FACEBOOK ADS DOMINATION

CHECKLIST



Why advertise on Facebook?

- Most used social media platform
- Over 2 billion users logging in monthly
- Over 1 billion logging in mobile devices daily
- Your competitors are advertising on Facebook
- · Reach millions of Instagram users too
- Hyper-targeting options are available
- Relatively cheaper than other ad platforms
- Real-time reporting
- Flexible budgeting options
- More effective than organic Facebook marketing

How to get started with Facebook Ads?	
☐ Determine your business goals	
☐ Choose a suitable campaign objective	
☐ Know your audience	
☐ Create a customer persona	
☐ Have a budget in mind	
☐ Calculate possible ad costs	
☐ Install Facebook pixel on your site	

The Facebook Ads Manager

- · Your ad campaign command center
- Place where you create, edit and manage ads
- Accessible via browser and mobile app
- Track your ads performance
- How to create an advert on Ads Manager

W	to create an advert on Ads Manager
0	Level 1 - Campaign Level (choose objectives)
	☐ Brand awareness
	□ Reach
	☐ Traffic
	☐ Engagement
	☐ App installs
	☐ Video views
	☐ Lead generation
	☐ Messages
	☐ Conversions

☐ Catalog sales	
☐ Store visits	
 Level 2 - Ad Set Level 	
☐ Choose audience	
☐ Choose ad placements	
☐ Set ad budget and schedule	
○ Level 3 – Ad Level	
Choose identity or Facebook page for ad	
□ Choose ad format	
 Carousel 	
 Single image 	
Single video	
 Slideshow 	
 Collection 	
☐ Set up ad headline, description, call to action	ì
☐ Preview ad	
Facebook Ads vs Boosted Posts	
 How to boost a post 	
☐ Create post	
□ Publish it	
☐ Boost post	
Settings for boosting a post	
Objectives	
☐ Get more engagement	
☐ Get people to visit your website	
☐ Receive messages from target audience	
 Call to action button 	
□ No button	
☐ Shop now	
☐ Book now	
☐ Learn more	
☐ Sign up	
☐ Send message	
☐ Send WhatsApp message	
o Audience	
 Budget and duration 	
 Tracking conversions 	
 Payment 	

 Key differences between Facebook Ads and Boosted Posts
 Campaign objective
☐ Boosted Posts – 3 objectives (engagement,
traffic, messages)
☐ Ads - 11 different campaign objectives
Budget control
☐ Boosted posts – total budget
☐ Ads – daily or lifetime budget
Ad scheduling
☐ Boosted posts – start right away
☐ Ads – can set start and end date
Audience targeting
☐ Boosted posts – limited
☐ Ads – can hyper-target
Ad placement
☐ Boosted posts – both desktop and mobile news
feed only
☐ Ads – full control over ads placement
Dark post
☐ Boosted posts – no
☐ Ads – yes
 Instagram and Audience Network ads
☐ Boosted posts – no
☐ Ads – yes
□ /\d3 yc3
How to optimize Facebook ad design
Use great visuals
☐ high-quality images
□ original graphics
□ close-up photos of people's faces
□ location-specific images
□ visual contrast or filters
□ carousel ads
 Excellent value proposition
 Clear call to action

Custom-targeted audiences

- 5 types of custom audiences
 - Customer file
 - Website traffic
 - App activity
 - Offline activity
 - Page engagement
- Lookalike audiences
 - o Create from any of your custom audiences
- How to use custom audiences for more conversions
 - ☐ Get in touch with old customers
 - ☐ Upsell or cross-sell customers
 - ☐ Target those who don't open your emails

Facebook pixel and retarget marketing

- Why set up the pixel?
 - Track your site visitors
 - Monitor and optimize ad campaigns
 - Not limited to single device or IP address
- Why retarget marketing?
 - o Very powerful marketing tool
 - o Target warm or hot audience
 - Higher conversion rates

Facebook Ads split testing

- Benefits of split testing
 - No guesswork involved
 - o Credible and tangible results
 - Smart investment
 - Know your audience's preferences
- Best practices in split testing
- Know what to test first
- Change one element only
- o Keep other elements the same
- Have sufficient budget

Facebook dynamic ads

- Requirements for dynamic ads
 - Facebook pixel
 - Facebook SDK for apps
 - o Business Manager
 - o Facebook page
 - o Product catalog
- Why run dynamic ads
 - o Less time creating ads
 - o Remarketing on steroids
 - Autopilot ads
 - o Higher conversions
 - o Timely and personalized ads

How to lower ads budget

- Know target audience
- Set a bid cap
- No audience overlap
- Split test ads
- Retarget people
- · Refresh ad creative's
- Use video ads
- Use powerful words in ad copy
- Don't advertise during holidays