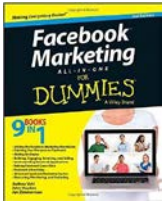
Facebook Ads: The Power of Ads to Grow Sales!

Andrea Vahl

ABOUT ME



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

Community Manager for Social Media Examiner

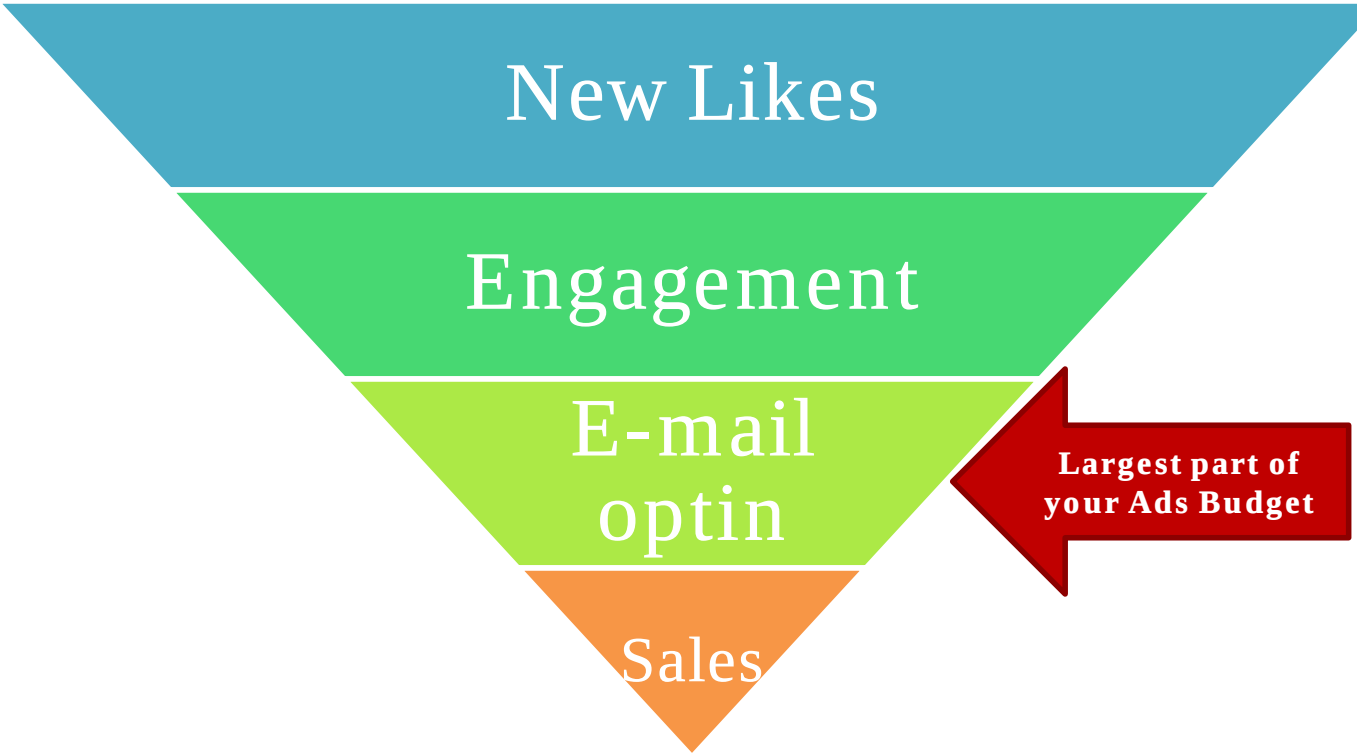
Grandma Mary @GrandmaMaryShow

Andrea Vahl @AndreaVahl

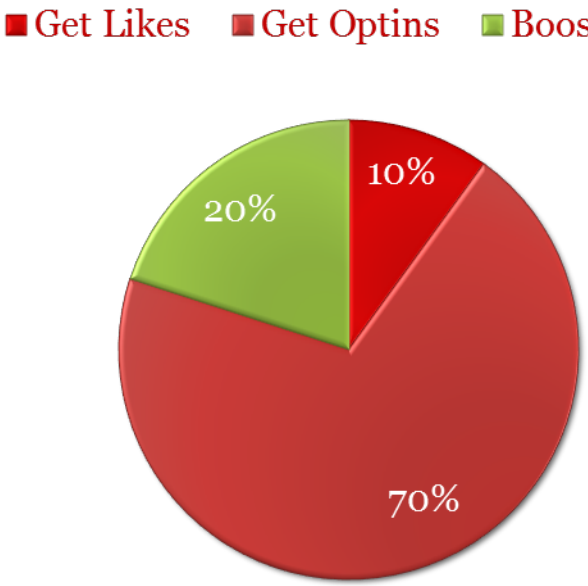
Today

- Which Ads Work
- Setting up Your Ad
- Split Testing Your Ads
- Measuring and Reports
- Case Studies

Do Facebook Ads Work?


New Likes
Engagement
E-mail optin
Sales
Largest part of your Ads Budget

Facebook Ad Budget Allocation



Monthly Budget = $50

$35 – Drive to Optin
$10 – Boost Post
$5 – New Likes

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
On	Go Direct tablet image	Not Delivering Ad Set is Off	825 Post Engagements	$0.41 Per Post Engagement	32,075	1.40	1,096	2.433%	$0.00	$339.70	Auto Optimized CPM	$7.54 Optimized CPM

Creative Edit

Author Marketing Club
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I'm giving away a completely FREE training manifesto all about creating 1,000's of true fans and going direct by cutting out the middlemen and avoiding the gatekeepers.

Are you an author, or blogger, or musician, or comedian or any type of content creator who struggles to find fame and reach new audiences? This book will show you the new model for success.

