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# Building Profitable & Evergreen Facebook Campaigns

Turn poor Facebook ads into Winning  
Campaigns & Increase profits by 3X and  
more!

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# **Pillar #1**

# **Objectives &**

# **Ad Formats**











**Picking the Right Campaign Objectives &  
Goals for Your Business**

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# Facebook Campaign Objectives

Ad formats are made with your objectives in mind. Pick the right one for your objectives.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	<input checked="" type="checkbox"/> Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

## Common Objectives Used in eCommerce

- Traffic
- Engagement
- Video Views
- Conversions
- Catalog Sales
- Message (New)

# Objectives - Engagement

Boost likes, shares and comments on your post



6.7K

357 Comments 1.9K Shares



Like



Comment



Share



High trust signals



33

3 Comments 1 Share



Like



Comment



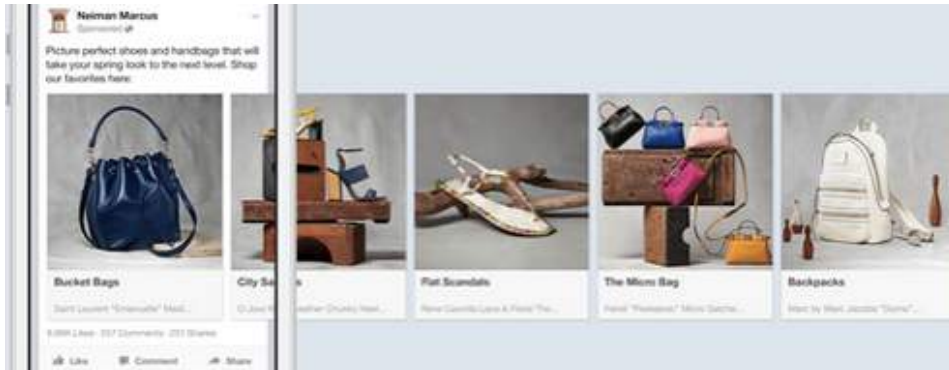
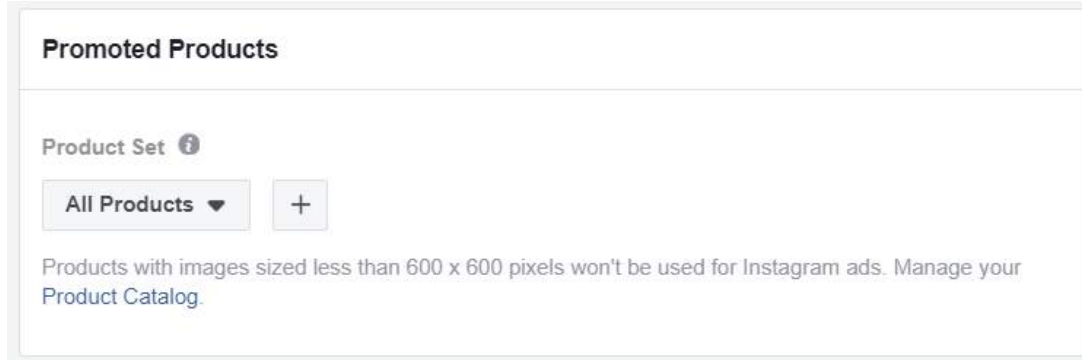
Share



Low trust signals

# Objectives - Catalog Sales

Link your products from website to Facebook ad account to create dynamic product ads.



- Great format for remarketing ads
- Dynamically show your popular products
- Products based on what users browsed on your website

