

3 Ninja Tips for Awesome Facebook Ad Campaigns



Hi, I am Kathy Alice Brown of webenso.com and if you have tried Facebook Ads and gotten less than stellar results, this report is for you.

You know compared to some platforms, it's pretty easy to set up a Facebook ad campaign, but to get awesome results you just got to know the platform and all the options available to you.

To that end here's my 3 Ninja Tips For Awesome Facebook Ad Campaigns that will help you get great results for your campaigns.

Ninja Tip #1: Customize Your Headlines.

You probably have heard that it's important to test different images with your Facebook ad. The same goes for your headlines too.

Let's take a look at some examples of Facebook ads – so you are clear on what I mean by a headline.

Here is two screenshots of the same ad. The first screenshot is of the version of the ad that appears on a smartphone.



Here's the desktop version of the ad that shows up in the newsfeed:

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[Blog Post] 1.7 Billion Reasons To Consider Facebook Ads

If you have tried Facebook ads unsuccessfully before, it's time to take another look. Facebook now has 1.7 Billion (that's billion with a 'B') users! And with Facebook's amazing targeting you can quickly zero in on a golden source of highly qualified traffic.

Yes you need to know the platform. It's critical that you pick the right objective and have a compelling offer. However since Facebook's algorithm has gotten a lot... [See More](#)



1.7 Billion Reasons To Consider Facebook Ads
4 reasons why Facebook ads are a great traffic channel for qualified traffic. Read the blog post to see if Facebook ads are for you.

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The headline for this ad is the text circled in red: "1.7 Billion Reasons to Consider Facebook Ads".

When you create your ad and pop in your URL of your landing page or in this case, your blog post, Facebook will automatically populate the ad with the image, headline and text from your page.

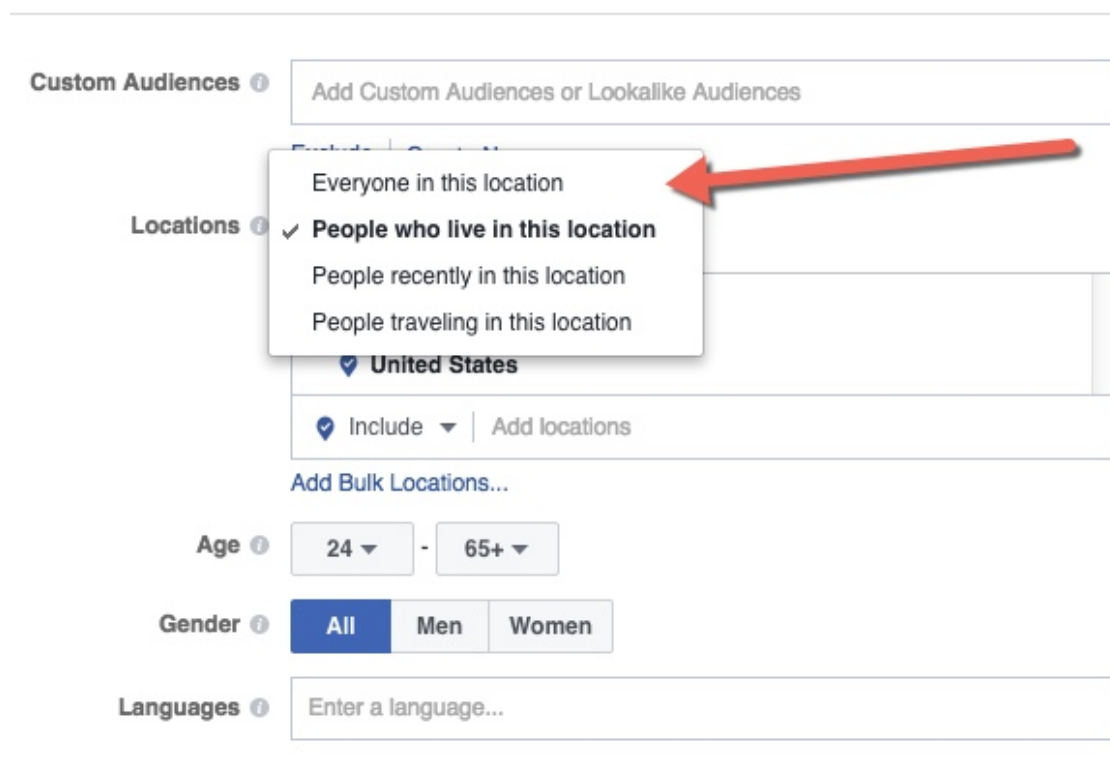
So I keep that ad, but then I duplicate it 2 or 3 times and change just the headline on the ad. I also create ads that only have the image changed.

