



MobileMonkey

Advanced Facebook Ads Summit

Facebook Video Ads: What's Working Now

Andrea Vahl

@andreavahl

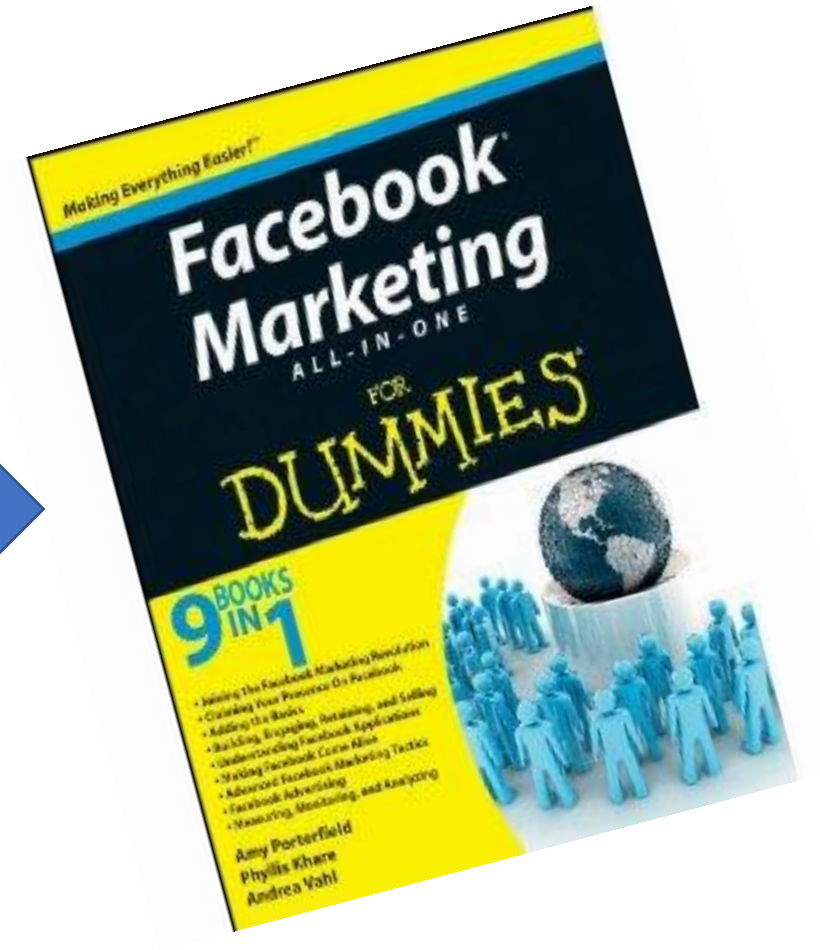
Today...

- The latest tactics that are working for video ads
- Which placement, targeting, and optimizations to use for your ads
- How to take advantage of retargeting
- How to EASILY create effective videos



My Story





Work your butt off

@andreevahl #mcbulemonkey

Today



A Little More ABOUT ME

Co-author of Facebook Marketing All-in-One for Dummies

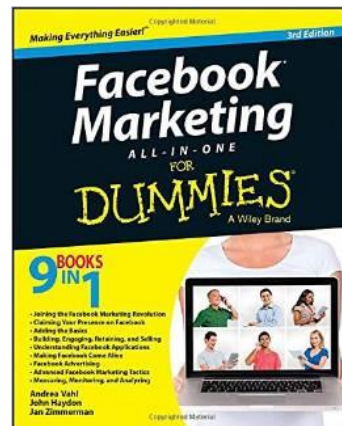
Community Manager for Social Media Examiner for 2 years

Creator of Facebook Advertising Secrets online course

Cofounder of Social Media Manager School

Used Grandma Mary – Social Media Edutainer to start my blog

Stand up comedian



**Do I have to do
Video???**

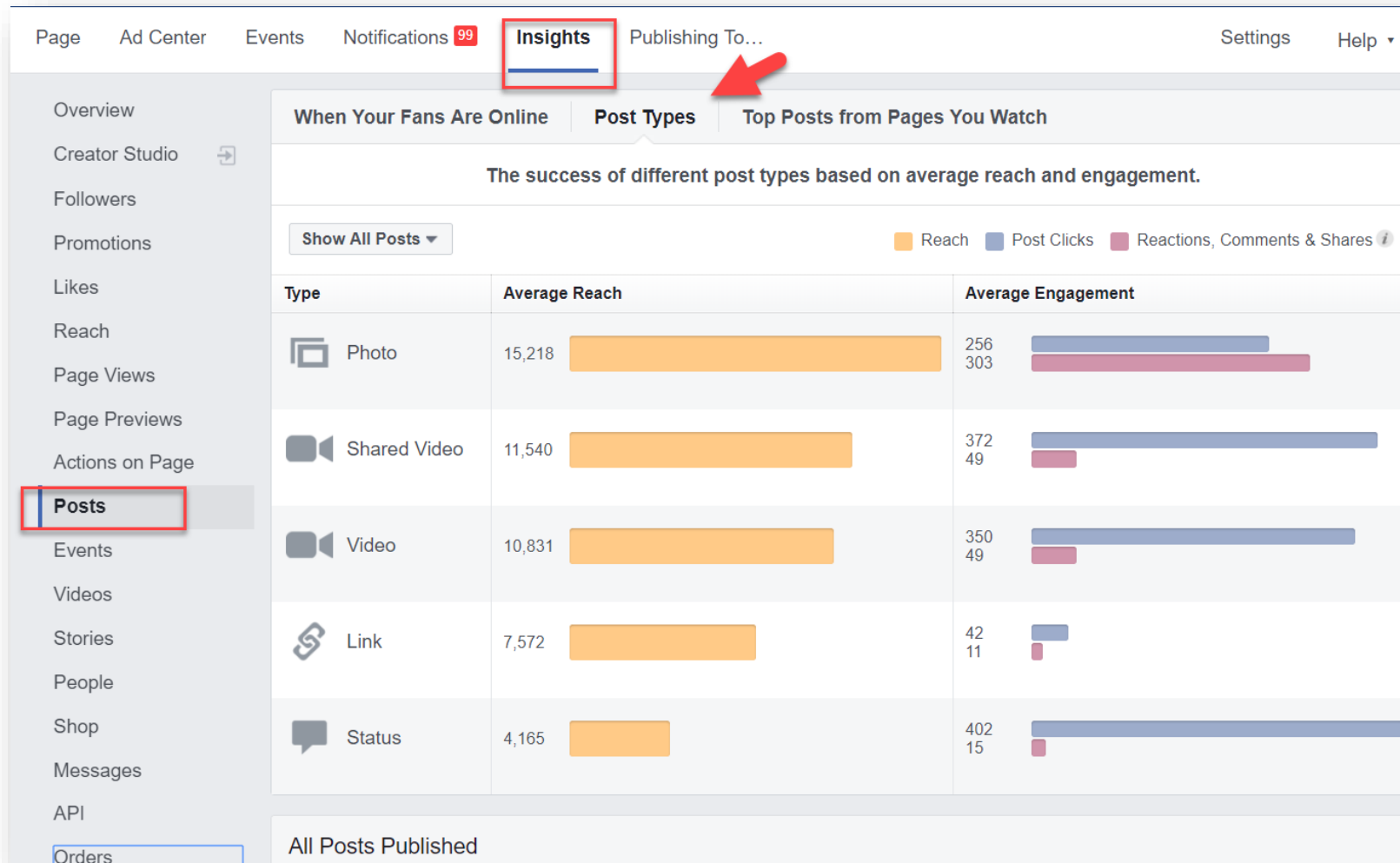


Facebook Video Stats

- [51% of marketing professionals](#) worldwide name video as the type of content with the best ROI.
- Marketers who use video grow revenue 49% faster than non-video users.
- Sixty-four percent of consumers make a purchase after watching branded social videos (via [tubularinsights](#)).
- Facebook Gets Over 8 Billion Average Daily Video Views
- Social video [generates 1200% more shares](#) than text and images combined.

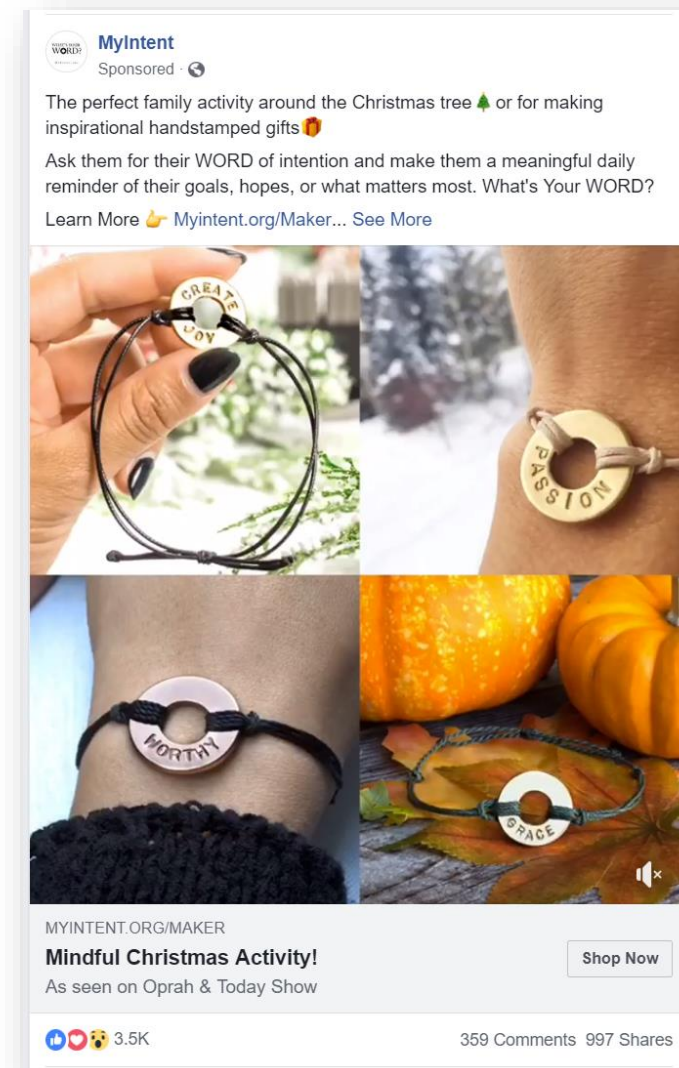
Source: <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics> updated: November 9, 2018
<https://sproutsocial.com/insights/facebook-stats-for-marketers/>

Fact: Facebook Video is here to stay



You don't have to be on camera

- Slideshow with images
- Text narration
- Explainer videos
- Demos
- Product features
- Stock footage
- Animated images
- Gifs





Michael Hyatt

Sponsored · 🌐

Everyone has an important message that deserves to be shared.

