

Facebook Fortunes Webinar 15

Looking Inside Facebook Ads Manager - cont.

Kerry: Hi and welcome to Facebook Fortunes Webinar 15, where we will be continuing to look inside Facebook Ads Manager.

Let's first kick off with a bit of a recap of last week.

Last week, we went into the back of Facebook Ads Manager and we had a brief look on where to find it and how to navigate our way around it.

We looked at how to set up audience and we set up a basic Facebook Ad.

This week we are going to set up a couple of different ads and then we will look at reading the statistics, which is really important for you to understand what we are looking at and then you can go and look at the stats yourself.

Let's go back into Facebook Ads Manager, so that I can refresh you on where everything is.

This is our main part, up in the top left hand corner where it says Ads Manager. This is where our tools are.

We click on tools and when we want to set up audiences, we click on the "Audiences" tab.

If we want to look at to look at "Audience Insights", we go to the "Plan" column and click on "Audience Insights".

The other thing that you use inside here is "Custom Conversions", which is under the "Measure & Report" column and we use to set up the "Thank You" URL for when someone comes in and opts into our list or buys our stuff.

At this stage, the main ones that we use inside Facebook Ads Manager are Ads Manager, Audiences, sometimes Audiences Insights and Custom Conversions, at this stage.

The other thing to look at inside here, is the main dashboard and the columns of the campaigns that we are running and whether they are active or not delivering and then, we go over to the Performance tab and click on it and we can then break that down with different reports on exactly how they are tracking and we will dive into that a little deeper, further into the webinar.

So, now I want to cover how to set up a basic "Like" campaign and then I might show you how to set up a "Conversion" campaign.

You know how I said that once you have driven people to your website and they have started converting - buying or opting in - then we can start to teach Facebook what a conversion is, which is basically what we want to do. We want to teach Facebook what the conversion is.

I set up an ad last week with my Marathon Girl Bracelets and over the past week, I have had enough conversions so that I can now run a conversion ad and Facebook knows what that is, so therefore it should be fully optimised and I will show you how to do that, as well.

Let's start with a "Like" campaign.

We click on "Create a Campaign" and you can see that there is a list on the left and it asks for the Objective. What is the objective of the campaign and in this instance, it is to get people to come and like our page.

It is called "Awareness" in here and you click on Promote Your Page.

Now, Facebook comes up with recommendations.

You give the Campaign a name and then click Continue.

You then pick your Facebook Page. Now, by rights, you probably won't have the hundreds that I have, so it should be easy for you to find your page.

Then we have to select our Audience and as I said with the "Like" Campaign and is something that I teach all along, is if you haven't got anything already, then it is a really, really good idea to use the "Interest Based Audience", which you would have researched early in the piece.

If you already have an audience, then you might want to produce a "Look-a-like Audience" for a "Like" Campaign or if people have come and visited your website, you might want to advertise to them to get them to come and like your page.

In this instance, I am going to pick one of my look-a-like audiences just to show you how to set this up.

I will pick a "Look-a-like Audience" and I wanted to target a US audience.

I'm going to choose one of my website custom audiences.

I go through and try to make it up to over a million, just so that it is not so specific. It says that the potential reach is 1,500, but the reason why is because we have Australia ticked, so we take that away and it comes up to 3.2 million people.

I am going to get specific with age and I know that my target is from the ages of 30-50 and they are all females and now the Potential Reach is 1.5 million, which is pretty cool.

I exclude people who have liked my page and I will save this audience and give it a name.

At any stage I can go back and grab that.

We have a look at the "Placements". They will only show a "Like" campaign on Facebook newsfeed - desktop or mobile - it won't show on Instagram or the audience network.

I will set my Daily Budget for this particular ad at \$5. I won't worry about the Schedule, because I am going to continue to run this one and I will name it.

Then click Continue.

This is where we can use single image, single video or a slideshow.

I am going to click on "Browse Library" or I can use some pre-stock images, which I think I showed you last week.

For the purpose of demonstrating this, I will grab any image, but I would typically use one of eyes and face and I normally would use an image of me, as well, but they happen to be sitting under my other ad account, while I am showing this, so I will use this stock image.

The wording "Need More Likes" might be a bit much for the image, but we're just using it to demonstrate setting the ad up.

