FREE Training:

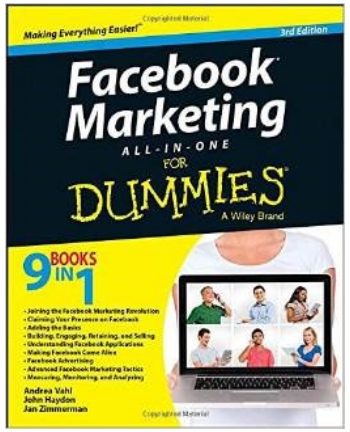
How to Adjust Your Facebook, Instagram, and Google Strategy for the Changing Economy

Today...

- What to do about Facebook and Instagram's removal of **targeting terms** and other changes
- How to approach your **Strategy**
- How to **stretch your ad budget** and where to focus to get the best bang
- What's really **working on Google** right now
- How much you **need to spend** on each platform

A little bit about me

- Written 3 editions of Facebook Marketing All-in-One for Dummies
- Written Facebook Ads Made Simple
- Run Facebook Ads for clients for 11 years
- Helped my clients earn over $4M directly from Facebook Ads in the past 2 years
- Created several online courses including Facebook Advertising Secrets with over 700 students
- Spoken at SMMW for 9 years in a row
- Standup comedian



The BIGGEST Rule:
Always Be Testing

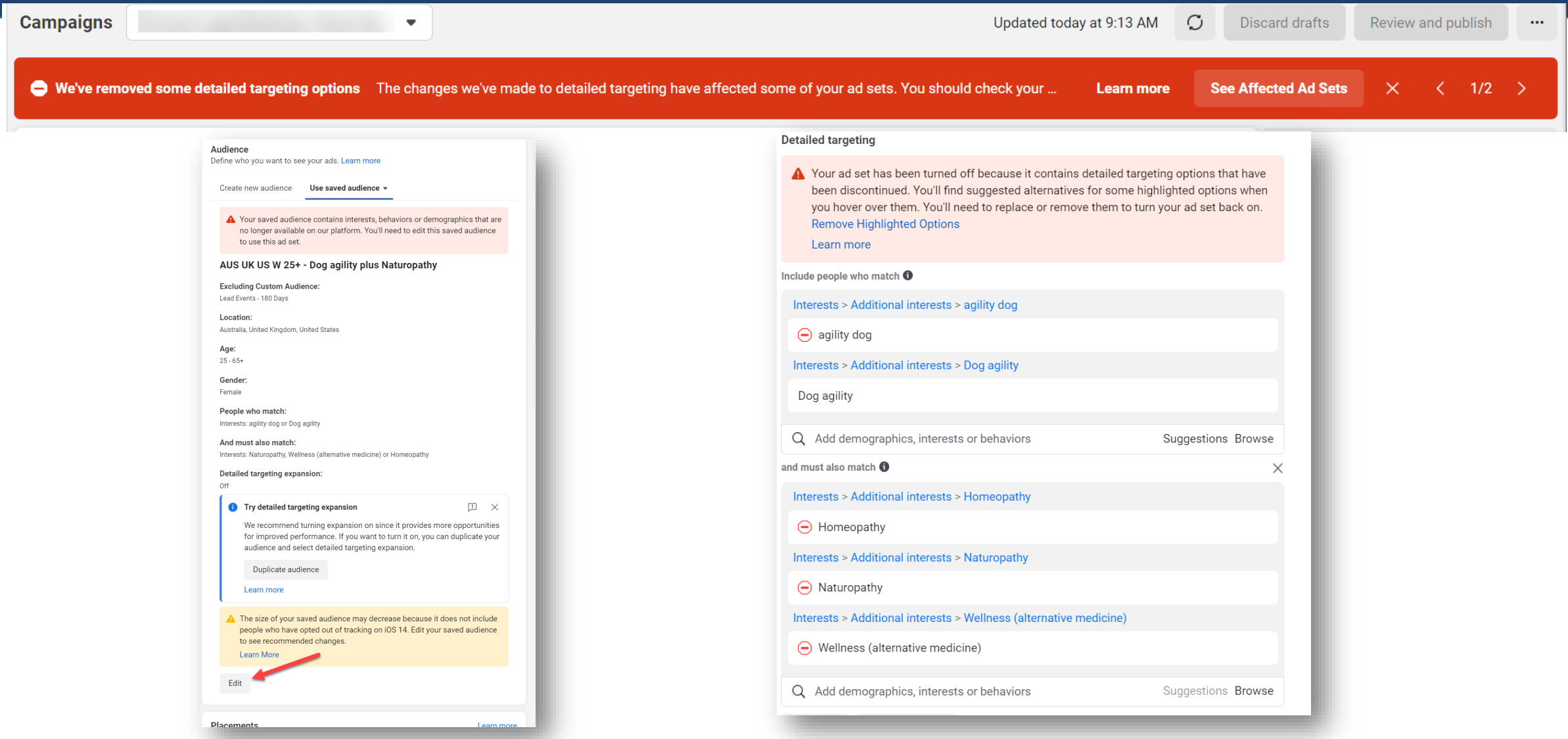
Facebook announced that top-performing ad accounts created and tested 11X more creative than less successful accounts

