



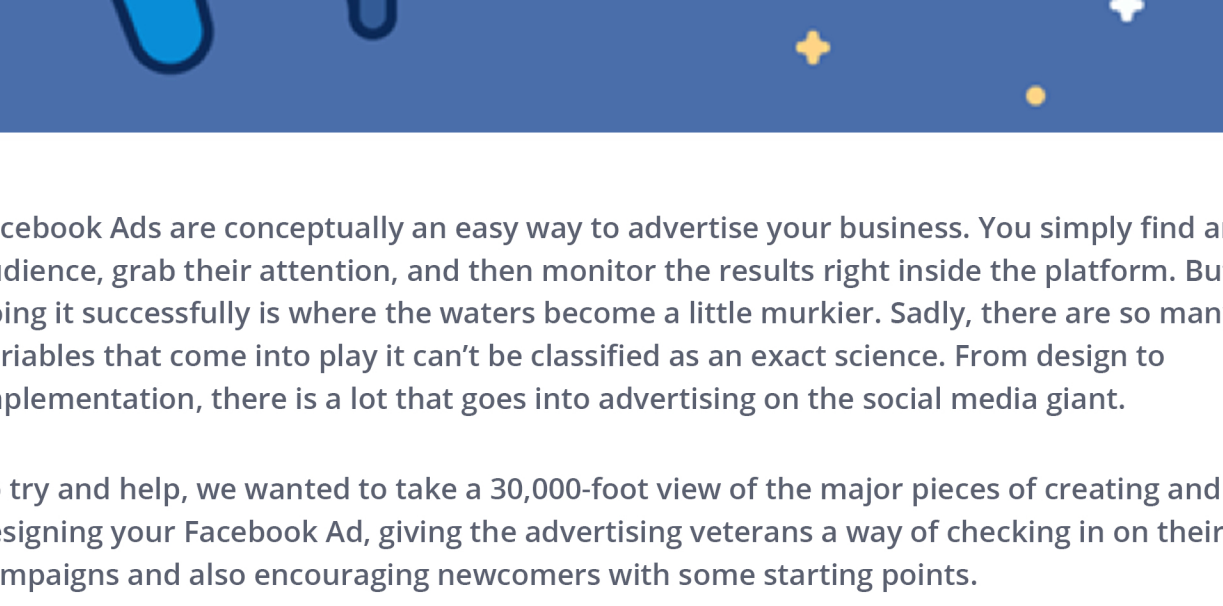
Four Steps to Creating Great Facebook Ads

DO YOU REMEMBER WHAT ADVERTISING WAS LIKE BEFORE FACEBOOK?

Wait, there was advertising before Facebook? More than 1 billion people on average log into Facebook every day. That means it doesn't matter if there were ads before Facebook. It's here now and it's a part of our world, and that's an advertising market you don't want to miss.

As a business, maybe you have fully embraced the social media market leader and are utilizing its advertising capabilities to its fullest potential. Or maybe you are scared to death. Either way, Woodchuck is here to help you (insert trumpeting horns here)!

Over the next few weeks, we will do a four-part series about creating and designing your Facebook Ads. We know, it's not rocket science, but we hope to help you achieve explosive results! (Ah, see what we did there?!?)



Facebook Ads are conceptually an easy way to advertise your business. You simply find an audience, grab their attention, and then monitor the results right inside the platform. But doing it successfully is where the waters become a little murkier. Sadly, there are so many variables that come into play it can't be classified as an exact science. From design to implementation, there is a lot that goes into advertising on the social media giant.

To try and help, we wanted to take a 30,000-foot view of the major pieces of creating and designing your Facebook Ad, giving the advertising veterans a way of checking in on their campaigns and also encouraging newcomers with some starting points.

Where to Start

Facebook recommends the following guidelines when beginning an ad:

- Identify your goal
- Identify your audience
- Select your topic
- Select your image
- Write the ad

As shown, the first and maybe obvious step is to identify your goal. Do you want to increase traffic to your website, gain Facebook followers, increase attendance to an event, or gain subscribers to your newsletter? It's important you know exactly why you are advertising before proceeding. You will also want to make sure your goal is measurable. You need to know if your efforts are moving in the right direction or if you will need to make adjustments.

