

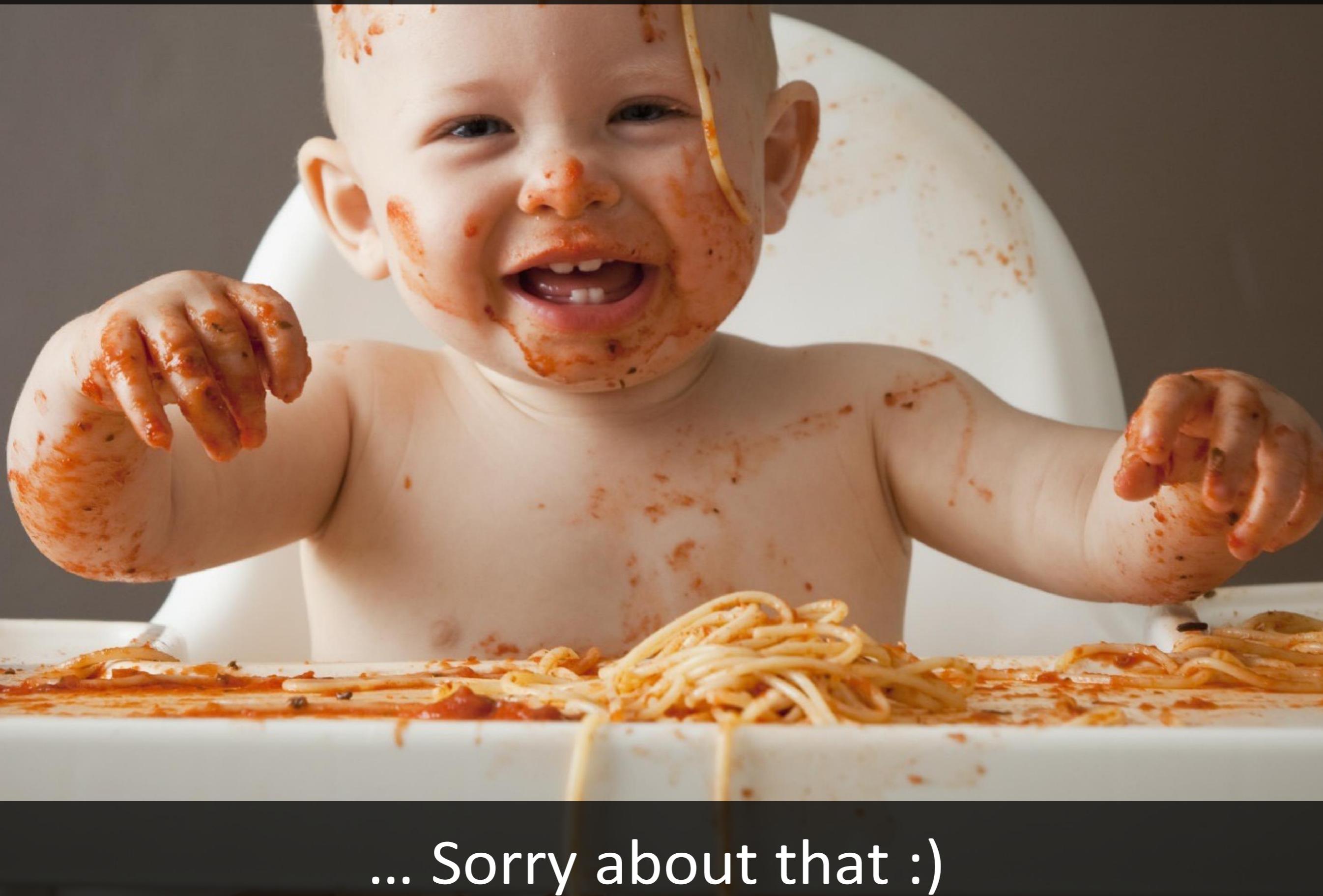


The DOs & DON'Ts of Facebook Ads

Rev 0.1 ... It's a Beta!

by @MassimoCw

Rough drafts are always a bit messy!



... Sorry about that :)

So... Do FB
Ads really
suck for
advertisers?



facebook ads suck - Cerca

<https://www.google.com/search?q=facebook+ads+suck&oq=facebook+ads+suck&aqs=chrome.0.69i59l2j69i60l3j69i64.2788j0j1&sourceid=chrome>

Microphone icon
Search icon
[Web](#) [Video](#) [Immagini](#) [Notizie](#) [Shopping](#) [Altro ▾](#) [Strumenti di ricerca](#)

Circa 116.000.000 risultati (0,59 secondi)

Facebook Ads don't suck. But bashing them is great for ...



adespresso.com/.../facebook-ads-dont-suc... ▾ Traduci questa pagina
di Massimo Chieruzzi - in 111 cerchie di Google+
10/apr/2014 - Enough. For the third week in a row I've just spent 2 hours on Hacker News commenting on the latest first-page post bashing Facebook Ads.

Actually It's A Good Sign How Bad Facebook's Ads Suck



www.businessinsider.com/everyone-agree... ▾ Traduci questa pagina
di Nicholas Carlson - in 11.940 cerchie di Google+
17/mag/2012 - Considering Facebook ad revenues are already decelerating, all this sounds like very bad news for Facebook's \$100 billion valuation.

Why Are You Getting Low CTR on Facebook? Because ...

fbppc.com/.../why-are-you-getting-low-ctr-on-face... ▾ Traduci questa pagina
27/mar/2013 - Marketers who complain about the low CTR of Facebook ads should make sure their ads don't suck before spending money on them.

Geico Commercials Suck | Facebook

<https://www.facebook.com/...Commercials-Suck/1...> ▾ Traduci questa pagina
I had the accountant at my auto body shop tell me there was a direct correlation between how many commercials an insurance company runs and how much ...

Facebook Advertising Sucks « KashFlow

www.kashflow.com/.../facebook-advertising-sucks/ ▾ Traduci questa pagina
09/apr/2013 - Facebook advertising ppc CTR. Considering the fact that we implemented some pretty specific targeting, and tried several different ads, a CTR ...



That's me here,
disagreeing.

Everyone else agree :(...Suckers !

Facebook Ads don't suck.
They can be great for your business but...

It's tough to get them right.

Facebook vs. Google

Different Channels. Different approaches.

