



**FREE Training:  
How to Adjust Your  
Facebook, Instagram,  
and Google Strategy for  
the Changing Economy**



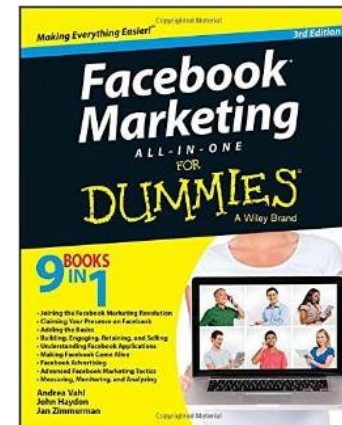
# Today...

- 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**



# **The bad news: Facebook is changing**

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





# Removal of Targeting Terms

Campaigns

Updated today at 9:13 AM



Discard drafts

Review and publish



**We've removed some detailed targeting options**

The changes we've made to detailed targeting have affected some of your ad sets. You should check your ...

[Learn more](#)

[See Affected Ad Sets](#)



1/2



## Audience

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

Create new audience

Use saved audience ▾

⚠ Your saved audience contains interests, behaviors or demographics that are no longer available on our platform. You'll need to edit this saved audience to use this ad set.

### AUS UK US W 25+ - Dog agility plus Naturopathy

#### Excluding Custom Audience:

Lead Events - 180 Days

#### Location:

Australia, United Kingdom, United States

#### Age:

25 - 65+

#### Gender:

Female

#### People who match:

Interests: agility dog or Dog agility

#### And must also match:

Interests: Naturopathy, Wellness (alternative medicine) or Homeopathy

#### Detailed targeting expansion:

Off

#### Try detailed targeting expansion

We recommend turning expansion on since it provides more opportunities for improved performance. If you want to turn it on, you can duplicate your audience and select detailed targeting expansion.

[Duplicate audience](#)

[Learn more](#)

⚠ The size of your saved audience may decrease because it does not include people who have opted out of tracking on iOS 14. Edit your saved audience to see recommended changes.

[Learn More](#)

[Edit](#)

Placements

[Learn more](#)

## Detailed targeting

⚠ Your ad set has been turned off because it contains detailed targeting options that have been discontinued. You'll find suggested alternatives for some highlighted options when you hover over them. You'll need to replace or remove them to turn your ad set back on.

[Remove Highlighted Options](#)

[Learn more](#)

Include people who match ⓘ

[Interests > Additional interests > agility dog](#)

⊖ agility dog

[Interests > Additional interests > Dog agility](#)

Dog agility

Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

and must also match ⓘ

[Interests > Additional interests > Homeopathy](#)

⊖ Homeopathy

[Interests > Additional interests > Naturopathy](#)

⊖ Naturopathy

[Interests > Additional interests > Wellness \(alternative medicine\)](#)

⊖ Wellness (alternative medicine)

Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

# 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

The screenshot displays the Facebook Ads Manager interface for a 'New Leads Campaign'. The left sidebar shows a hierarchy: 'New Leads Campaign' > 'New Leads Ad Set' (highlighted with a red arrow) > 'New Leads Ad'. The main area is titled 'Audience' and includes a 'Create new audience' button. Below this, the 'Custom audiences' section has a search bar. The 'Detailed targeting' section is expanded, showing 'Interests > Additional interests'. A search bar in this section contains 'Social Media Examiner'. Below the search bar, a list of suggestions is shown, including 'Social Media Marketing Manager', 'Sprout Social', 'Social media marketing', 'HubSpot', 'Buffer (application)', 'MailChimp', 'Digital marketing', and 'Gary Vaynerchuk'. A red arrow points to the 'Suggestions' button, and another red arrow points to the 'Social Media Examiner' suggestion. The right sidebar shows performance metrics: 'Performance may be impacted', 'Audience definition', 'Estimated audience size: 1,900,000 - 2,200,000', and 'Estimated daily results' with 'Reach' of 735 - 2.1K and 'Conversions' of < 10. The bottom of the interface has a 'Close' button, a status 'All edits saved', and 'Back' and 'Next' buttons.



