

FACEBOOK ADS MANUAL

Everything
you need to know
to get started

Sample Chapter

Mojca Mars

The foundation of your Facebook Advertising Strategy

Great, you decided to join me on this journey! We're going to have lots of knowledgeable fun, trust me! But before we dive into all details and technicalities Facebook Advertising system has to offer, you have to answer some questions for yourself.

Answering these questions will help you create an outstanding Facebook Ads Strategy. You'll finally GRAB² the attention of the right customers or clients, inevitably pulling them towards you and your product.

But wait ... what's GRAB²?

GRAB² is an acronym for all the key points to our essential questions. You're going to be using the GRAB² technique before every campaign creation. It

will serve you as an excellent and efficient roadmap that will help you and your campaign achieve the results you're striving for.

If you ever ended up sitting in front of your computer, not knowing where to start your new Facebook Advertising Campaign, those days are finally over. You're now armed with a specific technique that will kickstart your campaign's creation in just a few minutes. But let's not waste any more time. Here's the GRAB² technique revealed.

GRAB² stands for Goal, Results, Audience, Budget, Brand.

These 5 words are extracted from the 5 key questions you have to ask yourself before creating each new Facebook Ads Campaign.

GOAL: What is my #1 goal?

What is the #1 goal you're trying to achieve? "Brand awareness and maybe some product purchases on the side" is not the right answer. It's important to stay focused at this point. We're looking for your primary goal here that will serve as the foundation for your Facebook Campaign.

Why is your #1 goal so important? Because your whole campaign will be created around that goal. Your goal depends on what Campaign Objective we're going to choose later when we get to the part of creating your Facebook Ads Campaign.

Your #1 goal could be anything from creating awareness for your new product, increasing traffic to your blog post, getting new subscribers, increasing purchases of your product or even increasing the number of app downloads.

But make sure to focus on 1 goal. Sure, your brand awareness will increase even though your primary focus will be on increasing signups to your newsletter, but brand awareness will be a side a side-effect. The main focus should be increased signups. That's what we're striving for.

RESULTS: What results do I have to achieve to be satisfied with the campaign?

Let's say your goal is increasing brand awareness. After setting up a Facebook Page Likes Campaign, how will you know you've reached that goal? By measuring results.

Based on the goal and the budget you'll set up for your Campaign, you'll probably already have a particular outcome in mind. 20 Page Likes might not do it for you, but you would be totally happy with 50 Page Likes.

Before creating every campaign, write down a specific outcome you would be satisfied with. That will enable you to track the course of the campaign and modify it a little bit to reach or surpass those results.

AUDIENCE: Who is my target audience?

You can create the best ads in the world, but if you fail to target the right audience, the ad quality won't matter because the audience that would engage with the ads otherwise won't ever be reached.

Imagine you're a successful business owner and you see ads like "Looking for a stable job?" by an employment agency in your news feed. A thing that could easily be avoided with a precise targeting plan can cause the same

agency quite a bit of trouble. Oh and we shouldn't forget that a whole lot of money can be spent for 0 results.

The importance of correct targeting cannot be stressed enough. The right audience can make a difference between surpassing your goal by 100% or totally failing with your Facebook Ads Campaign.

Define your target audience. Who are they? What are sparks their interest? What are they looking for? Be as specific as possible.

BUDGET: What's my budget?

Your budget also plays a vital role in your campaign. Sure, you can't run a paid campaign with a budget of \$0, that's not possible and you're aware of that. But that's also not what I mean.

You have to be realistic when it comes to budgeting. You can't expect to sell \$19 ebook for \$1 invested in your Facebook Ads. At least not at the beginning.

So when you get down to answering these questions, be honest with yourself. Don't say you want to grow your email list for 500, throw \$5 into ads and walk away from Facebook Ads later, saying they're not effective.

Keep in mind that Facebook Advertising is an ever-iterating process. We all start with higher cost-per-click rates but lower the price along the way as we get to iterate the ads and get more familiar with our target audience. The more you polish your campaign, the better your chances of achieving incredible success with Facebook Ads are.

But you can't polish your campaign along the way if you invest 100% of your budget in the first version of your ads, right? You'll also be left without an

in-depth knowledge about your audience which sucks since that knowledge allows you to achieve better results with less money in the next campaigns.

