

# — THE ULTIMATE FACEBOOK AD — **TEMPLATE LIBRARY**





## ABOUT DIGITALMARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs, and small business owners come to get ideas to:

[Drive Traffic](#), [Boost Conversions](#), and [Increase Engagement](#)

**NOTE:** If you're new to DM, you can click one of the links above for free, instant access to our most popular articles and case studies on the subject that interests you most: **Traffic**, **Conversion**, or **Engagement**.

If you like what you see, [you can create a free DigitalMarketer account](#) and get instant access to over 30 of our best resources.

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[DigitalMarketer.com](https://DigitalMarketer.com)



The past year was a big one for us at DigitalMarketer. We learned a lot and made big strides in growing our audience through a more strategic use of Facebook ads.

The result was we generated more conversions than ever, reached a wider audience than ever, **at a fraction of the cost** of what we used to spend on paid traffic.

So, how did we do it?

For starters, we put a big focus on making the right offers to the right audience segments. Here at DigitalMarketer, we serve several different groups of people—like individual marketers, small business owners, marketing teams, and marketing agencies. And we have different products for each of those [customer avatars](#) (aka buyer personas).

We really upped our game when it came to showing the *right offer* to the *right audience*. As a result, we were able to *increase* our conversion rates and get more results with *less* wasted spend.

We also improved our targeting geographically. In the past, we were pretty open in terms of international



geographic targeting... but lately, we've gotten a better understanding of where our core customer segment is located. And we've used those new insights to hone in our geo-targeting to our primary areas (the United States, Canada, Australia, and the United Kingdom). That improved targeting has really helped us to scale our ads more efficiently.

Finally, we're learning that in order to grow our business and reach our goals, we need to reach a bigger audience—and to do that, we have to put more effort toward brand awareness. With that in mind, we started leveraging more top-of-funnel (TOFU) content in our ads.

In a lot of cases we already *had* amazing content created—all we had to do was insert that content into our paid traffic campaigns to start driving more brand awareness and reaching a larger audience.

But growth is not just in the number of campaigns you run or the number of people who see your ads! Over the past few years, DigitalMarketer went from simply creating "ads" to creating "ad campaigns."

*What do I mean?*



[We developed an automated system](#) for acquiring new leads/customers and monetizing our existing customers.

We quit running “one-hit wonder” ads that generate results right out of the gate but quickly die and provide a poor experience for the end user.

As you’ll see in the ads below, we’ve grown and learned so much in every aspect of what it takes to run successful ad campaigns.

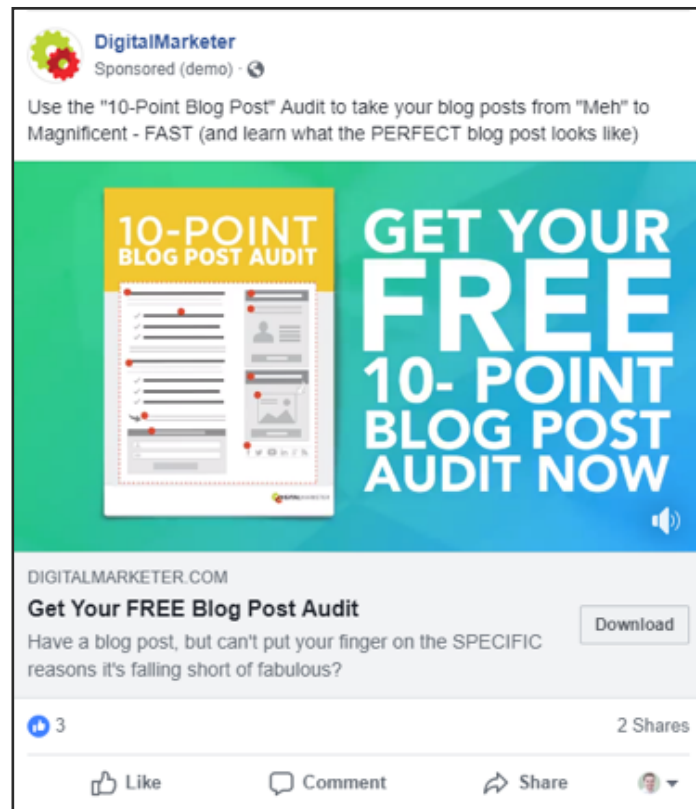
We appreciate you for joining us on this journey and experiencing this growth as it happens, and we hope you’re able to leverage what you learn here to create the same kind of growth in your own company.

Now without further ado... here are DigitalMarketer’s best Facebook ads from our highest performing campaigns this year.



# **1. NEWSFEED AD TO A LEAD MAGNET**

We've tested a lot of different [Lead Magnets](#) over the past year. And without a doubt, [one of our most consistent performers](#) is the "10-Point Blog Post Audit."



We've refined this ad over time. One way we've been able to improve it is by cutting down on the copy so that we can really hone in on the most important message as quickly as possible.

Then, we had our video team help give this ad a more cohesive feel with the rest of our videos and images (which



is something we didn't always have). As a result, we're able to keep on-brand and give users a more consistent experience with DigitalMarketer across all channels.

We also learned something new with this ad, *which is that we don't have to be afraid of asking questions.* "Best practice" says to use as few questions as possible on your forms if you want a high conversion rate. But in this case, we were able to ask a series of questions *without* sacrificing form fills or causing people to bounce.

