



THE ULTIMATE ONLINE BUSINESS BLUEPRINT

MARKETING

TABLE OF CONTENTS

Introduction: Business Account Setup	03
Chapter 1: How to Market On Google	04
Chapter 2: How to Market On Amazon	15
Chapter 3: How to Market on Facebook	25

INTRODUCTION

You will have great success getting these next few things started and out of the way. Start this next section to start setting up your business marketing accounts.

Your next steps for your business are the most important of all:

- ✓ **Sign up for a facebook business page for your brand.**

Please follow this easy to follow video for step-by-step instructions on how to do this right here: <https://tinyurl.com/fbpagetut>

- ✓ **Sign up for a google ads account.**

Here is a easy-to-follow tutorial video: <https://tinyurl.com/googleadsetup>

- ✓ **Study The Marketing Content In The Upcoming Sections**

In the next sections we have compiled the easiest and top-rated marketing strategies that the best marketers are using to make millions of dollars each and every day! You will learn everything they are doing in 2021 to get their ads to the top of the page! We will constantly be updating this section with the newest and best strategies that are working throughout the year!

Now fasten your seatbelt because you are remarkably close to generating **YOUR FIRST SALE!**



CHAPTER 1

HOW TO MARKET ON GOOGLE



Building a successful Google Ads account is a lot like building a house – whether you’re starting with an empty lot and building from the ground up, or renovating an old dump of an account that’s falling apart. (Sometimes, you inherit a campaign that’s so irreparably damaged, it’s better to just tear it down and start over.)

In this guide, we’ll cover the basics of building out an awesome Google Ads account structure in five parts:

- ✓ The Campaign Level: Laying the Foundation
- ✓ The Ad Group Level: Building Your House
- ✓ Keyword Selection: Interior Decorating
- ✓ Ad Copy: Exterior Design
- ✓ Ad Extensions: Adding a Backyard Pool

In the end, you’ll have a beautiful campaign structure that looks like this:

Let’s get to work.

GOOGLE ADS CAMPAIGN STRUCTURE: LAYING THE FOUNDATION

CAMPAIGN TYPE & SETTINGS

First, you need to lay a solid foundation for the rest of your account. Start by choosing your tools, i.e. your campaign type. Ask yourself, what is your advertising goal? The right campaign type for your business depends on your answer.

Most businesses will want to start with a search campaign, but if you're primarily looking to generate calls (if, say, you're an emergency plumber), a call-only campaign is the right choice. If you're trying to generate awareness for a completely new brand/product, display campaigns are a great option. You can also create multiple campaign types to satisfy multiple goals.

The next step is planning your blueprint, depending on what kind of business you're running. In other words, how is your business structured?

Answer:

To find customers looking for my product/service → Search Network Only

Answer:

To generate phone calls for my business → Call Only

Answer:

To build brand awareness → Display Network Only

Answer:

To re-engage previous site visitors/customers → Remarketing

When those decisions are made, it's time to consider your campaign settings:

- ✓ Location Targeting
- ✓ Language Targeting – Any language customers speak
- ✓ Bid Strategy – Automatic vs. Manual
- ✓ Budget

HOW TO SET YOUR CAMPAIGN BUDGET

Where to start? First, you need to know how Google spends your money. Your monthly budget is your daily budget x 30.4. So, start with a monthly budget and work backwards (divide by 30.4). Consider: Based on your estimated CPC (cost per click), how many clicks per day can your budget support?

For more detailed help with managing your budget, check out these resources:

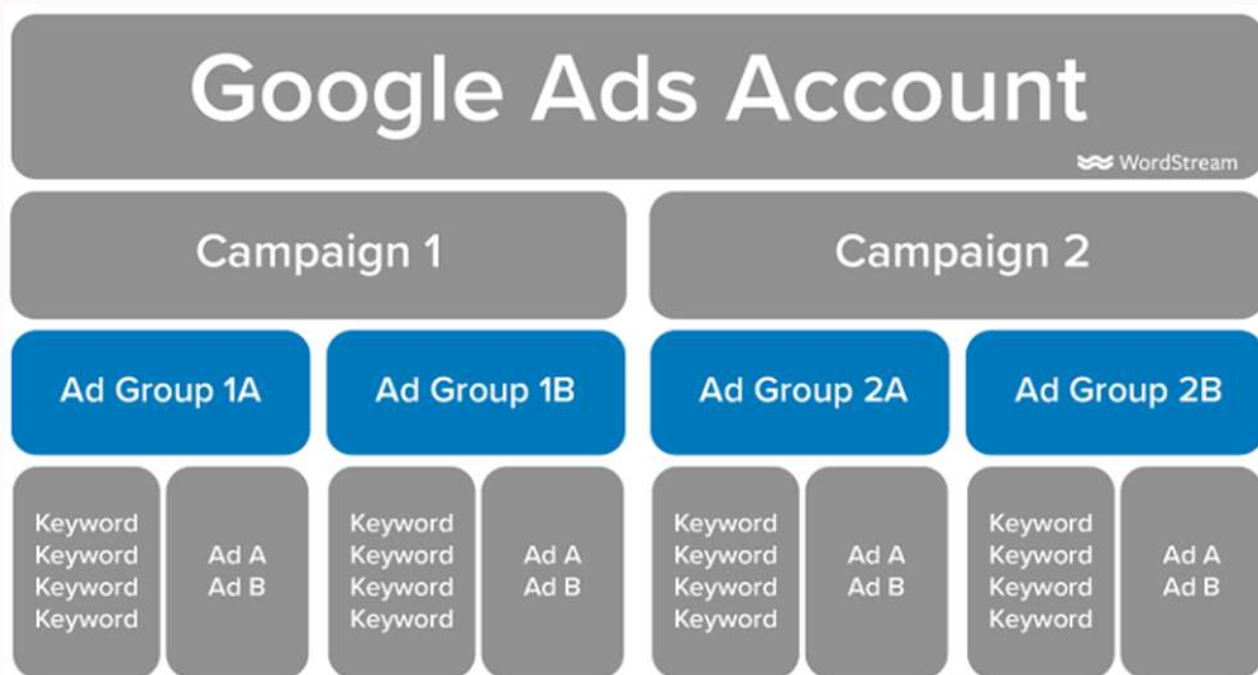
- ✓ Guide to AdWords Budgets
- ✓ How Much Does AdWords Cost?
- ✓ How to Calculate Your Marketing Budget

THE AD GROUP LEVEL: BUILDING YOUR HOUSE

What do ad groups accomplish?

The level below campaigns in your Google Ads account structure consists of your ad groups. Ad groups:

- ✓ Create the structure within each campaign
- ✓ Are organized by theme
- ✓ Control keyword/ad association



THE GOLDEN RATIOS OF AD GROUPS

How big should an ad group be? Here are some guidelines to follow when determining the size of your ad groups:

- ✓ Max of 7-10 ad groups per campaign
- ✓ Max of ~20 keywords per ad group
- ✓ 2-3 ads per ad group

Of course, there will be exceptions to these rules, but for most businesses, these are solid guidelines to make sure your ad groups don't get bloated and difficult to manage.

KEYWORD SELECTION: DECORATING YOUR HOUSE

Now it's time to define your keywords, the level under your ad groups.

Don't rely on your instincts here – use keyword tools to do your keyword research so you'll know for sure that you're bidding on keywords with search volume. Google Ads Keyword Planner is available within your Google Ads account, and you can also use free keyword tools or third-party paid options like SEM Rush.

The key to great keyword research is intent. You want to choose keywords that have clear commercial intent, meaning that people who search using those terms are looking to buy something. Keywords with intent often include:

- ✓ Qualifying terms such as specific product details, brand names, the word “cost,” etc.
- ✓ Location terms (e.g. “used cars seattle”)

Generally speaking, very broad terms don't show much intent, and can have very low click-through and conversion rates, and high CPA's (cost per action).



KEYWORD MATCH TYPES

Keyword match types are a way of defining how the keywords in your campaign can match up with the queries people search on Google. There are four keyword match types to choose from, show below from least to most restrictive:

- ✓ **Broad match**
Your ad may match to any generally related search, including synonyms. For example, if you bid with a broad match on “laptop case,” your ad might show when someone searches for “computer bags.”
- ✓ **Modified broad match**
This match type is a little more restrictive; your ad will only match when the search term includes words that you designate with a plus sign. However, the words can be in any order.
- ✓ **Phrase match**
The keyword must include the terms you’re bidding on uninterrupted and in order, but may include other terms before or after.
- ✓ **Exact match**
Self-explanatory ... right?

WRONG!

