wishpond EBOOK

THE COMPLETE GUIDE TO FACEBOOK ADS
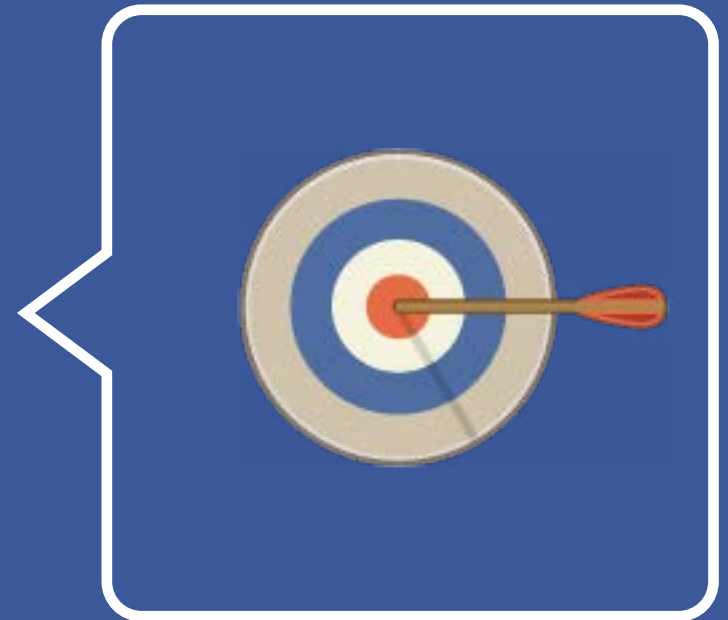
wishpond.com

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WISHPOND SOCIAL MARKETING SUITE

... is the easiest way to run great marketing campaigns on every channel:

Facebook Pages

Twitter

Pinterest

Websites

Mobile

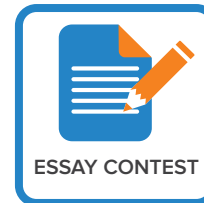**Local**

Learn About The Suite

Book a Personal Consultation

GROUP OFFER

SWEEPSTAKES

PHOTO CONTEST

VOTE CONTEST

CAPTION CONTEST

VIDEO CONTEST

ESSAY CONTEST

PINTEREST CONTEST

INSTAGRAM CONTEST

REFERRAL PROMOTION

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INTRODUCTION

Facebook Ads are quickly becoming the go-to online advertising avenue for businesses.

Why?

- Unheard-of targeting abilities
- The ability to socially endorse your advertisements
- Complete mobile and cross-platform integration
- A 35% lower cost per conversion than the online average
- In an analysis of over 60 ad campaigns, 70% of companies experienced a return of 300% or more on their ad spend

We've created the Complete Guide to Facebook Advertising to help you get the best ROI possible, generate new leads and customers, and maximize the potential of Facebook Ads. What you will learn from this comprehensive guide:

1. How to target your ad to maximize involvement and conversions
2. Optimizing your ad image for engagement
3. Integrating your Facebook Ad with your landing page
4. How to A/B Split test your Facebook Ad
5. How to combat Facebook Ad fatigue
6. Avoiding the nine Facebook Ad mistakes that are hurting your Click-through-Rate
7. How to build your ad with Wishpond's easy-to-use Ad Tool
8. The answers to five of the most frequently asked Facebook Ad questions
9. ... and more!

If you've been wanting to maximize the potential of Facebook, and are ready for the best online conversion rates available, download the free ebook now.

Sources:

https://www.facebook.com/business/power-of-advertising

CHAPTER 1

BUILDING YOUR FACEBOOK AD WITH WISHPOND'S EASY-TO-USE AD TOOL

This chapter will give you a straightforward tutorial of the tool. We'll break down why Facebook Ads work, help you optimize your Ad creative, discuss targeting, and delve into Ad performance.

Why should I use Wishpond's Ads tool?

Facebook Ads can yield great results, but sometimes it seems like you need an army of advertising experts to get them running smoothly and converting. The Wishpond Ad Tool is built to make it as easy as possible for small businesses.
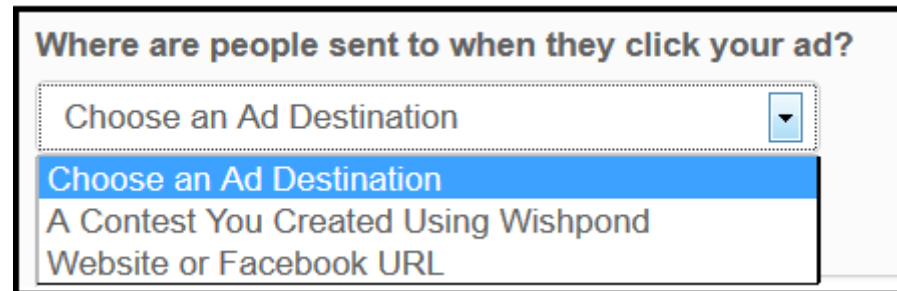
Our tool:
- Connects your Facebook Ad with your landing page in one easy step
- Makes Facebook Ad creation a straightforward, two step process
- Does the work for you, by having Wishpond's proprietary targeting software automatically optimize your ad for conversions
- Gives you an estimated click-through-rate based on Audience and your budget even before your ad is live

Drive even more traffic to your contest or landing page on a pay per click basis. **Let's see how it works.**

4 Simple Steps of Facebook Ad Creation, Targeting and Performance Tracking:

#1. Creating your Ad

If you haven't created a contest with Wishpond yet, you'll have to do that before you can advertise it. To advertise your existing website landing page, simply supply the URL in the box provided.

#2. Setting your Creative

The appearance of your Facebook Ad is hugely influential on your click-through-rates. Headline, body copy, and the image you choose can make or break your whole ad campaign. So let's make sure you get it right.

Choosing your Ad Headline and Body Copy:
Your Ad Headline and and Body Copy are what increase your Facebook Ad's click-through-rate. It's where you use a great Value Proposition and encourage people to find out more.

Ideas for Ad Text:

- Calls-to-Action like 'Enter to Win' or 'Lose 20 Pounds!'
- Dollar amounts
- The word 'Free'
- Your brand name (if it's recognizable to your audience)
- A Value Proposition like 'Win a Free Getaway!' or 'Learn A/B Test Secrets'

For more on value propositions, read 7 Value Proposition Formulas to Boost Conversion on Ads and Landing Pages.

#3: Choosing your Ad Image:

If your Facebook Ad headline and body copy are what increase your click-through-rates, your image is what catches the Facebook user's eye in the first place.
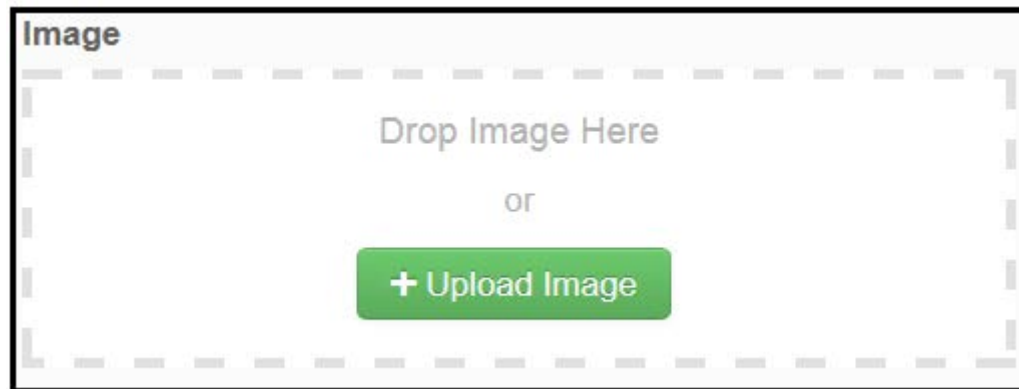
Ad image best practices will be covered comprehensively in Chapter 3

How our Proprietary Targeting Software works:

A dedicated team of Facebook ad experts tap into the Facebook Ads API. We are constantly sifting through your ad's data and Facebook user demographic details to optimize your ads over time. See case studies below to see if it's working.

#4. Targeting

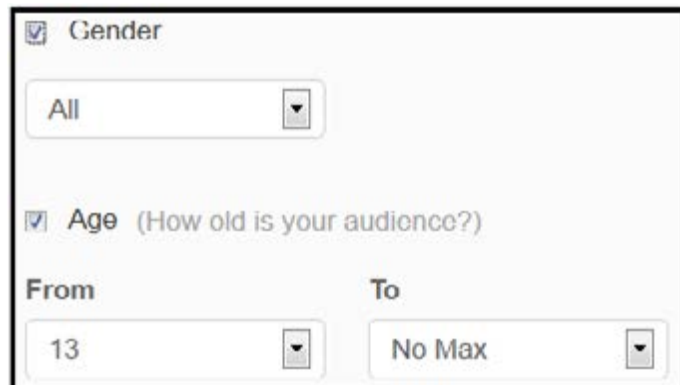If you choose to target your own Facebook Ad (instead of letting Wishpond's proprietary targeting software do it for you), there's six ways to target:

1. Targeting by Location:
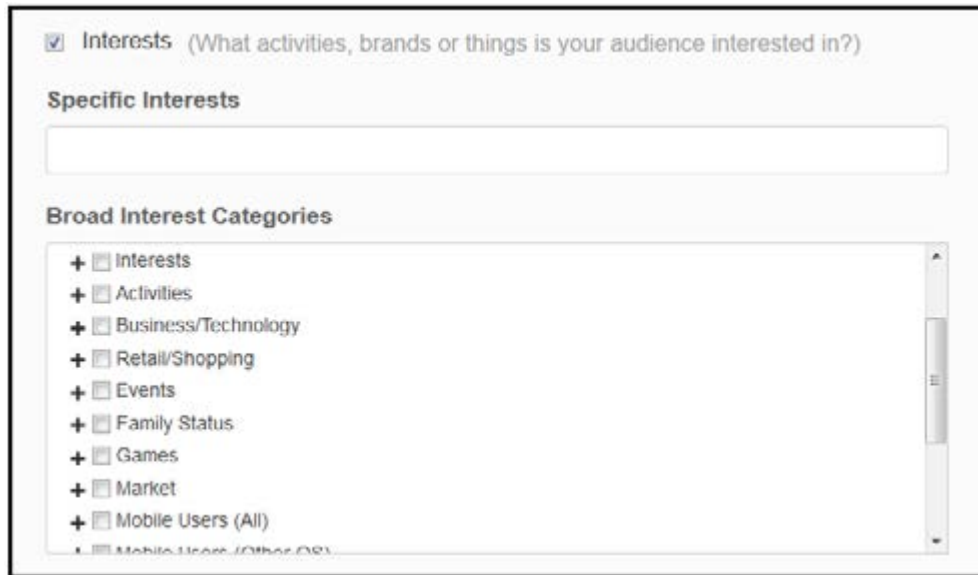

2. Targeting by Age and Gender

3. Targeting by Precise Interest
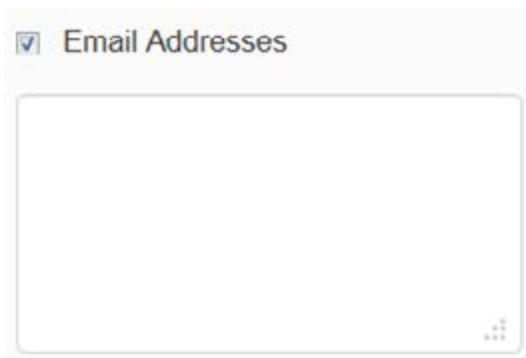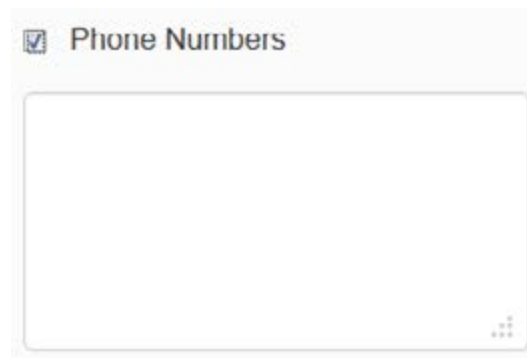
4. Targeting by Broad Category
5. Targeting by Custom Audience