# 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

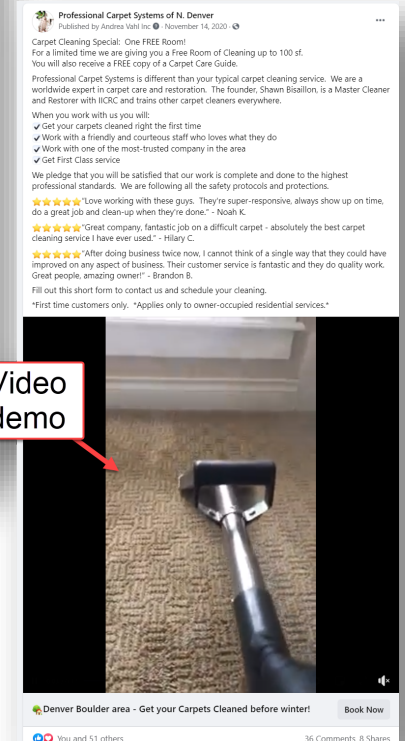
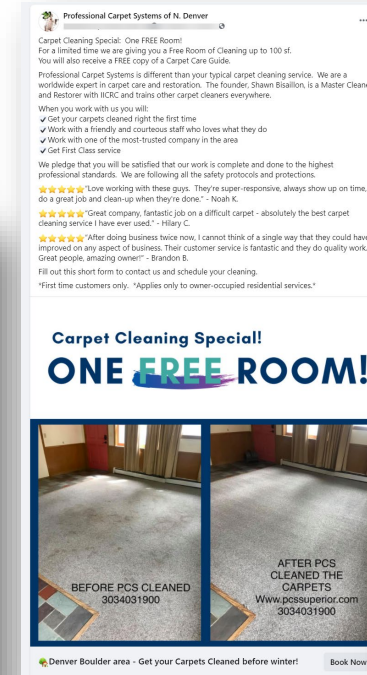
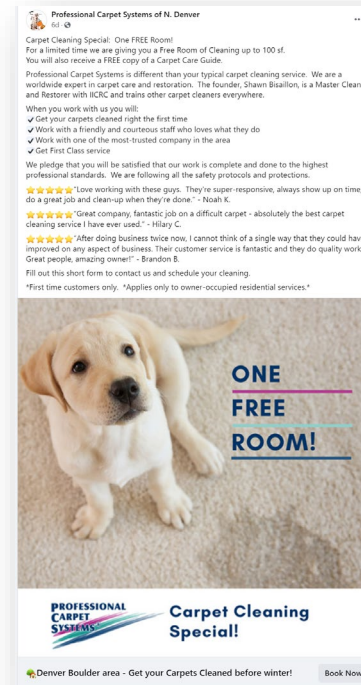
Targeting and Audience

