

# AdEspresso

by Hootsuite™

2017 Update



## THE DOS & DON'TS OF FACEBOOK ADS

by [@MassimoCw](#)

# **OVER 2 BILLION PEOPLE USE FACEBOOK.**

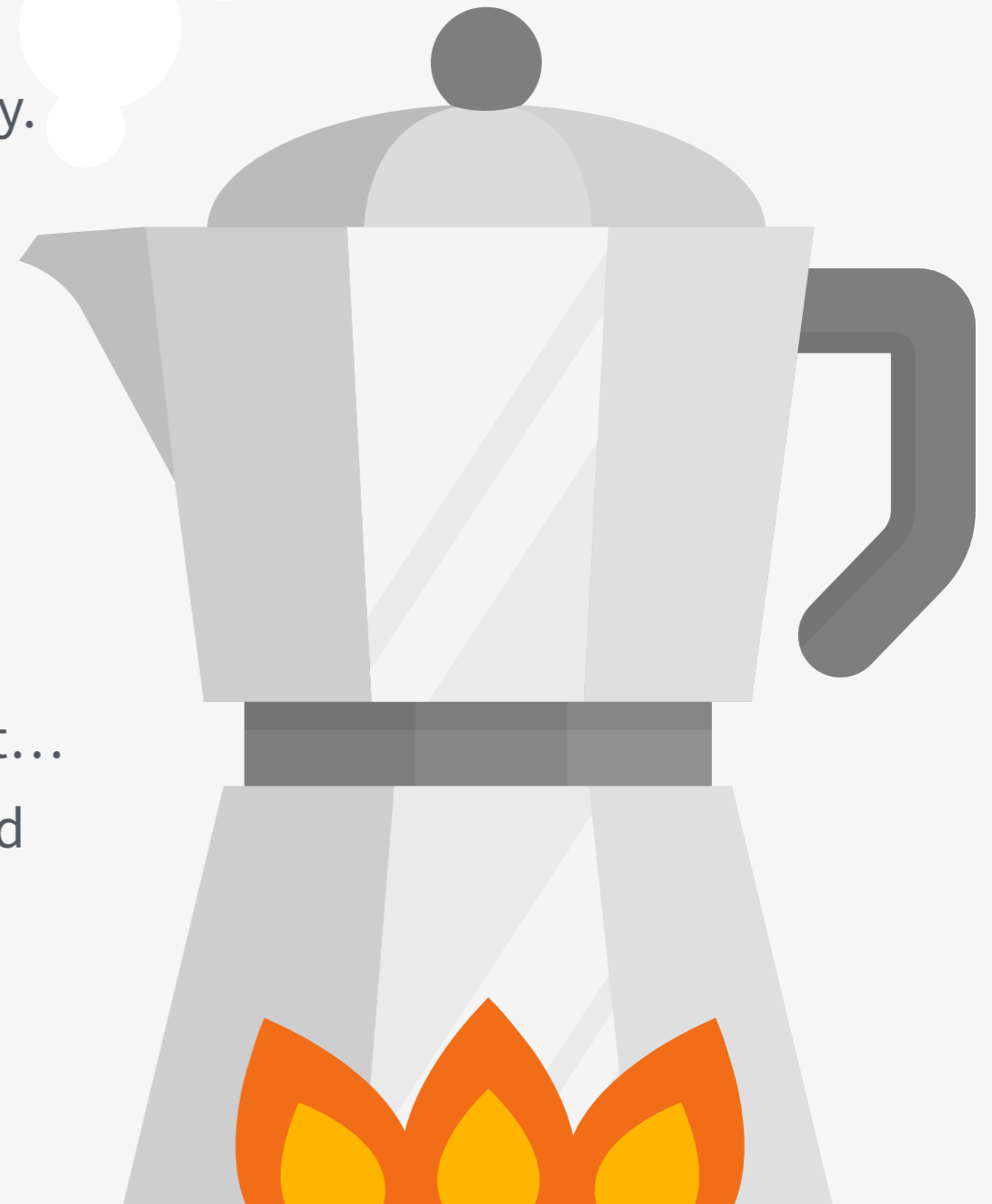
THEIR ADS CAN BE GREAT FOR YOUR  
BUSINESS BUT...

## **IT'S TOUGH TO GET THEM RIGHT.**

# Facebook vs. Google

## Different Channels. Different Approaches.

- ✓ Google is great for demand fulfillment: Search → Buy.
- ✓ Facebook is great for demand generation: Discovery.
- ✓ Complex to get it right. Lower conversion rate.  
Bigger opportunity.
- ✓ Google's lifecycle: Set Up, Test, Fine-tune, Forget.
- ✓ Facebook's lifecycle: SetUp, Test, Fine-tune, Repeat...  
You constantly need to test different ad designs and audiences to target.



# Facebook vs. Google

## Why is Facebook the bigger opportunity?

- ✓ Imagine you've just invented a new, revolutionary razor and want to market it.
- ✓ Most men use and buy razors frequently. It's a huge market but...
- ✓ How many of them actually search Google for "shaving" or "razor" before buying?
- ✓ Not many, I'd guess! The addressable market on Google would be incredibly small!
- ✓ Alternately, with Facebook you can target any man in the world older than 14...


**THAT'S A HUGE OPPORTUNITY!**



# THE AD'S DESIGN

# Designing Facebook Ads





**Image** is key, but make sure it doesn't have too much text.

 **Image Text: High**  
Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.

A blue rectangular box with white text that reads "IS THIS TOO MUCH TEXT?".

## Image Text Ratings

-  **Image Text: OK**  
Your ad will run normally.
-  **Image Text: Low**  
Your ad's reach may be slightly lower.
-  **Image Text: Medium**  
Your ad's reach may be much lower.
-  **Image Text: High**  
Your ad may not run.



Upload your image to Facebook's Text Overlay Tool and test yours:  
[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

# Designing Facebook Ads

Create **Buyer Personas**.

