How to Get Highly Targeted Leads the Easy Way with Facebook Ads

BY ONLINE INFLUENCER **ANDREA VAHL**
Created for *atomic*

Introduction

Would you like a list of highly targeted leads for your business? Find out how you can use Facebook the right way to bring a steady stream of leads to your door. In this PDF you will learn:

Do Facebook Ads work?
How to spend your budget effectively
What your sales funnel should be like
How to split test to get cheaper more effective ads
How to get highly targeted audiences
How to measure conversions and track your progress.

Facebook Ads have allowed me and many others to live a free lifestyle, they have helped create a six figure income for my business and I want to show you how you can do it too.

by Andrea Vahl

Let's get started!

FACEBOOK'S **DECLINING REACH**

As Page owners, we have all seen the declining Reach that our Facebook posts are getting and Facebook is encouraging us to spend more money on Ads. But the big question everyone has is:

Do Facebook Ads work?

DO FACEBOOK ADS **WORK?**

The answer lies in the goals you have for your Facebook Ads. Many people think that they should be able to sell their products and services right from a Facebook Ad. And in that case, I say that Facebook Ads rarely work unless you have your targeting set right and are only targeting your warm market (people who know you, who have visited your website, or are on your e-mail list).

Facebook Ads shine when you have one of these 3 goals...

3 Goals:

1. Building your e-mail list by offering something good for free.

2. Sending traffic to your website so that people can read a blog post or get a freebie.

3. Getting engagement from your current Facebook community.

When you really look at it, these three goals are very similar. We are using Facebook Ads to connect to targeted Facebook users and eventually get them to our e-mail list. When we are doing things like boosted post to our own Fans, each post should have the ulterior motive of getting them to our website where they get to know us more and get on our e-mail list (if they aren't already).
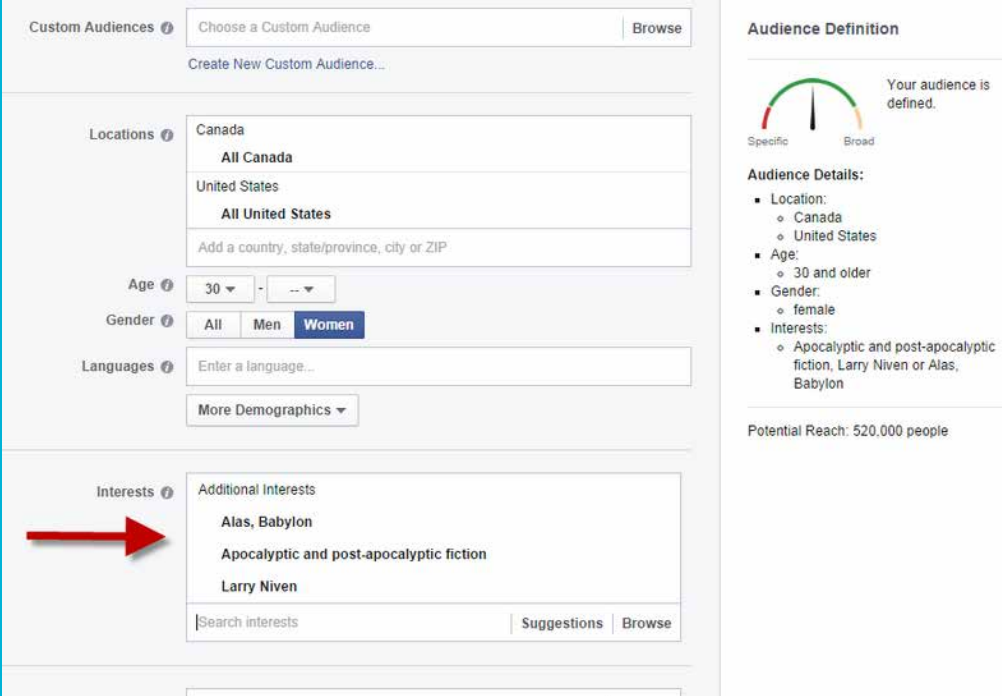
FACEBOOK ADS **TARGETING**

One of the great things about Facebook Ads is that you can very specifically target your ads to your ideal client. If you know your perfect client is a female 25-35 year old homeowner in Akron, Ohio who likes yoga and the Red Hot Chili Peppers band you can specifically target your ad right to those people.

One thing that is different about Facebook Ads is that you can't target "buying" words like you can with Google Adwords. If someone is searching for "best deal on golf clubs" you know that they may be looking to buy golf clubs soon. That is why selling directly from a Facebook Ad is more challenging. You are going to be more successful by focusing on list-building and then using your e-mail messages to sell your product.

With Facebook Ads, you can target demographics and interests as well as the Fans of other Pages specifically. Notice in this ad that was for an author, we were targeting the genre of apocalyptic fiction as well as the Fans of other authors that also wrote that type of fiction.

