Making Facebook Ads Work for Your Business
Welcome to Facebook Ads!

According to Buffer, “Ninety-one percent of marketers invested in Facebook advertising last year. And it’s easy to understand why when you look at the data: more than 1.18 billion people use Facebook every day, and on average, each person spends more than 50 minutes a day across Facebook, Messenger, and Instagram.”

Whether you are part of the 91% that used Facebook Ads last year or part of the 9% who are just getting started, here is your crash course to get you started!

Part 1: What are You Promoting & Selecting an Ad Type

Part 2: Selecting an Audience

Part 3: Ad Placement

Part 4: Setting a Budget and Schedule

Part 5: The Ad

Part 6: Tracking

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Part 1: What are You Promoting & Selecting an Ad Type

When running a Facebook ad, you need to know what you are promoting and why you are promoting it.

First decision – what are you promoting? This is something only you can define.

Second decision – will you run your ad via Auction or by Reach & Frequency.
- Auction Ads make bids on your behalf to reach the most people at the lowest cost.
- Reach & Frequency Ads you pay a fixed price to predictably reach your brand’s audience.

Third Decision – what type of ad will you choose? You can choose from the following ad types:

To create awareness – ads to generate interest in your product or service.
- Brand Awareness Ads (auction or reach & frequency)
- Local Awareness Ads (auction)
- Reach (auction or reach & frequency)

*Awareness ads for best for small budgets

For their consideration – ads to get people to start thinking about your business and find out more.
- Create Traffic Ads (auction or reach & frequency)
- For Engagement Ads (auction or reach & frequency)
- For App Installs (auction or reach & frequency)
- Video Views Ads (auction or reach & frequency)
- Lead Generation Ads (auction)

To make conversions – ads that encourage people to purchase or use your product or service.
- Conversion Ads (auction or reach & frequency)
- Product Catalog Sales Ads (auction)
- Create Store Visits Ads (auction)
Part 2: Selecting an Audience

Selecting your audience is the most important part – more important than the ad itself. When selecting your audience, you are narrowing in to target the ideal customer/client.

You can create an audience based on:

- **Location**
  - Here is where you determine where your ad will be seen. For businesses that want to target only local people, you can set your ad to be shown within a 50-mile radius of your town or neighboring towns. For businesses with a global reach, you can select the countries you want your ad to be seen in.

- **Age**
- **Gender**
- **Language**
- **Demographics**
  - Here is where you can have some fun. Sample demographic targeting includes: education level (how far someone went in school), income, net worth, square footage of someone’s house, household composition (grandparents, young & hip, working women, new parents, etc.), moms (actual options include corporate moms, fit moms, green moms, soccer moms, & trendy moms), etc.

- **Interests**
  - The interest portion comes from what people’s interests are on Facebook, the pages they have liked and topics that relate to that.
  - Examples: Motherhood, graphic design, digital marketing, online shopping, etc.

- **Behaviors**
  - These options come from Facebook users’ purchase behavior and intentions.
  - Sample Options include: Anniversary in 61-90 days, new vehicle shoppers, having 9 lines of credit, having a high-end department store credit card, genre of TV shows watched, type of device people use, purchase behavior including buyer profiles, travel, etc.

Once you set your audience you can save it for later so you do not have to re-create it every time. You can save multiple audiences based on the ad(s) you are running.
Custom Audiences

You can also use custom audiences to target your ad as well.

You can use custom audiences to target people...

