



# Acquisio's Guide to Facebook Advertising Success

Presented by Acquisio with Lee Goldberg from Vector Media Group

ACQUISIO 

  
VECTOR



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## INTRODUCTION

Part of our mission is to give marketing professionals like you the tools to succeed online, but here in our eBook we're going above and beyond to make you a Facebook Advertising Superstar!

We teamed up with Lee Goldberg of Vector Media Group to put together this eBook packed with key insights and advanced advertising strategies from the [webinar](#) as well as our in-house Facebook experts.

Being Lee's platform of choice, many discussions included in the webinar and here in the eBook are centered around the Acquisio Social platform and its functional role in helping marketers manage social media advertising campaigns. Acquisio Social is our platform that allows users to optimize and improve performance on Facebook and Instagram ads using A/B testing and advanced analytics.

Clients build their brands on social media platforms like Facebook because the value of advertising here is undeniable.

*"After using Acquisio Social, we saw a 25-30% decrease in CPA in just 30 days. Plus, the Automatic Optimization feature saves us easily 5 to 6 hours of manual work a week. Killer platform!"*

Lee Goldberg, Vector Media Group

By connecting people in a way that no other platform does, Facebook represents a massive advertising opportunity to advertisers. Today there are over a billion people on Facebook's Audience Network. As a

result marketers are willing to give Facebook a bigger piece of the pie, allocating up to 40% of their total ad spend, according to Vector Media Group. As investment increases in this channel, the question is whether or not it's providing marketers with the return they should be getting.

This eBook gives marketers 5 advanced strategies to make sure they are getting the most from their Facebook advertising campaigns. Each section is complete with a marketer's checklist so you can takeaway these techniques and track your progress. If you like what you're about to read in our eBook here, share it on [Facebook](#)!

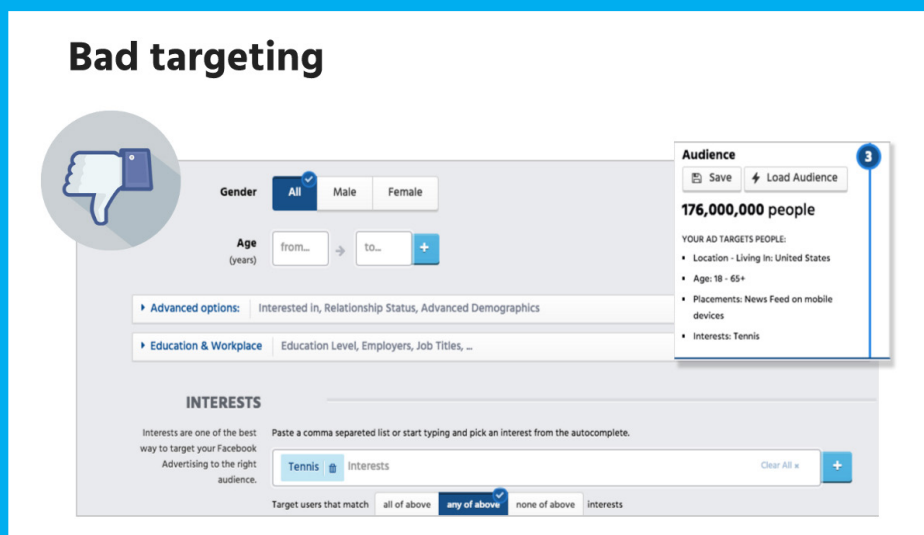
## Strategy #1: Talk to Your Target Audience

Based on the average Facebook profile, there are over 970 different variables associated with a person's Facebook profile available for marketers to build an ad and target users with. These variables include all the usual suspects like age, gender, location and device-type, but also unique values like user interests and behaviors offline.

Through their [data partnerships](#), Facebook is able to provide an audience for an advertisement based on how much money they make, whether or not they just bought a car or even their relationship status. Through a massive amount of ad targeting possibility, Facebook is an attractive marketplace for advertisers to build a large audience ensuring as many people view their ads as possible. Indeed there is a lot of information to leverage, but the key is making sure you're utilizing these resources properly.

In many cases, campaign managers will simply determine one interest in a very large location as their target audience. Lee Goldberg gives the example of a tennis company, targeting any Facebook user with an interest in tennis in the United States. He says, **the single biggest mistake is targeting that is too broad** and the real power of Facebook advertising is the ability to narrow down to a specific audience.