When you begin in Ads Manager, it is critical you then choose the objective that most closely matches your campaign goals. This objective will dictate your ad delivery and the options you have for bidding. Currently, there are three categories from which you can start: Awareness, Consideration, and Conversion. Between these three main categories, you can further select from the following eleven objectives:

- ☒ **Brand Awareness:** Reach people who will most likely be interested in your brand to increase awareness
- ☒ **Reach:** Maximum amount of exposure for your ad
- ☒ **Traffic:** Send people to places like your site or your app
- ☒ **Engagement:** Get more page likes or event responses
- ☒ **App Installs:** Have more people download your
- ☒ **Lead Generation:** Drive more sales leads from interested people
- ☒ **Messages:** Have more user engagement on Messenger
- ☒ **Conversions:** Drive more users to your website, app, or inside Messenger
- ☒ **Catalog Sales:** Show ads based on items in your catalog targeted to your audience
- ☒ **Store Visits:** Get more customers into your actual storefronts

Some of the choices are much more obvious than others. Some, like Traffic and Conversions, seem very similar at first glance. The good news is that if you are unsure which objective is the best fit, you can also try A/B testing for varying objectives. This will show you which method is giving you the best results towards reaching your goals in your ad campaign.

Giving some time and thought to this first step will make selections inside the Ads Manager easier when choosing your objectives. When you are confident in your goals, Facebook Ads Manager will give you the right tools to achieve them.

After all, with 1 billion people per day logging in, isn't it worth a little time and preparation?



NEXT STEPS

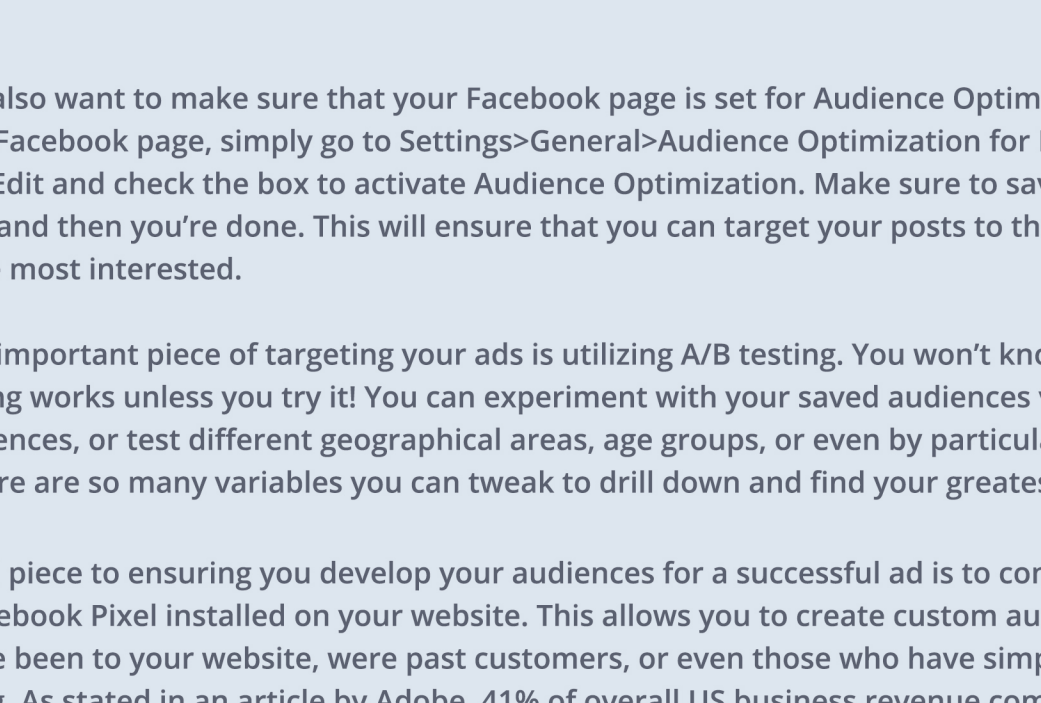
We're pretty sure there have been some sleepless nights in anticipation of the next steps required when developing your Facebook Ads. Wait no more!

Previously, we worked on developing your ad goals. This week we'll dive into the second recommended step of identifying your audience.

Put very simply, you need to identify your ideal customer to target your most valuable audience, ensuring your ad is relevant which will increase your ROI.

You want to make sure you know your customers' demographics, needs, and interests. To truly get an accurate picture, you will need to spend some time researching industry social media conversions, and most simply, utilize Facebook Audience Insights to gain information about your target audience.