- **Who have visited your website**
  - This list comes from the tracking pixel you (hopefully) have installed on your website. There are two pixels – the Facebook pixel and the pixel for tracking conversions. For more information on Facebook pixels, visit [https://www.facebook.com/business/help/952192354843755](https://www.facebook.com/business/help/952192354843755).
  - When you import this list, you have several options to choose from –
    - Target everyone who has visited your domain
    - Target people who visited specific pages
    - Target people who visited specific pages but not others
    - Target people who haven’t been to your site for a while
    - Other custom combinations

- **Are on your mailing list**
  - Using this option, you can copy and paste your data from wherever you are sourcing it or you can directly import from MailChimp.
  - When you import, you have 15 identifiers to choose from to be imported.
  - For more on creating a custom audience from a customer list, visit: [https://www.facebook.com/business/help/341425252616329](https://www.facebook.com/business/help/341425252616329)
• **People who have interacted on your Facebook page**
  o This custom audience is made up of people who have engaged with your posts on Facebook. Facebook deems “engagement” in this manner like spending time viewing a video or opening your lead forms or canvas ad (more on those here: [https://canvas.facebook.com/](https://canvas.facebook.com/))
  o As of January 2017, there are 3 engagement options to choose from:
    ▪ **Video**
      • 3-second video views, 10-second views, 30-second views, videos watched at 25%, 50%, 75%, 95% and 100%.
    ▪ **Lead Ads**
      • Person opened the form, opened the form but didn’t click submit, opened the form and submitted it.
    ▪ **Canvas Ads**
      • Person either opened it or opened and clicked on the link.

• **People based on app activity**
  o If you have an iOS or Android app, you can create an audience based on the actions they took in that app.
  o To use this option, you have to register your app and set up app events to reach specific users. See more here: [https://developers.facebook.com/docs/app-events](https://developers.facebook.com/docs/app-events)
  o For more on creating a custom audience from all activity, visit: [https://www.facebook.com/business/help/285857478228227](https://www.facebook.com/business/help/285857478228227)

These are the ones who are actively seeking you out and engaging with you.

If you want to dive in even further, there are 8 expert-level custom audiences:

1. Retarget all past website visitors
2. Retarget people who visited specific landing pages
3. Retarget blog readers for higher engagement
4. Retarget new and past converters
5. Retarget your newsletter subscribers
6. Retarget free trial and freemium users
7. Target Facebook Lookalike audiences to reach new brand prospects
8. Retarget everyone who engaged with your content on Facebook

For more detailed information on how to create those campaigns, visit: [https://klientboost.com/ppc/facebook-custom-audience](https://klientboost.com/ppc/facebook-custom-audience)
Lookalike Audiences

Lookalike audiences allow you target Facebook users who are similar to their customers away from Facebook.

Smaller lookalike audiences more closely match your source audience, larger lookalike audiences increases your reach but reduces how similar your lookalike audience is to the source audience. Facebook recommends a source audience between 1,000 to 50,000 people. You can create up to 500 Lookalike Audiences from one source audience.

Your source audience is a custom audience not created with a data partner (ex: MailChimp), your Facebook pixel date, your app data, or fans of your page.

For more information on how to create a Lookalike Audience, visit: https://www.facebook.com/business/help/465262276878947?helpref=faq_content
Part 3: Ad Placement

Facebook gives you several options on where to place your ad –

Your choices for placement are:
- Desktop
- Desktop Right Side
- Mobile
- Instagram
- Audience Network (this lets you extend your ad campaigns beyond Facebook to reach your audiences on mobile apps, mobile websites and videos. We use the same Facebook targeting, measurement and delivery to make sure each ad on Audience Network helps you reach your campaign goals at the most cost-effective price.)
- Instant Articles (See more here: https://www.facebook.com/business/help/825186870955247)
- In-stream Video

If you’re not sure, Facebook will recommend using the default placements for your objective:
- Brand awareness (including Reach & Frequency buying): Facebook and Instagram
- Engagement (including Reach & Frequency buying): Facebook and Instagram
- Video views (including Reach & Frequency buying): Facebook, Instagram and Audience Network
- App installs: Facebook, Instagram and Audience Network
- Traffic (for website clicks and app engagement): Facebook and Audience Network
- Product catalog sales: Facebook and Audience Network
- Conversions: Facebook and Audience Network

For more information on ad placements, visit: https://www.facebook.com/business/help/175741192481247?helpref=related
Part 4: Setting a Budget and Schedule

Ah, the budget. Here’s where you determine how much you are going spend for your ad. You have two choices: daily budget (how much you spend per day) or lifetime budget (how much you want to spend for the entire campaign).