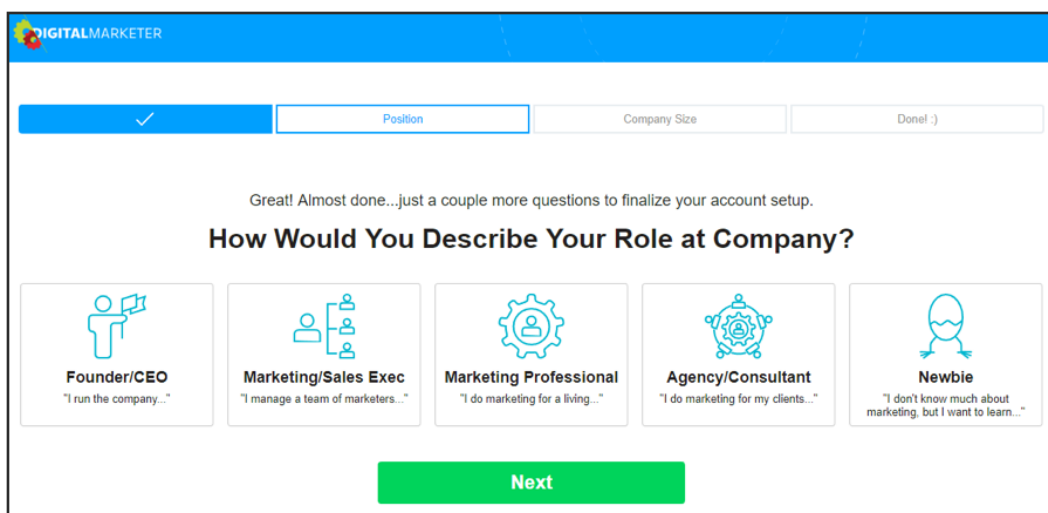
How did we do it? On [the landing page](#), we presented visitors with this short, easy form:

The image shows a Facebook advertisement for a '10-Point Blog Post Audit'. The ad has a blue background. On the left, there is a graphic of an open book. The left page is titled 'The Components of the Blog Post Audit' and lists 10 elements: Headline, Introduction, Consumption, Goal, Media, Close, Search, Competitor, Completeness, and Clarity. The right page of the book shows a 'Blog Post Audit Element 1: Headline' with a yellow background. On the right side of the ad, there is a form titled 'Download Your FREE Blog Post Audit'. The form includes input fields for 'First Name', 'Last Name', 'Email', and 'Company Name'. Below these fields is a checkbox with the text 'By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.' At the bottom of the form is a green button with the text 'Get Your Free Blog Post Audit'.

Then, after they complete the initial form, we ask them some additional questions about their position and company size:







The screenshot shows a web form for DIGITALMARKETER. At the top, there's a blue header with the logo. Below it, a progress bar shows four steps: a checkmark, 'Position', 'Company Size', and 'Done! :)'. The 'Position' step is currently active. The main heading reads 'How Would You Describe Your Role at Company?'. Below this, there are five selectable options, each with an icon, a title, and a description: 'Founder/CEO' (person with a flag), 'Marketing/Sales Exec' (person with a list), 'Marketing Professional' (person with a gear), 'Agency/Consultant' (person with a gear and a target), and 'Newbie' (person with a lightbulb). A green 'Next' button is at the bottom.

DIGITALMARKETER

✓ Position Company Size Done! :)

Great! Almost done...just a couple more questions to finalize your account setup.

**How Would You Describe Your Role at Company?**

**Founder/CEO**  
"I run the company..."

**Marketing/Sales Exec**  
"I manage a team of marketers..."

**Marketing Professional**  
"I do marketing for a living..."

**Agency/Consultant**  
"I do marketing for my clients..."

**Newbie**  
"I don't know much about marketing, but I want to learn..."

Next

These extra questions allow us to qualify our leads, learn more about them, and segment them accordingly. As a result, **we can deliver more relevant content and do a better job of helping them to achieve their goals.**

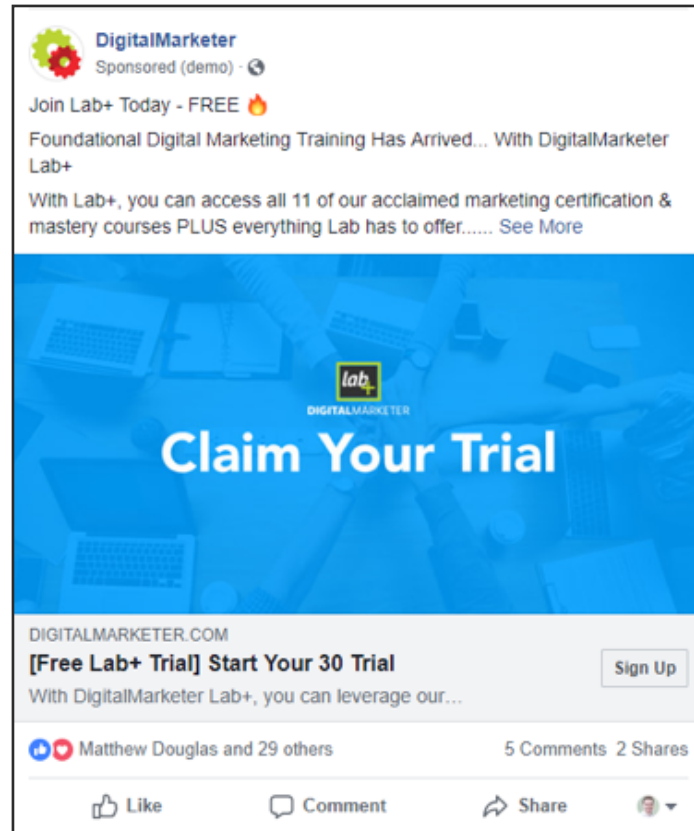
And by asking these additional questions after the initial form fill, we're able to keep a high conversion rate on the landing page.

Last year, this 10 Point Blog Post Audit produced 2,744 leads in just 6 months.



## **2. RETARGETING TO FREE LAB+ TRIAL**

The [second ad](#) on our list is a retargeting ad for a free trial of Lab+:



In terms of creative, this ad is pretty simple and straightforward. The image reinforces the “free trial,” while the copy uses bullet points to help communicate just how many benefits you’ll get as a Lab+ member:





The new and exciting thing about this ad is the *offer* we were able to make.

In the past, we've had a lot of success promoting a \$1 trial to DigitalMarketer Lab. The strategy behind this offer has always been: let's minimize the barrier to entry and get more people in the door. Then, when they realize how much value they can receive in DM Lab, they'll stick around and become paying customers.

