

How to Set Up Successful Facebook Ads: **A 7-Step Guide**





Facebook can be a powerful tool for your business, but it's not often used to its **full potential**.

Utilizing Facebook Ads can have a huge impact on the growth of your business. However, the difference between using them in your strategy, and capitalizing on the power they can have is monumental.

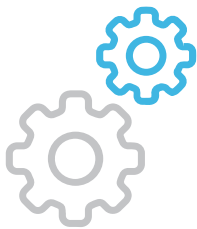
That's why we've outlined the most common mistakes campaign managers make and the steps you can take to avoid them.

This guide will help you experience success with Facebook Ads and watch your business thrive because of them.



Step 1:

Set Up Your Facebook Pixel



A Facebook Pixel is integral to running trackable ads through Facebook. By simply installing this small piece of code into your site (it's easier than it sounds), you will allow Facebook to track the actions and conversions users take on your site. This will allow you to monitor the performance of your ads.

With the Facebook Pixel installed, you can tell Facebook the goal of your campaign (i.e. generate purchases or website visits), and Facebook can optimize your ads to achieve that goal.

Plus, the pixel allows you to retarget audience members who have visited your site in the past, which can be key to nurturing customer relationships and capturing more sales.

Get Started: Do you have a Facebook Business account? If not, now is the to set it up. If yes, you can move on to the next step.



Create Your Business Manager Account

Your Business and Account Name

Jasper's Market

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Your Name

Enter your first and last name separated by a space

Your Business Email

This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

When you add others to your business, your Facebook name, profile picture and user ID from Facebook will be visible to them.

To set-up your Facebook Business account, go to business.facebook.com/create and select "Create Account"

Business Manager:



Brandetize

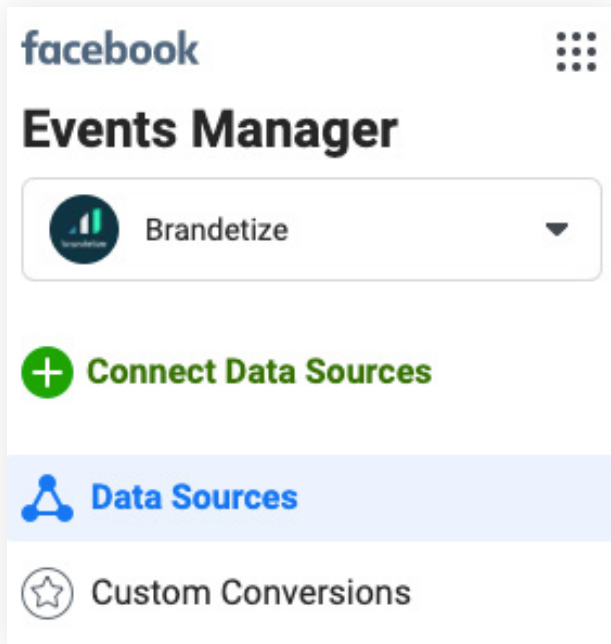
Manage Pages

Manage Groups

Manage Ads

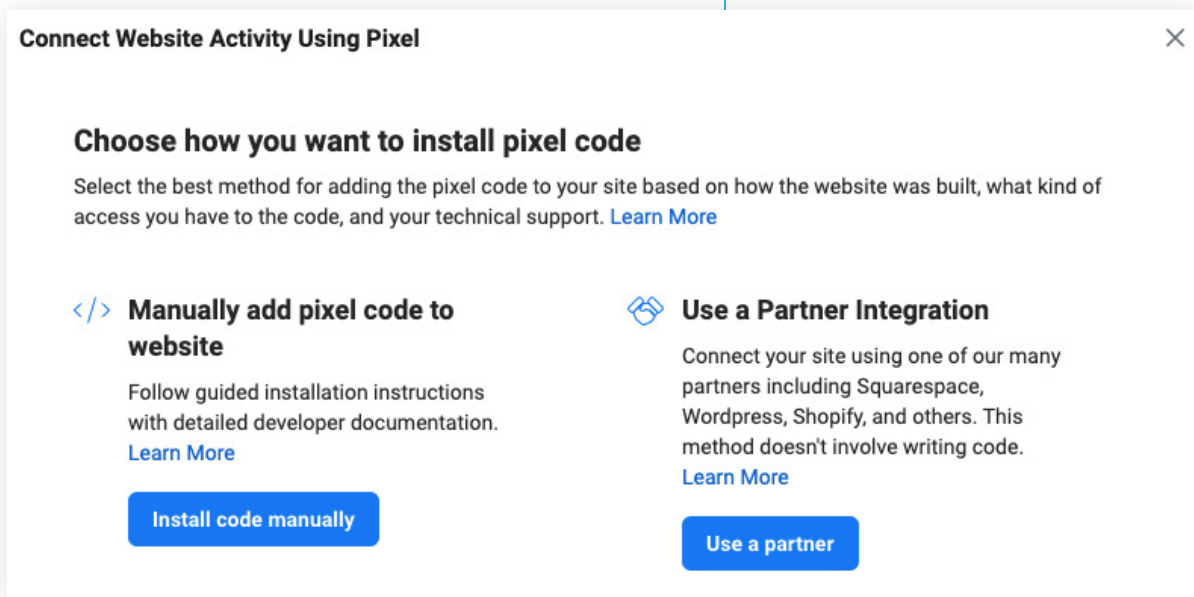
Once your business account is created, to access Business Manager, click on the drop arrow in the upper-right corner of your Facebook page and select your company name from the drop-down menu





