

Facebook Ad Campaign Preparation Guide



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The key to running successful advertising campaigns on Facebook is preparation. The results you achieve will be determined by the information or research you feed into your campaign.

Targeting Planning

Your marketing message should be determined by who you are talking to, so it is essential that you know who your ideal customer is and that you target them directly.

Facebook provides excellent targeting facilities, better than any other platform.

Thanks to our actions such as “liking” and engaging with content on our Facebook feed, they hold more interest based data than anyone else in the world, such as causes you believe in, music you like, TV shows you watch, restaurants you like to eat in, people you are inspired by and so on.

This is the information that we can use to get our message in front of our ideal customers!



Who is our ideal client?

[Be as specific as possible about who you want to sell to, i.e. your niche].

What are their Interests?

[x refers to your chosen niche, e.g. golfers]

- Who are the influencers and thought leaders in your niche? [Search “top or best x” in Google].
- What events do they attend? [“top x tournaments or events”].
- Which websites do they frequent? [“top x website”].
- What are they reading? [“top x books or magazines”].
- Which social platforms are they using? [Simply ask them or check their profiles].
- Where do they live? [use your analytics and FB Insights or check their profiles].
- What is unique about this group? [consider something that would only apply to this group of people specifically and not all others]. Tip = join forums and groups that contain your niche and follow discussions to discover this.

Get as specific as possible with the details here as they will not only help you to target your ideal customers but will help you shape your messages when you post.



Setting Up Your Campaign

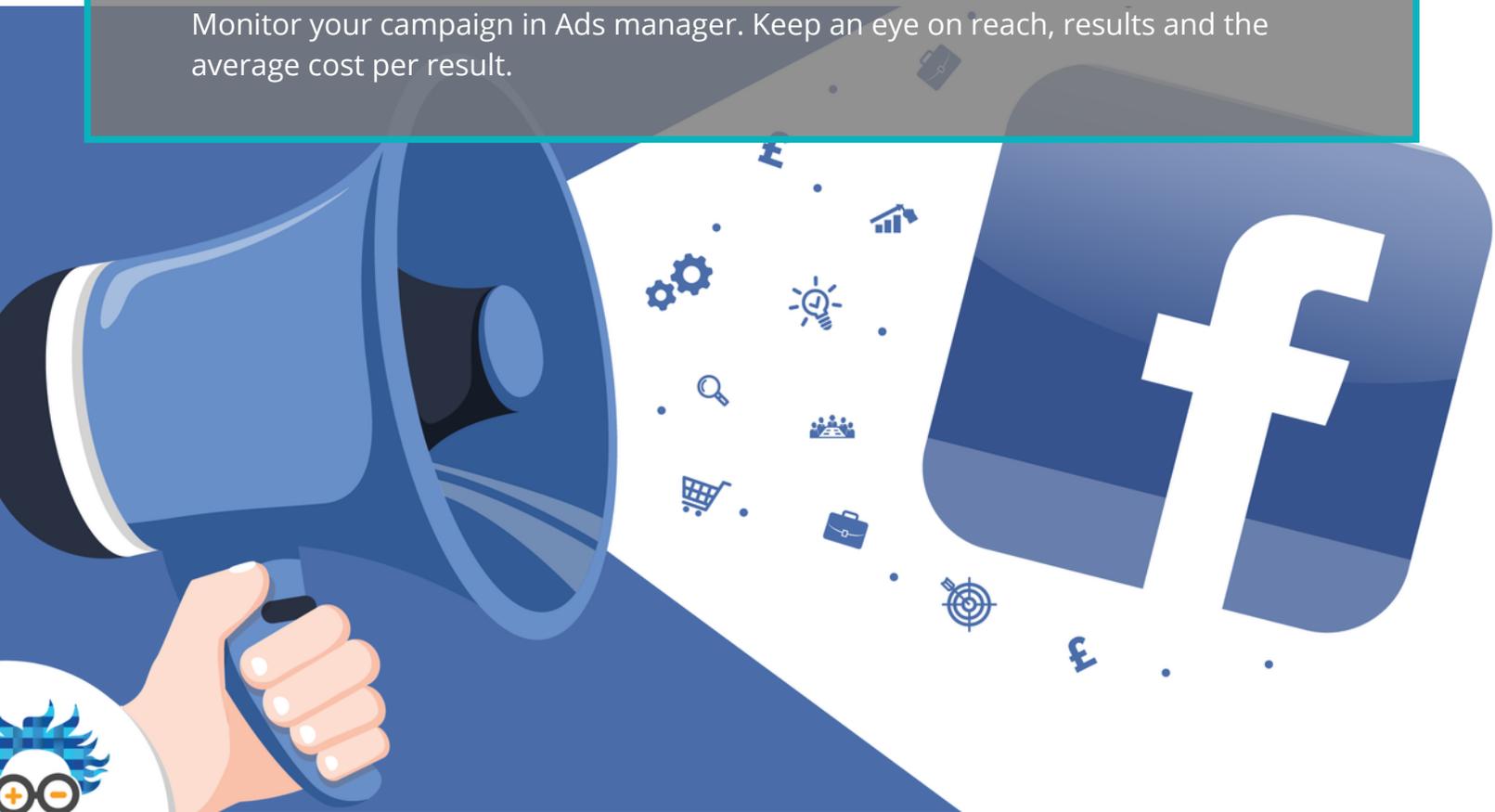
- Choose your goal. Do you want to send people to your website? Increase your conversions or raise awareness of an event? Choosing the right goal is important, to inform Facebook about what you want from the campaign.
- Name your campaign – keep it relevant to what you are promoting.
- Set up your ad account – choose your country, currency & time zone.
- Create a new ad set and give it a name.
- Select Audience – use Detailed Targeting to select your interests, behaviours, influencers etc. you have researched.
- Placement – choose where you would like your ads to be placed e.g. in the feeds or right-hand column, on Instagram or on the Audience Network.
- Select your budget per day (only apply half of the budget if split testing or running two ad sets). Or, you can set a lifetime budget, and opt to run the campaign continuously or from a set start to end date.
- Schedule when you would like your ads to show.

Creating Your Ad

Your ad should look good, be well written and appeal to your chosen target.

- Select the format of your ad – carousel, video or single image.
- Upload your images (ideal size = 1,080 x 1080 px). Tip – try adding several images to allow Facebook to create different versions of your ad to show to people. Make sure your images stand out and are on brand.
- Write your ad copy – use the information you have collated about your ideal customers. Your message must be clear and compelling with a good emotional hook. Write about why they need your offer. Lead with a question, promise an after state and how to get there. Speak of the transformation!
- Publish your campaign. Allow a few days for Facebook's algorithm to test and optimise your data before making changes.

Monitor your campaign in Ads manager. Keep an eye on reach, results and the average cost per result.



Troubleshooting Your Campaign

Not every campaign will perform well so break it down and try to identify where the issue stems from.

- Is Offer not right? – Does it solve a problem? Check that your budget and bids aren't too low.
- Is Targeting off? – Is it too broad? (Do not go over 50k). Are you on the right platform? (Go back to your ideal customer data you researched).
- Is Ad Copy not right? – Does it resonate with your audience? (if making changes, only make one at a time and test). Is what you are saying congruent with what is on your landing page?
- Could it be Ad Scent? – Are visitors getting what they expected when they land on your page or website? Is the image/ ad/ landing page all consistent?

If you would like help with implementing your Facebook campaign, simply get in touch.



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