

Andrea Vahl's

**Facebook
Advertising
Workbook**



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Introduction



I want to give you a little background about me and how I came to write this guide. I started using social media 7 years ago to promote my own businesses. I started helping friends and entrepreneurs get on board with Facebook and Twitter and watched as they increased their sales. I wanted to help more people increase their business with social media and I decided to do some online social media tutorials.

But I wanted to be a little different. I blended my improvisational comedy background with social media to create Grandma Mary, a Social Media Edutainer. It has been a fun and wild ride and I have loved every minute of it.

I have successfully use Facebook Advertising to grow my business and have helped many businesses design and execute their own successful campaigns. I've spent 10's of thousands of dollars in Facebook ad campaigns. This workbook will help you design your own successful ad campaign and you won't even have to spend that much! And Grandma had to put her two cents in every once in awhile. She likes to spice things up a little.

Grandma Mary says:
Make it spicy!



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Facebook Ad Process Overview

Before we dive into the nitty-gritty, here is the checklist of what you will be doing to create, design, and measure your ad campaign. Use this checklist to make sure you have done everything you need along the way.

- **Set the Goal of Your Campaign**
- **Do Your Research**
- **Set up Your Split Testing**
- **Write Your Ads**
- **Set Your Targeting**
- **Set the Budget**
- **Measure and Analyze**

Grandma Mary says:
Do your homework!



Set Your Goal

Everyone needs a plan. Especially if you are going to be spending money. What does a successful Facebook Ad campaign look like to you? Is it realistic to say you want to sell a bazillion of your widgets on a \$50 ad campaign. Of course not. But what is realistic? Sometimes that is very industry-specific and is hard to generalize. If you are selling puppy pictures to dog lovers you will probably get cheaper clicks than an insurance agent.

But there are some generalizations we can make as far as what ads perform best. Depending on your budget, you may want to set your goals accordingly so that you get the biggest bang for your buck.

Typically there are four main goals with Facebook Ads:

- Sales – Could be for a product or for an event
- Lead Generation – Sending someone to a page where they either give you an e-mail or phone number.
- Likes – Growing your Facebook Audience
- Engagement – Re-connecting with your current Facebook audience

These goals can vary in difficulty and thus affect your click-price and ad spend. Typically the straight sale is most difficult with a Facebook Ad unless you are advertising to your current audience. People aren't always looking to buy something when they are browsing through Facebook.

In my experience the following chart shows the level of difficulty of each of these goals.



Some of these points may be swapped depending on your niche and your offering.

I have found that the best way to get sales from Facebook is more indirect - get people on your e-mail list first so that you can connect with them, add value and let them get to know you, then sell your products later.

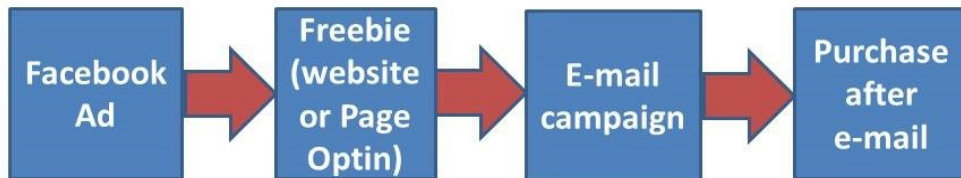
The problem with sending people straight to a sales page is that if they don't buy, they are gone forever. Find a way to spend your money to gain connections either on Facebook or on your e-mail list.

