WELCOME TO

Getting started with Facebook Ads

- Foundations to get in place before you start creating Ads!
- Creating basic ads using Business Manager

When logged in to Facebook, firstly check if you have a Business Manager:
http://business.facebook.com/

If not, head here to create a Business Manager:
https://business.facebook.com/overview/

PIXEL *Before you create an Ad*

- Facebook Pixel

Little bit of code that connects your website to your Facebook Ad account:

number of link clicks, purchases, add to carts etc.
everyone who's visited your website,
added an item to cart
purchased etc.

<u>CLICK HERE</u> to get up to date instructions for installing the pixel.

Before you create an ad...

FACEBOOK ADS *Before you create an ad!*

- What's your objective?

- What do you want people who see you advert to do?

- What stage in your marketing are you at? (Cold, warm, hot?)

- What is your budget?

Marketing happens before, during and after a paid ad.

Inside Ads Manager...

Adverts - leaves

Ad sets - branches

Campaigns - tree trunk

Allison Christie | www.allisonchristie.com

HOW ADS MANAGER WORKS

Campaigns – top level
(tree trunk)

Ad sets – sets of ads
(tree branches)

Adverts – individual ads
(tree leaves)

☑ **Campaign**
— Special Ad Category ✓
— Objective ✓

▦ **Ad Set**
— **Traffic**
— Dynamic Creative
— Offer
— Audience
— Placements
— Budget & Schedule

▢ **Ad**
— Identity
— Format
— Ad Creative
— Tracking

Objective
Campaign budget

Audience and targeting
Where your ad will run (placement)
Schedule

Written copy
Creative: Video / Image / Existing Post

MARKETING OBJECTIVES

COLD **WARM** **HOT**

What's your marketing objective?   Help: Choosing an Objective

Awareness	Consideration	Conversion
📢 Brand awareness	✅ Traffic	🌐 Conversions
✳️ Reach	👥 Engagement	🛒 Catalog sales
	📦 App installs	🏪 Store traffic
	🎥 Video views	
	🔽 Lead generation	
	💬 Messages	

WHICH OBJECTIVE DO YOU START WITH?

Consider:

- Your own goals
- Your budget
- Audience size (cold will be larger than warm/hot)
- Your offer
- The stage of the customer journey you are looking to engage people.

The only way to know with any audience (and any amount of experience) is to test.

Learn from a test, test again.

Be systematic.

Don't see ads that don't convert as a failure – part of a learning process.

Refine as you go.

There is no magic formula
(despite what some gurus might tell you!)

Audiences

Allison Christie | www.allisonchristie.com
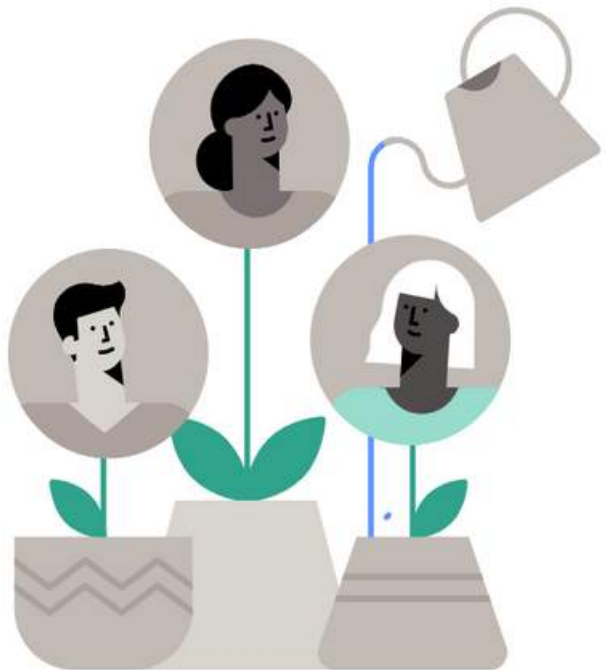
CREATING AUDIENCES - CUSTOM

Create a Custom Audience   ✕

Use your sources

🌐 Website   👥 Customer list

📱 App activity   🚶 Offline activity

Use Facebook sources

▶ Video   📷 Instagram business
                                          profile

📑 Lead form   ⭐ Events

↗ Instant Experience   🚩 Facebook Page

About Custom Audiences

Create the most relevant audiences by
adding people from the sources that matter
to you.

