



THE 2016 FACEBOOK ADS GUIDE



Introduction

There are two main ways to drive traffic to your website: pay for it with dollars (advertising), or pay for it with your time (inbound marketing).

Now, I've been an inbound marketer for a long time, and a couple months ago I had to finally admit to myself that it can be frustrating to compete with a good advertiser.

I'd spend a couple days on an awesome article, optimizing it for search as much as I know how and pushing it to influencers and my social network. Our ads guy, however, would spend \$40 and drive as much traffic in a day as that article would drive in a month.

So I took it upon myself to learn everything I could about Facebook Ads to be able to combine inbound and outbound marketing into my marketing repertoire.

This complete guide to Facebook Ads is a compilation of everything I learned and you need to know. As of February 15th, 2016 it's up to date.

With that out of the way, let's get rolling!

- James Scherer
Wishpond Content Editor

NOTE...

This article only includes strategies and capabilities which are available to Facebook Advertisers worldwide. You may know that Facebook releases tools before (or sometimes only to their US users. There's nothing more frustrating than reading about an advertising capability only to find that your ad platform doesn't have it. So I'm not including them.

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CHAPTER 1: INTRODUCING FACEBOOK ADS

Facebook Ads have been around since the early days of the platform.

Originally called "flyers," they started out as sidebar notices by companies and organizations who wanted to target specific universities (back when Facebook was "TheFacebook" and Mark Zuckerberg was just a curly-haired nerd from Harvard).

Now, of course, things are a little different.

The Facebook Ad platform accounts for 10% of the digital advertising market (Google's still about 30%). In 2015, Facebook Ads brought in more than \$5 billion of the company's \$17.93 billion annual revenue (80% of which was from mobile).

It makes sense, given that their ad audience is (according to January numbers) 1.59 billion active users.

But what does that mean for you?

It means that, as an online marketer, since about 2010 you've had access to an advertising platform that *wasn't* Google Adwords. It means that you have access to an audience of more than one and a half billion people who visit the site, on average, more than 20 minutes per day.

Not just that, it means you have access to a platform which costs less per click than any other advertising platform (including radio, TV, newspaper, Google and everything else). It means you also have access to a platform which allows you to target the people who see your ads more specifically than you can possibly image (more on that in section 5 and 6).

And now, of course, Facebook Ads have teamed up with Instagram to deliver your campaigns to even more people, and on a platform far more focused on images and products.

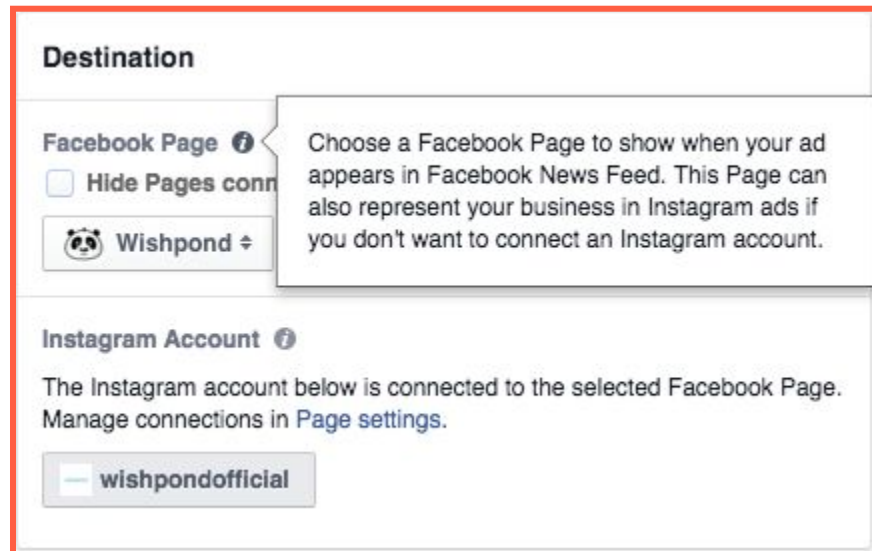
Facebook Ads & Instagram Ads

I won't get into this overmuch, as this guide is large enough without getting into Instagram as well..

Also, to all intents and purposes, Instagram as simply an extension of the Facebook Ad platform.

The targeting and design overlaps entirely, and not just because Instagram is owned by Facebook. Many users actually connect their two profiles together (allowing them to show Instagram posts on Facebook), which enables Facebook to very simply cross-promote your ad campaign.

What's cool, of course, is that you're increasing the reach of your campaigns (always good).




The image shows a screenshot of the 'Destination' settings in a Facebook ad campaign. The settings are divided into two sections: 'Facebook Page' and 'Instagram Account'. In the 'Facebook Page' section, there is a dropdown menu currently set to 'Wishpond' and a checkbox for 'Hide Pages connected to this account'. A tooltip box is overlaid on the 'Facebook Page' section, containing the text: 'Choose a Facebook Page to show when your ad appears in Facebook News Feed. This Page can also represent your business in Instagram ads if you don't want to connect an Instagram account.' The 'Instagram Account' section shows a message: 'The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.' Below this message is a button for the account 'wishpondofficial'.

Destination

Facebook Page ⓘ


Hide Pages connected to this account

 Wishpond ▾

Choose a Facebook Page to show when your ad appears in Facebook News Feed. This Page can also represent your business in Instagram ads if you don't want to connect an Instagram account.

Instagram Account ⓘ

The Instagram account below is connected to the selected Facebook Page. Manage connections in [Page settings](#).

 wishpondofficial

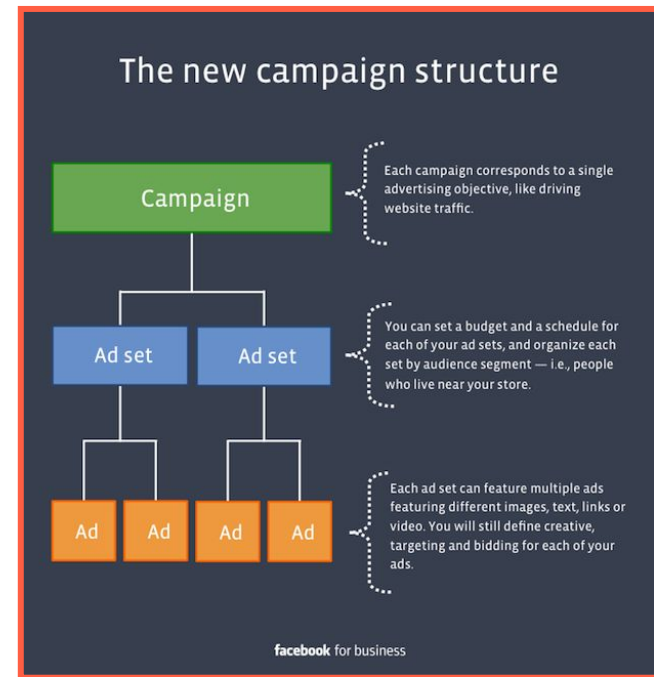
Campaign vs Ad Set vs Ad?

So this is a bit confusing, particularly when you're first setting up your Facebook Ad in Power Editor.

The screen looks like this, and you might not be sure what's what and who goes where...


The screenshot shows the 'CHOOSE A CAMPAIGN' interface in Facebook Ads. It is divided into three main sections: 'CHOOSE A CAMPAIGN', 'CHOOSE AN AD SET', and 'CREATE NEW AD'. In the 'CHOOSE A CAMPAIGN' section, the 'Create New' radio button is selected, and there is a text input field for 'Enter a Campaign Name'. Below this, there are dropdown menus for 'Buying Type' (set to 'Auction') and 'Objective' (set to 'Clicks to Website'). The 'CHOOSE AN AD SET' section has 'Use Existing' selected, with a text input for 'Enter New Ad Set Name' and a checkbox for 'New ad sets will include Instagram selected as a placement'. The 'CREATE NEW AD' section has a text input for 'Enter an Ad Name'. At the bottom, there are 'Cancel' and 'Create' buttons, and a status indicator 'Creating 1 campaign'.

Here's how Facebook explains it, in a pretty little diagram:



So, in short, ads (design focused) are housed in ad sets (targeting focused) which are housed in campaigns (objective focused).

Make sense?



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CHAPTER 2: FACEBOOK AD COST STRUCTURE

How much are Facebook Ads going to cost me, and why?

The first thing you need to remember, whenever messing with Facebook Ad costs, is that payment works within what they call an "**auction.**"

Because of this, there's no simple answer to "how much will my Facebook Ad campaign cost?" Every time you pay for an ad, you're actually "bidding" on access to your target audience. If you don't set your bid manually, Facebook will do the math for you based on budget, target market and campaign duration.

What Factors Influence the Cost of Facebook Ads?

As we mentioned above, a lot of factors directly or indirectly affect the cost of Facebook Ads. How much your ads will actually cost—and how much you'll get for what you pay—will depend on a variety of different factors.

There are two primary factors which influence how much you'll have to bid to "win" the ad auction:

- **Factor #1: Your Targeted Audience**
- **Factor #2: Your Ad's Relevance Score**

Factor #1: Your Targeted Audience:

As I said above, Facebook Ads are an auction, so imagine every time you enter the bidding window that you're in a big southern auction room. You're in direct competition with every other advertiser who wants to "buy" the product up for grabs (Facebook users).

But remember, unlike in the real world where your ice-cream store is competing with other ice-cream stores, on Facebook you're competing with every other business for people who might happen to like ice-cream (but also might like yoga or hiking, or being in a relationship).

In short, the more desirable your target market, the more you'll pay to reach them. For anyone familiar with running a Google Adwords campaign, this will make complete sense to you.

Campaign Details

Objective Lead Generation

Buying Type Auction

Campaign Spending Limit ⓘ [Set a Limit \(optional\)](#)

Note:

How Holidays and Seasons Affect Facebook Ads Cost:

Don't think that Facebook hasn't recognized, just like TV advertisers, that there are more valuable times to advertise than others.

Your ad will cost more (as there's more competition) if you're looking to advertise your Black Friday discounts to shoppers. They'll also cost more around the holidays, the Super Bowl and etc.

This is one of the reasons why I prompt Facebook advertisers to try off-season promotions (things like "It's Christmas in July!"). It's simply cheaper.

Factor #2: Your Ad's Relevance Score:

I'll turn it over to Facebook to describe your ad's relevance score:

"Relevance score is calculated based on the positive and negative feedback we expect an ad to receive from its target audience. The more positive interactions we expect an ad to receive, the higher the ad's relevance score will be. (Positive indicators vary depending on the ad's objective, but may include video views, conversions, etc.) The more times we expect people to hide or report an ad, the lower its score will be.

