

Facebook Fortunes Webinar 20

The Nuts & Bolts of Power Editor

Kerry: Hello everyone and welcome to this week's Facebook Fortunes webinar.

It is Webinar 20 in the series and we will be going through & diving deep into the nuts and bolts of Power Editor.

We have spoken of Power Editor, in the past and I may have showed you a few bits and pieces, inside it, but of late, I have had a lot of questions about it and how it works and realistically, I find that I do most of my ads inside Power Editor, so I want to go deep inside and show you how it works and then you can see if it is something that you want to do, moving forward.

We will cover the difference between Power Editor and Facebook Ads Manager and I will be explaining to you what Power Editor is, because I know there are a few people who have asked about it.

We will also cover where to find Power Editor and navigating around Power Editor. There are different areas that you can go inside here, but I am just going to show you the main areas, so it is not confusing for you. There are a lot of things inside that you will never, ever need to use and neither should you know what they are, because if you don't need to use them and you don't know what they are, then you will be less confused. You don't need to fill your head with things that you don't need to use, if that makes sense.

I will then show you how to run an ad inside Power Editor, so how we will duplicate an ad set and run a new ad inside Power Editor.

That is probably the number one feature of Power Editor and why I use it. It makes duplication of ads, ad sets and campaigns super easy - much easier than Ads Manager, but there is a time and place for Ads Manager and that might be where you want to stay, right now.

I want a message from all of you at some stage next week, on a win that you have had. I know that some of you are not selling anything right now, but it could be completing a task that you have been given by us or getting to the next step, but those are wins and I want to hear about them.

Let's get started with the difference between Power Editor and Ads Manager and what it actually is.

I am going to give an explanation of each. This is all in the agenda, but I will run through it.

Ads Manager, as you know is where we run ads.

There are three different places where we can run ads on Facebook.

The first one and the one that I don't like to run is running an ad from your business page. Facebook makes it nice and easy for you to run an ad from your business page, but in making it easy, it means that there are less features and you are more likely to suffer. I will very rarely run an ad from my page. Occasionally, if I am in a rush, I will boost a post, but generally, I will go into Ads Manager or Power Editor.

Those are the other two places.

You can run and ad from your page Ads Manager, which is the main place that we go to and I am going to show it to you in a minute and then we will run an ad through Power Editor.

Firstly, let's go through what Ads Manger is.

The Ads Manager is the basic campaign and management tool. It went through a major update recently, which made it a much more powerful tool than it was before. (Once upon a time, we could do basic ads campaigns, but if you were an advanced advertiser, like myself, running multiple campaigns, Ads Manager was a bit clunky and it didn't have the features that Power Editor had, but it is starting to keep up now. Ads Manager is the Facebook Native Ads Creation Platform) In the past, most of the powerful features were available on the Power Editor only, but now Facebook is making the Ads Manager and Power Editor more and more alike. In saying that, the Ads Manager is still the more basic tool and most advertisers, especially advanced ones, still prefer the Power Editor.

This is the basic tool and most advertisers will use it, except for advances advertisers. We would tend to use Power Editor.

Now, let's go through what Power Editor is.

The Power Editor is Facebook's bulk actions tool, built for more advanced advertisers with multiple campaigns, ad sets and ads. The Power Editor was designed to make it easier for advertisers to create and manager their campaigns and make multiple actions, at once. It is a really, really easy duplication tool.

Usually, when Facebook is rolling out a new feature for advertisers, it happens in the Power Editor first, before they appear in Ads Manger. (Although lately, it's getting more even and sometimes they appear on the Ads Manager as well, at the same time).

You used to only be able to do, what we call, a Dark Post and that is why I started to use Power Editor, initially.

A Dark Post is a post that appears in the Facebook Newsfeed, but doesn't appear on your page. It is still called a Dark Post and this was a feature that was only inside Power Editor, initially.

Canvas Ads and Lead Ads were only in Power Editor, but lately, these features are starting to appear in Ads Manager a lot quicker or even at the same time that they roll out in Power Editor.

The positives of Power Editor are it is fantastic and gets the new features first and is really good for multiple ads and split testing and things like that, because you can create multiple duplications of ads, very, very quickly.

The downside of the Power Editor is that it's more complicated than the Ads Manager, especially for beginners and small-scale advertisers (like many of you, right now), who spend lower budgets and less time managing their campaigns. The Power Editor also tends to be a bit more "buggy" than the Ads Manager. if anything is going to go wrong in your campaign or they are going to disappear etc., it will happen in Power Editor e.g. I have loaded up a whole campaign ad set ad and send it off to Ads Manager and they have disappeared or it will just say that you cannot do certain functions, that you know you can do, but some day it has "buggy" days.

