

FACEBOOK Ads. A Step-by-Step Guide | WWW.RAPMILLIONAIRE.COM

THE POWER OF FACEBOOK ADVERTISING --- 16 MIN LONG ----- AND CONTENT CREATION ----- www.youtube.com/watch?v=B9W6SyqHxXg

Your first priority should be to identify your audience and after that, to find out what the specific audience likes. [Then figure out the copywrite, images, vids and a/b testing that is most effective (optimal for clicks).] Driving Facebook traffic to a lander sounds spot on. I might suggest keeping them on Facebook - driving them to a bot or a group after collecting their song and email - to keep drop off rates and costs down.

3-\$5 a day is a good budget. To say how long it should take is tough, because it's really about how much data you get from the ads you run. Some ads take off and start converting immediately and you get all sorts of great data - some not so much and you have to keep trying with a lot of inferences before you get any hard data.

Priority 1: check out my website and landing page please.

Priority 2: to identify the audience

Priority 3: to find out what the specific audience likes.

Priority 4: to figure out the copy-write, images, vids and a/b testing that is most effective (optimal for clicks).

"The key to Facebook ads is continually testing new creative, A/B testing your audience, ads and landing pages as well as optimizing for the Facebook ad score your account has to maximize your impressions while bidding lower than your competitors " — Steve Weiss, Founder of Facebook Marketing Agency MuteSix.

Read these Facebook targeting guide

-- www.contentharmony.com/blog/facebook-ad-targeting/

-- <https://connectio.io/25-facebook-ads-targeting-ideas/>

Invest into Facebook what you're willing to lose..... what can you afford to lose (\$). -Gary vaynerchuk

The biggest reason people lose on Facebook is they make one piece of content, and they target broad. An 18 year old and a 35 year old guy are TWO fucking (different) dudes. -Gary Vaynerchuk

Organic reach on Facebook is super low.... but creating ads are underpriced. -Gary Vaynerchuk

Facebook has some very nice targeting tools. Difference today is you can make 16 videos and show to 16 different audiences. -Gary Vaynerchuk

Fb ads and IG ads..... You have to put in the work..... You might lose \$1k but you need to figure it out! -Gary Vaynerchuk

47 MINUTE ----- www.youtube.com/watch?v=IruVbcxlix8..... Google YouTube Facebook Query marketing

24 min ----- www.youtube.com/watch?v=DD6Vp9k_NoY ----- learn how to do fb ads ----- run \$60 - \$100 on ads

The big time importance of IG and Fb ads ----- 21 min ----- www.youtube.com/watch?v=DD6Vp9k_NoY

The typical Facebook ad landing page contains at least one client testimonial. Testimonials are how the social network succeeds.

90% of customers' buying decisions are influenced by customer testimonials and customer reviews.

What's more, over 80% of consumers admit that they're more likely to buy from a brand that displays reviews and testimonials on its site.

75% of students are most likely to use their smartphone (over a laptop, desktop or tablet) to access social media. -----Consider creating a separate ad set with just mobile targeted ads. I've seen promising results doing this.

When students spend time on social media the most: Immediately After Waking Up: 14%. Morning: 13%. Afternoon: 24%. Evening: 33%. Late at Night: 16%

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----[audience target is the most important aspect to your Fb ad success].

----[Choosing the right audience is essential for a successful ad. You need laser-focused targeting].

----[The more specific your target group, the more likely you are to have a higher CTR. The more likely you'll convert a clicking user to email subscriber (or buyer) down the line].

----[Improving your click-through rate requires improving ad copy that lasers in on your target audience].Regarding your actual ad copy, I would suggest running all three and see which one works best. Numbers never lie.....

----[For Facebook ads, a big target is the wrong target. "The more people you reach, the more chances you have to sell something," couldn't be further from the truth.

-----[It can be tempting to see your ad could reach 1 billion people, but that's not what you want. You want to focus specifically on your niche to begin with. So narrow down your audience details].

[A] Focus on ONE state / country to begin with. Bonus points if you're able to focus on a city. Remember, target less than 10,000 people total. If your audience is broad, go narrower geographically.

[B] One of the most powerful targeting options available is 'Interests'. This enables you to advertise to people within your target demographics based on their interests (activity on Facebook, Pages they like, and closely related topics).

[C] When trying to figure out your first interest group to target I recommend a few options:

1. Take your 10 best customers and search their email address / name on Facebook.

Then go to their Likes by clicking 'More' on their profile and selecting 'Likes'.

