

TAKE YOUR
FACEBOOK ADS
TO THE NEXT LEVEL:

A PRACTICAL GUIDE



Introduction

Facebook Ads has become something of a necessity these days. With well over 2 billion users and more than 1.5 billion daily users (who spend an average of 20 minutes per session on the platform!), if you want to reach potential customers, you need to be advertising on Facebook.

However, while advertising on Facebook is easy, making money with Facebook Ads isn't.

You aren't the only business that has recognized the marketing opportunities of Facebook. Ever since Facebook Ads became a viable marketing channel, competition on the platform has steadily increased until you really have to know what you're doing to be successful.

That's where we come in.

At Disruptive Advertising, we've run countless Facebook Ads campaigns and we've learned a lot about how to effectively advertise on Facebook. In this guide, we're compiling some of our best tips and strategies to help you take your campaigns to the next level.

Sound like a plan? Let's get started!



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What Are You Trying to Achieve?

Before we dive into the nitty-gritty of Facebook advertising, let's talk about a couple of key big picture items: goals and budgeting.

First off, we need to ask a fundamental question: "Why are you advertising on Facebook?"

Are you doing it because that's what everyone else is doing? Because you read an article or took a course where they told you Facebook is the place to be? Are you trying to play catch-up with the competition?

Or are you advertising on Facebook because you know who your audience is, what they want and have decided that Facebook is a solid way to reach them?

Too many businesses start marketing on Facebook because it's easy. That doesn't make Facebook advertising bad, but if you're running ads on Facebook because you're supposed to—instead of for compelling business reasons—it's hard to succeed with Facebook Ads.

With all of that in mind, let's talk about a few different goals you can set for your Facebook campaigns.

Engagement

Likes, comments, follows, shares...they all make you feel good. And, they're good for your business, too. But, they shouldn't be the objective of a Facebook Ads campaigns.

Yes, you can set engagement as a goal on Facebook Ads, but since organic reach is basically dead for business pages on Facebook, getting a lot of engagement on an ad usually won't yield a very good return-on-ad-spend (ROAS).

Instead, engagement is a good secondary goal or a leading metric of success. It's a good sign that you've created compelling, interesting ads that people actually care about.

Facebook loves this sort of content, so your relevance scores will go up and your cost-per-click will go down. It's a win for everyone—but it should rarely be the primary measure of success for your Facebook Ads campaigns.

Traffic

Getting people to visit your website is one of the easiest and most exciting ways to use Facebook Ads. However, it's not necessarily the best objective for your campaigns.

For example, say you are a partner in a law firm that averages \$3,500 in revenue per new paying customer with a 50% profit margin.

The data for your top 5 campaigns looks like this:

	Impressions	Clicks	CTR	CPC	Cost
Campaign 1	28,965	417	1.44%	\$10.00	\$4,170
Campaign 2	87,025	2,312	2.66%	\$8.00	\$18,496
Campaign 3	66,594	2,988	4.49%	\$2.00	\$5,976
Campaign 4	17,893	635	3.55%	\$19.00	\$12,065
Campaign 5	55,722	1,120	2.01%	\$6.00	\$6,720

Based on these results, Campaign 3 seems to be the clear winner—it has the most clicks, best click-through-rate (CTR) and the lowest cost-per-click (CPC).

Campaign 4, on the other hand, has by far the most expensive clicks.

However, companies don't make money off of clicks. Traffic helps you understand who is responding to your ads, but it doesn't tell you whether or not they are responding to your website.

To get at that information, you need to know whether your traffic is actually converting.



Conversions

Setting Facebook Lead Ads and the Facebook Marketplace aside for the moment—and, in our experience, neither of those are particularly good for producing meaningful results—conversion metrics tell you whether or not your site meets the needs of your traffic. This data helps answer 2 very different questions.

1. Does your site work for your potential customers?

If a decent percentage of your traffic is converting (buying your product, submitting a lead form, etc), your landing page and/or website is a good match for the expectations and needs of your traffic.

If your traffic isn't converting well, it may mean that something about your landing page/website isn't working for your traffic. There may be distracting elements, too many options, excessively long content or forms...the list goes on.

Fixing these problems is the whole point of conversion rate optimization (CRO). If you're getting a lot of traffic and you can't figure out why it isn't converting, change or get rid of a few site elements! The results may surprise you.

2. Do you even have the right traffic?

As marketers, we have a tendency to assume that if our traffic isn't converting, there must be something wrong with our website. Our ads got people to our site, so it must be the site's fault that they aren't converting, right?

Unfortunately, the fact of the matter is: the wrong traffic will never convert, no matter how optimized your website is.

So, if you aren't happy with your conversion metrics, it's often worth it to start by taking a look at your traffic. Are there particular campaigns that convert poorly? Do particular types of traffic (specific demographics, interests, etc) convert better than others?

If you are driving a lot of traffic that converts poorly, one of the easiest ways to improve your conversion rate is to improve the traffic to your site.



What Your Conversion Metrics Tell You

In the case of our law firm hypothetical, let's look at our conversion data:

	Impressions	Clicks	Leads	CR	CPL	Cost
Campaign 1	28,965	417	64	15%	\$65.16	\$4,170
Campaign 2	87,025	2,312	241	10%	\$76.75	\$18,496
Campaign 3	66,594	2,988	225	8%	\$26.56	\$5,976
Campaign 4	17,893	635	51	8%	\$236.57	\$12,065
Campaign 5	55,722	1,120	113	10%	\$59.47	\$6,720

Despite its relatively poor conversion rate (CR), Campaign 3 still seems to be outperforming all the others. In this case, the cost-per-click was low enough to overcome the effects of the low conversion rate.

Campaign 4, however, continues to take last place. Between its lousy conversion rate and high cost-per-click, it's producing leads at nearly 9x the cost of a lead from Campaign 3.

Now, given the fact that the conversion rate for Campaign 3 is about half the conversion rate for Campaign 1, Campaign 3 could probably be performing better. Maybe a good chunk of the traffic doesn't find the site relevant or the campaign is pointing to a landing page that converts poorly.

Either way, the conversion data suggests that there is room for improvement.



Sales

As helpful as traffic and conversion data is, neither one answers the most important advertising question: “Are my campaigns profitable?”

The ultimate goal of any marketing campaign is to drive revenue for the company. In other words, if you really understand the effectiveness of your marketing campaigns, you need to track ads, keywords and other campaign metrics all the way through to the sales they produce.