Ads receive a relevance score between 1 and 10, with 10 being the highest. The score is updated as people interact and provide feedback on the ad." (Source)

So basically, it's Facebook's attempt to (genuinely) ensure that the ads they're delivering to their users are relevant to them and not super annoying or inappropriate.

What it means for the cost of your ad? Well, it can lower it considerably...

"Put simply, the higher an ad's relevance score is, the less it will cost to be delivered. This is because our ad delivery system is designed to show the right content to the right people, and a high relevance score is seen by the system as a positive signal."

Your relevance score will likely continually change as more users interact with your ad. If they react positively (such as interact with it or click it to a [landing page](#)), the score goes up; if they react negatively by telling Facebook they don't want to see the ad, the score goes down.

The Bidding Process and Facebook Ad Objectives

The cost structure of Facebook Ads is based primarily on objective, but before we dive into that let's take a look at the meaning behind a few of the most important terms you'll hear:

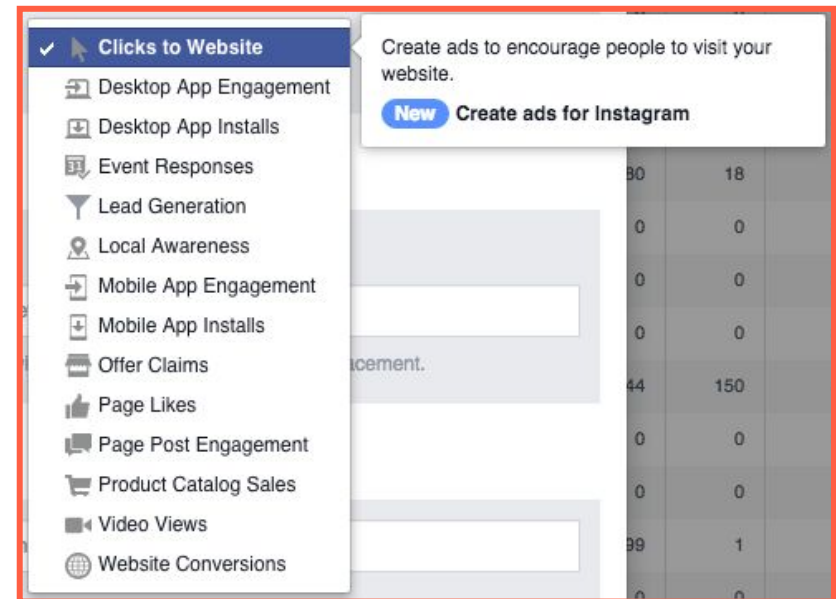
- **CPC: Cost Per Click** - Cost per Click bidding means you only pay for each user that clicks your ad.
- **CPM: Cost Per Impression** - Cost per Impression bidding means you pay per 1,000 views of your ad. If you want people to see your ad (but don't care overmuch about them clicking on it) this is the ad structure for you.
- **CPL: Cost Per Like** - Only used if you're looking to drive Facebook Page Fans, CPL ensures you only pay when someone Likes your page.

Now that you know the lingo, we can move on to objectives...

As I said before (when talking about the auction process), Facebook will automatically choose a bidding option based on your objective. For instance, if your objective is "Offer Claims", Facebook will decide your bidding strategy itself to optimize how much you pay based on that objective and the budget/timeframe you set.

And here's the choices you have for your ad objectives:

I run almost all of my campaigns using the "clicks to website" objective, as I've found it delivers the best return for driving web traffic and lead generation. But test it for yourself!



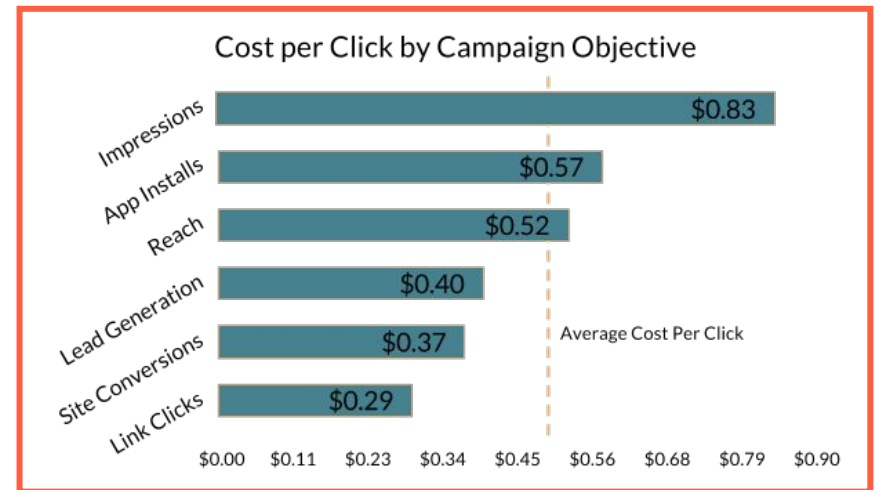
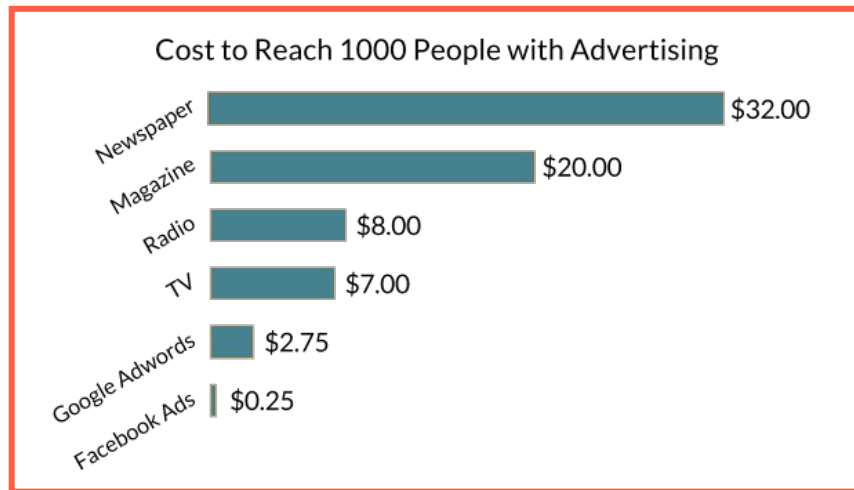
Complete Facebook Ad Benchmarks

Before we move much further, let's get something out of the way...

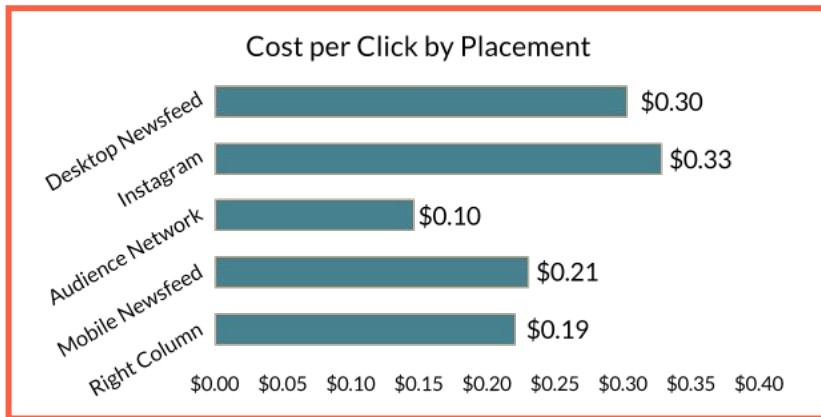
Facebook Ads are one of the cheapest ways to get your brand in front of your target audience.

Almost exactly two years ago now, [Brian Carter of YouMoz](#) published this astonishing graph:

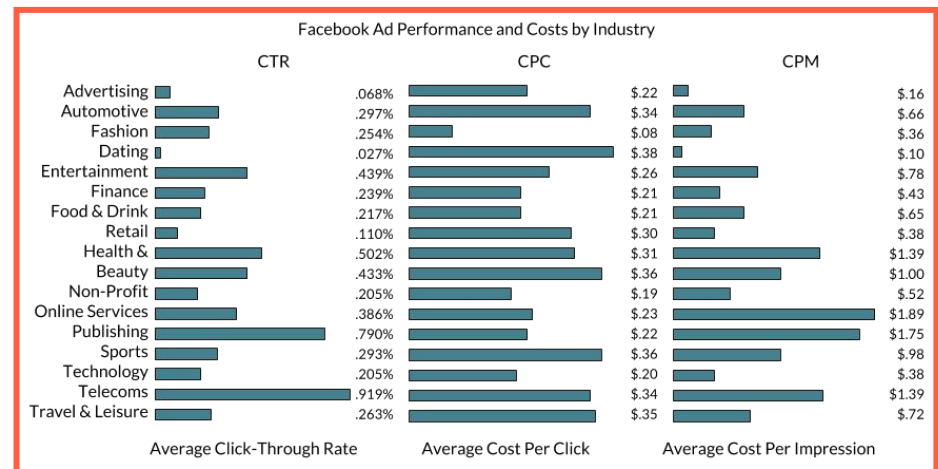
In agreement with what I've found with clicks to website, [Salesforce](#) found something similar:



And, if you're wondering about how placement matters, here are a few benchmarks from the same Salesforce report:



To wrap up this chapter, let's take a quick look at average click-through-rate, cost-per-click and cost-per-impression by sector.



Now that you have some idea of how Facebook Ads are structured and what you can expect, let's move on to how you actually design it...



CHAPTER 3: FACEBOOK AD DESIGN

Think about your Facebook newsfeed for a second. What does it look like? What do you see when you arrive?

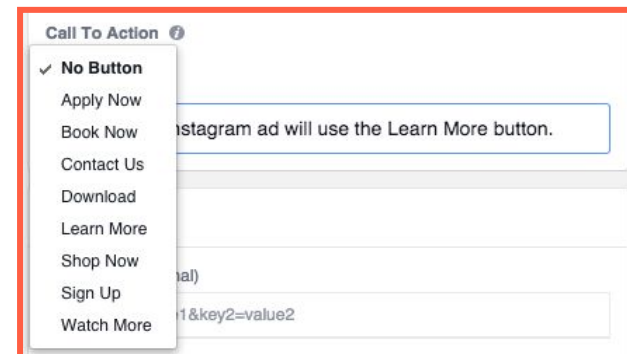
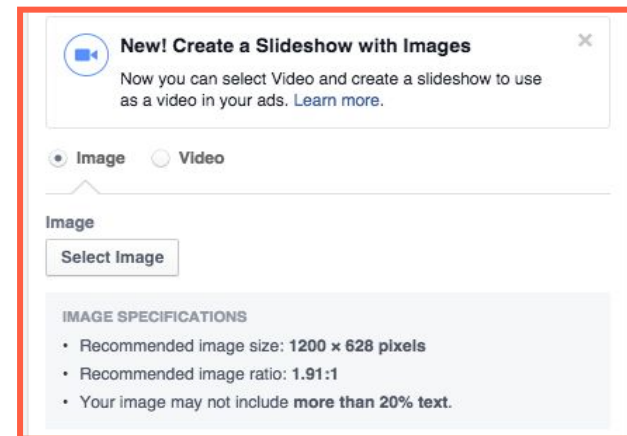
If I head over to Facebook right now, I see a screen chock full of auto-play, Facebook-created videos of "friend day," I see dozens of pictures, status updates, trending news stories, people I may know, game recommendations, upcoming events, and more.