6. Lookalike Audience
Facebook Ad Targeting will be covered comprehensively in Chapter 2

#5. How to Decide your Daily Spend

The daily spend you've budgeted for your Facebook Ad will depend entirely on your business.
Helpfully, Wishpond has provided an estimated daily Clicks metric to give you some idea of what you're going to get with the Reach you've set (based on targeting) and the money you've allocated.

Size of your chosen Target Audience

This is the number of Facebook users who match your chosen characteristics (in your current Audience Variation) and may see your ad.

180,000,000 people

Estimated Clicks Per Day

8 - 15

What you're seeing above is the approximated number of ad clicks per day you'll get with a 5 dollar daily spend - provided you're targeting all of the United States.

How much do you want to spend on this ad?
You will never be charged more than the amount you enter below.

$ 5.00   USD Per Day

If you were to increase the daily spend of your ad per day to, say, 20 dollars, your clicks would jump up to 20-45. 50 dollars? You're looking at more than 100 clicks per day.

Oh, and remember you're not spending anything with Wishpond that you don't use. If you put a daily spend of $20 but only use 10 that day you'll only be charged 10. Cool huh?

In order to get the most out your money, do some research and optimize your Facebook Ads with the best practices of targeting, tracking, choosing your ad image and combating ad fatigue as well as understanding your ad performance.

#6. Understanding your Ad's Performance

Wishpond's Ad tool has simplified Facebook advertising - giving you only the metrics you need, and none of the metrics you don't.

Ads Summary:
Below is a hypothetical Ads Summary. It's the aggregate results from all the ads you've run.

This summary makes sense for a single ad with solid performance - something you can achieve provided you're targeting well, optimizing your images and copy, and providing a likeable prize.

Performance per Ad:

Once your ad is running, you can view its performance based on the things you care about:

- **Views:** How many times your Facebook Ad showed on a user's News Feed
- **Clicks:** How many times your Ad was interacted with - a click-through to your website or contest landing page
- **Conversions:** Only available if you're driving traffic to your Wishpond contest landing page, this gives you a great idea of how your ad and landing page are working together
- **Spent:** Viewing how much you actually spent per day allows you to increase, or decrease, your maximum daily ad budget
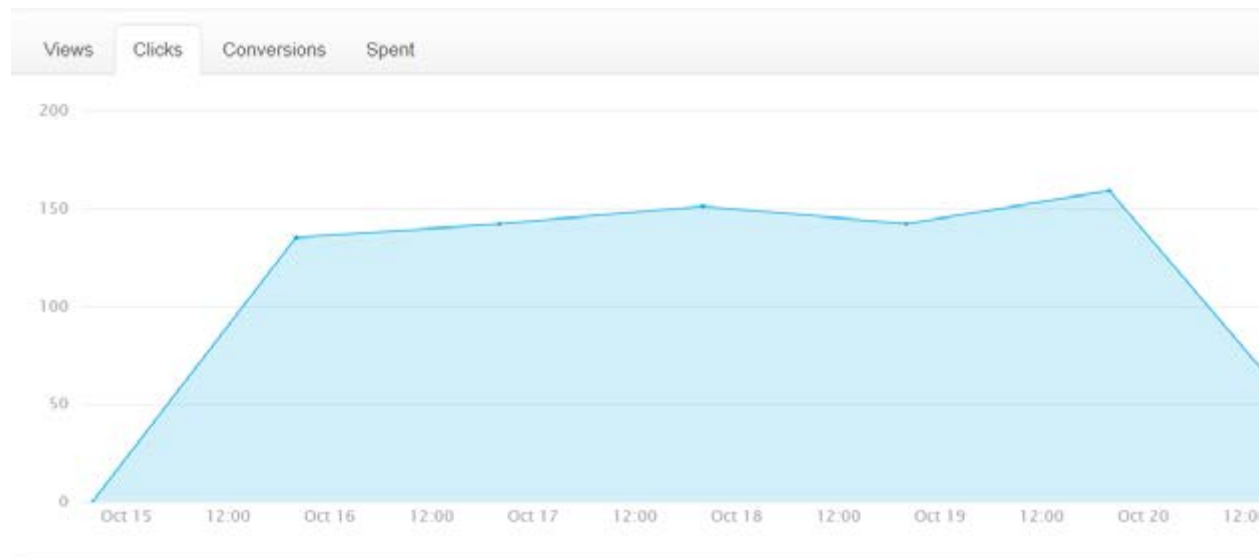
#7. Viewing your Ad's performance as a Campaign

Below your Ads Summary and graph you'll see all the Facebook Ads you've created with their individual performances - as well as their status (Draft, Live, or Complete). The ability to see them as a group makes it quick and easy to compare and run A/B or Split tests.

Ad	Status	Start Date	Views	Clicks	Conversions	Daily Spent	Total Spent
Win a Free Getaway A	Live	2013-10-14	2157	194	56	$10.00	$20.00
Win a Free Getaway B	Live	2013-10-14	2642	131	39	$10.00	$20.00
Win a Free Getaway C	Live	2013-10-14	1215	124	44	$10.00	$20.00

A/B testing is far more simple than you'd ever thought, and more powerful than you've ever imagined.

A/B Testing will be discussed in Chapter 4

TARGETING YOUR AD TO MAXIMIZE PARTICIPATION AND CONVERSIONS

Is your business struggling with Facebook advertising?
Are you disappointed with your cost per action metric and at a loss as to what to do?

This chapter will take a look at five targeting best practice strategies within Facebook Power Editor and how to test your advertisements to ensure you're getting the most for your money.

You can target your Facebook Ad by:

- Country (and by city within one country), Age and Gender
- Specific Interests
- Broad categories
- Connections
- Fans who are within your existing CMS
- A 'lookalike' audience

Ad Examples

Throughout this chapter we'll be using two advertisement hypotheticals: a romantic weekend getaway contest for two and an ebook on A/B testing. These will illustrate the differences between Facebook targeting for business to consumer (B2C) companies and Facebook targeting for business to business (B2B) companies.
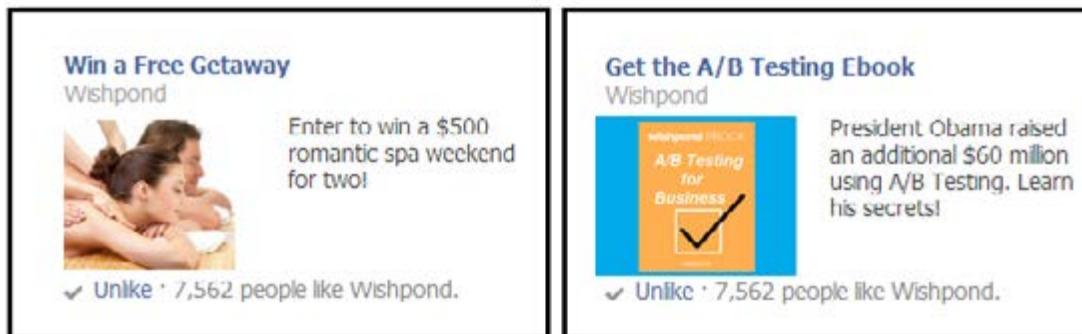
Targeting by Location

The three basic demographics, they are still the most important. They allow you to make sweeping targeting assertions, cutting out whole sections of the Facebook audience.

The ebook advertisement can and should be marketed to any english-speaking country (I've chosen the four main markets in the example below). As a SaaS company, Wishpond's target market is international.

The spa weekend getaway advertisement, however, can only be run in the area of the spa (see below). Spending money marketing to Australia if your business is in New York, for instance, is a clear waste of resources.

Remember Facebook won't let you target two specific cities within two different countries (both New York and London for instance). You'll have to create two different advertisements or campaigns to do so.

Targeting by Age:

Ebooks are a product for which there is no targeted age group. You could possibly eliminate 18 and below, as ebook readership is bound to be low with high-schoolers, but as you're targeting more specifically later (see Precise Interest targeting below) there's no real point.

Targeting based on age for the spa getaway is more interesting. I would advise a number of different advertisements targeted at different age groups (see Testing below).

Neither product (ebook or spa getaway) is obviously gender specific.

You could, however, test targeting the spa getaway by gender and change the image or text:

Example:
- Target women and change the copy to: 'Do you and your husband need a weekend away?' Win a weekend at the spa worth $500!"
- Target men and change the copy to: 'Does your wife deserve a weekend away? Get a weekend for two at the spa worth $500!"

Interest Targeting

Specific Interest targeting allows you to define your advertisement target by what they are interested in. Facebook identifies interests from:
- Listed interests
- Activities
- Education and job titles
- Pages they Like
- Apps they use
- Groups to which they belong

Broad Category targeting allows you to target your audience based on what they've included in their Facebook timelines (relationship status, political leanings, travel, birthdays, new job, recently moved, etc)

Targeting by Specific Interests (Ebook):
I would target the ebook based on Specific Interests as I don't care about the age, gender, location, relationship status or education of my audience - only that they're interested in my product.
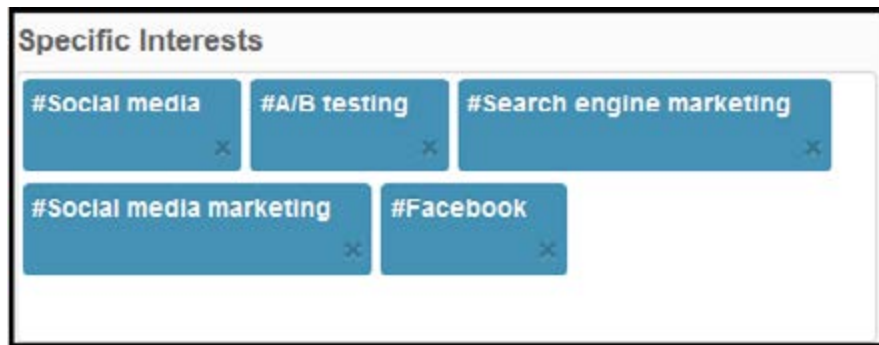
Targeting by Broad Categories (Spa Getaway):
I would target the weekend spa getaway with Broad Category targeting because I'm not selling based on the user's hobbies. With Broad Categories I can hone in on people in a relationship (and exclude people in long-distance relationships, which in this ad's case is convenient).

