The Complete A-Z Facebook Ads Guide

Aaron Orendorff

Post Funnel

The Complete Facebook Ads Guide For Optimizing Your Funnel: 30+ Experts Share Their Best Strategies

Finding a reliable guide to Facebook Ads is nearly impossible.
Why?
Two reasons:

Number one: myths, half-truths, and outright lies are everywhere. Would-be gurus spin their tales about "hacks" and tips offering entire courses based on little more than one or two successful campaigns.

Number two: by and large, the real experts stay silent — quietly accumulating clients behind-the-scenes. Until now …To cut through the misinformation, I reached out to over 30 of the best.
Some names you'll certainly recognize. Some, you won't. And that's exactly as it should be. What follows is a detailed, data-driven guide to creating and optimizing a complete Facebook Ads funnel.

( )

Top-of-the-Funnel Strategies for Facebook Ads: Targeting, Creating, and Raising Awareness

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Align your Audience and Offer with "Conversion Temperature"

Johnathan Dane,
Founder of
KlientBoost

There are really two major levers you can use when it comes to customer acquisition with Facebook ads: 1-Audience, 2-Offer.
If you know how to leverage your audiences with your offers, the ad itself matters less.
Custom audiences are prioritized first, and less is more. Start with your smallest audiences –website or landing page visitors and email subscribers. They have the highest intent to convert.

Lookalike audiences are prioritized second and are usually much larger than custom audiences in prospect size. They're a mirror of your best performing audiences, such as people who have converted.

Lastly, you can deploy your saved audiences, which are comprised of demographics, interests, and behaviors. These audiences are the largest and they are the least likely to convert on your core offer.

Once you've prioritized these audiences, you need to match your offer with their <u>conversion temperature.</u>

Custom audiences are the hottest – Volcano Lava – because they typically convert on your core offer the fastest; like a sale, a demo, a trial, or consultation. Lookalike audiences are warm – Lukewarm – so you may need to go higher up in your funnel and offer them a CTA that's an easier ask, like an eBook. And saved audiences – the Ice Cubes – might perform best with lead ads or something that requires the smallest ask of all: e.g., clicking an article, watching a video, or just engaging with your post.

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Temperature Levels

Ice
Cubes

Lukewarm

Volcano
Lava
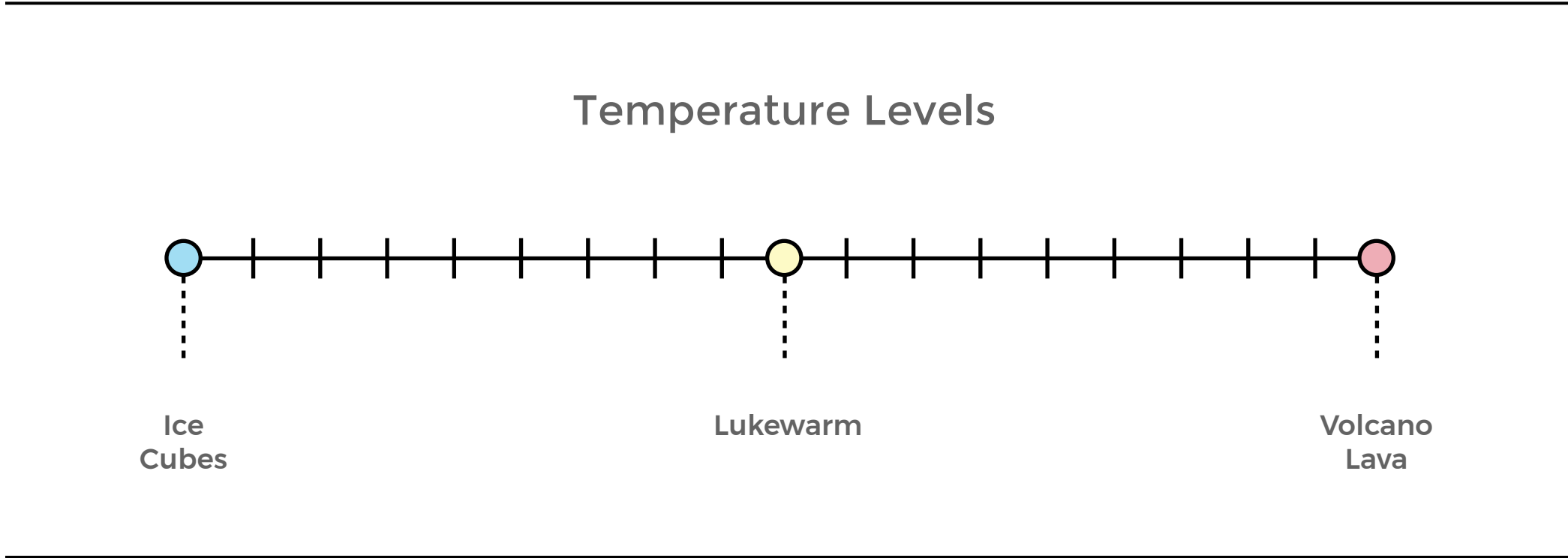
Warm Up Cold Audiences with Customer Testimonial Ads

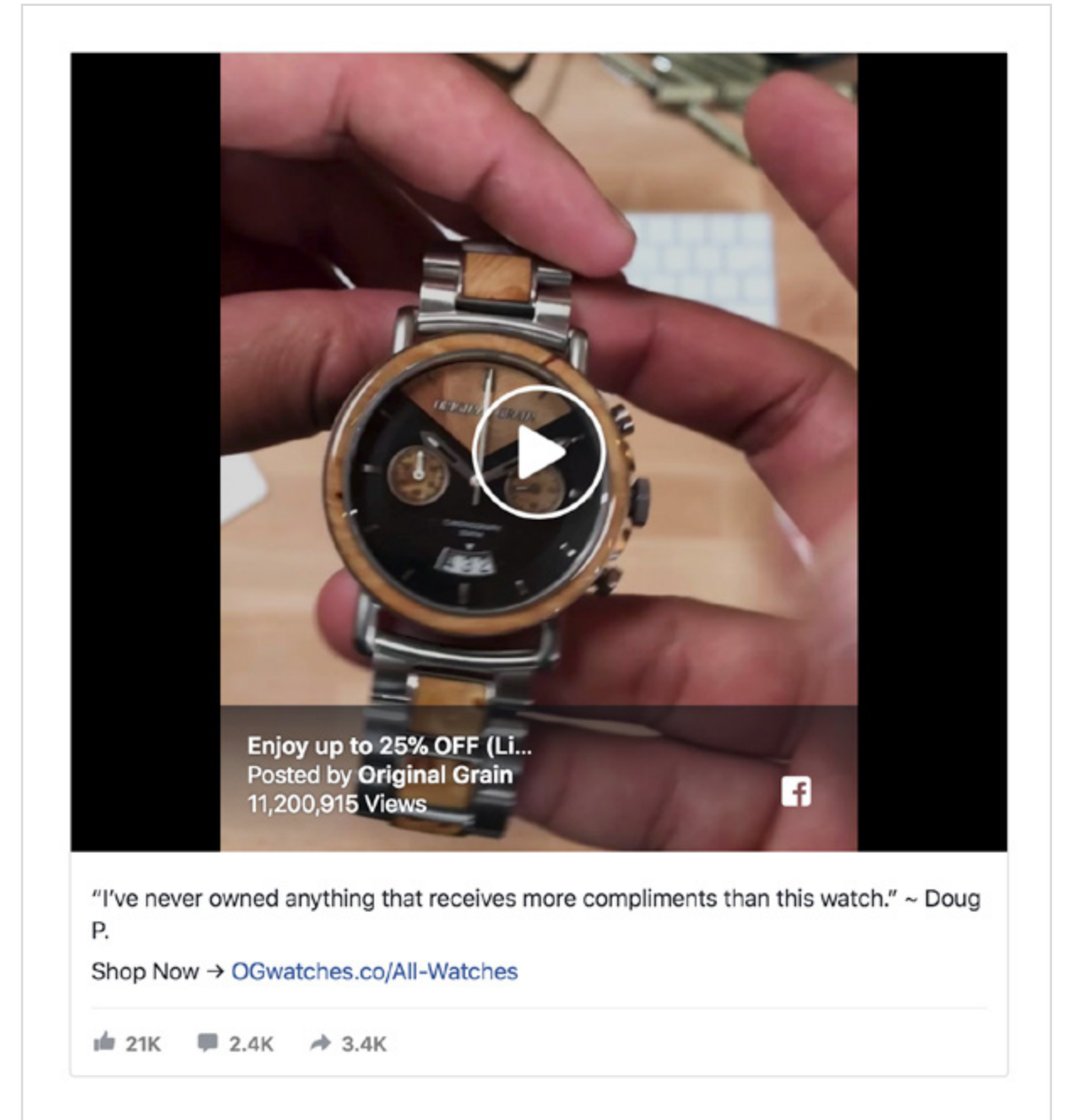Ryan Turner, Director of Facebook Advertising at Elumynt

For cold-traffic and customer-acquisition campaigns, focus on promoting bestsellers to 1% lookalike audiences built from your customer list.

In terms of the actual ads, we find that using testimonial-style copy with real quotes from customers works best for building trust with prospects who are not familiar with your brand. Real customer product photos and videos work great, too.

Start by optimizing your cold-audience ad sets for the "Add to Cart" event instead of purchases. This gives Facebook access to a good amount of conversion data. Decisions surrounding which ad sets to pause or scale should usually be based on cost-per-purchase and overall ROAS (return on ad spend).

One common mistake advertisers make with top-of-funnel campaigns is running unprofitable ads for too long just so they can build audiences. We believe most brands should always aim to achieve a positive ROI on their spend — even when advertising to completely cold audiences.

Turning even a small profit on the front end makes scaling so much easier, and will allow your lower-funnel campaigns to contribute much more in terms of bottom line profits to the ad account overall.

Enjoy up to 25% OFF (Li...
Posted by **Original Grain**
11,200,915 Views

"I've never owned anything that receives more compliments than this watch." ~ Doug P.
Shop Now → OGwatches.co/All-Watches

👍 21K   💬 2.4K   ➤ 3.4K

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Sell to the Winners by Target-ing the Right Audience

**Goldie Chan**, Head of Content and Creative at confirm/deny

As simple as it sounds, make sure that you are targeting the right audience. Copy and creative only go so far.

For example, while working on a blockbuster movie product, we had several creatives up that had a very high CPA and not much difference in cost. When we tweaked that particular audience to skew more towards Europe, females, and a younger age demographic, we saw a significant drop in the CPA.

I figured this out by testing several age and location demographics (around the existing consumer base and surveys). We realized that the younger end of the demographic was much more apt to consume a product where they felt that particular movie was both romantic and had an actionable cause tied to it. The older demographic was more likely to consume the product if there was a feeling of nostalgia and we also promoted a different film in the series (on DVD) to them.

