

ESBA

FACEBOOK ADS

My number one takeaway from this video _____

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FACEBOOK IS KING

Facebook has definitely been the gold standard of the marketing industry for many years. This may continue for your lifetime or their season of reign may be coming to end soon. But while they continue to lead, it's important to understand their rules for their platform so that you can have the best experience possible as a business owner.

WHY FACEBOOK

Facebook is great for new businesses in particular! Where else (okay - besides YouTube or Instagram) can you reach so many people for so few dollars with your precise messaging?

KNOW YOUR PURPOSE FOR FACEBOOK

While you want to have higher sales numbers as a result of your marketing, evaluate *why* you're using Facebook:

- Marketing platform:** Selling your product or service to the general population
- Social interaction:** Engaging with your audience in a casual way
- Service platform:** Seeking opportunity to serve your audience's felt need
- Messaging platform:** Keeping your message clear and direct to your followers
- Brand awareness:** Promoting your brand products, purposes and passions

YOU GET OUT WHAT YOU PUT IN

If you want to build and create community, that's what you have to put into Facebook. Because you know your avatar so well, writing ads that convert will come more naturally to you than a marketing firm. You can build the page around your desired purpose, creating community for example, and then use ads for converting traffic into subscribers and buyers.

GENERAL RULES

Facebook has some general rules for its use. Keep these rules in mind as you begin to grow your platform. Abiding by these rules will help Facebook know about you, your purpose and your intent.

Once you really know your target audience is on Facebook, then you can hire others to carry on the work you've started because you can speak clearly to your target audience. If you think Facebook is the platform for your business, *then* invest in more training. So many people and agencies make a full-time income from running Facebook ads because it can require so much of your time.

But first, did you know¹ that less than 5% of your audience on Facebook actually sees your posts? An engaged follower, who likes and follows your posts and interacts with them is 95% unlikely to see your posts without going to your page each day? Say that you have great content, an engaged audience and you launch an important post, with money behind it...to crickets. No engagement.

How do you combat that?

The answer: Know what Facebook looks for. Learn the small changes in format you need to make in order to gain traction with Facebook. The secret not many business owners

¹ As of this writing. With the algorithm changes, that number is subject to change.

understand this that Facebook is your first customer. Your readers are secondary. Without pleasing both, you cannot grow your online presence. You can spend a great deal of money with Facebook, pleasing Facebook, but you'll fail to gain the traction and engagement you want.

The result: Facebook will reward you as you make them and their platform reach its goals in serving you and your customers. When you follow their rules for engagement and gain your own organic traffic, you can achieve conversions and page growth quickly!

IMPORTANT RULES FOR FACEBOOK MARKETING

There are literally hundreds of courses, programs and agencies that specialize in maximizing your ROI in Facebook ads. After years of investment, training, learning and experience, here are some of the biggest lessons and takeaways:

Personal pages must go

Keep your personal life personal and your business life as business. It's less messy and Facebook won't let you run ads or do cool things from a personal page.

Algorithms trump messaging

If you have a great story but no one hears it b/c you didn't know rules, can't help anyone. Have to understand Facebook's rules and algorithms. The algorithm changes typically aren't noticed or felt by individuals but are by businesses.

Understanding their rules as the host company and honoring those rules allows you to gain more traction for less investment of time and money. An industry standard for Facebook marketers is conversion rates by dollars, typically a 'good' conversion rate is seen as \$3-5 per conversion. But when you understand the algorithm, you can get conversions for as low as \$0.01 per conversion - or even for free! That's excellent financial stewardship!

There are words you cannot use

It's true. Words associated with giveaways, contest, asking for likes or shares, requesting tags, promoting special coupon discounts, failure to specify ads and affiliate posts and disclosures are frowned upon at Facebook.

Certain industries pay more to play

Healthcare and religion-based groups are highly regulated on Facebook. Some of that regulation comes out of government restrictions. Some comes out of Facebook's desire to not intrude on your personal health information by allowing ads to be shown to you that would harm you emotionally or psychologically. For those reasons, Facebook also is careful to review topics dealing with any type of bias.

Know what your readers want

Remember when you were asked for permission to be coached? Your readers need you to ask the same. What does that mean for you? When you're building a brand, keep in mind that a large part of a successful platform is respect for the client. Calling out your physical, mental, emotional wounds in a room full of people would not make for a good therapy program.