Let’s take one last look at our law firm and see how their sales data panned out:

	Impressions	Clicks	Leads	Sales	Revenue	SR	CPS	ROI	Cost
Campaign 1	28,965	417	64	8	\$18,000	1.9%	\$521.25	332%	\$4,170
Campaign 2	87,025	2,312	241	23	\$73,000	1.0%	\$804.17	295%	\$18,496
Campaign 3	66,594	2,988	225	6	\$11,500	0.2%	\$996.00	92%	\$5,976
Campaign 4	17,893	635	51	22	\$102,800	3.5%	\$548.41	752%	\$12,065
Campaign 5	55,722	1,120	113	11	\$36,000	1.0%	\$610.91	436%	\$6,720

Looking at this information, it suddenly becomes clear which campaign is actually benefiting the company the most.

Campaign 3, our winner for traffic and conversion metrics, has the worst sales rate (SR) and the highest cost-per-sale (CPS).

Even more importantly, since fulfillment eats up half the revenue from a sale and the return-on-investment (ROI) for this campaign is only 92%—the firm is losing money on cases from this campaign. On the other hand, Campaign 4, which had looked like our biggest loser, is actually the most profitable campaign.

Perhaps traffic to Campaign 4 is lower in the sales funnel than traffic in Campaign 3, which is why cost-per-click (and the sheer number of clicks) was lower. Maybe the landing page for Campaign 4 traffic does a better job of filtering leads, resulting in a lower conversion rate.

Regardless of the specific reasons for Campaign 4’s profitability, this sort of scenario is not uncommon. We have seen these sorts of results play out time and again for companies in all sorts of industries.

Unfortunately, most companies don't bother to track their advertising effectiveness through to their sales numbers. As a result, they end up wasting large portions of their marketing budgets on campaigns that produce surface-level results.

Focusing on the Right Goal

While any of these goals are reasonable for a Facebook Ads campaign, it's important to figure out what you're actually trying to achieve with your Facebook Ads campaigns.

Are you running ads on Facebook because everyone says you should? Or because you have a defined, measurable, business-driven objective in mind and believe that your current campaigns are the best way to reach it?

Are you trying to fill your sales pipeline with as many leads as possible? Or do you want qualified leads that are ready and eager to buy?

Are you advertising on Facebook because you want more people to visit your website? Or are you doing it because you want that traffic to convert and turn into sales?

Regardless of which Facebook "objectives" you choose during the campaign creation process, it's important to understand why you're creating your campaigns and what success will look like. After all, if you don't know what your real goals are, how will you know if your campaigns are succeeding?



Figuring Out Your Budget

Now that we've talked about goals, let's talk about the side of the planning equation: budgeting. Unfortunately, if you're like a lot of marketers, your Facebook budget may not have a whole lot of strategy or planning behind it. Yes, you might have a budget, but there isn't a ton of rhyme or reason behind your spend.

The problem is, if there isn't a solid strategy behind your Facebook budget, you can end up wasting money on campaigns that aren't producing results or underspending on campaigns that are delivering awesome results.

Fortunately, while it takes a bit of work to put together a decent Facebook budget, figuring out what level of spend will produce your desired results really isn't that hard. To make things easier, here 4 questions that should help you develop an effective Facebook budget.

How Much Do You Need to Make?

The whole point of advertising on Facebook is to produce profitable revenue for your business. So, before you can start to put together your budget, you need to know how much revenue your marketing needs to produce.

Sounds simple enough.

Unfortunately, while everyone knows that the ultimate goal of Facebook Ads is revenue, most marketers and business owners tend to get lost in the sea of other metrics. In fact, according to a survey we conducted at Disruptive Advertising, just 41% of businesses take ROI into account when planning their marketing budgets.

By comparison, 80% of CEOs and around 60% of marketers factor conversion rates into their marketing budget calculations. And, as you can probably imagine, all of these mismatched priorities make it incredibly difficult to come up with an effective budget:

The good news is, when you focus on how much money your Facebook Ads campaigns need to drive—regardless of your goals for an individual campaign—creating a Facebook budget is fairly simple.

Who Are You Marketing To?

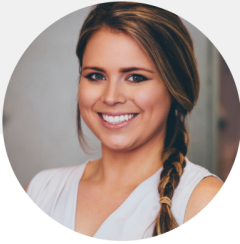


Once you know how much money you want to make from Facebook advertising, you need to identify who you are marketing to.

Unfortunately, while 72% of marketers are familiar with the idea of buyer personas, just 30% use them effectively. In and of itself, that's a problem for marketers, but things get even more complicated when you try to create a marketing budget for an audience that you don't understand.

For example, say you are marketing for ACME Widgets, the world's premier widget manufacturer. You know that your average customer has a lifetime value (LTV) of about \$24,000 (widgets are a profitable business, after all...).

With this in mind, you might look at a marketing channel where each sale costs \$50,000 and think, This is a waste of money! I'm not putting any budget into that channel next year.

On the surface, that seems like a very reasonable decision, but let's throw ACME's buyer personas into the mix. As it turns out, ACME has three very different buyer personas:

Widgets Classic	Widgets Pro	Widgets Infinity
<ul style="list-style-type: none">• Designed for small businesses• Average order value: \$125• Average # of purchases: 14	<ul style="list-style-type: none">• Designed for mid-size businesses• Average order value: \$1,500• Average # of purchases: 48	<ul style="list-style-type: none">• Designed for enterprise businesses• Average order value: \$15,000• Average # of purchases: 106
		
"Classic Cindy"	"Pro Paul"	"Infinity Izzie"
Average LTV: \$1,750	Average LTV: \$72k	Average LTV: \$1.59 M

Guess what? Remember that unprofitable marketing channel you were about to shut down? Turns out that it's your best source of "Infinity Izzie" sales.

All of a sudden, that marketing channel doesn't seem so unprofitable, does it?

If you don't understand your target audience and what your buyer personas are worth, it becomes very difficult to decide which marketing channels will help you achieve your business goals.




So, if you don't have buyer personas, don't know the lifetime value of your personas, or are uncertain about what percentage of your sales come from each persona, now's the time to figure it out!

What Are Your Customers Worth?

Once you know who you're targeting and what they're worth, you need to figure out how much it costs to bring in a new customer from each persona.

The simplest way to do this is to simply take your total marketing spend and split it up by the number of sales it produced from each persona.

So, if ACME spent \$400,000 and generated 90 "Classic Cindy" sales, nine "Pro Paul" sales and one "Infinity Izzie" sale, here's how their acquisition cost would break down:


Widgets Classic	Widgets Pro	Widgets Infinity
<ul style="list-style-type: none">• Designed for small businesses• Average order value: \$125• Average # of purchases: 14	<ul style="list-style-type: none">• Designed for mid-size businesses• Average order value: \$1,500• Average # of purchases: 48	<ul style="list-style-type: none">• Designed for enterprise businesses• Average order value: \$15,000• Average # of purchases: 106
		
"Classic Cindy"	"Pro Paul"	"Infinity Izzie"
Average LTV: \$1,750	Average LTV: \$72k	Average LTV: \$1.59 M

With this model, it looks like ACME loses money hand over fist on "Classic Cindys," but more than makes up for it on "Infinity Izzies."