Source: https://www.ecommerceinfluence.com/facebook-ad-creative/

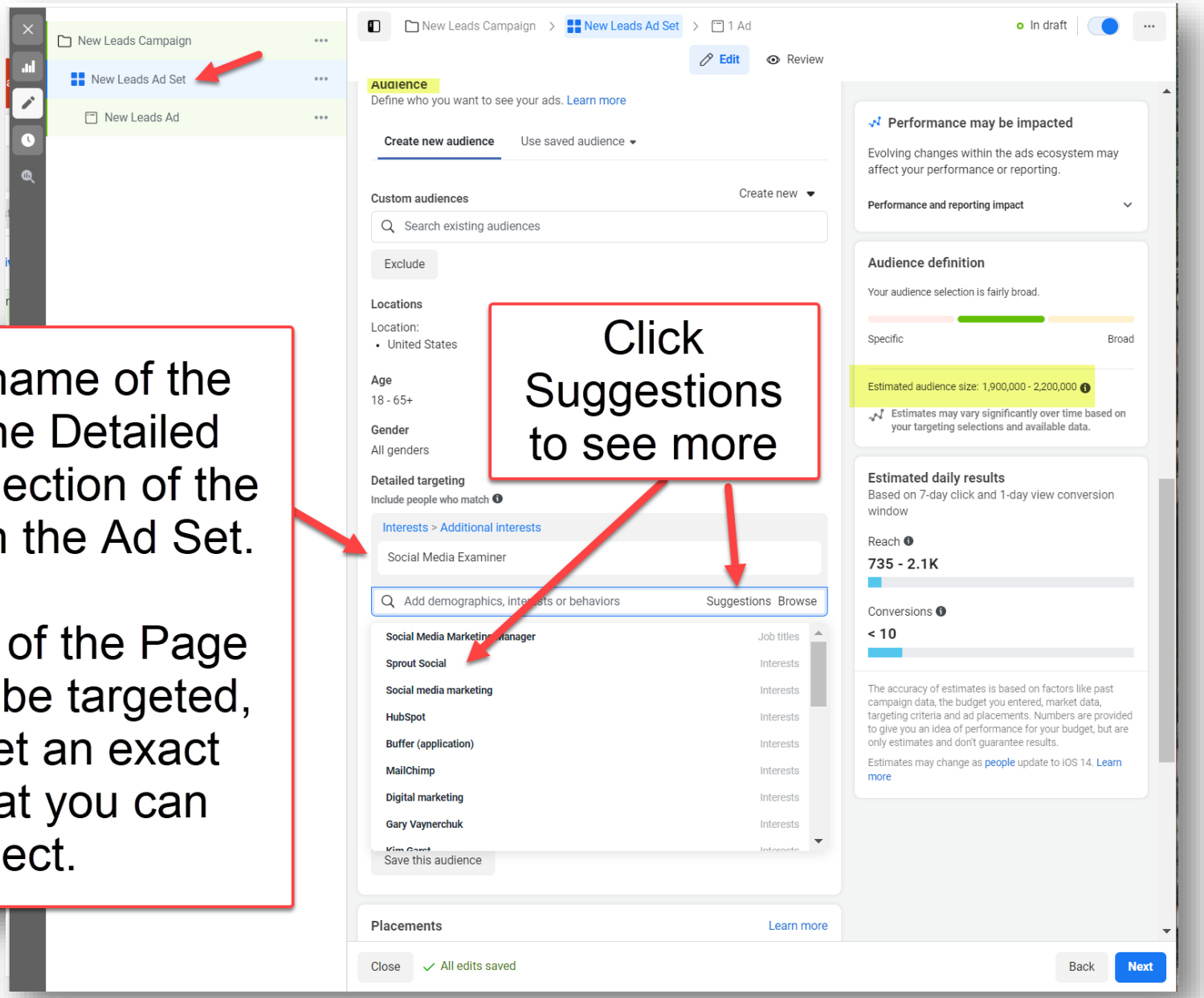
The bad news: Facebook is changing

**Oh wait, that isn't news

Removal of Targeting Terms



Target Interest or Fan Pages



Type the name of the Page in the Detailed Targeting Section of the Audience in the Ad Set.

If the Fans of the Page are able to be targeted, you will get an exact match that you can select.