In the screenshot featured to the right here, the audience for tennis lovers in the United States is over 176M. At first glance that number seems like a good thing, but the reality is that these users are actually very different and it's likely impossible that anyone could ever write an ad that would appeal to 176 million people.



To narrow down a specific but still sizeable target audience, marketers could specify a language, a specific region and an age range. The goal is to be as specific as you need to be in order to write one ad that will appeal to **everyone** in the audience you defined. If it doesn't, your target group is still too broad and will be a waste of ad spend.



There is no specific number to aim for when it comes to defining a target audience for your Facebook ad. The ideal number of people in your target audience will vary per campaign and per market. It is important however that marketers not get too specific and are aiming to **build an audience of at least a few hundred people**. If the audience for your Facebook campaign is too specific, you'll end up targeting these users too often with the same messaging. In this case your frequency rate will go up and your click-through-rate (CTR) will go down.

campaigns, they need to break things down. Lee encourages marketers to build little ad sets according to age, gender, location, interests and device-type. Acquisio's Social platform allows marketers to input all of their target audience information and then the system automatically creates AdSets so marketers can scale the number of campaigns they're managing. This can be done directly in Facebook but it would take days to create the same number of ad sets. Below is a screenshot of some of the targeting capabilities that are possible with Acquisio Social:

In order for marketers to be successful in building an ideal sized audience for their Facebook ad

### Targeting Capabilities

The image displays four overlapping screenshots from the Acquisio Social platform, illustrating its targeting capabilities for Facebook advertising.

- Audience Section:** Shows options to create a "Single Audience" or "Test multiple Audiences". It includes a dropdown menu to "Please select an audience..." and a "Proceed" button.
- INTERESTS Section:** Features a search bar where users can paste a comma-separated list or start typing to pick an interest from the autocomplete. It lists target users that match and provides suggestions for various interests, including Hockey, Basketball, Football, and more.
- DEMOGRAPHICS Section:** Allows users to select their target audience based on Gender (All, Male, Female) and Age (ranging from 20 to 39).
- What do you want to test? Dialog:** A pop-up window asking users to select one or more targeting options to test. It includes fields for Location, Gender, Relationship Status, and Education Level, along with a "Proceed" button.



## Strategy #1:

# Target Audience Checklist

- ☐ I have identified the age(s), gender(s), location(s), language(s), device-type(s) and interest(s) appropriate for my audience
- ☐ I understand the additional audience targeting variables, like interests and offline behaviors, that are most important for my campaign and my market
- ☐ I have defined a narrow target audience based on as many variables as I can for each adset
- ☐ I can use one message to effectively target each person in my adset and this applies to all ad groups
- ☐ I have at least 500 people in my target audience group

## Strategy #2:

# Craft Creatives That Convert

### Image Selection

Facebook at its core is a social platform where **users sign in to look at and share information with people**. This simple but fundamental statement should be kept close at all times marketers! In order to connect users to your advertisement, you have to create context for them. Give Facebook users in your target audience group a visual story of what you're selling and who you're selling it to by letting users see themselves in the ad using photos. Make creatives that convert by speaking to people. According to Lee, that language can be quite literal.

Lee says that the images that do best with an advertisement are those that **speak directly to the audience you're targeting**. If for example you want to create an ad for young men in New York City who like to play tennis, you could create an ad featuring a man with tennis equipment and the Empire State Building in the background. From here you can get granular and start testing different versions of the same image using different colours, backgrounds etc.

Marketers **rely on high quality images to make Facebook ads work**. High quality custom images led by glossy marketing campaigns will do well, but if that's not in your budget, stock photography will do the trick. You don't have to rely on stock photography forever, but these types of images are helpful to get started and to begin gathering data on what images are driving click-throughs and conversions before you hire a photographer.

