

Hey everybody. This is the Facebook Ads with a Twang Podcast. I'm your host, Ben Blackmon. And today, we're talking about the three must-have parts of an unstoppable Facebook ad. Here comes episode #62.

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Facebook Ads with a Twang is dedicated to take the often over-complicated process of creating simple, successful Facebook ads, breaking them down step by step in less than 10 minutes at a time. Let's get started!

Welcome everybody to episode #62. I'm really, really excited to have you. I know I say that all the time. But this one is super special because when this came to me—and actually, I'll tell you the story behind it in just a second. But when this idea came to me, I really just couldn't wait to share it. It's so exciting. I was like, "Man, I want to get this out there *now!*"

And so, I'm talking about the three must-have parts of an unstoppable ad. And what this is going to do is it's going to talk to you about those three parts, but then it'll also give you some insights into how to take a look at your own ads and figure out what's not working and what you need to change versus what you think you need to change. Hope that makes sense.

So, real quick on how this came about was my friend, Sean McCool—and we meet every Thursday for coffee (I actually have tea, but whatever). We're talking about businesses and stuff. And Sean's like this A-level copywriter guy. You've seen his copy out there somewhere. He's amazing—just really good business insights and just everything. So I get the fortunate benefit of hanging out with him every Thursday.

So, we were talking about Facebook ads (as we do a lot). And he asked me why I thought people's ads sometimes don't work. So we got to kind of talking about it, and we broke it down into three simple things. And I made a diagram about it.

If you're listening to this, you can't see the diagram. But if you're watching this on the video on YouTube or whatever, you can see it. Of course, you can't read it because my handwriting is terrible. But anyway, this diagram, I drew it out and made some notes and everything. And it really put together what a perfect Facebook ad should look like and what you need to do in order to make your Facebook ads literally unstoppable.

So, that's kind of how all these came about.

Now, what happened right after I left the coffee shop was, that same day (which is this past Thursday) was going to be the first day that I did one of my live calls for my Marketing with a Twang membership. So if you don't know about the Marketing with a Twang Membership, I'll talk about it a little bit later. But we have live calls. And that day was the first one.

And so, I kind of talked about it. I got so excited. I threw out all that information to the people that were on the call. And they were like, "Oh, okay..." They thought it was really cool too. So I had some validation. So that was kind of nice.

Then what I did was—if you listened to episode #61, I was talking about how to run ads to a video to create a really compelling retargeting audience. So what I did was as soon as I got done with that call, that live call, I created a video and put it together and started running some ads to the video about this very thing I'm talking to you about right now. And so that's running.

And in my Marketing with a Twang Membership, I actually recorded myself putting in my ad exactly how I do it—not really an instructional video. I'm just telling people exactly how I do it so they could kind of follow along. That's kind of the things that you get with the membership. I haven't posted that yet, but I'm getting ready to.

And then, I'm also going to show them the retargeting ads. And I'm going to do that, driving people—because I'm going to retarget people to the membership with that ad—hopefully, that made sense—so that I practice what I preach and show you what I do.

So anyway, that's how much I believe in this, what I'm getting ready to talk to you about. So without any further ado, let's just jump right in.

So, I think we all know these first three things that I'm going to tell you about Facebook ads. We all know that you need great targeting. If you're not targeting the right people, then how are you going to make your Facebook ads work at all, right? Targeting is crucial. You got to get in front of the right people.

If you don't, then what's going to happen is you might have a great ad, but you're going to end up spending a huge amount of money trying to get in front of a lot of people because you're not targeting the right people if that makes sense. So, targeting is crucial. We know that.

Image! Image is crucial.

Now, by the way, what I'm talking to you about right here doesn't apply just to Facebook ads. I'm talking about YouTube ads. I'm talking about Google Display, I'm talking about Twitter, whatever. This applies to all those—LinkedIn, whatever.

Anyway, you have to have a compelling image. If you don't have a compelling image, then people are just going to scroll on by. I mean that's what's going to happen. They're not going to notice it. It's not going to stand out from anything else that's on the page. They're just going to keep on going—especially on Facebook.