Yes, it's true! We all have a story to share with others, and a blog or website is the perfect online platform to do so. But, it can be overwhelming not knowing where to start. I completely get it! People are always asking me, "how can I grow my online audience organically?"

My response? You have to find your niche, and write compelling content that draws them in. ... [See More](#)



8

1 Share



Ada Deferrari

November 12 at 5:03pm · 🌐

Clothes not fitting right? Takes forever to get ready? Find out what your body type is in less than 30-Secs. Download the Free Body Shape Style Guide.



ADA's Body Shape Style Guide

Download the foolproof guide that helps you figure out your shape and learn about specific styles that make your body type look its absolute best.

[Download](#)

49K Views



Like



Comment



Share



Buffer



25

Chronological ▾



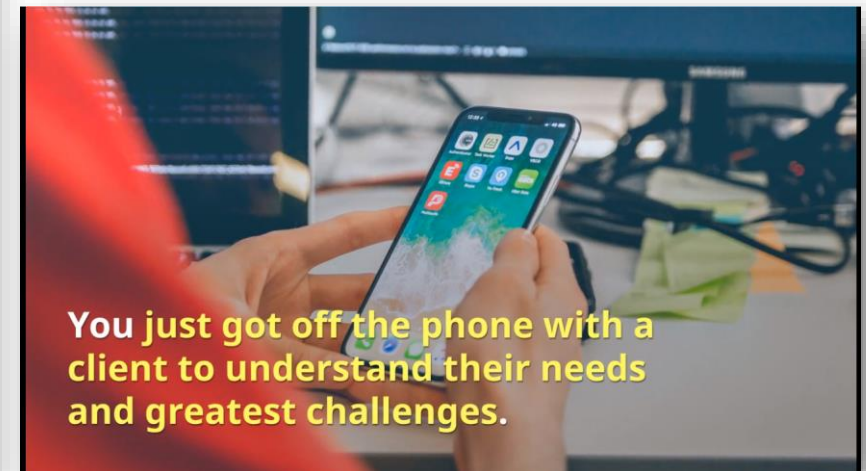
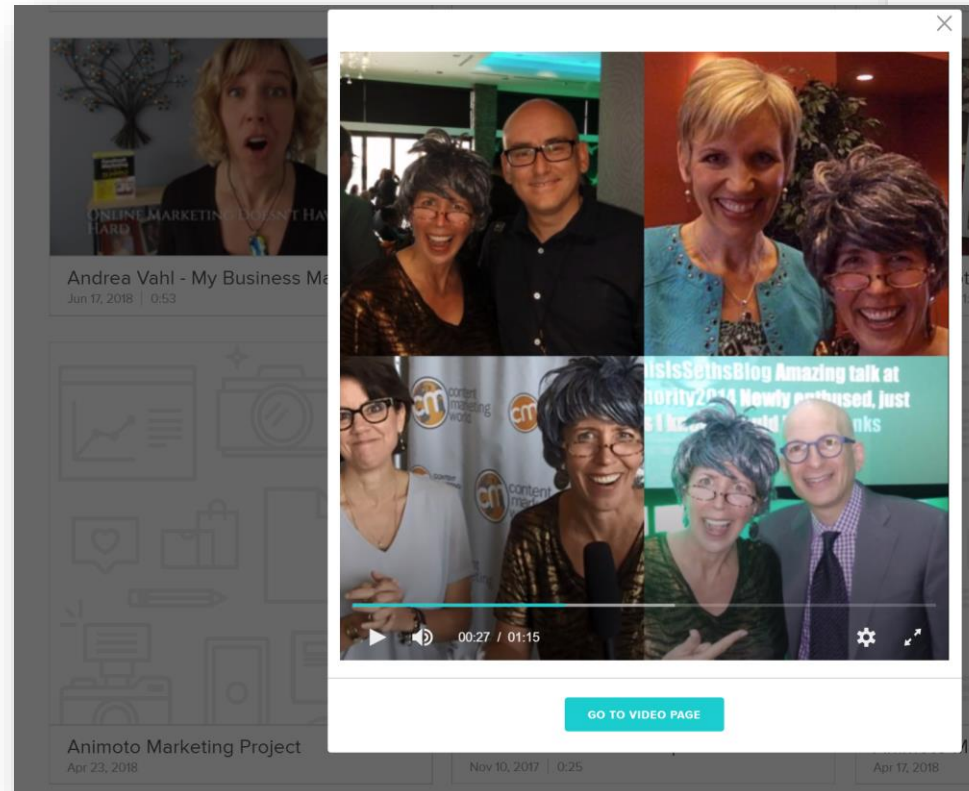
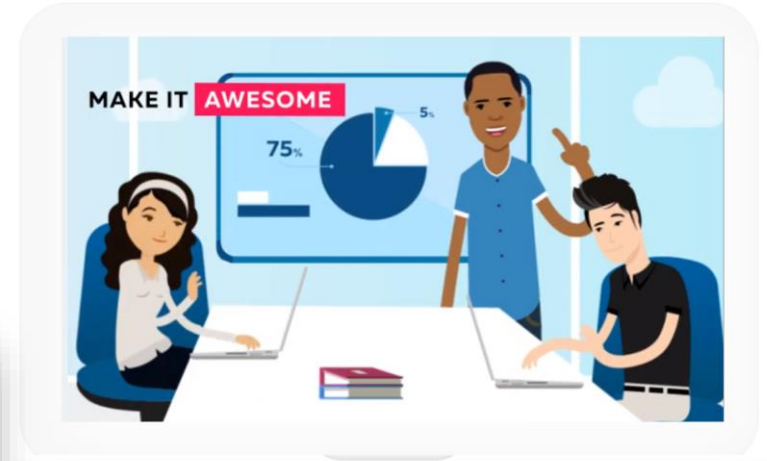
Autumn Baker Jonelle Massey

Like · Reply · November 2 at 10:29am

Video Tools

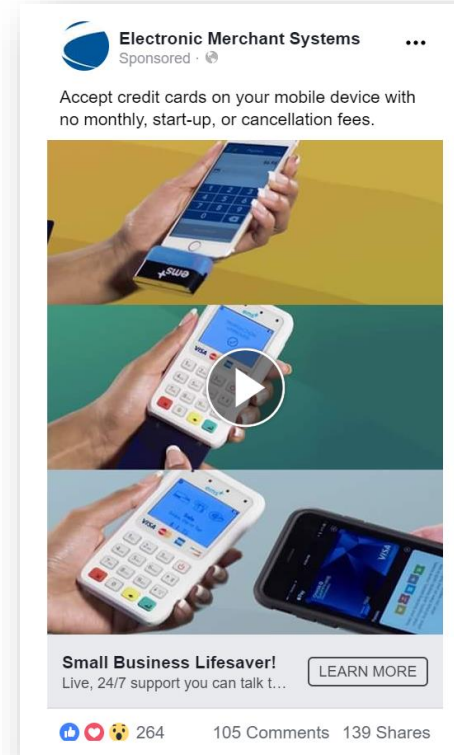
- Powtoon
- Magisto
- Animoto
- Lumen5
- Wave

POWTOON
make it awesome



Video ideas

- Why you started your business
- Frequently asked questions
- Behind the scenes tour
- Personal invitation to an event
- Quick tip
- Why you are unique
- Product demo
- Promote a Facebook Live



Watch the results and compare


<input type="checkbox"/>		Campaign Name	Results ⓘ	Reach ⓘ	Cost ⓘ	Video Views ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Patients - Website Clicks	267 Link Clicks	19,574	\$1.67 Per Link Click	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Studio Z Like Campaign	86 Page Likes	1,570	\$1.35 Per Page Like	4
<input type="checkbox"/>	<input type="checkbox"/>	Family Dentistry - Website Clicks	7 Link Clicks	2,203	\$3.40 Per Link Click	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Holistic Dentistry - Website Clicks	166 Link Clicks	22,603	\$1.70 Per Link Click	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Slideshow - Website Clicks	59 Link Clicks	7,608	\$2.05 Per Link Click	2,004
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Invisalign Post - Website Clicks	19 Link Clicks	3,327	\$2.22 Per Link Click	—

Single Images often do better than video but not always! Test what works for you

<input type="checkbox"/>		Ad Name		Delivery	Results	Reach	Frequ	Cost per Result	Amount Spent	Ends	Relevanc Scor	Impression:	CPM (Co per 1,0 Impression	Link Clicks	CPC (Cost per Link	CTR (Link Click-Through
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 E-Aruba - traffic - 21+ slideshow video		Active	214 Link Clicks	3,841	1.48	\$0.10 Per Link C...	\$20.62	Jun 1, 2018	7	5,703	\$3.62	214	\$0.10	3.75%
<input type="checkbox"/>	<input type="checkbox"/>	 E-Aruba - traffic - 21+ local Image from site		Inactive	134 Link Clicks	9,642	2.37	\$0.33 Per Link C...	\$43.76	Jun 1, 2018	2	22,882	\$1.91	134	\$0.33	0.59%
		▶  Results from 2 ads ⓘ			348 Link Clicks	11,952 People	2.39 Per Per...	\$0.19 Per Link C...	\$64.38 Total Spent			28,585 Total	\$2.25 Per 1,000 Im...	348 Total	\$0.19 Per Action	1.22% Per Impressi...


