

Facebook Ad Profits

by Jonathan Leger

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If you have a good product or service to sell at a good price, then success in business is just a numbers game. Get your offer in front of enough people *that need what you're selling* and you win. It's a simple concept, and one that I think many people fail to grasp.

I say that many people fail to grasp this concept because I hear time and time again questions like this: "I'm getting a lot of traffic to my site, but I'm not selling anything. Why not?" After a few back-and-forth questions about *where* the traffic is coming from, it becomes clear that they're getting traffic, sure, but *it's not targeted*. It doesn't matter how many people see your offer if they don't need it!

Facebook ads to the rescue! I have fallen in love with Facebook ads because they allow an incredible degree of targeting. But before I get into the how-tos of using Facebook ads for traffic, let me tell you a little story about a fantastic massage therapist in Asheville, North Carolina...

The Best Massage In Asheville!

I am a very physically active person. I run, I hike, I workout with a trainer twice a week and I rock climb. I love to be in motion. But all of those physical activities result in some pretty sore muscles. That's why I make it a habit of getting a regular deep tissue massage – to work out the kinks and keep me in the best shape I can be in.

After I moved to North Carolina, I started going to a number of spas that offered massage therapy to find out which one I wanted to stick with. I tried a number of therapists. Some were okay, others weren't. I finally settled on a place that I thought was pretty good.

I thought they were pretty good until one day I called to make an appointment and they were booked solid. At the suggestion of a friend I started searching for an independent licensed massage therapist (LMT). My friend said that the indies were much better and I should try one of them.

I called a couple of LMTs that couldn't take the appointment that day until finally coming into contact with Brie Ward. Brie is a very experienced LMT. She converted her garage into an awesome little massage “spa”. She has been an LMT for almost 20 years and has treated thousands of people. She was also available. After reading her references I figured I'd give her a try. **I am so glad I did!**

Brie gave by far the best, most therapeutic massage I had ever had. Now I don't go to anyone else. Through our conversation she learned about the kind of work that I do,

and asked me if I could help her to get more clients in exchange for free massages. I have to say that I was surprised to hear she needed more clients. She was, after all, the *best* in town from my experience. That just goes to show you that it's not about being the best, it's about *getting your product in front of people*. It's a numbers game.

Although my time is worth *far* more than what it costs me to get a massage, I like Brie, so I decided to take her up on her offer. What follows are the results of my work.

Step 1: The Offer

Like many small business owners, Brie had hired a local person to create her website. Her website wasn't *bad* from an informational point of view, but it was *awful* from a sales point of view. It talked about what she did, her background and credentials, and it had some great comments from clients – but they were hidden away on a page that few people would notice and go to.

So the first thing to do was to create a separate site specifically targeting the people I would send to her site via Facebook. Since a large portion of Facebook users are on mobile devices, the site had to look great on a mobile devices, too.

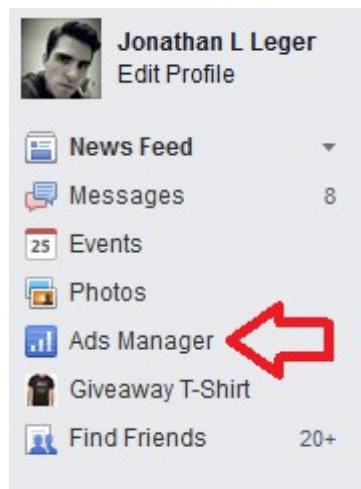
Although this report is primarily about using Facebook advertising to drive traffic, I would be remiss to not point out how important a well written sales page is. All the traffic in the world doesn't matter one bit if your sales page is very poorly written.

So I created a new sales page for Brie and set it up so people could book online.

Step 2: Creating A “Tracking Pixel”

Once the sales page was ready to go it was time to create the ad itself. Creating ads with Facebook isn't hard, but you have to get some key things right or it will cost you *a lot more money* and have a lot fewer results!

