

Facebook Advertising Guide

A Comprehensive Approach to Facebook
Advertising



Facebook Ads are everywhere these days. It's no surprise when there are over 4 million monthly advertisers on Facebook, and if you're on Instagram, there are a further 2 million advertisers.

Many advertisers are only dipping their toes in the water when it comes to advertising on Facebook and its other social platform holdings. If your only method of advertising on Facebook is boosting posts, or you're still only using Single Image Ad formats, you are missing out on endless opportunities which Facebook are offering.

Facebook, Instagram, Messenger and The Audience Network allow you to connect with over 2 billion users. Also, 20% of time spent by phone users is spent on either Instagram or Facebook. Facebook now has more advertisers than AdWords. If you are wanting to expand your share of the online real-estate and enhance brand awareness then there really is only one place to go!

The question that alludes many though, despite a huge trial and error approach, is how do you guarantee a Return on Ad Spend and how can you get the most out of those Ads. We have clients that have burnt through thousands of pounds of Ad spend without any tracking setup before reaching out to an agency for help.

There are three things you need for successful Ads:

1. **Measurability** - Constant measurement and refining of Ads in response to valid data
2. **Creativity** - Your Ads need to connect with your audience so they have to be relatable
3. **Customisation** - Ensuring that every Ad is specific and serves a granular purpose that marries audience with imagery, Ad format and content

The trick with Facebook is to learn the whole Ad platform so that you can capitalise on every element of it. Sure, we will give you a few short cuts but it is powerful and it is designed to give you complete control over audience targeting and Ad delivery. Let's delve into the tool that redefined social media for business.



How to measure and drill into your Ad analytics

This is the most important part of any Ad campaign. It is amazing how much time people put into creating Ads only to completely neglect analysing the results.

Analysing your hard work means:

- Being able to see clear strategy wins and where to put more budget
- Knowing when a campaign was not successful and being able to drill into why it wasn't
- Mining data such as age groups, locations, interest groups that were more engaged with your Ads than others

Ads simply do not reach their full potential if you do not drill into what they did well for your brand and ROI and where they were a little off base. If you are ploughing all your budget into an Ad that shows for women and men but men only give you a 9% engagement rate, you are losing money. Putting all of your budget into Ads targeting a female audience will significantly increase your Return on Ad Spend, or you can split out the campaign so you have specific Ads targeting both genders. From here you can turn down the spend on the Male Ads.

The best way to start Ads is often with catch-all general campaigns. But, you should very quickly move onto tailored campaigns for different audiences based on your results. Ads targeting interest groups, age ranges and genders specifically will give you far more control, make the content of those Ads far more relevant and mean you can turn budgets up and down, or off depending on ROI.

Some of the best areas to drill into are:

- Comparing metrics from past campaigns to new campaigns
- Review actions that occur as a result of your ad (do you want them to buy, visit a specific page, engage with your Ad?)
- Viewing results by the platform, device and the placement your Ad appeared (again, you can up budgets on mobile, reduce Instagram placements or play with different exposure)
- Use cross-device reporting so that you can see which devices people saw your Ads on before converting (this might stop you turning down a device if first click happens there more frequently for example)

Getting to grips with the analysis metrics is key to Ad success. You can change the way you view the data and set it up to show you different data. Here is a link created by Facebook to help explore the results of your Ads:

<https://www.facebook.com/business/help/1098535543548363>

Whatever you do make sure you analyse. Blind Ads waste money!

What Are Dynamic Products Ads (DPAs)

Before we drill into the Facebook Ad Platform I want to talk about DPAs which are still a touch of a mystery to some. They are a powerful secret weapon for eCommerce stores but some get put off by the setup or logistics of how to get them running.

If you have a Shopify, Magento or BigCommerce store then you can automatically set up dynamic Ads. They run via a supported third party integration. The simple goal is to get your Facebook pixel onto your website without editing code. That pixel can then start building audiences and collecting data so that you can target people who leave your site without purchasing.

Once you have uploaded your product catalogue and set up your campaigns it will keep itself up-to-date on price and availability. You can then pull that feed into your Ads and present them in a format that your customers simply cannot refuse.

