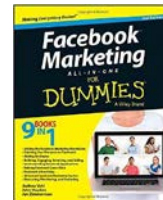


# Facebook Ads: The Power of Ads to Grow Sales!

*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

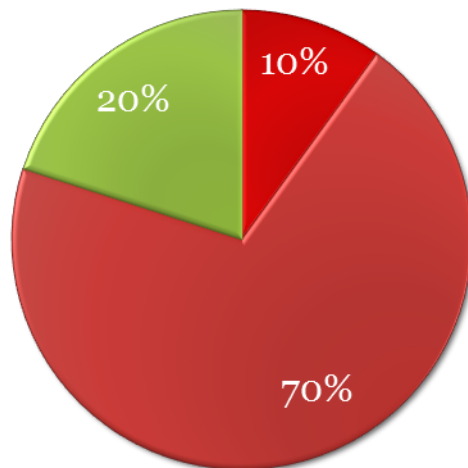
E-mail  
optin

Sales

**Largest part of  
your Ads Budget**

## Facebook Ad Budget Allocation

■ Get Likes ■ Get Optins ■ Boost Posts



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 ?
<input type="checkbox"/>	<input checked="" type="checkbox"/> 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

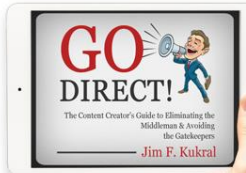
**Creative** / Edit

 **Author Marketing Club**  
Sponsored · 

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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[HTTP://GODIRECTBOOK.COM](http://GODIRECTBOOK.COM)

[Download](#)

Like · Comment · Share  158  13  33

**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)

	Clicks to Website
	Website Conversions
	Page Post Engagement
	Page Likes
	App Installs
	App Engagement
	Event Responses
	Offer Claims
	Video Views



# Website Clicks and Website Conversion

## Text and Links

Help: Editing Ads

### Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.



Andrea Vahl, Inc.



or [Turn Off News Feed Ads](#)

### Headline

3

Free Quick Start Guide

### Text



Get the latest tactics on using Facebook, LinkedIn, and Twitter, to promote your business.

### Call To Action (optional)



Download

### Hide Advanced Options

### News Feed Link Description



Find out how to use social media to land your next big client, grow your list and attract people who can't wait to work with you. Plus

## AD PREVIEW AND PLACEMENTS

### Desktop News Feed

[Remove](#)



Andrea Vahl, Inc.

Sponsored · 

Get the latest tactics on using Facebook, LinkedIn, and Twitter, to promote your business.

**Need Help with Social Media?  
Get my FREE updated Quick  
Start Guide!**



### Free Quick Start Guide

Find out how to use social media to land your next big client, grow your list and attract people who can't wait to work with you. Plus get invited to free webinars and get top tips in your inbox.

Download

WWW.ANDREAVAHL.COM

### Mobile News Feed

[Remove](#)

### Right Column

[Remove](#)

# 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

Facebook Marketing

### Placements

on News Feed on desktop computers and mobile devices

## Performance

### Actions

[Clicks](#) [CTR](#) [Impressions](#)

30 Total Actions?

24 Post Likes?

4 Website Clicks?

2 Post Comments?

[See full actions report](#)

Promote only to Fans  
for exposure

Age ⓘ 13 ▾ - ▾ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...  
More Demographics ▾

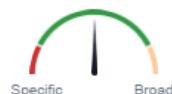
Interests ⓘ Search interests | Suggestions Browse

Behaviors ⓘ Search behaviors | Browse

Connections ⓘ ☐ All

- ☒ Only people connected to Grandma Mary - Social Media Edutainer
- ☐ Only people not connected to Grandma Mary - Social Media Edutainer
- ☐ Advanced connection targeting

## Audience Definition



Your audience is defined.

## 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



Angela Raspas

Sponsored · 🌐

Are you a wholehearted entrepreneur looking to build a business that provides you with flexibility, fulfillment and financial abundance?

Do you know you're here to have a big impact on the world, that you have so much to give but you find yourself stuck, not sure what step to take next?

