

Killer Facebook Ads Tactics

Facebook is constantly changing and that goes for ads too. Ads are more expensive than they used to be just a year ago. They have deleted and added features and no doubt more things will change in the near future. However, the cool thing is that Facebook continues to cater to small businesses, which means that Facebook ads are effective for small businesses if done correctly.

In this short report we are going to cover a step by step Facebook ad strategy that you can implement right now in your small business.

After you have determined that your target market is actively engaging on Facebook then it's time to make sure your Facebook business page is in tip top shape. It's important to know if your market is actively on Facebook because if they are not then you might find Google or Bing a better place to invest your advertising dollars.

Once you have determined that they are actively on Facebook then the next step is to make sure your business page is in tip top shape.

Step One: Make Sure Your Facebook Page Is Awesome

Cover Photo

Make sure your cover photo correctly displays what your business is all about. You can choose to showcase your customers, your products, a feeling or emotion behind what you do, or anything else that makes sense and captures attention.

Here are a few examples:





Change your **LIFE**
CHANGE THE *World*®
BUSINESS & LIFE ADVICE THAT WORKS

Marie Forleo
77,971 likes · 3,853 talking about this

✓ Liked

*Inspiring & Instructing
Online Business Owners*



Melanie Duncan
Founder

**Click to Get
the FREE GUIDE**

Entrepreneuress Academy
44,382 likes · 6,309 talking about this

✓ Liked



Profile Picture

Your profile picture can represent anything you want. But make sure it fits your page and represents your business.

Tabs

Tabs are very important. Tabs can be used to get more likes, build your email list, create contests and giveaways, promote special events, cross promote social media profiles, promote your blog or videos. You can use 3rd party apps like Woobox.com or Heyo.com to get started.

About

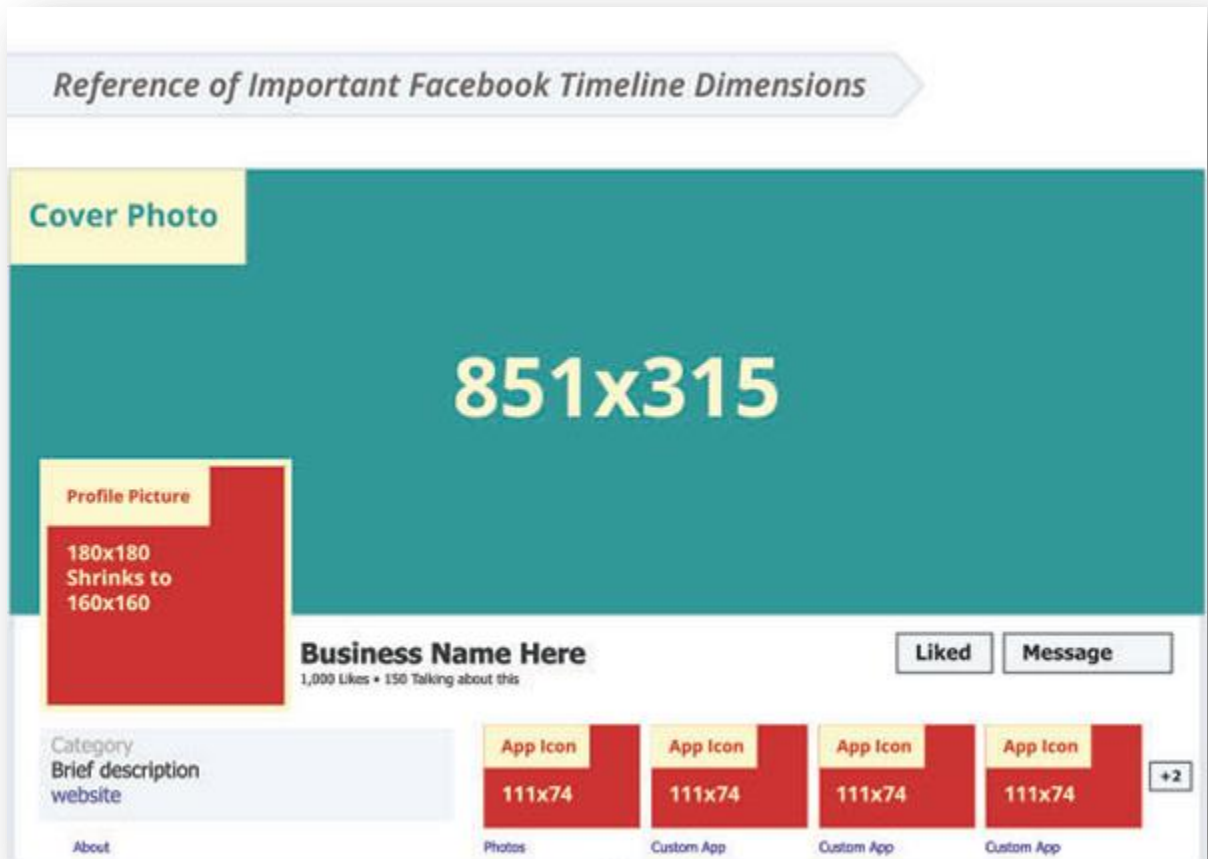
Your about page is a very important part of your Facebook page. When someone visits your website one of the first things they do is visit your about page. The same goes for Facebook. Tell your story and let people know what you can do for