That strategy has worked really well for us! But this past year we've been able to improve it even more.

See, the main reason we offered a \$1 trial—instead of a *free* trial—is because our billing system didn't support that



feature. Well, we updated our system and were able to offer new prospects a Lab+ trial for free.

Even though it's technically only a difference of \$1, there's a HUGE difference in the mind of your prospect. Some people refer to this as "the power of FREE."

To promote this offer, we used a retargeting ad on warm traffic. This was an effective combination because we made an irresistible offer to people who already know and trust us.

Now if you're using a freemium model in your business, it's important to make sure your membership is as valuable as possible. Because if it's not, then people will cancel during the free trial period.

So with that in mind, we also gave DM Lab a major overhaul. We made it easier to use and really focused on showing our free trial members the immense value they were getting with this membership. As a result, a higher percentage of trial members ended up sticking around to become new paying customers.

Last year this ad generated 109 Lab+ purchases in 6 months.



### **3. TOP OF FUNNEL (TOFU) VIDEO AD**

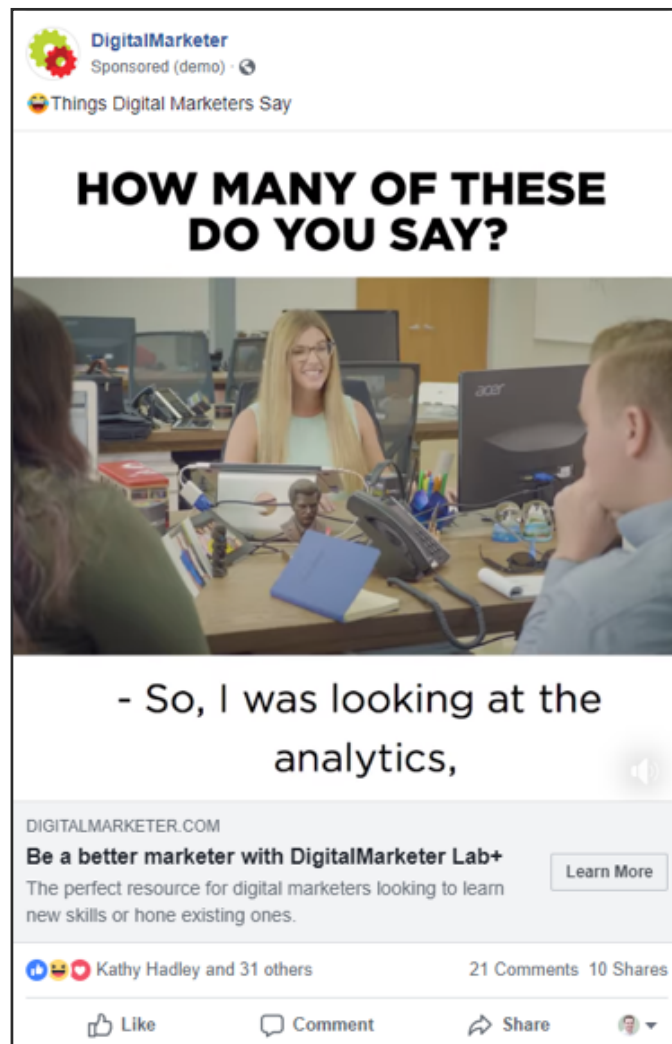
In the past, we had a tendency to focus on bottom-of-funnel (BOFU) content with our paid traffic. Our strategy was to target people who were closer to making a purchase with a sales-oriented message because those campaigns tend to convert at a high rate.

But one of the things we've realized is that a BOFU-focused strategy can be limiting. In other words, there are only so many people ready for BOFU content. And once you scale up to the point where you're reaching all those people, you need a way to reach a wider audience if you want to continue to grow.

In the past year, we realized that we had reached that point, and we needed to expand the brand awareness of DigitalMarketer through more top-of-funnel (TOFU) ad campaigns.

One of the most successful of these campaigns was "[SH#! Marketers Say](#)":





This is a smart, quippy ad that generated a lot of views and engagement. It's actually FUN to watch (at least if you're a marketer), which makes it a great choice for a TOFU campaign.

So, what were the results of our new strategy?





In short, we generated more traffic from TOFU campaigns than ever before. In the past, we used to see around 1,000-2,000 sessions a day. But with TOFU ads like this one running, our sessions jumped up to 5,000/day.

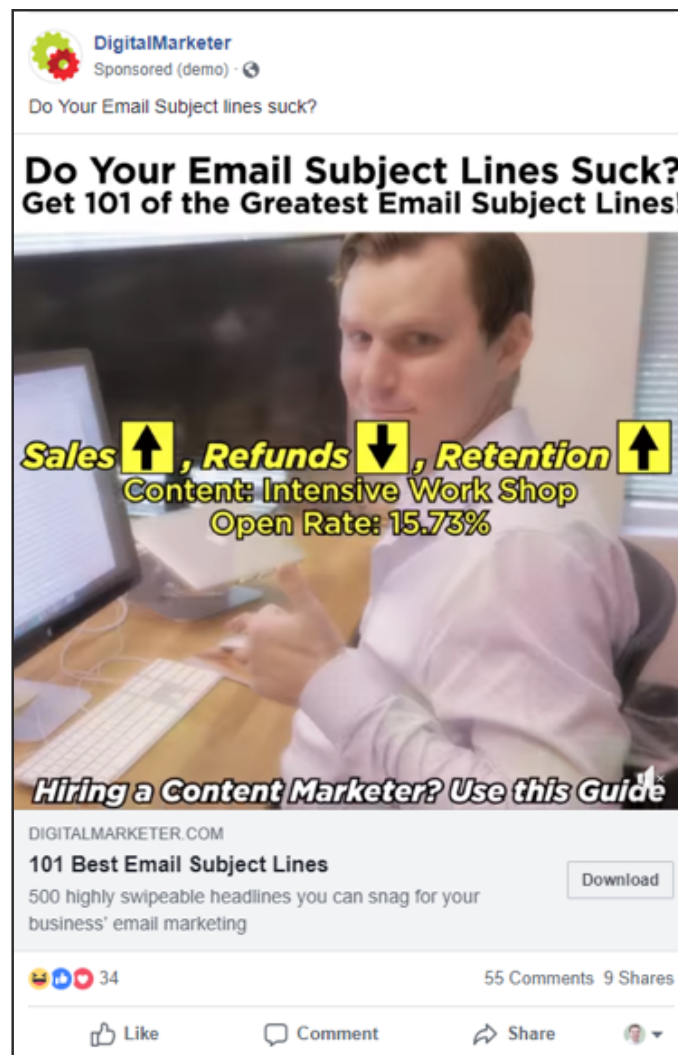
Over the course of 6 months, this ad alone generated 188,161 sessions—accounting for over 50% of our paid traffic!