Google recently announced some changes to the way exact match keywords work. The upshot: exact match keywords aren’t so exact anymore, and your ad may show when the terms in your keyword are reordered or the “function words” change, as in the examples shown below:

Keyword	Query	Why it matched
jobs in united states nike shoes women	jobs in the united states nike shoes for women	Function words added
parks in san diego paint for a deck	parks san diego paint for deck	Function words removed
news from today bahamas cruise from miami	news for today miami to bahamas cruise	Function words changed

What’s the impact of this change?

- ✓ Better for low-volume terms/niche industries
- ✓ Not so good for Branded campaigns

As an example: the brand term HomeRate Mortgage now matches the non-branded search “home mortgage rates.”

So what’s the best match type?

As always, it depends on your account goals, but my personal opinion is that modified broad is king:

- ✓ Casts a wide net not limited by order or use of additional terms
- ✓ Restrictive enough to stay relevant
- ✓ Use 2-3 term keywords
- ✓ Avoid single-term keywords

MAX CPC BIDS

The next piece of the keyword puzzle is setting max CPC bids. This tells Google how much you’re willing to pay for a click. Your Ad Rank is then determined by your Max CPC bid multiplied by your Quality Score. It determines your ad position and your cost per click.



Much like your budget, the question when it comes to Max CPC bids for a new campaign is “Where should I start?” There are a couple of good ways to determine this.

OPTION 1: AUTOMATIC BIDDING

Most preach the value of Manual bidding over Automatic, because it gives you control over your keyword bids rather than leaving it up to Google. That said, starting a new campaign is one of the few good use cases for Automatic bidding. Let Google determine your Max CPC bids for a bit, and keep an eye on the data to get an idea of how much clicks will cost. You can switch back to Manual bidding once you have some data to work with.

- ✓ A couple of guidelines for using Automatic bidding: Use the “Maximize Clicks” bid strategy. Google will try to get as many clicks as possible out of your daily budget.
- ✓ Be sure to implement a Max CPC bid limit. Although you don’t have control over your keyword level bids with this strategy, you can set an overall limit that you don’t want Google to exceed for a single click.

OPTION 2: MANUAL CPC

If you want total control, you can use the Manual CPC bidding strategy right from the start. To determine where to start your Max CPC bids before your campaign starts running, there are a couple metrics that can help:

- ✓ Page #1 CPC
- ✓ Top of Page CPC

These are both estimations that Google provides for each keyword, giving you an idea of what it’ll cost to rank on the first page of results and at the top of that page. Placing your Max CPC bid between these numbers is usually a good starting place when using Manual bidding.

AD COPY: EXTERIOR DESIGN

Now we come to part four of the guide, writing your ad copy – the part of your account “house” that most people are actually going to see.

First, a reminder that we’re living in an Expanded Text Ad world. So-called ETA’s are now the default ad type, and they’re about twice as big as Google text ads used to be.

BEFORE

Boston Construction Co. - bostonbuilders.com
Ad www.bostonbuilders.com/Construction
 Residential & Commercial Building. Get A Free Estimate Today!

AFTER

#1 Boston Construction Company - Get Your Free Estimate Today
Ad www.bostonbuilders.com/Construction
 Residential & Commercial. No Job Too Big Or Too Small. Let's Get Started!

Make sure you’re following Expanded Text Ads (ETA) best practices, and pay attention to general dos and don’ts for ETA’s.

AD COPY A/B TESTING

It's crucial to run tests on your ads so you can find the text/creative that resonates most with your audience, driving more clicks and conversions for lower costs. Here are a couple of examples of A/B tests I love.

TEST KEYWORDS VS. CREATIVITY

Boston Construction Company -
Residential & Commercial Construction
[\[Ad\] www.bostonbuilders.com/construction](http://www.bostonbuilders.com/construction)

Boston's Most Reliable Construction Company.
Call Today Or Request A Free Quote.

Building Your Dream Home? - We Can
Help With That
[\[Ad\] www.bostonbuilders.com/dreams](http://www.bostonbuilders.com/dreams)

Don't Wait To Make Your Residential Dreams A
Reality. Let's Get Started Today!

The first ad focuses on straightforward, keyword-centric ad copy. The second tests a more creative, attention-grabbing approach. Don't assume you know what your audience will respond to! Run a test and get conclusive data.

TEST PRICE VS. NO PRICE

Luxury Home Builders - Plans Start At
\$500,000
[\[Ad\] www.bostonbuilders.com/luxury-homes](http://www.bostonbuilders.com/luxury-homes)

Don't Wait To Make Your Residential Dreams A
Reality. Let's Get Started Today!

Luxury Home Builders - Let's Build The
Home Of Your Dreams
[\[Ad\] www.bostonbuilders.com/luxury-homes](http://www.bostonbuilders.com/luxury-homes)

Don't Wait To Make Your Residential Dreams A
Reality. Let's Get Started Today!

Another thing to test: including pricing information in your ad.

Specific numbers often drive clicks, but might also help you qualify your audience (weeding out people who aren't truly in your market, for example if you offer a luxury product).

WRITING CONVERSION-FRIENDLY AD COPY

Make sure you're setting the table for conversions. A couple of tips:

- ✓ **Use self-selecting ad copy** – As mentioned above, including pricing info can help you reach your best audience and avoid clicks from non-buyers.
- ✓ **Match your call to action (CTA) to your landing page** – When the same CTA appears in your ad and on your landing page, people are in the right mindset to convert before you even pay for the click.

See how the ad below has a great “message match” with the corresponding landing page?

Home Remodeling Estimates - Immediately Get 4 Free Quotes

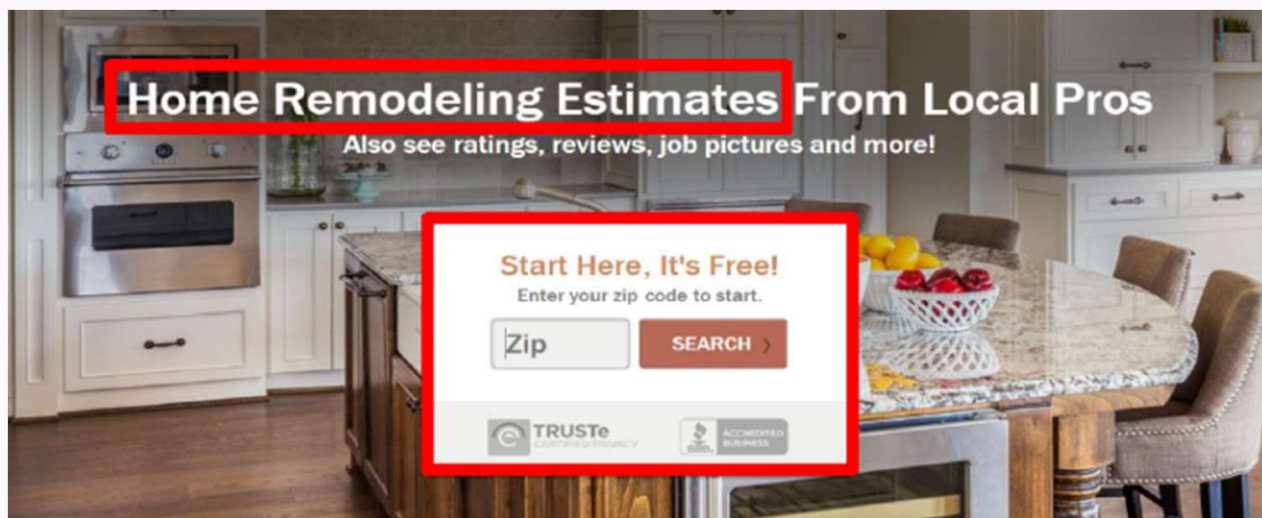
[Ad] www.localremodelingquotes.com/

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

100% free estimate · See contractor reviews · Find local professionals · Compare up to 4 bids

Services: Office Renovations, Commercial Remodels, Other General Remodels

Contractors · General · Basement · Bathroom · Kitchen · Cabinets



AD EXTENSIONS: HONEY, LET'S GET A POOL!

Ready for some home improvement?

Ad extensions are a foolproof way to make your ad more enticing – they garner high CTR's at no added cost to you. (I can't say the same for adding a pool, unfortunately.)

WHICH EXTENSIONS SHOULD I USE?

There are many ad extensions available with new ones popping up all the time. Not all of them are going to be right for your account. Here are my top four favorite extensions:

- ✓ Sitelinks
- ✓ Callout extensions
- ✓ Call extensions
- ✓ Location extensions

Sitelinks and callouts are almost universally applicable. Sitelinks are clickable links to other pages on your site (more options for the searcher than just one landing page) – but if you're using static lead capture landing pages, you may want to avoid these. Callouts are additional snippets of text that form an extra line of copy (but are not clickable).