We understand that it isn't all that simple and if you need help with Facebook Ad setup then our team does provide a setup service. Those Ads will then follow people who have left your site and remind them of your great products via carousel Ads. You can enhance them with video and imagery but the carousel Ads themselves usually lead to great returns.

The biggest tip we can offer here is to keep your Ad copy fresh. New messages tailored to your audiences and constant revisions and tweaks until you find the sweet spot. We have some clients who benefit from a video addition and others that do better with a simple, short copy Ad.

DPAs are one of the biggest wins for most clients and we always recommend setting them up. The headache of the setup is short lived (sometimes this is painless and a beautiful thing) and once they are set up you make money by doing very little. People who have hit your site once are already interested in your brand. They are essentially a warm lead and Facebook is the biggest social media platform.



So you know they are interested in your products, and you can probably guess where their browsing will inevitably take them on any given day - to their Facebook feed. You can then measure your results, try different approaches and turn down anything that doesn't give back the results you want.

If you are convinced already and in a rush to set DPAs up (you should be) then here is Facebook's integration guides for starting with the Facebook pixel. Good luck! And don't forget we can set this up and manage it for you if the setup proves anything other than a walk in the park.

Platform integrations:

[Getting started with WooCommerce](#)

[Getting started with Shopify](#)

[Getting started with BigCommerce](#)

[Getting started with Magento](#)

Tag managers

[Getting started with Google Tag Manager](#)

[Getting started with Tealium](#)

[Getting started with Segment](#)

Now we have discussed DPAs it is time to take a look at what your Facebook Ad account can do for you. Are you optimising this powerful tool to transform your business?

No?

Right, it's time you got started! We will begin with mastering Ad Formats.



Mastering Every Ad Format

Facebook offers multiple advert formats for you to use. Each format has its own benefits and drawbacks and can be used in accordance to the objectives you set out to achieve from the advertising campaign.

Single Image

Although outdated, and not as profitable as other ad formats, single image ads are still very useful. They allow you to create up to 6 adverts from a single image. For your single image ads to succeed and bring in good results, you must have an engaging image and useful, relatable text copy.

Singles image ads will not bring in as good return than other ad formats, so don't spend most of your advertising budget on them. Used correctly, with the right targeting and placements, they can help raise awareness.

To maximise your success with single image ads, keep the content fresh, don't use the same images and text repeatedly, use new images and try new text copy.

Carousel

Carousel ads are a great wave to make use of your still images. They make your adverts interactive and more engaging and give you a more visual way to push out your message or story.

There are multiple ways in which you can use carousel adverts.

- Show Multiple Products with links to multiple landing pages.
- Show one product, highlighting its multiple features and traits.
- Tell your story, or push out your message, or even a step-by-step process of how your company works.

If you want to make your carousel ads even more engaging, you can include video footage.

Slideshow

Another way in which you can use your still images is by using them in slideshow ads. Slideshow ads are a great alternative to video ads if you do not have any video footage.

Slideshow ads are also quicker and more affordable to make than video ads, and load quicker, allowing them to play smoothly on any internet connection speed. Like carousel ads. You can use slideshows in multiple ways, to show off multiple or single products, or even tell a story or explain what services your business provides. If you do have the funding, skills and equipment, you can also include videos in your slideshows, making them even more engaging.

Single Video

Videos engage your customers more than single images, so if you only take one piece of advice from this paper, it would be this. Start using video ads! Here's why:

- 500 million people watch Facebook videos daily.
- Video content will be over 80% of all internet traffic by 2019.
- As of June 2017, branded video content has increased annually by 258%.
- Viewers retain 95% of a videos message. Compared to 10% of a text copy message.

One main thing to remember when creating your videos is that 85% of videos on Facebook are watched without sound. Because of this, it is advised that you include either a transcript or narrative explanations of your video. This will allow all viewers of your video, whether they are listening or not, to receive the message you are pushing out.

Collection

Collection ads are one of Facebook new ad formats. These ads feature a collection of images, video and products which can then be opened out into a full-screen mobile experience.