These visitors didn't purchase our products at the same rate that our warmer traffic did, which is to be expected. But with this 150-500% increase in traffic, we were able to pixel and nurture a much broader audience of new users.



## **4. NEWSFEED AD TO BLOG CONTENT**

Keeping with our theme of sending paid traffic to TOFU content with the goal of driving awareness and expanding our audience, [here's our next ad](#):



We wanted to try driving traffic to our "[Best Email Subject Lines](#)" blog post. Year after year, it's always one of our best-performing posts, and we had a feeling it would do well for paid campaigns.



Then we got creative with the ad itself and created a hilarious infomercial-style video ad that's intended to make people smile and convince them to come check out the post.

The video is chock full of personality and exudes our voice—helping to reinforce our brand and stand out from our competition.

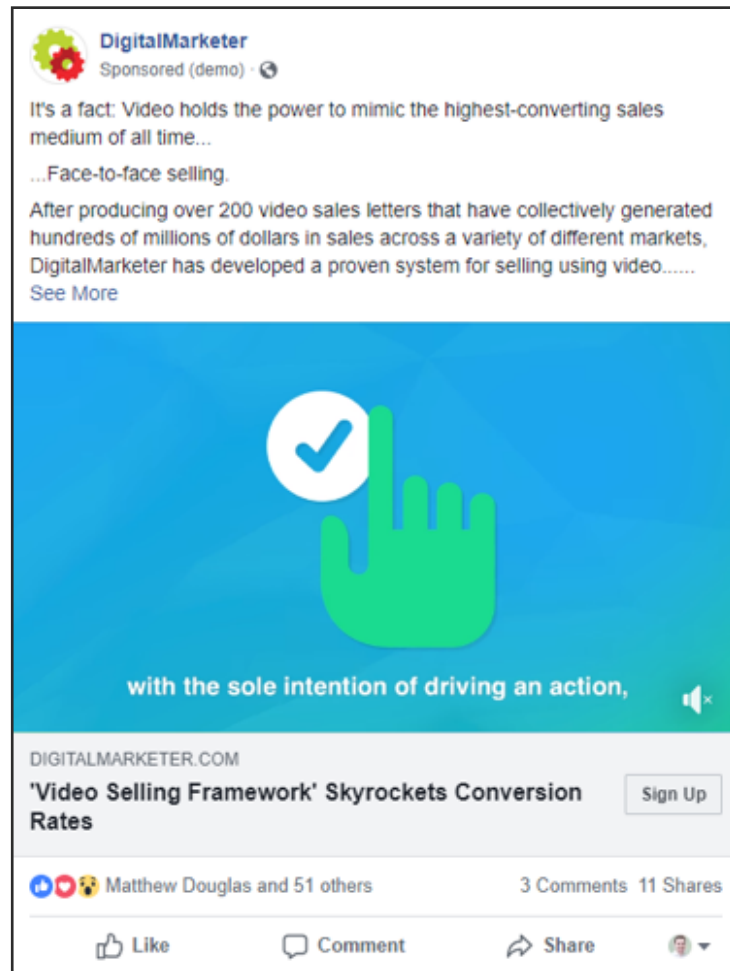
While the video takes a playful angle on the “greatest hits infomercial,” notice that we use more straightforward-sounding ad copy around the video itself: “Do your email subject lines suck? Get 101 of the greatest email subject lines ever!” This helps to clarify for people exactly what they will actually get when they click on the ad itself.

This ad generated 3,142 sessions in about 6 months.



## **5. SOCIAL PROOF AD**

Here's an example of a video ad we ran for our on-demand workshop, "[Script a High-Converting Video Sales Letter \(VSL\)](#)":



Initially, this ad didn't perform as we expected. The problem was a low relevance score, which means **Facebook didn't think the ad was relevant to our audience.**

So what did we do?



First, we had to figure out what the problem was. And what we discovered was that the low relevance score was due to a lack of *social proof*.

Social proof is **the technique of leveraging other people's reactions to build trust**. Reviews and testimonials are a great example—when you can see that other people have had a good experience with a product or service, you're more likely to trust it.

