facebook advertising **masterclass**
DW Live - June 29th 2021
Sophie Walton - owner, 3twelve

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h3llo
and welcome

Hey!

I'm Sophie Walton, an experienced marketer and trained Facebook advertising professional. I have worked with many businesses on numerous campaigns, helping to increase brand awareness, generate leads and sales. My agency, 3twelve, is a Midlands based marketing agency specialising in brand, social media and Facebook advertising.

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what **we will be covering**

- **The Facebook algorithm** - BEAR - more on this later...

- **iOS 14 rollout** - The horror! And how to mitigate against its impact.

- **Facebook pixel and tracking** - One of the most vital components of your campaign, and why you should get this set up TODAY!

- **Campaign structure and the marketing funnel** - Setting your event/lead gen campaign up for success.

- **How to assess a campaign's performance** - What are all those numbers in Ads Manager? The key metrics you should be looking at and why.

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the facebook **algorithm**

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the facebook **algorithm**
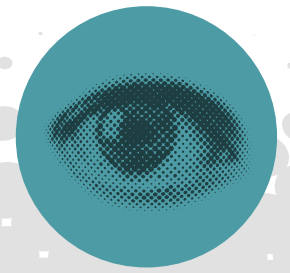
When you advertise on Facebook, you are entering into an auction process against millions of other advertisers!

The BEAR Acronym

Bid - here you are considering your bid in the auction process, how much money are you willing to pay to attract the attention of your target audience on the platform? Facebook's recommended ad spend is £50 per day. You can set your ad spend budget at the campaign level (CBO or Campaign Budget Optimisation) or ad set level (ABO or Ad Set Budget Optimisation).

Expected Action - how likely is your target audience to perform the desired outcome? This will be based on how your campaign is set up in terms of optimisation and how attractive your service/product is to them. Optimise your ads with the end goal in mind.

Relevance - effective audience targetting and compelling creative, copy and hooks will be crucial to your campaigns' success. As with any form of marketing, the ads you put in front of people must be relevant to them for them to want to buy from you.

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the facebook **algorithm**

Your ad account quality is also essential - rejected ads, advertising policy compliance, the content you put on the Facebook page that you're sending ads from and failed payments will all be taken into account.

Ahead of launching a campaign, make sure:

• Landing pages have privacy policies and cookie notifications in place

• Any disclaimers are in place on your landing pages - this is particularly relevant to any products or services that make claims or have a money-back guarantee for example

• Two payments methods are set up in your account to avoid bounced payments

• Landing pages and funnels must be mobile optimised and load in under 3 seconds

• You respond to any comments made on the ads

• Pages that you're running ads from are regularly updated with engaging and relevant content

• Schema and metadata is installed on your landing pages

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iOS 14 **rollout**

iOS14 **rollout**

From early 2021 iOS 14 users will be given the option to opt-out of being advertised to on platforms including Facebook.

Apple will only allow 8 events to be tracked from one domain on their devices if users agree to continue to being advertised to.

These actions can harm the effectiveness of your campaigns. An omnichannel approach MUST be adopted - include email and other tactics as part of your strategy.

7-day attribution windows will be the norm now; 28-day attribution windows have now disappeared.

Here are the steps you need to work through to mitigate against the rollout:

1 - Verify ALL domains associated with your ad accounts asap - head to Brand Safety in your Business Manager account, then add the domain you wish to verify, then follow the steps detailed or ask whoever controls your domain to do so.

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iOS14 **rollout**

2 - Conversion API Set-Up - This then needs to be added to your websites. This will enable 'better' tracking between your website and the Facebook platform.

If using WordPress, install the PixelYourSite plugin, the free version is fine, then follow the steps in this video:

https://www.youtube.com/watch?v=Yq9jOX9Akp4

If using Shopify, follow the steps in this blog:

https://www.foxwelldigital.com/blog/2020/10/7/facebooks-conversions-api-capi-and-how-to-implement-it-with-your-shopify-site

If your website is built on another platform, these are the steps that need to be followed:

https://bit.ly/3y3ESgy

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iOS14 **rollout**

3 - Once the above steps are completed, you must head back to Events Manager - Click Aggregated Event Measurement - select the domain you wish to add your prioritised 8 events to and then you're good to go. Put your events in order of priority.

