

Facebook Fortunes Webinar 22

Facebook Canvas Ads

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

It is Webinar 22 in the series and we will be covering Facebook Canvas Ads.

I love talking about Facebook Ads. These are my all time favourite.

Canvas Ads are another type of creative in ads and the reason why I want to go through these types of ads is because, in marketing it is really important to try different things and to split test. What works for one client, may not work for another, although you know that I have a certain system and the system works if done in a particular order.

There are variations to the system and some of those variations might include the split tests e.g. typically we would expect a video ad to work for people opening it and for retargeting, but not so good for getting people to book and buy. That is something I know from running heaps of campaigns.

If I did a video ad, for example, I would do it and wouldn't expect it to convert as well, but would retarget to video use. That is an example.

It is the same as when we do Lead Ads, which is what I showed you last week and that is how to do an ad that gets leads directly in Facebook.

Now, that works really well for getting leads, typically and it works a bit better than sending people to your website to get them to opt in, because that is an extra step and a bit harder, but the leads are less qualified.

A single image I, I find in my experience, works a lot better to get people to convert, but there is all sorts of different variations that you can do and it is always really important to split test and to split test, you need to know how to do this stuff.

So that is why I want to show you how to use Canvas Ads, because when they first came out, which was around about a year ago, I started to split test them and Canvas Ads converted better than my single image ad, but the reason that I believe it was so, in my niche, is that it was a brand new type of ad and it looks a lot different in the newsfeed and people were super excited about what it was and they wanted to find out how to do it, so they registered for the webinar, so you can understand that in my niche it worked really well.

Let's go into exactly what a Canvas Ad is.

I am going to try to go through the first point and then stop and look at if there are any questions etc.

What is a Canvas Ad?

A Canvas Ad looks basically the same in the newsfeed. It has an image and then some text, but right at the bottom of it, you have a tack to open.

Facebook says:

"It is a full-screen ad experience built for bringing brands and products to life on mobile."

It really allows advertisers to deliver fully immersive, interactive ads that are hosted completely on Facebook, so it really does eliminate the need for people to click out.

There is a pattern that you might start to see and I think I may have alluded to it over the last few weeks.

Guess what Facebook is trying to do? They are trying to eliminate the need for you to be Facebook. They are trying to take over!

People are addicted to Facebook, which is really cool and why you are working with me, because you know this, but they are trying to take over a website. They don't want people to have websites. They want everyone to stay inside Facebook and interact there. Obviously, it is better for them because they make more money etc. and it is good user experience.

In order to do that, they are taking all of the functions that you would normally have on a website and letting you do it on Facebook.

My take on that, as many of you know, is that you still need a website. It doesn't matter what you can do inside Facebook, because Facebook is owned by Facebook. So, if you really want to be secure, safe and protected, then you definitely need a website and you are also more in control of your own website and a website still does have more functions etc.

Don't get rid of websites, but you can definitely use some of these different things that Facebook are doing that are to your advantage.

I call these ads "Storytelling Ads" or Sales Letter type of ads, so instead of someone coming to your website and reading a whole sales letter, you can do some of that sales letter inside Facebook and that gets them to come to your website and then have less of a sales letter, there or perhaps just have the call to action etc. on your website.

At first glance, a Canvas Ad really can be mistaken for a regular old newsfeed ad, but when you click to open it, it opens up an entire mobile screen and you can have videos, photos, GIFs - those little images that are split second and they move - call to action buttons etc.

Again, Facebook would define it as a microsite experience that allows people to click, scroll, swipe, tap to engage, right inside the Facebook platform and like I said, it is really similar to a sales letter inside Facebook, except you can actually interact with this by touching the screen on your mobile, whereas you just scroll through a sales letter on a website.

Some of the different components that you can ad inside a Canvas Ad are:

Headers

Clickable Buttons

Text

Videos

Images

I want to play you an example of one of the brands that are doing this right now and then a demo on how to do it.

Here is what one would look like. This is Mr Porter. You can see that you can scroll through it and this is what people can do while looking through the ad. You can click from things to things.

You can scroll down and across and then down again. You see different items and that is an example of Mr Porter's ad.

You can get quite fancy with these.

I think that you can get the idea and you can see that, it is pretty cool the things that you can do, in terms of Canvas Ads and you can see how they look a little bit different to a typical ad in Facebook.

Are there any questions about Canvas Ads?

Who loves the look of them and thinks that they will try them?

Question: Would you recommend for my product audio?