Facebook Advertising Models

Model #1



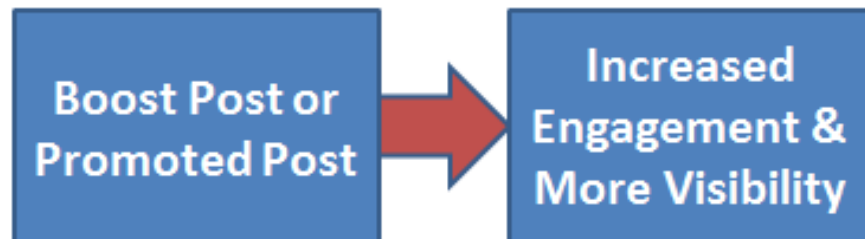
Model #2



Model #3

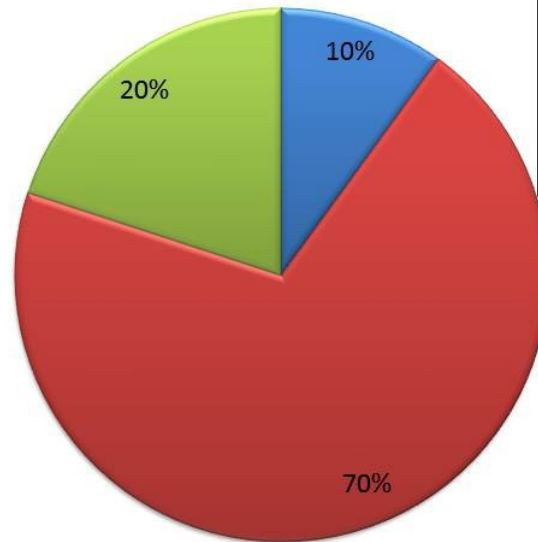


Model #4 - Pay to Play



Facebook Ad Budget Allocation

■ Get Likes ■ Get Optins ■ Boost Posts



Example:

Monthly Budget = \$50

\$35 – Drive to Optin

\$10 – Boost Post

\$5 – New Likes

These days with the changes in the Facebook News Feed Algorithm, you have to use Model 4 from time to time. But you should be using most of your budget in Model 3 in my opinion.

Facebook Ad Selector

Use this chart to select the type of ad you might run based on your goals.

New Likes	<ul style="list-style-type: none"> • Page Likes • Promoted Post or Boost Post – Target by Interests
Engagement – Current Fans	<ul style="list-style-type: none"> • Boost Post– Target Fans + Friends • Promoted Post – Target Fans
Convert E-mail Subscribers to Fans	<ul style="list-style-type: none"> • Page Likes – use Custom Audience • Contest with a Like Gate (Like Gate going away)
Increase E-mail Subscribers	<ul style="list-style-type: none"> • Website Conversions • Unpublished Post (longer text) – Power Editor only • Website Clicks to Optin • Facebook Offer
Event Promotion	<ul style="list-style-type: none"> • Facebook Event ad (shows in sidebar only) • Website Conversion
Sales	<ul style="list-style-type: none"> • Website Conversions • Facebook Offer if on sale for a limited Time • Promoted Post or Unpublished Post

Do some high-level planning of how you think your campaign will perform. This is a step that most advertisers do not do but will improve your results over time in a BIG way. You will have a record of your performance and be able to better predict your outcomes.

In the worksheet on the following page you will see a place to list the **Goal of your Campaign**. That Goal will be one from the Ad Selector on the previous Page. Make sure you know how you are going to measure the Key Performance Indicator (KPI) of the campaign. In some cases it will be easy because Facebook tracks it for you – new Likes or Engagement. But if it's Sales, make sure you have tracking in place.

Then from the Selector Table, choose the **Ad type**. In some cases there may be several Ad types that will achieve your goal. This might be something you split test.

Choose your **Ad Budget** for this campaign based on a subset of your marketing budget and your goals for this particular campaign. Then estimate your click price. Typical click prices will generally range between \$0.25 - \$2 But as you advertise more, you will get a better feel for where this price will rest with your niche and goals.

Conversions will range depending on where you are sending people. Typically I've seen conversion ranges for Likes of between 50-100%. Other goals can vary in conversion and you will have to do testing in your niche to see how your ads perform.