Pool Supply World - Choose From 40,000 Products

(Ad) www.poolsupplyworld.com/ ▼

Expert Staff Available to Answer Any Pool or Spa Question That You May Have

Spring Black Friday Sale · In-Stock · Fast Shipping · A+ Customer Service · 40,000 Items Online

Brands: Preatco, Unicel, OEM, Filbur, Sta-Rite, Jandy, Pentair, Hayward

Pool Perfect + PhosFree - \$44.99 - 3 Liter Natural Chemistry · More ▼

Replacement Parts

Pool Cleaners

Above Ground Pool Kits

Contact Us

Call extensions and location extension are not always, but often applicable. Call extensions make it easy for mobile users to call you direct from the SERP (skipping the landing page entirely). Location extensions offer your physical business information, great for local businesses.

Depending on your business type there may be other extensions you should explore. All of these extensions have the power to:

- ✓ Provide a more direct path to conversion
- ✓ Take up more real estate on the results page
- ✓ Improve your Quality Score (by raising your click-through rate)

Don't launch your ads without them!

TL;DR – GOOGLE ADS ACCOUNT STRUCTURE, SIMPLIFIED

Whether you're ready to build a brand-new Google Ads account from scratch or want to overhaul a messy account you've just inherited, here are your main takeaways:

- ✓ Start with a strong foundation. Give your campaign structure and settings the attention they deserve.
- ✓ Ad groups are simply containers, but they're very important to control keyword and ad association.
- ✓ Make your keywords work for you: Start with modified broad match keywords (2-3 terms in each keyword) that show clear intent.
- ✓ Write ad copy that sets you up for conversions and always be testing!
- ✓ Remember ad extensions are your friends. Choose wisely and don't start spending money until they're enabled.

READY, SET, SELL!

ECommerce businesses have several marketing tools at their disposal. Using digital marketing just the right way, you can create campaigns that are designed to help your online store attract customers and grow better.

FINAL THOUGHTS

Crafting a well-thought-out ecommerce marketing plan may seem daunting. But then again, the wealth of strategies and channels that can help drive online sales is enormous (and continuing to grow).

While you may be tempted to go off to the races, intentionality is key when you first begin developing an ecommerce marketing strategy.

In a sense, ecommerce marketers feel like kids in a candy store, trying to decide which new flavors to try today.

So, as long as you're organized and detail-oriented, it's hard to go wrong.

After reading this comprehensive list of strategies, tools, and resources, you'll be well on your way to creating a real impact and getting real revenue.



CHAPTER 2

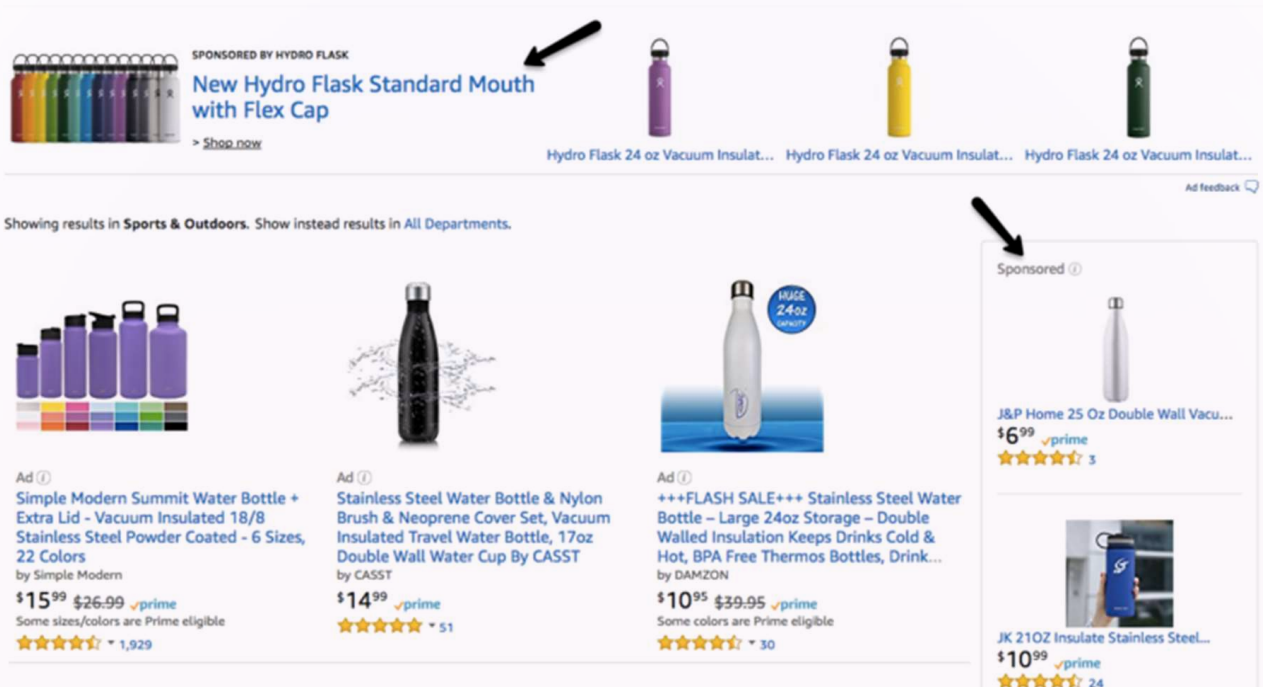
HOW TO MARKET ON AMAZON

Amazon is the biggest retailer there is and can be a great place to start marketing. From health supplements to toys and video games – Amazon has you covered.

Amazon's advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages).

WHAT ARE AMAZON ADS?

Similar to how Google search works, when you type in a keyword in the Amazon search box and results appear, some of the top results will be sponsored posts – these are considered Amazon ads. They are denoted with subtle “sponsored” or “ad” text like in the image below.



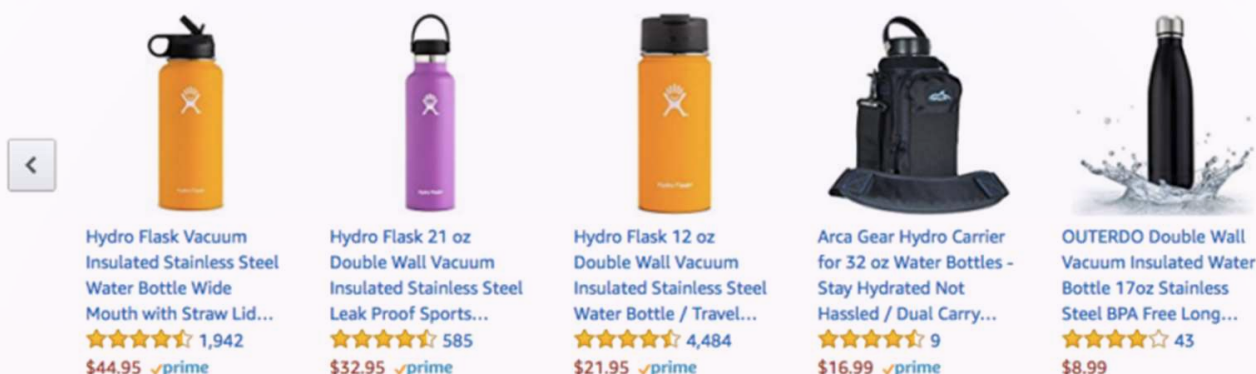
Advertisers who want to gain more visibility to their products on Amazon can pay for these positions by bidding on specific keywords, which will lead to higher visibility in the Amazon SERPs. The advertiser will then be charged when a shopper clicks on their ad. You can essentially see Amazon's advertising platform as the Amazon version of AdWords.

Amazon ads can also appear on individual product pages. For example, when looking at the water bottle below I can see an ad for sunglasses on the far right hand side of the page.



As I scroll down the page, I'll find even more ads!

Sponsored products related to this item (What's this?)



However, there are many types of Amazon ad options beyond these sponsored search posts, some of which we'll explore in this guide.

SHOULD I ADVERTISE ON AMAZON?

Are you selling a tangible product that consumers can purchase online? If the answer is yes, then the answer is yes, you should be advertising on Amazon! Amazon will just supply you with another way to get more eyes on your products and likely more buyers.

If you're hesitant, then start small with a product that you already know sells well online. For instance, if you sell sports gear and tennis rackets have always been your top selling online product, start with an ad for your top selling racket. Once you start to see an ROI with this ad, incorporate more brands and types of rackets to expand your campaign.

Another compelling reason to advertise on Amazon is that if you're doing Amazon PPC, your organic Amazon rankings will likely improve as well. "We've repeatedly seen that organic ranking has been considerably improved for those keywords that were used successfully in Amazon PPC ads," says Sellics. "This is in part due to extra sales that have been generated by 'Amazon AdWords' enhancing the sales history of the product. Sales history is a very strong ranking factor. If a product sells better, then Amazon will place it higher up in the ranking of search results."