This drove up ticket sales for the film franchise across the board. When we realized this, we were able to target the audiences that were more likely to consume the movie offerings that we were promoting.
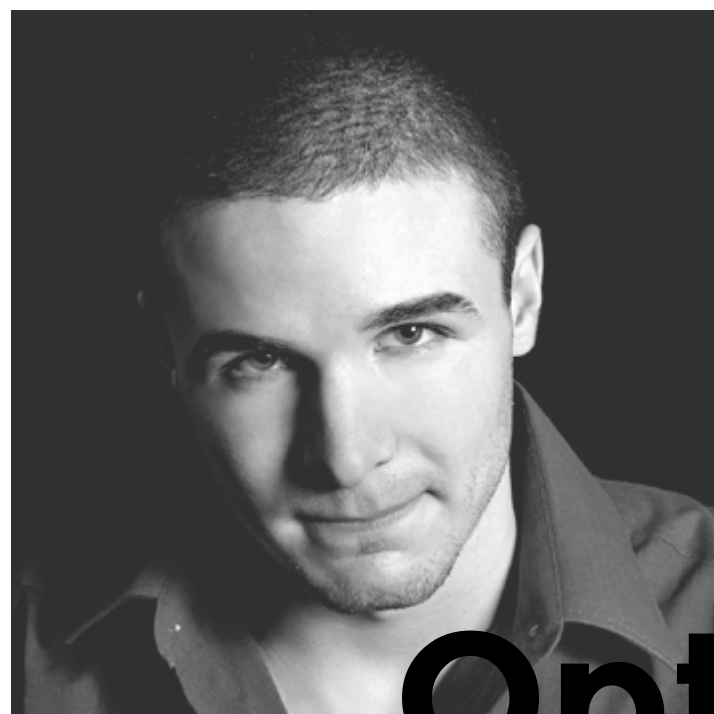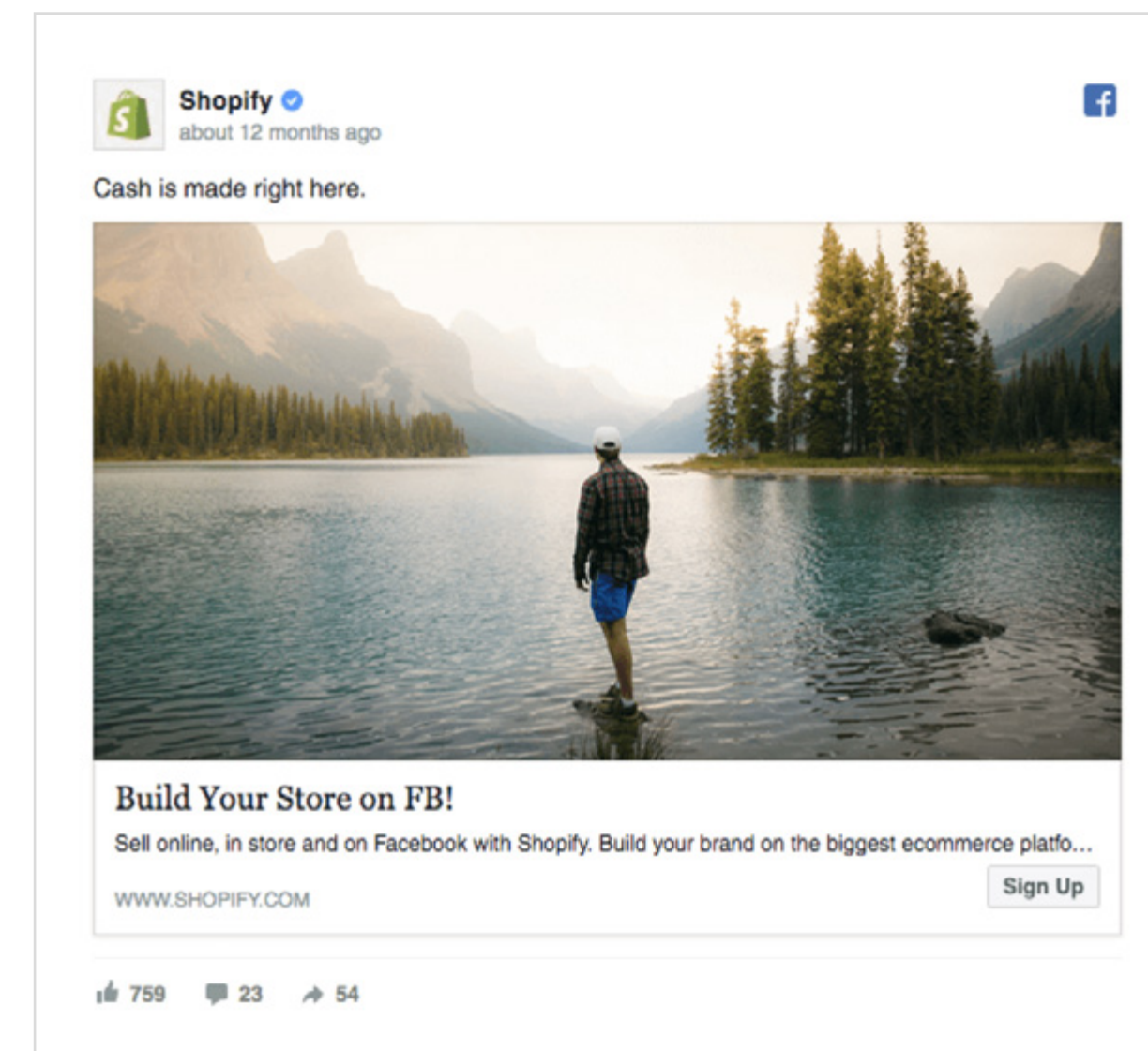
Optimize your Headlines for Clarity

Sam Hurley, Founder
at OPTIM-EYEZ, and
PostFunnel contributor

As one of the most vital components of an ad, you must make your headlines 100% clear, succinct, intriguing, and ultimately relevant to your audience (if you want to successfully attract paying customers).

Always place yourself in their shoes. Your headline should also align perfectly with your visuals. I've seen some dreadfully misaligned ads in the past!

Test, test, and test some more. Run multiple versions of slightly tweaked variations and continuously optimize the best performers. Sometimes, a high-converting combo of headline and visual is just a few tweaks away. But don't stop testing, even when you think you've found it. Compel viewers to take action by letting them know exactly what's really in it for them. Don't use clickbait headlines only to fall short. Stick to your promises and deliver on all expectations conveyed. There's no point in attracting clicks if those clicks are useless and won't convert! The following headline, which describes exactly what the audience would get as an end result, produced a 41.14% higher conversion rate than its more "creative" alternatives.

Shopify
about 12 months ago

Cash is made right here.

Build Your Store on FB!

Sell online, in store and on Facebook with Shopify. Build your brand on the biggest ecommerce platfo...

WWW.SHOPIFY.COM

Sign Up

👍 759   💬 23   ➡ 54

A Visual is Worth a Thousand Clicks

Bill Widmer, Content Marketing and SEO Consultant

Copywriting is important. Targeting is important. Your offer is important. But none of those things matter if everyone scrolls right past your ad. The image or video you use in your ad is your attention-grabber. Then, and only then, a user might read your copy and click on your offer. Luckily, you don't have to be a graphic designer or creative genius to come up with a good image. You only need three things: Canva, AdEspresso and Psychology.

You probably already know about Canva – if not, you've been under a marketing rock. As for AdEspresso, they have a search engine on their site that shows popular Facebook ad examples for almost every industry and niche imaginable. The least utilized of the three is psychology. Here's what you need to know…
Shock value rocks. Whether it's funny, weird, or downright disgusting, shock value stops people in their tracks. The picture to the right is weird, but it matches the product and the brand perfectly.

The copywriting makes things even weirder. And that's the point. Next, you get 20% text on your image. Use it! The title and description of your FB ad are small. People won't read it unless they stop to look at the image first. But your image text can be huge. Make the most of the space you're given, especially when it comes to the transcript overlay on video ads.
Lastly, align your visuals and words around a single goal: action. Bombas does this masterfully by combining a product ad, explainer video, social cause, curiosity-inspiring copy, influencer marketing, and humor.
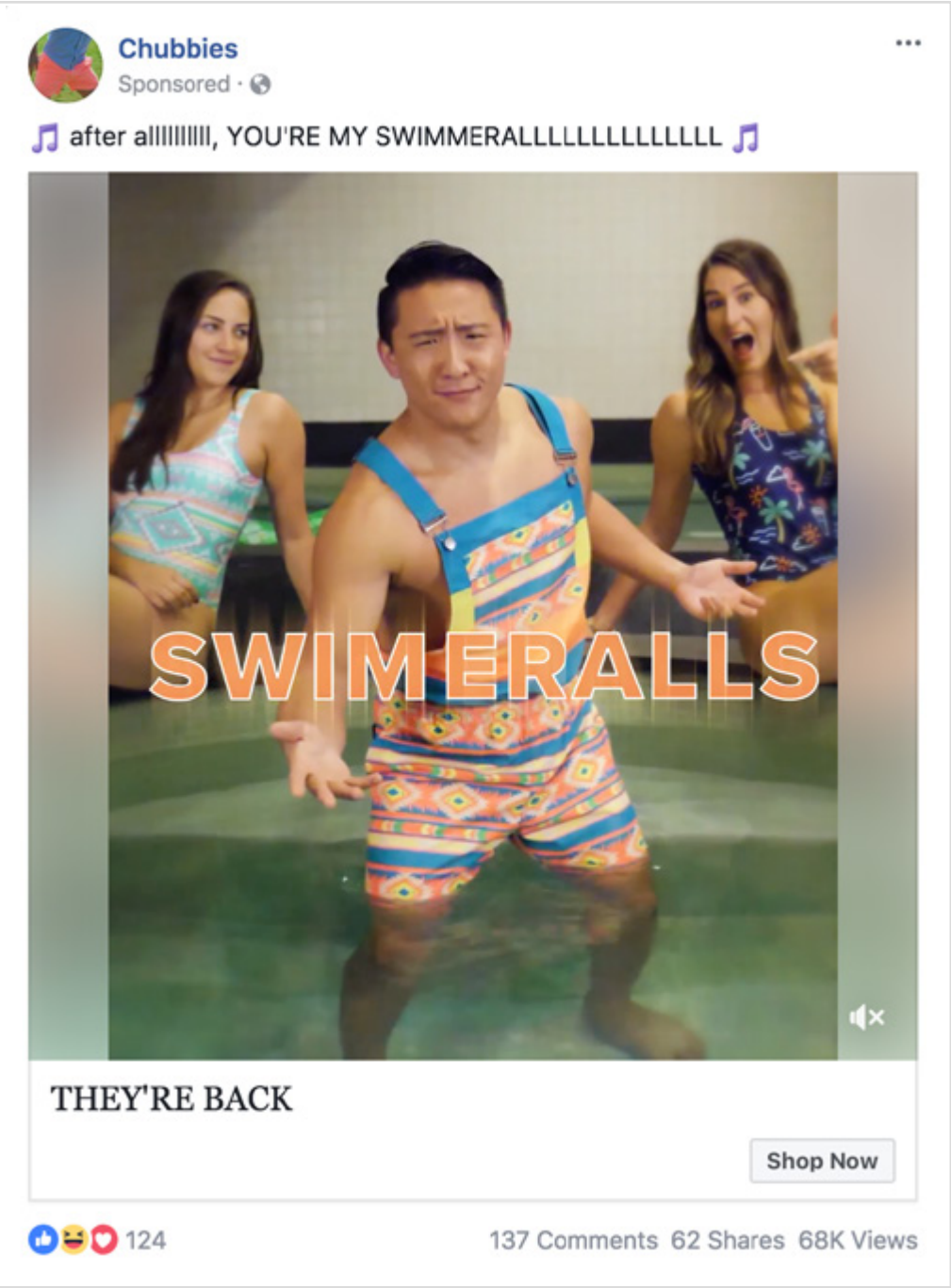
Recreate your Best Organic Funnel

Avery "Azriel" Ratz, CEO of
Ratz Pack Media

Want to know how to create the best possible Facebook marketing funnel? Look at your best existing organic buyers. These are the people who love your business and will buy every single product you sell. Dissect how they learned about you, how they first found you. What did you do that built their trust? What made them fall in love with your business? Then, recreate that process! For instance, I worked with a client who was selling a $300 product for kids. They knew what led most parents to buy organically:
1// One of the parents found an article about them in TechCrunch
2// They came to the website, scrolled through the home page, and read a few reviews
3// After finding out the price they would tag their spouse in a post about the product, hoping that they too would be interested. With this process in mind, we built a paid funnel. We ran targeted Facebook ads featuring a short 30-second video about the product. When the parent clicked, they were brought to the same TechCrunch article, but we used a snip.ly link to track and redirect people directly to the home page after they read the article.