Are you yearning to grow a business so that serves rather than owns you? Do you feel that success; true, wholehearted success is something that's for other people.... not you... [See More](#)



## Wholehearted Telesummit

In this extraordinary FREE online event 14 wholehearted entrepreneurs from around the world are sharing how they threw away the rulebook and single-mindedly followed their hearts to create six and seven figure businesses.

[HTTP://WWW.WHOLEHEARTEDSUCCESSSUMMIT.COM/](http://www.wholeheartedsuccesssummit.com/)

[Sign Up](#)

Like · Comment · Share · 🍷 10

# Power Editor

Create an Ad

Campaigns

Pages

Reports

Audience Insights

Settings

Billing

Conversion Tracking

Power Editor

Account History

Audiences



### Create Unpublished Page Post

**Post Type:** [Link](#) · [Photo](#) · [Video](#) · [Status](#) · [Offer](#)

**URL**

**Post Text**

**Call to Action** ⓘ **No Button** ▾

**Link Headline** ⓘ

**Display Link** ⓘ

**Description** ⓘ

**Picture** ⓘ ☒ Import from website  
  
☐ Upload image

☒ This post will only be used as an ad  
☐ This post will be published on the Page  
This post will not get organic distribution

**Create Post** **Cancel**

## Targeting = Key to Winning

Custom Audiences ⓘ Choose a Custom Audience Browse

Create New Custom Audience...

Locations ⓘ

Canada

All Canada

United States

All United States

Add a country, state/province, city or ZIP

Age ⓘ 30 - --

Gender ⓘ All Men **Women**

Languages ⓘ Enter a language...

More Demographics ▾

Interests ⓘ

Additional Interests


Alas, Babylon

Apocalyptic and post-apocalyptic fiction

Larry Niven

Search interests Suggestions Browse

**Audience Definition**



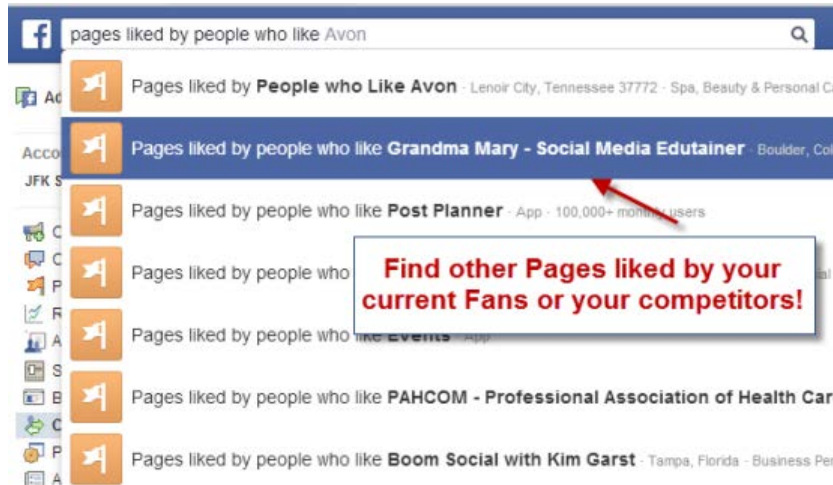
Your audience is defined.

**Audience Details:**

- Location:
  - Canada
  - United States
- Age:
  - 30 and older
- Gender:
  - female
- Interests:
  - Apocalyptic and post-apocalyptic fiction, Larry Niven or Alas, Babylon

Potential Reach: 520,000 people

## Find Keywords and Pages



## Bidding

Optimize for Conversions

oCPM

Optimize for Clicks

CPC

Optimize for Impressions

CPM

### Campaign and Ad Set

Campaign ⓘ Quick Start Guide - Web conversions Change Campaign

Ad Set ⓘ ☒ Create new Ad Set

☐ Use existing Ad Set

Ad Set Name ⓘ US, CA - W - 30+

Budget ⓘ Per day ▼ \$5.00 USD

Schedule ⓘ ☒ Run my ad set continuously starting today

☐ Set a start and end date

### Bidding and Pricing

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)

\$0.50 USD max. bid per click

Suggested bid: \$0.29–\$0.67 USD ⓘ

Bidding ⓘ Optimize for website conversions ▼

✓ Optimize for website conversions

Optimize for clicks

Optimize for impressions

☐ Manually set your target bid for website conversions

Place Order

Review Order

✉ Questions about creating your ads?