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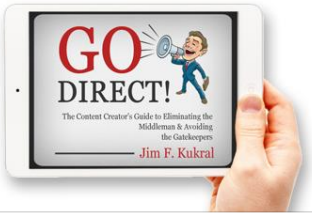

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Bidding Edit

Bidding
Bid for Page post engagement

Pricing
Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting Edit

Potential Audience for this ad: 1,080,000 people

Category
custom audience AMC emails 12-30-13_Lookalike_US_Similarity

Location
United States

Age
25 and older

Interests
Artist, Songwriter, Musician or Writer

Placements
on News Feed on desktop computers and mobile devices

Performance

Actions Clicks CTR Impressions

919 Total Actions

627 Website Clicks

154 Post Likes

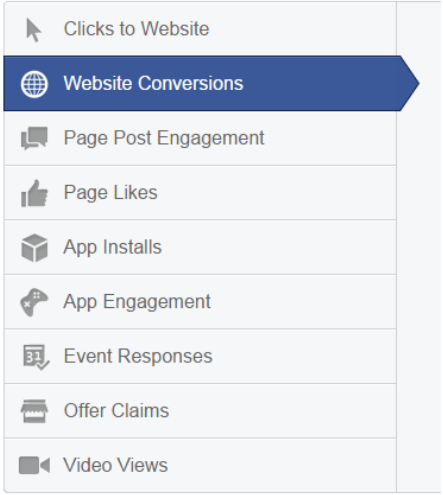
70 Page Likes

68 Other Actions

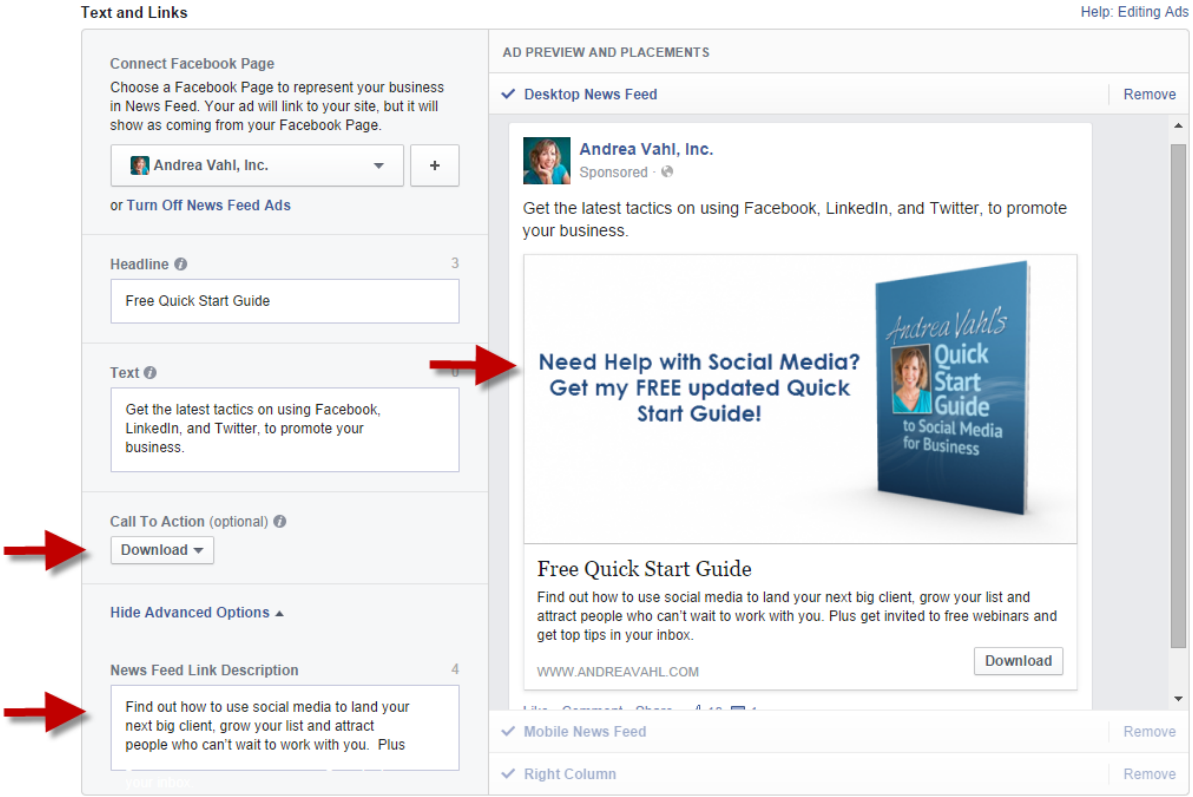
See full actions report

Which Ads Work for Opt Ins

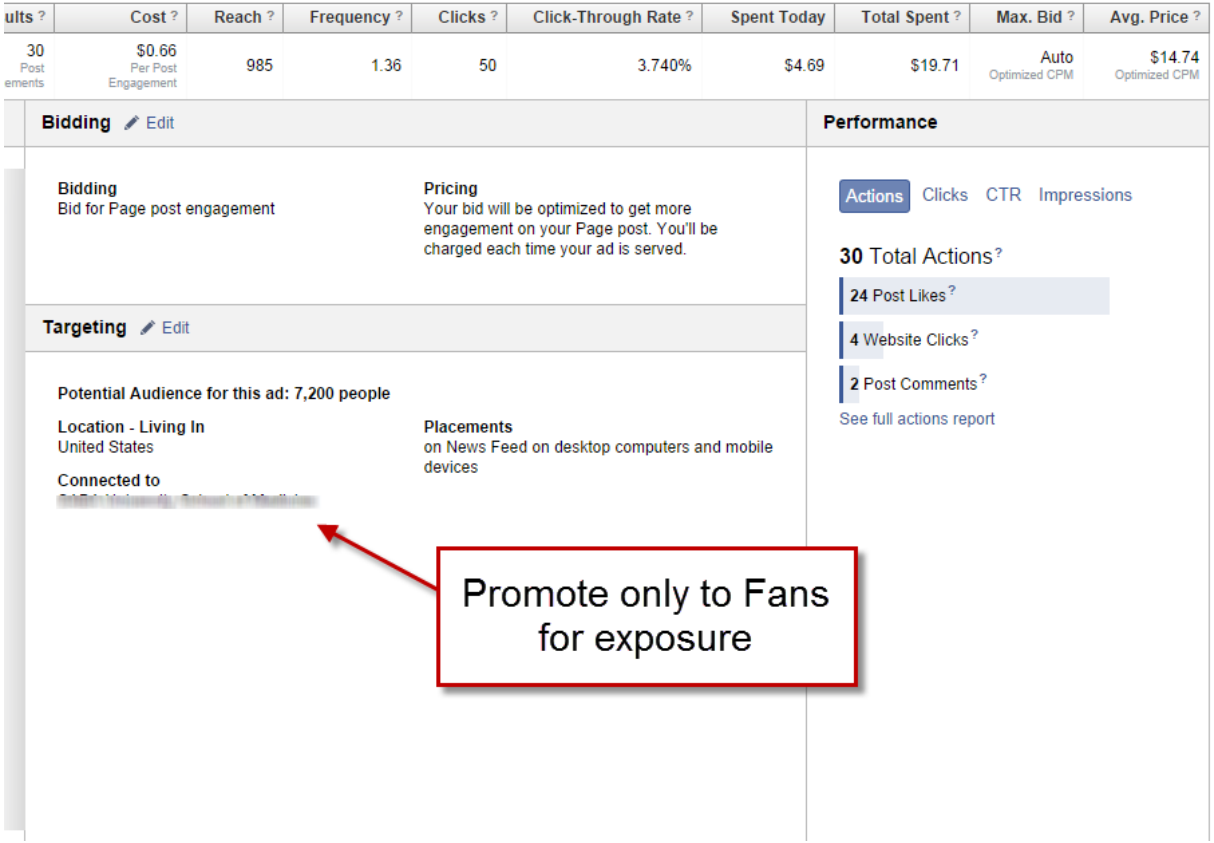
- Website Clicks
- Website Conversions (needs Conversion Pixel)
- Promoted Post or Unpublished Posts (in Power Editor)



