

eCommerce Marketing



CHAPTER 8

FACEBOOK ADVERTISING: ADVANCED TOPICS

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AGENDA

Top of funnel

- Campaign structures

- Audiences

- Creatives

Middle of funnel

- Re-engagement

- Ad copy

- Creative examples

Bottom of funnel

- Re-marketing

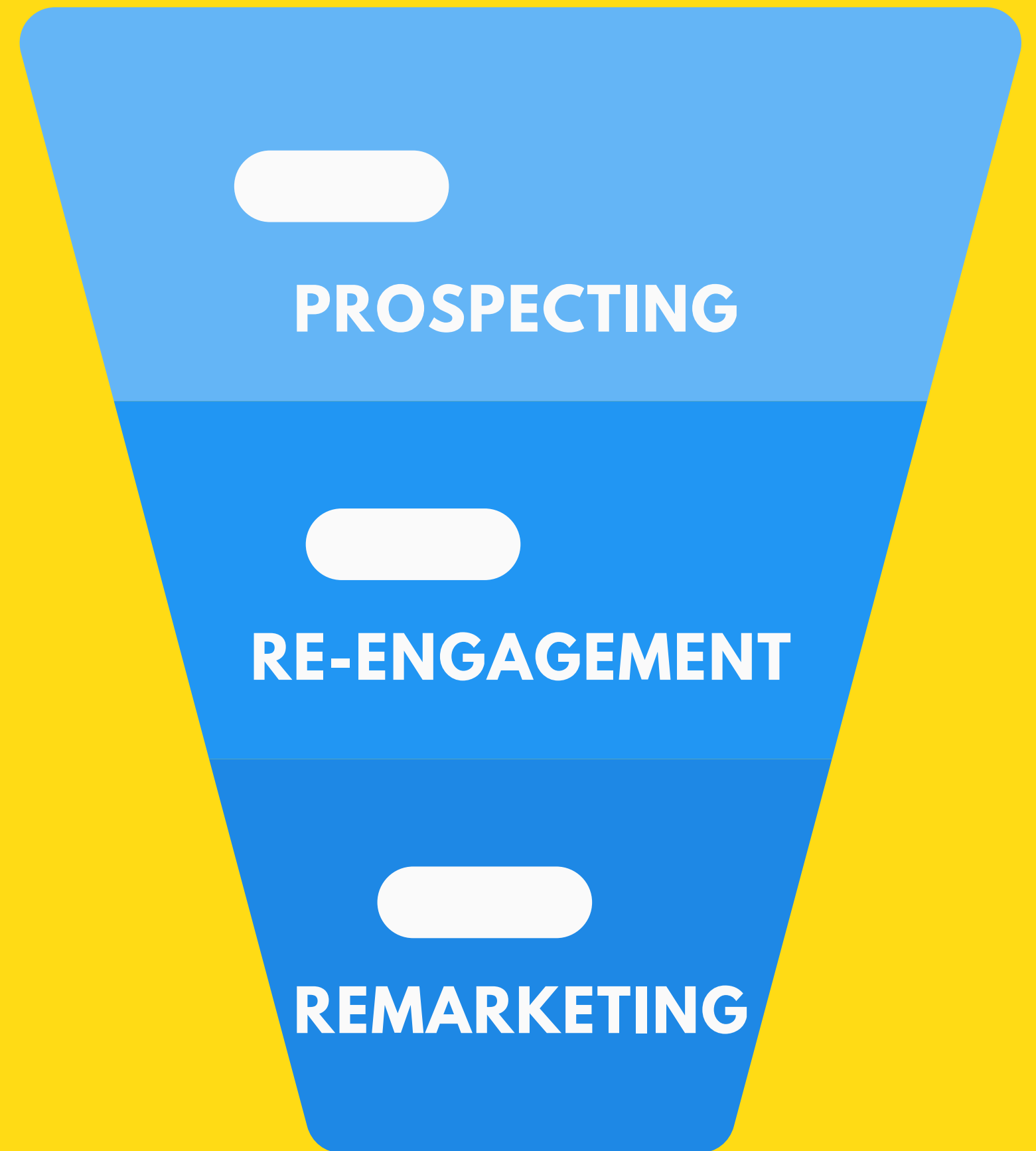
- Ad sets

- Pages to drive traffic to

- Creative examples

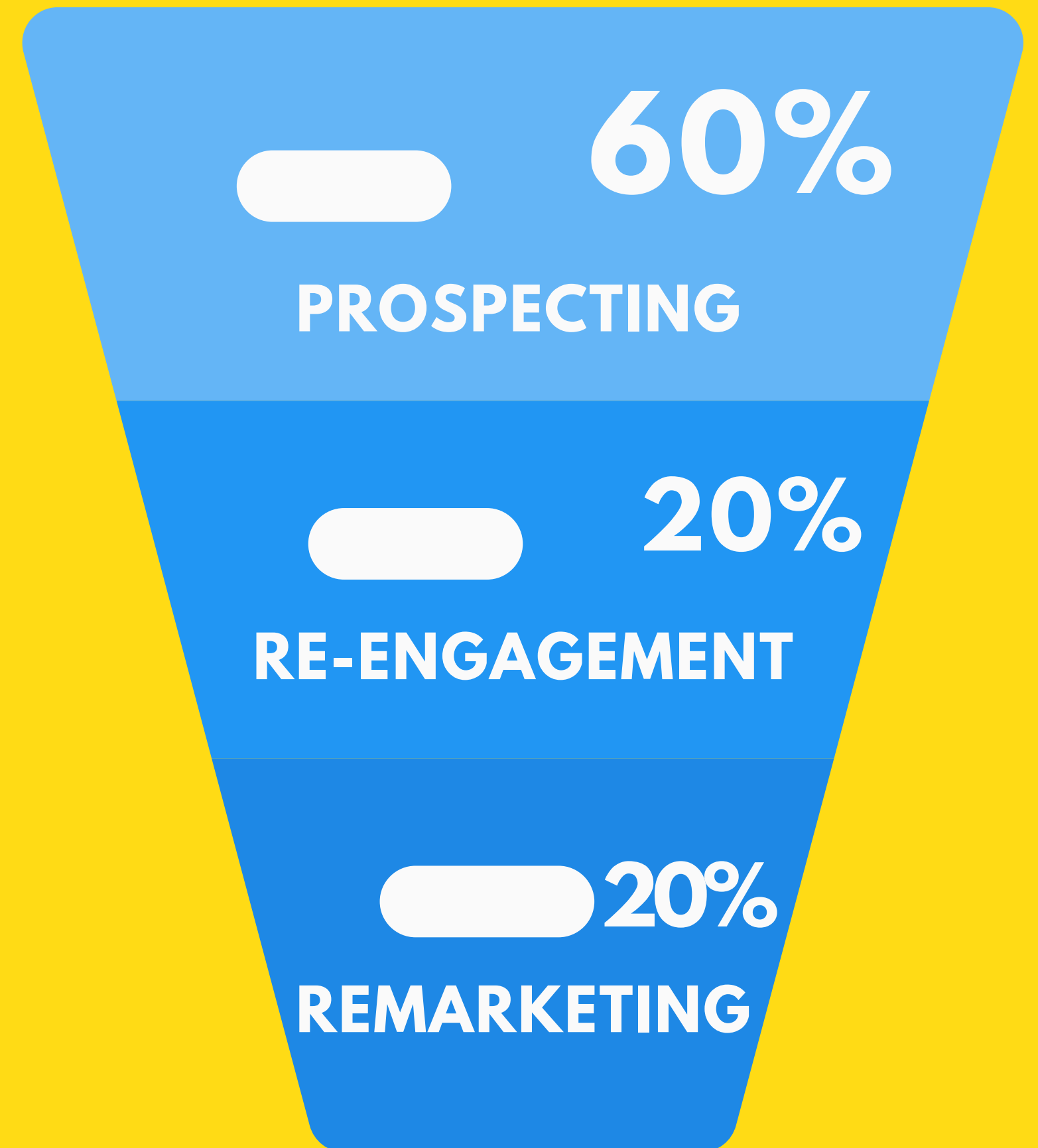