them. Also, provide links to your website or blog and other places they can connect with you.

Content

Last but definitely not least your content needs to be as high quality as possible. Share your blog content, ask questions of your fans, show off pictures of your products, share news worthy events and happenings with your company. There is no limit to what you can do but just make sure that what you post is very relevant to your fans.

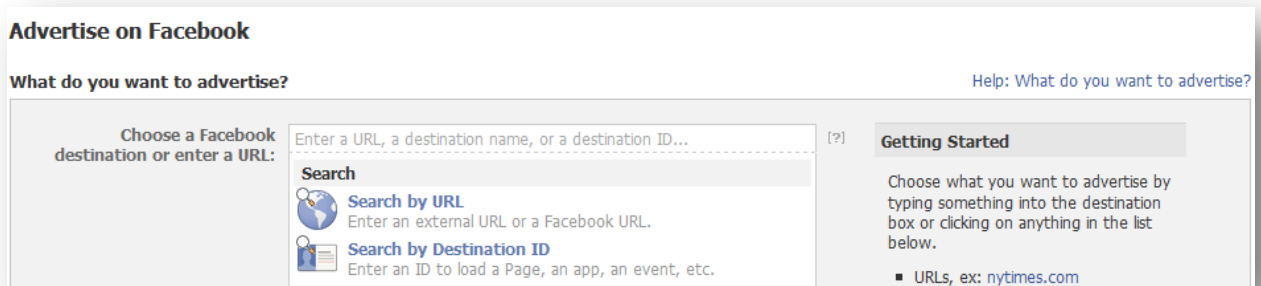
Here is a quick reference for photo dimensions (via sociallystacked.com):



Step Two: Build Likes To Your Business Page

Once you have your business page just right then the next step is to spend some time and money to build 'Likes' to your page. The fastest way to reach your target market is to find them through ads.

- Go to www.facebook.com/advertising
- Click on Manage Your Ads
- Click on Create an Ad (upper right corner)



Advertise on Facebook

What do you want to advertise? [Help: What do you want to advertise?](#)

Choose a Facebook destination or enter a URL:

Enter a URL, a destination name, or a destination ID... [?]

Search

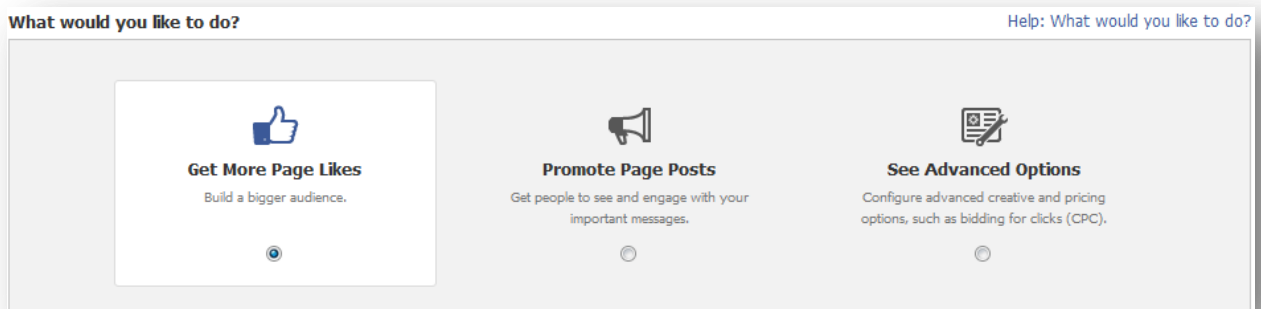
- Search by URL**
Enter an external URL or a Facebook URL.
- Search by Destination ID**
Enter an ID to load a Page, an app, an event, etc.