That's why you'll implement The Ultimate Budgeting System in your Facebook Ads campaign.

The Ultimate Budgeting System

Who knew budgets for Facebook Ads Campaign can be such a vast topic, right? But this plain and simple budgeting system is here to make campaign budgeting easy peasy.

IMPORTANT NOTE: The Ultimate Budgeting System only makes sense in using if you have a budget of \$20 or more. If you have less than that, you'll be playing with pennies. If you have a smaller budget, you can go all in by all means and reevaluate and modify your ads after the campaign is finished.

The Ultimate Budgeting System goes by the **20/30/50 rule**. But everything starts with defining your budget.

1. Invest 20% of your budget in Facebook Ads

After you'll create your ads and set your budget (we'll go into full detail about that in the following chapters), invest 20% of that budget in your Facebook Ads. You're just checking in with the campaign, testing your first ads out.

2. Turn off the ads with lower performance, invest 30% in best-performing ads

Because you'll create different ads for the same objective, some ads will naturally perform worse than others. After that 20% runs out, turn off the ads will lower performance and invest 30% in the best-performing ads.

3. Analyse the data and refine your audience

In that time and with that budget your audience will get better defined. Maybe you totally nailed your target audience, maybe it was a miss. But that doesn't matter – you now have valuable data that you can use to your advantage. You're already ten steps ahead of your competition who's not doing any Facebook Advertising at all or is doing it badly.

When 30% of your budget invested runs out, you'll analyse the data (all described in the following chapters) and see which people are most responsive to your ads. Don't worry, Facebook will show your ads to the target audience you will pick out at the beginning, but they will automatically optimise the campaign within that limits for you to get better results.

This means if your target audience were to be 40-50-year-old males from San Francisco, Los Angeles and Miami who are interested in web development, Facebook would push your advertising message to all of the demographic groups, but they might find out that men from Miami are not responding to your messages. In that case, they might lower the frequency of the ads appearing to that audience and push the ads to the audience that engages with your content the most.

But they still won't exclude the non-engaging audience. Facebook works for you. Facebook wants you to get the best results while still listening to your orders. So what you'll do when that 30% of the budget invested runs out is you'll optimise your target audience to get even better results with your Facebook Advertising efforts. That means you'll exclude the audience that is not responding to your ads so you can reach more people who are interested in what you have to say.

By examining the analytics and narrowing down your target market, you'll also get to know your audience a little bit better. You'll be armed with a price-

less knowledge you can use over and over again when creating new Facebook posts, campaigns, etc.

4. Invest 50% of the budget in your refined ads

Now the final budgeting step follows. After narrowing down your target audience, you'll spend the remaining budget (50% of it) in your campaign. Your best message will get pushed to the right people. Your campaign is now optimised to achieve best results possible. You did it!

Now that you're equipped with The Ultimate Budgeting System, you still have to make sure your budget is realistic and in conjunction with your expectations. Expect to pay a little bit more for desired results from the beginning, but be prepared to enjoy the process of ad modification and watching great results unravel before your eyes.

BRAND: What's my brand voice?

Noisy. That's how I would describe the world we live in today. But instead of complaining about the noisiness we can leverage it to our advantage.

When was the last time you stopped scrolling through your Facebook News Feed when seeing an ad? AN ad that was so great and different from others, you just had to click and see what's on the other side?

The ads that have an effect like the one described are not only accurately targeted, but they have a unique brand voice that stands out from the crowd of overly promotional ads.

Here's the harsh truth - the vast majority of Facebook Ads you see every day are too promotional and totally lack a unique brand voice. They fail to

blend in with the updates you're seeing from your friends which means you can spot ads from a mile away. And people *avoid* ads. Mission failed.

But that's what you can use to your advantage. Be different. Dare to show your brand's personality. Big corporate brand, personal brand, doesn't matter. Each brand has its own voice.

Communicate that voice in a friendly and opened way. That enables you to blend in with the friend updates your audience is seeing.

It's a beautiful paradox: When you blend in, you actually stand out for your audience. Users don't visit facebook.com to watch ads; they come to see what their friends are doing.

Act like a friend. Give value to the user (like friends do!), make them want more.