Not sure how much to spend on your ad? Here’s some statistics from Buffer & AdEspresso (current as of 2016 Q3) –

- The average Cost Per Click (CPC) is about $0.35 globally and about $0.28 in the U.S.
- The average cost per like is $0.23 in the U.S.
- The average cost per app install is $2.74 in the U.S.

What does Facebook take into consideration when displaying your ad? According to Facebook,

- Creating value for advertisers by helping them reach and get results from people in their target audiences
- Providing positive, relevant experiences for people using Facebook, Instagram or Audience Network

The best way for us to do this is to hold an auction in which both interests are represented. That way, advertisers are reaching people receptive to their ads and users are seeing something they’re interested in. This is different than a traditional auction because the winner isn’t the ad with the highest monetary bid, but the ad that creates the most overall value.

So how does the Facebook ads auction work?

Facebook advertising space is not determined by the highest bidder, instead, they determine the potential value created by your ad by looking at 3 factors:
1. Advertiser bid – this shows how interested/invested you are in having your ad shown
2. Ad Quality & Relevance – this is decided by how interested Facebook thinks a person will be in your ad
   a. Facebook provides a Relevance Score metric for your ads. When the ad relevance is high, Facebook will show your ad more than ads with lower RS metrics. See more here: https://www.facebook.com/business/help/672330766217827
3. Estimated Action Rates – Facebook calculates this by how likely Facebook thinks a person will take action you are advertising.

Facebook combines those 3 facts into a total value and displays the ad with the highest value. So if you have a higher quality ad that’s more relevant than your competitors, it doesn’t matter how much you spend, it will get shown.
How do you decide how much to spend?

There are two options of Facebook Ad Bidding – Automatic and Manual.

- **Automatic Bidding** – Facebook decides the bid for you. If you are unsure about how much you want to bid, go with this option. Facebook spends your set budget to maximize the visibility of your ad based on the 3 factors above.

- **Manual Bidding** – Here you choose how much you are willing to spend to achieve the action you want (ex: $5 per click). One note about manual – even if you bid the highest amount, you’ll still end up paying the lowest amount possible to get your ad delivered or action taken.

Also taken into account in your ad spending is how many people you want to see your ad. The more you spend, the more will see your ad. Facebook will keep track of it on the right side the Budget & Schedule portion of the creation process. See below:

![Image of Facebook Ad Spending](image)

Like traditional advertising, you need to also factor in the time of year you are advertising. The holiday season will see more competition for ad space than, for example, March. This is something to keep in mind when planning your budget. You may have to pay more to be seen.

**Ad Spend Minimums**

Yes, you can run an ad for as little as $1/day but not every ad will let you do that. Here are the spend minimums:

- If the ad set gets charged for impressions, its daily budget must be at least $1 a day
- If the ad set gets charged for clicks, Likes, video views, or post engagement, its daily budget must be at least $5 a day
- If the ad set gets charged for low frequency events like offer claims or app installs, its budget must be at least $40 a day

For more information on ad spend minimums, visit: [https://www.facebook.com/business/help/203183363050448](https://www.facebook.com/business/help/203183363050448)
Part 5: The Ad

Now the second-most important part of the whole process – creating your ad.

You can choose an existing post as your ad or you can create one from scratch.

If you are creating an ad from scratch, you have 5 formats to choose from –

![Formats of Ads](image)

Note: Formats will vary based on the ad objective you have chosen.
Facebook Ad Image Sizes:

A note about images, PLEASE PLEASE PLEASE make sure you are using an image you created or own or use one you have licensed. Also, images with real people tend to do better than standard stock images – something to keep in mind!

