Pro Secrets to Killer Social Media Ad ROI

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Training Coordinator

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Account Manager,
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Quick Introductions

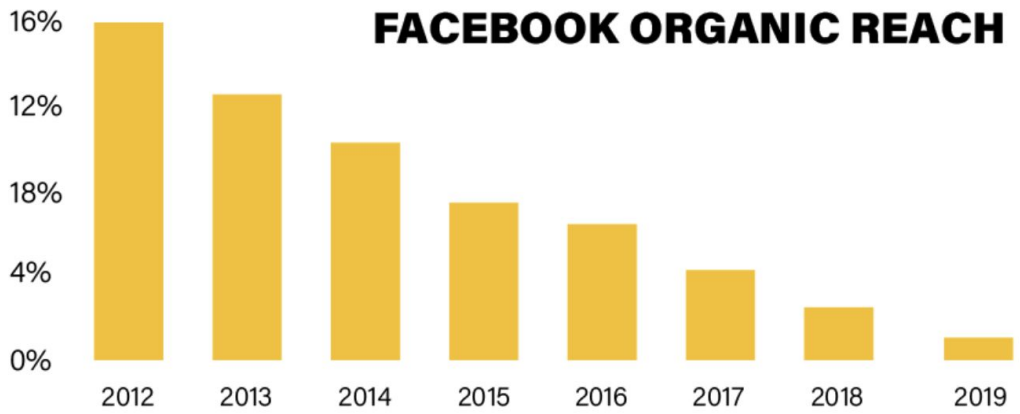
Today's Schedule

- Why social media ads?
- Components of a killer ad
- Ad spend
- Targeting users via:
  - Boosting posts
  - Ads Manager/Business Manager
- Audiences
- Interpreting results & ROI
- iOS Apple 14 update
- Review

Why You Should Consider Facebook & Instagram Ads

Why Consider Running Ads?

- Cheaper than other forms of advertising
- Organic reach is continuing to decrease
- Ability to target the *right* people
- Because your competition is!



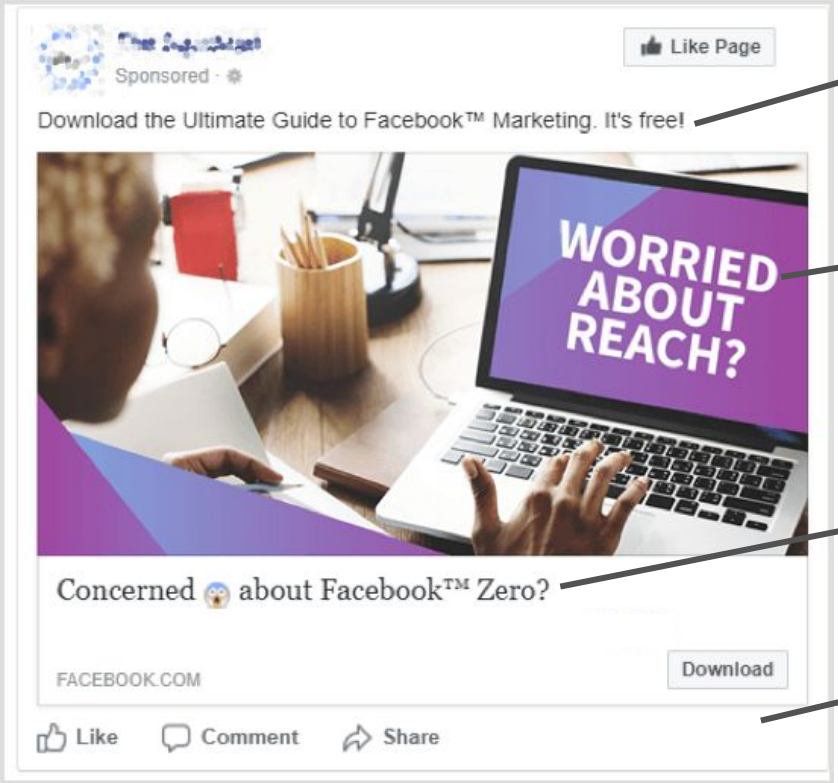
Source: JacobDeen

Benefits of Ads

- You can set your budget and gets TONS of of data on ROI
- It’s in real-time
- Ads can:
  - Drive website traffic
  - Capture leads
  - Build your email list
  - Remarket to your website visitors
- Your competitors are likely buying ads

Components of a Killer Ad

How to Build a Good Ad



Clear & Strong Messaging

Quality & Compelling Image

Descriptive Headline (Facebook only)

CTA Button

Note: This should lead somewhere where the user can take the action you are asking them to *easily*

Good Ad Examples

How Much Do I Have to Spend?

Spending Money Strategically

- Make sure the content you're spending money on has:
  - Clear messaging - What do you want to tell the viewer?
  - Clear call to action - What do you want the viewer to do?

- Represents your brand in the best way:
  - Quality images
  - No spelling errors or incorrect information

- Promoting topics that affect your bottom line

Activity Time!