The sizing on this is 1000 x 737. Facebook like the image to be is 1000 x 444, so this will crop it down. You can move it around if you do decide to use these stock images.

I write in the text box the text that goes with the ad post.

The headline pretty much stays the same. You can change it, but it will only change on your mobile and not necessarily on your right hand side or on desktop newsfeed.

We don't need to track conversions, because it is a "Like" campaign.

I always go back and make sure that I have reviewed it and check that the campaign objective is "Likes" and my audience and where it is going and the ad name.

I will change the Ad Name because I like it to describe exactly what they are and then click Continue.

That is about as simple as that. It is very similar to list building. There are less choices on what you can do, but I would suggest that prior to setting up any of these ads, you get your images sorted out and audiences sorted out and then it is just the technicality of loading the ad up.

Now, I want to show you some of the different things that I do once I have been running a campaign e.g. with the Marathon Girl Bracelet Campaign, that I showed you last week, let me run through what I would do with it now, by adding different audiences etc.

This is an ad that I ran last week.

I click on that ad in Ads Manager.

Now, see over here on the top right hand corner "Last Month". Click on that and put the ad into "Lifetime" and click Update.

Last week, I showed you how to set up the fans and look-a-like audiences, but I would set up other audiences, as well.

I would go into here. I closed off the look-a-like one and you can see that I got 14-conversion off my fans, which is \$2.17, which is fine because I still make money off that and I spent \$30.

I had 6 at \$4.16 with the look-a-like audience. That is still ok and I still make money off it, but in this instance I will switch this one off, for now and I will put more budget into my "fans" and some of my other audiences.

This is where I go in and duplicate or do the same ad and take it through all of the different audiences.

I go back down to the ad limit level and create a similar ad. Remember, we must change the Ad Set because we are going to have a different audience, so we create a new Ad Set and save it.

We will do the Re-Marketing one to show you what this is about.

The audience that I am choosing, in this instance, we can choose people who have landed on the shoelace page in 180-days. Then, we exclude people that have come to the checkout. Now, with a custom audience like this, you don't have to choose a location because it will automatically choose them in those notifications.

I wouldn't want to touch anything else here. These people have clearly been to the page and are interested and we are excluding those that have not come through to the checkout.

I want to edit my Placements and take off the Audience Network.

I will only spend a small budget on this one, because there is only a really small audience - a couple of hundred people - so, let's just say \$5 per day and I name the Ad Set and click Continue.

I go to Page and Links and go to the page.

Now, by rights, when I select that I want to place a similar ad, it should bring through the ad and ad copy and everything. It does Power Editor and I will show you how to do Power Editor, along the track, which makes things a little bit easier and it used to do it in Ads Manager, but for some reason things have changed in Ads Manager and it doesn't come through, which is kind of pointless, because we want the ads to come through, but anyway, let's go Browse the libraries.

It just means that it is a bit more work because we have to go back and put it in.

Get the link to the bracelet and always remember to go to the link and make sure it is working properly. If it is we copy and paste it into our website URL.

One of the things that I strongly suggest that you do before you launch a campaign - we do try to double check, but the responsibility is on you to check, as well - but, if you are selling something, go through the buying process and see what happens when someone goes to buy and if there are any glitches in the system.

If you are list building, make sure that you opt in to your list. If we are building your page for you, you always want to go in and check the process and flow and make sure that everything is ok. If you have someone else doing it, you definitely want to do that.

I went through and bought this bracelet myself, to make sure that everything was working correctly and I do the same if it is an opt in page that I am doing. I go through and double check it if someone else has built it.

We put our copy in the Text box.

So, they have seen it and will now be re-marketed to, with a "Don't miss out! Sale ends soon!"

I change the "Call To Action" to "Shop Now" and I'll leave the description and display link and tracking conversions, but I do want to change the headline. I will change it to Launch Special - Ends Soon.

In this instance, I might change this image if they have already seen it. The thing is that most people have seen the previous image and I've only swapped this one over in the past few days, so I will leave it in because a lot of people have not seen this specific image yet. It stands out and it is different from the previous one.

That is my re-marketing one and I will place an order.

I can also do exactly the same and go through and target page engagement audience that i set up.

Let me know if you want me to show you how to do this.