Here is our preferred list of stock photography websites:

- [iStock](#)
- [Getty Images](#)
- [Gratisography](#)
- [Unsplash](#)
- [Shutterstock](#)

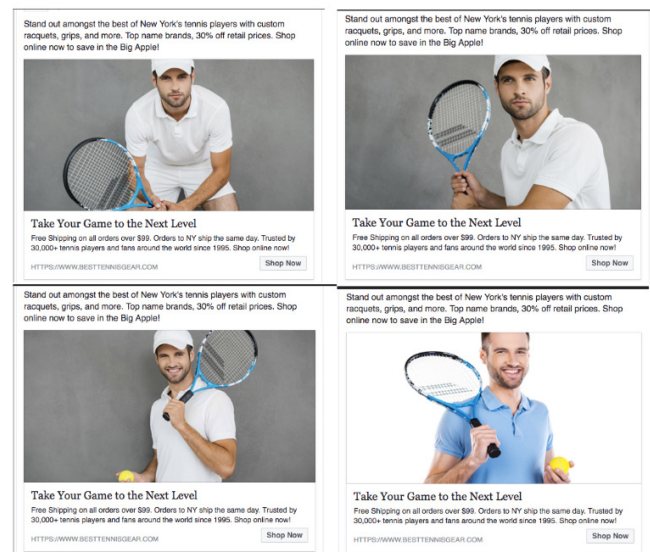
### Call-to-Action Selection

Once you begin testing images, you will wonder if the image of the man standing sideways works better than the one where he faces the camera. Or did the ad perform better when the model wears a green shirt

as opposed to a blue one? At the same time you will also be testing what headline and/or call-to-action (CTA) is best to include.

**Facebook includes some default CTAs on their platform and these are a really good idea to include in your ad creatives.** The default CTAs include phrases like “Shop Now,” “Learn More,” “Watch Video,” and more. Despite the fact that these key action phrases are built right into the Facebook advertising platform, Lee says that 90% of the accounts he sees don’t include CTAs.

CTAs really help. Vector Media Group has seen a CTR increase of 20% just by adding in a default CTA. Just as you would have a call to action on AdWords, you would reinforce this message with your Facebook ad. In the image on the right you can see the Shop Now button included as well as the phrase “Shop online now!” in the ad text.



## Strategy #2:

# Creatives That Convert Checklist

- ☐ The ad that I am designing matches the audience group I'm targeting visually
- ☐ I am using high quality custom or stock images
- ☐ I have included a call-to-action in my ad text
- ☐ I have made use of one of Facebook's default CTAs, like the “Shop Now” button



## Strategy #3:

# Test Your Way to Traffic

### The Key to Facebook is Testing

Marketers that are always A/B testing (or even multivariate testing!) are always able to optimize their campaigns based on the new data they receive. Optimizing ad performance means a better conversion rate among other things. Testing everything on Facebook is so important, Lee says, because **click through rate is the biggest determinant in what you're going to pay to advertise on the platform**. Just as there is a quality score in AdWords, relevancy score in Facebook acts as a metric in the auction that determines what you pay. Therefore if you have ads that are converting, it will improve your relevancy score and you'll pay less for ad campaigns.

### Kill Underperforming Ads

If the key to Facebook is testing and the more you improve your ad performance the less you will pay, it's important to **kill the ads that aren't performing**. By doing so you ensure that underperforming ads don't drag the rest of the ads in the campaign down as well.

However it is possible that you have ads with a low click through rate but a high conversion rate so you have to look at the full picture. If you're working on a new campaign and you don't have a lot of data, just use CTR as your metric to guide which ads to stop running.

### Multivariate Facebook Testing

In the process of Facebook advertising, you're not just testing A/B factors, **you're also testing what combinations of factors work best**. For example, you could test male against female as well as desktop placement versus mobile placement. Every time you're adding another variable into your ad sets, you're adding to the number of ads you have to create.


### Sample of Acquisio Social Multivariate Testing

Creating many ads can be done on Facebook but it takes a lot of time. Automating the ad creation process using Acquisio Social, is one of the main reasons Lee uses the platform at Vector Media Group.

## What do you want to test?

Just click on one or more of the targeting option below to test them.


Acquisio will split your ads for each option and once your campaign is running you'll be able to view detailed analytics breakdown for each option. This is very useful to better understand your target and further optimize your campaign.

Gender (2) 

Interested In (4)

Relationship Status (5)





Education level (13)

Placement (2) 

4 creatives  
x4 targets

**= 16 Ads**  
Max 250 Ads

The Acquisio Social platform is powerful when it comes to managing multivariate tests on Facebook ads and even more so when it comes to making marketing decisions about them. The image below demonstrates this functionality well. Here we see the performance of different images featuring a pair of glasses in each, as part of a series of ad groups. Using this performance metrics table, marketers can easily see that the last pair of glasses is the best performing ad in the series. To really get granular with optimization, this campaign manager could then create a series of ads based on the top performer. In this example they could create a different ad with the same pair of glasses on the window sill but the window frame could be a different colour or the glasses frame could be a different colour. There could even be flowers planted outside. The point is that there is always something to test!