Head to Events Manager and click Aggregated Event Measurement...

Add the events you optimise your campaigns for most frequently in order of priority - up to 8 can be selected.

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facebook **pixel and tracking**

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facebook **pixel and tracking**

What is a Facebook pixel?

A Facebook pixel is a piece of code that's added into your website to track user activity from your Facebook campaigns. The data the pixel gathers will enable you to create audiences based on visitors to your website, create warm audiences to retarget your campaigns to, and track custom events such as purchases, sign-ups and conversions to monitor your campaigns success rate and prove ROI.

Connect website activity using pixel

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support. Learn more

Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation.
Learn more

Install Code Manually

Use a partner integration

Connect your site using one of our many partners, including Squarespace, WordPress, Shopify and others. This method doesn't involve writing code.
Learn more

Use a Partner

Give feedback   Email Instructions

ed through the Facebook pixel and Conversions API.

Choose a partner

|			
3dcart	Bandzoogle	BigCommerce	Drupal
Ecwid	Eventbrite	Google Tag Manager	HubSpot
Jimdo	Joomla	Kajabi	Magento
OpenCart	PrestaShop	Segment	Shopify (online)
Shopline	Squarespace	Storeden	Tealium
Teespring	Webflow	Wix	WooCommerce
WordPress			

Can't see the partner integration you want? Request a new partner

Give feedback   Close

Several ways to install....

Easy to follow steps using Faebook's partner integration...

facebook **pixel and tracking**
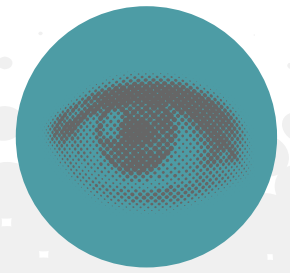
#1 - Add code using a partner integration - such as WooCommerce, Wordpress, Shopify etc. A guided plug-in with minimal coding/developer time required.

#2 - Manually add pixel code to your website - guided instructions to install code to your website.

#3 - Email instructions to a developer - email instructions directly from Facebook to your website developer for them to add your pixel code for you.

How to check your pixel is working/installed correctly:

#1 - Download Facebook Pixel Helper for Chrome:

https://chrome.google.com/webstore/detail/facebook-pixel-helperfdgfkebogiimcoedlicjlajpkdmockpc?hl=en

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facebook **pixel and tracking**

This Chrome extension will quickly and easily show what pixels are installed on a website when you land on it and where any errors are.

Look for the blue and green icon near your URL bar - this is your Pixel Helper tool!
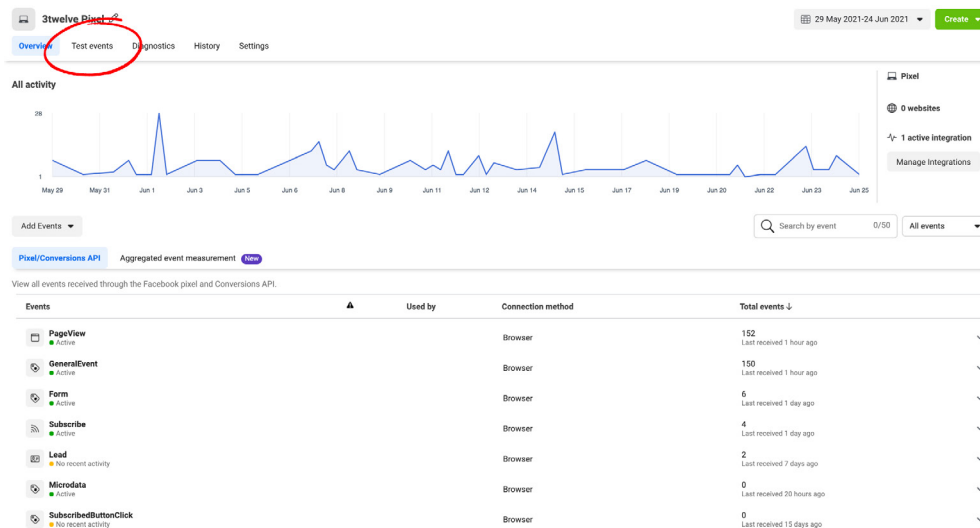
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facebook **pixel and tracking**