Watch that you're not targeting too specifically. For instance, if I were to target based on Facebook user's interest in 'Spas' I would reduce my advertisement Reach from 480,000 to 26,000
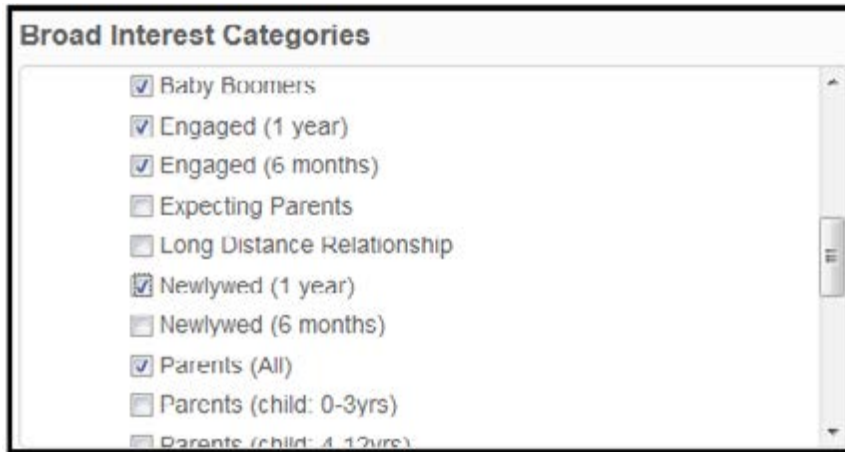
Top Tip #1: *Wishpond provides an idea of the number of Facebook users who will see your targeted ad (Estimated Reach) throughout the targeting process. Keep an eye on this number to determine if you've gone too specific or could focus yet more.*

Remember Ad targeting is about limiting your audience to people who may be interested while including a large enough audience for the advertisement to succeed (whatever success is defined by for your business).
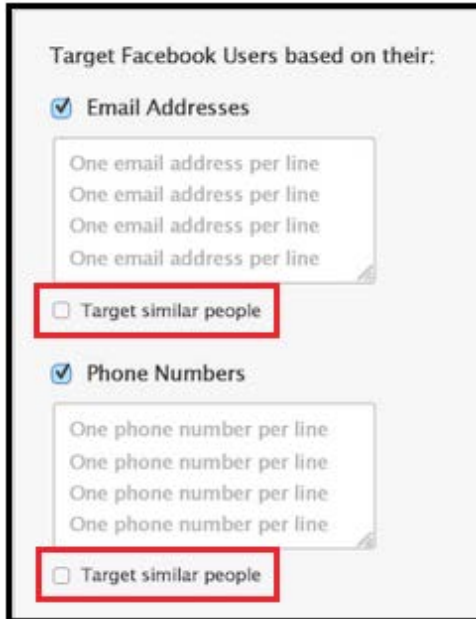
Targeting from your own CRM

Wishpond allows you to target your ad's audience based on your existing customer relationship management system. This means you can target current customers, lapsed or inactive customers, recent contest participants, etc. Basically any existing contact you have that you want to reach with highly targeted content.

Custom list Targeting will be covered comprehensively in Part 2 of this Chapter

Targeting to a lookalike audience

The 'lookalike audience' tool is great for businesses of all kinds as it targets people based on the characteristics of an audience you know are interested (your own email list)

Lookalike Audience

The 'Audience Lookalike' tool matches your existing contact list with similar Facebook users - giving you a list of people with the same demographics and interests, optimized for conversions.

A great way to use this function is for lead generation:

- Run a Wishpond contest
- Generate a great email list of the contest's participants

- Run another contest with a similar prize and format using a "Lookalike Audience'
- Exclude the first contest's participants entirely
- Generate a whole new set of similar leads!

Lookalike Audiences also ensure you're optimizing your ad for click-through (as you're only targeting people like those who have already participated) and you're not wasting your time with Facebook users whose email addresses you already have.

TARGETING BY CUSTOM LIST

This chapter will examine targeting your Facebook Ad to an existing email or phone number list.

I'll dive into why it's awesome, how it works, and how you'll need to change your ads based on your new targeted audience.
I'm going to assume your business already has an existing contact list of emails and phone numbers. I'm going to assume you're already engaging in email marketing. If you aren't, you should know that for every $1 spent, the average return on an email marketing investment is $44.25 (so get with it).

If you don't have a contact list you're happy with, your best option to build one is a social media sweepstakes contest. Sweepstakes:

- Create incentivised engagement with a chance to win a prize you've set (like a gift card or product).
- Generate large numbers of emails and phone numbers with optimized entry forms.
- Give you demographic information to target your email lists even more specifically
- Generate leads who you know are genuinely interested in your product

Why is List Targeting Awesome?

Targeting your Facebook Ad to existing contacts allows you the most specific focus available.
No longer are you targeting by age group, gender or specific interest and hoping you're right. Now you're targeting by name, literally. You're targeting people who have already engaged with your brand and encouraging them to do so again. The numbers (thanks to TechCrunch.com):
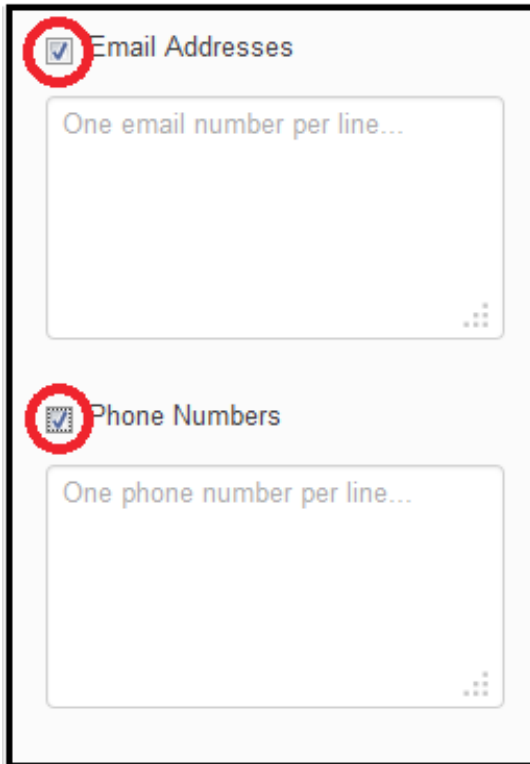
- An ecommerce company who targeted their email list found a 43% conversion rate increase among sign-ups and a 30% decrease in cost-per-lead.
- OpenSky targeted members who had either never purchased or not purchased within 30 days. They saw a 30% conversion rate increase.

- SocialCode found that one campaign with a custom audience found a 15 percent lower cost per fan.
- Another got three times as many engagements/post as standard ads and received two times as many viral engagements such as Facebook Likes, Shares and comments.

Four Steps of List-Targeting:

Both Facebook Power Editor and Wishpond's own easy-to-use Facebook Ad tool give you the option of targeting by your existing email or phone number contact list. For the below steps I'll be using screenshots from the Wishpond ads interface.

Importing your email lists:

Facebook Ad tools should allow you to import your email list from your own CRM (Customer Relationship Management) tool. Simply tick the target by 'Email Addresses' box within the targeting page of your Facebook Ads tool, copy your email list and paste it into the ad tool.
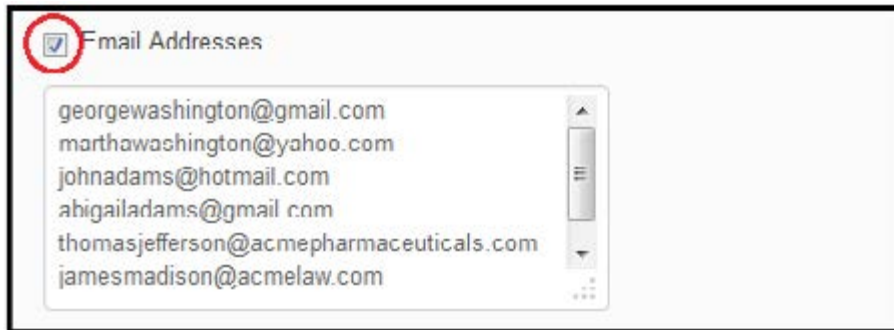
Phone number list targeting:

You should also have the option of targeting by phone number. Like emails, this information can be generated from a Facebook contest or from your own existing customer database.
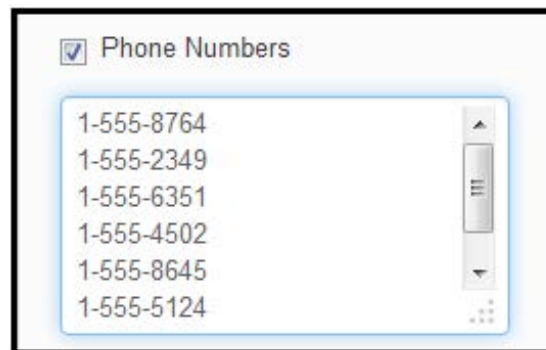
Your ads tool should work with Facebook to automatically track down and target those Facebook users who correspond to the phone numbers you've provided. Cool, huh?

Importing from your CRM or Email Service:

Does your business use popular services like MailChimp and SalesForce for your contact management? Here's how to integrate them with Wishpond's Facebook Ads tool:

- In the Contact Database tab of your Wishpond account you can connect your account with your external email service or CRM with a single click.
- You can important contacts from any list or group into Wishpond.
- From within your Wishpond Contact Database you can then select exactly which contacts to target with your Facebook Ad
- Launch it!

Your ads manager will also allow you to save this imported contact list within its own CRM. This means you can come back and target to that list again and again with different ads, contests, and emails.

Targeting a Lookalike Audience:

A lookalike audience is exactly what it sounds like, an audience of users generated by Facebook that best-matches your imported contact list.

Facebook examines demographic similarities like age segment, gender and location as well as precise interests and broad categories. An algorithm within Facebook matches those demographic details with existing Facebook users and finds the best possible match for your next ad.

How to do it:
Tick the 'Target similar people' box within your ads tool. The tool will work with Facebook itself to generate a similar audience to the one you've already imported.
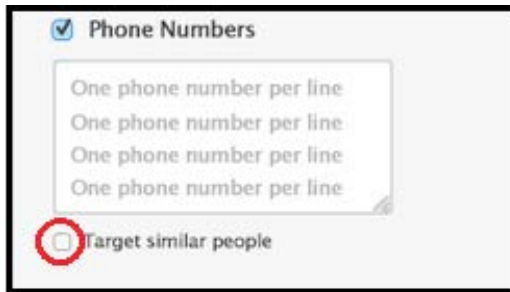
How Does custom list targeting Affect your Ad Creatives?