When inside Ads Manager, you can create your target audience utilizing the data that you have gathered. You can target through details like geography, interests, or even occupation. Once created, you can save this audience for future use or create a new one with each ad. Facebook also gives you the opportunity to exclude specific segments that you prefer not to target with a specific ad.

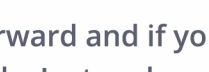


You will also want to make sure that your Facebook page is set for Audience Optimization. On your Facebook page, simply go to Settings>General>Audience Optimization for Posts. Click on Edit and check the box to activate Audience Optimization. Make sure to save your changes and then you're done. This will ensure that you can target your posts to those who would be most interested.

Another important piece of targeting your ads is utilizing A/B testing. You won't know if something works unless you try it! You can experiment with your saved audiences vs. look-alike audiences, or test different geographical areas, age groups, or even by particular interests. There are so many variables you can tweak to drill down and find your greatest ROI.

One final piece to ensuring you develop your audiences for a successful ad is to confirm you have Facebook Pixel installed on your website. This allows you to create custom audiences that have been to your website, were past customers, or even those who have simply visited your blog. As stated in an article by Adobe, 41% of overall US business revenue comes from repeat customers. That's a piece of your audience you can't afford to miss!

It can all seem a bit overwhelming when you first begin to develop your target audience. With a few good tips from your friends here at Woodchuck, and a little patience and re-search, you will be well on your way to ad returns you're hoping for.



IMAGES SPEAK VOLUMES

In continuing our Facebook Ads series, the next two steps in constructing your ad are the topic selection and image creation. These both play a big part in the success of your ad campaign and put you well on your way to the final step of writing your ad, which will be your final step.

WHAT'S THE POINT?

Selecting your topic is pretty straightforward and if you have followed the previous two steps, you most likely have this in place already. Just make sure that your targeted audience and objectives are a good fit. If you selected a target audience of males in the manufacturing industry, your ad for selling you're My Little Unicorn purses might not be the best topic for ad success.

A PICTURE IS

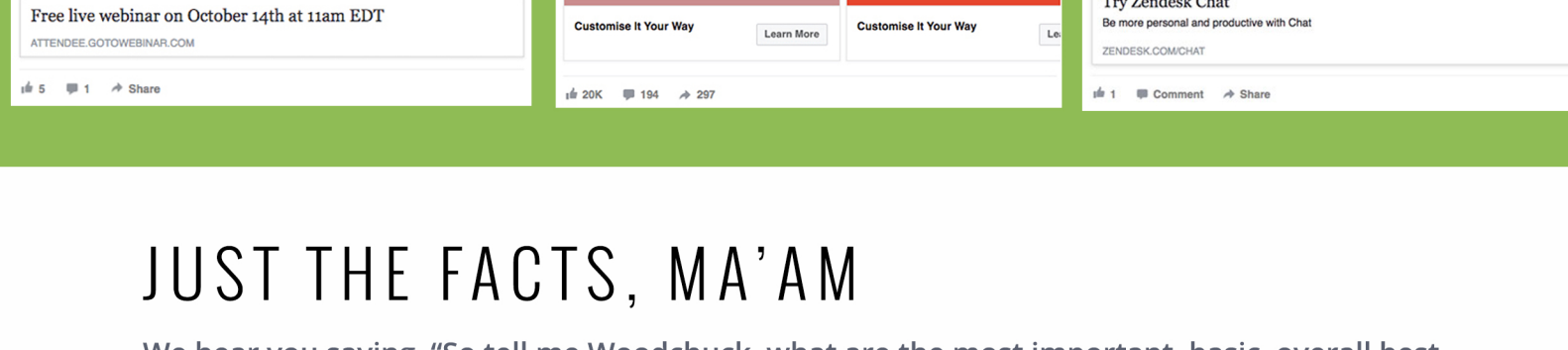
Arguably the most important point of developing a Facebook Ad is imagery. A study by Consumer Acquisition notes that your imagery is responsible for 75-90% of your ad's performance. If you remember in the 5 steps that Facebook suggests for creating an ad, writing your copy falls BELOW choosing an image. The image drives the ad. There are different approaches that can be taken to produce a winning image for an ad. Try something fun and simple with a plain background and a pop of contrasting color which will surely get noticed in the feed. Like the example below from Litmus.

SELL IT!

Utilize a photo carousel like the always successful Nike. This shows your product variety and can solidify a sale even before a user visits your website.

KEEP IT SIMPLE!

Another option could be an extremely simple design that grabs immediate attention like this example from Zendesk.

