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Grow Your Business

5 Ways to Upgrade Your Facebook Ads

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Why Are We Here?





Why Are We Here?

Beginner resources:

- [AdEspresso](#)
- [Hootsuite](#)

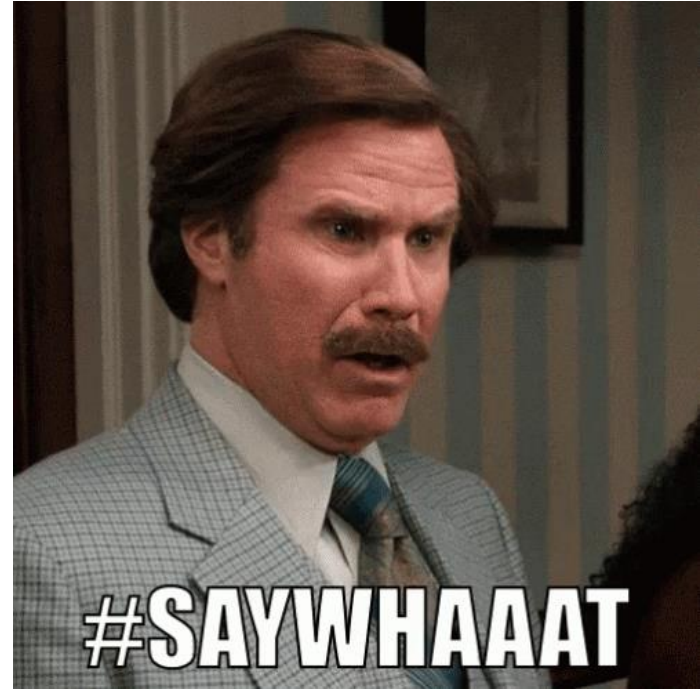




Upgrade:

Don't Boost Posts

(build new ones instead)



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Grow Your Business





Dark Posts

- Posts that don't show up on your Page's timeline
 - Avoid spamming your followers
 - Help you test ad creative
 - Provide additional stats
 - Easier to adjust or change





Ad Objectives

- Use the right tool for the job





you'll spend up to \$10,000 total.

Optimization for Ad Delivery ⓘ

Landing Page Views ▾

Bid Amount ⓘ

Link Clicks - Recommended

We'll deliver your ads to the right people to help you get the most link clicks from your ad to a destination, on or off Facebook, at the lowest cost.

✓ **Landing Page Views**

We'll deliver your ads to people who are more likely to click on your ad's link and load the landing page. You'll need a pixel installed on your landing page to track views.

When You Get Charged ⓘ

Ad Scheduling ⓘ

Impressions

We'll deliver your ads to people as many times as possible.

Delivery Type ⓘ

Daily Unique Reach

We'll deliver your ads to people up to once a day.

(recommended)

[More Options](#)

[Hide Advanced Options ▲](#)



Upgrade:

Know Your Audience



Lookalike audiences

1. Build a custom audience
2. Have Facebook get creepy





Create a Lookalike Audience ✕

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source ⓘ

[Create new](#) ▾

Location ⓘ

United States

Browse

Number of Audiences ⓘ



Resulting audiences	Estimated reach
Lookalike (US, 1%) - 2018 Retargeting 1	2,120,000 people

[Hide Advanced Options](#) ▾

If you measure revenue per conversion or lifetime value for people in different audiences, you can create separate lookalikes with different ranges of similarity to your source. This allows you to bid differently for audiences with different conversion values. [Learn more.](#)