Use things like Facebook Graph Search to find good Pages to target and keywords. Then set up split testing campaigns to see which demographic responds better to your ad.
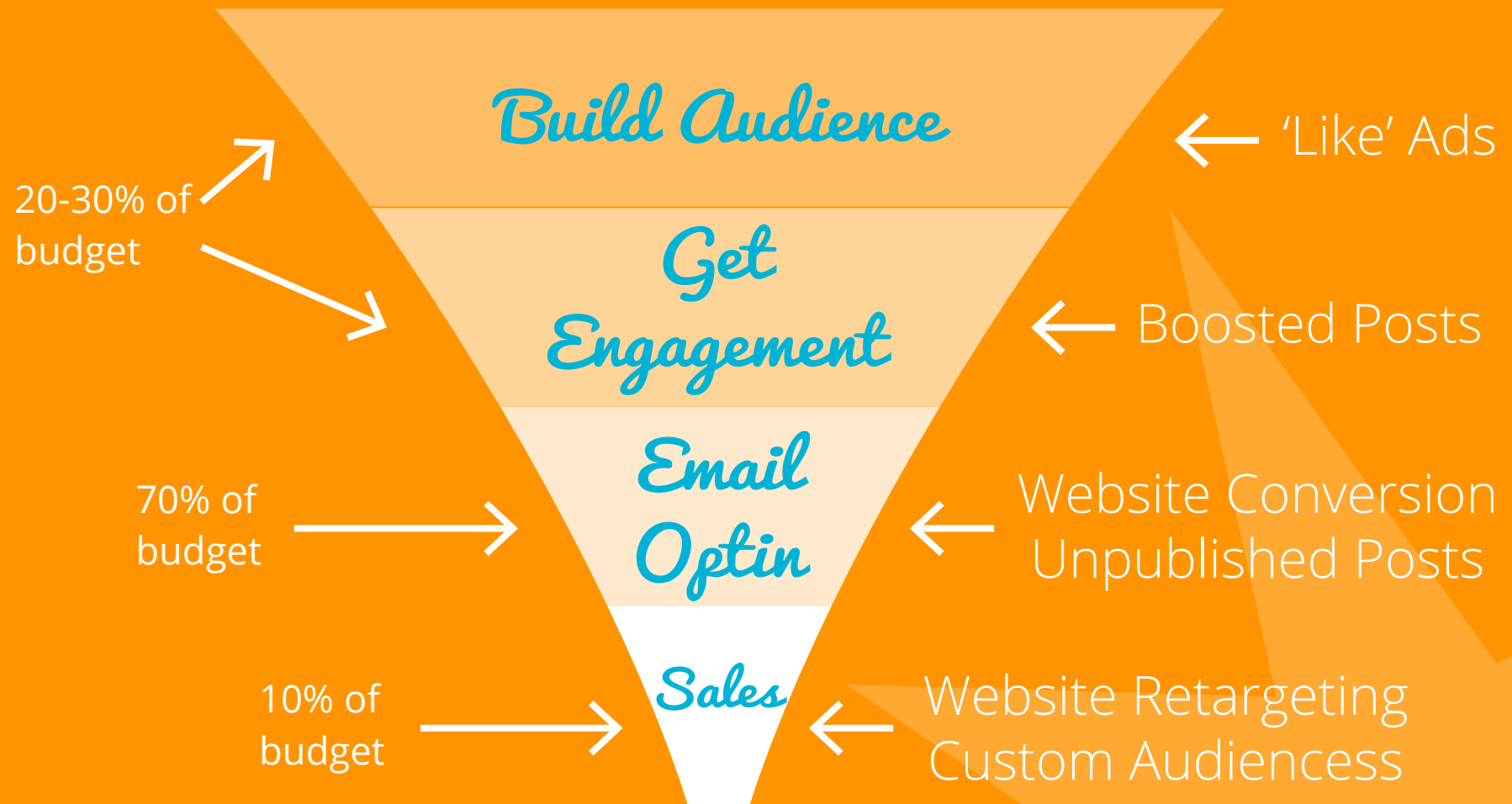
FACEBOOK ADS **FUNNEL**

I like to look at the types of Facebook Ads that you can run as a Funnel of Familiarity, if you will. You are moving people down the funnel where they first get to know you into an eventual sale. I'm recommending that people spend most of their Ads budget on getting people connected to their email list and jumping over the Facebook Like Ads.

Getting people to Like your Page is still a good thing, it shows social proof, but if you have a good free offering, it's better to get people straight onto your list.

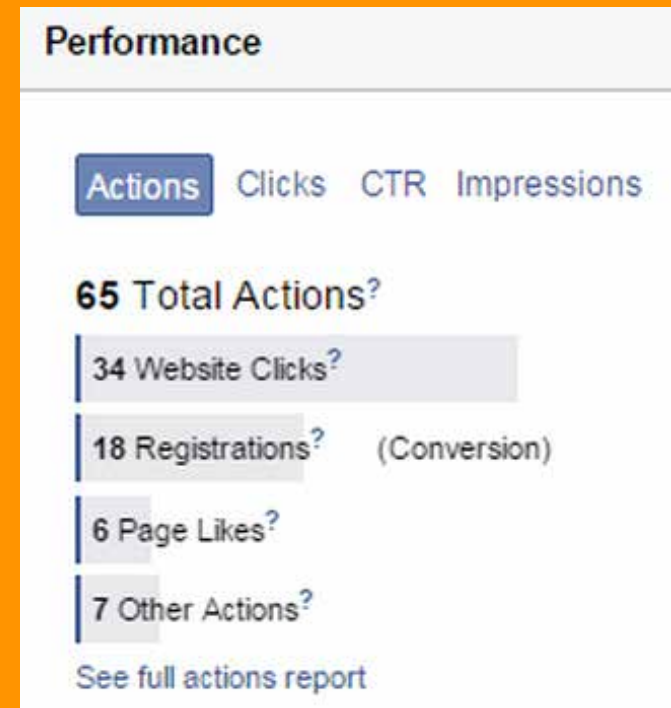*let's take a look...*

FACEBOOK ADS FUNNEL

Build Audience ← 'Like' Ads

20-30% of budget

Get Engagement ← Boosted Posts

70% of budget → Email Optin ← Website Conversion Unpublished Posts

10% of budget → Sales ← Website Retargeting Custom Audiencess

The great thing about Facebook Ads is that you can measure exactly how much it costs to get someone onto your list. By using a Facebook Conversion Pixel you can measure when someone opts in to your e-mail list right from the Facebook Ad.