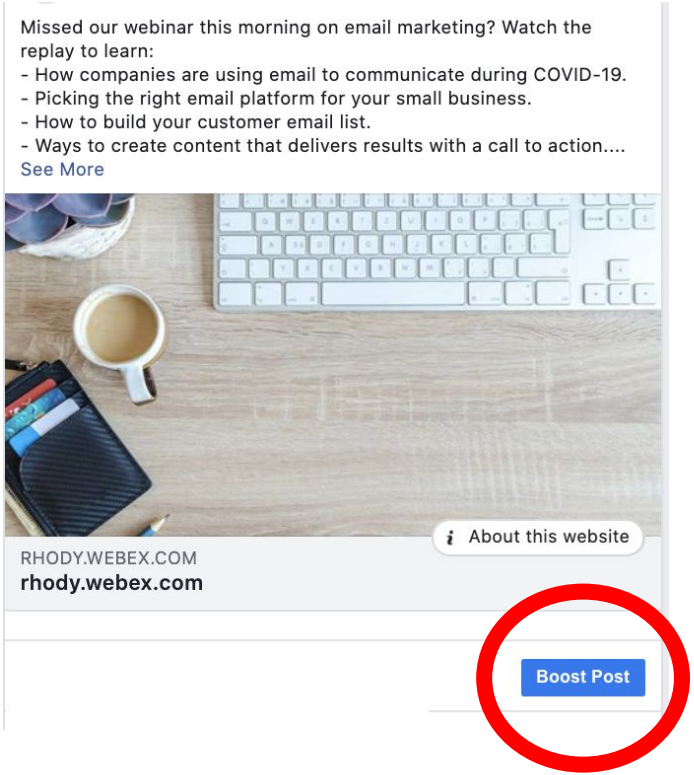
Tell us what your most successful business social post was.

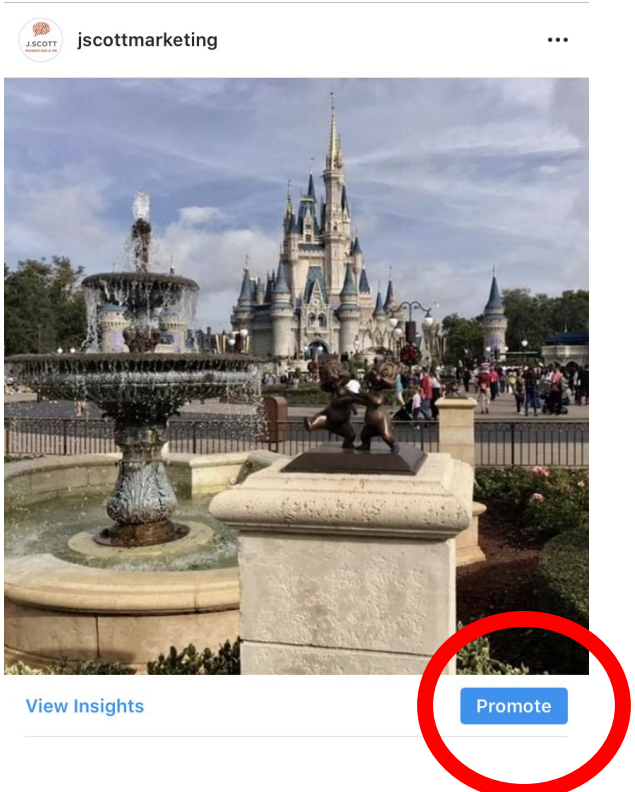
Knowing information like this is valuable; making you accountable to your clients, business, and beyond.

Finding commonality between your best posts, who your audience is, and how they engage with your posts will help drive you to successful ad campaigns.

