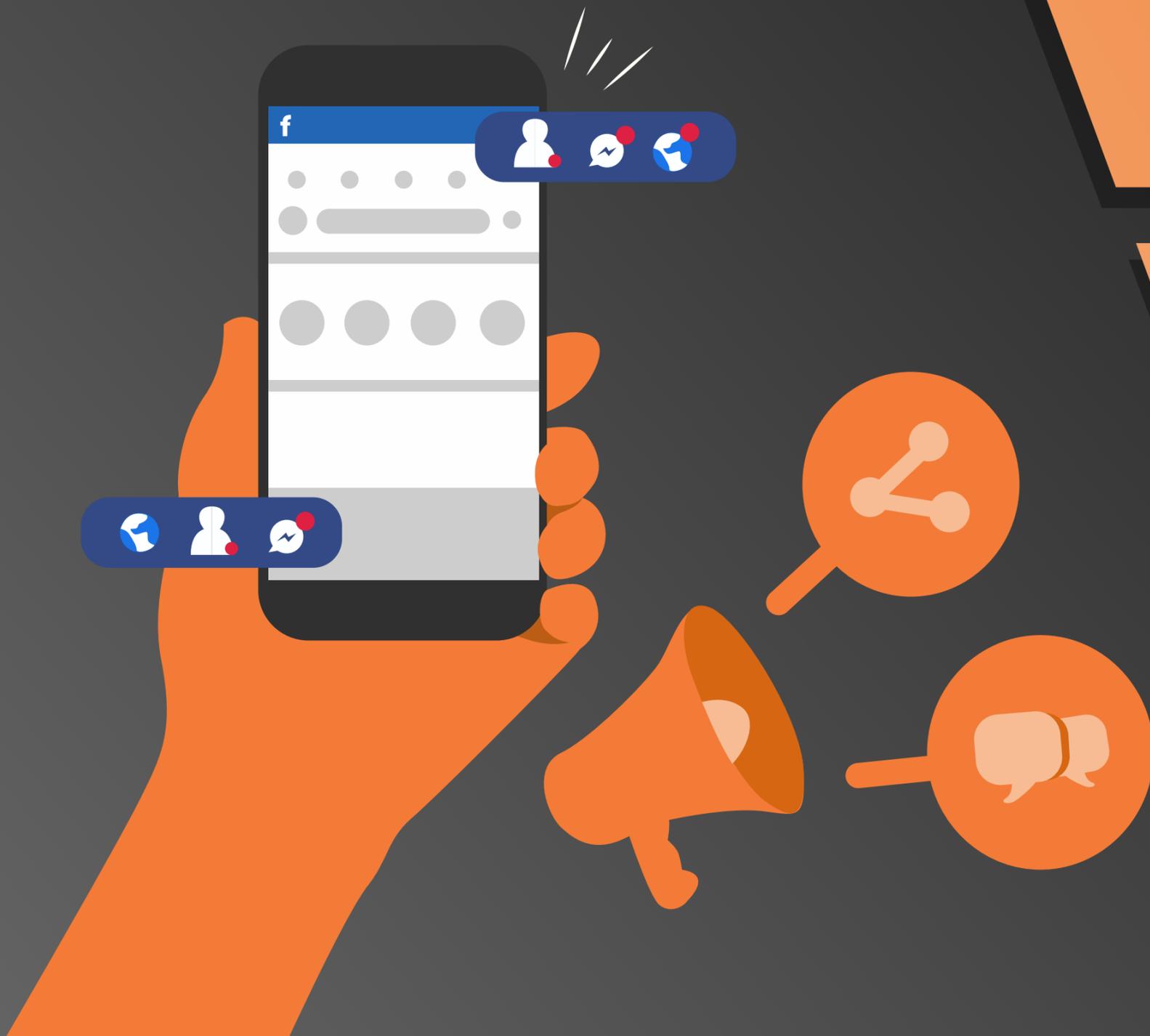