Getting Started

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: nytimes.com

- You will choose your Facebook Page
- Choose Get More Page Likes



What would you like to do? [Help: What would you like to do?](#)

Get More Page Likes
Build a bigger audience.

Promote Page Posts
Get people to see and engage with your important messages.

See Advanced Options
Configure advanced creative and pricing options, such as bidding for clicks (CPC).

- Enter your headline, text, and upload an image
- Create Your Audience - this is where knowing your target market is very important. You ONLY want to target people who want what you sell. Be specific about where they are located, age, and their Precise Interests.

Create Your Audience

Help: Choose Your Audience

Location: [?]

United States x

☒ Country

☐ State/Province

☐ City

☐ Zip Code

Age: [?]

13

No max

Gender: [?]

☒ All

☐ Men

☐ Women

Precise Interests: [?]

Enter an interest...

Broad Categories: [?]

Mobile Users (Android)

Mobile Users (iOS)

Interests

Activities

Business/Technology

Retail/Shopping

Events

Family Status

☐ Android (All)

☐ HTC

☐ LG

☐ Motorola

☐ Samsung

☐ Sony

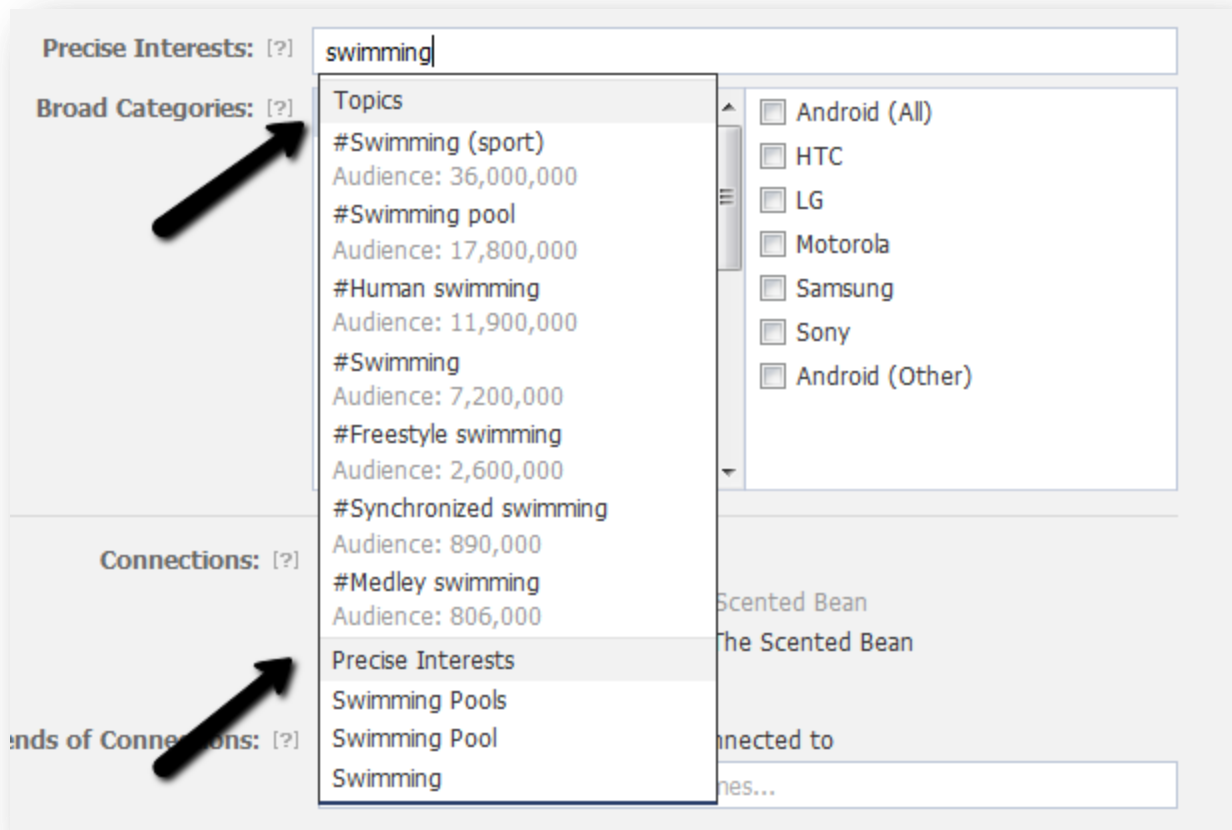
☐ Android (Other)