Collection ads have shown strong results for many companies. Cartier; a renowned French jeweller, saw a return on ad spend 2 times better than any of their previous campaigns. Also, Hawkers saw a 51% higher return on ad spend than previous campaigns, as well as a 30% lower cost per purchase on their sunglasses products, and an 86% increase in engagement on the ad.

While they take more time and creativity to set up, collection ads do show promising results, as shown with those of Cartier and Hawkers, as well as many other companies as seen on the Facebook success stories page.

<https://www.facebook.com/business/success>

Canvas

You can create a full-screen experience on any of these ad types, making your ads more interactive for mobile users.

Canvas allows you to feature images, videos, your products, text copy and calls to action, all linking straight to your website or app.

One of the best uses of the canvas ads is for selling your products. Canvas allows you to create a mobile shopping experience, simply by uploading your product information. This is a much quicker and simpler way of advertising your products on Facebook, as opposed to using a Facebook catalogue.

Canvas ads allow us to visually send out company messages, highlighting key features of either a product, service or the core objectives and beliefs of the company. Because of this, we'd advise experimenting with canvas ads in 2018.

Utilising Every Ad Placement

There are 4 platforms where Facebook allow your adverts to be shown, these are Facebook, Instagram, The Audience Network and Messenger. Some ad formats work better on some platforms than others, and each platform offers a slightly different core demographic to another.

Facebook

Placements:

- Desktop & Mobile News Feeds
- Right Column
- In-Stream Video
- Instant Articles

We've all seen adverts appearing in our Facebook news feeds and along the right column, which are great placements if you are trying to raise your brands awareness. With news feed ads you can use any of the ad formats previously spoke about, with the right column placement however, you can single image and carousel adverts.

One ad placement which annoys many customers, including myself, is in-stream video ads. We've all seen these advertisements, you'll be there trying to watch the video your friend told you about, then halfway through the video, a video ad begins.

Despite being annoying for users trying to watch their video, for advertisers this ad placement shows fantastic results, with 70% of adverts watched to completion. Facebook has tested multiple timings in which the video ad should begin, with the in-stream advert originally running before the video you wanted to watch, it has since been moved to the middle of the video.

Instant articles are another relatively new addition to Facebook Ads. Now part of automatic placements, instant articles allow users to show their adverts within these full-screen experience articles.

Video ads work great on instant articles, with more than 70% of in-stream ads viewed to completion, and unlike other videos where only 15% are viewed with sound, 90% of videos shown with sound.

Instant articles are part of Facebook's Audience Network, which we will have a closer look at.

Audience Network

The first ad placement within the Audience Network is instant articles, which we have just discussed, as well as websites and apps which are affiliated, or in agreement with Facebook. There are 3 ad types which can appear within the Audience Network, these are interstitial, banners and native.

Ads on the Audience Network see the lowest cost-per-click compared to any other platform in which Facebook ads can appear. Because of this, if the objective of your campaign is brand awareness and you want to reach as many individuals as possible, the Audience Network is a great platform for you to advertise on.

Instagram

Instagram is great for visually appealing products and services. It is also useful if you are looking at targeting young adults, with 59% of Instagram users aged between 18 and 29.

As with Facebook, your adverts can appear within the feed on Instagram. The adverts can be either single images, single videos or carousel ads.

Single images and still images work great on Instagram, receiving 36% more likes than videos. Another great practice for advertising on Instagram is to use user-generated content to help drive conversions. Photos of your products and services which were taken by your customers, have a 4.5% higher chance of conversion when seen by an individual. This rises to a 9.6% increase once the individual interacts with the photo.

The other placement you can use on Instagram is Stories. There are 300 million daily active Story users. Videos work fantastically on Instagram Stories, where 70% of videos are watched with the sound on.

One of the biggest selling points regarding Instagram Stories is that 1 in 5 Stories results in a direct message from its viewers.



Messenger

There are 2 billion messages sent between customers and businesses each month, which makes Facebook's Messenger app a perfect place for you to advertise.

Most businesses only use Messenger as a tool in which customers can ask questions about products and services offered. However, Messenger can also be used to effectively advertise your products and services to potential customers or upsell to existing customers.