Initially, our plan was to retarget these people specifically asking them to tag their spouses. Then, retarget for the sale.
What we found was that the original ad did the job so well, people were sharing that post, tagging their spouses, and many of them eventually added the product to cart. The average acquisition cost was $2.50.

By understanding the organic funnel, we got a cold audience to:
1// Watch a video about the product
2// Click to an article
3// Go to the home page
4// Share the product with their spouse
5// Add the product to cart

By recreating the organic process, we could turn a group of people who had never heard of us into loyal followers. You can use this same formula to build the perfect funnel for your business.

Play to Stereo-types and Affinities

Josh Fechter, CEO & Co-Founder of BAMF

My best tip is to focus on playing to cultural stereotypes and affinities. For stereotypes, if I'm running an ad in San Francisco, I'll use "Tech Bros" in my copy. If I'm running an ad in Los Angeles, I'll use "wannabe models."

When it comes to affinities, I use images that elicit the highest emotional response. For example, if I'm marketing local startup events to people in New York City, then I use a picture of New York for the ad rather than a startup event. The reason is — on average — people have a stronger emotional connection to their city.

The lesson here is the pictures you should use to generate the lowest CPL are often far from your first guess.

If you can combine both high affinity with a cultural stereotype, then you'll generate a low CPL. Rule of thumb is funny stereotypes perform the best. Just make sure to find a balance — you don't want to write anything that will get you in trouble.

Josh Fechter
Sponsored · 🌐

You won't find models here

Discover LA's best startup events
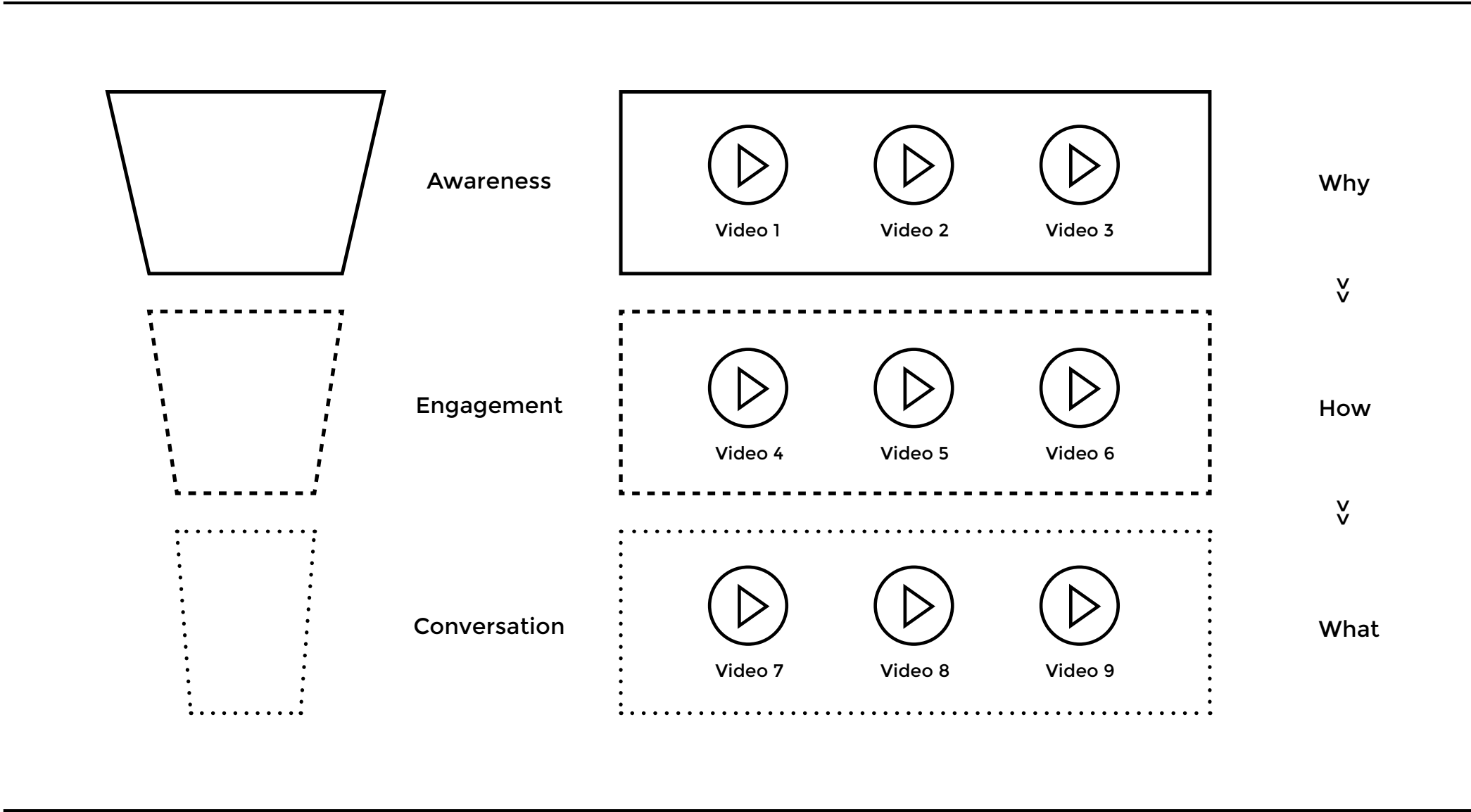get.bamf.media

Learn More

Sequence Video Ads Through Three Stages

Daniel Wallock, Marketing Strategist

You can sequence potential customers all the way through awareness, engagement, and conversion by using Custom Engagement Audiences. Start prospects on a Why video (awareness), then — if they watch 10 seconds — move them to a How video (engagement). If they watch 10 seconds of that video, move them to a What video (conversion).

Most people create a ton of content around their What, which is the product or service they offer, but not a lot of content around their Why or How. Using this method, you can make sure your potential customers are demonstrating interest while also teaching them Why you do What you do and How you do it. This method works because it allows you to truly build a relationship before selling.

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Awareness	Video 1	Video 2	Video 3	Why
Engagement	Video 4	Video 5	Video 6	How
Conversation	Video 7	Video 8	Video 9	What

Going Deep with Facebook Advertising

(1) Combine User-Generated Content, Social Proof, and Influencer Marketing

(2) Answer Promoted Questions with a Messenger Bot

(3) Create "Context" Through Content

(4) Target your Competitors' Audiences

(5) Build on Live Videos with Paid Campaigns

Combine User-Generated Content, Social Proof, and Influencer Marketing

Daniel Snow, CEO at <u>Social Cadre</u>

Although there is an abundance of information in regards to targeting the perfect customer via data and Facebook ads, there is not enough discussion on the actual creative marketers should use to target said people.

Oftentimes, marketers get so carried away with their analytics that they forget the reason they are using Facebook ads altogether: to market.

In addition to great targeting, a successful marketing campaign must also have great creative (whether it be picture or video) to match. This means that you must have a strong knowledge of the demographics of your core and prospective customers. That way, when you serve them your advertisement, there is a higher probability of engagement.

Moreover, a great way to accomplish this targeted-advertisement creative is through UGC (user-generated content). Not only do UGC-based ads convert higher — UGC results in 29% higher web conversions than non UGC campaigns or websites — they are also cheaper to run in the Facebook ad auction system: UGC-based ads get 4x higher click-through rates and a 50% drop in cost-per-click than the average.

Here is an awesome example of UGC being used to promote one of my products, the anti-gravity GOATcase:

As you can see, the high degree of social proof in the form of likes, comments, and shares enabled the advertisement to scale as well as receive cheaper clicks and, in return, cheaper conversions. Moreover, through celebrity likeness — e.g., the combination of UGC and influencer marketing — it also reached targeted fans of

Victoria who are only interested in the product due to her endorsement.

Once enough social proof was created via her targeted fans, it was then used for prospecting ads in new demographics. The social proof then gave the advertisement a considerably better opportunity to convert the individuals in these new audiences who had never heard of the anti-gravity GOATcase simply because they wanted to join the conversation and engage the same way their peers had.

Some amazing stats to consider during this campaign: CTR: 13.2% | CPC: $0.02 | CPM: $3.21

In comparison, the best performing advertisement with traditional media garnered … CTR: 2.81% | CPC: $0.15 | CPM: $4.43

If that hasn't convinced you: UGC is essentially free to create versus spending thousands of dollars on producing your own video. Even better, you don't have to guess the core demographics of your customer because your actual customers are the ones who are creating the content.
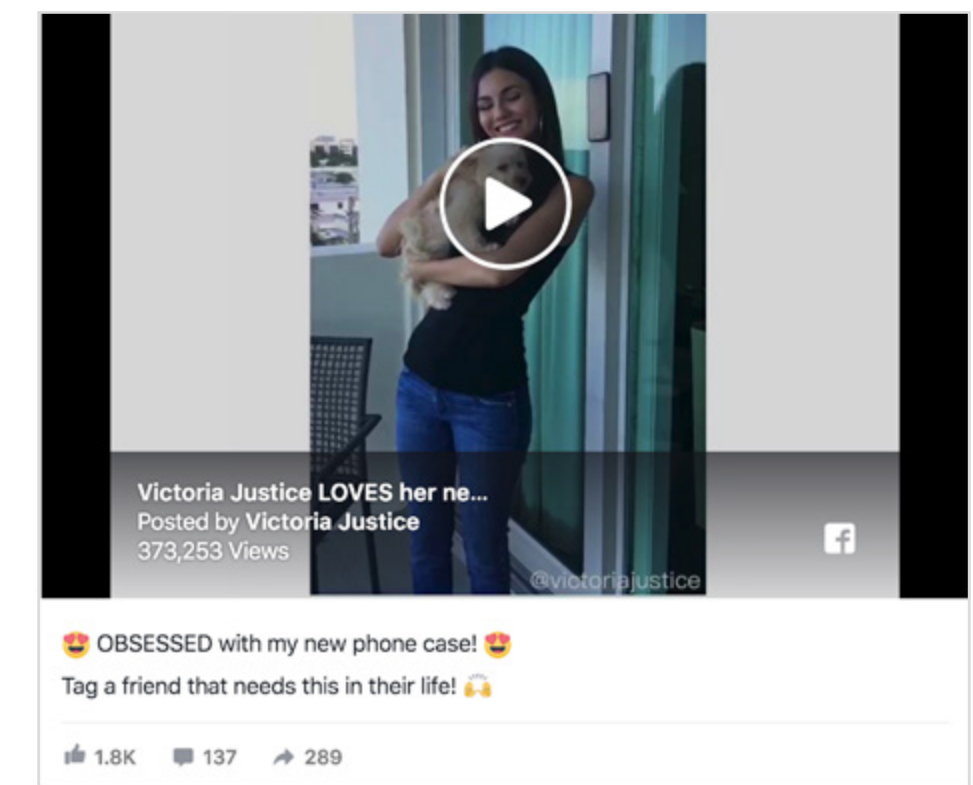
Answer Promoted Questions with a Messenger Bot

Dmitriy Kachin, Head of Partnerships at ChatFuel

Messenger bots enable you to execute automatic responses to Facebook post comments – which is a great asset to your workflow. You can create a post with a question, encourage people to provide answers in the comments and promote it to your target audience.

