

 GENERAL ASSEMBLY

FACEBOOK MARKETING BOOTCAMP

TERRY RICE

TERRY RICE



- Digital Marketing Instructor at General Assembly
- Digital Marketing Trainer & Consultant Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- Facebook Certified Advertising Professional

LESSON OUTCOMES

Today, we'll cover the following topics:

- The Five Pillars for Successful Facebook Advertising
- A Deep Dive in Advanced Targeting
- The Facebook Pixel and Retargeting
- A/B Testing
- Multi-Channel Strategies
- Analyzing & Optimizing your results

The restrooms are on this floor.

The slide deck will be sent to you after class.

I'll also pass along a supporting document with additional information.

Although this is an activity and discussion based Bootcamp, I want to make sure we get through all the planned material.



I may need to 'park' some questions or discussions in order to stay on pace. I'll be sure to follow up either after class or via email.

Let's zip around the room and share:

- Your name
- The company you will be working on today, or an industry/company you're interested in
- What you are hoping to learn

THE FIVE PILLARS OF SUCCESS

THE FIVE PILLARS OF SUCCESS

Objective: What are we trying to accomplish?

Bidding: How much are we willing to pay, and what action are we paying for?

Audience: Who do we want to reach?

Creative: What experience do we want to deliver?

Optimization: What did we learn, and how can we do it better next time?

What would you like to accomplish?

How can Facebook Marketing help?

WE NEED MORE LIKES.

WE NEED LESS.



Like



Love



Haha



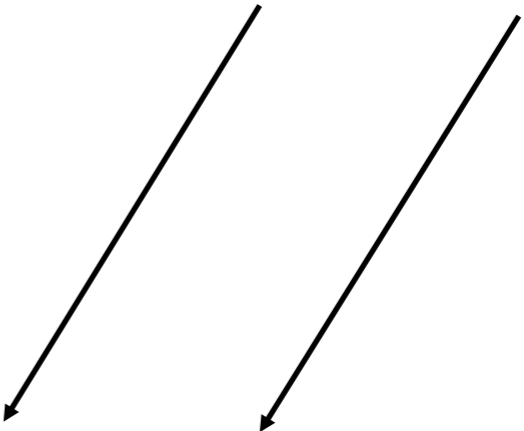
Wow



Sad



Angry



What's the Value of a Facebook Like?



DIGITAL MARKETING

**OBJECTIVE-FIRST
FRAMEWORK**

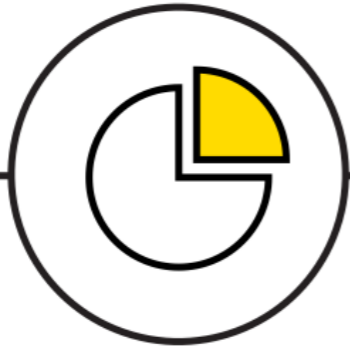
THE OBJECTIVE-FIRST FRAMEWORK

An extremely lean Marketing Plan used to Define, Develop, and Document campaign strategy.

THE OBJECTIVE-FIRST FRAMEWORK



**Set
Objectives**



**Define
KPIs**



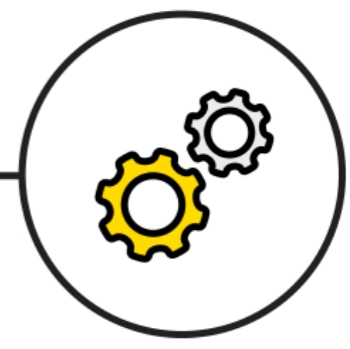
**Design
Tactics**



**Execute
Campaign**



**Measure
Outcomes**

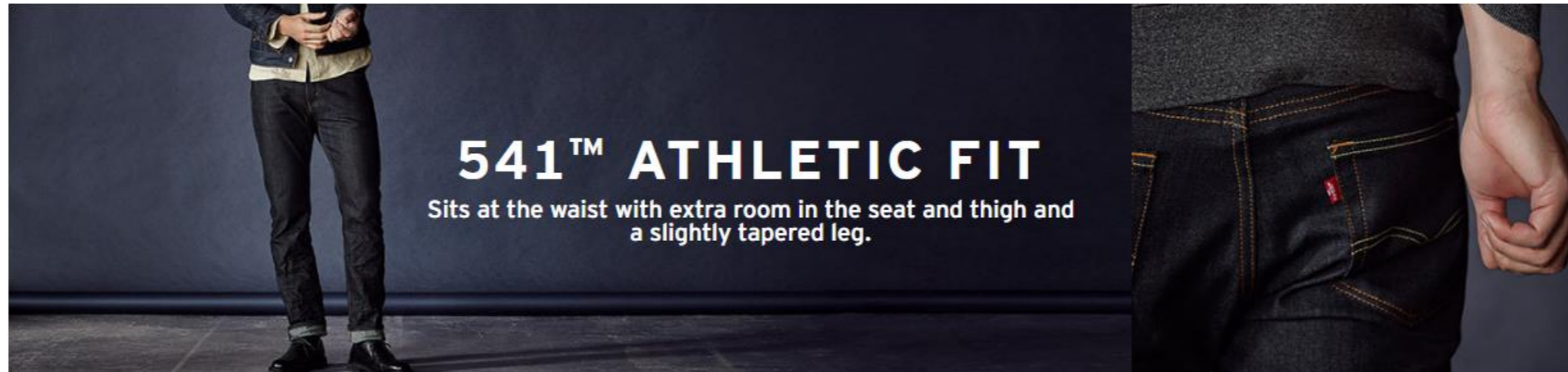


**Optimize
Results**

THE OBJECTIVE-FIRST FRAMEWORK

OBJECTIVES

Primary Objective: Our goal this quarter is to sell 50,000 pairs of the new Levi's Athletic Fit style.



THE OBJECTIVE-FIRST FRAMEWORK

DEFINE KPI'S

Key Performance Indicators

These are metrics, such as conversion rate or sales, that let you immediately know how you're tracking towards your goals.

You can think of KPIs as metrics that are “promoted” because of their importance. At the highest level, you should have no more than 4-6.

THE OBJECTIVE 1ST FRAMEWORK

DEFINE KPIS

Levi's:

- Click through rate
- Cost per click
- Conversion rate
- Cost per Acquisition

THE OBJECTIVE 1ST FRAMEWORK

DEFINE KPIS

Levi's:

- Click through rate = Clicks/Impressions
- Cost per click = Ad Spend/Clicks
- Conversion rate = Conversions/Visits
- Cost per Acquisition = Ad Spend/Conversions

THE OBJECTIVE 1ST FRAMEWORK

Our goal this quarter is to sell 50,000 pairs of the new Levi's Athletic Fit style.

Ad Budget: \$500,000

Cost per Acquisition (CPA) = Ad Cost/Acquisitions(orders)

Target Cost per Acquisition = ?

$\$500,000/50,000 = \10 Target CPA

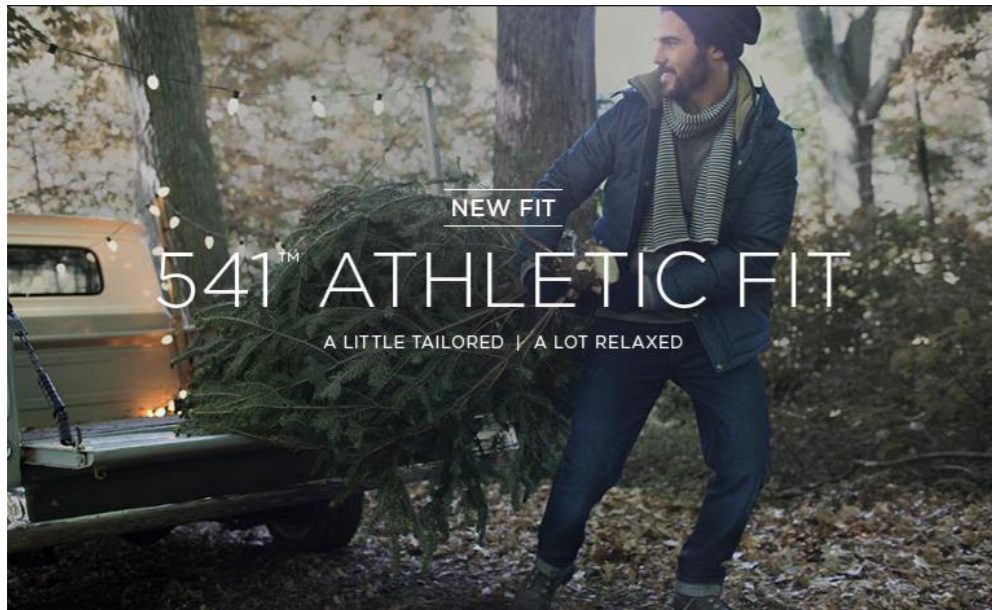
THE OBJECTIVE 1ST FRAMEWORK

In looking at our KPIs, how could we get the CPA even lower?

- Click through rate
- Cost per click
- Conversion rate

THE OBJECTIVE 1ST FRAMEWORK

DESIGN TACTICS



Age -

Gender All Men Women

Languages

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

CrossFit

Interests > Fitness and wellness

Bodybuilding

Weight training

Add demographics, interests or behaviors [Suggestions](#) | [Browse](#)

THE OBJECTIVE 1ST FRAMEWORK

EXECUTE CAMPAIGN

Platforms

- Facebook, Instagram, Audience Network

Duration

- How long are campaigns and/or ads running?

Management

- Agency, Internal

THE OBJECTIVE 1ST FRAMEWORK

MEASURE OUTCOMES

It is vital that you track your campaigns and analyze the data to find where opportunities are.

There are several ways to do so, and it's useful to use more than one source in order to validate the data.

THE OBJECTIVE 1ST FRAMEWORK

MEASURE OUTCOMES

- 63,000 units sold
- Cost per Acquisition: \$7
- Conversion Rate: 2.2%
- Click Through Rate: 2.5%
- Cost Per Click: \$.55

THE OBJECTIVE 1ST FRAMEWORK

OPTIMIZE RESULTS

Once you have analyzed your data, refine or stop your campaigns based on results.


Segment your results in order to determine the an optimal budget.

For example:

- Age/Gender
- Device
- Location


FACEBOOK ADVERTISING: BASIC

FACEBOOK ADVERTISING: BOOSTED POST



Brooklyn Greenway Initiative

Registration is now open for the inaugural Brooklyn Bike Rave on May 14, a glowtastic night ride along the Brooklyn Waterfront Greenway! Get your early bird tickets today for \$35 (through April 1st). Spaces are strictly limited!



Register for the inaugural Brooklyn Bike Rave - May 14
A glowtastic night ride along the Brooklyn Waterfront Greenway
EVENTBRITE.COM

262 people reached Boost Post

Like Comment Share

Yasef Behar Top Comments

FACEBOOK ADVERTISING: BOOSTED POST

Boost Post

DESKTOP NEWS FEED MOBILE NEWS FEED

People who like your Page [?]
 People who like your Page and their friends [?]
 People you choose through targeting [?]

Audience 1

Edit Audience | Create New Audience

Location:
United States: Brooklyn (+25 mi) New York

Age:
13 - 65+

BUDGET AND DURATION

Total budget ⓘ

\$3.00

Estimated People Reached ⓘ


230 - 610 people of 5,500,000

Terms & Conditions | Help Center

Cancel Boost

Brooklyn Greenway Initiative Sponsored · Like Page

Registration is now open for the inaugural Brooklyn Bike Rave on May 14, a glowtastic night ride along the Brooklyn Waterfront Greenway! Get your early bird tickets today for \$35 (through April 1st). Spaces are strictly limited!



Register for the inaugural Brooklyn Bike Rave - May 14
A glowtastic night ride along the Brooklyn Waterfront Greenway
EVENTBRITE.COM

- Easiest to setup
- Recommended to increase engagement

FACEBOOK ADVERTISING: BOOSTED POST

How does Facebook identify people who are interested in Biking?

The screenshot shows the Facebook 'Boost Post' interface. The background is dimmed, showing a post for 'Brooklyn Bike Rave' with a budget of \$5.00. An 'Edit Audience' dialog box is open in the center, allowing for detailed targeting. The dialog includes fields for Name, Location, Age, Gender, and Interests. The 'Interests' section is expanded, showing 'Biking' as the selected interest, along with other related interests like 'Camping', 'Hiking', 'Mountain biking', 'Bicycle', and 'Running'. The dialog also has 'Delete', 'Cancel', and 'Save' buttons.

Boost Post

AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends
- People you choose through targeting [?]

Brooklyn Bike Rave

[Edit Audience](#)

Location:
United States: Brooklyn New York

Interests:
Biking or Cycling

Age:
18 - 60

BUDGET AND DURATION

Total budget ⓘ

\$5.00

Register for the inaugural Brooklyn Bike Rave - May 14
A glowtastic night ride along the Brooklyn Waterfront Greenway
EVENTBRITE.COM

[Cancel](#) [Boost](#)

Edit Audience

Make sure to save your edits once you're done.

Name
Brooklyn Bike Rave

Location
Cities ▾ +0 miles ▾
Brooklyn, NY, United States ×

Age
18 ▾ - 60 ▾

Gender
 All Men Women

Interests
Biking ×
+ Camping + Hiking + Mountain biking + Bicycle
+ Running

[Delete](#) [Cancel](#) [Save](#)



PAINT OUTSIDE THE LINES

[LEARN MORE](#)



HAANJO EXP CARBON



HAANJO TRAIL CARBON



HAANJO COMP CARBON

BAD BOY 4

EXPLORE MODELS ✓

\$760

■ BARBECUE

□ COMPARE

🔗 SHARE

📍 FIND DEALER





[ABOUT BROOKLYN BIKE RAVE](#)

[THE EXPERIENCE](#)

[ROUTE AND SERVICES](#)

[RULES](#)

[VOLUNTEER](#)

[SPONSORS](#)

Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the [Brooklyn Bike Rave](#), a glowtastic night ride along the Brooklyn Waterfront Greenway.



Notice the lack of glow sticks and EDM?



[ABOUT BROOKLYN BIKE RAVE](#)

[THE EXPERIENCE](#)

[ROUTE AND SERVICES](#)

[RULES](#)

[VOLUNTEER](#)

[SPONSORS](#)

Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the [Brooklyn Bike Rave](#), a glowtastic night ride along the Brooklyn Waterfront Greenway.



UPCOMING EVENTS

[VIEW ALL CITIES](#)

| | |
|--------|------------------|
| JUL 23 | COLUMBUS, OH |
| AUG 6 | ASHEVILLE, NC |
| AUG 6 | GRAND RAPIDS, MI |
| AUG 6 | SACRAMENTO, CA |
| AUG 6 | CINCINNATI, OH |
| AUG 7 | MILWAUKEE, WI |
| AUG 13 | ERIE, PA |
| AUG 13 | BALTIMORE, MD |
| AUG 14 | TACOMA, WA |
| AUG 20 | BUFFALO, NY |

The Happiest 5k
ON THE PLANET™

Interests

[Additional Entries](#)

The Color Run

[Search interests](#)

[Suggestions](#) | [Browse](#)












I'd also reference places that rent bikes, or put in a plug for Citi Bike.

Why?