Website Clicks and Website Conversion



Promoted Post (don't Boost!)



ults ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
30 Post ements	$0.66 Per Post Engagement	985	1.36	50	3.740%	$4.69	$19.71	Auto Optimized CPM	$14.74 Optimized CPM

Bidding Edit

Bidding
Bid for Page post engagement

Pricing
Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting Edit

Potential Audience for this ad: 7,200 people

Location - Living In
United States

Connected to
[redacted]

Placements
on News Feed on desktop computers and mobile devices

Promote only to Fans for exposure

Performance

Actions Clicks CTR Impressions

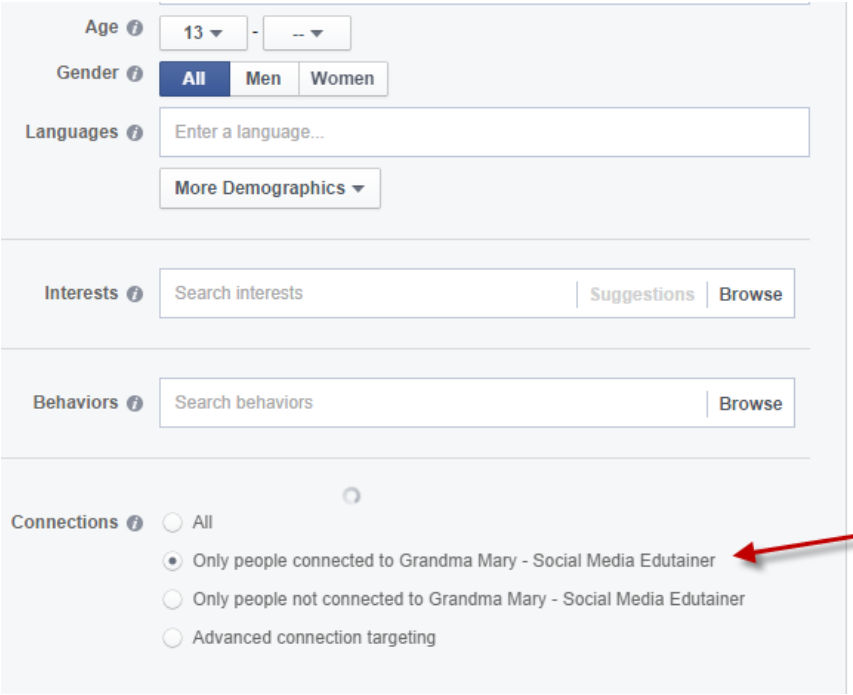
30 Total Actions ?

24 Post Likes ?

4 Website Clicks ?

2 Post Comments ?

See full actions report



Audience Definition

Your audience is defined.

Specific Broad

Audience Details:

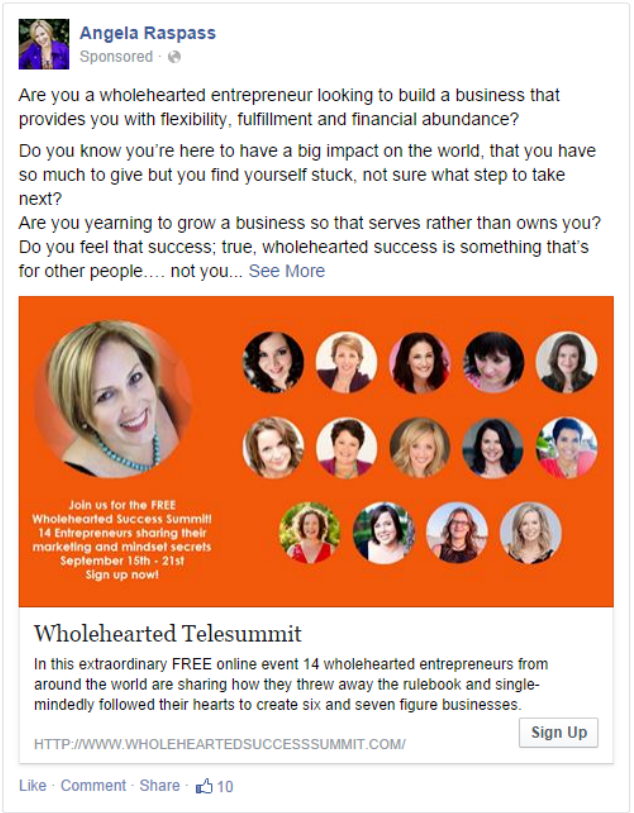
- Location - Living In:
  - United States
- Connected to:
  - Grandma Mary - Social Media Edutainer

