



#8 | Facebook Ads Made Simple by Andrea Vahl

I'm so happy to have you joining me this week on The Chill Business Journey. In this episode I wanted to discuss the topic of Facebook Ads. It seems that Facebook is constantly in the news due to some bad thing or another. They simply can't get a break from all the bad press. While some folks out there may claim there is no such thing as bad press, I'm going to speculate that Facebook may disagree at this point.

A couple of times a week, I get asked if Facebook is still a platform that businesses need to worry about anymore. Really that's a pretty loaded question, because there are several factors that go into determining which platform or platforms a business should be using in their marketing efforts. If your target market is young, then Instagram and Snapchat are the platforms they use most. However, keep in mind that Facebook owns Instagram...so your advertising efforts on that platform would still use Facebook's Ads Manager to run those ads.

However, my simple answer (today), is that they probably should still use this platform. It's been several years now that Facebook has become a place that businesses must pay to play. Meaning if you want your message as a business to be seen on the platform, you will need to be spending money running ads. They have over 2 billion users with almost 1.5 billion users logging in daily. It pretty much goes without saying that you are more than likely to find your target market somewhere on the platform.

Of all the social platforms, Facebook's ads functionality definitely stands superior to the likes of Twitter, Pinterest, and LinkedIn. Their targeting is pretty robust, even after removing many options last year after the Cambridge Analytica scandal.

Now I know I'm going to sound a bit like a broken record, but if you've listened to any previous episodes, you will know that there are a few folks that I follow religiously and that have helped me get where I am today through their selfless guidance. One of those people is Andrea Vahl. She is a world-renowned expert on all things Facebook Ads. She has co-authored Facebook Marketing All-in-One for Dummies with Amy Porterfield and Phyllis Khare (two more of my favorite peeps in the digital marketing realm) and co-founded Social Media Manager School with Phyllis Khare (of which I'm a graduate).

More specifically to today's topic, Andrea also created the online course Facebook Advertising Secrets. Yes, I'm a graduate of that course as well. And let me tell you, if you want to take your Facebook Ads skills to the next level, this is the course for you. And she has two tracks for that course. One for businesses that want to improve their results with Facebook Ads. The other track is for agencies that do Facebook Ads for other businesses. She only opens the course up a couple of times a year, but I will be sure to have a link to the course in the show notes for this episode. You can find those at www.chilldigitalmarketing.com/8

Now the bigger item I want to share with you is her most recent book she has released. It's called Facebook Ads Made Simple: How to Create High-Converting Facebook Ads in an Hour or Less. This book is really for those individuals just getting started with Facebook Ads. It is super easy to understand, and she keeps the learning curve at the basic level. However, I feel like I know Facebook Ads pretty well, and I still learned a couple of nuggets when reading the book!

In the book she outlines how much time it should take to do each of the steps in ad creation on Facebook. She states it should take 15 minutes to research your targeting, 10 minutes to create your image, 15 minutes to write the copy, 10 minutes to enter everything in Ads Manager for the Campaign, Ad Set and Ad, and 10 minutes to split test another ad. She has also created some resources to accompany the book. We will have the link for those resources in this episode's show notes.

Andrea starts the book off with defining Facebook Ad terms. This is important so you know what you are working with at the different levels of ad creation. She covers the types of ads, parts of ads and report terms. If you have been confused at any time about any of the terms related to Facebook Ads, then you will find this chapter VERY helpful.

Next, she covers some of the things you need to have in place before you even create your first ad. When you are working through the ad strategy phase, you want to know what your goal is, which will drive what type of ad (or objective) you choose for your ad campaign. And depending on what you choose here, it will dictate what things you need to have in place off the platform. Like landing pages and email marketing tools. Don't worry, she covers all these pieces very nicely in the book.

Andrea takes a decent dive into the structure of ads on Facebook and also shares the naming convention she uses for her ads. You can use whatever structure speaks to you, just be sure you are consistent in how you name ads. I personally start my ads with the year_month then use descriptive terms for the ad campaign. Then when you sort by campaign name, it will group by years. But if that is not how your brain works, then choose what works for you and your business.

She goes on to describe how you can do ad research on the platform. You never want to copy what someone else is doing (as you don't really know what their targeting is), but you will learn what catches your eye in your newsfeed. You definitely don't want to start cold right out the gate with your ad creation. A little preliminary research will go a long way!

