

How to Use Facebook Ads to Grow Your Brand and Your Business

www.andreavahl.com



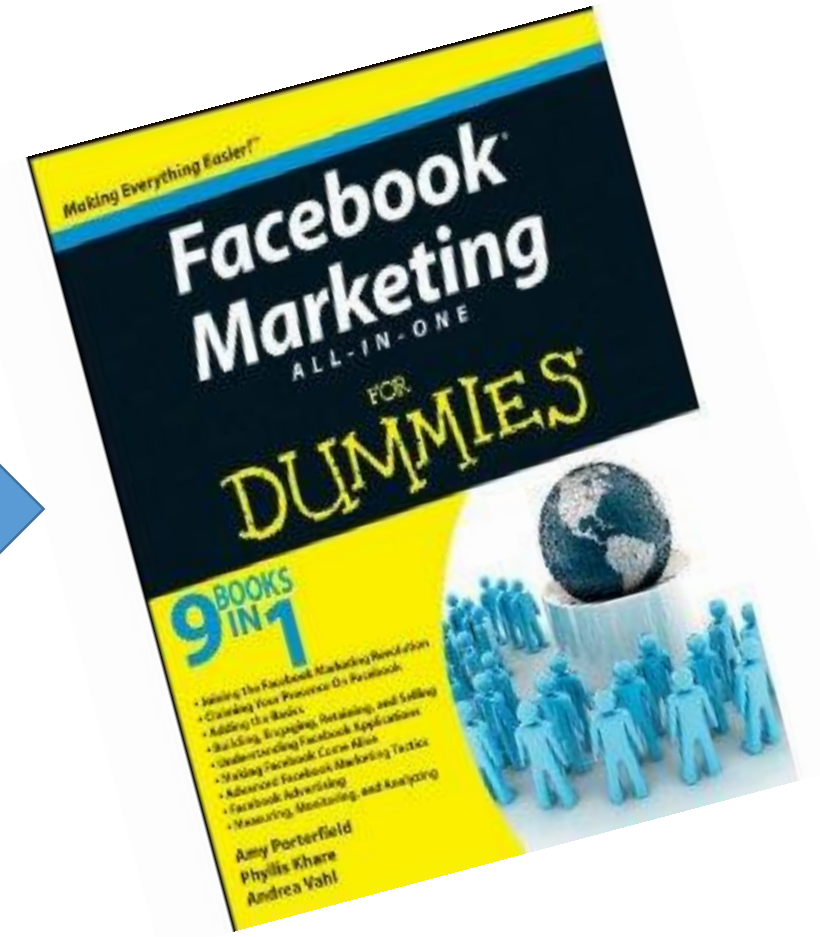
Today...

1. What is **changing with Facebook**
2. Proven tactics to **grow your brand**
3. The best **targeting and re-targeting** techniques
4. How to determine which ads are **giving you the best results**



My Story





Work your butt off

Today



A Little More ABOUT ME

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

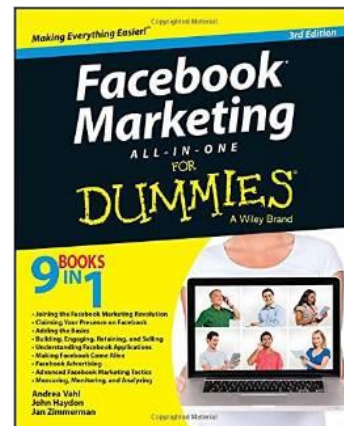
Community Manager for Social Media Examiner for 2 years

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



#1 First the bad news: Facebook is changing

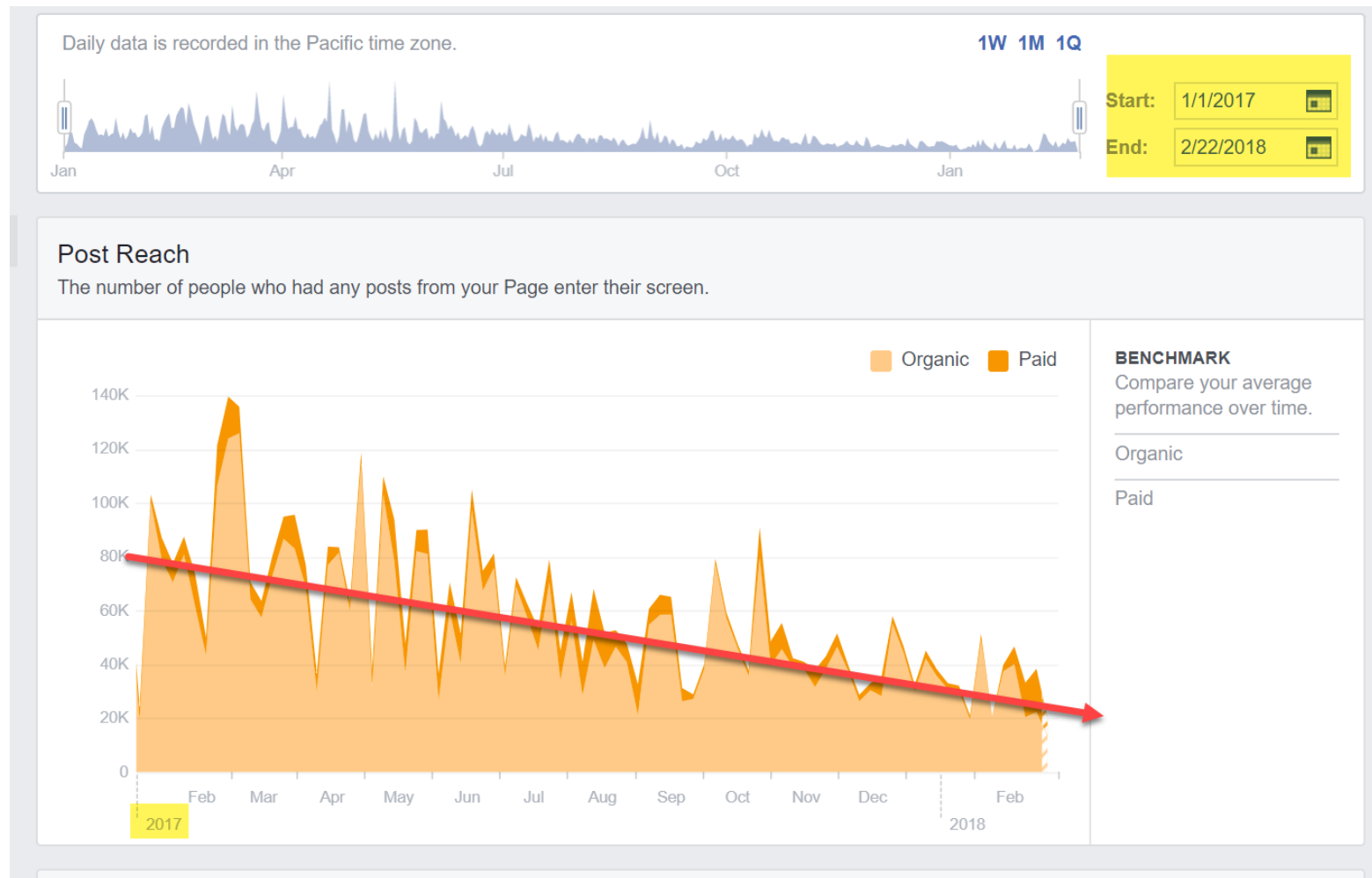
****Oh wait, that isn't news**



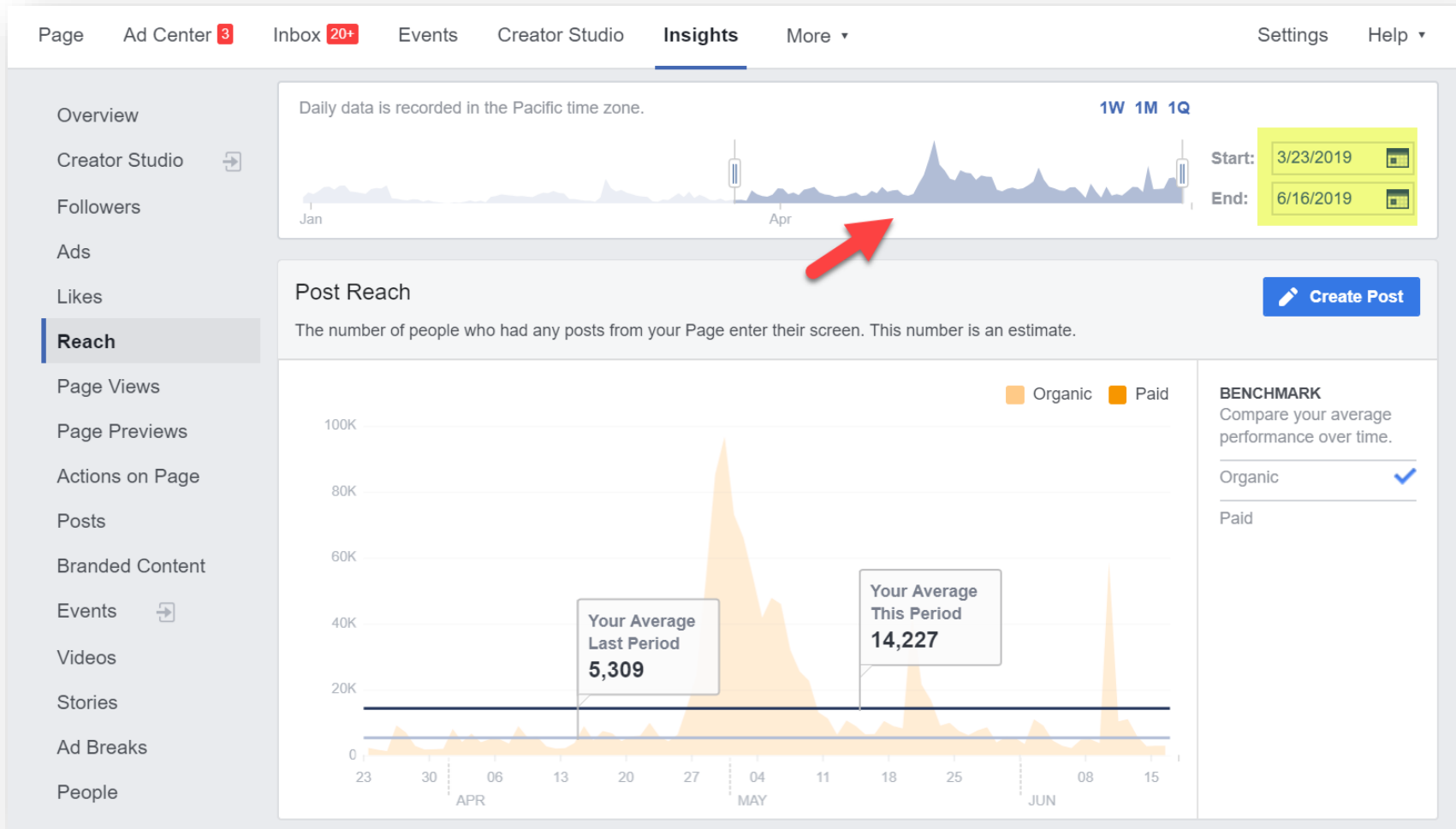
***Organic Reach
is NOT dead
but it's more
difficult.***