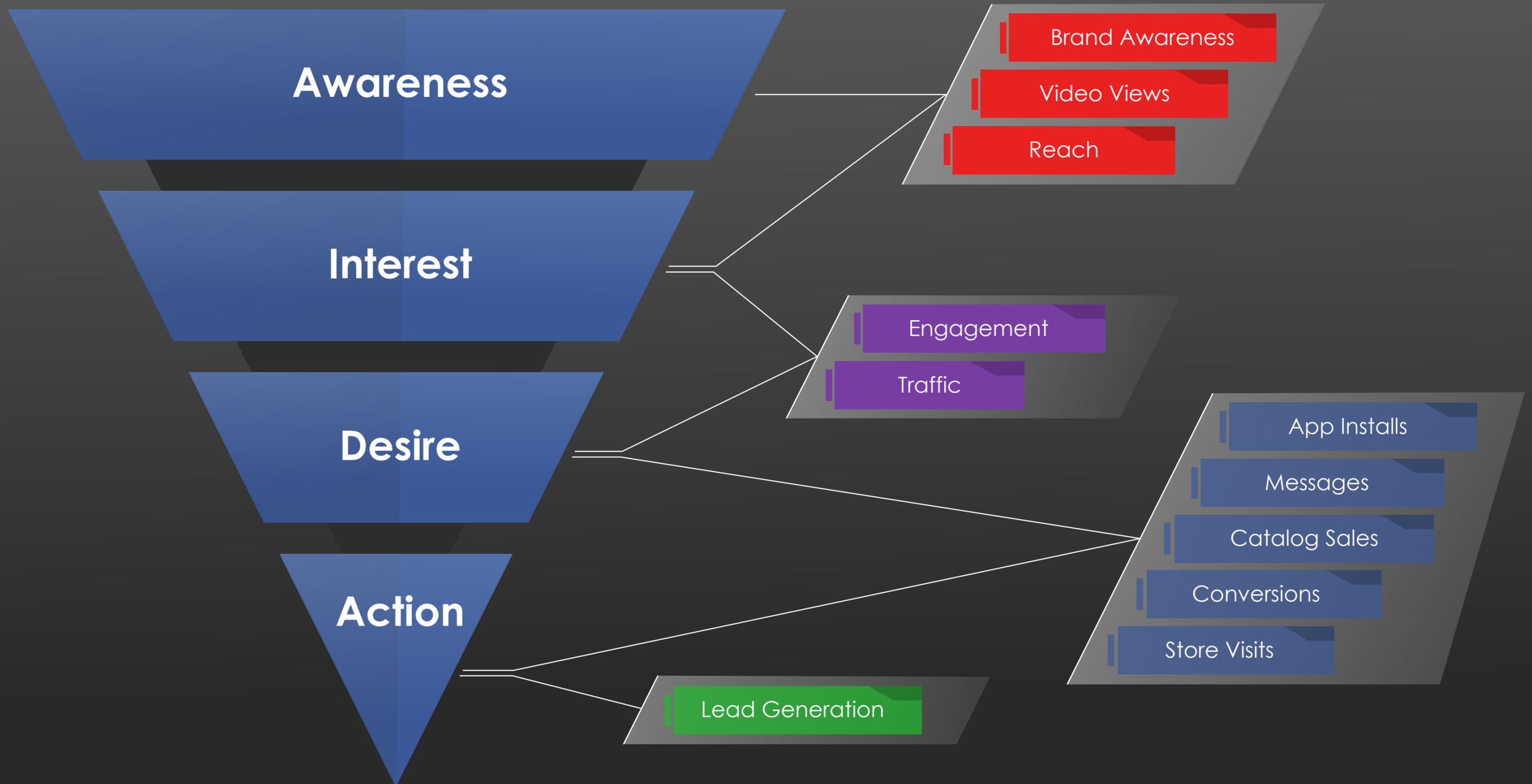