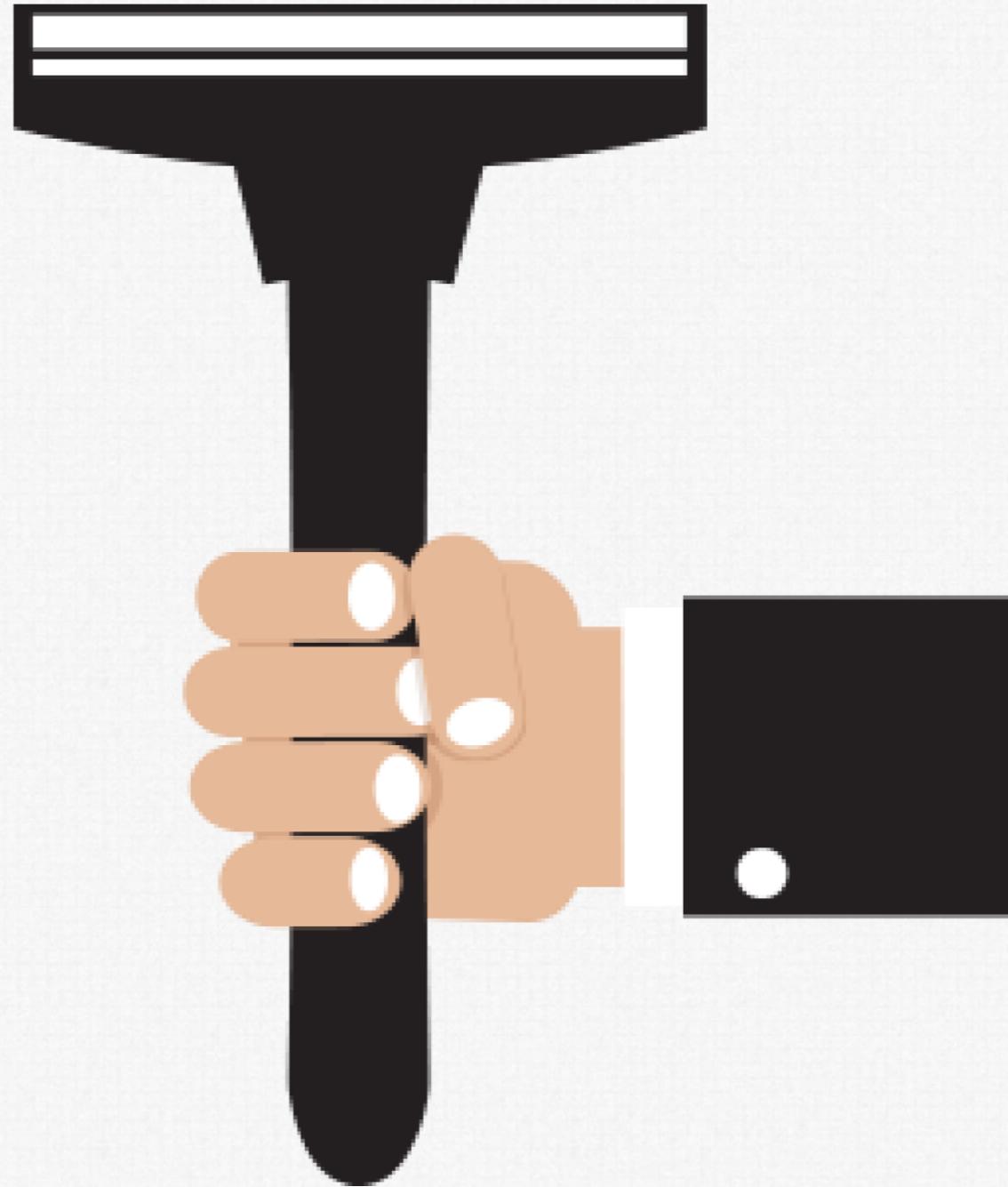
- ⌚ Google is great for demand fulfillment: Search
-> Buy
- ⌚ Facebook is great for demand generation:
Discovery
- ⌚ Complex to get it right. Lower conversion
rate. Bigger opportunity.
- ⌚ Google's lifecycle: SetUp, Test, Fine-tune,
Forget
- ⌚ Facebook's lifecycle: SetUp, Test, Fine-tune,
Repeat... You constantly need to test different
ad designs and audiences to target



Facebook vs. Google

Why is Facebook the bigger opportunity?

- ⌚ Imagine you've just invented a new, revolutionary razor and want to market it.
- ⌚ Most men use and buy razors frequently. It's a huge market but...
- ⌚ How many of them actually search Google for "shaving" or "razor" before buying?
- ⌚ Not many, I'd guess! The addressable market on Google would be incredibly small!
- ⌚ Alternately, with Facebook you can target any man in the world older than 14...
THAT'S A HUGE OPPORTUNITY!



The Ad's Design

Designing Facebook Ads

**The image is the most important element.
Make it BIG.**

 Jasper's Market
It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.



Fig Tart with Almonds and Sugar
jaspersmarket.com
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like - Comment - Share - 72 13 7 - Sponsored

1200 x 627 px

 Jasper's Market
It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.

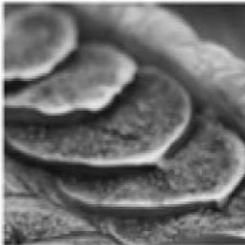


Fig Tart with Almonds and Sugar
jaspersmarket.com
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like - Comment - Share - 85 6 40 - Sponsored

< 600 px

Designing Facebook Ads

Create Buyer Personas. For each persona, highlight specific Value Propositions



Designing Facebook Ads

Add Social proof & clear,
not spammy call-to-
action

Lead Generation Software



41% of B2B companies
drive leads w/Facebook.
Join HubSpot's 6,000+
users & start today!

Join Robert Scoble



and 7,000+ attendees
from around the world
this October.

Paolo Privitera and Gianluca Ferranti like
Web Summit.

Designing Facebook Ads

Landing page should be consistent with the Ad's wording and design



Designing Facebook Ads

Creating visual contrast
can be bad branding but
it often works (at first...)

Try FB Ads Formula For \$1

fbadsformula.net



Get full access to FB Ads
Formula and start making
money with FB Ads Today

Market Your Online Store

ewebinars.com



Got an Online Store? Use
the Power of Pinning to
Grow Your Biz. Take
Advantage HERE!

Designing Facebook Ads

Address the elephant

...