So not only is it possible to boost your product sales by investing into Amazon ads, but it could also boost the organic rankings of your products. Could marketing get much better?

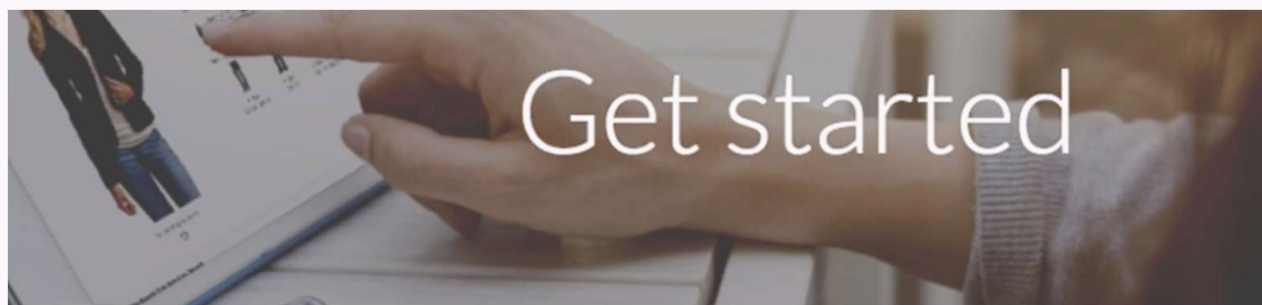
AMAZON ADVERTISING COSTS

So how much do ads on Amazon run?

According to Rob Sieracki at Practical Ecommerce, the average cost per click on Amazon is rarely more than \$0.35, making it more cost-effective on a CPC basis than search ads on AdWords or Bing Ads and comparable to some of the lowest CPC's on Facebook ads or Google display. Considering that Amazon searches show a lot of commercial intent, those are promising numbers!

GETTING STARTED WITH AMAZON ADS

To start advertising on Amazon you'll first need to sign into your seller or vendor account.



Get started advertising your products

Log in to get started advertising your products

[I have a seller account](#)

[I have a vendor account](#)

[I don't have a seller or vendor account yet](#)

If you don't have either of these accounts you can check out their various pricing and plans to fit your needs here. If you're a first-party seller then you'll want to sign-up as a vendor, which is unfortunately by invitation only. If you're selling via Amazon Seller Central you're considered a third-party seller. Seller Central has pricing options for pay-as-you go, for independent sellers vs. a pro option for those with higher sale volume. Pro merchant sellers also have the option of letting Amazon manage shipping, returns, and customer service, which is not a bad perk! Lastly, Amazon has a Vendor Express option that might be worth exploring if you're interested in going the vendor route, but are lacking an invitation.

Once you're logged into you're signed up for the correct plan, you can log in to your Amazon account, you can start setting up your ad campaigns!

TYPES OF AMAZON ADS

So you have some nice banner ads for branding purposes from your creative team that you'd love to promote, but you're also looking to simply drive more e-commerce sales with Google Shopping like ads. Luckily, you've come to the right place because Amazon provides options! There are three main types of ads you can configure through Amazon including sponsored products ads, headline search ads, and product display ads.

AMAZON SPONSORED PRODUCT ADS

Sponsored product ads operate similar to ads run through the Google Shopping Network. These are the ads that drive Amazon searchers directly to a specific product you're selling on Amazon.

When shoppers click on your sponsored product ad, they'll be directed to the ads product detail page. Sponsored product ads are typically displayed above or below the search results page, as well as on other product detail pages. These ads are keyword-targeted, and advertisers have the option of choosing from exact, phrase, or broad match types. Advertisers also have the control of setting a daily budget, as well as the campaign duration. While the campaign can be paused at any time it must run for at least 1 day.

Showing most relevant results. See all results for [backpack](#).



Ad ⓘ

Imperial Motion Group Fillmore Reflective Backpack
by Imperial Motion Group

\$59⁹⁵ ✓prime (4-5 days)

Some sizes/colors are Prime eligible

★★★★★ 19



Ad ⓘ

High Sierra Swerve Backpack
by High Sierra

\$42⁹⁹ ✓prime

Some colors are Prime eligible

★★★★★ 1,817

HEADLINE SEARCH ADS

Headline search ads display in the search result pages as headline banner ads always above the result listing, like the example below. These ads are cost-per-click, and lead searchers to any specified page on Amazon.



SPONSORED BY CASPER SLEEP

An Award-Winning Mattress

> [Shop now](#)



Showing results in Home & Kitchen. [Show instead results in All Departments.](#)



Ad ⓘ

Tuft & Needle Mattress, Queen Mattress with T&N Adaptive Foam, Sleeps Cooler & More Supportive Than Memory Foam Mattress, Certi-PUR & Oeko-Tex 100 Certified, 10-Year True...
by Tuft & Needle

\$575⁰⁰ ✓prime

Get it by **Wednesday, Sep 6**

★★★★★ 10,654

- Construction Type: memory foam
- Item Firmness Description: medium

Sponsored ⓘ



Zinus Memory Foam
\$74⁹⁹ \$150.00

This landing page is typically a customized branded page like the one below that Casper Sleep directed me to when I clicked on their headline ad.



These ads are also keyword targeted, and can be used to promote 3 or more products together. Headline search ads also use a cost-per-click method where the minimum bid per keyword is \$0.10. There are also only two keyword match-types supported for headline search ads – exact and phrase match. Lastly, the minimum campaign budget for these ads is \$100, with a limit of \$1 spent per day. Campaigns can be scheduled to run up to four months in advance.

AMAZON PRODUCT DISPLAY ADS

Lastly, we have product display ads that work a bit differently than the two ad formats above. These ads are not keyword targeted, but rather interest or product targeted display ads. They drive shoppers to the products detail page and are also priced by a cost-per-click method.

Advertisers can select from a long list of products (for example, similar products to what you're selling) or interests (for example, if the shopper is interested in running) to target these ads to relevant shoppers. It's important to note that each campaign is limited to one target type. These ads can appear to the right or at the bottom of the search results, on the customer reviews page, at the top of the offer listings page, as well as in Amazon marketing emails.



Ad ⓘ
Sempli Cupa-Vino Clear Aerating Wine Glasses, Set of 2 in Gift Box
by Sempli
\$52⁰⁰ ✓prime
Only 2 left in stock - order soon.



Ad ⓘ
IFOLAINA Set of 2 Wine Glasses with Crystal Diamond Stem (15oz)
by IFOLAINA
\$29⁹⁹ ~~\$119.04~~ ✓prime
Get it by **Wednesday, Sep 6**

Sponsored ⓘ



Napoli 12 Oz. White Wine Glass (...)
\$19²² ✓prime
★★★★☆ 6



Riedel Sommeliers Series Chablis-C...
\$80⁷⁵ ✓prime
★★★★☆ 5

HOW TO OPTIMIZE YOUR AMAZON ADS: 6 TIPS

Among all of the products on Amazon, you might be doubting that the platform could yield your business a return. Luckily, there are a few things you can do to stand out from the competition in the massive Amazon marketplace. It just requires going into it with an informed Amazon advertising strategy.

Here are six tips to get you started on the right foot.

#1: CREATE WELL-STRUCTURED CAMPAIGNS BY PRODUCT CATEGORY

If you're an experienced AdWords advertiser this is something you've likely already mastered. You can use your AdWords organizational skills to structure your campaigns and ad groups with Amazon's ad platform. The best strategy here is to have a separate campaign of each of your main product categories, and then under each campaign create ad groups that are more specific. For example, let's say you sell women's athletic wear; you might decide to start with three of your top-selling products:

1) Women's workout pants 2) Women's workout shirts 3) Women's sports bras

Under each campaign you should create ad groups around more specific categories. For example, in campaign #1 you might have three ad groups – women's yoga pants, women's running pants, and women's lounge pants. Then you'll want to create a list of relevant keywords for each ad group (I'd recommend staying between 15-30 keywords per ad group). Finally, you'll craft relevant ads for each keyword grouping.

A solid account structure will ensure your ads are relevant, which will in turn save you money and increase your ROI. This tip is an extremely critical one to reap the benefits of advertising on Amazon. Check out this guide on AdWords account structure if you're new to the game.



#2: CREATE COMPELLING & URGENT AD COPY

Ensure your ad text is not only accurate in terms of what you're selling, but try and insert some creativity and humor into your ads if possible. Standing out is more important than ever amongst the cluttered search results of Amazon. Instilling a sense of urgency can also be helpful. For instance, if you're running a sale or promotion make sure to highlight this in your ad like the one below.

#3: ENSURE YOUR AD COPY IS AS SPECIFIC AS POSSIBLE

Your ad copy should also be very specific in terms of what you're selling. For example, if you're selling a water bottle I want to know how many ounces/cups of water it holds, if it's BPA free, if it keeps my water cold for up to a certain number of hours etc. While it might be hard to expose all of this information in the ad text, it's important to jam the most important information in there. The ad below is a great example of one that does this well because I know the weight, height, and what this product comes with from reading the headline.