# Objectives - Conversion

Send more traffic to your website

## Conversion

Conversion Event Location

Website

Purchase × i

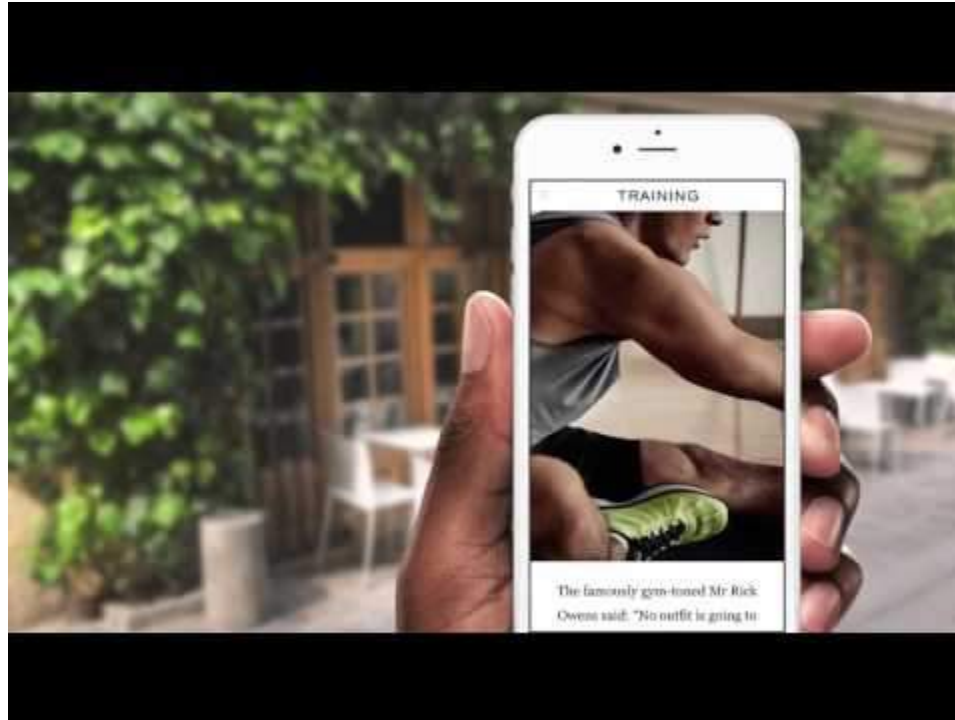
We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

App

Messenger i

# Facebook Ad Format - Canvas

Great For Traffic and Conversion Objectives





# Important to Note

→ **Customer Journey**

Successful Ad Campaigns are made out of several objectives that target your audience at every step on their journey to becoming a customer.

→ **Follow the Data**

Understand that these are Guideline. Experience & testing will help you understand your Ad formats perform so you know when to break the rules.