For example, we can see that this ad sent 34 clicks to the website and from there 18 people registered for the free webinar that was offered in this particular case. Doing the math on this, we get 18/34 which is a 53% conversion rate! If you are familiar with typical conversion rates on websites, they are more typically in the 5% rate which shows that we are sending highly targeted traffic to sign up for this webinar.

Performance

Actions   Clicks   CTR   Impressions

65 Total Actions?

34 Website Clicks?

18 Registrations?   (Conversion)

6 Page Likes?

7 Other Actions?

See full actions report

With Facebook Reports you can get detailed information on click-thru rate, cost per click, cost per conversion, and more. Now you know which ad is working the best for you.

In this example we did several tests and found one ad outperformed the rest by getting a $0.59 cost per conversion. Now we can continue to run that ad at a higher budget.

Cost Per Click ((	Actions	Page Likes	Website Clicks	Cost per Websit	Website Conver	Cost per Website Convers
$0.43 Per Click	**4,112** Total	**545** Total	**1,672** Total	**$1.21** Per Action	**362** Total	**$5.59** Per Action
$0.21	569	0	150	$0.64	162	$0.59
$0.47	630	22	436	$0.63	99	$2.77
$0.51	328	28	168	$1.21	52	$3.91
$0.53	305	0	67	$2.99	24	$8.33
$0.43	129	3	16	$4.29	14	$4.90
$0.48	63	1	55	$0.65	4	$8.90

FACEBOOK AD **EXAMPLES**

Let's look at some great examples where Facebook Ads work well in list-building and lead generation. In this ad, we were sending highly targeted traffic to a webinar and we were able to get a 58% optin rate.

At the end of the webinar, Donna Moritz of Socially Sorted talked about a new product she was offering and had an amazing return on her investment.

FACEBOOK AD **EXAMPLES**

Another wonderful thing about Facebook Ads is that they can go "viral" if you are offering something really good.

They can get shared, people tag other people to have them see the ad, and when people interact with the ad in some way, their friends can see that activity. This is all FREE advertising for you.

FACEBOOK AD **EXAMPLES**

Offering a free trial of a service can be a great way to use your Facebook ads and this particular ad resonates well with me as a freelancer – it is clearly targeted to my demographic.

Michelle Medd, Amy Hall and 4 others like 17hats.

17hats
Sponsored · 🌐

👍 Like Page

As a freelancer, do you wear too many hats? Do you have a bunch of apps and programs keeping your work life afloat? Wouldn't it be great if you could use one service instead? Then it's time to make your business easier with 17hats! 17hats is an all-in-one system that organizes and manages quotes, contracts, time tracking, invoices, workflow, emails, contacts, bookkeeping and more! If you have clients and you invoice them, we're willing to bet that 17hats will work for you.

Recommended by Inc as a perfect app for solopreneurs!
Everyone from copywriters to photographers, doulas to designers have found a better way of working with 17hats! Try our 15-day free trial to see why Inc...

WWW.17HATS.COM

Learn More

Like · Comment · Share · 👍 251 💬 35 ↪ 82

So to answer the question: Do Facebook Ads Work? The answer is yes, when focusing on lead generation or driving targeted traffic to a website. The question for you is, what can you do with that traffic that is meaningful? The best thing is to get people onto your e-mail list.

Action Points:

1. Focus on sending traffic to a freebie that you offer to get people onto your e-mail list.

2. Set up Facebook Website Conversion ads so that you can precisely measure the cost for each optin.

3. Look at your reports and analyze which ad performs best for you.

4. Use your e-mail messages to then sell your product or services.
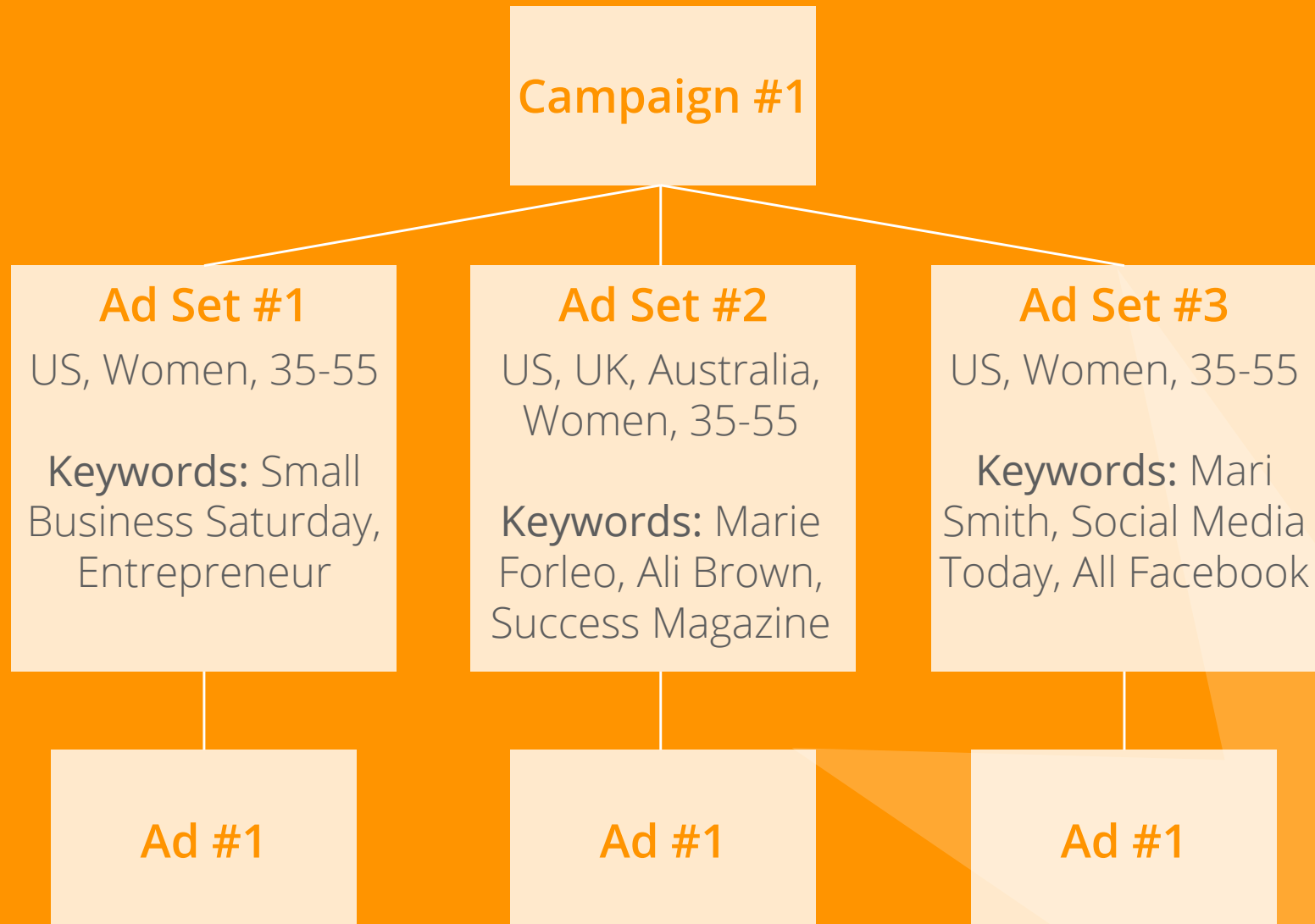
HOW TO **SPLIT TEST** YOUR FACEBOOK ADS

The bottom line is that Facebook ads work for most businesses when focusing on email optins. Sometimes the cost per conversion can be higher depending on your offering or your niche. By split testing your ads, you can bring that cost down.

You may have heard the term Split Testing but not known exactly how to set it up. Split testing is basically varying one thing at a time in an ad to determine which change gives you the best results.

Facebook Ads are organized into Campaigns, Ad Sets, and Ads. At the Campaign level, you set the main goal of what you want, such as send traffic to a website, get Facebook Likes, or get more engagement on a post. Then at the Ad Set level, you adjust the targeting (who you want to show your ad to), the budget, and how long you want the ad displayed.

My favorite technique is to test the demographics first. Use the exact same ad and see which demographic responds best. So in this example, the ad itself would use the exact same image and text but the demographics for each ad would be different.

HOW TO **SPLIT TEST** YOUR FACEBOOK ADS

Campaign #1

Ad Set #1

US, Women, 35-55

Keywords: Small Business Saturday, Entrepreneur

Ad Set #2

US, UK, Australia, Women, 35-55

Keywords: Marie Forleo, Ali Brown, Success Magazine

Ad Set #3

US, Women, 35-55

Keywords: Mari Smith, Social Media Today, All Facebook

Ad #1

Ad #1

Ad #1

TEST, TEST, **TEST...**

Use Facebook Graph Search to find some good Pages to target for your ads (more on that later).

After you know which demographic performs best then you can test different things like images, text, or even the type of ad you use (Unpublished Post, Website Conversions, etc.). Make sure you are optimizing your image for your Facebook Ad.

The interesting thing about Split Testing is that you may think one ad will perform well but you find another ad you test actually does better. I thought the first ad to the right would out-perform the second ad but it was the opposite.

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Want Social Media Marketing tips with a little fun mixed in? Connect with me on Facebook.

Facebook Training
Social Media Consultant
Author

...and Wig-wearing Comedian

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Typically, the best type of ad that works on Facebook is one that grows your e-mail list so if you are running a Facebook ad campaign, focus on that goal.

Make sure you dive into the Reports area to see which ad works better.

The Ads Manager area can show you a lot about your performance but when you set up your Facebook Reports right, you can see much more information.