	NAME	ADS	IMPR.	CLICK	SPENT	CTR	CPC	CPA	CONV	CV RATE
		8	10,714	85	\$249.66	0.793%	\$2.937	\$11.889	21	24.706%
		8	37,458	304	\$818.21	0.812%	\$2.691	\$8.435	97	31.908%
		8	27,387	282	\$743.96	1.030%	\$2.638	\$7.831	95	33.688%
		8	58,432	473	\$1,283.18	0.809%	\$2.713	\$5.437	236	49.894%

Marketers really need to pivot variables against each other. The glasses above may have worked really well with one headline and not another. When you have hundreds or thousands of ad sets it can take time and money to derive statistical significance from your data and understand it. So start small.

Start with two images, two headlines and two genders giving you a total of 8 ads. Remember that you need to allocate budget to each ad so you don't want to be spread too thin - another good reason to start small and ramp up systematically. Going beyond these simple tests marketers need to know what else is important to test and measure.

## What Marketers Should Be Testing

Lee says that there are two main areas Facebook marketers should focus on testing: Ad Design and Ad Targeting.

### Ad Design

Testing the ad image, the ad text, the landing page and the headline are important in terms of ad design. However, the landing page is the most important because even if you have the best image, headline and text in the world, if your landing page is bad, you won't get any conversions. You can get started optimizing the best landing page for your campaign by taking your top landing page from AdWords and using it as the base landing page for your Facebook campaign. Then you can test your landing page further from there.

### Ad Targeting

In terms of ad targeting the following are the best variables to test, listed in order of importance:

1. Country
2. Gender
3. Placements
4. Interests

5. Age
6. Custom Audiences
7. Relationship Status
8. Purchase Behaviors
9. Education Level

These variables are somewhat obvious but critical to point out. The country and gender variable go without saying, but if you sell only to Canada then don't target the United States and similarly if you sell only men's tennis wear then don't target women with your ads. If you do sell to both countries however, Lee still recommends setting up a different campaign for each country. He says countries are distinct and you may also want to allocate different budgets to each depending on how important these markets are to your business.

Testing the placements is important as well. Facebook has a few different positions on their platform where advertisers can place their ads. Your audience may respond better to an ad directly in their newsfeed over one on the right hand side of the platform.

Similarly you can create combinations based on age and gender and all of the other factors included in the list above. Again **if you don't test you can't make decisions based on data on what to optimize.**

#AlwaysBeTesting #AlwaysBeOptimizing

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## Strategy #3: **Ad Testing Checklist**

- ☐ I have run tests on different variations of my ad to my audience group and have lowered my CTR
- ☐ I have killed any underperforming ads based on CTR if they're new and conversion rate if they're old
- ☐ I have made use of multivariate testing based on the most important Ad Design and Ad Targeting variables
- ☐ I know what combinations of factors tend to drive conversions with my audience groups

## Strategy #4:

# Data Driven Decision Making

Data attribution is the process of properly allocating value to each channel based on where that channel fits into the funnel. In doing so you divide up the credit for a lead, where credit is due amongst your channels and have a better idea of where to invest marketing dollars. Even if data attribution is still a bit unclear for you, it is critical for making Facebook advertising work.

**In the Facebook environment “View Thru” is the metric advertisers should use rather than “Click Thru”** rates, which are common to the online advertising industry. When a user views your ad on Facebook, they saw the ad but didn't click; however, from there they can still go back to the advertisers site and convert to a customer.

### View Thrus versus Click Thrus

In order to properly track the value of your Facebook advertising campaigns, you **MUST** track view thrus. If you do not track view thrus, you are not properly attributing value to Facebook as a channel.



It makes sense that Facebook should use a view-thru metric on their platform for advertisers because of where they fit in the customer journey. The intent of the Facebook audience is much different than the audience on search engines. When a user is in Facebook they're not looking for your product like they would be in a search engine, Facebook advertisers are actually capturing users before that search phase. With this in mind **attributing value to the fact that a user simply viewed your ad on Facebook before**



**purchasing becomes critical to understanding your customer's journey.** If you're unsure how exactly to track view-thrus, the good news is that Acquisio Social will do this for you by default using the built in Facebook tracking pixel.