By clicking "Place Order" you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with #



# 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

Ads Manager

Account

Andrea Sodergren Vahl ▾

Create an Ad

Campaigns

Pages

Reports

Audience Insights

Settings

Billing

Conversion Tracking

Power Editor

Account History

Audiences

Email Support

Learn More

### Conversion Tracking

Pixel Name	Category
E-mail optin ID: 6013447387486	Leads
SMMS optin ID: 6011073843286	Leads
Sales ID: 6015056954686	Checkouts
Webinar optins ID: 6014378129686	Leads
Free report ID: 6011831571686	Leads
FB Webinar ID: 6008968598886	Registrations

## Create and Name

<a href="#">Create Conversion Pixel</a>	
	Last Verified
	03/04/2014 7:58am
	03/11/2014 9:35am

Create Conversion Pixel

Name [?]  
(required)

Example: conversion pixel on fb.com

Category [?]  
(required)

Select: ▾

✓ Select:

Checkouts

Registrations

Leads

Key Page Views

Adds to Cart

Other Website Conversions

[Learn More](#)

Pixel

Cancel

# Paste Code into Thank You Page

Configure Conversion Pixel Code

Copy the code below and paste it between <head> and </head> in the webpage where you want to track conversions. Learn how to change the value for your conversions in the [Help Center](#).

```
<!-- Facebook Conversion Code for Webinar optins -->
<script type="text/javascript">
var fb_param = {};
fb_param.pixel_id = '6014378129686';
fb_param.value = '0.00';
fb_param.currency = 'USD';
(function() {
  var fpw = document.createElement('script');
  fpw.async = true;
  fpw.src = '//connect.facebook.net/en_US/fp.js';
  var ref = document.getElementsByTagName('script')[0];
  ref.parentNode.insertBefore(fpw, ref);
})();
</script>
<noscript><img height="1" width="1" alt=""
style="display:none"
src="https://www.facebook.com/offsite_event.php?>
```

[Learn More](#)[Close](#)



## Andrea Vahl

Social Media Coach,  
Speaker & Strategist



Featuring  
*Grandma Mary*

HOME	ABOUT	SPEAKING	COACHING	PRODUCTS	EVENTS	FREE WEBINARS	GRANDMA'S CORNER	BLOG	AFFILIATES
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## Thanks for Signing Up!

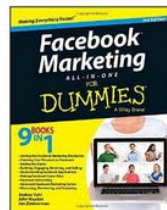
We've got you on the list for the upcoming webinar—so glad you got a spot!