Potential Reach: 8,200 people

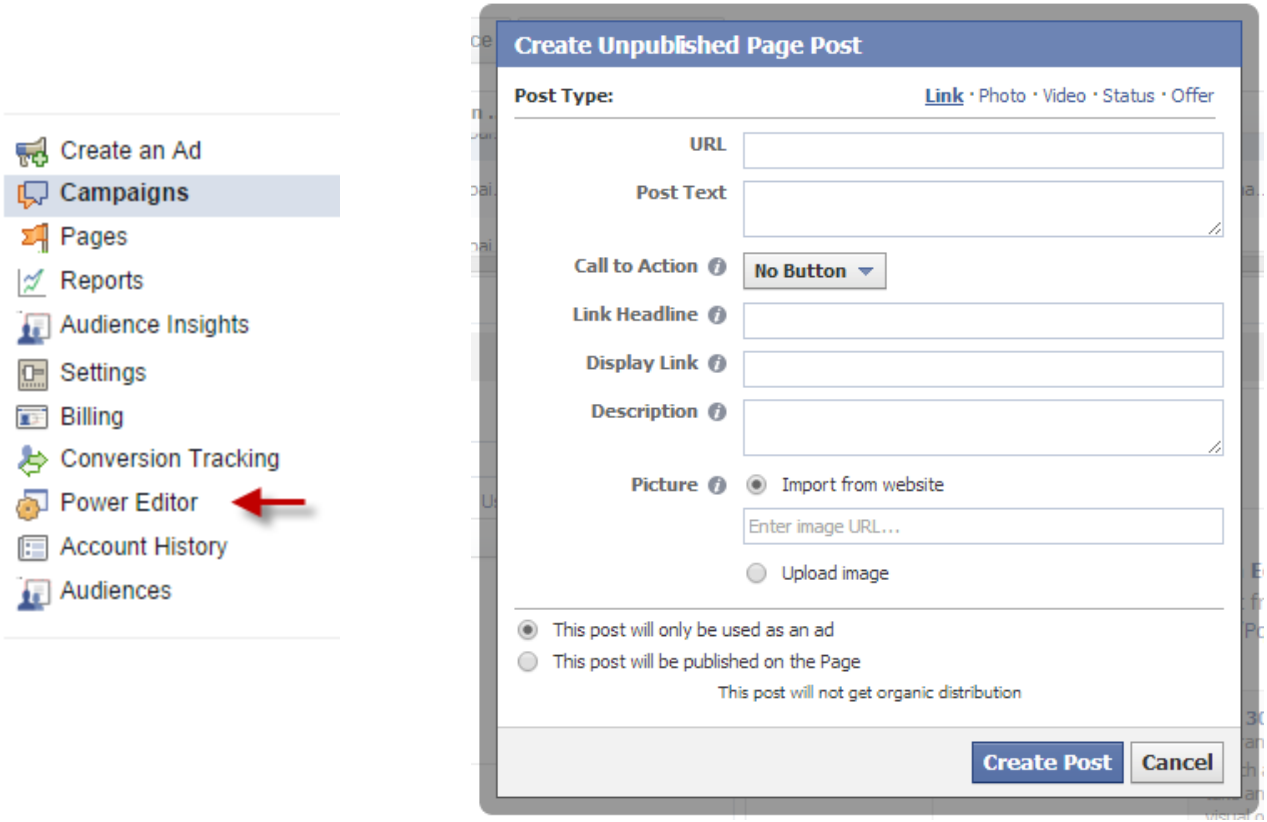
Select only Fans - add countries

Unpublished Post

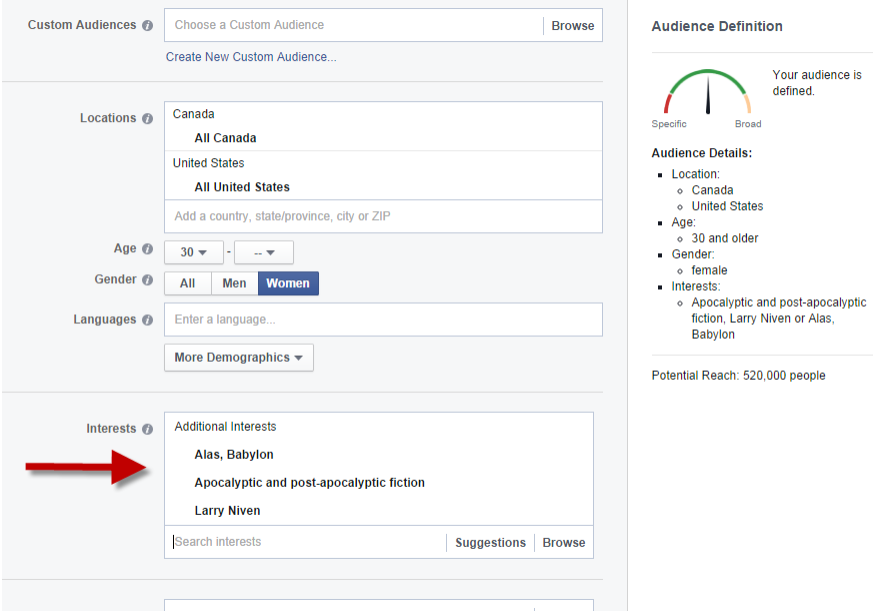
- Longer text
- Doesn't appear on Page
- Call to Action button
- Power Editor