Facebook Ads Master Resource

Presented By: **FitFox Marketing**



Facebook Campaign Funnel



What Facebook Objective is Best For You?

Awareness

Reach

Brand Awareness

Video Views

Pros

- These are the cheapest advertising objectives
- Awareness objectives are easy to set up
- These objectives are easy to measure without much of a sample size
- This is a great place to start a campaign and test the waters with your first Facebook Ads

Cons

- These objectives have the lowest chance to earn you new sign ups
- These ads do not directly push customers into taking action and are best paired with other Facebook ads and marketing strategies
- These objectives are best for finding new customers and conveying simple information

Interest

Engagement

Traffic

Pros

- The price is a good middle ground between the other objectives
- Is great to integrate into your existing marketing campaigns
- Interest objectives are fairly easy to measure and track results

Cons

- Usually requires a landing page to direct traffic towards
- Can be slightly more difficult to set up than awareness campaigns

Action

Lead Generation

Pros

- Has the greatest chance of earning new customers
- Works as a great tool to convert customers who are already warm or hot traffic

Cons

- Is the most expensive objective
- Can be difficult to measure if you do not spend a good amount of money
- Is best to use once you have some experience so that you do not waste any additional money while learning

General Step By Step Guide To Facebook Ads

1

Create / Setup your Facebook Business pg

2

Set Up your Facebook ads account

3

Connect your ads account and your business page

4

Set up your first Campaign

5

Set up your first Ad Set

6

Set up your first Ad

7

Run your ads and watch their progress

8

Make small tweaks to your ads and test different improvements

9

Regularly track your overall progress to see what is working and what is not

Target Customer Worksheet



Who Is Your Perfect Customer?

How old are they?

How much money do they make?

How far from your gym do they live?

What gender better matches your target customer?

What is your ideal customer's level of education?

What is your perfect customer's marital status?

What does your perfect customer do for a living?

What are some of your ideal customers interests?

Facebook Ads: Important Metrics

Tier 1 Metrics:

Tier 1 metrics represent the first layer of data that will be used to calculate the success of the rest of the campaign.

Reach

Reach is the number of unique users who saw your content.

Engagements

Engagements are the total times that your content was interacted with. This could be reactions, shares, comments and clicks.

Impressions

The number of times that you ad was shown. This can include multiple times to the same person.

Frequency

The average times someone has seen your ad.

Results

The number of times you ad achieved a goal based on the objective selected.

Quality Ranking

A ranking of your ad's perceived quality. The higher the quality ranking the less your ad will cost to achieve the same results.

Tier 2 Metrics:

Tier 2 metrics represent the second layer of data that will be used to determine the success your campaign.

These statistics are useful for calculating exactly how Facebook Ads are making you money.

Click Through Rate

Click through rate is a ratio of how many people saw your ad compared to how many people clicked through to see more.

$$\left(\frac{\text{Number of Link Clicks}}{\text{Total Reach}} \right) \times 100$$

Industry Avg: **1.29%**

Conversion Rate

The conversion rate is a measure of how many times your goal was completed divided by the people who clicked through to website.

$$\left(\frac{\text{Total Goal Completions}}{\text{Total Link Clicks}} \right) \times 100$$

Industry Avg: **9.21%**

Cost Per Result

This is the amount of money it takes to achieve each intended result.