And that's not even including the Facebook Ads I see on both the sidebar and in the newsfeed itself.

Needless to say, creating an ad that stands out from the overwhelming stimulus of a Facebook newsfeed is a tall order. If you want to succeed with Facebook Ads, you have to give it your best shot.

Firstly, choose if you're going to have a single ad image, a slideshow, or a video:

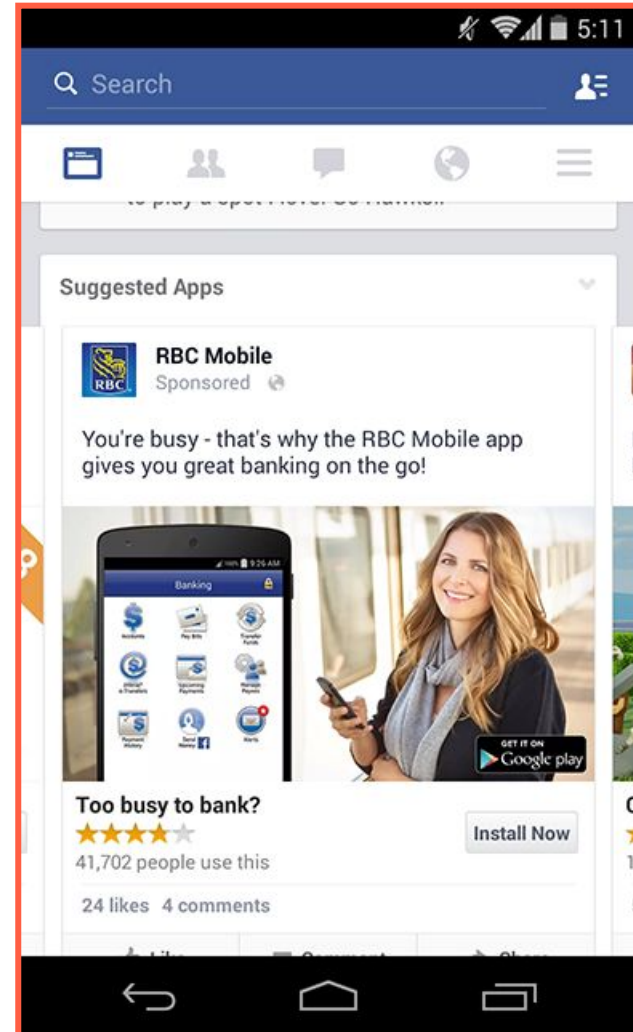
Next, simply select from the 8 call-to-action button choices. I've found "Learn More" works well for the clicks-to-website objective:



Here are 4 Awesome Facebook Ad Design Examples from Advertisers Like You

Why This Facebook Ad Design from RBC is Good:

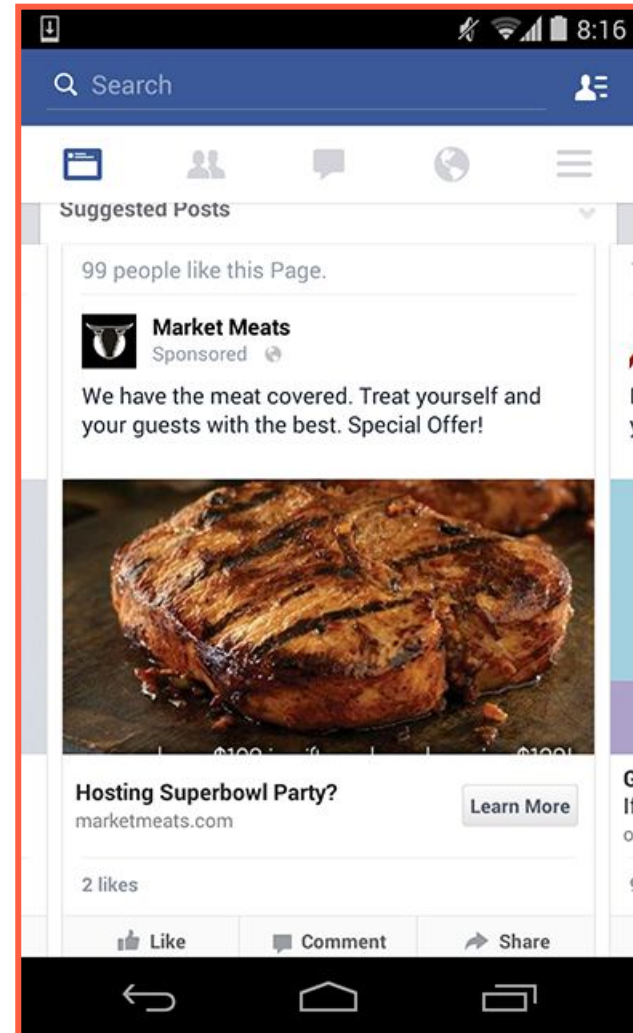
- A smiling woman is always a good call for your ad image, and I like that this advertiser featured a screenshot of their app as well.
- The messaging "you're busy... " provides context for why this app is relevant to the viewer and also communicates value. Just as with a [landing page](#), value propositions are essential in an optimized ad.
- Featuring the four-star rating and "41,000 people use this" is a great way to show social proof: "if someone like me uses and likes this app, I will as well."



Here are 4 Awesome Facebook Ad Design Examples from Advertisers Like You

Why This Facebook Ad Design from Market Meats is Good:

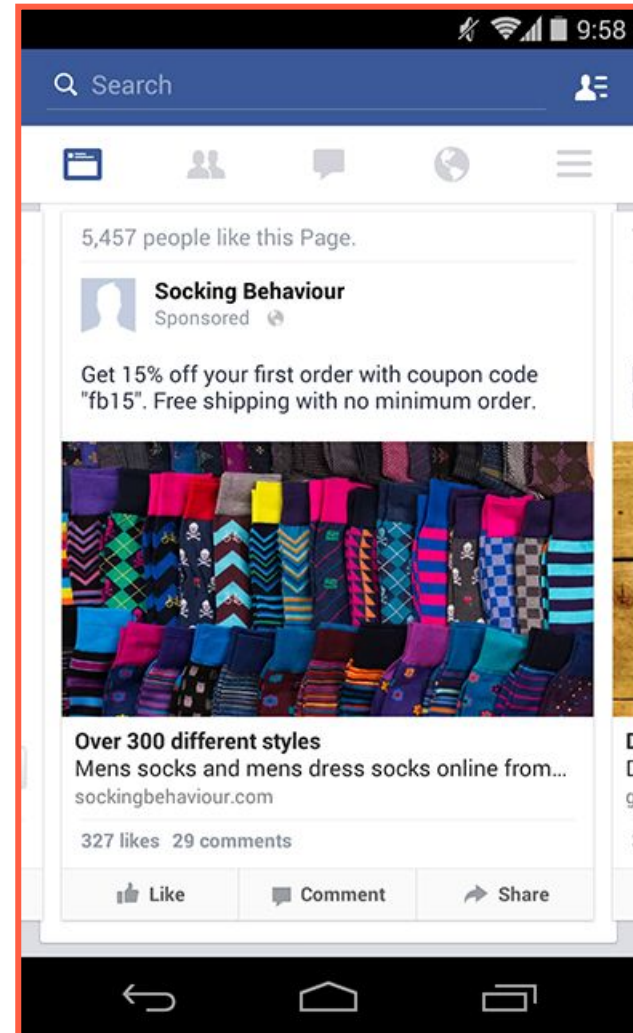
- It's a timely ad (though would have been more expensive as a result) - right around the Super Bowl, when people are thinking about having guests over. Half of good Facebook Ad design is knowing what people are thinking about.
- The copy "Hosting a Superbowl party?" and "We have the meat covered" is also a way to hook people who are hosting and then address a pain point they might be having. Also, "Special Offer" is always good, even if the advertiser doesn't mention what that offer is.
- The image is not just simple (avoid detail in your Facebook Ads, it also contrasts well. Brown and dark red are not colors you see that often on your newsfeed.



Here are 4 Awesome Facebook Ad Design Examples from Advertisers Like You

Why This Facebook Ad Design from Socking Behaviour is Good:

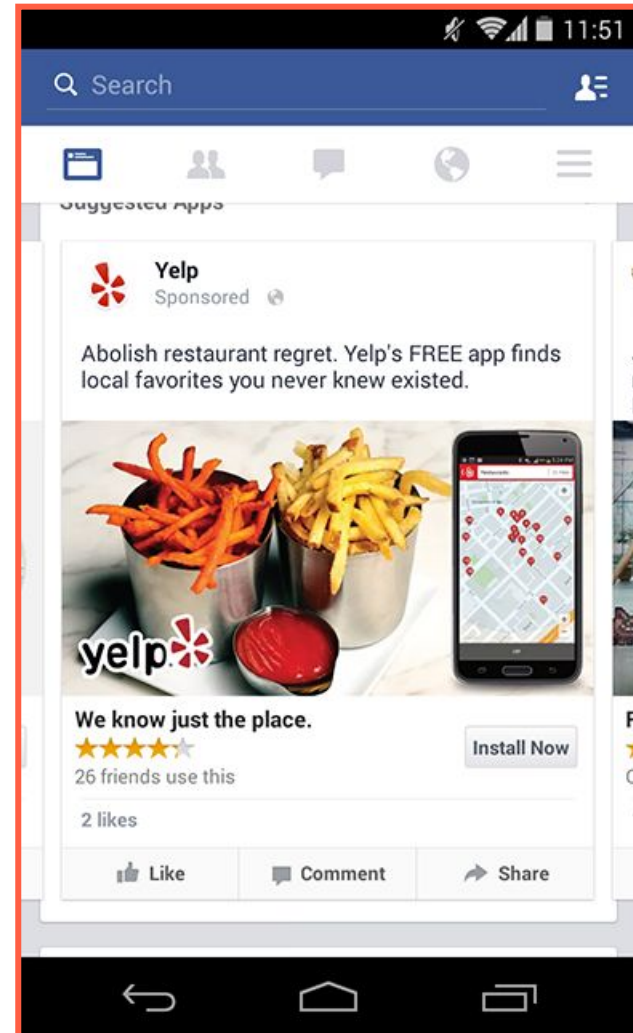
- Super bright colors are always a great way to attract the eye.
- Discounts and offers are my top recommendation for a Facebook Ad, and featuring what that discount is (front and center) is best practice. It also addresses pain points, as in "those socks look nice. Oh, they have 15% off as well as free shipping? Awesome!"
- The Unique Selling Point (USP) of "300 different styles" is a great way to tell ad viewers that the socks I need, no matter what kind. If you're an ecommerce business with a lot of stock, this is a great way to showcase it.