Exercise:

Map out your Campaign Goals and Estimates

Campaign Goal	Ad Type	Ad budget	Click Estimate	Conversion Estimate

****Your Click Estimate and Conversion Estimates may need to wait until you have had a little experience with how your Ads perform on Facebook. As a guide, start with an estimate that I have seen true for a variety of niches (shown on next page)**

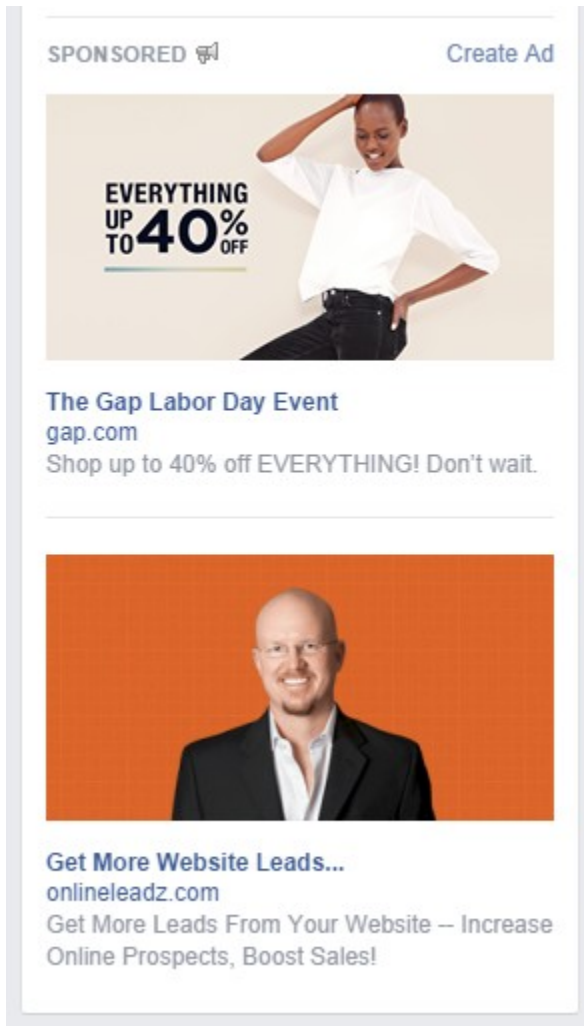
Typical Results – Click prices

- Cost per click – Engagement: \$0.10 - \$1
- Cost per Like - \$0.25 – \$1.50
- Cost per click – Web clicks: \$0.50 - \$2
- Cost per optin - \$0.50 - \$5
- Cost per sale – varies widely



Do Your Research

There isn't a good place to see what ads are being displayed right now, there used to be an Ads board that you can check.



Your best bet is to watch what ads are attracting your eye in your News Feed and in the sidebar.

Remember that the ads you see are ads that are served to your demographic only, you won't see all the ads that are currently on Facebook.

Do some research on your current demographics in Facebook. Check your Insights. But also use the Ads area as a research tool by testing what Likes and Interests your current audience has.

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Choose Your Audience [Learn More About Targeting](#)

Location: [?]

☒ Country
☐ State/Province
☐ City
☐ Zip Code

Age: [?] - ☐ Require exact age match [?]

Gender: [?] ☐ All
☐ Men
☒ Women

Precise Interests: [?]

Suggested Likes and Interests:

<input type="checkbox"/> #Black Friday (shopping) Audience: 7,200,000	<input type="checkbox"/> #Buy Nothing Day Audience: 16,000
<input type="checkbox"/> #Startup company Audience: 3,600,000	<input type="checkbox"/> #Work at home parent Audience: 442,000
<input type="checkbox"/> Soccer Saturday Super 6	<input type="checkbox"/> #Home business Audience: 597,000
<input type="checkbox"/> entrepreneur magazine	<input type="checkbox"/> #Business broker Audience: 29,000
<input type="checkbox"/> #Business plan Audience: 1,000,000	<input type="checkbox"/> #Subsidiary Audience: 268,000
<input type="checkbox"/> red mango	<input type="checkbox"/> #National Federation of Independent Business Audience: 296,000

Broad Categories: [?]