When I test 3 or 4 different headlines and often find that the original one that I chose is not the winner.

When it comes to success with digital marketing, testing is critical but often overlooked. Facebook is no different, so remember that testing different headlines, copy and images is the key to success.

Ninja Tip #2 - Don't always accept the Facebook defaults

You don't always want to accept the defaults that Facebook gives you. When you create your Ad Set, here's a field that a lot of Facebook Marketers overlook when they are setting up their Ad Set.



The image shows a screenshot of the Facebook Ad Set targeting interface. The 'Locations' section is expanded, showing a dropdown menu with the following options: 'Everyone in this location', 'People who live in this location' (which is selected with a checkmark), 'People recently in this location', and 'People traveling in this location'. A red arrow points to the 'Everyone in this location' option. Below the dropdown, 'United States' is selected as the location, and 'Include' is chosen as the targeting type. Other targeting options visible include 'Age' (24-65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...).

They scroll right by the field that is set to “Everyone in this location” not realizing it’s a default and can be changed!

You see that here, I've chosen instead to target only the people that live in United States and not include people traveling here or were recently here in the US.

Bonus Ninja Tip

Here's another Ninja tip I'm going to slip in. Another field where you usually don't want to accept the defaults is with placements.

What are placements? Simply put placements are where the ad shows. With Facebook, your ad can show in the Desktop or Mobile news feed, in the right column on Desktop, on Instagram and on Partner web sites.

Facebook would prefer that you let it optimize your ad's placement but currently most marketers prefer to edit the default setting of grouping all placements together.

Placements are another area whether testing is helpful. Many marketers have found that the same ad doesn't perform the same on Audience Network or Instagram as it does on the Facebook feeds. So I recommend that you don't put the Instagram, Audience Network, the Right Column and the Facebook feed placements all in the same Ad Set (which is the default). Most savvy Facebook marketers split them out over several ad sets or at least turn off Instagram and Audience Network

Ninja Tip #3 – Run Your Ads Against More Than One Audience

Just like you want to test versions of your ad, you also want to test your targeting.

Facebook's targeting abilities is amazingly powerful. One thing you might not realize is that Facebook not only knows about the pages you like, how old you are, and where you live and work, but Facebook has also partnered with other companies to get access to data like whether you are a homeowner or not.

These targeting options can be grouped together into a saved audience. And you definitely want to try your ad with different saved audiences.

Saved audiences are just one type of audience you can use in your Facebook ad campaigns. Did you know you can upload your email list into Facebook and create an audience from it?

Audiences are really powerful in Facebook.

Another Bonus Ninja Tip!

Would you like another tip? This one is not mentioned in the video but I like rewarding people that take action (like you did by downloading and reading this free report).

Not too long ago, one of my copywriting clients contacted me about her Facebook campaign. She was paying nearly \$44 a lead for her up and coming webinar on Facebook and was wondering if I could help her get the cost down.

So I took a look and just changed two things about her campaign and got the cost down to \$11 a lead. Now \$11 a lead is still not great. But wouldn't you agree that it's much better than \$44 a lead?

What did I change?

Before I tell you, let's take a look how almost everyone gets started with Facebook ads. Tell me if you don't recognize this:

1. You create a post on your Facebook business page (in case of my client – about her webinar).
2. You then boost the post, turning it into an ad.

Boosted posts are good for keeping in touch with your Facebook page followers as well as getting feedback on your blog posts. They are not very good for driving clicks to your landing pages where you are asking for a name and email address.

When you boost a post you are asking Facebook to optimize for post engagement such as likes and shares. So Facebook shows your ad to people who are likely to like and share your ad, but not necessarily click on it.

So what did I change about my client's campaign? I changed the objective so Facebook knew that we wanted clicks. That one change made all the difference in the world.

The other thing I changed? I just re-wrote the copy on the ad a little bit to better explain the benefit of the webinar (the copywriter in me just couldn't help it). But I didn't change the image (there was only one), nor did I change the landing page or the headline of the ad. The changes took me less than 15 minutes.

Picking the right objective for your Facebook campaigns is critical.

What you need to be successful with Facebook Ad Campaigns

To be successful with Facebook Ads you do need to understand the platform both from a conceptual level as well as understanding how to use the platform. So where to change the placements, and where to set your budget and so on.

And quite frankly that's where I see people struggle. If you aren't very "techie" the platform might be overwhelming to you.

If that is you, consider hiring me. I specialize in small Facebook campaigns that will build your list and I charge much less than the agencies. I'm also available by the hour to review and help you optimize your campaign.

Getting started is easy, just click on the link below to book a strategy session with me: <http://kathyalice.acuityscheduling.com>