

eCommerce Marketing



CHAPTER 7 FACEBOOK ADS

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AGENDA

e-Commerce Marketing | Facebook Ads

Facebook myth

Key terms

Basic business numbers

Setting up your business account

Setting up your pixel

Creative tools to create ads

Troobleshooting common problems

FACEBOOK MYTH

#1 "I've tried this before, it doesn't work for me."

#2 "What works for the "big guys" won't work for me."

#3 My business/niche is different.

#4 My audience isn't on Facebook.

#5 Facebook is not effective for B2B.

FACEBOOK MYTH

#6 My page/following isn't big enough to run ads.

#7 Facebook ads are too expensive.

#8 Boosting posts is the same as running ads.

#9 It's best to target a very narrow audience.

#10 Instagram is only advertising to young people.

FACEBOOK MYTH

- #11** Facebook is only valuable for "bottom of funnel" marketing.
- #12** Turning your ads on and off helps performance.
- #13** Users will not convert on a Facebook ad the first time they see it.
- #14** Videos are always better than images.
- #15** Facebook is changing so quickly... your info is already outdated.

KEY TERMS

PIXEL

THE PIXEL MEASURES USER ACTIVITY ACROSS DEVICES. ALLOWS US TO BUILD AUDIENCES TO REMARKET TOWARDS AND OPTIMIZE FOR THAT BEHAVIOR.

BUSINESS MANAGER

WHERE ALL IMPORTANT THINGS LIVE. YOUR AD ACCOUNTS. YOUR PAGES. YOUR EVERYTHING

AD ACCOUNT

WHERE YOU WILL MAKE YOUR MONEY! THIS STORES ALL CAMPAIGNS AND CREATIVES

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

UNIQUE OUTBOUND CLICK

CLICKS THAT TAKE YOU OFF OF FACEBOOK OWNED PROPERTIES.

CPOC

COST PER OUTBOUND CLICK

UNIQUE OUTBOUND CLICK THROUGH RATE (LINK)

THE % OF TIMES PEOPLE WHO SAW AND CLICKED ON YOUR LINK

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

CPM

**COST PER 1000 IMPRESSIONS - THE COST TO DELIVER
OUR AD FOR 1000 IMPRESSIONS**

LINK SETTING

**THE LANDING PAGE IN WHICH YOU ARE MARKETING
TOWARDS**

ULPV

**UNIQUE LANDING PAGE VIEW - THE NUMBER OF
CONSUMERS WHO MADE IT TO YOUR LANDING PAGE**

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

UCPLV

**UNIQUE COST PER LANDING PAGE VIEW - THE AVERAGE
COST PER EACH LANDING PAGE VISIT**

UATC

**UNIQUE ADD TO CART - THE FIRST STEP
IN THE CHECKOUT PROCESS**

UCPATC

UNIQUE COST PER ADD TO CART

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

UIC

**UNIQUE INITIATE CHECK OUT - THE SECOND
STEP IN THE CHECKOUT PROCESS**

UCPIC

UNIQUE COST PER CHECK OUT INITIATED

UP

UNIQUE PURCHASE

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

CPUP

COST PER UNIQUE PURCHASE

CPA

**COST PER ACQUISITION - COST PER RESULT -
COST PER (ENTER YOUR GOAL)**

ROAS

**RETURN ON AD SPEND - THE MONEY YOU RECEIVE
DERIVED FROM SPENDING ON ADVERTISING**

PCV

**PURCHASE CONVERSION VALUE - THE REVENUE SEEN
FROM FACEBOOK SPECIFIC PURCHASES**

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

KEY TERMS

PROSPECTING

(TOP OF FUNNEL ADS) - THIS IS WHERE ALL YOUR FIRST INTERACTIONS WITH CONSUMERS WILL BE. WE'LL SPEND AT LEAST 60% OF OUR TIME AND BUDGET IN

THE PROSPECTING PHASE

RE-ENGAGEMENT

(MIDDLE OF FUNNEL ADS) - THIS IS WHERE THE CONSUMERS WHO ARE JUST LEARNING ABOUT YOU ARE LIVING. THEY MAY HAVE CLICKED ONE OF YOUR ADS, ENGAGED WITH YOUR CONTENT, OR EVEN VISITED YOUR SITE, BUT THEY MAYBE HAVEN'T BOUGHT YET. BUT ARE GETTING WARMER!