Here are 4 Awesome Facebook Ad Design Examples from Advertisers Like You

Why This Facebook Ad Design from Yelp is Good:

- Again, Yelp catches the eye with bright yellows, oranges and reds in this ad.
- Again, featuring a screenshot of the app they're promoting is a great way to show its power and appeal.
- This app is also super appealing to the big city audience it was targeted at. It addresses a few value points: "abolish restaurant regret," "find local favorites," and "[restaurants] you never knew existed."



Breaking down Facebook Ad design best practices:

1. Use color that contrasts clearly with the blue and white of the Facebook newsfeed.
2. Use simple, clean images, with large text on them (20% of image max). Use words like "free," percentages and dollar signs to catch the eye with value.
3. Break down the value of engagement. Tell your ad audience why they need your product or promotion in no uncertain terms.
4. If you're promoting an app or software, use screenshots to show off the product. Use customer testimonials and reviews as social proof.

For more on Facebook Ad design, check out my top articles on the subject:

- [*13 Facebook Ads We Got that Were Right on the Money*](#)
- [*6 Facebook Ad Image Best Practices that will Send your Click-Through-Rate to the Moon*](#)



CHAPTER 4: FACEBOOK AD TARGETING (BASIC)

Targeting is the most exciting part of Facebook Ads for me.

It's not just where you hone in on your target market, it's also where we can maximize the dollar value we get from your ad spend.

As I said above, Facebook rewards advertisers whose ads are deemed "relevant." The best way to maximize relevancy is to hone in on Facebook users genuinely likely to care about your advertisement. This not only saves you money in ads, but ensures that the people who click on those ads are actually interested in your business' product or service - maximizing your ad return down the line.

Facebook Ad targeting is semi-ridiculous. For example, you can target by...

- Every job title and industry imaginable (including, but not limited to, "Sea Captain," and "Train Conductor")
- Every relationship category imaginable (including, but not limited to, "Newlywed - 6 months" or "Anniversary within 30 days")
- Every interest imaginable (including, but not limited to, "German cuisine," "Projectors," and "Mystery Fiction Books")
- Every behavior imaginable (including, but not limited to, "Returned from travelling within the past 2 weeks," or "Fans of 3 or more American football teams")

As I said... semi-ridiculous.

As an advertiser, of course, this level of detail is fantastic.

Just last night I was helping a friend create an ad set for his new company and we were able to target English-speaking rowers who had expressed an interest in motivational quotes (he's just started a company selling motivational posters in the rowing niche).

Not bad.

Let's create a few Facebook Ad audiences to show you how you might uncover your own target market.

Ad Audience #1 - Promoting a new gym/yoga studio in Seattle:

Potential Audience ⓘ

Potential Reach: 140,000 people

Targeting Details

Location:

United States: Seattle (+25 mi) Washington

Age:

18 - 65+

Placements:

on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

People Who Match:

Interests: Physical fitness

And Must Also Match:

Interests: Yoga

Ad Audience #2 - Promoting half-off SEO consultation:

Potential Audience ⓘ

Potential Reach: 110,000 people

Targeting Details

Location - Living In:

Canada and United States

Age:

25 - 65+

Language:

English (All)

Placements:

on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

People Who Match:

Interests: Search engine optimization

And Must Also Match:

Interests: Inbound marketing

Ad Audience #3 - Promoting a "boy's trip" weekend getaway company:

Potential Audience ⓘ

Potential Reach: 56,000 people

Targeting Details

Location:

Canada: Vancouver (+50 mi) British Columbia

Age:

25 - 45

Gender:

Male

Language:

English (All)

Placements:

on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

People Who Match:

Education Level: College grad

And Must Also Match:

Interests: Boating, Camping, Fishing, Hiking, Horseback riding, Hunting, Mountain biking or Surfing

All of these target audiences are in that Goldilocks zone of 50,000 - 200,000 Facebook users: not too small that your ad won't be seen by enough people and not too large that the people who do see it aren't likely to be interested.

For more on Facebook Ad targeting, check out my article "[How to Ensure a Successful Online Contest with Facebook Ads](#)," which goes more in-depth into how and why to target your ads.



CHAPTER 5: FACEBOOK AD TARGETING (ADVANCED)

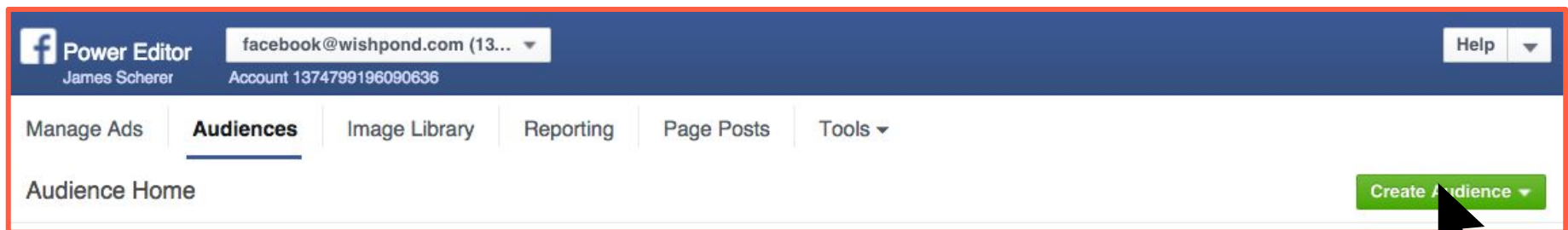
So as cool as Interest, Behavior and Demographic targeting is, it gets oh so much cooler and more powerful if we go a bit deeper.

Under the "Audience" tab in Power Editor, you'll see a green button on the top right side which says "Create Audience." I highly recommend you click that button.

Advanced Facebook Ad targeting allows you to hone in on people who have specific relationships with your company. And because everybody's on Facebook you can reach them in a whole new dynamic way which, until about 3 years ago, was completely impossible.

Advanced Facebook Ad targeting encompasses three possibilities:

1. Facebook Ad Custom Audience Creation and Targeting
2. Facebook Ad Lookalike Audience Creation and Targeting
3. Facebook Ad Website Custom Audience Creation and Targeting



#1. Facebook Ad Custom Audience Creation and Targeting

Custom Audience - Customer List targeting allows you to create a specific Facebook ad audience made up of your email list. Essentially, you can drag and drop an email list (CSV file) into Power Editor and Facebook will cross those email addresses with that of its users to create a highly specific ad audience.

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game

This process is secure and the details about your customers will be kept private.

Cancel

Create a Custom Audience

Choose a file to upload

You can upload files in .csv or .txt format.

Text files (.txt and .csv) can include records on separate lines or in a list separated by commas. [View formatting examples.](#)

Data Type

Emails ▾

Inactive-Contacts-Feb-2016.csv

I agree to the Facebook Custom Audiences Terms

Back Create Audience

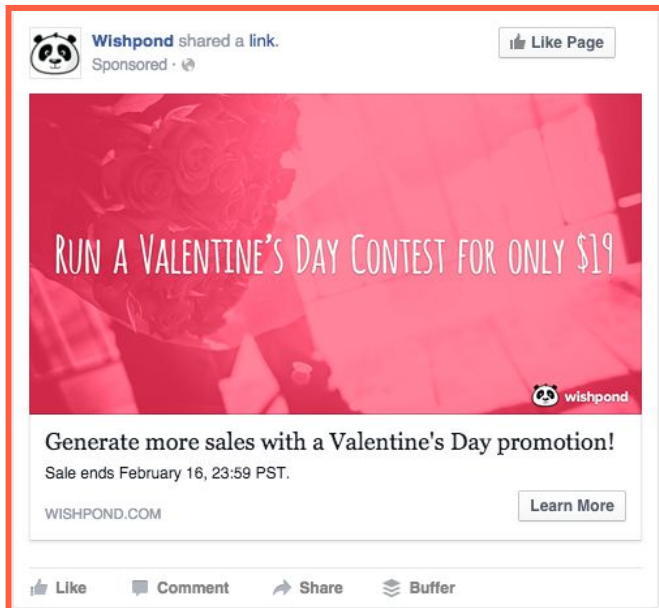
#1. Facebook Ad Custom Audience Use-Case

Segment your existing user-base into actives (people who have bought, subscribed or done some other action in the past few months) and non-actives (people who haven't). In order to re-engage with your non-actives, create a limited-time promotion on your product.

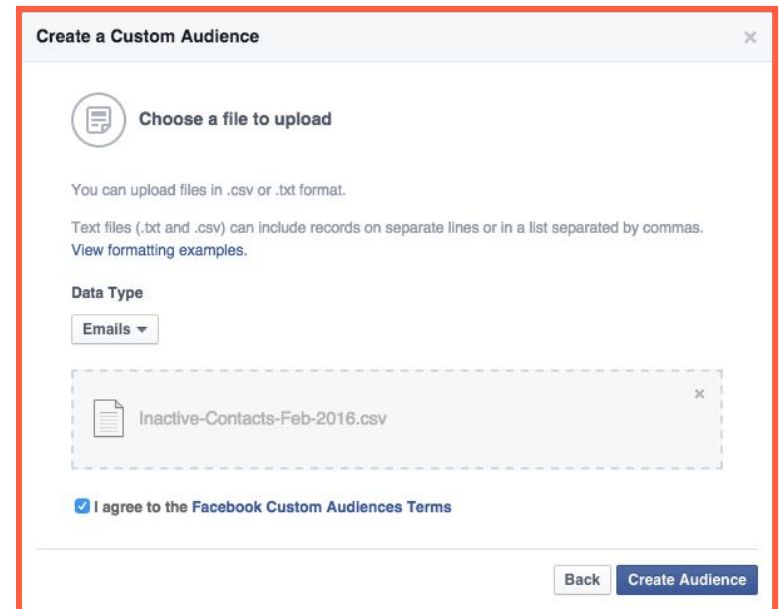
Export your non-active segmented contacts and paste/upload them into the custom audience creator:

Doing this allows you to promote your campaign not just to that segment of lists via email (where they may have blocked you, unsubscribed, or sent you to their spam folder) but also on Facebook.