Click Suggestions to see more

What's Working Now

- Test a variety of audiences – go wider
- Try more Lookalike Audiences
- Test audiences you haven't tried in awhile

Quick Definitions

- Custom Audience – Email subscribers, Website or Landing Page Retargeting, Facebook App Activity, Engagement on Facebook
- Lookalike Audience – A group of Facebook profiles that are “similar” to one of your Custom Audiences
- Saved Audience – Targeting that you save to use again to save you time

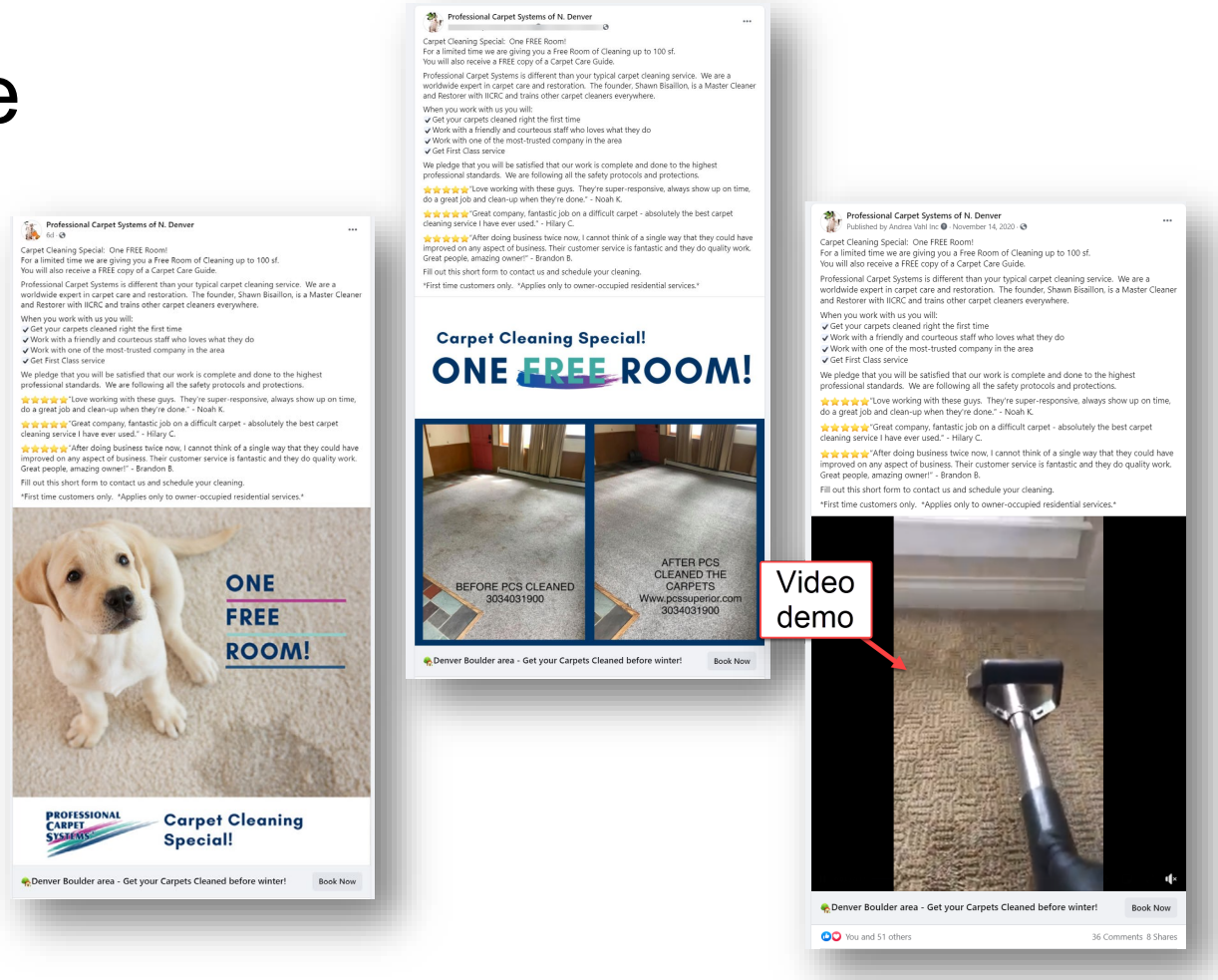
What Does This Mean?

- Time to Diversify – Google, YouTube
- Track on the “backend”
- Go Wider with your audiences
- Take a “holistic” marketing approach
- Lead Generation ads won’t be affected since that happens “on” Facebook