Now, create a spreadsheet and list out all the Likes of each of your top 10 customers on Facebook. Focus only on the most relevant Likes to your business.

The goal is to find easy and effective ways you can target new customers. Look for 1-3 similar Likes across your top customers.

2. Find your competitors' customer interests

Go to a competitors' Facebook Page and look at the people who like it. Click on their profiles and find their common interests.

3. Target a direct competitor

Find an angle that makes your business unique and then use that angle to advertise directly to your competitors' customers.

Simply search for your competitor's name in the interests box and you can target people who Like your competitor on Facebook, or match your other targeting criteria.

[D] Caveat: DO NOT let Facebook recommend broad interest categories. Facebook's goal is to get your money. They want to show your ads to whomever is most likely to click. But it's your job to ensure your ads are targeting people who are valuable to your business.

[E] Choose your placements. I recommend you select 'Edit placements' so you can select exactly where you'd like your ad to be shown within Facebook's network.

With your first ad, I recommend you only target Facebook users in the News Feed; select "Feeds".

Audience Network can be a little difficult to configure for a beginner. It's best to get started with Facebook Ads directly on Facebook (rather than Facebook Ads that appear on other channels).

Mobile vs Desktop

If your landing page is fully optimized for mobile, it can be worth targeting Facebook users across all devices. But if your product is a web-app, then mobile ads might convert significantly lower than desktop ads.

Mobile ads now drive more impressions and clicks than desktop, but desktop still has a slight edge when it comes to conversions. So, if you're fully confident your site is killer on mobile, select "All Devices". If not, select "Desktop only".

[F] Set your budget

Start small. Set your daily budget at \$3.33 (this will ensure you don't spend more than \$100 a month).

Here are a couple of things to keep in mind when thinking about your bid amount:

If you try to bid too low, your ads may not get the exposure they need, and you won't reach your goals.

Don't worry about bidding a high amount.

Aim for \$0.75 a click. (Don't worry if that seems high, it's only 4.4 clicks). The point is to get some clicks to your ad going and then you can lower the amount.

A few notes for you to benchmark your performance with:

On most paying products we've advertised, the conversion from click to paying customer is about 0.1-0.2%

Conversion rate for collecting an email has been around 20%

***remember it can vary wildly based on your industry. But, this should give you a rough north star to aim for.

[G] Create your Ad, Choose the format

Let me simplify it for you: choose "Single Image". Single Image ads in the desktop News Feed tend to have a higher engagement rate than right column ads.

-----Facebook loves pictures with people in action (and not simple text). Photos with more than 20% text are auto-rejected by Facebook.

With only \$100 budget, six variations is a little too complex. Start with one or two images max.

[H] Add your copy

Once you've added an image or two to your ad, you have to create the supporting copy.

The first step is to choose the Facebook Page that will represent your business in the ad (all single image News Feed ads are promoted by Facebook Pages).

Then you need to choose your destination. This'll be your website or the landing page you'd like to drive traffic too.

Pro Tip: Create consistency. If someone clicks your ad, something in your image grabbed their attention. After clicking, they should land on a webpage that reinforces the message you shared in your ad.

Four key pieces of copy you need to include with your advert:

1) Headline: Add a brief headline to tell people what your ad is about. I like to give something away free with the headline (see "Free Growth Hacker Tips"). You only have 25 characters to use here. Be wise.

2) Text: The text appears above the advert and is similar to a status on normal Facebook posts

3) Call to Action (CTA): Facebook has a range of call-to-actions you can use within your ad. choose "Learn More"

4) News Feed Link Description: This appears below the Headline. Use this space to add additional text to emphasize why people should visit your website and to reinforce your CTA.

As a quick recap, here are four tips to help your ads stand out and drive clicks:

1. Choose images that stand out

2. Use Calls-to-Actions.....I love to use the "Headline" part of Facebook Ads to include the CTA.

3. Add social proof.....The "Text" section of your Facebook ad is a great place to include some social proof around your product or service....Include a testimonial from a customer. Mention how many ppl use your service.

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4. Use the "Learn More" button.....Through a bunch of testing, we found the "Learn More" button converted better than other buttons or not having a button at all.

[1] A couple of key takeaways about creating successful ads:
Design eye-catching ads that grab attention and generate clicks.
Laser-focused targeting to ensure your ads are reaching the right people.

To create and manage your Facebook target audiences, you'll have to use the [Audience Manager] tool. You can find this tool in the [Business Manager], by clicking on the top-right menu and selecting "Audiences".