FACEBOOK ADVERTISING OBJECTIVES

| CHOOSING THE RIGHT OBJECTIVE

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

There are several objectives available, and you'll often use a combination of different objectives to achieve your desired outcome.












| BRAND AWARENESS

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Reach people more likely to pay attention to your ads, and increase awareness for your brand.

Use this objective when your goal is Ad Recall as opposed to a specific action.

| REACH

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Shows your add to the max amount of people possible and/or the max amount of times possible.

Optimization for Ad Delivery ⓘ












Reach ▼

Frequency Cap ⓘ

Number of days before your ad is shown to the same person again

3

| TRAFFIC












| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Send people to a destination off of Facebook, such as your website.

Individuals in this audience over-index for clicking links. However, that doesn't necessarily mean they perform a conversion event.

This is useful for branding, awareness, and audience segmentation.












| CONVERSIONS

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Optimize your ad delivery to get people to take specific actions on your website. For example signing up for a newsletter or buying a product.

Individuals in this audience are more likely to perform conversion events.

You'll need to have the Facebook pixel installed to use this objective.

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Understanding the difference between these two objectives is vital to the success of many advertisers, and it's often misunderstood.



taga[®] 2.0

Now available for pre-order
on our Indiegogo page



Live on
INDIEGOGO

Pre-order now

Let's say we're Tago, and we're looking for new customers.

-
-

Website Conversions














- Has been researching child bike seats
- Frequently buys children's apparel online
- Mother of two children

Website Clicks



- Thinks bikes are neat!
- But also thinks everything is neat!
- Doesn't even have a kid

| ENGAGEMENT












| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Engagement doesn't necessarily include clicks or conversions.

Great way to get user generated content.












| APP INSTALLS

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Encourage people to install your app based on your desired targeting criteria.

Registering your app with Facebook allows you to track conversions, and bid on a cost per conversion basis.

| VIDEO VIEWS












| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Use video ads to promote product launches or customer stories.

Video views are recorded after three seconds, you can optimize for views of ten seconds or more.

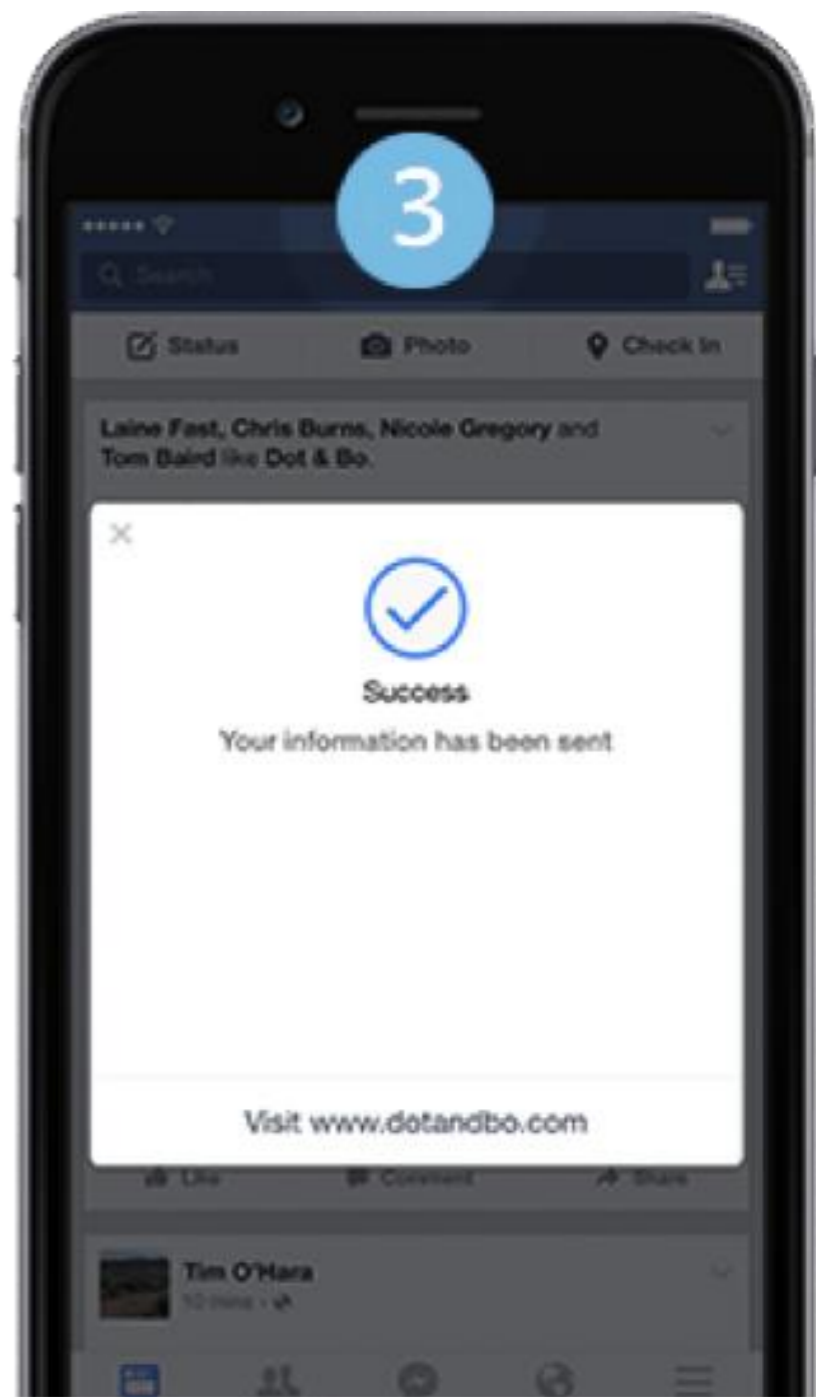
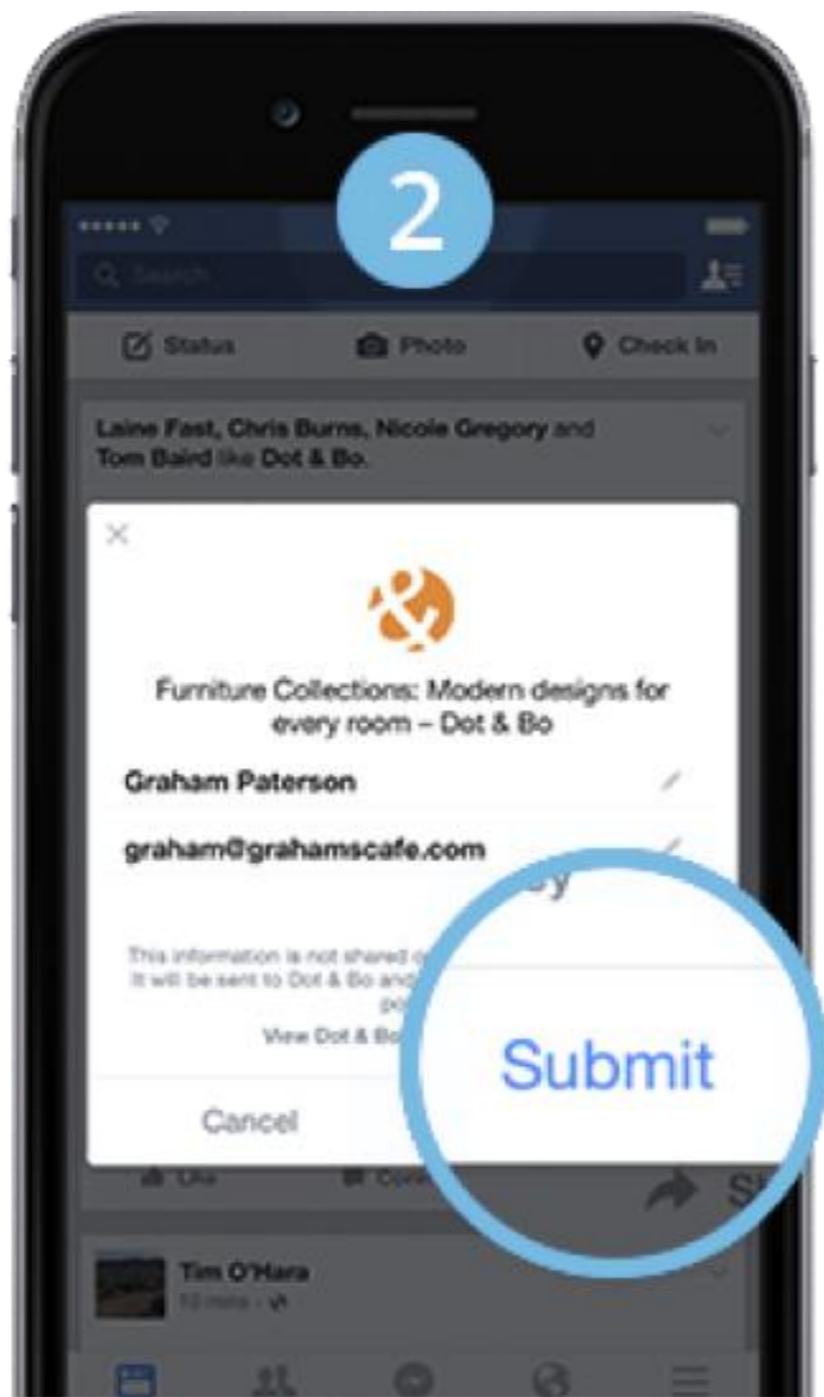
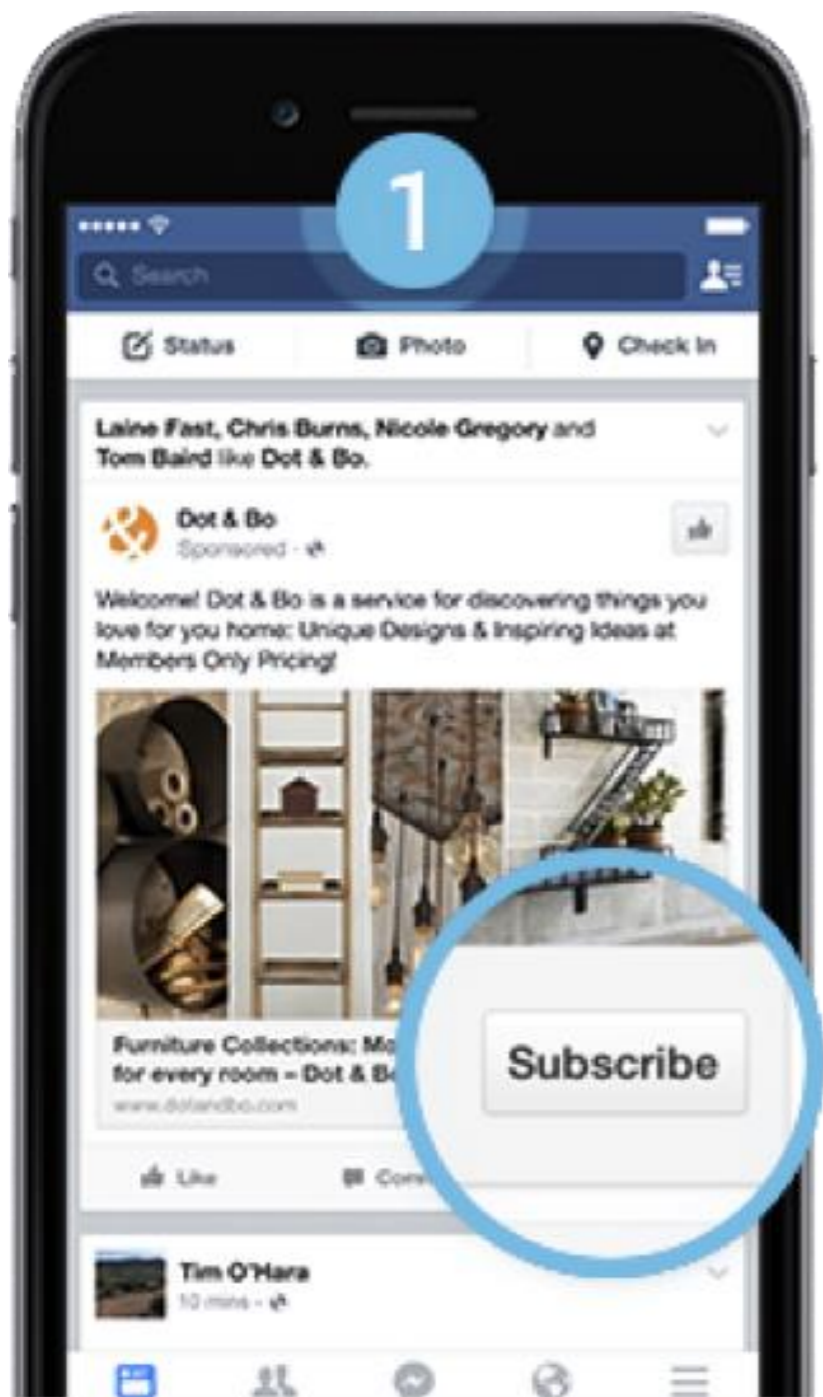
Be sure to include captions! Most people have the sound turned off.

| LEAD GENERATION












| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Optimize your ad to capture leads from within the Facebook platform.

If they click the call to action, information such as their name and email address is pre-populated, and they can choose to send this information to you.



| PRODUCT CATALOG SALES

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Dynamically serve skus from your product catalog, and leverage Facebook optimization to promote additional products.

Requires a product feed integration, typically used by more advanced advertisers.



Jasper's Market

Sponsored

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.



{{product.name | titleize}}

{{product.description}}



{{product.name | titleize}}

{{product.description}}



{{product.name | titleize}}

{{product.description}}



See more at
jaspers-market.com



Like














Comment



Share












| STORE VISITS

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

Promote in-store visits to people in a defined radius, and measure the number of visits attributed to your ad.

Reporting is more precise at a larger scale. For example, getting 100 visits per day would be more reliable than getting a lower amount.

| TARGET KPIS HELP YOU DETERMINE YOUR OBJECTIVE

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Local awareness |  Engagement |  Product catalog sales |
|  Reach |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |

We could potentially use the Conversions or Lead Generation objective to capture a prospect's contact information.

Having a KPI target makes it easier for us to determine which one is working best.



Advertiser Help Center

Hi Terry, how can we help?

[Advertising Basics](#) >[Creating Ads](#) >[Managing Ads](#) >[Direct Response & Brand Advertising](#) >[Ad Performance & Reporting](#) >[Billing & Payments](#) >[Troubleshooting Your Ads](#) >[Guides for Advertisers](#) >[Additional Resources for Advertisers](#) >[Other Help Centers](#)

Guide: Everything you need to know about getting conversions.

When used properly, ad sets optimized for conversions are one of the most powerful tools we offer to get you the results you care about. However, they can be challenging to figure out.

What follows is an in-depth explanation of best practices and common points of confusion. With this information, you'll be well-equipped to set up successful conversion optimization campaigns. This article assumes you've already implemented a pixel on your website and are able to create a website conversion campaign.

Important: Remember that just selecting **Increase conversions on your website** as your campaign objective doesn't mean your ad set's delivery will be optimized for conversions. You have to choose the conversion you care about in the dropdown of the "Conversions" section of ad set creation, and then select **Conversions** in the dropdown of the "Optimization for Ad Delivery" section.

