

—THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY





ABOUT DIGITALMARKETER

DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

Drive more traffic, produce stellar content, write emails that generate clicks, ...and become the smartest marketer in the room.

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

DigitalMarketer Headquarters
4330 Gaines Ranch Loop, Suite 120
Austin, TX 78735

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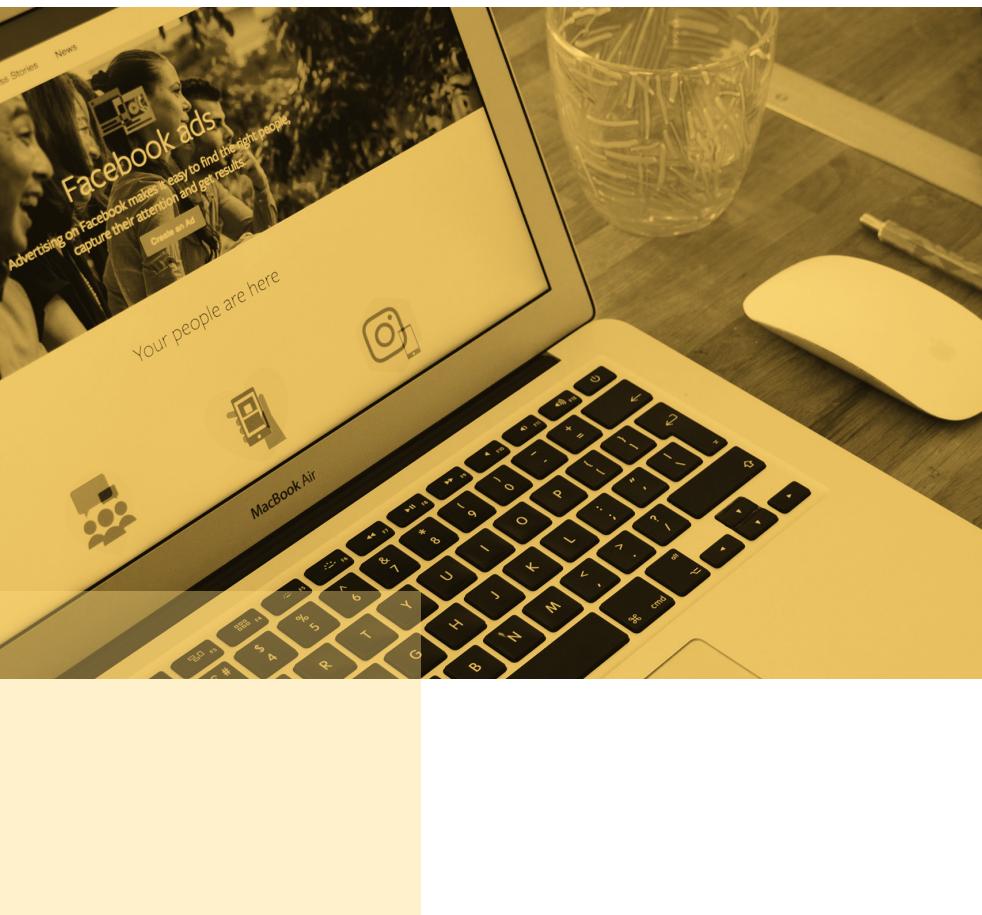


Every year, we take a step back from our campaigns, launches, and new products to ask ourselves an incredibly important question...

WHAT WORKED AND WHAT DIDN'T WITH OUR FACEBOOK ADS?

Knowing what worked helps us repeat that success. Which is why, in this resource, we're going to look at our top-performing Facebook ads.

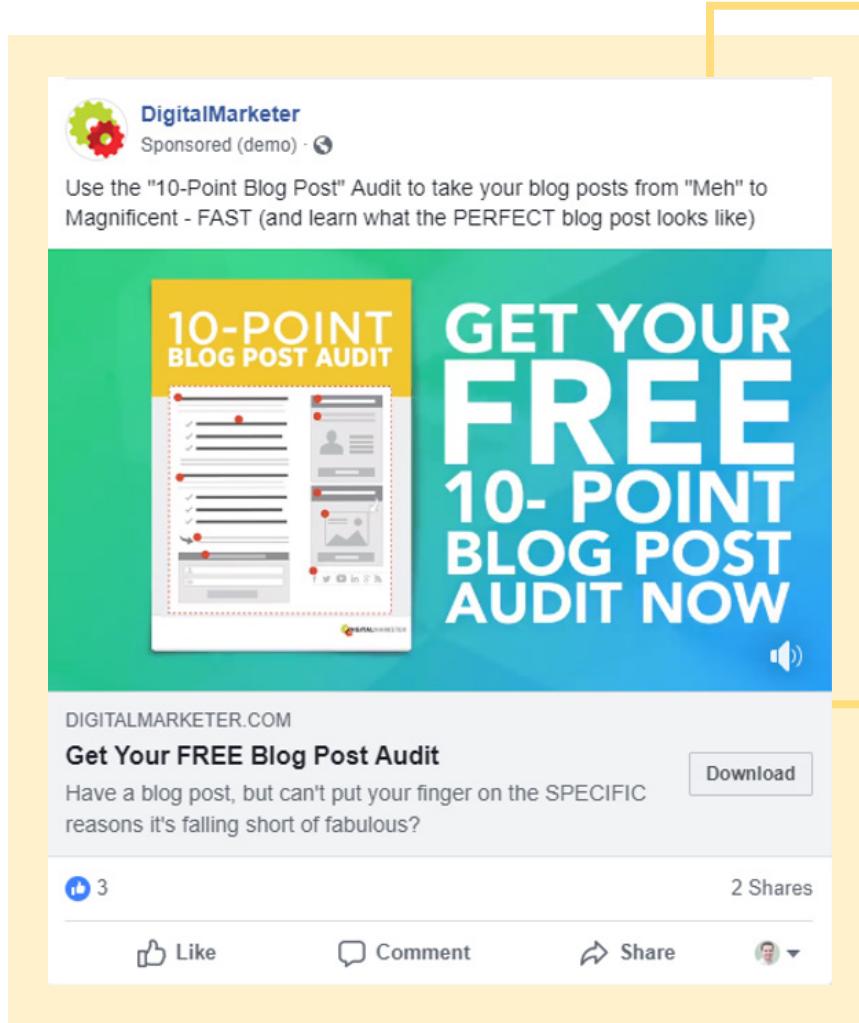
Below, you'll find our best Facebook ads from our highest performing campaigns. Use them as inspiration and the templates for your ads.