Remember, Facebook is an engagement platform. If you're not engaging with people, then you're not going to have a successful Facebook ad. That's the direction you need to come from because you're competing with, again—and I've mentioned this all the time—not your direct competitors. You're competing with somebody's friends or family or whatever they're posting that's showing up in these people's newsfeed. So that's what you're competing against. So, the image has to be a scroll-stopper. It just does.

And then, the next part—and this is the part that ties everything together—that's copy. So targeting, image, *copy*. Your copy is what ties it all together and qualifies or disqualifies people.

So, I think you all know that. You're like, "Oh, yeah, Ben. I know. I know you have to have good targeting, a great image and a great copy." But what you may not know is what happens if only two of those are hitting, two out of those three? So, here's what happens.

So, if your copy and your targeting are right, but your image isn't, what's going to happen is people won't stop scrolling like I was just talking about. So you're going to end up with a low number of clicks. You're going to end up with just not very many clicks. So you're going to have to have more impressions, meaning the ads is going to have to be shown more times. Does that make sense?

So, the thing that's really bad about that is if you're running a conversion campaign, like you're trying to get people to opt in to something, or maybe you're trying to get people to get your lead magnet or your webinar or buy something, whatever it is, then you're paying per impression. That's how it works. And that's actually a good thing, but we'll talk about that later in another episode. But you're paying per impression. So now you're going to have to have more impressions because you're getting low clicks.

And to boot, your landing page has to work harder. So now, once people click, the landing page has got to do more work!

So that's what happens if your copy and targeting are right. So if you see something going on like those things I just mentioned, then you might need to take a look at your image.

The next thing is what if your image is on point and your targeting is right, but your copy is off? Then what you're going to end up with is people who are interested, but they're not really qualified because that's how you're qualifying them—by the copy. So you're going to end up with what we call lots of low quality clicks.

You're going to get a lot of clicks because the image was right and your targeting is on. So your ad numbers are going to look great. You're going to look at your ad and say, "Oh, yeah, my ad's doing great. This is good. People are clicking and everything. But my landing page numbers are terrible." Because you're getting low quality clicks, you're getting a lot of clicks, but low conversions on the landing page.

So you might—and I don't know this—go back in and say, "Okay, I'm going to have to change the landing page. I'll have to change the title or people don't like this," whatever it is, when all it is *is* you didn't write compelling copy in your ad to qualify or disqualify people before they click. So that's what that means.

Now, the next part is what if your copy and your image are right, but the targeting is off. Well, then what's going to happen is people are going to stop scrolling, but the ad is going to fall short because you're not getting any engagement. You're not hitting the right people.

So, you end up with a low number of clicks, and ultimately, a low number of conversions. So it's going to look like 1) your ad stinks, and it's going to look like 2) your landing page stinks. You're just going to think nothing is working when all it was *was* the targeting.

So, those are the things that you have to look out for. Those are the things—the targeting, the image, the copy. If you don't have those, those are the things that are going to go wrong if you have two out of any three of those.

So, I hope that was helpful. Now what happens if you get them all right? Well, it's real simple. You get what I call the *paid ads trifecta*. So that's a horse-racing reference. I grew up in Kentucky. And there you go! It just means you hit everything right—one, two, three. You got them all right. You hit the lottery. And that's what you're looking for.

So anyway, I just wanted to get that out to you as soon as I could. It's very simple, but very powerful.

Alright! Real quick, I wanted to talk to you about the Marketing with a Twang Membership. So if you've signed up for any of my courses recently, and you want to switch it over to the Marketing with a Twang Membership because you'll get those courses inside of it, just let me know. Email me and let me know.

But the Marketing with a Twang Membership is really just about supporting you in all types of paid ads that you might want to do—whether that's Facebook, or Twitter, or YouTube, whatever it is. You're going to have access to all my courses. And we're going to have live calls a couple of times a month. And there's a private Facebook group.

So, if you want to know more about it, that's great. You can go to BenBlackmon.com/membership. And that'll take you right to the page. I have a short video on there, and it will tell you all about it.

Listen, I hope you enjoyed this. Please comment on it and let me know. I would love to hear from you. And I will see you guys next time on episode #63. See ya!

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