-- pick a few cities or areas you want to target.
-- pick an age range within 10 years.
-- pick some more targeting features like interests, education or relationship status.
*****You want your campaign to reach 5,000 - 15,000 people.....targeting the right people who are most likely to take action on your offer.

-- Make sure to click on the "Advanced Options" feature and create a "New Feed Link Description".
-- Consider the Call-to-Action button underneath your copy. Fb says it is optional, but studies have found it leads to the best conversions.
-- The Desktop newsfeed Ad have a higher engagement rate than right column ads. Use Mobile ads as well.

-- When creating your ad, if you click on "Show Advanced Options" under "Budget & Schedule", you will find an option called "Optimization for Ad Delivery". If you choose to optimize for clicks, Facebook will show your ad to people who are most likely to click the ad.

CREATING CUSTOM AUDIENCES

-- To create a Custom Audience of all people visiting your website, go to your Audience Manager, select "Custom Audience" and click on "Website Traffic."
-- Focusing your Facebook targeting on location, interests, and demographics isn't enough to run high-ROI campaigns. There's more money to be made w/ Facebook Custom Audiences and Lookalike Audiences.
-- If you could create a single Facebook Custom Audience for maxing out on your Facebook ads results, I'd recommend ppl who've previously visited your site, making them more likely to find your offer of interest.
[One "red herring" to watch for is cost per click (CPC). Anyone who brags about paying an insanely low CPC is likely getting a horrible ROI. The key is balance].

-- Set a daily budget, and an unlimited campaign duration so that you can later edit the size of your daily budgets and pause the campaign whenever you see fit.
-- We recommend that you use the "Run ads all the time" option for your first campaign. Later, based on your ad reports (what days and hours work best) you can use these insights to set up a custom schedule.
[How To Analyze Ad Campaigns-----www.adespresso.com/guides/facebook-ads-beginner/analyze-your-campaigns-performance]

If you paid \$50 to promote your Facebook post and it received 80 likes, 15 comments, and five shares (100 interactions in total), each interaction costs you \$0.50. Is that reasonable for you?

According to Simkin, his firm typically knows within 150 clicks how an ad is doing and whether or not they should adjust the ads. This allows him to launch multiple variations of an ad and quickly figure out which ones are generating the best success rate. At the same time, he also recommends not pulling the plug on an ad too soon if you don't see immediate results. He believes the goal is to not give up too early when split testing, and to give it time.

The bigger the budget the larger the audience. And vice versa. So if your budget is under \$200, target 100k - 200k.

When you're creating a new business, expanding your product offering or entering new markets, you need to target a larger 'top of the funnel' audience that's both broad enough to give you enough potential customers, while specific enough to rule out those who'll never buy from you in the first place.

-- Using (interests intersection with exclusions) can help you sift the gold from the rubble.

Getting traffic is easy. Improving your conversion rates, however -- not so easy!

For an audience that shows actual interest in your offer, you can bring them to your site by crafting IRRESISTIBLE ADS. Ultimately, your Facebook ad campaign will only be effective if your landing page is optimized for the user.

Thoroughly research your audience. Start by making sure that you're targeting your ideal customers.

-----The fastest, easiest, most powerful method of audience targeting is to use [custom audiences].

-----They're your past website visitors (over the past 30-60 days); people who already know who you are, have checked out your stuff. If you've got this data to work with, you're gold.

-----rely heavily on [custom audiences] as much as possible to target the best audience (and thus, reap the lowest Cost per Clicks and Cost Per Leads).

-----When targeting is off, you can see by the dismal 2.9 Relevance Score ((find relevance score in the Facebook Ads Manager)).

-----When your ad's relevance score is high, Facebook will show your ad more than ads with lower relevance scores, and you will also pay less to reach more of your target audience.

Interest-Based Targeting

Facebook ad targeting is unrivaled in its versatility. You can target your ads based on user location, age, gender, interest, relationship status, education and more.

--you can target up to 50 languages.

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- their workplace.
- their connections.
- up to 25 countries | 250 cities.
- up to 200 Likes and Interests they have [their interests; Groups they've joined; pages they've Liked]
- their age (i will do 17-26)
- up to 200 college majors.
- up to 200 colleges.

Get audience targeting right.

The easiest place to start – unsurprisingly – is your own [Audience Insights].

Use Audience Insights to find new potential customers to target based on characteristics and interests of people who already like your page.