Audience

180,000,000 people

- who live in the United States
- who are not already connected to The Scented Bean

When you type in Precise Interests you will see suggestions come up. The keywords with # sign before it is broader than the words below that do not have a #sign. Try getting Precise first and then go with topic if you are not getting enough people.



- Connections - pick Only People Not Connect to your business page
- Create new campaign name and campaign budget
- Hit run my campaign continuously starting today
- Optimization - you can let it be optimized to get more likes on your Page or you can optimize it for clicks and manually bid for clicks. Start your bids with the number they give you (it will be best and you can lower as you go).
- Place Order
- Wait for approval

At this point your goal is to get people liking your page. A good number to aim for when just starting out is 500-1,000 likes. You can also set up a gated tab which will allow you to ask people to click like in order for something in return.

It could be a downloadable report or an entry into a contest. It just depends on your business and what your market will respond to. Mari Smith has a great example of a winning a free Facebook Page critique.

The strategy behind this is simple - you want very targeted people to like your page so you can promote your offers to them. Now it's important to stress that a great Facebook strategy is NOT just about promoting offers to your fans.

It's about creating highly relevant and interesting content to keep your fans engaged with your business AND by offering them products and services that help them achieve their goals.



The image is a screenshot of a Facebook page for Mari Smith. At the top, the page name is "Mari Smith" with a dropdown menu showing "Free Critique!". To the right is a "Like" button. Below the header, there is a blue banner with the Mari Smith logo (a blue square with a white 'M') and the text "Mari Smith Relationships First" next to a photo of Mari Smith. Below the banner, a yellow box contains the text "LIKE OUR PAGE TO WIN A FREE Facebook Fan Page Critique!". At the bottom, there is a grey box with a login form. The form has fields for "Name", "Email", and "Password". A large blue padlock icon is overlaid on the form, indicating it is locked. Below the padlock, there is a small blue button with the text "Log In, Mari".

Now while you are getting likes you must also have a plan to engage your new fans. Fans who like your page and disappear mean nothing. You want them to come back to your page to find out what is new in your business. Make sure to respond to everyone that leaves a comment or question.

Step 3: Promoting Relevant Offers

So now that you have hundreds of people who have liked your Facebook page and you continue to add content they love the next step is to promote an offer to them. When you create a page post be sure that it's something you can turn into an ad. You cannot promote a page post with an image that has more than 20% text.

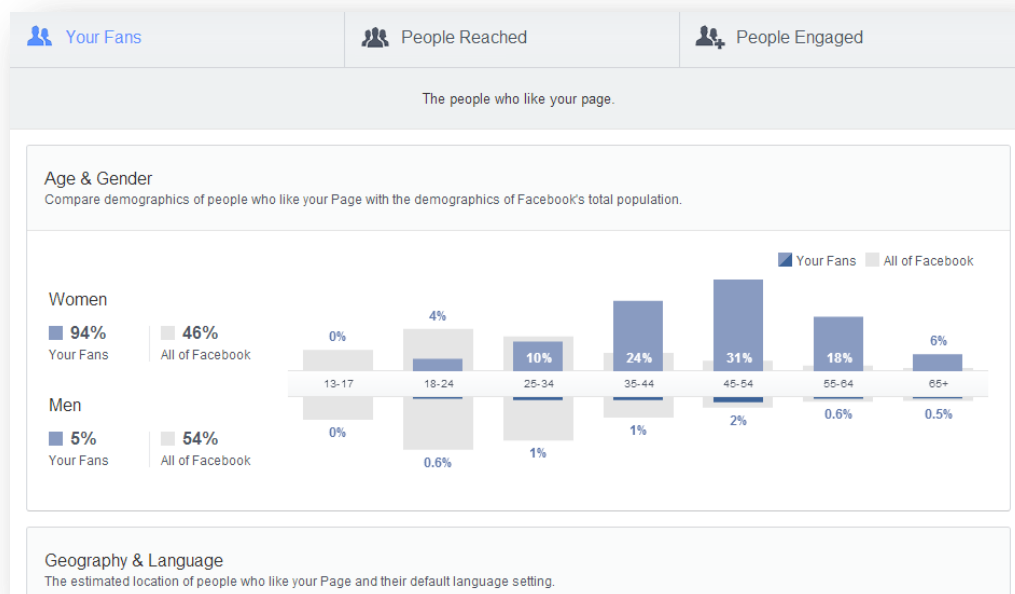
It's best to promote your offers to those that like your page because they are warm leads. They have already publically stated that they like what your business is all about. Promoted page posts are a quick and easy way to reach more of your fans. Here is an example of a promoted post in the news feed:



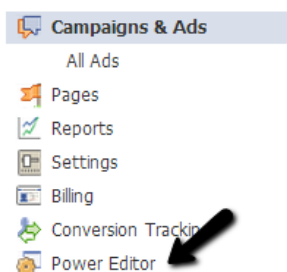
One great way to learn more about the people who liked your page is to examine your Insights.

Insights has been updated to provide better information. You can find out the age, gender, location of your fans. You can find out when they see your posts. You can see which posts get the most attention and if video or photos or something else gets the most engagement.

Spend some time looking over your stats to get a better idea of who it is that likes your posts and you will be able to create better ads and better content.



Using the Power Editor for Better Targeting



The power editor is a great tool loaded with many features that you cannot get from using the Facebook ad interface. You can only access the power editor through Google Chrome. Open Chrome and go to www.facebook.com/ads/manage and click on Power Editor.

Inside you can Create an Ad:

The screenshot shows the Facebook Ad creation interface with the 'Creative & Placements' tab selected. The left sidebar contains links for 'Audience', 'Advanced Options', and 'Pricing & Status'. The main content area is divided into several sections: 'Ad Name' with a text input field containing 'Name Your Ad'; 'Type' with a dropdown menu set to 'Ad' and radio button options for 'For a website', 'For a Facebook Page', 'For a Facebook Page using a Page post' (which is selected), 'For an app on Facebook', and 'For a Facebook event'; 'Destination' with a dropdown menu set to 'Total Fit Mom'; 'Page Post' with a link to 'Create New Unpublished Post' and a dropdown menu showing '(539087279465345) Great article!'; an 'Enter Post ID' field; a checkbox for 'Automatically promote most recent post'; 'Optional Url Tags' with a text input field containing 'key1=val1&key2=val2'; and 'Conversion Tracking' with a checkbox for 'Track conversions on my website for this ad'.

Find the page post you want to promote. If you are sending traffic to your website you can also turn on Track conversion on my website for this ad. To turn on conversion tracking hit the Conversion Tracking button on the left menu and then Create Conversion Pixel.