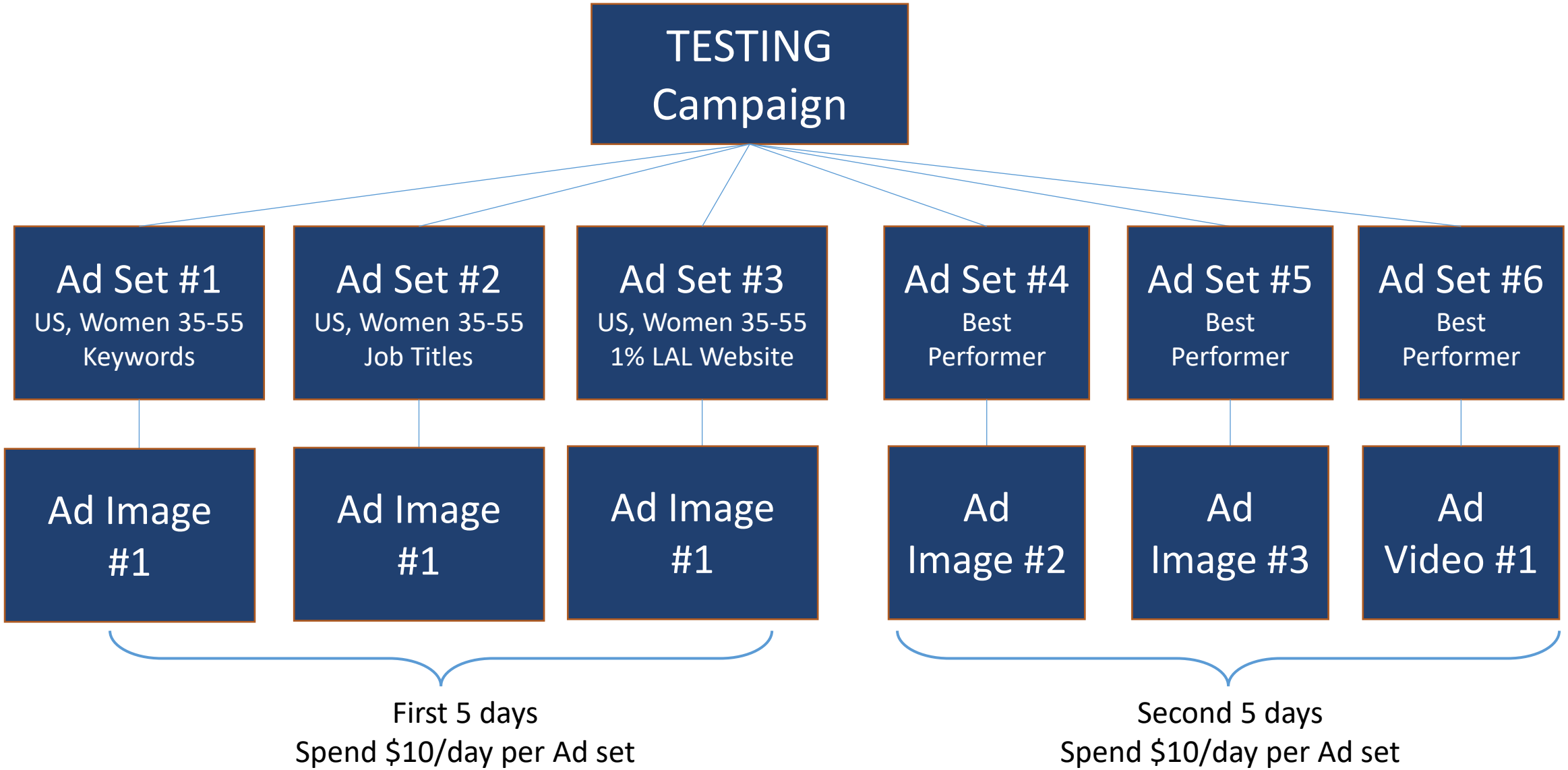
How to Approach Your Facebook and Instagram Ad Strategy

Biggest Factors in Optimizing Ads

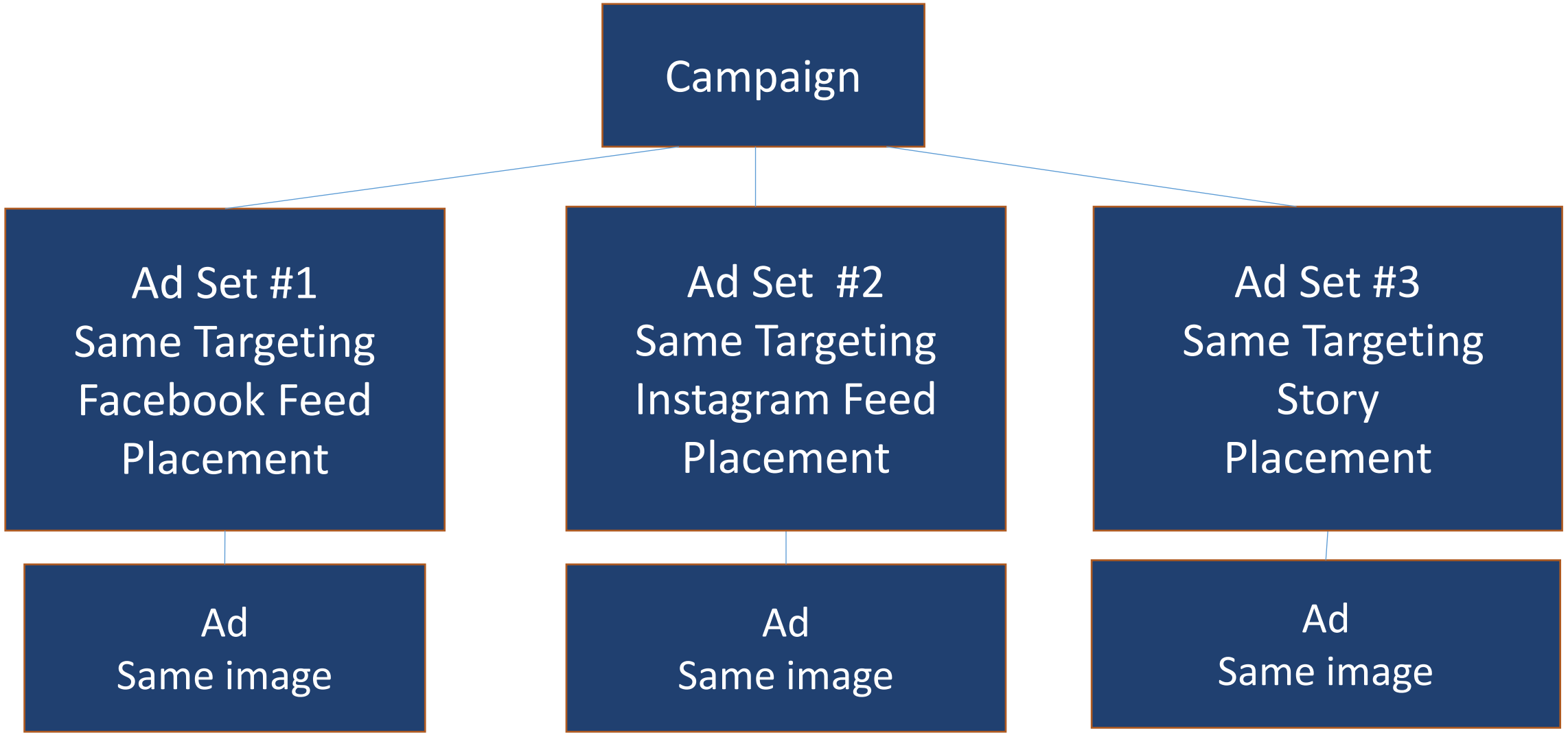
1. Offer and Landing Page
2. Strategy/Optimization
3. Targeting and Audience
4. Image
5. Text