4

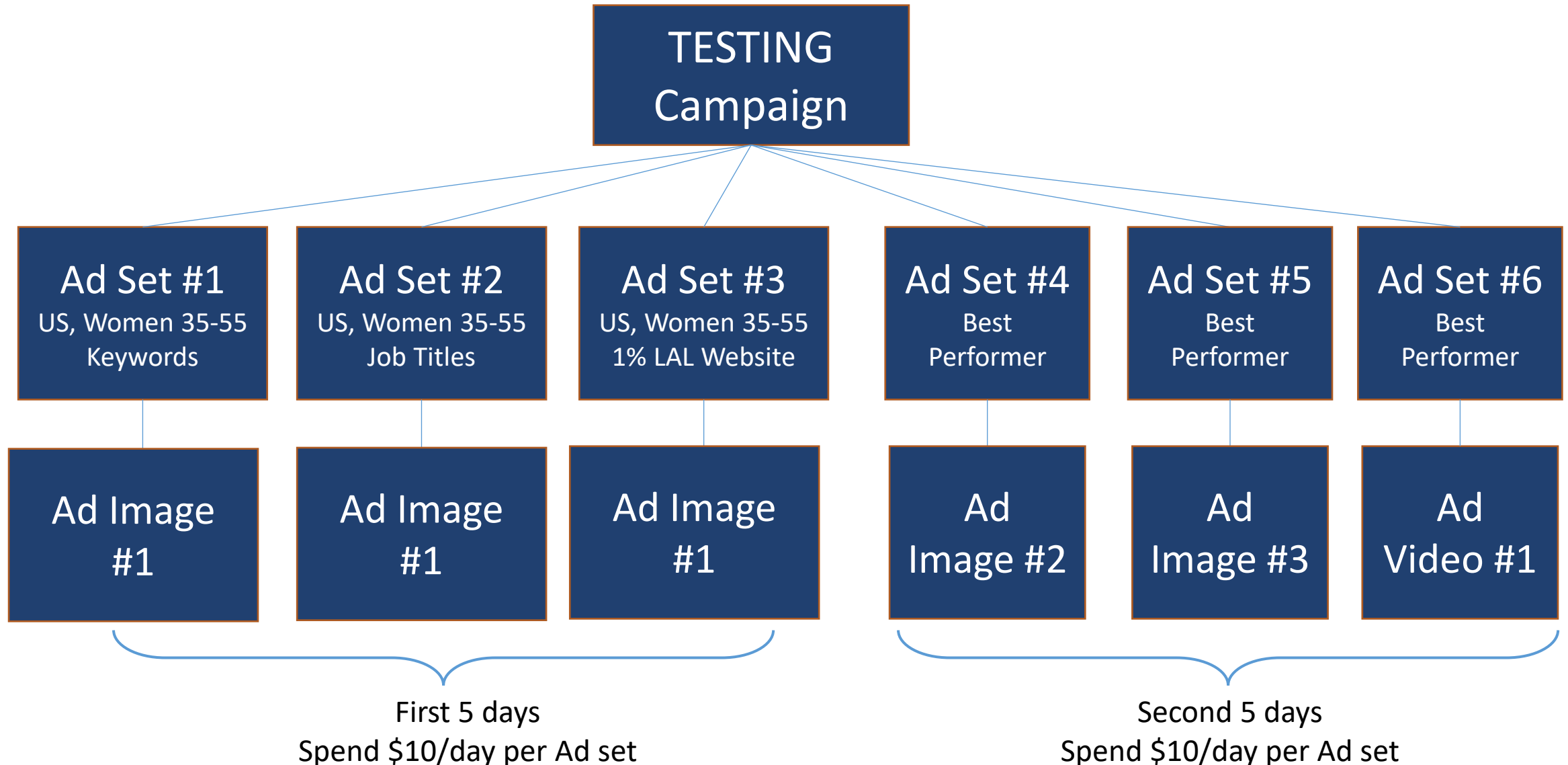
Image

5

Text

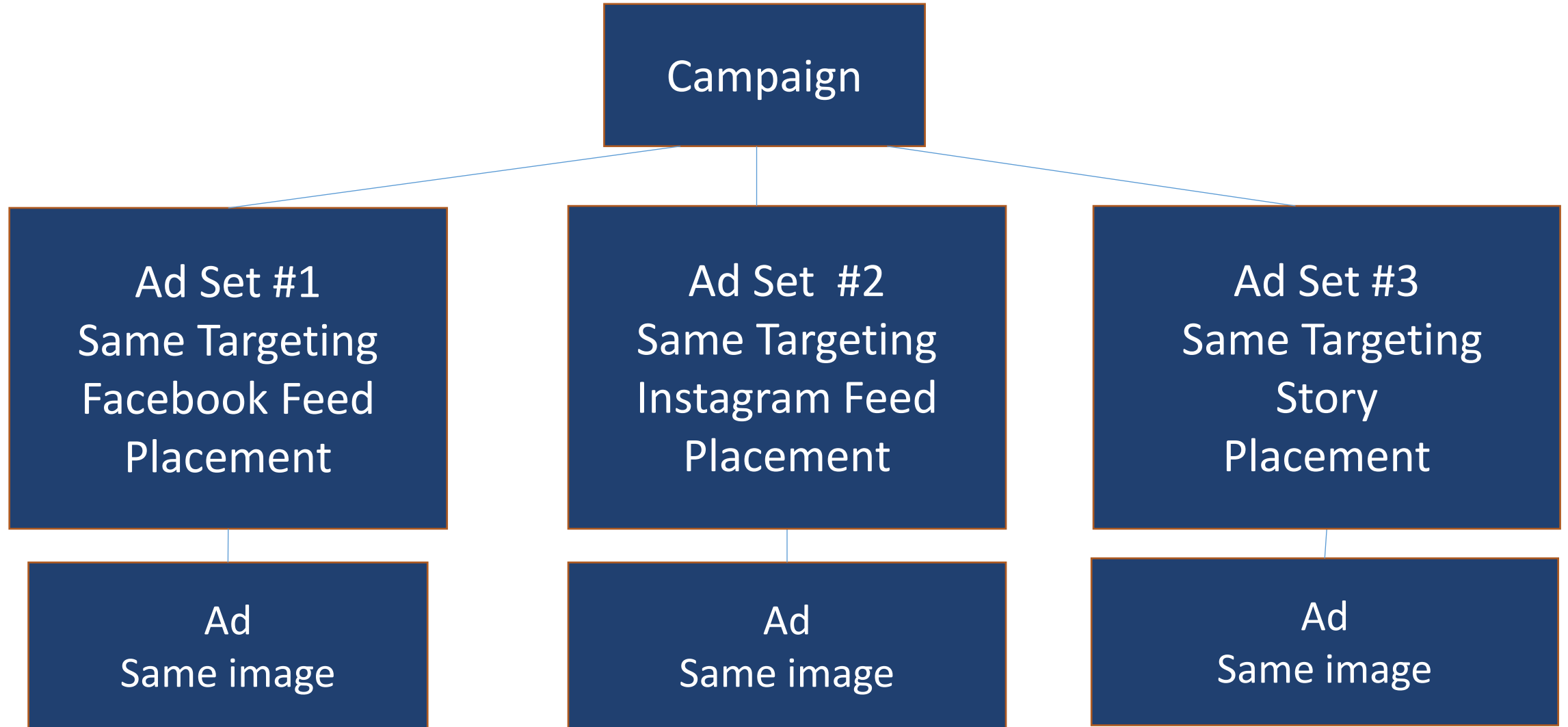


# Split Testing Plan – 10 Day





# Split Testing Placements

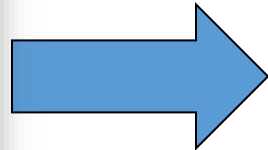
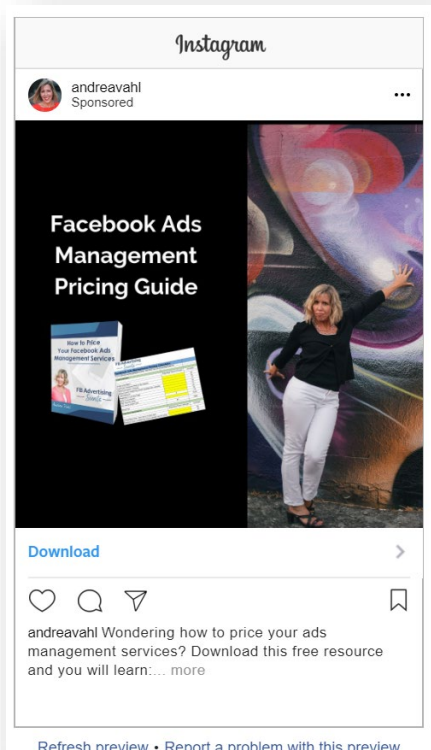