When you login to Facebook and click the “Home” button, in the menu on the left-hand side of the page you'll see “Ads Manager”:



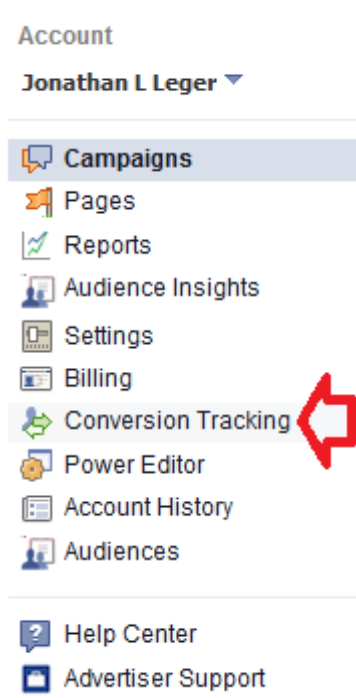
Once you're in the Ads Manager, you create an ad by clicking the

[Create Ad](#)

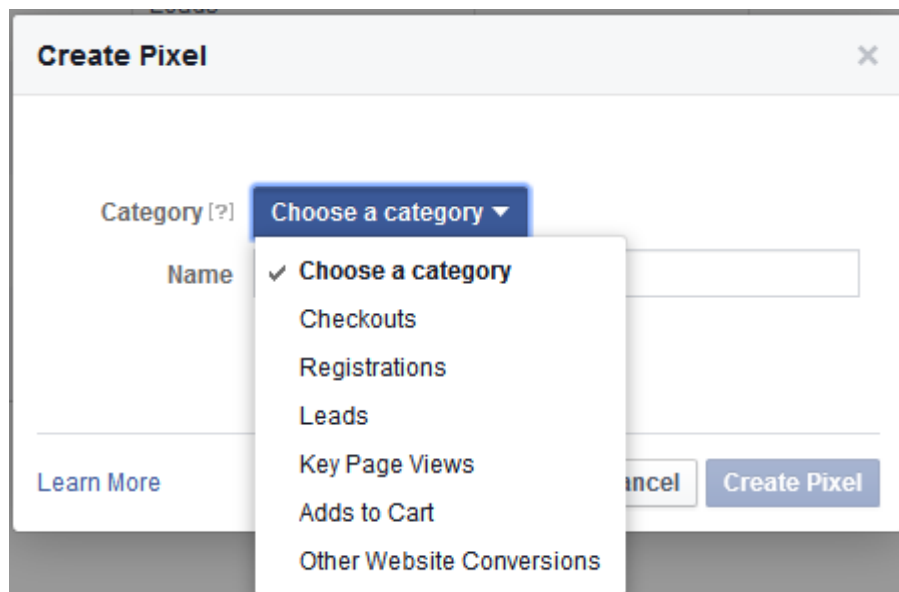
button on the right-hand side of the page.

Before you create an ad, though, you probably want to make sure you're setup to track how well that ad performs. If you're promoting a service where people have to call you (or your client), you can skip this part. But if you even do *some* sales directly from the page, you want to create a “tracking pixel” first.

To do that, click the “Conversion Tracking” menu item on the left-hand side of the page:



Once you're there click the **Create Pixel** button on the right-hand side of the page. That will pop-up a box with some options (category and name):



Select the category that applies to your conversion. Here's the options:

Checkouts: This means a sale. So use that one if you're selling a product (or products).

Registrations: If somebody is creating an account at your site, use this.


Leads: If people are giving you their contact information for more info, use this.

Key Page Views: Use this one if you just want to track how many people land on a page.

Adds To Cart: The name says it all—used when tracking stuff people add to the cart.

Other Website Conversions: For anything that doesn't fit into any of the above.

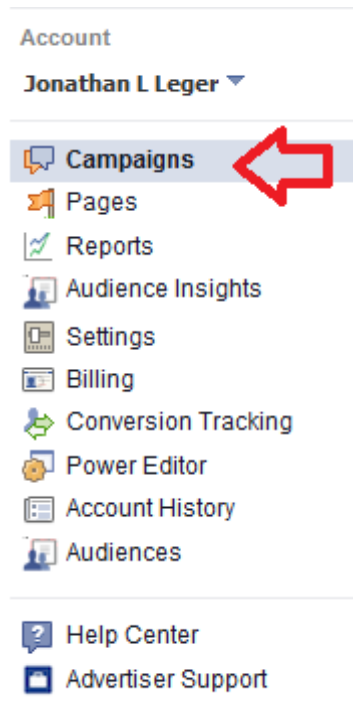
Most of the time you're going to choose “checkouts”, because you want to track when people buy something. In Brie's case I used “leads”, because when people submit the online booking form they aren't *obligated* to show up – she calls them first to verify the appointment.