Answer: If you are talking about any events or webinars or even straight into your membership site, you can follow my example of the one that I will set up today and the one that is very similar to the one that I use to get the best conversions, which combines a few different things.

Mine is not a full on production like some of the examples, but it is the best that I can do without the full on production team, so you will see what I would recommend for you.

Question: How do you set them up and how much do they cost to run?

Answer: I am going to show you that and in terms of cost to run, it is similar to you single image ads and in fact, the more interaction, the less it costs and people will start to interact with these ads. It depends what your objective is etc.

If you don't think that what I am going to show you can help in your business, we can have a chat about it anyway.

Question: Is it best for getting leads or running a webinar?

Answer: I reckon that it is a little bit of overkill just for leads, maybe, but you can shorten them down. There are several different types of Canvas Ads that you can run and there are lots of businesses using them for different things.

The main thing that I have seen them used for is showcasing products e.g. the examples I should you - Ecommerce type of businesses.

I haven't seen a lot of people using them as a sales letter in the way that I am going to show you, but keep in mind that a lot of people are a bit slow and like I said, last year when I started showcasing these ads to promote webinars, it worked really, really well.

I think that they look a bit different, so they get attention. If you can sell someone with your sales letter and script it out properly, then you have a little bit more space to sell the click and ultimately, that is what we are doing.

Question: What about using these Canvas Ads to showcase specific house and land packages in Albury and the Sunshine Coast?

Answer: Absolutely! 100! It would be really cool!

You could do something like:

"Here is my house and land packages and then you could images and video and a swipe through of the different rooms etc. So, someone could have a full interactive experience of going through that house. I think it would be fantastic to use it like that!

What are the advantages and disadvantages of using a Canvas Ad?

Let's go through the advantages first.

It is really visual! You can mix up fonts and have different colours and images. You can have videos and "tilt" where people can tilt the screen and get that 360 effect and that is all inside one ad. It is very, very visual and because it is so visual, I believe they stand out in the newsfeed and stop someone in their tracks.

One of the things that we do try to do and you all know this is that it is all great to have the perfect ad and have excellent targeting etc., but we have to stop people in their tracks, so that they can open up an ad or stop and read it and take action, so it stops them in their tracks, because it is very, very visual and because it is a bit different, as well, it is really a good way to engage Facebook Users.

Not many people are doing Canvas Ads and the people who are tend to be the top brands and so if you start to do them and you know that you are doing them correctly, then you should do well. We can have a discussion as to whether they are suitable for what you are doing and what type of Canvas Ads we could run and do some split testing on that, but it is also a really good way of engaging users, also.

You can encourage users as they are going through and encourage them to click through to your website. You have that little extra time to "wow" someone and get them to take the action that you want them to take, whether that is clicking through to your website etc.

There are not many people doing it and not many know much about it. They have probably seen it and thought it was too hard, so you will stand out from other people in your industry.

The disadvantages are:

One thing to note is that this only works on mobile device and not on desktop, right now. It is not supported by desktop.

They are a little bit more difficult to set up. It is not just about throwing some things down and I have put together a template for you that you can follow, if you wish, but they you do have to storyboard them a bit more, so set aside time and come up with images and a video, if you want.

If you want some really high quality stuff, then you might want to get a photographer. We have Brad, if you do need a photographer and he does travel. He does great head shots and you could ask him about photography for other things, also.

It is still not a 100% proven concept. I have used it in my industry and like I said, i don't know that many other people who are using Canvas Ads to be able to give good stats in how well they work in another person's industry.

You are right in the forefront of forging forward before anyone else does and putting that flag on top of the summit, so to speak.

Another disadvantage is that it is recommended to spend some time and storyboard the ad, before you set it up, so it is a lot more time consuming.

Do we have any questions about that?

Question: Do these ads work on iPads's?

Answer: Good question and I believe they do.

In order to find them we will go to Ads Manger or Power Editor.

Today, I am going to do it in Ads Manger and I am clunky in it, to be quite honest, because I don't use it as much anymore, but I have had a practice at setting one up in Ads Manager, so i will give it a go showing you.

You then select the Objective and I am using Traffic, today.

Then, we do the creative and create the Canvas.

I prepared this one earlier in Ads Manager.

I click on the green Create Ad button in the top right hand corner.

I then click Start Over and go into Traffic and give it a Campaign Name.

I click on Website or Messenger in the Traffic box.

This set up is your Ad Set and I am sure i have showed you this before, but I will go through it again.

When you set up an ad inside Ads Manager in Facebook, it will ask you for your Objective, which is your campaign and then you go down to your Ad Set.