As people leave their comments on the post, you can set up your bot to automatically respond to them in Messenger and thus capture this qualified and engaged audience (they went out of their way to engage with your post, right?) in your Messenger channel.

What this means is that you can later directly re-engage with all of these people by sending them a broadcast in Messenger, or subscribing them to a series of sequenced messages, etc. And all of the users will get your follow-up directly in their Messenger inboxes (which is much better than posting a follow-up on your Facebook page and relying on the algorithm to show it to a small percentage of your followers).

Take a look at the pinned post on this page. Lifetime Bulb is acquiring highly-qualified leads via this technique. And the cost per acquisition with this workflow can be around 80% less than in other channels.
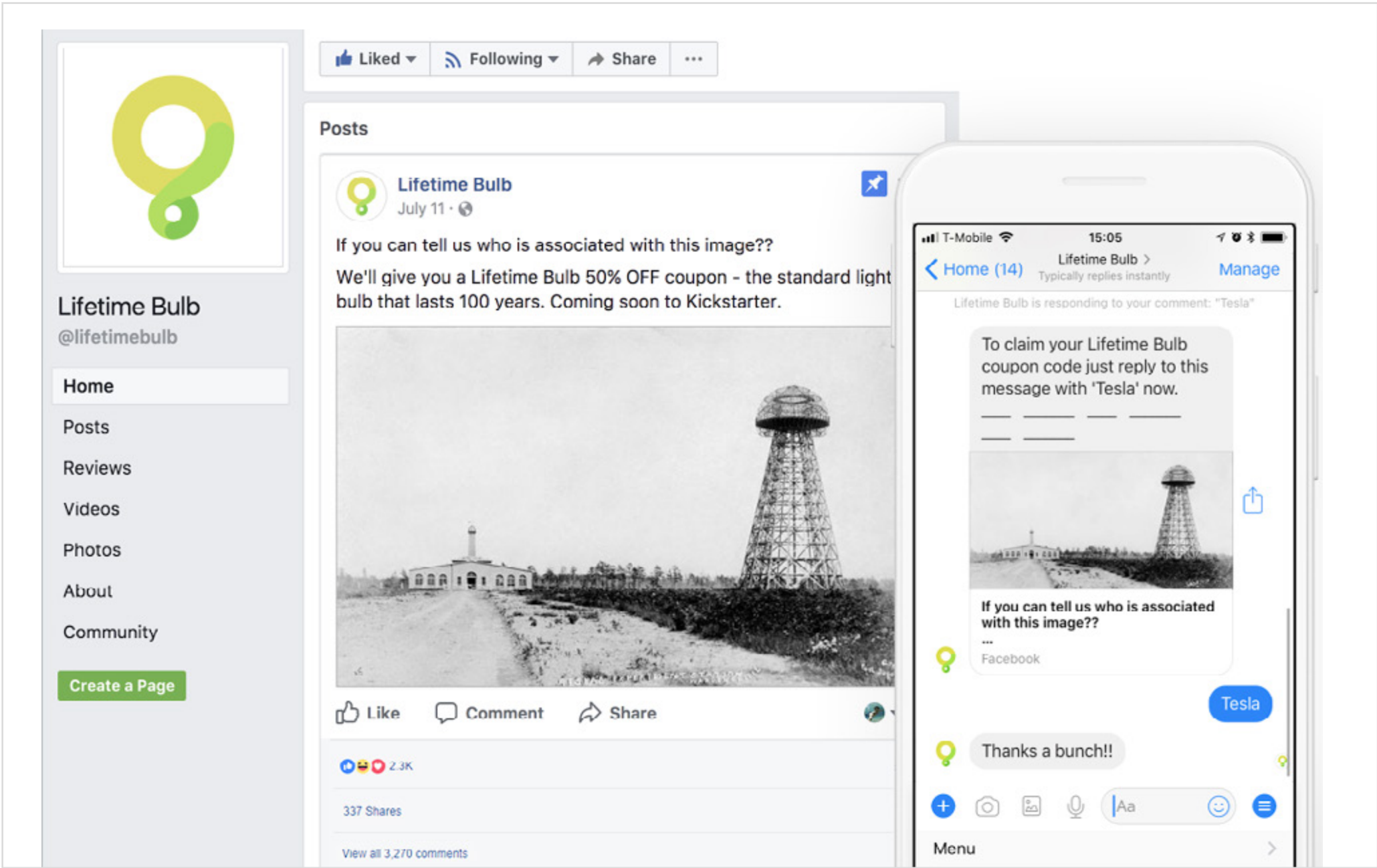
Create "Context" Through Content

Kevin Hutto, Founder of
<u>Clients Everyday</u>

Once you build out the framework for your middle-of-funnel (MOF) and bottom-of-funnel (BOF) pages, ads, and audiences, the game then becomes all about building context for your business through top-of-funnel (TOF) content posted on your page.

The goal is to deepen the relationship with your prospect through content that reveals your character, creates connection, and increases credibility.

A big part of the work we do at Clients Everyday is guiding our clients in creating more context for their businesses. This is done through 12-20 pieces of strategic content created every month that we can then push traffic to TOF.

After the prospect consumes enough of this content, the prospect is then moved into the MOF retargeting sequence and the first offer is made.

As Facebook matures as an ad platform, clicks will continue to become more and more expensive. Because of this, it will be more important to do deep work like this to create context as marketers will no longer get by just taking advantage of inefficiencies and arbitrage on the platform. When that day arrives, the businesses who win the context game will also win the Internet.
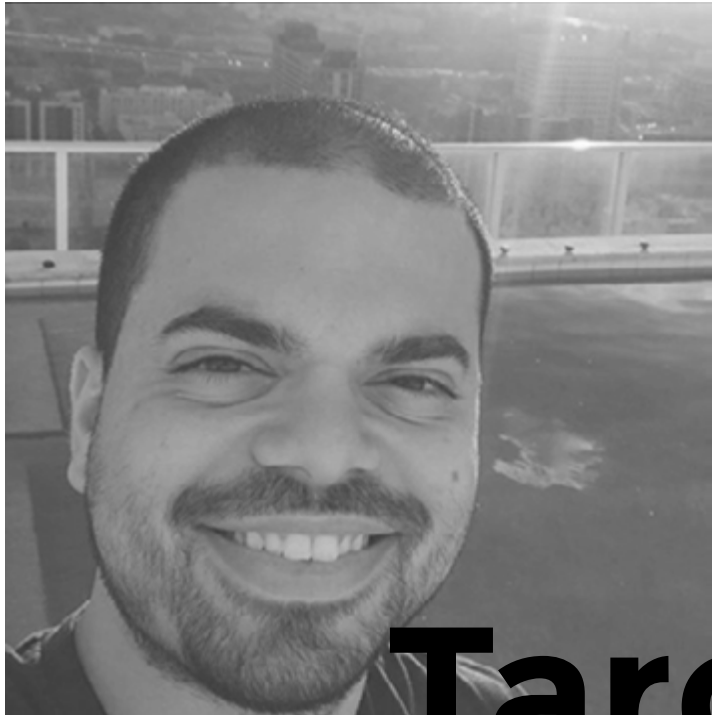
Target your Competitors' Audiences

Gregory Ortiz, Owner of
Digital Rooftop LLC

By recreating the organic process, we turned a group of people who had never heard of us into loyal followers. You can use this same formula to build the perfect funnel for your business.

Our first practice is to target people who have liked our competitors. For example, if you have something that would normally appeal to Tony

Robbins' customers, then target people who have liked his page! Facebook gives you all this data for free. Best of all, they're more relevant than just going for people based solely on demographics.

This strategy is even more effective when you create separate audiences based on the demographic information you know is most relevant to your target market. This adds an extra layer of filtering that you can combine with messaging and visuals that overlap with both what you're selling and what your competitors' audience is already interested in.

Build on Live Videos with Paid Campaigns

Chris Wiser, CEO of
Facebook Ads Guy

It is absolutely critical when using Facebook Ads that you utilize large engagement techniques to get people interested and warmed up.

You can do this in a variety of ways — whether it's an Engagement Campaign with a static image and educational post or a Video Views Campaign. One of my favorite techniques is doing a live video every day, then using a Traffic Campaign to drive as much engagement as possible. If you do this for 30, 60, or 90 days you will see your engagement go insane.

You can then retarget (or, remarket) to this audience with a more specific offer. This sequence gives you a much better chance for a sale and a much cheaper cost per acquisition. Here's an example of an original video ad, which was just one in a much larger series:

The Reach on this ad — note especially the Cost per Result — created a very warm audience:

Results	Reach	Impression	Cost per Result	Budget	Amount Spend
15,546 3-Second Video...	28,026	38,783	$0.02 Per 3-Second Vide...	$25.00 Daily	$338.07
15,546 3-Second Video...	28,026 People	38,783 Total	$0.02 Per 3-Second Vide...		$338.07 Total Spend

And finally, the retargeting sequence closed the deal — with just over $5 CPA on a $159 sale:

Not Delivering Campaign is off	83 $159 Botox Lead	9,005	19,290	$5.88 Per$159 Botox Lead	$10.00 Daily	$488.37
Not Delivering Campaign is off	67 $159 Botox Lead	11,328	23,882	$7.29 Per$159 Botox Lead	$10.00 Daily	$488.32

Middle-of-the-Funnel Strategies for Facebook Ads: Retargeting, Selling, and Scaling

(1) Spotlight Multiple Products with Retargeted Carousel Ads

(2) Utilize Social Proof in your Remarketing

(3) Retarget Between Each Stage of the Funnel

(4) Be Sensitive to Buyer Intent

(5) Optimize Separately for Reach, Traffic, and Conversions

(6) Scale your Ad Spend Without Damaging Results

(7) Sequence a Messenger Chatbot for Lead Nurturing

(8) Adapt Retargeting Campaigns to Focus on CPM

Spotlight Multiple Products with Retargeted Carousel Ads

Larry Kim, Chief Executive Officer at MobileMonkey

Once someone has shown interest in your products, retargeted Carousel Ads are the next logical step. Carousel Ads let you display multiple images or videos — up to 10 — within the same ad unit. Each image or video can link to a different page of your website.