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# Pillar #2

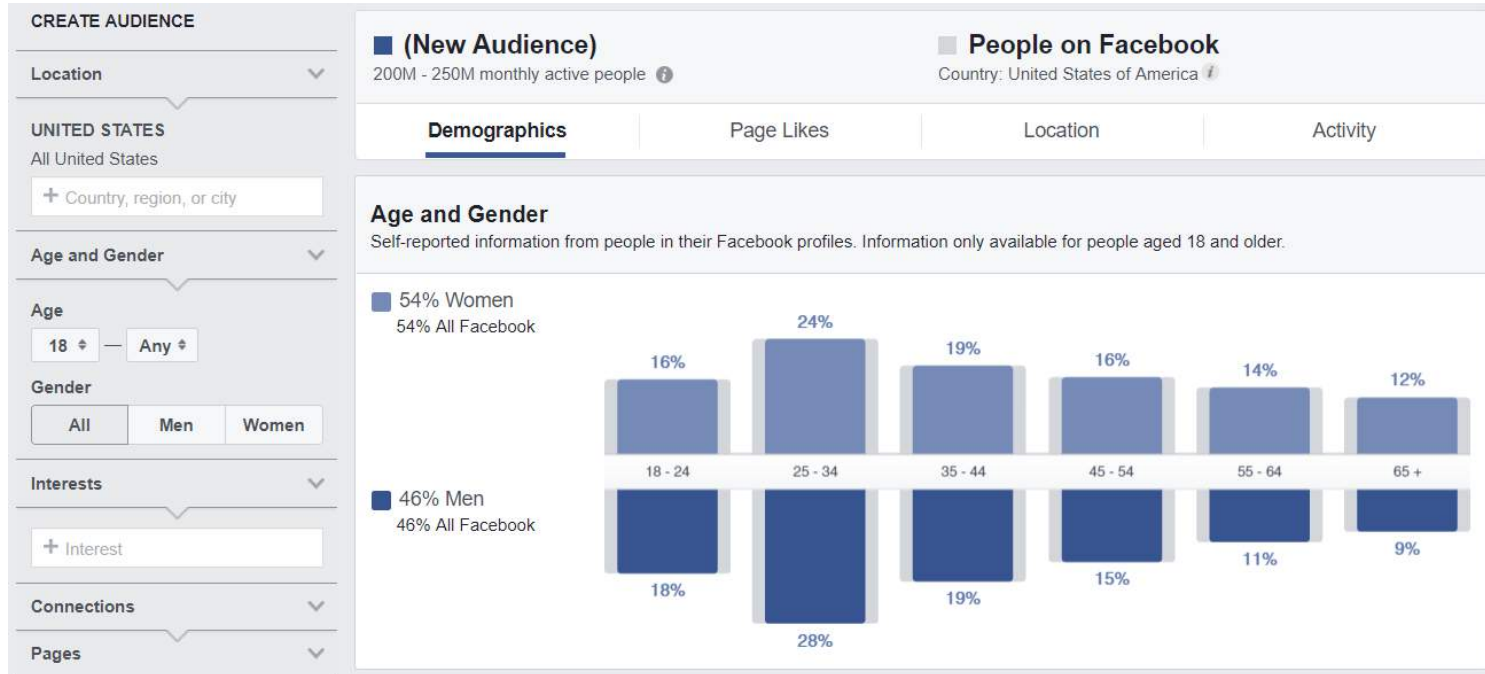
# Consumer Insights & Targeting

How to discover engaging and highly  
converting audiences

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# Facebook Audience Insights

Facebook > Business Manager > Plan > Audience Insights





# Facebook Interest Targeting Categories

→ **Online Content**

Blogs, Forums

→ **Offline Content**

Magazines, journals, newsletters,  
books

→ **People**

Public figures, authors

→ **Events**

Conferences, seminars, workshops

→ **Brands**

Competitors, non-competing brands

# Customer Persona Research

Review several users who engaged on the pages which you are interested to target. Look out for similarities between User profiles and feeds.

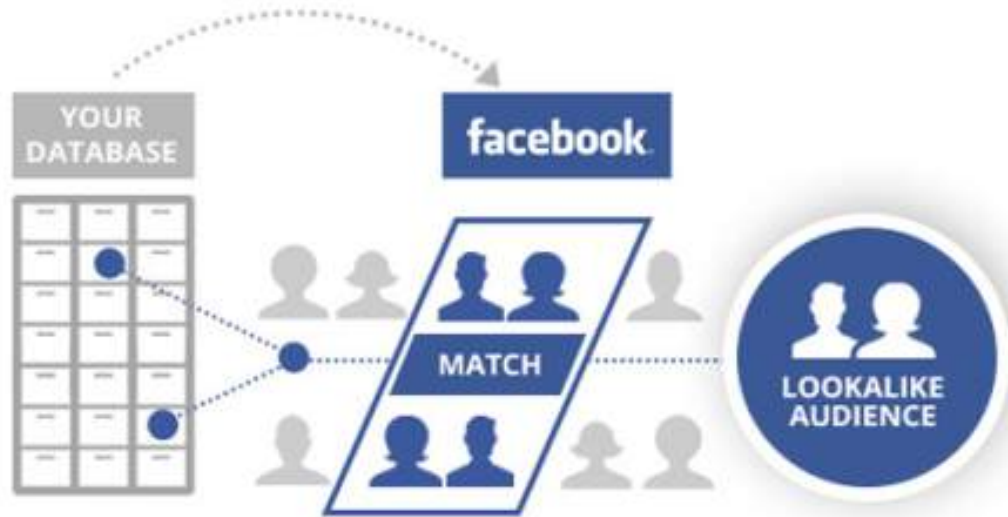
	<b>Jasmin</b> (Profile link)	<b>Casey</b> (Profile link)	<b>Keysa</b> (Profile link)	<b>Sasha</b> (Profile link)	
Married	Yes		Yes		50%
Children	Yes		Yes	Yes	75%
Pictures of Cats	Yes	Yes		Yes	75%
Inspirational quotes	Yes		Yes		50%
Selfies	Yes	Yes	Yes	Yes	100%
Interest/Group	Nona, Sephora	Nona, Hermo, Sephora	Sephora, Nona, Hermo	Maybelline, Nona, Sephora	Sephora, Nona