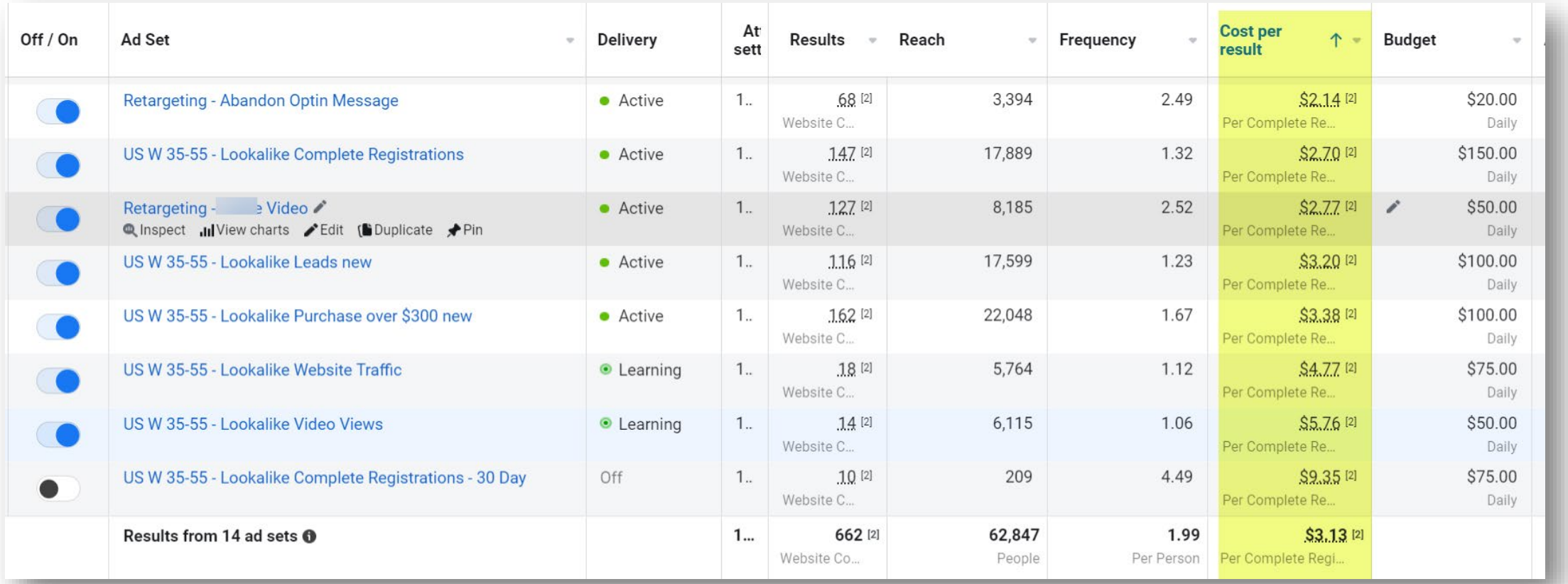
Split Testing Plan – 10 Day



Split Testing Placements



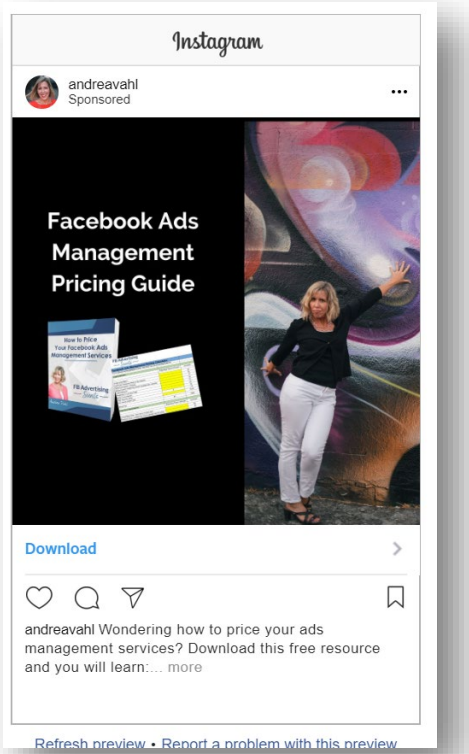
Watching results and scale



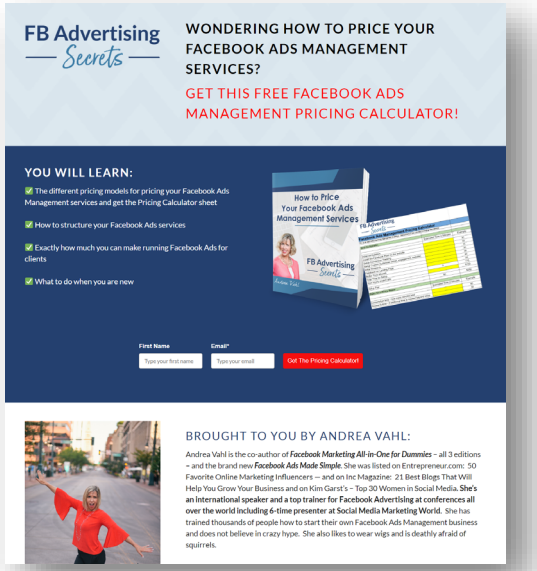
Off / On	Ad Set	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget
On	Retargeting - Abandon Optin Message	Active	1..	68 [2] Website C...	3,394	2.49	$2.14 [2] Per Complete Re...	$20.00 Daily
On	US W 35-55 - Lookalike Complete Registrations	Active	1..	147 [2] Website C...	17,889	1.32	$2.70 [2] Per Complete Re...	$150.00 Daily
On	Retargeting - [redacted] Video Inspect View charts Edit Duplicate Pin	Active	1..	127 [2] Website C...	8,185	2.52	$2.77 [2] Per Complete Re...	$50.00 Daily
On	US W 35-55 - Lookalike Leads new	Active	1..	116 [2] Website C...	17,599	1.23	$3.20 [2] Per Complete Re...	$100.00 Daily