#4: BID ON POPULAR BRANDS THAT SELL SIMILAR PRODUCTS

When brainstorming keywords to bid on, don't forget about your well-known competitors. For instance, if you sell backpacks you should be bidding on terms like "L.L. Bean backpacks" and "Northface backpacks" because these are well-known brands that are commonly searched for and purchased. This will allow you to gain exposure and pursue someone to buy your much cooler, less well-known brand name backpack.

To find your top competitors, do a generic search on Amazon for products in your vertical – say, "backpacks" – and see which brands come up the most in your search results.

#5: EXPERIMENT WITH ALL THREE AD FORMATS

While sponsored product ads might appear to yield the fastest and most visible ROI, headline search ads might lead to more loyal, repeat buyers. It's worth experimenting with all three ad types to see which yields the highest returns, and then once your statistics can paint a clear picture you can re-allocate your budget based off the results of your campaign.

#6: USE NEGATIVE KEYWORDS (& BE CONSERVATIVE WITH MATCH TYPES)

Just like when advertising on Google, negative keywords are key to reducing wasted spend from irrelevant clicks. For example, if you're selling musical flutes, and bidding on the word "flutes" with broad or phrase match then someone could type in champagne flute and your ad could still populate. If they then accidentally click on your ad you'll be charged for a click from someone searching for a \$10 glass rather than a quality musical instrument.

It can also help to be more conservative with your match types, steering clear of broad match, and putting a higher emphasis on phrase and exact match. Make sure to conduct some keyword research to ensure you're targeting the right words as well. Check out big, easy guide to keyword research for help!

There's much more to explore in the world of Amazon advertising, and I'd predict the platform is only going to grow its scope of tools. Are you ready to start advertising on Amazon?

A CHECKLIST FOR GROWTH

Opportunities for growth are all around you—but here are a few things to try in your first 90 days as an Amazon seller.

- ✓ Keep an eye on your account health in Seller Central
- ✓ Use Fulfillment by Amazon or Seller Fulfilled Prime
- ✓ Advertise your listings or offer deals and coupons
- ✓ Enroll in Brand Registry and Create Enhanced Brand Content
- ✓ Expand your selection by listing more products
- ✓ Use the Automate Pricing Tool in Seller Central



CHAPTER 2

HOW TO MARKET ON FACEBOOK

Facebook advertising is an important way to connect with your audience on the world's largest social network.

The ever-changing Facebook algorithm can make it a challenge to connect organically with fans. But Facebook's micro-targeting features allow you to reach your exact target audience. That means Facebook ads can get your message in front of the people who are most likely to want your products or services.

That's great for your budget, conversion rates, and return on investment. You only pay to reach the most valuable potential customers.

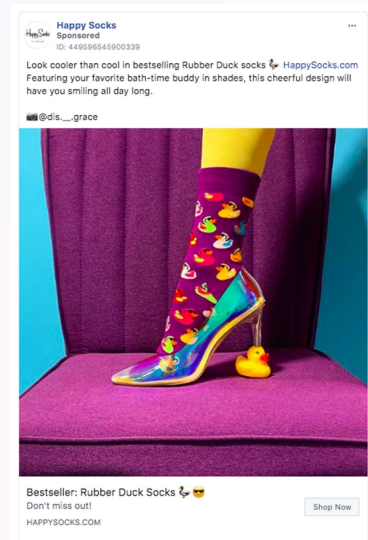
It's important to understand the different Facebook ad types and targeting options before you dive in if you want to get the best results. In this guide, we'll walk you through everything you need to know, from planning your first ad to developing advanced campaign strategies.

TYPES OF FACEBOOK ADS

IMAGE ADS

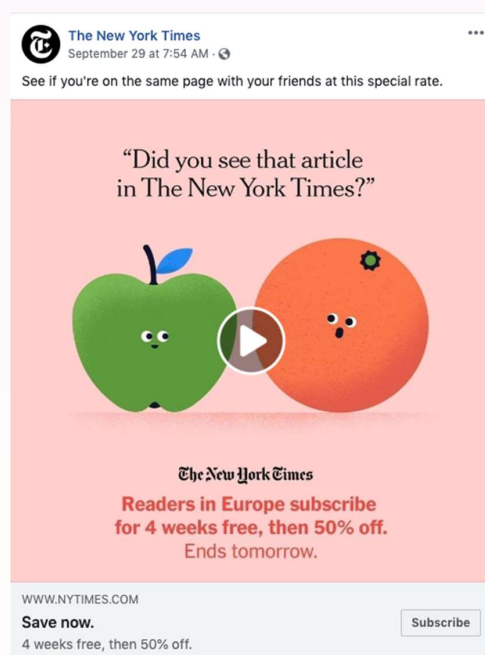
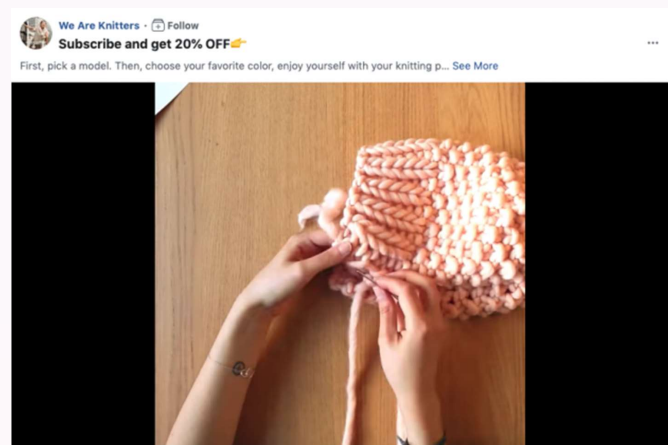
These simple ads are a great way to get started with Facebook advertising. You can create one with just a few clicks by boosting an existing post with an image from your Facebook Page.

Image ads may be simple, but that doesn't mean they have to be boring. For example, you might think socks are a pretty ho-hum product, but Happy Socks puts them in surprising contexts to create fun Facebook photo ads.



VIDEO ADS

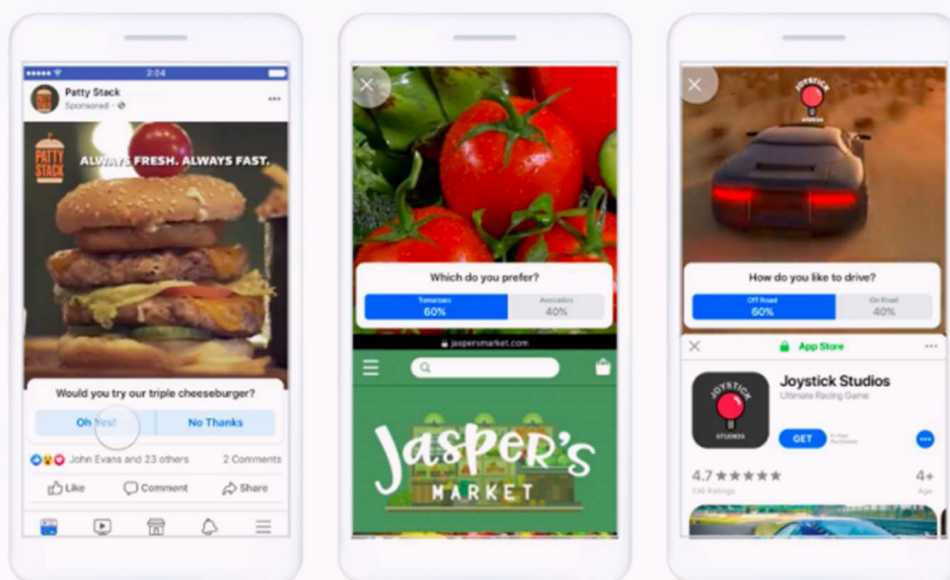
Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Video ads can show your team or your product in action, like this quick demo video ad from We Are Knitters.



Your video ads don't need to use filmed video footage. You can also create GIF-like graphics or other animations to capture attention or explain your offer, like in this ad from the New York Times.

VIDEO POLL ADS

This mobile-only Facebook ad format incorporates an interactive component with video polls. It's a brand-new type of Facebook paid advertising, but Facebook's early data shows that these ads can increase brand awareness more effectively than regular video ads.