And, if you pay CPC, I doubt you'll be spending more than a few bucks to do it.



A Facebook advertisement for Wishpond. The ad features a red-tinted image of a woman holding a gift box. The text on the ad reads: "RUN A VALENTINE'S DAY CONTEST FOR ONLY \$19". Below the image, it says "Generate more sales with a Valentine's Day promotion!" and "Sale ends February 16, 23:59 PST." The Wishpond logo is in the bottom right corner of the image area. At the bottom of the ad, there is a "Learn More" button and the website "WISHPOND.COM". The ad is sponsored by Wishpond, as indicated by the "Sponsored" label and the Wishpond logo in the top left corner.



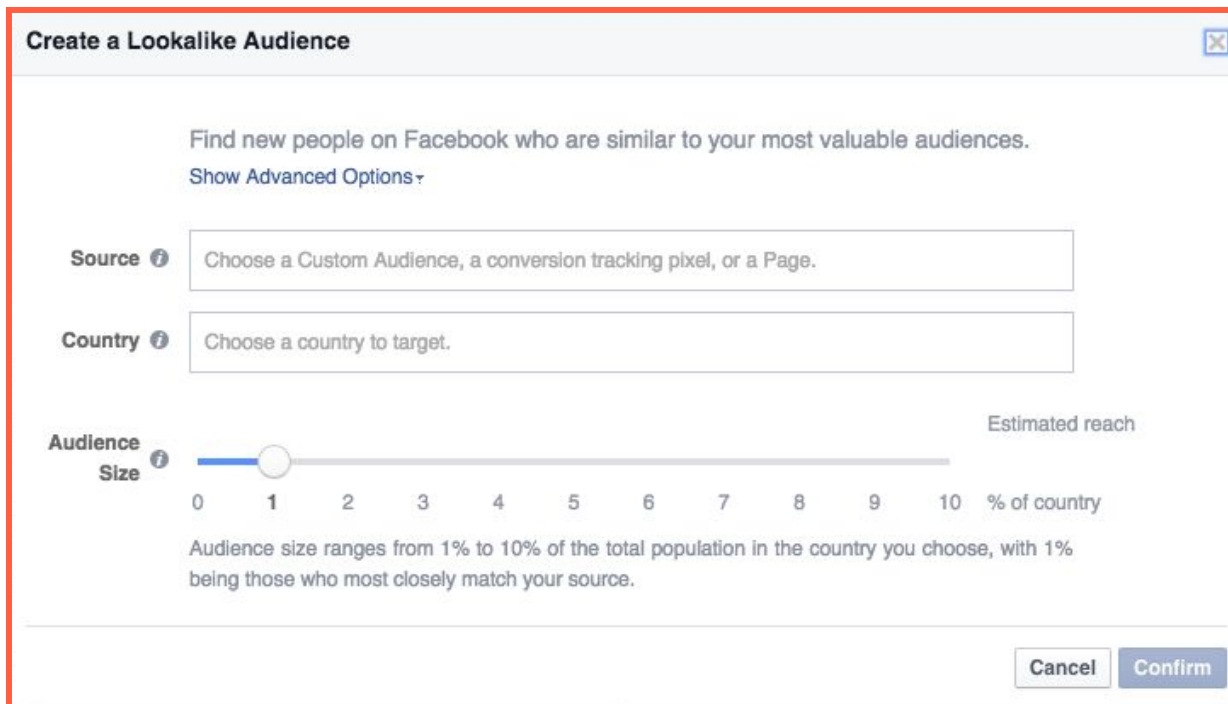
The screenshot shows the "Create a Custom Audience" interface in Facebook Ads Manager. It has a title bar "Create a Custom Audience" with a close button. The main content area includes a "Choose a file to upload" section with a document icon. Below this, it states "You can upload files in .csv or .txt format." and "Text files (.txt and .csv) can include records on separate lines or in a list separated by commas. View formatting examples." There is a "Data Type" dropdown menu currently set to "Emails". A dashed box contains a file named "Inactive-Contacts-Feb-2016.csv". At the bottom, there is a checked checkbox for "I agree to the Facebook Custom Audiences Terms". Two buttons, "Back" and "Create Audience", are located at the bottom right.

#2. Facebook Ad Lookalike Audience Creation and Targeting

Lookalike audiences require a custom audience to be created first, as they are actually generated from that list of Facebook users.

Essentially, Facebook (totally automatically, of course) takes a look at the profiles of your custom audience Facebook users and finds other Facebook users like them, in terms of interests, demographics, and more.

The specificity of your lookalike audience is based entirely on the percentage of the country you choose to search. 1% of your targeted country will result in the top 1% of people most like your custom audience. Choosing 10% will result in a larger but less specific audience.



Create a Lookalike Audience

Find new people on Facebook who are similar to your most valuable audiences.
[Show Advanced Options](#)

Source ⓘ Choose a Custom Audience, a conversion tracking pixel, or a Page.

Country ⓘ Choose a country to target.

Audience Size ⓘ Estimated reach

0 1 2 3 4 5 6 7 8 9 10 % of country

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

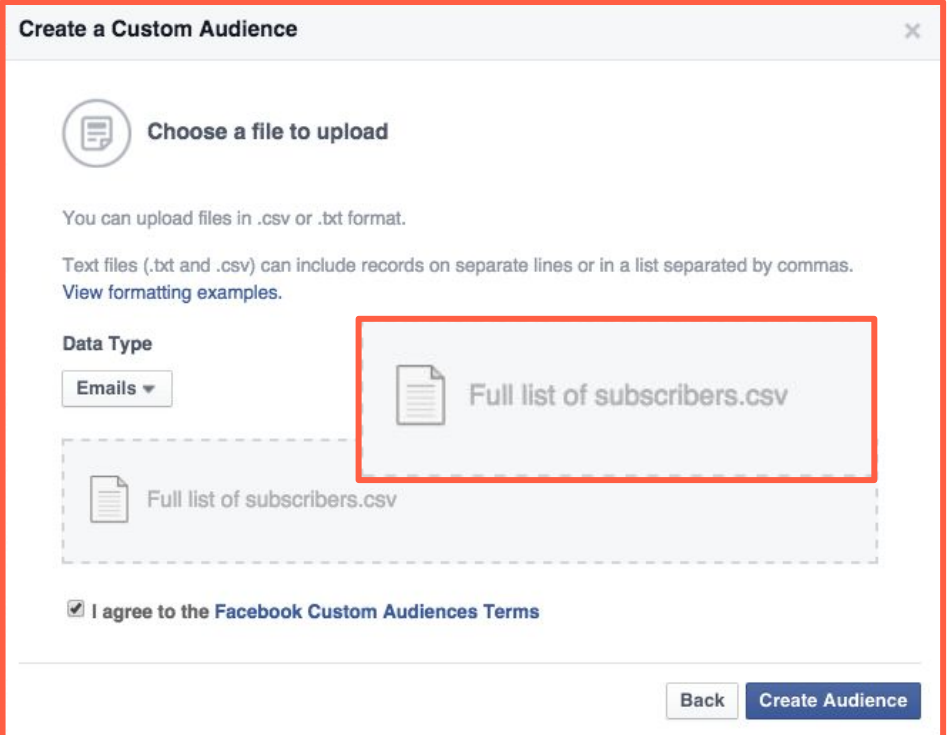
#2. Facebook Ad Lookalike Audience Use-Case

Let's join up custom and lookalike audiences for a second...

Another great way to use custom audience targeting is to paste all of your contacts into Facebook and then target them with a "You already subscribe to my newsletter, why not Like my Facebook Page?" campaign (remembering to exclude people in that audience who are already connected to your Page, of course).

Once you've run a few of these campaigns over the course of six months or so, you'll have increased your Facebook Page Fans considerably and driven the engagement of all of your business' contacts.

Once you're confident that the majority of your contacts are also Fans, run Facebook's lookalike audience program against your complete custom audience - **this will enable you to uncover Facebook Users who are not only likely to become leads, but will also be interested in becoming a Fan of your page.**

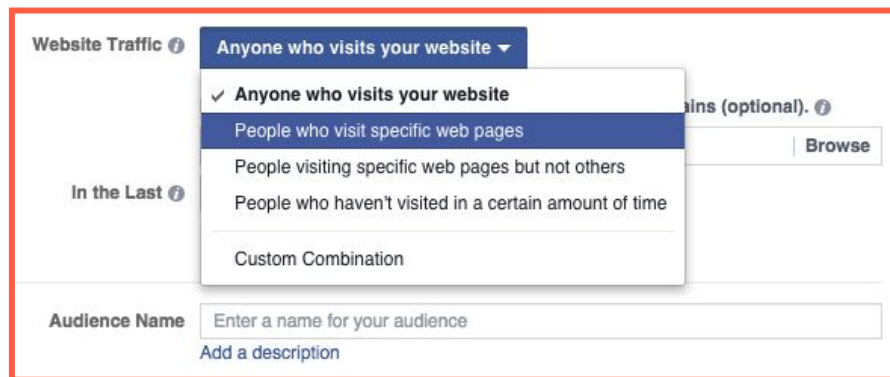


The screenshot shows the 'Create a Custom Audience' dialog box. At the top, it says 'Choose a file to upload' with a document icon. Below this, it states 'You can upload files in .csv or .txt format.' and 'Text files (.txt and .csv) can include records on separate lines or in a list separated by commas. View formatting examples.' There is a 'Data Type' dropdown menu set to 'Emails'. A file named 'Full list of subscribers.csv' is shown in a dashed box, indicating it is the selected file for upload. At the bottom, there is a checkbox for 'I agree to the Facebook Custom Audiences Terms' which is checked. The 'Create Audience' button is highlighted in blue.

#3. Facebook Ad Website Custom Audience Creation and Targeting

Custom Audience - Website Traffic is the newest advanced targeting tool in the Facebook_Ads arsenal. If you're familiar with remarketing on Google, this will all be pretty familiar.

Website Custom Audiences (WCA) allow you to focus an entire ad campaign solely on people who have visited your site. If they visit a page of your website (but not another, like your product page but not your checkout page, for instance) then you can show them ads designed specifically to drive them back to your site and to re-engage.