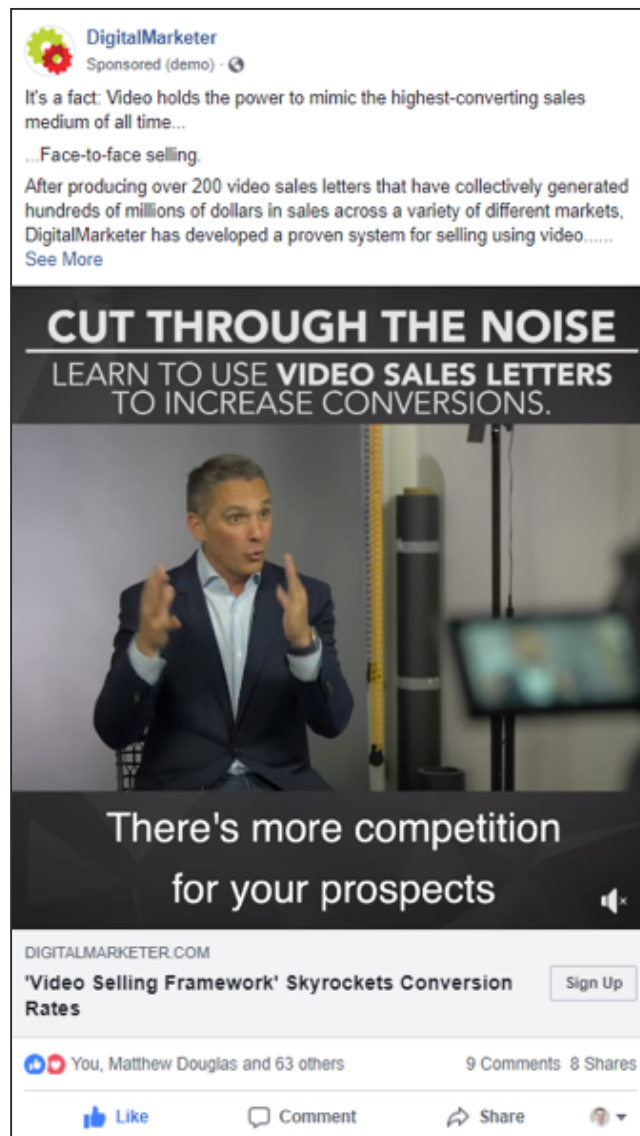
So how do you increase your social proof on Facebook? By generating more ENGAGEMENT—likes, shares, comments, and reactions.

Initially, our ad didn't have much engagement, and that's why Facebook gave it a low relevance score. That low score throttled the ad's reach, making it hard to generate the engagement we needed to increase the relevance score. (It was a real catch-22.)

So what did we do?

We created a [new campaign for this VSL product](#). And this time, we ran the ad as a Sponsored Post with the "Engagement" objective to build up likes, shares, comments, and reactions.





Then, AFTER the ad had already accumulated a good amount of social proof, we converted it to an ad with the “Conversions” objective. And when we did, the relevance score was much improved and the conversion rate skyrocketed. In 6 months, the ad campaign generated 231 new registrations for the workshop.





This is an important lesson for anyone doing Facebook marketing. Social proof, in the form of engagement, is crucial for 2 reasons:

1. Psychologically, more social proof will make your prospects feel more compelled to take your offer.
2. Facebook rewards ads with good engagement with better reach at a lower cost.

Remember: **the most important thing for Facebook is for its users to have a good experience.** Because if they do, they'll come back again and again.

That's why Facebook pays so much attention to how much engagement your ads are getting. And that's why it's so important to make sure your ads get the social proof they need to appear relevant to your audience.



## **6. CAROUSEL AD TO APPLICATION**

Carousel ads are awesome. Not only do they stand out in the newsfeed, they're also versatile! You can use each panel to feature a different product or to talk about several different benefits of one specific offer (all of them clicking over to the same landing page).

Another really effective ad type is the video testimonial. Video ads work really well, and if you can get a video of a customer giving a glowing recommendation about your company... that's an AWESOME way to communicate social proof in an authentic way.

And in this particular ad, we actually combined the two. We used the carousel ad format to highlight multiple testimonial videos for our DigitalMarketer Certified Partner Program.

The Certified Partner Program is a high-ticket offer that helps marketing agencies to grow their recurring revenue through better lead generation, systematized scaling, and increased retainers. It involves a lot of deliverables such as marketing certifications, sample agreements, template libraries, checklists and audits, nutshell presentations, copy-and-paste emails, just to name some of the program's features.



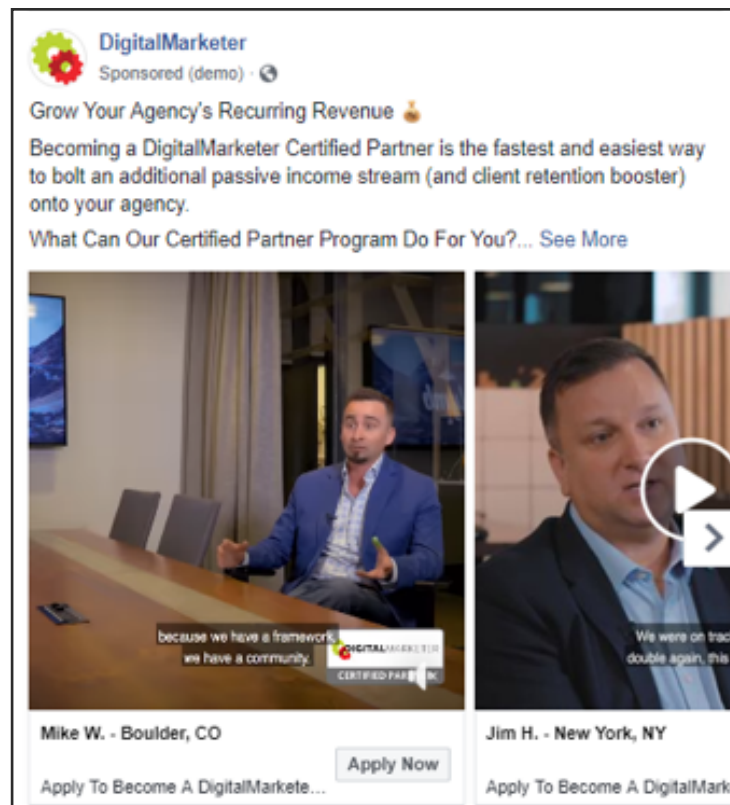
Because it's a high-ticket item, we want to make sure that the leads we're generating are both highly qualified and really excited about the potential benefits that they can experience if they sign up.

To qualify our prospects, we send them to an application page where they have to apply for the program. This helps create some exclusivity by communicating the fact that this is not a program every agency will qualify for.