Fact: Facebook Organic Reach is steadily declining



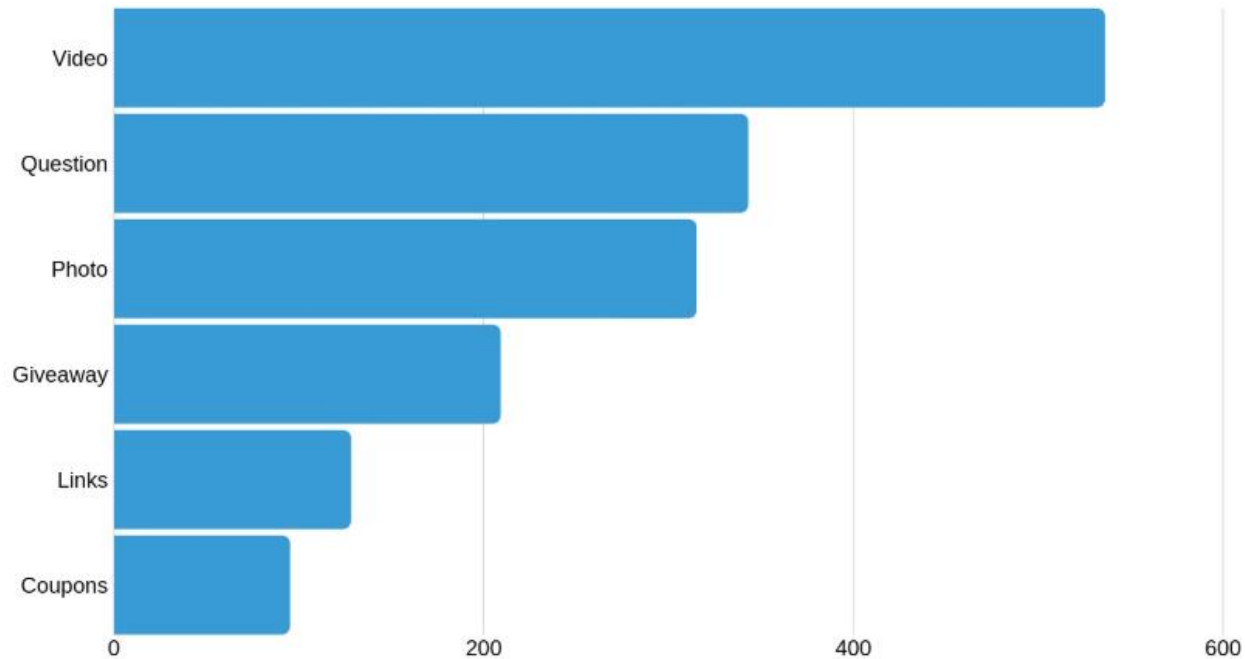
But it IS still available



Video gets 59% more engagement

Best Facebook Post Format

(Based on average number of engagements)

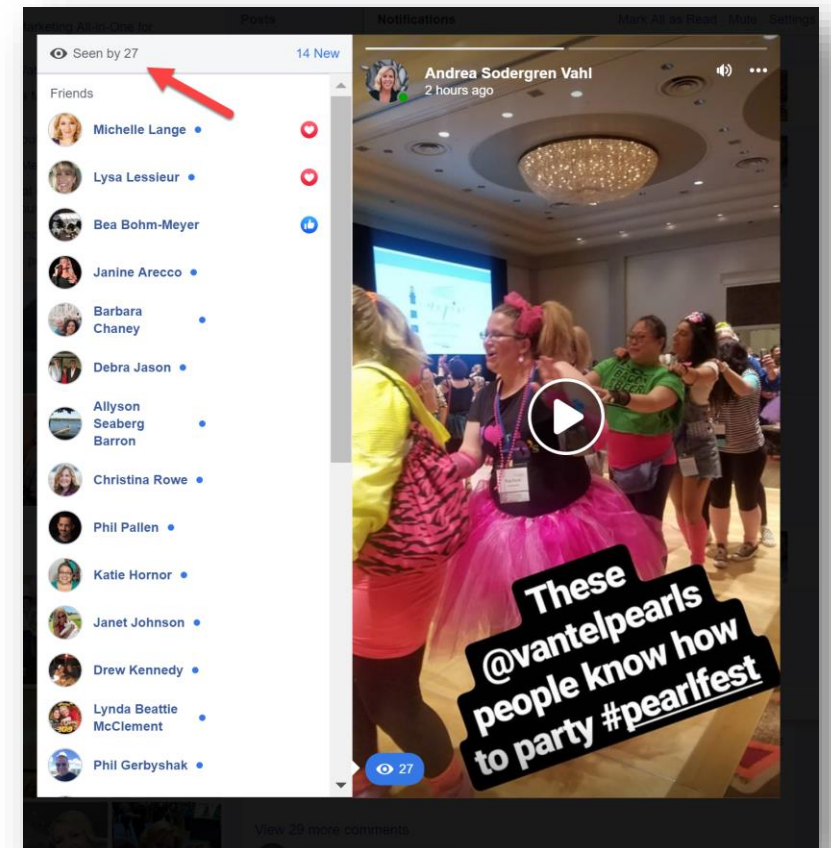
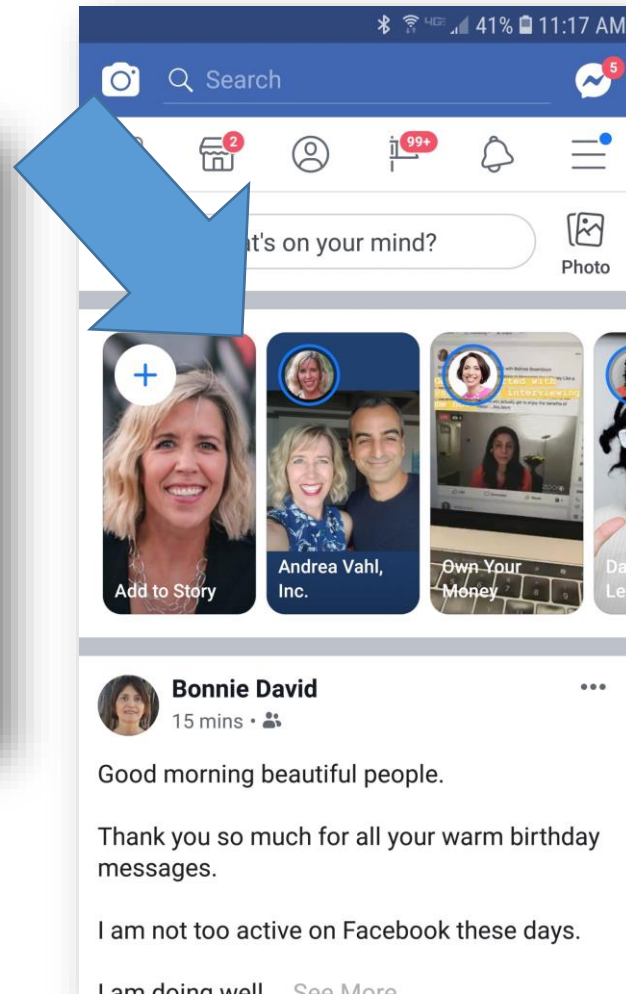
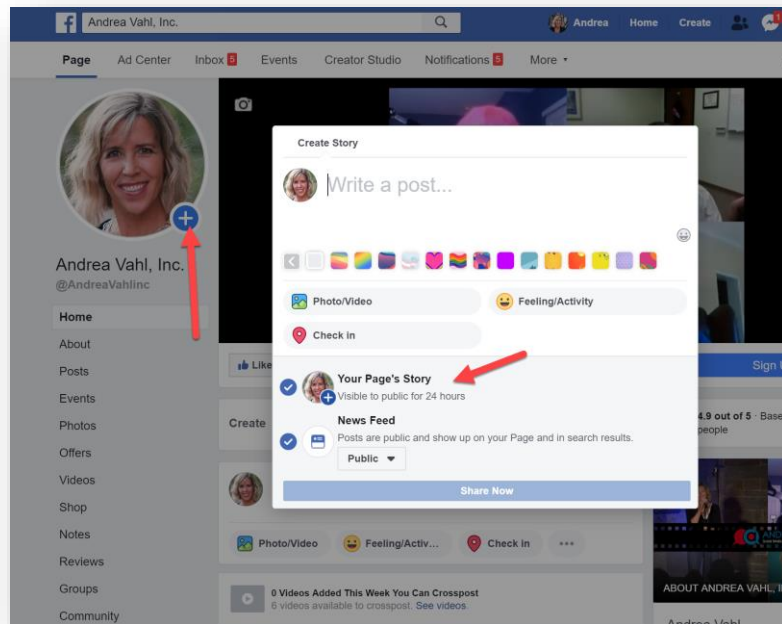