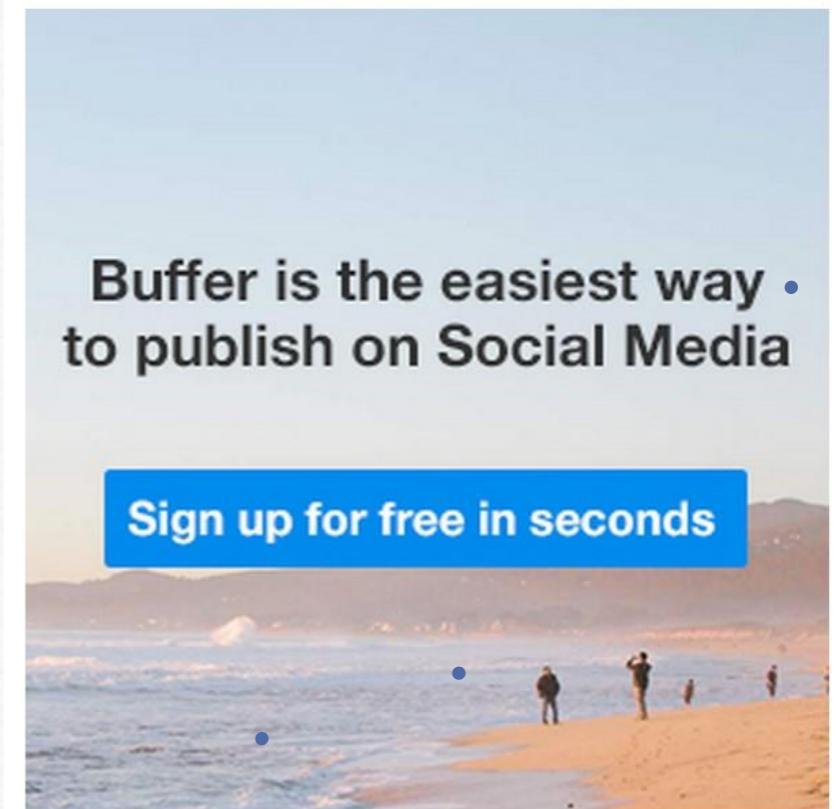
Direct the driver, Motivate the elephant

It's not about the features...

- ⌚ Our rational self is like a tiny man riding an elephant
- ⌚ The man is sure he's in control but when he and the elephant disagree on which way to go... guess in which direction they'll go?
- ⌚ The elephant is our emotional side, our subconscious. If he can avoid it he doesn't like changing his habits (e.g.: learning how to use new products, shopping on a new website, etc.).
- ⌚ Your design should address both the man and the elephant. Don't limit yourself to product features. Motivate the elephant with images and copy that engage them emotionally and highlight product benefits.

• ➤ Rational
➤ •

Better Social Media Management



◀ Emotional

The Ad's Placement

Facebook Ad Placement

Where should you display your ads?

Newsfeed

Highest CTR & Engagement
Great to drive Sales & Leads
Can generate additional
organic results



Jasper's Market

It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.



Fig Tart with Almonds and Sugar
jaspersmarket.com

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like · Comment · Share · 72 · 13 · 7 · · Sponsored

Facebook Ad Placement

Where should you display your ads?

Right-Hand Column

Low performances & price
Good for retargeting

Fig Tart with Almonds and Sugar
jaspers-market.com



It's fig season! Not sure what to do with figs? Here's a great dessert recipe. Stop by...

Facebook Ad Placement

Where should you display your ads?

Mobile Newsfeed

Great for Mobile App
Installs & Engagement
Tough to get website
conversions



The Ad's Targeting

Targeting Facebook Ads

📍 Country

Huge price & performance differences. Never mix in same AdSet.

📍 Custom Audiences

Best targeting right now! Require a big email list. Great for b2b startups.

📍 Interests

Used to be the best option. Less effective due to spam & like buying. Still relevant.



Targeting Facebook Ads

⌚ Gender

Depending on the market, targeting just men or women can make a huge difference.

⌚ Behaviors

Many interesting options. Purchase behaviors is remarkably useful for eCommerce (US Only)

⌚ Connections

Effective depending on the quality of your page's fans. Good for generating likes and engagement.
Not really for b2b.



How do we find which interests to target?



Graph Search is awesome!

Pages liked by Marketers who like AdEspresso

Social Media Today
News/Media Website
Marketers who like AdEspresso like this
281,118 like this
People also like Mashable - Social Media, The Wall Street Journal Euro...
Marvin Liao, Ryan Skelly and 15 other friends like this



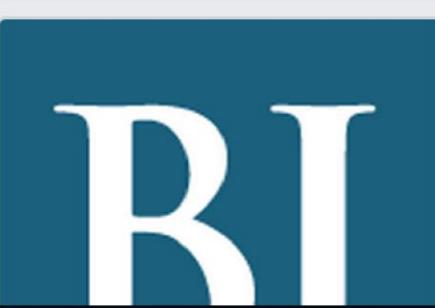
Like **...**

Facebook for Business 
Website
Marketers who like AdEspresso like this
8,282,403 like this
People also like Google, Posthaus and other Websites
Sylvain Querne, Almir Ambeskovic and 81 other friends like this

Liked **...**

Fast Company 
4.3 ★★★★☆ (1,227) · Media/News/Publishing
Marketers who like AdEspresso like this
458,682 like this
People also like Inc. Magazine, Entrepreneur and other Media/news/pu...
Michele Attisani, Paolo Privitera and 26 other friends like this

Like **...**

Business Insider 
Newspaper
Marketers who like AdEspresso like this
1,440,551 like this
People also like Entrepreneur, Young Entrepreneur and other Media/n...

Marketing
630,799 like this



Like

Book Genre
Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling tha...
[see more](#)

More Than 1,000 Pages 

Page Type **Add...**

Liked by **Marketers who like A...** 

Name **Add...**

Give Feedback

Graph Search is awesome!



Massimo

Home 1

Profile Chat Home



HubSpot

3.8 ★★★★☆ (8,175) · Internet/Software

People who like AdEspresso and Jon Loomer Digital like this
663,545 like this

People also like Marketo, Hootsuite and other Internet/software pages
Dave McClure, Ryan Skelly and 14 other friends like this

Like

...



For Advanced Facebook Marketers

Providing daily tips and breaking news to make you
a better Facebook marketer and blogger.