The image shows a screenshot of the Facebook Ad targeting interface. A red box highlights the 'Website Traffic' section. A dropdown menu is open, showing the following options:

- Anyone who visits your website (selected)
- ✓ Anyone who visits your website
- People who visit specific web pages
- People visiting specific web pages but not others
- People who haven't visited in a certain amount of time
- Custom Combination

Below the dropdown, there is a text input field for 'Audience Name' with the placeholder text 'Enter a name for your audience' and a link 'Add a description' below it. To the right, there is a 'Browse' button and a partially visible 'Domains (optional)' field.

Website Custom Audience Use-Case

Add the WCA pixel into your site (or at least onto your homepage, product pages, checkout and "thank you" page). **When someone comes to your site and puts something in their checkout cart but doesn't complete the purchase** (i.e. doesn't visit your "thank you" page), trigger your remarketing campaign.

As you know that the primary reason people don't complete an ecommerce purchase is price (either surprise taxes or shipping fees), create a Facebook Ad promoting a 50% off coupon or "free shipping on purchases over \$25." This effectively addresses this specific potential customer's pain points and drives them back to your site to finish their purchase.



CHAPTER 6: FACEBOOK AD CONVERSION TRACKING

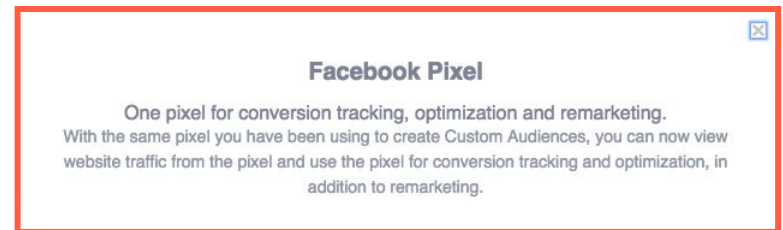
The same pixel which allows you to create custom audiences also allows you to track the monetary effect of your Facebook Ad campaigns.

This, of course, means you can track your ad's ROI to determine if you're getting your money's worth (and take steps to improve your success).

While I've written previously on how useful Facebook Ad's conversion tracking is for ecommerce companies, it's also useful for B2B and SaaS.

Step by Step Guide to Installing and Using the Facebook Pixel:

Step #1: Copy and paste the pixel code provided by Facebook.



That pixel should look something like this...

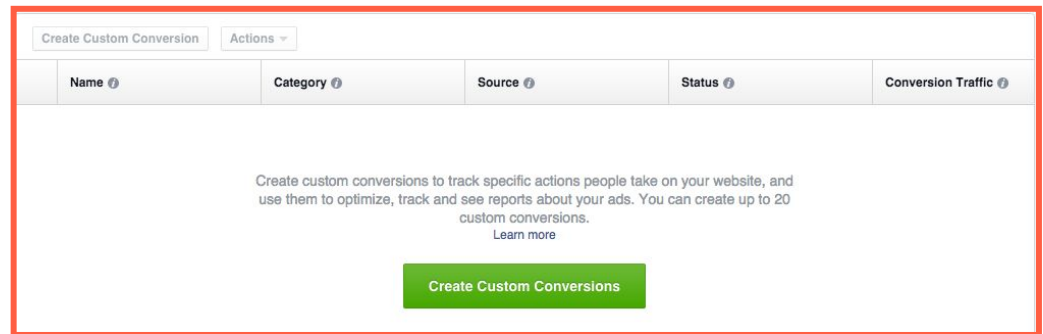
```
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
fbq('init', 'XXXXXXXXXXXXXXXXX');
fbq('track', "PageView");</script>
<noscript>
</noscript>
```

In Facebook's words...

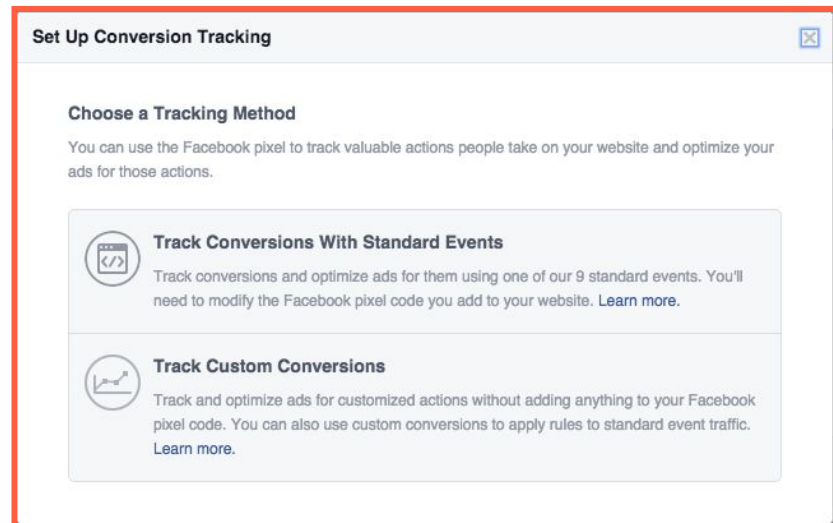
Instructions:

1. Copy and paste the following code between and on the page of your website you want to track actions. For example, to track registrations, place the code on your 'registration completed' web page.
2. To include a monetary value for each conversion, edit the code to assign a conversion value using the 'value' and 'currency' fields. You'll also need to modify the JavaScript code and image URL within <noscript>.
3. [Come back to Facebook to start using your website conversion-tracking pixel in your campaigns.](#)

Step #2: Head to "Tools" in the toolbar and choose "Custom Conversions:"



Step #3: Choose a tracking method: Standard Events or Custom Conversions



If you select "Standard Events," you'll open a screen that looks like this:

Follow the instructions on the screen and copy your selected conversion goal into the code of your existing pixel.

If you select "Custom Conversions," you'll open a screen that looks like this:

Create a Custom Conversion

Pixel **Default Pixel**
Pixel ID: [REDACTED]

Rule **Include traffic that meets the following**

URL Contains
Add URL keywords [Add URL keywords] and

Category **Choose a Category**

- View Content
- Search
- Add To Cart
- Add To Wishlist
- Initiate Checkout
- Add Payment Info
- Purchase
- Lead
- Complete Registration
- Other

Cancel Next

Install Standard Event Code

Set Up Standard Events

To track specific actions on your site, use one or more standard events. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn More.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	fbq('track', 'AddToCart');
AddToWishlist	Track when items are added to a wishlist (ex. click/landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
InitiateCheckout	Track when people enter the checkout flow (ex. click/landing page on checkout button)	fbq('track', 'InitiateCheckout');
AddPaymentInfo	Track when payment information is added in the checkout flow (ex. click/landing page on billing info)	fbq('track', 'AddPaymentInfo');
Purchase	Track purchases or checkout flow completions (ex. landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when a user expresses interest in your offering (ex. form submission, sign up for trial, landing on pricing page)	fbq('track', 'Lead');
CompleteRegistration	Track when a registration form is completed (ex. complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');

Email Pixel Code Done

For ecommerce sites, custom conversion tracking is awesome because you can determine how many of your Facebook Ad "clickers" went all the way through your funnel and converted on your products.

For SaaS or B2B sites, you can use custom conversion tracking to track the number of Facebook Ad "clickers" who went to your signup page, and even which plan they converted on.

For instance, drop "<https://www.acmesaas.com/dashboard/?upgrade=true&id=59&plan=pro&type=monthly>" into the URL box, choose "Purchase" and label your custom conversion as "monthly plan purchase completion" with a value of \$59 (or whatever your monthly plan is). That "value" box will very effectively allow you to track ROI on your ads, as you'll be able to see the exact end-value of people who clicked on your Facebook Ad.

Step #4: Test your tracking pixel is working by going incognito and watching your pixel reporting page within Power Editor:



Note:

Facebook Power Editor has a "Duplicate" function for your ads, which makes it super easy to create ads with the same target audience but different messaging or images. If you're driving the same target audience to different products or plans, for instance, you can use this duplicate function alongside custom conversion tracking to track the success of your ads for different products.



CHAPTER 7: FACEBOOK AD TESTING

As any experienced online advertiser (or marketer) knows, testing your campaigns is essential.

The primary reason for this is that I can't tell you what will work for your business with Facebook Ads.

I can tell you what's worked for me, what's worked for people like you, and what should work based on all of the current [conversion optimization psychology](#) out there.

And all of it will be simply recommendations. They're not a strategy for your business.

And that's not even considering that this article is only up-to-date until Facebook changes the platform, which they do about once every half hour...

What works for me today might not work for me tomorrow, let alone working for you. But that's okay, so long as you're not just taking anybody's advice at face value and throwing your hard-earned ad budget willy-nilly into this fantastic ad platform without testing first.

Note:

When testing, avoid being distracted by cost per impression, as it's almost completely tangential. Focus on CTR (which tells you whether or not your ad is optimized in the first place) and cost per desired action (which tells you if your target audience is a good one and your ad is convincing that audience to ultimately convert).

Here are the five Facebook Ad elements I recommend you test, particularly in the early stages of running your campaigns:

#1. Campaign Objective

When I was talking above about how Facebook Ads are structured, I mentioned that Campaigns are above Ad Sets and Ad Sets above individual Ads. They're structured this way because Facebook (and I) want you to create different campaigns for each objective.

Of course that doesn't mean you have to use every potential campaign objective (for instance, your brick and mortar coffee-shop may not have an app to promote...), but you should nonetheless be testing different objectives against each other with the same ad layouts, budgets and designs.

Does Website Clicks drive more success than Website Conversions? At what cost? Go find out!

#2. Your Audience

Your ad might be as optimized as it's possible to get: beautiful, contrasting, appealing copy and delivering awesome value. But unless it's being seen by the right people, you're just throwing money down the drain.

In my experience, changing target audiences is perhaps the most influential element you can change. And that makes sense, right? **Otherwise it's like promoting false teeth exclusively in a frat house.**

Not gonna' get far...

Here are the five Facebook Ad elements I recommend you test, particularly in the early stages of running your campaigns:

#3. Placement

Newsfeed is definitely the most expensive route, but is it worth it when compared with the low click-through-rates of the sidebar or the finicky-nature of mobile users? Then again, while sidebar does have low CTR, your CPA might actually be better.

Or is Instagram's ad platform a winning one for your ecommerce site?

My recommendation would be to create multiple ad sets for each placement and divide your budget evenly among them. You should be able to (within reason) run a placement test only once every few months.

#4. Bidding

Bidding structures are one of the most changing elements of Facebook Ads, so it's always a gamble for me to recommend anything.

Will website clicks deliver a better ROI than impressions? Or will paying by impression yield more clickthroughs than paying by action. And what about that whole "manual vs automatic" bidding thing?