You have to pick traffic, offer, audience, budget and schedule.

I am going to do a basic Fan Based Audience, for now, just for this demonstration, so that we can move onto the creative side of things. We can skip it, but it will ask me to set this up if I don't do it now.

I will put in an Age Bracket.

I am going to Edit Placements, although it should be only mobile, anyway. I take it off Audience Network because I definitely don't want it on that and I won't use Instagram, either.

I set the Daily Budget at \$10, for now and leave it at Link Clicks.

I give it a name in the Ad Set Name box at the bottom and then click on Continue.

This is where the magic begins.

The choices we have are Carousel, Single Image, Single Video, Slideshow and Canvas.

We are going to tick Canvas and then scroll down.

I go to the Ad Preview box and change it from Desktop News Feed to Mobile News Feed.

Remember that before I said that the ad in the newsfeed looks similar to the other ads, except it has a tab at the bottom to open it up, so we have to set it up. The first part of it is similar to a Single Image Ad.

I click on the upload an image tab in the Image box and choose an image of mine.

I have done a template for this, for you, which you can copy.

In the Page & Links box, I change the page to my page.

You can put in some text at the top, if you want, in the Headline box, but because the image that I have used actually says most of what I want to say. So, even there is that small little tack to open the ad, that they see in the feed, it actually flashes on and then it goes off a few seconds later, so if someone has missed that they may not know to open it.

So, in the Text box I am going to tell them to tap below and find out more!

Then we set up the Canvas. This is the main part of the ad. I wish it was showing you so you could actually see it, but maybe it will catch up in a minute.

We select the Canvas in the Canvas box and I have a few here. You can also create a new one.

Let's go into creating a new one.

Facebook allows you to open a blank canvas and they show you some examples, as well. Go through and have a look and see what you think.

They have different types of layouts, too, but we are going to open a blank canvas.

You can have a Single Screen layout, which is just your image.

You have a Storytelling one, which is what I am going to show you and then you have your Full screen Media one, as well.

Your Internet maybe way better than mine and it may show the examples and you can download guides, also.

So, starting with a blank canvas, you have to give it a title in the Title box.

Now, I will show you a template of mine and then I'll just start adding things from my template.

My template is Saved in a Word Document.

The Header is a Logo or you can have any type of heading that you want.

This is my template, so I put a Logo right up the top and the Logo is meant to be 882 x 66 pixels.

You can have White, Black or Custom in the Theme section and I am going to stick to the White Background.

I click on +Add Component and then on Header, in the window that comes up and then I click OK.

In the Header section, I click on Upload Photo and choose the photo and it will appear in the top middle of the page on the right hand side and that will show up when someone opens it.

The next step in my template is I am going to have a Photo and again, you can do this in any order.

We have the Logo and then we can have a Photo, so that it looks nice. We upload ones of those, as well.

In the Photo box you can choose from Fit to Width; Fit to Width Tap to Expand, so if someone taps on it, it will expand or tilts.

I am going to choose Fit to Width and then I click on Upload Photo, again.

I choose the photo that I want to use and it uploads it.

While that is loading you can add your Website in the Website box, but i am not going to at this stage.

I click on +Add Component, again and I use Main Copy with case study or reason why. This is the copy that I typically use.

I copy and paste it into the Text block box and click OK.

The Text box comes up and I paste the copy into it.

Here's what is really cool! We can play with this now!

I can change the text around, if I want to and change the Font Colour and I can change the background, if I want to. I quite like the white, but for the purpose of showing you, I will change it.

One of the things that I really love about this is the fact that there is different colour font and it is not your stock standard black.

We can change the size of the text, so I am going to make it a bit bigger, so that it stands out even more.

Then, I am going to change the Font.

You can get the drift of what you can do in here.

So, the text is done and then we can add another component to that.

This is what they will see, so far. They will see the Logo and then when they scroll down they will see the picture with the text on it and then some text, with some different fonts to encourage them and the script will also encourage them to look further.

I then add another component and I am going to choose the Text block again, because I am going to add a video to this. I click OK and go to the next screen.

I copy "who I am and why you should listen to me" and paste it into the Text box.

I think you can cut down the spacing. You click on the Component Padding box and it will give you spacing choices to cut down or increase the padding.

I then change the text size in the Text box.

As you can see, you can have quite a bit of fun with this.

I can change the background colour and I am changing it to blue and I change the Font Colour to white.

It is looking good! I am pretty impressed.

I then add another component and this time I am choosing Video and then click OK.