On	US W 35-55 - Lookalike Purchase over $300 new	Active	1..	162 [2] Website C...	22,048	1.67	$3.38 [2] Per Complete Re...	$100.00 Daily
On	US W 35-55 - Lookalike Website Traffic	Learning	1..	18 [2] Website C...	5,764	1.12	$4.77 [2] Per Complete Re...	$75.00 Daily
On	US W 35-55 - Lookalike Video Views	Learning	1..	14 [2] Website C...	6,115	1.06	$5.76 [2] Per Complete Re...	$50.00 Daily
Off	US W 35-55 - Lookalike Complete Registrations - 30 Day	Off	1..	10 [2] Website C...	209	4.49	$9.35 [2] Per Complete Re...	$75.00 Daily
	Results from 14 ad sets		1...	**662** [2] Website Co...	**62,847** People	**1.99** Per Person	$3.13 [2] Per Complete Regi...	

Conversion Ad – Your Website

Ad



Website



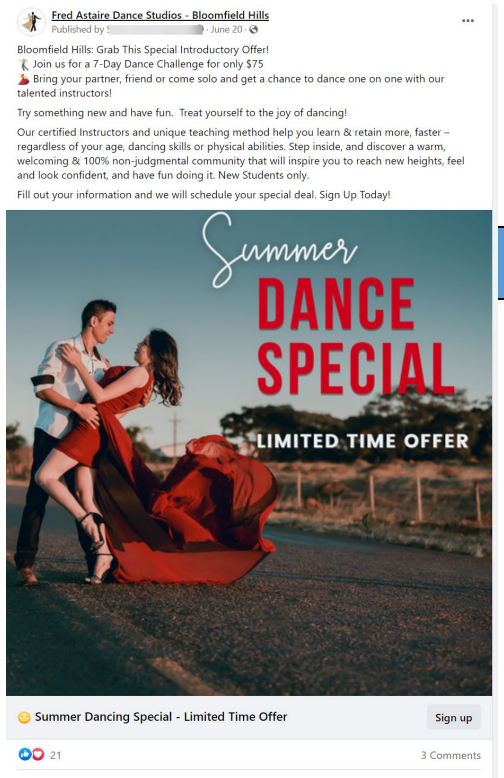
Website includes:
Facebook Ad Pixel (PageView)