**Single Image Ads**

![Image of a dessert recipe](Photo Source: Buffer)

**Single Video Ad**

![Image of a pasta dish](Photo Source: Buffer)
Video Specs:
  • Video format: .MOV or .MP4
  • Aspect ratio: 16:9
  • Resolution: at least 720p
  • File size: 2.3 GB max
  • Facebook length: 60 minutes max
  • Instagram length: 60 seconds max
  • Thumbnail image size: 1200 x 675 pixels
  • Thumbnail image ratio: Should match the aspect ratio of your video
  • Caption length text: Text only, max 2,200 characters

For supported video types, see here: https://www.facebook.com/business/help/1640701476174343
For all supported aspect ratios: https://www.facebook.com/business/ads-guide/video-views/facebook-video-views/

Carousel Ads

If using videos in your ad, here are your specs:
  • Video format: .MOV or .MP4
  • Aspect ratio: 1:1 (square)
  • Resolution: at least 720p
  • File Size: max 2.3 GB
  • Facebook length: 60 minutes max
  • Instagram length: 60 seconds max
  • Thumbnail image size: 1080px x 1080px
  • Thumbnail image ratio: Should match the aspect ratio of your video
Note: If you want to run this type of ad using the video view objective, you will ONLY be able to use videos in your ad. Likewise, if you are using the app engagement & offer claims objectives, you can ONLY use images (hat tip to Buffer for that tip!).

__Slideshow Ads__

You can use up to 10 images. Here are your specs:
- Image Size: 1280px x 720px
- Image Ratio: 16:9, 1:1, or 2:3
- Video Format: .MOV or .MP4
- Copy Text: 90 characters
- Headline Text: 25 characters
- Description Text: 30 characters

__Canvas Ads__

This is Facebook’s newest type of ad. It is only available in mobile devices but you can create highly engaging mobile ads. You have 6 objectives to choose from:
1. Boost post
2. Increase brand awareness
3. Increase your reach
4. Send people to a destination on or off Facebook
5. Get video views
6. Increase conversions on your website

__Photo Source: Facebook__
With Canvas Ads, you have a variety of multimedia options to choose from. Here’s a screenshot of your options –

![Canvas Ad Options](image)

*Photo Source: Buffer*

If you choose a Canvas Ad, here are your specs:

- Copy Text: 90 characters
- Headline Text: 25 characters
- Description Text: 30 characters
- Image Size: 1200px x 628px
- Image Ratio: 1.9:1
- Video Format: .MOV or .MP4
- Video Aspect Ratio: 16:9 or 1:1

**Canvas Ad Options:**

*Full-Screen Image*, like the Minion example above (photo on the right). These have 3 sizing options:

- Fit to Screen Width (linkable): width of 1080px
- Fit to Screen Width (tap to expand): minimum height of 1080px
- Fit to Screen Height (tilt to pan): height of 1920px

For all 3, images use full width by default and must be a .jpg or .png. You can use up 20 photos.
**Tilt-to-Pan images**, here what you need to know:

- Photos can be wider than the mobile device – with this the user tilts their phone to see the whole image.
- Image Height: 1920px
- Image Width: between 3240px and 5400px

**Videos**

- Format: .MOV or .MP4
- Video Length: under 2 minutes (even if using multiple videos, it all should be under 2 minutes)
- Resolution: at least 720p
- Orientation: Portrait
- Thumbnail will be first frame of the video

Feel free to use captions – most people watch videos with the sound off.

**Carousel**

- Image Size: 1080px (max width) x 1920px (max height)
- Image Ratio: Can be full or partial but they need to all be the same size

All images must be a .jpg or .png and you can use to 10 images.

**Text Block**

- Text: 500 characters max
- Font Size: 6pt to 72pt
- Font Color: #rrggbb
- Font Style: Bold, italic, or underline (this applies to the whole block)
- Font Options: Serif or Sans Serif

**Buttons**

Each Canvas Ad must have at least 1 CTA (call-to-action) button that links to an external URL. With these they are 48px with 48px of above and below padding, can be 30 characters max and need to have a Serif or Sans Serif font.