Jon Loomer Digital

56,497 like this

Liked



TechCrunch

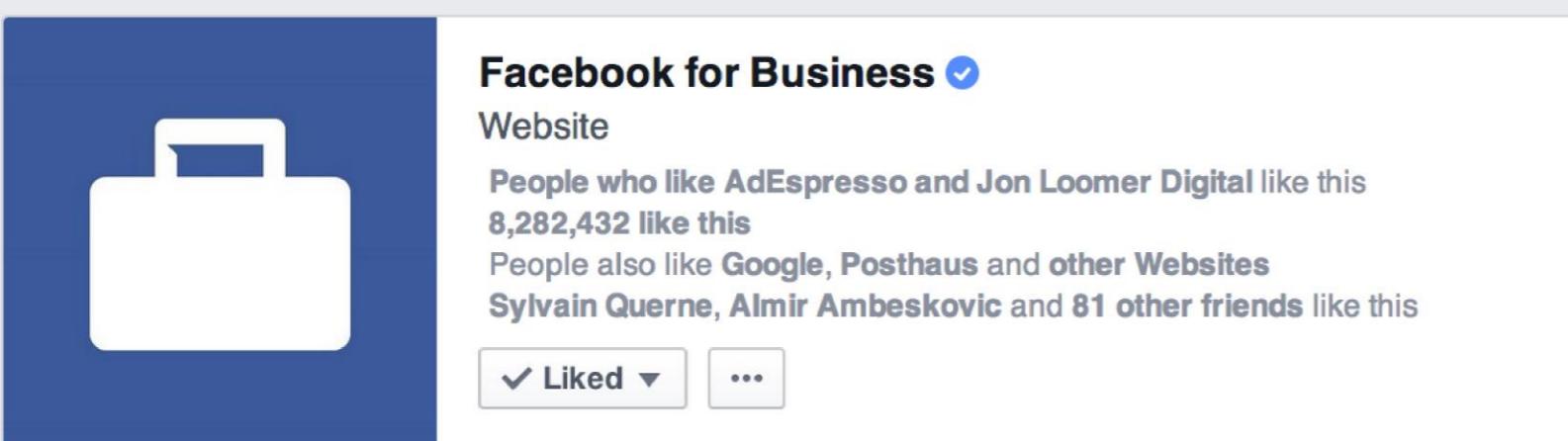
News/Media Website

People who like AdEspresso and Jon Loomer Digital like this
1,451,748 like this

People also like Mashable - Tech, TED and other News/media pages
Andrea Lorini, Marco Ottolini and 103 other friends like this

Liked

...



Facebook for Business

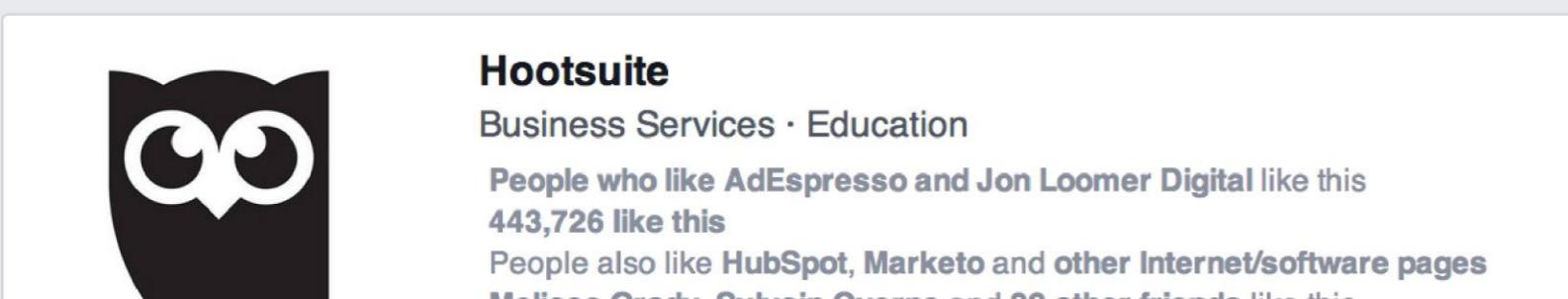
Website

People who like AdEspresso and Jon Loomer Digital like this
8,282,432 like this

People also like Google, Posthaus and other Websites
Sylvain Querne, Almir Ambeskovic and 81 other friends like this

Liked

...



Hootsuite

Business Services · Education

People who like AdEspresso and Jon Loomer Digital like this
443,726 like this

People also like HubSpot, Marketo and other Internet/software pages
Melissa Orndorff, Gabriele Quaranta and 22 other friends like this

More Than 1,000 Pages

Share

Page Type

Add...

Liked by

People who like AdEs...

A

Name

Add...

Give Feedback

Graph Search is awesome!

 Favorite interests of people who like Qualaroo   Massimo | Home 1    



Venture capital

Interest

People who like Qualaroo like this

9,096 like this

People also like International Business, Business Analyst and other in...

Andrew Medal, Dave McClure and Paolo Privitera like this

 Like

...



Social media

Interest

People who like Qualaroo like this

54,604 like this

People also like Public Relations, Marketing Management and other in...

Paolo Privitera, Pasquale Simonetti and Carlo Bermani like this

 Like

...



Ruby on Rails

Software

People who like Qualaroo like this

Interest · Software

24,845 like this

Sal Matteis likes this

 Like

...



Google Docs

Software

People who like Qualaroo like this

Interest · Software

12,909 like this



Qualaroo

345 like this

 Like

★★★★★ Computers/Technology

290 California Dr, Burlingame, CA

www.qualaroo.com

More Than 1,000 Pages

 Share

Page Type

Interest ▾

Liked by

People who like Qual... ▾

A

Name

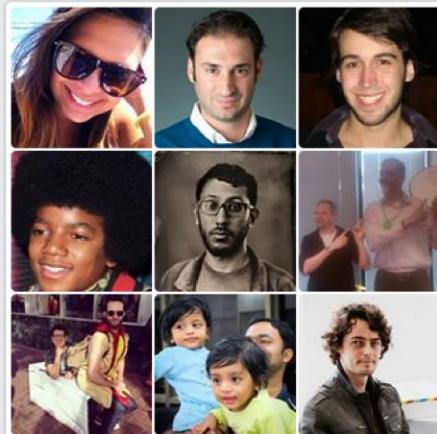
Add...

[Give Feedback](#)

Graph Search is awesome!

Groups of men under my age and more than 25 years old who live in **United States** and like **AdEspresso**

Massimo | Home 1 |



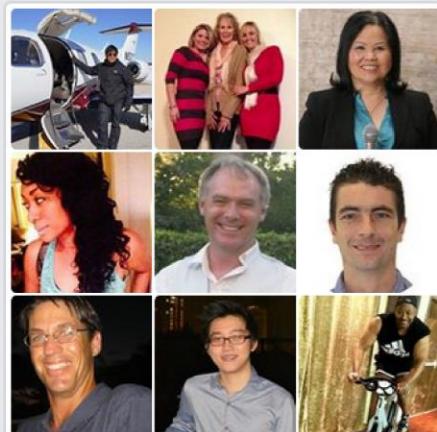
500 Startups

Closed Group

- Group for all founders/CEOs of 500 Startups companies. <http://500.co/s...>
Daniel Jurek and other men who like AdEspresso and are older than ...
645 members
Atish Davda, Gregory Raiten and 38 other friends are in this group

Joined

...