<input type="checkbox"/> Mobile Users (All)	<input type="checkbox"/> Console Gaming
<input type="checkbox"/> Mobile Users (Android)	<input type="checkbox"/> Cooking
<input type="checkbox"/> Mobile Users (iOS)	<input type="checkbox"/> Dancing
<input type="checkbox"/> Mobile Users (Other OS)	<input type="checkbox"/> DIY/Crafts
<input type="checkbox"/> Movie/Film	<input type="checkbox"/> Event Planning
<input type="checkbox"/> Music	<input type="checkbox"/> Fast Food Diners/QSR
<input type="checkbox"/> Retail/Shopping	<input type="checkbox"/> Food & Dining
<input type="checkbox"/> Sports	<input type="checkbox"/> Frequent Casual Diner
<input type="checkbox"/> Travel	<input type="checkbox"/> Gaming (Social/Online)

Custom Audiences: [?]

<input type="checkbox"/> Quick Start Guide newsletter opt-in list	<input type="checkbox"/> SM Success optin
<input type="checkbox"/> Aweber1	<input type="checkbox"/> Aweber1_Lookalike_US_Similarity
<input type="checkbox"/> Aweber1_Lookalike_US_Reach	

Connections: [?] ☐ Anyone
☒ Only people connected to Grandma Mary - Social Media Edutainer
☐ Only people not connected to Grandma Mary - Social Media Edutainer
☐ Advanced connection targeting

Audience

940 people

- who live in the United States
- age 30 and older
- who are female
- who like #Small business, #Entrepreneur or #Small Business Saturday
- who are connected to Grandma Mary - Social Media Edutainer

See what interests your current audience likes by choosing your Connections and adding keywords

For example, I find that when I select my Page in the Connections, and choose topics such as Small Business, Entrepreneur, and Small Business Saturday in the Precise interests, I have a large percentage of my audience who have those interests. Therefore, I know those are good target words for me to use in future campaigns.

But they have to relate to your business. Maybe all of your audience likes Bacon, but it would be a bad target word for me because my business has nothing to do with Bacon.

Graph Search

The other thing you want to do is to use the Graph Search to find other Pages to target or Interests to target. Here's a good reference post on that:

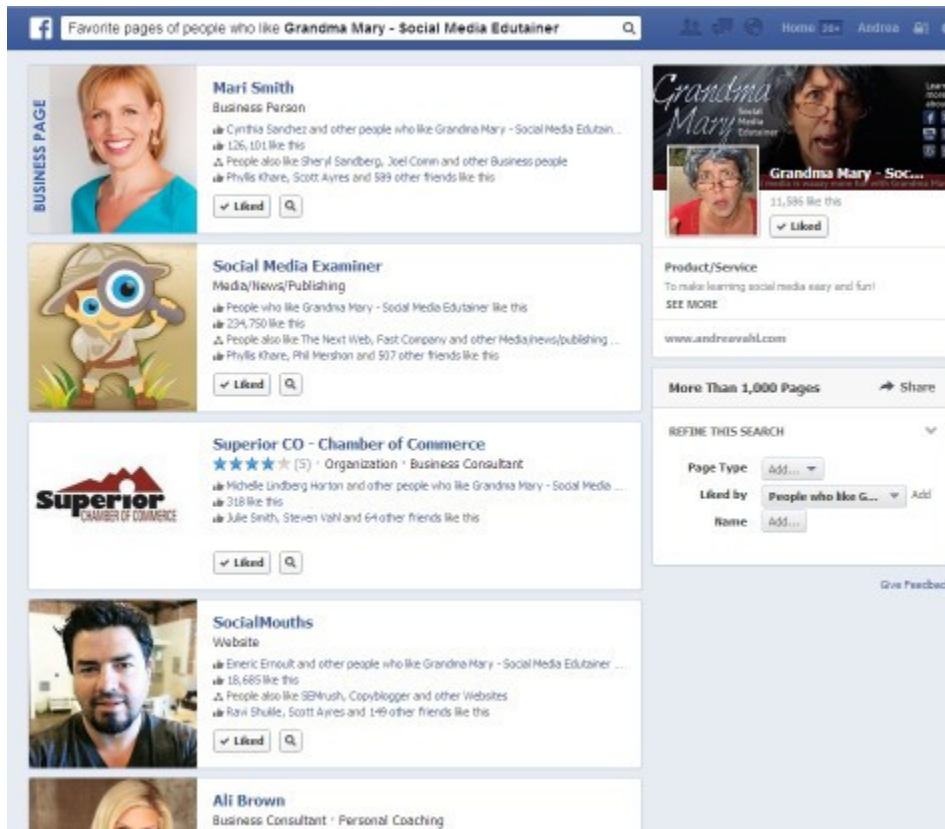
<http://www.andreavahl.com/facebook/3-interesting-uses-of-facebook-graph-search.php>