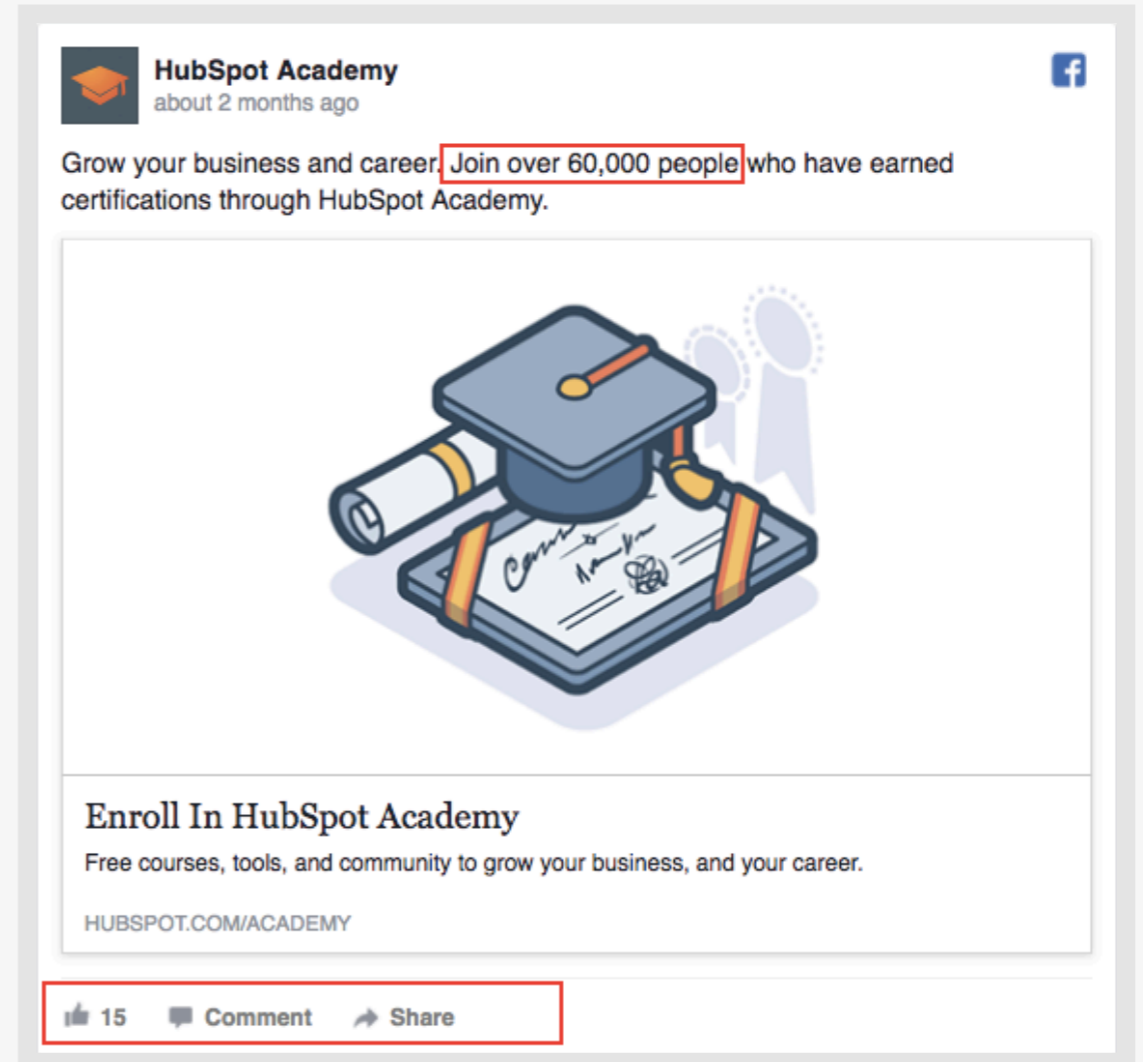
For each persona, highlight specific values.



# Designing Facebook Ads

## Social proof is key:

Both in the ad creative and in the engagement (likes, comments, and shares).



The image shows a Facebook advertisement for HubSpot Academy. At the top left is the HubSpot Academy logo and the text "HubSpot Academy about 2 months ago". To the right is the Facebook logo. The main text reads: "Grow your business and career. Join over 60,000 people who have earned certifications through HubSpot Academy." The phrase "Join over 60,000 people" is highlighted with a red box. Below the text is a central illustration of a graduation cap, a rolled-up diploma, and a certificate with the name "Carmen" and a signature. At the bottom of the ad, the text says "Enroll In HubSpot Academy" followed by "Free courses, tools, and community to grow your business, and your career." and the URL "HUBSPOT.COM/ACADEMY". At the very bottom, there is a red-bordered box containing the engagement metrics: "15" (likes), "Comment", and "Share".




# Designing Facebook Ads

Landing page should be consistent with the Ad's wording and design.




# Designing Facebook Ads

Creating visual contrast might work for clicks, but you are sacrificing your branding.



 **My Top Kickstarter Projects**  
about 2 months ago

An Aerospace Engineer, Electrical Engineer, and MARK CUBAN...  
Have created a SUPERIOR rideable experience!

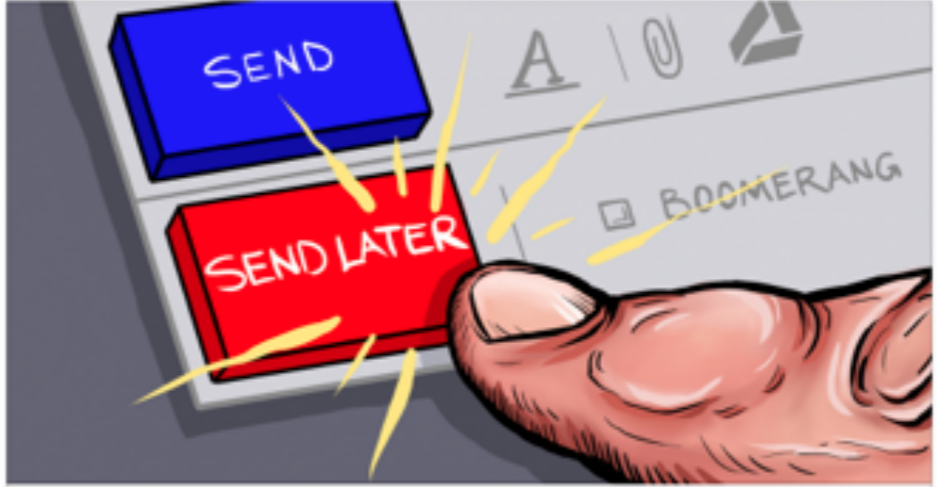


**This Is NOT A Traditional Hoverboard...It's The Next BIG Thi...**  
Using the man Mark Cuban as their mentor these engineers set out on a miss...  
[WWW.KICKSTARTER.COM](http://WWW.KICKSTARTER.COM)

1 Like 3 Comments Share

 **Boomerang for Gmail**  
App Page · 2,745 Likes · July 13 ·  Profile

The best kept secret of the most productive Gmail users



**Improve Your Gmail**  
Schedule emails to send later and get automatic reminders if your email doesn't receive a response with Boomerang, the top plugin for Gmail. Download Boomerang for Gmail for free today.

[WWW.BOOMERANGGMAIL.COM](http://WWW.BOOMERANGGMAIL.COM) [Learn More](#)

21 Likes · 9 Comments · 2 Shares

Comment Share



**Direct the driver, Motivate the elephant**

# It's not just about the features...

- ✓ Our rational self is like a tiny man riding an elephant.
- ✓ The man is sure he's in control but when he and the elephant disagree on which way to go... guess in which direction they'll go?
- ✓ The elephant is our emotional side, our subconscious. If he can avoid it, he doesn't like changing his habits (e.g.: learning how to use new products, shopping on a new website, etc.).
- ✓ Your design should address both the man and the elephant. Don't limit yourself to product features. Motivate the elephant with images and copy that engage them emotionally and highlight product benefits.