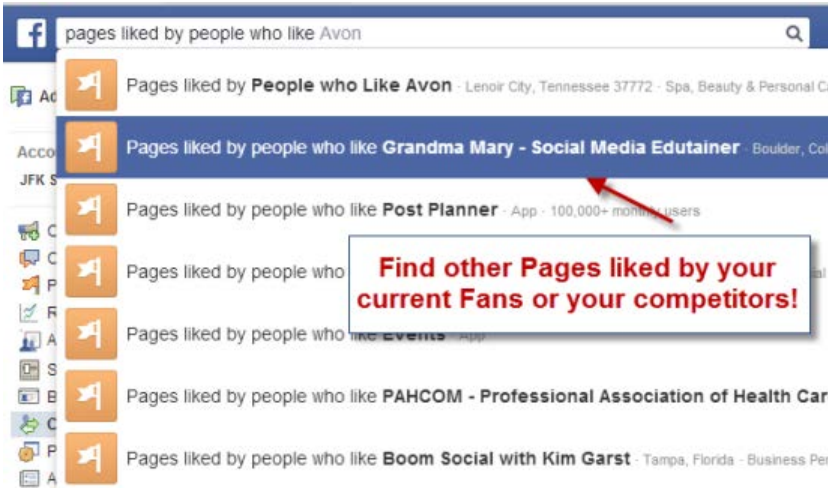
Power Editor



Targeting = Key to Winning

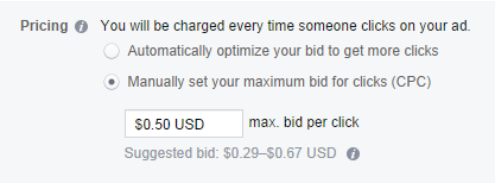


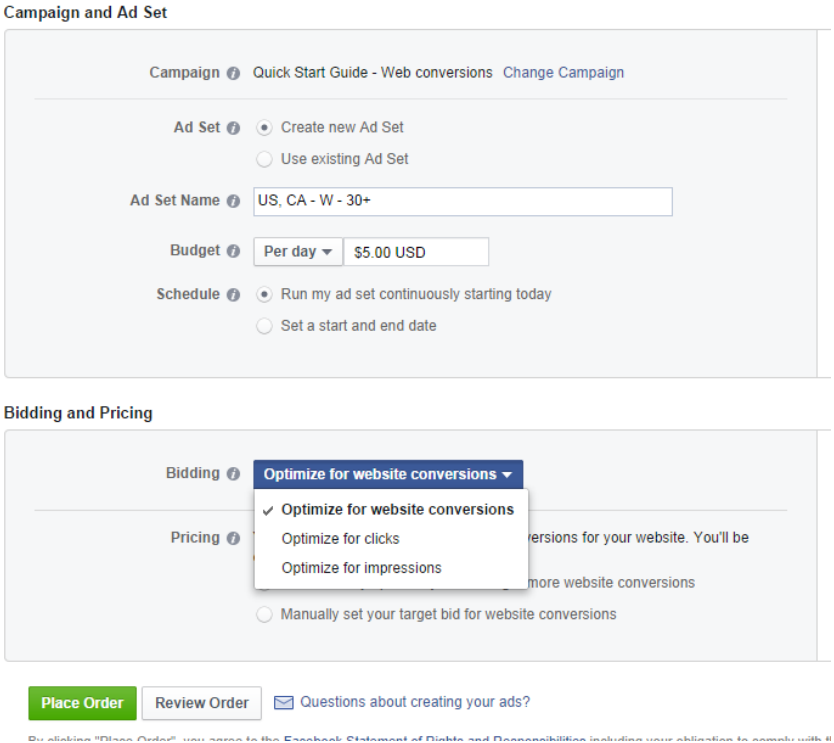
Find Keywords and Pages



Bidding

Optimize for Conversions
oCPM
Optimize for Clicks
CPC
Optimize for Impressions
CPM

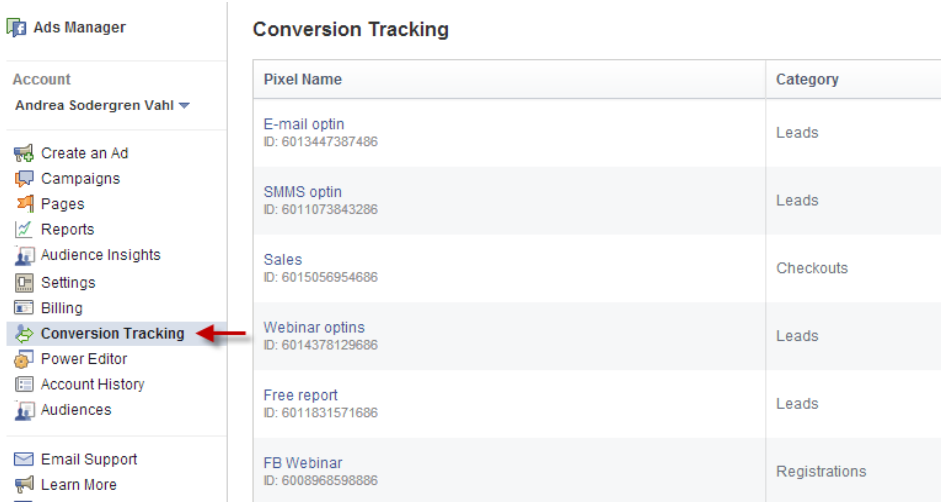




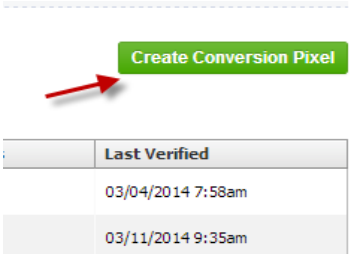
Conversion Pixel

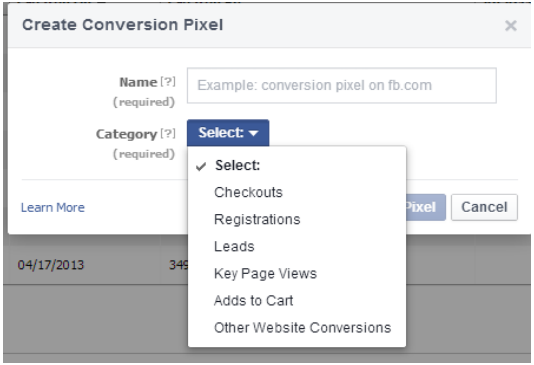
Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today
66 Conversions	$1.34 Per Conversion	11,188	1.44	142	0.878%	$9.04

Creating a Conversion Pixel

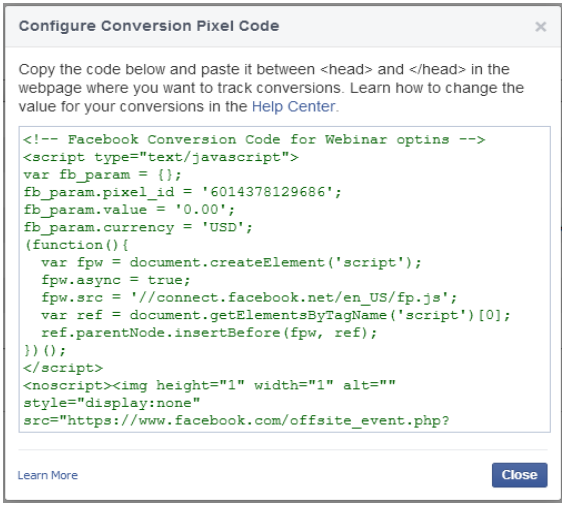


Create and Name





Paste Code into Thank You Page



Thanks for Signing Up!