Messenger ads are the easiest way for you to take advantage of Messenger's expansive reach. These ads appear on the Messenger app home screen, and what makes these ads so easy to create, is that you can use the same design that you are using on either Facebook or Instagram.

The second placement offered by Messenger is Sponsored Messages. Here you can re-engage with those who you have already interacted with, either using live chat or through a chatbot.

Sponsored Message ads are delivered to existing conversations between your company and your customers. Sending Sponsored Messages regarding new products and services available, or announcing special promotions work best if you plan on using this ad placement.

Customising Multiple Ad Audiences

The first time you visit the audiences interface you will be asked to create an audience. This starts a process that you will do multiple times and it is at the heart of what you do on Facebook.

There are three things I want you to consider when you create audiences:

1. Are you creating them based on the type of customer you want or the type of customer you typically attract? This is important because ambition and sometimes greed can skew the success of your campaigns. You have to base your audience on data so if you have an audience persona that typically buys from your store (you can find this info in Audiences in Google Analytics) then that needs to form the foundation of your custom audience.



2. There is never one customer persona. One advert targeted around one group of people is one slice of the pie. Then you need to build out and explore different audience groups so that you can serve different content to them. A teenager will not respond to the same Ad as a middle aged businessman or an elderly retired person. If you have more than one audience and they are clear to define then you need more than one custom audience.
3. Going big and general is nice to begin with but only if you quickly chop that range down as you start receiving data. Leaving your catchment large will lead to high spend and high cost per click. The more niche your campaigns can be the lower those Ad costs will become. It is better to create multiple audiences that you can control the spend on rather than one big general campaign that you cannot tame.

The three big targeting methods you have are custom audiences, lookalike audiences and core audiences. When building out audiences the most common method used are core audiences because this is where you can select specific people based on location, interests and behaviours. You might import an email list in and build a lookalike or grow your audience out from it but we will address those in the next chapter.

Where do people usually go wrong?

There are two areas where people usually go wrong and that is not paying enough attention to the analytics and not experimenting enough.

The truly shocking truth is that EVERY campaign is different. So, some will respond well to an audience which when used again engages poorly. There are a lot of factors to consider and tweak:

- Is your title strong and eye catching and does it resonate with your audience?
- Is your content engaging, educational, entertaining or/and informative - it has to have a purpose if it is to attract someone's attention
- Do you knock the socks off your competitors efforts and generally look strong aesthetically and content wise against similar Ads?
- Is your media striking, does it create a story, or is it designed to elicit a reaction of shock, wonder, curiosity or surprise?
- Have you rushed it - eyes are on the prize as opposed to the mechanics and intricate detail of the Ad you are creating?
- Do you know your audience - do you have something they want to buy - have you got your price point or other unique selling points across?

Once upon a time you would build out an audience, upload an image and create your best post to sell some new stock items. Now, you need to consider multiple audiences and build out better graphics and stronger content to cut through all the other Ads that bombard your customers (not anyone, else's but yours) everyday!

Take these first steps

Okay, so there is a lot to it!

Here is a simple strategy to get you started. You are going to create three audiences for the same Ad but slightly different copy.

Let's use slippers as an example product.

I will have an:

Middle aged busy woman - Persona 1
Teenage boy into his gaming - Persona 2
Elderly Retired Men - Persona 3

So this is going to be a seasonal Ad as we are heading into Winter. Very quickly I have some immediate options:

For busy middle aged women I can restrict the age of course, I can choose people with job titles such as director or executive and I can tailor the copy around busy individuals.
"Let your feet rest in comfort after a busy week of rushing around!"

For the teenage boy into his gaming I have age again and I can focus on gaming in interests so that my gaming themed slippers are put in front of the right audience.
"Don't let your feet fall off as you battle for your life in World of Warcraft"

Finally for the elderly retired men you can select gender, age range and interests that are synonymous with retirement so I might select bowls, bus package holidays, knitting, cross-stitch, aeroplane modelling (its okay if you are feeling stereotypical - they cannot see your targeting choices and you can soon refine them down based on interaction).
"Pursue your hobbies in comfort this Winter"

You have three very tailored and specific custom audiences there complete with custom graphics and content.