# It's not just about the features...

The image shows a Facebook post from Hootsuite, marked as 'Sponsored'. The post text includes: 'Start saving time on social.', 'Manage all your social networks from one simple dashboard with Hootsuite Pro. Try it free for 30 days!', 'Free 30-Day Trial of Hootsuite Pro', and 'Join 10 million+ professionals using Hootsuite to manage their social media. Easily connect all your social networks, reach your customers, and grow your business.' There is a 'Sign Up' button and the URL 'HOOTSUITE.COM'. The post has 6 likes and 1 share. A woman is shown in a video thumbnail using a laptop. Blue arrows point from specific text elements to the right.

**Emotional:** Benefit

**Rational:** Great Features

**Emotional:** Happy and relaxed,  
+ more time

**Rational:** No risk, it's free to try

**Social Proof:** 10 million users!

# THE AD'S PLACEMENT

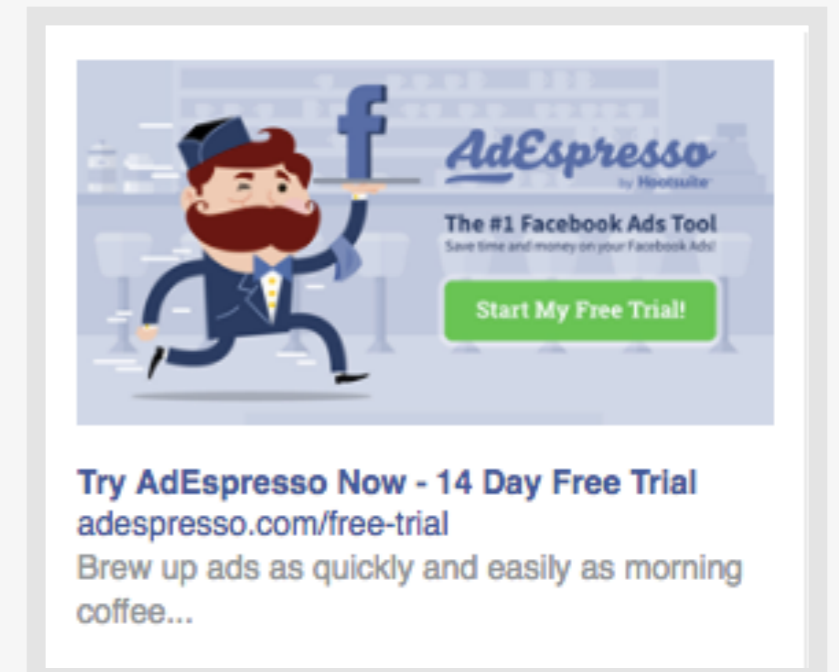
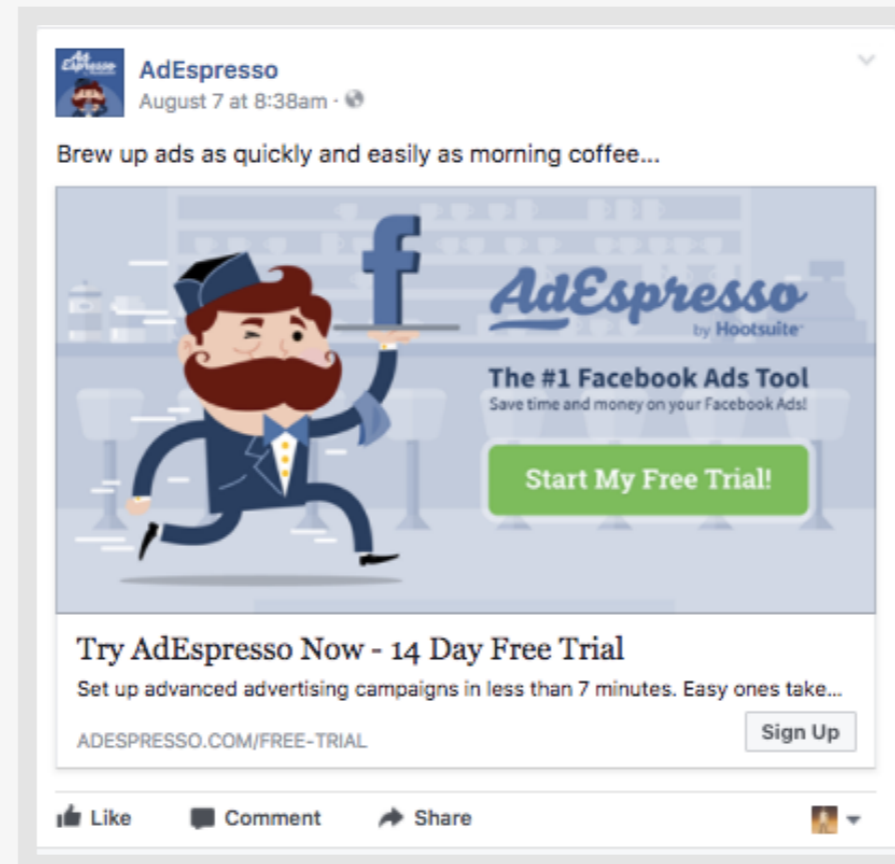
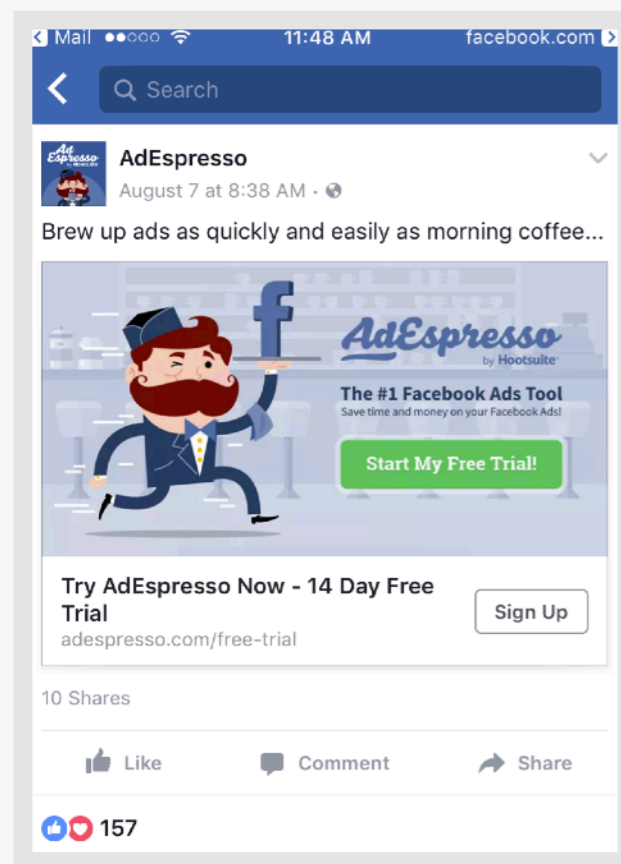
# Facebook Desktop, Mobile, and Right Hand Column Images