Start by typing in Favorite Pages of people who Like (your page name) into the Search bar.



When you select that search, you will see a list of Pages. Again, you want to choose the Page names that most relate to your business. Many people might like Home Depot but it doesn't make sense to target their Fans unless you are also in the home improvement business.

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You can also use “Favorite Interests of people who like (your Page name)” as well to see what might come up there. Again this might not be relevant but it's good to know.

FACEBOOK ADVERTISING WORKBOOK

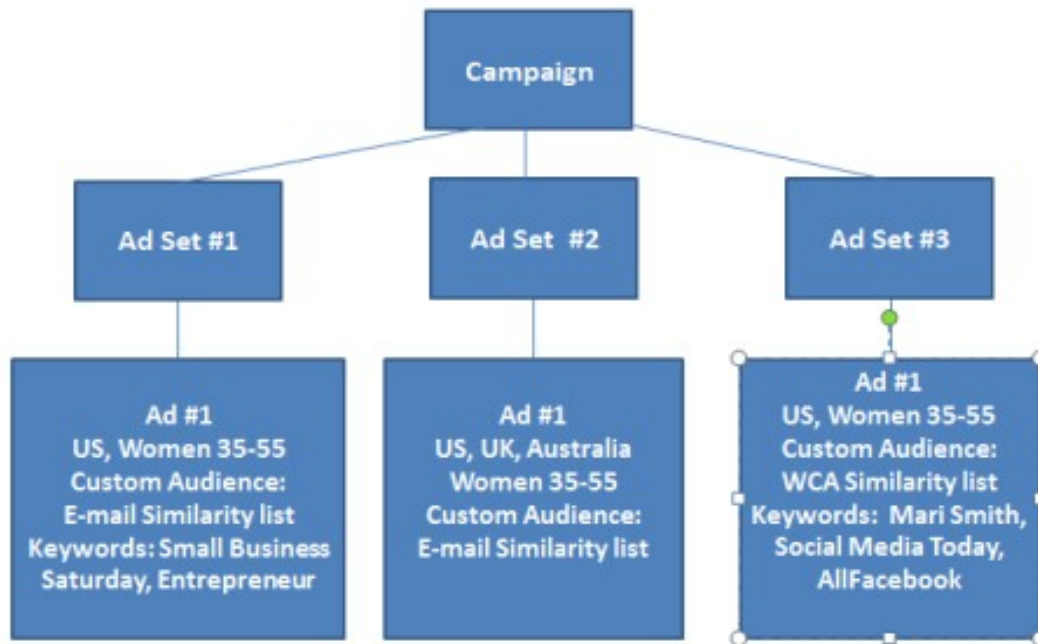


Keep in mind as you gather target words for your ads that not all of them are available to target. Some of the Page names do come up as an available target keyword and others don't.

Exercise

List your Precise Interests you will target for your perfect profile

Set up Your Split Testing



Have each campaign be around a certain goal. So if the goal is Page Likes, set up different ads that will test different aspects – only vary one thing at a time. The goal (website conversions, website clicks, Page Likes) is set at the Campaign level so each ad and Ad Set underneath that campaign should all be the same goal.