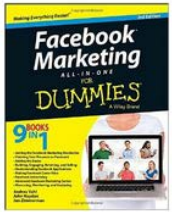
We've got you on the list for the upcoming webinar–so glad you got a spot!

You will get a reminder for the webinar with a link to the live session before we start. And it will be recorded – you'll get an e-mail as soon as the recording is available!

Please don't hesitate to e-mail with any questions.

Andrea Vahl
Andrea@AndreaVahl.com

(Edit)



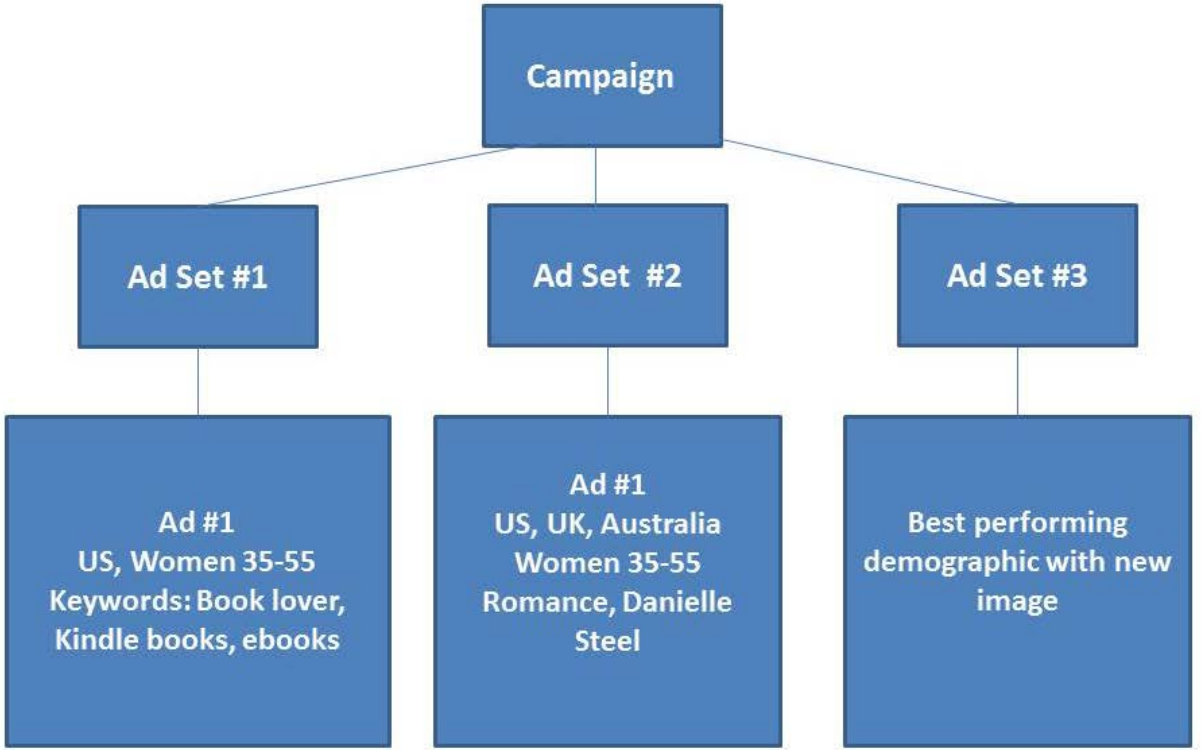
FREE REPORT

Find out how to get started with **Blogging, Facebook, YouTube** and **LinkedIn**. Send customers to your business with these social media sites.

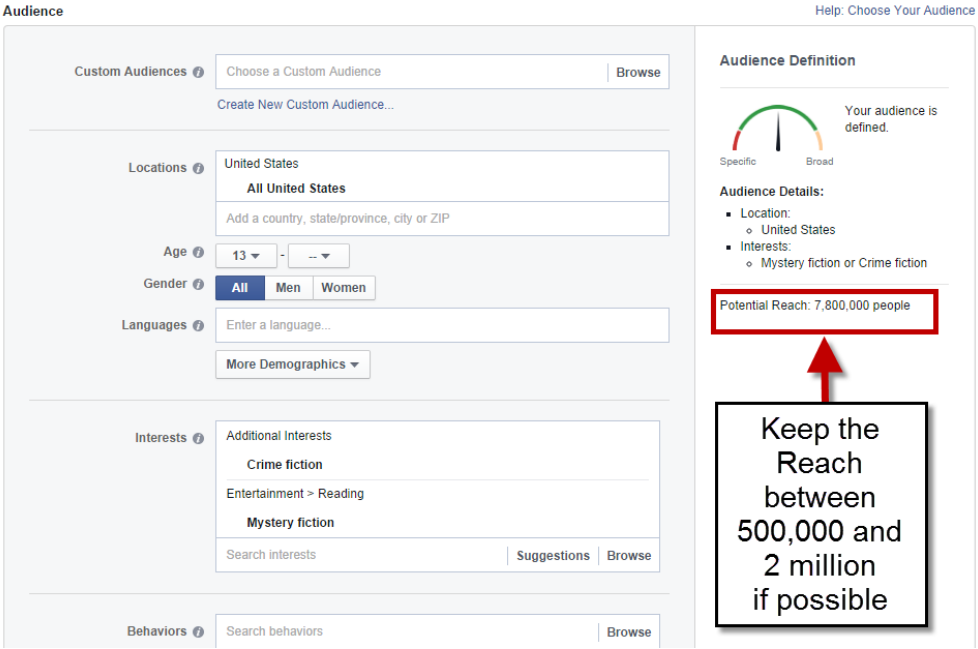
Blog updates and social media tips included!