# Advance Targeting

Facebook Pixel



# Lookalike Audiences





# 3 Tips on Targeting

→ **#1 Deep Audience Insight & Customer Persona**

Conduct a deep research on you customer behavior and interest.

→ **#2 Group-up Interest**

Break your interest into categories for easier tracking and optimization later

→ **#3 Facebook Pixel**

The pixel helps track users who visit your website from Facebook and track their usage. This allows facebook to create lookalike audiences and retargeting ads.

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# Pillar #3

# Creating a Compelling Message

How to create engaging and highly  
converting ads

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# 1# Secret of Creating Engaging and Highly Converting Ads Creatives



Empathy evokes emotions of concern and care.

# Why is emotions important for Sales?

People evaluate purchases based on facts and features

**BUT!**

they buy because of emotions.

What do people feel about the outcome of your product/service?

# Feature vs Benefit

Fact

Product  
is priority

Focus on I  
or Our





Feeling

Consumer is  
priority


Focus on  
You

# Benefit Statement

 **Laundromap**  
Sponsored · 


Spend time doing the things you love, rather than the things you don't... like ironing and laundry.



Laundromap is the new app that does your washing and ironing for you at the touch of a button. Try it today!



**Laundromap- Drycleaning and laundry to and from your door**  
Lifestyle


[Install Now](#)

 1

 **TrackR**  
Sponsored · 

[Like Page](#)

Tired of Losing Your Keys, Wallet, or Phone?







**Buy 3, Get 2 Free**

TrackR bravo easily attaches to your keys, pet collar, purse, or any other item or device - then locate it with your smartphone!

[Learn More](#)

[WWW.THETRACKR.COM](http://WWW.THETRACKR.COM)

   91

79 Comments 70 Shares 



## 3 Step Knock-Out Ad Creatives

→ **#1 Stop the Scrolling**

Stop to user from scrolling once they see you ad.

→ **#2 Grab their Attention**

Tell the audience why they should pay attention to what you have to say

→ **#3 Entice users to take Action!**

Verbs that insinuate action like, Get your list now! Click to Learn more

# #1 Stop the scrolling



# #1 Stop the Scrolling

Use bright colours and relevant objects in visuals to break the thumb flicking action on feeds

 **Upkeepyoga**  
Sponsored · 

Mandala Lotus Flower Shape Yoga & Beach Blanket. Grab yours now and get 60% off with Free Shipping. Hurry offer ends soon -> <https://upkeepyoga.com/collections/pilates/products/mandala-lotus-flower-shape-beach-blanket>




 **Marks and Spencer**  
Sponsored ·  Like Page 

Hello world! Equip the little ones with all they need for a cosy night's sleep > <https://goo.gl/Wxy7R>




# #2 Make them Care


Use headline that define the benefit. Place it in your visual for better results.

 **AirAsia New Zealand**  
Sponsored · 🌐

Beat the crowd and experience the most dynamic Asian cities now. For as little as \$269\*, we will take you to Asia!


  
**Beat The Crowd!**  
BOOK NOW TRAVEL NOW  
AirAsia.com


**Fly to Asia from \$269\* one way** [Book Now](#)  
Travel before 24 Apr 17

  
**KUALA LUMPUR ON SALE**

**Kuala Lumpur \$269\* one way**  
Travel before 2

Suggested Post

 **Slack** shared a link.  
Sponsored · 🌐 [Like Page](#)



  
**What it feels like to sit in 25% fewer meetings.**


**Slack: Make Work Better**  
Slack brings all your communication together in one place.  
[SLACK.COM/RESULTS](#) [Learn More](#)




# #3 Entice users to take Action!

The single most important purpose of the body copy is to have the users take action!