Marketers and advertisers often struggle with how much value to attribute to a view-thru or what percentage of the view-thrus to count. **Lee recommends attributing 30-35% of the view-thrus to actual conversions.** At the same time you also want to count your click thrus too! Ultimately you have to also be able to adjust based on your industry.

1.	Facebook PPC → Direct	22 (9.44%)	\$1,329.71 (11.40%)
2.	Facebook PPC → Direct × 2	10 (4.29%)	\$676.37 (5.80%)
3.	Facebook PPC → Branded PPC KWs	6 (2.58%)	\$419.42 (3.59%)
4.	Unbranded Organic KWs → Facebook PPC	6 (2.58%)	\$115.85 (0.99%)
5.	Direct → Unbranded Organic KWs → Direct × 18 → Display → Direct → Display × 8 Direct × 2 → Facebook PPC → Unbranded Organic KWs → Direct × 16 → Display → Direct	4 (1.72%)	\$121.39 (1.04%)
6.	Direct → Unbranded Organic KWs → Direct × 18 → Display → Direct → Display × 8 Direct × 2 → Facebook PPC → Unbranded Organic KWs → Direct × 16 → Display → Direct × 3 Display → Direct → Display × 3 → Direct × 4	4 (1.72%)	\$101.15 (0.87%)
7.	Facebook PPC → Direct → Branded PPC KWs	4 (1.72%)	\$109.55 (0.94%)
8.	Facebook PPC × 2	4 (1.72%)	\$232.29 (1.99%)

If you find you're not able to track all of these different metrics across all of your channels properly you can also make use of custom attribution models. Most marketers use Google Analytics (GA) for data attribution modelling. Both Facebook and Acquisio Social will automatically append UTM codes to users who view thru your ad on Facebook so that this touchpoint can be tracked in GA as well.

Lee recommends that marketers pull their Facebook tracking into their regular channel funnel tracking in GA. Doing so brings everything together and gives marketers greater clarity on where Facebook fits into the funnel. Making use of Google's multichannel tracking functions gives marketers an understanding of the relationship between all touch points and how they work together. Like how organic fits with display for example.

In addition to channel tracking, you can actually measure ROI. If you use the cost data function in GA you can get your Facebook ad spend in Analytics so you can model ROI and then use that data to make bid and budget decisions.



## Strategy #4:

# Decision Making Data Checklist

- ☐ I have setup view-thru tracking on my Facebook ads
- ☐ I understand what percentage of view-thrus to attribute to my conversions
- ☐ I have included Facebook tracking into my regular channel funnel tracking in Google Analytics
- ☐ I understand which channels give me the best ROI for my marketing spend

## Strategy #5: Bid on What Matters

### Search, Remarketing and Bidding

Users who go to a search engine are there for a completely different reason than those who go to Facebook. However when we combine the lists of people who interact with our brand via search or via Facebook, we can get some powerful insights for retargeting. Search marketers will be familiar with remarketing lists for search ads (RLSA) where you can **take a list of view-thru users on Facebook and upload them into your AdWords campaign for retargeting**. You can target this list with a different message than your general list because they came from Facebook where marketers know more about a user like their location, gender etc. Developing an RLSA list on Facebook can also support budget decisions. Since these users on that list have already made contact with your brand on Facebook, you would bid and budget more on this audience, because they're further down the funnel than the general search audience. Ultimately with search and Facebook insights working together you can target both ends of the funnel.

One of the most powerful Facebook strategies is actually working the other way around the funnel. Marketers can **create a list of people who converted from their search ads and upload it to create a custom audience in Facebook**. Now marketers can target not only this custom audience on Facebook, but also their "lookalike" audience. Here again, you may want to **increase your spend since you know**

**this list is much more likely to convert** than a general audience you would target on the platform otherwise.

### Bidding Like a Boss

Just like search, Facebook is an auction environment based on bidding. While Facebook has both Cost-Per-Click (CPC) and Cost-Per-Thousand impressions (CPM), marketers tend to be more comfortable bidding on CPC because they only pay when a user actually clicks on their ad. Unfortunately for marketers bidding on CPC in Facebook is more expensive.

Ultimately with search and Facebook insights working together you can target both ends of the funnel.