FACEBOOK ADVERTISING: TARGETING

Time to get creative with the targeting options available to you. Think about both the interests *and* lifestyle of the prospect you'd like to engage with.

For example, let's think about the lifestyle of someone who may buy a ClassPass membership.

CLASSPASS

CLASSPASS

lululemon



athletica



Women's Health

Men's Health



LOCATION

- Country
- State
- City
- Zip Code
- Radius

If you're a local business, advertise locally.

For other businesses, you may want to only target certain areas, or perhaps allocate a large budget to more profitable areas.



Knowing they'll have a large number of olive enthusiasts attending, consider geotargeting the radius around the location of the competition.

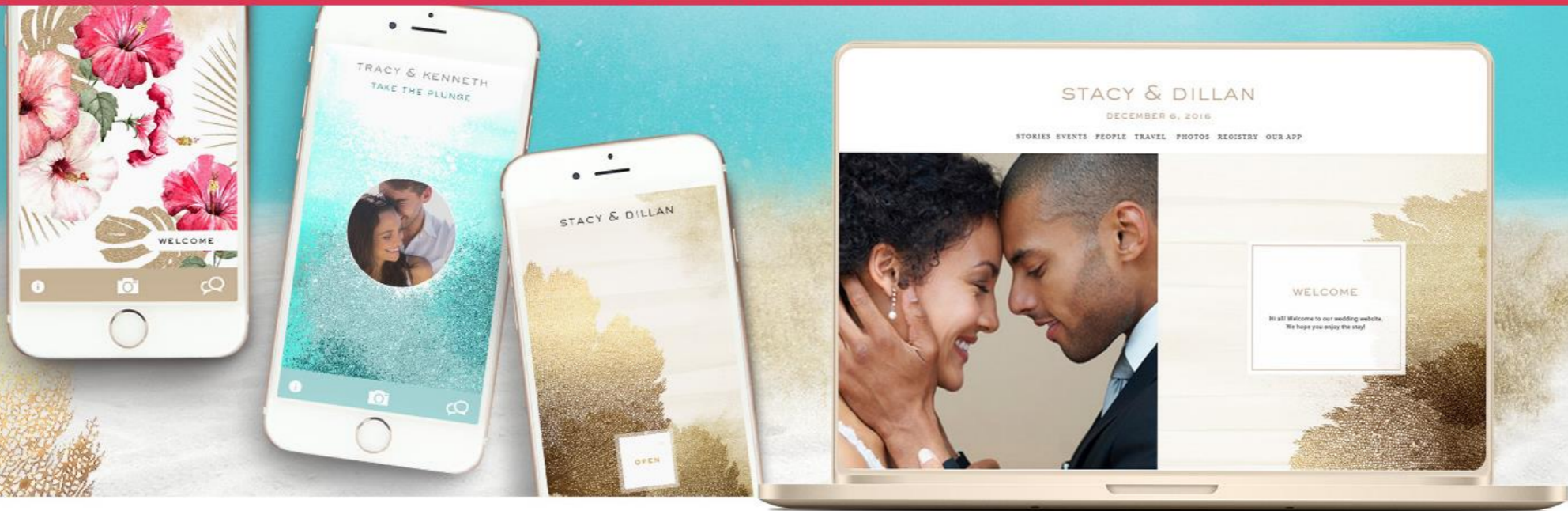


- Mumford & Sons
- Buffalo Bills
- Tattoos
- Wearable Technology



DEMOGRAPHICS

- College Attended
- Parents
- Newly Engaged



THE NEW PARADISE COLLECTION

[BROWSE COLLECTION](#)

THE STYLISH WEDDING WEBSITE AND APP

Delight your guests and keep everyone organized. RSVPs, photo sharing, privacy, travel, chat and more.

Everything you need in one place. The way it's meant to be.

[GET STARTED](#)



BEHAVIOURS

- iPhone 4 users
- Charitable Donations
- Likely to Move
- Photo Uploaders (Individuals who uploaded >50 photos in the last month)



WELLNESS TRIBE
#WELLNESSTRIBEBOX



CUSTOM AUDIENCE

Custom Audiences let you reach customers you already know with ads on Facebook.

- People on your email list
- Website visitors
 - They **do not** have to come from a Facebook ad
- People who have interacted with you on Facebook



CUSTOM AUDIENCE

Create a Custom Audience



How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

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

Cancel

EMAIL CUSTOM AUDIENCES




CUSTOM AUDIENCE

This may be a great way to activate customers who typically don't open their emails.

Segment your list the same way you would for an Email Marketing campaign.

For example, customers who have a high average order value.

Create a Custom Audience ✕

 **Choose a file to upload**

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

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

Data Type

Emails ▾

Drag and drop your file here or Upload File

Back Create Audience

WEBSITE CUSTOM AUDIENCES



CUSTOM AUDIENCE

Select high value web pages, such as someone who visited the 'About Us' section but didn't submit.

If you have a high bounce rate, consider adding multiple pages.

Create Audience ✕

Pixel ⓘ ● Default Pixel

Website Traffic ⓘ **Anyone who visits your website ▾**

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

In the Last ⓘ

Audience Name

[Add a description](#)

VIDEO VIEW CUSTOM AUDIENCES



CUSTOM AUDIENCE

Create an audience of people who have viewed one of your videos, and encourage them to watch another.

This provides you with an opportunity for storytelling.

Create a Custom Audience ×

What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

- Video**
Create a list of people who have spent time watching your videos on Facebook.
- Lead ad**
Create a list of people who have opened or completed a form in your lead ads on Facebook.
- Canvas**
Create a list of people who have opened your Canvas on Facebook.
- Page** NEW
Create a list of people who have interacted with your Page on Facebook.

[Back](#)

LEAD AD CUSTOM AUDIENCES



CUSTOM AUDIENCE





Retarget users who interacted with your Lead Ad, but did not submit their contact information.

Provide additional content that will encourage them to submit.

Create a Custom Audience ×

What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

-  **Video**
Create a list of people who have spent time watching your videos on Facebook.
-  **Lead ad**
Create a list of people who have opened or completed a form in your lead ads on Facebook.
-  **Canvas**
Create a list of people who have opened your Canvas on Facebook.
-  **Page** NEW
Create a list of people who have interacted with your Page on Facebook.

[Back](#)

PAGE ENGAGEMENT CUSTOM AUDIENCE



CUSTOM AUDIENCE

Create an audience of people engaged with your page in variety of ways.

This provides you with an opportunity to target your most active page visitors.

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page ? Page: Herba_Em ▼

Include ? Everyone who engaged with your Page ?

In the past ? Anyone who visited your Page ?

People who engaged with any post or ad ?

People who clicked any call-to-action button ?

Audience Name

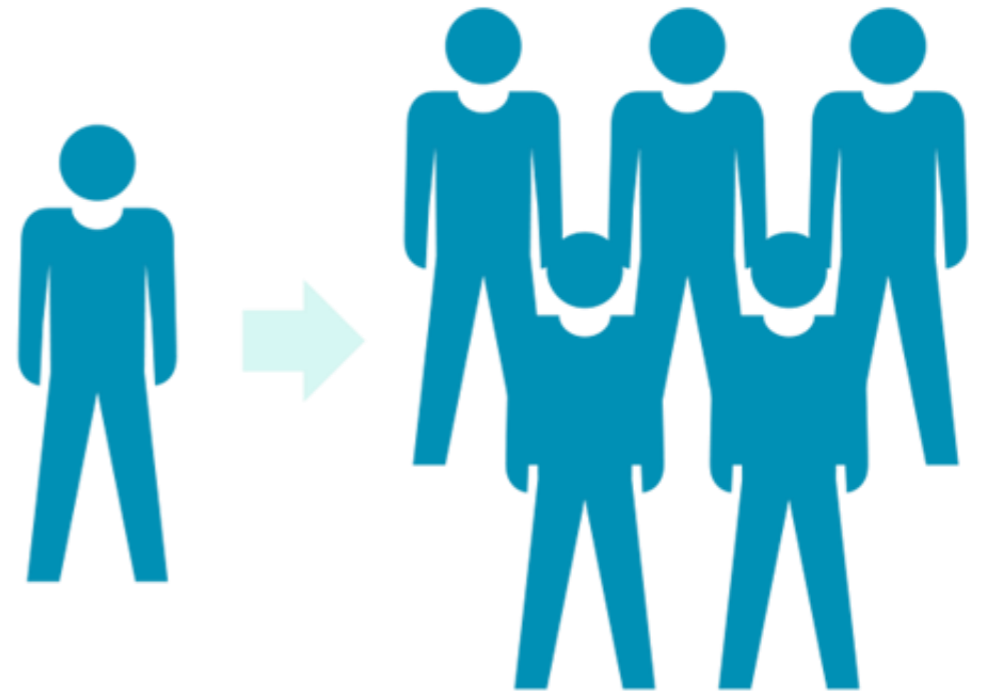
People who sent a message to your Page ?

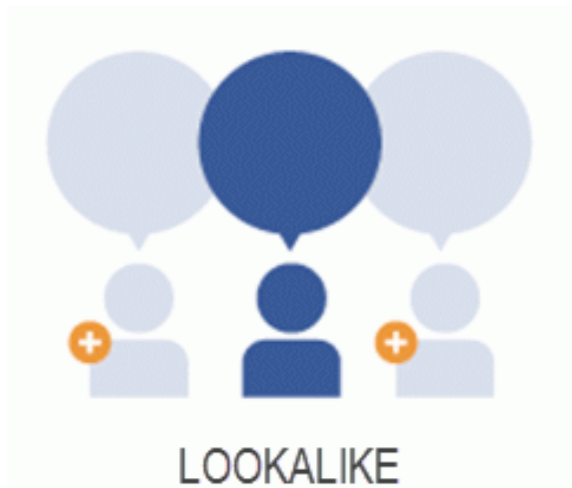
People who saved your Page or any post ?

Once you're able to connect with your target audience, another challenge can be scaling these results.

Fortunately, Custom Audiences can help solve that challenge as well.

How? Lookalike Audiences.





Lookalike audiences are based on a ‘seed audience’, which are your custom audiences.

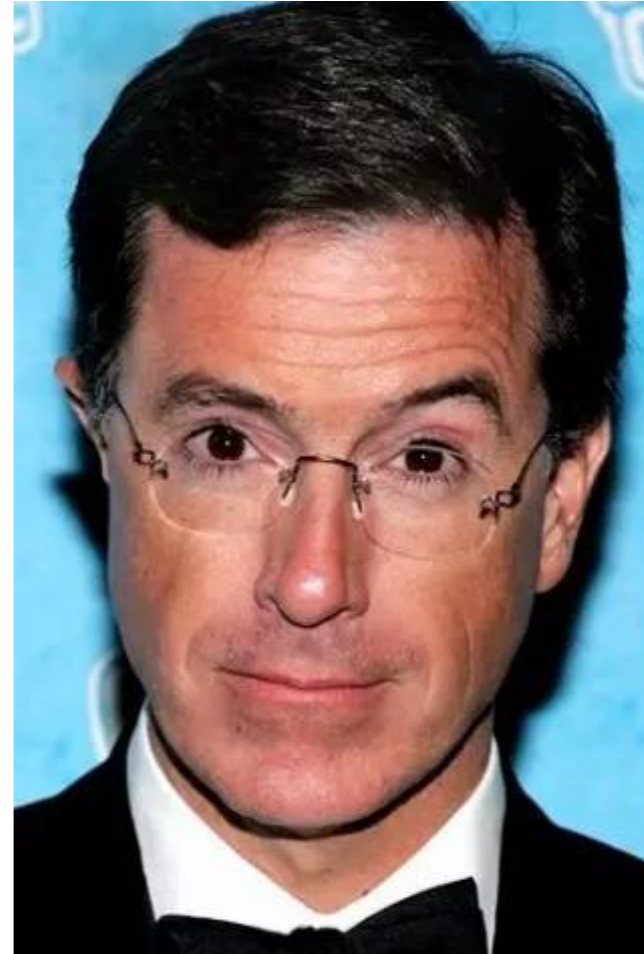
The algorithm will then find other users who are *similar* to this seed audience, based on numerous factors.

Your Customer



59 years Old
Male
High Net Worth
Uses a Mac

Their Lookalike



51 Years Old
Male
High Net Worth
iPhone User



For most Facebook Marketers, Lookalike Audiences are the best way to scale your budget in a profitable way.

ACTIVITY: CREATE A CUSTOM AND LOOKALIKE AUDIENCE

Let's go ahead and walk through creating a Custom audience and Lookalike audience. You have two options on how you would like to do so:

- You can do this in your own account.
- Follow along with me.

TARGETING EXAMPLE: HOW TO SELL A DRONE

78



Facebook gives you the opportunity to do **Lifestyle Marketing.**

“Lifestyle Marketing is brand communication that focuses on the interests, attitudes, and opinions of a group or sub-culture.”



- Radio control airplanes
- Gadgets
- Technology Early Adopter
- Income > \$200k
- Suburban/Rural Area
- Male

ACTIVITY: LET'S SELL SOME FITBITS



ACTIVITY: BEGIN CREATING A FACEBOOK CAMPAIGN

- Go to Facebook Ads Manager: www.facebook.com/ads/manager
- Select 'Create Ad' in upper right hand corner
- Use Clicks to Website Objective
- Location: United States
- Age: 18 – 65+
- Gender: Female
- Language: Leave Blank
- Include people who match the interest: Fitbit
- Stop for now

A green rectangular button with the text "Create Ad" in white, located in the upper right corner of the slide.

TARGETING: EXCLUSION AND INCLUSION

DETAILED TARGETING:

- Lower Volume
- Higher Affinity
- Higher Conversion Percentage

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ ×

Add demographics, interests or behaviors | Suggestions | Browse

EXCLUDE people who match at least ONE of the following ⓘ ×

Add demographics, interests or behaviors | Suggestions | Browse

ACTIVITY: SEARCH FOR INTERESTS BASED ON YOUR AUDIENCE

- Include people who match demos and interests aligned with one of your target audiences, write down the **exact names of interests** so you can find them again later.
- Consider:
 - Age
 - Gender
 - Location
 - Media Consumption
 - Activities
- Be sure to exclude audiences if you feel it will give you a more precise audience. For example, not everyone who likes Baseball would be a good match for selling Yankees tickets.

Timing:

10 Minutes

THE FACEBOOK PIXEL & CUSTOM CONVERSIONS

THE FACEBOOK PIXEL

The Facebook pixel tracks Visitors and Conversions from your website or app.