#2 - Head to Events Manager in your Ad Account/Business Manager:

Click Data Sources and click on the pixel you want to view/test. You should be able to see a graph of pixel activity here, if you want to test the pixel, click the Test Events tab and head to your website URL, click around the site then head back to your pixel in Data Sources to check your activity is being picked up. Always make sure you test a pixel when you first install it. Pixel data can sometimes take 20 minutes or so to pull through into Events Manager.

Is my pixel data pulling through?...

Yes it is! Woop!

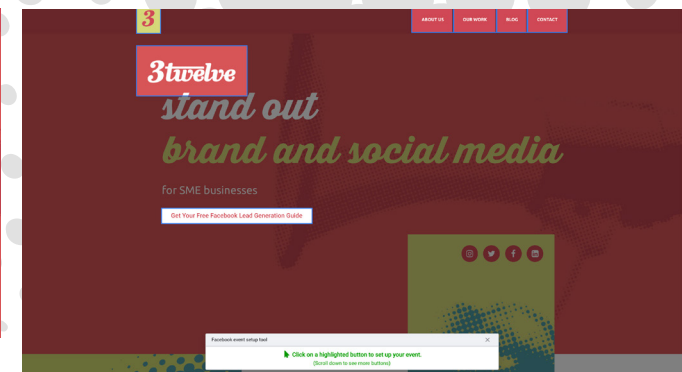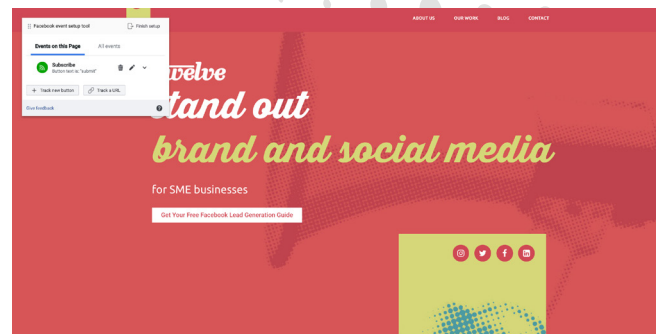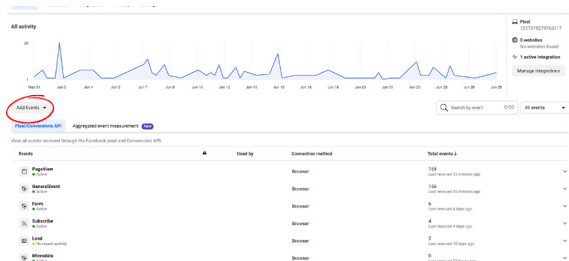**3twelve**

facebook **pixel and tracking**

Adding Events to your Pixel

You may want to add Standard or Custom Events to your pixel to track specific actions on your website like conversions, purchases and so on.

Adding Events also involves adding more code to your website, again there are a few ways to do this:

Using Facebook's Event Setup Tool is the easiest way to track events on your website if you don't know how to code. Head to your Events Manager and the Add Events button, select From The Pixel. The option to use Facebook's Event Setup Tool will then appear; type in the URL of the page you want to add an event to and follow the steps to track buttons and URL's on your site from there. You can also manually add code if you wish. There are some screengrabs of what this process looks like below.
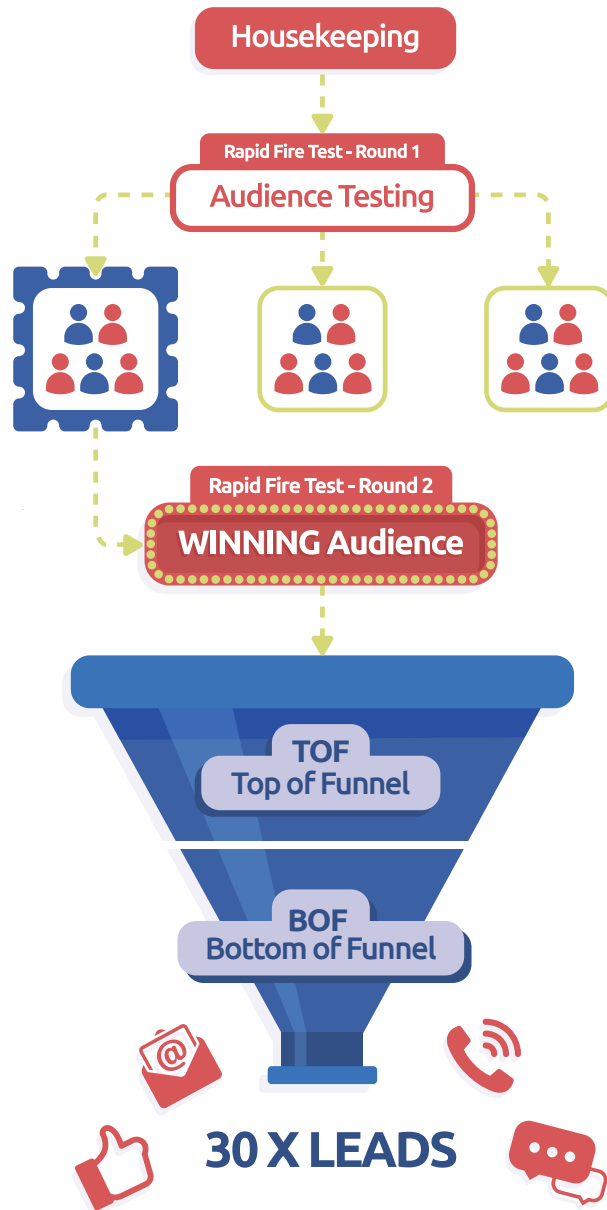

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campaign **structure and the marketing funnel**

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campaign **structure and the marketing funnel**

Housekeeping

Rapid Fire Test - Round 1
Audience Testing

Rapid Fire Test - Round 2
WINNING Audience

TOF
Top of Funnel

BOF
Bottom of Funnel

30 X LEADS

Rapid Fire Testing and TOF, MOF, BOF

- RFT 1 - test different audiences - up to 3 dependent on budget using the same copy and creative (skip this step if you already know who your target audience is)

- RFT 2 - test different creative and copy using the winning audience from RFT 1

- RFT 3 - test different hooks using the winning creative and copy from RFT 2

Scale your campaign by 10% ad spend per day if you're getting good results! OR transfer your winning campaign into another campaign (TOF - Top of Funnel)

- MOF - (Middle of Funnel) - use this step if your buying cycle is longer or for higher ticket products/services

- BOF - (Bottom of Funnel) - retargeting a warm audience - set this up asap if historic pixel data is available. If not, wait until your retargeting pool has an audience size of 1000 or more.

campaign **structure and the marketing funnel**

Follow the rapid-fire and retargeting steps on the previous slide.

To make your campaign a success, you will need to test a series of copy, creative and audiences to define which works best for you - we call this rapid-fire testing. In round 1, you will be testing up to 3 x different audiences, using the same creative and copy. This campaign will run until you have between 5-8k impressions at the Ad Set level - this data point is where Facebook can begin to optimise and understand your campaign, serving your ads to the people that are most likely to take the action you want them to. Remember to optimise for the end goal; here, we would typically select Conversions optimised for Complete Registration.

You will then repeat these steps in RFT 2 and 3 testing 3 variations of either creative and copy or hooks, using the winning ad set for your next round of testing.