FACEBOOK FUNNEL

- **TOP: PROSPECTING
(COLD)**
- **MIDDLE: RE-ENGAGEMENT
(WARM)**
- **BOTTOM: REMARKETING
(HOT)**



FACEBOOK AD BUDGET SPENT

- **TOP - 60%**
- **MIDDLE - 20%**
- **BOTTOM - 20%**

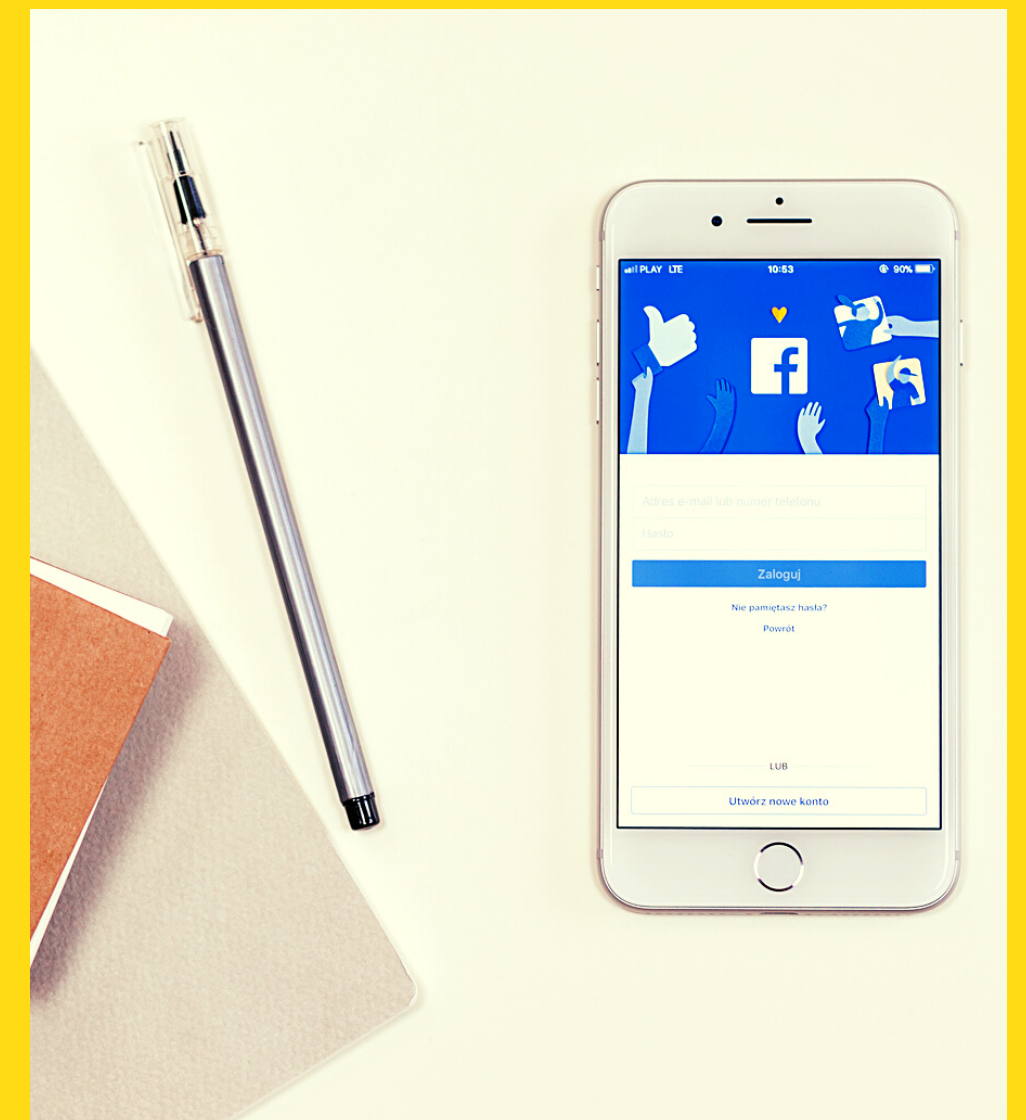


TOP: PROSPECTING (COLD)

**PROSPECTING IS ALL ABOUT FINDING
THE RIGHT POTENTIAL CUSTOMER**

TARGETING:

- BROAD**
- INTEREST-BASED**
- LOOKALIKES**



MIDDLE: RE-ENGAGEMENT (WARM)

**HOW DO YOU BRING THEM FROM
“COLD” TO “WARM”?**

- Social Proof
- Testimonials
- Positive Reviews
- Highlight Benefits
- Differentiate Yourself
- Debunk Objections

TARGETING:

- **FACEBOOK LIKERS**
- **INSTAGRAM FOLLOWERS**
- **SAW ONE OF OUR ADS**
- **SAVED A POST**

BOTTOM: REMARKETING (HOT)

**WHAT ARE WE OFFERING HERE TO
FINALLY PUSH THEM OVER THE EDGE ?**

- Special Offer?
- Discount?
- Scarcity?
- Loss Lead?