I can do a Power Editor episode for you guys. This is really frustrating for me because I don't usually do things in Ads Manager. It will be a lot easier for you guys, but let me just show you Power Editor quickly and how you can create the different audiences in that.

We will do another Ads Manager one, because that is what everyone wants and I'll do Power Editor another time.

You create a new Ad Set. You customise your Audience. I actually don't think it does calculate back 365-days - I am doubtful of that, but that is what it tells me.

I don't know what other countries have interacted, so I only want to post to certain countries when I am remarketing to this audience.

I want to add the locations but I am going to leave it and see what countries get involved.

I tick the relevant boxes in Placements and the Potential Reach is 5,900, so \$5 should be fine and then I name the Ad Set and pick your page. Browse Library for images.

This will be similar to my Page Fan Audience. You can do an Audience Overlap Test, but that is done in the Audience section and then I go back to my copy. This is why it is good to have your copy written down somewhere. I copy and past it into the Text Box. Then I put a name in the Headline Box - Marathon Girl Shoelace Bracelet.

With this particular image, at a glance, this is what I would do, but I would have and have asked for the image to be changed and basically, have the "launch special" as the main word

in here and "shoelace bracelet" a little bit smaller. That is what I asked for, because I think that this is the main thing here. The can visually see what it is.

I am going to break up the text, also as I think it is too blocked.

We want to have tracking, again.

We can review the order and it is good standard practice to do that to make sure that everything is right and as you want it.

Like I said, because I have enough conversions I can now set up a conversion ad, if I want to.

Here's how we do that!

Let's go back to our campaign and into our main desk top, so to speak.

So, if I want to create a campaign, I click on the "Create Campaign" tab.

We want to increase conversions on our website and you can create split-test for this, but your budget has to be really high to do it. Your budget has to be about \$100 per day for Facebook to do the split testing and heavy lifting for you. I will go into details on that, further down the track, once I have tested it more. I tend to like to do the split testing myself.

I name the campaign and choose the Conversions. You know how I set one up before - I have Marathon Girl Custom Conversions there and that is the one that I will use. It is optimised to select people or show the ad in front of people that are like these people. That is who we are optimising it for! Who are the people who are most likely to convert?

In this particular instance, what we could do, if we are willing to spend \$50 per day (and that is what you have to gamble on, with this), you can get Facebook to do the heavy lifting for you. You can just put in the parameters of age and country.

I'm am going to set this to an Interest Based Audience and I believe that I have one saved in here, somewhere, which is my Marathon Girl - US Marathons people.

I am going to take out the Audience Network and I will do this for \$20 per day because it is just running for one day, realistically and then I give it an Ad Set name and everything else is pretty much the same, so it is really only at that level that we are looking at.

The difference in that is just that you track it to set up to be optimised for the particular conversion of check-out.

I choose an image and a website URL and give it a Headline.

Then I copy and paste the copy into the Text Box & I add the "Shop Now" button.

The great thing with this, to give you some feedback on it, when someone converts I get shown that. Most people buy two or more of these and some people buy three or four.

I woke up in the morning to have made a few hundred dollars from these bracelets just selling through the night.

Then, we review the order and make sure that the campaign name and everything else is the way that we want it.

That is how we set up a couple of different campaigns.

I don't select an end date because I will go in and manually change it. I don't know how long I have the Launch Special going for. I know I've told people that it will be ending soon, so I might end it in the next week, but I want to be able to manually choose that. It will depend on how sales are going. I will put the price up then!

Now, we can move onto the fun stuff - well, I find it the fun stuff, now that I know how to read stats and this has only been in the last couple of years. Before that, I wasn't a numbers person, but now I am and I have noticed how much it has increased and helped me in business, so let me show you what I look at when I look at a campaign.

Let's kick start with a "Like" Campaign and then we will look at the "Sales Campaign", but the Sales Campaign, to be honest, is the same as looking at stats and a list-building campaign.

You will find that Karen has uploaded documents, with step-by-step process of what we are looking at, into your Base Camp. You have a nice discussion in there, which is what we want

you to do for your homework. Don't look for it now, because it will be there once this webinar is finished.

Let's go right back to the start and look at stats.

Remember how I said that if your text takes up more than 20% of the entire image, then you will be paying way more for the advertising. We don't like to do that!