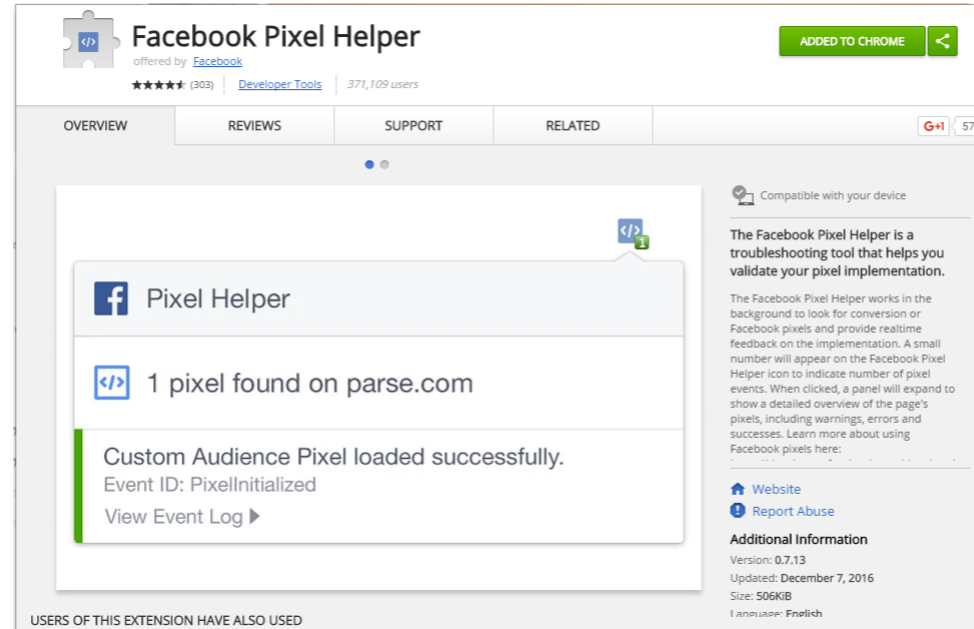
Once you have this installed, you can create a custom audience based on people who visited your website based that actions they took such as a conversion event or visiting specific pages.

You can now retarget users based on these actions.

Beyond that, this custom audience can now be used to create a Lookalike Audience, who you can serve ads to as well.

THE FACEBOOK PIXEL HELPER

The Facebook Helper allows you to verify and troubleshoot pixel implementation.



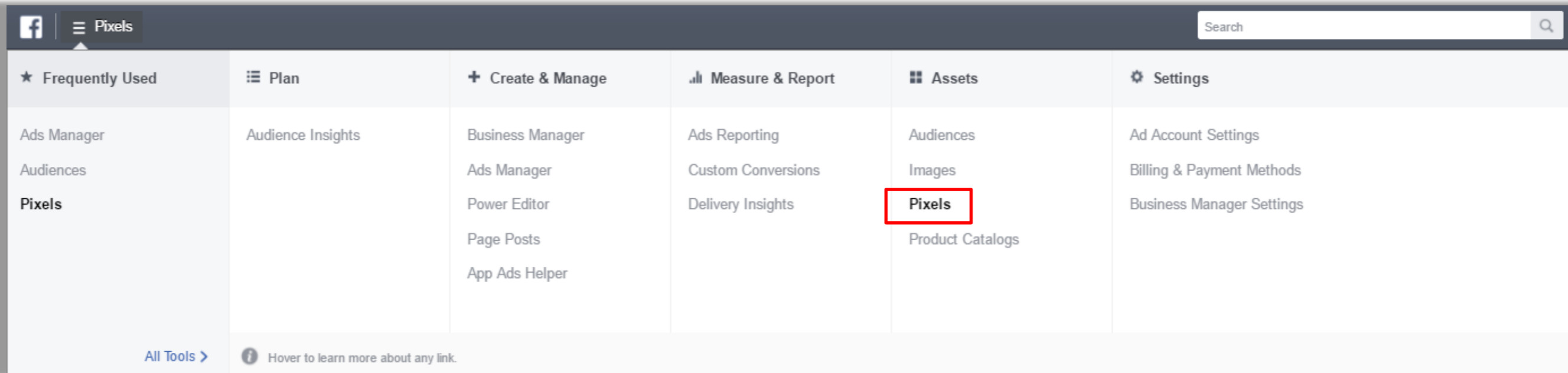
Let's go ahead and install it to our Chrome browser now: bit.ly/1XVj3f4

CHECK YOUR PIXEL IMPLEMENTATION




You may have more than one if you're working with third parties.
You should always verify why this is occurring.

CHECK YOUR PIXEL IMPLEMENTATION



The image shows the Facebook Ads Manager navigation menu. At the top left is the Facebook logo and a 'Pixels' tab. A search bar is located at the top right. The main navigation area is divided into six columns: 'Frequently Used', 'Plan', 'Create & Manage', 'Measure & Report', 'Assets', and 'Settings'. The 'Assets' column contains 'Audiences', 'Images', 'Pixels' (highlighted with a red box), and 'Product Catalogs'. The 'Settings' column contains 'Ad Account Settings', 'Billing & Payment Methods', and 'Business Manager Settings'. At the bottom left, there is a link for 'All Tools >' and a help icon with the text 'Hover to learn more about any link.'

| ★ Frequently Used | ☰ Plan | + Create & Manage | 📊 Measure & Report | 🗄️ Assets | ⚙️ Settings |
|---|-------------------|---|--|--|---|
| Ads Manager Audiences Pixels | Audience Insights | Business Manager Ads Manager Power Editor Page Posts App Ads Helper | Ads Reporting Custom Conversions Delivery Insights | Audiences Images Pixels Product Catalogs | Ad Account Settings Billing & Payment Methods Business Manager Settings |

All Tools >  Hover to learn more about any link.

CHECK YOUR PIXEL IMPLEMENTATION

Facebook Pixel | Conversion Tracking Pixel (Old) | Migration Dashboard Last 7 days: 08/24 - 08/31

Create Ad | Create Audience | Create Conversion | **Actions**

- Edit Pixel
- View Pixel Code
- Email Pixel Code
- Share Pixel

| Date | Pixel Traffic |
|--------|---------------|
| Aug 24 | 8 |
| Aug 25 | 1 |
| Aug 26 | 14 |
| Aug 27 | 23 |
| Aug 28 | 2 |
| Aug 29 | 19 |
| Aug 30 | 15 |

Pixel: Default Pixel
ID: 908519369187269

DETAILS
Created: 07/31/2015
Status: ● Active
Last Received: 8 hours ago

CUSTOM CONVERSIONS
Signed Up
Bought Something
Email Sign Up
[See All](#)

WEBSITE CUSTOM AUDIENCES
Came to site
Blog Visitors
Website Visitors | Last 30 Day

TRACKING CONVERSIONS

Facebook Pixel | Conversion Tracking Pixel (Old) | Migration Dashboard

Last 7 days: 08/24 - 08/31

Create Ad | Create Audience | **Create Conversion** | Actions

Pixel Traffic

| Date | Pixel Traffic |
|--------|---------------|
| Aug 24 | 8 |
| Aug 25 | 1 |
| Aug 26 | 15 |
| Aug 30 | 82 |

Set Up Conversion Tracking

Choose a Tracking Method

You can use the Facebook pixel to track valuable actions people take on your website and optimize your ads for those actions.

- Track Conversions With Standard Events**
Track conversions and optimize ads for them using one of our 9 standard events. You'll need to modify the Facebook pixel code you add to your website. [Learn more.](#)
- Track Custom Conversions**
Track and optimize ads for customized actions without adding anything to your Facebook pixel code. You can also use custom conversions to apply rules to standard event traffic. [Learn more.](#)

Pixel: **Default Pixel**
ID: 908519369187269

DETAILS
Created: 07/31/2015
Status: ● Active
Last Received: 8 hours ago

CUSTOM CONVERSIONS
Signed Up
Bought Something
Email Sign Up
[See All](#)

WEBSITE CUSTOM AUDIENCES
Came to site
Blog Visitors
Website Visitors | Last 30 Day
[See All](#)

Events | URLs | Domains | **Devices**

TRACKING CONVERSIONS

Custom Conversions:

No additional coding required, track conversions on a URL level.

Standard Events:

Require additional coding for your page, but acquire you to get more granular information, such as revenue generated.

Dynamic Events:

If your URL doesn't change once a conversion event occurs, you'll need to add coding to that specific action. For example, someone hits a 'Submit' button.

CREATING CUSTOM CONVERSIONS

Create a Custom Conversion ✕

Pixel ? ● **Default Pixel**
Pixel ID: 908519369187269

Rule ? **Include traffic that meets the following**

URL Contains ▼

/thankyou ✕ | Add URL keywords and

Category ? **Purchase** ▼

Choose the category that best describes the rule you're defining. Selecting a category helps Facebook learn how to optimize ad delivery for the custom conversion you're creating.

Back Cancel Next

CREATING CUSTOM CONVERSIONS

Create a Custom Conversion ✕

Name ⓘ

[Add a description](#)

Set a conversion value

Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn More.](#)

OPTIMIZING FOR CONVERSIONS

AD SET: Define your audience, budget and schedule

Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Conversion Choose a conversion

- Made a Purchase
Pixel: Default Pixel
- Search
Pixel: Default Pixel
- Complete Registration
Pixel: Default Pixel
- Lead
Pixel: Default Pixel

Custom Audiences [+ Define a New Custom Conversion](#) [Browse](#)

Create New

Locations Everyone in this location

United States

United States

Include [Add locations](#)

[Add Bulk Locations...](#)

Age 18 - 65+

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 191,000,000 people

Estimated Daily Reach

1,600 - 4,200 people on Facebook
 0 of 130,000,000

1,400 - 3,800 people on Instagram
 0 of 34,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

You'll see a green dot next to the conversion event if it's currently active. You may need to manually trigger a conversion event.

OPTIMIZING FOR CONVERSIONS

PLEASE NOTE:

If you don't have 15 -25 conversions per week you may have challenges getting delivery for your conversion campaign.

Reason being, the algorithm doesn't have enough data to find other people who are likely to convert.

Instead, consider optimizing for an event further up the funnel.

For example, instead of optimizing for people who have hit your 'Checkout' page, optimize for people who have hit your 'Add to Cart' page.



Advertiser Help Center

Hi Terry, how can we help?

[Advertising Basics](#) >[Creating Ads](#) >[Managing Ads](#) >[Direct Response & Brand Advertising](#) >[Ad Performance & Reporting](#) >[Billing & Payments](#) >[Troubleshooting Your Ads](#) >[Guides for Advertisers](#) >[Additional Resources for Advertisers](#) >[Other Help Centers](#)

Guide: Everything you need to know about getting conversions.

When used properly, ad sets optimized for conversions are one of the most powerful tools we offer to get you the results you care about. However, they can be challenging to figure out.

What follows is an in-depth explanation of best practices and common points of confusion. With this information, you'll be well-equipped to set up successful conversion optimization campaigns. This article assumes you've already implemented a pixel on your website and are able to create a website conversion campaign.

Important: Remember that just selecting **Increase conversions on your website** as your campaign objective doesn't mean your ad set's delivery will be optimized for conversions. You have to choose the conversion you care about in the dropdown of the "Conversions" section of ad set creation, and then select **Conversions** in the dropdown of the "Optimization for Ad Delivery" section.

CONVERSION REPORTING

The image shows a 'Customize Columns' dialog box in the Facebook Ads Manager interface. The dialog is open to the 'Performance' category, where 'Made a Purchase' is selected and highlighted with a red box. Below the search bar, three columns are listed: 'Made a Purchase', 'Cost per Made a Purchase', and 'Made a Purchase Conversion Value'. A tooltip for 'Made a Purchase' is visible, defining it as the number of times a purchase was tracked by a Facebook pixel. At the bottom of the dialog, there are 'Cancel' and 'Apply' buttons, and a 'Save as preset' checkbox.

DEFINITION
The number of times a purchase was made tracked by your Facebook pixel on your website after people viewed or clicked on your ad.

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad and 28 days after clicking on ad

[Change Attribution Window](#)

Save as preset

Cancel Apply

Background report table:

| Cost | Amount Spent |
|------------|--------------|
| — | \$1,521.30 |
| Per Result | |

Columns: Performance Breakdown

HOMEWORK: CONVERSION AUDIT

Audit the conversion events you would like to record:

- What kind of conversion tracking should you use?
- Do you need to create Dynamic Events?

Please note any conversions that need custom configuration, you'll want to connect with your site developer.

RETARGETING STRATEGIES



BOOK A ROOM



HOTEL

ENTERTAINMENT



RESTAURANTS



NIGHTLIFE



AMENITIES



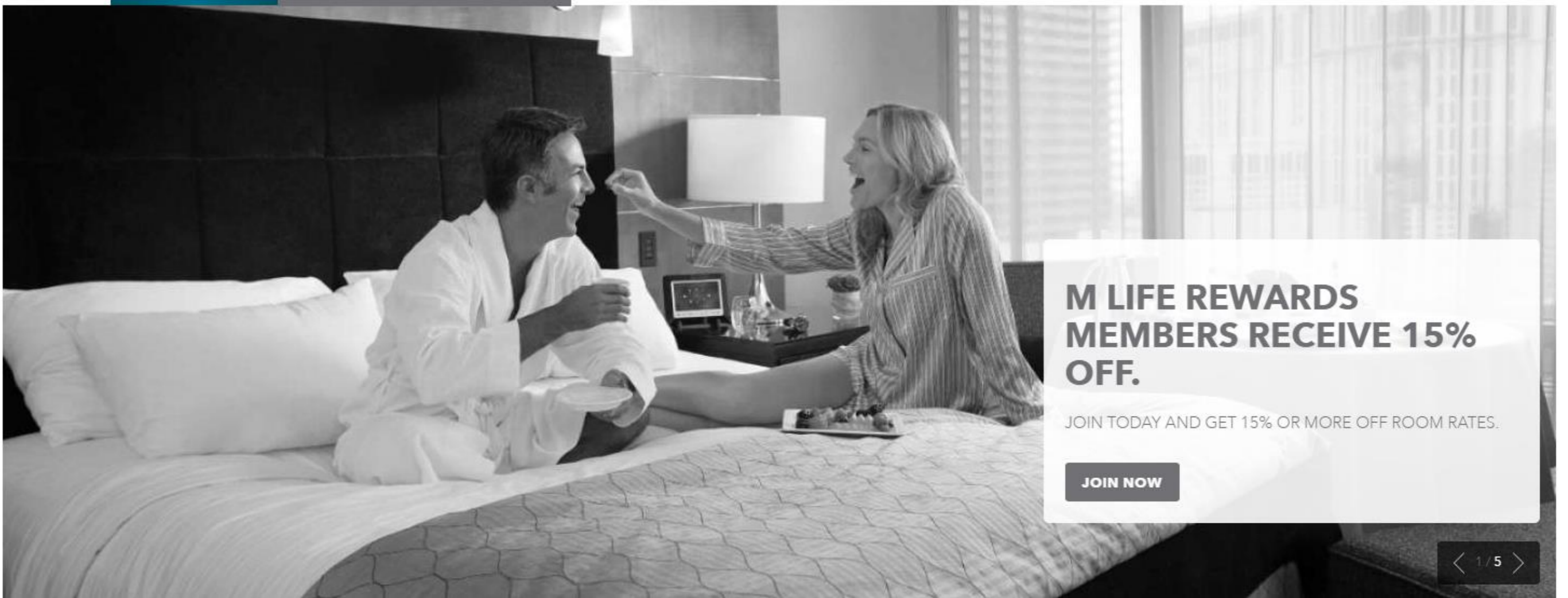
CASINO



MEETINGS & GROUPS



OFFERS



M LIFE REWARDS MEMBERS RECEIVE 15% OFF.

JOIN TODAY AND GET 15% OR MORE OFF ROOM RATES.