Video ad had \$0.10/CPC and Image ad had \$0.33/CPC

Video Connects QUICKER

**Sue Larkey**
Sponsored · 🌐

Join me and Dr. Tony Attwood for a FREE Webinar: Autism Spectrum Disorder. Available for viewing Wed 17th - Sun 28th October.
In this 35 Minute Workshop you will learn:



- ✓ What is ASD - Insights and Understanding of what it means to have ASD
- ✓ Understand the Diagnostic Criteria - DSM 5.
- ✓ Girls and ASD... [See More](#)







www.elearning.suelarkey.com.au

ELEARNING.SUELARKEY.COM.AU


FREE Training with Dr Tony Attwood: Autism Spectrum Disorder [Sign Up](#)

  Ali Mac, Ebony-kate Flynn and 95 others · 17 Comments · 76 Shares · 19K Views

 Like  Comment  Share




**Andrea Vahl, Inc.**
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🔥🔥 Facebook ads are HOT right now and businesses need people to help them run their campaigns. I've got a brand new training series called How to Start a Highly Profitable Facebook Ads Management... [More](#)



fbadvertisingsecrets.com

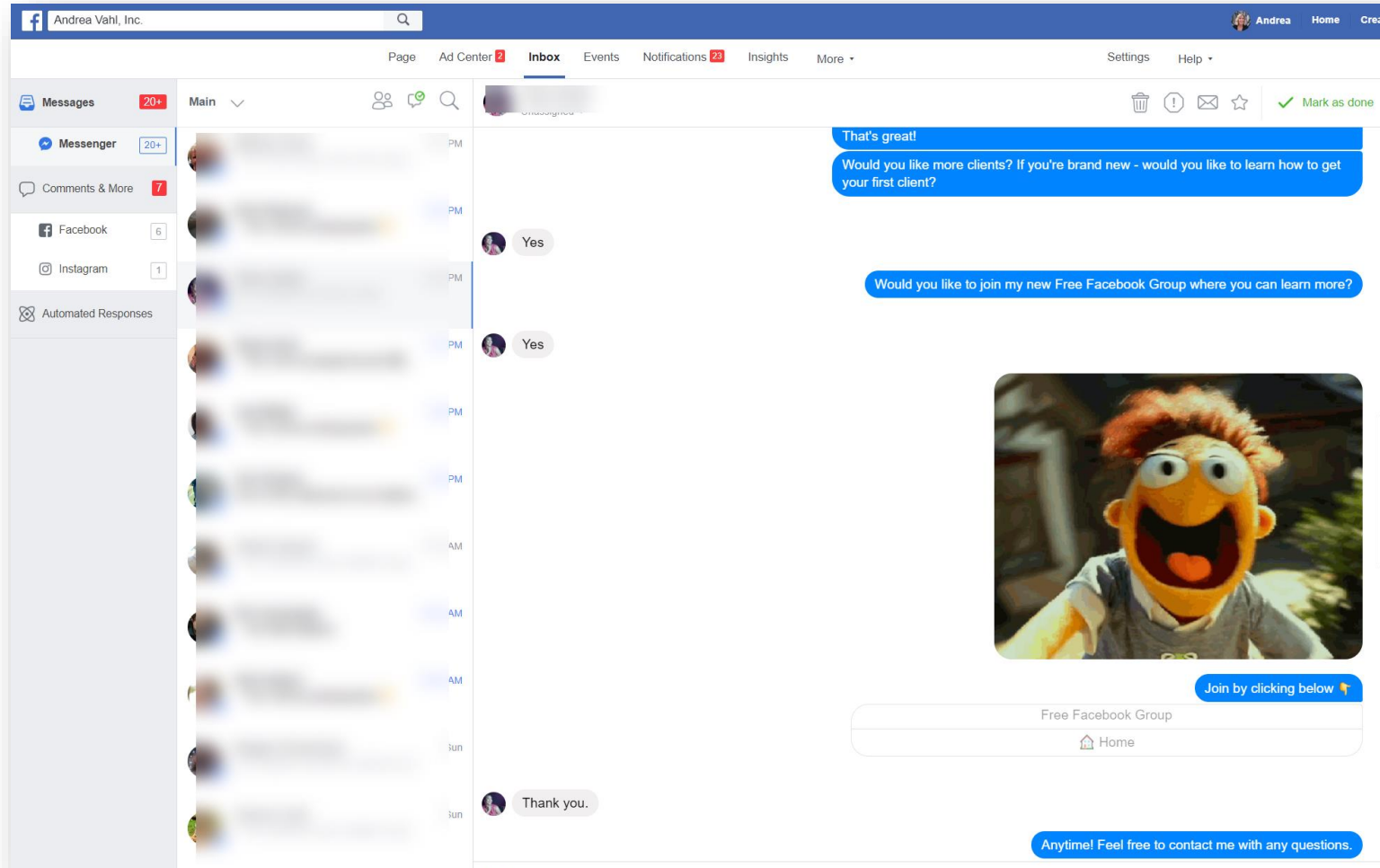
FREE Training: How to Start a Highly Profitable Facebook A... [SIGN UP](#)

   Bonnie David and 176 others · 83 Comments · 30 Shares

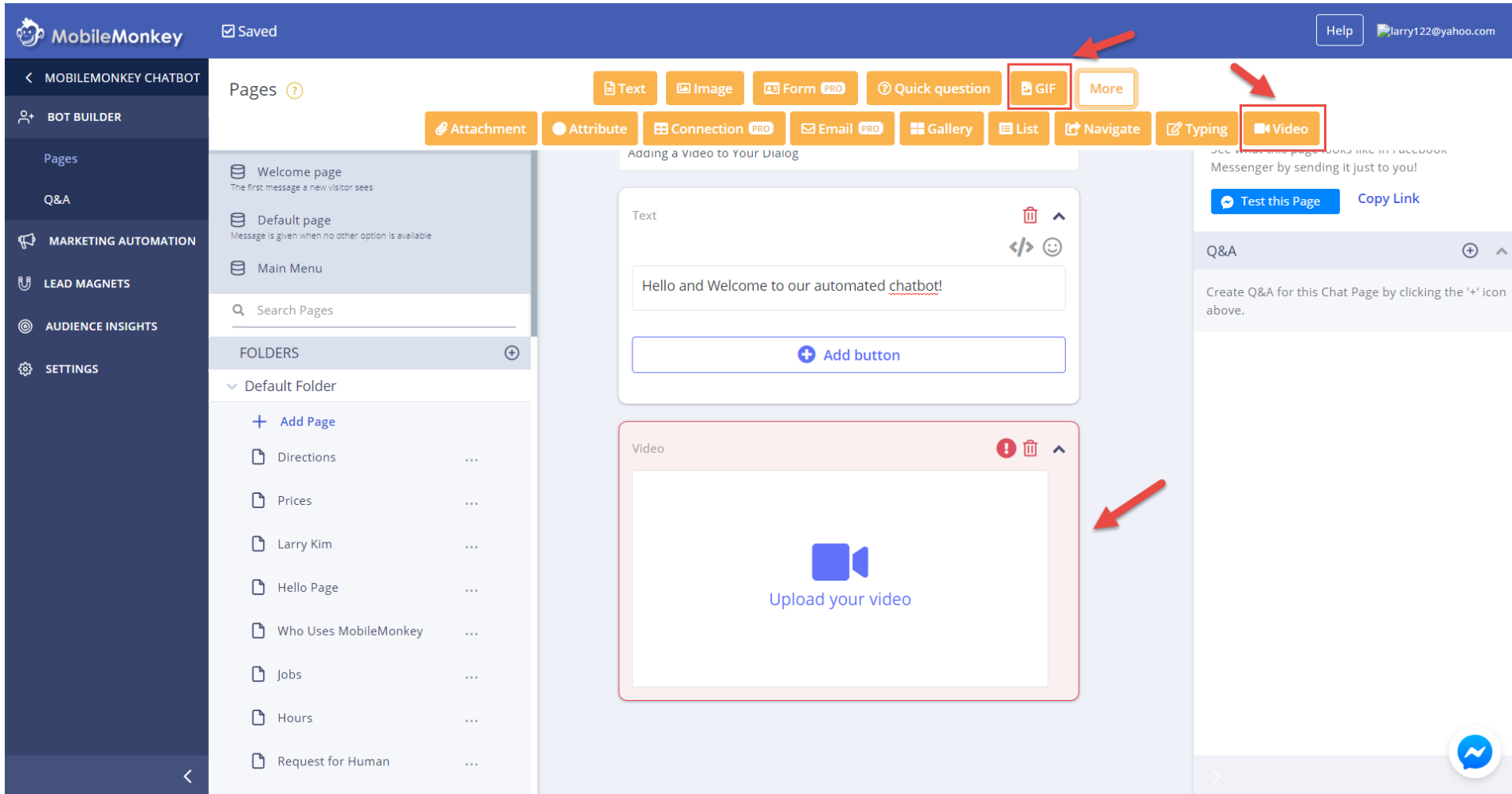
 Like  Comment  Share

[Refresh preview](#) · [Report a problem with this preview](#)

Video and Gifs in Facebook Messenger add fun!