You've been designing Facebook ads to be massively appealing. They're colorful, have great Calls-to-Action and great images. Don't stop now.
The only difference with targeting to an existing contact list is that you're sure your audience is familiar with your brand (as they've engaged with you at least once before).

If you're a mid-sized or large business, this means you can refrain from having your brand name as your ad's headline. Instead, you can take advantage of that space for a great CTA or value proposition:

- Win $500! // Enter to win...
- Need a Break? // AcmeSpas is now offering half off...
- Enter Here! // We'll do your taxes for you...
- A/B Testing Works! // Companies like yours have...

If you're a small business, however, this means that your Facebook audience is aware of your logo, and including it in your advertisement (instead of an image or CTA), will increase your brand's recognition.

Remember though, if you're targeting a lookalike audience it is, by definition, an audience likely unfamiliar with your brand.

For the more advanced small business: I'd be tempted to run two ads to the same lookalike audience. Run a long-term ad with your logo as the image (to help with brand recognition) and another, shorter-term ad, with a more engaging CTA or offer.

Create an Exclusive Contest or Offer

Targeting based on an existing email list allows you to make offers exclusive - thereby increasing your likely engagement rates.

You can target recently-active customers, lapsed customers, customers who have recently wrapped up a contest or who have recently purchased a particular product. The image below is an example of an exclusively targeted Facebook Ad.

Exclusive Sunglasses
Wishpond

Exclusive offer for our beloved fans. $200 designer shades are now $50 just for you.

7,741 people like Wishpond.

How you can do it:

- **Create an ad for entrants after a contest is over:** 'Consolation Prize! // Enter here for $10 free credit toward your next purchase with AcmeShades.

- **Give one more opportunity:** Doing it again! // Invite your friends for one more chance to win a $500 gift card to AcmeShades this Christmas.

- **After purchasing:** Thanks for buying! // Your purchase entitles you to a 50% discount on the AcmeHardRockCase. Enter here!

- **Exclusive to recent/frequent purchasers:** Thank you! // We're rewarding our most loyal customers with a chance at $250!

CHAPTER 3

OPTIMIZING YOUR FACEBOOK AD IMAGE FOR ENGAGEMENT

Are your Facebook ads targeted well?

Do you have great content but are still struggling to increase your Click-through-Rate?

In this article I'll explain six best practices for selecting Facebook Ad images. I'll take a look at six examples where these best practices have been utilized, and one where they've been ignored entirely. This will give you a clear idea of what works and what you should avoid at all costs.

Facebook's Own Ad Image Best Practices

Below are Facebook's three ad image best practices. See what you think:
- Choose an image that is directly relevant to your product or service
- Use an image that is bright and eye-catching, even when viewed at a small size
- Avoid images that have many small details or text and opt for something simple instead

To be perfectly frank I only agree with one of Facebook's ad image best practices.
As you well know (and I'll debunk in the "Children and Pets' section below), it is in no way essential for Facebook advertisers to choose an image directly relevant to their product or service. A picture of a completely unrelated tiger is just as eye-catching (if not more so) as a picture of the mobile phone you're selling.

And while I agree your images should most definitely avoid small details, text can be a great eye-catcher. For instance, the word 'FREE' emblazoned in orange across a blue background will definitely catch a Facebook user's eye. Value Propositions (see below) also work well.

Bright and eye-catching? Now that is absolutely 100% essential.

Size

Before we take a look at some image examples, make sure your image is the right size and shape. For all ads, Facebook recommends your image be 1200 pixels wide, and no smaller than 600.

However, as most businesses are running right-column ads I'd like to say Facebook's best practices here are again a bit ridiculous. A 144 x 72 pixel-wide image (below on the right) looks exactly the same as a 1200 x 600 image (below on the left) when you shrink it down 800%.

In case you were wondering, Facebook now allows the same image to be used in both desktop and mobile advertising.

Shape

As I'm sure you'll notice with Healing Paws Veterinary Care below, your image also needs to be in landscape (and far less detailed as well).

Happy People

The image that has proved to convert best in Facebook ads is of a happy woman looking directly at the camera. FortisBC uses this strategy below, simply by showing a woman (and her baby) enjoying their company's product.

How you can do it:
- Retailers can have a happy woman modeling their product
- Service-based businesses can show a happy woman who has benefitted from their service (like FortisBC's image above)

Color

It will come as no surprise that Facebook's color scheme is blue and white. If you employ the same colors your ad will blend into the News Feed and people's already tired eyes will skip over it.
Toys 'R Us and Koodo below do a great job of making their images stand out with bright orange and pink backgrounds.

How you can do it:

- If your product image, logo or mascot is blue take a page from Koodo's book above and make a bright background or border
- Ensure the background or border you choose contrasts with the image itself
- Attract the eye with a bright color and encourage a conversion with a great CTA in the title or copy

Logos

An easily-recognizable logo may not attract the eye as well as a woman, a lot of color, a baby or a pet, but over time they'll encourage conversion as Facebook users see it consistently and often.

TD Bank has been running the advertisement below off and on for almost two months now. Prominently featuring their logo increases brand recognition, and, as they've only targeted it within the area they have branches, it's valuable brand recognition as well.
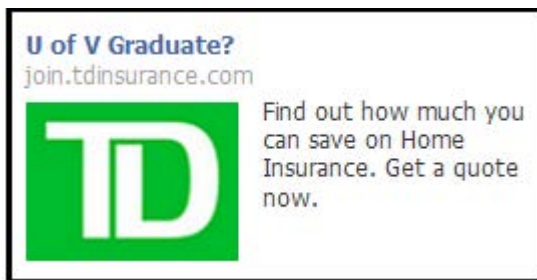
How you can do it:

- I'd recommend using Wishpond's Ad Tool, creating a campaign, and having one of three Facebook advertisements be your business' logo
- This allows you to combat a low CTR with ad rotation while still increasing brand recognition of your logo
- If your logo is naturally blue or colorless, be sure to use a colorful background or border
- Only use your business logo if you are confident that your audience will recognize it. Otherwise Facebook users will skip over something they don't think is related to them.

Value Proposition

A clear and solid value proposition is a great way to attract the eye. This could be the word 'free' highlighted within your image, or, like Marin Software's image below, a feature of the product you're promoting.

How you can do it:
- Run a contest and put the prize within the image: 'Win a $250 gift card'
- Give a valuable takeaway from an eBook or guide: 'Convert with A/B Testing'
- Be sure to still include color within your image. A great value proposition will increase click-through, but won't attract the eye without color.

Children and Pets

As two of the top five most-shared images on social media, pets and children are always a safe bet for your Facebook ad image.

Telus and AdRoll have chosen a cute cheetah and child below. Both images really bring home the fact that your image by no means has to be clearly associated with your product or service.

The goal of your image is to attract the eye, leave the message to your title and ad copy.

How you can do it:

Find an image of a baby or pet with your product

Come up with an image which works with the title

For instance, if your product is an A/B testing ebook, how about a picture of twins in different hats?

Funny or Odd

Depending on your business' audience, employing a funny or odd image can seriously increase your conversion rates. Not only do they attract the eye, they encourage your reputation as a fun, casual brand. If this is what you're going for as your Facebook brand persona, go with it. If not, steer clear.

BarkBox has found a great image below. It's eye-catching and also promotes their product (as the dog seems pretty happy with his BarkBox).

How you can do it:

Use a fun image, like a cute pet or baby with your product

Use an image that looks slightly off or exaggerated to cause Facebook users to do a double-take and engage

Asking your Facebook Fans for user-generated content (through a photo or Pinterest contest for instance) is great for uncovering funny, interesting, or inspiring images.

Testing your ad images

Knowing the top six image categories for Facebook is extremely valuable, but you should still test your individual images to be sure you're getting the best response rate.

BlueNile is split testing the advertisement below - changing only the image to see which people respond best to.

How you can do it:

- Use the Wishpond Ad Tool to create a campaign and, within it, create two advertisements
- Run the first advertisement for a set period of time, taking careful note of its metric performance - this advertisement is your 'Control'
- After a set period of time, publish the next advertisement, changing the image, title, copy or Call-to-Action
- Watch its metric performance for the same period of time to determine which variation performed the best
- If you feel an advertisement should be performing well, but isn't, try changing its targeted demographic before throwing it out.

CHAPTER 4

INTEGRATING YOUR FACEBOOK AD WITH YOUR LANDING PAGE

In this chapter we'll take a look at four Facebook advertisements and their corresponding landing pages.

We'll tell you how you can be sure the two are optimized and working together to convert.

We'll examine product promotion through a discount, promoting a white-paper or E-Book, retargeting your promotion, and promoting your contest. This will give you the full range of advertisement and landing page integration.

Product Promotion with Discount

I recommend advertising on Facebook with a discount or coupon as it sets you apart from other ads. Remember users aren't on Facebook to shop, nor are they searching for your products. Discounts give users an incentive to click. ClearlyContacts has used a discount with their 'FREE Designer Glasses' advertisement below.

What I like:

- **Offering a discount to first-time customers:** Discounts and coupons are useful when advertising on Facebook. They set your advertisement apart and increase your Click-Through-Rate
- **Using the word 'Free':** It's no surprise that words like 'free' increase engagement. I also like that they highlighted it (twice!)

What I'd Change or Test:

- **A model:** I would definitely recommend putting a face behind the glasses. In my article 4 Ways to Combat Facebook Ad Fatigue I discussed the importance of an image, and how recent studies have found the face of a happy woman to be the best picture for ad engagement.