Your readers need to be honored. Your page should reflect the personality of your brand in a way that makes your readers look and feel good about themselves. This helps them share your content as it reflects positively on them.

Text on images is a no-no

Facebook will not typically approve an image that has more than 20% text overlay. They know that images convert best and they want you to succeed. However, they may still approve a text-heavy ad but your cost performance will suffer.

Play like a brand, don't pay like a brand

Signaling Facebook that you are a brand means you'll pay more to reach your audience. Keep your costs low by avoiding brand-like activities, including things like using hashtags.

Always bring customers back to Facebook

Just like you don't bring a boyfriend to dinner with a fiancée, the same goes for business. You can call it business etiquette or ethics - but treat others, including Facebook, how you want to be treated. Don't promote their competition on the site. Don't bring guests to their party and then leave to go to someone else's house party, meaning don't bring readers to Facebook and then send them off to YouTube.

Bonus tip

If you've ever wondered how Facebook knows so much about you... You will find out when you start using the Facebook pixel just how much data you can collect on your visitors - including who visits, for how long, what actions they took and more. For now, it's enough that you simply install the pixel on your site and begin collecting data for you to process once you're ready to start running ads².

FACEBOOK AD COMPONENTS

Audience

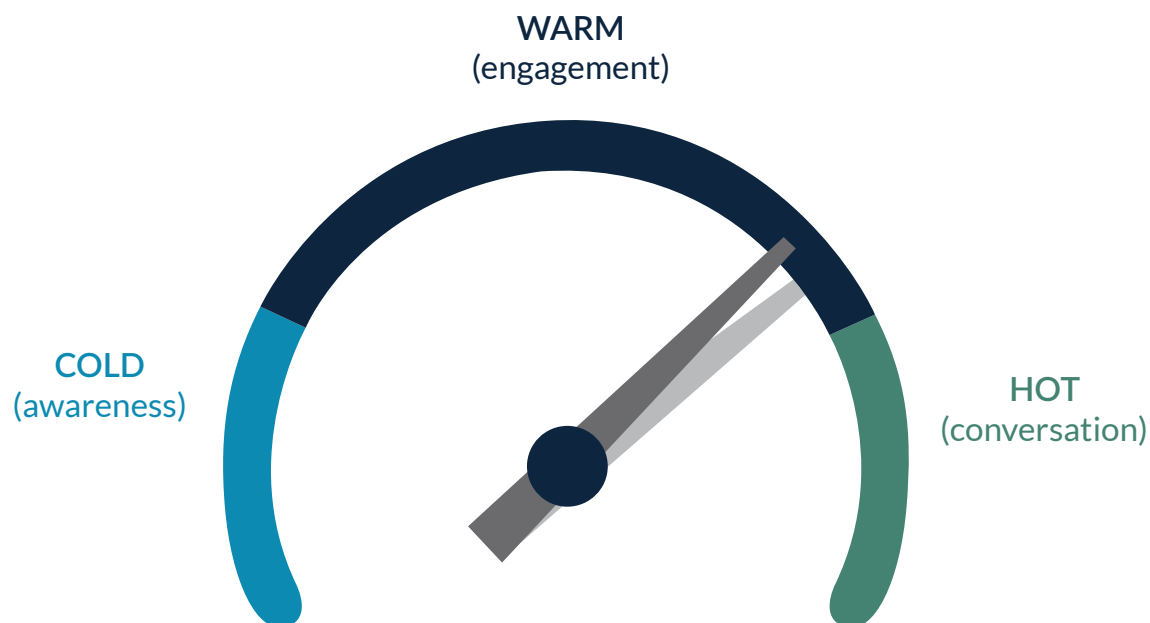
Three types of audiences exist in Facebook. Custom audiences, lookalike audiences and new or unaware audiences.

1. **Custom audiences** are the most important. They may also be your smallest audience but these are your hottest leads - people who are most likely to convert into buyers of your idea, concept or product. Custom audiences are based on your actual audience - your landing page and website visitors as well as email subscribers. These are tracked via the Facebook pixel and the email addresses uploaded directly to Facebook. These typically will convert right away for any offer you have. These are bottom-of-the-funnel consumers.
2. **Lookalike audiences** are those that are a copy of your current custom audience that Facebook helps you make based on your custom audience.