✓ Image size: 1200 x 628 pixels

✓ Headline: 25 characters

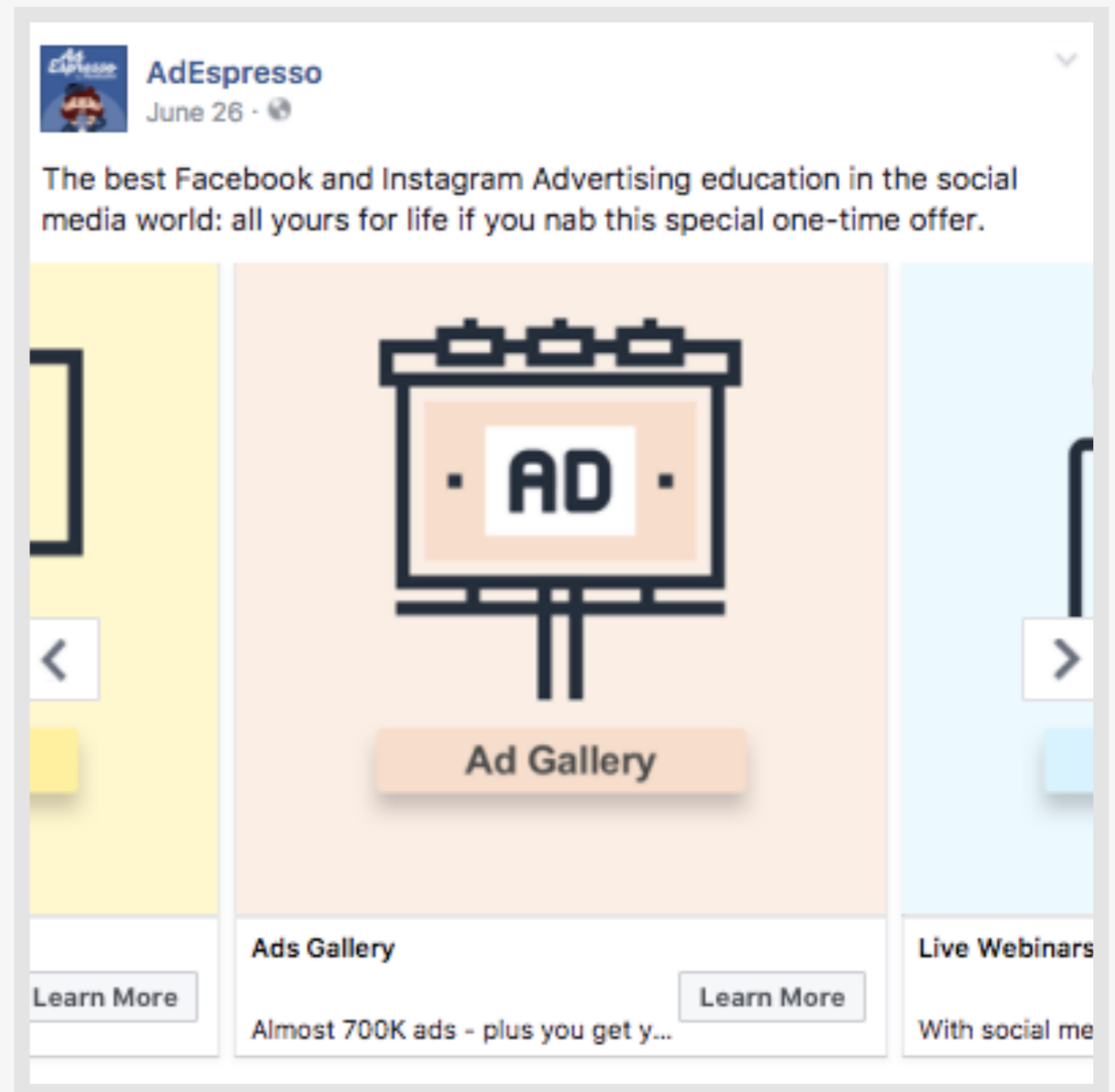
✓ Ad Text: 90 characters

✓ Link description: 30 characters



# Facebook Carousel

- ✓ Recommended image size:  
600 x 600 pixels
- ✓ Ad Text: 90 characters
- ✓ Headline: 40 characters
- ✓ Link description: 20 characters

