

Facebook Marketing 2022

for 50% increase in growth & sales



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WHY DO YOU NEED THIS **GUIDE**?

Facebook is an ever-changing ball game. It has grown like wildfire in the past decade, mostly for the good of businesses.

Still, as we praise the usefulness of this mammoth platform for small businesses, it is also important to decode & resolve the problems marketers are facing on Facebook today.

Be it the problem of zero engagement, organic reach, or the low conversion horrors, this guide is going to help you navigate with tips, strategies, how-tos, and much more.

All you need to do is refer to this one stop guide to untap potential, learn from examples & scale up your FB Marketing.



CHAPTER 1

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS?

“ *Here is a Fun Fact: If Facebook were a country, it would be the highest populated in the world.* ”

Yes, you read it right!

Facebook has 2.89 billion MAUs making it the largest social media platform in the world. Globally, Facebook is used to connect and communicate with loved ones, discover what's new, and as Facebook puts it - “to share what matters the most”.

However, what also excites the Facebook audience is the easy connect with their favorite brands. According to statistics, 1.6 billion Facebook users are connected to a small business on the platform.

It would sound like pre-colonial advice that Facebook marketing is one of the most commanding factors for the success of your business. I know you have been using it for a while.

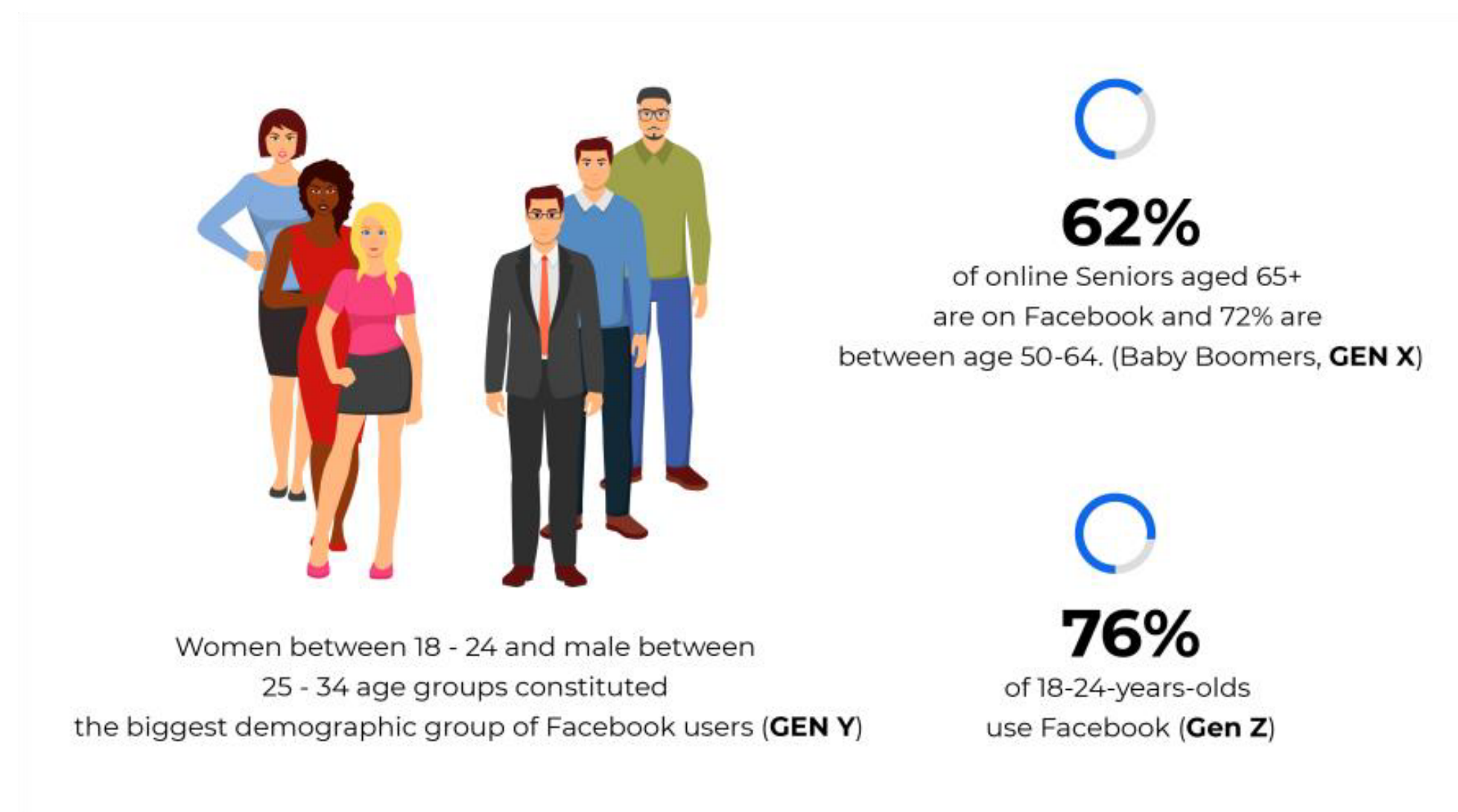