SPLIT TESTING **BEST PRACTICES**

Best Practices:

Using these techniques will help you improve your results dramatically. If you need more help on Facebook ads, check out my course Facebook Advertising Secrets:

www.fbadvertisingsecrets.com

1. Start with split testing the demographic and then use the best performing demographic in the rest of the tests.

2. Only change one thing at a time if possible. You can test different things like: type of ad, image, and text.

3. Run the ad under similar conditions if possible. Same time of the day, same bid (although bid prices vary), same length of time, etc.

4. Dig deep into the reports. It may look like one ad did better but check the conversions.

HOW TO **TARGET THE FANS OF ANOTHER FACEBOOK PAGE** IN AN AD

Do you know of a Facebook Page that has the perfect fit of Fans for what you are offering? If you are running Facebook Ads, you can target that group with a Facebook Ad.

Not all Facebook Pages are available as a target. All you need to do is to go to the Interests section of your Facebook Ad and start typing in the Page name. If it "matches" then the Page name is available as a target and your ad will be shown to the Fans of that Page.

The Page may or may not be available and it's not always the size of the Page that makes the difference. Typically Pages with more Fans are able to be targeted but in this example, Choice Magazine has less than 5,000 Fans and I'm able to target those Fans with this ad.

How do you find good Pages to target? Take a look at my post on how to use Facebook Graph Search to find your perfect audience:

www.andreavahl.com/facebook/how-to-use-facebook-graph-search-and-audience-insights-to-find-your-perfect-customer.php

andreavahl.com

andrewandpete.com

SETTING UP A **WEBSITE CONVERSION AD**
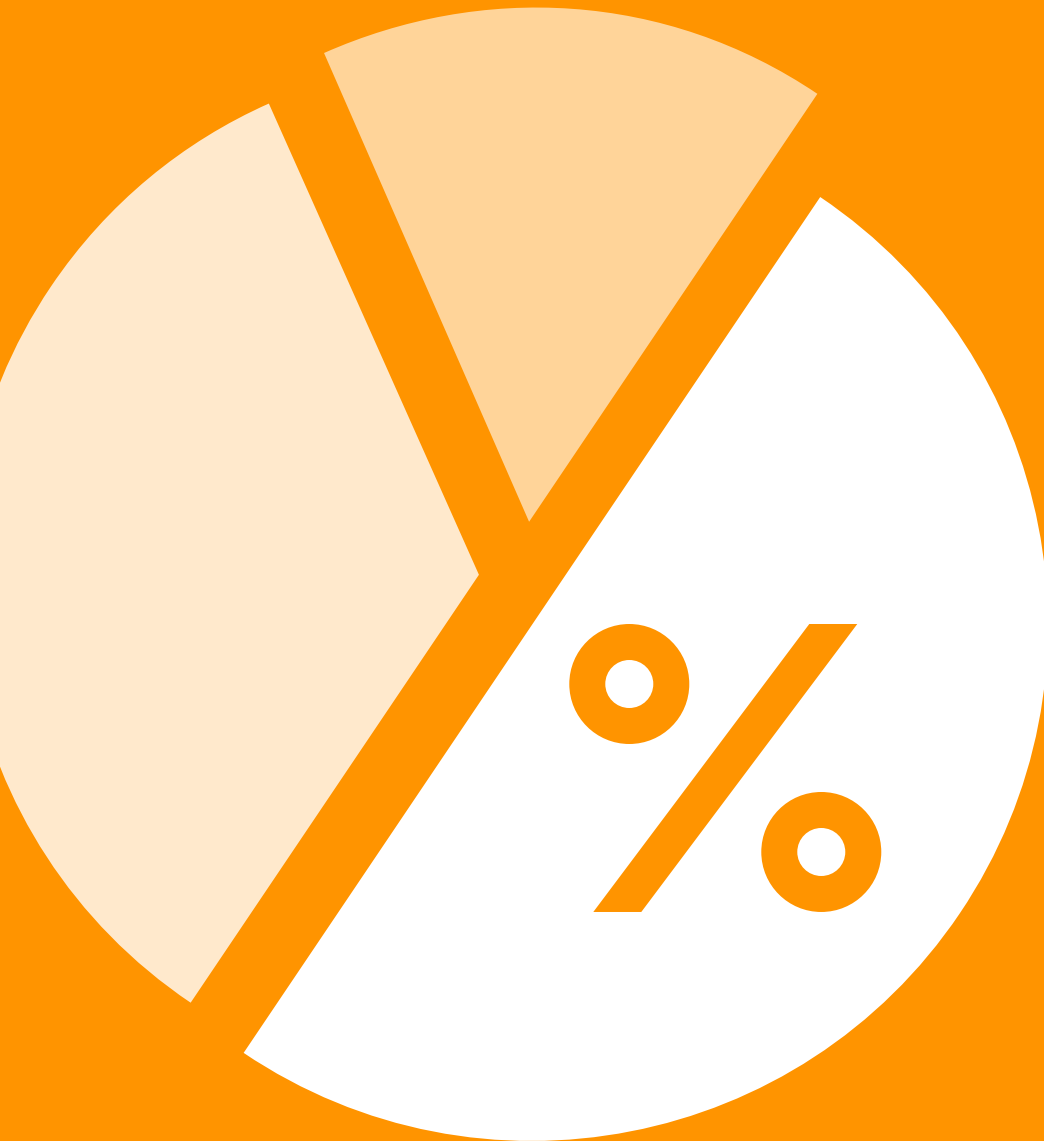
My favorite type of ads to run to get more leads and measure exactly how much it costs for each lead is a Website Conversion Ad.