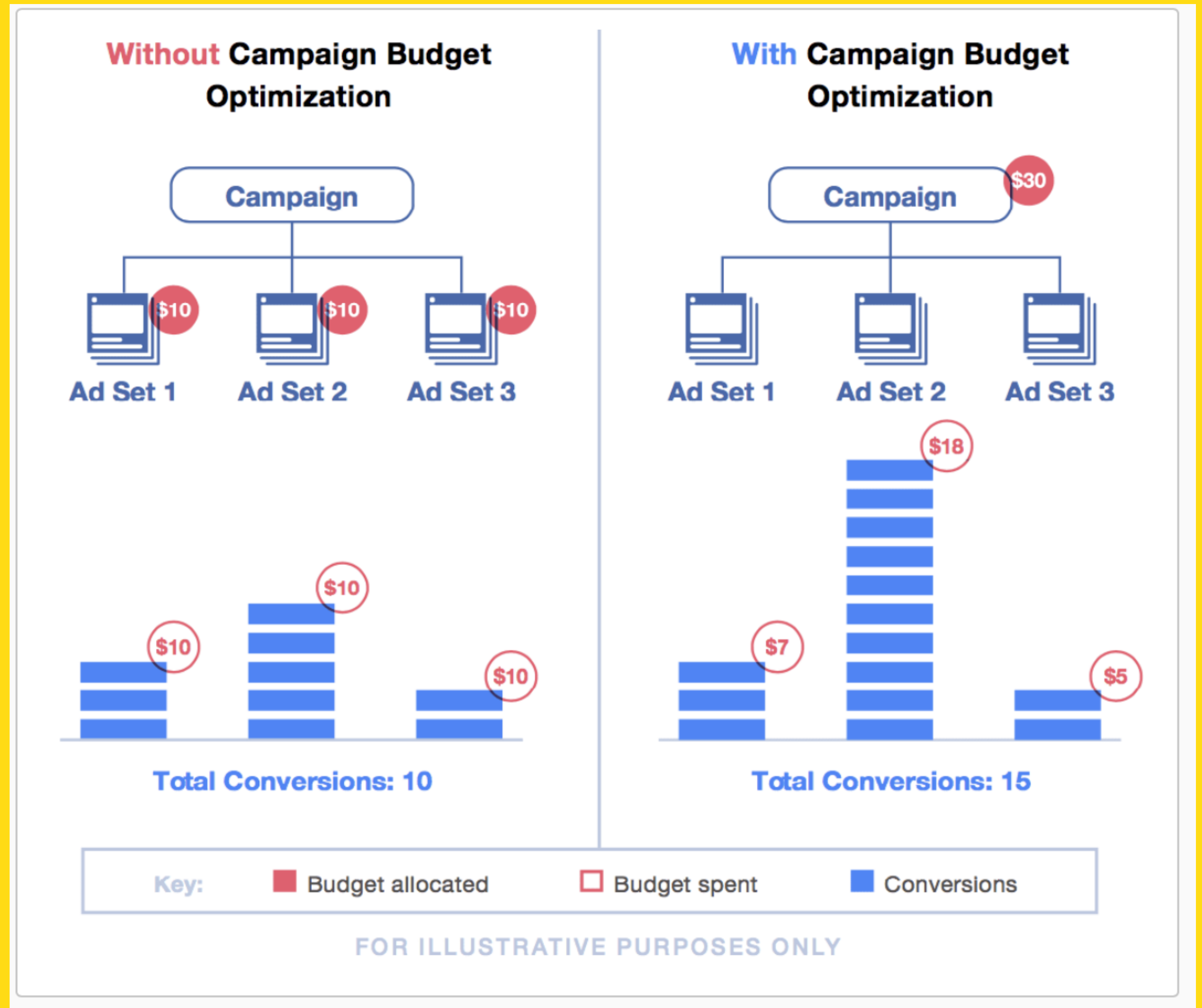
TARGETING:

- **SITE VISITORS**
- **EMAIL SUBSCRIBERS**
- **TOOK SOME ACTION ON OUR SITE**