But with the addition of new smart marketing features, such as chatbots, the marketplace, 360-videos, new targeting capabilities, and the algorithm updates, Facebook has evolved in a lot of ways that has changed the reasons to use Facebook marketing strategies for all companies.

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

10 REASONS TO USE FACEBOOK MARKETING TO GROW YOUR BUSINESS

1 WIDE AUDIENCE ROSTER



Let's not bore ourselves to the brunt by going over and over again about the size of the Facebook audience. It's big, you got it.

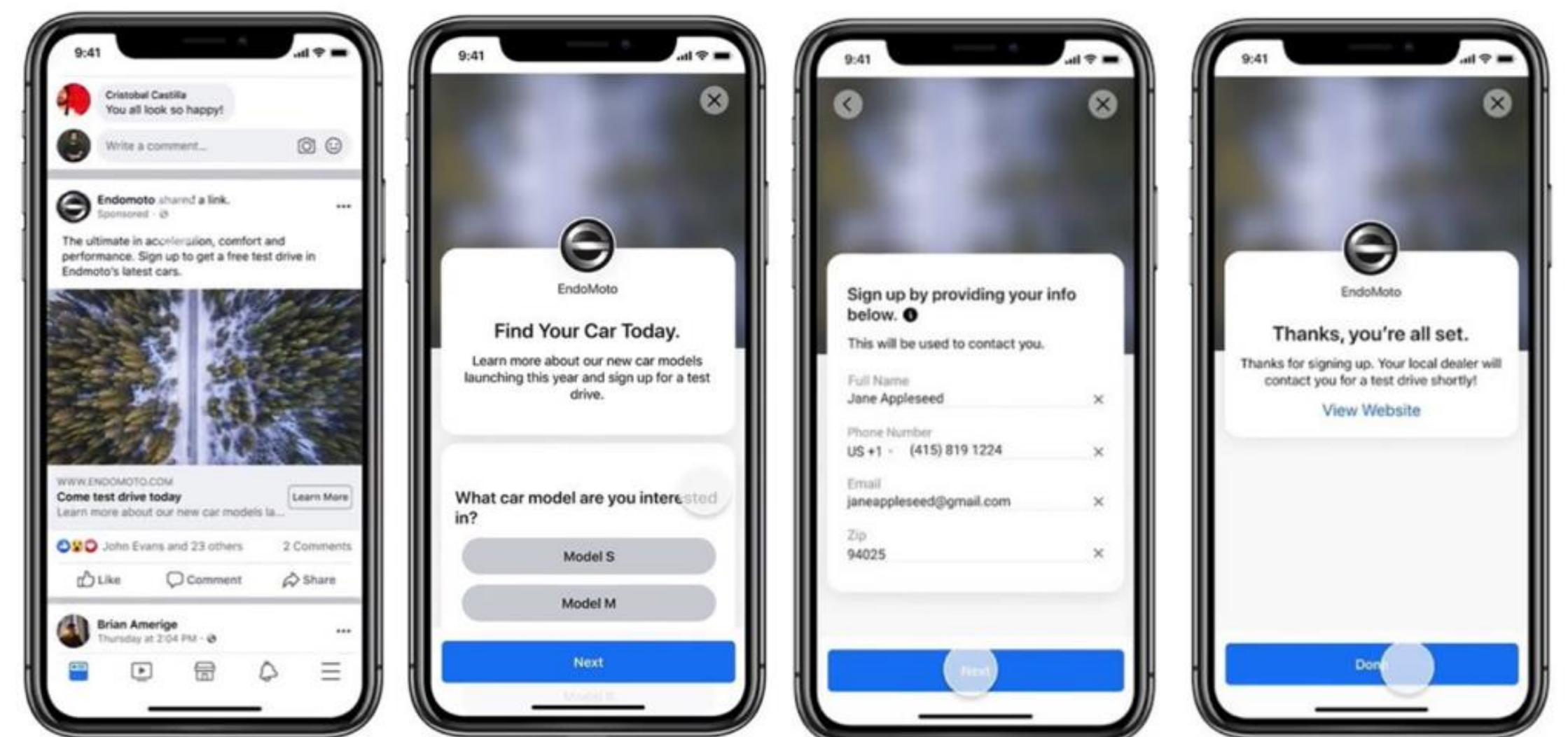
But what's elevating for your marketing purposes is the varied nature of its audience demographics. Facebook's audience roster is filled with baby boomers to Gen X, making it a stellar tool for advertising your brand with laser focus.