Setting up Your Campaign

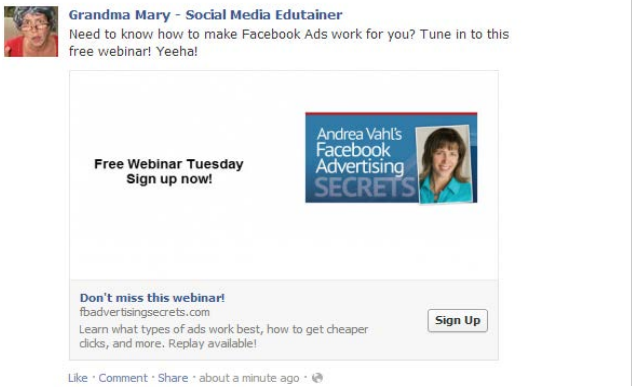
Split Test


Campaign
Ad Set #1
Ad Set #2
Ad Set #3
Ad #1
US, Women 35-55
Keywords: Book lover, Kindle books, ebooks
Ad #1
US, UK, Australia
Women 35-55
Romance, Danielle Steel
Best performing demographic with new image

Split Test Demographics

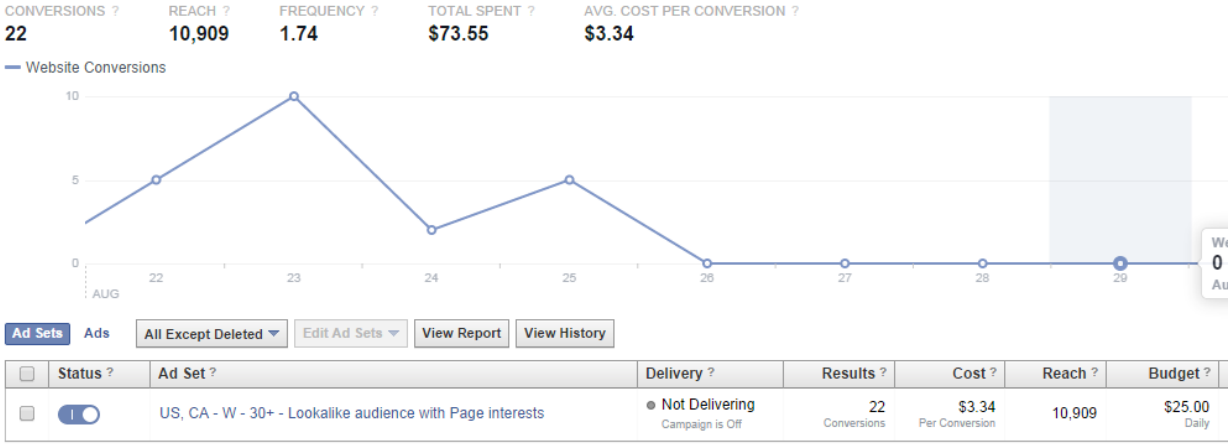


Split Test Photo

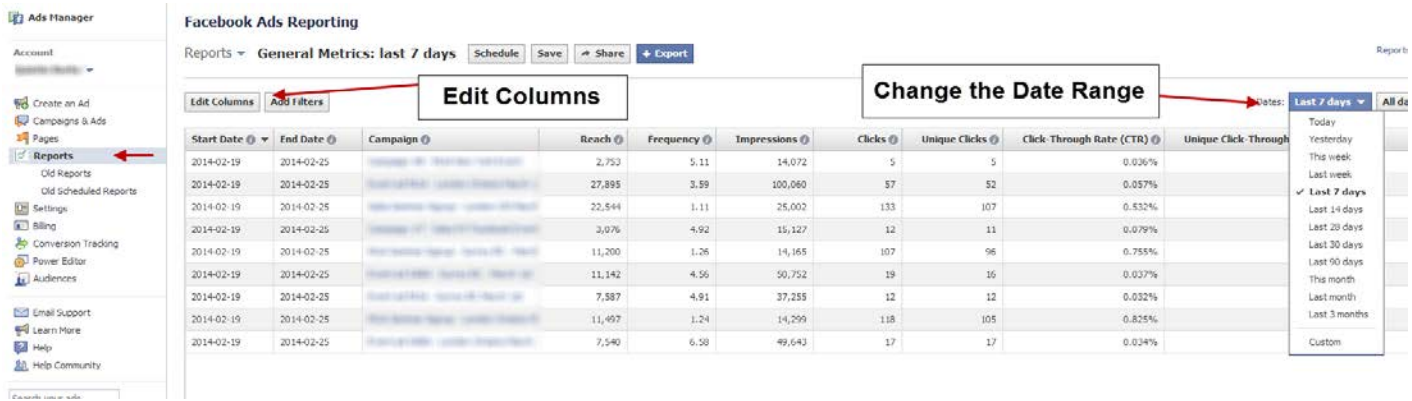


Facebook Reports

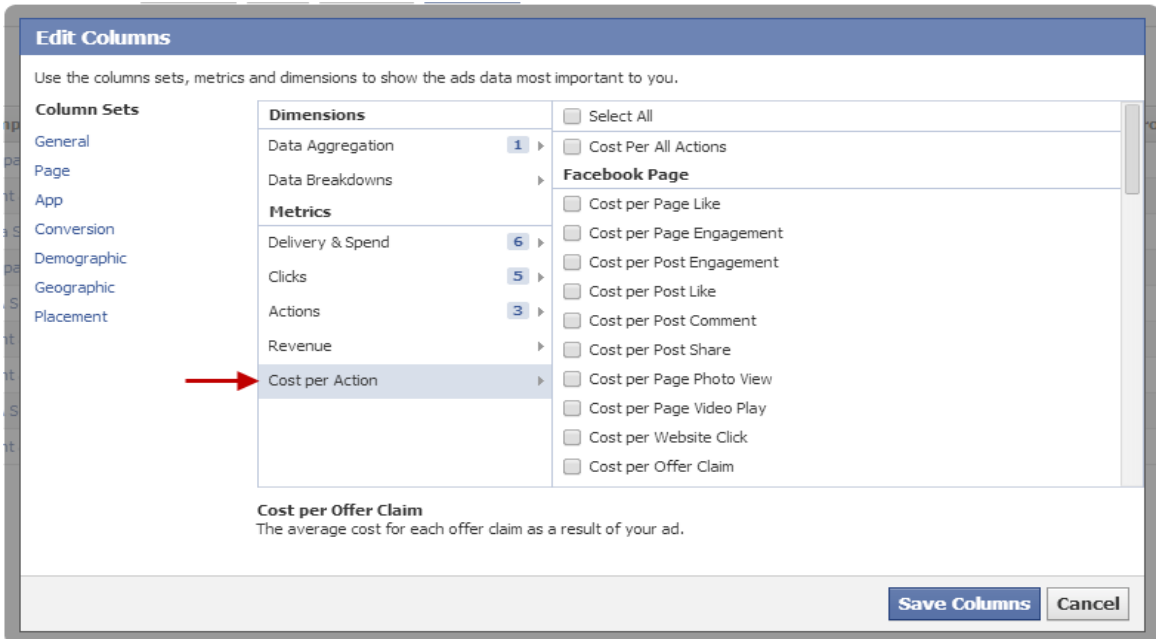
- Snapshot while Ads are running
- Reporting gives more data