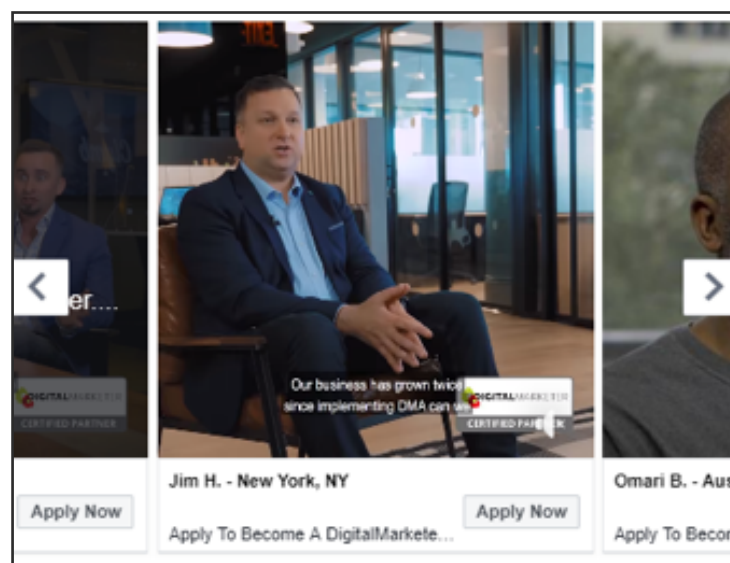
And to help generate interest and excitement in our prospects, we recorded some testimonial videos with our existing Partners and showcased them in [this carousel ad](#).

Here's the first panel, in which one of our Certified Partners explains how this program is growing their business by 3-4x with the help of our proven framework.

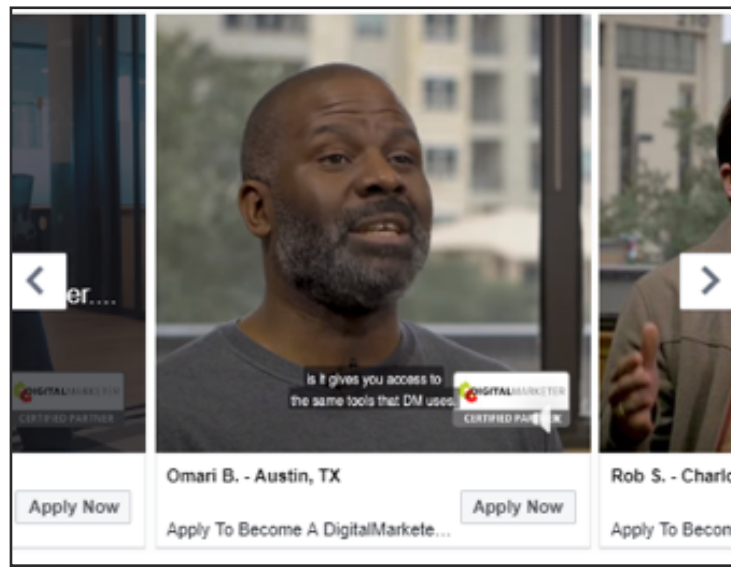




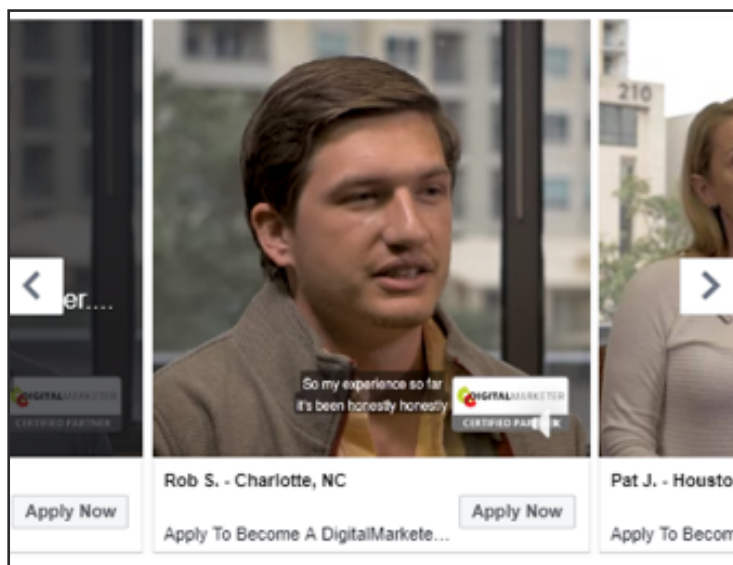
In the second panel, another Partner explains how this program has helped their agency to double in size... TWICE.



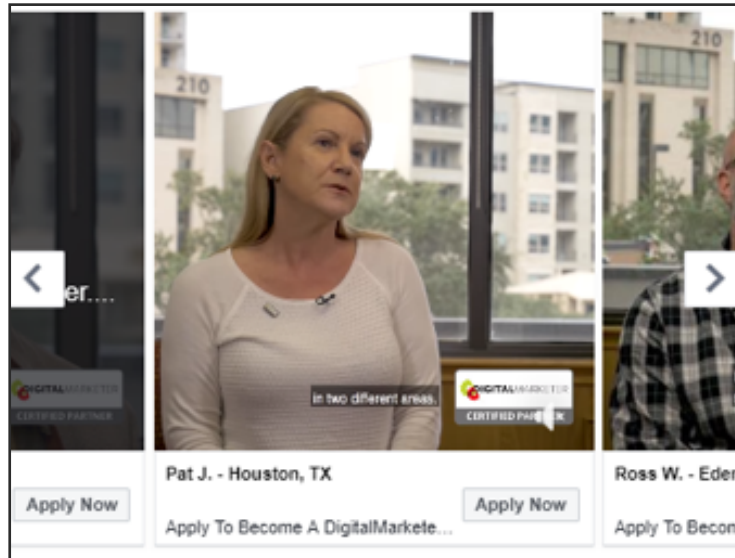
In the third, another one of our Certified Partners talks about how helpful it is to have access to the same tools we use here at DM.