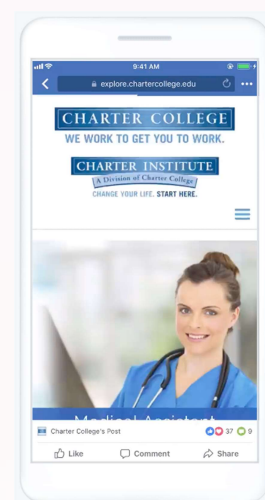
CAROUSEL ADS

A carousel ad uses up to 10 images or videos to showcase your product or service. You can use this format to highlight different benefits of one product, a number of different products, or even use all the photos together to create one large panorama image, like this:

SLIDESHOW ADS

Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips. If you don't have your own images, you can choose stock photos directly from Ads Manager.

Slideshow ads have eye-catching motion, just like videos, but use five times less bandwidth, so they load well even for people on slow internet connections. They're an easy, low-impact way to draw attention.



COLLECTION ADS

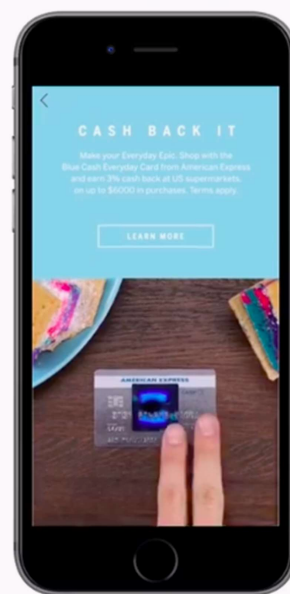
These Facebook paid ads, which are offered only for mobile devices, allow you to showcase five products that customers can click to buy.

Collection ads pair with Instant Experiences (more on those below) to allow people to buy your products without ever leaving Facebook. This makes online shopping easy when people are on- the-go and may not have a great internet connection.

INSTANT EXPERIENCE ADS

Instant Experience ads used to be called Canvas. They're a full-screen ad format that loads 15 times faster than a mobile website outside of Facebook, like this example from American Express.

You can also link to additional Instant Experiences so people have access to even more instant mobile content.



LEAD ADS

Lead ads are only available for mobile devices because they're specifically designed to make it easy for people to give you their contact information without a lot of typing. They're great for collecting newsletter subscriptions, signing someone up for a trial of your product, or otherwise allowing people to ask for more information from you.

Tokio Marine, an insurance company, used lead ads to generate 11,000 leads in just 17 days. In addition to an easy-to-complete lead form, the ads used a Messenger bot to further qualify potential new clients. The campaign reduced the cost of lead collection by 60 percent.

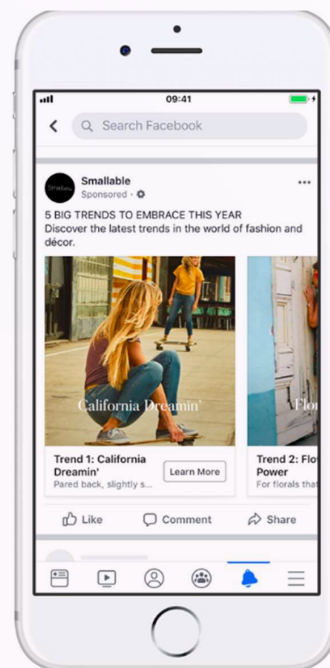
DYNAMIC ADS

Dynamic ads allow you to promote targeted products to the customers most likely to be interested in them.

For instance, if someone has visited a product page or placed a product in their shopping cart on your website, but then abandoned the purchase, dynamic ads for that precise product will appear in their Facebook feed.

This reminds the potential customer to complete the purchase, and can be a very effective Facebook marketing strategy.

The French store Smallable used dynamic ads to retarget potential customers with carousel, collection, image, and Stories formats. Smallable showed Facebook users ads for products they had already expressed interest in, resulting in a 124 times return on ad spend.



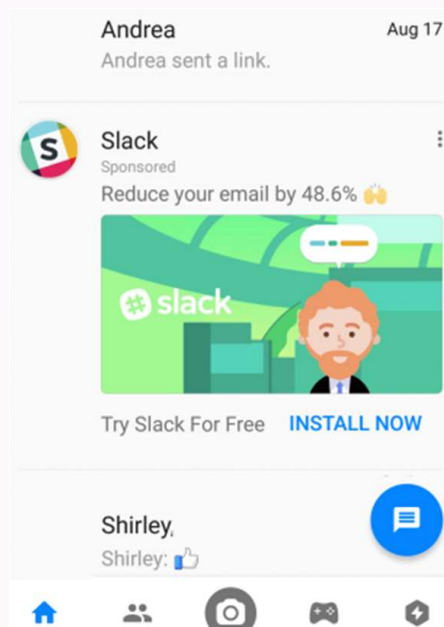
MESSENGER ADS

Facebook Messenger ads give you access to the 1.3 billion people who use Messenger every month. When creating your ad, simply choose Messenger as the desired placement. You also need to select a Facebook feed.

Here's what an ad looks like in the Messenger app:

Start here

You can also run "click-to-Messenger" ads in the Facebook feed. These ads feature a call-to-action button that opens a Messenger conversation with your Facebook Page, so people can have a one-on-one conversation with one of your salespeople or customer service reps.



STORIES ADS

Scientific American found that 72% of millennials won't rotate their phones to watch widescreen videos. Stories ads are a full-screen vertical video format that allow you to maximize screen real estate without expecting viewers to turn the screen.

These ads have proven highly effective. A Facebook-commissioned Ipsos survey showed that more than half of people said they were making more online purchases because of Stories ads.



HOW TO ADVERTISE ON FACEBOOK

If you already have a Facebook business page (and you should), you can head straight to the Facebook Ads Manager or Business Manager to create your Facebook ad campaign. If you don't yet have a business page, you'll need to create one first.

STEP 1. CHOOSE YOUR OBJECTIVE

Log into Facebook Ads Manager and select the Campaigns tab, then click Create to get started with a new Facebook ad campaign.

Facebook offers 11 marketing objectives based on what you want your ad to accomplish. Here's how they align with business goals:

- ✓ **Brand awareness:** Introduce your brand to a new audience.
- ✓ **Reach:** Expose your ad to as many people in your audience as possible.
- ✓ **Traffic:** Drive traffic to a specific web page, app, or Facebook Messenger conversation.
- ✓ **Engagement:** Reach a wide audience to increase the number of post engagements or Page Likes, increase attendance at your event, or encourage people to claim a special offer.
- ✓ **App installs:** Get people to install your app.
- ✓ **Video views:** Get more people to watch your videos.
- ✓ **Lead generation:** Get new prospects into your sales funnel.
- ✓ **Messages:** Encourage people to contact your business using Facebook Messenger.
- ✓ **Conversions:** Get people to take a specific action on your website (like subscribe to your list or buy your product), with your app, or in Facebook Messenger.
- ✓ **Catalog sales:** Connect your Facebook ads to your product catalog to show people ads for the products they are most likely to want to buy.
- ✓ **Store traffic:** Drive nearby customers to bricks-and-mortar stores.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	


Choose a campaign objective based on your goals for this particular ad. Keep in mind that for conversion-oriented objectives (like sales) you can pay per action, but for exposure objectives (like traffic and views) you will pay for impressions.

For this example, we'll choose the Engagements objective. Some of the options you see in the next steps will vary slightly based on which objective you choose.

STEP 2. NAME YOUR CAMPAIGN

Scroll down to name your Facebook ad campaign and choose whether to set up an A/B split test. You will also choose whether to turn on budget optimization. This option can be useful if you're using multiple ad sets, but for now you can leave it turned off.

For the Engagements objective, you'll also choose whether to focus on post engagement, page likes, or event responses. For this example, we'll choose Page likes.



Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

☐ Post engagement
 ☒ Page likes
 ☐ Event responses

Campaign Name ⓘ First Page likes campaign

☒ **Create Split Test ⓘ**
 A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

☒ **Campaign Budget Optimization ⓘ**
 Optimize budget across ad sets

STEP 3. SET UP YOUR AD ACCOUNT

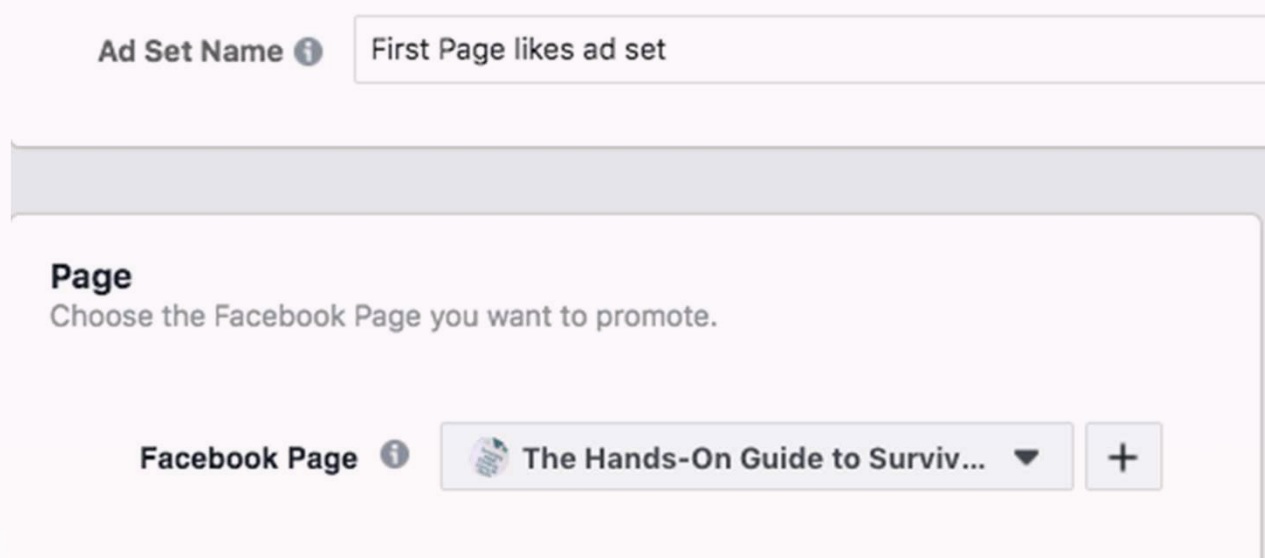
If you've already set up an account, you'll see a button that says . Click that to move on to the next step.