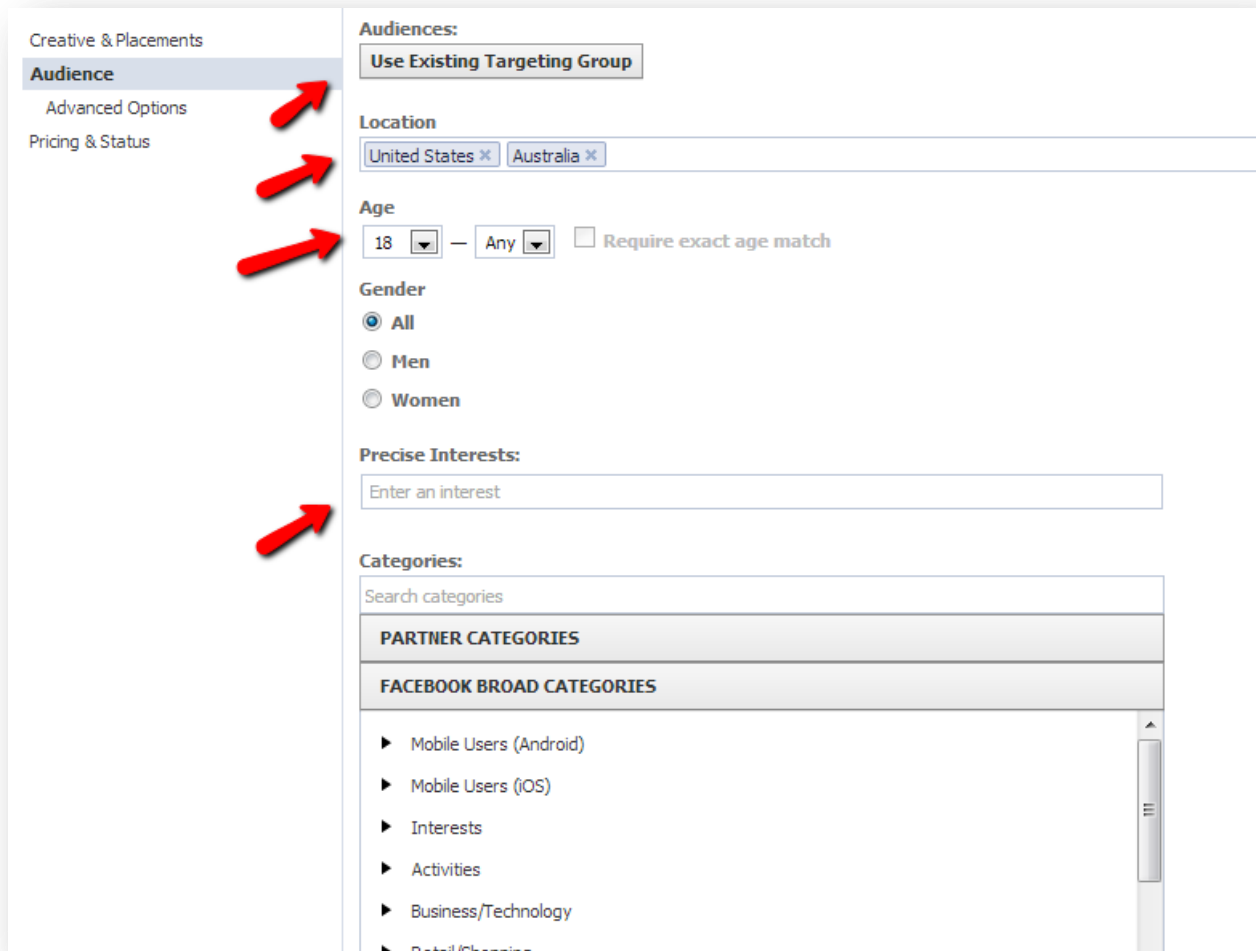
Keep track of important actions people take on your website after they click or view on your ads. Learn more in the Help Center.



Next determine your placement. Create separate ads based on placement. First click the News Feed (Desktop and Mobile). It's always important for you to test which ads get better results.

| | |
|----------------------------------|---|
| Creative & Placements | Optional Url Tags |
| Audience | <input type="text" value="key1=val1&key2=val2"/> |
| Advanced Options | Conversion Tracking |
| Pricing & Status | <input type="checkbox"/> Track conversions on my website for this ad |
| | <hr/> |
| | Placement |
| | <input type="radio"/> All Facebook (Includes News Feed) |
| | <input checked="" type="radio"/> News Feed (Desktop and Mobile) |
| | <input type="radio"/> News Feed (Desktop Only) |
| | <input type="radio"/> News Feed (Mobile Only) |
| | <input type="radio"/> Desktop (Right-Hand Column and News Feed on Desktop Only) |
| | <input type="radio"/> Right-Hand Column (Desktop Only) |
| | Mobile devices |
| | <input checked="" type="radio"/> All mobile devices |
| | <input type="radio"/> Feature phones only |
| | <input type="radio"/> Android devices only |
| | <input type="radio"/> iOS devices only |
| | <input type="checkbox"/> Only show on mobile devices when connected using Wi-Fi |

The next step is to determine your Audience. Be specific.



The image shows the Facebook Audience targeting interface. On the left, a sidebar contains the following options: 'Creative & Placements', 'Audience' (highlighted with a red arrow), 'Advanced Options' (with a red arrow), and 'Pricing & Status' (with a red arrow). The main area is titled 'Audiences:' and includes a button 'Use Existing Targeting Group'. Below this, the 'Location' section shows 'United States' and 'Australia' with 'x' icons. The 'Age' section shows '18' and 'Any' with dropdown arrows, and a checkbox for 'Require exact age match'. The 'Gender' section has radio buttons for 'All' (selected), 'Men', and 'Women'. The 'Precise Interests:' section has a text input field with the placeholder 'Enter an interest' (with a red arrow). The 'Categories:' section includes a search bar and two expandable lists: 'PARTNER CATEGORIES' and 'FACEBOOK BROAD CATEGORIES'. The latter list includes items like 'Mobile Users (Android)', 'Mobile Users (iOS)', 'Interests', 'Activities', 'Business/Technology', and 'Retail/Shopping'.