01

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 Components of the Blog Post Audit

This article contains a process for conducting a Blog Post Audit. You'll learn the 10 elements to score on every blog post and get access to our Blog Post Audit tool.

There are 10 elements to a blog post audit:

- Headline
- Introduction
- Conversion
- Goal
- Media
- Call-to-action
- Consolidation
- Completeness
- Clarity

Blog Post Audit Element 1: Headline

Download Your FREE Blog Post Audit

First Name

Last Name

Email

Company Name

By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.

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:

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..."

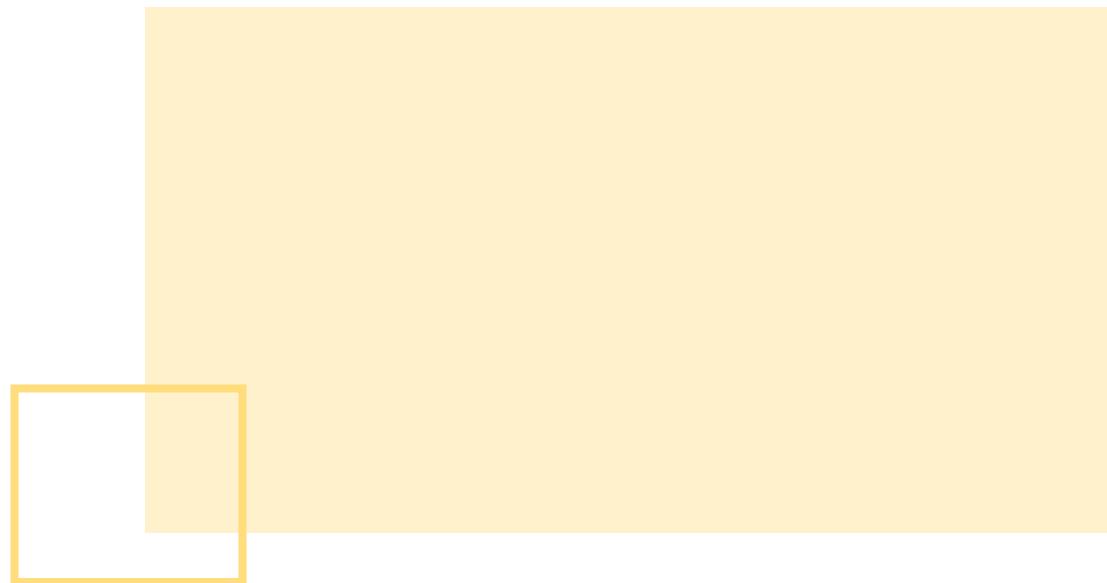
Newbie
"I don't know much about marketing, but I want to learn..."

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.

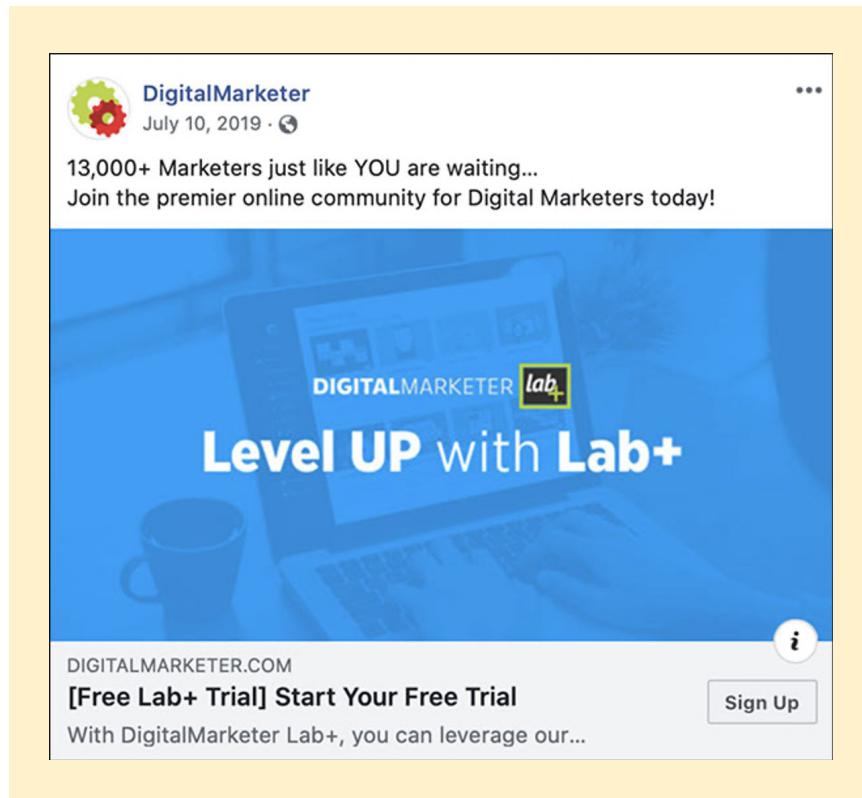
THIS 10-POINT BLOG POST AUDIT PRODUCED 2,744 LEADS IN JUST 6 MONTHS.



02

RETARGETING TO FREE LAB+ TRIAL

The second ad on our list is a retargeting ad for a free trial of Lab+:



We've put a big focus on simplifying our retargeting inside of Facebook. Like every other marketer who's been advertising on Facebook since the beginning, things on the backend were getting messy. Here's what we did to clean up our act.