- **TRACKED BY THE PIXEL**

PROSPECTING

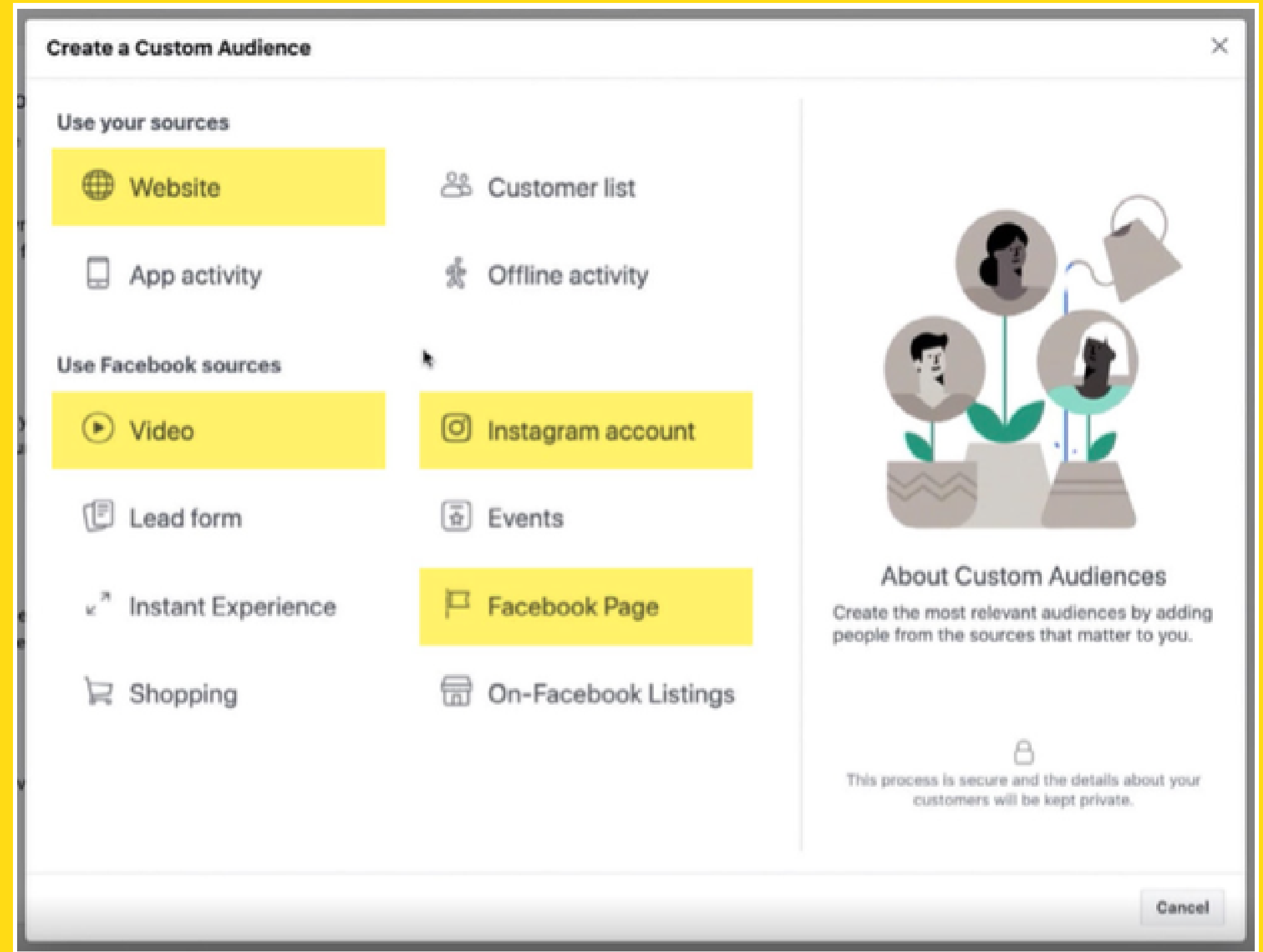
CAMPAIGN STRUCTURES:

- ABO
- CBO



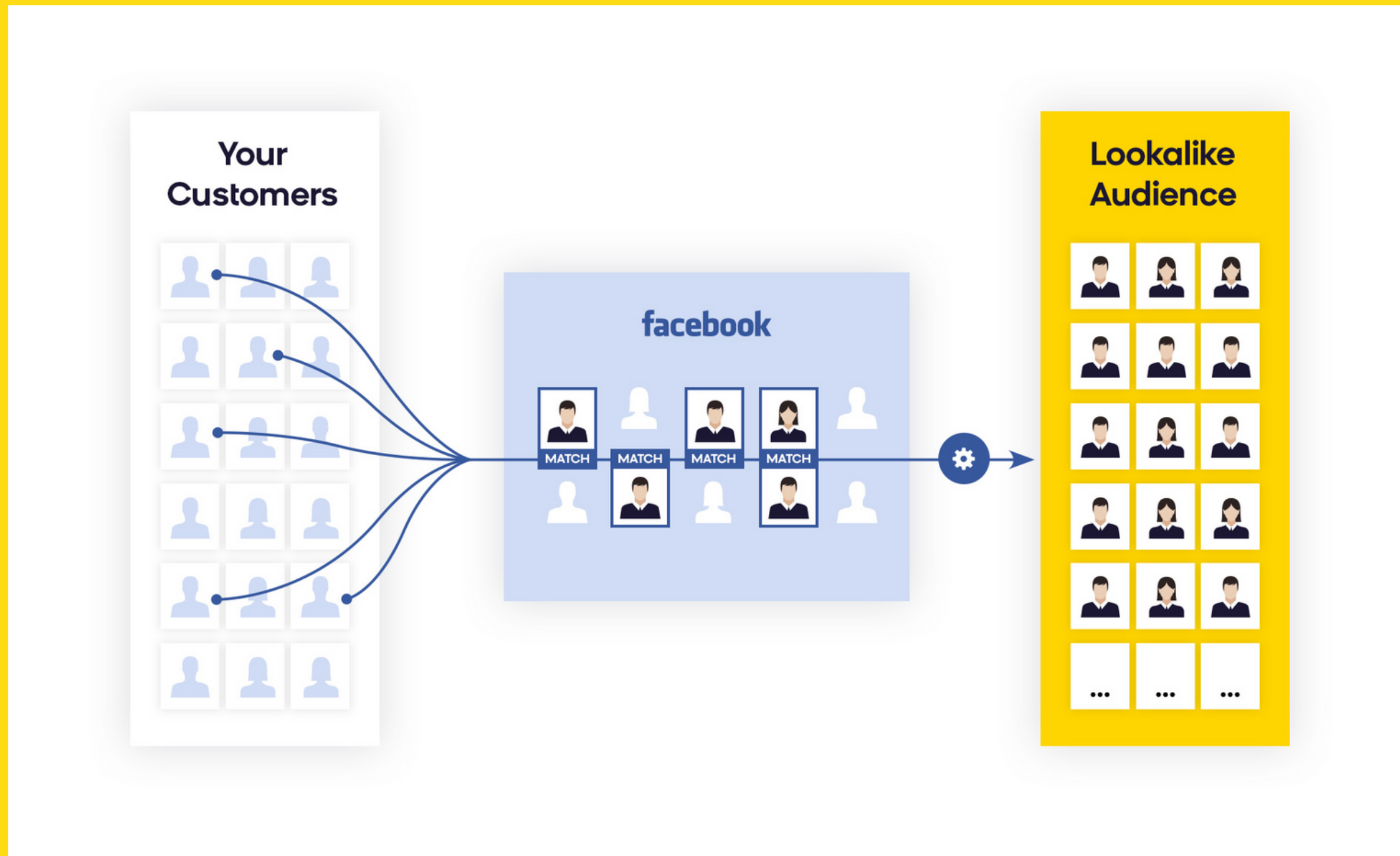
INTEREST BASED AUDIENCES

TARGETING PEOPLE BASED ON THEIR INTERESTS AND BEHAVIORS



LOOKALIKE AUDIENCES

CUSTOM AUDIENCE THAT INCLUDES ALL POTENTIAL CUSTOMERS WHO LOOK LIKE A GIVEN GROUP



CREATE LOOKALIKE AUDIENCE BASED ON

- People who look like your past buyers
- A group of users who look like your Instagram followers
- People who look like your best customers (who spent over a certain dollar amount)
- Prospects who look like your email subscribers

BROAD AUDIENCES

“BROAD AUDIENCES” ARE BASIC THINGS LIKE AGE AND DEMOGRAPHIC (E.G. ALL MALES OVER 18+ IN THE UNITED STATES)

After you’ve tried out Broad Audiences, we recommend testing out Custom Audiences, Lookalike Audiences, Interest-Based Targeting, and/or adding some Exclusions to find your perfect prospects.

EXCLUSIONS

USED TO EXCLUDE RECENT PURCHASERS WHO SHOULD NOT RECEIVE OUR MARKETING MESSAGES

Exclusions ensure you don't show the wrong messages to the wrong audiences.

Exclusions help you target only the right people.

Exclusions minimize wasted ad spend.

CREATIVE EXAMPLES

EXAMPLE 1: GLEAMIN

- Hook with a bold claim
- Show the product in use
- Good photography
- Split-screen, dynamic
- Social proof / reviews
- Handle objections
- Authentic UGC
- Features / ingredients
- Clear CTA
- Short and sweet



CREATIVE EXAMPLES

EXAMPLE 1: BOOTYFUL

- Fun brand tone
- Show product demo
- Strong, clear CTA



**SAY
GOODBYE**

RE-ENGAGEMENT

TIP

Choose CBO (Campaign Budget Optimization) for Re-Engagement to let Facebook's algorithm do the heavy lifting and save yourself work.

WE'RE GOING TO BE RE-ENGAGING OUR CUSTOM AUDIENCES FROM THE FOLLOWING GROUPS OF PEOPLE WHO HAVEN'T PURCHASED YET:

- **Instagram engagers (past 365 days)**
- **Facebook engagers (past 365 days)**
- **Video viewers (past 365 days)**

DRIVE TRAFFIC TO:

- **1 STEP FURTHER IN THEIR CUSTOMER JOURNEY**
- **COLLECTION PAGE (OF MULTIPLE PRODUCTS OR SERVICES)**
- **SPECIFIC PRODUCT DISPLAY PAGE (PDP)**

KEY COPY DIFFERENCES:

- **PROSPECTING** — By this point you've already tested **Audiences, Creative, and Copy** variations and are starting to gather data from your tests
- **RE-ENGAGEMENT** — Using existing **Audiences**, reposition your **Copy** to pull them closer to purchase