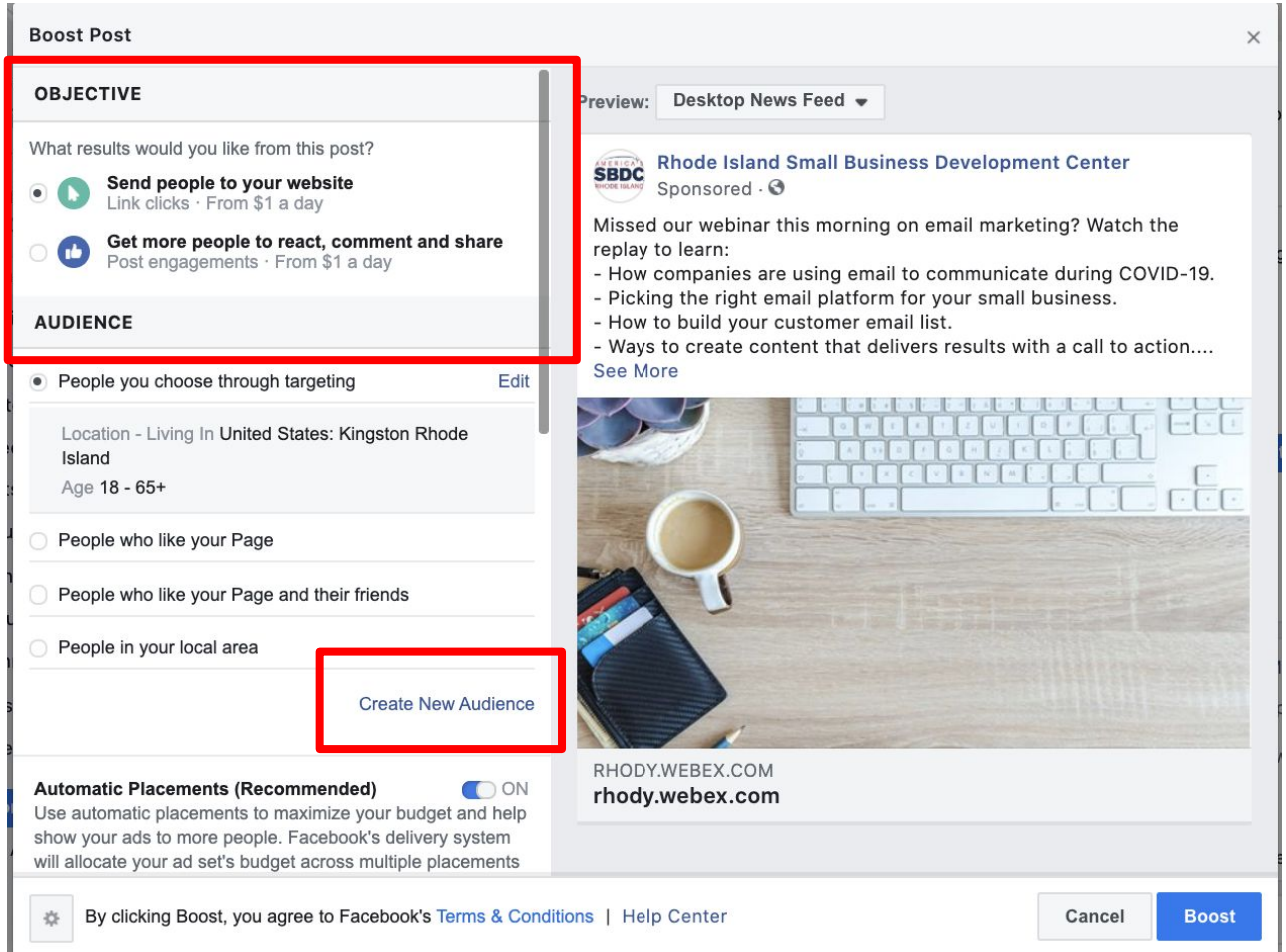
Targeting users via…
Boosted Posts

Boosted Posts





Objectives for Boosted Posts



Targeting for Boosted Posts

Gender

Age

Location

Demographics

- Education
- Financial
- Life Events
- Parents
- Relationship
- Work

Interests

- Business & Industry
- Entertainment
- Family & Relationships
- Hobbies & Activities
- Sports & Outdoors

Behaviors

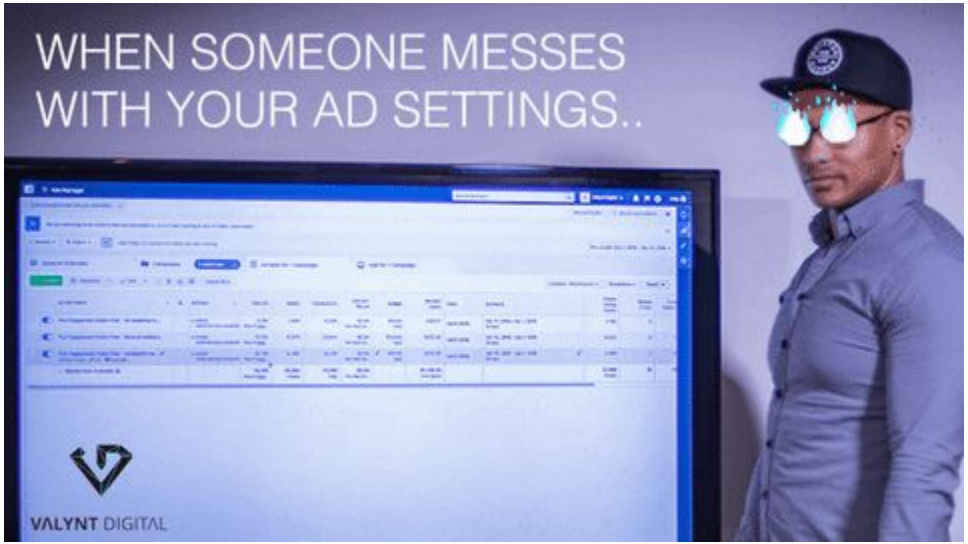
- Anniversary
- Digital Activities
- Politics
- Purchase Behavior
- Travel

Activity Time!