However, this model assumes that “Classic Cindys,” “Pro Pauls,” and “Infinities Izzies” all come through the same campaigns and channels at the same frequency. If you think about it, that doesn’t make a ton of sense.

Is “Infinity Izzie”—an enterprise customer who will drop \$1.59 million on widgets—likely to respond to the same ads as “Classic Cindy”? Not likely.

Maybe most “Classic Cindy” sales come through cheap social media ads. “Pro Pauls” click on YouTube ads. “Infinity Izzies” come from a long, expensive series of video ads and educational pieces. If that’s the case, here’s what ACME’s actual acquisition costs might look like:

Widgets Classic	Widgets Pro	Widgets Infinity
<ul style="list-style-type: none">• Designed for small businesses• Average order value: \$125• Average # of purchases: 14	<ul style="list-style-type: none">• Designed for mid-size businesses• Average order value: \$1,500• Average # of purchases: 48	<ul style="list-style-type: none">• Designed for enterprise businesses• Average order value: \$15,000• Average # of purchases: 106
		
“Classic Cindy”	“Pro Paul”	“Infinity Izzie”
Average LTV: \$1,750	Average LTV: \$72k	Average LTV: \$1.59 M

Now, your Facebook campaigns may not be quite this straightforward, but with a little effort, you should be able to connect your marketing dollars with the sales they produce from each buyer persona.

As you assess your campaigns, don’t be surprised if you discover big opportunities for your business. As we pointed out in the previous section, some Facebook campaigns look like they drive a lot of value, but when you look at the revenue they produce, they are a waste of money. On the other hand, sometimes a campaign might look like a loss on the surface, but when you dig into your data, you uncover a gold mine!

How Much Do You Need to Spend to Reach Your Goals?

All right, we made it! Now that we have the information we need to calculate your marketing budget, all we have to do is run the numbers.

Step 1

Multiply your revenue goal by the percentage of your revenue you want to come from each buyer persona. For example, if ACME's revenue goal was \$2,425,500, here's how they might break down their buyer persona contributions:

“Classic Cindy”: 6% (\$157,500)

“Pro Paul”: 27% (\$648,000)

“Infinity Izzie”: 67% (\$1,590,000)

Step 2

Divide your revenue goal for each buyer persona by the revenue-per-sale for that buyer persona. In ACME's case, it would look like this:

“Classic Cindy”: [$\$157,500$ revenue] / [$\$1,750$ revenue per customer] = 90 customers

“Pro Paul”: [$\$648,000$ revenue] / [$\$72,000$ revenue per customer] = 9 customers

“Infinity Izzie”: [$\$1,590,000$ revenue] / [$\$1,590,000$ revenue per customer] = 1 customer

Step 3

Multiply the number of customers from each buyer persona by the acquisition cost for a customer from that buyer persona. Again, for ACME, this is how things might shake out:

“Classic Cindy”: [90 customers] x [$\$1,000$ per customer] = \$90,000 of ad spend

“Pro Paul”: [9 customers] x [$\$12,000$ per customer] = \$108,000 of ad spend

“Infinity Izzie”: [1 customer] x [$\$286,200$ per customer] = \$286,200 of ad spend

Step 4

Finally, sum up the ad spend from all of your personas and you have your ad budget! For example, given these numbers, ACME would have to spend \$484,200 to produce \$2,425,500 in new lifetime revenue. Not too bad, right?

To put it simply, if you want to create an effective Facebook budget, you need to know what your revenue goals are and your buyer personas (along with their lifetime value and CAC). Once you know that, it's not too difficult to calculate your budget.



Improving Your Current Campaigns

Now that we've figured out what your goals are and what you can spend to achieve them, let's dive into the details of your campaigns.

Unfortunately, odds are that you (or whoever built your campaigns) had to make a lot of educated guesses when they first started advertising on Facebook. Although a lot of those educated guesses may have turned out to be wrong, many of them are probably still hanging around in your account.

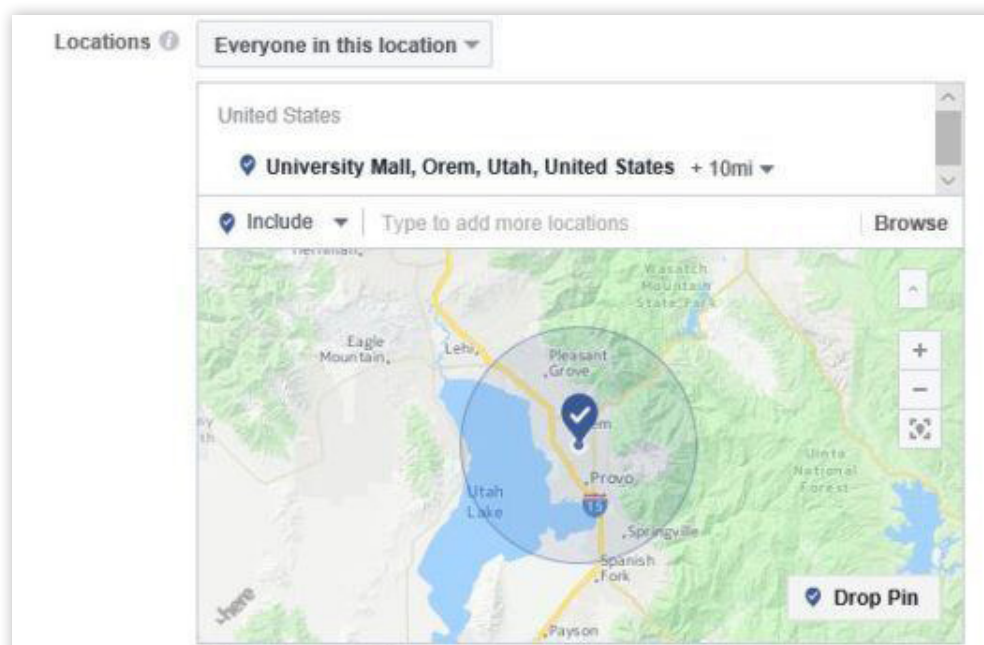
In this section, we're going to take a look at several key areas that have the biggest impact on the performance of your campaigns and offer some practical ways to improve things. We'll start with your campaign settings.

Campaign Settings

When you're down in the nitty gritty of campaign management, it can be easy to forget about your settings. However, the wrong setting can ruin even the best targeting and ads, so let's check and make sure your settings make sense.