$$\frac{\text{Total Ad Spend}}{\text{Total Number of Results}}$$

Industry Avg: **\$15.98 per result**

Return On Ad Spend

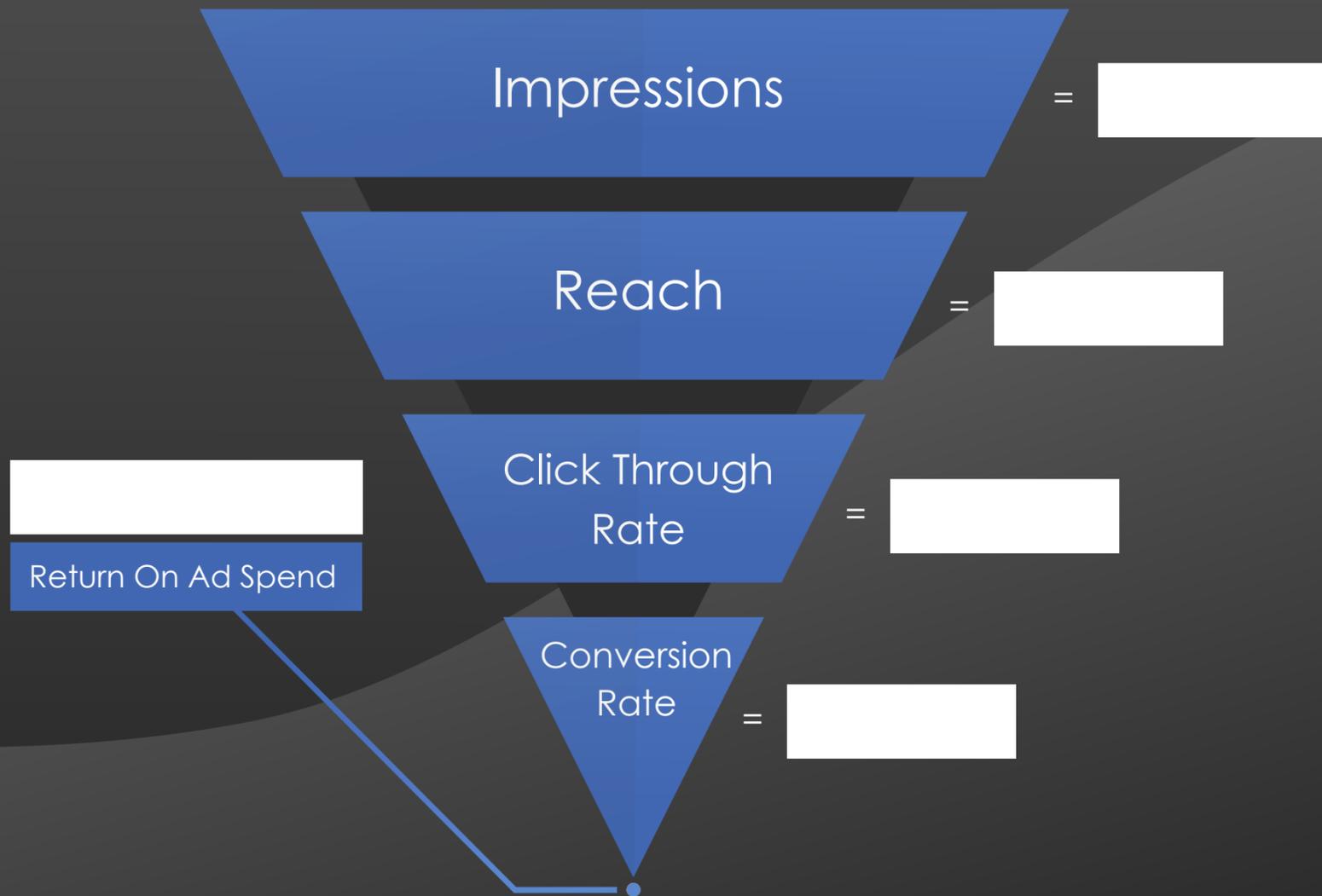
This is a very important metric that is used to calculate the amount of value you are getting from the money you have spent.

$$\frac{\text{Total $$$ Earned From Campaign}}{\text{Total Ad Spend}}$$

Industry Avg: **4:1-5:1**

Funnel Worksheets

Facebook Ads Funnel



Facebook Ads Checklist

Campaign Checklist

- Choose your campaign name
- Select if any special ad categories apply to your ads
- Choose your Campaign objective

Ad Set Checklist

- Choose a name for your Ad Set
- Select the correct target demographic for your ad set
- Select your geographic location
- Select where you would like your ad to be displayed
- Choose your ad delivery
- Set up your budget and schedule

Ad Checklist

- One call to action or purpose for your ad
- Compelling visual element that matches your campaign
- Enticing title
- Customer benefit oriented description
- Link to appropriate page or resource

Common Facebook Issues

Major Issue

Symptom

Solution

Ads are not being seen by enough people



- Low ad quality score
- Low reach / impressions



- Improve ad visuals and copy
- Improve targeting
- Increase ad spend

Customers are not clicking through your ads



- High cost per ad result
- Few relative clicks



- Improve call to action
- Improve your targeting
- Improve ad quality score

Customers aren't converting on your landing page



- High landing page bounce rate
- Low time spent on landing page



- Improve your call to action
- Improve visuals and copy on landing page
- Improve site load speed