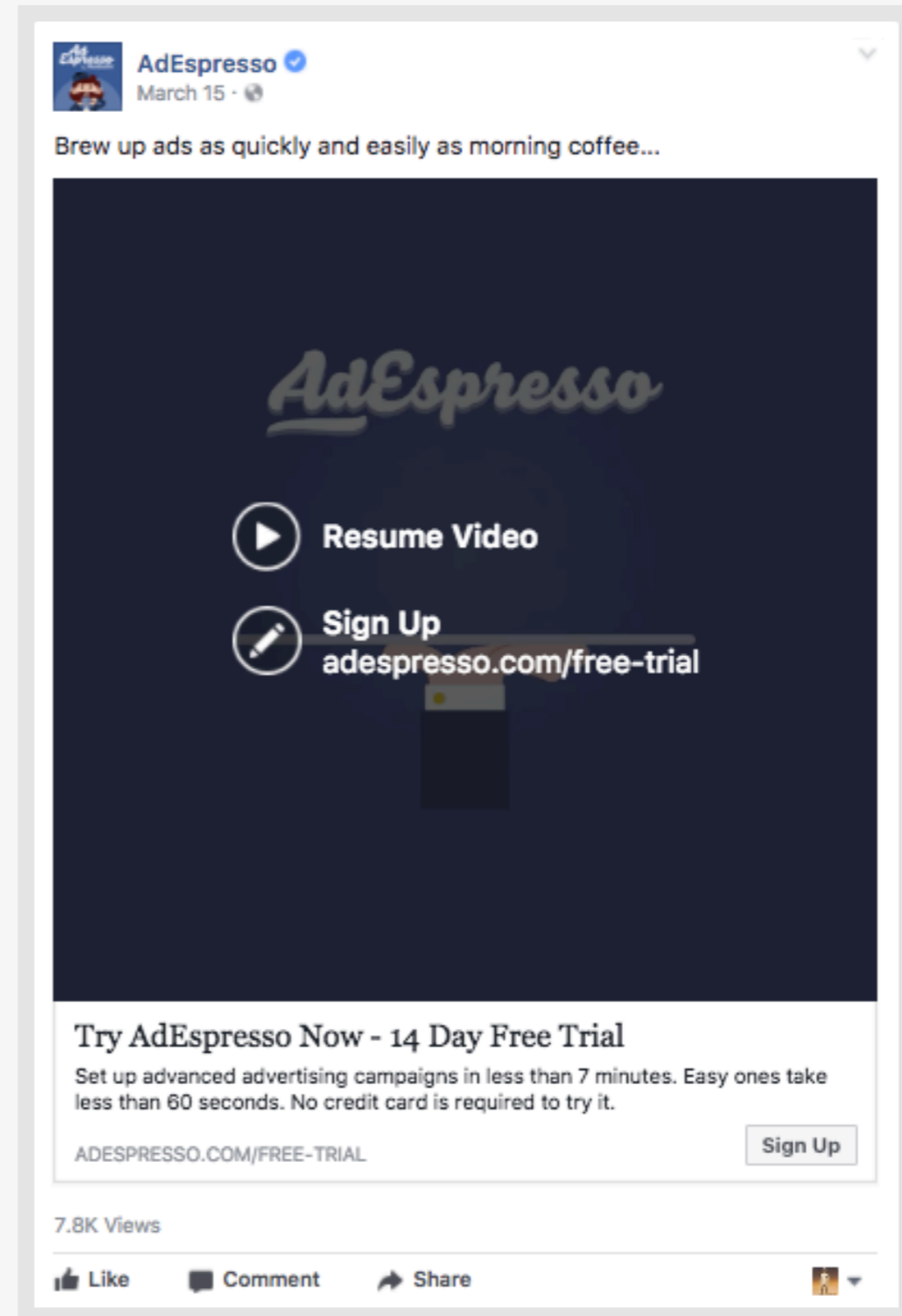




# Facebook Video

- ✓ Minimum resolution:  
600 x 315 pixels (1.9:1 landscape)  
600 x 600 pixels (square)
- ✓ Ad Text: 90 characters
- ✓ Headline: 25 characters
- ✓ Link description: 30 characters

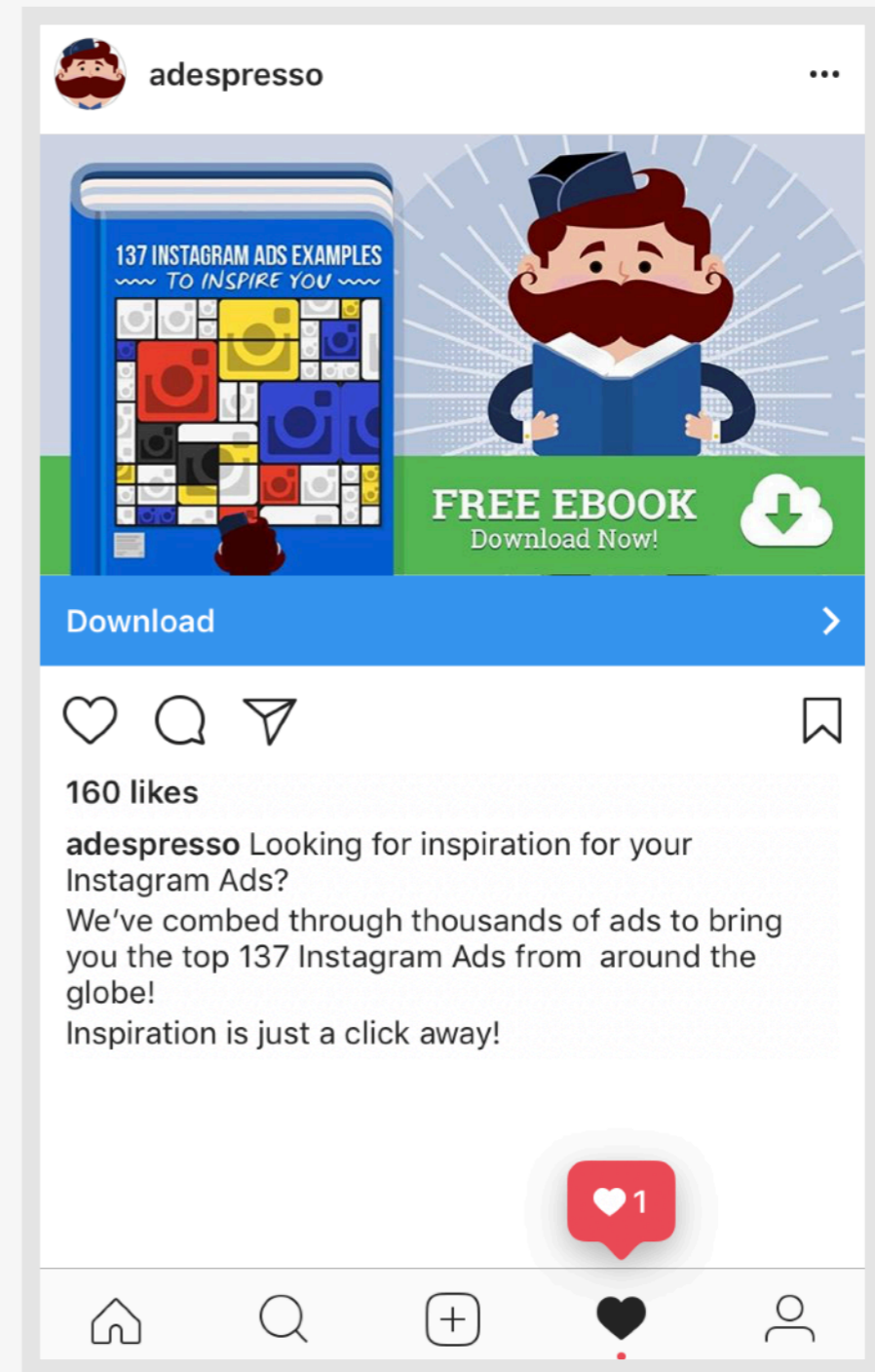
[Click here to read more](#)



The screenshot shows a Facebook post from AdEspresso, dated March 15. The post features a video player with a dark background and the AdEspresso logo. Below the video, there are two call-to-action buttons: "Resume Video" and "Sign Up" with the URL "adespresso.com/free-trial". Below the video player, the text reads "Try AdEspresso Now - 14 Day Free Trial" followed by a description: "Set up advanced advertising campaigns in less than 7 minutes. Easy ones take less than 60 seconds. No credit card is required to try it." Below this text is the URL "ADESPRESSO.COM/FREE-TRIAL" and a "Sign Up" button. The post has 7.8K views and includes interaction options for Like, Comment, and Share.