By adding Facebook pixels to your top product or collection pages, you can create ads that highlight recommended or related products, multiple features for a single product they've visited but not purchased, or bundled promotions. When done well, Carousel Ads have proven to significantly increase conversions and click-through rates.

As a bonus, businesses can now create bots for Facebook Messenger that will "talk" to your customers anytime, 24/7. Facebook's chatbots have huge potential in terms of customer service and sales. They can provide automated information, take orders, help you buy products or services, or provide shipping notifications.

Utilize Social Proof in your Remarketing

Tim Chard, Marketing Director at <u>AdEspresso</u>

Sometimes, with small remarketing audiences, even the best ad can look like a ghost town. Sleek images, action-driven copy, and a great landing page … and yet not a like, comment, or share in sight.

Deep in your remarketing funnel audience sizes will dwindle down to sometimes as little as a few hundred people. So how is one supposed to build an ad full of positive social proof with such a small pool of potential engagers? Pivot your social proof. Advertise to a broad audience, accrue social proof, and then pivot this ad to the relevant remarketing audience.

In the ad above, I targeted our page fans first. The comments flooded in on why they loved our brand, our software, or even our eBooks.
I then pivoted that exact same ad (all the creative remained identical, including the URL) to target our most valuable remarketing audience — those that visited our "Join" page, but didn't actually sign up.

The result? Our lowest CPAs for a free trial yet.
To do this in Ads Manager:
1// Create a campaign and target a broad audience of interests
2// Duplicate this campaign after social proof is accrued and edit the ad set (not the ad) so that the duplicate campaign will target the remarketing audience
3// Adapt your budget
4// Do not change anything at the ad level: you must keep your image, ad text, headline, link description, and URL the same
It's a hassle on Ads Manager, but it works.

Alternatively, with AdEspresso, you hit "Copy Campaign" and then choose your new audience. Two things to watch out for: First, don't just go for cheap engagement with a worldwide setting. This could backfire if you have a primarily English speaking audience and you'll end up with an ad full of comments and likes with poor English — which is the opposite of <u>social proof.</u> Second, you can't change your URL at all, so whatever UTM codes you choose during the broad audience phase will have to remain once you pivot.

Retarget Between Each Stage of the Funnel

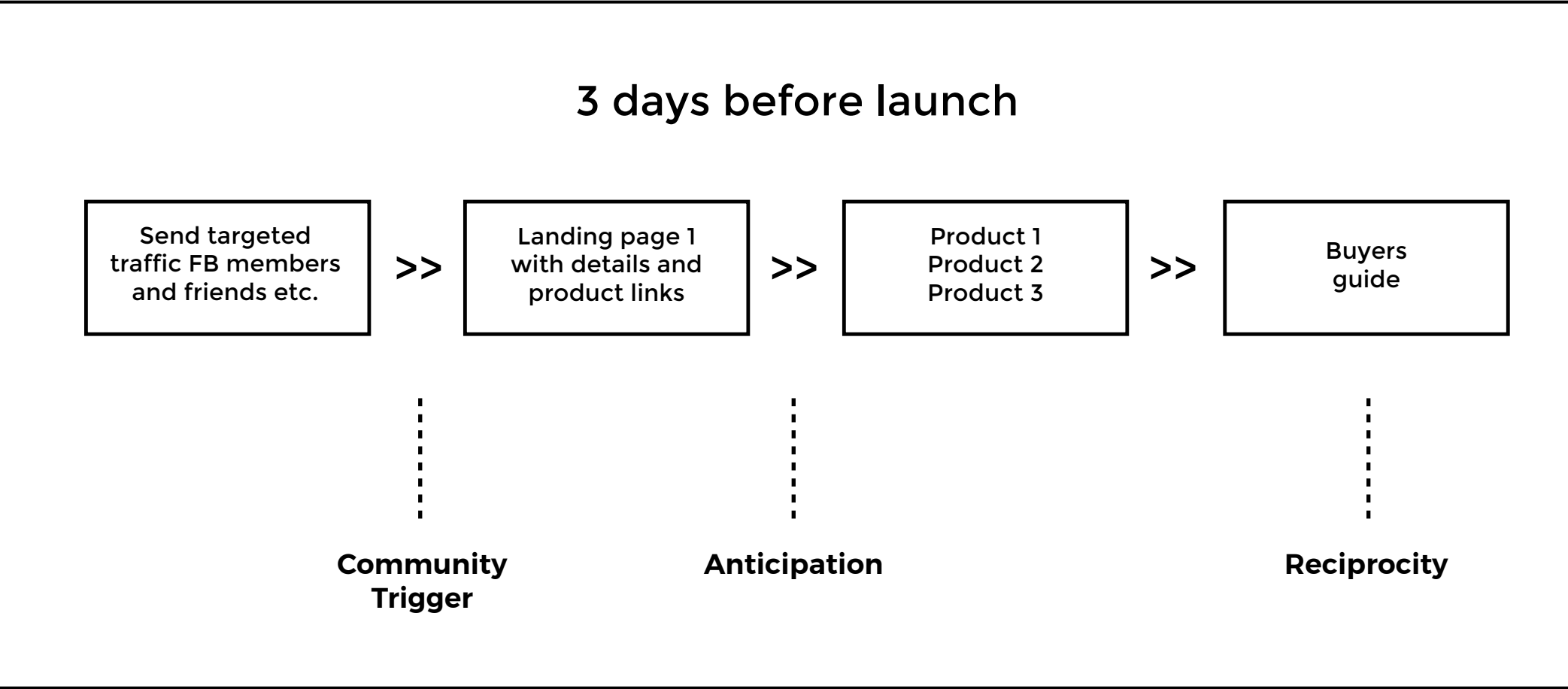Daniel Daines-Hutt,
Retargeting Nerd

We all use content funnels to move an audience member towards the pitch. But often, we simply automate the promotion of each step without really looking to see if the audience has interacted. As a result, we pitch before they're ready to buy.
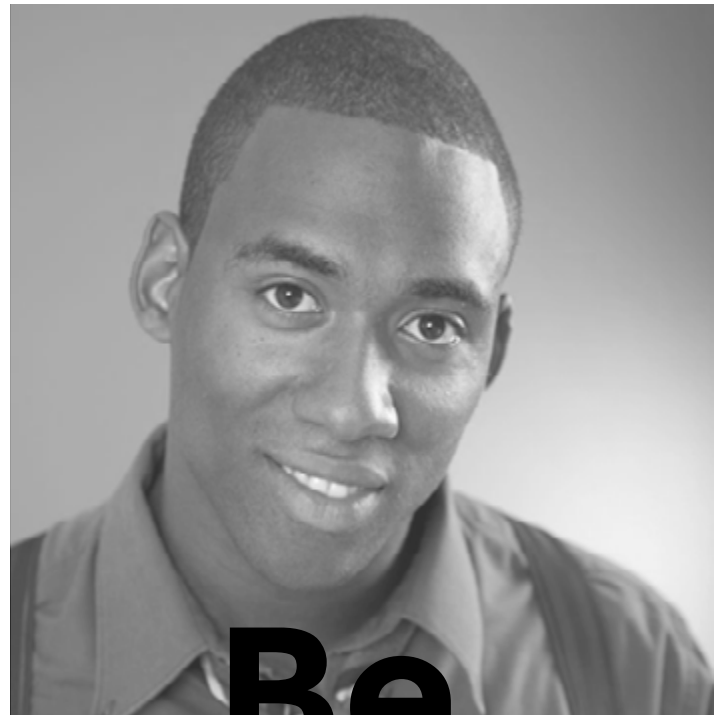
A simple tip is to retarget the reader between each stage of the funnel.
This way, you ensure they move through at their own pace. The cost to do this is tiny and it also means they are fully framed and ready for your pitch.

The interesting thing is not only do you move them along, but if you couple this with Hyper Specific Offer Opt-ins at each point, you massively build reciprocity and trust, while also conditioning a future behavioral response from your reader.

We did this with a wetsuit company that had a poor self-image. Long story short, they had both a premium and an entry level brand. Unfortunately, the company had marketed their entry-level brand under their premium-brand's name, and people presumed that the entire product catalog was low quality.

By moving people through a sequence of educational events – that were only delivered based on the users' interactions – we sold more stock in 2 days than 2 years previously and simultaneously rescued the brand's overall image. The full write up – Behavioural Retargeting Case Study: How An E-commerce Store Generated $18,750 In Sales From $114 Facebook Retargeting, In 48 Hours – contains screenshots of the ads themselves along with a series of funnels we utilized:

Post Funnel

3 days before launch

Send targeted traffic FB members and friends etc.	>>	Landing page 1 with details and product links	>>	Product 1 Product 2 Product 3	>>	Buyers guide

Community Trigger   Anticipation   Reciprocity

Be Sensitive to Buyer Intent

Ross Simmonds, Digital Strategist at Foundation Marketing

Understand that as someone scrolls through Facebook, the last thing they're itching to find is an ad. So instead of serving up an ad that screams "Buy, Buy, Buy" serve them up a piece of content that, if read, demonstrates buying intent.

The best brands recognize that the most efficient way to retarget your audience is to first get them to demonstrate some type of purchase intent. Otherwise you're going to be remarketing towards people who are irrelevant or not intending to buy. For example, if you're selling cell phone cases, you might create a blog post titled "The 14 Hottest Phone Cases For 2018."

If someone clicks and reads that article, you can include a few of your own products in the post. Once a user clicks from the article to a product page, you now have the ability to run ads to someone that was inspired by your actual product. Facebook dynamic ads automatically promote products to people who have expressed interest on your website by taking actions like this.

Combine that with compelling content and you're one step closer to ensuring that your media spend is optimized and relevance maximized.

Optimize Separately for Reach, Traffic, and Conver- sions

Jake M. Mehani, Digital Marketing Strategist at Creative Analytics

If you see good results, the best practice is to increase your daily budget 20% every three days as to not throw the algorithm off. Pay attention to the new Delivery metric which informs you of the learning progress of each ad set. If you are seeing good results with a VIP 1% lookalike audience, test a 2% with the same creative and exclude the 1% lookalike audience from the 2% lookalike audience ad set.

Let's say your audience is 100,000 people. Facebook buckets users into three categories, browsers, clickers, and buyers:

// If you optimize for Reach (browsers), the ad will be delivered to all 100,000 users.

// If you optimize for Traffic (clickers), the ad will be delivered to maybe 70,000 users.

// If you optimize for Conversions (buyers), the ad will be delivered to maybe 50,000 users.

Keep an eye on frequency when optimizing for conversions as the numbers of those who will actually see the ad will be far less than the audience size.

Scale your Ad Spend without Damaging Results

Avery "Azriel" Ratz, CEO of
Ratz Pack Media

One of the most common questions I get regarding Facebook ads is, "How do I scale ads that are performing well?" It is clear that quickly ramping up ad spend will be detrimental to ad performance, so what is the best course of action?

Four strategies allow you to scale ad spend …

1// Spend as much as you can in your ad set without ruining performance

There is a limit to how much you can spend without hurting performance. Look at the CPM and compare that to the audience size. Aim to be seen by everyone in the ad set every week or so. This is the max spend you can run. Anything more than this and Facebook will not be able to optimize further.