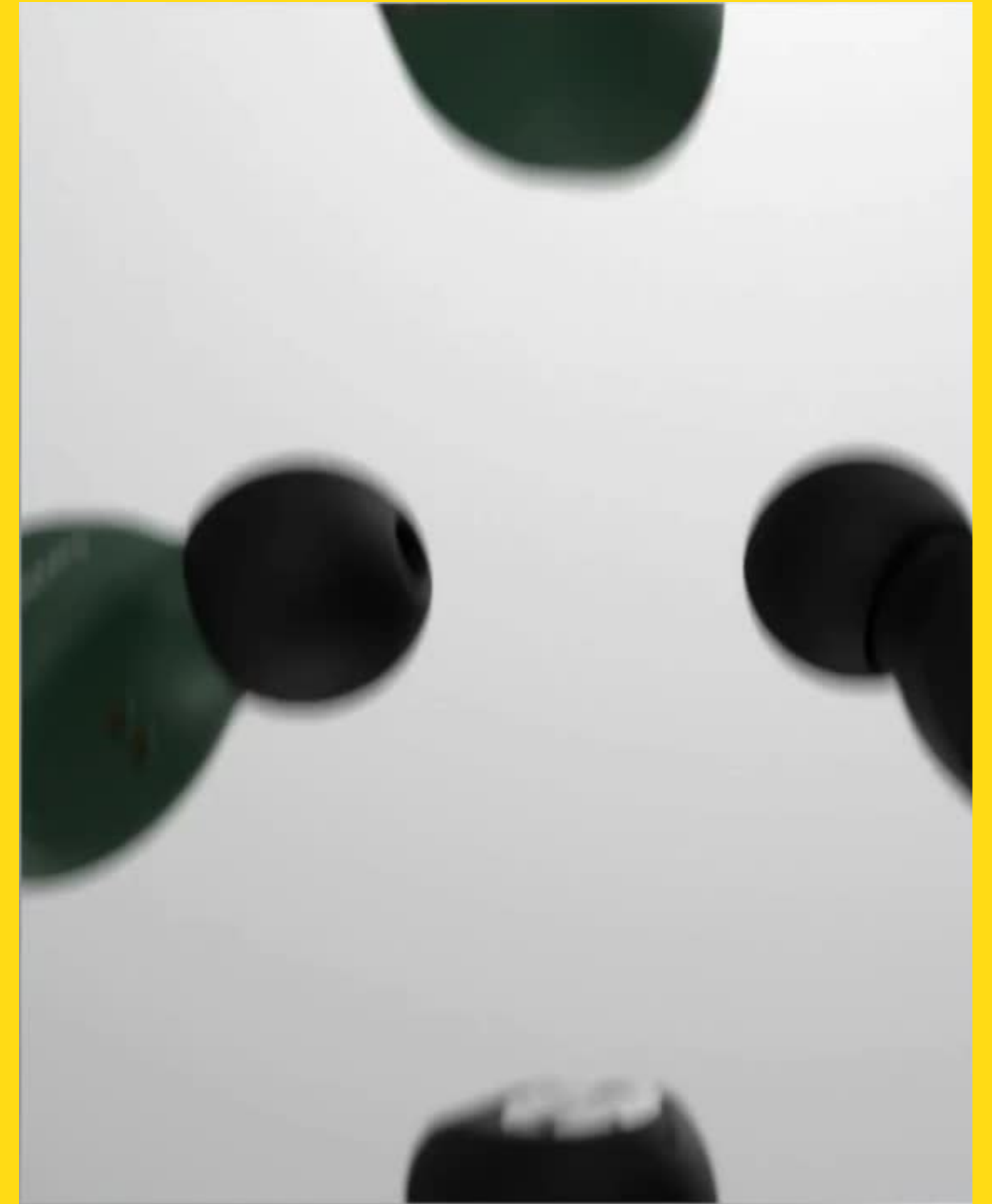
HOW TO BRING THEM FROM COLD TO WARM:

- Social Proof**
- Testimonials**
- Positive Reviews**
- Highlight Benefits**
- Differentiate Yourself**
- Debunk Objections**

CREATIVE EXAMPLES

EXAMPLE: CROSSBEATS

- **Beautiful product imagery**
- **Intriguing hook**
- **Benefits & features**
- **Call out what customers love**
- **Highlight more features**



RE-MARKETING

CAMPAIGN STRUCTURES:

- ABO
- CBO
- **DPA (Dynamic Product Ads)**

RE-MARKETING PHASE HAS ITS OWN "FUNNEL"

Step 1: Home Page

Step 2: Collection Page

**Step 3: Add to cart/Initiate
checkout**

TIME BASED REMARKETING AUDIENCES:

- **7 days: show them bonus or discount**
- **14 days: add scarcity or urgency**
- **30 days: stop showing your ad**

PAGES TO DRIVE TRAFFIC TO:



CREATIVE TIPS FOR REMARKETING

- **Build FOMO — Fear of missing out is a powerful psychological trigger.**
- **Inject scarcity / urgency — e.g. “It’s nearly gone...” , “Time’s running out” , or “Only a few seats left.”**
- **Same creative, new copy — You can potentially repurpose existing creative assets and simply test out different copy angles to see what pushes people over the edge.**
- **Message match — Make sure your messaging lines up from ad to landing page, otherwise people will bounce.**

CREATIVE TIPS FOR REMARKETING

- **Clear, timely CTA — If you're running ads around a holiday or specific sale event, or if your % discount offer expires soon, make sure to be clear about this in your copy. (e.g. "Now Live: Prime Day Sale FREE")**
- **Make it relevant — Put yourself in the shoes of your customer during this point in their journey. They've seen your ads, they've clicked around on your site, and they've even considered buying from you. What pain points or open questions do they still have, that you can answer to push them over the edge?**

CREATIVE TIPS FOR REMARKETING

- **More features & benefits — When in doubt, you can never go wrong with highlighting more benefits and spicing up the features of your product/service. What does your customer get out of it? How will it improve their life?**
- **Leverage UGC — User Generated Content is a very powerful social proof technique, especially when it's authentic. When people see other people using your product, or the results they got from your service, they are more likely to buy.**

CREATIVE TIPS FOR REMARKETING

- **Test different offers — Since these audiences are warm/hot and very close to purchasing from you, this is the time to test out different offers and CTAs at the end of your ad, and see what drives the most conversions.**