Facebook Reports



Add Important Data



What to Watch

- Cost per Click (or Cost per Conversion)
- Click Thru Rate
- Frequency (not critical)

Reach	Frequency	Impressions	Amount Spent	Clicks	Click-Through R	Cost Per Click (C	Actions
121,552 People	**2.97** Per Person	**361,274** Total	**$1,380.50** Total	**2,544** Total	**0.704%** Per Impression	**$0.54** Per Click	**1,599** Total
49,954	1.59	79,188	$330.25	481	0.607%	$0.69	311
5,333	2.40	12,790	$66.42	87	0.680%	$0.76	61
431	1.03	446	$6.54	9	2.018%	$0.73	5
7,663	1.80	13,782	$66.20	153	1.110%	$0.43	93
5,626	2.46	13,821	$66.34	92	0.666%	$0.72	54
335	4.05	1,358	$2.67	3	0.221%	$0.89	2

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

Typical Results – Click thru Rate

News Feed Ads

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

Sidebar Ads

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

Case Studies and Examples

Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
$0.34 Per Website Click	2,124	1.11	65	2.746%	$0.00	$22.21	Auto Optimized CPM	$9.38 Optimized CPM

Bidding Edit

Bidding
Bid for clicks

Pricing
Your bid will be optimized to get more clicks.
You'll be charged each time your ad is served.

Targeting Edit

Potential Audience for this ad: 760,000 people

Category
custom audiences Lookalike (US) - [redacted] - Crime Fiction ebook people

Location
United States

Gender
female

Interests
Mystery fiction, strong women or Detective fiction

Language
English (UK) or English (US)

Performance

Actions | Clicks | CTR | Impressions

74 Total Actions ?

- 64 Website Clicks ?
- 7 Post Likes ?
- 3 Post Shares ?

See full actions report

Watch the RIGHT stats - Sales

Reach	Impressions	Cost Per 1,000 Impressions (CPM)	Spend	Clicks	Click-Through Rate (CTR)	Cost Per Click (CPC)	Page Likes	Website Clicks	Cost per Website Click	Sales of [redacted]
6461	6461	7.73874	50	89	1.377496	0.56	1	54	0.93	8
7820	7820	6.393862	50	98	1.253197	0.51	4	66	0.76	0
8554	8692	5.752416	50	103	1.184998	0.49	7	37	1.35	2
6020	6061	8.249464	50	110	1.814882	0.45	3	41	1.22	0
7316	7316	6.834336	50	101	1.380536	0.50	5	34	1.47	5

Test Test Test

Click-Through Rate (CTR)	Cost Per Click (CPC) (AUD)	Actions	Page Likes	Website Clicks	Website Conversion	Cost Per All Actions (AUD)	Cost per Website Conversion (AUD)	Cost per Website Click (AUD)
1.488848	0.471698	228	23	110	63	0.548246	1.984127	1.136364
2.612103	0.416667	57	5	29	15	0.438596	1.666667	0.862069
2.934363	0.328947	73	7	36	17	0.342466	1.470588	0.694444
2.779616	0.595238	25	3	9	10	1	2.5	2.777778
0.437376	0.757576	9	2	2	4	2.777778	6.25	12.5
1.400415	0.462963	64	6	34	17	0.390625	1.470588	0.735294

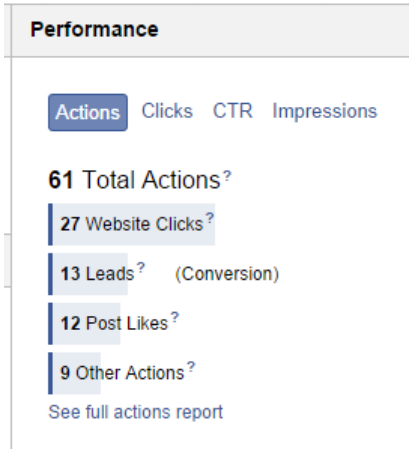
Launch Party

- Advertised on Facebook
- Live Google Hangout
- Give away with purchase
- 200 Attended

Promoting your E-mail Optin

- Offer a freebie
- E-mail does your selling

Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?
13 Conversions	$1.92 Per Conversion	8,768	1.89	45



Promoting a Free Webinar

- Valuable Content
- Right Targeting
- Webinar does your selling
- 54% optin

Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
$1.13 Per Conversion	13,737	1.34	195	1.061%	$11.28	$95.68	Auto Optimized CPM	$5.21 Optimized CPM

Bidding Edit

Bidding
Bid for website conversions

Pricing
Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served.

Targeting Edit

Potential Audience for this ad: 1,160,000 people

Location - Living In
Australia
Canada
United Kingdom
United States

Interests

Age
30 and older

Performance

Actions | Clicks | CTR | Impressions

257 Total Actions ?

- **140** Website Clicks ?
- **85** Leads ? (Conversion)
- **16** Page Likes ?
- **16** Other Actions ?

See full actions report

Troubleshooting

- Good CTR – Bad Conversion: Sales Page
- Bad CTR – Wrong Targeting, Bad Ad
- High Click Price – Narrow Target or Bad Ad
- Low Reach or No Reach – Narrow Target or Bidding (oCPM)
- High Frequency – Bidding (oCPM) or Narrow Target

Final Thoughts

- Try Facebook Ads!
- Start small and test
- Use Facebook combined with E-mail marketing

Questions

- www.andreavahl.com
- @AndreaVahl