JOIN NOW



BOOK A ROOM



ENTERTAINMENT



RESTAURANTS



NIGHTLIFE



AMENITIES



CASINO



MEETINGS & GROUPS



OFFERS

MEETINGS & GROUPS

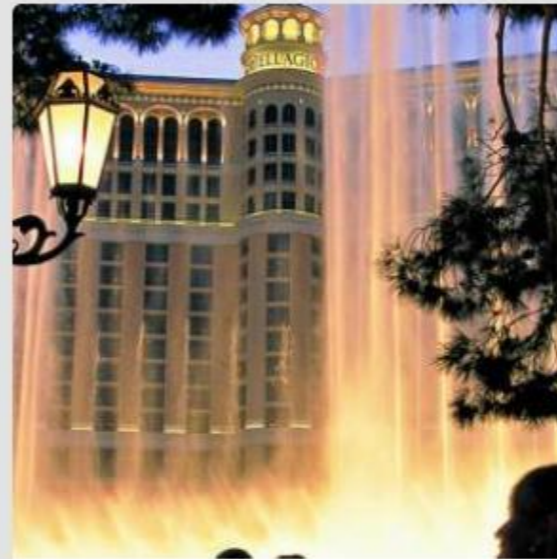
VIEW ALL

FACILITIES

SOCIAL EVENTS

SERVICES & ACCOMMODATIONS

CHANGE VIEW





BOOK A ROOM



HOTEL



ENTERTAINMENT



RESTAURANTS



NIGHTLIFE



AMENITIES



CASINO



MEETINGS & GROUPS



OFFERS

OVERVIEW

PACKAGES

VENUES

SERVICES

OFFERS



WEDDINGS AT BELLAGIO LAS VEGAS

THE PERFECT DAY

[REQUEST PROPOSAL](#)

STEPS:

1. Decided what retargeting campaigns you will run
2. Create campaign
3. Select custom audience
4. Add creative/content versions
5. RUN!

Audience

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Include ▾

Choose a Custom Audience

Browse

Create New C

DF News Visitors | Last 30 Days

Website

Locations ⓘ

Everyone in

DF News Visitors | Last 7 Days

Website

United State

DF Registrations | Last 180 Days

Website

United

DF Registrations | Last 30 Days

Website

Include

DF Registrations | Last 60 Days

Website

Add Bulk Loca

DF Site Visitors | Last 180 Days

Website

DF Site Visitors | Last 30 Days

Website

Age ⓘ

18 ▾

-

65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Know when to stop!

After a while, it's just annoying, and a waste of money.

Based on your goal, we can leverage Google Analytics to determine how many times or how long you should retarget a prospect.

Time Lag

Conversion Segments | Export | Shortcut

Conversion: All | Type: All AdWords | Interaction Type: All | Lookback Window: Set 30 days prior to conversion

% of conversions: 100.00%

Distribution

Conversions

18,897

% of Total: 100.00% (18,897)

Conversion Value

\$402,560.32

% of Total: 100.00% (\$402,560.32)

| Time Lag in Days | Conversions | Conversion Value | Percentage of total | |
|------------------|-------------|------------------|---------------------|------------------|
| | | | Conversions | Conversion Value |
| 0 | 13,820 | \$229,439.79 | 73.13% | 57.00% |
| 1 | 551 | \$12,477.76 | 2.92% | 3.10% |
| 2 | 297 | \$6,523.77 | 1.57% | 1.62% |
| 3 | 234 | \$9,697.24 | 1.24% | 2.41% |
| 4 | 218 | \$5,178.12 | 1.15% | 1.29% |
| 5 | 205 | \$7,792.34 | 1.08% | 1.94% |
| 6 | 216 | \$4,093.29 | 1.14% | 1.02% |
| 7 | 189 | \$3,516.69 | 1.00% | 0.87% |
| 8 | 174 | \$5,089.24 | 0.92% | 1.26% |
| 9 | 148 | \$3,783.81 | 0.78% | 0.94% |
| 10 | 124 | \$4,142.11 | 0.66% | 1.03% |
| 11 | 152 | \$4,799.29 | 0.80% | 1.19% |
| 12-30 | 2,569 | \$106,026.87 | 13.59% | 26.34% |

Search reports & help

- Acquisition
 - Overview
 - All Traffic
 - AdWords
 - Search Console **NEW**
 - Social
 - Campaigns
- Behavior
- Conversions
 - Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
 - Smart Goals **NEW**
 - Ecommerce
 - Multi-Channel Funnels
 - Overview
 - Assisted Conversion...
 - Top Conversion Pat...
 - Time Lag**
 - Path Length
 - Attribution

FACEBOOK ADVERTISING: BIDDING

BIDDING

Your bid, along with the historic and expected performance of your ads, influences how your ads will appear.

Facebook wants to deliver the best possible experience to its users, so you can't bid your way out of a poorly designed experience

BIDDING

Optimized for Actions:

- This type of bidding allows Facebook to use your data to target the people in your defined audience most likely to complete the action you've identified.

Optimized for Clicks:

- This option will make Facebook show your ads to those most likely to click through. If you're looking to optimize engagement, this is your best option.

BIDDING

Optimized for Impressions:

- This will make your campaign seen by as many people in your audience as many times as possible. This is typically only recommended if you're doing a branding campaign, where impressions are the main goal. Be careful with this option, spend can get out of control quickly.

Optimized for Daily Unique Reach:

- This will show your ads to as many people as possible in your audience, but only once per day. This is a good option if you've got a highly targeted audience that you want to get an offer in front of, but don't want the person to see it multiple times.

BIDDING

Automatic Bidding:

This lets Facebook set the bid that helps you get your desired action, at the 'best' price.

Manual Bidding:

This allows you to choose how much an action is worth to you.

Average Cost Bidding:

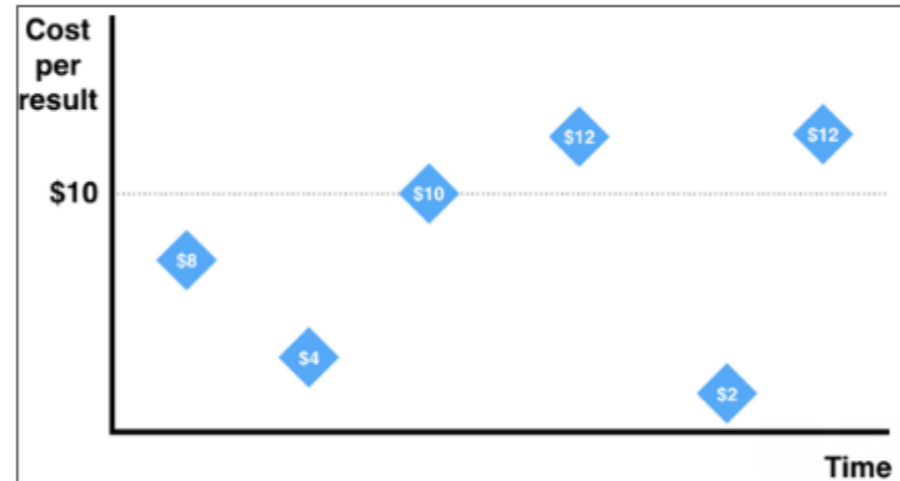
This allows you to set the average cost for an action, which may fluctuate day to day.

I typically start with Automatic bidding and monitor the results. However, you'll want to consider your audience and competition. If you know your KPI, you can input these manually.

AVERAGE COST BIDDING

This allows you to set the average cost for an action, which may fluctuate day to day.

In the case below, imagine you have a budget of \$50, and set your average cost bid at \$10.



In this scenario, you would have spend \$48 of your budget for 6 results at an average of \$8 each.

ACTIVITY: SET UP PLACEMENT, BUDGET AND DELIVERY

- Select 'Edit Placements'
- Choose 'Facebook Feeds' and 'Right Column'
- Change the budget to \$10.00 (Notice how estimated daily reach changes)
- Select 'Set a start and end date' change it to 7 days from now.
- Optimize ad delivery for 'Daily Unique Reach'
- Leave bidding as automatic (. . . for now)
- Name your Ad Set 'NYC Women – Fitbit'
- Hit continue
- Stop for now

FACEBOOK CREATIVE BEST PRACTICES

AD CREATIVE BEST PRACTICES

Ad Creative

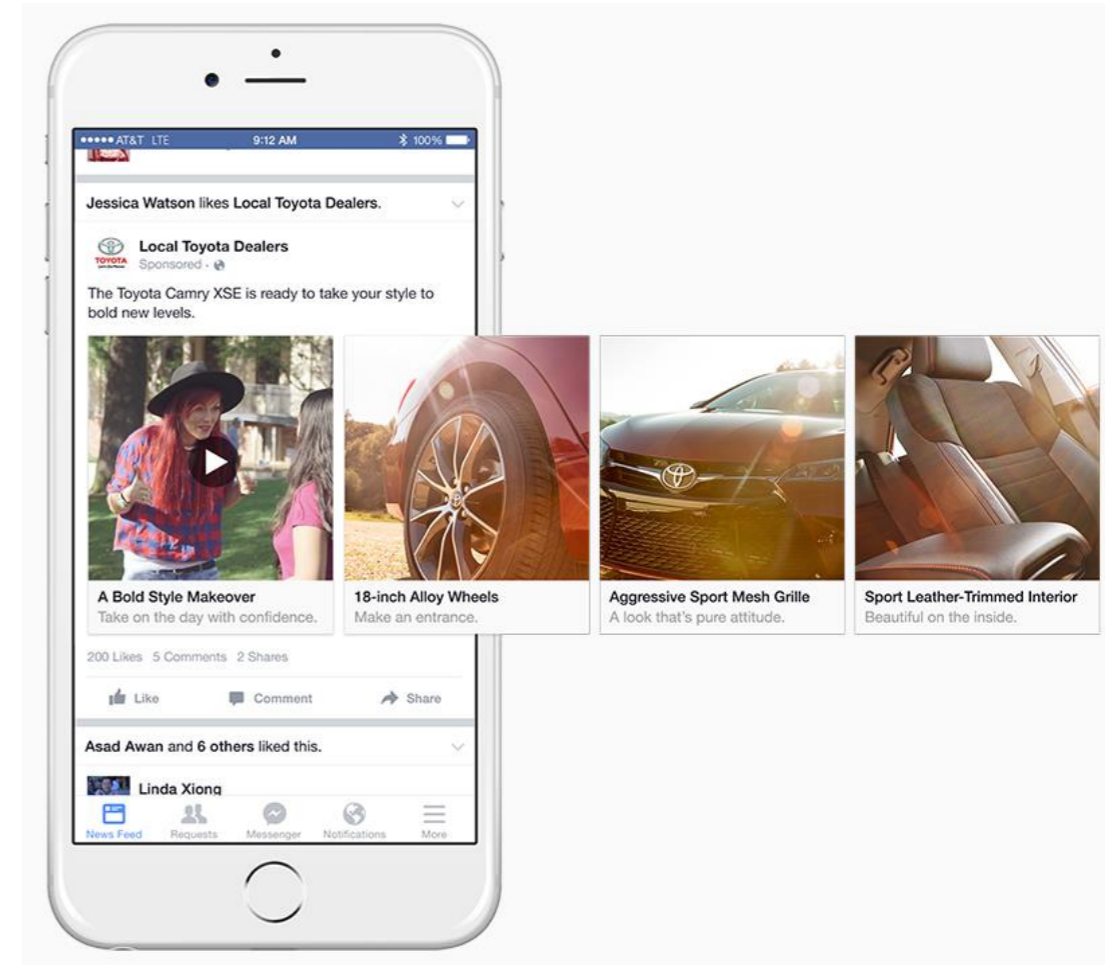
- 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.
- Facebook provides some okish stock images, but if you're investing in ads, you need to invest in great creative too.
- “Great” is subjective, so you'll want to test out different versions of your copy, and see what works best. (More on this later)
- A good test to run is Product vs Lifestyle creative

AD CREATIVE BEST PRACTICES

Carousel Link Ads

Include up to 10 different images or videos in one ad unit, with a unique URL for each image.

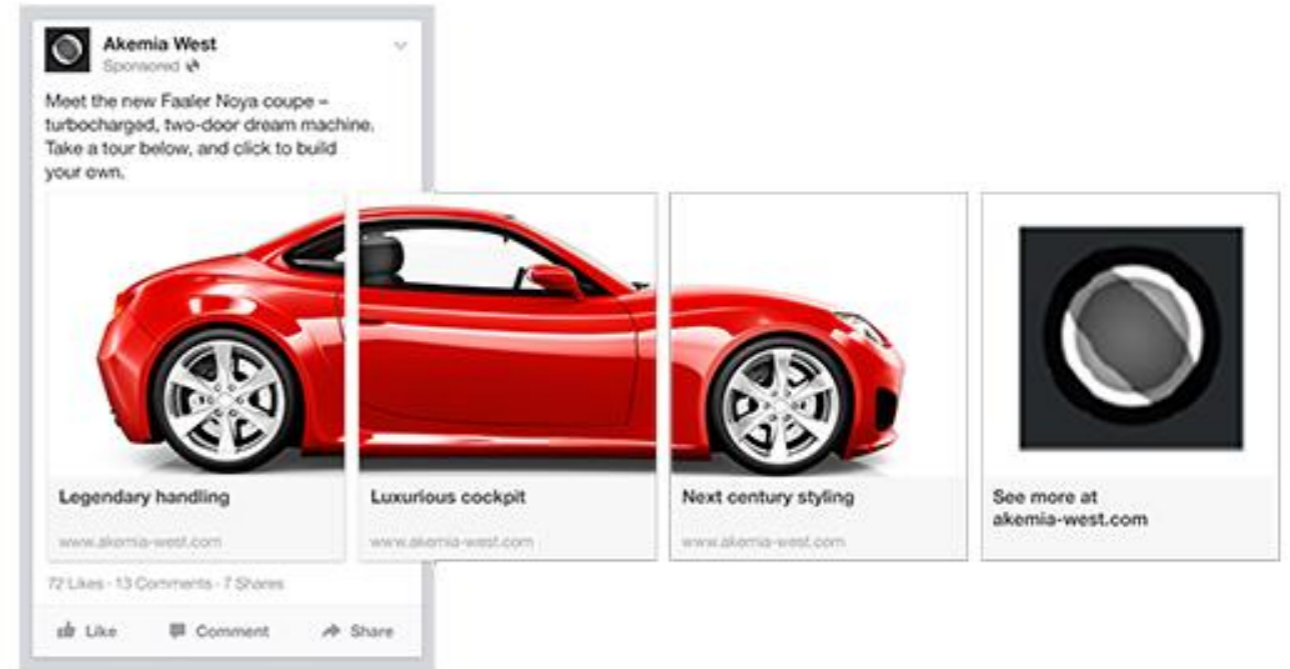
This is an excellent opportunity for storytelling, or showing a group of products your audience may be interested in.