1. Location

If your business is local, only ships to certain areas or only wants to advertise to a certain location, this is a great setting to use. Basically, this option allows you to use various levels of location targeting (city, state, zip code, country, etc) to target anyone within a specified radius of that location.

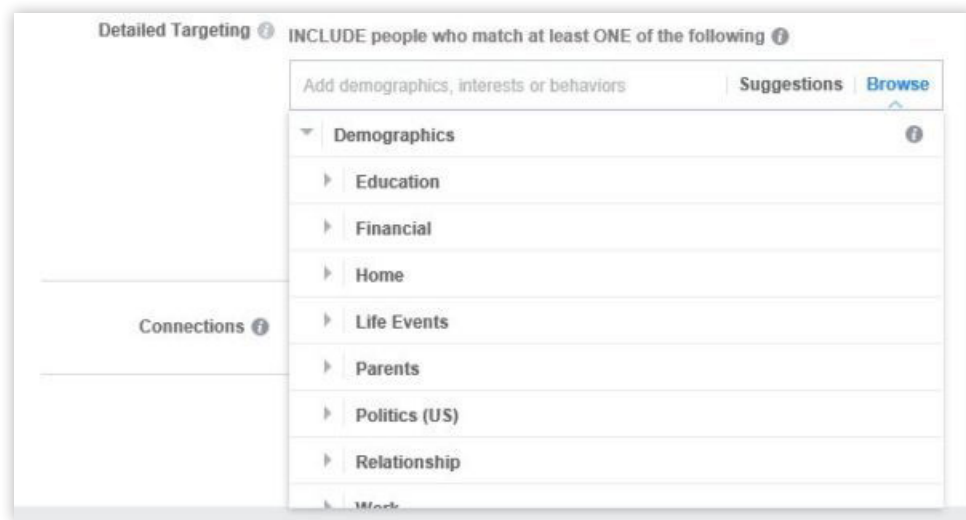


For example, if you want to target a shopping center, you can type in the name or address and set a radius around your location.

You can also target people who only live in that specific location, which is great if you're someone like a dentist (versus people who are simply visiting that specific location). Or you can target "everyone in this location," which includes both residents and people passing by.

2. Demographics

Depending on who your business typically serves, this setting can be a good way to make sure that your ads are only being shown to people of the right educational level, political affiliation, relationship status or a variety of other categories.

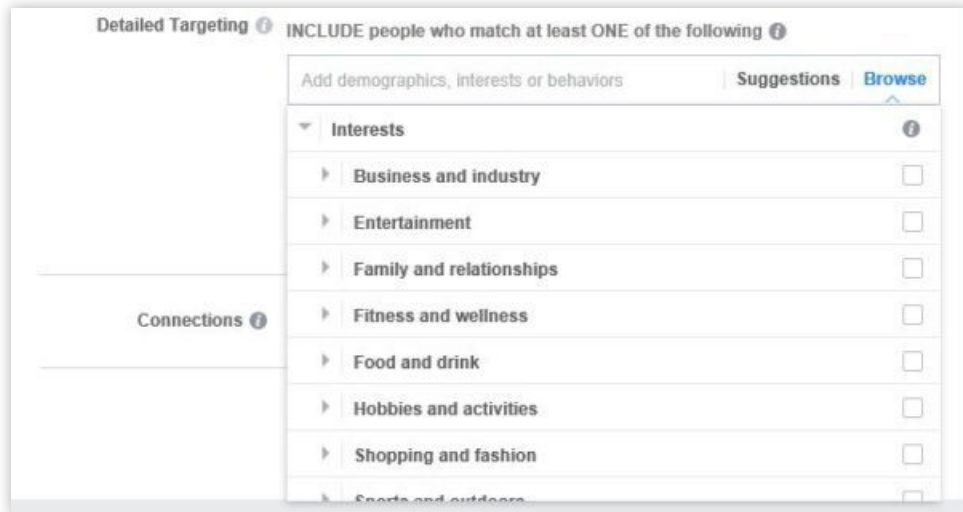


The usefulness of demographic targeting will depend heavily on how well you know the demographics of the audience you want to target. For example, relationship status changes are a great targeting setting for a wedding venue...but not so helpful for a restaurant.



3. Interests

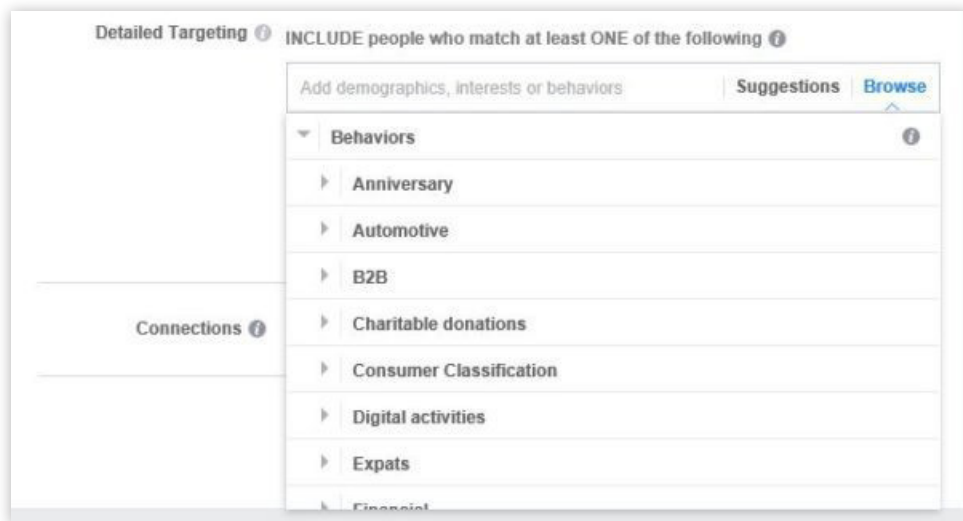
Facebook determines a person’s “interests” by looking at the listed interests in a user’s profile and the pages they have liked.



Here again, the usefulness of “Interests” will vary depending on what your business is trying to sell.

4. Behaviors

Behaviors allows you to target people based on job role, purchasing behavior or other specific actions that a user takes on Facebook.



As you might imagine, while these targeting options are interesting, certain companies will get a lot more value out of these targeting options than others.

Ad Content

Remember those goals we talked about in the first section? Well, your Facebook advertising goals are the key to evaluating your existing ad content. If the goal of your campaign is to get people to use your mobile app, you're going to use very different ad copy than you would if you were trying to get people to sign up for your services.

For example, check out this ad from Noom:



This ad uses “Learn More” to win over tentative users, instead of a more immediate “Sign-Up” call-to-action (CTA) that might lose them.