BuzzSumo

2018 Ultimate Guide to
Facebook Engagement

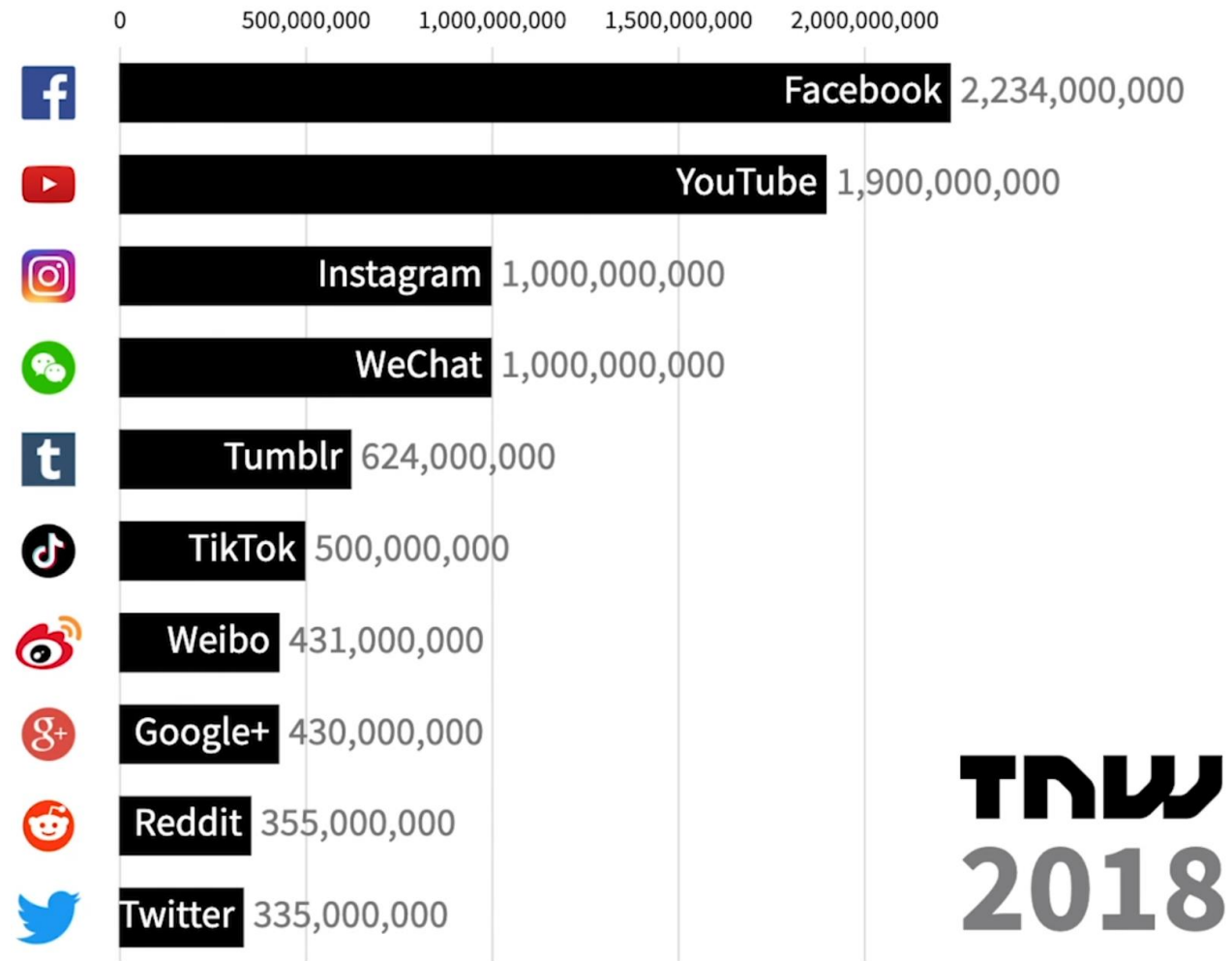
<https://buzzsumo.com/blog/facebook-engagement-guide/>

Facebook Stories – Pages and Personal



**Fact: Facebook is
still the place to be**

**68% of U.S. adults
use Facebook**



Source: <https://thenextweb.com/tech/2019/06/11/most-popular-social-media-networks-year-animated/>

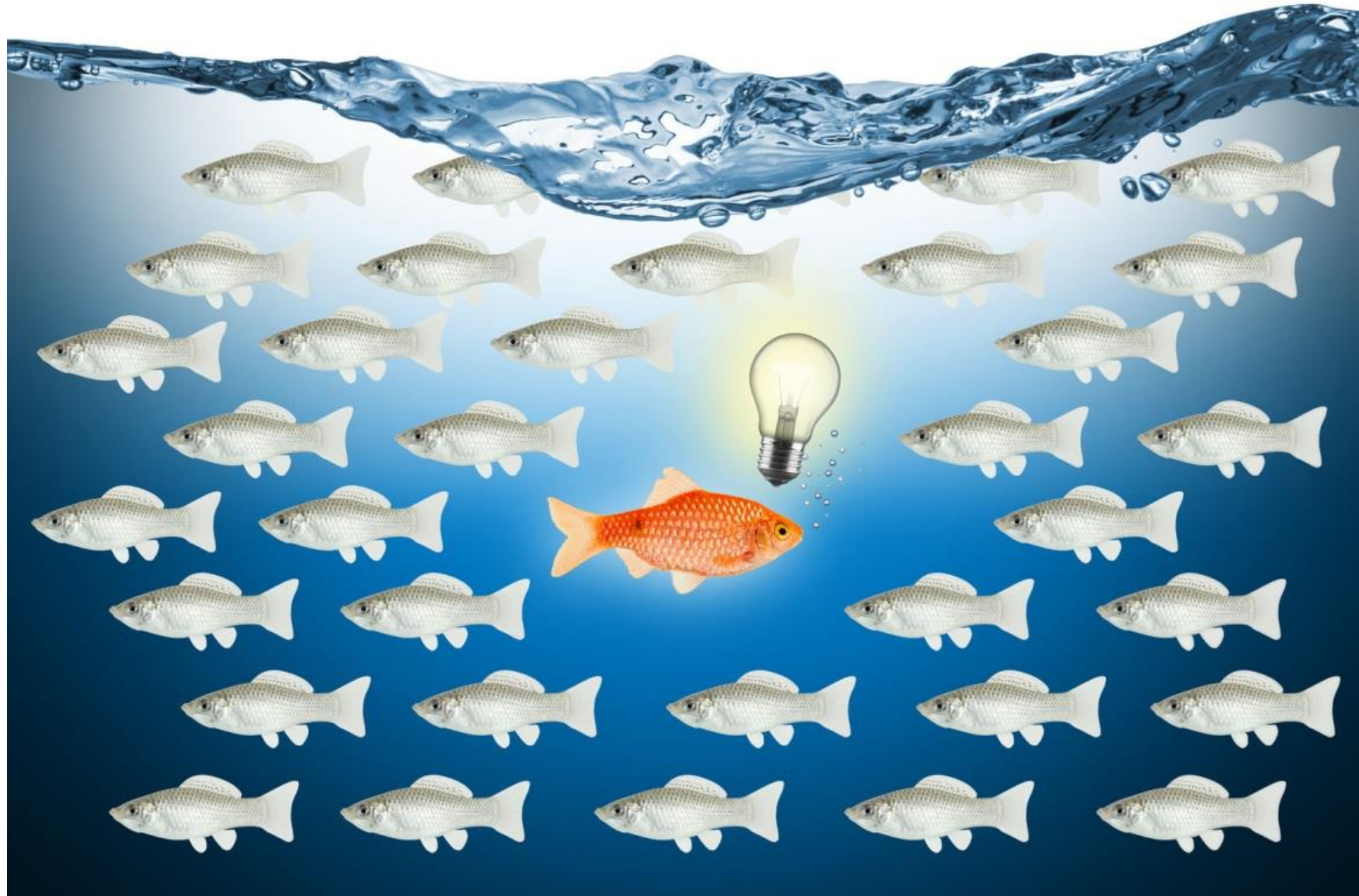
**You HAVE to
spend a little
money**



**Your ad needs to
be INTERESTING**



**Stand out
from the
crowd**





You don't
need to wear
a wig



**Don't get
TOO weird**

The GOAL is to STOP the SCROLL



Puppies and Babies



Enthusiasm





Story



Humor



Passion

Helpful




#2 Proven Tactics to Grow Your Brand



Establish Yourself as an Expert with Boosted Videos

Andrea Vahl, Inc. was live.
Published by Andrea Vahl [?] · April 10 at 5:21 PM · 🌐

What is working for health, fitness, and weight loss ads on Facebook.
Facebook is challenging when it comes to approving any ads that talk about weight loss or make any claims about health.
But it's not impossible! Here's what is working in terms of ads:.... See More



926 People Reached 76 Engagements **Boost Post**

👍❤️👎 17 5 Comments 262 Views

👍 Like 💬 Comment ➦ Share

Most Relevant ▾


Write a comment...

Nathan Friedkin · 3:19 This is super helpful content, Andrea! Nicole Spencer, you might want to put Andrea on your radar. 🙌

Love · Reply · 3w

Andrea Vahl, Inc.
Published by Andrea Vahl [?] · April 23 at 10:39 AM · 🌐

One of the big questions I'm getting lately is should you even advertise on Facebook or Instagram. There's been a lot of changes and issues so what is the right approach? Here's your answer 😊



SHOULD YOU ADVERTISE ON FACEBOOK AND INSTAGRAM?


and the brand new Facebook Ads Made Simple book.

Your Ad Has a High Relevance Score
Great work! Your ad has an average **relevance score** of 6, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

6,840 People Reached 318 Engagements **Boost Again**

Andrea Vahl, Inc.
Published by Andrea Vahl [?] · April 24 at 10:34 AM · 🌐

If you are thinking about running ads for clients, it's hard to know how much to charge for your services.
There are a couple different factors you need to take into account including how you package your services and setup. Watch this video and grab my handy Pricing Calculator here: <https://fbadvertisingsecrets.com/pricing-guide>



HOW MUCH YOU SHOULD CHARGE FOR ADS MANAGEMENT

So if you are running Facebook or Instagram ads

How much should you charge for ads management? **Learn More**

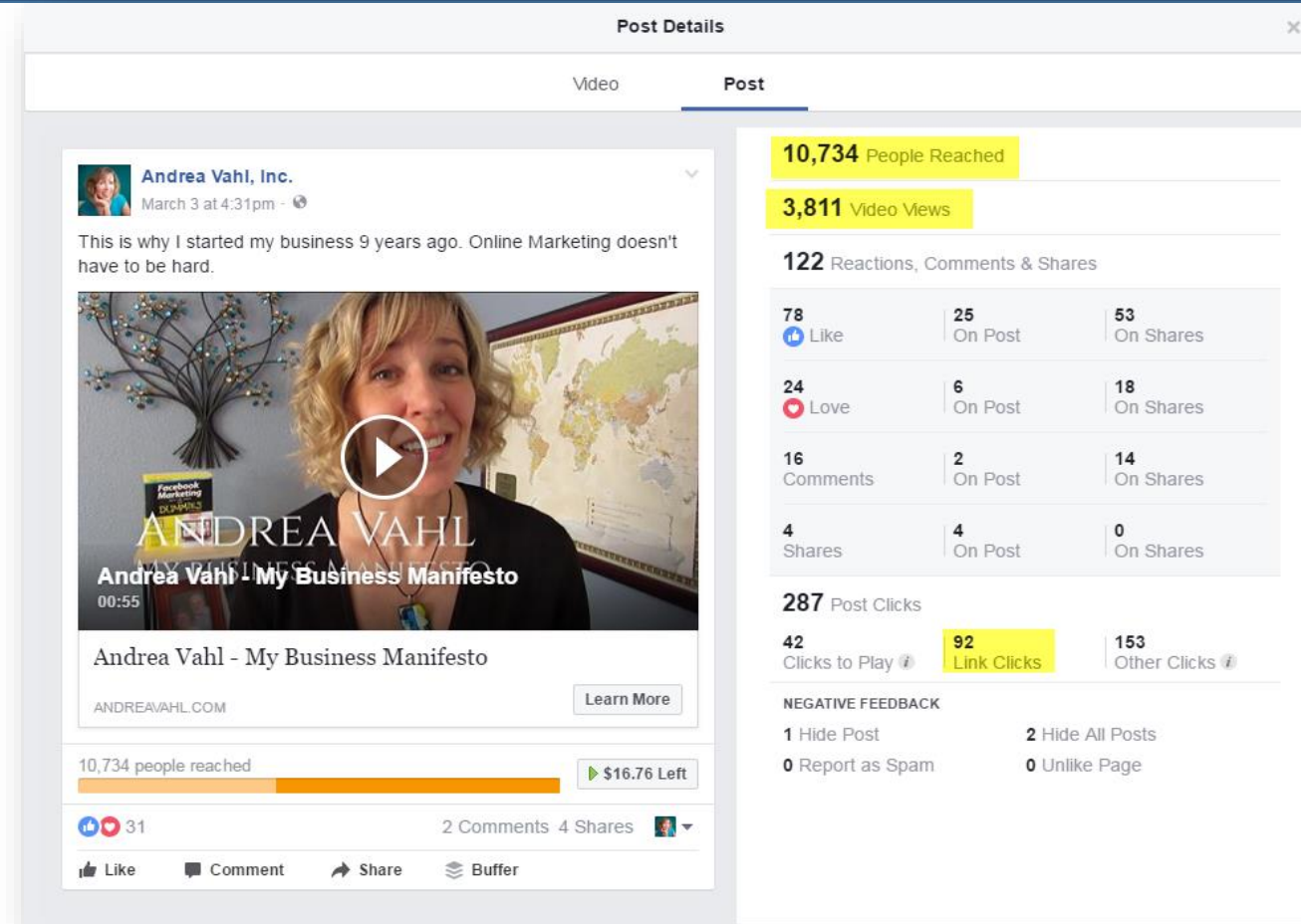
Your Ad Has a High Relevance Score
Great work! Your ad has an average **relevance score** of 5, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