The landing page:
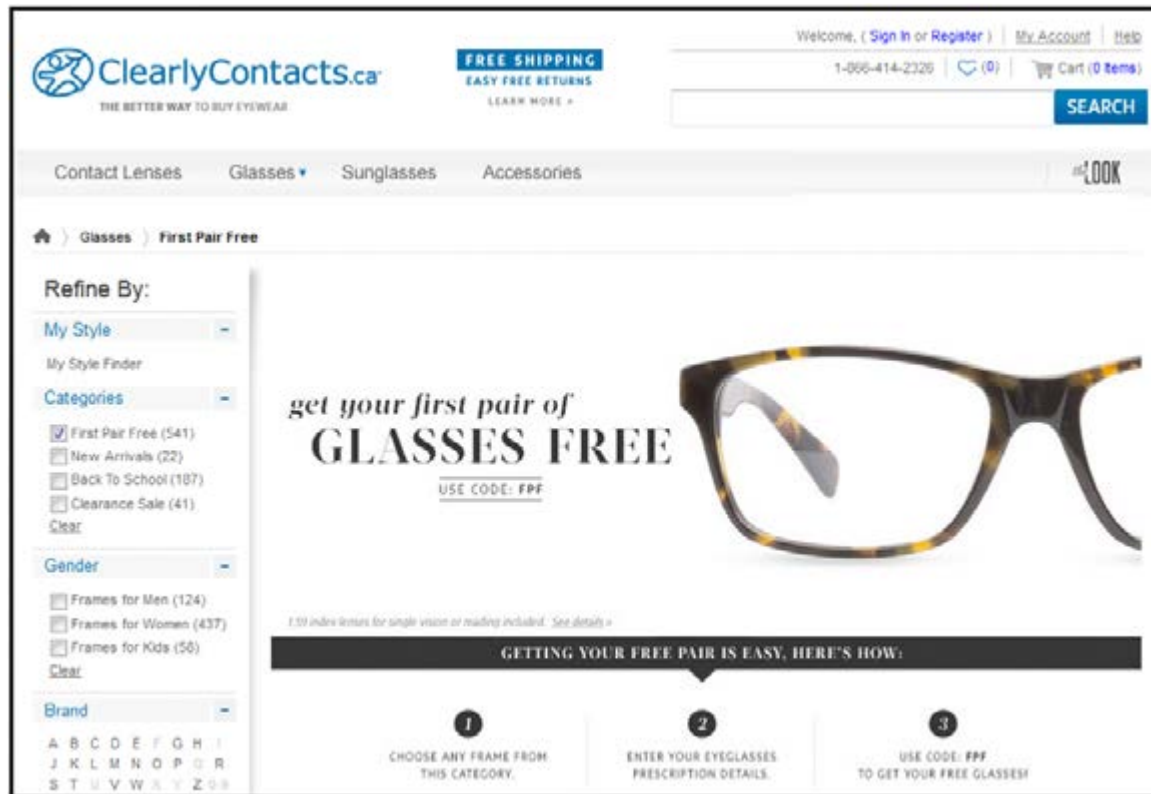
What I Like:

- **The design:** Black and white create a very clean, professional landing page. The layout is great with the main image and title slightly off-center, the three CTA's below, and the sidebar on the left.

- **The 'Refine By' sidebar:** The 'Refine By' drop-down options on the sidebar increase will increase their conversion rate. It shows they have more to offer than just free glasses.

- **Three clear CTAs:** Step 1, 2 and 3 are all great CTA's that not only encourage conversion, but also tell people how to get the discount.

What I'd change or test:

- **Removing the top navigation bar:** Landing pages should be focused. You don't want to give visitors the easy option of doing anything but the main action you've provided.
- Why they're good together:
- **The same image:** Creating congruity between your advertisement and your landing page is key to conversion. There should be no confusion that your ad link has sent a potential customer to the wrong place.
- **The same text:** Repeating 'get the first pair free' continues the congruity and integration of the advertisement and landing page

Promoting a White-paper or E-Book

Facebook is a great place to promote E-Books, Guides and White-Papers. With Facebook Power Editor you can target your audience by interests, profession, location, age and gender. This gives you fantastic control over who sees your advertisement, which works well for B2B and Facebook marketing to professionals. Here's an example from Marin Software:

What I like:

- **A clear value proposition:** This advertisement offers top tips to drive ROI, awareness and revenue - creating a clear value proposition tempting to its target audience of marketing professionals.

What I'd Change or test:

- **Changing the image to a person or image:** Including text in your advertisement's image goes directly against Facebook advertising best practice, which is to keep your image eye-catching, simple, and without text.
- **A CTA as the title:** I'd definitely test 'Get the ROI Guide' instead of their business name as the header. This would draw attention far more than 'Marin Software' does.
- **Their business name in the text:** I'd recommend "Marin Software gives you top tips…" in the ad write-up rather than the headline.
- **"Free":** Like we saw above with ClearlyContacts, using the word 'Free' could increase engagement. If you are offering a free guide, service, or a discount, definitely let people know.

The landing page:

What I like:

- **The simple layout:** This is a very simple and effective landing page format. The entry form clear and large on the right side, a great CTA, and an obvious title leave nothing to the imagination. I also like the lack of unnecessary distractions. They know their target audience is marketing professionals and they design for that demographic.
- **The clear CTA:** Orange is one of the best colors for landing page CTAs: it contrasts with almost everything and catches the eye fantastically.
- **The entry form:** Knowing information like phone numbers, job title and (especially) monthly search marketing spend is extremely valuable for Marin Software's email marketing and lead nurturing.
- **The bullet-point 'Download to Learn' breakdown:** Giving business-people a quick and easy breakdown of what your E-book offers is vital to encouraging them to download.

What I'd change or Test:

- **The colors:** I'd test a different color font, as the dark grey on light grey is difficult to read.
- **The Header:** I'd test matching the 'Get the white paper' header at the top of the entry form to the same orange as the CTA button below. Once again, it's difficult to read and you want it to stand out.
- **The CTA:** I'd A/B test different wording for the CTA, as 'Submit' doesn't jump out at me.

Why they're good together:

- **Cohesion:** The color scheme, font, and language (Top Tips for Building Awareness and Driving Revenue) match - creating a cohesive feel to the campaign.
- **The value proposition:** The advertisement communicates a value proposition well which, despite a somewhat lackluster appearance, does the job of encouraging click-through to the landing page.
- **The landing page:** The landing page is good: it's simple, designed for marketing professionals, with a great entry form and a clear CTA.

Re-Targeting a Lead

What is Re-Targeting?

Re-targeting is the ability to automatically advertise to a specific Facebook user after they have completed a set action.

Here's an example of how it could work:

- You run an advertisement driving people to download your E-Book or white paper (see above)
- A Facebook user clicks your advertisement and trafficks to your landing page but doesn't download.
- Because you've placed a Conversion Pixel on your landing page, Facebook (and you) can specifically retarget the same user on their News Feed, prompting them to convert.

The action you've set could be anything, from clicking on a product or viewing an online webinar to placing something in an online shopping cart. For more information about Conversion Pixels (they're seriously awesome) check out my article How to Use the Facebook Ad Conversion Pixel to Track ECommerce Checkouts.

One of the main providers of automated Retargeting is Adroll, a website I visited several weeks ago. As I triggered one of their own conversion pixels, I have since been receiving advertisements like the below on my Facebook News Feed.

What I like:

- **Including an impressive business statistic:** Statistics like "our average customer earns $10 for every $1 spent" are a great use of ad space. Remember this works just as well for white-papers, press releases and E-Books.

What I'd change or test:

- **Different colors:** I'd test a different colored border for the image. Facebook's own color scheme is light blue and white, and testing a more eye-catching (red or green) border might improve engagement.
- **The image text:** Once again I'd recommend taking the text out of the main image. While the logo is great I'd definitely test rotating this advertisement with a picture to really grab the eye.

The landing page:
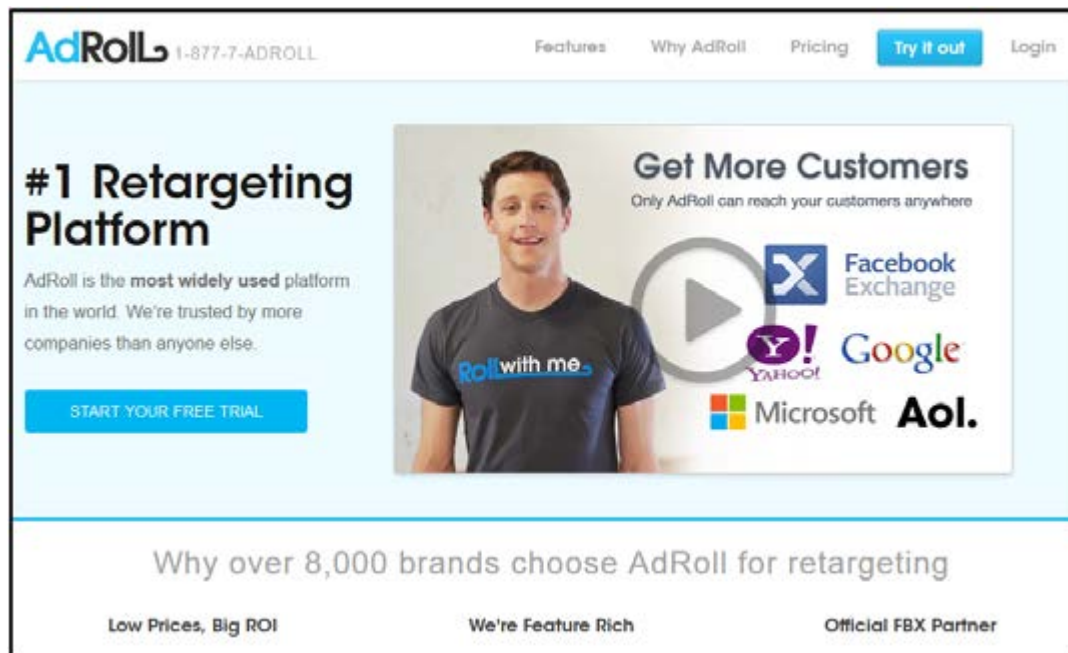
What I like:

- **Multiple CTAs:** Including 'Try it Out' and 'Start your Free Trial' (as well as another within the video player) is a great way to decrease your CPA.
- If you are going to include multiple CTA's make sure they're differently worded and far apart like AdRoll's above.
- **The image of Adam Berke (AdRoll's president):** Putting a face to the company is a good marketing move. AdRoll is a big company and this personalizes it.

What I'd Change or Test:

- **More information before I click the video:** If I'd come organically from Facebook (rather than being retargeted) I wouldn't know much about what AdRoll does. I'd like to see some more statistics or a few bullet-points about how they can work for my business before I have to click the video.
- **Removing the top navigation options:** Again, this distracts from the point of the landing page. Everything about your landing page should be focused on a single action (in this case starting a free trial).

Why they're good together:

- **Cohesion:** Once again we're seeing great color scheme and logo matching
- **Lack of repetition:** I'm actually glad they haven't repeated the '10 dollars for every 1 dollar' statistic within the landing page. It served its purpose catching my eye in the ad and repeating it would feel like it's all they have to brag about. Instead they've referred to the 8,000 brands who've chosen AdRoll (peer pressure is a great motivator in advertising)

Contest Promotion

Facebook is the best place to run a contest online. Like-Gating (which London Drugs has done below) is a great way to increase your Facebook Reach and Edgerank. London Drugs has increased their Facebook Fanbase from 5,000 to 80,000 since they began running contests in November 2012.

What I like:

- **The image:** London Drugs has taken advantage of the 'happy woman' image which tests so well (in fact, they have four). Smiling groups are a great option for a News Feed advertisement. A sidebar ad (this is in the News Feed) would cut it down to the main woman on the right, and be very effective as well.

- **The Like-Gate:** Running a contest with a 'Like Gate' is simply the easiest way (within Facebook's promotional guidelines) to increase Likes for your Facebook page.

- **The CTA:** 'Like us for your chance to win' is one of the best CTA's out there. It gets immediately to the value proposition, and tells people exactly what they need to do.