2// Find a new way to target your audience with the same offer

Now that you have found an offer that speaks to your audience, let's see if there is a different way to reach them. For example, a client was running successful "offer" ads, which generally have high CPMs to begin with. So, I suggested three tests to target the same audience but with different Ad Types:

// A Traffic Ad sending users to a landing page with the same type of time-sensitive purchase offer as the Facebook ad itself (e.g., for direct sales).

// A Lead Ad to capture emails by directing visitors to a different landing page with a coupon opt-in offer, which would then send them an email directing them to the purchase as well as forward them to a high quality-landing page to learn more.

// A Page Engagement campaign focused on getting comments that would then send an automatic Messenger bot to tell them more about the offer and forward them to the landing page.

3// Create additional offers targeting the same audience

Once you have found an audience that is interested in your business, continue to create additional offers for this audience. Try different eBooks or webinars. Test free shipping coupons versus 15% off sales.

4// Test the offer with new audiences

Have an offer that is crushing it on FB? Take the same offer and target new audiences. Already targeting your FB likes? Now run ads to your email subscribers or website visitors. Don't limit targeting to lookalikes. Try reaching people with interests as well.

When you have an ad set that works, spend as much as you can without hurting the results. Then, test additional offers, and new audiences. This way you will have many more options to expand spend and performance.

Sequence a Messenger Chatbot for Lead Nurturing

**Andrew Yaroshevsky,
CPO/COO at ChatFuel**

In addition to bot-specific customer acquisition techniques at the top of the funnel, you can use Send to Messenger ads to initiate conversations with potential customers via your automated Messenger bot.

By offering a lead magnet and pre-qualifying your leads (you can ask questions and apply lead-scoring in a Messenger bot), you can build a list of subscribers who are interested in your product or service.

After you've acquired those bot users, nurturing and guiding them to the sales decision is something marketers can easily accomplish with the use of Sequences in Chatfuel (a free bot-building platform).

Sequences work like email drip campaigns, only with much higher open and read rates in Messenger. As your leads are progressing down the funnel, you can integrate the experience with your CRM software, which will help you determine where your users are residing in the buyer's journey.

You can then re-engage specific segments of your audience with different messages based on their buyer's journey status.

Post Funnel

19.03.2018	3 days after first interacti...	506 / 19	100%	65%	7%
	HELLO AGAIN, {{FIRST NAME}}!		487	315	34
19.03.2018	23 hours after first intera...	989 / 19	100%	26%	8%
	PSST, {{FIRST NAME}}...		970	248	81
18.03.2018	23 hours after first intera...	1,191 / 22	100%	25%	10%
	PSST, {{FIRST NAME}}...		1,169	297	114
18.03.2018	3 days after first interacti...	523 / 25	100%	69%	6%
	HELLO AGAIN, {{FIRST NAME}}!		498	342	28
17.03.2018	3 days after first interacti...	475 / 17	100%	66%	6%
	HELLO AGAIN, {{FIRST NAME}}!		458	304	26

Adapt Retargeting Campaigns to Focus on CPM

Brittany Krygowski, Head of Marketing at Debitize

Post Funnel

When retargeting with a limited budget, ignore the "truism" that your campaign's objective must be conversions. When building a conversion campaign, there is no option to pay per click, only per impression.

A conversion campaign is a bit like trading derivatives. You're making a bet on the cost per conversion, but that cost is derived from the CPM and a projected conversion rate. This is unlike a CPC campaign, in which you are bidding directly on the clicks themselves and only pay if the clicks are delivered.

While a conversion campaign might make sense in other instances, in a retargeting campaign, you are no longer addressing cold leads. Everyone you are reaching has necessarily landed on your page but did not convert (because you have excluded the people who have converted from this campaign, of course).

So, if you don't have an unlimited budget, you are better served using your money to diversify your ad groups, landing pages, and offer strategies rather than to sink it into conversion campaigns that need high volumes to even begin optimizing.

Going Deep with Facebook Advertising

(1) Delay your Pixels to Retarget Real People

(2) Make your Most Impactful Facebook Ad Strategy Off of Facebook

(3) Don't Just Retarget, Rewrite for Objections

Delay your Pixels to Retarget Real People

**Joseph Lazukin,
Corporate Marketing
Strategy Consultant**

When it comes to retargeting audiences, you can lower your cost per acquisition by up to 50% by implementing this one line of code: setTimeout(function(){ *insert pixel code* }, 3000); What does it do? It delays your pixel code for Facebook by 3 seconds. Why is this important? If you've done any kind of marketing online, then you're familiar with the terms "bounce" and "bounce rate." They're those cheeky fellas who hit your website from Google or an ad and immediately leave within seconds.

The truth is bouncers like this include spammers, click jackers, and even some bots, all pointless traffic that you are now directly marketing to and getting charged impression traffic (and clicks) on follow ups. At scale, this can cost you hundreds to thousands a month.

By delaying the pixel from firing, you are able to omit all those worthless "visitors" from retargeting campaigns.

The code above is a very rudimentary way of omitting costly clicks and impressions. Even so, you'll see a few percentages of increase within the next 30 days as your pixel adapts to deliver ads to relevant people who are actually interested in your product or service.

If, however, you use the pixel helper to look at my blog, you will notice I employ an advanced technique of firing a pixel event every 5 seconds to categorize my viewers by time spent on page. Doing this — versus using Facebook's built in "percentage" format — avoids retargeting users who idle on your site for minutes, as you can target people who have activity within the 15-45 second window. While delaying the pixel is great and can help, only retargeting the best possible visitors will allow for the lowest ad spend and highest return on investment.
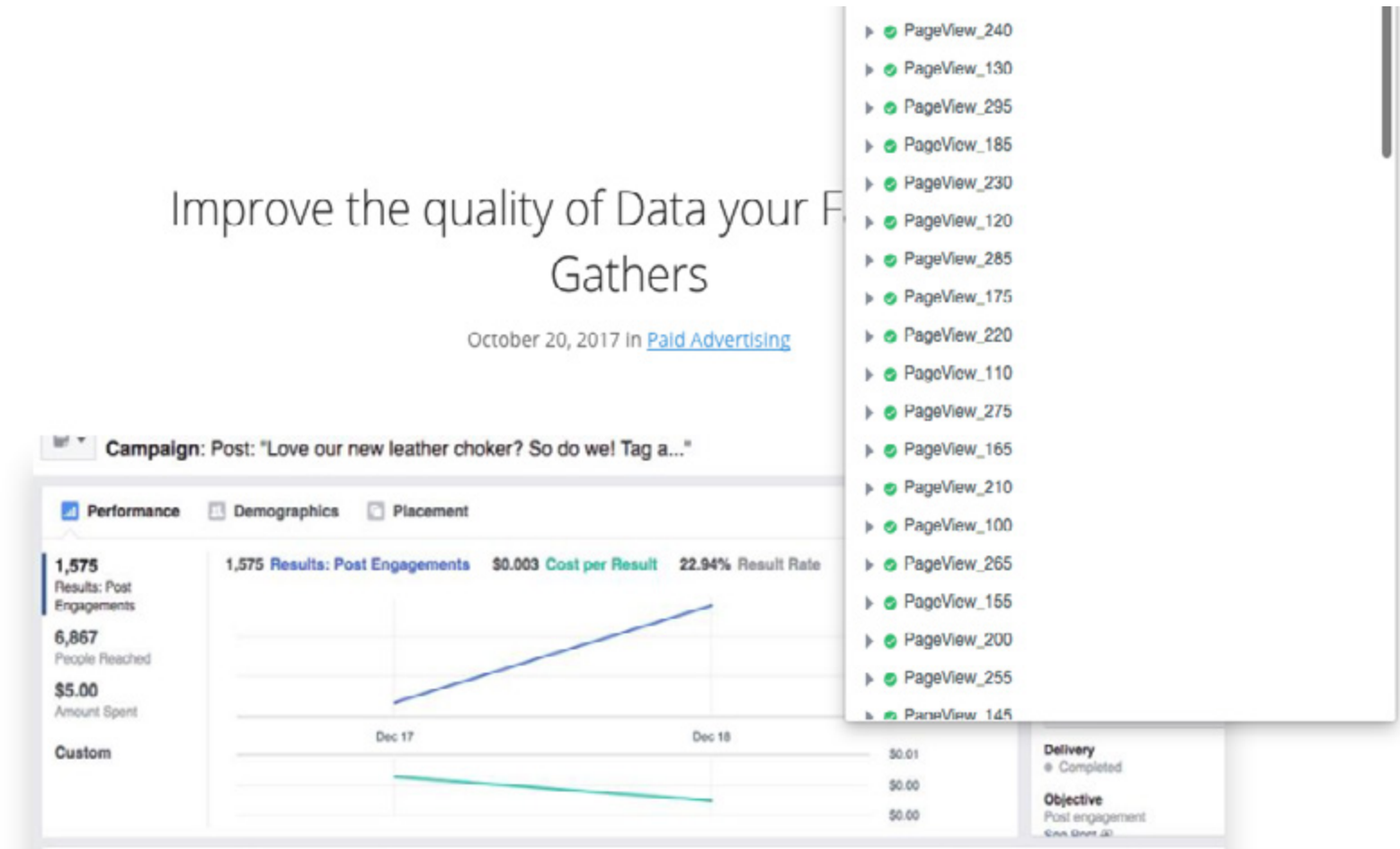
Make your Most Impactful Facebook Ad Strategy Off of Facebook

James Scherer, Content Manager at <u>Wishpond</u>

We find driving traffic with Facebook Ads relatively straightforward, particularly toward educational courses, webinars, contests, and other gated content. The challenge, then, is converting top-of-funnel leads into customers. It's odd to say that our most impactful Facebook Ads strategy is an optimized landing page followed by a triggered drip email campaign, but there you have it.

There's no point in driving traffic with ads if your website and marketing strategy aren't prepared to receive that traffic and convert it into sales.

Post Funnel

Don't Just Retarget, Rewrite for Objections

Violeta Potter, Conversion Strategist

Post Funnel

When people visit but don't convert on your offer page, it's a sign that they were interested, but the copy didn't quite grab them enough to opt-in or take further action. This creates an opportunity to play with your messaging and see which parts resonate with your target.

How can you make the most of this opportunity? Run retargeting ads to people who didn't convert on your offer page. There are many possible avenues to explore, but your aim is to increase their trust in you, alleviate their doubts, and draw them back to your offer page.

I recommend you start your retargeting by breaking down objections.

What objections could you possibly have missed on your original offer page? What additional concerns do your visitors have?
You could also explain features, highlight benefits, or showcase testimonials. Whatever path you take, make it so that they feel they have nothing to lose, or that not opting in and taking further action is the greater loss.

