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Effective Facebook Ads on a Dollar a Day

**MICHAEL
NEWMAN
CONSULTING**

Ad Words, Google Analytics, Social Marketing, Internet Marketing



What We Will Cover...

- Why split testing is so important
- The best strategies for split testing
- Advanced targeting with Facebook Custom Audiences

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If You're Not Split
Testing, You're Not In
the Game!



Culture Sonar

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What does a halfpipe Diva know about Peak Performance?



Watch the 5 Keys to Mastery and Get Some Air

Kelly Clark Olympic Gold Medalist - 2002 Salt Lake


CULTURESONAR.COM

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Simple Split Test Example

- We started here 
- Experimented with copy, changed copy, moved copy around, and used different images



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Like Page

Get the Kion Centaur sound for a fraction of the cost!
"This is riff-all-day lead guitar goodness, and really hard to put down."

Guitar Player Editor's Pick Award



ROCKETT AUDIO DESIGNS


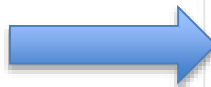
ARCHER

THE J. Rockett Archer Distortion Pedal
"The Archer quickly proved to be one of the sweetest overdrives I've played in a long while, ..." **Guitar Player Magazine**

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- The end results 
- Surprisingly lots of copy but still works
- New image seems to grab more attention with both GP and PG logos
- Used the headline for a call to action 



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"This is riff-all-day lead guitar goodness, and really hard to put down. I didn't have an original Klon Centaur on hand, but have played them in the past, and the Archer certainly took me straight into that rarified zone." - **Guitar Player Editor's Pick Award Jan 2015**



Get the Klon Centaur sound for a fraction of the cost!

"The Archer quickly proved to be one of the sweetest overdrives I've played in a long while, ..." **Guitar Player Magazine**

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What Do We Mean by Split Testing?

- Compare various elements in multiple ads or campaigns
- Remove the lesser performing element(s) and replace with something else to test
- Repeat the process until your campaigns work well
- Only then do you turn on a larger ad spend



Split Testing Works!

- Split testing is the single most important aspect of self-serve advertising
- Little changes make a big difference
- You can't predict what will work without testing

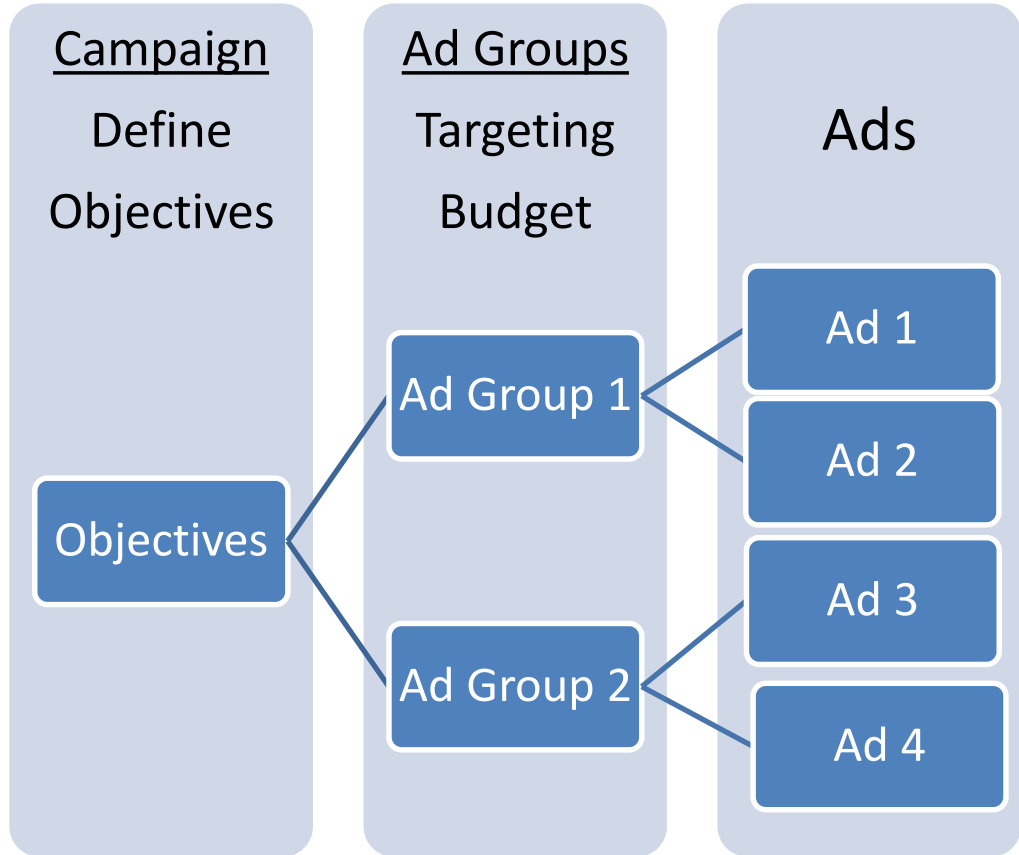


What Do You Test?