# Watching results and scale

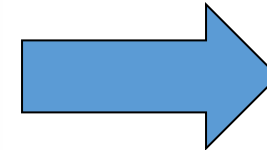
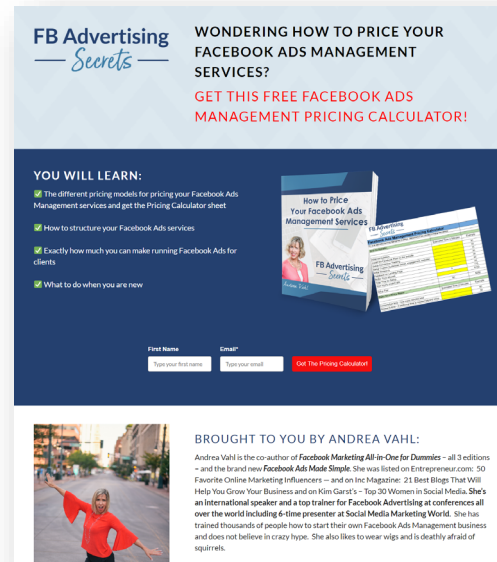
Off / On	Ad Set	Delivery	At sett	Results	Reach	Frequency	Cost per result	Budget
<input checked="" type="checkbox"/>	Retargeting - Abandon Optin Message	● Active	1..	.68 [2] Website C...	3,394	2.49	\$2.14 [2] Per Complete Re...	\$20.00 Daily
<input checked="" type="checkbox"/>	US W 35-55 - Lookalike Complete Registrations	● Active	1..	.147 [2] Website C...	17,889	1.32	\$2.70 [2] Per Complete Re...	\$150.00 Daily
<input checked="" type="checkbox"/>	Retargeting - Video <a href="#">Inspect</a> <a href="#">View charts</a> <a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">Pin</a>	● Active	1..	.127 [2] Website C...	8,185	2.52	\$2.77 [2] Per Complete Re...	\$50.00 Daily
<input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/>	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
<input type="checkbox"/>	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
	<b>Results from 14 ad sets ⓘ</b>		<b>1...</b>	<b>662 [2]</b> Website Co...	<b>62,847</b> People	<b>1.99</b> Per Person	<b>\$3.13 [2]</b> Per Complete Regi...	

# Conversion Ad – Your Website

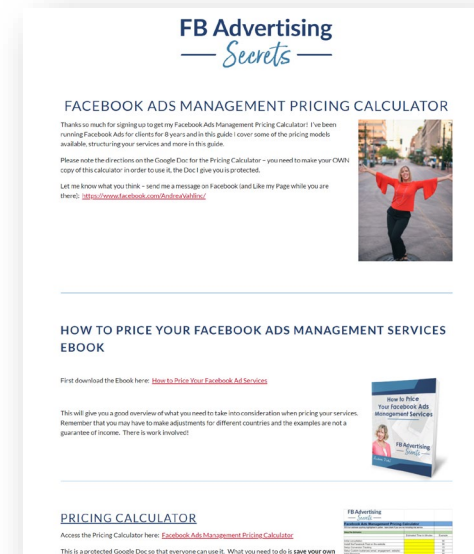
## Ad



## Website



## Thank You Page



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

**Website includes:**  
**Facebook Ad Pixel (PageView)**



# Lead Generation Ad – All ON Facebook

## Ad


**Fred Astaire Dance Studios - Bloomfield Hills**  
Published by ... · June 20 ·

Bloomfield Hills: Grab This Special Introductory Offer!  
Join us for a 7-Day Dance Challenge for only \$75  
Bring your partner, friend or come solo and get a chance to dance one on one with our talented instructors!

Try something new and have fun. Treat yourself to the joy of dancing!