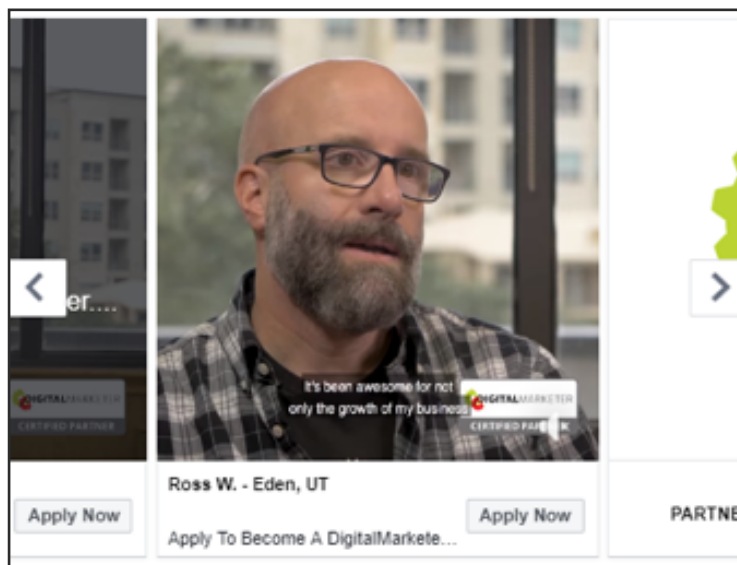
The fourth panel features a customer explaining how clear and helpful the training is.



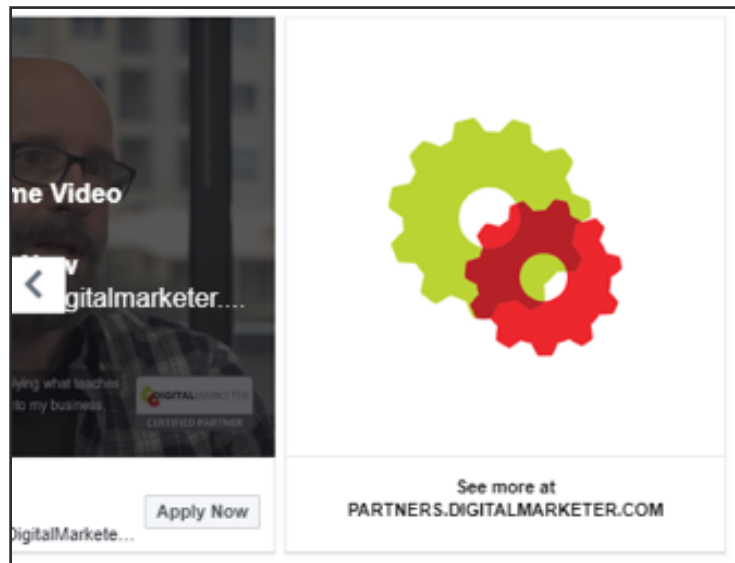
In the next video Pat tells us how the Certified Partner program has helped to grow not only her business, but her clients' as well.



In the sixth video, Ross mentions some new benefits: the credibility and networking opportunities that come from being a DM Certified Partner.



And as usual, the final panel just shows our logo and a call to action:



This ad worked really well for us, generating 119 applications in 3 months.

Why was it so effective?

Any well-targeted ad containing 6 different testimonial videos is liable to perform well. But there are a few things we learned and applied here that helped to improve the performance even more:

- We kept each video clip relatively short (15-30 seconds). That helped encourage people to watch more than one of the videos.





- We prioritized the videos that focused on RESULTS—such as our Certified Partners who talked about doubling their business.
- Finally, notice how we chose clips that highlighted different benefits of the program. We had one video that talked about the high-quality of the training, another that mentioned the value of credibility and networking, and so on.

Try applying these tips to some of your own ads!



## **7. NEWSFEED AD TO PERPETUAL PRODUCT LAUNCH**

This ad sends traffic to a perpetual launch for our Copywriting Mastery Course and Certification.

This is one of our biggest-selling certifications because so many people in our audience understand the value of being able to write clearly and persuasively. Our founder Ryan Deiss even says that, “copywriting is the root of all marketing,” from emails to blog posts to social media and beyond.

And when you have an offer your audience wants (like this certification course), you can effectively sell it in a variety of different ways.

We’ve actually run many different ad campaigns to this product, and we always see positive results. [One features a minute-long video of Ryan](#) explaining how important copywriting is for ANY marketer:



 **DigitalMarketer**  
Sponsored (demo) · 🌐

**FACT: Businesses NEED Copywriters Now More Than Ever**  
(...Who Actually Know What They're Doing)

Get Certified as a Direct-Response Copywriter and Learn How to Craft Engaging Sales Copy That Seizes Your Audiences' Attention and Drives Desire for Your Product or Service

## ANYONE CAN BECOME A GREAT COPYWRITER



 **RYAN DEISS**  
CO-FOUNDER & CEO OF DIGITALMARKETER

one of the most important skills any marketer can master. 🔊

DIGITALMARKETER.COM

**[80% Off] Copywriting Mastery Class**  
Become a Certified Direct-Response Copywriter  
...and learn how to craft gripping sales copy that seizes attention and sparks desire.

[Get Offer](#)

👍❤️😂 81 28 Comments 8 Shares

👍 Like 💬 Comment ➦ Share 🌐

Another [features a 6-second video](#) that just says: “How much are you being held back by poor copywriting skills? Craft persuasive copy that flat-out sells.”





[A third variation](#) on this ad featured another short video highlighting the 80% discount:




**DigitalMarketer**  
 Sponsored (demo) ·

FACT: Businesses NEED Copywriters Now More Than Ever  
 (...Who Actually Know What They're Doing)  
 Get Certified as a Direct-Response Copywriter and Learn How to Craft  
 Engaging Sales Copy That Seizes Your Audiences' Attention and Drives  
 Desire for Your Product or Service

**80% OFF**  
 DISCOUNT  
LIMITED TIME ONLY

BECOME A CERTIFIED  
**DIRECT-RESPONSE COPYWRITER**



DIGITALMARKETER.COM  
**[80% Off] Copywriting Mastery Class**  
 Become a Certified Direct-Response Copywriter  
 ...and learn how to craft gripping sales copy that seizes  
 attention and sparks desire.
 [Get Offer](#)



 89

19 Comments
 17 Shares

 Like
  Comment
  Share
 

Our certification programs are a big part of our business here at DigitalMarketer. And we encourage our customers to seek our training in more than one digital marketing disciplines and become a “full-stack” marketer (basically, a marketer who can do it all).