But if you're new to Facebook advertising, you'll see a button that says Set Up Ad Account. Click that and you'll be prompted to enter some key details to create your ad account. Enter your country, preferred currency, and time zone, then click Continue.

Choose wisely, because if you want to change these options later, you'll have to create a separate ad account.

STEP 4. TARGET YOUR AUDIENCE

At the top of this screen, you will name your Facebook ad campaign and choose which Page to promote.



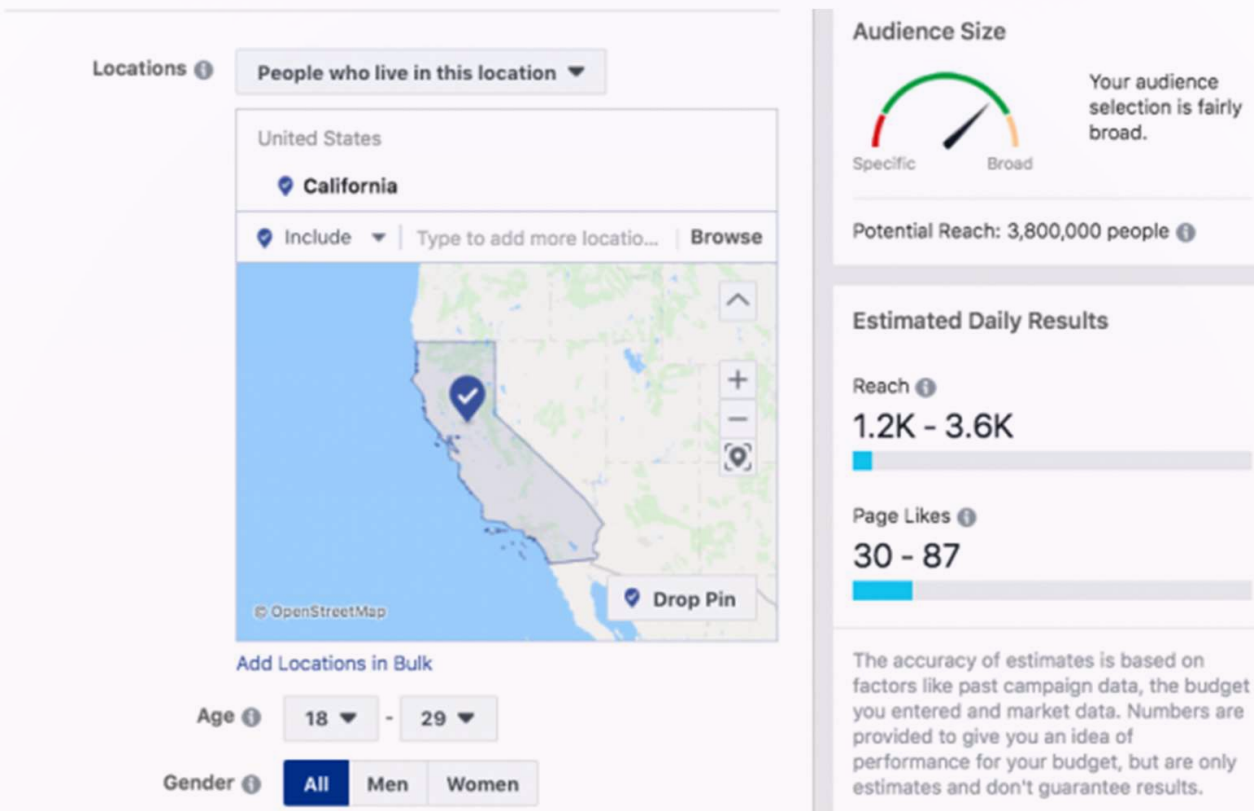
The screenshot shows the Facebook Ad Setup interface. At the top, there is a label "Ad Set Name" with an information icon, followed by a text input field containing "First Page likes ad set". Below this is a section titled "Page" with the instruction "Choose the Facebook Page you want to promote." Underneath, there is a label "Facebook Page" with an information icon, followed by a dropdown menu showing "The Hands-On Guide to Surviv..." with a downward arrow, and a button with a plus sign.

Scroll down to start building the target audience for your ads.

You'll see the first option is to add a custom audience of people who have already interacted with your business on or off Facebook. Check out this separate guide to walk you through Facebook custom audiences, so here we'll focus on the targeting options.

Start by selecting your target location, age, gender, and language. As you make your selections, keep an eye on the audience size indicator on the right of the screen, which gives you a sense of your potential ad reach.

You'll also see an estimated number of Page likes. These estimates will be more accurate if you have run campaigns before, since Facebook will have more data to work with. Always keep in mind that these are estimates, not guarantees.



The screenshot shows the Facebook Ads Manager targeting interface. On the left, under 'Locations', a dropdown menu is set to 'People who live in this location'. Below this, a map of the United States is shown with California selected. A 'Drop Pin' button is visible on the map. Below the map, there are filters for 'Age' (18 - 29) and 'Gender' (All, Men, Women). On the right, the 'Audience Size' section shows a gauge indicating 'Your audience selection is fairly broad.' and a 'Potential Reach' of 3,800,000 people. Below this, the 'Estimated Daily Results' section shows 'Reach' as 1.2K - 3.6K and 'Page Likes' as 30 - 87. A disclaimer at the bottom states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.'

Now it's time for the detailed targeting. Remember: Effective targeting is key to maximizing ROI—and there's no shortage of ways to target your audience using Facebook Ads Manager. You have two fields here in which to make your audience as specific as you choose:

✓ **Detailed targeting**

Use this field to specifically include or exclude people based on demographics, interests, and behaviors. You can get really specific here. For instance, you could choose to target people who are interested in both meditation and yoga, but exclude people who are interested in hot yoga.

✓ **Connections**

You can target or exclude people who have an existing connection to your Facebook Page, your app, or an event you managed. For example, if you want to reach a new audience, you would select "Exclude people who like your Page." If you want to promote an offer or new product to existing fans, select "People who like your Page" to reach people who already know your brand. You can also choose to target friends of people who have previously interacted with your brand.

Check out these eight essential Facebook targeting tips for more on this subject.

STEP 5. CHOOSE YOUR FACEBOOK AD PLACEMENTS

Scroll down to choose where your ads will appear. If you're new to Facebook advertising, the simplest choice is to use Automatic Placements. When you select this option, Facebook will automatically place your ads across Facebook, Instagram, Messenger, and the Audience Network when they are likely to get the best results.

Once you have more experience, you may wish to place your Facebook ads in specific locations. You have the following options:

- ✓ **Device type:** Mobile, desktop, or both.
- ✓ **Platform:** Facebook, Instagram, Audience Network, or Messenger
- ✓ **Placements:** Feeds, Stories, in-stream (for videos), messages, in-article, and apps and sites (external to Facebook).
- ✓ **Specific mobile devices and operating systems:** iOS, Android, feature phones, or all devices.

● Edit Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

Devices

All Devices (Recommended) ▼

Platforms

- ☒ Facebook
 ☐ Instagram
☐ Audience Network
 ☐ Messenger

Placements

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories	
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-Stream	
Quickly capture people's attention while they're watching videos	
▶ Messages	
Send offers or updates to people who are already connected to your business	

Next, you decide how much money you want to spend on your Facebook ad campaign. You can choose a daily or lifetime budget, then set the start and end dates if you want to schedule your ad in the future, or choose to make it live right away.