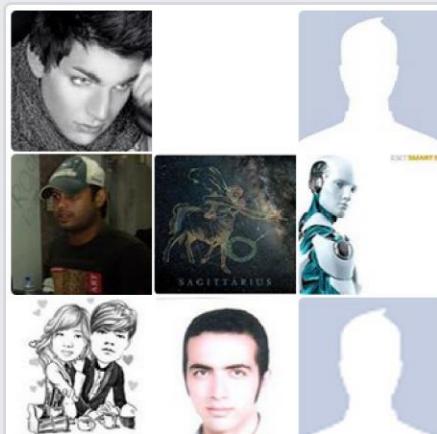
Internet Marketing Super Friends

Closed Group

- SIMPLE GROUP RULES: 1. NO Promotions of any kind! (blog links, sit...
Men who like AdEspresso and are older than you and younger than 2...
8,213 members
Anjali Kundra and Ryan Skelly are in this group

+1 Join

...



Seo

Closed Group

- *We have 0 tolerance for self promotion and spam, so all spammers an...
Men who like AdEspresso and are older than you and younger than 2...
13,486 members
Brian Curliss and Davide Dattoli are in this group

+1 Join

...



The Cult of Copy

Closed Group

- Do you like copywriting and persuasion and mind control and all that s...
Men who like AdEspresso and are older than you and younger than 2...
8,382 members
Duan Sheth is in this group

Optimize your
Facebook Ads Easily,
Like Morning Coffee



AdEspresso

13,999 like this

Liked

Website

AdEspresso is the easiest online tool to manage
and optimize your Facebook Advertising
Campaigns. Join our Free 30 day T...
[see more](#)

adespresso.com

More Than 1,000 Groups

Share

Membership

Men who like AdEspresso

Privacy

Add...

Name

Add...

About

Add...

Give Feedback

Bidding for Ads

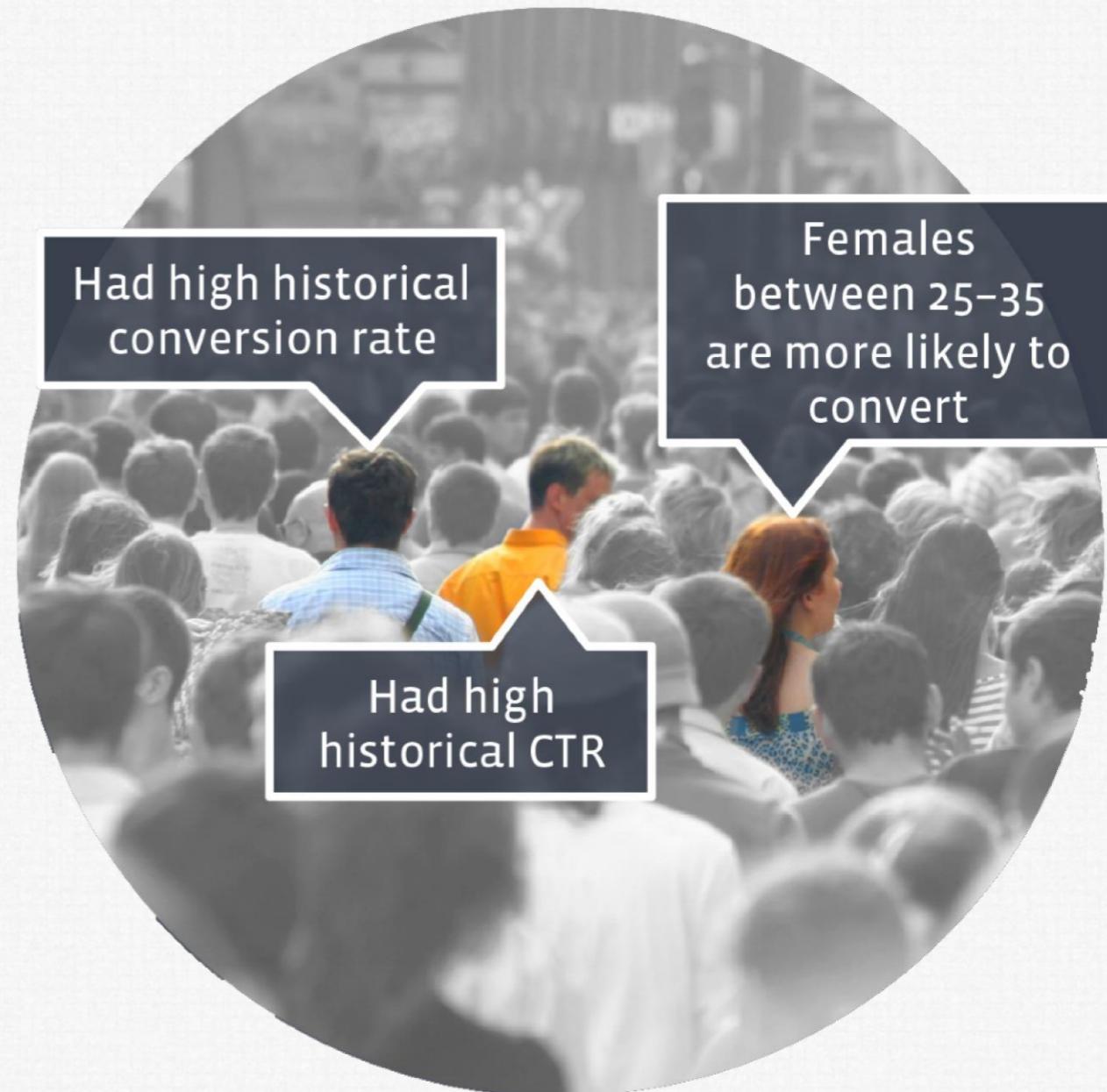
Bidding Guidelines

- ⌚ Always track conversions!
- ⌚ Optimized CPM nowadays is usually the best choice
- ⌚ Use CPC or CPM when you've already nailed down your perfect audience
- ⌚ Don't bid too low. You may not reach enough people and, generally, you get what you pay for



oCPM Bidding

- ⌚ oCPM algorithmically predicts who is more likely to convert
- ⌚ Higher CPM but much lower CPA over time (up to 40% savings vs. CPC)
- ⌚ oCPM needs time and training to understand your ideal customers
- ⌚ It's not a replacement for other layers of optimization and testing



oCPM Best Practices

- ⌚ Daily budget should be at least 5x your bid
- ⌚ To train oCPM, conversion goal should generate at least 25 conversions per day with >0.5% conversion rate
- ⌚ If the conversion rate is not high enough, move to a higher funnel conversion pixel
- ⌚ Targeted audience size must be bigger than when using CPC. Around 1 million is optimal!