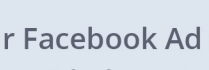


JUST THE FACTS, MA'AM

We hear you saying, "So tell me Woodchuck, what are the most important, basic, overall best practices to keep in mind when choosing imagery for our Facebook Ads?" Glad you asked!

- ☒ Keep your in-image copy short to ensure you reach a full audience and adhere to Facebook's guidelines. There are several tools you can use to test this, but you can go right to the source and upload your image with Facebook's image/text check.
- ☒ Of course, sizing is important when posting your ad on Facebook. Ensure your image is 1200 x 628 pixels, otherwise, it will get cropped.
- ☒ Make your ad unique, but consistent with your brand. You want to compliment your landing pages where you are sending potential customers.
- ☒ Include a call to action or a clear, visible offer. Engage and convert!
- ☒ Utilize A/B Testing to see what's working and what isn't! It may be stating the obvious, but know your target audience and focus on what's working!

Love it or hate it, Facebook can be a very effective tool in your marketing strategy. Creating ads doesn't have to be an insurmountable task if you take the time to plan and prepare. Of course, there is always the design team at Woodchuck to help you navigate those murky waters. In fact, we might actually make it fun for you! Who are we kidding, it's *ALWAYS* more fun with Woodchuck!



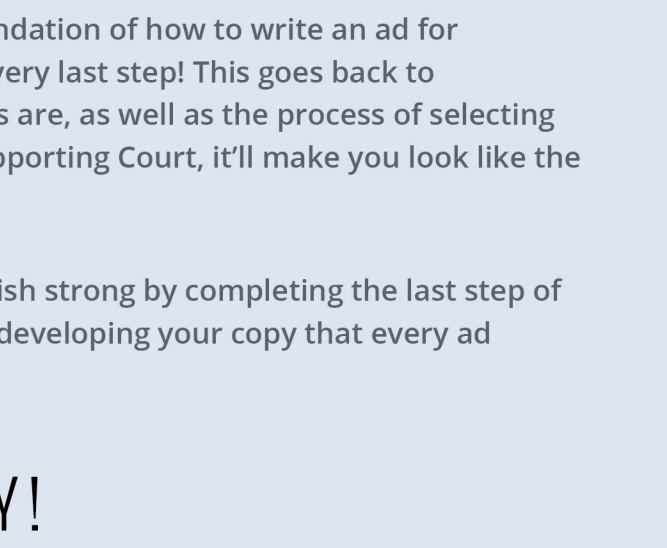
TYING IT ALL TOGETHER!

If you have made it this far with us in our Facebook Ad series, congratulations! We wish there was a prize to offer, but like mom always said, there is no greater gift than the gift of knowledge! So, you're welcome.

Do You Remember?

Since it's been a few weeks, we'll list the steps to creating a Facebook Ad again to refresh your memory where we started, and also how we'll finish!

01. Identify your goal (Week #1)
02. Identify your audience (Week #2)
03. Select your topic (Week #3)
04. Select your image (Also Week #3)
05. Write the ad (Week #4)



Maybe you found it interesting that in their recommendation of how to write an ad for Facebook, they recommended writing your ad as the very last step! This goes back to emphasizing just how important the preparation steps are, as well as the process of selecting your images. Content may be king, but without it's supporting Court, it'll make you look like the Court Jester!

So you've done all the prep work, and now you will finish strong by completing the last step of creating great copy! There are three points related to developing your copy that every ad should cover in order to be successful.

LET'S CREATE SOME COPY!

- ☒ Is your ad valuable? If readers find no value for themselves or their business, it will be a quick scroll past your ad. They need a clear call to action or a compelling offer to draw them in and show them how valuable your product or service would be in their life
- ☒ Is it useful? Just making your ad 'salesy' won't encourage someone to stop and take a look or interact. How will your product or service make a positive impact on their life and prove to be useful? This isn't the time to just sell how amazing your business is (although we would agree, you ARE amazing).
- ☒ Is it relevant? You have to reach the right audience in order to accomplish the first two points. Remember, you need to know your audience. It's about getting your message in front of the RIGHT audience. If it's urgent or a limited time offer, make sure they know it. It's hard to pass by something when you know that time is significant which makes it relevant.

There is a lot to consider when developing your Facebook Ad, but with some effort and planning, your campaign can be a measured success. If you are feeling overwhelmed or still uncertain, please contact the team at Woodchuck. After all, there's a whole Facebook world out there just waiting to see your ad!