In saying that, so does Ads Manger.

Here are some of the key differences between the two:

- Ads Manager still allows you to set up campaigns, ad sets and ads - but it is slower and requires a bit more manual work, but that is all good, because it is a lot easier.
- Power Editor allows you to do many actions at once and makes it easier to create multiple campaigns and duplicate campaigns, ad sets and ads.
- It's easier and faster to create new campaigns with the Power Editor, especially after there is already existing campaigns. If you have an existing campaign, you might want to go into Power Editor to create new ones around that, as well. It makes it nice and easy and you don't have to start from scratch, like you do with Ads Manager.
- The recent updates made the Ads Manager a great tool to keep track on your results. Quick graphs and custom columns, helps you monitor your campaigns and pay attention to important issues.

I always use Ads Manager for tracking or reading stats. I will not read the statistics on the ad inside Power Editor, I read them inside Ads Manager and that is because it is a much better tool for tracking your results. There are some nice quick graphs in there and you can customise your columns and it really does help you to monitor your campaigns, so if I am doing multiple ads or campaigns for a client, I will set them up in Power Editor.

I will then send them through to Ads Manager and I will track the results inside Ads Manager. I will show you this in a minute, so if this is sounding a bit confusing for you right now, it is all cool because I am going to do a demo and then you will be able to go through and watch it, when it comes to the time that you have to load information into this area.

- Most new features are rolled out through Power Editor before Ads Manager.

In terms of where to find Power Editor, if you have not done it already, you will need to download the Chrome Browser. You can only get Power Editor in Chrome. In saying that, I don't know what happened a week or so ago, but I was definitely was inside Firefox and I was inside Power Editor. I'm not sure how that happened, because you should only be able to load up Power Editor inside the Chrome Browser.

You go to the left hand side of your page when you are in Ads Manager and then click on the three lines.

Rather than me talking about this, let's go into the live demo.

We go into Ads Manager on Facebook - Manage Ads in the drop down menu.

I have to let you know this - you know that I am in Ads Manager and Power Editor, pretty much every day. Between me logging into Power Editor and then logging in today, they have made a change.

It looks a little bit different. It is easier enough and not too difficult, but it is a bit annoying.

I am going into Daryl's account in Ads Manager.

As you can see, we are inside Ads Manager. To go into Power Editor, go up to the three lines in the top left hand corner, where it says Ads Manager and click on it and then on Audiences, it will change to Asset Library.

The three lines will take you to your dashboard. I have Power Editor in the Frequently Used menu, but if you don't usually use it, it won't be here. It will be in the Create and Manage Menu and it is the third choice down.

You go to All Tools to open the Dashboard up.

This is Power Editor.

Now, where it has changed of late, is there used to be a box over to the side that had campaign, ad sets and ads. They have now moved those to tabs at the top.

They also used to have an Apply button - apply and look at one ad - and that has also moved, but let's take a little tour around Power Editor and the things that you really need to know, right now.

On the right hand side we have all of the campaigns, whether they are active or inactive and generally, it will show the active ones first.

We then have Results and these are results based on the objective e.g. this one here, the objective is link click; this one here, the objective is conversion, so it will show the results for those. Another one is Page Likes etc. So, at a glance, you see the result based on the objective.

We then have the Cost per result and the Reach - how many people we reached.

We then have how many Impressions, Clicks, Average Cost Per Impression, Average Cost Per Click, Click Through Rate, Spend and Objective.

That is it in a nutshell.

I believe that we can change them around and have them in a different order or change them so that we can see different things, but because I don't tend to look at the stats inside here, I tend to leave it.

I prefer to read the stats inside Ads Manager because then we can set up Custom Columns.

We can look at Campaigns; we can check ad set columns and we can check the ad columns as well, in Power Editor and that is the little button in the far left hand side under Stats, but at this stage, this is our dashboard, so we can see a summary of all of the campaigns in the one place.

As you can see, we have a Search function in here and you can search something by a campaign name, to make it nice and easy. If you are running lots and lots of campaigns, like I have over the past few years, there are a lot of campaigns in here and I might want to go back and look at how the Run Marathon Training or whatever ad, went.

It is important that you name each ad so that it is easy to find it.

Typically - not always the case, but typically if it is my Facebook Remarketing Webinar, I have FBRM to start with or FBR, so I can go in here at a glance and search the campaign name and by rights, it should

show all of the ads for Facebook Remarketing, including if I have called it FBRW or FBRM or FBR, but I know that it is there.