Thank You Page

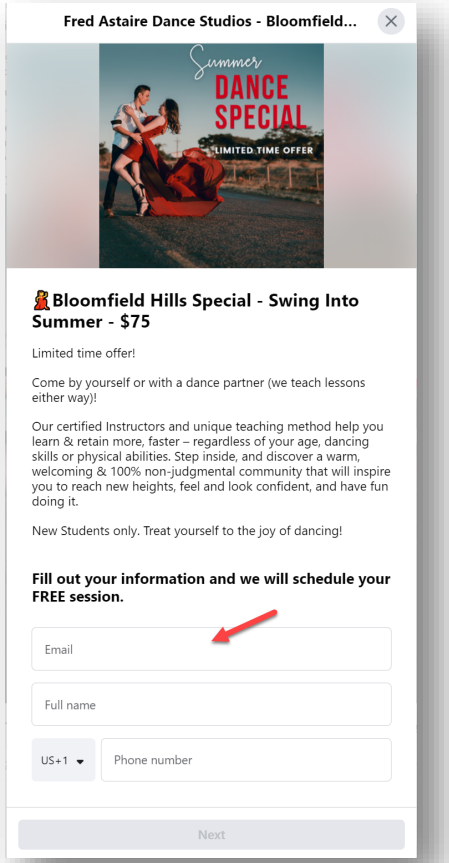
Page includes:
Facebook Ad Pixels (PageView) and (Lead) And/or Custom Conversion

Lead Generation Ad – All ON Facebook

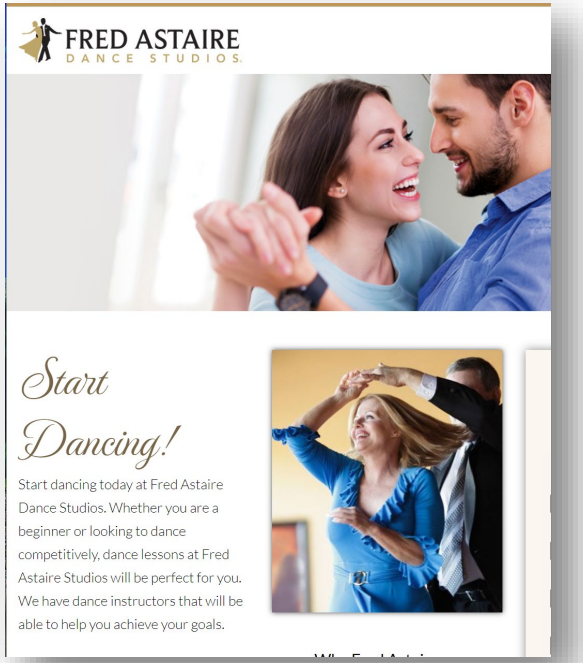
Ad



Lead form popup



Can Redirect to a website



How Much to Spend

Soooo many factors

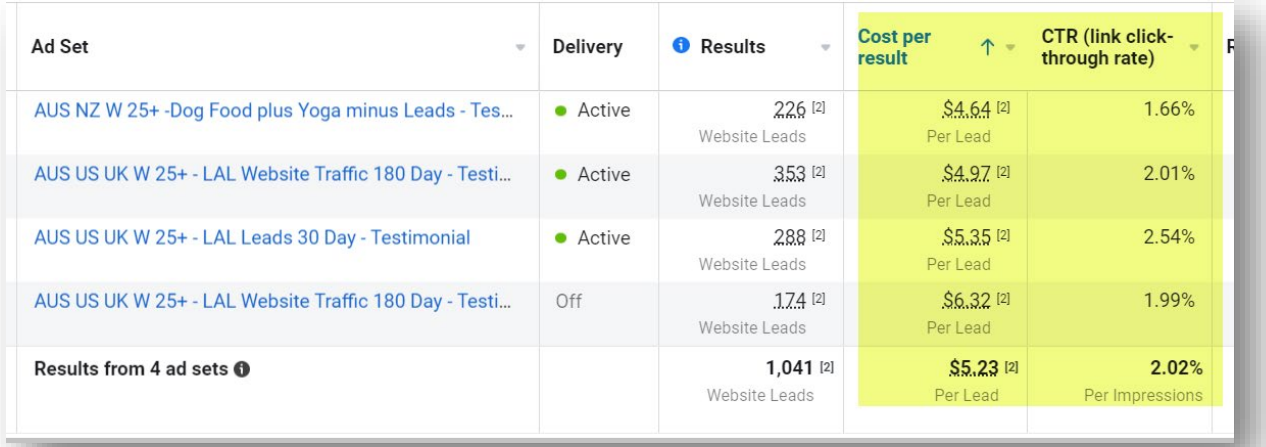
- Funnel
- Offer
- Lead Magnet
- Price of product
- Industry
- Audience
- Pixel “seasoned”

	Your numbers	Example
Desired number of Leads	100	1000
Cost per conversion to optin	5	$4
Ad spend required	500	$4,000
Price for your Product	1000	497
Conversion Rate to a purchase	3.00%	2.00%
Total number of Sales	3	20
Gross Revenue	$3,000	$9,940
Net Revenue	$2,500	$5,940