# Instagram Video and Image

- ✓ Image and Video size recommendation:
  - 600 x 315 pixels (1.91:1 landscape)
  - 600 x 600 pixels (1:1 square)
  - 600 x 750 pixels (4:5 vertical)
- ✓ Caption: Text only,
  - 125 characters recommended
- ✓ Maximum length: 60 seconds



# THE AD'S TARGETING

# Targeting Facebook Ads

## ✓ Country

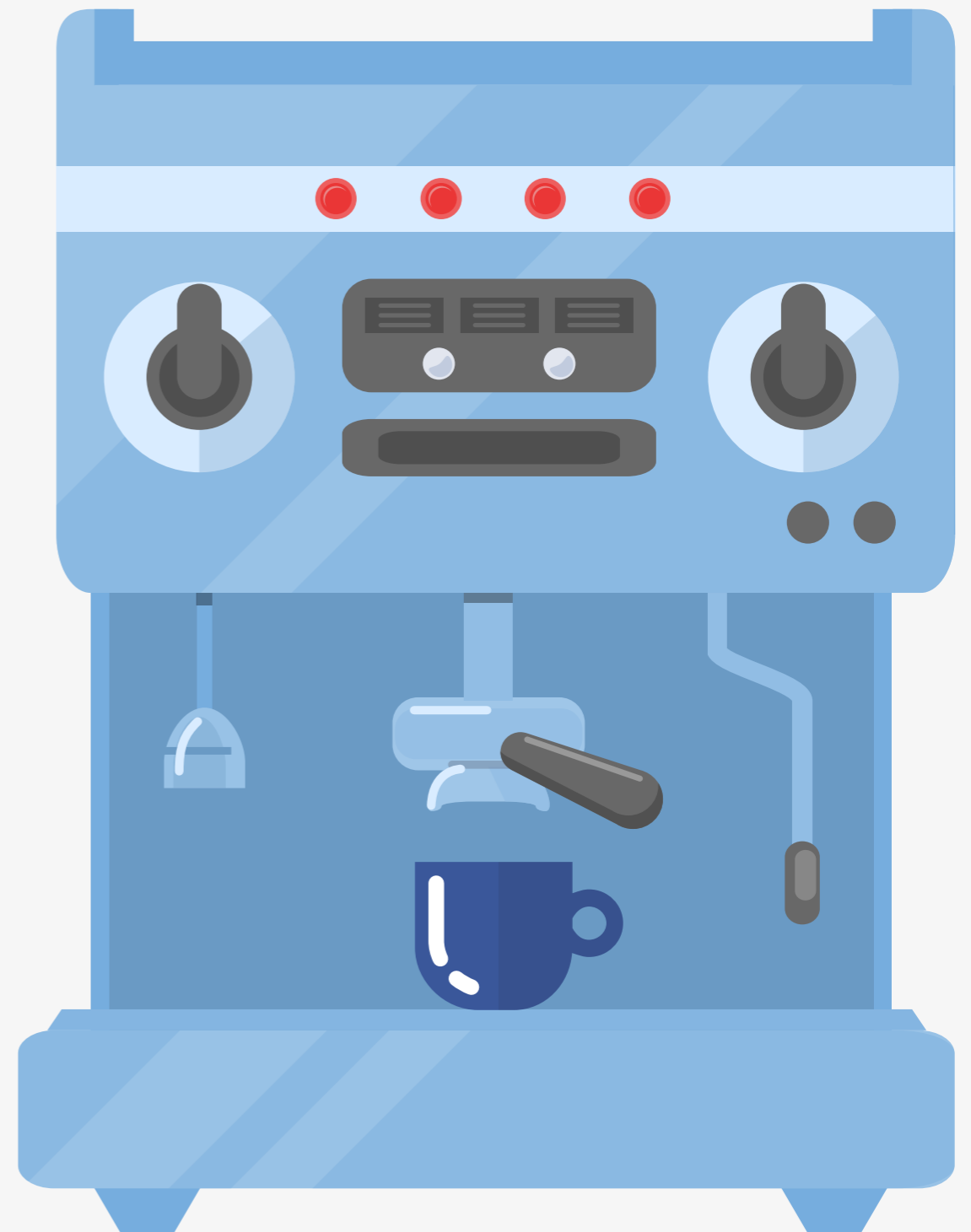
Huge price & performance differences.  
Never mix in the same Ad Set.

## ✓ Custom Audiences

Best targeting right now! Requires a big email list. Great for B2B startups.

## ✓ Interests

Great for creative tests with wide audiences.



# Targeting Facebook Ads

## ✓ Gender

Depending on the market, targeting just men or women can make a huge difference.

## ✓ Behaviors

Many interesting options. Purchase behaviors is remarkably useful for eCommerce.

## ✓ Connections

Effective depending on the quality of your page's fans. Good for generating likes and engagement.



# OBJECTIVES AND BIDDING

# Objectives

- ✓ **Conversions** - Getting conversions (purchase, leads, etc.).
- ✓ **Link Clicks** - Getting people on your website.
- ✓ **Impressions** - Getting your ad in front of a wide audience.
- ✓ **Reach** - Getting your ad in front of everyone in a specific audience.
- ✓ **Post Engagement** - Getting your ad in front of people who are most likely to like, share, or comment.



If the conversions for your objective aren't high enough, move to a higher funnel goal.



# Bidding

**Facebook's Ad Ecosystem operates as one big auction.**

- ✓ **Automatic Bid** - Facebook will pick the best bid for your campaign's objective.
- ✓ **Custom Bid** - You choose the target price you'd like to pay for an action.
- ✓ **Suggested Minimum Bid** - Cheaper but might not spend your whole budget.
- ✓ **Suggested Median Bid** - Best mix between cost effectiveness and delivery.
- ✓ **Suggested Maximum Bid** - Optimized for maximum exposure, most expensive.



Don't know what to do? Use Automatic Bidding!