That is highlighting the importance of naming your campaign, ad set and ad, so that you know what belongs to each campaign in your marketing funnel and it is really easy for you to search and find it at a glance, later on.

We can go and search All Campaigns.

You wouldn't typically use the Campaign ID, Ad Set ID, Ad ID or Campaign Tag, unless you wrote them down as you did them. I don't know mine. It is not something I use. I will either search by Campaign Name, Ad Set or Ad Name.

That is the Search function.

There are Filters where you can search active and inactive ads. You can search delivery and objectives. We can search all ads that are Brand awareness or Conversions etc.

Again, I don't typically search by Filter. When I am going into Power Editor and I want to recreate a campaign in it, I might choose to recreate one of my Facebook Remarketing Webinars, so I will go and have a look at all of them, at a glance and I would search by a campaign name, as opposed to a wondering if I used a link click, traffic ad etc.

That is how I would search them, but you can put filters on them, also.

You click on the Search function so you can find your campaigns nice and easily or you might use which of the ads and campaigns are active, right now.

So, if we go back out. When I close it down, it brings up all the other ads.

Let's just say that I want to duplicate my Facebook Remarketing Webinar ad and create something new or I want to have a look at it.

I find it in the list and tick the box.

For those that know Power Editor, you used to tick this and then go up the top and click on an Apply button, but that button is not there anymore. I

It says that it is selected.

Now, if I want to have a look at the ad or ad set campaign, I now just click one of these tabs up the top. The one on my screen says Ad Sets for 1 Campaign. I click on that and it will bring up all of the ad sets in that one campaign.

It filters out everything else and gets rid of all of the other noise for me, so I can see exactly what ad sets are in that campaign and at a glance, I can see which ones are on and I can see which ones have produced the best results for the conversions, right here.

If we go back to Campaigns - I have this one campaign here.

Now, let's just say that I wanted to edit this campaign. Now, there is no reason why I would edit a campaign, I would typically edit an ad set or an ad, but not necessarily a campaign. In fact, rather than editing, I would probably tend to duplicate, but let's just say that I did want to edit it, I can do it nice and quickly.

I click on the Edit tab and it brings up the details, so I might want to change the name or ending limit. At the moment it is link click.

Just as a little side note - you can create rules inside campaigns now.

I know my numbers for my webinar and how much I can spend to get someone onto my webinar and how much money I will make on them. Let's just say, for right now, that it is \$49 that I can spend per registration, because I know that for every person that registers for my webinar, that I am going to get 30% on my webinar, on minimum - and we are going on minimum numbers - of those 400 people registered.

Of that 30% of people who turn up to my webinar, I know that I will convert a minimum of 20% of them.

In knowing those numbers, I can tell exactly how much money that I can spend to get someone to register, based on those figures, because I know that if they register I'll get a minimum of 30% of people turning up.

Let's just say that the number is \$49 per registration. I might then create a rule by clicking on the Create Rule box in the bottom left hand corner.

I click on Conditions & Cost per Complete Registration and I can put a dollar amount for if it is greater than. I set the Time Range for Last 3 days.

If the cost per registration becomes more than \$49, then it will switch the ad off.

You can create ads in here that stop you blowing out, which is really cool.

That was a slight digression.

Back to editing the campaign.

We can also duplicate it nice and easily by clicking on the Duplicate tab on the Menu Bar.

Let's just say that we wanted to duplicate the campaign and ad set and then we wanted to make certain changes to it and we can, but I am going to show you how to do that with an ad, rather than with a campaign. It is basically the same process.

We can duplicate, edit, do some quick edits, delete the campaign, export it, create a report - I don't use this one and we can add tags to it and I don't use this one.

The main ones that I use are Duplicate and Edit.

Let's say that I want to do something to this campaign.

I click on Ad Sets and then I can see the Ads.

Quite often, if I have an ad that is working really well and let's just say, I want to set this up in a new campaign.

This one here is optimised for conversions and I want to test this ad as a link click ad - optimised to get the most amount of clicks.

I can look at the ad and edit it if I want to.

I make sure that it is all good.

The conversion tracking Pixel has stopped working now. I have changed it on most of them, but not this particular one.

I'll go onto another one.

I am using Pixel Tracking here, so I can go inside this and I can duplicate it.

It will duplicate that ad and I can keep the same campaign. If I keep the same campaign it will duplicate the ad inside the same campaign and stay in the same ad set and realistically, I don't want to do that.

I would Use Existing if I was going to set up a brand new ad set and the reason that I would do that is because I might want to do a different audience.

I will take a step back, to show you. This can be confusing and I know that, so I apologise for that, but you can ask questions afterwards.