The reason is because CPC gets converted to CPM like in the Google Display Network and marketers therefore have to outbid their competitor's CPM for their ads to show. **Lee has the most success bidding based on optimized CPM because ads show more frequently and he can get to statistical significance faster** - then he would begin bidding on CPC. CPC can also make sense for direct response campaigns.

Marketers have to bid where campaigns fit into the funnel. **Creating custom rules for bidding can help.** For example, a campaign manager could create a customer rule that if an ad set has more than 2 conversions and a CPC lower than \$1.75, they will automatically increase the budget to bid more aggressively. Similarly if that ad set has a really low CTR we can create a rule to pause these ads and save their budget for the ads that are getting clicks.

**well.** In this case, you don't want to be bidding based on CPM, so marketers really have to think about the different campaigns they have set up and bid appropriately according to their performance.

Bid based on an attributed ROI. Set different bids for different ad placements you're running on the Facebook platform. Lee has found from years of Facebook ad campaigns that **right-hand-rail ads tend to have low CTR but actually convert**



## Strategy #5:

# Bid Like a Boss Checklist

- ☐ I have exported a list of users from my Facebook audience who have viewed my ad so I can use this as an RLSA
- ☐ I have uploaded a list of my customers emails onto Facebook and created a custom lookalike audience for my next ad campaign
- ☐ I have increased my bid on my RLSA list in search and on my lookalike audience in Facebook
- ☐ I bid based on CPM in Facebook before I bid based on CPC, unless I'm running a direct-response campaign or a campaign with right-hand-rail ad placements
- ☐ I use custom rules for bidding as much as I can to save time and money

# Key Takeaways

Marketers need to stop and really think about how they are able to target users on Facebook. Lee reminds us that it's better to be everything for someone, rather than something to everyone. With this in mind, marketers have to get really granular with targeting to make sure they are saying everything to that someone. The process of getting to what works for your brand and your market takes time and testing...lots of testing!

Marketers have to know who they're talking to at what stage in the funnel before deciding how much to bid on them.

Marketers should focus on testing their Facebook ad images and headlines in conjunction with the platform's default CTAs. Once ads are optimized and out in the Facebook environment, marketers should develop an understanding of how this channel fits into their overall sales funnel. Developing data attribution that properly models the customer journey takes time and patience, so once marketers have this process in place, they should stick to it!

Cross channel modelling can give marketers insights into how different parts of the funnel work together. Combining Facebook insights with search insights allows marketers to make use of RLSA audiences and other remarketing techniques based on research. The combination of attribution modelling and remarketing will support bidding as well. Marketers have to know who they're talking to at what stage in the funnel before deciding how much to bid on them.

With the knowledge and techniques shared in this eBook, there is no reason Facebook should be getting less spend than AdWords, Bing or your other channels, unless you have an attribution model to prove it! If you liked what you read here, you can help us support other marketers by sharing on Facebook!



# The Complete Facebook Marketer's Checklist

## Target Audience Checklist:

- ☐ I have identified the age(s), gender(s), location(s), language(s), device-type(s) and interest(s) appropriate for my audience
- ☐ I understand the additional audience targeting variables, like interests and offline behaviors, that are most important for my campaign and my market
- ☐ I have defined a narrow target audience based on as many variables as I can for each adset
- ☐ I can use one message to target everyone in my ad group effectively and this applies to all ad groups
- ☐ I have at least 500 people in my target audience group

## Creatives That Convert Checklist:

- ☐ The ad that I am designing matches the audience group I'm targeting visually
- ☐ I am using high quality custom or stock images
- ☐ I have included a call-to-action in my ad text
- ☐ I have made use of one of Facebook's default CTAs, like the "Shop Now" button

## Ad Testing Checklist:

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- ☐ I bid based on CPM in Facebook before I bid based on CPC, unless I'm running a direct-response campaign or a campaign with right-hand-rail ad placements
- ☐ I use custom rules for bidding as much as I can to save time and money



## Want More Information?

We'd love to talk to you more about your Facebook advertising campaigns! Schedule a demo or get in touch with one of our experts using the contact information below.

### Acquisio

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

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#### Resources:

<http://www.acquisio.com/resources/webinar/5-proven-strategies-facebook-advertising-success>

<http://www.acquisio.com/social-advertising>

<https://www.vectormediagroup.com/>