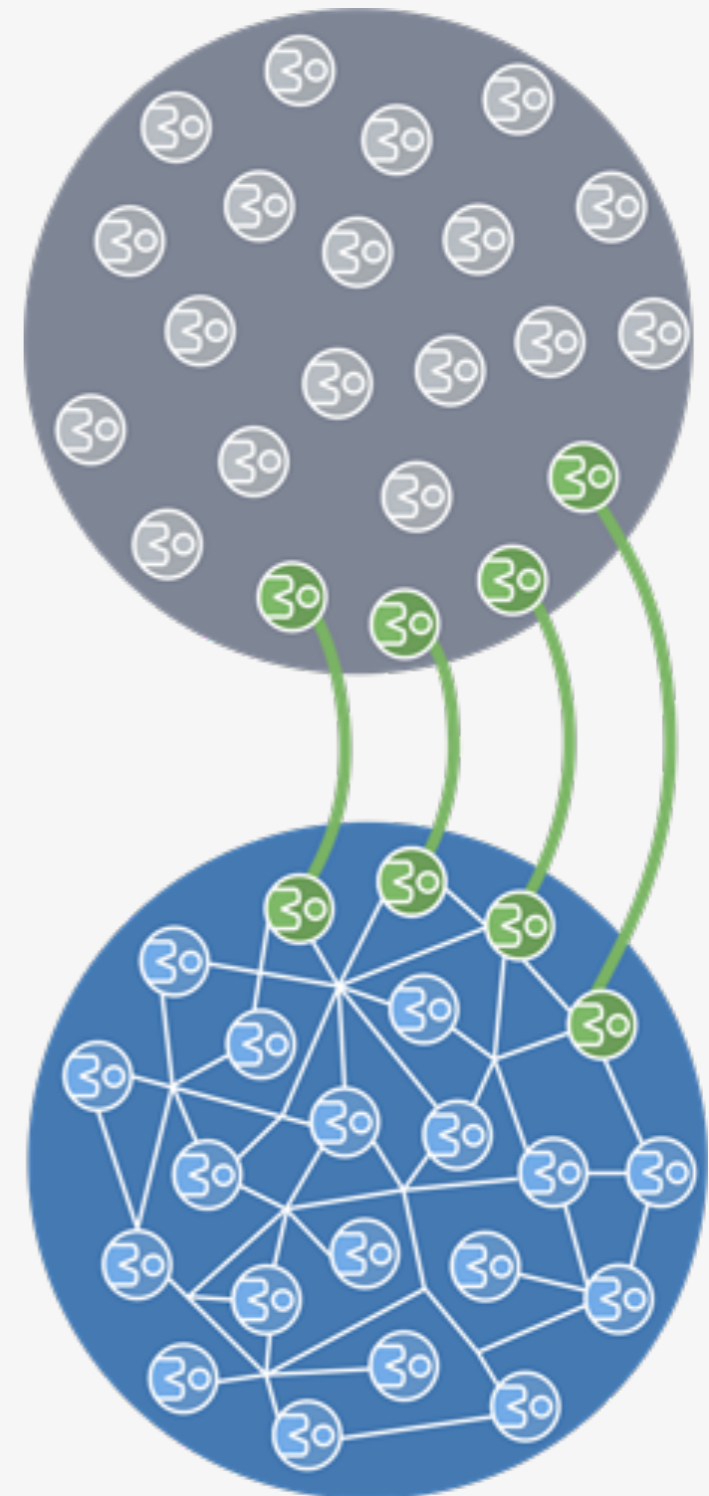


# CUSTOM AUDIENCES

YES, THEY DESERVE THEIR OWN SLIDES...

# What Are Custom Audiences?

- ✓ Laser Focused Ad Targeting.
- ✓ Upload an email list (or User IDs or Phone #s) and use it as your ads' target.
- ✓ Target people very similar to those in your list with Lookalike Audiences.
- ✓ Retarget users who visited specific pages of your website with Website Custom Audiences.
- ✓ Custom Audiences can often increase ROI 5x.
- ✓ Reach is usually limited. They work well at first but not for long.



# Some ideas to try

- ✓ Convert Newsletter subscribers into customers.
- ✓ Retarget people who put a product in their cart but never checked out.
- ✓ Exclude customers from your targeting.
- ✓ Create a Lookalike audience of users very similar to your customers.
- ✓ Promote your mobile app to your website's users and vice versa.

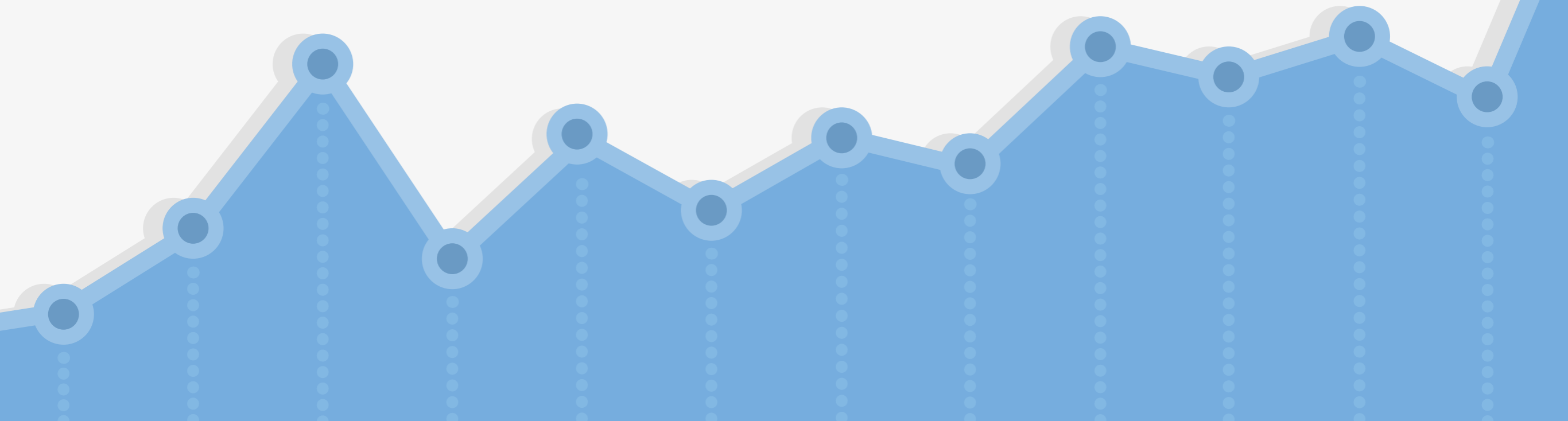
**DOWNLOAD OUR EBOOK**



# REPORTING

# Key Metrics to Monitor

- ✓ **Reach:** How many users are you reaching? If not enough or none, increase bid.
- ✓ **Frequency:** How many times, on average, a unique user has seen your ad. When the ad has been seen too much, change the target or ads' design.
- ✓ **Cost per Action:** This is your main metric to understand if FB Ads are profitable for you. You should focus on lowering this value.
- ✓ **Likes:** Likes are just vanity metrics, very few people got rich due to likes (Zuckerberg being one of them), so screw 'Likes'. Look for actions and engagement instead.



# Use Customized Reports

Make sure you export your Facebook Ad campaign data **at least** once a month to analyze the results.

Facebook has .csv and .xls output.