- **Product placement:** Six random smiling models wouldn't create the same effect as six models illustrating some of London Drugs' main selling points: photography, make up, pharmacy, kitchen utensils and school supplies.

The landing page:

What I like:

- **Recurring contests:** This contest is number three of three - giving Facebook users three chances to win. And although the prize is the same ($250 gift card), the themes are different: in this case Fall for Fashion, Fall for Home, and Fall for Tech. This keeps people interested and also illustrates the products London Drugs has on offer.
- **The Prize:** Gift cards are my favorite prize for Facebook contests. Remember that contests are about boosting engagement with your brand, both during and after the contest has ended. Using a brand-related prize (like a gift card

or product) ensures people who engage are actually interested in your services.

- **Theme-based contests:** Capitalizing on what people are thinking about (holidays, seasons, back-to-school, sporting events) is a great way to increase participation
- **The orange Call-to-Action (CTA) button:** Using a contrasting color for your button really works to pop it out and catch the eye. The last thing you want to do is blend your CTA into the background
- **Showing who's Entered:** A little bit of peer-pressure never hurt in a contest. Including the number of people who have already entered encourages others to engage as well.
- **Making it easy to share:** Including 'Send', 'Recommend', '+1', Tweet and 'Pin-it' buttons increase the virality of your content by 700%.

Why they're good together:
- Running an ad for a contest is similar to an E-Book, but it has the added element of "a chance to win".
- Both your advertisement and landing page copy can utilize 'chance to win' to drive conversions
- There's really no better value proposition than 'you can win this awesome prize.'

And as an added benefit, the chance to win a prize also drives more sharing between friends than an E-Book or sale.

CHAPTER 5 | HOW TO A/B SPLIT TEST YOUR FACEBOOK AD

Are you looking for a silver bullet to maximize your Facebook Ad's ROI? Have you heard of A/B Testing but think it's just for corporations with an entire marketing department and huge ad budget?

You heard wrong. A/B Testing is easier than you ever thought. And it's more important and impactful than you ever imagined. I'm talking doubling, even tripling your Facebook Ad's click-through-rate.

This chapter will break it down for you. We'll give you the five variables you need to be testing, and how to interpret your ad's performance with Wishpond's ad tool (though the rules apply for any ad tool).

We'll be talking landing page conversions because (hopefully) we all know what I mean. The partnership of an ad and a landing page works for Saas companies, B2C and E-Commerce businesses, as well as anyone running contests, for those Wishpond customers out there.

What is A/B Testing?

A/B testing is a strategy in marketing in which two versions, A and B, (the Control and the Treatment) are tested against each other. The goal is to identify changes that increase the chance of the what you want to occur, occurring.
It's used commonly for webpages, landing pages, marketing emails, and advertising. The best practices remain essentially the same across the board though:

- Change the placement and formatting of objects on a page to get a user's eye to where you want it
- Change colors to ensure primary objects stand out
- Change images to be eye-catching or elicit emotion: encourage engagement
- Change text to be appealing to the reader, and encourage a desired outcome

With advertisements, we get to add one more, **changing your target audience**.

Statistical Significance:

I won't get into this too much, but need to mention it, as a statistically insignificant change can be seen as incredibly exciting, and we wouldn't want you wasting your ad budget on a mistake.

- Before you invest your hard-earned ad budget on your 'better-performing' ad, run the results through this free A/B Test Calculator to be sure.
- Unless you're seeing a confidence level of 95% or more, you're going to need to run the ad again.
- A lack of statistical confidence can be caused by a small sample size (too few people viewed your ad)
- Or not enough of a difference between the two ad's performances (conversions or click-through-rates) to see a statistically significant result.

Our Hypothetical Facebook Ad

For this article, my "A", or Control, advertisement will be for a spa weekend sweepstakes for two. This hypothetical ad would drive traffic to a contest landing page. This kind of full-service interaction, between your Facebook Ad and any kind of landing page (E-Commerce, SaaS, whatever), is in beta at the moment, and Wishpond will be releasing it in the next couple weeks. Needless to say we're excited.

Anyway, here's the hypothetical ad - our Control for the following A/B tests:

Below I'll give four examples of how to create different versions of this ad and discuss targeting strategies as well as how to meaningfully interpret your Facebook Ad testing performance. Let's optimize your ads.

A/B Testing your Image

Images are the most important part of our Facebook Ad because they are what catch the eye of users.

Facebook Ad Rule-of-Thumb: Engage with an image, convert with a value proposition.

Facebook Ads compete with user's friends and family on the News Feed. Your image has to be more eye-catching than a picture of a user's nephew covered in spaghetti sauce.

So let's say we ran the control advertisement above for two days, weren't getting a lot of clicks, but did see solid conversion. This could mean people were liking our title, offer, and landing page, but few were being attracted to our ad in the first place. So let's make the image a bit more eye-catching:
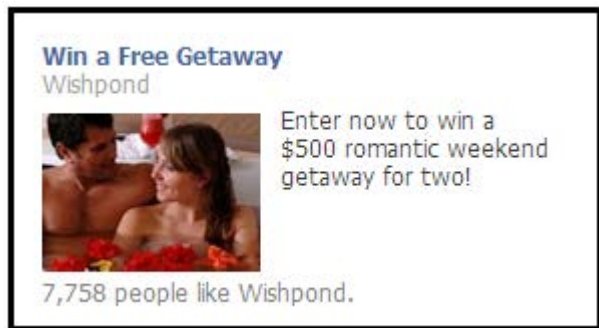
A little more red, a little more skin - let's see how it does. To A/B Test this image we run it for the same amount of time as our Control with the same other variables (landing page, copy, title, etc). We check its performance after two days and determine if we've seen an increase in our CTR.

A/B Testing your Title

After your image, your title is the most important factor in catching the eye of your audience.
In our Control advertisement we've gone with the value proposition title. Value propositions are one of the chief ways marketing professionals convince someone their ad, marketing email, or landing page is worth engaging with.
Many companies will use their logo for their title, which is fine if your logo is recognizable - otherwise it won't grab the eye like you want it to.

Another title option would be a great CTA like 'Enter to Win!' or 'Lose 20 pounds'.

Top Tip: Use Pinterest to find images. They are already socially tested. The images with higher re-pins tend to get great CTR on Facebook ads.

A/B Testing the Details

One of the amazing things with A/B Testing (and sometimes the most surprising) is how effective a small change can be. A border around your image, a slight shadow, the word 'now' within your body copy, or the subtlest nuance a graphic designer throws at an image and suddenly you're seeing a 100% increase in click-through-rate.

You don't need a graphic designer either. Microsoft Paint, or free online photo editor tools like PicMonkey.com work well enough.

Details you can test:
- A colorful red, green, or orange border (something that stands out against the blue and white of the Facebook News Feed)
- A subtle shadow around your image
- A colorful background around your logo
- Increasing the yellow/green gamma on your image

A/B Testing your Ad Body Copy

The Image engages, and the title and copy convert

What does that mean?
It means without good copy all you've got is someone to pay attention (which is a feat in itself on Facebook, but 100% immaterial if they're not clicking through). The body copy of your ad is where you communicate the "why".
The copy for our Control advertisement is already pretty good. But what if we tried a whole different approach and tone? What if we targeted parents and sold them on a weekend away from the kids?

In the image above you're technically seeing a 'multivariate' test as we've changed more than one variable within the Facebook ad. A true A/B test would be to change only the copy and keep the image of two people getting a massage. But Wishpond's Ad Tool makes it so straightforward to change the text and image, as well as create multiple advertisements, that we might as well test multiple variables if we think it'll improve performance.

A/B Testing your Target Audience
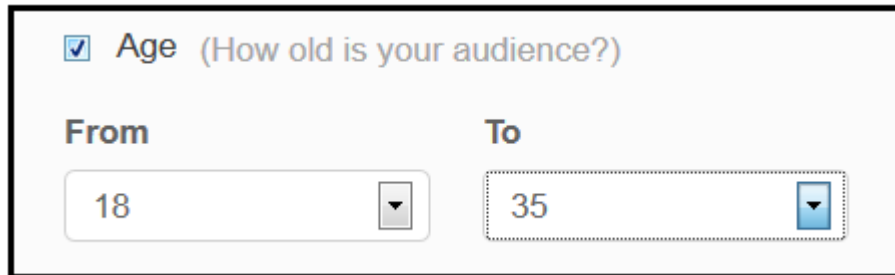
Keeping your Facebook Ad exactly the same but changing who sees it is a fantastic way to increase your conversions with little effort. Wishpond's Ad Tool allows you to target by the basic demographics (age, gender and location) but also by precise interest, broad category interests and connections. Let alone enabling you to target by existing contact list.

Let's look at a couple ways we can test changing the target audience of our Facebook Ad:

Version 1 (age):
A/B Testing an image of a middle-aged couple (instead of the young couple in our Control ad) would be worth trying, even before we test targeting two different age demographics.
But a lot of A/B Testing is common sense. It makes sense that an ad targeted at 35-65 with an image of a middle-aged couple would perform better than an ad with an image of a young, mid-twenties couple.

Version 2 (Broad Category):

Wishpond's Ad tool allows you to target based on Broad Interest. Broad Interest targeting allows you to target your audience based on what they've included in their timelines (relationship status, political leanings, travel, birthdays, new job, recently moved, etc).

This is great for our spa ad in the 'need a break?' version above. With broad category targeting we can show our ad to only parents - ensuring we're not wasting any of our ad budget. We can do the same by targeting only people in relationships (because a romantic spa day for two is useless if it's targeted at a 64 year old widower).

Other Targeting Strategies:

- Limit the spa ad to married men and change the copy to 'Give her a break!' // 'Does your wife need a weekend off? Surprise her with a 500$ spa weekend. Enter now to win.
- Limit the spa ad by 'Connection' and make it exclusive to your Facebook pages' fans or friends of fans.
- Target by custom audience and target recent customers, lapsed customers, or users who have entered your contests in the past

Top Tip: *A/B Testing your target audience is one of the primary reasons why this is for small businesses as well as huge corporations. You want to get the most out of your ad budget, and targeting the best possible audience is how you ensure you're not wasting a cent of your hard-earned money.*

Interpreting your A/B Test's Performance

Unless you know which of your advertisement versions is performing best you're wasting your time. A good analytics page is important, and knowing what you're looking at is essential.

Ad	Status	Start Date	Views	Clicks	Conversions	Daily Spent	Total Spent
Win a Free Getaway A	Active	2013-10-14	2642	131	39	$10.00	$20.00
Win a Free Getaway B	Active	2013-10-14	2157	194	56	$10.00	$20.00
Win a Free Getaway C	Active	2013-10-14	1671	124	44	$10.00	$20.00

As you can see I've created three hypothetical advertisements to test. Advertisement A is our Control. Advertisement B is our ad with the change of image. Advertisement C is an ad targeted at the 35-65 year old demographic segment.

To find our Click-through-Rate we divide Clicks by Views. For Conversion Rate, we divide Conversions by Clicks.