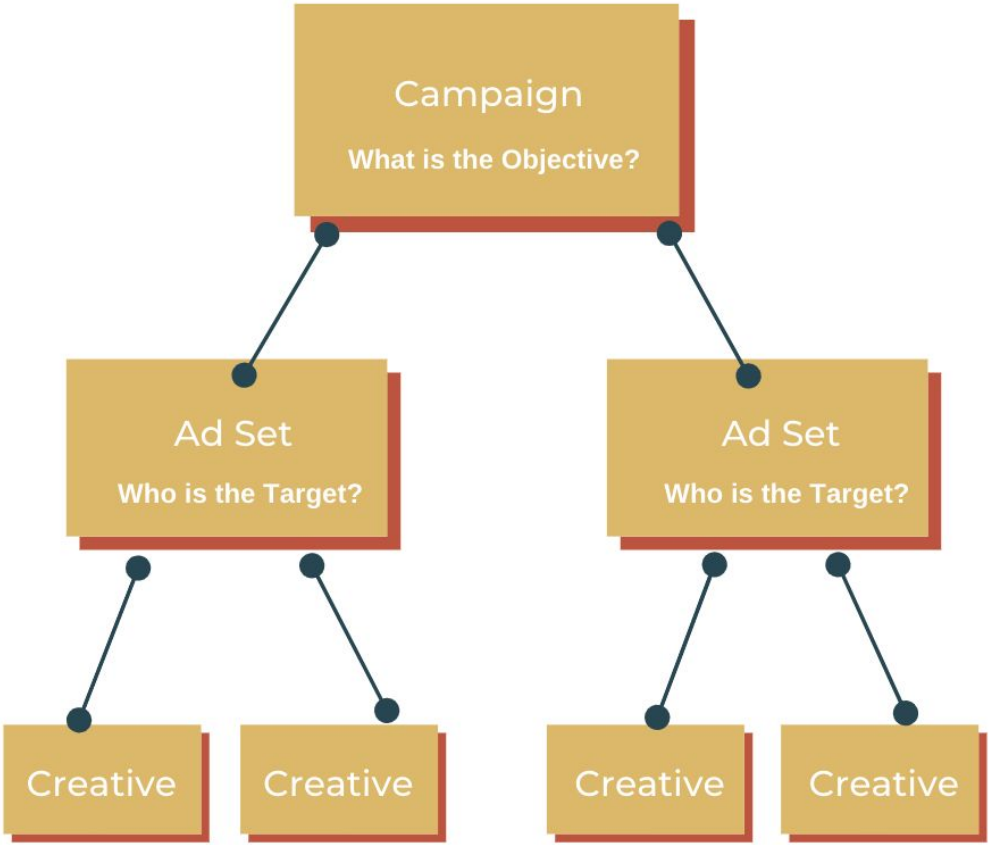
How many people have Business Manager set up?

Check out these helpful links here and here.

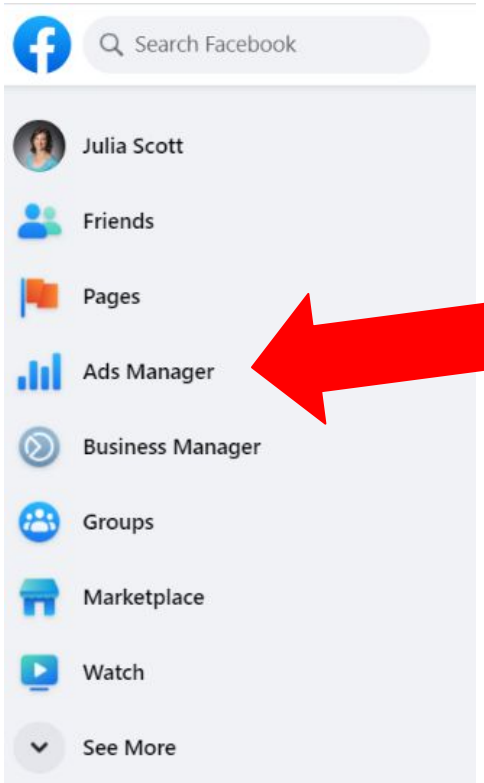
Targeting users via…
Ads Manager/ Business Manager