Give your pixel a name and then click  . That will pop-up another box that shows you the pixel code. Copy the code in the box shown and put it onto the “thank you” page of your web site (or wherever the person lands whenever a “conversion” takes place for your site).











Voila! You have a tracking pixel in place and are ready to create your Facebook ad!

Step 3: Creating Your Facebook Ad


Once you have a tracking pixel (if needed), click on the “Campaigns” menu item on the left-hand side of the page:



Then click the **Create Ad** button on the right-hand side of the page. You'll be taken to a page with a list of options. Go to the next page and you'll see it (it's too big to fit on the rest of this page).

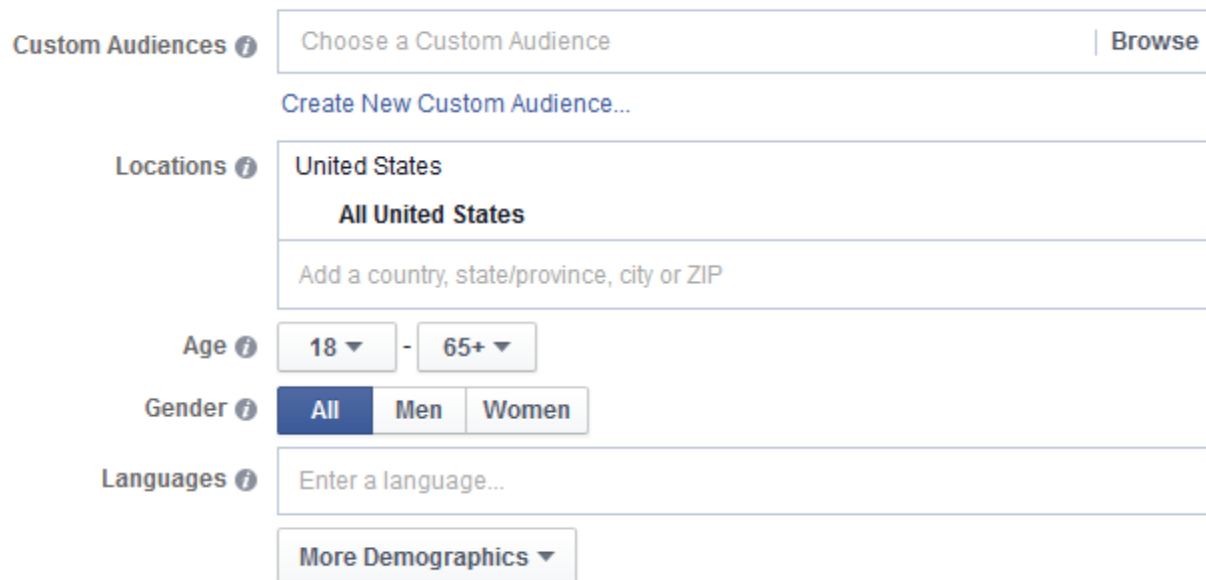
Choose the objective for your campaign		Help: Choosing an Objective
	Send people to your website	
	Increase conversions on your website	
	Boost your posts	
	Promote your Page	
	Get installs of your app	
	Increase engagement in your app	
	Reach people near your business	
	Raise attendance at your event	
	Get people to claim your offer	
	Get video views	

If you created a tracking pixel, then you want to choose “Increase conversions on your website”. Facebook is smart, and will try to figure out the kind of people that are buying from you – and send more of *those* kinds of people to your site. Pretty awesome, right?

If for whatever reason you didn't create a tracking pixel, just choose “Send people to your website”. Facebook will ask you for the URL of your website and which tracking pixel you want to use (if you're using one). Select the tracking pixel you created from the drop-down box and then click the  button.

Fill in the “campaign name” box with whatever you want to call this campaign (e.g. “Massage Bookings For Brie”).

Now it's time to choose your target audience. Here's where Facebook gets really cool!



The image shows a screenshot of the Facebook targeting interface. It includes several sections: 'Custom Audiences' with a search box and a 'Browse' button; 'Locations' with a dropdown menu showing 'United States' and 'All United States', and a text input field for 'Add a country, state/province, city or ZIP'; 'Age' with two dropdown menus set to '18' and '65+'; 'Gender' with three buttons: 'All' (selected), 'Men', and 'Women'; and 'Languages' with a text input field 'Enter a language...'. At the bottom, there is a 'More Demographics' dropdown button.

