



FACEBOOK ADS GUIDE:

**TOP TEN TIPS
TO BOOST YOUR
FACEBOOK AD
CONVERSION & ROI**



Top Ten Tips To Boost Your Facebook Ad Conversion and ROI

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CONTENT: Create a powerful **content strategy** that really helps your audience to solve a problem. Focus on content that is top quality and highly relevant. Use a combination of your own original content + OPC: other people's content.

- When crafting both organic content and content that you plan to promote, keep in mind this quote from Mark Zuckerberg: "Our goal is to reach a point where ads are as relevant and timely as the content your friends share with you."

TYPES of content to integrate in your plan:

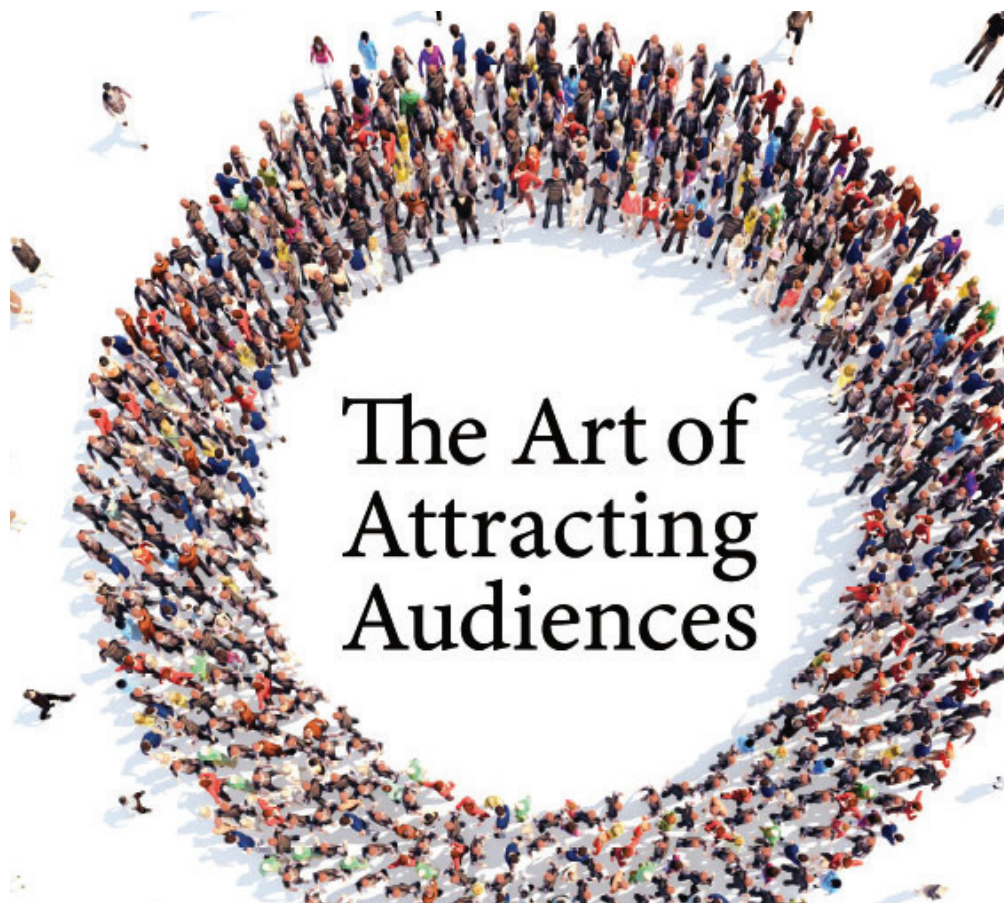
- **Written** – these are your articles and blog posts shared as link posts on your Facebook Page. **TIP for link posts:** ensure you have the proper dimensions for the image that gets displayed with your link posts (in the News Feed and on your Page). It's **1200 pixels by 627 pixels**. Use a tool like **Canva** that has a template – it's the one for Facebook Ads. If your blog uses WordPress, use a Plugin like WordPress SEO by **Yoast** – go to the 'Social' tab of the plugin and upload the image you want in the 'Facebook image' section
- **Visual** – use desktop tools such as **Canva** or **PicMonkey**. Or a mobile app such as **WordSwag**.
- **Video** – according to social analytics company, **Socialbakers**, video posts currently get the greatest organic reach. Facebook is also really pushing video ads for advertisers – this will be a growing trend throughout 2015-16, so you'll want to do what you can to integrate more video in your content strategy.
- **Status updates** – be sure to intersperse simple text updates that can be short questions, polls, or provocative discussion starters. I see a big jump in organic reach when I pop in a question such as this recent one: "Can a Facebook Page replace a website for small business?" As you can see from the screenshot, that post got over 4.5x the organic reach as the one after it (above) with 95 comments vs. 4 on the next one.



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ADD VALUE: When you're selecting content to promote, don't go straight for the sale. Start by amplifying relevant content that is not necessarily a pitch, for example, your own blog posts.

- **Court your audience.** Woo them! And, even surprise them with promoted posts that are not always a pitch for your product or service, or even a free giveaway.
- Keep in mind Facebook users look at the News Feed more than any other part of the site, including desktop and mobile. So, when surfing through updates from their friends, your 'marketing message' should not feel interruptive or 'in-your-face.' Rather, think about how you can **befriend your audience!**
- One of the keys to success with social media is to think and act like a **MEMBER** first, and a marketer second!
- Also, think **longer-term strategy**. While everyone else is going for the quick conversion, you can take a bit more time to really care about your audience, get to know them, provide helpful resources that they need and want.
- Use the Boost button on your Facebook Page posts strategically. Even with a nominal \$10 budget, you should see a difference in reach. For more advanced settings, see Tip #7 below on using the Power Editor, though!