To run this type of ad you need to have three things in place:

A free offer on a website with an opt-in page. You can create a quick opt-in page with a tool like LeadPages or Instapge, or a WordPress plugin like Optimize Press or OptinMonster.
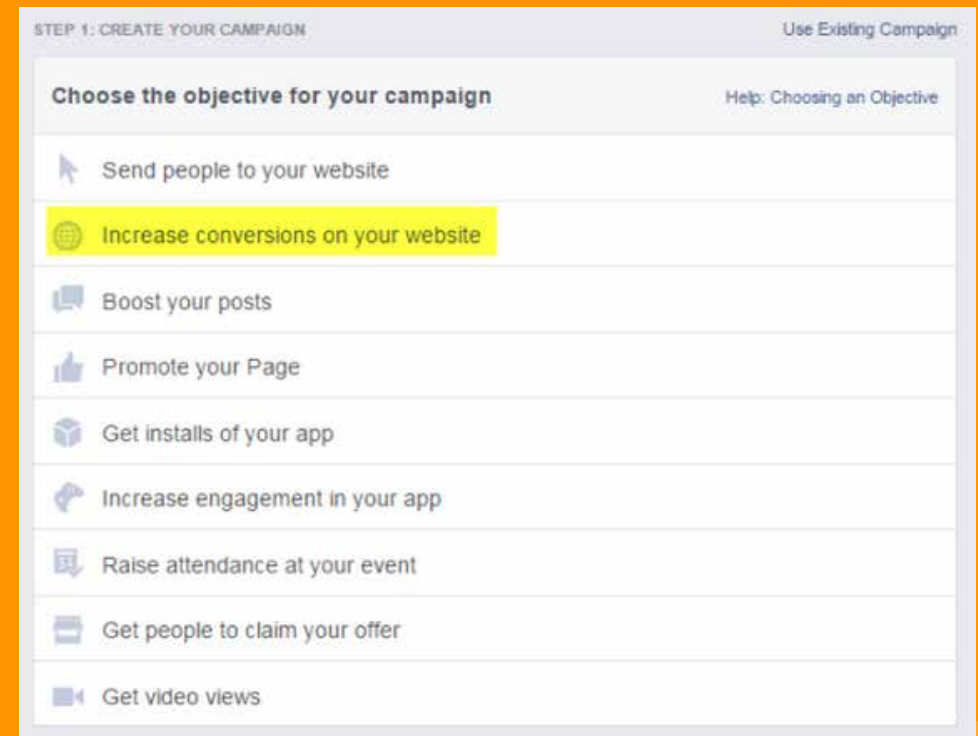
An email list tied to that opt-in page. There are lots of email service providers but Aweber, Constant Contact, or MailChimp are good ones to start with if you don't have one yet.

A Thank You page where you send traffic to after they give you their name and email address. This doesn't have to be fancy- mine is just one page on my website that says Thanks for signing up and watch your email for updates. If you are using LeadPages or Instapage, you can create a Thank You Page using them.
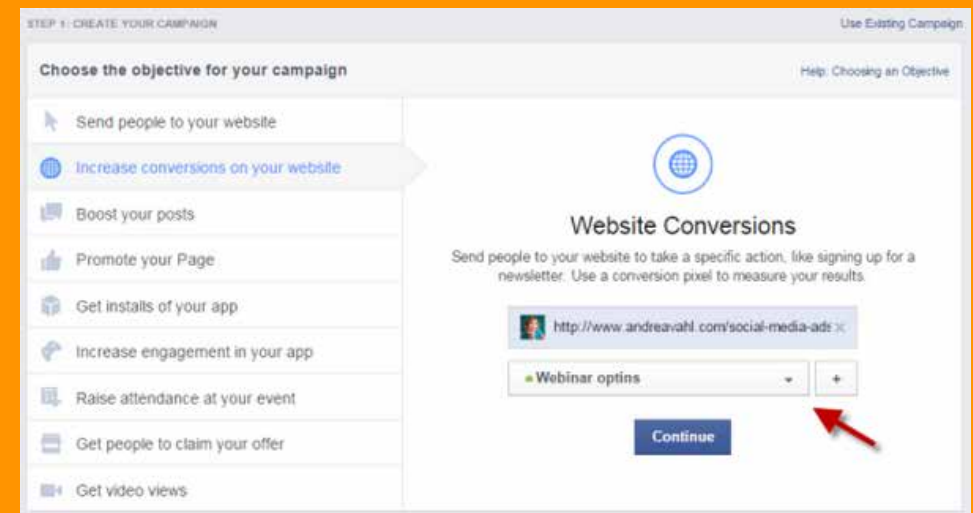
Before you start the ad you need to place a conversion pixel on your Thank You page. You can find all the details on how to install your Conversion pixel here:

http://www.andreavahl.com/facebook-advertising/how-to-use-conversion-pixels-in-your-facebook-ads.php

Next you can create your Facebook Ad by going to https://www.facebook.com/ads/create/ and selecting the ad type Increase Conversions on your website like so...