We started retargeting to Insider members who hadn't opted into the free Lab trial or customers who had an a la carte product from us (like a single certification). Our goal is to retarget people who already converted, but can be ascended to a higher stage in the Customer Value Journey.

Last month we were able to get these ads down from a \$50 cost-per-trial, which is extra exciting because our goal is \$90.

03

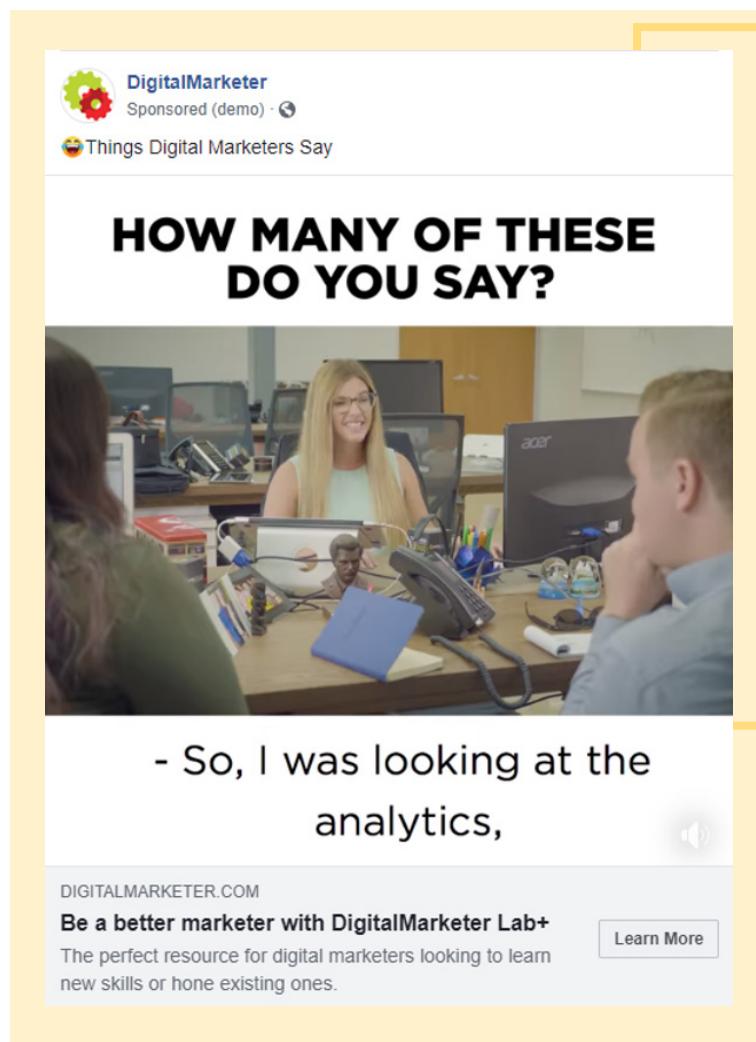
TOP-OF-FUNNEL (TOFU) VIDEO AD

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.

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](#)":



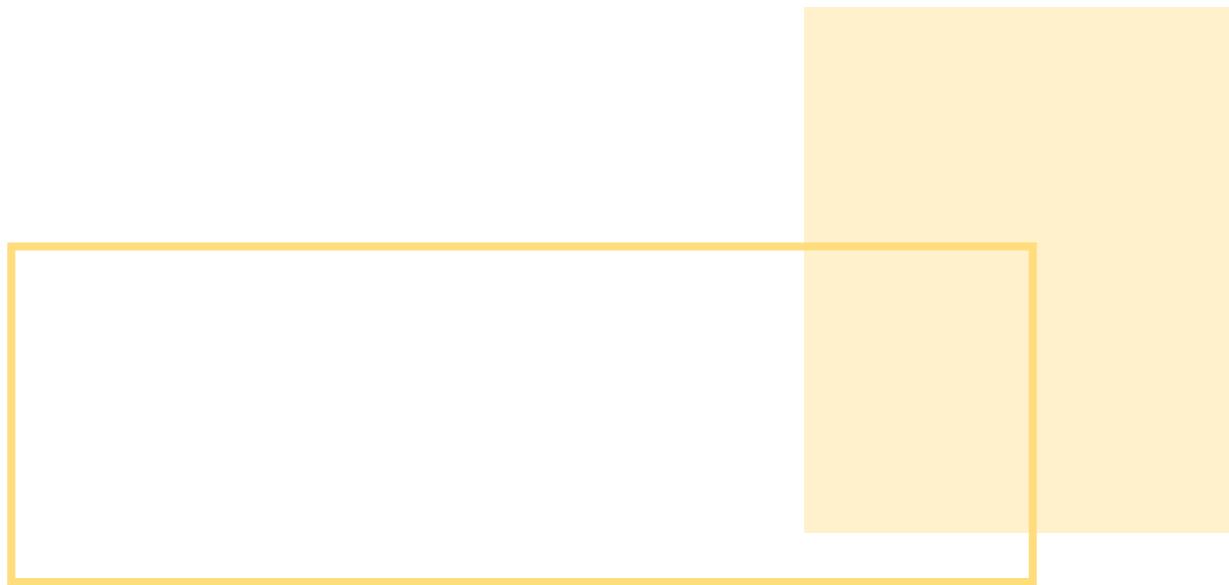
This is a smart, quippy ad that generated a lot of views and engagement. It's actually FUN to watch (at least if you're a marketer), which makes it a great choice for a TOFU campaign.

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!