15,340 People Reached 234 Engagements **Boost Again**

Goal of Content: Awareness

KPI: Video Views and Link Clicks

- Video - Business Manifesto
 - 3811 Video Views
 - 92 Link Clicks
 - 10,734 Reached
 - \$0.01/video view
 - Spend: \$13



Use Ads for Blog Posts or List Building

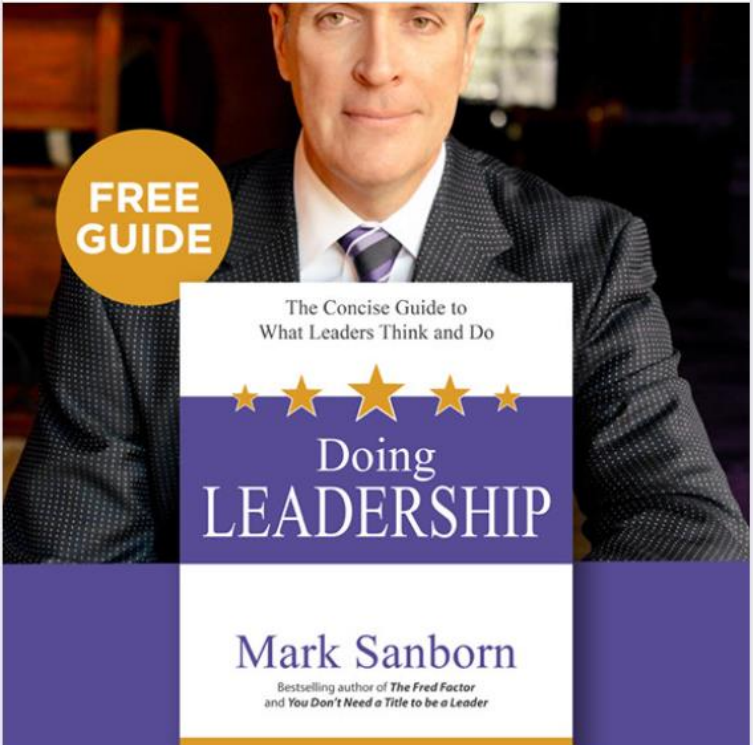
Michael Hyatt
Sponsored · 🌐

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

Mark Sanborn - Leadership Speaker
Sponsored · 🌐



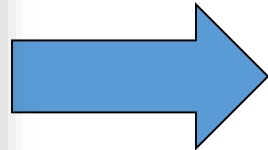
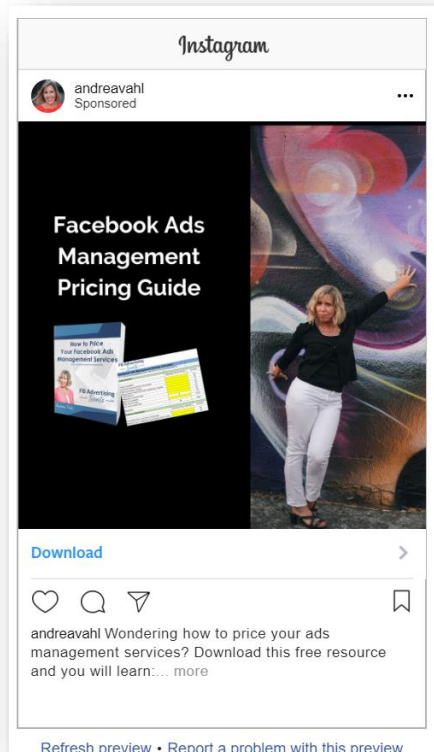
LEADERSHIP.MARKSANBORN.COM

Doing Leadership Ebook | Mark Sanborn [Learn More](#)

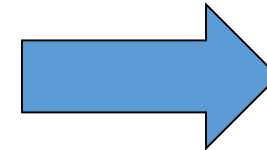
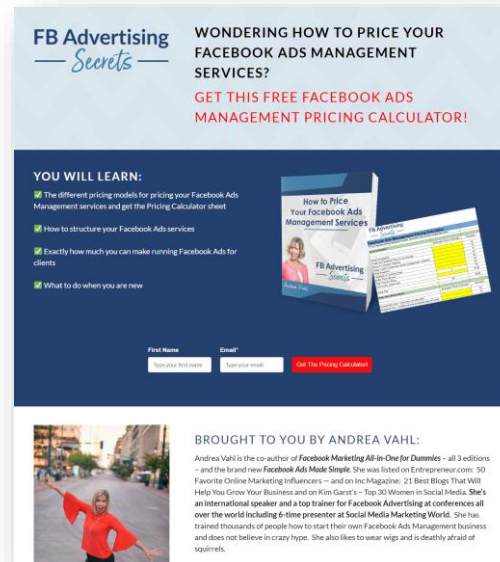
Anyone can be a leader, but true leadership requires the...

Email Optin Sequence

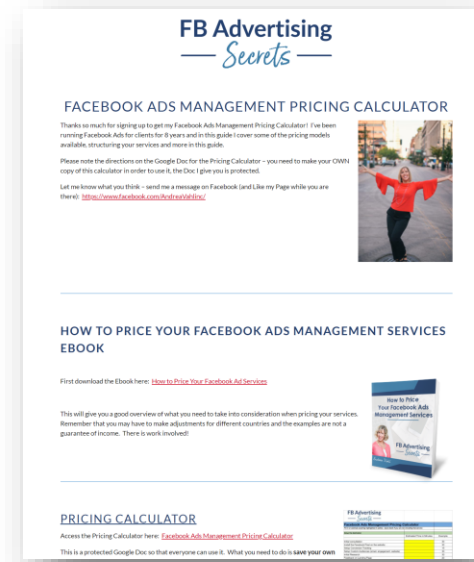
Ad



Website



Thank You Page



Tracking:
Facebook Ad Pixel (PageView)

Tracking:
Facebook Ad Pixels
(PageView) and (Lead)
And/or Custom Conversion

Have some fun!

**Erik Qualman**
Sponsored · 

Happy Friday! Who else is ready for the weekend?

Speaking Tip of the Day: Don't exercise before speaking #nobrainer

#Bloopers #DigitalLeadership #PublicSpeaking #FridayFeeling
#readyfortheweekend#fridayfeels #friyay #feelgoodfriday

EQUALMAN | BLOOPERS



SEE MORE AT [YOUTUBE.COM/EQUALMAN](https://youtube.com/equalman)

[EQUALMAN.COM](https://equalman.com)
Motivational Speaker | Erik Qualman

Watch More

**Keynote Speaker Brian Carter**
Sponsored · 

"You were the perfect choice!" - Microsoft
"I'd hire him again in a second." -NBC
What social media teaches us about sales, marketing, teamwork, generational differences, and more.

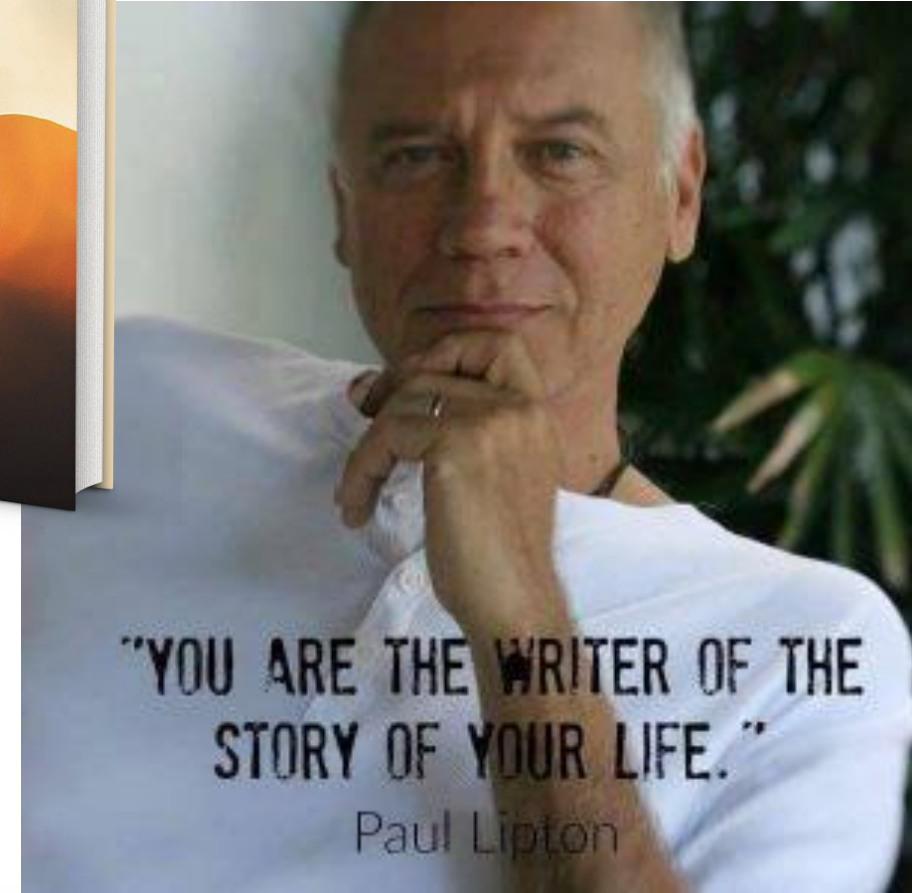
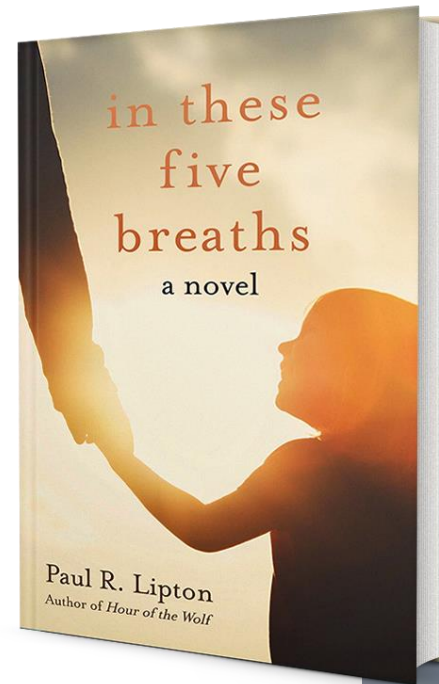