Knowing the goal of your campaign is the secret to choosing the right CTA, imagery and ad copy for each ad. Let's take a look at how to use your goals to refine your ad content.

Audience Needs

Understanding your audience is just as important as knowing what you want them to do. How will they use your product? What pain points do they have that you need to solve? Even within your overall audience, different niches will have different priorities, problems, and objections.



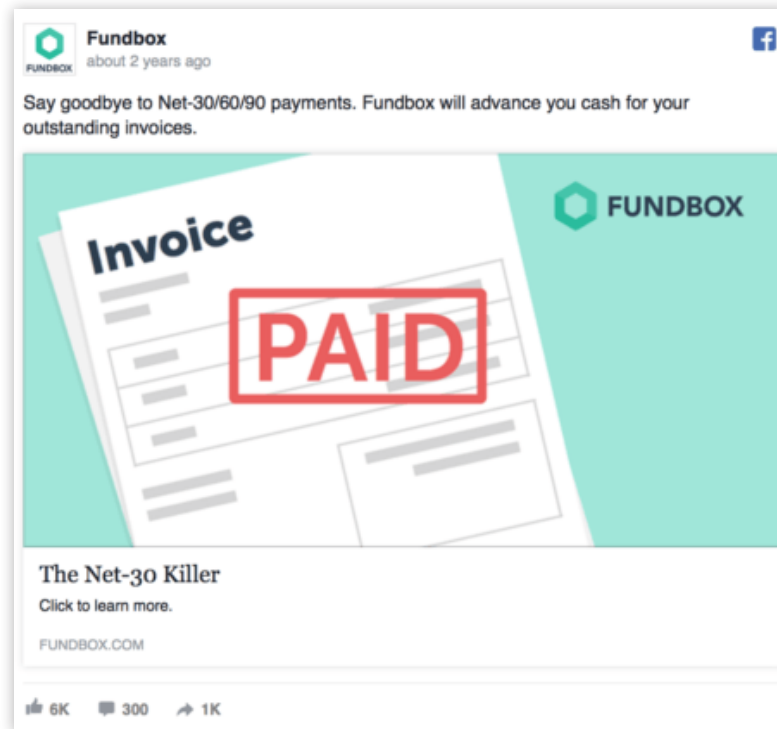
This ad solves the pain point of “healthy eating is hard”, not “healthy eating is expensive”, which would be the pain point for a different audience.

Picking the right images and ad copy is all about knowing who your audience is and what they want. If you don't know who you are targeting, you'll never be able to convince them to convert.



Hooks

Your hook is the angle that you're going to use to reel potential customers in. This is what will grab their attention. Emotional hooks are always a good option, but logical and educational hooks like one in the following ad also work well.



In many cases, the hook will translate directly into the headline. The hook should tell users “why” they should care, click, watch, or convert.

Sometimes, the “why” comes before the “what,” offering up the pain point or the problem before the actual solution. This is a great way to approach your advertising, because it puts the problem fresh in the customer’s mind, giving you the perfect opportunity to present a solution they’ll be excited to hear.

Objections

We mentioned objections briefly in the “understand your audience” section, but it’s essential to consider it again when you’re actively writing the ad copy: you must anticipate your audience’s objections so you can fight them.

Objections will be what prevents a user from converting, or even clicking. They assume that your meal delivery service will be too expensive, or that your beach shoes will be cheap material and fall apart the second they hit the hot sand.



Apple’s simple copy reminds users that “All the computer stuff you love” is still available on the iPad Pro. This offsets any potential objections regarding the iPads limited capabilities.

In addition, you should make sure that your ads don’t provoke any objections, and—if possible—puts them to rest. In some cases, even adding just one word to the copy can help prevent objections from ruining your ad’s potential. Saying “affordable meal delivery service” and “durable beach shoes” can offset objections from the get-go.

Keep it Simple, Stupid

For many business owners and marketers, it's easy to be like the entrepreneurs on Shark Tank who keep saying "oh, and one more thing!" even after the Sharks have already made offers or bowed out. We know how amazing our products are, and we want the whole world to know every single reason why.

Realistically, you can only fit one or maybe two features/benefits into a single Facebook or Instagram Ad. This means that you need to choose the one or two benefits that will speak to a specific audience's pain points and interests the strongest.

Your sentences should also be short and sweet. Users typically skim through ad copy, so you want your point to get across cleanly and immediately.

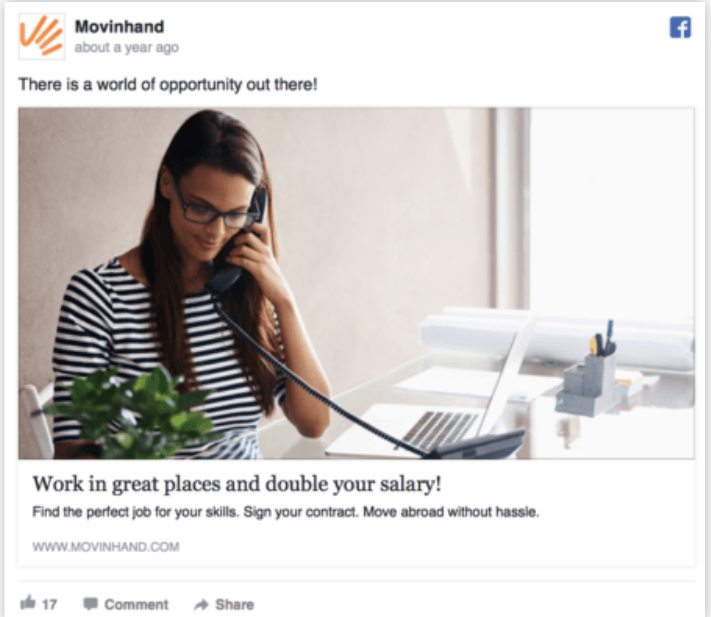


ProFlowers about a year ago

Welcome to winning Valentine's Day.

Deal of the Day: \$19.99 + S/H
Our Freshness Guarantee ensures that your Valentine's Day surprise will stay fresh in her mind for wee...
WWW.PROFLOWERS.COM

186 likes, 49 comments, 49 shares



Movinhand about a year ago

There is a world of opportunity out there!