Add Videos and Gifs with MobileMonkey

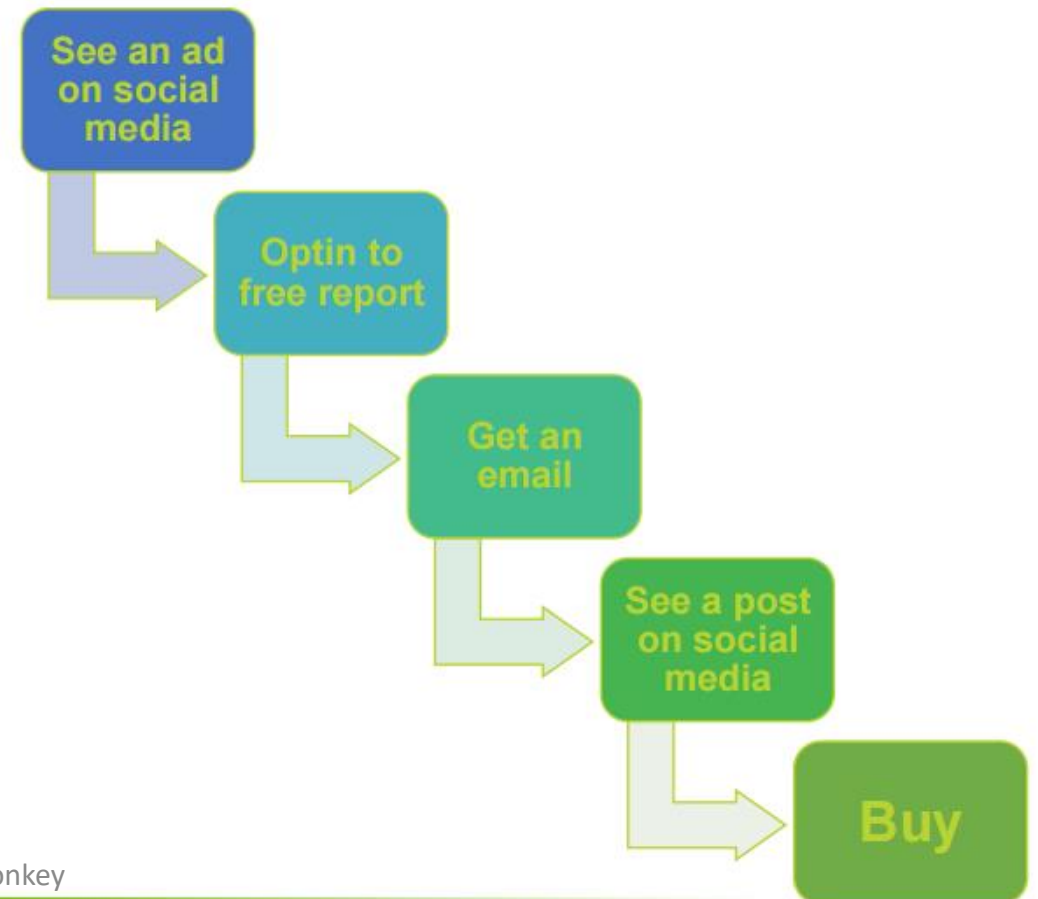


The screenshot displays the MobileMonkey chatbot builder interface. On the left is a dark sidebar with navigation options: MOBILEMONKEY CHATBOT, BOT BUILDER, Pages, Q&A, MARKETING AUTOMATION, LEAD MAGNETS, AUDIENCE INSIGHTS, and SETTINGS. The main area is titled 'Pages' and shows a list of pages on the left, including 'Welcome page', 'Default page', and 'Main Menu'. The central workspace is titled 'Adding a Video to Your Dialog' and shows a 'Text' block with the message 'Hello and Welcome to our automated chatbot!' and an 'Add button' button. Below the text block is a 'Video' block with a large blue video camera icon and the text 'Upload your video'. The top of the interface features a blue header with the MobileMonkey logo, a 'Saved' status, and a 'Help' button. Below the header is a toolbar with various action buttons: Attachment, Attribute, Connection PRO, Email PRO, Gallery, List, Navigate, Typing, and Video. The 'Video' button is highlighted with a red box and a red arrow. Another red arrow points to the 'More' button in the toolbar. A third red arrow points to the 'Video' block in the workspace. On the right side of the interface, there is a 'Test this Page' button and a 'Copy Link' button. At the bottom right, there is a circular button with a blue speech bubble icon.

Think about the Customer Journey

- Use Facebook and Instagram to BUILD an audience
- Target your IDEAL customer
- Enhance the relationship with good content
- Retarget to convert

MOVE THEM OFF OF FACEBOOK
ONTO YOUR LIST OR WEBSITE for
Retargeting



Fact: Facebook ad costs are rising

You don't have to
gamble or “wing it”
- have a **SYSTEM** for
testing!!



The GOAL is to STOP the SCROLL



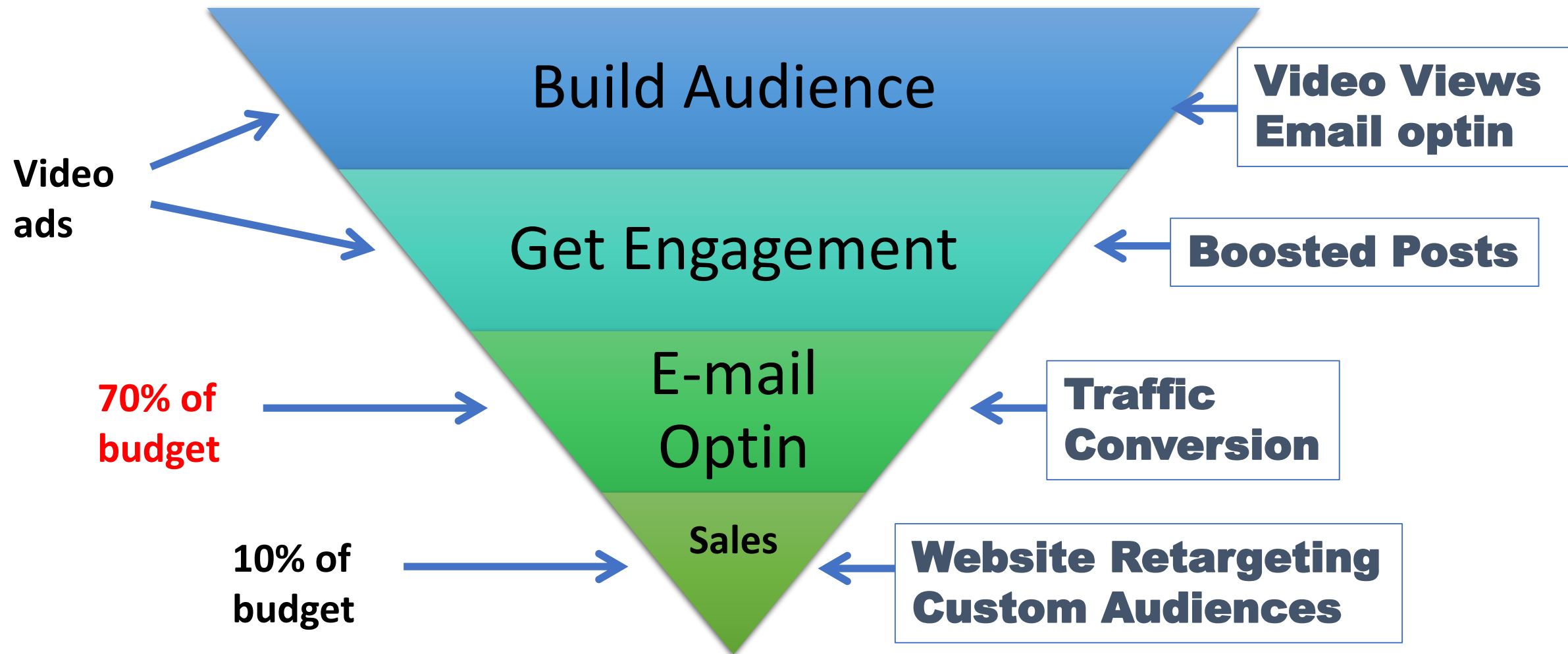
**What if running Facebook Video Ads
felt like this?**



What is Working Now



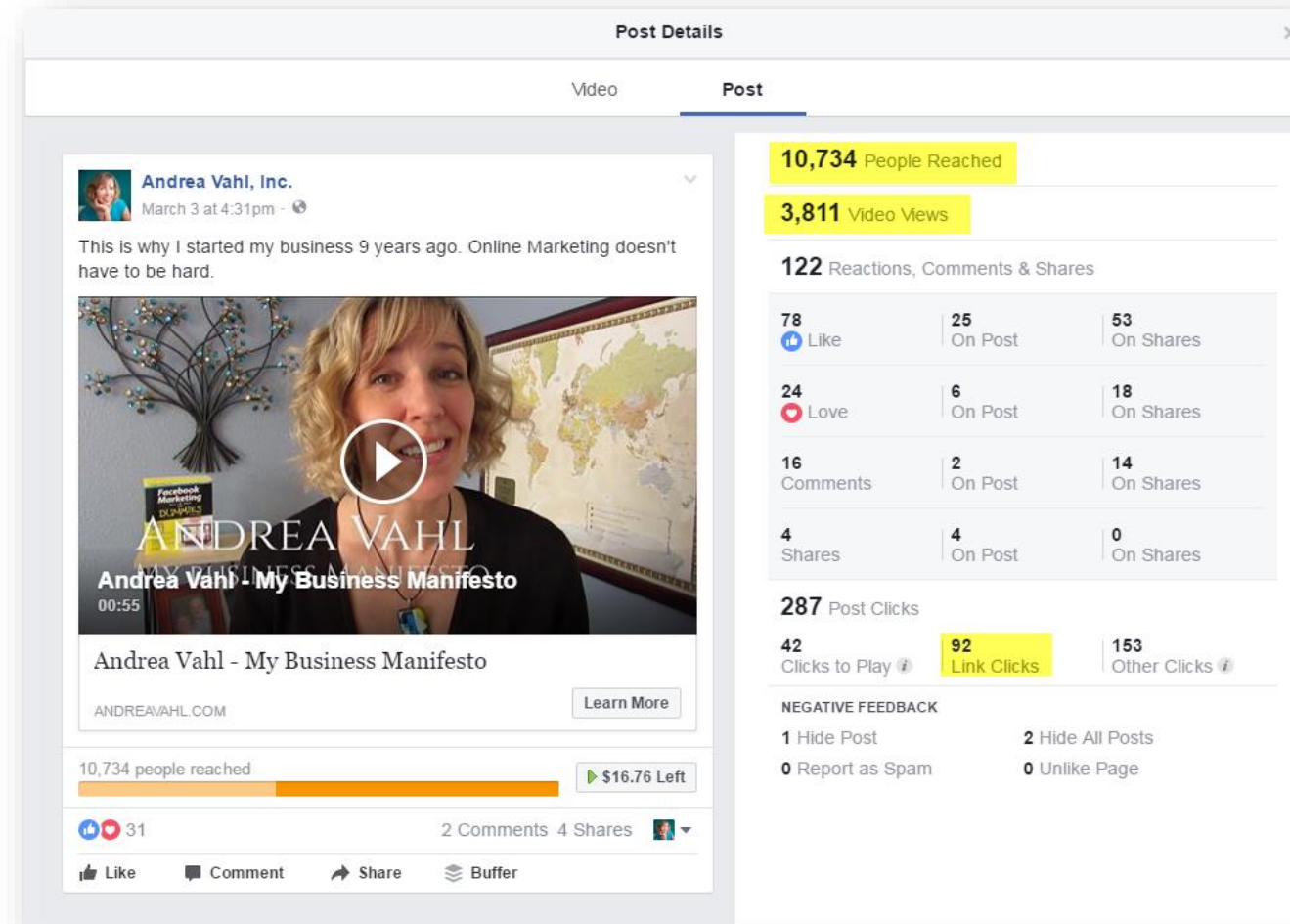
Facebook Video Ads at the TOP of the Funnel



Goal of Content: Awareness

KPI: Video Views and Link Clicks

- Video - Business Manifesto
 - 3811 Video Views
 - 92 Link Clicks
 - 10,734 Reached
 - 4350 Organic (5x higher than average)
 - 6384 Paid with \$13 boost
 - \$0.01/video view



New Size of Video: Range 9:16 to 16:9

- Better for mobile
- 1080 x 1080 square pixels
- Will look different on older FB versions




Video in different formats

Productive Flourishing
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Rather than only keeping track of appointments and meetings, the Momentum Planner channels your creativity, expertise, and passion toward worthwhile pursuits.

JUST RELEASED: The all-new 2019 version now comes beautifully printed & bound (digital also available): <http://bit.ly/mpbound>



The All-New 2019 Momentum Planner
Available printed & bound or digital


Daily Planner

Like Comment Share

Create a Fullscreen Experience

Cover Image or Video
Introduce your brand, product or service. You can use an eye-catching video or image, or create a slideshow using up to 10 photos or video stills.