Here are your options at this point:

Locations: You can choose the country (or countries), state (or states), city (or cities) that you want to target. Just start typing the name of the location into the box and Facebook will offer suggestions. When it offers the location you want to target, click on it. If you're offering a local service or product, this is where Facebook really shines because your ad will only be presented to people who live in the areas you choose.

Age: This is an obvious one, but important. Make sure you're aiming for the right age group. You're probably not going to make a lot of video game sales to 55+ people, so you may not want to show your ad to them!

Gender: Selling a weight loss program to people who just gave birth? Not much point in including men in that audience...

Languages: This is great if you're needing to target a specific language group within the country. You can target Spanish-speaking people in the USA, for instance. Even if the location's primary language is something else, you can still reach people of another language within that area.

A rectangular button with a light blue border and a downward-pointing triangle icon on the right side. The text "More Demographics" is centered inside the button.

There are all kinds of other demographics you can target as well. Facebook knows *a lot* about its members (which is kinda creepy for the average person but is a delight to us marketers). Definitely explore those demographics and see if any apply to your ad.

The word "Interests" followed by a small circular icon containing a lowercase letter 'i'.A rectangular input field with a light blue border. The text "Search interests" is inside the field.Two buttons separated by a vertical line. The first button contains the text "Suggestions" and the second button contains the text "Browse".

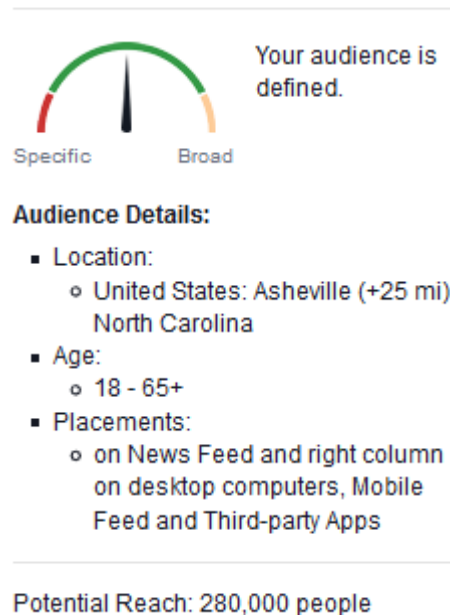
Next comes the *Interests*. Oh yeah, you can target people who are interested in certain things. Facebook makes this a breeze.

Click in the “Search interests” box and/or click the “Browse” button and Facebook will give you a drop-down list of categories of interests. You can also just start typing an interest into the box and you'll be presented with suggestions.

Want to show your ad to people who are interested in classic cars? Or musical theatre? Or football? No problem.

Then we have user behaviors. Browse through them and see if there's anything that applies to your audience. One that could be very good if you're targeting a large audience is “Digital Activities / Online Spenders”. That will only target people who have spent money buying Facebook credits, which shows they don't have a problem pulling out their credit card when there's something they want.

Audience Definition



As you're targeting your audience, you'll notice that the “Audience Definition” on the right-hand side of the page will update, showing you how many people your ad has the potential to be shown to.

IMPORTANT! You want to target your audience as *closely* as possible without making your audience too small. Don't just select the entire country just because you can. Don't just include all age groups just because you can.

“But my ad will go in front of more people!” you say. True, but your click-through rate (CTR, the percentage of people who click on your ad) will go down, and Facebook will *charge you more per click!* If your CTR gets too low Facebook will stop delivering your ad altogether.

So don't be greedy. Narrowly target your ad at first, and then make tweaks and changes over time to see if you can improve your conversions by including more people. But if you find that the number of people your ad might reach is just too small, then remove some of your targeting to get more people in the audience. It's a balancing act, and something you'll tweak and change over time as you see the results.

Budget ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Now it's time to talk turkey with Facebook. How much do you want to spend? You can spend so much per day or set a fixed amount **total** that you want to spend through the whole campaign. Facebook will stop showing your ad once you reach the spend level that you want. You can also set start and end dates if it's time-sensitive.

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served.

Get the most website conversions at the best price - You'll be charged for impressions

Set the amount a conversion is worth to you

If you created a tracking pixel, naturally you'll want to optimize your ad for Website Conversions. That means Facebook will continually refine who is seeing the ad to try and get you as many conversions as possible. This is better for you *and* for Facebook. You make more money from fewer people and Facebook shows ads to their users that are helpful to them, which means they're more likely to click. Everybody makes more money.