**P.** Plated   
February 4 · 




Ready to spend more time together? Plated sends you all the ingredients you need with step-by-step recipes to cook amazing dinners—so you'll have one more reason to stay in and chill.



**Free Dinner for 2 With Your First Delivery**

Open the door to a new kind of dinner. Choose from exciting new recipes and get fresh, seasonal, precisely portioned ingredients delivered every week.

PLATED.COM 



### 3. Tip on writing Copy

**Choose one approach** to grab the audience's attention right from the start: unexpected, emotional, or simple.

→ **Use imperative verbs**

Verbs that insinuate action like, Get your list now! Click to Learn more

→ **Avoid using I, our or we**

Remember customers don't care about your product. They always want to know what's in it for them! Use words like you or call out the the audience i.e: Hey football lovers!

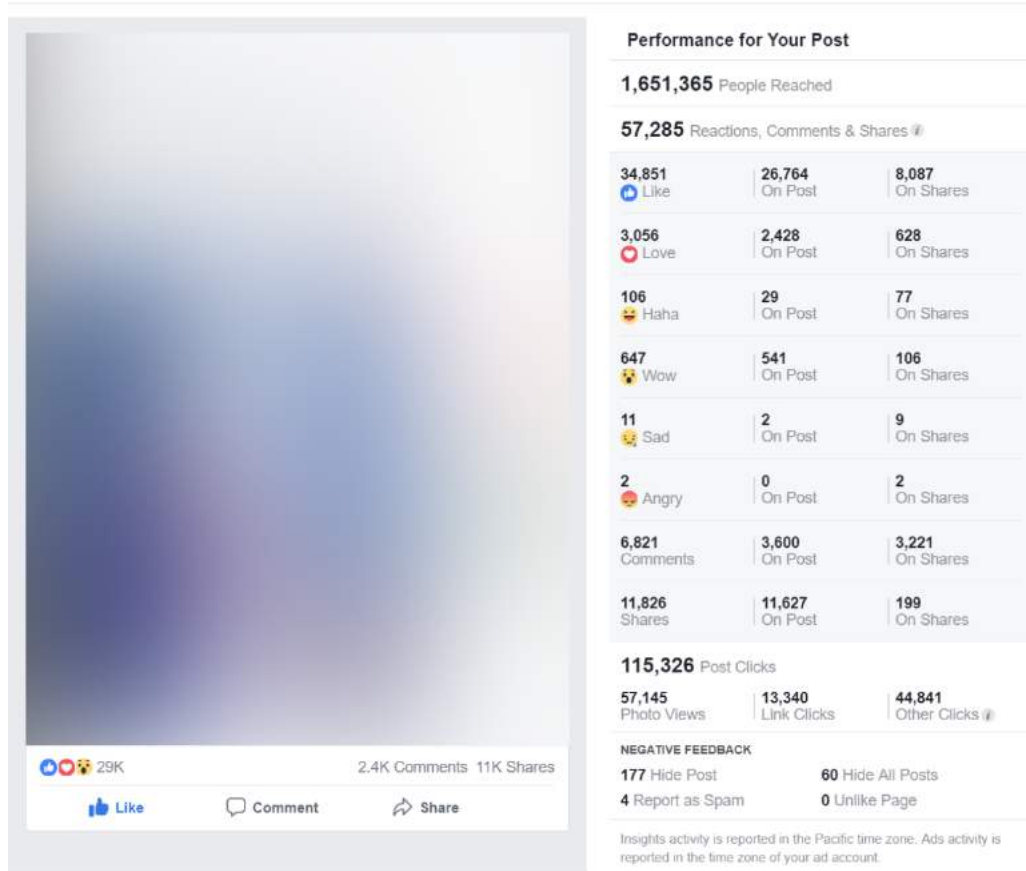
→ **Keep headlines short & straight to the point**

In less than 5 words explain why the viewer should continue reading your ad.