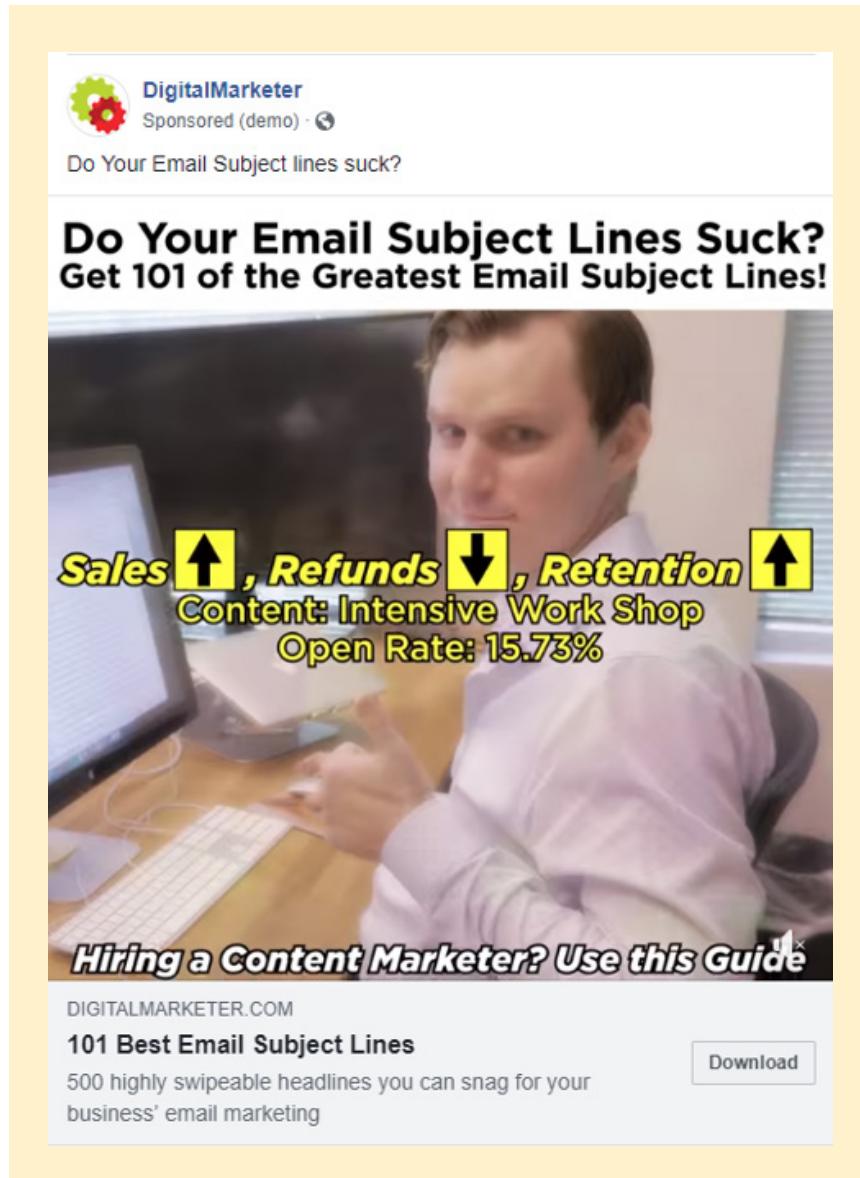
These visitors didn't purchase our products at the same rate that our warmer traffic did, which is to be expected. But with this 150-500% increase in traffic, we were able to pixel and nurture a much broader audience of new users.



04

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](#):



So, what are we doing here?

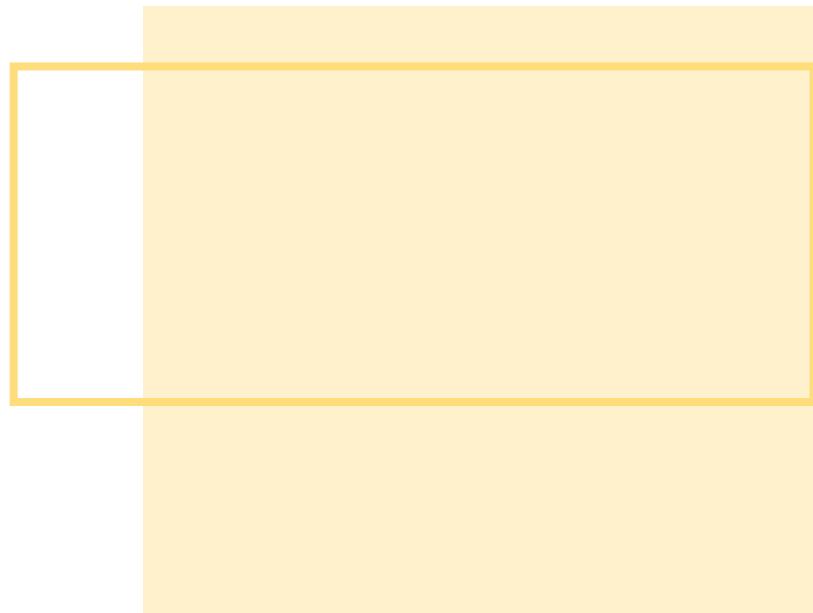
We wanted to try driving traffic to our "[Best Email Subject Lines](#)" blog post. Year after year, it's always one of our best-performing posts, and we had a feeling it would do well for paid campaigns.

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.