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LEAD MAGNETS: Develop several compelling offers. You'll then use these to rotate and test with a variety of audiences and parameters over time. Ideally, your lead magnet is somewhat evergreen, depending on the nature of your business and industry.

- Think about how you can do the legwork for your audience. Tell them you've done the hard work so they don't have to.

For example:

*Here's how you can save time (or money) with this list of _____
(tools, tips, checklist, cheat sheet, templates, swipe files, buyer's guide, examples)*

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LANDING PAGES: Use LeadPages to build a number of simple offer pages. You'll use these to drive traffic to via Facebook ads.

- Make sure that your landing page has a single purpose. Ideally, that is to collect email addresses of your visitors. Or, it could be to sell a product.

Go to: www.leadpages.net/mari



- Be sure to integrate Frame of mind marketing – that is, your Facebook ads and your landing page must be congruent in look, feel, message. Don't just sent people to your regular home page when driving traffic via ads.
- Alternatively, use 22Social to create your landing page directly on your Facebook Page.

Go to: www.22mari.com



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TARGET: Craft your customer profile – this is a composite of the demographics, interests, buying behavior and more. Give him/her a name. Then, when you write your copy (emails, landing page, ads), talk directly to this person.

- This one simple tip will help you to hone your message and style of writing. You can't be a fit for everyone. Even if you think everyone needs your product or service, it's best to narrow down your audience and craft your message just for your niche.
- If you have multiple target audiences, then come up with multiple customer profile composites with names.

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CUSTOM AUDIENCES: Take time now to build a variety of lists of Facebook users to target with your paid content – these are referred to as 'Custom Audiences' on Facebook. You can create the following types of Custom Audiences:

- Your own email database – so long as email open rates are not at 100%, you need other ways to reach these very people who are interested in your marketing messages! Facebook ads targeted to your own email list are very effective. You may get a 40-60% match.
- Website visitors for retargeting – you can target all web visitors, just visitors to certain pages, and visitors within certain time frames. • Video views – people who watch your videos.
- Lookalike audiences – based on your own fans, your email list, visitors to your website and more.



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TRACKING: Use Conversion Tracking Pixels! This is where the pros really take off! To properly track how your Facebook ads are performing, how many leads your ads are generating, how many sales or event registrations, etc. you really have to be using the Conversion Pixel. It's just a piece of code that you add to your web site or specific pages, and each time a Facebook users clicks through from one of your ads, the pixel triggers a signal back to Facebook. You can then check your reporting to see how the ad is performing.

- Check out this handy section on Facebook for more on what to do with Conversion Pixels: <https://www.facebook.com/help/435189689870514>
- See also this super helpful guide by my friends at AdEspresso – Everything You Need To Know About Facebook's Tracking Pixels: http://bit.ly/fb_pixels

"Pixels are the beating heart of an effective Facebook Ad Campaign," says Mixpo.com



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TEST: Test, test, test everything! But, ideally, only one variable at a time. You may be extremely surprised by what performs best. Your guess may be way off and it's much better to use actual tested data points, than second guessing!! Aspects of your ad that you can test:

- Ad title (headline)
- Image
- Description (narrative)
- CTA (link ads – various buttons)
- Ad types (link, carousel, video)
- Audience (fans only, vs friends of fans, vs email subscribers, vs. web visitors)
- Offer (free download vs. free webinar)



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ENGAGE – one of the biggest mistakes Facebook advertisers make is not replying to comments on 'dark' posts! Be sure to deploy knowledgeable, dedicated community managers who have access to your ads that are unpublished posts.

Plus, respond to posts, comments and private messages on your Facebook page – this is all money in the bank! People want to be heard and know that you genuinely care about them and their needs. Besides, when (most!) people start asking you questions or striving to engage with you, they are much more likely to become a customer.

I trust you got value from these top ten tips. No go take some action!!

Wait, need more help?
Want to view these 10 steps as a video?
Or a live webinar or online training course?

Let us know, we'd love to hear from you. Just email us at mari@marismith.com and we'll be in touch



ABOUT MARI SMITH

Mari presenting as a part of the Keynote Panel at Social Media Marketing World 2015

Often referred to as **“the Queen of Facebook”**, Mari Smith is considered one of the world’s foremost experts on Facebook marketing and social media. She is a Forbes top ten social media power influencer several years in a row (currently #4), and author of **The New Relationship Marketing** and coauthor of **Facebook Marketing: An Hour A Day**.



Facebook recently partnered with Mari to facilitate and teach at the Facebook 2015 Boost Your Business series of live training events across the United States. Fast Company described Mari as “a veritable engine of personal branding, a relationship marketing whiz, and the Pied Piper of the Online World. Mari consults with and trains businesses of all sizes around the world to help accelerate their profits by integrating proven Facebook and social media marketing strategies.

- www.facebook.com/marismith
- www.twitter.com/marismith
- www.instagram.com/marismith
- www.linkedin.com/in/marismith

A partial list of Mari’s clients:

- AAA (American Automobile Society) • ASMP (American Society of Media Photographers)
- Association of Golf Merchandisers • BeachBody • CCPRO (Community College Public Relations Organization)
- NAMM (National Association of Music Merchants) • Pillai Center for Mind Science • SUCCESS Magazine