Ads Manager Structure

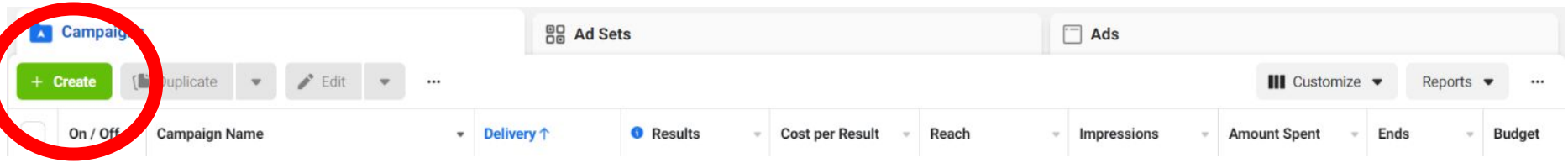


Business Manager > Ads Manager

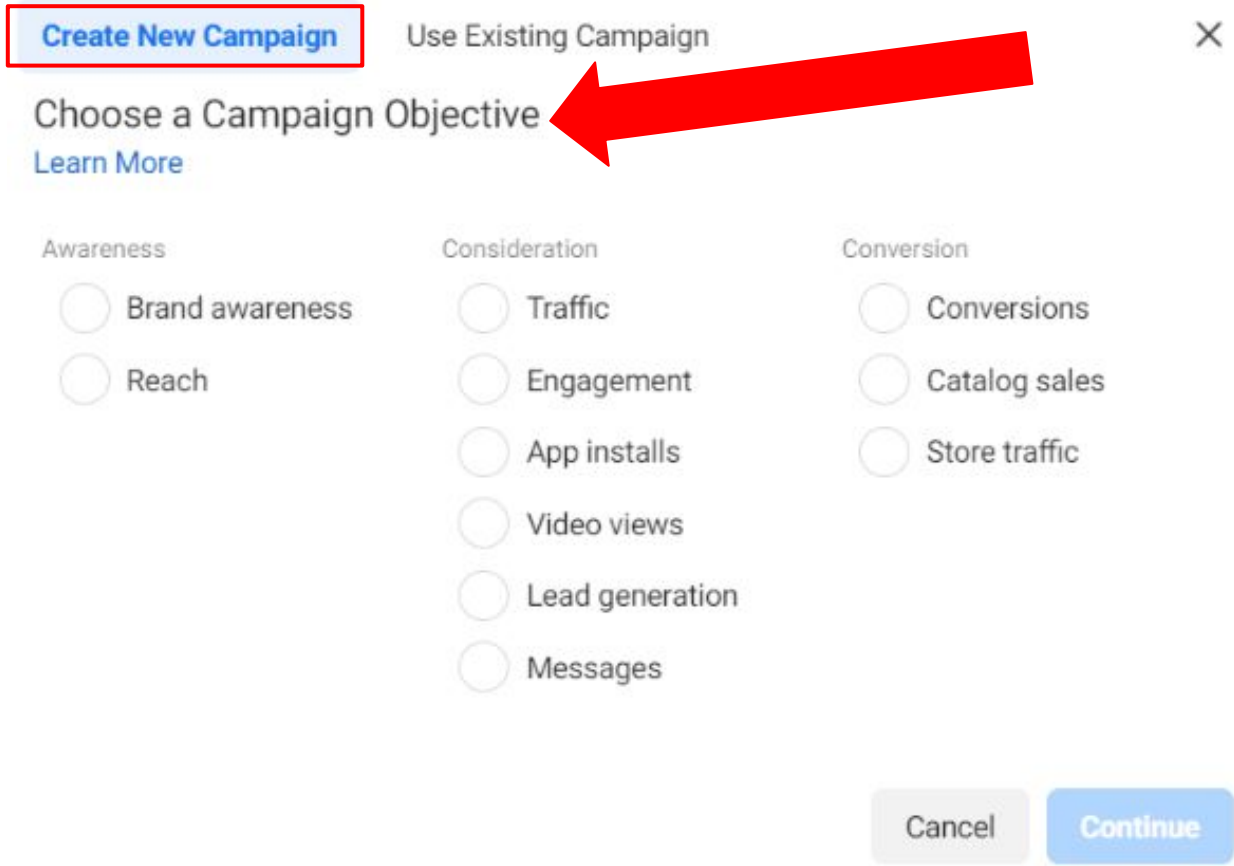


or **Facebook.com/adsmanager**

Ads Manager


Campaigns
Ad Sets
Ads
Create
Duplicate
Edit
Customize
Reports
On / Off
Campaign Name
Delivery
Results
Cost per Result
Reach
Impressions
Amount Spent
Ends
Budget

Ads Manager


Create New Campaign
Use Existing Campaign
Choose a Campaign Objective
Learn More
Awareness
Brand awareness
Reach
Consideration
Traffic
Engagement
App installs
Video views
Lead generation
Messages
Conversion
Conversions
Catalog sales
Store traffic
Cancel
Continue