Our certified Instructors and unique teaching method help you learn & retain more, faster – regardless of your age, dancing skills or physical abilities. Step inside, and discover a warm, welcoming & 100% non-judgmental community that will inspire you to reach new heights, feel and look confident, and have fun doing it. New Students only.

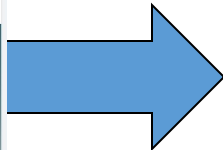
Fill out your information and we will schedule your special deal. Sign Up Today!



Summer  
**DANCE SPECIAL**  
LIMITED TIME OFFER


Summer Dancing Special - Limited Time Offer Sign up

21 3 Comments



## Lead form popup

Fred Astaire Dance Studios - Bloomfield Hills



**Bloomfield Hills Special - Swing Into Summer - \$75**


Limited time offer!

Come by yourself or with a dance partner (we teach lessons either way)!

Our certified Instructors and unique teaching method help you learn & retain more, faster – regardless of your age, dancing skills or physical abilities. Step inside, and discover a warm, welcoming & 100% non-judgmental community that will inspire you to reach new heights, feel and look confident, and have fun doing it.

New Students only. Treat yourself to the joy of dancing!

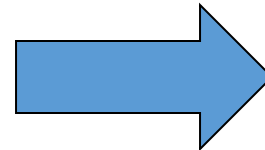
**Fill out your information and we will schedule your FREE session.**

Email 

Full name


US+1 Phone number

Next



## Can Redirect to a website

**FRED ASTAIRE DANCE STUDIOS.**



*Start Dancing!*

Start dancing today at Fred Astaire Dance Studios. Whether you are a beginner or looking to dance competitively, dance lessons at Fred Astaire Studios will be perfect for you. We have dance instructors that will be able to help you achieve your goals.



# 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...

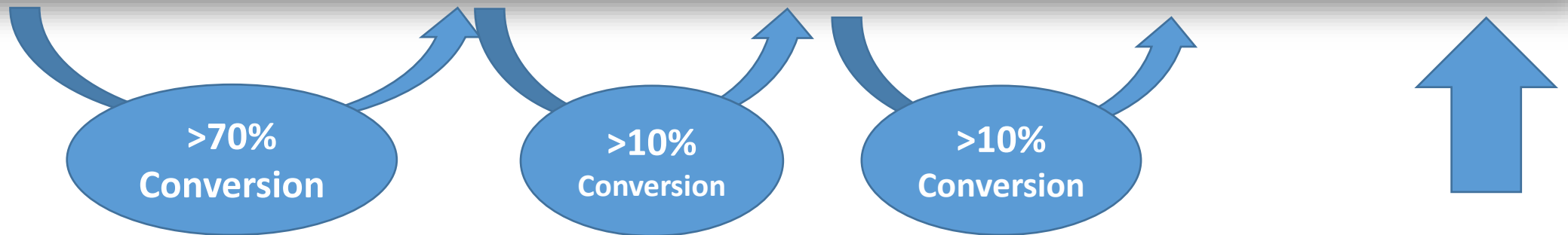
- Budget \$10-25/day per Ad Set
- Run the ad for 3-5 days
- Watch:
  - Cost per Result
  - Click thru Rate (link CTR better than 1%)
- Split test your ads
- Continue running the ads that are getting results and turn off the ads that aren't

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]
<b>\$14.70</b> Per 1,000 Impres...	<b>40,280</b> Total	<b>\$0.62</b> Per Action	<b>2.36%</b> Per Impressions	<b>24,099 [2]</b> Total	<b>\$1.04 [2]</b> Per Action	<b>1,530 [2]</b> Total	<b>\$16.42 [2]</b> Per Action	<b>789 [2]</b> Total	<b>\$95,358.46 [2]</b> Total	<b>3.80 [2]</b> 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 executed 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!**  
**Connect with me**  
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**Top 10 Blog Posts**  
**[www.andreavahl.com/top10](http://www.andreavahl.com/top10)**