Work in great places and double your salary!
Find the perfect job for your skills. Sign your contract. Move abroad without hassle.
WWW.MOVINHAND.COM

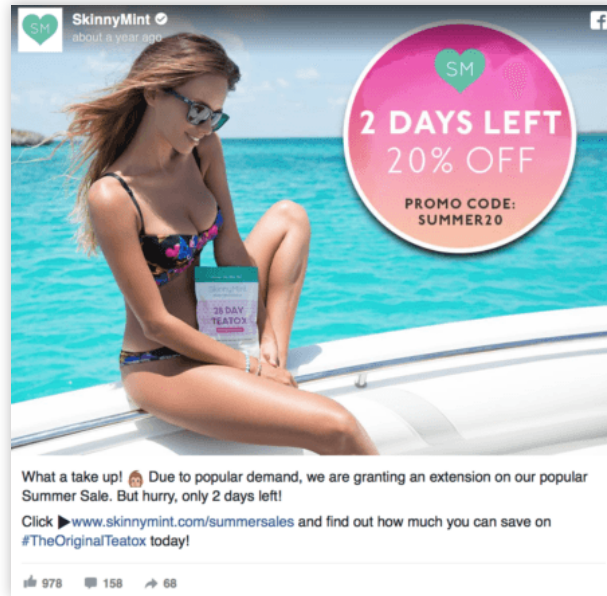
17 likes, 0 comments, 0 shares

One way to trim down your ad copy is to write a sentence and then chop away at least a third of the words. Keep the phrasing as compact and to-the-point as possible and your Facebook Ad copy will be significantly stronger.

While you're fine-tuning the copy itself (which typically means cutting words), go through and eliminate any corny language that makes you sell like a bad car salesman or like an email containing a computer-crashing virus.

This includes how you choose to punctuate and capitalize the copy—no one wants to see all caps informing you that "ONLY THREE DAYS LEFT ON THE BEST SALE WE'VE EVER HAD DON'T MISS IT YOU'LL REGRET IT."

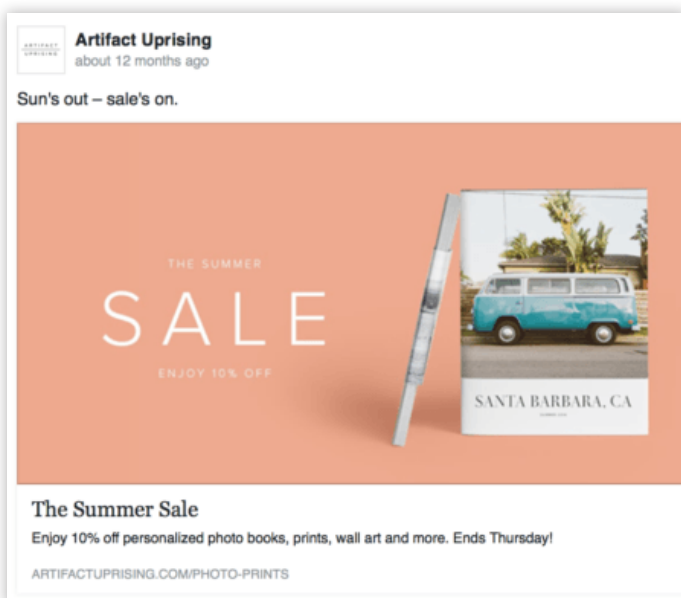
In addition, think about how easy your ad copy is to read—both on the image itself and in the actual title/description. For example, take a look at the copy in this ad:



There's no reason to have the link to the site in the ad itself—it should just be in the CTA. The link clutters the copy and looks like spam. It also lacks transparency by saying “see how much you can save!” instead of telling users outright.

Some emojis can be okay, but adding lots of arrows pointing to where you want users to click is a no-go. You'll also want to eliminate phrases like “Stock going fast, you'll miss out if you don't order now!” This works fine in an email, but it's wasting limited space in an ad, and just comes across like a bad line.

In contrast, check out the following ad:



Short and sweet. It's clearly a promotion, but doesn't feel like someone is trying to force you to buy something.

Facebook marketing is all about relationships, so try to sound like a real human person instead of a broken record trying to trick the user into buying something.

Retargeting

Finally, take a look at your retargeting campaigns. Every potential customer is on a buyer journey, and every buyer journey is different.

If you want to use retargeting to lead potential customers to the point where they are ready to buy, you need to craft marketing messages that match where your customers currently are in your marketing—not where you want them to be.

Generally speaking, your retargeting campaigns should do one or more of the following:

1. Resolve Their Concerns

Often, people aren't ready to convert because they still have unanswered questions or concerns about converting.

They might not be ready to spend what you're asking. They might not be ready because they feel nervous about giving you their personal information. They might not be ready to make the time commitment that comes with signing up.

Whatever the reason, if you know that most of your audience isn't ready to convert because of a specific concern, retargeting can be a great way to address that concern.

2. Cut Your Prices

Many times, one of the biggest reasons why people aren't ready to buy is because they aren't comfortable with the price.

94% of people invest time into comparison shopping, so the odds are that most of your potential customers are hoping they can get what you're selling for a cheaper price.

Is it any wonder that discounts are one of the most widely used sales tactics?

Discounts get directly at the heart of your potential customers' pricing concerns. Throw in a little sense of urgency ("Offer Valid Until August 31st") or exclusivity ("Like Our Page and Get 15% Off") and you stand a good chance of nudging a potential customer into the "ready to buy" arena.



3. Make Things Simple

Another big reason why people aren't ready to buy is because what you're selling is just part of a bigger problem they need resolved.

If you buy a new phone...you also buy a cover. You can't just get your oil changed...you also need your brakes checked (and the tires...and the lights...and the...ad infinitum). If you sign up for cable, you need someone to set it up.

So, if they buy what you're selling, they have to figure all of the rest of it out, too. That's a headache—one that can keep them from converting.

Fortunately, retargeting is a great way to address these concerns, especially if you happen to sell the solution(s)!

This tactic is most often used for eCommerce businesses, but can work just as well for almost any business. All you have to do is identify the “extras” your customers will probably have to buy and make it clear to your customers that if they buy from you, it's a one-stop experience. Throw in a combo discount and you're well on your way to getting people from “thinking about buying” to “ready to buy!”

4. Bring Them Back for More

Good retargeting convinces people who are ready to convert—but didn't actually act during their first visit to your site—to convert. Better retargeting convinces people who aren't ready to convert to come back and convert when they're ready.

The best retargeting convinces people who have converted to convert again.

Facebook advertising doesn't end with a sale. Sales may be your ultimate goal, but the best Facebook Ads campaigns get people to buy again and again.

To pull this off, you really need to understand your buying cycle. If someone just made a purchase, they probably aren't ready to buy again the next day. Give it a few weeks or months, though, and new needs or challenges can easily get someone ready to buy once again.

If your ads happen to be there when they are ready to buy, you've got a much better chance of up-selling or cross-selling your customers.