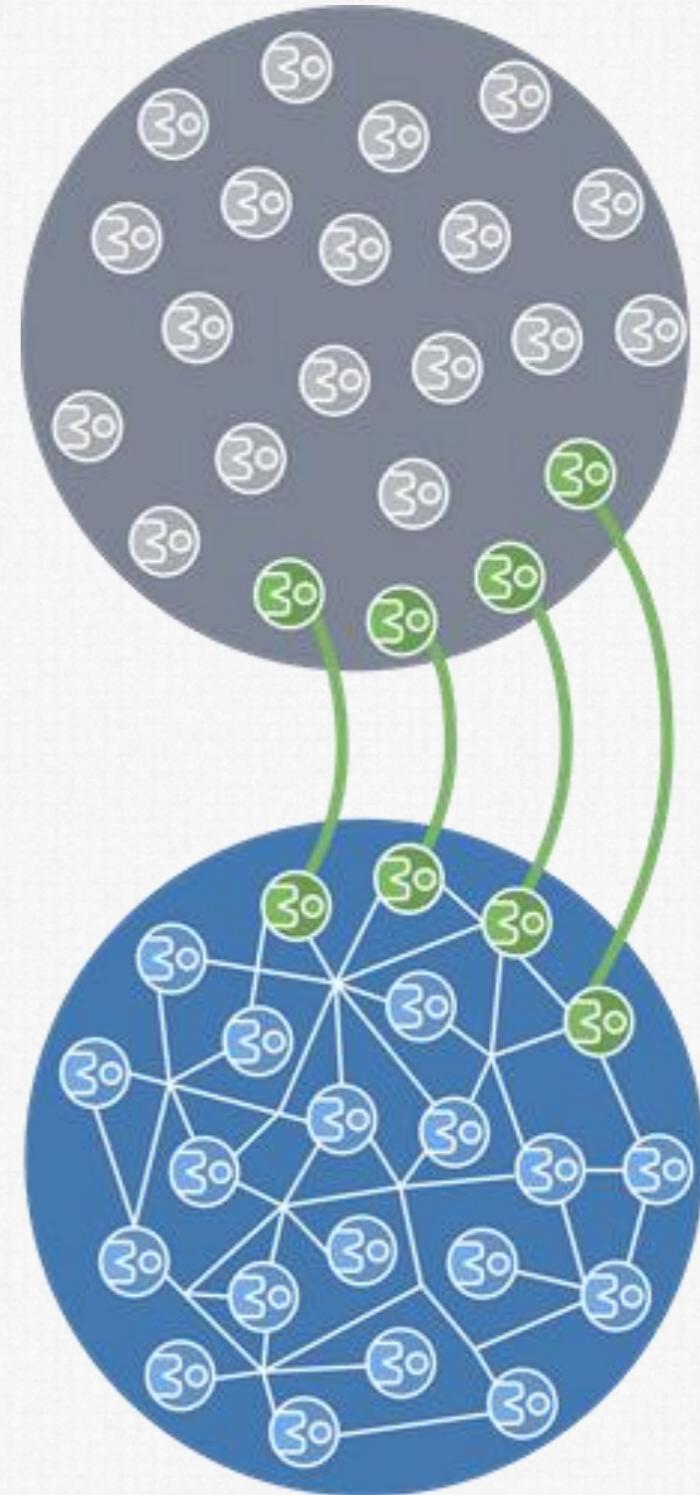


Custom Audiences

Yes, they deserve their own slides...