[KEYNOTESPEAKERBRIAN.COM](https://keynotespeakerbrian.com)
Practical, Funny, Motivational

Learn More

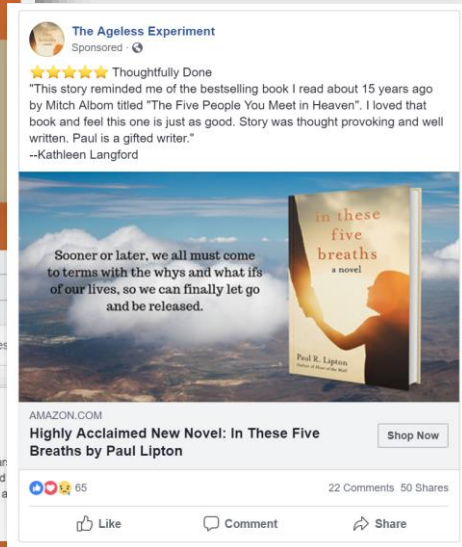
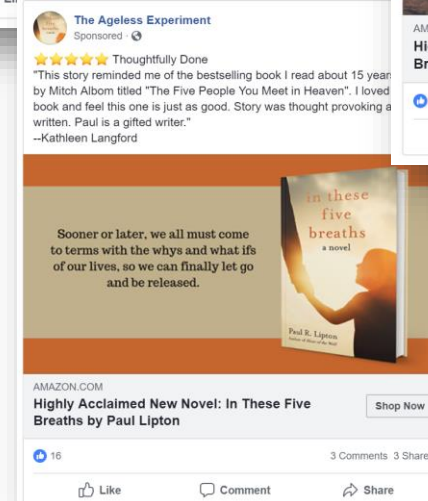
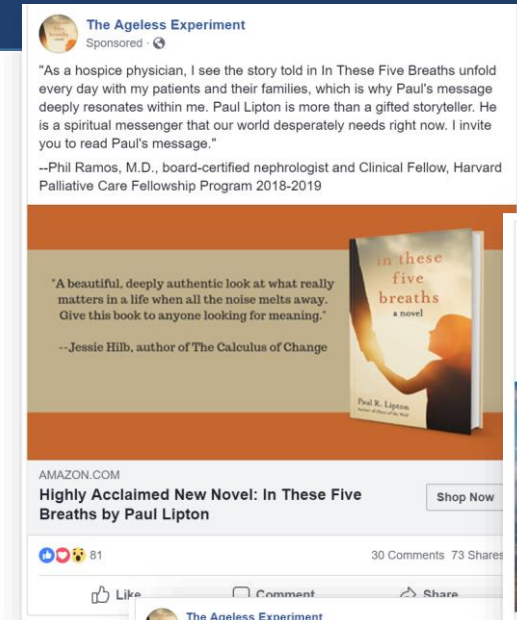
CASE STUDY

You don't have to
have a large budget
to get Facebook
Ads to work

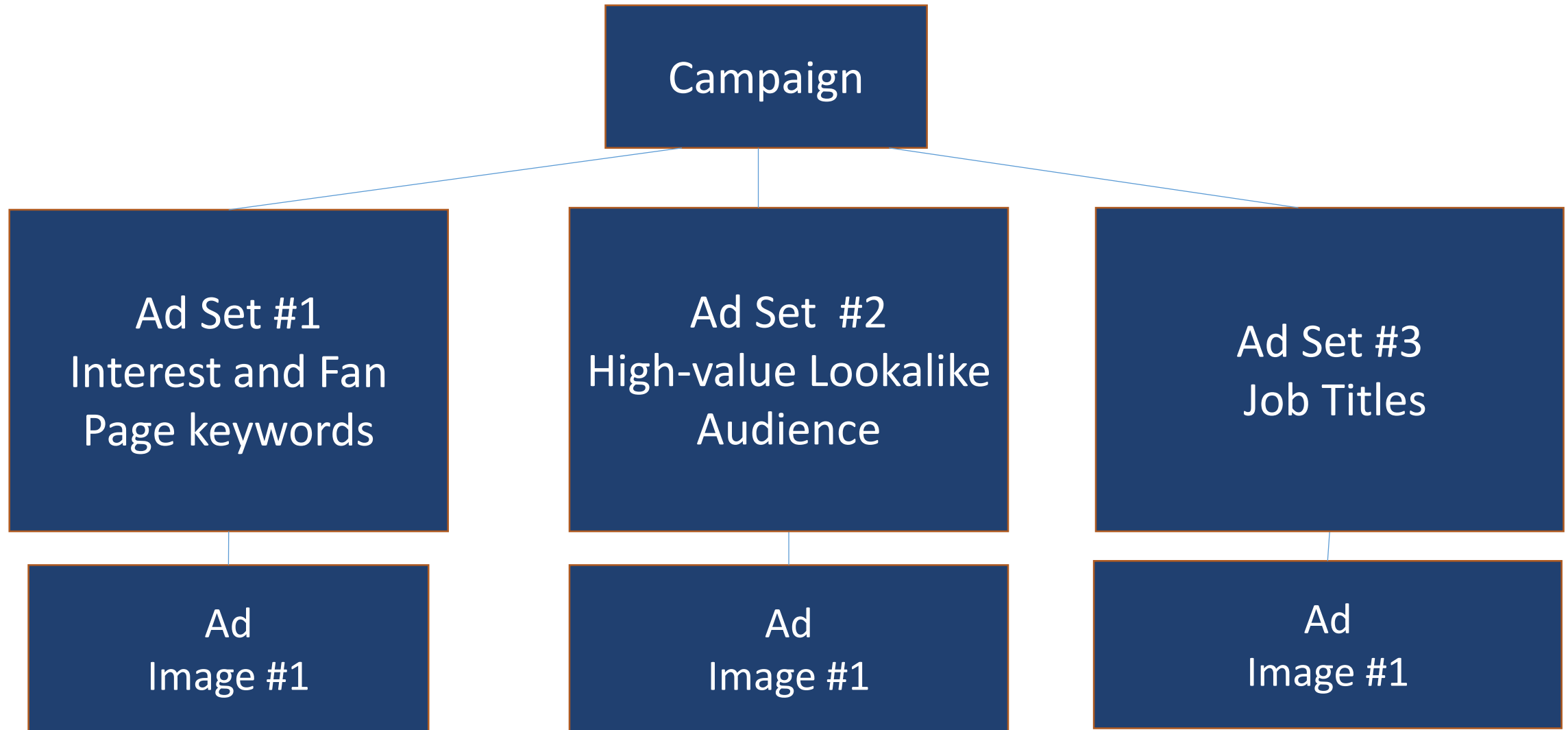


Test Plan – Small Budget

1. Create 3-4 images for ad testing and a few audiences
2. \$50/ad run over 3-4 days
3. Evaluate and Scale best ads



Have a System for Testing Your Ads



Results

- Improved results: \$1.20/link click to \$0.11/link click
- Positive ROI on Book sales

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads

Create

Duplicate

Edit

Rules

		Ad Set Name		Delivery	Results	Reach	Frequency	Cost per Result	
		5 Breaths - Traffic - US 25+ Hospice plus book readers - Multiple images		Completed	2,559 Link Clicks	19,647	1.96	\$0.11 Per Link Click	
		5 Breaths - Traffic - US 25+ Mitch Albom Nicholas Sparks - Multiple images		Completed	1,890 Link Clicks	12,204	2.45	\$0.15 Per Link Click	
		5 Breaths - Traffic - US 25+ Oprah plus book readers - Multiple images		Inactive	21 Link Clicks	694	1.02	\$0.67 Per Link Click	
▶ ⚠ Results from 3 ad sets ⓘ					4,470 Link Clicks	30,903 People	2.24 Per Person	\$0.13 Per Link Click	

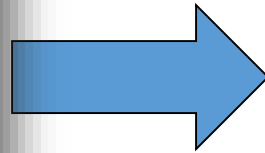
CASE STUDY

You don't have to
have a fancy
website to get
Facebook Ads to
work



Webinar Sequence

Ad



Zoom Webinar

Webinar Registration

f t in e

Topic Pain: The Silent Problem Many Dog Owners Miss!

Description Hi - I'm Dr Edward, The Healing Vet. More than half the dogs I see suffer with undiagnosed back or neuro-fascial pain. In this webinar, you will learn:

1) Why dogs often show no signs of pain that humans can understand.

2) How to identify the subtle signs of pain in dogs that most people miss.

And then I'll be offering you the opportunity to learn how to assess your dogs for pain better than many vets as well as how to use your own two hands to melt pain and tension from your dog's body with the Whole Energy Body Balance Method for Pets online training.

The time is at 11am on Melbourne time which will be in the evening of the day before USA time.

PLEASE NOTE: if the time doesn't suit, it will be recorded and available on demand after the time so register and you'll receive an email with a link to the replay.

Time Apr 26, 2019 11:00 AM in Canberra, Melbourne, Sydney

* Required information

First Name *

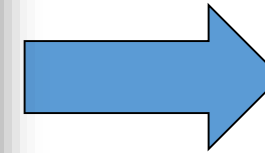
Last Name *

Email Address *

Confirm Email Address *

Country/Region *

Register



Thank You Page

Webinar Registration Approved

Topic Pain: The Silent Problem Many Dog Owners Miss!

Description Hi - I'm Dr Edward, The Healing Vet. More than half the dogs I see suffer with undiagnosed back or neuro-fascial pain. In this webinar, you will learn:

1) Why dogs often show no signs of pain that humans can understand.