For example, remember our SaaS company, ACME? If ACME's customers tend to upgrade after 3 months, it might be a good idea for them to run retargeting ads 2 months after someone signs up. That way, they can highlight the benefits of upgrading just as they start to realize that they need to upgrade. Now that's awesome retargeting in action!

New Things to Try

A good Facebook campaign can be used to accomplish almost every marketing goal you have, including introducing your brand to new audience members and driving in-store traffic with one-per-customer coupons. It's an exceptional system that feels like a blank canvas, waiting for you to do anything you'd like with it.

But that's also part of the problem.

It's a blank canvas, and there are so many options that you don't really know where to start. It's like being told you can do "everything" as an English major in college. Sure, you could potentially do "everything," but with no plan and experience in other fields, you also can't really do anything.

Too many blog posts and tutorials like to dish out abstract theories instead of actual, detailed instructions for how to see them through, so too many people don't know how to move forward with creating a solid Facebook campaign.

In this section, we want to change that. We're going to share six different, actual Facebook campaign strategies that you can use to build brand awareness, get conversions and connect with the audiences you're targeting.

1. The "Boomerang" Strategy

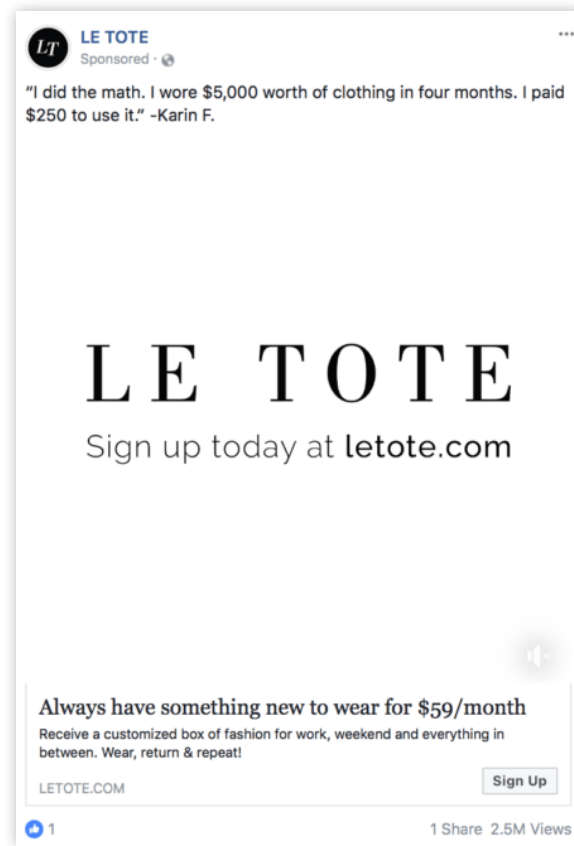
Is a brand new user going to convert the very first time they're introduced to your brand through a Facebook Ad? Most of the time, the answer to that question will be a resounding "No!"

Many people need to see ads from a single brand at least three times before they click. Even if they're only seeing the same ad, they subconsciously trust it more just because they're more familiar with it (which is part of the reason why retargeting campaigns are so effective)



The boomerang strategy is a great solution to this problem. With this strategy, you show cold users an initial ad designed to introduce them to your brand and explain what you have to offer. These users should be new to your brand, but the targeting is up to you—both lookalike audiences and basic demographic targeting can work fine.

The ad might look something like this:



After this ad runs for several days or a week, you'll create a second campaign that retargets users who engaged with the first ad. This second ad may include an offer or a lead ad that pushes users a little further in the sales funnel.

It's common to use a video ad for that introductory ad, with the objective being to get as many video views as possible.

Video ads get just a little bit more attention in the newsfeed, and you can then retarget users who watched a certain percentage or up to a certain second mark of your videos. Videos watched at least halfway through often gauge interest, so they may be your target audience.

Remember how we said that engagement was a useful goal in some scenarios? When it fits into a bigger picture with long-term goals like building awareness and priming the pump for future ads, engagement can be a great goal.

2. The “Low Hanging Fruit” Strategy

You’re probably well aware that you can create custom audiences based on your own customer list and/or email subscribers. But, did you know that you can also create segmented audiences based on different customer activity?

A computer repair store, for example, could create an audience off those who purchase your computer repair services, but not the laptop accessories you sell. Or, they could create custom audiences based on their high-value customers, who spend more than \$1400 with them a year.

Going in, you know a lot about these specific customers and how they interact with your brand.

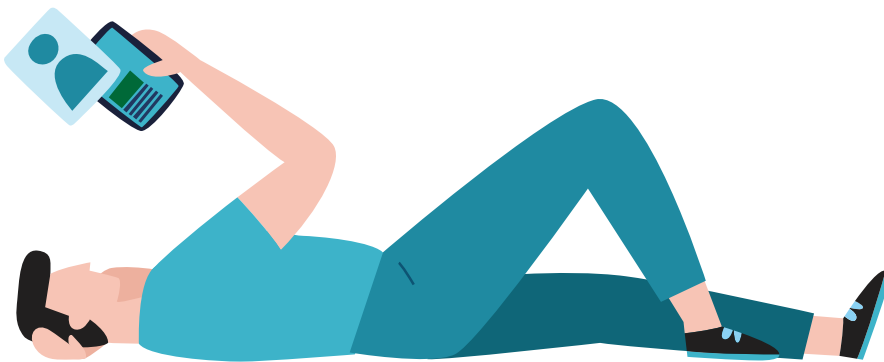
Use that to your advantage when trying to target cold audiences by creating a lookalike audience of these high-value customers. You’ll have a strong idea of what types of ad content that they’ll be responsive to and how they’ll use your product. You can even test ads on the original custom audience you based it off of.

3. The “I Know You Were Looking” Strategy

Facebook’s exceptional retargeting capabilities—as we just discussed—make it an incredibly versatile ad platform. This includes their website retargeting option, which is phenomenal.

With this feature, you can run retargeting campaigns to users who have interacted with certain pages, including creating ads specifically for users who added something to their cart but didn’t convert. Build your custom audiences from website activity and choose users who engaged with certain pages.