☐ Image ☒ Video / Slideshow

 Recommended: keep your videos under 2 minutes.
Clear video

Text
Introduce your brand, product, or service.

Image or Video
Introduce your brand, product or service. You can use an eye-catching video or image, or create a slideshow using up to 10 photos or video stills.

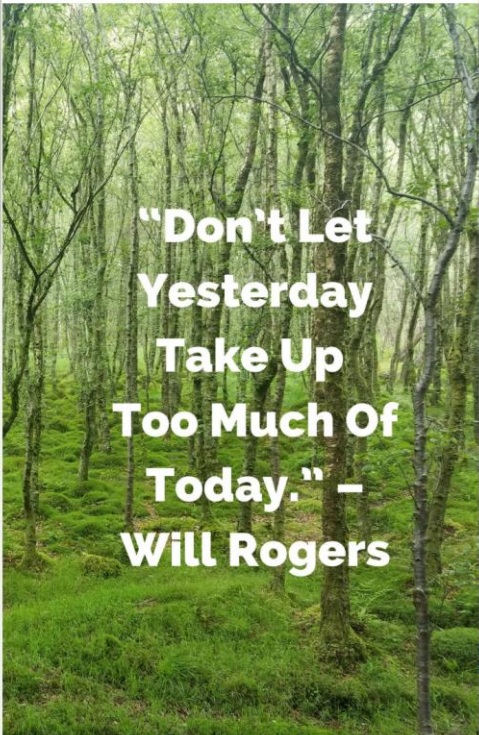
☒ Image ☐ Video / Slideshow

 Recommended: Image width of 1080 pixels
Replace Photo

Destination URL (optional)

Carousel

Introduce your brand, product, or service.



Preview on Mobile Done

Emojis and subtitles

Usology Trends
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🤖 Get rid of all the dust you couldn't reach before! Clean like a boss! 😎
🛒 Get yours here: <https://bit.ly/2xJHZh6>
Dozens of flexible, tiny suction tubes that can go nearly anywhere dust hides.
It's perfect for cleaning dust in places you never thought possible to use a vacuum on.
🔥 50% OFF TODAY! 🔥 ... See More

This is GENIUS!! 🥰



USOLOGYTRENDS.COM
★★★★★ 5/5 Stars - Dust Cleaning Sweeper [Shop Now](#)

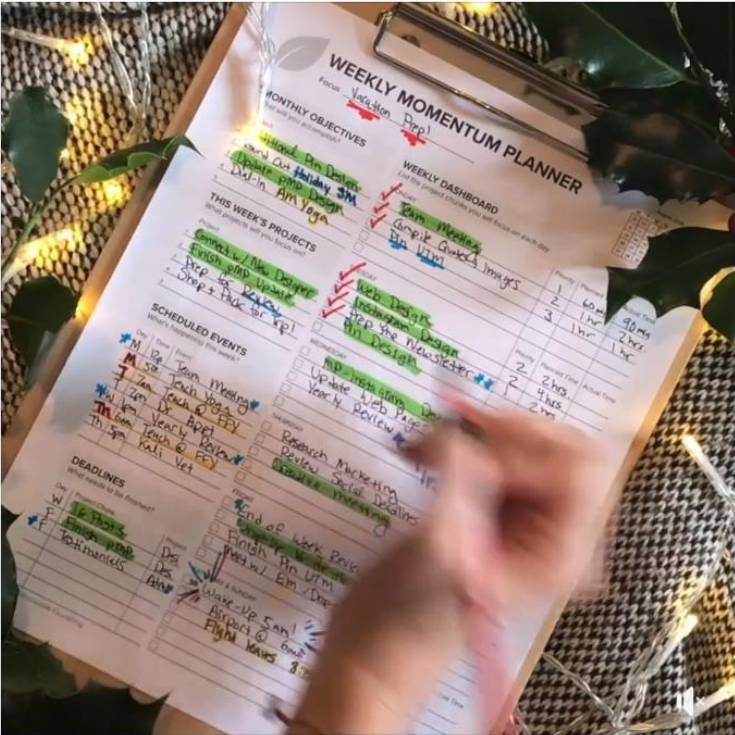
👍❤️👎 86K 6.2K Comments 29,576 Shares 10M Views

👍 Like 💬 Comment ➦ Share 🌐

Productive Flourishing
Sponsored · 🌐

Think about what you want to accomplish in 2019, and break that big audacious goal into:

- 📅 Quarterly milestones
- 📅 Monthly achievements
- 📅 Weekly checkpoints
- 📅 Daily tasks... See More



👍❤️👎 120 11 Comments 40 Shares


👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

Test Different Styles of Video

CHALK OF THE TOWN Chalk of the Town - T-Shirt Design Kit
Sponsored · ⚙️

📖 A fun and clever gift for kids as seen in the Redbook Magazine 2018 Holiday Gift Guide




CHALK-OF-THE-TOWN.COM
As Seen in Redbook's 2018 Holiday Gift Guide [Shop Now](#)
Free Shipping for Orders Over \$25

👤 Mary Walls, Danielle Pruitt and 8 others · 3 Comments · 8 Shares · 1.9K Views

CHALK OF THE TOWN Chalk of the Town - T-Shirt Design Kit
Sponsored · ⚙️

📖 A fun gift for kids as seen in Redbook Magazine! It's a T-shirt you can personalize with chalk markers and wear for the holidays or any day. Erasable, reusable and machine washable. Also available in adult sizes. ⭐



CHALK-OF-THE-TOWN.COM
As Seen in Redbook's 2018 Holiday Gift Guide [Shop Now](#)
Free Shipping for Orders Over \$25

👤 24 · 4 Comments · 14 Shares · 3.5K Views

Shorter video with kids did better


<input type="checkbox"/>		Ad Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget Ad Set	Amount Spent	Relevance Score	Clicks (All)	CTR (All)	CPC (All)	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	C
<input checked="" type="checkbox"/>		 Flipbook starting with Redbook page	● Not Delivering Ad Set Completed	268 Landing Page ...	8,410	1.11	\$0.71 Per Landing P...	\$38.00 Daily	\$189.44	7	571	6.11%	\$0.33	9,351	\$20.26	339	
<input type="checkbox"/>		 Video made with Facebook - we put chalkboards o...	● Not Delivering Ad Set Completed	181 Landing Page ...	7,030	1.10	\$1.05 Per Landing P...	\$38.00 Daily	\$189.44	6	363	4.70%	\$0.52	7,717	\$24.55	257	
► Results from 2 ads ⓘ				449 Landing Page ...	15,408 People	1.11 Per Person	\$0.84 Per Landing P...		\$378.88 Total Spent		934 Total	5.47% Per Impres...	\$0.41 Per Click	17,068 Total	\$22.20 Per 1,000 Impr...	596 Total	

Video Ads to build awareness and audience

Studio Z Dental ✓

Looking for a new dentist? You can bring your whole family to Studio Z Dental.

We strive to make our office comfortable and family-like, not cold and sterile. From children to parents to seniors, Dr. Tom and Dr Jenna have years of experience with with people of all ages. Call us at (303) 666-7110 or visit our website: <http://www.studiozdental.com/>



Click for more

0:08


Studio Z Dental - Holistic Family Dentist in Louisville

The Studio Z Dental family full service dental practice offers much more than your average dentist. We are enthusiastic about maintaining the highest standards in all are...

Learn More

Studio Z Dental Sponsored

Find out how Studio Z works with insurance. Get more information at <http://www.studiozdental.com/> Feel free to call us at 303-666-7110 if you have any questions!



We will help you navigate your complicated insurance

17 Likes 5 Comments 4 Shares

Like Comment Share Buffer

Doubled Referrals

HUGE Benefit: Retargeting Video Views

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Create a Custom Audience

What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.



Video

Create a list of people who have spent time watching your videos on Facebook.



Lead ad

Create a list of people who have opened or completed a form in your lead Facebook.



Canvas

Create a list of people who have opened your Canvas on Facebook.

Select Videos

Page # Page: Andrea Vahl, Inc.

Page 1			
Thumbnail	Video Details	Video Views	Last Used
<input type="checkbox"/>	Had so much fun at our first @1... 0:07 • Uploaded: Oct 03, 2016	328	Oct 03, 2016
<input type="checkbox"/>	Facebook Ad Expectations. 5:44 • Uploaded: Sep 27, 2016	217	Sep 27, 2016
<input type="checkbox"/>	Why Facebook Live is crushing it 4:08 • Uploaded: Sep 20, 2016	68	Sep 20, 2016
<input type="checkbox"/>	Facebook Live video tips and Ret... 5:05 • Uploaded: Aug 23, 2016	857	Aug 23, 2016
<input type="checkbox"/>	Rule #1 of Facebook Groups: Do... 3:13 • Uploaded: Aug 16, 2016	3,316	Aug 16, 2016

Video Ads: Best Practices

- Have captions or text – **85% of video views are with sound off**
- Shorter is typically better – 2 minutes or less – capture attention in first 5 seconds
- Can create a video ad from a slideshow of 10 images
- Test against other ad formats to make sure you are converting
- Retarget to people who have watched your videos before for cheaper views



Facebook Video Ads: Placement Targeting Optimization



Optimize for your TRUE goal

What's your marketing objective? [Help: Choosing an Objective](#)

Auction ⁱ Reach and Frequency ⁱ

Awareness	Consideration	Conversion
Brand awareness	Traffic	<input checked="" type="checkbox"/> Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign Name ⁱ

Create Split Test ⁱ ☐ A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ⁱ ☐ Optimize budget across ad sets

Continue

Video View Ads – only optimizing for more views

The image shows the Facebook Ads Manager interface for setting up a campaign. On the left, a sidebar contains three main sections: 'Campaign' (with a checkmark and 'Objective' sub-item), 'Ad Set' (with 'Audience', 'Placements', and 'Budget & Schedule' sub-items), and 'Ad' (with 'Format' and 'Page & Text' sub-items). The main content area is divided into several sections. At the top, it says 'Actual amount spent daily may vary.' followed by a 'Schedule' section with two radio buttons: 'Run my ad set continuously starting today' (selected) and 'Set a start and end date'. Below this, it states 'You'll spend no more than \$140.00 per week.' A red arrow points to the 'Optimization for Ad Delivery' section, which has a dropdown menu currently set to 'Video Views'. A tooltip is open for 'Video Views', showing it is the 'Recommended' option. The tooltip text reads: 'We'll deliver your ads to the right people to help you get the most video views of 10+ seconds at the lowest cost.' It also lists 'Daily Unique Reach' with the note 'We'll deliver your ads to people up to once a day.' Below the optimization section, there are 'Bid Amount', 'When You Get Charged' (with options 'Impression' and 'More Options'), and 'Ad Scheduling' (with options 'Run ads all the time' and 'More Options'). On the right side, there is an 'Audience' section with a progress bar and a 'Potential Reach' section with an 'Estimate'.