STEP 1: CREATE YOUR CAMPAIGN   Use Existing Campaign

Choose the objective for your campaign   Help: Choosing an Objective

- Send people to your website
- Increase conversions on your website
- Boost your posts
- Promote your Page
- Get installs of your app
- Increase engagement in your app
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Next you'll choose the website where you have your free offer –
your opt-in page. And you will also choose the conversion pixel
that you put on your Thank You page.

Now you fill out the Ad Set information to target your Ads and select your bidding. When you design your ad, make sure you add the News Feed Link description under the Advanced Options.

The best thing about using Facebook Conversion Pixels is that you can track your cost per Lead very well.

For example when you select the Performance and Clicks view, when you dive into the Ad area, you can also see that we had 131 clicks (under 'Performance and Clicks') and got 86 Conversions. That is a whopping 66% conversion rate! If you know anything about optin conversion rates, typically they are more in the range of 5-10%. With Facebook Ads we are able to drive highly targeted traffic to your optin page.

HOW TO SET UP MEANINGFUL **FACEBOOK AD REPORTS**
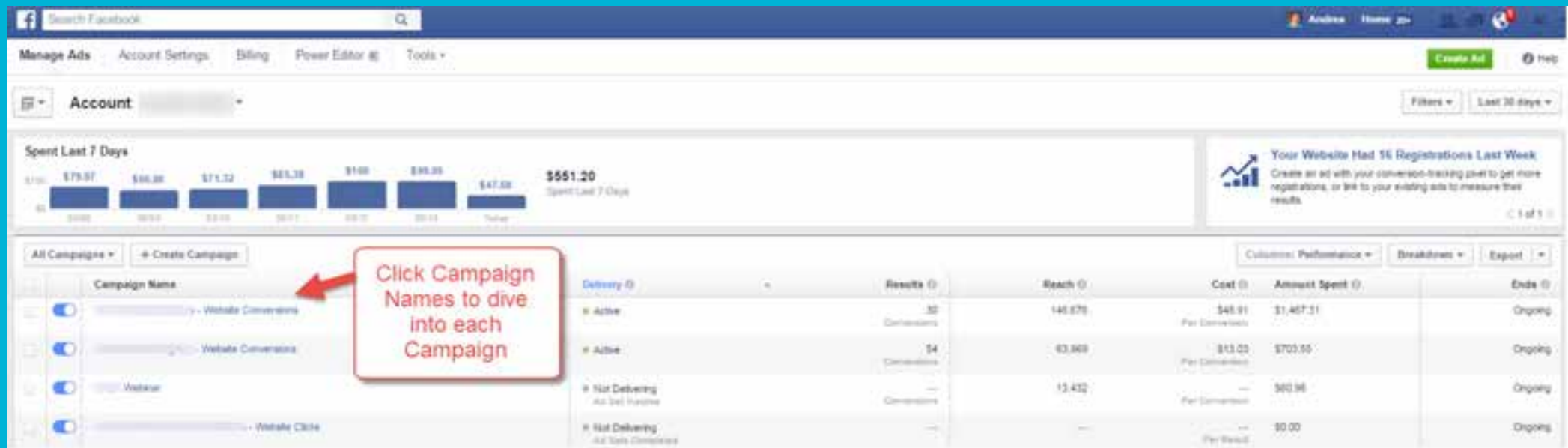
You don't need to be a technical wizard to make sense of Facebook Ad Reports. You just need to set the reports up right and know what you are looking for to make sure your ad campaign is a success.
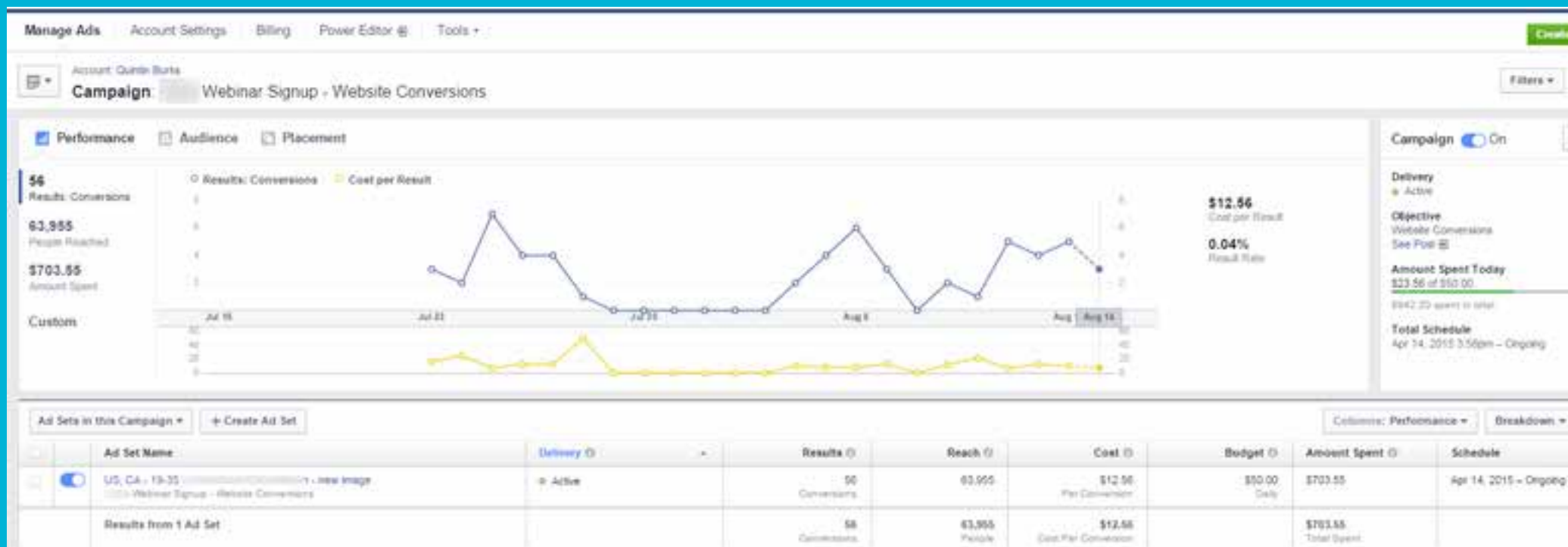
The initial screen you see when you click on one of your Campaigns in the Ads Manager area gives you a snapshot of how the ads are doing.