You can also choose to optimize for Website Clicks if you're not using a tracking pixel.

If you're tracking conversions and you know that you only make \$10 per conversion, you definitely don't want to spend more than \$10 to sell the product! Facebook lets set how much each conversion is worth to you by clicking that option and setting the amount.

A screenshot of a Facebook ad creation interface. It shows a label "Ad Set Name" with a help icon (a question mark in a circle) to its right. Next to the label is a text input field containing the text "Asheville - 18+".

Ad Set Name ⓘ Asheville - 18+

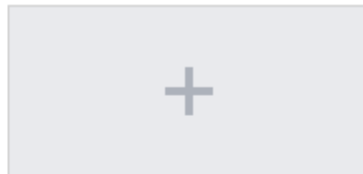
Give your ad set a name (you can have more than one ad in a campaign, which is why you have to name the campaign *and* the ad set). I don't recommend that you keep what Facebook suggests—it's always something pretty useless like the one above.

Now it's time to choose the images you want to show with your ad. This part can be a little tricky.

Select the images you want to use



Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



Upload

Browse Library

Search

Reposition

Facebook recommends that the images you use are 1200 x 628 pixels (that's "WIDTH x HEIGHT"). They don't *have* to be that size, but they do have to be at least 254 x 133. A nice big image is easier for Facebook to scale when showing to people on different devices (mobile phone / tablet / desktop), so it's best to use a large image if at all possible. It will look better to everybody and get you more clicks.

You can browse the images that you've uploaded in the past, and you can set more than one image to the ad if you want. Facebook will keep track of how well each image performs and favor the ones that do the best.

IMPORTANT: If you're advertising anything in the weight-loss niche, don't try to use images of people who look great or are in shape or anything even remotely approaching the "idealized body image". Facebook will decline your ad. Just use a

picture that is very catchy that makes people look in the direction of the ad, even if it's not related to the ad. **Pictures of people work very well!** They draw a lot of attention to the ad. For Brie's massage ad I just use a nice picture of her that she has. That works very well in her case because clients are going to meet her anyway and it helps them get to know her more in advance (it's a trust thing, and it matters).

What text and links do you want to use?

This next section is the meat-and-potatoes of writing the ad – with one *important* exception!

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Choose Facebook Page



or [Turn Off News Feed Ads](#)

Facebook lets you connect your ad to a Facebook Fan Page.

YOU ABSOLUTELY WANT TO CONNECT YOUR AD TO A FACEBOOK FAN PAGE!

Why do you need to do that? Because if your ad is not connected to a Facebook Page, then you can't show the ad in the News Feed. They'll only show in the little ads that appear on the right-hand side of the page *on desktop computers*. You'll lose all mobile users (which is a huge percentage with Facebook), and your click-through rate will be **terrible**, meaning you'll **pay a lot more per click**.

If you don't have a Facebook Fan Page (and you should), at the very least create a dummy page just to have one to attach your ad to. Your CTR will be a lot higher and your clicks and conversions will cost a lot less. You have been warned!

The image shows the Facebook Ad Manager interface. On the left, the 'Connect Facebook Page' section is active, showing 'Asheville Massage by Brie' as the selected page. Below this, there are fields for 'Headline' (0 characters) and 'Text' (2 characters). The headline is 'Best Massage In Asheville' and the text is 'Experience a message by Brie Ward--you'll never go anywhere else! \$10 off first session.' A 'Call-to-Action Button (optional)' is set to 'Learn More'. On the right, the 'AD PREVIEW AND PLACEMENTS' section shows a preview of the ad in a 'Desktop News Feed' placement. The ad features the page name 'Asheville Massage by Brie', a 'Like Page' button, the text 'Experience a message by Brie Ward--you'll never go anywhere else! \$10 off first session.', a photo of a smiling woman in sunglasses, and a 'Learn More' button.

Now it's time to write your ad. Facebook doesn't give you a lot of space for the headline (only 25 characters), but the headline matters *a lot*. It needs to capture exactly what you're offering in a succinct, powerful way.

For Brie it was pretty easy: “Best Massage in Asheville” – that says it all, doesn't it?

The text of your ad gives you a little more space to write, but not much (only 90 characters). So you really have to learn to cut the fat from your ad text.

GIVE PEOPLE A COMPELLING REASON TO CLICK-THROUGH, LIKE A DISCOUNT!