At this stage, I am advertising to a Data Base; an Interest Based Audience; a Page Audience; a Website Custom Audience; and a Look-a-like Audience, but at this stage, I am not advertising to a Page Engagement Audience, so I will show you how to do that.

First and foremost, I go into the ad, again. I click on the Ads Tab and select the ad, then duplicate it. I will Use Existing, at this stage. I create a new Ad Set and name it and then click Create.

It is saying that the Instagram Account is not connected, so we will have to go back through and fix that, but we go back through here and make sure that everything is ok. Make sure that it is tracking from the pixel because the conversion pixel doesn't work anymore.

That is the ad done and duplicated.

I close it down and go back to my ad sets.

In one of the columns you will see a red Error symbol and it will be telling us what is wrong with the ad and I would say that it is the Instagram placement.

So, I go back into the Ad Set and click on the Ad and edit it.

By rights, it should have no parameters in it. The object that wasn't found is that this is optimised for conversions, so we have to let them know what Conversion we want it optimised for.

We set the daily budget and I am leaving it at \$20.

I don't need to change the Audience. It says from 13 - 65, so I am going to increase the age to 25 and decrease the 65 to 60.

I will take off Automatic Placements and Edit, because as you know, I don't like Audience Networks.

You can now have Ads in Messenger.

It is Optimised for conversion, with a 7-day window.

I could use a Custom Audience and I think I do have an Engagement Audience here, but I will check.

Click on Custom Audience and It will bring up my list and I click on the one that I want.

That's it!

I set up a new Ad to an Engagement Audience. I duplicated the Ad and put it in the same Campaign, but set up a new Ad Set.

I now click on the green Review Changes in the top left hand corner.

We have to send it back to Ads Manager every single time we do something.

There is something wrong with this ad and it would be the Instagram placement.

So, I go back to the Ad Sets tab, because I didn't switch off Instagram placement.

The little arrow in the column next to the Ad Set Name column will remain there until the Ad has uploaded and gone into Ads Manager, which is where we want it.

That is sometimes where it can be buggy. There can be nothing wrong with Ad, but it won't load. It is rare, but can happen, but I know that this one is because I have not edited the placements and I still have Instagram ticked, so I will take it off.

I don't get the results for this particular ad in Instagram. If I was running an Instagram Webinar, not a problem, but....

I Review Changes, then.

I love it when a plan comes together and I am showing how easy Power Editor is and right now, it won't let me do the changes.

There we go! The changes have been applied.

It says that it is changed and applied, this is what I mean by some "buggy" things in here, but if I go back, I can see my Ad Set. I check the box and then it is active.

I was a bit too fast for it.

That is now duplicating an Ad into a new Ad Set.

Let's have some questions and then i will show you how you can duplicate a whole heap of Ad Sets into a new Campaign, with a new objective and why I would want to do that!

Are there any questions on duplicating an Ad into a brand new Ad Set, to target a different audience, within the same campaign?

This might be something that you won't do, but I am showing you because I have had a lot of people ask me about Power Editor.

Let's carry on then!

This is how I set up or change my objective for a campaign.

I happen to know, through all of the split testing that I have done on my webinar ad, that conversion or optimised for conversion, works best. I get the best results from the campaign being optimised for conversion and I have been running it with conversions for a long time

Let's say that I now want to test whether Link Clicks will work better, so I might tick on the campaign and go to the Ad Sets tab.

Highlight the whole list in the Ad Set by clicking on the box that highlights the whole box. This should highlight and copy the ads in that Ad Set.

I will duplicate it and create a new campaign.

The reason that we are not duplicating the campaign, is because it will duplicate the campaign with the same objective and this way we can have a different objective, by rights.

I Create New and give it a name. I want to optimise this to get clicks to my website and click on Traffic.

This is optimised for Conversion and I want to optimise it for Traffic and click on Create in the bottom left hand corner.

There are a few other things that I may have to change and we will have a look at that in a second.

Now, all of the ads that have arrows beside them are the new ones.

There are several things that we could do here, in terms of duplication.

I want to go back to Campaigns tab and find my duplicated one and edit it.

I make sure that the Campaign Name is Traffic and it looks all good.

I then go into the Ad Sets, which are exactly the same as the last ones and I check them.

I go in and have a look at the one that I just set up.

I leave everything the same until I get down to the Optimisation and Delivery section.

At this stage, we want Link Click or Traffic, so I click on the box.

I go back and highlight all of the Ads in the Ad Set and then click on Edit.

In the Ad Set Name box, it will say Mixed Variables, but by rights, the one thing that should be the same is that it is Optimised for Ad Deliver Conversions.