AD CREATIVE BEST PRACTICES

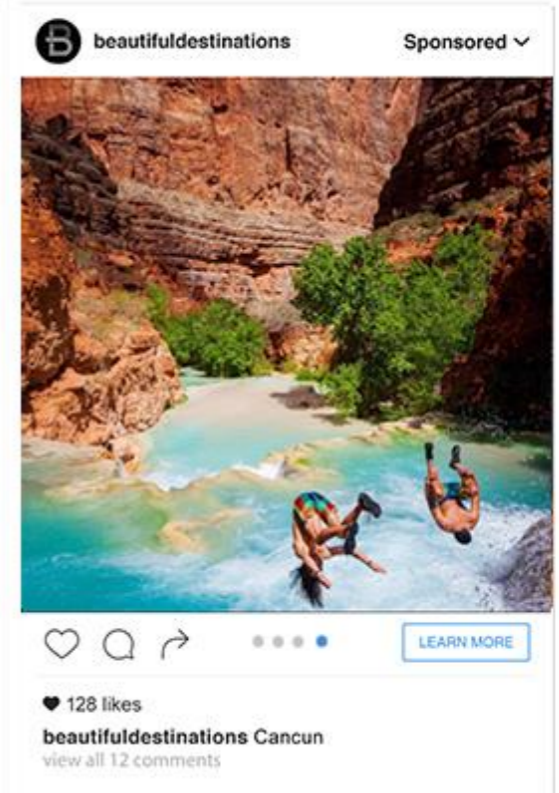
Carousel Link Ads

These cost the same as a single ad, and allow you to get more creative.



<https://www.facebook.com/carouselformat>

What's your dream vacation?



TRAVEL PROFESSIONALS | MEETING PLANNERS | PRESS AND RESEARCH

MY ACCOUNT

MY CART: 0 ITEMS \$0.00

VIEW CART



What happens in Vegas, stays in Vegas.®

95 ° F | 35 ° C
THURSDAY

CUSTOMER SUPPORT

ENGLISH

HOTELS & RESORTS

SHOWS & EVENTS

PACKAGE DEALS

THINGS TO DO

TOURS

RESTAURANTS

TRIP PLANNING

VIVA

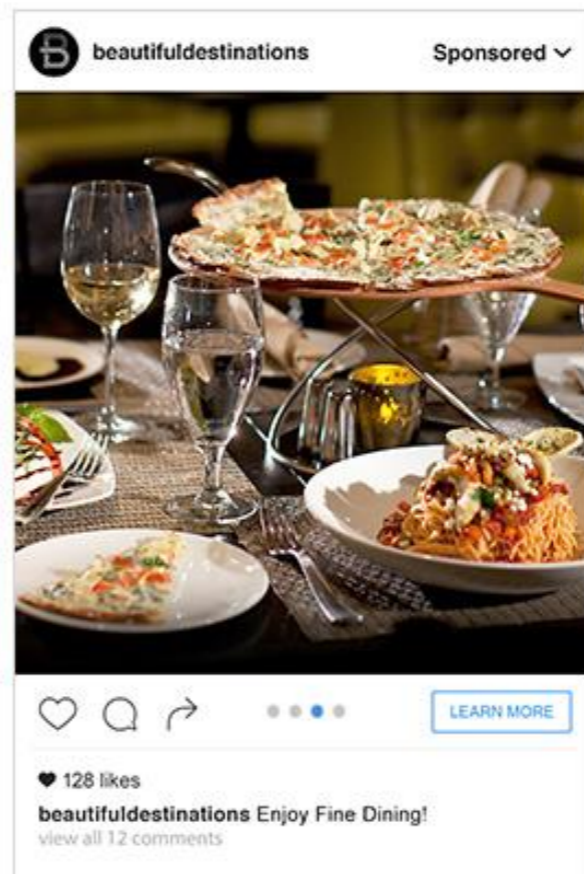
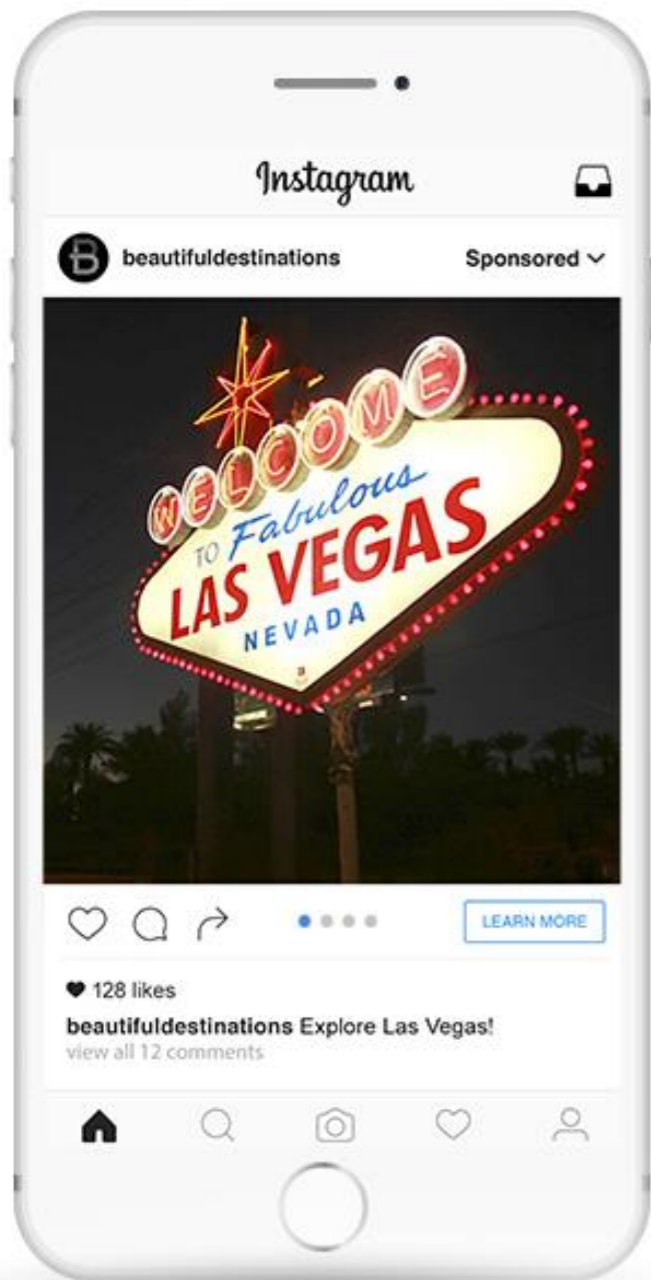


You just told me exactly what you're interested in.

Now, it's my job to continue providing you with great content.

How? Website Custom Audiences.





OPTIMIZE THE EXPERIENCE FOR MOBILE

Just because it looks good when you're making it on your desktop/laptop, doesn't mean it's going to look good on mobile.

Be sure to use the ad preview option.

View this ad on your phone now:

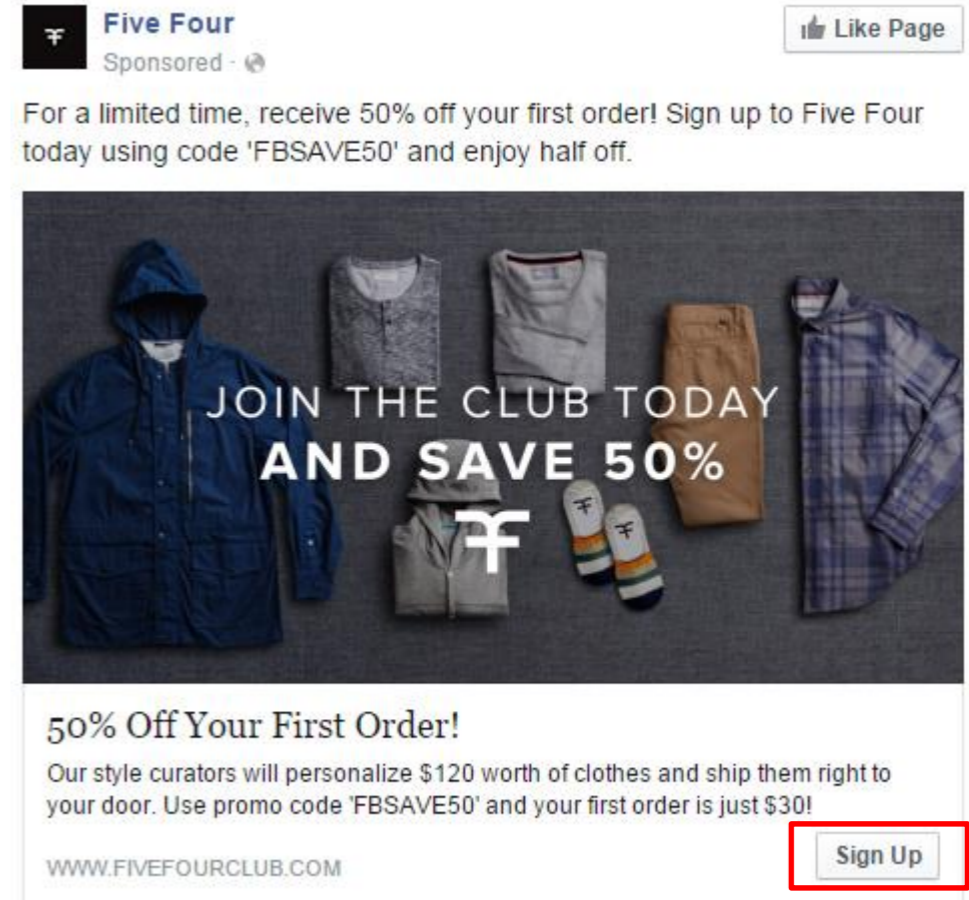
bit.ly/2hYlqeb

The image shows a screenshot of the Facebook Ad Preview tool. On the left, the 'Ad Preview' window is open, showing a desktop view of a sponsored post for Brooklyn Digital Marketing. The ad features a large image of the American Cut restaurant interior and a smaller image of a steak dish. Below the images, there is text: 'American Cut pays homage to the original and aspirational New York dining experience, the steakhouse. LDV Hospitality, in partnership with Chef Marc Forgione, capture the nostalgic glamour of yesteryear and adapt this ambiance to today's modern social life through these restaurants.' There are also two call-to-action buttons: 'Learn More' and 'Now Open For Lunch & Dinner'. At the bottom of the preview window, there are four options: 'View in News Feed (desktop)', 'View on mobile', 'View on Right Hand Side', and 'View post permalink with comments'. A red box highlights these options. On the right, the main Facebook ad creation interface is visible, showing the same ad content in a smaller, mobile-optimized format. A red arrow points from the 'View on mobile' option in the preview window to the mobile view of the ad.

AD CREATIVE BEST PRACTICES

Call to action

- If you use a promo code, make sure it's visible on the landing page as well.
- Have a clear call to action, and back it up with a value proposition.
- “Learn More” often works better than “Shop Now” for products/services that people are unfamiliar with.



The image shows a Facebook advertisement for the brand 'Five Four'. At the top left, there is a profile picture of a black square with a white 'f' logo, followed by the text 'Five Four' and 'Sponsored'. To the right is a 'Like Page' button. Below this, the text reads: 'For a limited time, receive 50% off your first order! Sign up to Five Four today using code 'FBSAVE50' and enjoy half off.' The main visual is a dark grey background with various clothing items: a blue rain jacket, a grey sweater, a white t-shirt, a pair of tan pants, a blue plaid shirt, a grey hoodie, and a pair of white socks with the 'f' logo. Overlaid on this image is the text 'JOIN THE CLUB TODAY AND SAVE 50%' in white, with the 'f' logo below it. Below the image, the text says '50% Off Your First Order!' followed by 'Our style curators will personalize \$120 worth of clothes and ship them right to your door. Use promo code 'FBSAVE50' and your first order is just \$30!'. At the bottom left is the URL 'WWW.FIVEFOURCLUB.COM' and at the bottom right is a 'Sign Up' button, which is highlighted with a red border.

Five Four
Sponsored

Like Page

For a limited time, receive 50% off your first order! Sign up to Five Four today using code 'FBSAVE50' and enjoy half off.

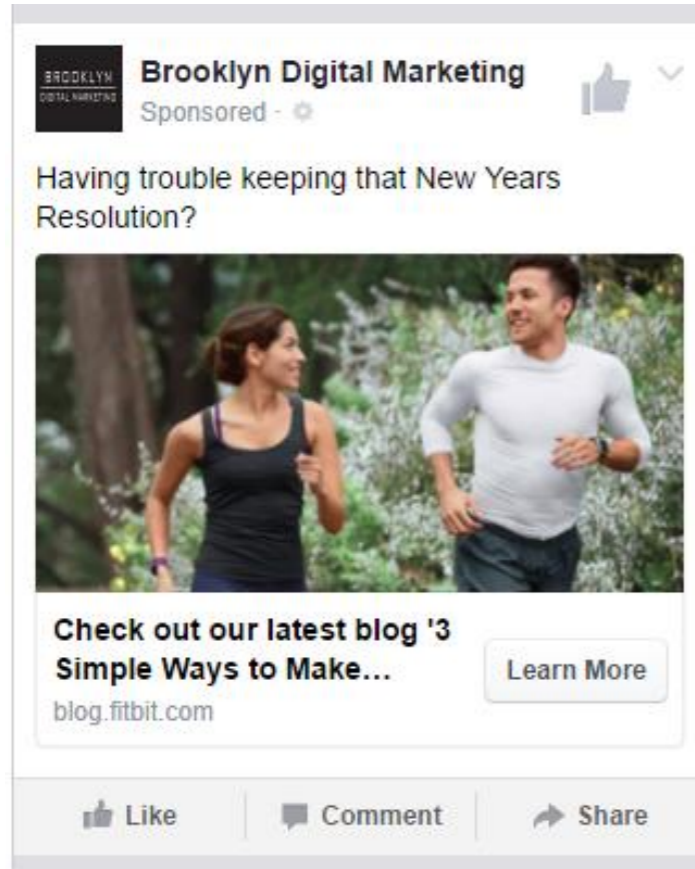
JOIN THE CLUB TODAY
AND SAVE 50%

50% Off Your First Order!
Our style curators will personalize \$120 worth of clothes and ship them right to your door. Use promo code 'FBSAVE50' and your first order is just \$30!

WWW.FIVEFOURCLUB.COM

Sign Up

AD CREATIVE BEST PRACTICES



- Call to action buttons limit the amount of text displayed on a Mobile ad
- About 75% of Facebook traffic is Mobile
- Consider testing ads with, and without a call to action button and measure performance

TEXT ON IMAGES

Up until a few months ago, you weren't allowed to have more than 20% text on any of your images.

Although this has changed, the reach for your ads may be reduced if you have a large amount of text.



Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)



Image Text: OK

Your ad will run normally.



Image Text Ratings



Image Text: OK

Your ad will run normally.



Image Text: Low

Your ad's reach may be slightly lower.



Image Text: Medium

Your ad's reach may be much lower.



Image Text: High

Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?

Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

How much text should my ad image have?

Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?

Consider putting most of your text in the text area of your ad instead of on the ad image. If you must use text, use a smaller font size and fewer words to lower the proportion of text to image. Try reducing image text and checking it with this tool again.

TEXT ON IMAGES

If you know the amount of text you have on images will reduce your paid reach, it's safe to assume this will reduce your organic reach as well.


Be sure to use this tool before posting any creative.

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)

 **Image Text: OK**
Your ad will run normally.








Image Text Ratings

-  **Image Text: OK**
Your ad will run normally.
-  **Image Text: Low**
Your ad's reach may be slightly lower.
-  **Image Text: Medium**
Your ad's reach may be much lower.
-  **Image Text: High**
Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?
Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

How much text should my ad image have?
Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?
Consider putting most of your text in the text area of your ad instead of on the ad image. If you must use text, use a smaller font size and fewer words to lower the proportion of text to image. Try reducing image text and checking it with this tool again.

