

# RUN STELLAR FB ADS

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# DIY FB ADS





# the benefits of *Facebook Ads*

I always tell my clients that Facebook Ads aren't marketing magic, but they're the closest thing to it.

## BUDGET FRIENDLY ADS

Facebook Ads are the cheapest form of advertising. You're able to reach your target audience for far less money & with more detailed targeting than any other platform.

## REACH YOUR AUDIENCE

When you use Facebook Ads, you show up on Facebook, Instagram & Facebook Partner Networks. You can target an audience based on their specific demographics, behaviours, and interests. The detail in Facebook Ads targeting is unmatched.

## FAST RESULTS

It takes more than creating a website for people to want to purchase from you. You have to meet your audience where they are. Paid advertising is an amazing way to get results far faster than organic (unpaid) advertising.

## TRACK IT ALL

Facebook Ads can track your audience from beginning to end. When people click on your ad, when they are on your website, and more, their activity is tracked. Using the Facebook Pixel is an asset to your website so you're able to track seamlessly.

## ENDLESS STRATEGY

Using Facebook Advertising assists business owners with creating an extremely robust strategy because of the customization in the platform. Working with a Facebook Ads Specialist will help you create the best strategy for your business.

With a meticulously thought out strategy, excellent creative, and intentional execution, Facebook Ads will help your business succeed.

# Facebook Ads

*defined*

Say 'good-bye' to feeling out of the loop when people talk Facebook Ads. Below are general terms and definitions so you can approach Facebook Ads like a pro.

## WARM AUDIENCE

People who are already familiar with your brand, aka they've been 'warmed up' to your brand. They have likely engaged with you online, visited your website, or interacted with you in another way.

## COLD AUDIENCE

People who are unaware of your brand but fall into your target audience because of what they are interested in, their demographics, or their online behaviours.

## LOOKALIKE AUDIENCE

You can create audiences based on your Warm Audience. For example, you can create an audience that looks like your current Instagram followers.

## FACEBOOK PIXEL

A Facebook Pixel is a website plug-in that tracks people on your website. Using the Facebook Pixel is an asset to your website so you're able to track seamlessly. Using this tracking, you're better able to find your target audience.

## ORGANIC POSTS

Organic posts are any social media posts that do NOT have ad spend behind them. If you're on Instagram, any post that doesn't say "Sponsored" at the top is an organic post. Most of the posts you see in your news feeds are organic.

## RE-MARKETING

Re-marketing consists of marketing to people who have interacted with your brand before AKA your Warm Audience. Your Facebook Pixel is essential to your re-marketing capabilities. If you want to drive sales, get that Pixel installed.

# Facebook Ads

## *breakdown*

There is a lot of new lingoe that comes with Facebook Ads. If you want to put yourself ahead of competitors and kickstart your Facebook Ads education, below is the basic campaign set up.

### CAMPAIGN OBJECTIVE

Your campaign objective determines your primary goal for your Facebook Ad. The campaign objective is the first thing that you'll set up in the ads manager.

### AD SET

Your ad set is your audience. This is where Facebook SHINES. You can create custom audiences, lookalikes, re-marketing audiences, or demographic, interest, and behaviour-based audiences. The targeting on Facebook is absolutely unreal. Once you have defined your Campaign Objective, you'll be able to build your Ad Sets in the Facebook Ads Manager.

### ADS

This is where all the fun is. Within your ads, you put in your 'ad creative', this is all the images and copywriting that you want to be included in your Facebook Ads. I always suggest having 3-10 pieces of creative so that you can test what resonates with your audience best.

# your campaign

## *objective*



What is your goal in running Facebook Ads?

- Build brand awareness
- Social media engagement
- Build my email list
- Get traffic onto my website
- Website sales

### YOUR IDEAL OUTCOME

The listed Campaign Objectives are the most common, but there are more objectives within Facebook Ads Manager.

Sit back and think about it. What is your desired outcome when running Facebook Ads?

Key tip: Pushing for sales or conversions off the bat often doesn't generate the highest amount of results. You want to build that trust with your audience before you sell to them.

# who is your *audience?*

Within the Ad Set level of your campaign, you'll define your audience.

## EXERCISE 1

Who is your WARM AUDIENCE? Where do they hang out online? Are you currently attracting your ideal audience online or would you prefer to target a COLD AUDIENCE?

Example: My warm audience hangs out on Instagram and has visited my website in the last 6 months.

### MY WARM AUDIENCE:

## EXERCISE 2

Who is my COLD AUDIENCE? What is their demographic? What are they interested in (related to your business)? What kind of online behaviour do they have?

Example: My cold audience is women 25-50 years old, living in North America, and they are interested in self-development.

### MY COLD AUDIENCE:

# ad creative

## checklist

A variety of ad creative is always the best way to go. That way you can test what is performing the best for your audience. PLUS what resonates with one person may not resonate with the other.

### DO YOU HAVE...

- 2-5 pieces of copy
- 3-10 different images & graphics
- A clear Call To Action
- A URL to direct customers to



### IS YOUR CREATIVE...

- Eye-catching
- Unique to your brand
- Includes a hook
- Shows clear value



# boosting *posts*

Typically, I recommend to NOT boost your Instagram posts. However, if Facebook Ads Manager overwhelms you, Boosting is a good place to start, but it's important to note the limitations & expense.

## BOOSTED POSTS VS FACEBOOK ADS

Feature	Boosted Post	Facebook Ads
Location, Gender, Age Targeting	✓	✓
Interest Targeting	✓	✓
Language Targeting	✗	✓
Behavior Targeting	✗	✓
Ad Scheduling	✗	✓
Bid Type	✗	✓
Control Frequency	✗	✓
Custom / Lookalike Audiences	✗	✓
Inclusion / Exclusion of Audiences	✗	✓
Marketing Campaign Objective	✗	✓



### IMPORTANT

A lot of people don't know this, but the difference between boosting your posts and creating Facebook Ads is huge. Boosting Posts is a huge revenue generator for Facebook.

When users throw money towards a boosted post, Facebook is able to show the results in a positive light without giving you all the information.



# you are well on your way to *running ads*

If you're still feeling a little overwhelmed with Facebook Ads, keep an eye on your inbox. I have something that will make it a piece of cake.

- *Luan*