CREATING AUDIENCES - LOOKALIKE

Create a Lookalike Audience   ⊠

① **Select Your Lookalike Source** ⓘ   ‹ Show Tips

    ┌───┐
    │ Select an existing audience or data source   │
    └───┘
    Create New Source ▾

② **Select Audience Location**

    ┌───┬─────────┐
    │ Search for regions or countries   │ Browse │
    └───┴─────────┘

③ **Select Audience Size**

    Number of lookalike audiences ⓘ [1 ▾]

    ●━━━━━━●───
    0%   1%   2%   3%   4%   5%   6%   7%   8%   9%   10%

    Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

    [Cancel]   [Create Audience]

CREATING AUDIENCES - INTEREST BASED

Locations ⓘ	**Location:** • United Kingdom	✏ Edit

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors	Suggestions	**Browse**

Exclude People

Hide Options ▲

Languages ⓘ All languages

Connections ⓘ All people

Save This Audience

Copy / Creative

Right now, the safest place to be isn't in a Volvo.

V O L V O

Volvo Cars
Please stay home and off the streets. Together we can help keep everyone safer.

Active
Started running on Apr 14, 2020
ID: 225284285224110

AdZombies
Sponsored

🔥 We just had a fire in our office 🔥

It's OK, no one was hurt.

https://www.adzombies.com/blog/2019/4/23/ceo-or-firefighter

Are You A CEO Or A Firefighter?
From the moment your day begins, challenge after challenge is piled upon your shoulders. Of course, you're strong enough to handle it because you're the...
ADZOMBIES.COM

See Ad Details

Active
Started running on Apr 14, 2020
ID: 245400126516901

AdZombies
Sponsored

Does the world feel like it's in a tailspin?
.
Our Founder, Ken, shares his thoughts on four things to help you navigate your business through these challenging times.
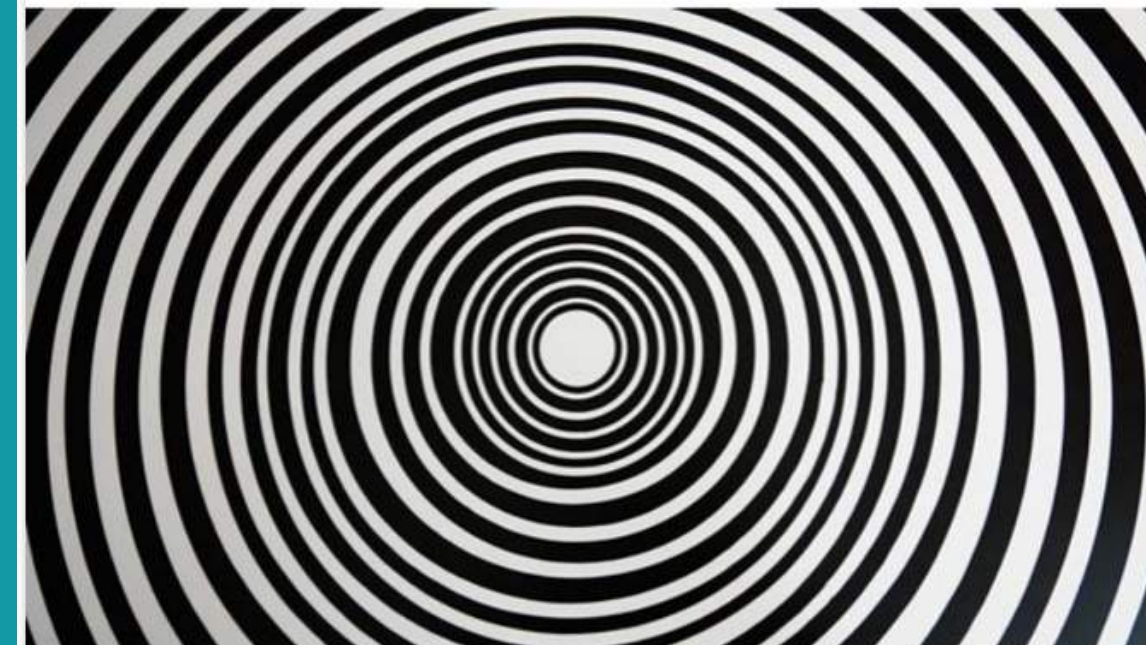
Mindset & Opportunities — Ad Zombies
The world may feel like it's a tailspin, but every good pilot knows that when the plane feels out of control it's time to focus on solutions, not dwell on the...
ADZOMBIES.COM