2 POCKET-FRIENDLY MEDIUM TO GET LEADS

One of the coolest things about Facebook is the ability to fetch relevant leads for a very economic rate using Facebook lead ads.

What are Facebook lead ads?

Facebook lead ads are pre-filled promoted forms that facilitate marketers to ask for details from the audience in exchange for the promoted incentives, such as newsletters subscriptions, contest registration, free eBooks, product trials, etc.



WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

What makes Facebook leads ads cheaper is also its cornerstone - Less Friction.

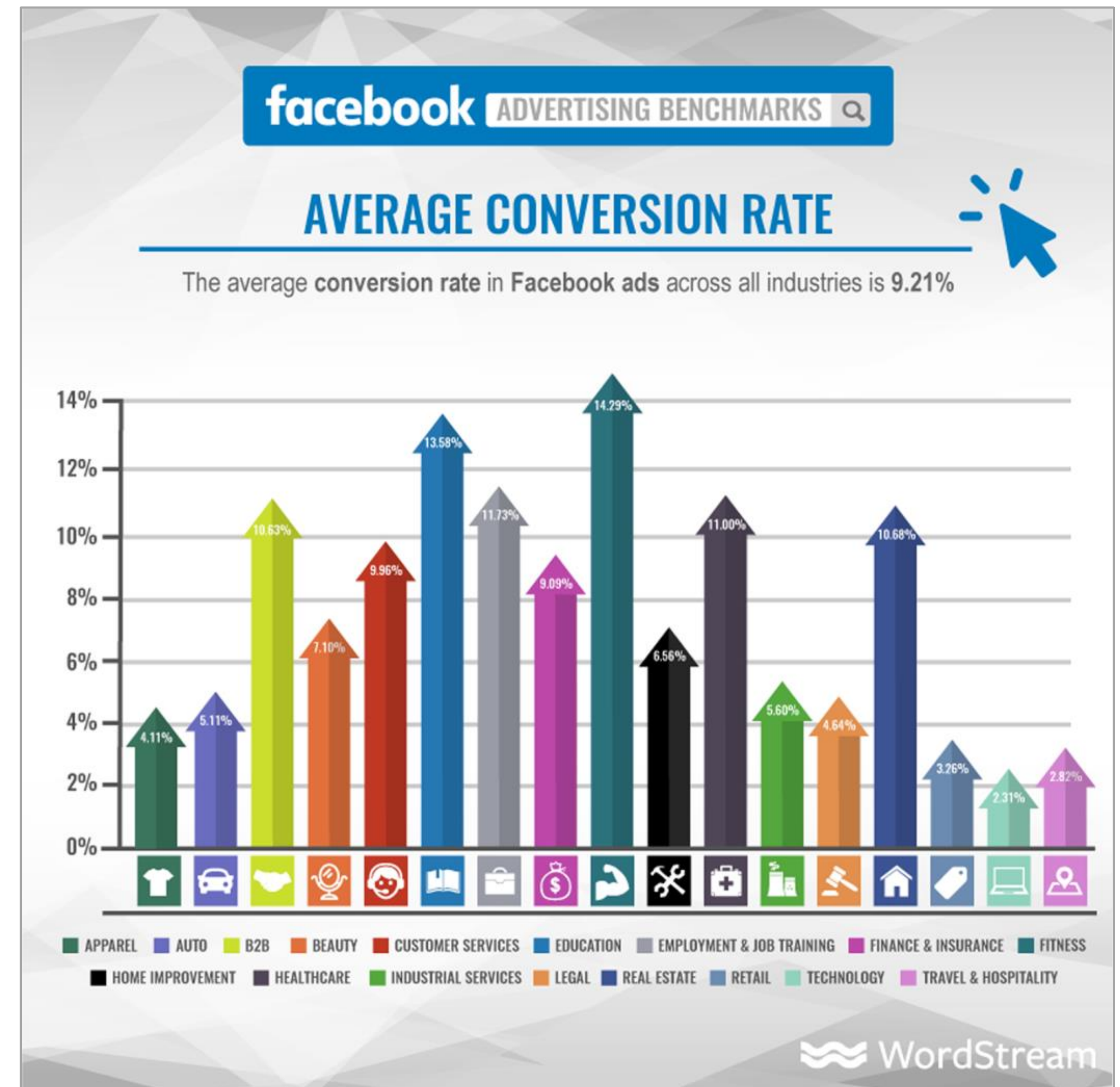
Facebook lead makes the process of joining your email list easier for the audience because of its native pre-filled form experience. It's literally tap-tap-done. Lead ads are one of the best alternatives to the traditional lead generation process.

But what makes them cheap?

Because it's a swifter process for a user to give information and get the gated content, it tends to make the conversion rate better. And as the conversion rates get better, Facebook lowers the cost per lead.

And Facebook lead ads do have a good conversion rate. Don't believe us? Look at the study done by Wordstream to find out the Facebook ads benchmark across multiple industries.

They concluded the average conversion rate across all industries to be 9.21%.



WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

An impeccable tool to create lead ads for busy marketers

If you are someone who manages multiple Facebook client accounts and is responsible for acquiring leads to build their email list, we have got an exciting tool for you.