Let's have a look at this particular campaign.

If I wanted to look at the stats of my "Like" Campaigns, I would go over to a column on the right, which is Performances.

I want to know how many people have seen the ad, so that is the reach.

I want to know how many people have liked the ad in a "Like" Campaign.

I want to know how much it costs to get that "like".

I want to know the "click through rate" and what I am talking about with that is how many people have "liked" the ad - taken action versus how many people it has reached.

I want to know the relevancy score in a "Like" Campaign is it generally has direct correlation between high-relevancy scores - 10 out of 10 being fantastic and 2 out of 10 then you might want to look at your ad.

I've noticed that the higher the relevancy score, then the lower the cost per "like".

I want to know Frequency, in this instance, but again, if the ad is working and continuing to work, then I will just let it run. If it is starting to taper off, then I will look at if it is the "frequency" and whether people are seeing it too much and it should be changed around.

I want to look at the total spend.

In terms of if I was looking at this particular campaign that I am going to re-hash and re-visit, when I am setting up the columns for a "Like" Campaign, I go into Columns. I will go back into here and we will go back to all of them.

You are going to set up reporting for yourself, for a "Like" Campaign.

You would go into Performance on the right hand side. Then you would go into Custom Columns. Then you go to the right hand side. I am not concerned about Deliver or Results, right now. I want Reach; Amount Spent; and, Relevancy Score of what they have over here.

When I go over to the left hand side, I want to know "Likes" - Page Likes and Cost Per Page Like.

You can move the list on the right side around and I like to put them in a particular order. I have Amount Spent and Relevance Score, down the bottom.

By rights, that should be enough because I am going to get Reach and Page Likes divided by Reach equals Click Through Rate and then, obviously Cost Per Page Like; Relevance Score and Amount Spent, but I am going to get Facebook to figure out the Click Through Rate for me.

Go the search bar on the left and put in CTR, then tick CTR All box and we will find the Frequency here, as well.

Again, like I have said, if it is performing, then frequency is not an issue. If it is performing better than others, then I wouldn't even necessarily worry about Relevancy Score, but if it is not, then this is where I will look at a few things.

So, we have Campaign; Reach - how many have seen the ad; Page Likes - how many people have like it and then we have the Click Through Rate (CTR). We want to know the Cost Per Likes and that this is dropping or we are getting a return for the investment on it, that we know we can pay 'x' amount per like and make "x" amount of money and you will only know that down the track, once that is happening.

We want to know the Relevancy Score; the Amount Spent and Frequency comes as one of the last things.

Then we click on Apply in the bottom right corner.

Then we go back up to our columns, again and Save that report. You can call it what ever you like. I call it Facebook Ad Report-Likes, but as this is another one, I will call it Facebook Likes Full and Save that.

Now, you can go back and login to our Ads Manager. When you first come into it, this is what it will look like. You will be on your dashboard. Let's say that we want to see how a certain ad is performing.

We go over to Performance and click on the Saved Report.

This is what I want to know in my "Like" Campaign.

Make sure that if there are no figures that you have it on Lifetime or on Weekly or whatever you are tracking. If you want one week to another, then you change that.

I want to know that my CTR is over 1%. We are at 3.96% here, so I know that this is good. If an ad was not performing, then this is one of the things that I look at. I look to see if the CTR - the number of people who have taken action divided by the number of people who have seen the ad.

This is what I look at when I am looking at your campaigns - I would see this and think it is tracking well if it is over 1% and if it is 3.96% and 3.91%, it looks really good to me. The ad is doing relatively well and in this instance, we have a Frequency of 1.65, so that is really what I am looking at in the "Like" Campaign and the Cost Per Page Like.

One of them here was \$0.22 and it has popped up to \$0.33 in this audience here. The reason why this one is off, instead of this one, is that this one was performing better, so I switched one off and had another one go.

It is not performing as well and the reason that I think that it is not performing so well and this is inside knowledge for you, is I actually dropped down the "Likes" to \$2.50 for this particular split test, because I am doing a lot of other advertising campaigns with lead building and webinars etc.

I just wanted the "Likes" ticking along, but I didn't necessarily want to spend the full \$5 per day on "Likes" when I wanted to put some budget on something else, so I know that when I

did drop it down that the cost per page like went up and this doesn't always happen, but that is what I would directly attribute it to and that is just through my knowledge of stuff.