See Ad Details

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AD COPY/CREATIVE

https://www.facebook.com/policies/ads/

Policy

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.

Disability or Medical Condition

Examples

✅ "Bulimia counseling available"

✅ "Depression counseling"

✅ "New diabetes treatment available"

❌ "Do you have diabetes?"

❌ "Depression getting you down? Get help now."

❌ "Treat your anxiety with these helpful meditations."

AD COPY/CREATIVE

- Test images / video that will stop people scrolling.
- Use images that reflect your brand.
- Try to avoid obvious stock images.
- The more 'real' and less 'polished' images can work well.
- Avoid negative language.Don't make false claims.
- Do your research – see the ads other people are running.
- Test a couple of different images / sets of copy. You can create more than one option for copy when you are creating your ad in ads manager.

AdZombies
@adzombies

Home
Posts
Reviews
Shop
Groups
Videos
Photos
About
Community

Create a Page

Liked ▾   Following ▾   Share   ...

Shop Now   Send Message

Write a post...

Photo/Video   Tag Friends   Check in   ...

Posts

AdZombies
Just now · 🌐

NAILED IT. We are loving the creative advertisements coming out from businesses and services lately in this Covid-19 world. We've already shared some clever ads from companies like Coca-Cola, SKYN, and now National Park Service.
.
Seen any other funny or moving ads lately? Drop 'em below👇

KEEP YOUR SOCIAL DISTANCE
WRONG   RIGHT
6 ft
WRONG   RIGHT
300 ft
WRONG   RIGHT
300 ft
WRONG   GOOD LUCK
Shouldn't have been waving...
KEEP WILDLIFE WILD

Like   Comment   Share

4.9   **4.9 out of 5** · Based on the opinion of 349 people

ABOUT ADZOMBIES

We write words that sell... ANYTHING!

In The Beginning

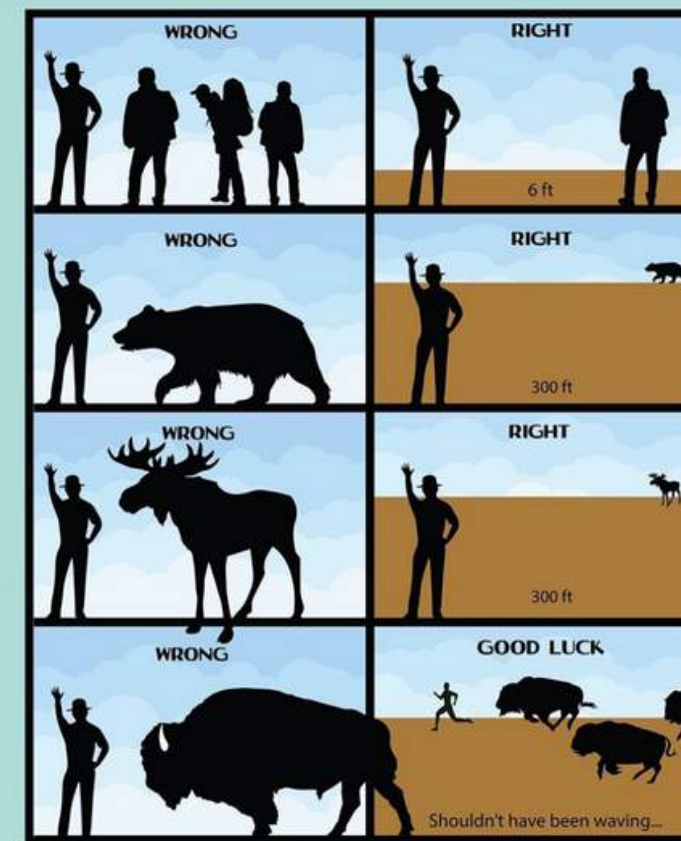Facebook is a powerful tool, one used by billions of us every day. This story is abo...