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Time Apr 26, 2019 11:00 AM in Canberra, Melbourne, Sydney

Add to calendar +

Tracking:
Facebook Ad Pixel (PageView)

Tracking:
Facebook Ad Pixels
(PageView) and (Lead)
And/or Custom Conversion

Sold Product on Webinar 8x Return on Ad Spend

Account Overview

Campaigns1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign









+ Create

Duplicate

Edit

Preview

Rules

		Ad Name		Delivery	Results	Reach	Frequency	Cost per Result
		 Pain Webinar - Conversions - AUS W 25+ - Website Lookalike...		● Not Delivering Ad Set is Off	2 Leads	50	1.02	\$0.38 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Training plus ...		● Not Delivering Ad Set Complete	3 Leads	58	1.22	\$0.40 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Training plus ...		● Not Delivering Ad Set Complete	9 Leads	201	1.34	\$0.52 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Health Dog ...		● Not Delivering Ad Set Complete	3 Leads	83	1.20	\$0.56 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Training plus ...		● Not Delivering Ad Set Complete	48 Leads	1,463	1.31	\$0.69 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Page Lookalike D...		● Not Delivering Ad Set Complete	48 Leads	1,790	1.07	\$0.71 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Training plus ...		● Not Delivering Ad Set Complete	74 Leads	2,488	1.11	\$0.79 Per Lead
		 Pain Webinar - Conversions - AUS W 25+ - Dog Behavior - M...		● Not Delivering Ad Set is Off	7 Leads	282	1.12	\$0.85 Per Lead
		Pain Webinar - Conversions - AUS W 25+ - Dog Health Dog ...		● Not Delivering Ad Set Complete	41 Leads	1,514	1.27	\$0.85 Per Lead

Recap

Boost Videos
to Grow Your
Brand

Use Facebook
Ads for Blog
Posts

Use Facebook
Ads to Build
Your List with
Lead Magnets
or Webinars

Create a Test
Plan with
Different
Keywords and
Different
Images

#3 The Best Targeting and Retargeting Techniques





☒ Campaign

Objective

☒ Ad Set

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

☐ Ad

- Identity
- Format
- Media
- Links

Close

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

Auction


Reach and Frequency

Awareness

 Brand awareness


 Reach

Consideration

 Traffic

 Engagement


 App installs

 Video views

 Lead generation

 Messages

Conversion

 Conversions

 Catalog sales

 Store traffic



Traffic

Targeting Your Ad

☒ Campaign

Objective

✓

Ad Set

Traffic

Dynamic Creative

Offer

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Media

Links

Close

Ad Set Name ⓘ US - 25+ ⚙

United States

United States

Include ▾ | Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ 25 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Work > Job Titles

Conference Manager

Meeting Planner

Add demographics, interests or behaviors

Suggestions

Browse

Event Organizer

Meeting/Event Planner

Event Planner/Coordinator

Special Events Coordinator

Conference Producer

Event Manager

Job Titles

Job Titles

Job Titles

Job Titles

Job Titles

Job Titles

Connections ⓘ

Switch to Quick Creation

Specific

Broad

Your audience is too specific for your ads to be shown. Try making it broader.

Potential Reach: Fewer than 1,000 people ⓘ

Estimated Daily Results

Reach ⓘ 183 - 528

Link Clicks ⓘ < 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Not All Keywords or Fan Pages are Available

To target the Fans of another Page, type the name in the Detailed Targeting area and see if there is a match. Not all Pages are able to be targeted

The screenshot displays the Facebook Ads targeting interface. At the top, the location is set to "United States" with an "Include" checkbox and a "Browse" button. Below this, there are filters for "Age" (18 to 65+), "Gender" (All, Men, Women), and "Languages" (a text input field). The "Detailed Targeting" section is expanded, showing a list of interests and fan pages. The "Additional Interests" section includes "Mari Smith" and "National Speakers Bureau". The "social media examiner" search term is entered, and a dropdown menu shows suggestions: "Social Media Examiner" (Employers), "Social Media Examiner" (Interests), "Community and Social Services" (Demographics), "Android: 360 degree media supported" (Behaviors), "Arts, Entertainment, Sports and Media" (Demographics), and "Life, Physical and Social Sciences" (Demographics). On the right side, there are three informational panels: "Estimate Doesn't Include Facebook Stories" (explaining that audience and reach estimates are not currently available for Facebook Stories), "Audience Size" (a gauge showing the audience selection is fairly broad, with a potential reach of 48,000 people), and "Estimated Daily Results" (based on 7-day click and 1-day view, showing a size of 610,739 and a description of the target audience).

United States

Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Mari Smith

National Speakers Bureau

social media examiner | Suggestions | Browse

Social Media Examiner Employers

Social Media Examiner Interests

Community and Social Services Demographics

Android: 360 degree media supported Behaviors

Arts, Entertainment, Sports and Media Demographics

Life, Physical and Social Sciences Demographics

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size

Your audience selection is fairly broad.

Potential Reach: 48,000 people

Estimated Daily Results

Based on 7-day click and 1-day view

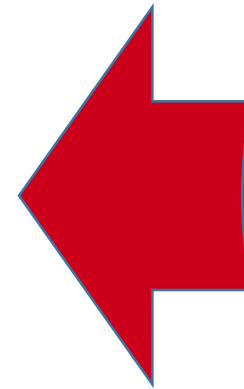
Size: 610,739

Interests > Additional Interests > Social Media Examiner

Description: People who have expressed an interest in or like pages related to *Social Media Examiner*

Retargeting: Warm Market

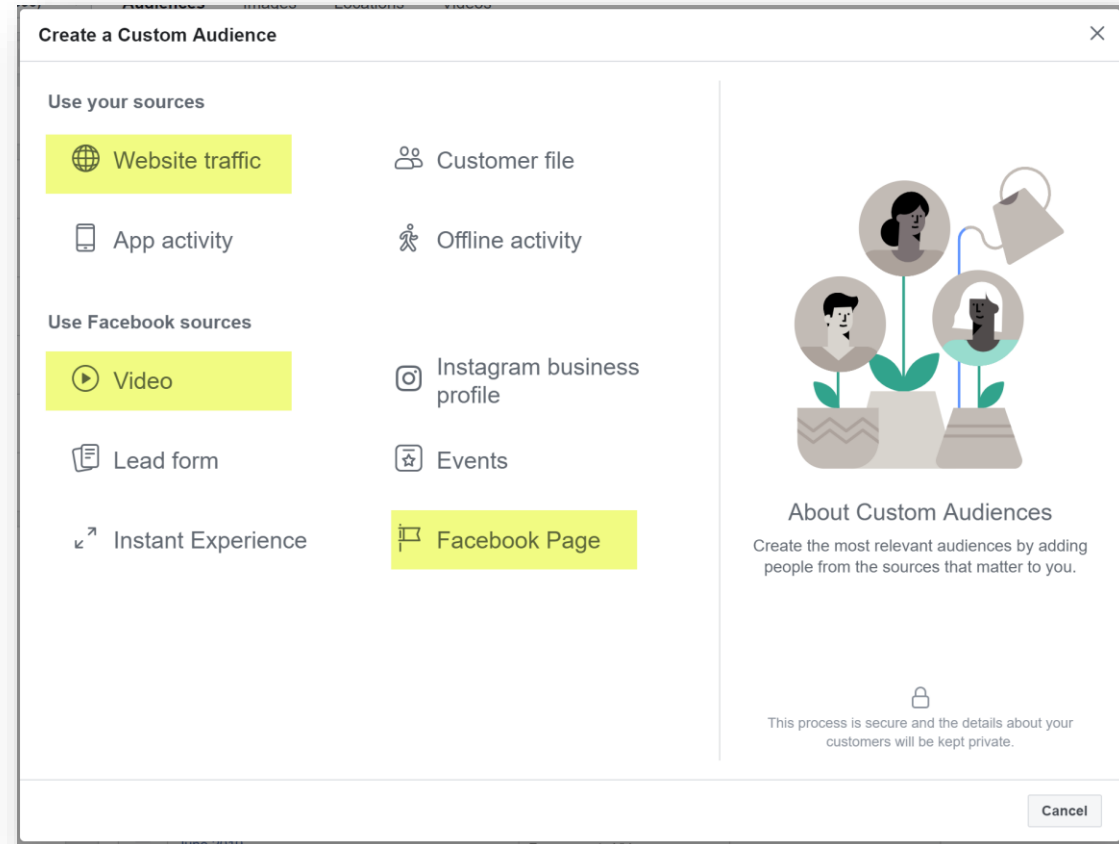
1. Website Visitors
2. Engagement Retargeting
 - Video Views
 - Facebook Fans
 - Instagram Business account and more
3. Email list