You can split test as many different as you like but keep your budget in mind.

- Title
- Body
- Image
- Targeting
- Ad Format (if several types of ads may work – ie. Unpublished Post vs. Website Clicks)
- Bidding model – oCPM vs CPC

Get your Targeting tested first to make sure it's performing well then test the other aspects of the ad.

Ad schedules are controlled at the Ad Set level. So I typically have 1 ad under each Ad Set so that I can control when each ad is turned on and off automatically.

Exercise:

Map out your Campaign with at least 2 ads to split test.

Mouse over the **red triangle in the corner** of the top of each column to get more information about each field. The fields match up with the ones in the Ads area, so you should recognize most things.

[illegible]

The Title of the ad is limited to 25 characters and the Body is limited to 90 characters. The spreadsheets have a sample line that shows the character limits.

Headlines can have each word capitalized but that's about as crazy as you can get. They have to have good grammar and can't include abbreviations or shortened words like Gr8.

Exercise

Fill out your ads in the Templates in the Bonus Section.

Set Your Targeting

Based on the research you have already done, set your targeting. Keep the Audience size to 200,000 or more so you can get some traction with the clicks. Keep adding Interests to expand your audience.

You can add specific Page names in the Interests to target the fans of those Pages. Not all Page names are available (it's hit and miss).

AUDIENCE Help: Choose Your Audience

Create Custom Audiences before you can add them here

Custom Audiences ⓘ

Lookalike

Aweber1_Lookalike_US_Similarity

Choose a Custom Audience

Create New Custom Audience...

Locations ⓘ

United States

All United States

Add a country, state/province, city or ZIP

Age ⓘ

35 - 55

Gender ⓘ

All Men **Women**

Languages ⓘ

Enter a language...

More Demographics ▾

Interests ⓘ

Additional Interests

allfacebookcom

mari smith

social media today

Search interests | Suggestions | Browse

Audience Definition

Your audience is defined.

Specific Broad

Audience Details:

- Category: custom audience
- Aweber1_Lookalike_US_Similarity
- Location: United States
- Age: 35 - 55
- Gender: female
- Interests: social media today, mari smith or allfacebookcom

Potential Reach: 36,000 people

Enter Facebook Page names in Interest to target people who Like those Pages. Not all Pages are available

Exercise

Use the Audience area in Facebook to experiment with different targets.

Set Your Budget

You've also already set up your overall budget for the entire campaign. If you are split testing your ad, I like to try at least \$20 to test the ad. \$10 can work if you are on a tighter budget.

Another good rule of thumb is to use **10-20% of your overall campaign budget for your split testing budget.**

You can use the Facebook Optimized bid or switch to the advanced bidding model to bid for yourself. I have found that the Facebook optimized bids are not a bad way to go, but if you want more control and have a larger budget to do some experimenting, then use the Optimize for Clicks option and switch to manual mode.

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Campaign and Ad Set

Campaign ⓘ Social Media Manager School - Conversions [Change Campaign](#)

Ad Set ⓘ ☒ Create new Ad Set
☐ Use existing Ad Set

Ad Set Name ⓘ

Budget ⓘ

Schedule ⓘ ☒ Run my ad set continuously starting to
☐ Set a start and end date

Title your Campaigns and Ad Sets with meaningful titles related to the split test goals

Bidding and Pricing

Bidding ⓘ

For most advertisers, optimizing for your objective usually performs better. [Switch back](#).

Pricing ⓘ You will be charged every time someone clicks on your ad.

☐ Automatically optimize your bid to get more clicks

☒ Manually set your maximum bid for clicks (CPC)

max. bid per click

ⓘ

[Place Order](#) [Review Order](#) [Questions about creating your ads?](#)

Switch to Manual mode to get an idea of click price

One ninja tactic is to choose the bid price for your CPC campaign and if you are performing well, adjust the bid downward during the campaign and that will drive the price you pay down. But be careful with this tactic so that your ads are still within the overall range of the minimum suggested bid price or they won't be shown at all.