Understanding the big 3 targeting methods

Facebook offers 3 target audience methods. These are core audiences, custom audiences, and lookalike audiences. Each offers a different way to tailor who your ads are targeting, offering various ways in which you can target either existing or new customers.

Core Audiences

Core audiences allow you to manually select who you target. You can target people based on either demographic information, their interests and behaviours, or location.

You can target individuals based on their age, gender or job titles, as well as more specific demographic information, such as life events e.g., Engaged within the last 3 months. There are many other options when targeting people through core audiences, which make it great if you are looking to target a very specific demographic.

Location targeting is one of the more straightforward targeting methods within core audiences. You can select individual, or multiple locations, as well as setting a radius around certain areas. This is useful if you are looking to only target people within a certain region or the distance from your store.

You can also target people based on pages and groups they have liked, what interests they have, and their hobbies. This makes it easy for you to target your ads to the followers of a competitor's page, who are likely to be interested in your products or services.

With behaviour targeting, you can select people based on prior purchasing behaviours and what device they tend to use. For example, you can target peoples whose behaviour suggests they could be early adopters of new technology. This could be useful if you are an e-commerce store specialising in new, futuristic and innovative tech products.

Custom Audiences

Custom audiences allow you to connect with your customers and website visitors. You can either upload a contact list or target your website and app viewers, using the Facebook Pixel.

You can also target those who have engaged with the content on your Facebook page, with a duration up to 365 days. Of course, it's more advantageous for you to use a smaller time frame, for example, targeting those who have engaged with your content within the last month.

Lookalike Audiences

From your custom audiences, you can create lookalike audiences. These audiences are created automatically by Facebook, targeting people who are like that of your current customers, therefore likely to respond positively to your ads.

Lookalike audiences work well if you have an extensive contact list, or have many website viewers, as it helps the Facebook algorithm in selecting individuals who are like your current customers.

When looking to raise awareness of your company to new potential customers, Lookalike audience targeting is a sound choice, especially if you are not sure what demographics, interests and locations you should target if you were to do so using the core audiences targeting.

Fine Tune Your Insta Ads

Instagram is an important part of Facebook but businesses too frequently do not give it the individual care and attention it needs.

The first step to fine tuning your Ads is making sure you are using Instagram insights and this gives you access to actionable information. This is where you will see results including impressions, reach, and website clicks. It will also reveal your top posts and show you follower insights so you can see what kind of audience your brand is attracting.

If you are creating your Instagram Ad through Facebook Business Manager, which is the most popular approach, then make sure you preview it! You want it to look just as good on Instagram as it does on Facebook.

If most of your audience interacts better with your Instagram account than your Facebook account then consider Instagram only Ads. These enable you to hashtag the copy and tailor the Ad for Instagram. Little tweaks can really stand out against a generic Ad for Facebook and Instagram.



Bonus Tip

To succeed in Facebook advertising, you must first find out what works for promoting your products and services, and what doesn't. No two companies will have the same advertising sales funnel, and when it comes to diving into Facebook ads, you'll never have to dive blind into the deep end, as Facebook's A/B testing allows you to test different variations of ads alongside each other.

Just like analysis is crucial to Ad success so too can experimentation. You never know what works until you have tried it sometimes. It is not creativity and experimentation that kills Ads. It is the inability to analyse that creativity and experimentation. Spend the same amount of time analysing the success of your Ads as you do creating them!

If you want to learn how to experiment with split A/B testing, AdEspresso have a fantastic beginners guide.

<https://adespresso.com/guides/facebook-ads-optimization/ab-testing/>

If you'd like help to move your Facebook Ads forward please feel free to contact the team for a free consultation.

I hope you have enjoyed reading this paper - and found some useful suggestions you can try implementing. If you have any questions or comments - please do get in touch; and if you'd like to talk to one of our Facebook Advertising experts directly please contact us here:

hello@ecomone.com

www.ecomone.com/contact

We offer a complimentary consultation specifically around Facebook Ads where we will look directly at your own account (if you have one, if you don't, no worries - we can still chat about the options)