-- Click on [Audience Insights] in the Ad Manager.

-- Scroll down until you see a drop-down menu on the bottom left that says: "People Connected To".

-- You will now see a variety of metrics (including age and gender distribution among your current page likes, education level, and job title).

-- Based on the insights Fb provides, put together new target audiences to split test against or add to your current audiences. Use what you know about your audience demographics to create directed ads.

-- Instead of creating different ads and split testing them, create variations of whichever ad currently performs best, and change ONE element at a time. [For example, take your best ad, make copies of it and change the headline of each version. You now have multiple ads that are identical except for the headline that you can test].

-- After you determine which ad gets the best response, make copies of it and test another element [such as description or image].

-- Remember, also test combinations of different split tests. [For example, take the winning headline and put it with various descriptions to determine the winning description. Now put the winning description with one of the other tested headlines to see how it does. It might even outperform the winning headline/description combination].

-- Instead of just choosing news feed right-column ads or going for all news feed ads, split test the different ad placements. [If you have one campaign with news feed right-column ads, as well as desktop and mobile ads, run a placement report to find out how they perform]. Ideally, you would have three campaigns or ad sets: one for news feed right-column ads, one for news feed desktop ads and one for news feed mobile ads. This allows you to control the budget to a much higher degree than if all ad formats were in one campaign or ad set.

-- Exclude audiences such as people who already like your page. [Click "Create Ad" in the top right corner. You then see the regular campaign setup. Next, scroll down to Connections. Click Add a Connection Type and choose Facebook Pages. Then select the last option, Exclude People Who like Your Page].

-- Use Geographic Targeting. Each ad set should just target one geographic area because the cost per click can vary greatly. By separating different geographic targets from the start, you can adjust your bids accordingly. Bid higher where it makes sense.

-- There are a variety of ways to optimize your Facebook ads. [Experiment with audiences (age|location|interests), placement (news feed|right-column|mobile), and split testing (headline|description|images)].

--- Google Analytics will also provide a Demographic Overview (located under the "Audience" section) which can complement similar data.

*** Focus on more than just gender, age and location. Really dive into beliefs, values, interests and lifestyles.

CUSTOM AUDIENCES

If you're still boosting Facebook posts, you're doing it wrong.

Ideally, the majority of your money should be spent on custom audiences inside Facebook. There's only one potential issue: Using these can often limit your results initially.

Custom audiences require that you have a large audience.

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(Step 1)

Start by selecting "Engagement" to display a list of your brand new targeting options.

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(Step 2)

Next, you'll see that you can create a new custom audience based on everything from video views to your Facebook Page and even Instagram business profile.

Click on "Facebook Page" to make a list of people who have interacted with your Facebook posts or page.

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(Step 3)

Now you can select the action or trigger that places people on this new list.

For example, you can now select people that:

- Have engaged with specific pages or posts on your page.
- Have clicked on your CTA button (showing interest in checking out your brand)
- Or have even sent you a message and saved posts.

If you're just looking to reach the widest audience possible at this point, go ahead and select the default "Everyone who engaged with your Page."

Canvas Ads

Since 54 percent of Facebook's users are on mobile, these ads have the potential to reach millions – and hold their attention. AdWeek reported in 2016 that the average view time of these ads was a whopping 31 seconds.

Canvas ads (using Facebook Instant) will load complex videos and details in fractions of a second.

All you have to do is go into the Facebook Ad Manager and select Canvas ads under "ad format." You can even turn carousel ads into Canvas ads to get up-and-running within minutes.

The carousel feature allows you to show more of an ad than would normally fit on the screen, with the capacity for up to ten videos or photos in a single ad. It's smart to do carousel ads (not link ads).

After selecting the Canvas ad, you can copy an existing template to work off (or create your own custom one). For example, here's what a template looks like if you need a head start:

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- Making people jump from Facebook to a landing page and then filling out a form introduces more friction into the conversion process. In other words, the more steps that you require, the greater likelihood that someone will bounce before completing everything.
- And that multi-step problem is especially difficult on mobile devices, presenting an awkward user experience on tiny screens that might take people outside of an app, fill out a detailed form while they're on-the-go, etc.
- So this clunky conversion process isn't always ideal (especially for mobile users, which is now the majority of Facebook users).
- Thankfully, Facebook has recognized these challenges and provided us with a simple alternative: [Lead Ads]!!!!!!!

Someone clicks on your ad unit, and a simple screen pops up (instead of being thrown to a new page outside of Facebook).