Navigate through the settings to find Events Manager, and click “Connect Data Source”, “Web”, “Facebook Pixel”

Follow guided instructions to set-up and install



Now, your Facebook Pixel should be up and running!



Step 2:

Target the Right Audience



Once you've installed your Facebook Pixel, you're ready to begin creating ads. Targeting the right audience will ensure your ad is reaching people who are interested in what you have to offer and who have the highest probability of taking action.

Tailoring your audience is the most personalized and cost-effective way to run Facebook Ads, so before you begin, make sure you know your ideal customer well. Consider your customer's:

- Likes and dislikes
- Habits and interests
- Demographics
- Income
- Location

Facebook's pixel can also help you create custom and lookalike audiences based on your website. This can help you tailor your targeting beyond general demographics. Consider key website behaviors to create custom audiences:

- Users that visited blogs
- Users that viewed products or services
- Users who have abandoned cart
- And more!

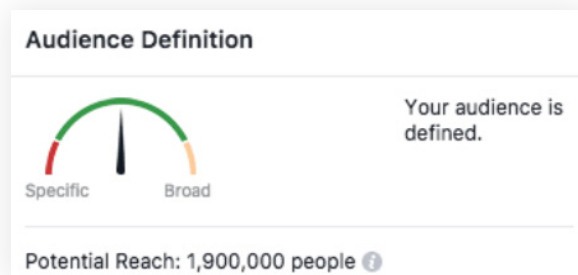
All of these factors will help you target the right audience with your Facebook Ads.



Creators Beware: Facebook allows you to tailor your audience with a large number of characteristics, from their job to their zip code, but that doesn't mean you should use them all.

In fact, getting too specific with your target audience can limit the number of people you are about to reach.

When setting up your audience, Facebook shows you a handy meter tool that will move to the right or to the left if the audience you select is too broad or too narrow. This isn't a tool to be ignored. If your audience is too broad, your dollar won't go very far, and you likely won't have much success generating leads.



Pro Tip:

Consider broad audiences to create brand awareness and narrow audiences to target a specific piece of content or product.

Note that if your audience is too niche intentionally because you're hyper-targeting, you can also increase your budget to improve the matter.



Step 3:

Try Multiple Ad Types



When it comes to selecting the type of ad, diversification is key. While video ads tend to outperform static photos, you never know what will perform best for your business until you try them all. Utilize multiple ad types, such as photos, carousel posts, and videos to see how your audience responds to each one.

Once you test the different types of content, you can focus on the medium that gives you the response you're looking for.

Pro Tip: Always A/B test creative elements.

It's important not let your own personal bias get in the way when choosing a photo or video for your ad. One option may resonate more with you, while the other option may resonate more with your audience.

This also applies to headlines. Utilize A/B split testing to run different variations of the same ad at once. This way, you can put a small portion of your budget behind both A and B to start and put the rest of the budget behind the more successful ad.



Step 4:

Create Ads for All Stages of the Sales Funnel



When you are just getting started with Facebook ads, most of the people you target will be unfamiliar with your business and its services. In this stage of the sales funnel, you are building brand awareness with your customers.