See More

Community   See All

Invite your friends to like this Page

102,938 people like this

103,901 people follow this

Suzanne Allison and 5 other friends like this or have checked in

About   See All

Typically replies within a few hours
Send Message

www.adzombies.com

Video Creator · Copywriting Service

Hours
Always Open

Suggest Edits

Page Transparency   See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - March 23, 2017

Page Transparency for AdZombies

Summary   Page History   People Who Manage This Page   Organizations That Manage This Page

Page Transparency Summary

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Learn More

Organizations That Manage This Page

No Confirmed Page Owner

See More

Page History

⚐ Page created **March 23, 2017** - AdZombies

✏ Page name has not changed

⛓ Merged with **0** other Pages.

See More

People Who Manage This Page

📍 Primary country location of people who manage this Page includes:

United States (4)

Canada (3)

Israel (1)

Ukraine (1)

+ 1 other location.

See All

Ads From This Page

🖼 This Page is currently running ads.

Go to Ad Library

Find Support or Report Page

Close

All Ads | AdZombies | ✕

AdZombies
@adzombies
102,940 likes • Video Creator
@adzombies
2,464 followers

Page transparency   See More

- Page created **Mar 23, 2017**
- Page name has not changed
- Primary country location for people who manage this Page includes: **United States (4), Canada (3), Israel (1), Ukraine (1)**

36 results
Showing ads from AdZombies.

View: 🔍 All Ads   🏛 **Issue, Electoral or Political**

Filter By: United Kingdom ▾   Impressions by Recency ▾   Platform ▾ ⓘ   Sort by ▾

Launched April 2020

3
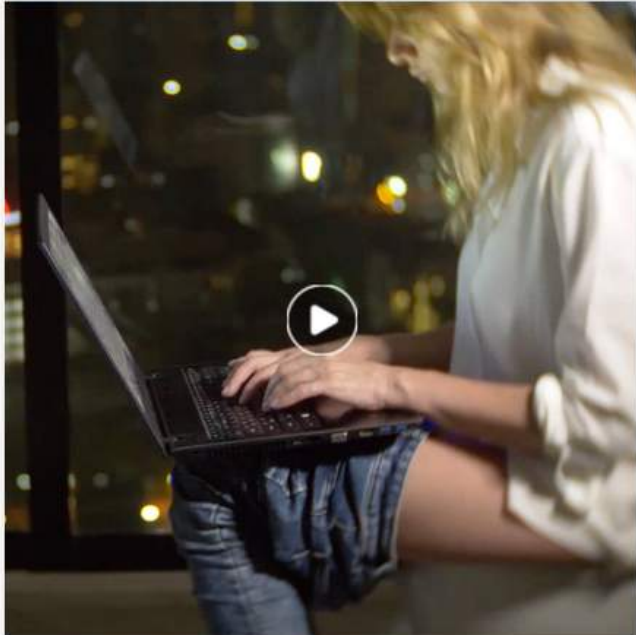
● Active
Started running on Apr 14, 2020
ID: 229435781596106
f 📷 👥 💬

AdZombies
Sponsored

We're all doing things a little different these days. So remember, drop the video call FIRST!
.
Don't worry, you can still order from us pants down, jeans off, hell... naked if you want. Tap [Shop Now] to drop one on us.