With that in mind, part of our strategy with these ads is to get more marketers in the door with a popular certification (like copywriting). Then, after they experience the high-quality of the training, they'll be more likely to pursue other certifications.

Since launching these ads, they've generated 172 new Copywriting Certification sales in just 3 months.



## **7. NEWSFEED AD TO WEBINAR**



The theme for a lot of these ads has been using Facebook ads with TOFU content to increase awareness and grow our brand and company.

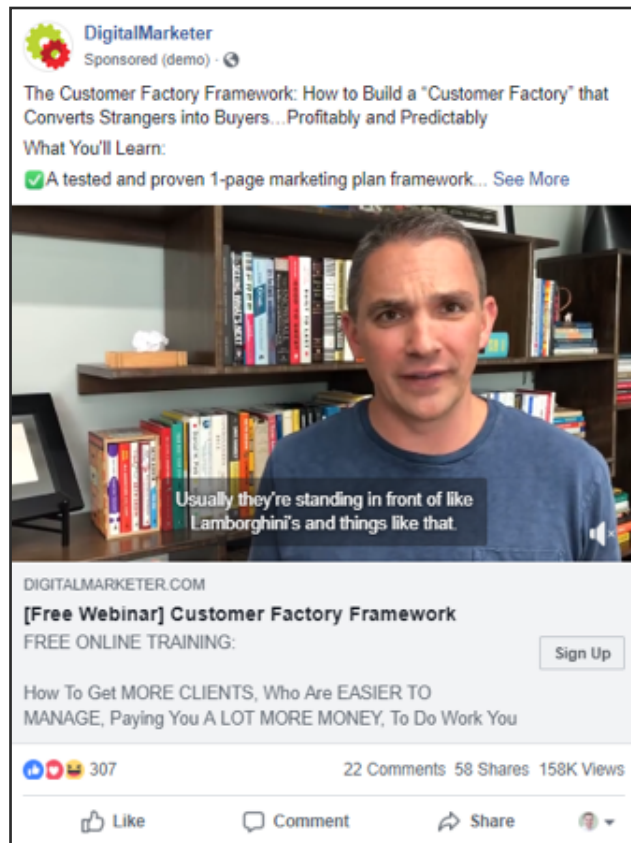
But remember, **you don't have to run ads only to high-level content!**

You can still run ads to warm traffic intended to generate conversions and sales. And for an example of that, here's an ad we're running to a webinar called "[The Customer Factory Framework](#)."

Webinars tend to work really well because they allow you to give people valuable content AND sell a product or service.

[Here's what the ad looks like:](#)





This ad features a candid video of Ryan Deiss.

Oh, side-note here... have you noticed how many of our ads are using video nowadays? If you're not running many video ads, you REALLY need to start testing more of them!



Anyway. In the video, he makes fun of all those ultra-hypey internet marketing ads that feature some guy standing in front of a Lamborghini. And pretty much everything about this video helps to differentiate Ryan from the over-the-top ads he's critiquing:



First of all, he's wearing a casual t-shirt (any time Ryan wears a t-shirt to the office, we affectionately call him "T-shirt Ryan") and standing in his office with a full bookcase in the background. He doesn't promise that you will make millions, and he insists that building a successful business requires having an offer people actually WANT. In short, he comes across as authentic, real, and honest.

Then he shares a picture of his "million-dollar napkin," the original business idea he used to found DigitalMarketer. And he promises to share it with you on the webinar.

Now, because Ryan doesn't give many details about the webinar, we used the copy to give more details in bullet-point form:

 **DigitalMarketer**  
Sponsored (demo) · 

**The Customer Factory Framework: How to Build a "Customer Factory" that Converts Strangers into Buyers...Profitably and Predictably**

What You'll Learn:

- ✓ A tested and proven 1-page marketing plan framework
- ✓ The one asset you absolutely must have to generate buyers from scratch
- ✓ A free resource that tells you the exact questions your prospects are asking
- ✓ How to find the "Ah-Ha Moment" that makes the sale STICK
- ✓ The 3-part "Implementation Framework" that ensures all your great ideas actually get DONE!

Save Your Seat Today!



This was another high-performing ad, generating 393 webinar registrants in the past 6 months.

And that's it, guys—those are our top-performing Facebook ads this year. Use this as inspiration in your own campaigns!



# WHAT'S NEXT?

Now that you've gone through this resource, it's time to use it! But simply reading through this resource will only get you so far. Effectively using this information requires other skills—from copywriting to paid traffic.

You need systems and checklists to...

- Produce content that engages your customer avatar
- Write compelling copy that gets the user to convert
- Make a retargeting campaign so you can continue to nurture your lead through the Customer Value Journey

...not to mention, you need a compelling offer in the first place for your landing page to be effective.

That's where [DigitalMarketer Lab+](#) comes in! [Lab+](#) offers foundational digital marketing training that will help you build compelling landing pages and create digital marketing campaigns that drive results.



As a member, you'll be trained and certified as...



Your Lab+ membership gets you this and more...

- 11 acclaimed marketing certifications and mastery courses
- 36 (and counting) business execution plans, aka "checklists on steroids"
- Access to our private, members-only community of entrepreneurs, digital marketers, and business owners

The Lab+ training platform and community will give you the tools and skills you need to grow as a digital marketer, so you can always be the smartest marketer in the room.

So, if you're looking to kick it up a notch and become a better marketer, [start your free trial of Lab+ today!](#)

**Join Lab+ Today for FREE »**