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campaign **structure and the marketing funnel**

Make sure you adapt relevant naming conventions when running your campaigns so you can keep track of everything and easily see which campaigns are reaping what results etc. So in this instance, you could name these tests as per the examples below:

RFT1_{Your Campaign Name}_{Objective}

Then inside this campaign, you will label your ad sets:
    RFT1_{Your Campaign Name}_{Objective}_{Cold Audience}

Then inside your ad sets, you will label your ads:
    RFT1_{Your Campaign Name}_{Objective}_{Cold Audience}_{Single Image}

campaign **structure and the marketing funnel**

When you have a retargeting audience of over 1000, you can look to set up your Bottom of Funnel (BOF) campaign.

When setting up your retargeting campaign, you will be using warm audiences that are familiar with your brand, event etc, as opposed to cold audiences during your RFT rounds.

Your retargeting audiences could be:

Website visitors
Followers of your Facebook page
People that have engaged with your Page or Ad Campaigns previously

	On/Off	Ad set name	Budget	Last significant edit	ℹ️ Results	Reach	Impressions	Cost per result	Amount spent	Schedule
☐	🔵	Campaign_BOF_Web Visitors 180 Days_Testimonial Copy	£10.00 Daily	29 Mar 2021, 11:... 91 days ago	— Website complete...	525	2,976	— Per Complete Regi...	£57.01	29 Mar 2021–Ongoing
☐	🔵	Campaign_BOF_Web Visitors_NI Ads Page Specific	£10.00 Daily	22 Mar 2021, 06:... 98 days ago	— Website complete...	167	1,681	— Per Complete Regi...	£48.00	22 Mar 2021–Ongoing
☐	🔵	Campaign_BOF_Web Visitors	£10.00 Daily	22 Mar 2021, 05:... 98 days ago	— Website complete...	571	5,734	— Per Complete Regi...	£99.74	9 Feb 2021–Ongoing
		› Results from 3 ad sets ℹ️		—	— Website completed	752 People	10,391 Total	— Per Complete Regis...	£204.75 Total Spent	

Toolbar: + Create | Quick duplicate ▾ | ✏️ Edit ▾ | 🧪 A/B test | 📋 | ↺ | 🗑️ | 👥 | 📊 | Rules ▾ | View Setup ⚪ | ▦ Columns: TechCare Reporting Columns ▾ | ⬛ Breakdown ▾ | Reports ▾
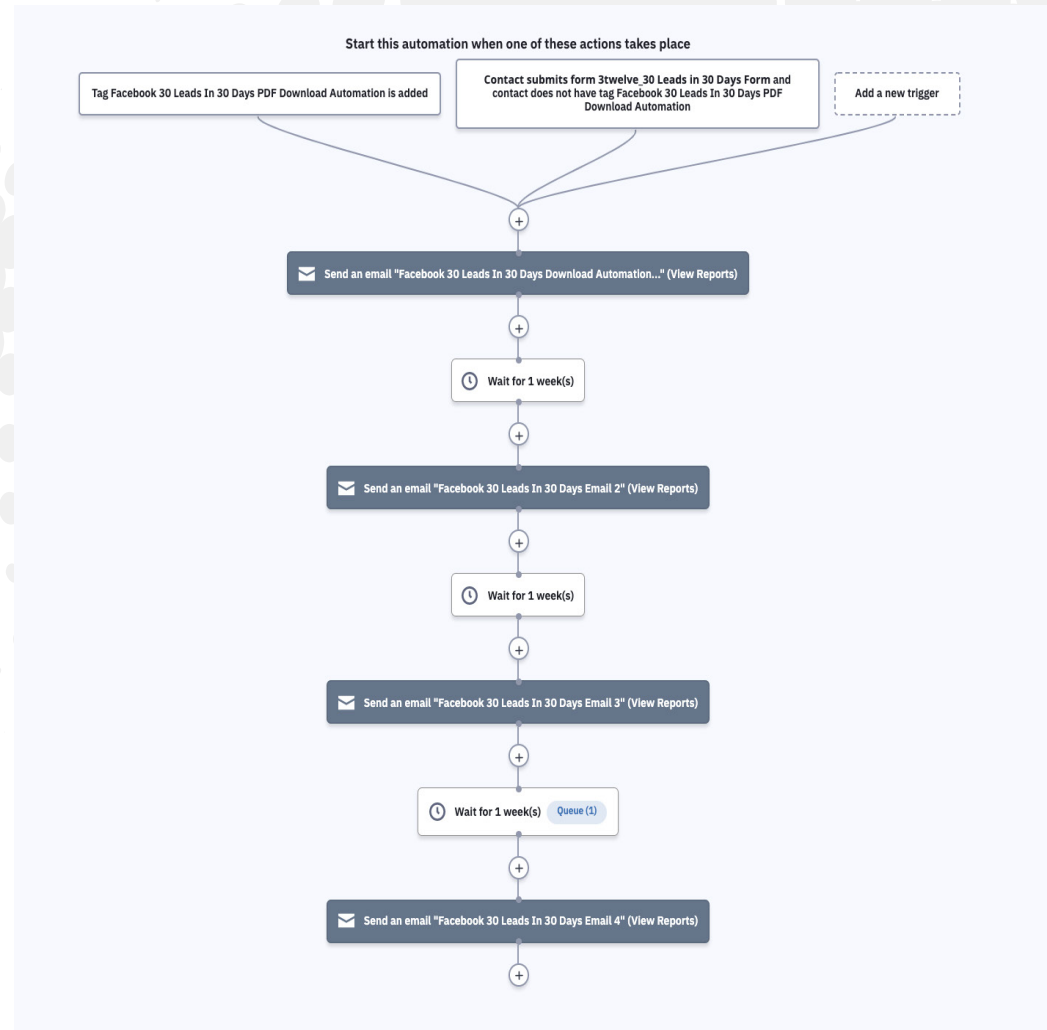
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campaign **structure and the marketing funnel**