That is really what you need to know - your cost per like and then you can break it down and look at week upon week and month upon month.

Don't get too finicky with it. Don't be contacting me telling me that last week it was \$0.21 and this week it is \$0.25, because you will probably find that the next week it will go down again. If you even look at it daily, it can go up and down daily from \$0.43, down to \$0.20 in a day, so in a Like Campaign that is what I look at and this is the report that we do.

The Relevancy Score doesn't show up until you dive into the ad, itself, so if we click on the ad, you will see the Relevancy Score Column and it shows up in levels and this one has showed up at level 8, which is not too back. It is fine.

I would love 10 out of 10 - that would be fantastic, but in terms of playing with this and putting more time and effort into it, I make more money in my list building side, than I would just changing this around.

I will do it at some stage and see if I can get that up.

In the initial stages of setting something up, I would definitely be keeping an eye on this and looking at it and adjusting as I see fit.

When we are looking at a Sales Campaign or List Building Campaign.

We go back to our Dashboard and this will be for either a list building or sales campaign, but we will use a list building campaign.

You choose the campaign and go over to the Performance Column again and choose Customise Columns.

I want to know the Reach and delete all of the other that I don't want.

In a List Building, I am not too worried about the Relevancy Score side of things.

I want CTR and this time I want CTR (Link), rather than CTR (All).

I want a Custom Conversion that I set up, so I will go to Website and I go into my Custom Conversions.

Let's just say that I am doing my new Facebook Pixel (lead), which is an opt in.

Then I want Cost per New FB Pixel (lead) and Website Link Clicks (Link Clicks).

I will reorganise the right hand column so that we have Reach; CTR (Link); New FB Pixel (lead) - how many people have opted in; and, the Cost per New FB Pixel - lead (opt in) and then Amount Spent.

We then click Apply.

What I can see from last month's, is that in total it is a 1.21% CTR. So, I know that 323 people have clicked through and I am happy with that. That is OK! Like I said I want over 1%.

My leads are 145, so I work out my conversion rate on my page, so on my calculator I put in 145 divided by the number of people who have clicked through to the website. We then multiply that figure by 100 to get 44% opt in on the page.

For something free, we are aiming at around 25%-30%. 20% is ok, but the fact that we have a 44% opt in rate - that means people have clicked on the link and come through to the page and then, they have opted in, then that is brilliant! That page is converting really, really well. I am very happy with that and would not change anything on the page.

If I was to change anything here and this has been working really well for me and my cost per lead is \$1.95, which I am happy with. I can convert these people really well.

I can convert these people really well. They have had a really good education.

I have watched a video on the new Facebook Pixel. They are happy and I have built my authority and list at the same time, but if I changed anything I would try to get it up a bit higher, so I might try to improve on the ad.

So, if we go through to the Ad Set Level we can break it down and have a look at how it looks.

This has a 1.35% CTR which still looks good. We could increase it. The conversion rate is a bit less on the page, but it is a US audience and I may speak a bit fast on my video, when I am explaining things to them, but I am still getting them coming through.

If I was split-testing this on different types of audiences, I would get a really good idea of what is working and what is not. Like I said, I want to know the number of people who have seen it; how many people have clicked through; the CTR is over 1%; and, the conversion rate on the page, which is the conversions minus divided by link clicks times 100 to get the percentage.

If it is under 20% we might need to revisit it. If it is over it, that's great! If it is at 44% and the page converts well, don't change anything on the page. If anything, we change the ad and it is exactly the same if I was doing a conversion one. This just happens to be a lead. A Sales Campaign would be exactly the same stats.

We have this information in Base Camp for you and it is on the Agenda notes. I am going to be adjusting one of them, because I did have one missing off the business of a sales campaign.

Sorry, I have gone a bit over, but I guess I want you to go to Base Camp and look at the notes that Karen has just put in there. They are called Creating Reports and Custom Conversions in Ad Manager.

I would like you to create a couple of reports, so that you know exactly what we are looking at. So, create a Like Campaign report or column and create a List Building Campaign or a Conversion Campaign column, if you have one of those set up.

I'm looking forward to seeing some fantastic results from you.

I will be back in two weeks.

See you!