Bottom-of-the-Funnel Strategies for Facebook Ads: Upselling, Retaining, and Increasing Lifetime Value

(1)   Start at the Bottom with AOV and Purchase Frequency

(2)   Cultivate your Relationships with Personality

(3)   Tell Customer Stories and Say "Thank You"

(4)   Profitability Comes from a Post-Purchase Ad Sequence

(5)   Upsell Immediately Onsite or Through Facebook

(6)   Cross-Sell and Bundle with Data

(7)   Encourage Bottom-of-the-Funnel Sharing by your Advocates

(8)   Give New and Current Customers Genuinely Special Treatment

(9)   Prompt Relevance with Segmentation

(10)   Delight Current Customers Through Facebook Messenger Chatbots

(11)   Promote Live Teaching Videos to Educate Customers and Leads

(12)   Deploy Loyalty Ads 14-45 Days Post Purchase

Start at the Bottom with AOV and Purchase Frequency

Shanelle Mullin, Content & Growth at Shopify

In ecommerce, the three main metrics you should be concerned with are: number of customers, average order value (AOV), and purchase frequency.

Two out of three, AOV and purchase frequency, are at the bottom of the funnel. They also happen to be the two you should focus on first. (Why send more customers into a leaky funnel, right?)

Most people think about Facebook advertising primarily as a top of the funnel activity. Actually, a well-targeted Facebook ad can go a long way to increase AOV and purchase frequency.

Use your customer data to create segmented Facebook custom audiences. For example, women's clothing customers and men's clothing customers. The more meaningful the segments, the better the ROI.

Now you have a few options. For example, you might promote: exclusive discounts, valuable blog or guide content, customer referral programs, or related products.

A great place to start is complementary product trends. If you notice that 30% of people who purchase running shoes purchase leggings within three months, hit everyone who purchases running shoes with a Facebook Ad for leggings around 90 days post-purchase.

Increasing that 30% would be a huge bottom line win.

Cultivate your Relationships with Person-ality

Rachel Pedersen, <u>Social Media Strategist</u>

One of my favorite secrets for Facebook advertising with retention in mind is to inject your Facebook ads full of personality.

Once your customers know you, they expect to see and hear everything in your tone that you've established already. If you're hiring someone and handing off every element of your ad creation, it will immediately appear to be inauthentic and bland to your customers. It speaks to no one, and leaves your customers feeling like they've been pawned off on another team member.

Once you've attracted someone with your personality or well-branded products, however, you have the opportunity to make a slam dunk and win them over for life.

Take it one step further and run ads with personality to nurture the relationship. A few ideas include: adding personality-packed images, videos, or copy to your retargeted ads; send ads that deliver value or tell a story with no call-to-action; or even tell a joke in your copy.

Using the ad to the right, which I targeted to current customers who had bought small-ticket items, I spent $20.16 and generated 14 applications to my $12,000 mastermind program.

Rachel Pedersen
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Listen.... I don't always hang out with unicorns. Buuuuuut when I do - it's The Social Clique of course!!! What is The Social Clique?... See More

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16 Reactions   2 Comments

Post Funnel

Tell Customer Stories and Say "Thank You"

Dennis Yu, Chief Technology Officer and Co-founder

Most people think that after a customer buys, the journey is over. The "smartest" marketers exclude purchasers from campaigns … who wants to sell to someone who's bought, right?

Yet some of the most effective campaigns we've ever seen highlight customer stories (not outright testimonials) to existing customers. You'd think this would generate negative feedback (it would for a sales pitch), but it actually reinforces loyalty.

The most powerful form of Facebook marketing today is to say "Thank you" via short videos. If I had to choose between saying thank you and selling, I'd choose the former because it converts better and is smarter.

Consider how you can thank your customers, team members, and partners through one minute videos — then boost those posts to customers and friends of fans.

Alternatively, call attention to your team's wins. This post earned an 8% engagement rate on Facebook when boosting to custom audiences and was (1) a celebration, (2) strong social proof from an outside publisher (e.g., Forbes), and (3) showcased a stand out win from our organization.

Logan Young is 😊 feeling pumped.
September 16 · 🌐

$425,000. Not bad, Daniel Wallock!

How To Market A Case Study To Attract $425,000 In New Leads

As you'll see in this B2B lead generation piece, marketing your case studies can play a significant role in growing your business, specifically by attracting new…

FORBES.COM

Learn More

Profitability Comes from a Post-Purchase Ad Sequence

Maxwell Finn, Co-Founder
of Ad IQ Academy

Post Funnel

We all know that it is 5x easier to resell to an existing customer than it is to acquire a new customer. Unfortunately, most advertisers focus 100% of their resources on acquiring first-time customers, which is incredibly expensive and challenging to do profitably as ad costs continue to rise.

Even if I break-even acquiring customers, profitability comes from a post-purchase retargeting sequence. This sequence includes three or more well-timed ads.

The first, and one of my all-time favorite ads, is my thank you ad. I use this ad to personally thank my new customers for their business with a short video. This ad does an incredible job at building loyalty and positive word-of-mouth.
The second ad upsells/cross-sells to the new customer using dynamic product ads. This ad helps increase customer lifetime value and the repeat purchase rate.

Lastly, I run an ad soliciting user generated content and reviews, which I can then use for my pre-purchase ads and on landing pages to make them more profitable.

When all is said and done, this Facebook ad sequence helps me increase brand loyalty, earn UGC, and be more aggressive acquiring customers on the front-end because I can dramatically increase that customer's lifetime value in a small window of time.

Upsell Immediately Onsite or Through Facebook

Ryan McKenzie, Facebook
Advertiser and Canadian
Subscription Box Guy

Post Funnel

When I hear somebody tell me they can't get their Facebook ads profitable – because their margins are too low or they can't get their customer acquisition costs to a reasonable level – their business is usually lacking one key ingredient: upsells.

Here is how I get 30-80% conversion on upsells. Every product I sell using Facebook ads, leads to an order form with two simple upsells.
1// Order Bumps
2// One-Click Upsells

I leverage order-form bumps – the little Johnson box at the bottom of an order form with a special one-time offer. When the order bump offer ties directly to the main offer, I typically see 30-80% conversion on this initial upsell.
Next, I implement a post-purchase upsell sequence, using one-click upsells.

A one-click upsell is a second upsell offer your customer sees immediately after purchase. They don't have to enter their credit card again, they just need to click the "add this to my cart" button and the item is purchased immediately.
When combined, these two easy-to-implement upsell techniques allow me to pay double the normal customer acquisition costs while liquidating all the ad costs and scaling rapidly with no capital injections.

Cross-Sell and Bundle with Data

Wilson Hung, Director of Marketing at Kettle & Fire

Post Funnel

Use an analytics tool such as Glew.io to find out which products have the highest LTV and lowest churn. This should be the product flagship that you use in Facebook ads to maximize your lifetime value (LTV) versus customer acquisition cost (CAC) ratio.

In addition, once you've decided on your flagship product, pull the stats to see which product is most commonly bought with the flagship.
This will provide you insights for …
1// What to cross-sell
2// What to place in your "bundle"
Creating Facebook retargeted ads based on data-driven offers for products that relate directly to your customers' purchases will ultimately allow you to increase your average repeat order values, thus lowering your target CAC.

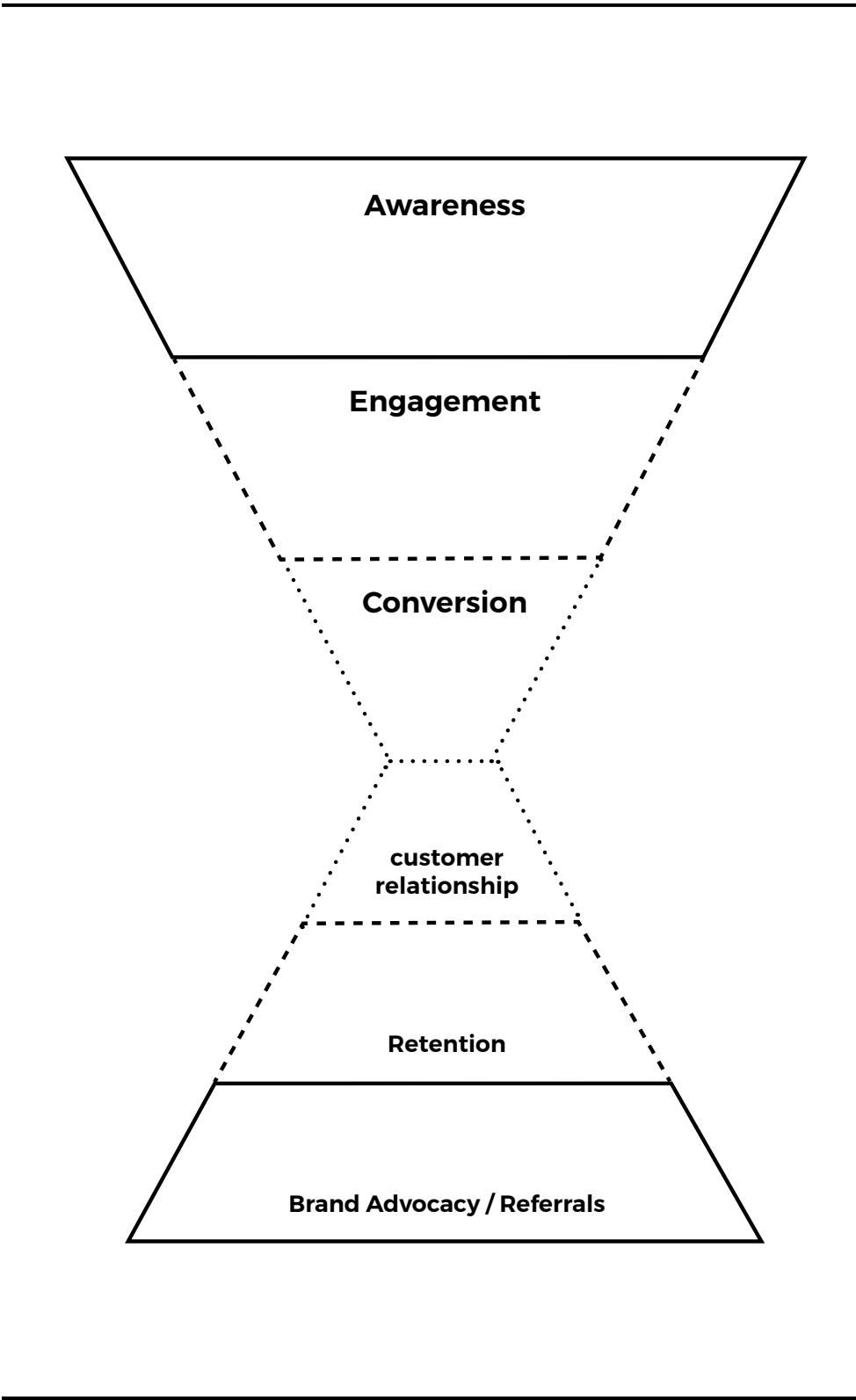| Lifetime Customer Value	=	Single Sale Average	x	Repeat Transactions Average	x	Retention Period

Encourage Bottom-of-the-Funnel Sharing by your Advocates

Jeremy Miller, President and CMO of <u>Inspired Blue Media</u>

If you create the correct content for each stage of the funnel, by the time the customers get to the bottom they are not only going to know what you do and why you do it, but they are also going to trust you.

These customers will become advocates for your brand and product, which will lead to more sales. You want to get people talking about your product and brand. Brand advocates help start those conversations.

A properly structured funnel will include Facebook-optimized content — like Messenger prompts to collect reviews and UGC in the form of pictures and videos with your brand's hashtags. This not only creates high conversion rates but it makes it easy for brand advocates to share their love.