Nothing for it but to test it.

Here are the five Facebook Ad elements I recommend you test, particularly in the early stages of running your campaigns:

#5. Design and Copy

I only put design and copy at the end because I want to emphasize that, while color, text, CTA button etc may be the most obvious things to test, they're not the only ones.

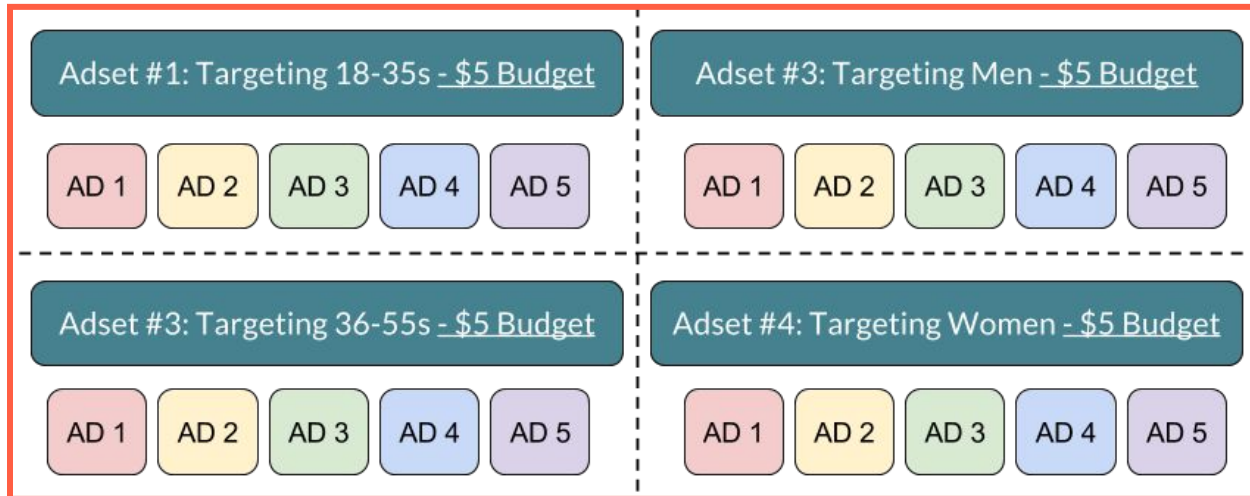
That said, of course it's essential that your Facebook Ad stands out from the rest of the newsfeed and grabs the attention of your target audience.

A few things to test:

- **Your image:** Engage with an image, convert with a value proposition.
- **Your title:** After your image, your title is the most important factor in catching the eye of your audience.
- **The details:** A border around your image, a slight shadow, the word 'now' within your body copy, the subtlest color change... all can surprisingly boost your CTR.
- **Your body copy:** Words like "Free," "now," "today," and "limited-time" have all proven to boost conversion rates before. Will it work for you though?
- **Your CTA:** Facebook has a few options here. See if it matters which you choose.

How to set up your Facebook Ad test

Of course it depends on what variable you're testing. If objective, you'll test from the campaign level down. However, that can get a bit confusing very quickly. Here's a more manageable split test:



Top Tip:

Facebook often determines which of your Facebook Ads is the "winner" before the results are actually in. This can be super frustrating. As a workaround, keep a close eye on your "being tested" ads. If one starts seeing more impressions than another, this is a sign that Facebook has decided that one's the winner. Turn it off. If another ad you're testing then start seeing all the reach, turn it off as well. Only turn your (winning) ads back on once each ad has at least 1,000 impressions and you can better determine which is the actual winner.

THE 2016 FACEBOOK ADS GUIDE

CHAPTER 8: HOW TO MAKE FACEBOOK ADS AS AFFORDABLE AS POSSIBLE

Here's one of the most important parts of Facebook Ads....

You can spend the next six weeks optimizing your Facebook Ad: testing the CTA, tweaking the ad audience, changing the image from purple to green to orange to taupe, etc, etc, etc.

But the fact of the matter is this: **While all of this effort might double your Facebook Ad clickthrough rate, it's useless unless the page you're sending people to is optimized to receive them.**

It'd be like telling a prospective customer to head over to your brick-and-mortar store when it's closed.

Waste of energy, right there...

So, when we're talking about making your Facebook Ad campaigns profitable, we need to first talk about testing (see the Chapter on that), and once we've done as much as we can on the platform itself, we need to talk about [landing pages](#).

What is a landing page?

"A landing page is a distinct page on your website that's built for one single conversion objective. In other words, a landing page should be designed, written and developed with one business purpose in mind." (Source)

If your Facebook Ad is directing people to your website the most critical element of that campaign is the landing page, not the Facebook Ad itself.

Think about it... **what does it matter if your ad is sending 1000 people a day to your website, if none of them are becoming leads or customers?** Not only are you wasting ad budget, but you're wasting time.

Optimizing your Facebook Ad's landing page is about a few primary things:

1. **Matching design elements and images:** There needs to be consistency between your ad and your landing page, as a jarring discontinuity throws off prospective customers and makes them feel like they're in the wrong place.
2. **A clear and highly-visible call-to-action:** Your landing page visitors need to know how they can act on their interest in your promotion. Don't hide that action in a text link.
3. **Clear messaging** which matches and expands on the Facebook Ad: Your Facebook Ad has directed users based on you selling them with value and an appealing message. Make sure that appeal doesn't fizzle with an aimless page.
4. **Design with your target audience in mind:** If you're Facebook Ad's target audience is men 18-35 (see the example on the next page) your landing page should reflect that audience. It will convert better if it's not generic. For instance, any testimonial on your landing page should be from someone similar to your target audience

Facebook Ad/Landing Page Combination Example:

To give you an example, here's a Facebook Ad audience and (on the next page) a landing page optimized for it.

The target audience for this Facebook Ad is males between 18 and 45. As the product (a company offering "Guy's Weekend" getaway packages) is a high-priced one, I've also targeted college graduates. This is an example of the limitation of Facebook Ads, as (though they used to have the capability) we can no longer target by income. We've also targeted based on Interest in the outdoors.

This gives us a target audience of about 130,000. If we give ourselves a \$20 daily budget, we should see roughly 6,000 daily impressions, resulting in 40 or so qualified prospective customers clicking through to our landing page each day.

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Canada: British Columbia
- Age:
 - 18 - 45
- Gender:
 - Male
- People Who Match:
 - Education Level: College grad
- And Must Also Match:
 - Interests: Boating, Camping, Fishing, Horseback riding, Hiking, Hunting, Mountain biking or Surfing

Potential Reach: 130,000 people

Landing Page Elements Specific to the Ad Audience

- **Copy:** Young, college-graduate men between 18 and 45 respond to different tones and language than, say, women 45-65. Therefore, we need to write for that audience, and this landing page does that: "We're f*ckin good at it" and "craft beer included" appeals to that audience and will improve conversion rates. I'd also recommend that the Facebook Ad design should reflect this language awareness as well.
- **Testimonials:** I mentioned above that any testimonial within your landing page needs to be given by someone similar to the people visiting that page. In this case we have a CMO and a sales associate of a similar age to our target audience. Essentially, reviews like this make the landing page visitor think "If guys like me had a good time, I will as well."
- **Image:** The image, like the testimonials, shows someone of a the same gender and age as the target market engaging in something which looks inspirational. Images like this are great at creating an emotional reaction to the landing page.

BC Outdoor Experience 604-555-6437

Want to Get Away?

*BC Outdoor Experience has been delivering quality guy's weekends since 2012 and we're f*ckin' good at it.*

Popular Packages Include:

- 2 Night Stay in the Cowichan Valley: white-water rafting, 3-hour hike, bonfire building and all meals included*
- 2 Night Stay in Goldstream National Park on Vancouver Island: Paintballing, cliff jumping, four course camping feast*
- 2 Night Stay in Lynn Valley: Relaxing getaway in private yurts. Meditation course, yoga course and painting*

We're very open to personalizing a weekend getaway to your specifications!

*Craft beer provided.

Get a Free Quote

First Name


Last Name


Email *


Number in Group *

Request Quote

What other guys have been saying...

 *'The team was fantastic! We had a sick weekend hiking, white-water rafting, barbecuing and drinking craft beer. Will be booking again for this summer for sure!'*
- Jimmy Smith, CMO at Cando Pharmaceuticals

 *'Awesome weekend away with the boys! It was my buddy's bachelor party and he loved paintballing, cliff jumping and the amazing spread. Would recommend!'*
- Kevin Oswald, Sales Associate at Wishpond Technologies



THE 2016 FACEBOOK ADS GUIDE

CHAPTER 9: HOW TO TURN FACEBOOK AD TRAFFIC INTO LEADS AND CUSTOMERS

Congratulations! You've created a kickass Facebook Ad.

You've designed it, targeted it and are tracking it to hell and back. It's being tested and it's sending people to a landing page optimized to receive them.

You're not quite done, though. In fact, you're just getting started.

This chapter will break down exactly how you can turn your Facebook Ad traffic into customers.

If you're an ecommerce or B2C company, you can skip ahead to the [Conclusion and Related Reading](#) of this guide, as your Facebook Ad adventure is pretty much over.

If, on the other hand, you have a longer sales cycles or are going to need to nurture your Facebook Ad traffic into leads and sales, stick around and I'll give you a step-by-step walkthrough of how you can do that.

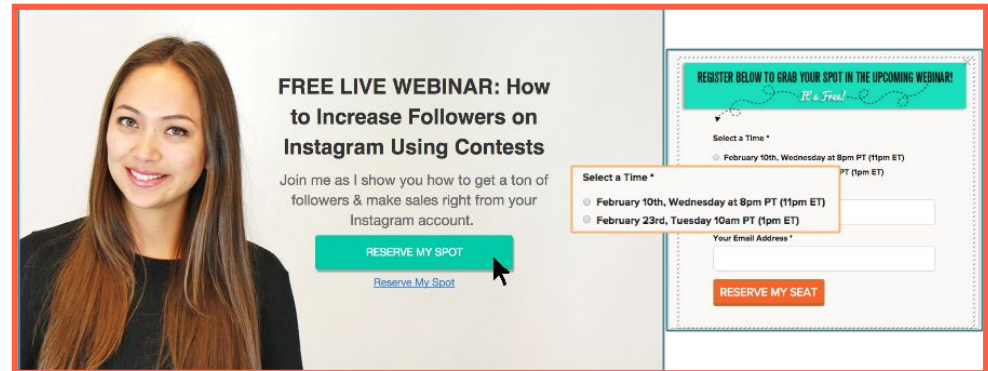
Step #1: Turn Facebook Ad Traffic Into Leads with Landing Pages

Let's use an example from Wishpond's own sales funnel: a webinar teaching people how to increase Followers on Instagram.