# Proof in the Pudding

Objectives:

- 1. Engagement** - Create buzz & trust signal
- 2. Traffic** - optimize for web traffic
- 3. Conversion** - Optimize for purchase action



Online store conversion rate  
**3.7%**

Average eCom  
conversion rates is  
**2 - 2.5%**

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# Pillar #4

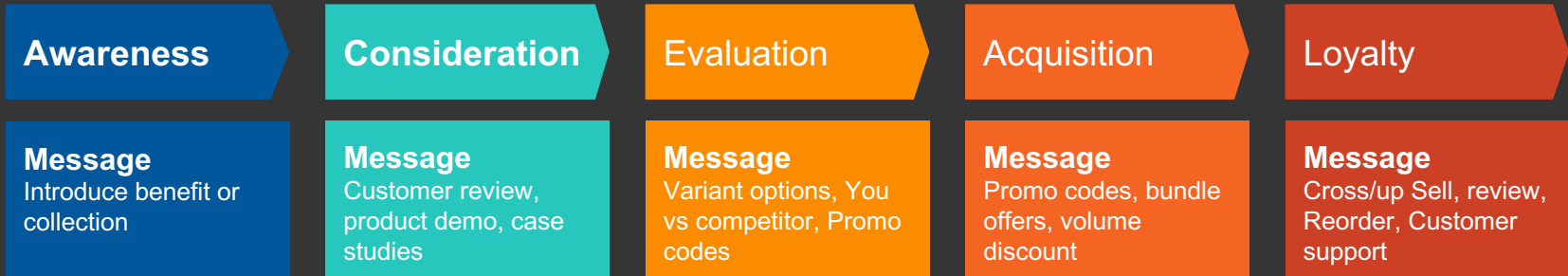
# Right Message, Right Time

Understanding the customer journey to keep consumers engaged and conversion rates high

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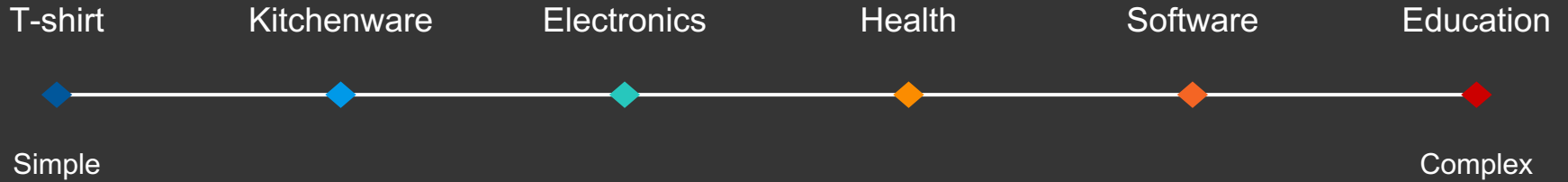
# eCommerce Customer Journey

Answering the right questions at the right time in your customer journey ensure higher conversions.