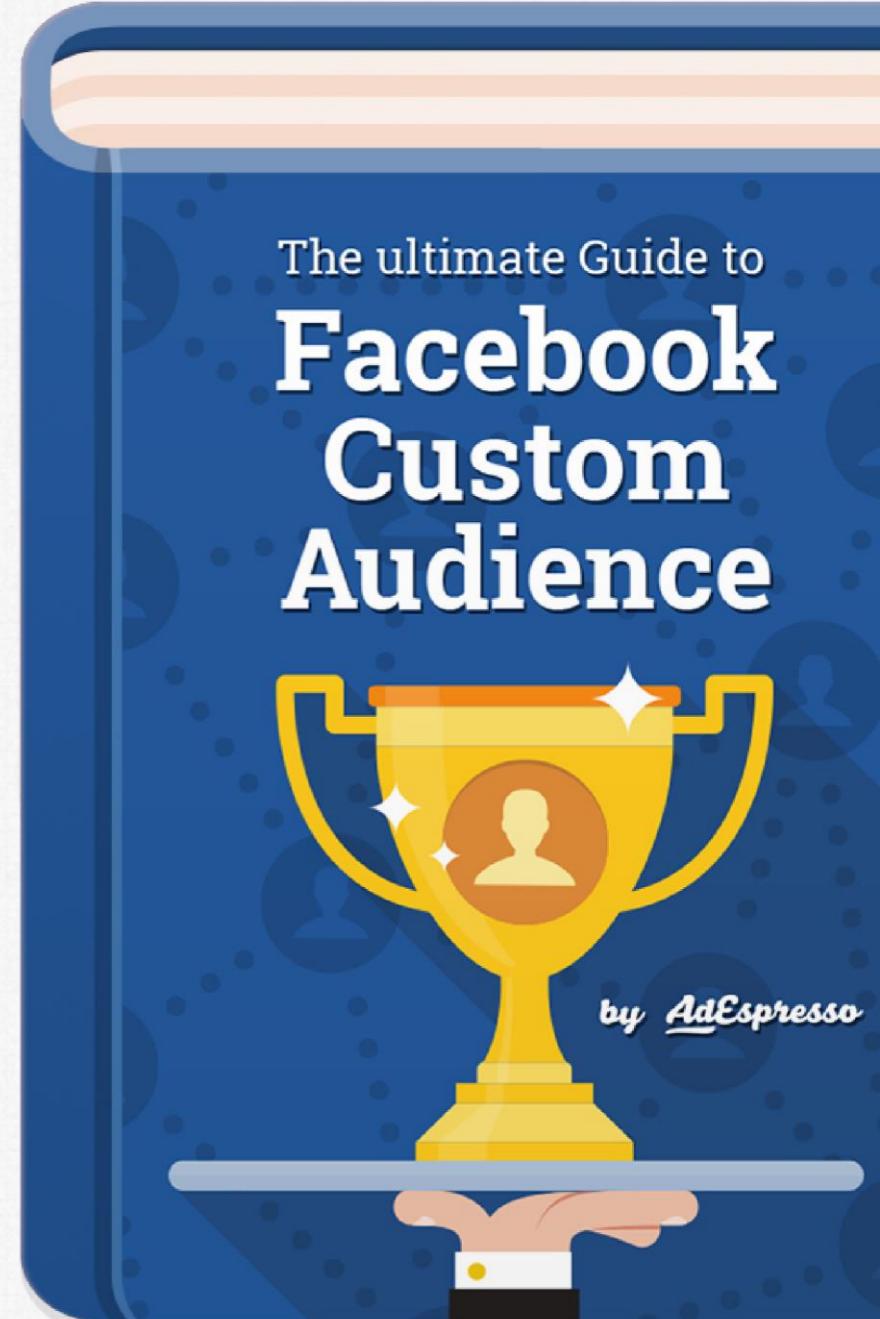
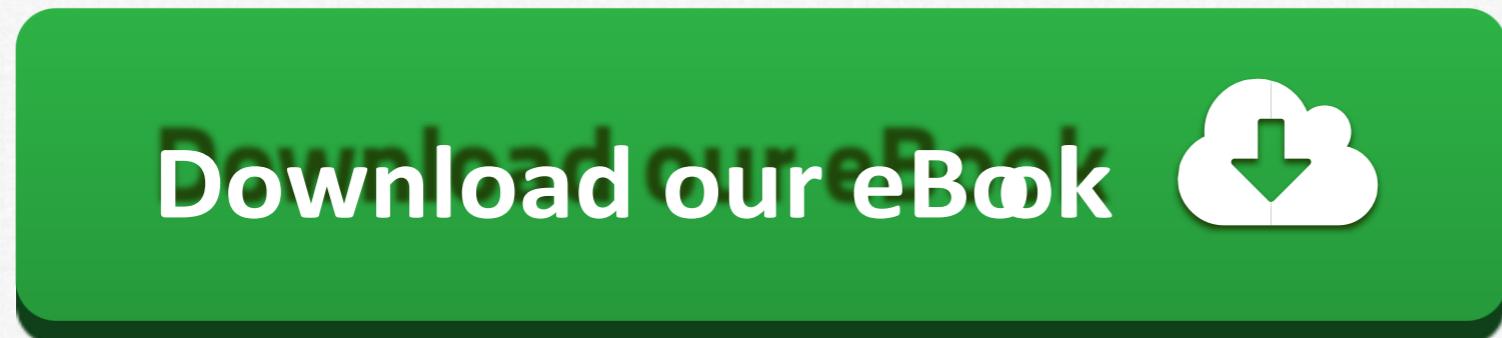
What Are Custom Audiences?

- ⌚ Laser Focused Ad Targeting
- ⌚ Upload an email list (or UserIDs or Phone #s) and use it as your ads' target
- ⌚ Target people very similar to those in your list with Lookalike Audiences
- ⌚ Retarget users who visited specific pages of your website with Website Custom Audiences
- ⌚ Custom Audiences can often increase ROI 5x
- ⌚ Reach is usually limited. They work well at first but not for long



Some ideas to try

- Convert Newsletter subscribers into customers
- Retarget people who put a product in their cart but never checked out
- Exclude from your targeting, users who are already your customers
- Create a Lookalike audience of users very similar to your customers
- Promote your mobile app to your website's users and vice versa



Key Metrics

Key Metrics to Monitor

- ⌚ **Reach:** How many users are you reaching? If not enough or none, increase bid
- ⌚ **Frequency:** How many times, on average, a unique user has seen your ad. When the ad has been seen too much, change the target or ads' design
- ⌚ **Cost per Action:** This is your main metric to understand if FB Ads are profitable for you. You should focus on lowering this value.
- ⌚ **Likes:** Likes are just vanity metrics, very few people got rich due to likes (Zuckerberg being one of them), so screw 'Likes'. Look for actions and engagement instead.

Use customized reports to monitor campaigns

[HOME](#)[All Campaigns](#)[Take Tour](#)[Create Ad](#)

| Notifications | Daily Spend ? | See Billing Activity |
|---|-------------------|----------------------|
| June 11 | Today \$10.53 USD | |
| ▪ The ad Ad 6 - US M 18-40 was approved. | 6/18 \$48.09 USD | |
| ▪ The ad Ad 14 - US M 18-40 was approved. | 6/17 \$45.39 USD | |
| ▪ The ad Ad 2 - US M 18-40 was approved. | 6/16 \$75.16 USD | |
| | 6/15 \$20.00 USD | |