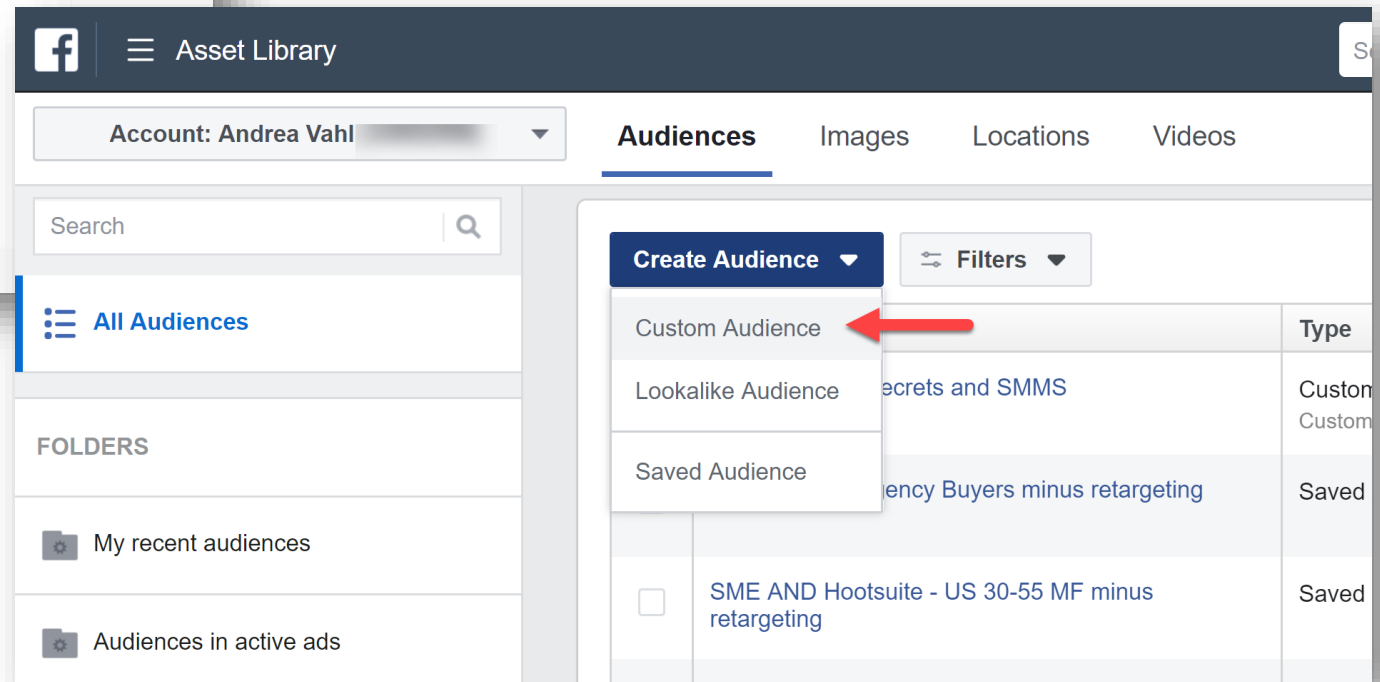
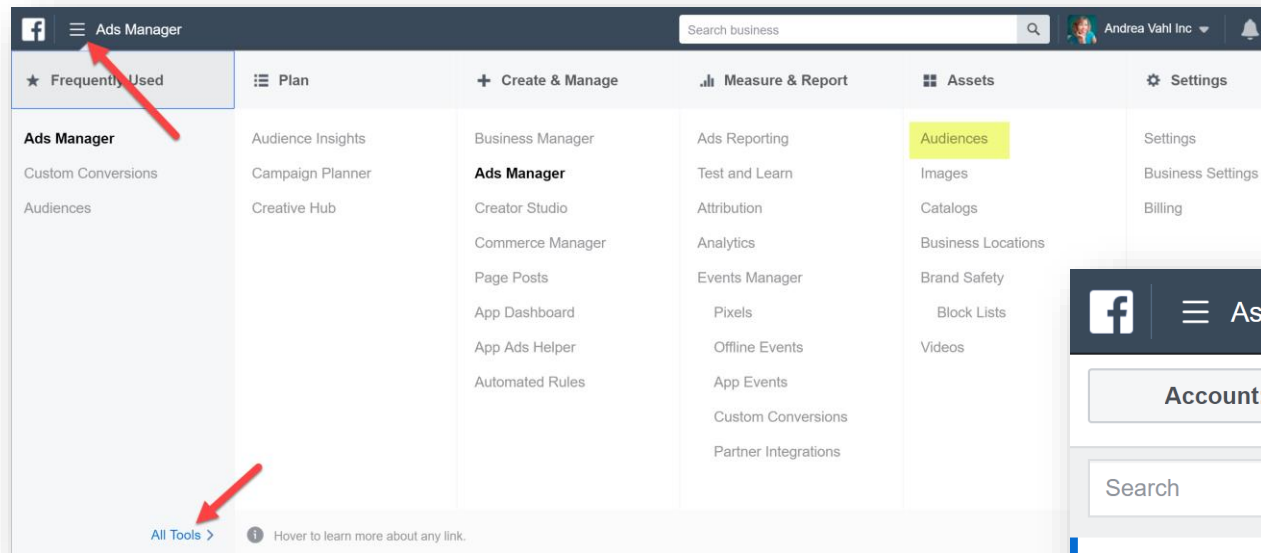
Highly Targeted Audience Means You Can Spend LESS Money to Reach Them

Top 3 Custom Audiences for Speakers

1. Facebook Fans
2. Video Views
3. Website Visitors



Facebook Custom Audiences



#1 Facebook Page Engagement

Allows you to target people who have interacted with your Page Posts but aren't Fans

Edit a Facebook Page Custom Audience

1 **Add People to Your Audience** [Show](#)

Include people who meet **ANY** of the following criteria:

Page: **Andrea Vahl, Inc.**

Everyone who engaged with your Page in the past **180** days [i](#)

[+ Include More People](#) [- Exclude People](#)

2 **Name Your Audience**

People who interacted with your Page 14 [x](#) [Show Description](#)

[Cancel](#) [Update Audience](#)

#2 Facebook Video Engagement

Allows you to target people who have viewed your videos

Create a Video Engagement Custom Audience

Engagement ⓘ Choose a content type Browse

In the past ⓘ

Audience Name

People who viewed at least 3 seconds of your video

People who viewed at least 10 seconds of your video

People who have watched at 25% of your video

People who have watched at 50% of your video

People who have watched at 75% of your video

People who have watched at 95% of your video

Cancel Back Create Audience

Create a Video Engagement Custom Audience

Engagement ⓘ People who viewed at least 10 seconds of your video Show

Choose videos...

Choose a content type Browse

In the past ⓘ 365 days

Audience Name Enter a name for your audience

Add a description (optional)

Cancel Back Create Audience

Next choose videos

Select Videos

Select Videos

Select by: Facebook Page

Page: Andrea Vahl, Inc.

Last Used Date

Select Dates

Page 1

	Thumbnail	Video Details	3s Video Views	Last Used
<input type="checkbox"/>		The difference between Facebook... 4:56 • Uploaded: May 31, 2019	159	May 31, 2019
<input type="checkbox"/>		My online Facebook Ads course ... 17:07 • Uploaded: May 14, 2019	315	May 14, 2019
<input checked="" type="checkbox"/>		Facebook Myth: You have to hav... 4:47 • Uploaded: May 10, 2019	1,561	May 10, 2019
<input checked="" type="checkbox"/>		Andrea Vahl Facebook seminar ... 3:24 • Uploaded: Jan 28, 2019	5,581	May 9, 2019
<input checked="" type="checkbox"/>		Join my on Wednesday May 8th ... 1:01 • Uploaded: May 5, 2019	217	May 5, 2019
<input checked="" type="checkbox"/>		3 Audiences to Test for Faceboo... 2:45 • Uploaded: May 2, 2019	1,313	May 2, 2019

Selected Videos (4)

Facebook Myth: You have to hav... X

May 10, 2019 - 4:47

Includes views from:

Show Sources

Join my on Wednesday May 8th f... X

May 5, 2019 - 1:01

Includes views from:

Show Sources

3 Audiences to Test for Faceboo... X

May 2, 2019 - 2:45

Includes views from:

Show Sources

Andrea Vahl Facebook seminar s... X

May 9, 2019 - 3:24

Includes views from:

Show Sources

Cancel

Confirm

#3 Website Visitors

Requires that the Facebook Pixel is installed on your website

The screenshot shows the 'Create a Website Traffic Custom Audience' dialog box. It is divided into two main steps:

- Step 1: Add People to Your Audience**
 - Includes a dropdown for 'Include people who meet' set to 'ANY'.
 - A dropdown for the pixel ID, currently showing 'Andrea Vahl's Pixel'.
 - A criteria selection area with a dropdown set to 'All website visitors', followed by 'in the past' and a text input field containing '180', and 'days'.
 - A red arrow points to the '180' text in the input field.
 - Buttons for '+ Include More People' and '- Exclude People' are on the right.
- Step 2: Name Your Audience**
 - A text input field containing 'Website Visitors - 180 Days'.
 - A character count '23' and a close icon 'X' are to the right of the input field.
 - A 'Show Description' link is on the far right.

At the bottom of the dialog, there are three buttons: 'Cancel', 'Back', and 'Create Audience'.

Using Retargeting Audiences in Ads

Boost Post

Add a button to your post ⓘ

No Button ▾

AUDIENCE

☒ All Retargeting - emails video website engagement 25+ W US UK AUS CAN [Edit](#)

Custom Audience SMMS Visitors, Total Traffic - AndreaVahl, Contact me, All Emails 3-1-16, Facebook Ads post visitors - 7 days, All emails 10-7-16, Engagement Andrea Vahl Inc - 365 Days, Messenger Audience - Andrea Vahl Inc, Andrea Vahl Traffic - 30 Days, Engagement Andrea Vahl Inc - 30 Days, Andrea Vahl All Emails - 7-12-17, Facebook Live April - Oct 2017, Engagement - Video Views - Dec 2017 June 2018 - 10 sec, Facebook Ads Video Engagement - June 2018 - June 2019 or Andrea Vahl traffic - both conditions

Location - Living In Australia, Canada, United Kingdom, United States

Age 25 - 65+
Less ▲

☐ People you choose through targeting

☐ People who like your Page

☐ Custom Audiences

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Preview: Desktop News Feed ▾

Andrea Vahl, Inc.
Sponsored · 🌐

Friday Dance Off! Put your Gif below

👍❤️👍 Dennis Yu, Erin Cell and 60 others 53 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Cancel **Boost**

Campaign

Objective ✓

Ad Set

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

Ad

- Identity
- Format
- Media
- Links

Create New Use a Saved Audience ▾

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

All Lookalike Audience **Custom Audience**

Locations ⓘ

Purchase Events - 180 Days	Website
Lead Events - 180 Days	Website
All emails 6-2-19	Customer List
Purchased Ad Secrets and SMMS	Customer List
Facebook Ads Agency buyers - 1-16-19	Customer List
All emails - 1-10-19	Customer List
FB Advertising Secrets sales page didn't buy 180	Website
Facebook Ads Video Engagement - June 2018 - June 2019	Engagement - Video
FB Ads Management Course Optins	Website

Age ⓘ

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Audience Size

Specific Broad

Your audience is too specific for your ads to be shown. Try making it broader.

Size: 27,000

Name: Facebook Ads Video Engagement - June 2018 - June 2019

Type: Engagement - Video

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are estimates.