~ Select LEAD GENERATION as my Facebook campaign. Then LEAD FORM. [Lead Ads (and most conversion-based Facebook ads) work the best with previously 'warmed up' audiences who're at the right step in the customer journey].

~ How are you supposed to 'warm people up' in the first place? How can you increase the number of people who know who you are? Today one of your best bets is VIDEO ADS. Creating and advertising your videos on Facebook to reach new audiences is a no-brainer.

--

~ Let's kick things up a notch and add another new twist: Creating custom audiences of people who've viewed your Facebook videos.

~ From the custom audience screen, choose "Engagement" once again to target people who've interacted with your Facebook Page in some capacity.

~ Now you're going to select "Video" to zero-in on the people who have watched your video recently.

~ You can select an audience size based on the length that someone has viewed your video. Go ahead and shoot for a happy medium somewhere in the middle to start with (people who've viewed at least 10 seconds of your video).

--

~ CUSTOM AUDIENCES allow you to create dynamic lists of people based on where they're at in your funnel. So if you do it right, you should know exactly who they are and what they're interested in to increase conversions.

~ One of the most popular custom audience options is to target your website traffic. Your PIXEL picks them up, and you can then retarget them on Facebook with ads to get them to come back.

~ The trick is knowing what, exactly, to use as the hook for your ad creative. Facebook recently made this easier by giving you more control over which specific website visitors you'd like to track.

There's a learning curve when trying to master Facebook ads. That's why many people never make it past the basics, unfortunately. But that's a shame, because you can often find the best results by using these advanced techniques that other people aren't using. Creating new ads with Facebook Page engagement, Canvas, Lead Ads, video views, and page-specific audiences allow you to laser target campaigns across every single step of the buyer's journey. That means no matter which stage someone is in, or even if they've ever heard of you, there's a perfect Facebook ad type for the job. -NEIL PATEL

FACEBOOK PIXELATION

Facebook Pixel is just a bit of code (also known as a script) that you put on your website that sends messages back to Facebook for tracking purposes. When you install the pixel, you'll be able to retarget people who have visited your website, track events that happen on your website and attribute that activity directly to the specific ad that brought the website visitor to your site.

You can find your Facebook Pixel (unique to every ad account) in the Assets area.

~ step-by-step Facebook Pixel installation ----- www.andreavahl.com/facebook/facebookadspixel.php <-----hire somebody from upwork to do this

VIDEO ADS

Use Video Ads to Build Audiences.

Using video works well with targeting people who have already engaged with your content.

-- To use this feature, go to the menu in the upper left corner and select Audiences.

-- Then select Custom Audiences from the dropdown menu.

-- then you can select Engagement on Facebook to create an audience of people who have already engaged with your videos in the past.

-- select 10 seconds of engagement for your video.

-- By creating an Audience of people who have already viewed your videos, you'll be showing your ad to a warm audience who is familiar with your content.

ONLY SELL TO WARM AUDIENCES

-- Converting on Facebook is challenging. It's different than Google because people may not actively be looking for your solution. You're targeting by interests and demographics, not search terms that someone is looking for right in that moment.

-- Custom Audiences can be set up to connect to your email subscribers who have opted in on an offer, website visitors who have viewed particular pages, or people who have watched your videos. Doing so keeps your costs down by only showing your ads to people who are more likely to convert.

-- The right column placement usually doesn't get high visibility because it only shows up on Desktop, but I find that it does well in Retargeted ads because people recognize your brand.

USE BREAKDOWN REPORTS TO SPOT WEAKNESSES

-- Use the Breakdown Report to see what segments are converting better for you.

-- When you use the breakdown report, you can stop the under-performing segments. [In this example, the Mobile News Feed placement is converting at a 26% better rate!]

-- You can also separate out your placements into different Ad Sets so that those budgets are controlled more tightly. When you choose multiple placements in one ad, the budget is optimized across all of them and is not spread evenly. [Notice in this set of ads, the Right Column placement for retargeting does better in terms of cost per conversion compared to the News Feed on Desktop].

-- Using a combination of demographic and interest targeting can help you reach your perfect customer, but be sure to do a variety of tests.

-- 10% Engagement (or higher) is when you know you have something worthy!

Facebook ads can give you crazy-good return on the money you spend, but you also have the potential to waste a lot of money if you take a "set it and forget it" approach. Make sure you're vigilant about watching the right stats, running a variety of tests, and putting a stop to what isn't working. -

Andrea Vahl