² You can run ads now but your cost per conversion may be significantly higher than it has to be, which is why it's strongly recommended that you take the Facebook Page Strategies course first. Don't forget to add the use of the Facebook pixel to your disclaimers page on your site.

This audience mirrors your current buyers and subscribers and is more likely to convert to the same. They're new to you so they will probably need a middle-of-the-funnel offer, such as a lead magnet offering - that 'free gift' - as their first step of interaction with you.

3. **New or unaware / unengaged audiences** are cold to you on Facebook. They've never heard of you, your brand or your offer. These audiences are least likely to convert. A smaller ask of them is necessary, such as watching your promo video. The more this audience engages on your page - without ever giving you an email address or indicating to you that they're there, the more Facebook will show them your page posts. These are top-of-the-funnel consumers.

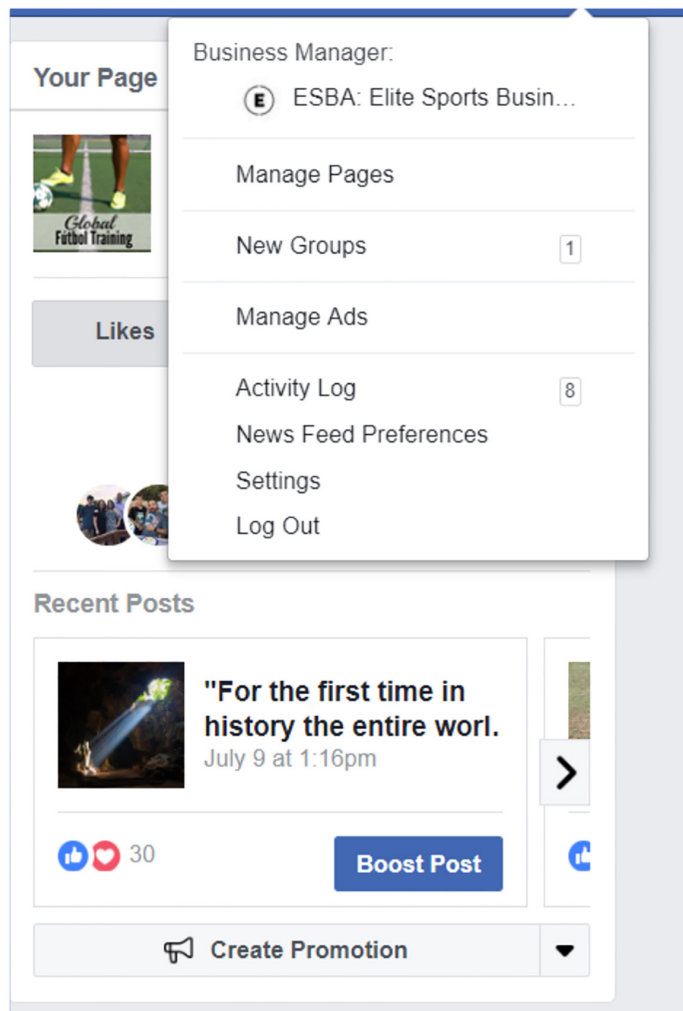


Installing the Facebook pixel

Here is how you install pixel on your site. The screenshots are universal for both Wordpress and Squarespace until the last step for installation. If you're on Wordpress, see the full tutorial below. If you're on SquareSpace, [read the exact steps here](#).