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

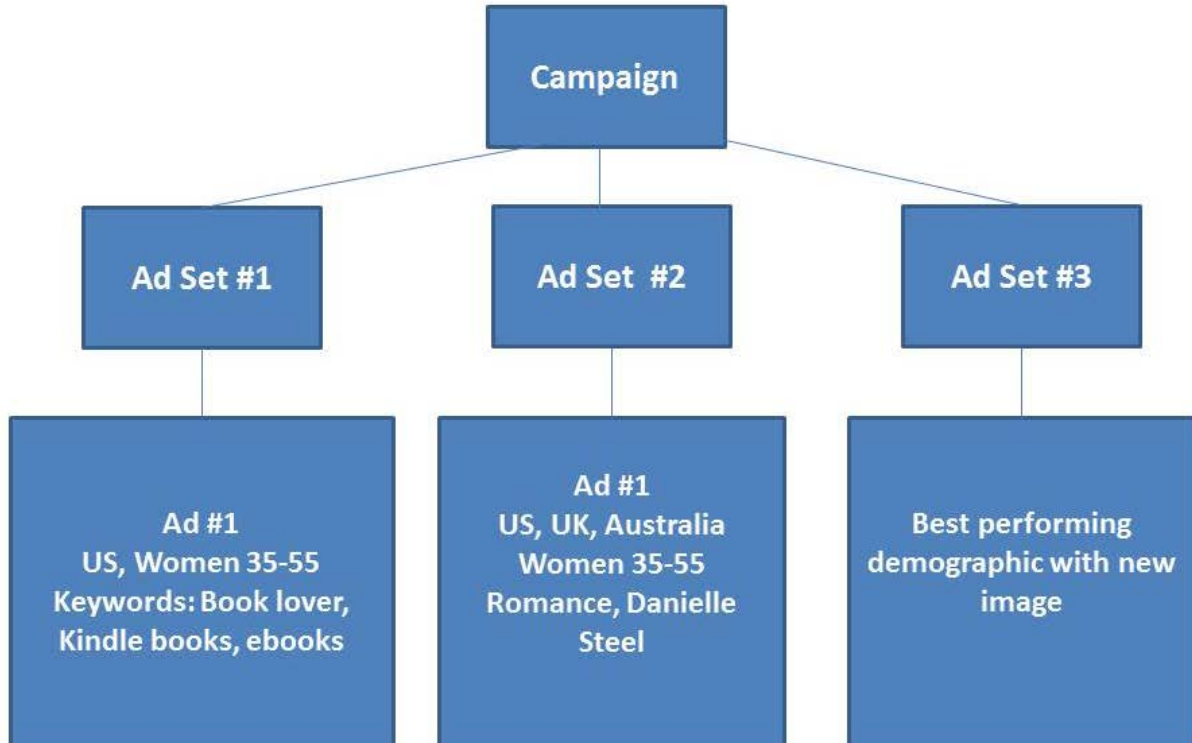
Find out how to get started with **Blogging**, **Facebook**, **YouTube** and **LinkedIn**. Send customers to your business with these social media sites.

Blog updates and social media tips included!

## Setting up Your Campaign

# PLAN FIRST!

# Split Test



## Split Test Demographics

Audience

Help: Choose Your Audience

Custom Audiences ⓘ Choose a Custom Audience Browse

Create New Custom Audience...

Locations ⓘ United States  
All United States  
Add a country, state/province, city or ZIP

Age ⓘ 13 - --


Gender ⓘ All Men Women

Languages ⓘ Enter a language...  
More Demographics ▾

Interests ⓘ Additional Interests  
Crime fiction  
Entertainment > Reading  
Mystery fiction  
Search interests Suggestions Browse

Behaviors ⓘ Search behaviors Browse

**Audience Definition**



Your audience is defined.

**Audience Details:**

- Location:
  - United States
- Interests:
  - Mystery fiction or Crime fiction

Potential Reach: 7,800,000 people

Keep the Reach between 500,000 and 2 million if possible



## Split Test Photo



Grandma Mary - Social Media Edutainer

Need to know how to make Facebook Ads work for you? Tune in to this free webinar! Yeeha!

Free Webinar Tuesday  
Sign up now!



Don't miss this webinar!  
fbadvertisingsecrets.com

Learn what types of ads work best, how to get cheaper clicks, and more. Replay available!

Sign Up

Like · Comment · Share · about a minute ago ·



Grandma Mary - Social Media Edutainer

Need to know how to make Facebook Ads work for you? Tune in to this free webinar! Yeeha!

Free Webinar February 25th  
Sign up now!



Don't miss this webinar!  
fbadvertisingsecrets.com

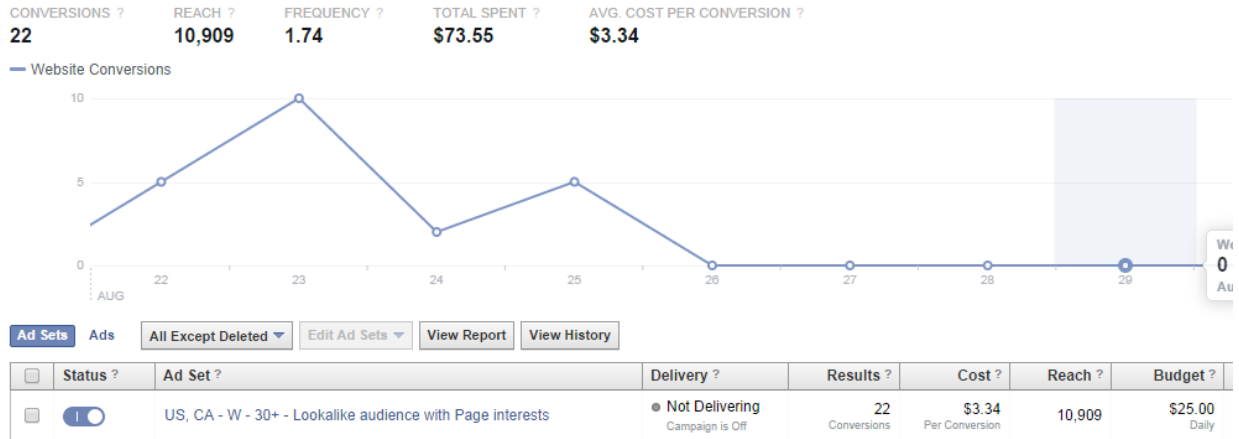
Learn what types of ads work best, how to get cheaper clicks, and more. Replay available!