Measure and Analyze

Facebook now has better insights to show you in the ads dashboard how your ads are converting. You can now see the Cost per Page Like.

Clicks ?	Click-Through Rate ?	Avg. Price ?	Total Spent ?	Cost per Page Like ?
87	1.716%	\$5.86 Optimized CPM	\$29.70	\$0.55
21	0.125%	\$0.64 Optimized CPM	\$10.83	\$0.90

Make sure you are also digging into the Ads stats deeper by clicking on the name of the ad to get a better view of the performance.

Performance

Actions ▼

44 Total Actions?

25 Page Likes?

5 Link Clicks?

9 Page Photo Views?

5 Other Actions?

[See full actions report](#)

FACEBOOK ADVERTISING WORKBOOK

You can also see a deeper view of your stats by going into the Reports on the left side of the Page. In that case I recommend Editing the columns to show you things like the Cost per Website Click or Cost per Conversion (not shown by default)

The screenshot shows the Facebook Ads Reporting interface. On the left is a sidebar with navigation options like 'Create an Ad', 'Campaigns & Ads', 'Pages', 'Reports', 'Settings', 'Billing', 'Conversion Tracking', 'Power Editor', and 'Audiences'. The 'Reports' section is highlighted with a red arrow. The main area is titled 'Facebook Ads Reporting' and shows a report for 'General Metrics: last 7 days'. Above the report table are buttons for 'Edit Columns', 'Add Filters', 'Schedule', 'Save', 'Share', and 'Export'. A red arrow points to the 'Edit Columns' button with the label 'Edit Columns'. Another red arrow points to the 'Dates' dropdown menu (set to 'Last 7 days') with the label 'Change the Date Range'. The report table displays columns: Start Date, End Date, Campaign, Reach, Frequency, Impressions, Clicks, Unique Clicks, Click-Through Rate (CTR), and Unique Click-Through. The table contains data for several campaigns from February 19, 2014, to February 25, 2014.

The 'Edit Columns' dialog box is shown. It instructs the user to 'Use the columns sets, metrics and dimensions to show the ads data most important to you.' The dialog is divided into two main sections: 'Column Sets' on the left and a list of 'Dimensions' and 'Metrics' on the right. Under 'Column Sets', 'General' is selected. In the 'Dimensions' list, 'Cost per Action' is highlighted with a red arrow. In the 'Metrics' list, 'Facebook Page' is selected. Below the lists, there is a section for 'Cost per Offer Claim' with a description: 'The average cost for each offer claim as a result of your ad.' At the bottom right, there are 'Save Columns' and 'Cancel' buttons.

Exercise

Run a report on your Ad metrics by following these steps.

1. Go to the Facebook Ads Manager
(www.facebook.com/ads/manage)
2. Select Reports on the left sidebar
3. Change the date range on the right side.
4. Click Edit Columns
5. Select Actions and check the actions you are focusing on.
6. Select Cost per Action and choose the cost per action you want to focus on.
7. Select Save Columns and view your report.
8. Export it to a .xls file if you would like to modify it for yourself or a client.

Best Practices

These best practices are to be used as guidelines for what I have seen work well. Know that each niche can be a little different so you have to test what works best for you. Facebook Advertising is constantly changing so make sure you are up on the latest ways to advertise and market with Facebook.

Split Testing

- Determine your best performing demographic first by using the same ad then after determining the best demographic, then split test the Title, Body, and photo.
- Stop ads that are under-performing
- Create a new ad (Use Create Similar Ad) rather than tweak your existing ad
- Split test ads that have overlapping demographics consecutively

Images

- Images must contain less than 20% text on them. Use the Text Overlay tool to measure this: https://www.facebook.com/ads/tools/text_overlay
- Even if you are Boosting a post with a web link the image that is pulled in from the website will be measured for text. You can swap the image out when you post the link originally.
- Ideal image size for the News Feed is 1200 pixels by 627 pixels but can also be sized 600 pixels by 315 pixels
- Images with the same blue background color as Facebook's blue may not get as good a click rate. Use a more contrasting color.