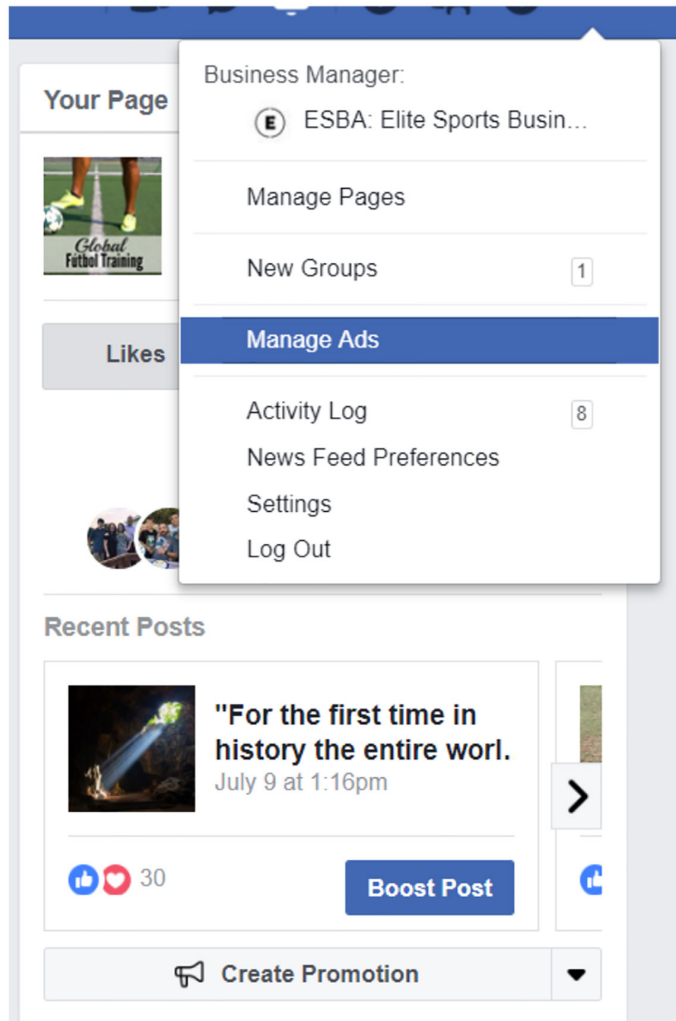
Step 1

Go to the help, or question mark, tab in the upper right-hand corner of your Facebook page and click on it.



Step 2

Click on the 'Manage Ads' tab.



Step 3

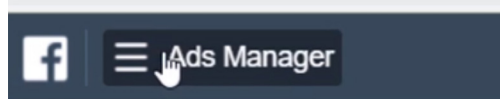
You will see a page with either your account listed. Click on the name of the campaign or page (the blacked-out marks to the left). If you've never set a page ad account up, you'll have nothing on this page.

You have more Ad Accounts in Business Manager. [Go to Business Manager.](#)

Account	ID	Status
		● Active
		● Active

Step 4

Go to the upper left-hand corner of the page and click 'Ads Manager'



Step 5

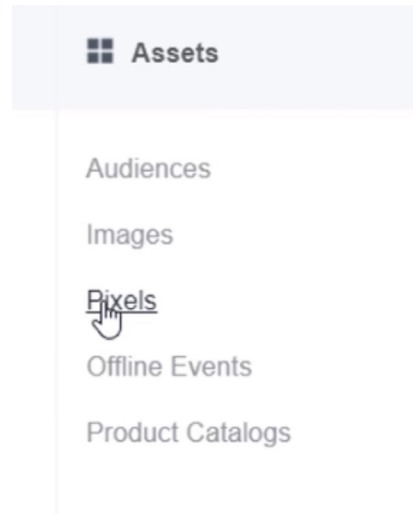
Look for Assets in the 5th column from the left, second column from the right

★ Frequently Used	☰ Plan	+ Create & Manage	📊 Measure & Report	🗄 Assets	⚙ Settings
Power Editor	Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Ads Manager	Campaign Planner	Ads Manager	Custom Conversions	Images	Business Settings
Audience Insights	Creative Hub	Power Editor	Analytics	Pixels	Billing & Payment Methods
Audiences		Page Posts		Offline Events	
		App Dashboard		Product Catalogs	
		Automated Rules			

[Tools >](#) Hover to learn more about any link.

Step 6

Click on the 'Pixels' tab under 'Assets'