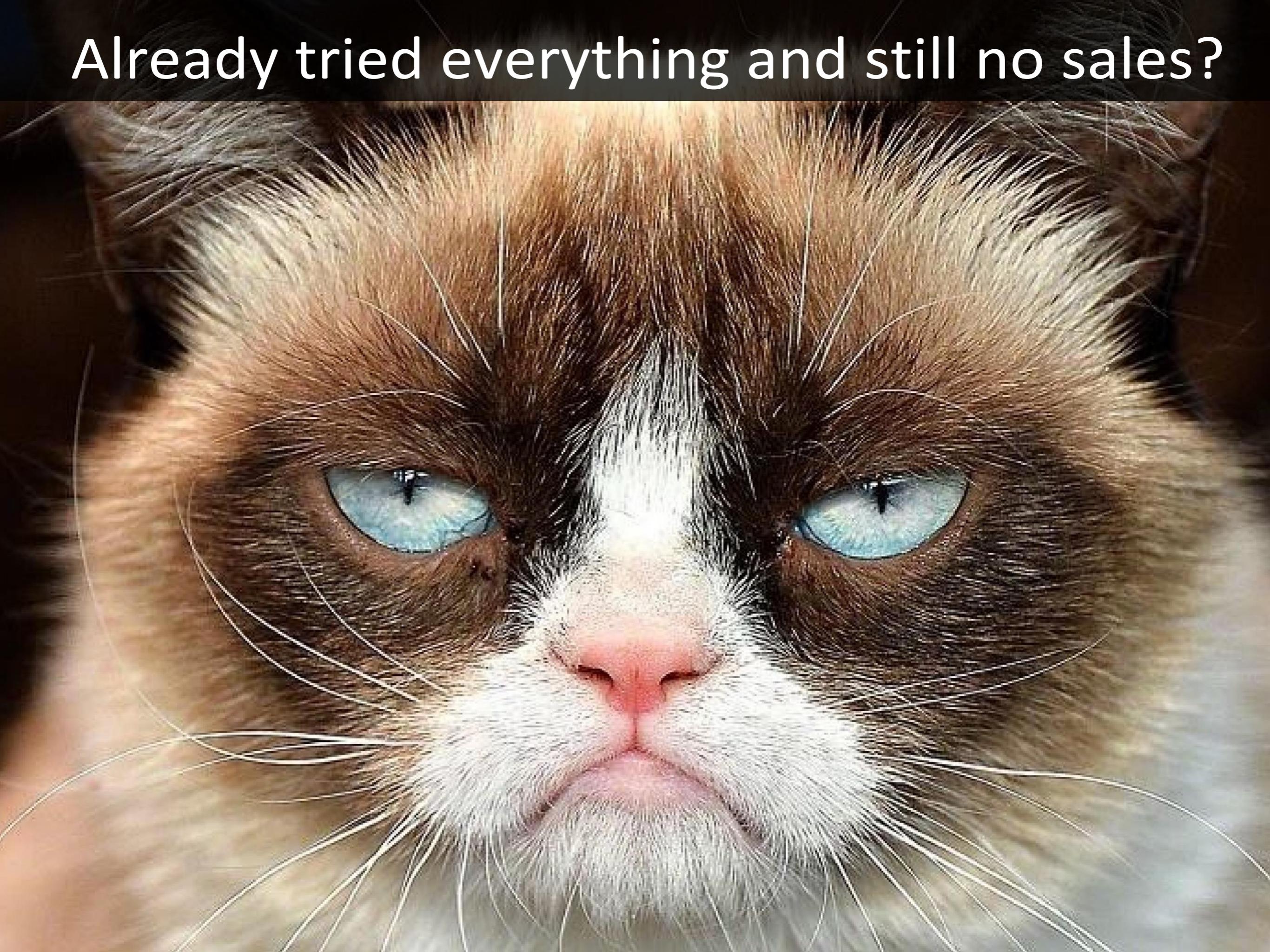
March 11, 2014 - June 19, 2014

| Campaigns | Ad Sets | Ads | All Except Deleted | Edit Campaigns | View Report | View History | 2 Results | < | > |
|--------------------------|---|--|--------------------|-----------------------|-------------|--------------------|----------------------|--------------------|--------------------|
| Status ? | Campaign Name ? | Delivery ? | Results ? | Cost ? | Reach ? | Spent Today ? | Total Spent ? | Start Date ? | End Date ? |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> eBook Custom Audience Jun - US - Interest 2 | Active | 89 Conversions | \$3.55 Per Conversion | 23,674 | \$10.53 of \$55.95 | \$316.74 of \$362.16 | 06/11/2014 10:26pm | 06/19/2014 10:23pm |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> eBook Custom Audience Jun - US - Interests | Not Delivering Ad Set Completed | 62 Conversions | \$3.92 Per Conversion | 29,657 | \$0.00 | \$243.50 of \$243.50 | 06/10/2014 12:01pm | 06/15/2014 12:00pm |

2 Results



Already tried everything and still no sales?

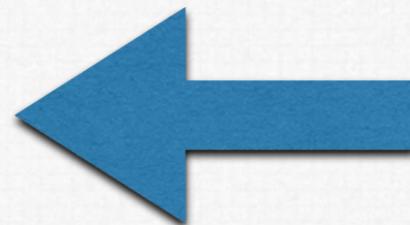


Move...



From Here

Move...



To Here

- Move your goal higher up the funnel and generate Leads.
- Do some Lead nurturing via email to close sales

Still not working? Don't panic!



Maybe FB Ads are not for your business...

▲ Facebook CPC – Don't Waste Your Money (jamespanderson.tumblr.com)

443 points by ry0ohki 75 days ago | comments | add to buffer

▲ napoleoncomplex 75 days ago | link

Like others have said, it really depends on what you're selling and who you're targetting.

Our example (country specific mobile app for doctors), spent 100 € on AdWords, end result was literally 0 app installs, 0 sign-ups, 0 everything. Medical keywords are expensive, no chance of sending them directly to the App Store/Play Store (that we saw at least), and no other useful targetting.

Here come Facebook mobile install ads. 40 € spent so far, 500+ app installs, 200+ sign-ups, great retention. We can roughly target medical professionals, take them directly to the app stores, and the clicks are cheap as hell.

I have no doubt that AdWords work much better in other cases, and that FB can be useless, but it's not black and white, you need to know which tool fits the purpose.

- ⌚ Write a blog post bashing Facebook Advertising
- ⌚ Post it on HackerNews, [inbound.org](#), [GrowthHackers.com](#)... They love the topic!
- ⌚ Enjoy a s**tload of free traffic and inbound links
- ⌚ Move on and test other advertising channels
- ⌚ Just kidding, don't do it! Seriously... do not do it :)

Finally, be careful what you read online...



Most Fb Ads "gurus" never create a campaign in their lives
Never Assume Anything - Always Test Everything

Our FB Ads expert...
Go figure



Some (great) bloggers to follow



[Jon Loomer](#)



[Emeric Ernoult](#)



[Amy Porterfield](#)



[Joshua Parkinson](#)



[Francisco Rosales](#)



[AdEspresso](#)



Save Time & Money Optimizing your Facebook Ads Campaigns

A screenshot of the AdEspresso software interface. The main dashboard shows a green line graph titled 'Click through' over a 24-hour period. To the right is a summary card with the following data:

| | |
|-----------|---------------------|
| 0.0403% | Click through |
| 0.969 \$ | Cost per click |
| 814 | Clicks |
| 2,018,406 | Impressions |
| 780.70 \$ | Spent |
| 789 | Likes |
| 0.969 \$ | Cost per conversion |

Below this are sections for 'CURRENT TARGET' (Country: US, Age: from 25 to 45) and 'Top Factors' (AD BODY: 20%, AD IMAGE: 18%, AD COPY: 15%). On the left, there's a sidebar for 'Ads Design' and a preview window showing a blue ad with a person's profile picture.

Thank you!



by @MassimoCw

@AdEspresso

www.adespresso.com