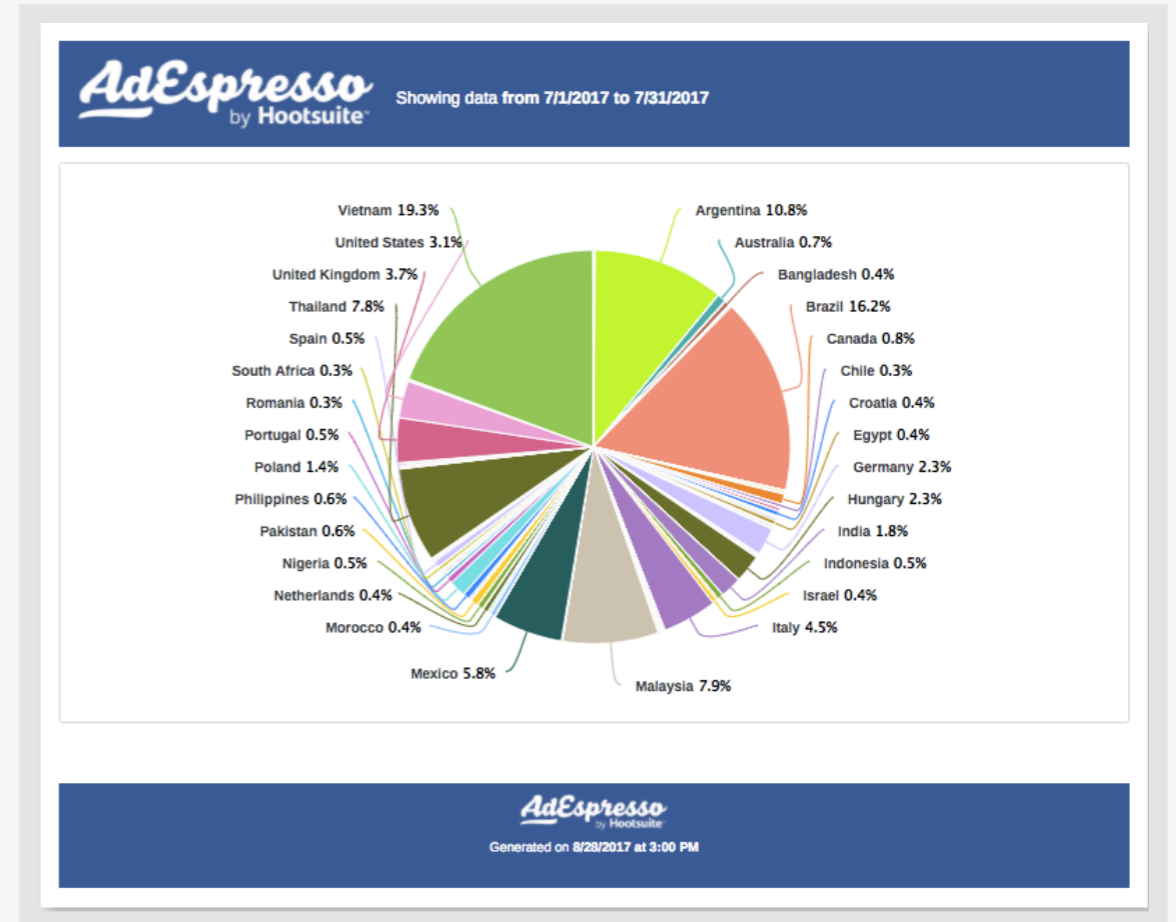
Use Customize Columns to choose all your key metrics

Columns: Tim's View (Leads and Purchase Costs) ▾		Breakdown ▾	Export ▾
Reach ⓘ	Cost	Performance	Cost per ... ⓘ
11,330	Per S	Delivery	\$3.00
41,520		Engagement	—
45,068		Video Engagement	—
21,824		App Engagement	\$6.26
1,057	Per S	Carousel Engagement	\$7.17
1,841	Per S	Performance and Clicks	\$1.84
1,387	Per S	Cross-Device	\$7.83
11,337		Messenger Engagement	\$13.73
		Offline Conversions	
		Tim's View ×	
		✓ Tim's View (Leads and P... ×	
		Customize Columns...	
		Set as Default	
		Reset Column Widths	

# PDF Reporting

## Want automated PDFs instead of manual Excel files?

- ✓ Create visually stunning reports in minutes instead of hours.
- ✓ Fully customizable key metrics - all in an easy drag & drop format.
- ✓ Automate your reports and automatically receive them in your inbox on *your* schedule.



**PDF REPORTING**

**Already tried everything and still no sales?**





# Move...



 **From Here**

# Move...



← **To Here**

- ✓ Move your goal higher up the funnel and generate Leads.
- ✓ Do some Lead nurturing via email to close sales

# Some (great) bloggers to follow



[Jon Loomer](#)



[Dennis Yu](#)



[Amy Porterfield](#)



[Molly Pittman](#)



[Mari Smith](#)



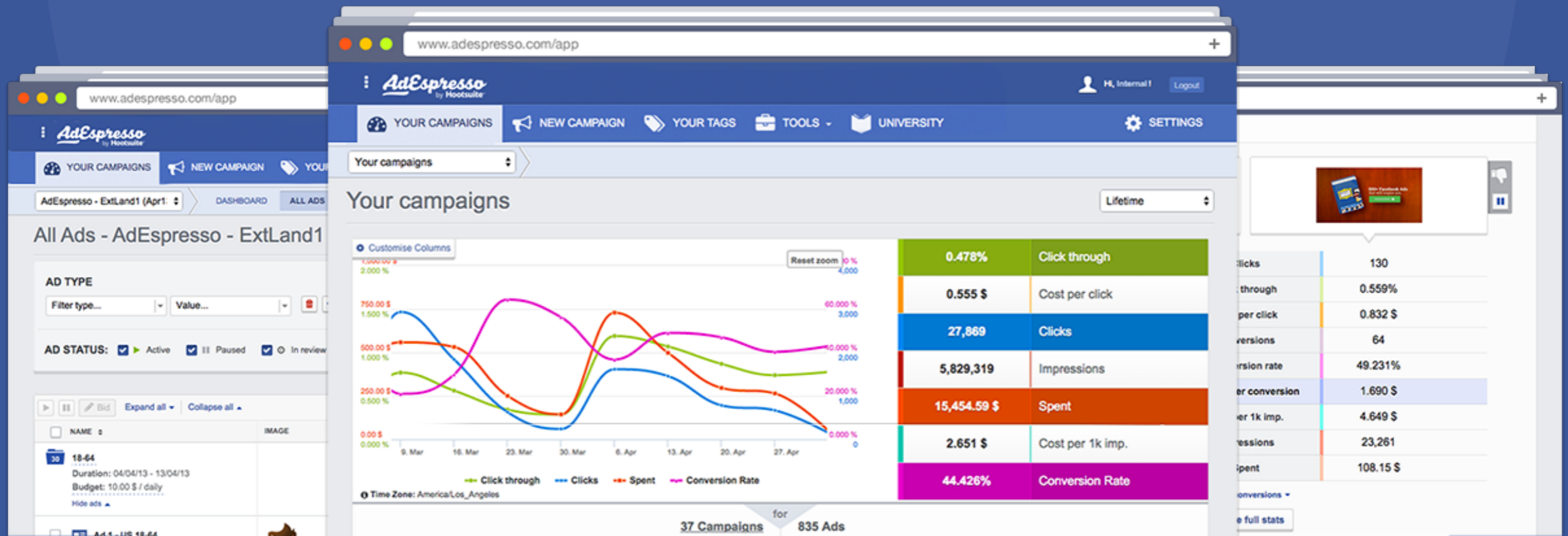
[AdEspresso](#)

# AdEspresso

by Hootsuite™

Save Time & Money Optimizing you Facebook Ads Campaigns

START YOUR FREE TRIAL NOW!



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by Hootsuite™

**THANK YOU!**



2017 Update by [@TimChardMe](#)

[www.adespresso.com](http://www.adespresso.com)