Using Facebook Ads to drive traffic to this page is a good strategy: Facebook Ads allow you to target professionals who have stated their interest in your webinar's topic (no matter how specific it is).

You can also target people in specific geographic locations to maximize the chance of a registrant actually attending your webinar.

Here's a simple example of a webinar landing page optimized to receive your Facebook Ad traffic:



On the left side you're seeing the LP itself, and on the right you see the [click popup](#) which is triggered when a visitor clicks on the "Reserve my Spot" call to action button.

Wishpond has found that click popups like these (rather than a [form](#) directly within the landing page) convert better. I've also zoomed up on the "Select a Time" options on the popup. These will be vital when it comes to increasing webinar attendance in the next step.

For more on using click popups within your website, and how we've used them to double subscribers, check out my article [How We Doubled Lead Generation with Click Popups](#).

Step #2: Boost Webinar Attendance with a Simple Marketing Automation Workflow

Once you've generated your webinar lead, you need to push them to actually attend the webinar (otherwise you've lost them before you ever really had them).

The depressing statistic about webinar attendance is that only about half of the people who sign up for your webinar will actually come to it on the day.

So let's head over to our marketing automation tool and set up a simple workflow:

Essentially, this simply says that all leads who chose "Tuesday" as their preferred webinar date AND converted on the popup will automatically be sent a "Yay you're registered!" email thanking them for registering and giving them some information about the upcoming webinar.

They're also added to the "Webinar Tuesday" leads list, which comprises every webinar registrant who signed up for that specific day. This allows you to segment your communication and emails effectively.

For a complete guide to lead and customer segmentation, check out [The Complete Guide to Lead Segmentation](#).

The screenshot displays a workflow configuration interface with the following components:

- When Leads meet the following criteria:**
 - Condition 1: **Select a time contains Tuesday**
 - Connector: **AND**
 - Condition 2: **Have converted on the campaign How to Increase Followers on Instagram Using Contests - POP-UP**
- Condition Settings:**
 - Add leads who currently match these conditions
 - Remove Leads from the Workflow if they no longer match these conditions
This won't remove Leads who no longer meet a time-based condition
 - Only add Leads to the Workflow the first time they match these conditions
If you leave this unchecked, Leads will be added to the Workflow every time they match these conditions
- Trigger the following Action(s):**
 - Action 1: **Send Automatically Yay! You're registered! (check out what you need to know...)**
 - Connector: **THEN**
 - Action 2: **Add to Webinar Tuesday (0)**

Step #3: Turn Leads into Sales with an Automated Email Drip Campaign

So you run your webinar and maximize the chance of someone actually attending it with segmented communication. Everything goes well and, because of Facebook Ads, you're happy with the number of leads you generated. Now it's time to get your money's worth.

Everything has been leading up to this point: your Facebook Ad campaign, targeting, testing, tracking and the entire creation of your landing page.

The most reliable way to turn SaaS leads into sales is a combination of a custom audience Facebook Ad campaign and a marketing automation lead nurturing drip campaign.

Let's quickly break down the Facebook Ad campaign first.

- **Step #1:** Export your webinar attendees list and upload it to Power Editor as a CSV.
- **Step #2:** Create a custom audience.
- **Step #3:** Create a Facebook Ad based on your business' ability to help people find success with your webinar's topic (in the case of the webinar above, the Facebook Ad headline might be something like "Wishpond's Instagram contest app is proven to give you Followers.") Feature your logo prominently, as they'll recognize it from the webinar, and this will attract their eye.
- **Step #4:** Create a signup page specific to this campaign within your website. Consider a discount offer.

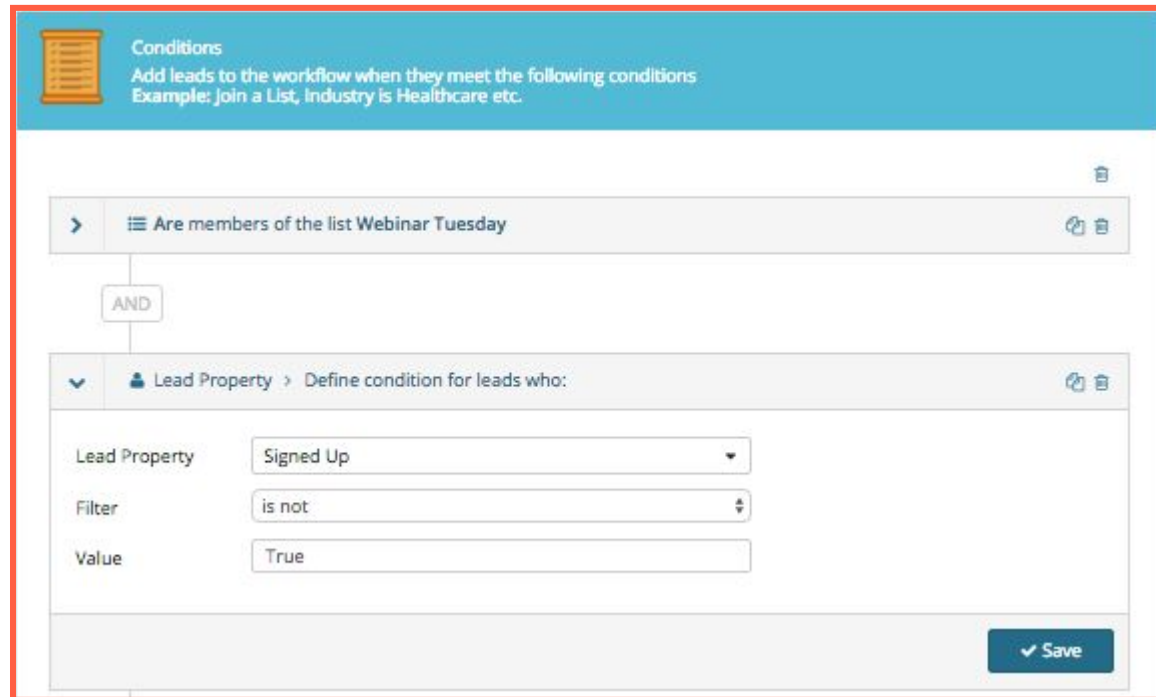
Now, this campaign may be enough to drive your webinar attendees to signup by itself (and cost you very little), but a little insurance never hurt anybody.

Now, this campaign may be enough to drive your webinar attendees to signup by itself (and cost you very little), but a little insurance never hurt anybody...

Here's how you'd automate a lead nurturing email campaign for your webinar attendees:

Step #1: Set the conditions for your workflow.

In the example we're working with, it'd be "IF, people are members of the "Webinar Tuesday" List and haven't already signed up....":



The screenshot shows a 'Conditions' configuration screen. At the top, there is a teal header with a document icon and the text: 'Conditions. Add leads to the workflow when they meet the following conditions. Example: Join a List, Industry is Healthcare etc.' Below this, the first condition is 'Are members of the list Webinar Tuesday'. This is followed by an 'AND' connector. The second condition is 'Lead Property > Define condition for leads who:'. This condition is configured with 'Lead Property' set to 'Signed Up', 'Filter' set to 'is not', and 'Value' set to 'True'. A 'Save' button is located at the bottom right of the configuration area.

Condition	Operator	Value
Are members of the list Webinar Tuesday		
AND		
Lead Property > Define condition for leads who:		
Lead Property	Signed Up	
Filter	is not	
Value		True

Step #2: Set the actions for your workflow.

In the example we're working with, it'd be "THEN, deliver a series of four emails (over the course of a week or so) built around communicating the value of Wishpond's Instagram Contest App:"

As soon as anybody did signup, either because of an email or the Facebook Ad custom audience campaign, they'd be automatically removed from this workflow (because of the condition "has not signed up").

Automated, relevant, drip email campaigns like this one have proven to drive 18x more revenue than generic, broadcast email campaigns. ([Source](#))

For more on creating automated workflows...

- [B2B Email Drip Campaign Ideas and Examples](#)
- [How to Create Email Drip Campaigns to Nurture Leads](#)
- [5 Behavioral Lead Nurturing Ideas & Examples](#)
- [5 Ways our Clients Use Marketing Automation To Simplify Success](#)

The screenshot displays a workflow editor interface. At the top, a blue header reads "Actions" and "Trigger the following Action(s) when Leads first match the above conditions" with an example: "Example: Add to List, Send an email, etc.". Below this, a vertical sequence of actions is shown, each in a light gray box with a right-pointing arrow and a trash icon:

- Delay for 0 Days 0 Hours 3 Minutes
- Send Automatically Instagram Webinar Welcome Email #1
- Delay for 0 Days 2 Hours 18 Minutes
- Send Automatically Instagram Webinar Email #2
- Delay for 0 Days 4 Hours 9 Minutes
- Send Automatically Instagram Webinar Email #3
- Delay for 0 Days 6 Hours 24 Minutes
- Send Automatically Instagram Webinar Email #4

At the bottom, a dashed box labeled "+ Add an Action" contains several buttons: "Send an Email", "Set a lead property", "Add to/Remove from a List", "Add a Delay", and a "More" button with a downward arrow.



CHAPTER 10: CONCLUSION AND FURTHER READING

So that's that: just about everything there is to know about Facebook Ads.

We've gone through introducing you to Facebook Ads, taking a look at costs and bidding, placement, structure and design, targeting (both basic and advanced), conversion tracking, testing, making ads affordable and (finally) converting ad traffic into leads and leads into sales.

If you have any questions, don't hesitate to reach out to me at james@wishpond.com or on Twitter at [@JDScherer](https://twitter.com/JDScherer).

Further Reading:

- [*The 2016 Facebook Ads Guide \(Intro\)*](#)
- [*Facebook Advertising Costs: CPC, CPM, CPA & CPL Guide*](#)
- [*Facebook Ads vs Google Adwords: The Facebook Ad Targeting Advantage*](#)
- [*6 Facebook Ad Image Best Practices to Boost your Click-Through-Rate*](#)
- [*How to A/B Split Test your Facebook Ads to Maximize ROI*](#)
- [*The Science of Optimizing your Facebook Advertising Campaigns*](#)
- [*7 Facebook Ad Call-To-Action \(CTA\) Tips, Techniques & Best Practices*](#)
- [*How to Target your Facebook Ad Based on Email Address \(Custom Audience\)*](#)

To learn more about how Wishpond's lead generation platform can help you get the most bang for your advertising buck, [sign up for a "Free-Forever" Plan](#) and learn more.