Audiences

Custom Audiences

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn More

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn More

Audience
Define who you want to see your ads. Learn More

Create New Audience | Use Saved Audience

Custom Audiences — Create New

Search existing audiences

Exclude

Locations

Location:
- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:
- Off

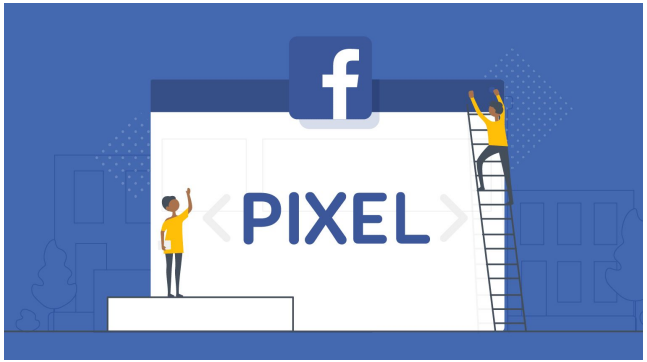
Languages

All languages

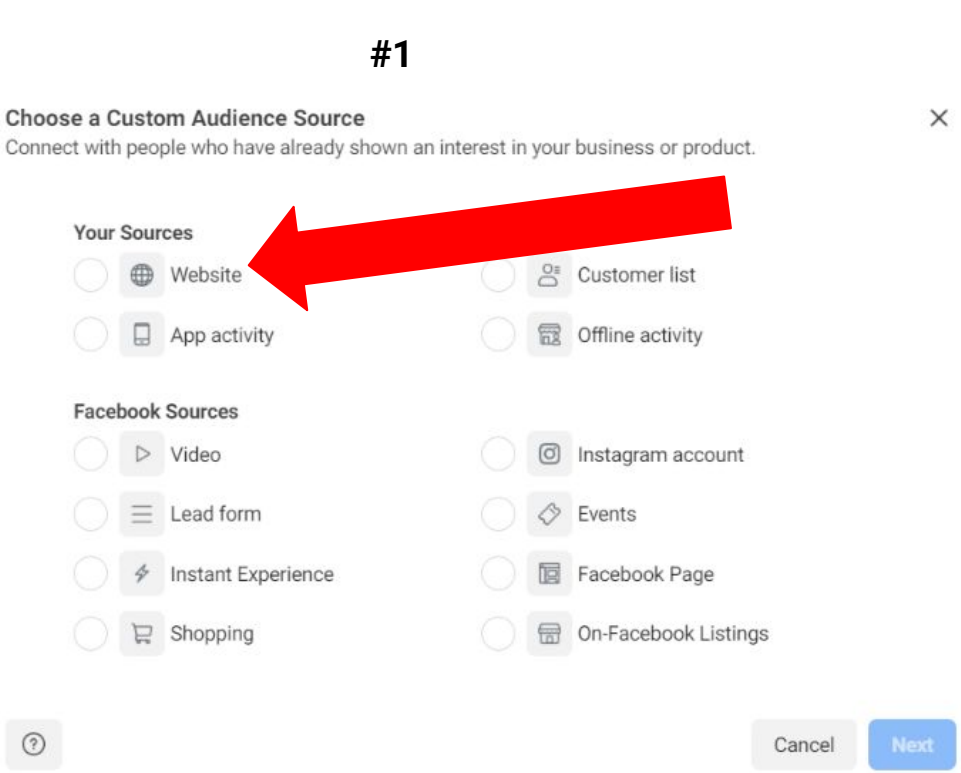
Custom Audiences – Facebook Pixel

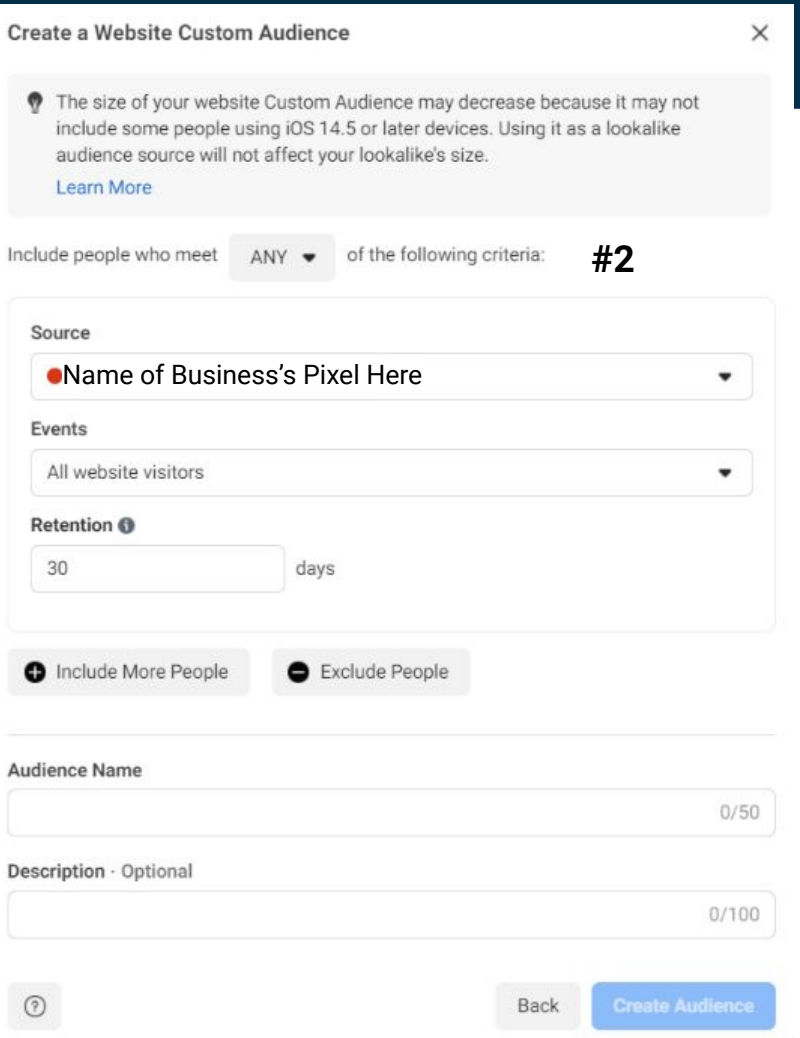
- Works like Google Analytics
  - Tracks activity on your website

- Benefits:
  - Remarketing possibility
  - Insights into who is visiting your website from Facebook/Instagram
  - Works with or without ads!