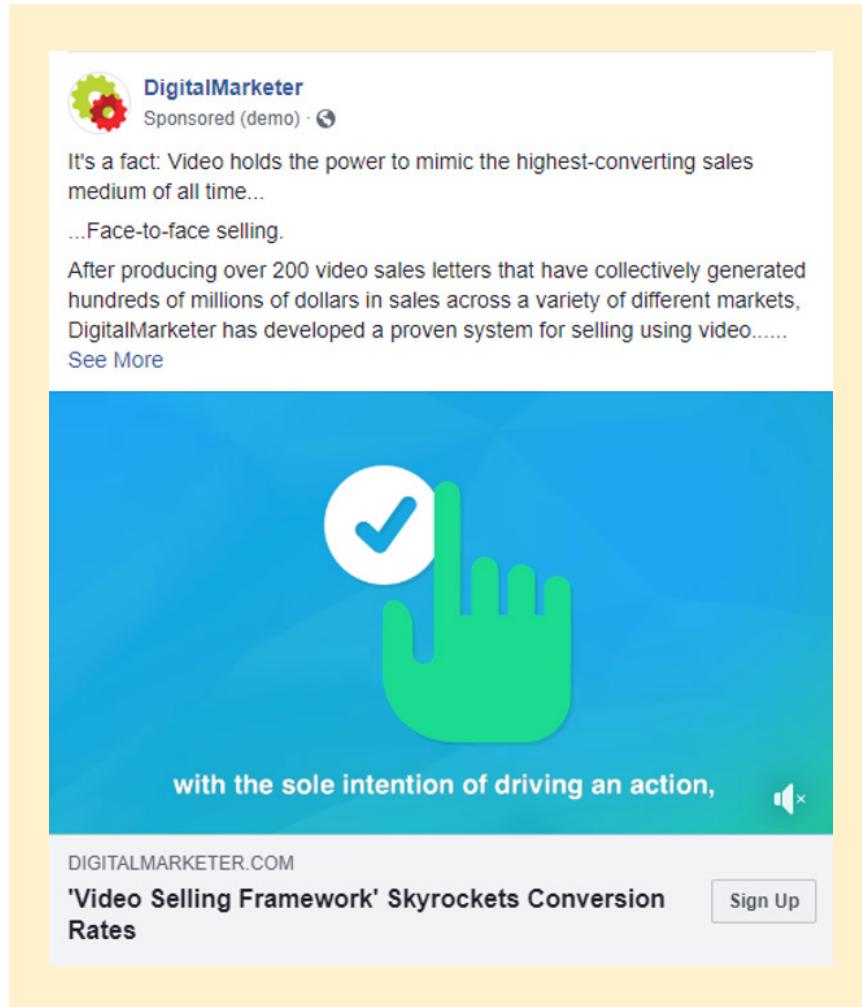


05

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.

 DigitalMarketer
Sponsored (demo) · 

It's a fact: Video holds the power to mimic the highest-converting sales medium of all time...
...Face-to-face selling.

After producing over 200 video sales letters that have collectively generated hundreds of millions of dollars in sales across a variety of different markets, DigitalMarketer has developed a proven system for selling using video.....

[See More](#)

CUT THROUGH THE NOISE
LEARN TO USE **VIDEO SALES LETTERS**
TO INCREASE CONVERSIONS.



There's more competition
for your prospects 

DIGITALMARKETER.COM
['Video Selling Framework' Skyrockets Conversion Rates](#) 

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.

06

CAROUSEL AD TO APPLICATION

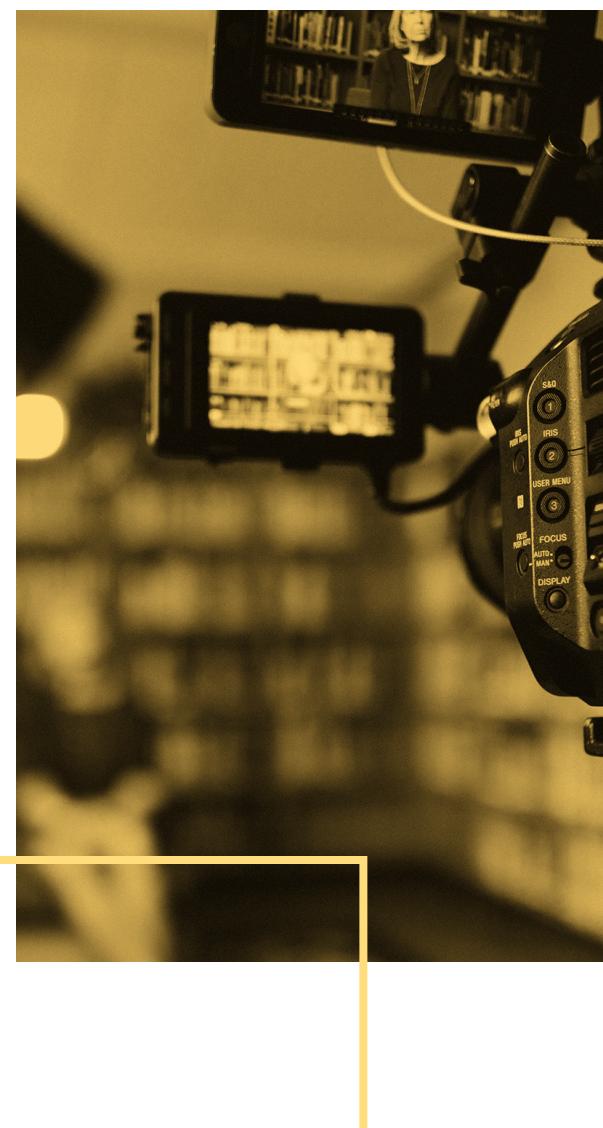
Carousel ads are awesome. Not only do they stand out in the newsfeed, they're also versatile! You can use each panel to feature a different product or to talk about several different benefits of one specific offer (all of them clicking over to the same landing page).

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.