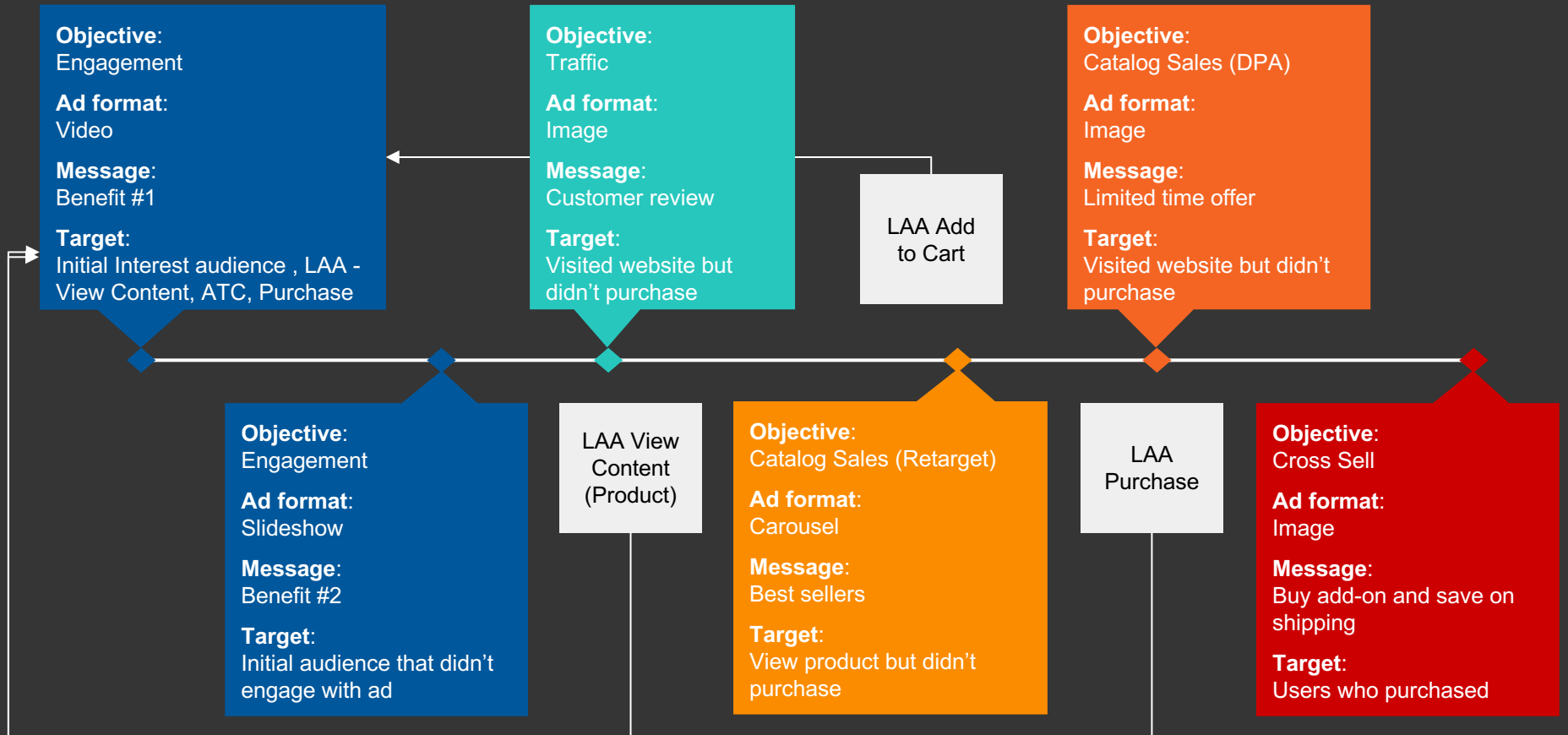


# eCommerce Customer Journey

Answering the right questions at the right time in your customer journey ensure higher conversions.



# Sample Customer Journey Phase #1



# Sample Customer Journey Phase #2

**Objective:**  
Conversion: VC, ATC or Purch

**Ad format:**  
Video

**Message:**  
Benefit #1

**Target:**  
LAA - View Content, ATC,  
Purchase that didn't purchase

**Objective:**  
Conversion: VC, ATC  
or Purch

**Ad format:**  
Image

**Message:**  
Customer review

**Target:**  
LAA, didn't purchase

**Objective:**  
Conv: VC, ATC or Purch

**Ad format:**  
Image

**Message:**  
Limited time offer

**Target:**  
Visited website but didn't  
purchase

**Objective:**  
Conv: VC, ATC or Purch

**Ad format:**  
Slideshow

**Message:**  
Benefit #2

**Target:**  
LAA that didn't engage  
with ad or purchase

**Objective:**  
Catalog Sales (Retarget)

**Ad format:**  
Carousel

**Message:**  
Relevant products

**Target:**  
ATC but didn't purchase

**Objective:**  
Cross Sell

**Ad format:**  
Image

**Message:**  
Buy add-on and save on  
shipping

**Target:**  
Users who purchased



**Attention!** Has a new home.



—

**Facebook = Mega Huge Mall**

**Facebook Campaign = Retail outlet**

**Invest in a new distribution platform  
not an Ad campaign**



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