Reference Post:
andreavahl.com/facebook/facebookadspixel.php

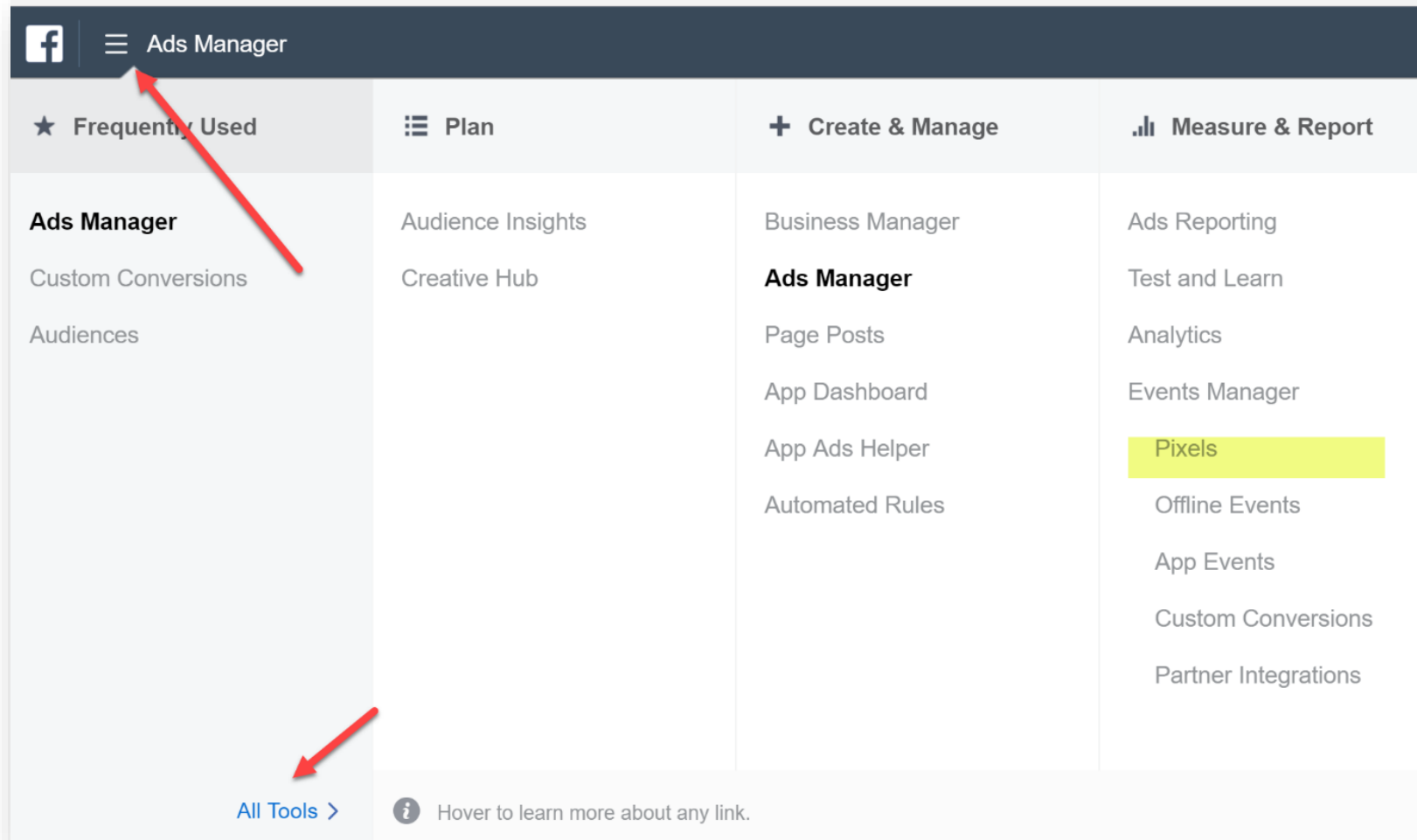


**The Facebook Ads Pixel:
What Marketers Need to Know**

Facebook Pixel

- **TWO JOBS: Tracks Page views and conversions**
- A bit of code you add to your website
- Place the basic code one time
- Each account gets one pixel
- Install the Pixel ASAP

Facebook Ads Manager



Recap

Choose Job
Titles, Interests
or Fan Pages
to target

Retargeting
Audience #1
Fan Page

Retargeting
Audience #2
Video Views

Retargeting
Audience #3
Website
Visitors

#4 How to determine which ads are giving you the best results



Find your best keywords with split testing

<input type="checkbox"/>		Ad Set Name	Delivery ⁱ ▲	Results ⁱ	Reach ⁱ	Fre... ⁱ	Cost ⁱ	Budget ⁱ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Page Checklist - US CAN AUS UK - Amy Porterfield - Image of book Facebook Page Checklist - Website Conversions	● Recently Completed	67 Conversions	3,493	1.23	\$1.27 Per Conve...	\$25.00 Daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Page Checklist - US CAN AUS UK - Boom Social - Image of book Facebook Page Checklist - Website Conversions	● Recently Completed	60 Conversions	2,156	1.18	\$1.42 Per Conve...	\$25.00 Daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Page Checklist - US CAN AUS UK - Mari Smith - Image of book Facebook Page Checklist - Website Conversions	● Recently Completed	62 Conversions	3,532	1.63	\$1.38 Per Conve...	\$25.00 Daily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook Page Checklist - US CAN AUS UK - Social Media Examiner - Image of book Facebook Page Checklist - Website Conversions	● Recently Completed	40 Conversions	2,781	1.48	\$2.13 Per Conve...	\$25.00 Daily

First test Targeting then test Images

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Like Page

With the newest Facebook algorithm change it's time to pivot your Facebook marketing strategy!
Get instant access to this 1-hour FREE webinar where I show you my new approach to Facebook marketing, how to move forward to still make the most out of Facebook.
You will learn:

- * How to find out exactly how your Page is being impacted
- * What you should do about organic reach - post more, post less, stop posting altogether? ... [See More](#)




FREE WEBINAR
"Facebook News Feed Changes - Explained!"

FREE Webinar - Facebook
Frustrated by the newest Facebook Algorithm change? Don't know what to do about it and feel like you should maybe abandon Facebook forever? I feel your pain and I do think it's time for an adjustment in how we approach Facebook Marketing.

SIGN UP FOR THIS FREE TRAINING

Sign Up


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Like Page

With the newest Facebook algorithm change it's time to pivot your Facebook marketing strategy!
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You will learn:

- * How to find out exactly how your Page is being impacted
- * What you should do about organic reach - post more, post less, stop posting altogether? ... [See More](#)

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Frustrated by the newest Facebook Algorithm change? Don't know what to do about it and feel like you should maybe abandon Facebook forever? I feel your pain and I do think it's time for an adjustment in how we approach Facebook Marketing.

SIGN UP FOR THIS FREE TRAINING

Sign Up

Best Default Ad Report Performance and Clicks

Q Search ▾ Filters ▾ Campaign Delivery: Any X Impressions (Campaign): > 0 X + Save Filter Clear Last 30 days: Mar 25, 2019 – Apr Note: Does not include today's data

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Performance and Clicks Breakdown Reports

		Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount	Impressions	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "One of the big questions I'm getting lately is..."	Active	11 ThruPlays	96	1.04	\$0.07 Cost per Thr...	Using ad se...		100	\$7.30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "New Blog Post: How my Client got 8x Return..."	Active	15 Landing Pag...	1,198	1.33	\$0.99 Per Landing ...	Using ad se...		1,588	\$9.31
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ads Pricing Calculator - Conversions - Instagram	Active	184 Leads	13,871	1.22	\$2.32 Per Lead	Using ad se...		16,906	\$25.29
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Today's post is all about what to do when yo..."	Recently Completed	43 Landing Pag...	1,403	1.51	\$0.46 Per Landing ...	Using ad se...		2,113	\$9.46
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NSA Colorado - Traffic	Not Delivering Ad Set Inactive	43 Link Clicks	1,976	1.91	\$1.03 Per Link Click	Using ad se...		3,782	\$11.75
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "One-sized fits all templates for ads? I think..."	Not Approved	50 ThruPlays	403	1.01	\$0.10 Cost per Thr...	Using ad se...		406	\$12.36
<input type="checkbox"/>	<input type="checkbox"/>	Ads Troubleshooting - Conversions	Inactive	9 Leads	1,014	1.14	\$5.09 Per Lead	Using ad se...		1,154	\$39.69
<input type="checkbox"/>	<input type="checkbox"/>	Post: "What to do when your Facebook Ads accoun..."	Inactive	148 10-Second ...	706	1.41	\$0.04 Per 10-Seco...	Using ad se...		998	\$6.08
Results from 8 campaigns					19,732 People	1.37 Per Person	—			27,047 Total	\$20.86 Per 1,000 Im...

Performance

Delivery

Engagement

Video Engagement

App Engagement

Carousel Engagement

✓ Performance and Clicks (D...

Cross-Device

Offline Conversions

Targeting and Creative

Messaging Engagement

Bidding and Optimization

SMMS Lead Magnets

Facebook Ads Course

SMMS Webinar Optin and...

SMMS Sales

Lead and SMMS Custom ...

CPC CPM Review

Website Conversions

Customize Columns...

Set as Default

Reset Column Widths

Results: Best performer saves over \$11 per LEAD!

Account Overview

Campaigns1 selected

Ad Sets for 1 Campaign

Ads1 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...	

Reports will show conversion event that is a result of ONLY that Ad

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 placements that are most likely to reach your objective, placements may include Facebook, Instagram, Audience Network, and Messenger.

☒ **Edit Placements**

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

Device Types

All Devices (Recommended) ▼

Asset Customization ⓘ

[Select all placements that support asset customization](#)

Platforms

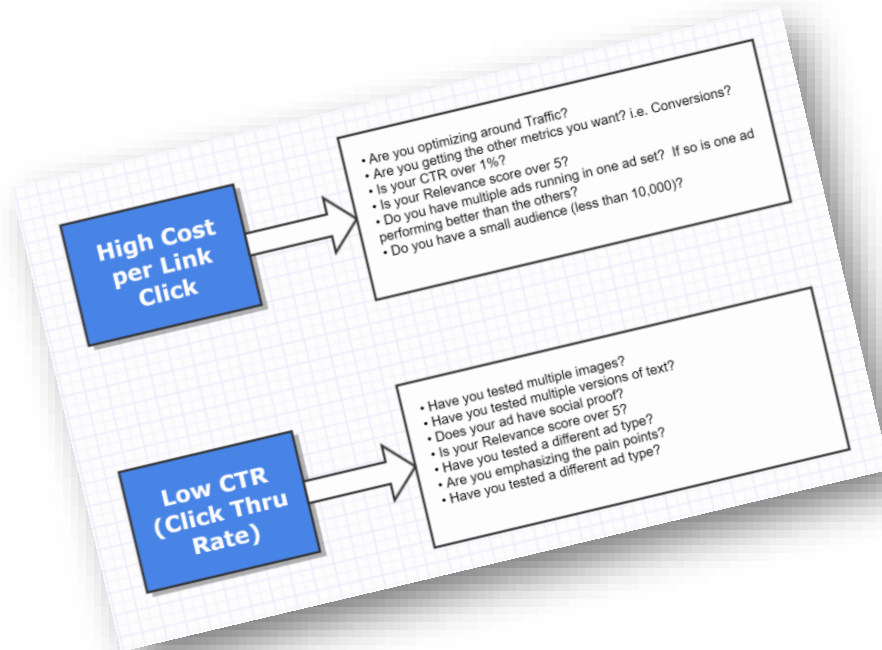
▼ Facebook	[-]
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input checked="" type="checkbox"/>
▼ Instagram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

Close

All Placements
typically
checked by
default

Troubleshooting Guide

- Text **andrea** to **773-770-4377**
- www.andreavahl.com/adstrouble



Final Recap

Boost Videos
to Grow Your
Brand

Use Facebook
Ads to Build
Your List with
Lead Magnets or
Webinars

Target Your
Ads with
Keywords and
your Best
Retargeting
options

Test different
images and
audiences to
see what
works best for
you

**Continue to
experiment and test**



A top-down view of a wooden workbench covered with an assortment of tools. The tools include several open-end wrenches of different sizes, a few combination wrenches, several pairs of pliers (both standard and needle-nose), a hammer with a wooden handle, a paintbrush with a metal handle, a small screwdriver, and numerous screws and nuts of various sizes. The tools are scattered across the surface, with some clustered together and others isolated. The wood grain of the workbench is clearly visible, and the lighting creates soft shadows, highlighting the metallic surfaces of the tools.

Facebook is
just a tool



When all else fails: Babies and Puppies



Thank you!

Connect with me

www.andreavahl.com

Troubleshooting Guide

Text andrea to 773-770-4377

www.andreavahl.com/adstrouble