We can do Fit to Width or Fit to Height (Tilt to Pan). It is suggested that you keep the video less than two minutes.

I choose the Video that I want and upload it and hopefully, it won't take too long.

While that is uploading, let's go back to the template.

So, we have added a video and then next step is a Call To Action by putting in a Book Now button.

I add another component and this time I choose Button and then OK.

In the Button section, you will see that there is a text box. You put the text e.g. Book Now, into this box.

In the Video section there are more options. I can Replace the video.

To see Advanced Settings, click on the three dots in the top right hand corner.

I am going to change the padding again in the Component Padding box.

I go back to the Button section and I can change the colour of the font for the Book Now button.

Now, in the website section, I go to my page to copy the link from the browser and paste it into the Destination Website box in the Button section.

I am going to make the Book Now really big font so it stands out.

I adjust the Component Padding again.

Someone just said that orange converts, so I am going to change the Book Now to orange.

I click on Button Colour and I am going to choose the orange/red colour.

I am going to add one last component and that is a testimonial.

I click on the +Add Component and then click on Photo, again.

I then click on Upload Photo and choose the photo I want and then click Upload.

I put the website in the Destination Website box.

I add another component and choose Button this time and then click the OK button.

In the Button section, I put the text that I want in there. I am going to put "Click here to book".

I change the text colour and then the colour of the border of the box.

We can keep adding components, if you want, but I am sure that you get the gist.

On the right hand side of the page is an example of what the ad looks like, as we scroll through.

I adjust any spacing or padding and text size, font etc.

I believe with this and this is the frustrating thing, is that I don't think that you can edit them. I think you have to duplicate them and do another one to make any changes and for me, I think that is really silly. They should allow editing.

Once we have checked it and it is exactly the way that we want it, we click on the Save Tab in the top right hand corner of page.

Once that is saved I click on Preview, so I can see what it is like.

I am going to send it to my mobile device so that I can double check what it looks like before I click on the Finish button.

It should come up under Notifications, by rights.

This is my Facebook.

Down the bottom I have Notifications. It is a little world with a number on it. If I click on that it tells me that my Canvas Ad is ready to Preview, so it will show me what it looks like.

I can scroll through and make sure that it looks ok on the mobile.

I get an idea of what it looks like. I then close it up and go back and click on Finish.

To make any changes, you can duplicate it and Save it as a new one.

I am finished, so I click on Finish and that is Saving.

I should be able to close that down now.

Now, I go back to the Page & Links page and go to the Headline box and change that.

I then go to the Text box and change the Text.

When someone sees this on his or her mobile phone, this is what they will see and I am only going to have Facebook Ad Training - Remarketing Training - Free Webinar.

That is what it looks like and that is how you set up your Canvas Ad and you can Place Order or Review Order in the bottom right hand corner of the page. I am going to click on Place Order.

They are saying that these Placements don't support it, so I am going to go back and show you how to do this, also.

When I went through and changed the platforms, I didn't double click down and click on Facebook and take out Instant Articles and Right Column, so it will show on the mobile newsfeed, now.

We go back and click on Ok and save that.

Let's find that again and make sure that it is happy days and ready to rock and roll.

You know that I name my ads so that it is easy to find them again, so it should be easy to find.

It hasn't saved it, so I am going to go back into Create Ad, again.

I forgot that I was in Ads Manager.

It is now saying that I have used placements that won't work with Canvas.

I thought that I did that, but I will try to do it again.

We can duplicate it, but we are just going to Continue.

Now that I have set up this ad and the fans, I can duplicate it and set it to different audiences. I can test it with Interest Based Audience, Website Audience, Video Audience - all sorts of different audiences. I have just done it up for a Fans Audience, to show you.

So, that is Canvas Ads, where to find them, how to set them up, the template, the advantages and disadvantages.

Tell me what you think and if you have any questions.

Question: Can you only use these for ads or can you also create them from posts?

Answer: It'd have to be an ad, but I believe that you can possible set them up. I use the objective of Traffic, then. I don't think that you can use the objective of Page Engagement for a post. I can test that, but I don't think that you can. I think it is mainly Traffic and I think Conversion based ads would be the main ones that you would be able to use them for, but let me double check.

I love that you can add colour. It really does stand out in the newsfeed.

We are right on time, right now.

I'd love to know if you have any more questions?

There are no more questions, but if you do have any questions about this or any other webinars, go into Base Camp and ask those questions there.

No doubt I will speak to some of you this week and I look forward to seeing some stuff in Base Camp from the rest of you.

Have a fantastic week everyone!