When collecting leads and complete registrations for your campaign, you will want to keep sign-ups warm in the instance where you're running an event.

To do this, you will need to use an email marketing tool like Active Campaign or MailChimp to send out periodic emails leading up to a specific date.

If you're using the campaign to generate and warm up new leads for your business, you could set up an email flow that delivers value-driven content to the recipient over a few weeks and then leads to a CTA - for example, to book a call or strategy session with you.

Start this automation when one of these actions takes place

Tag Facebook 30 Leads In 30 Days PDF Download Automation is added

Contact submits form 3twelve_30 Leads in 30 Days Form and contact does not have tag Facebook 30 Leads In 30 Days PDF Download Automation

Add a new trigger

Send an email "Facebook 30 Leads In 30 Days Download Automation..." (View Reports)

Wait for 1 week(s)

Send an email "Facebook 30 Leads In 30 Days Email 2" (View Reports)

Wait for 1 week(s)

Send an email "Facebook 30 Leads In 30 Days Email 3" (View Reports)

Wait for 1 week(s)   Queue (1)

Send an email "Facebook 30 Leads In 30 Days Email 4" (View Reports)

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how **to assess a campaign's performance**

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how **to assess a campaign's performance**

When you set up a campaign, ensure that you have the correct reporting columns set up, depending on the type of campaign, these could/should include the following:

CPM - cost per thousand impressions - typically any CPM higher than around £30 indicates there is an issue

CPC (cost per click) - aim for £1 - 3 per click RFT/TOF for lead gen and £1 for e-comm

Link CTR (link click-through rate) - aim for 1% in RFT/TOF and 3% BOF

Landing page views

CPA or CPL (cost per lead/ cost per acquisition)

ROAs (if applicable)

Adds To Cart

Purchases

You can set up custom reporting columns easily in Ads Manager by heading to:

      Columns THEN

          Customise Columns THEN

               Select which reporting columns you wish to save THEN

                    Tick Save As Preset - name your reporting columns and hit Apply.

These columns will then save as a preset, so you don't have to do this each time in your Ad Account!

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would **you like a free strategy session?**

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Are you:

Already running a campaign and not getting the results you'd like?

Wanting to set up a campaign but don't feel confident with what you're doing?

Looking for ideas on how to use Facebook ads for marketing your event and generating leads?

Why not book a FREE 30-minute strategy session with me!

Link to book is here:

https://calendly.com/3twelveuk/free-30-minute-strategy-session

See you there!

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thank you
for your tim3

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