Awareness

Engagement

Conversion

customer relationship

Retention

Brand Advocacy / Referrals

Post Funnel

Give New and Current Customers Genuinely Special Treatment

During and after their initial purchase, treat your customers like they are special. This isn't just about great service and response times – where automating a Messenger chatbot can help immensely – it's also about the deals, discounts, and customer-specific ads you serve them.

For example, offer customers an opportunity to buy more of the same thing. If they are interested in buying one product … offer them a 3-pack, 6-pack, etc.

Moreover, test upsells for "skipping the line" on soon-to-be-released products, faster shipping, or warranties.

We've done this across our brands and have seen long-term 25-35% increased profit margins. Lastly, don't underestimate the power of a down sell, for example, a "name your price" option or even a payment plan.

Josh Elizetxe, Chairman of Print Your Pet

Prompt Relevance with Seg-mentation

Segment your audiences post purchase. I see too many advertisers create a huge 180-day Website Custom Audience (WCA) to which they push content.

This audience will of course drive ROI, but if you get more granular – i.e., create a 1, 7, 30, 60, 90 and 180 day WCA – you now have a lot more creative freedom to direct your messaging to these audiences.

If someone purchased from my site yesterday, I'll want to say something different to them than someone who purchased 6 months ago.

Ads that are relevant to the customer – as opposed to being generic enough for everyone – will strengthen the customer journey and retention.

Logan Young, Vice President of Strategy

Delight Current Customers through Facebook Messenger Chatbots

Derric Haynie, CEO at
Vulpine Interactive

Slow response times to customer-service requests – be they FAQs, returns, or complaints – can kill retention. Ironically, these touch-points are powerful, yet frequently overlooked moments in the life-cycle of your customers. We can better leverage these opportunities by implementing a Facebook Messenger chatbot, thus transforming a missed opportunity into retention magnetism.

For instance, Ecovacs, a robotic vacuum cleaner company, uses a chatbot to automate customer service requests. When a user has an issue, they can be easily directed to submit a new ticket. Following a support ticket workflow, the user's information is submitted to ZenDesk, and a ticket is created. The customer service team follows up with the user via email, while the social media team monitors the ticket and follows up with the customer via Facebook.
In this example, the automated ticketing process now handles about 30% of all customer service issues, and since it's able to take information 24/7, it operates as a stand-in for having a full team of real-time social media managers on the account.

The best part of this isn't even about handling the customer service issues. It's about opening up a new marketing channel.

We created an automated follow up that includes asking if the user would like to opt-in to receive additional news and promotions via Messenger.

From there, we are able to turn a typically unsatisfied customer into an inundated expert of their product by dripping out educational video content and asking them to continuously engage with our page.
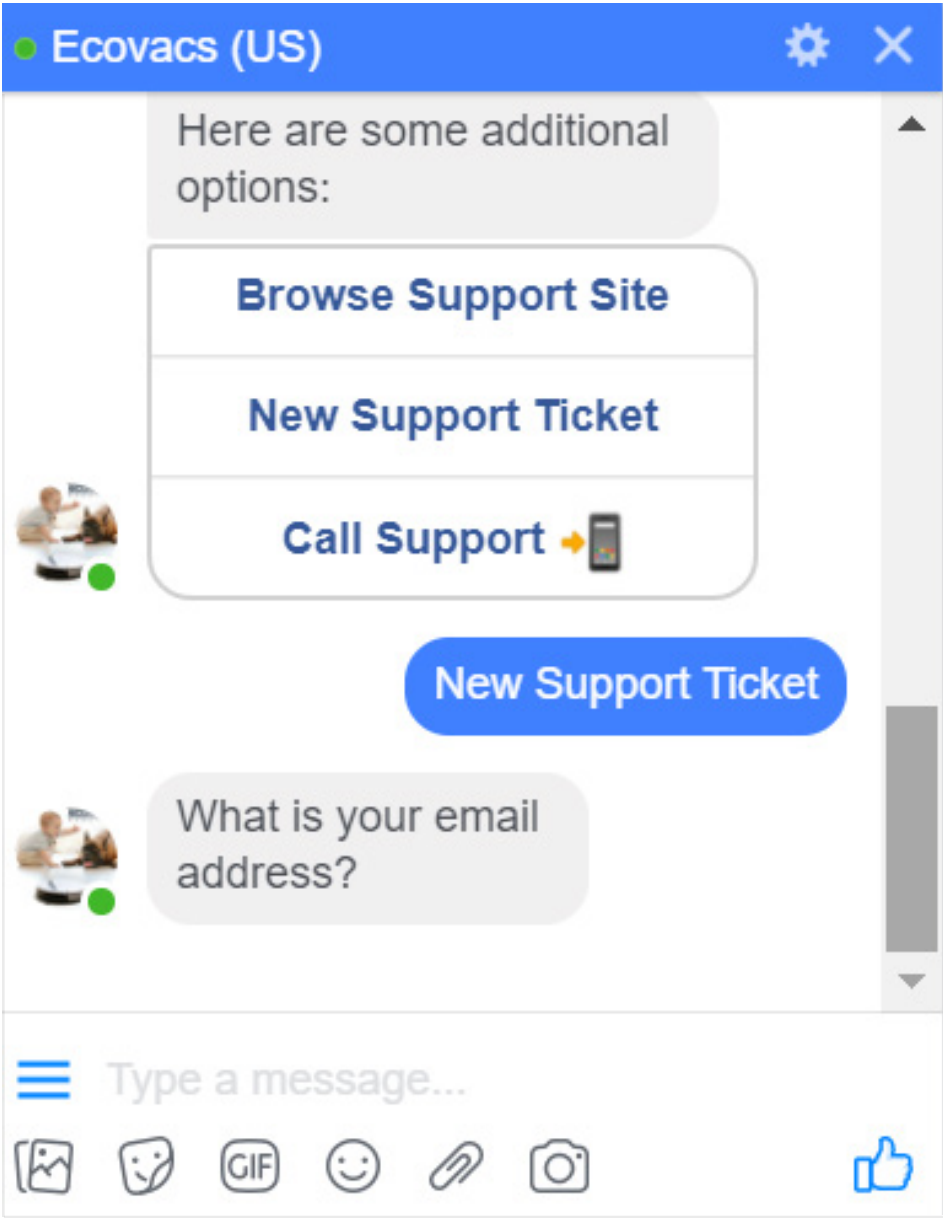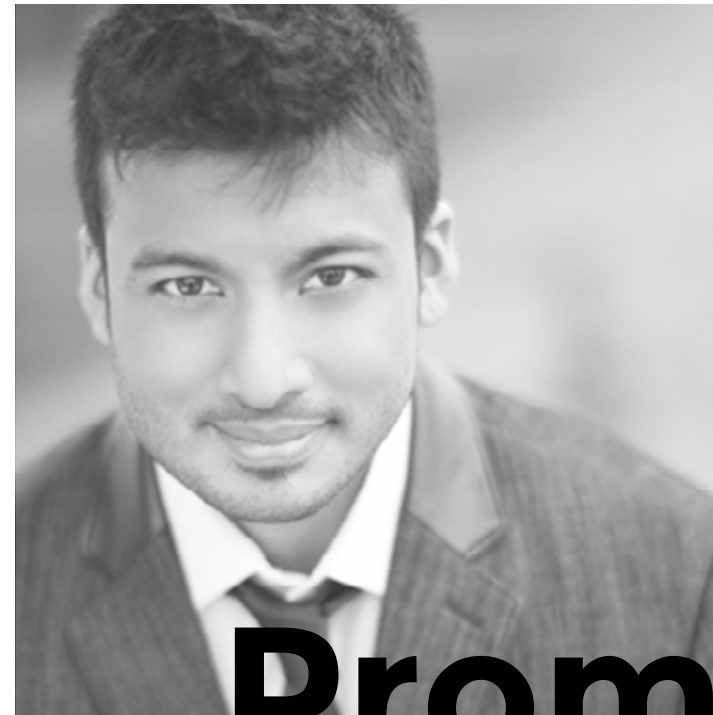
Promote Live Teaching Videos to Educate Customers and Leads

Sid Bharath, SAAS
Marketing Consultant

Create educational and customer success content via Facebook Live videos and promote them to your customers by boosting them in Facebook Ads. Share advanced strategies with them and tie in features available on higher paid plans.

This will drive upgrades and, as your existing customers view and engage, it will also organically attract new customers.

We used to run these types of campaigns fairly often when I was at Thinkific. below, you can see one that worked extremely well for a campaign around the release of a new feature.

The idea was to introduce customers to this new feature and get them to upgrade to access it. As you can see it received over 30,000 views and led to hundreds of upgrades.

thinkific

Work-it
WEDNESDAYS
LIVE ON WEDNESDAYS AT 11AM PST

Thinkific: Work-It Wednesday - Pre-...
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Learn how to generate more buzz around your online course by pre-launching and pre-selling it. All the details below in our Work-It Wednesday workshop! Signup and get more training like this at https://www.thinkific.com

Deploy Loyalty Ads 14-45 Days Post Purchase

David Herrmann, Director of Advertising and Co-President at Social Outliner

One of the best tactics is setting up a customer loyalty campaign for post-purchase. This has drastically and consistently given our funnels a 5-10x return on ad spend (ROAS).
Essentially, we have a customer-review video and photos that we send new-customer traffic to for 14-45 days post purchase. By that time, they've got the product.

We then throw them an additional offer to share with a friend. You're getting built in social proof with a customer testimonial. Double whammy.

Post Funnel

Results 🛈	Cost per Res... 🛈	Budget 🛈	Amount Spent 🛈	Unique CT... 🛈	Website Purch... 🛈	Website Adds... 🛈
10,883 Reach	$113.41 Per 1,000 People ...	$30.00 Daily	$1,234.19	3.60%	$6,288.93	527
10,883 Reach	$113.41 Per 1,000 People ...		$1,234.19 Total Spent	3.60% Per Person	$6,288.93 Total	527 Total

Website Purc... 🛈	Unique Link C... 🛈	Cost per We... 🛈	Cost per Uni... 🛈	Frequency 🛈	Outbound Cli... 🛈	Website Purcha... 🛈
203	392	$6.08	$3.15	6.04	452	5.10
203 Total	392 Total	$6.08 Per Action	$3.15 Per Action	6.04 Per Person	452 Total	5.10 Average

( )

Where to Start with Facebook Ads Optimization

Optimizing Facebook ads isn't for the faint of heart. And — especially for business owners swamped with daily demands — trying to put all 30+ strategies into practice can feel overwhelming.

That's why it's crucial to start small … Not small with your goals or even your budget, but small with your optimization tactics:

pick just one stage of your funnel and one of the above strategies, and start implementing.

Where could you make the biggest difference to your bottom line?

// Top of the funnel: with the right audience, the right initial offer, or the right copy and creative?

// Middle of the funnel: with a tight retargeting campaign, a delayed pixel, or a landing page and email follow up?

// Bottom of the funnel: with instant upsells, a Messenger bot to turn complainers into advocates, or "Thank you" ads?

Whatever it is … start there. And then, come back to this guide when you're ready for what's next. The opportunities are too big to let inaction stop you.

Post Funnel

Read more on www.postfunnel.com