In the end it’s all just math

In General…

- Budget $10-25/day per Ad Set
- Run the ad for 3-5 days
- Watch:
  - Cost per Result
  - Click thru Rate (link CTR better than 1%)
- Split test your ads
- Continue running the ads that are getting results and turn off the ads that aren't

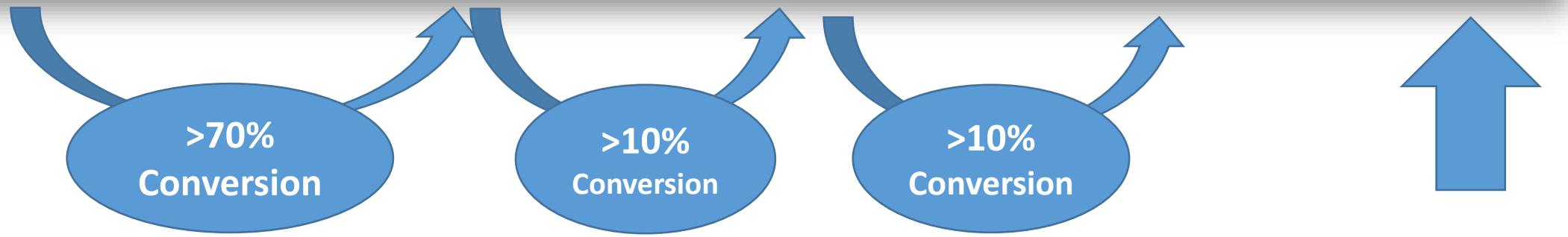


Ad Set	Delivery	Results	Cost per result	CTR (link click-through rate)
AUS NZ W 25+ -Dog Food plus Yoga minus Leads - Tes…	Active	226 [2] Website Leads	$4.64 [2] Per Lead	1.66%
AUS US UK W 25+ - LAL Website Traffic 180 Day - Testi…	Active	353 [2] Website Leads	$4.97 [2] Per Lead	2.01%
AUS US UK W 25+ - LAL Leads 30 Day - Testimonial	Active	288 [2] Website Leads	$5.35 [2] Per Lead	2.54%
AUS US UK W 25+ - LAL Website Traffic 180 Day - Testi…	Off	174 [2] Website Leads	$6.32 [2] Per Lead	1.99%
Results from 4 ad sets		**1,041** [2] Website Leads	**$5.23** [2] Per Lead	**2.02%** Per Impressions

Baseline EACH Step for YOU

The better you convert each step, the better the result

CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Landing page views	Cost per landing page view	Adds to cart	Cost per add to cart	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)
$23.03	15,699	$0.89	2.60%	13,009 [2]	$1.07 [2]	1,254 [2]	$11.10 [2]	456 [2]	$53,585.42 [2]	3.85 [2]
$10.58	10,317	$0.45	2.35%	7,417 [2]	$0.63 [2]	276 [2]	$16.82 [2]	144 [2]	$17,905.34 [2]	3.86 [2]
$14.70 Per 1,000 Impres...	**40,280** Total	**$0.62** Per Action	**2.36%** Per Impressions	**24,099** [2] Total	**$1.04** [2] Per Action	**1,530** [2] Total	**$16.42** [2] Per Action	**789** [2] Total	**$95,358.46** [2] Total	**3.80** [2] Average



You may have your own baseline numbers and some of this will depend on PRICE of the Product

Getting the Biggest Bang for Your Buck…

- Focus on the Facebook and Instagram News Feed
- Use Ad Set Budget Optimization to control the spend
- Try different lead magnets or offers

*** Don’t always listen to the Facebook Marketing Reps!

Questions???

Next up…

Special OFFER
Don’t do this alone!

- Eliminate Frustration
- Get everything set up the right way
- Test plan designed and excecuted for YOU

Facebook, Instagram, and Google Done For YOU

- ✔ Ad copy and image design for split testing
- ✔ Pixel and Tag installation and verification
- ✔ Campaign design with audience setup
- ✔ Daily monitoring and weekly reporting
- ✔ Report on which ads and audiences performed the best
- ✔ HOURS of your time saved so that you can focus on what you do best
- ✔ NO guesswork for you

Here’s what I’ve helped people do:

- Over $2M in trackable sales for my clients in the last 2 years
- 3000 new targeted subscribers to an email list
- 8x return on ads to a new course in 2 weeks
- Sold 54 tickets to a brand new 2-day conference with Facebook ads
- 3,845 Webinar attendees via Facebook ads to a webinar and 300 member purchases

10-ad package $2000

- Smaller campaigns
- 3-5 images and 1 destination

20-ad package $2500

- Smaller campaigns
- 3-5 images and 1 destination

https://www.andreavahl.com/adsmanagement

BONUS
Book by Sept 1:

- Get a 30 minute one-on-one session with me valued at $297

https://www.andreavahl.com/adsmanagement

Thank you!

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