That's what I do for Brie. She offers a \$10 discount to anyone who books through her Facebook ad. It works well! So if you can offer a discount of some kind that's special for people coming through Facebook, they'll be more inclined to act at that moment rather than risk losing the discount by putting it off (and not being able to find your ad later).

Choose the appropriate Call-To-Action button for your ad (Shop Now, Book Now, Learn More, Sign Up or Download).

The Advanced Options let you give a more detailed description (up to 200 additional characters) and choose your tracking pixel. If you chose to create an ad that optimizes for conversions, your tracking pixel will already be selected.


The longer description will only be shown to people on the desktop website. Mobile users won't see it. But still, it can make a big difference for those desktop users! So take advantage of it.

✓ Mobile News Feed	Remove
✓ Right Column	Remove
✓ Partner Mobile Apps	Remove

You can choose not to show ads to certain groups at this point, but I don't recommend excluding anything. Since everyone who sees the ad is targeted, the more the merrier, right! But you're given the choice.

Now click the [Review Order](#) button. You want to do that so you can give this ad a better name than Facebook does and to review all of your targeting and ad settings. As I said, you can have multiple ads in your campaign, so you want to name each “group” of ads and each individual ad. It's just easier to keep things organized that way.

Review Your Order

Ad Name	<input type="text" value="ashevillencmassage.com/ - Website Convers"/>  Lousy Name
Audience	Your audience includes people: <ul style="list-style-type: none">▪ Location:<ul style="list-style-type: none">- United States: Asheville (+25 mi) North Carolina▪ Age:<ul style="list-style-type: none">- 18 - 65+▪ Placements:<ul style="list-style-type: none">- on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps
Campaign	Massage Bookings For Brie
Ad Set	Massage Bookings For Brie Ads (New Ad Set)
Bid Type	Optimized CPM
Bid	Auto
Daily Budget	\$7.50 per day
Duration	This ad campaign will run indefinitely

[Edit Order](#) [Place Order](#)

Click the [Place Order](#) button and away it goes! **Your ad has to be reviewed first**, but it's rare that it takes more than 15-20 minutes for an ad to get reviewed in my experience.

IMPORTANT: No ads for anything “work from home” or “making money online” or the like will ***ever be approved***. Facebook will tell you that they don't accept “get rich quick” ads – even if that has nothing to do with what you're offering. No matter how real it is, no matter how good it is, it won't get approved. You have been warned!

Step 4: Tweaking And Improving Your Conversions

Just because your ad gets approved doesn't mean that your work is over. There are all kinds of ways to improve your conversion rate. You can:

- **Tweak and improve your sales page.**

As the visitors interact with your page and give you feedback through their actions, you can make improvements to the page to make it easier / faster / cheaper for them to buy from you.

- **Tweak and improve your ad targeting.**

If you're just not getting enough click-throughs, try removing some of the ad targeting you're using to expand the reach of your ad. Remember that although Facebook knows *a lot* about its users, it only knows what the users have made available to Facebook through their account settings. It's very possible you can reach a lot more people who *are* targeted buyers even if Facebook doesn't know they are.

On the flip-side, if you're getting a lot of traffic with few conversions, try adding more targeting to zoom in on those who are most interested in your offer.

Fortunately Facebook helps you do this automatically, but again, you can improve the process as well.

- **Make changes to the headline, ad text, images and description.**

Definitely try tweaking the various text and images of the ad if you're not getting good results (or even if you are getting good results and have an idea that you

think might do better). Keep in mind that each time you change the text of the ad or the image, though, it has to be reviewed again.

- **Create multiple ads.** After some testing, keep the one that works best.

IMPORTANT: Only change one thing about your sales page or ad at a time, and then track the conversion rate over the course of *at least* the next one hundred visitors. That way you know for sure which change resulted in an higher (or lower) conversion rate. If something lowers the conversion rate, just undo the change and try again.

A Few Final Notes

Brie's ad has only been running for a month now, and I've continued to tweak and improve the ad and the sales page. She's getting numerous new bookings now and I am continuing to improve her conversion rate. That's how it goes with Facebook ads – you want to keep track of how it's doing and see if there's anything you can improve.

As to click-through rates, Brie's ad is currently getting a 4.772% CTR – which is **very good**. Because the CTR is so good she's only paying 15 cents per click on average. So work hard to get that CTR up and get your cost-per-click down.

Here's to your success!

Jonathan Leger

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