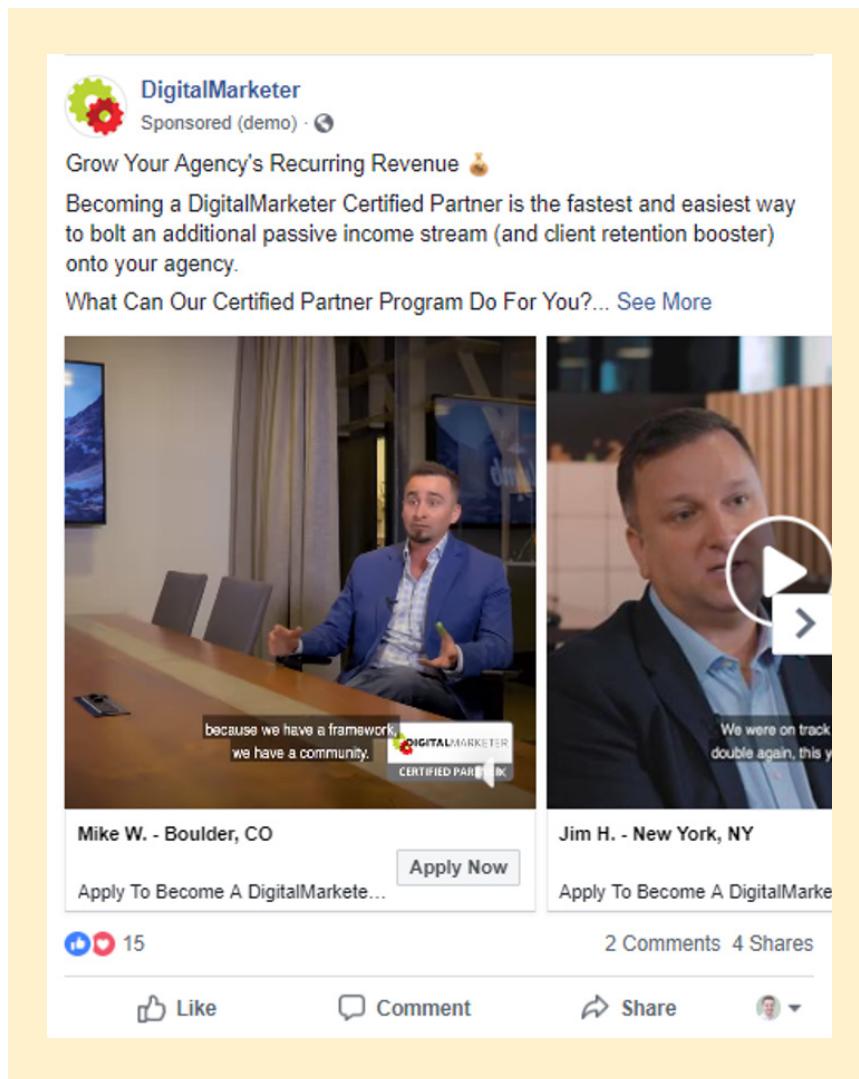
Because it's a high-ticket item, we want to make sure that the leads we're generating are both highly qualified and really excited about the potential benefits that they can experience if they sign up.



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](#).

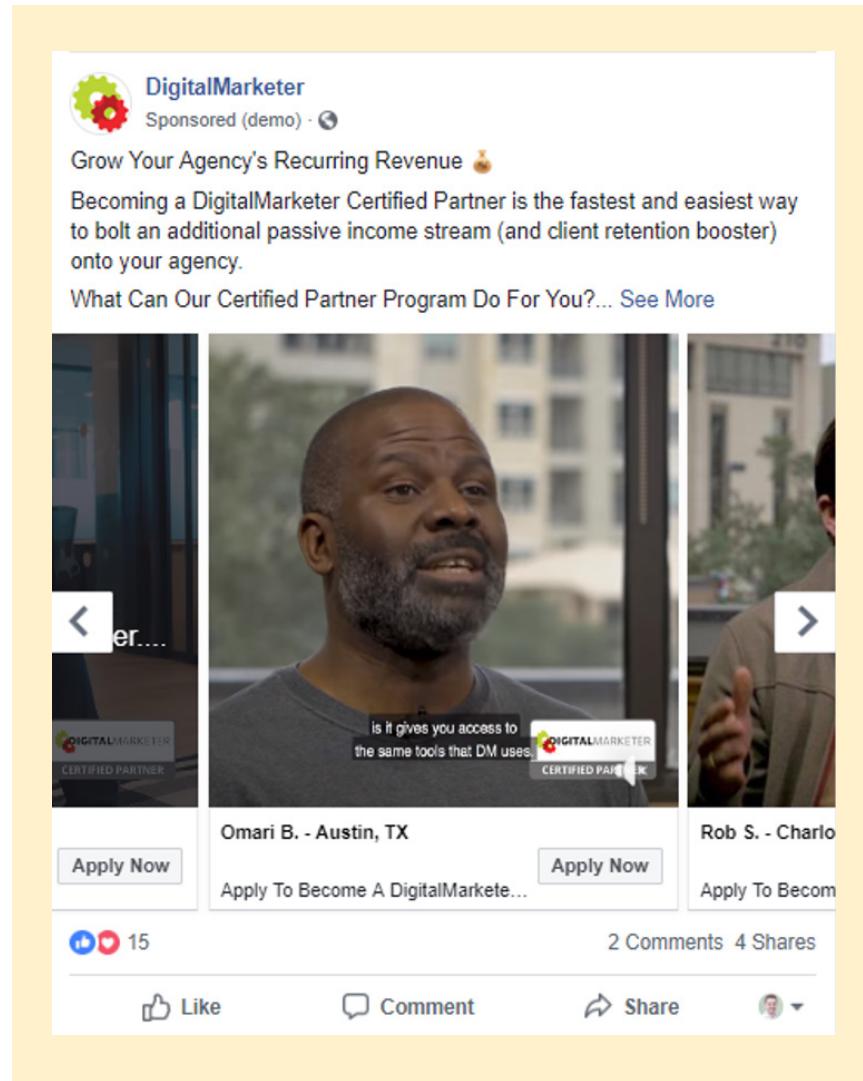
Here's the first panel, in which one of our Certified Partners explains how this program is growing their business by 3-4x with the help of our proven framework.