Targeting

Typically the Interests have performed better for me rather than the “More Categories”

- You can create a Custom Audience in the Power Editor and use the Custom Audience from the regular Ads Manager area (covered in the Power Editor section of the course)
- Target other similar Page's audiences by typing in the name of the Page to the Precise Interests area. Not all Pages will be listed but large ones usually are.

Bidding

- Using the default bidding method is fine (Facebook optimized and they use the CPM model)
- Bid high or at a minimum in the middle of the bid range if you do manual bidding
- Adjust the bid price if the ad stops showing (no more impressions)
- If your ad performs well and you are bidding manually, you can try and start to lower the bid price (advanced tactic that works better with high budgets)
- If your ad is not using up the budget for the ad, you may need to increase the size of the target audience

Interpreting Data

• It's hard to give rules of thumb because every industry is different but in general for ads in the Right Column:

CTR 0.07% is good
CTR 0.10 % is better
CTR above is best

- Ads in the News Feed:

CTR 1.0% is good
CTR 2.0% is better
CTR above that is awesome

- You will get better CTRs and click-prices from ads that appear in the News Feed and those ads will also appear on mobile devices as well. You will have to monitor comments on your ads that go into the News Feed and a Facebook Page has to “sponsor” the News Feed ad (so the Page name will appear as if it were posting the ad).
- If your ad is getting lot of clicks but you aren't getting the actions you want (signups, Likes, or sales) stop the ad.

References

Just in case you missed the replay to the original webinar, here it is:

Maximizing Facebook Ads on a Budget:

<http://www.andreavahl.com/facebookadsreplay>

All of my Facebook Advertising Posts:

<http://www.andreavahl.com/facebook-advertising>

Advertising Terms

<http://www.andreavahl.com/facebook-advertising/complete-list-of-facebook-advertising-terms-infographic.php>

Marketing Budget

9 Popular Ways to Determine Your Marketing Budget:

<http://www.smallfuel.com/blog/entry/popular-ways-to-determineyour-marketing-budget/>

- How to Calculate the Value of a Like:

http://blogs.hbr.org/cs/2012/11/how_to_calculate_the_value_of.html

- How to Set Your Facebook Ads Budget

<http://www.andreavahl.com/facebook/how-to-set-your-facebook-adsbudget.php>

Setting Up Facebook Ads

- 4 Facebook Ad Tips to Maximize your Facebook Campaigns:

<http://www.andreavahl.com/facebook-advertising/4-facebook-ad-tipsto-maximize-your-facebook-campaigns.php>

- 6 Tips to Improve your Facebook Advertising Results:

<http://www.socialmediaexaminer.com/facebook-ad-results/>

- How to Select the Right Ad to Match Your Goal

<http://www.andreavahl.com/facebook/how-to-select-the-rightfacebook-ad-to-match-your-goal.php>

Power Editor

- How to Create an Ad Using the Facebook Power Editor

<http://www.andreavahl.com/facebook-advertising/how-to-create-afacebook-ad-using-the-power-editor.php>

- How To Analyze your Email Newsletter List with the Facebook Power Editor:

<http://www.andreavahl.com/facebook-advertising/how-toanalyze-your-email-newsletter-list-with-the-facebook-powereditor.php>

When you need to use the Power Editor and when you don't

<http://www.andreavahl.com/facebook/when-you-need-to-use-facebook-power-editor-and-when-you-dont.php>

Specific Types of Ads

How to Use Conversion Pixels in your Facebook Ads

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

Boosted Post or Promoted Post – Which is Better?

<http://www.andreavahl.com/facebook/boost-posts-or-promoted-posts-on-facebook-which-is-better.php>