Knowing where certain things go when writing the copy for your ad is great to know. And they can be a little confusing on Facebook. Andrea goes into details on how this looks, so that you know exactly where things show up when you are entering them during the ad set up process.

One of the most valuable pieces of the whole book is how she helps you write powerful copy for your ad. While it is a common method for writing in marketing, it's insightful on how to apply this concept to Facebook Ads specifically. Definitely a section of the book to flag, as it's a great reminder to come back to every once in a while. You would be surprised how often we drift away from this concept.

In the book there are also several examples of successful ads that have run on the platform. I don't know about you but seeing real life examples has always been one of the biggest ways for me to get something. You can explain all day long how to do it, but until I see it in practice, I may have a hard time grasping it.

The next section is one that many folks find a little scary. The big bad Facebook Pixel. Because it involves computer code, many people get paralyzed and never deal with it. However, Facebook has made it really easy to use this code. And most website hosting providers and design platforms have made it easy to get this code onto most websites. And if all that still scares you, talk to the person that created your website (or hire someone to help with this). It literally will take them 10 minutes to install the code on your website. And in return, you will start to feel like a Facebook Ads maestro because of all the success you will have!

Really the special sauce with Facebook Ads is their pixel and how it works. It allows you to do some really cool retargeting of people that have already shown an interest in your business. Whether that's through website visits, or page views, or abandoned carts or any of the several other options. And you cannot run a conversion ad without it.

And guess what...Andrea walks you through the steps for installing your pixel if you want to do it yourself. Oh yeah, I forgot to mention...there are screen shots throughout the whole book showing you how to do every single thing she is talking about. She really is a great teacher and it shows in the level of support she provides.

By chapter 8 she finally starts talking more specifics about the ads. Everything up to this point is prepping you to be successful when you finally get to create your ad. And a lot of that prep work is one-time stuff (like installing your pixel), so you don't have to do it every time you want to create an ad.

She starts off with the do's and don'ts of boosted posts. Those are the types of ads that are created from an existing post you have already shared from your business page. You've probably seen the notifications that Facebook sends you stating that "This ad is performing 95% better than all of your recently shared posts." And you may have already done an ad like this before, *because* Facebook made it so easy. However, there are still some steps you need to take before you run one of these ads. Don't just blindly click that promote button and create the ad. Andrea goes over all the things you need to do before running one of these ads.

One general consensus for boosted posts is to only use about 10% of your Facebook Ads budget on boosted posts. The other 90% should be run through the ads manager where you have more targeting and features control.

The next section covers creating your image for your ad. While there are several different types of ads you can run (carousel which has multiple images or video ads), Andrea covers creating an ad with a single image. I share in my workshops as well in previous articles that one of the best tools out there for non-graphic designers is Canva. You can create a free account and get started immediately creating images for your Facebook Ads. They also keep up with the ever-

changing sizes that the various platforms require for different areas (like cover images, post images, ad images). Andrea too shares this tool to create the image for your ad.

Be sure your image doesn't have more than 20% worth of text in it (if any). While Facebook used to deny ads with images that had more than 20% text, they did change that requirement. However, your ad will not perform well if you have more than that. We will be sure to share the image text checker link that Facebook offers so you can always check your images before you use them in an ad.

The beefiest chapter in the book is the one on targeting. This is the special sauce of Facebook Ads. While you will be doing testing in the beginning (she get's to that in a bit), once you get through that, you will know exactly who you should be serving your ads to.

I would even encourage you to listen to our episode on Creating your Client Persona as we not only walk you through how to create your Client Persona, but we also have a worksheet we created to help you work through the process. We also have a document that shows you how to use the Audience Insights in the Facebook Ads Manager platform to better define your targeting with Facebook Ads. You can find that at www.chilldigitalmarketing.com/3 This exercise will help you nail down who you should be concentrating on when choosing the targeting for your ads.

When working on the targeting for your ads, you can choose things like keywords and phrases, job titles, interests, as well as fans of other pages. Andrea refers to all the targeting as "keywords" most of the time. So, keep that in mind when reading the book. Just take your time when reading this chapter so that all the information really sinks in for you.

Another hot topic when it comes to Facebook Ads is how much should a small business spend in ads to get the results they need or want. As with most marketing questions, this one too gets the "well, it depends". However, allocating a relatively small spending budget can still see great results with Facebook Ads as long as you are being strategic. There are some minimums Facebook sets, but you will get a warning for that when you add the budget to your campaign. And the minimum amount varies depending on the objective you choose.