But this view doesn't always give you the information you need to see which ads in that campaign are doing well.

The best way to view your Facebook Ad results is to dive deeper into the columns and customize the columns and data you see.

Results	Reach	Fre...	Cost	Budget	Amount ...	Schedule	Clicks	CT...	CPC (...	Impress...	CPM
32 Website Clicks	524	10.70	$1.74 Per Webs...	$2.00 Daily	$55.69	Jul 17, 2015 – Ongoing	83	1.48%	$0.67	5,608	$
342 Website Clicks	48,874	1.61	$0.98 Per Webs...	$7.00 Daily	$334.21	Jun 17, 2015 – Ongoing	717	0.91%	$0.47	78,815	$
337 Website Clicks	36,383	1.40	$0.93 Per Webs...	$7.00 Daily	$311.97	Apr 23, 2015 – Ongoing	612	1.20%	$0.51	51,118	$
83 Website Clicks	17,304	1.26	$1.22 Per Webs...	$7.00 Daily	$101.34	May 5, 2015 – Ongoing	150	0.69%	$0.68	21,873	$
794 Website Clicks	94,679 People	1.66 Per Pe...	$1.01 Cost Per ...		$803.21 Total Spent		1,562 Total	0.99% Per Im.	$0.51 Per Click	157,414 Total	$ Per 1.0

Now you can get much more data about each ad within the campaigns and compare performance.

Conclusion

Facebook ads can feel complex and overwhelming. But with a little practice and the right training and support they can be EXTREMELY effective to driving more leads and customers into your business.

If you want a deeper dive into Facebook Advertising, check out all the great content on atomic, or join me in my Facebook Advertising Secrets Course. Thank you for reading!

Andrea Vahl

Wrote by Andrea Vahl

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Andrea Vahl is a Social Media Consultant and Speaker who is passionate about helping businesses understand and leverage the power of social media to actually grow their business. Andrea is the co-author of Facebook Marketing All-in-One for Dummies and was the Community Manager for Social Media Examiner, for over 2 years. She also uses her Improv comedy skills to blog as a slightly cranky character, Grandma Mary – Social Media Edutainer on her site at www.AndreaVahl.com. She is an international speaker and has presented at Social Media Marketing World and New Media Expo as well as many corporate events.

She was named 50 Favorite Online Influencers of 2014 on Entrepreneur.com and Top 30 Women in Social Media by Boom Social.   She is the lead teacher at FBInfluence an online Facebook Marketing Training program used by over 20,000 students and the co-founder of Social Media Manager School. Andrea Vahl's proven ability to make social media marketing easy to understand and implement has directly impacted the bottom line of thousands of companies through her training and one-on-one consulting. Learn more about Andrea's books, resources, and get her Quick Start Guide to Social Media for Business on her website, www.AndreaVahl.com.

More from Andrea...

If you are serious about up-leveling your Facebook Ad knowledge and skill, Andrea also has a **Facebook Advertising Secrets** course that is the perfect solution.

The course will guide you through the guesswork of Facebook Ads so you can start benefiting from the incredible power of marketing on Facebook.

This course is going to save you time and money – two of your most valuable assets!

FACEBOOK ADVERTISING SECRETS
BY ANDREA VAHL

Go-At-Your-Own-Pace Modules. Each Module consists of a series of videos, reference articles, and downloads. The course is geared towards beginner and intermediate Facebook advertisers.

3 Great Bonuses: The Facebook Ads workbook, the Power Editor for Beginner's Guide, and the How to Use Facebook to Get Leads for Your Business e-book

The Private Facebook Group: Having a place to ask specific questions about your Facebook ads is PRICELESS! As you go through the modules, you can ask questions, get answers and learn the latest techniques. And you will have lifetime access to this group – crazy good!

"Andrea knows Facebook inside and out. She has a great way of explaining how marketers can use Facebook to maximize their business and breaks it down into snackable chunks that you can take action on, quickly and easily. I've seen her courses and invited her to present to my clients and she always delivers amazing information!"

Kim Garst, KimGarst.com

"Andrea is incredibly knowledgeable about social media in general and Facebook in particular. Not only that, but because she has a background as an "Edutainer," her presentation skills excel far beyond your typical speaker. She is engaging, funny, learned, wise and just plain fun to listen to. By the end of her presentation you feel invigorated and excited – like you have not only learned something, but have been entertained in the process."

Viveka von Rosen, Author of LinkedIn Marketing: An Hour a Day

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