- Two different versions of the same ad to enhance ad performance
- Age groups, interests, mobile versus desktop, saved Audience lists, geographic targeting, fans versus non-fans, people who watched one of your videos
- Goal is to create extremely effective ads based on research



Work within
the Facebook
Ad hierarchy
for your tests





The Keys to Split Testing

- Keep changes to a minimum for testing
- Be patient – there are a lot of parameters to work with
- Don't make long-term decisions based on a few days of data!



More Keys to Split Testing

- Track your conversions in FB and in your site analytics
- Don't use the same ads when you change data – duplicate, change, then pause the old ads
- Make diligent and detailed notes – it's hard to remember all the details
- Export the reports to spreadsheets, add notes there



More Keys to Split Testing

- Spend a dollar or two a day to refine your testing
- Remember testing takes longer on a conservative budget
- Don't break the split test law – ALWAYS test!



Use The Pixel Code to Track Your Conversions

- Site traffic is not revenue - know when your ads are converting!
- Flexible tracking options: add to cart, purchase, register, opt-in, traffic to a page, abandoned carts
- Go to michaelnewmanconsulting.com/news for more



Custom Audience Lists for Targeting

- Break your Audience groups into smaller categories for better data analysis
- The larger the audience, the fewer times people will see your ads – frequency is important!

Create Custom Audiences for Remarketing Ads

Create Audience ✕

Pixel ? ● Website conversion pixel
Pixel ID: 1234567890

Website Traffic ? **Anyone who visits your website** ▼

In the Last ? **Anyone who visits your website**
 People who visit specific web pages
 People visiting specific web pages but not ot...
 People who haven't visited in a certain amou...

Audience Name

Custom Combination



Abandoned shopping cart custom audience

Pixel ? ● **98%** *Advertiser's Pixel*
Pixel ID: 1234567890

Website Traffic ? Custom Combination ▾

Include ? Traffic that meets the following conditions:

URL ▾

Equals ▾ *http://www.example.com/checkout/* or *http://www.example.com/checkout/* or *http://www.example.com/checkout/* and

Add URL keywords

Exclude ? Traffic that meets the following conditions:

URL ▾

Contains ▾ *thank_you* x Add URL keywords and



More On Custom Audiences

- Create audiences from emails – grow your FB fan count from customers
- Create “Lookalike Audiences” – FB compares your audience makeup and creates a similar audience
- Split test lookalike audiences to your current audiences



Example Ad Groups for Simultaneous Multiple Tests

- Age Groups
- Audiences
- Interests
- Locations

Lookalike Audience
Target Group 1
Target Group 2
Target Group 3

Free Lesson Opt In 18 - 21
Free Lesson Opt In 22 - 25
Free Lesson Opt In 26 - 30
Free Lesson Opt In 31 - 36
Free Lesson Opt In 37 - 45
Free Lesson Opt In 46 and Up

Use The Power Editor for the Enhanced Features

Power Editor Account: [Account Name] Last downloaded a few seconds ago [Download to Power Editor](#) [↑ Upload](#)

[Manage Ads](#) | [Audiences](#) | [Image Library](#) | [Reporting](#) | [Page Posts](#) | [Tools](#)

[+ Create Campaign](#) [/ Edit](#) [\[Copy\]](#) [\[Refresh\]](#) [\[Trash\]](#) [\[Duplicate\]](#) [\[List\]](#) [\[Tag\]](#) Stats:

[+](#) Add filters to narrow the data you are seeing.

<input checked="" type="checkbox"/> 76	<input checked="" type="checkbox"/> Campaigns						Performance
	<input type="checkbox"/> Campaign Name				Status	Delivery	Results
	<input type="checkbox"/> [Campaign Name]				<input checked="" type="checkbox"/>		Conversions
	<input type="checkbox"/> [Campaign Name]				<input checked="" type="checkbox"/>		Post Engagements
	<input type="checkbox"/> [Campaign Name]				<input checked="" type="checkbox"/>		Post Engagements
	<input type="checkbox"/> [Campaign Name]				<input checked="" type="checkbox"/>		Post Engagements



Final Tip: Use the New Local Awareness Ads

- Reach Facebook users that are close to your business
- Drive foot traffic to your store
- Choose “Local Awareness” as the campaign objective
- Enter the location you want to promote
- Users get directions directly from the ad
- Choose your geographical and interest targeting



Local Awareness Ad Example

- Split test your local awareness ads!

Come to Yvonne's for our 20% off special - today only!



Yvonne's - Aventura Mall

In-store only!

[Get Directions](#)

Successful local awareness ads motivate people to interact with your business.



Wrap Up...

- ALWAYS test to get the most out of your ads
- Keep things constant and don't change too much
- Use the power of custom audiences to reach the right people
- Track your conversions in multiple ways to get the most powerful data



Wrap Up...

- ONLY AFTER ALL OF THE ABOVE...increase your ad spends with confidents knowing they will perform!



Thank You.

Questions?



The Wrecking Crew

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The session recording group that made history, The Wrecking Crew is featured in this Wednesday's San Jose Mercury News. Click here to read the story and learn about a special screening of the movie this Sunday in Los Altos.



The Session Group That Made Music History

From Frank Sinatra to the Beach Boys, The Wrecking Crew dominated the LA recording scene in the 60's. Click to read more.

[Learn More](#)

[CLICK HERE FOR THE STORY IN THE SAN JOSE MERCURY NEWS.](#)