REMARKETING

(BOTTOM OF FUNNEL ADS) - THIS IS WHERE YOUR HOTTEST LEADS / CUSTOMERS ARE JUST WAITING FOR YOU TO GIVE THEM THE FINAL PUSH. IT'S ALSO WHERE YOU CAN BE MORE DIRECT WITH YOUR AD COPY, OFFERS AND CTAS

KEY TERMS

AOV

**AVERAGE ORDER VALUE - THE AVERAGE AMOUNT SPENT
PER PURCHASE**

LTV

**LIFETIME VALUE - THE TOTAL VALUE SPENT ACROSS A
CUSTOMER'S LIFE**

CAC

**COST OF ACQUIRING A CUSTOMER - THE AMOUNT OF
DOLLARS SPENT TO CONVINCING A CONSUMER TO BUY
YOUR PRODUCT**

source: [facebook.com/business/help/447834205249495](https://www.facebook.com/business/help/447834205249495)

Glossary of Ad Terms | Facebook

$$\text{MARGIN} = \frac{\text{REVENUE} - \text{OPERATING COSTS}}{\text{REVENUE}} \times 100$$

**YOUR MARGIN SHOULD
BE ABOVE 30%**

RETURN ON AD SPEND

**how much money you're going to
get back for every dollar you spend
on advertising**

YOUR ROAS SHOULD BE ABOVE 2X

**In other words, if you spend \$1, you
should get back \$2 or more**

**YOUR BUSINESS MANAGER ACCOUNT
SHOULD BE SEPARATE FROM YOUR
PERSONAL FACEBOOK ACCOUNT AND EVEN
YOUR COMPANY PAGE**



TIPS



WHY BUSINESS MANAGER

- You may need to assign permissions to different people on your team, and get a birds eye view of “who’s doing what.”
- You need business-level insights and reporting as you take your brand to the next level.
- You may need more than one Ad Account

URL

go to
business.facebook.com
and click “Create Account.”

SETTINGS

Choose the
timezone/currency of your
actual currency/country.

FACEBOOK PIXEL

WHAT IS IT?

An analytics tool that allows you to measure the effectiveness of your ads

WHY IS THE PIXEL IMPORTANT

It is one of the main ways to have your website communicate with Facebook so that we are able to optimize our Ads

WHAT HAPPENS IF YOU DON'T SETUP

You could be blowing away all of your money by not allowing Facebook to optimize your Ads.

WHERE TO INSTALL

Wordpress, Shopify, Clickfunnels and all other modern CMS systems have integrations with pixel. You just need to add Pixel number for set up

BEST TOOLS TO CREATE AD CREATIVES

- 1. [canva.com](https://www.canva.com)**
- 2. [vSCO.co](https://vsco.co)**
- 3. [animoto.com](https://www.animoto.com)**
- 4. biteable.com**
- 5. elements.envato.com**
- 6. monkeylearn.com**
- 7. [pixlr.com](https://www.pixlr.com)**
- 8. snappa.com**

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #1

**Over Spending of an Ad Set
within your CBO Campaign**

**Solution: Maximum cap on the
Ad Set.**

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #2

**Under Spending of an Ad Set
within your CBO Campaign**

**Solution: Place a minimum spend
on the Ad Set.**

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #3

**Cost Cap / Bid Cap / Target Cost
Campaigns Won't Spend**

**Solution: Increase Ad Set cap less than \$5.00
/ duplicate existing Ad Set at higher cap.**

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #4

I uploaded an exported list from Shopify / lead capture tool - Facebook hasn't matched more than 1,000 - What do I do?

Solution: Delete out all out except for the emails.

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #5

I don't know where to start my ad budget.

Solution: Optimize back from your AOV. Ad Sets x Ads in each Ad Set x overall AOV to gardner a guide on overall campaign budget.

TROUBLESHOOTING COMMON PROBLEMS

PROBLEM #6

How do I increase my ad spend limit on my ad account.

Solutions: Pay off the credit owed, wait 3 days, verify your business

3 MAIN DASHBOARDS TO LOOK

- **Creative Performance**
- **Platform Performance**
- **Funnel Performance**

SIGNS OF DISAPPROVED AD

#1

**UNREALISTIC MONETARY
CLAIMS OR “GET RICH QUICK”
PROMISES**

SIGNS OF DISAPPROVED AD

#2

**YOU ADVERTISED SOMETHING
PROHIBITED, RESTRICTED OR
REGULATED**

Example: [thelueur.com/ collections/frontpage](https://thelueur.com/collections/frontpage)

source: foundr.com/fba-masterclass

SIGNS OF DISAPPROVED AD

#3

OBJECTIONABLE OR “ADULT” CONTENT

fb.me/1PbBwims1qknK8l - approved

fb.me/1UISaPoH8UjC2RF - no approved

SIGNS OF DISAPPROVED AD

#4

**SILLY MISTAKES: TYPOS, EMOJI
OVERKILL, RUNNING ADS TO DEAD
PAGES**

SIGNS OF DISAPPROVED AD

#5

**NOT COMPLYING WITH FACEBOOK'S
“COMMUNITY STANDARDS”**

SIGNS OF DISAPPROVED AD

#6

TARGETING PERSONAL ATTRIBUTES

Ethnicity, religion

SIGNS OF DISAPPROVED AD

#7

**MESSAGE MISMATCH FROM AD TO
LANDING PAGE**