Sign Up

Like · Comment · Share · 17 · February 18 at 4:10pm ·

## Facebook Reports

- Snapshot while Ads are running
- Reporting gives more data



## Facebook Reports

Facebook Ads Reporting

Reports ▾ General Metrics: last 7 days Schedule Save Share Export

Account: [Account Name]

Create an Ad  
Campaigns & Ads  
Pages  
**Reports**  
Old Reports  
Old Scheduled Reports  
Settings  
Billing  
Conversion Tracking  
Power Editor  
Audiences  
Email Support  
Learn More  
Help  
Help Community

Facebook.com/ads

**Edit Columns** **Add filters**

Start Date	End Date	Campaign	Reach	Frequency	Impressions	Clicks	Unique Clicks	Click Through Rate (CTR)	Unique Click-Through
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	2,753	5.11	14,072	5	5	0.036%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	27,895	3.59	100,060	57	52	0.057%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	22,544	1.11	25,002	133	107	0.532%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	3,076	4.92	15,127	12	11	0.079%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	11,200	1.26	14,165	107	96	0.755%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	11,142	4.56	50,752	19	16	0.037%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	7,587	4.91	37,255	12	12	0.032%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	11,497	1.24	14,299	118	105	0.825%	
2014-02-19	2014-02-25	Marketing - [Account Name] - [Campaign Name]	7,540	6.58	49,643	17	17	0.034%	

**Change the Date Range**

Report by: Today Yesterday This week Last week **Last 7 days** Last 14 days Last 28 days Last 30 days Last 90 days This month Last month Last 3 months Custom

# Add Important Data

**Edit Columns**

Use the columns sets, metrics and dimensions to show the ads data most important to you.

**Column Sets**

General  
Page  
App  
Conversion  
Demographic  
Geographic  
Placement

Dimensions		
Data Aggregation	1	
Data Breakdowns		
Metrics		
Delivery & Spend	6	
Clicks	5	
Actions	3	
Revenue		
Cost per Action		

☐ Select All  
☐ Cost Per All Actions

**Facebook Page**  
☐ Cost per Page Like  
☐ Cost per Page Engagement  
☐ Cost per Post Engagement  
☐ Cost per Post Like  
☐ Cost per Post Comment  
☐ Cost per Post Share  
☐ Cost per Page Photo View  
☐ Cost per Page Video Play  
☐ Cost per Website Click  
☐ Cost per Offer Claim

**Cost per Offer Claim**  
The average cost for each offer claim as a result of your ad.

Save Columns

Cancel

# 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 ⓘ
<b>121,552</b> People	<b>2.97</b> Per Person	<b>361,274</b> Total	<b>\$1,380.50</b> Total	<b>2,544</b> Total	<b>0.704%</b> Per Impression	<b>\$0.54</b> Per Click	<b>1,599</b> 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
22,222	1.22	22,222	\$222.22	222	0.2222%	\$2.22	222

## 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) -  
ebook people - Crime Fiction

**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 Product
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

### Performance

Actions Clicks CTR Impressions

61 Total Actions?

27 Website Clicks?

13 Leads? (Conversion)

12 Post Likes?

9 Other Actions?

[See full actions report](#)

# Promoting a Free Webinar

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



## 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](http://www.andreavahl.com)
- @AndreaVahl