Website Custom Audience

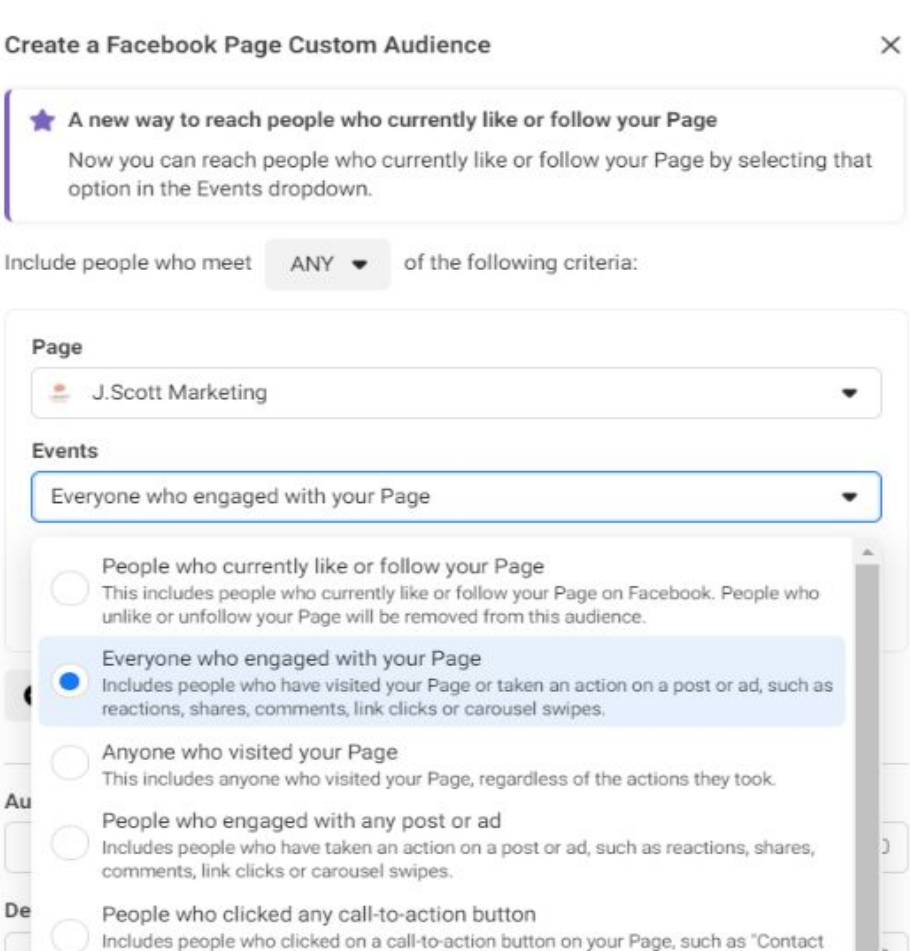




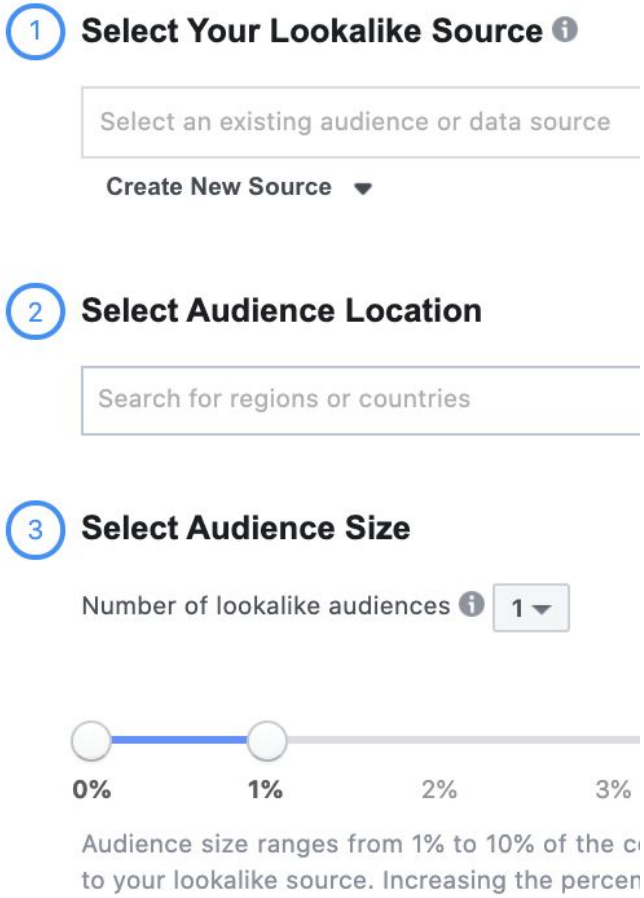
Customer List

- Upload your list of customers
- Facebook will match profiles based on the information you upload
- Highly recommend including:
  - Email
  - Phone Number
  - First name/last name

Facebook/Instagram Page Activity



Lookalike Audiences



Can be any of those custom audiences we just went over, plus the others we didn't go over

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You will choose United States

Once the audience has generated you can narrow it down when you're setting up your ad campaign

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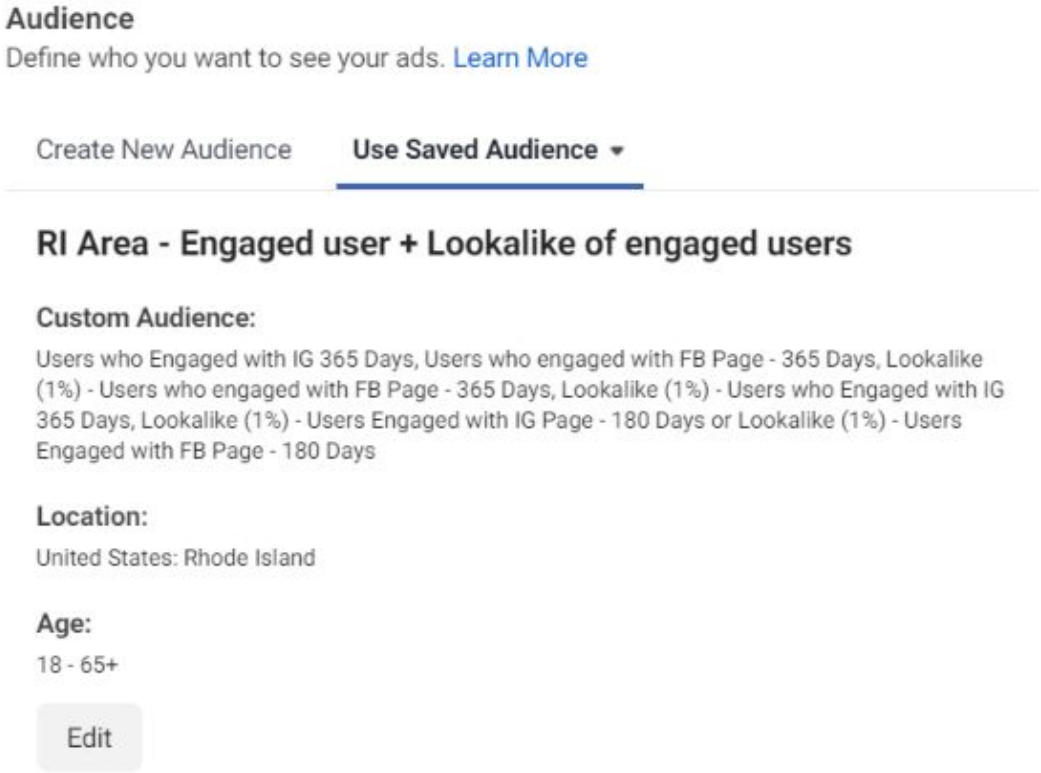
Leave at 1%. This means only the people who are most similar to your lookalike source will be included.

