VANESSA TALBOT

Client Attraction Radiance for Coaches and Soul Risers

Facebook Ads

Module 2
Illumination Book

Get Known, Attract Clients

UNDERSTANDING CAMPAIGNS, AD SETS & ADS

There are 3 parts to your ad. The 3 parts work together, so you'll need to understand each section.

CAMPAIGNS

The first part of your ads process. Once you've decided what your ad is about (i.e what offer it is, or what you're sharing with the audience), you'll also need to establish the type of campaign you're running for that offer or product. For instance a sales conversion campaign, or a reach awareness building campaign.

You'll be finding out what it all means and how to decide in the course together.

AD SETS

This is where you set who the ads are for: the audience you want to be shown to. It's in this section that you will determine who you will target (gender, age, location, interests). For instance, maybe you want to target Women, ages 35-55 in Australia with your product on Facebook. You will enter that information here.

Even though each section stands alone, you cannot have one without the other.

SET UP YOUR COLUMNS

To analyse your ads effectively you'll need to organise your columns.

Use the list below to set up your columns.

When you are done, be sure to save your custom column as a preset, before hitting apply so you can select it from the drop-down menu later.

Sales Column Set up
Link Clicks

CTR
CPC
Post Engagement
Add To Cart
Initiate Checkout
Purchase
Purchase ROAS
Video Views 50%
Video Views 75%
Video Views 95%

Here's what to look for when you start running your ads:

Link Clicks = (enter your number above)

CPC = (Goal of Cost Per Click) Under $1

CTR =

(Goal of Click Thru Rate) Above 1%

Add to Cart =

15% of people clicking the link should be adding to cart

Initiate Checkout =

60% of those people Adding to Cart should be Initiating Checkout

Purchase =

2-5% of those people Initiating Checkout should be Purchasing

SET UP YOUR 3 PHASES

This is the very framework of your ads campaigns.

It's the 3 phases that make for successful ads.

Instead of the usual one phase that most people use, this is where you get smarter.

You're going to make it super easy for yourself, as easy as 1, 2, 3

Click This Link to access the Ads Manager:

To keep everything organized in the Ads Manager, you will start with Campaign 3 and work your way up to 1; that way it all coordinates later.

Here's what you'll set up. Watch my video instructions to see how.

3 = Sales/Conversion Campaign = Sell

2 = Awareness Campaign = Retarget

1 = Traffic Campaign = Introduce ((work out who responds best to you so you don't waste money)

DISCUSSION

Why didn't my previous attempts at ads work?

PHASE #1 SET UP
TEST AUDIENCES & ADS

Create your phase 1 – Traffic/Introduce yourself Ad (work out who responds best to you so you don't waste money)

The purpose of this phase is to sort out which audiences work for you before you spend a lot of money.

It's best to run your lead magnet here, so you can list build while testing audiences.

Run your Traffic/Introduction campaign at $5 per day for up to 3 days. That means you will spend anywhere from $5-$15 for this test.

DEFINE YOUR AUDIENCE

- Age
- Gender
- Location – can be divided down from country, to state, to regions and towns. Decide WHERE EXACTLY the people you are wanting to target are.
- Interests

SET YOUR AD

- Upload your Image
- Add your Copy
- Add the Link to your landing page site.

Check your ad before publishing.

Is it:

- on brand
- appealing to your target audience
- easy to read and understand
- your landing page is NOT a mismatch or disconnect from the ad.

Important Notes for Phase 1 Traffic/Introduction Ads

- Run your Traffic campaign at $5 per day for up to 3 days. That means you will spend anywhere from $5-$15 for this test.
- You can turn it off after 24 hours if you feel like you've got enough information to move onto the Sales Campaign.

- Once the Sales Campaign is up and running, you will want to turn the traffic campaign off.

- You can start testing new audiences and ads right away by setting up another Traffic Campaign. The goal is to always have NEW Sales Campaigns running and the way to do that is to constantly test out new audiences at the traffic level so you know who to sell to next and what ads get the best response.

- Remember, you will have a retargeting campaign running at the same time. That is your safety net for ALL of your ads.

*You can run 1-3 ads using a different graphic or copy under your Ad Set. If that sounds complicated, it's 100% okay just to run one ad.

COMMON QUESTIONS ABOUT
CAMPAIGN #1

Q: WHY IS ONLY ONE OF MY ADS BEING SEEN?

A: This may be due to the fact that only one ad has been approved and is being shown to your target audience. It is common for ads to be approved at different rates, even if they were completed at the same time.

Q: IS IT TYPICAL FOR ONLY ONE AD TO GET REACH?

A: It is not necessarily typical, but it can happen if only one ad has been approved ahead of the others and gets a jumpstart on being shown to your target audience. To avoid this, some advertisers choose to schedule their campaign to start at a later time to ensure all ads have time to be approved before the campaign begins.

WHAT IS THE GOAL OF
CAMPAIGN #1

The ultimate goal of Campaign #1 is to find out if your audience will respond to your ads. You will use these audiences and ads later.

Here's your process for determining if #1 is working:

Is your campaign as a whole is getting link clicks? Yes or No
- If the answer is No...give it another 24 hours to see if it picks up. If it doesn't get any link clicks it means that you need to test different audiences.

- If Yes, follow the steps below.
  - Take a look at the cost per link click. If it's well over $1, then it means either this audience isn't right for your offer or, the ad is not compelling them to click. If you know in your heart of hearts this is a good audience for you...then try testing a different ad to see if that helps bring down the cost of each link click.