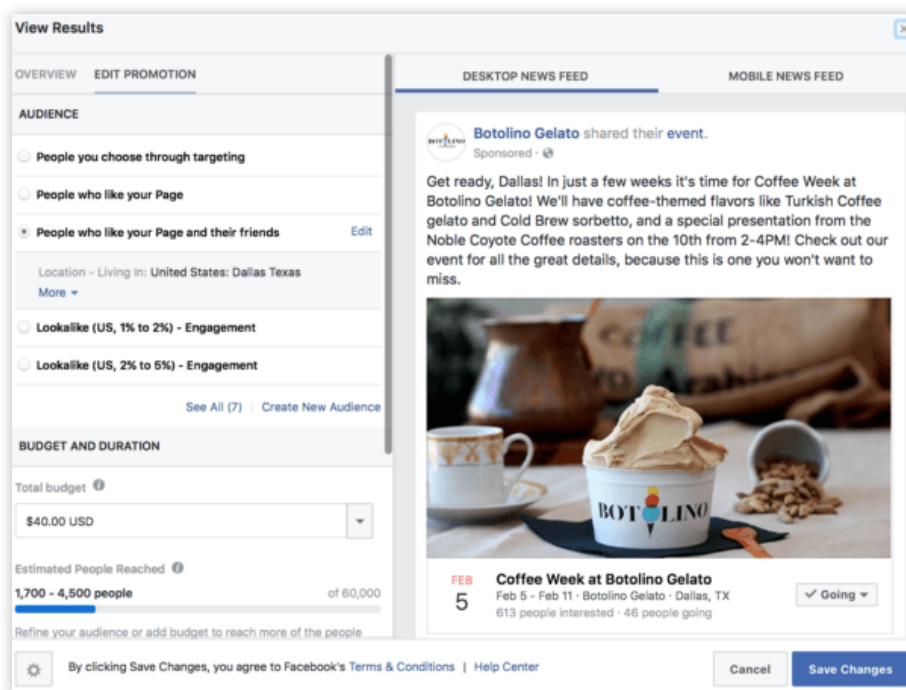
If you’re running an ecommerce store, you can also exclude users who recently purchased by eliminating the “thank you for your purchase” page from the targeting. Similarly, you can only target these users encouraging a repeat purchase, which is a great way to leverage the “bring them back for more” tactic we discussed in the retargeting section



4. The “Friend of a Friend” Strategy

When you boost posts on Facebook (as opposed to going through the full Create An Ad process), your targeting options are a lot more limited. This is intentional on Facebook’s part, because it’s meant to be a simpler, less-intimidating version of the ad system for people who don’t want to take the time to learn it.

In our experience, boosted posts work best when you use them to promote events that are listed on Facebook. It’s quick and it’s easy. When we do this, we find it’s helpful to target people who are already connected to the Page and their friends in at least one campaign.



This has a few distinct benefits. The people you’re already connected to will be most excited and you want to make sure they know about the event. They’re most likely to engage and attend.

Including their friends, though, takes this an extra step further and gives you access to an additional network of people that may be interested—they may have even heard their friends talk about you before. Usually, when we campaigns like this, our clients get comments like “Hey Jessica, isn’t this that place you’re always raving about? Let’s go to this!” on almost every single one.

5. The “Put Your Best Foot Forward” Strategy

This one is really simple. If you’re actively trying to reach new audience members exclusively so you don’t waste ad spend, you can choose to only show your ads to people who are not yet connected to your Page.

Sometimes, though, it can be good to have current or past customers weigh in on how awesome your brand is on that ad. New viewers, after all, don’t know you and don’t trust you.

To counteract this with cold audiences, we like to run campaigns with the Engagement objective that promote high-performing posts. When you promote existing posts, ad viewers will be able to see all the incredible comments left by past users raving about you.



Be specific about the posts that you choose and try to choose one that advertises the product well and has a ton of great user comments from enthusiastic customers. Think of it as putting your best foot forward—now new viewers don’t even have to do off-site research to know your customers love you.

6. The “We Miss You” Strategy

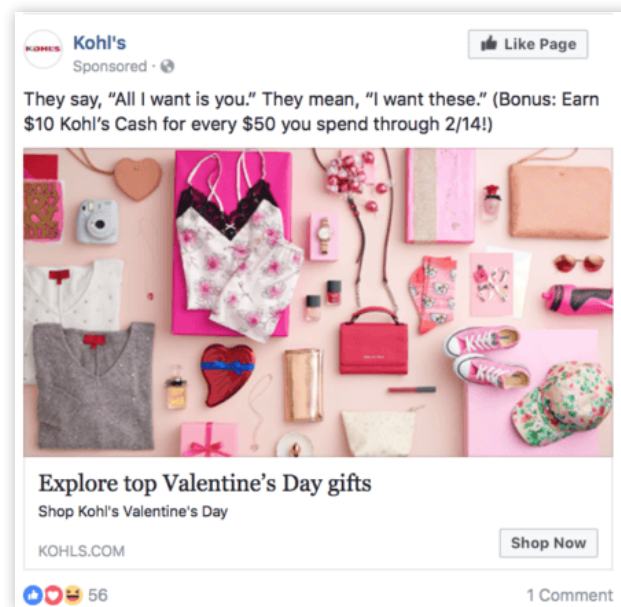
New customer acquisition costs are expensive, but necessary. Sometimes, though, it’s easy to spend so much time chasing after new customers that you forget about the ones you had who have dropped off.

Reengagement campaigns designed to reel those long-lost customers back in can help you maintain and grow a client base. To make things even better, they are often more affordable than getting new customers. You only have to run one campaign here, after all, instead of two.

Most businesses use CRM software or email lists that may provide you with customers who haven’t purchased or engaged with your brand in awhile. Maybe they haven’t purchased, or maybe they’ve been ignoring your emails. In many cases, these instances may go hand-in-hand. Download that list of users, and upload it to a custom audience on Facebook.

To do this, create a custom audience with the “Customer File” option, and then add customers through your own file. Show these users an ad that offers a powerful incentive for them to come back and purchase. Discounts and exclusive offers can be a great way to go.

You can also use segmented audiences to show them products similar to what they’ve purchased in the past. Using a headline like “We miss you, come back!” can also help. If you go several months without shopping at Kohl’s, for example, you might start seeing ads reminding you about Kohl’s cash.



As a side note, you should watch engagement on these campaigns very carefully. Some users may have abandoned ship because their budgets got tight or the competition was a little cheaper. Some, though, may have had a negative experience, so you’ll want to watch carefully for negative or hostile comments on the ad that could dissuade other users from buying again.

Wrapping Things Up

After auditing countless Facebook accounts, we've learned quite a bit about what goes into a successful Facebook Ads campaign. In this guide, we've equipped you with the know-how you need to take your Facebook campaigns to the next level. Now, it's up to you. In this guide, we've equipped you with the know-how you need to make a "good" paid search campaign great. Now, it's up to you.



Feeling Overwhelmed?

Don't worry, we can help! We'll take an in depth look at your Facebook Ads campaigns and show you how to get the most out of your advertising efforts—and we'll do it for free.

Interested? Click the button below and let us know you'd like our help. And, to thank you for downloading this guide, we'll build you a free landing page to help you take your campaigns to the next level.

Thanks for reading!

**Evaluate My
Facebook Campaigns!**