We want to click on that and optimise it for Link Clicks, instead.

Now, that will optimise the whole lot of the ads, rather than having to go through them one at a time. They should all be Optimised for Link Clicks.

Two have the red Error Arrow, so I need to check them.

I know that it looks like a slower process, but it is actually a much faster process, because I have now set up a whole new campaign with 6-Ad Sets and six different Ads, within a minute or two, as opposed to if I did this from scratch, in Ads Manager or tried to do this in Ads Manager, then we'd be talking half an hour or so.

Let's find out what the error is. It is saying that the Pixel can't be used because the Pixel ID is not valid or I don't have permission to use it and that may possibly be because it was my Conversion Pixel and I didn't change it over, so i will go back in and have a look at that. It should be inside the Ad, itself.

If I go into the Ad and for some reason it is checked on Choose Conversion Tracking Pixels & it won't let me turn it off.

I don't know why it is doing that. I will have to go and do that, but basically, I have to switch them over, so that they are not tracking the Conversion and that they are actually tracking the Facebook Pixel. I have done it with all of the others, but it has transitioned over with this one, yet, so rather than fiddling around with it while you are on the webinar, I'll do it later, but that will be the reason why these guys have errors, because it is trying to track through the Conversion Pixel and it has closed down. We only use the Facebook Pixel, but you guys don't need to worry about that, because you shouldn't be using Conversion Pixels, right now - it is not the way that we have set up any of your ads.

After we have done all of that, we have to review all of the changes.

There are four ads with errors and I will have to go through and change them, but that is because I have gone from... - and I probably shouldn't have used the example of a conversion ad to a link click campaign, it just makes things a bit more difficult, but that is how you would duplicate your ads.

You can highlight everything and duplicated them into a new Ad Set with a new objective.

You can duplicate an Ad into a new Ad Set in the same Campaign.

You can duplicate a Campaign and you can duplicate all of the Ad Sets into a new Campaign.

I have multiple accounts that quickly. The length of time to fix up the ones with errors and find out what the issue is with them, we are talking maybe another 5-minutes. If I did this in Ads Manager it will take me about half an hour or so.

That is Power Editor in a nutshell and you can understand why I tell people not to use it, because it can get complicated and if you do have the time, it might be easier to keep track of your accounts and do them individually, inside Ads Manager, but for me, when things are working and everything is status quo, then it is so much easier for me to go and duplicate ads and campaigns and ad sets that are working, inside Ads Manager.

My question now is whether you have any questions?

Seriously, I did a 3-4 hour course on Power Editor to get it right and worked at it most days and as you can see, by watching this webinar, there are still things that just don't go right and that is the nature of the beast and the nature of the beast with everything and of course, it won't work properly when I am recording and teaching something.

I suggest you watch over this again and dissect it and work it out.

Ultimately, campaigns, ad sets and ads - duplicate and edit. Those are the main things.

I will show you another example of how I use this and it is a really, really cool one.

I'll go back into my webinar campaign and we click on the Ads for Campaign tab.

Let's say that I wanted to change one thing in these ads and all of the ads are identical. We will forget the three at the top that have issues, at the moment, but highlight all of the rest and then click Edit, so it will edit all of these ads, at once e.g. you have one word or one line that you want to change.

This is something that I did the other day.

This ad has been super successful for me. I have been running it for about one year and it has worked really, really well and so, I don't want to change it because I know the numbers and know it works etc., but I decided that I wanted to let people know that it was 2017 training.

So, I went into here and I highlighted all of the ads, rather than going in one ad at a time and I changed the date to 2017 in the Heading and then I uploaded it.

Now, we have edited 5-6 ads at one time, rather than clicking on one and changing, one at a time.

That is a really good way to edit if there is a mistake in your ad etc. You can go into Power Editor and quickly edit 5-6 hours at a time.

I do get quite excited about Power Editor because it makes my life so much easier and I understand if you guys don't because you are good at your stuff and you can leave this stuff to me.

You do need to step through it yourself, though.

Before I end this webinar, please let me know whether you do or don't have any questions, either way!

If you do have any questions after we have finished, please put them in Base Camp.

Who would like to learn Lead Ads next week? That is the ad that is inside Facebook, where people do not have to go.

We have a few people saying they would like to do Lead Ads next week, so we will. It will be really good for you to learn this, because it means that you can test any leads that you want or lead catches, without actually building Landing Pages. You see whether it works and build the Landing Page later.

I will get the agenda out in the webinar link.

Thank you team for going through this hefty, hefty, hefty lesson.

Have a good week and I want to hear some wins by Wednesday!

See you later!