▶

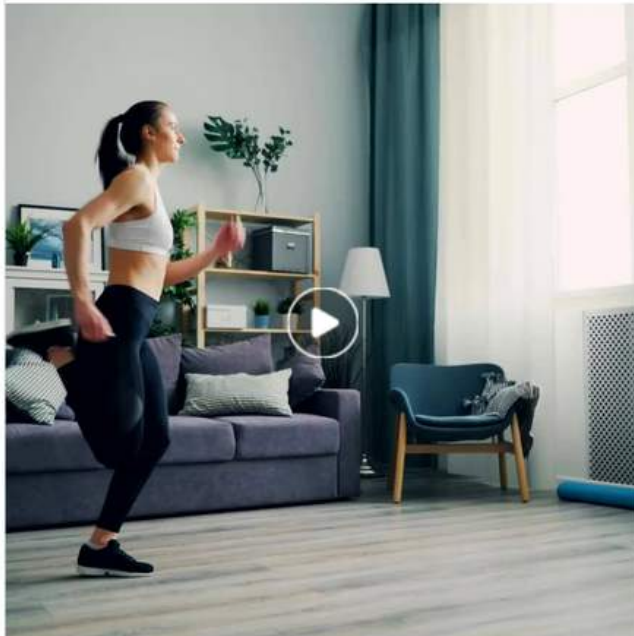**Don't Give Them A Show** 👀
where's the poo~pourri?
WWW.ADZOMBIES.COM   Shop Now

See Ad Details

3

● Active
Started running on Apr 14, 2020
ID: 214137526537096
f 📷 👥 💬

AdZombies
Sponsored

She's running late again. Too bad her boss is already on the video call. 😳

▶

Another Day In The Office
welcome to the hamster wheel
WWW.ADZOMBIES.COM   Learn More

See Ad Details

● Active
Started running on Apr 14, 2020
ID: 2967502299984316
f 📷 👥 💬

AdZombies
Sponsored

If you didn't attend Social Media Marketing Examiner's annual conference, #SMMW20, you missed out! Some of the world's top marketers, brand geniuses, and creative titans shared their secrets and revealed what's new & now in social media marketing.
.
One of the speakers bringing fire 🔥 to the stage was our...

Coronavirus, Cruises & Creative: Our #SMMW20 Wrap-Up — Ad Zombies
Ken is back from speaking at Social Media Marketing World 2020. I've got questions for him & he's got answers.
ADZOMBIES.COM

See Ad Details

SPLIT TESTING

- I usually test by running separate ads, rather than a split test.

- Test two different ads against each other.
- Best if you only have one variable between your ads.
- You can use for testing different images, videos etc.
- 4 day tests produce the most reliable results - according to FB.
- You can use the new Facebook Experiments tool to run a split test (or A/B test).

https://www.socialmediaexaminer.com/how-to-test-facebook-ads-with-facebook-experiments/

METRICS

Simplest calculation:

- What's your usual customer conversion rate in your business? (ie the number of enquiries you convert to a customer).
- What's the average spend of one customer? (Will vary depending on your business and products)

- What was your ad spend in a month?
- How many enquiries did this bring?
- How does your ad spend compare against either/or:
  - the immediate spend of a customer?
  - the lifetime spend of a customer? (ie, do they come back for more?)

WHAT NEXT?

Smarter Facebook Ads Course

- Step by step guidance on running your own Facebook Ads.

- Includes a huge amount of expertise from Melissa and Kay Peacey.

- Updated version in progress, will be released this month.

- <u>Click here to register your interest</u>

THANK YOU

Questions

Allison Christie | www.allisonchristie.com