Campaign

Objective

Ad Set

Audience

Placements

Budget & Schedule

Ad

Format

Page & Text

Actual amount spent daily may vary.

Schedule

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than \$140.00 per week.

Optimization for Ad Delivery

Bid Amount

When You Get Charged

Ad Scheduling

Video Views

Video Views - Recommended

We'll deliver your ads to the right people to help you get the most video views of 10+ seconds at the lowest cost.

Daily Unique Reach

We'll deliver your ads to people up to once a day.

Audience

Audience D

Location

Unit

Age:

Potential R

Estimate

4,300

Great cost per video view – can be expensive Website clicks

Ad Sets in this Campaign ▾		+ Create Ad Set									Columns: Custom ▾	Breakdown ▾	Export ▾
<input type="checkbox"/>		Ad Set Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	CPC (All) ⓘ	CPC (Li... ⓘ	Link Clicks ⓘ	Clicks (All) ⓘ			
<input type="checkbox"/>	<input type="checkbox"/>		● Inactive	359 Video Views	1,611	\$0.04 Per Video View	\$0.09	\$4.45	3	151			
<input type="checkbox"/>	<input type="checkbox"/>	Vi C	● Inactive	75 Video Views	359	\$0.04 Per Video View	\$0.15	\$3.24	1	21			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Words ad	● Completed	916 Video Views	3,283	\$0.03 Per Video View	\$0.09	\$1.47	17	271			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	o ad	● Completed	256 Video Views	917	\$0.04 Per Video View	\$0.25	\$3.29	3	39			
Results from 4 Ad Sets				1,606 Video Views	6,130 People	\$0.03 Per Video View	\$0.11 Per Click	\$2.14 Per Action	24 Total	482 Total			

Bonus TIP: The wrong ad placement can be bad



ALWAYS Edit your Placements

Ad Set

- Traffic
- Offer
- Audience
- Placements**
- Budget & Schedule

Ad

- Identity
- Format
- Media
- Links

Placements

Show your ads to the right people in the right places.

☐ Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places that are most likely to reach them. Placements may include Facebook, Instagram, Audience Network, and Messenger.

☒ Edit Placements

Removing placements may reduce the number of people you reach. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

▼ Facebook	[-]
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input checked="" type="checkbox"/>
Marketplace	<input checked="" type="checkbox"/>
▼ Instagram	[-]
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Audience Network	[-]
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>
▼ Messenger	[-]
Home	<input checked="" type="checkbox"/>
Sponsored Messages	<input checked="" type="checkbox"/>

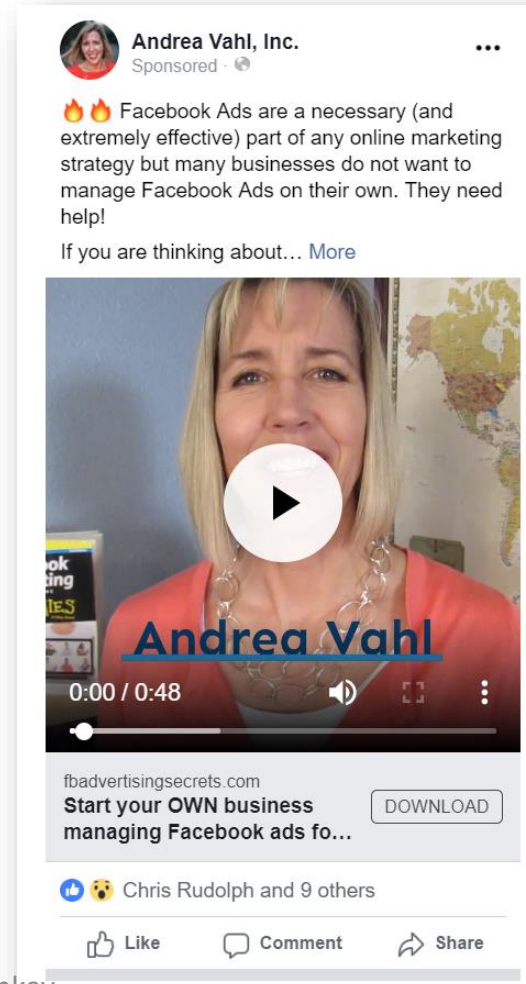
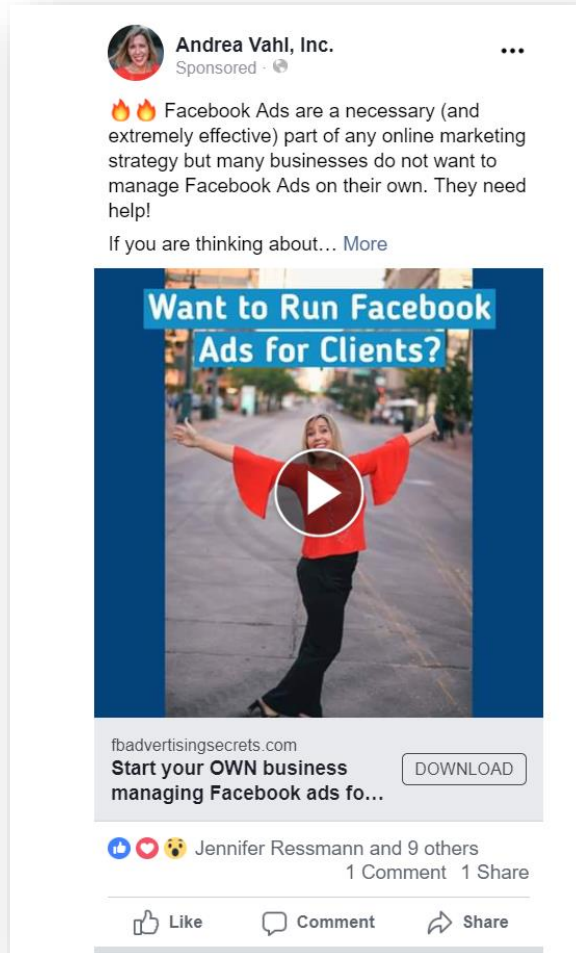
Close

All Placements typically checked by default








**Don't waste
money on bad
placements**

Tested short-form image slideshow vs. Live video on different placements



Results


Account Overview											
Campaigns 1 selected											
Ad Sets for 1 Campaign											
Ads 1 selected											
+ Create Duplicate Edit Preview Rules											
		Ad Name	Leads	Website Leads	Cost per Lead	Reach	Frequency	CPM (Cost per 1,000 Impressions)	CPC (Cost per Link Click)	CTR (Link Click-Through)	Relevance Score
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video short - FB Feed	22	22	\$2.41	1,130	1.16	\$40.54	\$1.96	2.06%	7
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video short - Insta Feed	11	11	\$4.92	1,257	1.06	\$40.60	\$2.58	1.58%	5
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video of me - Insta Feed	7	7	\$7.49	1,186	1.05	\$42.21	\$4.37	0.97%	6
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video me live - Insta Story	5	5	\$10.48	2,281	1.01	\$22.71	\$4.37	0.52%	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video short - FB and Insta Story	5	5	\$10.63	2,183	1.01	\$24.02	\$3.13	0.77%	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 FB Ads Starter Kit - Conversions - 25-55 US CAN AUS SME Buffer HS - Video me live - FB Feed	4	4	\$13.38	1,497	1.18	\$30.32	\$2.43	1.25%	8
▶ Results from 6 ads			54 Total	54 Total	\$5.90 Per Action	8,490 People	1.20 Per Person	\$31.34 Per 1,000 Impre...	\$2.87 Per Action	1.09% Per Impressio...	

Winner: Slide Show in Facebook Feed

Andrea Vahl, Inc.
Sponsored · 🌐

🔥 Facebook Ads are a necessary (and extremely effective) part of any online marketing strategy but many businesses do not want to manage Facebook Ads on their own. They need help!

If you are thinking about... [More](#)



fbadvertisingsecrets.com
Start your OWN business
managing Facebook ads fo... [DOWNLOAD](#)

👍❤️😂 Jennifer Resmann and 9 others
1 Comment 1 Share

👍 Like 💬 Comment ➦ Share

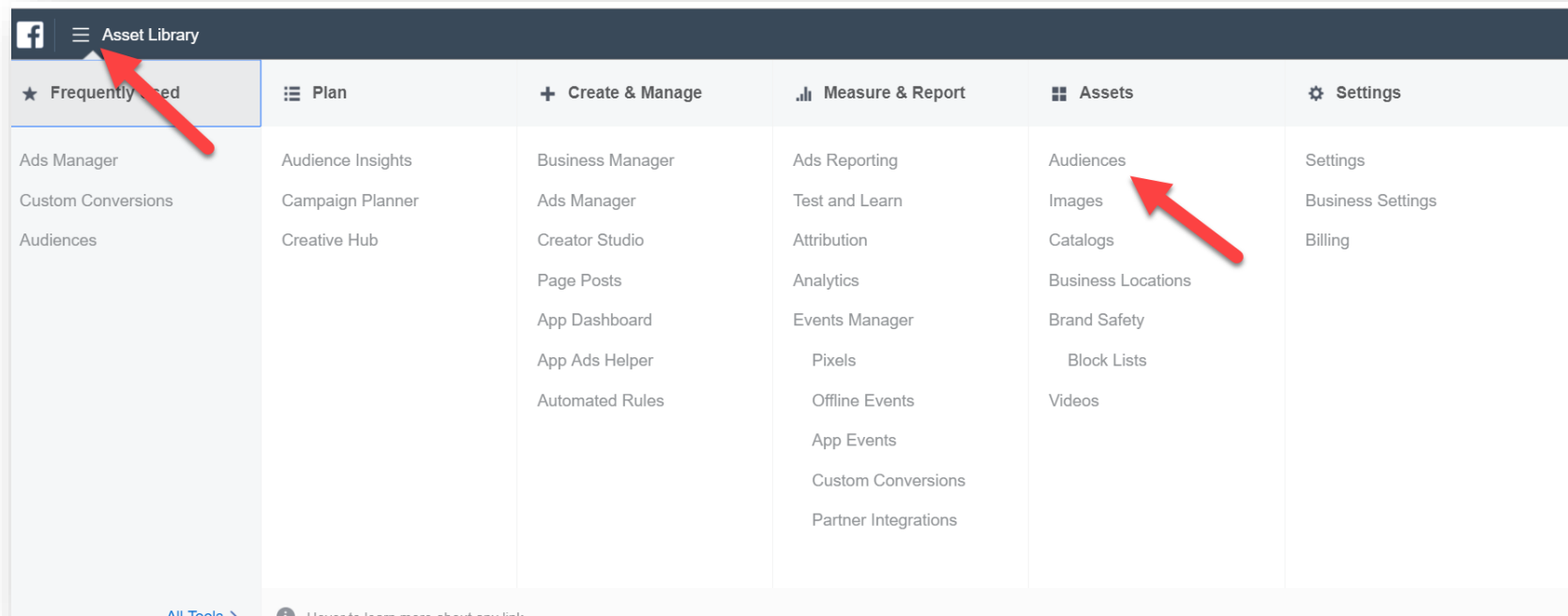
Breakdown further: Next test Mobile vs Desktop

Account Overview										Campaigns		1 selected		Ad Sets for 1 Campaign		Ads for 1 Campaign	

Facebook Retargeting



Custom Audiences



Custom Audiences: Retargeting Video Views

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Create a Custom Audience

What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.