The bigger the % the broader the audience will be.

Note: Custom Audiences typically take at least 24 hours to populate

Audience Example



Custom Audience from a successful Mother's Day Ad Campaign

Activity Time!

Who is your ideal audience?

Using some of the mentioned target options, if you were to create one ad to your ideal audience, who would you target?

Gender **Age**

Demographics **Interests** **Behaviors**

How to interpret the results

How to interpret the results

Awareness (reach/impressions)

- Reach is how many individual users saw your ad
- Impressions is total times ad was seen by users

CTR (click through rate)

- How many users clicked on your ad

Engagement (How users interacted with your ad):

- Likes
- Shares
- Comments
- Clicks
- 1-2% engagement is Facebook average across all industries

How to interpret the results

CTR (click-through rate): People who view your ad then click your link

- .9% (Facebook average)

CPR (cost per result): The average you paid for each action type performed

- Leads, clicks, or any other objective that you set for your campaign
- $1.72 (Facebook average)

ROI (return on investment): Calculate your return on investment

- Total revenue generated from your campaign / total ad spend

iOS Apple 14 Update

iOS Apple 14 Update

The Apple iOS 14 update is here.

- This means changes are here that may **affect ads and ad reporting**.
- **Apple users can now opt-out of apps tracking their activity** across different sites and services.
- By opting out, apps like Facebook, cannot share your information to target ads, share location data with advertisers, or other identifiers.

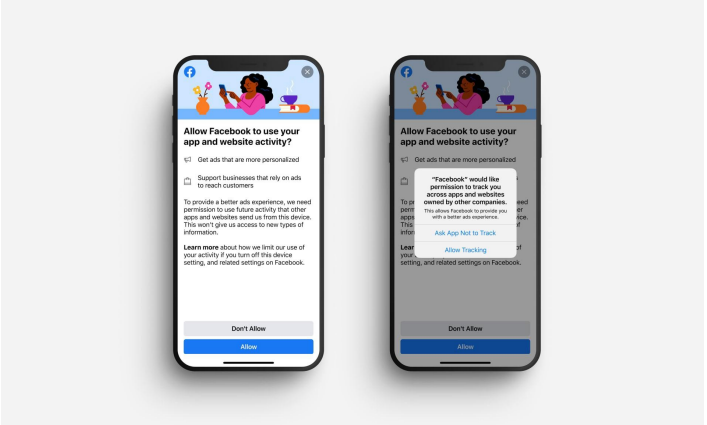


Image Source

iOS Apple 14 Update

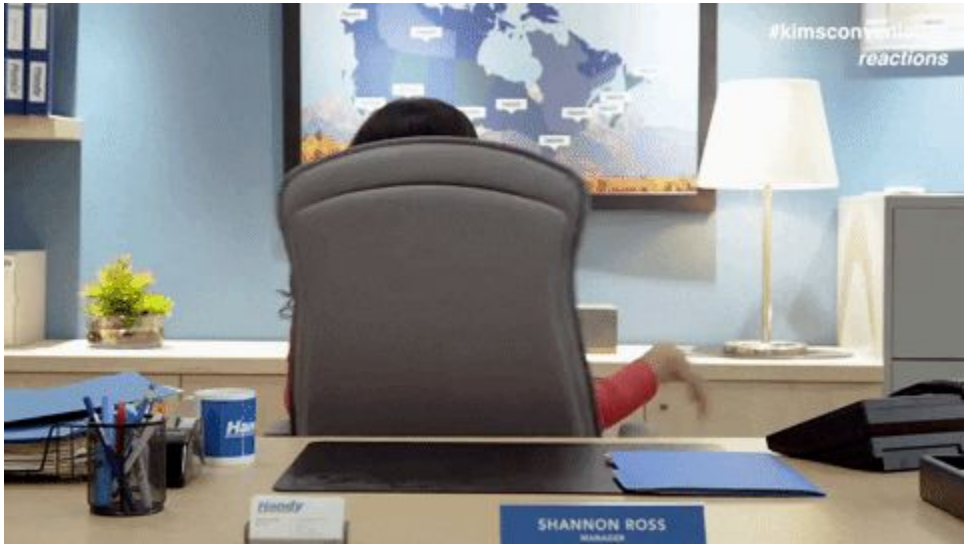
What now?

- **Continue to use data available** through Facebook Ads and Pixel and other analytical marketing tools. This update does not affect Android users!

- Continue to **manage, position, and optimize your ads**, making the most of your dollars.

- **Watch and monitor trends and other changes** within this update.

Let’s Review



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Questions?

Type your question to the chat box

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