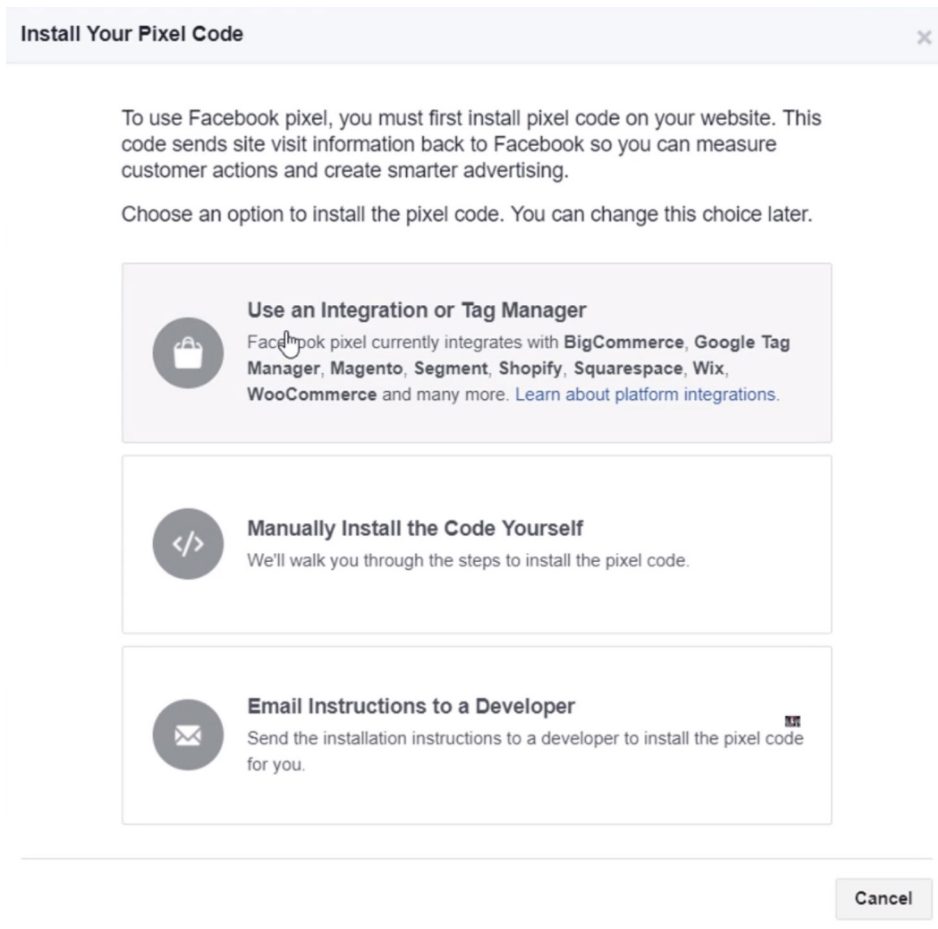
Step 7

Click on the 'Set up' button on the upper right-hand corner of the page



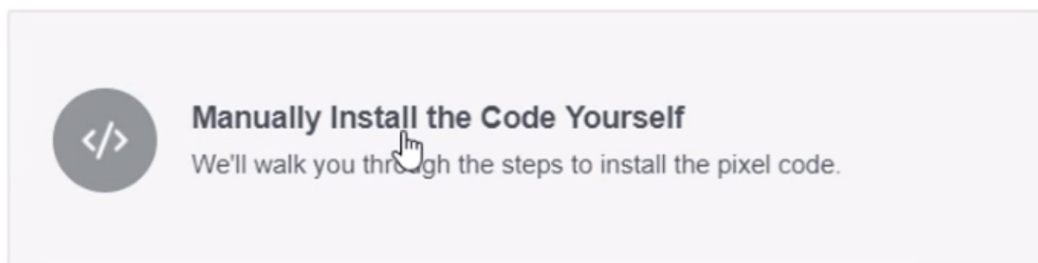
Step 8

You'll have a pop-up with three options. The first option is for SquareSpace users. You can click on those instructions if you're a Squarespace user or [go directly to the page of instruction](#) on the SquareSpace site. You can now skip to Step 12. If you're a WordPress user, see Steps 9-11 below.



Step 9

If you're a WordPress user, you'll click on the second option to manually install the code yourself. Be sure to have your WordPress site open to your Dashboard.



Step 10

Scroll to the number 2 and copy the code there.

1 Locate the header code for your website

Find the **<head> </head>** tags in your webpage code, or locate the **header template** in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

```
<!-- Example -->
!DOCTYPE html>
<html lang="en">
  <head>
    <script>...</script>
    insert_pixel_code_here
  </head>
```

2 Copy the entire pixel code and paste it in the website header

Paste the pixel code at the bottom of the header section, just above the **</head>** tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