ACTIVITY: CREATE AN AD

- Select a single image ad
- Upload an image that aligns with creative guidelines
- Use copy that will resonate with your audience and reinforce your campaign objective
- Decide if you want to add a 'Call to Action', and which one you would select

A/B TESTING

**DESIGN A
FACEBOOK AD
TEST**

A/B TESTING

This is the most common form of testing, and easiest to implement.


You'll compare two versions of an experience that differ in one way, and then determine what performs better.

It's important to run these at the same time, and keep all other factors equal. For example, the same bid and audience.


If your testing targeting, run ads sets in the same campaign.

If you're testing ads, run ads in the same ad set.

EXPERIMENT DESIGN: TEST YOUR HYPOTHESIS

 **Startup Drugz**
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.




♥ All of our products are made with lots of love and sarcasm!


We Want You Back!

From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

 **Startup Drugz**
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.




We Want You Back!


From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

EXPERIMENT DESIGN: ANALYZE YOUR RESULTS

 **Startup Drugz**
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.




♥ All of our products are made with lots of love and sarcasm!

We Want You Back!


From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

Clicks: 245
Conversions: 17
CVR: 7%

 **Startup Drugz**
January 8 · 🌐

Entrepreneurs like YOU are special and should be rewarded! Use code "BribedYou" for 20% off your entire order.



We Want You Back!

From day one, Startup Drugz has been about celebrating the awesome entrepreneurs who make this world a better place. The people who take huge risks and fail time after time, but continue to pick themselves up and push forward.

STARTUPDRUGZ.COM [Shop Now](#)

Clicks: 317
Conversions: 15
CVR: 5%

EXPERIMENT DESIGN: ANALYZE THE RESULTS

A/B Significance Test Reset form

Did that button color change actually improve your conversions?

[Try Kissmetrics for FREE](#) to get help with running your A/B test and check out our [A/B testing documentation](#). Use this A/B Significance calculator to tell you whether your A/B test is statistically significant. Without this calculator, you can't be confident that the changes you make will improve your conversions.

What's the page view and conversion data for each page in the test?

| | The number of visitors on this page was: | The number of overall conversions was: | Conversion rate: |
|---|--|--|------------------|
| A | 245 | 17 | 7% |
| B | 317 | 15 | 5% |

Your results:
Test "A" converted **47%** better than Test "B." We are **86%** certain that the changes in Test "A" will improve your conversion rate.
Unfortunately, your results are not statistically significant.

- Our goal is 95% confidence in order to reach statistical significance.
- If we're below 95%, we'll need more data before declaring a winner.

Facebook Ads

What's your marketing objective?

| Awareness | Consideration | Conversion |
|-----------------|---|-----------------------|
| Brand awareness | <input checked="" type="checkbox"/> Traffic | Conversions |
| Reach | Engagement | Product catalog sales |
| | App installs | Store visits |
| | Video views | |
| | Lead generation | |



Traffic

Send more people to a destination on or off Facebook.

Create Split Test: Use this ad campaign to test ad set strategies **NEW**

Campaign Name

Traffic

Continue

Variable

Create multiple ad sets to understand how different ad set strategies impact your ad performance. The split test gives you a clear understanding of the results with:



- **No audience overlap:** Your potential reach will be randomized and split among ad sets to ensure an accurate test
- **Single variable test:** The ad sets will be identical except for the variable you want to test
- **Test results notifications:** You'll get an email and notification with the results when the test is over

What do you want to test? ▾

Delivery Optimization

Test how different optimization strategies compare.

Audience

Test how different audience targeting strategies compare.

Placement

Test how different placement strategies compare.

Split Test Budget & Schedule

Define how much you'd like to spend and when you'd like your ads to appear. Your budget and potential reach will be split across 2 ad sets. [Learn more.](#)

Budget ⓘ

\$800.00

Even Split

Weighted Split

Suggested min. budget: \$4,000.00 USD

Ad Set 1 ▾

90.00% ▾

\$720.00 USD

Ad Set 2

10.00%

\$80.00 USD

Schedule ⓘ

Start

Jun 14, 2017

4:08 PM

End

Jun 28, 2017

4:08 PM

(Eastern Time)

End the test as soon as a winning ad set can be determined ⓘ

Your split test will run until **Wed, Jun 28, 2017.**

OPTIMIZATION AND REPORTING

FACEBOOK REPORTING AND OPTIMIZATION

Once you've defined your expected outcome, you need to measure the results of your ad.

Be sure to determine KPIs that are aligned with your overall goal, such as cost per conversion.

You'll then need to segment your audiences based on these results, and continue investing in the most lucrative segments.

Utilize Facebook Ads Manager Reporting 'Customize Columns' option for bespoke reports.

FACEBOOK REPORTING AND OPTIMIZATION

Customize Columns

Performance

Engagement

Videos

Websites

Apps

Events

Canvas

Clicks

Settings

Search Clear Search

PERFORMANCE [Select All Columns](#)

Results

Result Rate

Estimated Ad Recall Lift (People)

Estimated Ad Recall Lift Rate

Reach

Frequency

Impressions

Social Reach

Social Impressions

Actions

People Taking Action

Total Conversion Value

RELEVANCE SCORE (ADS ONLY, DELIVERY BREAKDOWN UNSUPPORTED)

Relevance Score

Positive Feedback

Negative Feedback

COST

10 COLUMNS SELECTED

Campaign Name

Delivery

Results

Reach

Cost

Budget

Amount Spent

Ends

Schedule

Relevance Score

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad and 28 days after clicking on ad

[Change Attribution Window](#)

Save as preset

Cancel Apply

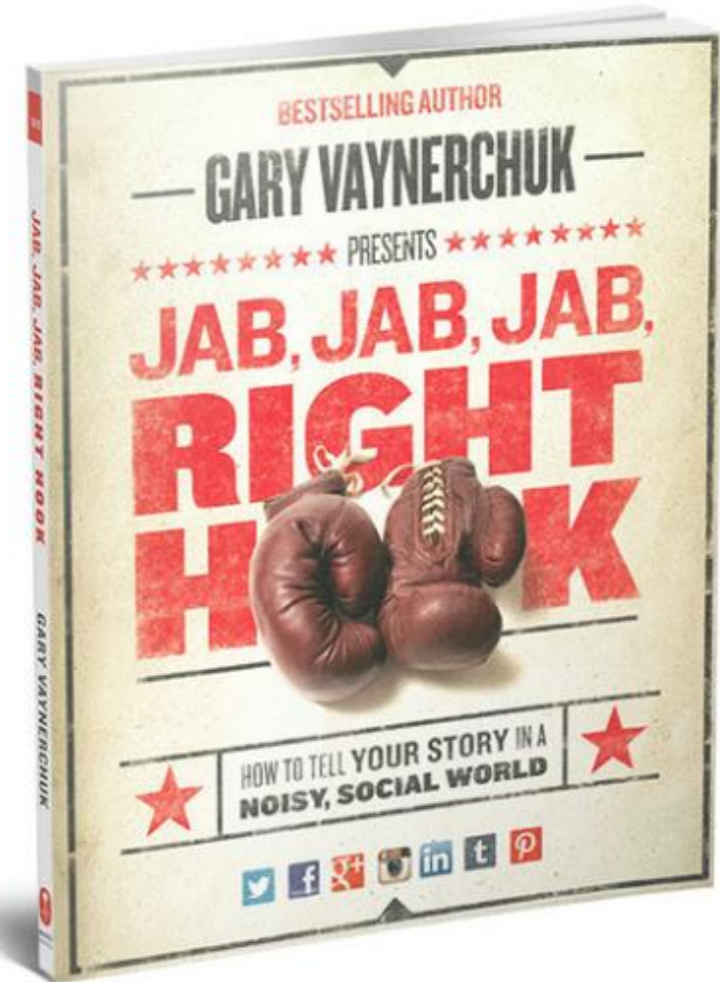
(Live Demo)

FACEBOOK MARKETING STRATEGY

FACEBOOK MARKETING STRATEGY

People don't like being sold to.

Instead, provide value first, and then follow up with a call to action such as an email sign up or purchase.





These companies had to earn people's trust before they would even consider using their service.

How to Create a Facebook Ads Funnel: 2 Strategies

May 5, 2016 By **Jon Loomer** — 23 Comments

Save to Facebook

1114
SHARES

f Facebook

Twitter

Buffer

+



Search

Search this website ...

A banner for a quiz. The top half shows a person's hands typing on a laptop keyboard. Text reads: "HOW MUCH DO YOU ACTUALLY KNOW ABOUT FACEBOOK ADS?". The bottom half is a dark grey box with white and orange text: "TAKE MY 30-QUESTION QUIZ TO FIND OUT! (Most people fail miserably!)".

BLACK / GUNMETAL

**CONTINUOUS
HEART RATE**

LAVENDER / ROSE GOLD

**ENDLESS
STYLE**

FITBIT CHARGE 2™ SPECIAL EDITIONS

[SHOP NOW](#)**STRIKE GOLD**

Outshine the ordinary in the all-new Gold Series for Fitbit Blaze & Alta

**INTRODUCING DESIGNER COLLECTIONS**

Go from run to runway with these exclusive Fitbit accessories made by fashion's top designers.

**ADVENTURES**

Embark on a virtual experience to discover landmarks, take in breathtaking views & reach your fitness goals.

Fitbit motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight and more.



GET MOVING ▾



EAT WELL ▾



FEEL GOOD ▾



BE INSPIRED ▾



FITBIT NEWS ▾



3 Simple Ways to Make Fitness Stick



The Fitbit Data is in: Madison, WI is America's Fittest!



5 Smart Ways to Shop the Freezer Aisle

GET MOVING

FEBRUARY 20, 2017

The Excuse-Busting Bodyweight Workout You Can Do Anywhere



SEARCH

SUCCESS STORIES

Share your success story with Fitbit.

SHARE

← → ↻ 🏠 🔒 Secure | <https://blog.fitbit.com/the-beauty-of-keeping-fitness-simple/> ☆ 📄 📧 📱 📺 📶

fitbit Products ▾ Why Fitbit ▾ Get Motivated ▾ App & Dashboard ▾ Help ▾ Dashboard **Store**


🏠 GET MOVING ▾ 🍴 EAT WELL ▾ 😊 FEEL GOOD ▾ 💡 BE INSPIRED ▾ 📰 FITBIT NEWS ▾

BE INSPIRED, GET MOVING APRIL 6, 2016

3 Simple Ways to Make Fitness Stick

BY LARA ROSENBAUM

[f](#) [t](#) [g+](#) [p](#) [in](#)



fitbit


SEARCH

SUCCESS STORIES


Share your success story with Fitbit.

SHARE

POPULAR POSTS



Should You Really Take 10,000 Steps a Day?



Healthy Servings: A Visual Guide to Portion Sizes

Using the Traffic objective, create an ad that drives people to the URL associated with blog post.

ads, or you can add an Instagram account.

Brooklyn Digital Marketing (Page) ✓ OR

Add an Account

Destination ⓘ

WEBSITE

Website URL

https://blog.fitbit.com/the-beauty-of-keeping-fitness- X

MESSENGER

Message Text ⓘ

Structured Message (JSON) ⓘ

Headline ⓘ

Check out our latest blog '3 Simple Ways to Make Fitness Stick'

Text

Having trouble keeping that New Years Resolution?

Call To Action (optional) ⓘ

Learn More ▾

Hide Advanced Options -

News Feed Link Description ⓘ

Get Back on Track Today!

Ad Preview

1 of 1 Ad < >

Desktop News Feed ▾

1 of 9 < >



Brooklyn Digital Marketing

Sponsored · ✱

Like Page

Having trouble keeping that New Years Resolution?



Check out our latest blog '3 Simple Ways to Make Fitness Stick'

Get Back on Track Today!