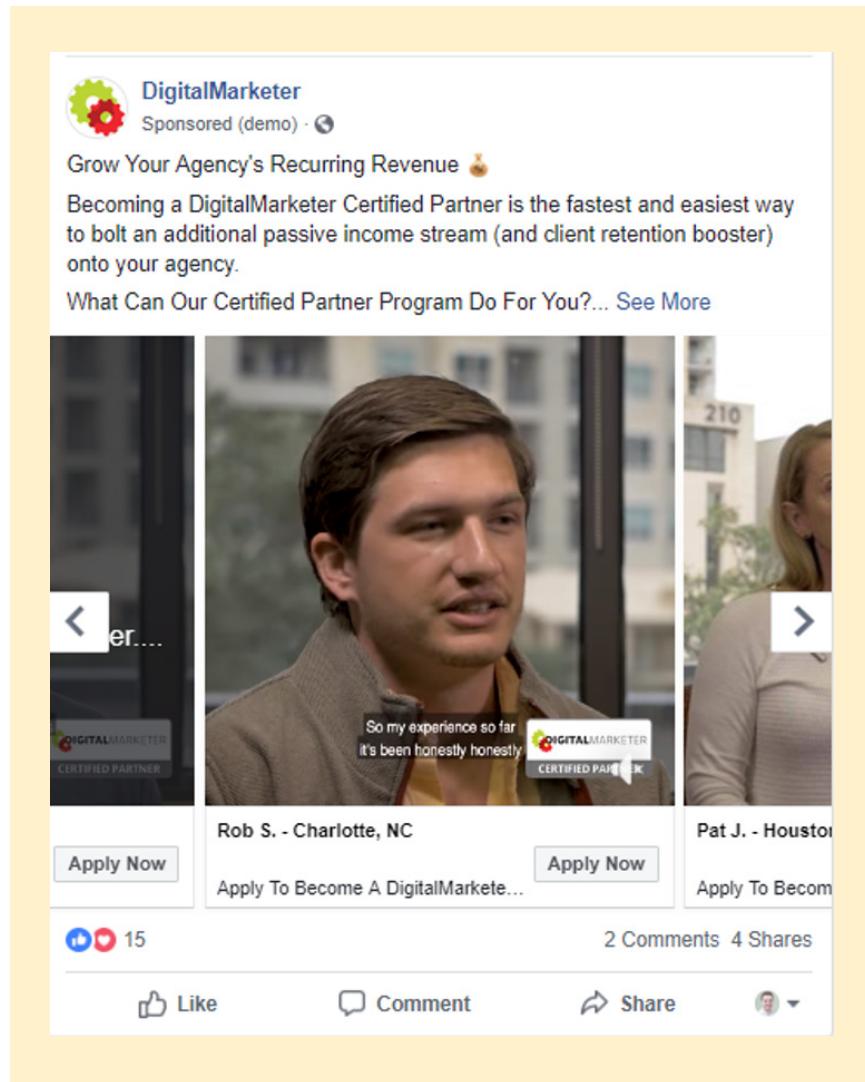
In the second panel, another Partner explains how this program has helped their agency to double in size... TWICE.



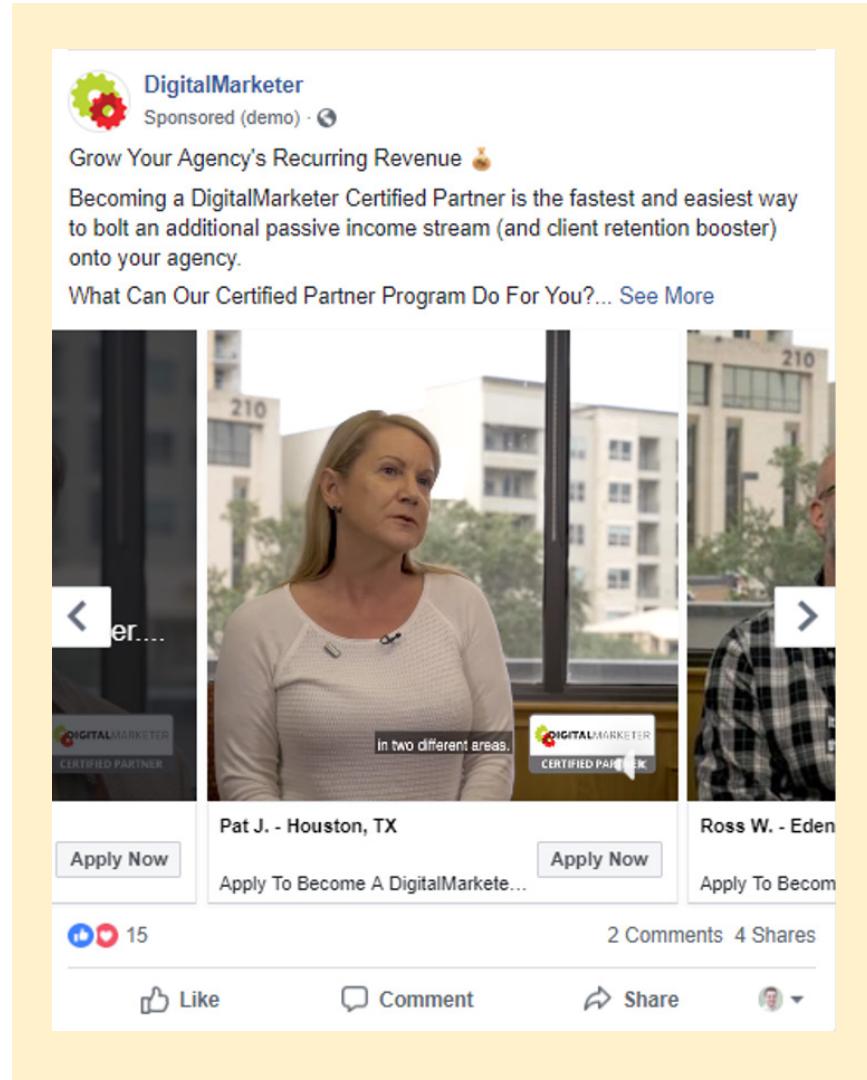
In the third, another one of our Certified Partners talks about how helpful it is to have access to the same tools we use here at DM.