All the results you see below are statistically significant with at least a 95% confidence level.

Ad A: Our Control ad had a click-through-rate of about .05% - very respectable for most ads, but not fantastic with contest advertisements. Our conversion rates were about 29%.

Ad B: The change in image has increased our Clicks substantially, giving us a click-through-rate of almost .09%. Awesome! Our conversion rate stayed about the same at 28%.

Ad C: As you can see, our ad views have dropped off with the change in audience (targeting only 35-65s). This is because we've essentially cut our reach in half. Did it pay off?

Our click-through-rate was .07%. So yes, it did pay off - but not as substantially as I'd like. So maybe we go on to test the same demographic target with a middle-aged couple in the image and see what we get.

Our conversion rate was 35%.

What does this mean?

It means A/B Testing works. It means a simple change of image increased our click-through-rate by 80%, and another change of image and target audience doubled it.

It also means if I ramped up my Reach metric (to 10,000 views, for instance) I could be getting almost 300 conversions from one ad.

As far as conversion rates go, I like seeing this kind of consistency (around 30%). However, if I've worked this hard to attain a Facebook Ad click-through-rate of .1%, I would definitely take a look at A/B testing my landing page. You'll have to wait a bit for that article, though.

CHAPTER 6 | **HOW TO COMBAT FACEBOOK AD FATIGUE**

Do you see the performance of your Facebook Ads start to drop after a few days?
If so, then your ads are falling victim to Ad Fatigue.

In this chapter we'll discuss the danger of Ad Fatigue and how you can use Ad Rotation to combat it.
We'll give you a breakdown of how Facebook Ad Manager can help with Ad Rotation and identify the 4 most effective Ad Rotation strategy to ensure you know how, when, and why to act to optimize all your Facebook ads.

What is Ad Fatigue?

Facebook Ad Fatigue occurs when your ad's target audience is shown your ad too many times and your Click-Through-Rate drops as your Frequency rate (how many times it's seen) increases.

Why this happens:
1. Users are shown your advertisement frequently (every time they sign into Facebook - on average 13.8 times/day according to recent data)
2. Your ad is competing against photos and statuses on Facebook user's News Feeds
3. People become inured to your advertisement and your Click-Through-Rate (CTR) drops

Rotate your Ads to Combat Ad Fatigue

Rotating the variables within your ads (Ad Rotation) stops Facebook users from becoming Ad Fatigued. Ideally, as soon as your ad starts losing efficacy it gets rotated out and replaced with a different version.

How often should I rotate?
Some experts say to rotate your ads weekly or every two weeks, others suggest every three days. Others say to have two or three ads revolving constantly. Personally, I'm a big believer in the fact that your business is unique; your marketing

strategy is unique, and so are your Followers.

Ignore the 'rules-of-thumb' and instead keep a close eye on your Facebook Ad's metrics in your ads tool.

Change up the colors to make sure you stand out

It's no great revelation that Facebook's color scheme is blue and white. If you employ the same colors your ad will blend into the News Feed and people's already tired eyes will skip over it. If your product image is blue (perhaps it's unavoidable) try putting it on a colored background.

BCHydro's advertisement below is a great example of a bad mistake.

Even if your title, text, CTA and offer are solid (which in this case they are) nobody's going to see them if your colors don't grab the eye. Remember, you're competing on the News Feed with pictures of babies covered in spaghetti sauce.

Vary your wording

Vary your headline: Use your brand name, a call-to-action, and (my personal favorite) a question. Remember, your headline can be no more than 25 characters.

Vary the main text: For the main text (90 character maximum), use language that speaks directly to your specific target audience.

Men like entertainment and humor. If you're marketing men's body wash try:

- "How do your smell? Try new Acme Shower Gel and you'll be smelling like this guy." with a picture of a rose in a top-hat and monocle.
- Women's lotion? Try a more subtle approach:
- "Mini-skirt weather? AcmeSheaButter gives you silky smooth skin for summer.'

Oh, and check your copy...

Keep your images simple to ensure immediate understanding

Recent studies are saying that the best image for a Facebook ad is of a happy woman (who knew?)

My main recommendation is to keep it simple:

- Choose eye-catching images that look great when big, up close, and small.
- Don't include text in your image.
- Avoid images with a lot of details.

And always remember, you're testing your images. See what works for you.

Apart from about 300 characters too much text, Lifetime Eyecare's advertisement below is a great example.
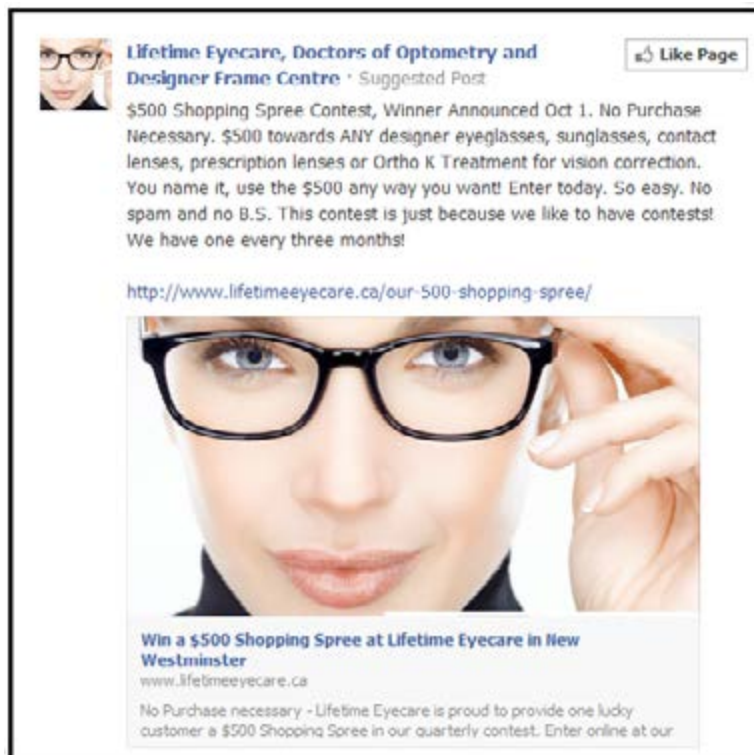
The image is appealing both in its full-sized version and also the thumbnail. There's not too much going on and the model makes the glasses look appealing. Different iterations of this advertisement could include:

- A male model in the same pose (for either gender demographic, depending on testing)
- An image focused on the eyes and glasses with an eyebrow raised
- A pair of broken glasses with a witty question in the text or headline

Include a clear Call-to-Action to ensure you're getting something out of your ad:

Your Facebook ad is useless without a strong and clear CTA. With Ad Rotation you should test out five or six different CTAs for the same product.

5 CTA's equivalent to: 'Sign up for our 6-week SEO accreditation course now'

1. Spots for our SEO Accreditation course are disappearing fast. Enter now!
2. Need a resume boost? Earn SEO Accreditation with AcmeCert!
3. Now until September 31st - save 50% on our SEO Accreditation course
4. Optimize your company's internet presence with SEO Accreditation. Apply now!
5. Boss breathing down your neck about ROI? Sign up for our 6-week SEO Accreditatio

Bonus Tip: Demographic rotation

If you think your advertisement should be successful, but it has a decreasing CTR and increasing Frequency metric nonetheless, try changing the targeted demographic before tossing it out the window. Rotating your target demographics will keep Ad Fatigue low while still maintaining a steady stream of clicks.

I've found demographic rotation to be extremely useful for advertisements that promote a contest. Contests are usually universally appealing so demographic rotation will maintain activity with the contest without causing Ad Fatigue or a decrease in CTR.

AVOIDING THE 9 FACEBOOK AD MISTAKES THAT ARE HURTING YOUR CLICK-THROUGH-RATE

Are you not getting the click-through-rates you were hoping for with your Facebook Ads?
Are you wondering what you might be doing wrong?

This chapter will dive into the nitty gritty details that could be affecting your Facebook Ad's performance. We'll give you the nine mistakes you could be making. We'll provide examples of exactly what these mistakes look like, explain why this could be hurting your ad campaign, and what you can do to fix these oh-so-painful Facebook Ad errors.

1. Wrong Shape

It should be well-known by now that Facebook Ads display in landscape, so your image should be landscape as well. This ensures you're making the best use of the available space. The Facebook Ad below has fallen into the trap of 'well, this is the picture we have... I guess we better use it'.

How to Fix your Mistake:

If you really can't find another image that could possibly work for your Facebook Ad, I recommend using a photo editor tool to enlarge your image. If you're finding that the image becomes too distorted, simply add a rectangular box beneath it. I did the below ad in Microsoft Paint in about three seconds.

2. Wrong Color

It should be no surprise to you by now that Facebook's News Feed color scheme is white and blue. If your image is the same colors it'll get lost and your engagement will suffer.

I recommend using reds, oranges and greens in your ads, as these have proven to be the most eye-catching.

Remember the purpose of your Facebook image is to capture a user's eye. The copy encourages them to click.

The image below disappears next to bright, engaging Facebook Ads. Let alone when competing with the images, albums and status updates of a Facebook user's Friends.

How to Fix your Mistake:

If your product or the image you've chosen can't be changed, I recommend a orange, red or green border be put around it. Again, this is incredibly simple to do in any photo editing tool (you don't need to be a Paintshop Pro).

You'd be surprised at how the smallest details can have huge repercussions for your Facebook Ad's performance.
Try A/B Testing your Facebook Ad images. If you want to learn more read my article How to A/B Split Test your Facebook Ads to Maximize ROI.

3. Too Much Text in the Image

I would recommend you don't include text in your image, with two notable exceptions: the word 'Free" and a dollar amount. Both these work fantastically as value propositions.
You want your image to catch the eye and draw attention to a great headline, which in turn directs attention to a value proposition and call-to-action. Smooth out your miniature sales funnel and you'll see ad engagement increase.
The Facebook Ad below has a couple issues, but the tiny lettering is my main problem. How difficult would it have been for this vet to find a simple picture of a dog? Pets are one of the best and most-shared images on social-media.

How to Fix your Mistake:
- Keep your image simple
- Keep it colorful and attractive
- Don't be a lazy Facebook advertiser (the change in image I did below took me less than a minute)
- Be sure to check the preview of your ad before you go live!

4. Too Much Detail

Like too much text, too much detail can ruin the chance of a Facebook Ad's success as your Facebook audience isn't entirely sure what they're seeing.

Remember, when choosing your picture, that it will likely be downsized significantly (especially if you're running a side-bar ad, as most of us are). Be sure the details you do want to draw attention to stand out. And don't include anything you don't absolutely need.

The Facebook Ad I've included below, from the Guatemalan tourist board, has good copy but an image with far too much detail. I can imagine that its been taken from their website's landing page and simply downsized 1000%. In this case, it would have been far better had they chosen a simpler, smaller image.