These ads should look different from ads you create later on with customers you have established a relationship with.

Creator Beware: Too many people focus on the bottom of the funnel when in reality, your Facebook audience isn't typically ready to buy after the first exposure to your product.

It's important to reel them in slowly by first piquing their interest with useful content. Use this opportunity to expose them to the need for your product or service in the first place. This can be done with a piece of video content, an informational article, an engaging Instagram post, or giveaway. If you do this correctly, you will have greater long-term relationships with your customers and thus, greater success.

Pro Tip: You can retarget people who have clicked through to your website in the past or consumed some of your content already.

Once they have progressed down the funnel, you can focus on driving more sales.



Step 5:

Utilize Instagram and Facebook's Audience Network



If you limit your audience to Facebook users, you instantly inhibit your ability to reach more people and you cut off your ads from additional conversions. Instead of telling Facebook where to serve your ad, select “Automatic Placements”. This will allow the algorithm to find your target audience on the device and platform they prefer to engage and convert on. This can be different across your customer-base and allows Facebook to do the heavy lifting for you.

Creator Beware: You can check the boxes to run the same ad on facebook, Instagram, and Instagram stories, but you shouldn't.

While it requires a bit more work on the front end to create multiple ads for multiple platforms, you will experience greater success with your ads on the back end. Content should be uniquely tailored to the style of each platform and the audience you will reach there.

Pro Tip: If you have been utilizing Facebook Ads but haven't ventured into Instagram territory yet, consider retargeting your Facebook audience on Instagram.

This is a great way to build brand attachment and reach the same audience at a different time when they may be more prone to purchase.

Did You Know: You don't need an Instagram Page to have sponsored ads on Instagram.



Step 6:

Test Your Campaigns Properly



We've talked about the different ad elements to test, such as content type, audience type, and placement. But how do you know when it's time to cut the cord on one ad and move forward with another?

When it comes to testing ads, patience is imperative. There are two common mistakes people make when testing ad campaigns:

1. Making hasty decisions before the ad has a chance to run its course
2. Avoiding editing ads at all

Beauty lies in the balance. While testing the success of an ad takes time, it's important to monitor it consistently to ensure you are utilizing your budget and the ad creative to their maximum potential.

So, how much time is appropriate? There really is no one-size-fits-all timeline. Instead, you'll want to monitor the performance of ads on a weekly basis. After a week, pause the ads that are being outperformed. You can always edit and restart these ads again later.

Facebook also has a "learning stage" they will place ads in until they reach 50 conversions. Try not to alter the ads while Facebook is in this phase.

However, if you are having trouble exiting this phase, start to pause and consolidate what isn't working.



Creator Beware: Budget and audience size will determine how long you can run the same ad. The more targeted your audience and the bigger your budget, the more quickly your audience will see the ad, and the sooner you will need to retire it.

If an ad is working well for you, be careful not to increase the budget too quickly. The shorter you are able to run the successful ad, the more often you will have to create and test new variations.

Pro Tip: Utilize Facebook split-testing to create ad sets with only one variable (i.e. the image or the call-to-action).

But make sure the variable you're testing is dramatically different with each ad so that the result is statistically significant. This will give you a clear idea of what direction to take with future ads. Once you have determined the winning ad set, you will want to pause the losing ad and let the winning ad continue.



Step 7:

Optimize Your Ads Regularly



Once you've tested ads and discovered the winning audience, content, or tagline, it's time to let go of the handlebars, but that doesn't mean you take off the training wheels. It's crucial to continue to monitor your ads' performance and edit them as goals change and content becomes more or less relevant. For example, you wouldn't want to continue running an ad highlighting a Labor Day Weekend Sale after the holiday. There are a few indicators of when it's time to pause or end an ad, even a successful one:

1. When the ad is no longer timely or relevant
2. When results start to drop off
3. When your objective changes

Pro Tip: Consider your goal and continue to revisit it.

Initially, you may just want more eyes on your brand, but you won't want to continue paying the cost per result on this ad if your ideal result changes from eyes to conversions. At this point, it's time to change the ad to meet new business goals.

Are you looking for more personalized recommendations on your Facebook ads or your digital marketing strategy as a whole?

[Let's work together!](#)





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We're an **award-winning full-service** digital marketing agency that has been successfully helping online businesses grow and scale for over 19 years.

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