**Header**

This is something you can have that stays at the top of the screen so your logo is front and center. Images must be 66px (max) x 882px (max) and be a transparent .png.

For more in Facebook Canvas ads and to see examples, visit: [https://canvas.facebook.com/](https://canvas.facebook.com/)
So what do you put in your ad?

Headlines

Did you know 70% of people actually never read more than the headline of a Facebook share before commenting and sharing? (Source: [http://thesciencepost.com/study-70-of-facebook-commenters-only-read-the-headline/](http://thesciencepost.com/study-70-of-facebook-commenters-only-read-the-headline/)) THAT is why having the right headline is important.

Here are some tips:
- Ask a question
- Make a powerful statement
- List your product features
- Keep it short, using 60-100 characters
- A/B test ads with different headlines to see which works best for your audience you are targeting.

Ad Copy & Design

The ad copy is just as important as the headline. Once the headline grabs them, your copy needs to keep them.

Tips/Ideas:
- A/B test ads with same copy but worded differently
- Create a clickable, gotta-have-it offer. Bring out the benefit of your product or service.
- Ask questions
- Create a sense of urgency or exclusivity
- Offer a prize and make sure it’s something people will want
- Use a cliffhanger where the ad links to the answer on your website
- Use numbers – ex: Find out 10 reasons...
- Use Power Words (great tip from Klient Boost). Here are some of the words they give to use:
  - suddenly
  - now
  - announcing
  - introducing
  - revolutionary
  - startling
  - offer
  - quick
  - easy
  - wanted
  - challenge
  - compare
  - bargain
  - hurry
- Here are 898 more from Buffer - [https://blog.bufferapp.com/words-and-phrases-that-convert-ultimate-list](https://blog.bufferapp.com/words-and-phrases-that-convert-ultimate-list)
- Eliminate objections
- Use social proof (and this can be POWERFUL)
• Show your expertise
• Leverage the power of the fear of missing out (FOMO)
• Use clear call-to-actions
• Offer something free
• Relate to your potential audience on an emotional level
• KISS – Keep It Simple Son
• Use visual content and display your products
• Tell a story
• Master the color psychology –

Photo Source: Klient Boost
Part 6: Tracking

How do you know if your Facebook advertising is working (or did work)?

You can view the results of your ads in the Campaign Dashboard and view each ad (as shown above). You can customize your reports through Columns and Breakdown.

In the Columns portion, you can select from the following presets (or customize your own):

- **Performance**: Results, Reach, Costs, Amount Spent, etc.
- **Delivery**: Reach, Frequency, CPM, Impressions, etc.
- **Engagement**: People Taking Action, Reactions, Comments, Shares, etc.
- **Video Engagement**: Impressions, 3s Video Views, Cost per 3s Video Views, etc.
- **App Engagement**: Mobile App Installs, Mobile App Actions, Cost per Mobile App Install, etc.
- **Carousel Engagement**: Reach, Frequency, Impressions, Clicks, etc.
- **Performance and Clicks**: Results, Reach, Cost, etc.
- **Cross-Device**: Website Actions, Mobile Apps Install, Website Action, Conversion Value, etc.
- **Messenger Engagement**: Link Clicks, Messaging Replies, Blocked Messaging Conversations, etc.
- **Offline Conversions**: Purchase, Purchase Conversion Value, Cost per Purchase, etc.

Your Breakdown options include:

- **Delivery** (e.g. Age, location, or platform)
- **Action** (e.g. Conversion device, destination, or video view type)
- **Time** (e.g. Day, week, or month)

Once you’ve picked your criteria, what does everything mean?

At the top, you have three tabs to pick from – Performance, Demographics, and Placement.

The **Performance** tab shows you the performance of your ad over your selected date range. There are three preset graphs, showing the results of your ad according to its objective, its reach, and the total amount spent. You can also customize the graphs to compare two metrics of your choice.
The **Demographics** tab shows you the gender and age breakdown of the data of your ad. You can toggle to see the breakdown of the ad results, impressions, reach, and amount spent.