How to Fix your Mistake:

I mentioned in #3 that your image serves the purpose of grabbing a Facebook user's attention. The Guatemalan tourist board would have been served far better with a basic image of a tropical island standing by itself amid blue waters:
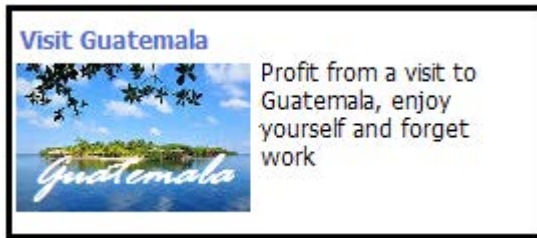

SImple, enticing, and I've kept the "Guatemala" across the entire image.

Another rule of thumb to keep in mind is to have a single focus for your Facebook Ad. If your headline, image and body copy work together to encourage a single outcome (click-through) you're doing fine. If there is more than one thing going on in your ad you need to reassess.

5. Bad Image Choice

Be sure your image makes clicking desirable, or at least doesn't hurt your chances.

The image I've included below, for a career as a social worker, makes the job look terrible. Always put your product, no matter what it is, in the best possible light.
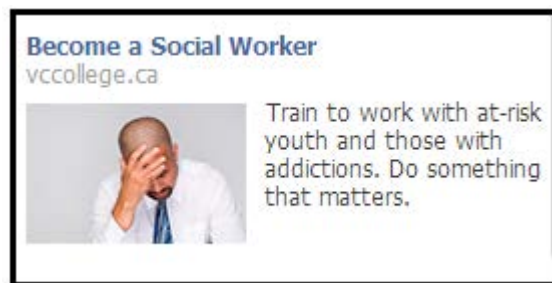
How to Fix your Mistake:

If your product is stereotypically boring, find the best result (just talk to your sales team, I'm sure they'll have something) and use it as a value proposition. And remember your image doesn't have to be 100% related to your product.

All I've done to transform this social worker Facebook Ad is taken the other side of social work, the success stories, and highlighted them.

Want to be sure you're optimizing your Facebook Ad images for click-through-rates and conversions? Read my article 6 Facebook Ad Image Best Practices that will Send your Click-Through-Rates to the Moon.

6. Copy Errors

It's been proven time and again that typos do matter in marketing. They reduce the trust your audience has in you, and can be especially detrimental in advertising.

This is because a Facebook Ad is often your business' first interaction with a possible lead. The last thing you want is an easily-fixed copy error to be the thing they notice and remember.

The Facebook Ad below is even more disappointing, as it's an ad for a university's MBA program.

How to Fix your Mistake:

Check your copy. Then check it again. This one isn't complicated, but you'd be surprised how often I see it.

7. Bad Headline

Unless your brand name is very well known I don't recommend you use it for your Facebook Ad headline. And definitely don't use your website url (see ad below).
I like questions, Calls-to-Action and value propositions for my Facebook Ad titles.

Here are five examples:
- Are you ready?
- Enter to Win!
- Get Yours Free!
- Tips to Succeed
- Get $200 Off

The Facebook Ad below, for a humorous texts website in Quebec, has as many issues as any ad I've seen yet. Not least of which is the headline. Nothing in this ad grips you:

- The image doesn't catch your eye.
- The headline doesn't offer value or a question
- The body copy is simply the words "Unusual Texts"
- There's no call-to-action. I'm not inspired or told to do anything at all
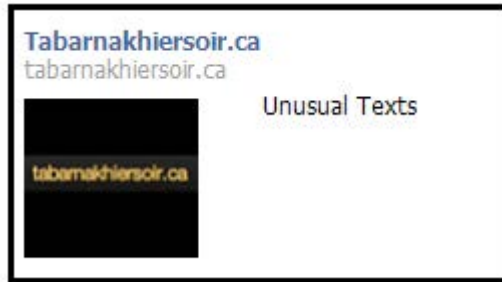
How to Fix your Mistake:

Here's what I would have done:
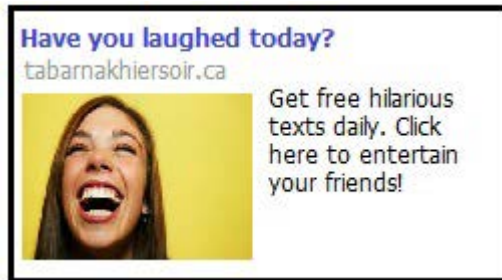
8. No Call-to-Action (CTA)

An easy thing to forget, but vital to the success of your Facebook Ad campaign, the CTA is what encourages a person to act. The image hooks them, a value-proposition sells them, but a CTA gives them the final impetus they need to click.

I'll ignore the other copy issues within the ad below for a training certificate (but really, "potentially always?") and focus on its lack of a CTA.

To be honest the image is fine, and the value proposition - always being on the right side of the market - is a good one. Yet I don't feel the need to act.

Not including a CTA in your Facebook Ad is like poking holes in your social media marketing funnel. You grab a potential lead but then don't direct them in any particular direction and they slip out the side.

How to Fix your Mistake:

The simple addition of 'Start your course today' gives the Facebook user that little extra nudge they need to click through. Always check your Facebook Ad for a CTA. Here's some great examples:

- Enter here to win
- Click to find out more
- Start succeeding today
- Get a quote now
- Do something about it

9. Poor Targeting

Poor targeting is one of the most unfortunate mistakes you can make, as it means you're wasting your money entirely.

Even with a poor image, bad headline and spelling errors, you will still get clicks on our Facebook Ad if it's relevant to the audience.

My seeing the ad below (not having children) means PediaSure has completely wasted a portion of their ad budget. And it's so easy to avoid!

How to Fix your Mistake:

Your Facebook Ad tool should allow you to target your ad. And if you don't use a tool that targets for you (like Wishpond's does) be sure you put some time and energy into targeting your ad yourself.

For the ad above it's straightforward with Facebook Ad targeting to simply focus your ad on parents. Other ads will have different targeting tactics, but it's a good rule of thumb to target as specifically as you can. Just watch that your Reach metric stays large enough.
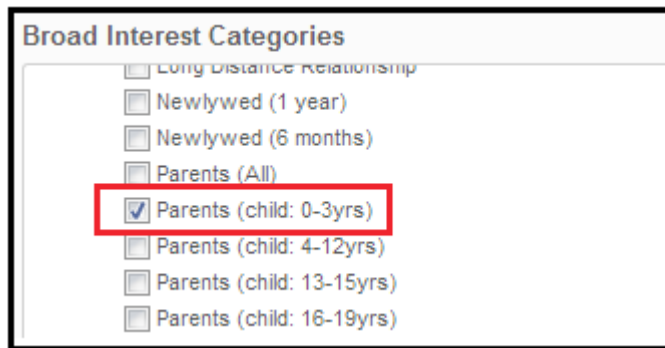
CHAPTER 8

5 AWESOME FACEBOOK AD CASE STUDIES

1. Happy Head Massage

Social Media Marketing company LocBox runs Happy Head Massage's Facebook promotion. They used socially proven Facebook posts to create Facebook Ads, and used the awesome targeting capabilities to focus on women aged 25-47 in the San Diego area.

They advertise offers and discounts on Facebook in conjunction with a great landing page. They also use 'whisper offers' - giving a 5 dollar discount to customers who mention Facebook when they come in to get a massage.

Result of advertising on Facebook:

- A 59x return on ad spend

#2. Tough Mudder

The digital marketing team at worldwide obstacle course company Tough Mudder used Facebook Ads to spread the word about their regionally-based runs. They targeted their ads geographically, by age (25-45), and by Precise Interests like 'extreme sports', and 'mma'.

Result of advertising on Facebook:

- 24X increase in sales in just two years, with Facebook being the primary advertising and engagement channel.
- 5-10X return on advertising spend on Facebook
- 5-8X higher click-through rate (CTR) for Facebook ads vs. traditional ad displays

#3. Canvas People

Canvas print-maker used Facebook Ads to directly drive sales. They focused their ads on memorable life moments such as getting engaged or having a child (targeting people who were recently engaged or with a newborn). They also targeted people interested in photography, dancers, inspiration and family to attract the right people.

Result of advertising on Facebook:

- 3,959 transactions as a result of their campaign
- A 1.5x return on investment in Facebook advertising

#4. Hubspot

All-in-one Online Marketing company Hubspot used Facebook Ads to drive web traffic and increase brand awareness. Their ads featured strong calls to action like 'Like HubSpot for exclusive webinar invites, blog updates, free new ebooks & more!' They A/B Split tested their ads by targeting different age segments, as well as used precise targeting to focus on people with job titles like marketing director, marketing manager, and social media manager. They optimized their ads with eye-catching images to grab people's attention along with information in the ad text about HubSpot's marketing conferences

Result of advertising on Facebook:
- 71% increase in total sales
- 39% increase in traffic to their website
- A 15% increase in their marketing ROI

#5. PhotoBarn

Tennessee-based custom photo company PhotoBarn used Facebook Ads to drive online sales and increase brand awareness. They created Facebook Contests around mother's day giving away $1700-worth of Photo-Barn products and advertised in the week before and during the two week contest. They also used Connection targeting to focus on women whose friends were already connected with the PhotoBarn Facebook Page.

Result of advertising on Facebook:
- $100,000 in revenue generated solely from Facebook
- A 18x increase in Page Likes from Facebook Ads
- 2-5x increase on ad investment from Promoted Page Likes

5 FACEBOOK AD FREQUENTLY ASKED QUESTIONS

#1. Why isn't my Ad performing as well as I think it should be?

- Make sure all the technical parts of your ad and landing page are working correctly
- Make sure your image is eye-catching and simple. Avoid small lettering and use color
- Ensure your ad is being seen by the right audience, either by having Wishpond target it, or targeting it yourself
- Make sure your product or contest prize is desirable

#2. What are some copy-writing best practices?

- Include your business name somewhere within the body or headline
- Use a great Call-to-Action like 'Enter to Win' or 'Click to learn more'
- Use a solid Value Proposition to get people to engage

#3. What are some ad image best practices?

- Steer clear of blue and white images, to avoid blending in with the Facebook News Feed
- Use bright colors (like red and orange) for your image
- Use your logo only if it's easily recognizable by Facebook fans likely to see it
- The small details can have a big impact. Think about a red border, colorful background, or shadow

#4. Should I create more than one Facebook Ad for my contest or product?

Yes. You can never be 100% sure what your audience will respond to. Creating more than one advertisement (and splitting your ad budget between them) allows you to observe what images, titles and copy your audience responds best to. This helps you optimize your later campaigns as well as use your ad budget intelligently.

#5. Why can't I see my webpage conversions in the Wishpond Ad Performance Dashboard?

Currently, Wishpond is only showing the conversion rates of Wishpond contest landing pages - your business' website landing page conversions won't appear. However, we do have a conversion tracking pixel in beta at the moment, and will be releasing it momentarily. So watch out!

CONTACT US

Thanks for reading!
We would love to give you the advantage of our experience.

Book a Personal Consultation

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Wishpond

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