Next target your connections. When you are promoting a post to your fans then enter you page under Target users who are connect to. Keep Friends of connections blank. Hot Tip: Target fans and non-fans separately.

Connections:

Target users who are connected to:

Target users who are not already connected to:

Friends of connections:

Target users whose friends are connected to:

Note: Custom Audiences - you can set up a custom audience by uploading your email address. You can also set up custom audiences on Facebook and save them. Each audience should target a different audience. Next time you set up an ad you can click which audience you would like to target.

Create Audience

Audience Name:

Description:

File: No file chosen

Type: ☒ **Emails** [?]
☐ **UIDs** [?]
☐ **Phone Numbers** [?]
☐ **App User IDs** [?]

Files need to be in CSV or TXT format with one entry per line.
Any personally identifying information will be hashed before being uploaded to Facebook. [Learn how this works.](#)

[Custom Audience Terms](#)

Finally choose your pricing and status. You want to make sure that you are optimizing your campaign for the actions you want people to take. Read more about conversion specs [here](#) and action specs [here](#).

So if you wanted to get more comments or likes on your page post ad then you would enter the following in the box under Manually set up conversion specs:

```
{'action.type':['like',  
'comment'],'post':[266401036768220]}
```

```
[{"action.type":["XXXXXXXX"],"page":["XXXXXXXX"],"post":["XXXXXXXX"]}]
```

You fill in the XXXXXXXX.

The screenshot shows the 'Pricing & Status' tab in the Facebook Ads Manager interface. On the left, a sidebar lists navigation options: 'Creative & Placements', 'Audience', 'Advanced Options', and 'Pricing & Status' (which is highlighted). The main content area on the right is titled 'Pricing & Status' and contains the following settings:

- Bidding Strategy:** Three radio buttons are shown: 'CPC', 'CPM', and 'Optimized CPM'. 'Optimized CPM' is selected.
- Bid Strategy:** Two radio buttons are shown: 'Use default bids (recommended)' and 'Manually set up bids'. 'Use default bids (recommended)' is selected.
- Bid Limits:** A list of four rows with input fields and labels:
 - Clicks: \$ 0 maximum per click [?]
 - Reach: \$ 0 maximum per 1000 unique people reached [?]
 - Social: \$ 0 maximum per 1000 social impressions [?]
 - Actions: \$ 10 maximum per action [?]
- Conversion Specs:** Two radio buttons are shown: 'Use default conversion specs' and 'Manually set up conversion specs'. 'Manually set up conversion specs' is selected.
- Input Field:** A large, empty text box is provided for manually setting up conversion specs.
- Link:** A link labeled 'Learn More About Conversion Specs' is located at the bottom of the section.

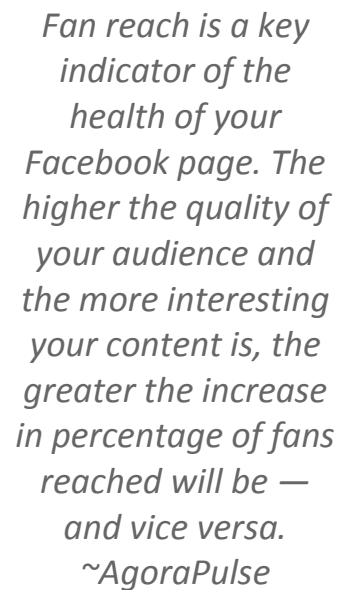
Putting It All Together

When you create a Facebook page that is clearly valuable to your target market and use Facebook ads to reach more of your fans then you will notice your business growing month over month.

It's been said plenty of times before that you only reach around 16% (some more and some less) when you post to your Facebook page.

Promoting your page posts to your fans (and non-fans separately) will help you reach more of your fans and will help you earn more money in the long run..

Now your job is to come up with enticing page posts that you can promote to your fans.



Fan reach is a key indicator of the health of your Facebook page. The higher the quality of your audience and the more interesting your content is, the greater the increase in percentage of fans reached will be — and vice versa.
~AgoraPulse