CREATIVE EXAMPLES

EXAMPLE: EBERJEY (REMARKETING)

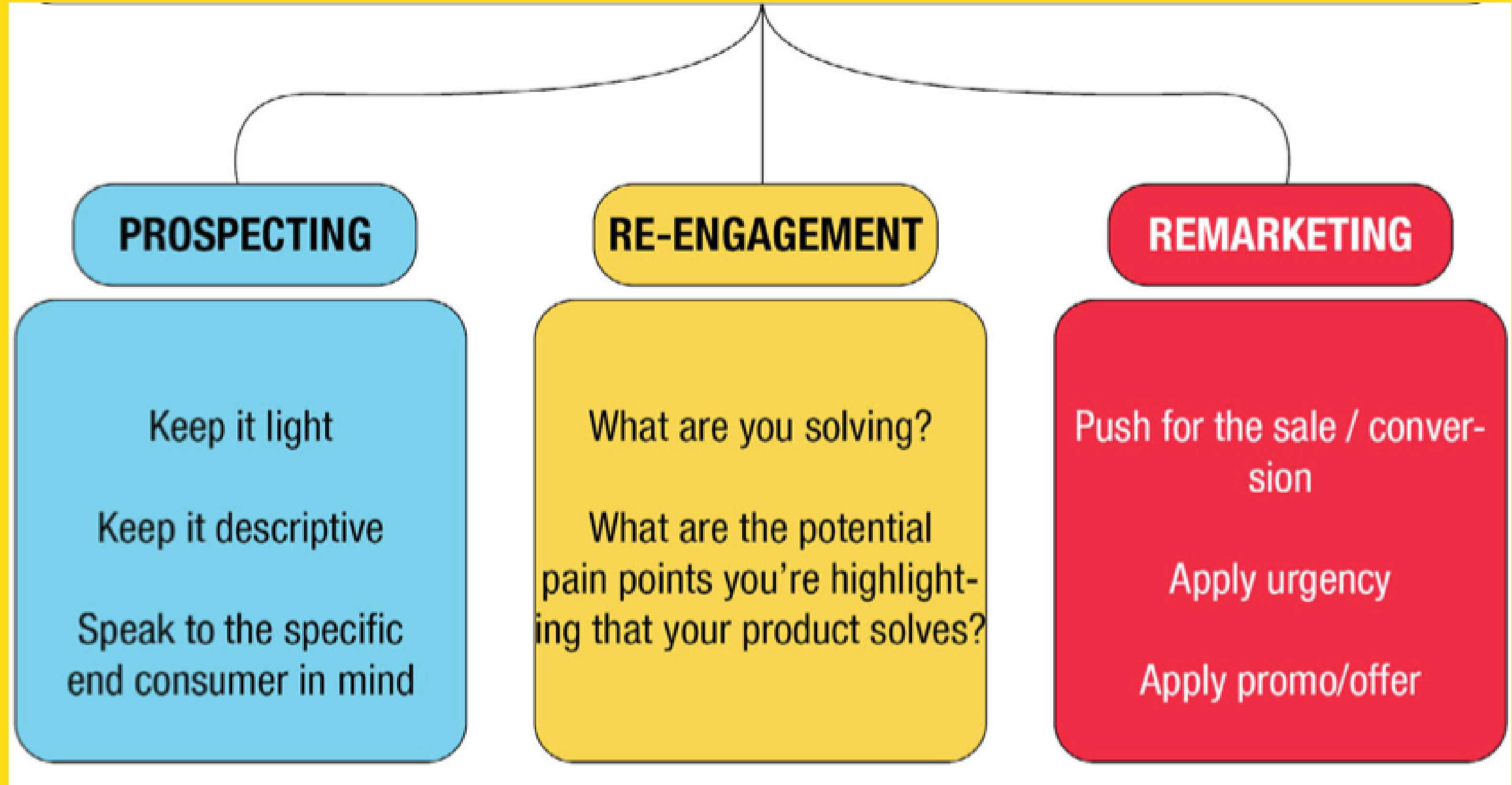
- Beautiful product imagery
- Review
- Social Proof



AD CREATIVE FRAMEWORK

AD NAME	
ANGLE/IDEA	
HOOK	
PROBLEM	
SOLUTION	
SOCIAL PROOF / VALIDATION	
BENEFITS / BIG PROMISE	
RESPONSE TO OBJECTIONS	
CTA	

AD COPY FRAMEWORK



AD CREATIVE (IMAGE OR VIDEO)

Keep these components in mind when structuring your Ad Creative:

(Note: They don't have to go in this exact order. Mix and match!)

Hook

Problem Setup / Pain Points

Present Solution

Highlight Features

Benefits

Social Proof / Reviews / Validation

Objection Handling

Demonstrations

Call to Action

AD CREATIVE "BRICKS"

B-Roll / Transitions

Branded Elements