Cancel

Create Audience



Keyword Knowledge

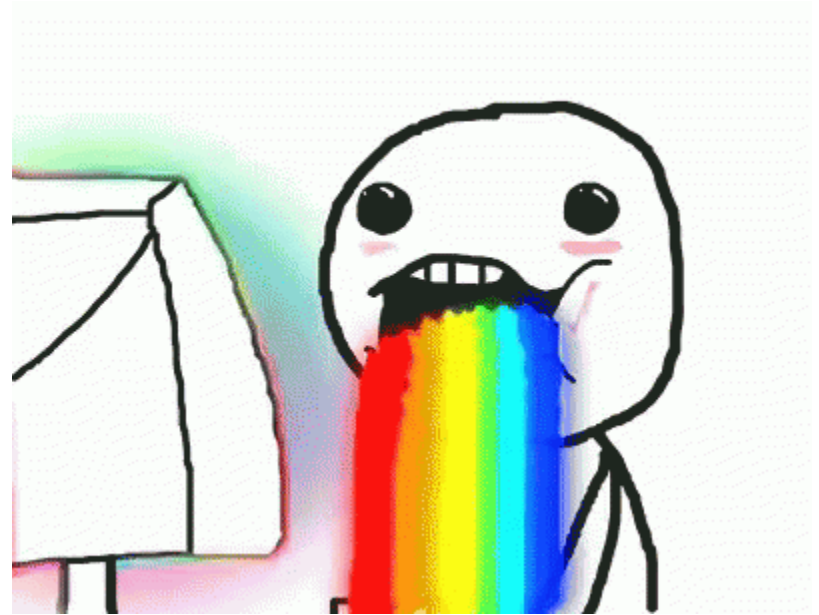
- Physical stores can limit audience size with location
- Go broad/big with the keywords
 - Create large numbers of keywords to make audience broad
 - Exclude as necessary





Upgrade:

Be Creative





Words

- Be direct
- Ask questions
- Consistent tone





Images

- Colorful
- Simple is ok
- Feature location



Middle C Music

November 22 at 9:38pm · 🌐

This Saturday we're offering 30% off selected electric and acoustic guitars. We're even including a free gig bag and guitar lesson!



30% off select guitars this Saturday

Don't miss out on all the savings at Middle C Music on 11/26

MIDDLECMUSIC.COM

[Learn More](#)





CTA Buttons

- USE THEM
 - Improves engagement rate
 - Improves click-through rate





Videos

- Simple is fine
 - Use the algorithm to your advantage
 - Learn on the fly



Upgrade:

Practice
Makes Perfect





Double Down

- When organic content works, put money behind it





Facebook, King of BOGO

- Set up multiple ads
- Facebook will run both
- Compare as they run





Upgrade:

Make
Adjustments





Analytics

- To invest in what works you have to know what works
- Set clear goals (that you can measure)
 - Website visits
 - Video views





The 24 Hour Rule

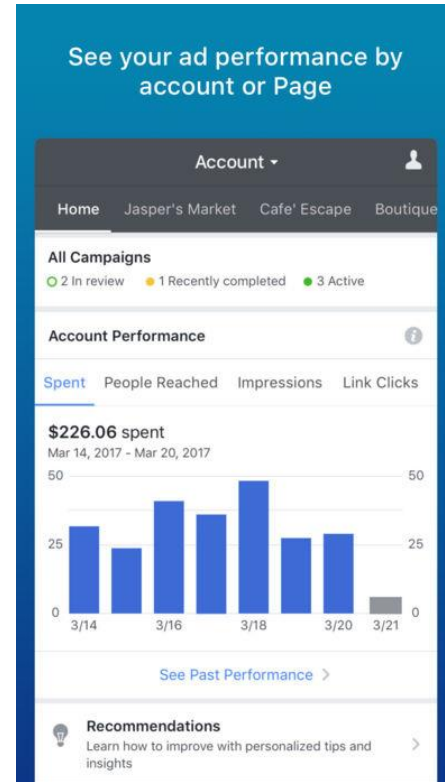
- Run for 24 hours, then adjust
 - Kill ads that are getting bad results
 - Put that money into the ones doing well





There's an app for that

- Facebook Ads Manager





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Questions?

Places you can find me:

- Twitter @Ryan_N_Sargent
- Alfred Music booth (4:00-5:00 today)
- Marriott bar (later...)