- If it is well under $1, that is wonderful. You have found a good audience and put a great ad in front of them. You can safely place that audience and ad into a conversion campaign in order to start generating sales.

- Once you have run this test, you will know if your audience is responding to your ad. If they are, that is AMAZING! They are ready to be placed in Campaign #3 - Sales!
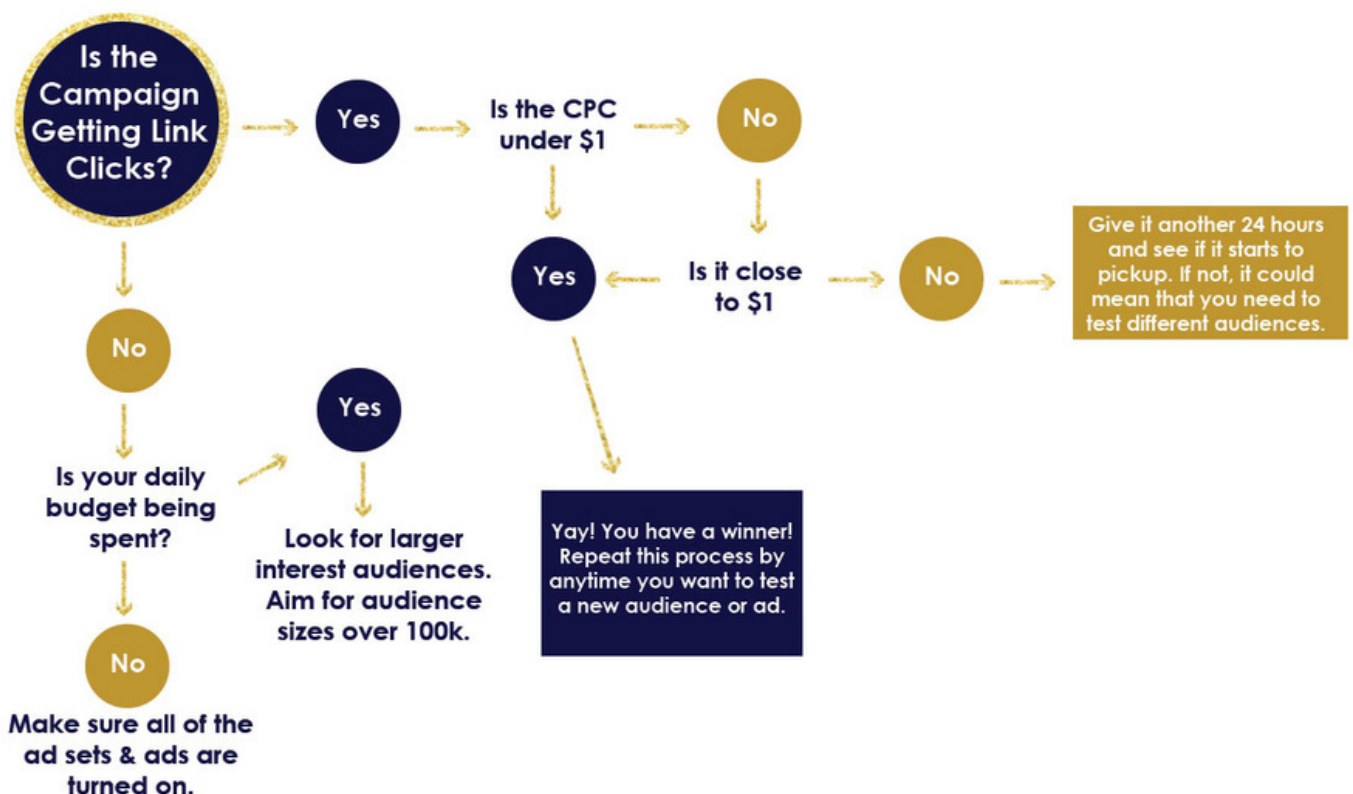
My best suggestion is to continually test new audiences with different types of ads and copy. This will allow you to find out what works best for your brand. For instance, you may want to test an image one time, and the next test could be a video.

Here's what your funnel will look like now:

1. Traffic Test - send to landing page/sales page
2. Retarget (all website visitors and social media traffic) this hardly ever changes. - send to home page
3. Sales - send to landing page/sales page

Step 1

Funnel Helper

Is the Campaign Getting Link Clicks?

→ **Yes** → **Is the CPC under $1** → **No**

↓ No

Is your daily budget being spent?

↓

No

Make sure all of the ad sets & ads are turned on.

→ **Yes**

Look for larger interest audiences. Aim for audience sizes over 100k.

Yes ← **Is it close to $1** → **No** → Give it another 24 hours and see if it starts to pickup. If not, it could mean that you need to test different audiences.

↓

Yay! You have a winner! Repeat this process by anytime you want to test a new audience or ad.

ATTRACTION
ACTION

- Set up your first traffic/introduction ad and watch for 3 days. Then TURN OFF!

- Test one or two different audiences with the SAME AD.

- Make no changes to the ad. Remember we are testing what audiences respond to you, so keep the ad exactly the same.

- Check through the figures on your columns.

How many people did your ad reach?

How many clicks did your ad get?

What is the % of clicks per reach? (number of clicks per number of people ad shown to)

Did the Cost Per Click stay under $1?

Which ads worked?. We'll review next class.