Andrea does share a good formula that most small businesses can use for determining how much they can spend for their ads. You can choose a daily ad spend or a lifetime ad spend. If you think you may extend the ad if it is performing well, then you want to choose the daily ad spend.

The next section of the book is all about creating the ad. Andrea walks you through all the steps to create the ad you just prepared for. One key point that everyone should heed, is to not make changes to your ad once it is running. Should you need to change anything, just stop the ad and create a new one. The only thing you could change once it's going is extending the end date. Which is very easy to do with a daily budget. Be sure you are monitoring your ad every day, so you can quickly respond should things change (like stopping the ad if it's not performing).

Andrea also does a really good job in this book of explaining how to interpret all the data that Facebook provides in the reporting section. You want to make sure you grasp the concepts she

shares because these will be the determining stats as to whether your ad is performing well. And what to look for to know if you need to turn off the ad. She also describes the ways that you can view the reports (and the data) in ways that make sense for your business.

Even though Andrea already covered how to set up your ad, she follows that with a section on split testing. Once you grasp the basic concepts on how to create an ad, then the first ad or ads you should run are split tests. This is so you can drill down to know what type of imagery, targeting and copy resonates best with your ideal audience. Then you continue to serve them that type of ad. However, be sure you don't get caught running the same type of ad into perpetuity.

The reason for that is Facebook is constantly changing. They change their algorithm; they change how ads are shown. New competitors may come on the scene that outperform your ads. There are many reasons why what you tested for 6 months ago isn't working as well today. At a minimum, revisit your ads every 6 months to see if there are any tweaks you need to make to the type of ads you are serving.

While there are many areas you could test, the 3 main ones are your targeting, your image and your copy (the words describing the ad). Once you become more comfortable doing split tests, you can expand the types of things you test.

In the book, Andrea shares some typical results she sees (across niches) of what costs your ads should have. Things like cost per engagement, cost per page like, cost per click, cost per video view and more. I have found this chart very useful over the years to gage if the ads I'm running for clients is hitting where it should be. She also outlines some great recommendations on how to track your results. I'm telling you; this book is such a gem!

She also has a list of tips you can do to help bring your ad costs down. Some are no-brainers, and some are really insightful. Then she dives right into defining Conversion Ads and Lead Generation ads. What the differences are between the two, and when you would use one over the other. Really great insights, especially for someone new to Facebook Ads.

Then she goes on to really simply explain Custom Conversion ads. This right here is the gold – no make that platinum – of this whole book. To have custom conversion ads broken down like this is what all small business owners need to know. Because conversion ads are the cream of the crop of all the offerings on the Facebook Ads platform. These types of ads are what can really get your ROI tracking in the right direction...when they are done right.

And the feature of Facebook Ads that goes hand in hand with conversion ads is their Custom & Lookalike Audiences section. This is where you can create lists that are your warm audience. Which is always easier to sell to. This is also where you create your retargeting lists for various things like abandoned carts, or visits to your website articles. And finally, this is where you can create a new audience that is based on the characteristics of a custom audience you create.

The only hiccup these days, is if you want to use your email list to create a custom audience, you will have to bring your Facebook Page and Facebook Ads account into Business Manager. While that can feel like a scary thing, she does cover this process as well. And if you would like

more help on this topic, my friend Liz with EliRose Social Media has a great blog post on [Moving your Facebook Page and Ads Account to Business Manager](#).

So that my friend...in a VERY large nutshell is Andrea Vahl's latest book, Facebook Ads Made Simple. While I know it may not sound so simple listening to on a podcast, the book really is an easy read. And it all makes complete sense when you are looking at Facebook Ads Manager. Don't forget, she also has a link in the book to a resources page on her website that is a great tool to use with the book.

I hope you found this information valuable for you and your business. Please leave us a review on whichever channel you listened to this episode. You may also be interested in our little sister podcast: Chill Digital Marketing's Week in Review, where we cover all the latest news involving the major social platforms. That podcast comes out every Friday morning.

Don't forget to head over to this episodes show notes at: www.chilldigitalmarketing.com/8 where you can find links to buy the book, get the link to our Creating a Client Persona episode that also has worksheets to use, get the link to Liz's article on moving your accounts into Business Manager and the link for Andrea's online course Facebook Advertising Secrets. Thanks for joining us and we'll see you next week!