Video

Create a list of people who have spent time watching your videos on Facebook.



Lead ad

Create a list of people who have opened or completed a form in your lead Facebook.



Canvas

Create a list of people who have opened your Canvas on Facebook.

Select Videos

Page # Page: Andrea Vahl, Inc.

Page 1			
Thumbnail	Video Details	Video Views	Last Used
<input type="checkbox"/>	Had so much fun at our first @1... 0:07 • Uploaded: Oct 03, 2016	328	Oct 03, 2016
<input type="checkbox"/>	Facebook Ad Expectations. 5:44 • Uploaded: Sep 27, 2016	217	Sep 27, 2016
<input type="checkbox"/>	Why Facebook Live is crushing it 4:08 • Uploaded: Sep 20, 2016	68	Sep 20, 2016
<input type="checkbox"/>	Facebook Live video tips and Ret... 5:05 • Uploaded: Aug 23, 2016	857	Aug 23, 2016
<input type="checkbox"/>	Rule #1 of Facebook Groups: Do... 3:13 • Uploaded: Aug 16, 2016	3,316	Aug 16, 2016

Use Retargeting in Ad

The image shows the Facebook Ads Manager interface. On the left, the 'Ad Set' menu is expanded, and the 'Audience' option is highlighted with a red arrow. In the main content area, the 'Audience' section is active. A red arrow points to the 'Create New' tab, and another red arrow points to the 'Custom Audiences' dropdown menu. The dropdown menu is open, showing a list of previously created audiences. The audience 'Facebook Ads Video Engagement - June-Sept 2018' is highlighted in green.

Campaign

- Objective ✓

Ad Set

- Traffic
- Dynamic Creative
- Offer
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity ✓
- Format ✓
- Media ✓
- Links ✓

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- ☒ Website
- ☐ App ⓘ
- ☐ Messenger ⓘ
- ☐ WhatsApp ⓘ

Dynamic Creative

Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. [Learn more.](#) ☐ OFF

Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#) ☐ OFF

Audience

Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

All Lookalike Audience Custom Audience

FB Advertising Secrets sales page didn't buy 180	Website
Facebook Ads Video Engagement - June-Sept 2018	Engagement - Video
FB Ads Management Course Optins	Website
Engagement - Video Views - Dec 2017 June 2018 - 10 ...	Engagement - Video
Lookalike (US, 1%) - SMMS Starter Kit optins	Lookalike
Lookalike (US, 1%) - SMMS Students through 1-1-18	Lookalike
SMMS Students through 1-1-18	Customer List
Facebook Ads Conversion Formula optins	Website
50 Posts Thank You Page - 180 Days	Website

Age ⓘ

Gender ⓘ

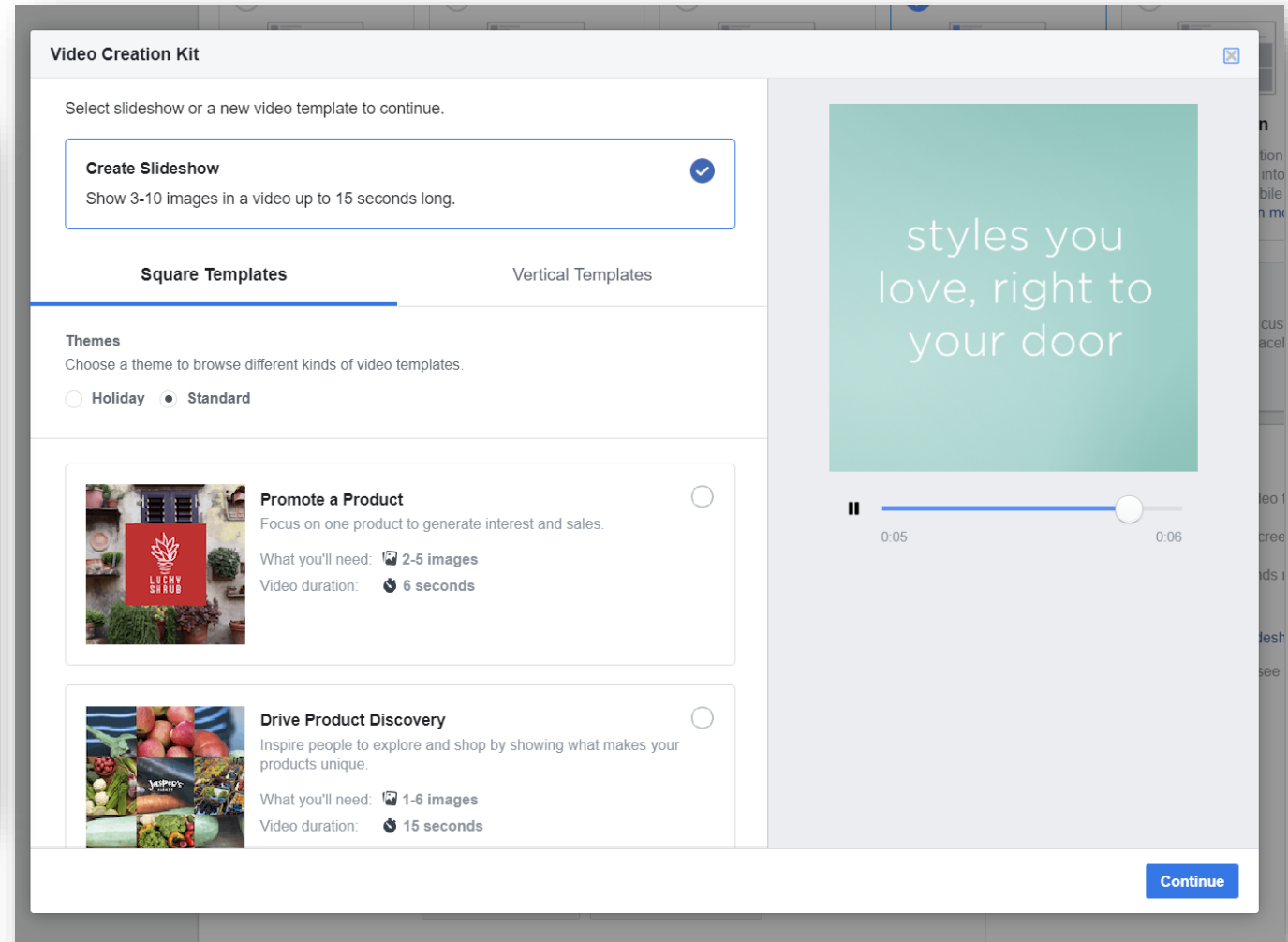
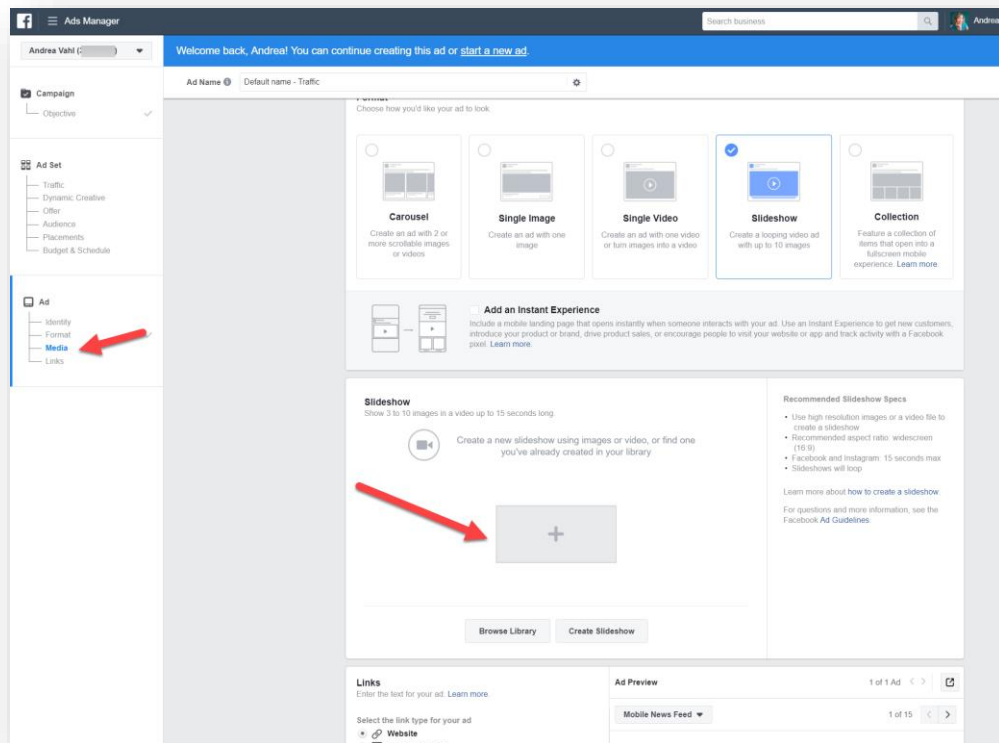
Sales Cycle is retargeting only