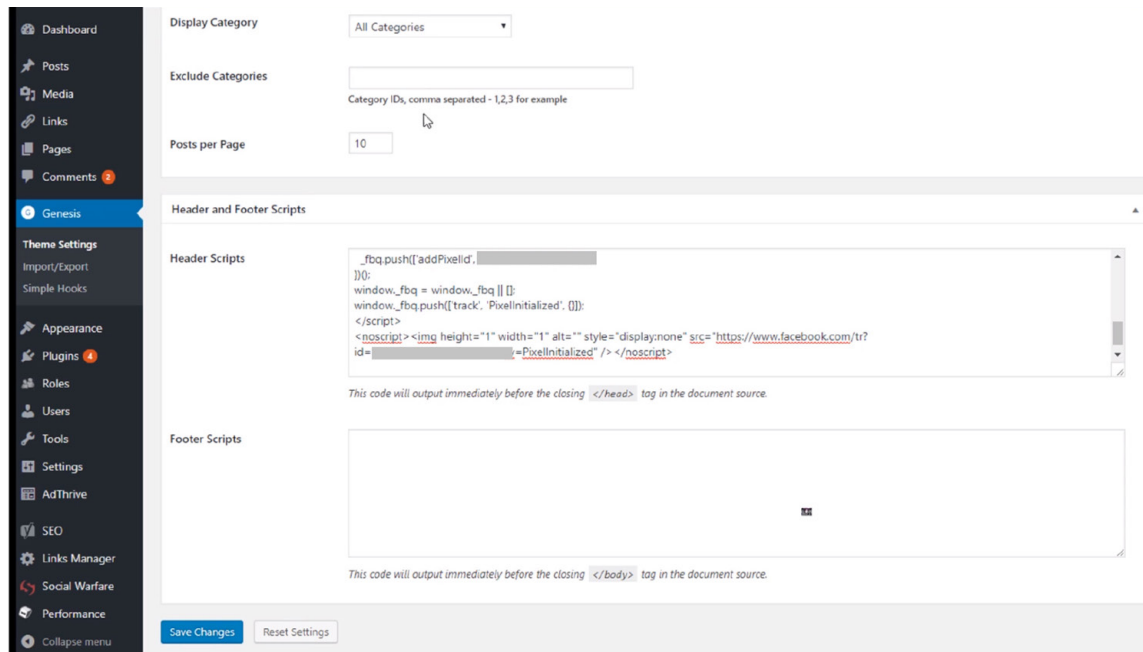
Use Advanced Matching ⓘ

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(s)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/sdk.js');
```

Copied to Clipboard

Step 11

In your WordPress Dashboard, click on your theme settings. Scroll down to the box labeled 'Headers Scripts'. Paste your copied code there.



The screenshot shows the WordPress dashboard with the Genesis theme settings menu open on the left. The main content area is titled 'Header and Footer Scripts'. Under 'Header Scripts', there is a text area containing the following code:

```
fbq.push(['addPixelId', 'XXXXXXXXXX']);
})();
window.fbq = window.fbq || {};
window.fbq.push(['track', 'PixelInitialized', {}]);
</script>
<noscript></noscript>
```

Below the code area, there are two buttons: 'Save Changes' and 'Reset Settings'.

Step 12

Return to Facebook. You can see below that your pixel installation is complete, although you may need to refresh your screen. Your own data will now begin appearing on the screen (although this may take a few hours to populate the data for you).

Pixel Installation Complete!



Your Facebook pixel is ready to use. Now you can optimize your ads for conversions and leverage other powerful Facebook Ads tools.

Optional: Add parameters to your event code to track conversions with more detail. [See what you can do with your pixel.](#)

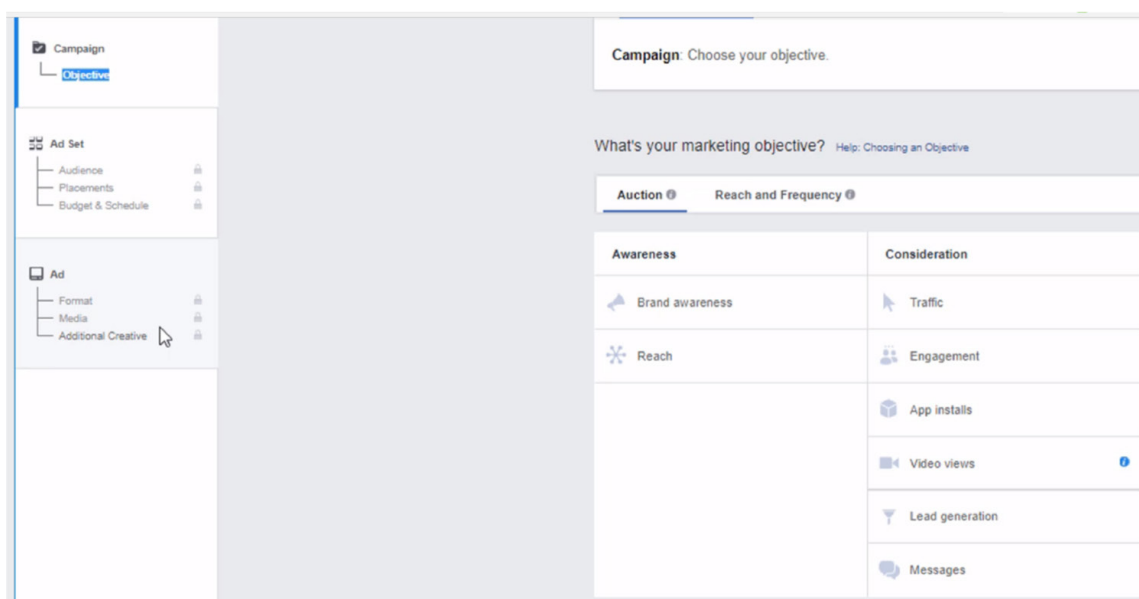
Facebook ad creation

Key components you need for a highly successful ad:

- ❑ **Know your audience.** Remember your who, what and how exercise from the beginning? Apply it here. [Daniel Wallock](#) does a great job of this. He says, “Most people create a ton of content around their What, which the product or service they offer, but not a lot of content around thier WHY or How. Using this method, you can make sure your potential customers are demonstrating interest while also teaching them Why you do What you did and How you do it. *This method works because it allows you to truly build a relationship before selling.*” [emphasis added]
- ❑ **Optimize your headline for conversions:** Your offer needs to be clear and in alignment with your visual branding, imagery and relevant to your audience.
- ❑ **Use stand-alone imagery:** A picture is worth a thousand words - ever heard that? It’s true. Since Facebook limits the amount of copywriting you can place on an ad, choosing an image that shares your message clearly is an important component of your ad.

Setting up your Facebook ad

Facebook ads have three components: the ad campaign, the ad set and the ad itself.



Think of them in the order they're listed:

The ad campaign is your overarching goal of the ad. This is where you set your goal in Facebook and tell Facebook what you want to happen next.

- What do you want the readers to do?
- What action do you want them to take?
- Who do you want to reach?
- Campaign types: customer acquisition, brand awareness, follower increase

The ad set is where you find and target readers. These readers are typically grouped into 3 categories: hot, warm and cold. Money, who sees it, what and when

1. **Hot audience:** A direct solution to the demographic of your target audience is key. Do not assume a general offer will fit a niche audience. Run multiple versions of the same ad with tweaked copy to be demographic-specific.
2. **Warm audience:** An offer that provides value for free or in the exchange for an email address is useful for this audience. Establish and deepen trust with your brand by demonstrating the quality and value you provide to your relationships.
3. **Cold audience:** A testimonial campaign about your brand, you, your service or product is a great way to introduce yourself to a cold audience. You're showing them what they want (based on a pain point or pleasure want) and using someone else's words to recommend you to that person.

The ad is the actual imagery and text, the ad itself. This is what the Facebook audience will see and make a decision based on their interest in what you've shared. What does it look like? Where does it go? What text?

Types of ads campaigns

Awareness: creates the most awareness around your brand

Considerations: what type of action you want audience to take, such as clicking on an ad, watching videos, downloading an app, lead generation (e.g., gathering email addresses), etc.

Conversion: creates click-throughs for purchase

There are many components of Facebook ads, including how to structure like campaigns, what types of ads to use, what types of CTAs to use. Ads can jumpstart your page when you have no audience if targeted correctly. The most important thing to remember when running Facebook ads is that engagement trumps conversions. Long-term relationships should be the goal of any business over conversions because relationships bring more followers and purchases over a lifetime.

Running your Facebook ad

One of the best explanations on targeting is by AdEspresso. [You can read it here.](#) Read it before you run your first ad! Then, go to the resource section for a step-by-step tutorial on how to set up your first Facebook ad!



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