You can also add in an optional cost and bid controls, which will cap the amounts per action rather than for your overall campaign.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ Page Likes - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Bid Control (optional) ⓘ maximum bid in each auction
Facebook will aim to get the most Page likes without bidding more than \$0.97 in any auction using the bid cap bid strategy.
[Show Additional Bid Strategies](#) ▼

Budget and Schedule ⓘ **Daily Budget** ▼

\$25.00 CAD

Actual amount spent daily may vary. ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$175.00** per week.

You can get into pretty fine detail about how you want to spend your money using the advanced budget options.

When You Get Charged ⓘ ☒ Impression
☐ Page Like

Ad Scheduling ⓘ ☒ Run ads all the time
☐ Run ads on a schedule

Delivery Type ⓘ ☒ **Standard (Recommended)**
Get results throughout your selected schedule
☐ **Accelerated**
Spend your budget and get results as quickly as possible

Keep in mind that running your Facebook paid ads on a schedule may be the most efficient way to spend your budget, since you can choose only to serve your ad when your target audience is most likely to be on Facebook. You can only set a schedule if you have created a lifetime budget for your ad.


When you've made your selections, and you're happy with the audience size indicator, click Continue.

STEP 6. CREATE YOUR AD


First choose your ad format, then enter the text and media components for your ad. The formats available will vary based on the campaign objective you selected back at the beginning of this process.

Format


Choose how you'd like to structure your ad.

☐



Carousel
2 or more scrollable images or videos

☒


Single Image or Video
One image or video, or a slideshow with multiple images

☐


Collection
Group of items that opens into a fullscreen mobile experience



☐ **Add an Instant Experience**
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

Use the preview tool at the bottom of the page to make sure your ad looks good for all potential placements (mobile, desktop news feed, right column, and so on). When you're happy with your choices, click the green Confirm button to submit your order, then wait to get an email from Facebook notifying you that your ad has been approved.

FACEBOOK AD SPECS

There are a lot of details to keep in mind when getting your images and videos ready for Facebook ads. Since these details can change often, we've compiled them in a separate, regularly updated post of Facebook ad sizes.

We've also got access to a set of 16 free Facebook ad templates you can use to help create your ads in just a few minutes.

TEXT AND OBJECTIVE SPECS FOR FACEBOOK ADS

To create the best Facebook ads, you need to keep the recommended character counts in mind. Anything beyond these text limits will be cut off.

You also need to understand which types of Facebook ad work with each of the ad campaign objectives described above.

Image Ads

- ✓ Headline: 25 characters
- ✓ Link Description: 30 characters
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: All except video views

Video Ads

- ✓ Headline: 25 characters
- ✓ Link Description: 30 characters
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: All except catalog sales

Facebook Stories Ads

- ✓ Text: No set character count. Aim to leave 250 pixels text-free at the top and
- ✓ Campaign Objectives: Engagement, messages, catalog sales, store traffic

Carousel Ads

- ✓ Headline: 25 characters
- ✓ Link Description: 20 characters
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: All except engagement and video views

Slideshow Ads

- ✓ Headline: 25 characters
- ✓ Link Description: 30 characters
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: All

Collection Ads

- ✓ Headline: 25 characters
- ✓ Link Description: n/a
- ✓ Body Text: 90 characters
- ✓ Campaign Objectives: Traffic, conversions, catalog sales, store traffic

Instant Experience Ads

- ✓ Text: Blocks of text up to 500 words each.
- ✓ Campaign Objectives: All except lead generation, catalog sales, and messages

Video Ads

- ✓ Headline: 25 characters
- ✓ Link Description: 30 characters
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: All except catalog sales

Messenger Inbox Ads

- ✓ Headline: n/a
- ✓ Link Description: n/a
- ✓ Body Text: 125 characters
- ✓ Campaign Objectives: Traffic, app installs, conversions, catalog sales, messages

5 SMART TIPS FOR RUNNING FACEBOOK ADS

1. EXPERIMENT WITH AUDIENCE TARGETING

Start with a narrow audience and then broaden it slowly by adding one interest category at a time. For example, you could start with an audience specifically interested in “Napa Valley wine tours” and then broaden it after a few weeks.

You could start by adding adding “wine tasting,” then “food and wine,” and so on. That way, you’ll have a good idea of how expanding your target audience affects your results. You can also use audience targeting to create different ads for groups related to different business goals. For example, you can speak to existing customers differently than you do to people who have never heard of your business before. You can also offer promotions based on your existing relationship.

If you have a local business, you can target your audience by zip or postal code. This is also helpful if you know a particular city or neighborhood converts well.

2. USE THE FACEBOOK PIXEL

The Facebook pixel is a small piece of code that can have a big impact on your Facebook ad campaign. Once you place the code on your website, it allows you to track conversions, remarket to people who have viewed a product on your site, and create lookalike audiences.

Even if you're not ready yet to engage in some of the more advanced Facebook Pixel strategies, you should install it now. That way you'll have tracking and remarketing data ready to go when you are ready to start optimizing your Facebook ads.

Get the Facebook Pixel set up and start using it on your website now.

3. USE TOP-NOTCH PHOTOS AND VIDEO

You know what's a turnoff? Blurry photos. Or pixelated photos. Or jumpy videos that make you feel sick. Your words are important, sure, but your visuals are what will first grab viewers' attention and create the best impression.

There are free stock photo websites that can help you source high-quality images to use in your ads.

4. TEST EVERYTHING

It's important not to make assumptions about what will work and what won't in your Facebook ads. Every time you try something new, you should test it against your previous ads so you can see whether you're making improvements to the metrics that matter most to you.

The best practices for Facebook ads are constantly changing. Only you know what works for your specific audience. And the only way you can keep that knowledge up to date is by testing. Since this is such an important topic, check out guides on how to use social media for A/B testing.

5. TRACK AND OPTIMIZE PERFORMANCE

Closely monitor how your campaigns perform in the Facebook Ads Manager dashboard. If a campaign isn't performing well, put your money into an ad that is instead.

If you're just starting out, it might make sense to run several ads with small audiences and budgets. Once you've determined what works best, use the winning ad as your primary campaign.

Here are a couple more resources on this:

- ✓ How to improve Facebook ad conversions
- ✓ Which social media ad metrics to track

There are tools that will simplify—and even automate—this process.

For solo marketers, agencies, and small to medium-size businesses, AdEspresso makes creating, managing, and optimizing ads quick and uncomplicated.

You can also re-allocate money from your under-performing ads to top-performers (even if they're on another social network). Automatically boost budgets or start new campaigns based on pre-set performance triggers. And then improve performance further with automatic, daily recommendations.

FACEBOOK AD IDEAS

Ready to go but not sure what you should promote with your Facebook ads? We've put together three campaign strategies to get you started. If you're looking for more inspiration, you can search google for great 'Facebook ad examples'.

FACEBOOK ADVERTISING STRATEGY 1: CONVERT A PROVEN PIECE OF CONTENT INTO A VIDEO AD

Every brand has a few pieces of content that drive most of the traffic each month. Adapting that content into a short video can be a great way to repackage top content for the best Facebook ads. To create your video, think about ways to convey your content's key messages through short text and images. Then, use one of these social video tools to create your video, or create a slideshow video ad in Facebook Ads Manager. (Video Tools: Animoto, Biteable, GoAnimate, iMovie, Legend, Magisto, Ripl, Spark Video by Adobe)

FACEBOOK ADVERTISING STRATEGY 2: DRIVE A DIRECT SALE

If you have a recognized brand and a good product, especially one with a relatively low price point, there's no reason Facebook can't generate direct sales.

Thinx uses this approach to sell their period-proof underwear. Since the company has garnered significant media attention and has a relatively low-priced product, it's a great candidate for this kind of ad approach.

Pro tip: One of the most effective ways to drive sales directly from a Facebook ad is to target people who have already considered buying your product.

You could try targeted offers, product recommendations, or reminders to complete a purchase. This concept is known as remarketing.

FACEBOOK ADVERTISING STRATEGY 3: THINK BEYOND THE WEB

You don't have to limit your Facebook advertising strategy to online sales. With the store traffic objective, you can promote offline purchases, too.

You can also drive people to an offline event. Use the engagement objective to increase event responses on Facebook, or the traffic or conversions objectives to sell more tickets.

Or, use the lead generation objective to get people to your store or dealership to experience your product in person—for example, through a test drive.

Louis Vuitton used the store traffic objective in Italy to target adult shoppers within a set radius of one of their eight stores in that country. The ads used a carousel format to highlight Louis

Vuitton products along with a map to the nearest store location. The ads led to 13,000 store visits at a cost of 1.32 per visit.

Pro Tip: Facebook allows you to track offline conversions so you can understand the effectiveness of ads that drive sales offline. You can also use this tracking information to build custom audiences of people who interact with your brand offline, so you can target them even more effectively with future ads.

