using Facebook ads to promote your business can have a positive ROI when it is correctly done. However, too many times, irrelevant, poor quality, bad timing, and poorly targeted ads are ran and this often leads to a waste of marketing dollars.

If your goal is to generate more traffic then you should be aware of your CPC rate on your campaign. Read on to find out how you can get more clicks on your Facebook ads.

#1 Target your audience – It's important that you target a relevant audience. Now this might sound like common sense, yet it is one of the most commonly missed steps. When you target your audience you will increase your click through rate.

#2 Create more than one ad – It's a good idea to have more than one ad. This lets you tailor your message and it allows you to experiment on your approach to find the ad that works the best and gets the highest click through rate. You can run more than one ad and get an idea within a few days which ad does better.

#3 Replace the default image – Facebook will pull an image from your link and use that image as the visual default for your ad. You should remove it and upload your own image. The recommended size is 600x 315 pixels. It's important to size the image otherwise it's not going to look good.

If you are designing your own image don't make it too heavy with text. Remember Facebook will only approve an image that has more than 20 percent text. An image that is bright and catches the eye is a good choice. Try to avoid blue or white as these colors don't stand out and finally, make sure your viewers can discern what your product/service is.

#4 Use a strong call to action – You should use a call to action button in your ad. It's worth it! Individuals are much more likely to click an ad that is clearly showing them what to do next.

#5 Pull the plug if the need arises – If your campaign has too high of a CPC to make any money, then you should not hesitate to end the campaign. You should create a new campaign and see how that one does. It's good to evaluate your campaigns on an ongoing basis.

## **4 Tips for Successful Facebook Advertising**

There are all kinds of Facebook ads running. Some of these ads are excellent and some are simply draining the bank account of the person running them. It's important to understand Facebook ad campaigns completely before you venture into them. They make it relatively easy to just click and load, but the reality is you could waste a lot of money if you don't know what you are doing. Here are 4 tips to help you be successful with your Facebook advertising. Of course, there are plenty of others!

#### #1 You Need to define the Main Purpose of Your Facebook Ad Campaign

What are you trying to do, have users become familiar with a brand, generate likes, create sales? What you are doing defines how you run your ads. For example, if you want to generate sales the cost per click advertising is probably your best option, but if you want to create brand recognition then cost per impression advertising is likely your best option.

#### #2 Use the Ad Space Well

You are allowed 25 characters for your title, 135 characters for your body and an image. This means you are going to need to write tight ad copy. Take your time – edit, edit, and edit more!

#### #3 Monitor the Performance of Your Ads

Too many people put their ads up and then never look at them again, simply paying their bill and moving on. The trouble is if your ad isn't performing well then you are going to be wasting your marketing budget. A better approach is to utilize Facebook Ads Manager and Facebook Reports. These two tools can tell you how many individuals have looked at your ads, how many have clicked on your ads, your click through rate, and more. This information is very valuable in helping you make decisions about which ads to run, when to run them and a host of other marketing direction, so make use of it.

#### #4 Facebook Advertising Blog

I'm guessing you've never heard of the Facebook advertising blog (<http://facebookadtactics.com/>)- you certainly aren't alone! Take a visit over there, because it is packed with all kinds of tips and tricks to get the most out of your Facebook ads. There is even a video that walks you through the setup process step by step.

These 4 tips are a great place to start for you to start to have successful Facebook ad campaigns. Why not add them to the things you are already utilizing and increase your ad power two fold.