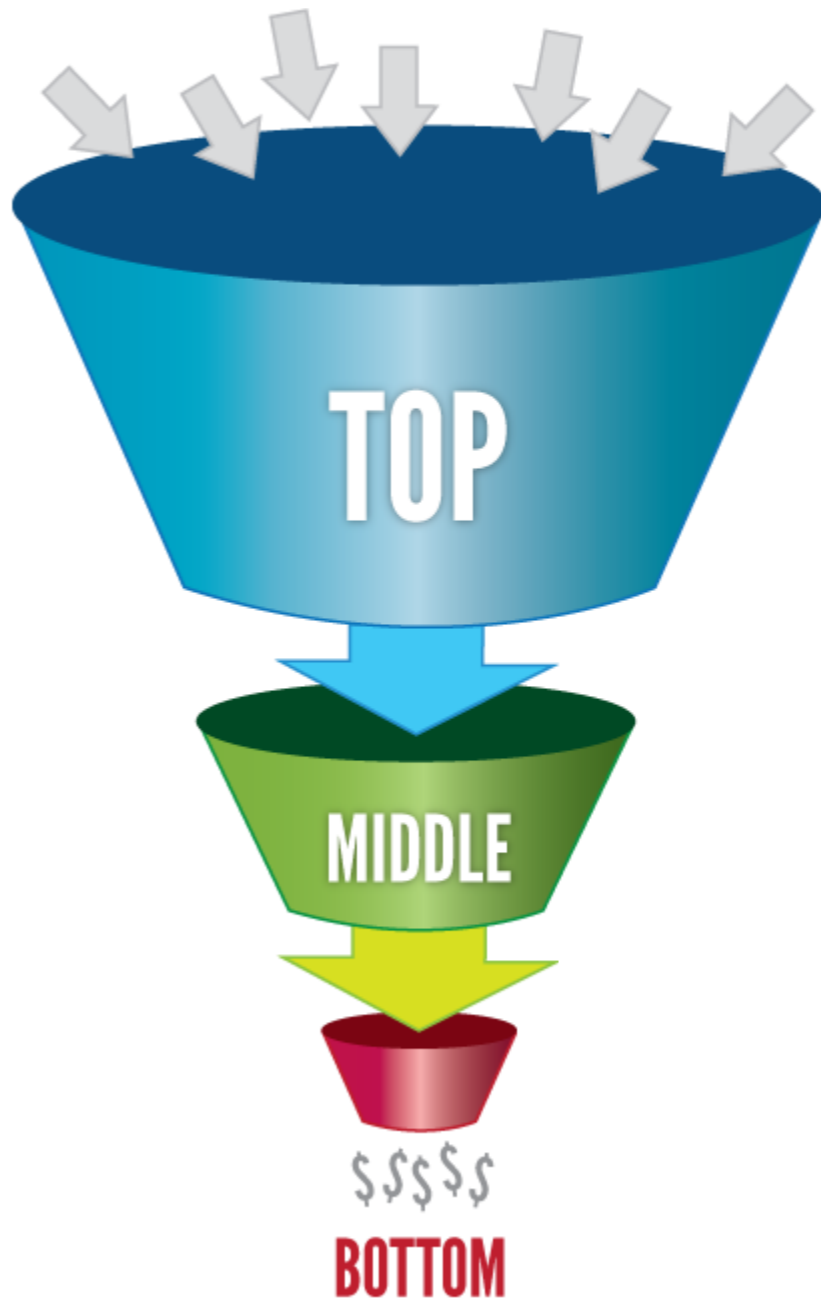
BLOG.FITBIT.COM

Learn More

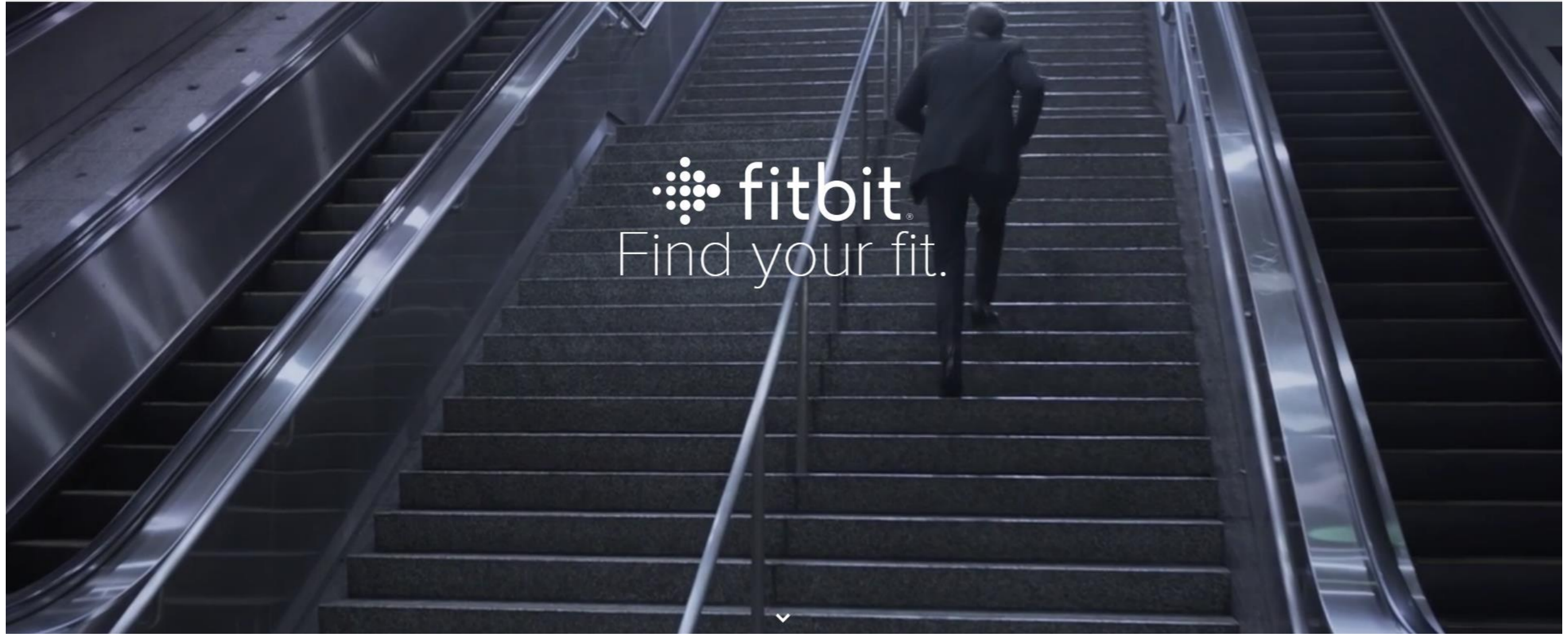
Like

Comment

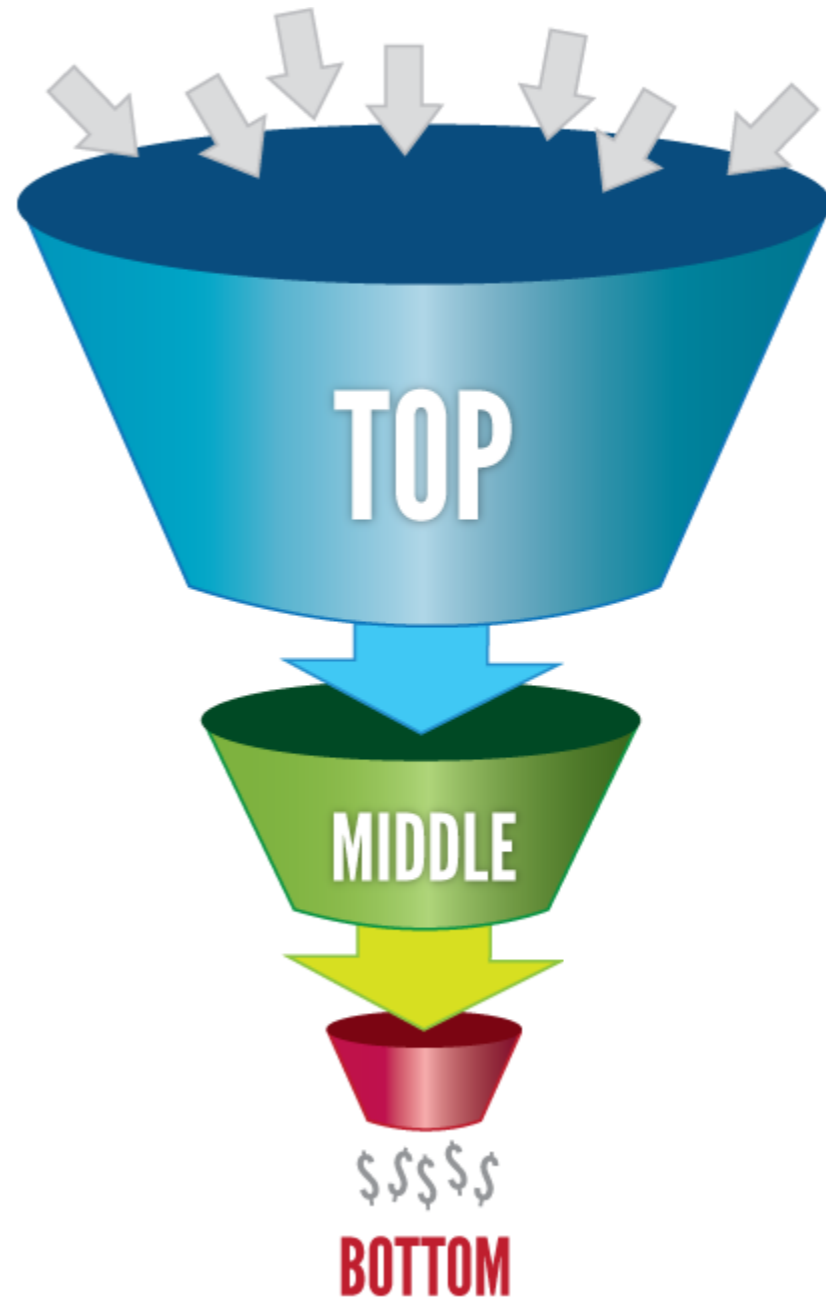
Share



Let's continue to provide value while leading them closer to making purchase.



Again, using the Traffic objective, target blog visitors with more information specific to Fitbit.



Finally, let's go ahead and ask for a conversion.

surge

[FEATURES](#)[APP + DASHBOARD](#)[GALLERY](#)[SPECS](#)[BUY NOW \\$249.95](#)

Train smarter. Go farther.



surge

THE #1 SELLING GPS WATCH IN THE US*

[WATCH VIDEO](#)[BUY NOW \\$249.95](#)

Finally, using the Conversion objective, target past website visitors with a direct sales approach.

BLACK / GUNMETAL

132
cardio
35:19.0

**CONTINUOUS
HEART RATE**

LAVENDER / ROSE GOLD

**ENDLESS
STYLE**

FITBIT CHARGE 2™ SPECIAL EDITIONS

[SHOP NOW](#)

The advertisement features a split background. The left side is black with a close-up of a black and gunmetal Fitbit Charge 2. The right side is a light pinkish-purple with a lavender and rose gold Fitbit Charge 2. The text 'CONTINUOUS HEART RATE' is in large white letters on the black background, and 'ENDLESS STYLE' is in large white letters on the pink background. A 'SHOP NOW' button is centered at the bottom of the pink section.



STRIKE GOLD

Outshine the ordinary in the all-new Gold Series for Fitbit Blaze & Alta



INTRODUCING DESIGNER COLLECTIONS

Go from run to runway with these exclusive Fitbit accessories made by fashion's top designers.



ADVENTURES

Embark on a virtual experience to discover landmarks, take in breathtaking views & reach your fitness goals.

Fitbit motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight and more.

What kind of ad would you use? What would you say? Any additional targeting?

Q

&

A

RECAP

RECAP

- We covered a LOT of material today.
- Start with a goal and associated KPIs
- Be sure to install the Facebook pixel
- Utilize best practices such as Video Ads and Retargeting to get the most out of your advertising budget.
- Continue testing your approach, and identify additional areas of opportunity



Facebook Live Session:

March 30th 3-4pm EST

- Product Updates
- Q&A

Facebook Marketing Guides & Resources

I recently started a private Facebook group to help people stay up to date on the latest platform changes, and learn from other members of the community. The members are comprised of people who took classes with me, as well as a few industry vets. It's called a Group Called Facebook Marketing, and I post about once a week. [Click here](#) to check it out.

[Facebook Blueprint](#) is a great way for you to learn the fundamentals of how to create and measure campaigns on Facebook. You have the opportunity to enroll in learning objective based modules which are updated on a frequent basis.

You'll definitely want to make sure you've added the Facebook pixel in order to build your custom audience based on people who visited your page. Here's a [step by step guide](#) for how to create and install the pixel. Remember, you'll need to place this code on your page, so a developer may need to get involved. Want to make sure your pixel is working properly? Install the [Facebook Pixel helper](#) in your Chrome browser. You'll then be able to verify the pixel placement, and troubleshoot any challenges you may encounter.

Also, this pixel allows you to retarget website visitors by creating a Website Custom Audience. Here's [another guide](#) which walks through the process in detail. You can now serve additional ads to website visitors, with the goal of them completing an additional action. Lastly

www.brooklyndm.com/facebook-marketing-resources

facebook blueprint

eLearning

Live

Certification

Webinars



www.facebook.com/blueprint



Terry Rice



Terry Rice has been in the Digital Marketing field since 2007. Most notably, helping businesses achieve their marketing goals while working at Adobe and Facebook. As a Digital Marketing trainer and consultant, he partners with agencies and internal marketing teams to help them fully understand Digital Marketing best practices, and the latest platform updates. In addition to his private consulting, he's also a Digital Marketing Instructor at General Assembly.

TERRY'S BADGES



Facebook Certified
Buying Professional

Facebook Blueprint



Facebook Certified
Planning Professional

Facebook Blueprint

ISSUED ON 30 NOV 2016

Facebook Certified Buying
Professional

Issued by Facebook Blueprint

ISSUED ON 10 NOV 2016

Facebook Certified
Planning Professional

Issued by Facebook Blueprint

Q&A

Keep in touch!

terry@brooklyndm.com

www.brooklyndm.com

KEEP IN TOUCH!

TERRY@BROOKLYNDM.COM

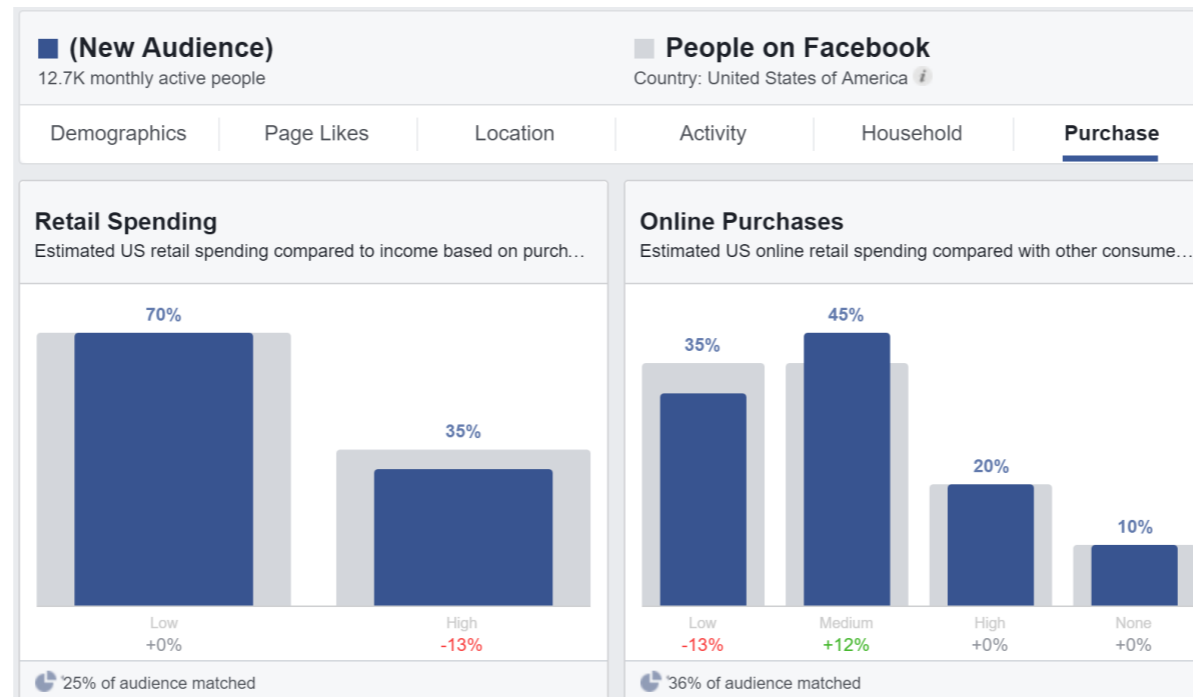
Upcoming Classes and Bootcamps:

[More information here.](#)

**Also available for agency or team
training and consulting.**

FACEBOOK AUDIENCE INSIGHTS

A tool designed to help marketers learn more about their target audiences, including aggregate information about geography, demographics, purchase behavior and more.



- Demographics — Age and gender, lifestyle, education, relationship status, job role and household size
- Page likes — The top Pages people like in different categories, like women's apparel or sports
- Location and language — Where do people live, and what languages do they speak
- Facebook usage — How frequently are people in your target audience logging onto Facebook and what device(s) they are using when they log on
- Purchases activity — Past purchase behavior (i.e. heavy buyers of women's apparel) and purchase methods (i.e., in-store, online)

You can view data for the following sources:

- People on Facebook (the general Facebook audience)
- People connected to your Page or event
- People in Custom Audiences you've already created (an audience made up of your current customers)

FACEBOOK AUDIENCE OVERLAP TOOL

The Audience Overlap tool allows advertisers to take two or more audiences (up to five) and find the percentage of overlap between them.

In other words, how many users who are in Audience A are also in Audience B?

This is a great way to discover whether or not you're bidding against yourself.

You can view data for the following sources:

- Custom Audiences
- Lookalike Audiences
- **Saved Audiences**

If I save an audience that I've determined to be highly lucrative, I can then determine if my Custom or Lookalike Audiences have these attributes.

For example, let's say I determine people who make over \$200k are more likely to convert. If I notice only 10% of these people match that behavior, it may not be worth targeting this audience.