The **Placement** tab shows you how your ad performed across different platforms (i.e. Facebook or Instagram) and placements (i.e. Facebook desktop right column or Instagram mobile News Feed). You can view data like ad results, impressions, reach, and amount spent across platforms.
Part 7: Other Resources for Reference

Here are some great articles that I used in preparation for this and some others that will help you reach your objectives:

Lead Generation Ads Resources

- Facebook Lead Ads: [http://www.jonloomer.com/tag/facebook-lead-ads/]
- How to Create Effective Facebook Lead Generation Ads from Sprout Social - [http://sproutsocial.com/insights/facebook-lead-generation/]

Facebook Ads Master How-Tos

- The Complete Guide to Getting Started with Facebook Ads from Buffer - [https://blog.bufferapp.com/facebook-ads]
- The Complete Guide to Facebook Ads Manager: How to Create, Manage, Analyze Your Facebook Ads from Buffer - [https://blog.bufferapp.com/facebook-ads-manager]
- Facebook Ads How-to: [http://www.jonloomer.com/tag/facebook-ads-how-to/]
- 3 Ways to Improve Your Facebook Ads from Social Media Examiner - [http://www.socialmediaexaminer.com/3-ways-to-improve-facebook-ads]
- 47 Closely Guarded Facebook Ad Tips from Klientboost - [https://klientboost.com/ppc/facebook-ad-tips/]
- Facebook Video Ad Guide - [https://www.facebook.com/business/ads-guide/video-views/facebook-video-views/?toggle0=No]

Facebook Custom Audiences

- 101-Point Guide to Master Facebook Custom Audiences from KlientBoost - [https://klientboost.com/ppc/facebook-custom-audience/]
- 33 Retargeting Campaigns You’ve Never Heard of Before from KlientBoost - [https://klientboost.com/retargeting/retargeting/]

Facebook Ad Sizes

- Facebook Ad Specs and Image Sizes [Fully Updated for 2017] from Buffer - [https://blog.bufferapp.com/facebook-ad-specs]
Tracking & Measuring Your Ads


Other Article Resources

- How to Set Up Google Analytics Goals for Facebook Ads from Social Media Examiner - [http://www.socialmediaexaminer.com/how-to-set-up-google-analytics-goals-for-facebook-ads/](http://www.socialmediaexaminer.com/how-to-set-up-google-analytics-goals-for-facebook-ads/)
- The Psychology of Color in Marketing and Branding from Help Scout - [https://www.helpscout.net/blog/psychology-of-color/](https://www.helpscout.net/blog/psychology-of-color/)
About Mandy

Mandy Edwards is the owner of ME Marketing Services, a social media marketing & website design company that provides social media consulting & management and website design services to businesses of all sizes. A graduate of the University of Georgia’s Terry College of Business, Mandy has 15+ years of sales & marketing experience. Past work experience has included print advertising sales, along with local store marketing for Chick-fil-A.

Locally, Mandy is involved in her community through Professional Women of Statesboro and the Lynda Brannen Williamson Foundation. She is a contributing writer to Business 2 Community and The Southern Coterie. Mandy is a graduate of Leadership Bulloch, a past honoree of the Statesboro Herald’s Top 20 Under 40, and in 2015, and a StatSocial Top 100 Social Media Power Influencer. In 2016, she was honored as one of the University of Georgia’s prestigious 40 Under 40 Alumni and was also a member of the second co-hort of the Lynda Brannen Williamson Foundation’s Women’s Leadership Academy. In 2017, Mandy and ME Marketing Services was awarded Best Website Design Company by Connect Boro Magazine. She is married to State Prosecuting Attorney Ben Edwards and is the proud mother of two redheaded daughters who constantly keep her on her toes.

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I | http://www.intagram.com/memarketingservices