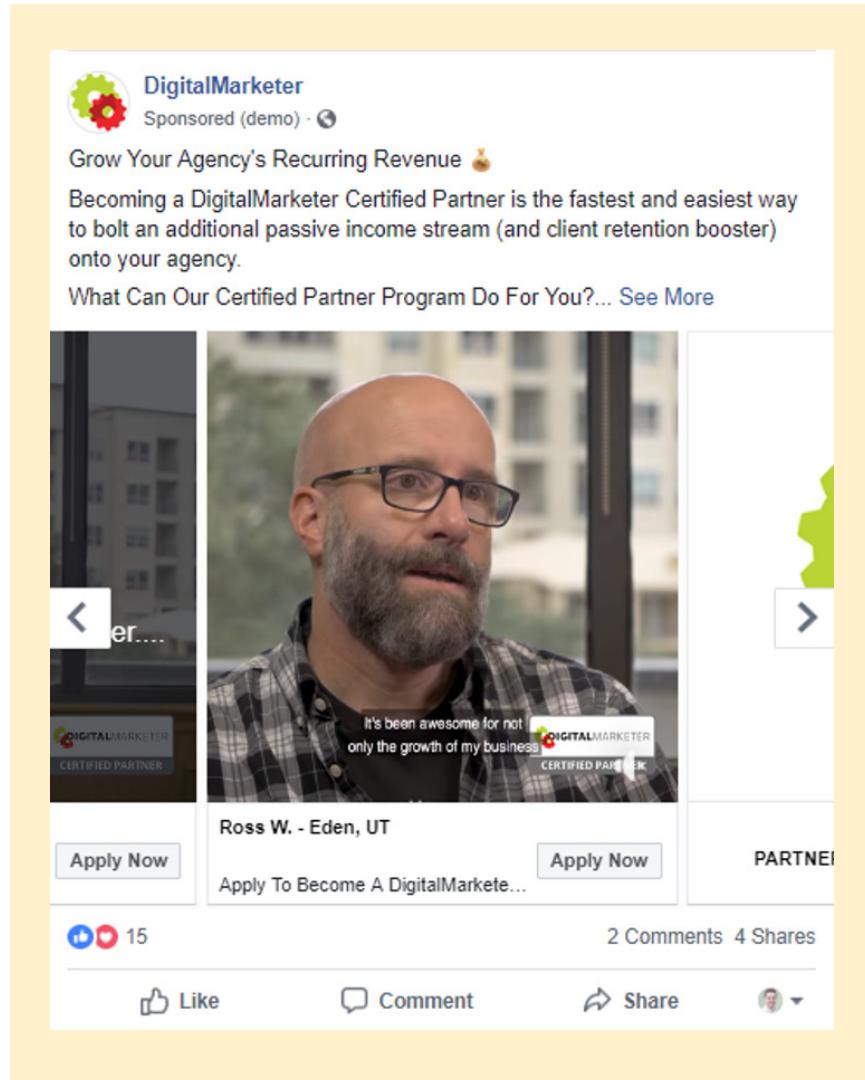
The fourth panel features a customer explaining how clear and helpful the training is.



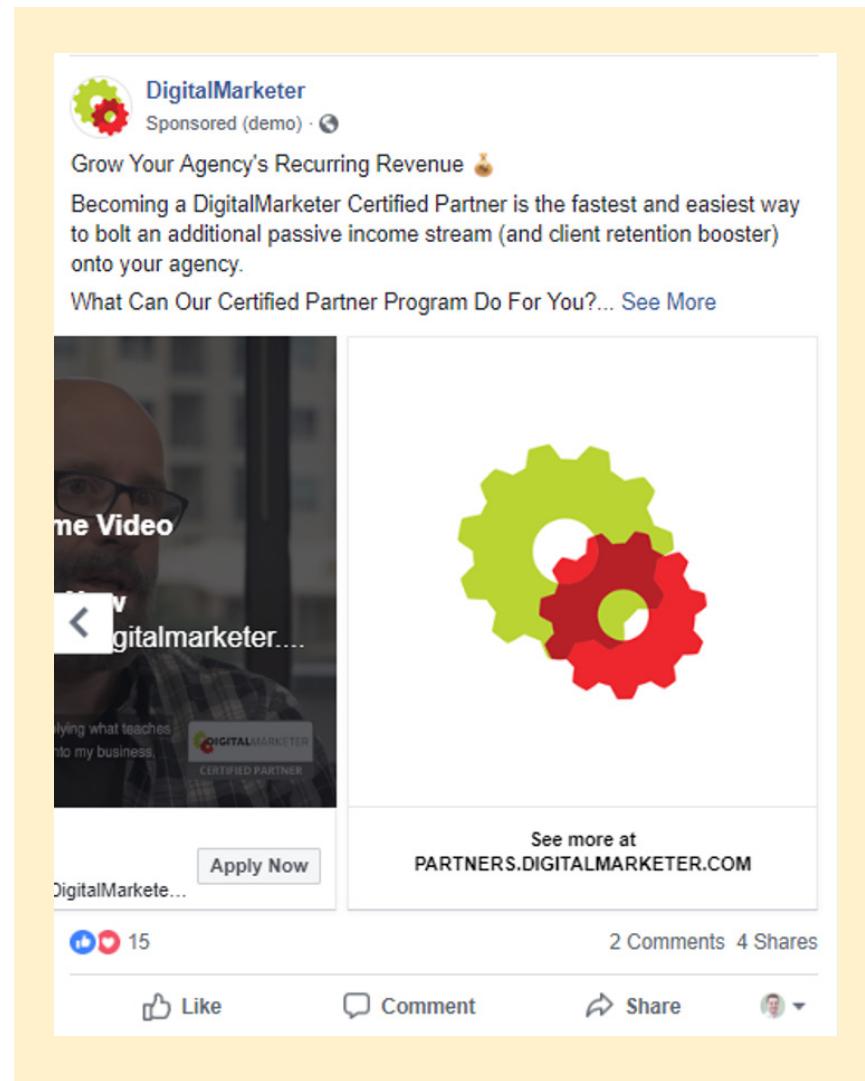
In the next video Pat tells us how the Certified Partner program has helped to grow not only her business, but her clients' as well.



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 its first 2 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.

AND THAT'S IT, ALL—THOSE ARE OUR TOP-PERFORMING FACEBOOK ADS. USE THIS AS INSPIRATION AND TRY APPLYING THESE TIPS TO YOUR OWN CAMPAIGNS!