<input type="checkbox"/>		Ad Set Name	Results	Reach	Frequency	Cost per Result	Amount Spent	Ends	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	Website Purchases	Website Purchases Conversion Value
<input type="checkbox"/>	<input type="checkbox"/>	Facebook Ads Course Conversion - Retargeting - Multi image Agency text	4 Purchases	11,320	3.95	\$121.31 Per Purchase	\$485.23	Sep 16, 2018	\$10.85	216	\$2.25	0.48%	478	1.07%	4	\$1,588.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Ads Course Conversion - Retargeting - Closing Soon - Instagram	1 Purchase	1,927	1.10	\$50.29 Per Purchase	\$50.29	Sep 12, 2018	\$23.62	15	\$3.35	0.70%	15	0.70%	1	\$397.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Ads Course Conversion - Retargeting - Multi image Agency text - Closing Soon	5 Purchases	7,696	3.50	\$70.00 Per Purchase	\$350.00	Sep 12, 2018	\$13.00	81	\$4.32	0.30%	143	0.53%	5	\$1,985.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Ads Course Conversion - Retargeting - Sales Page Video	5 Purchases	8,238	2.09	\$128.28 Per Purchase	\$641.40	Sep 12, 2018	\$37.17	259	\$2.48	1.50%	628	3.64%	5	\$1,985.00
		► Results from 4 ad sets ⓘ	15 Purchases	17,676 People	5.15 Per Person	\$101.79 Per Purchase	\$1,526.92 Total Spent		\$16.77 Per 1,000 Impressions	571 Total	\$2.67 Per Action	0.63% Per Impressions	1,264 Total	1.39% Per Impressions	15 Total	\$5,955.00 Total

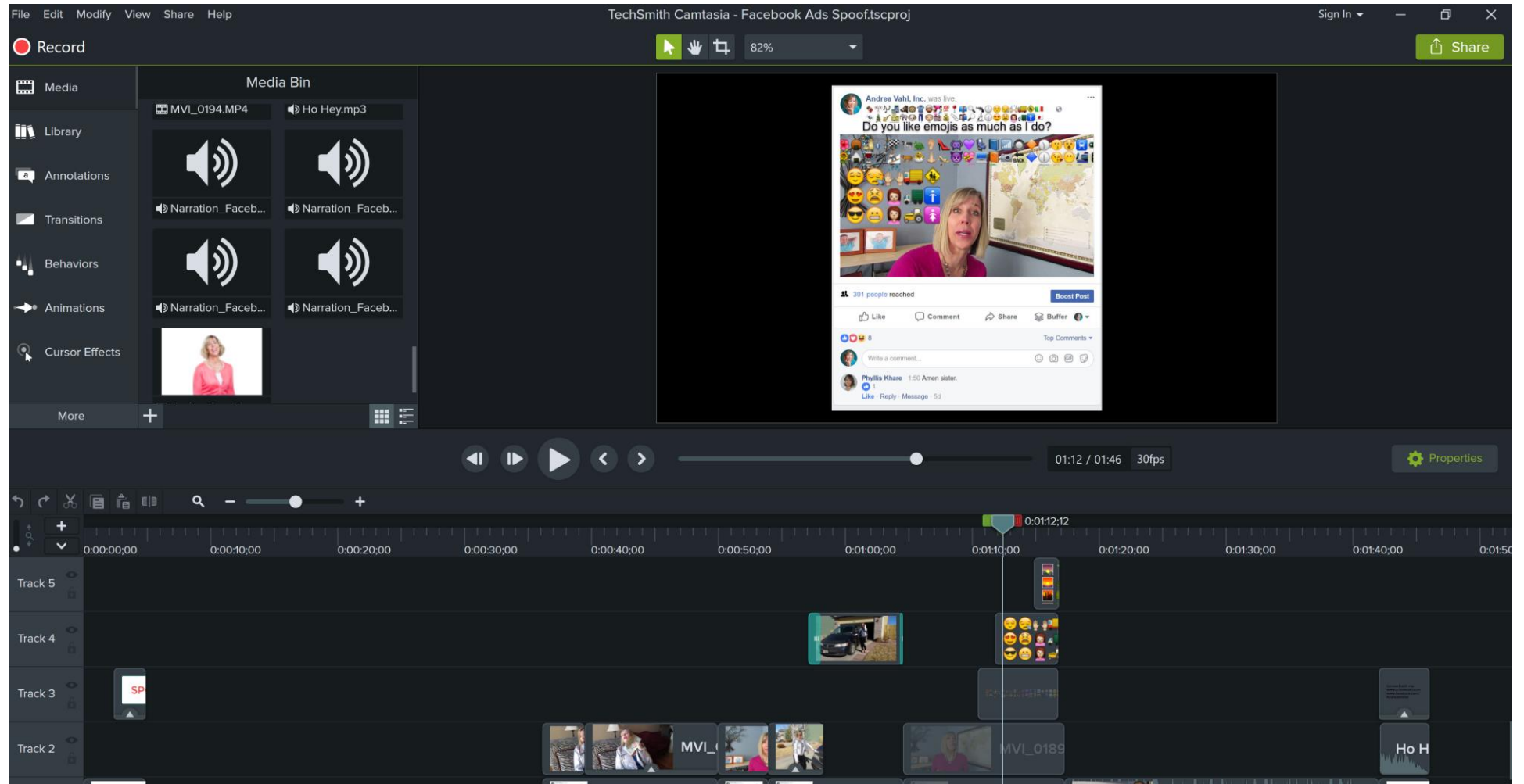
How to EASILY Create Effective Videos



Slideshow Video – in Facebook



Camtasia



Animoto

- Online tool
- Tons of music clips
- Prebuilt storyboards
- Prebuilt animations

Choose a pre-built storyboard

Personalize with your font and colors. And don't worry, you can add and delete sections too.

POPULAR


ATTRACT AN AUDIENCE

SHARE A PRODUCT OR SERVICE


TELL YOUR COMPANY'S STORY

VIEW ALL


Tell your company's story




NEW Company Values




Tell A Travel Story




NEW Florist Trend Story



About Us





Behind the Scenes





Company Overview


@andreavahl #mobilemonkey


Storyboard


 Facebook Ads Starter Kit - short SAVED PREVIEW  ANDREA V


 Media
Media

 Design

 Style

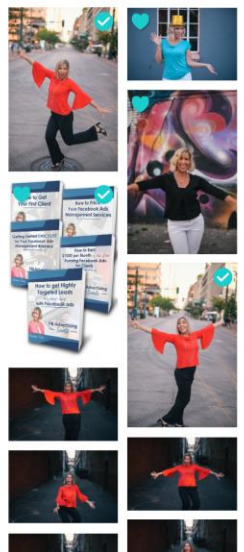
 Ratio

 Filters


 Music


PROJECT FAVORITES STOCK

UPLOAD




Storyboard (0:12)


 + ADD A BLOCK




2s PHOTO




3s PHOTO




1s PHOTO




1s PHOTO



1s PHOTO

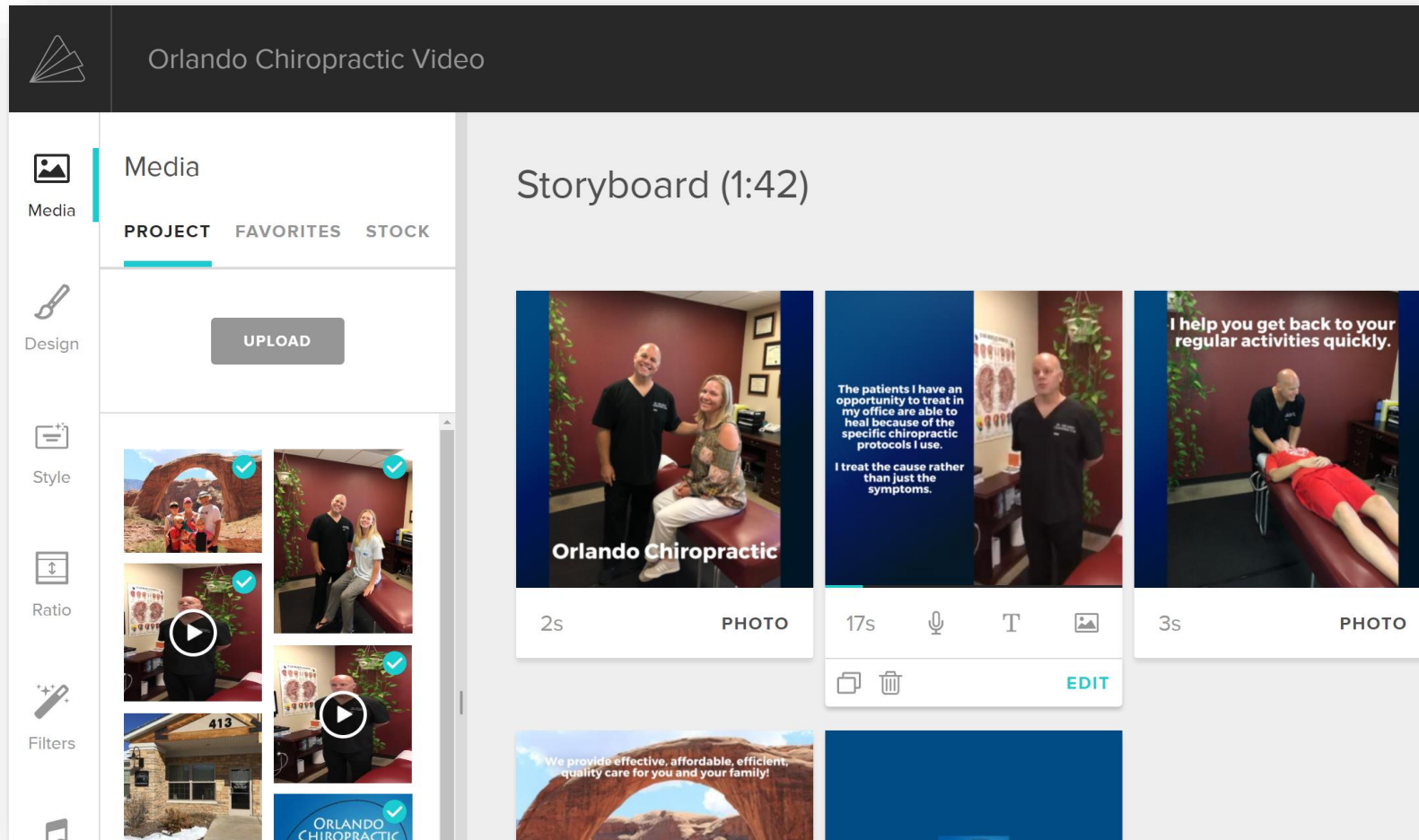


1s PHOTO



3s PHOTO

Combine video and still images



Key Takeaways:

1. Use video ads at the top of the funnel and retarget
2. Test video ads vs image
3. Test different placements
4. Watch your key performance metrics to determine your success.



Who's ready for a little jog?



Thank you!

Connect with me

www.andreavahl.com

***Facebook Advertising Secrets is
OPEN NOW!***

<https://fbadvertisingsecrets.com>

***Facebook Ads Made Simple book
on Amazon***