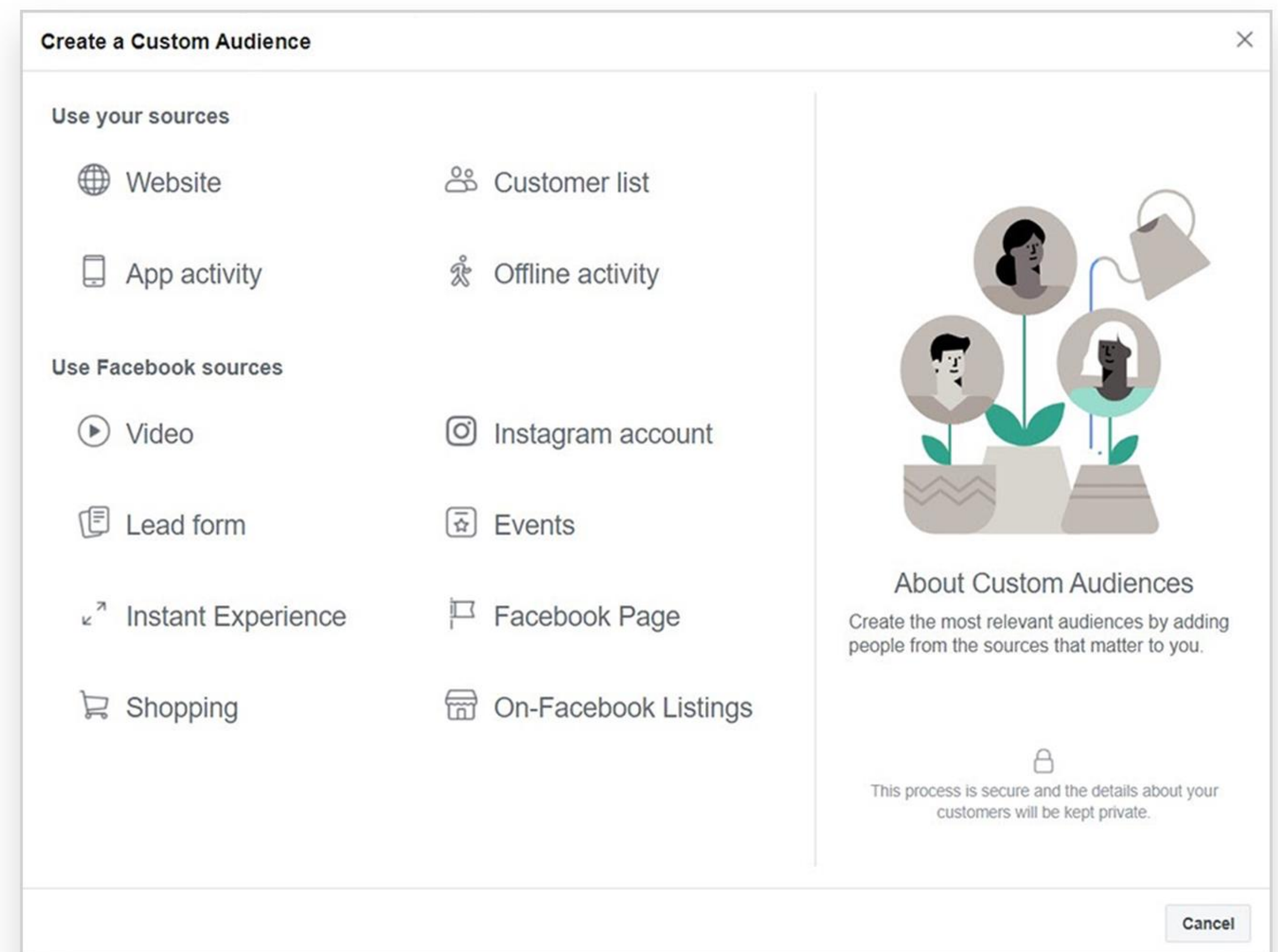
SocialPilot, a social media scheduling, and management tool allows you to create lead ads for multiple Facebook accounts from a central dashboard.

In addition to setting up your lead ads with images, carousels, and videos you can also analyze their performance easily with the SocialPilot analytics feature. Creating Facebook lead ads with SocialPilot can streamline your entire lead generation process and while you are at it also check out how you can easily boost posts for multiple Facebook accounts with SocialPilot.

3 CUSTOMIZED AUDIENCE TARGETING

It's better to target a person with ads who had previously shown interest in your business than a complete stranger. And that's what Facebook custom audience targeting does for your ads.

Facebook allows you to target a specific cluster of people who already have a relationship with your business in terms of being a past customer, app downloads, website visits or engagement with your brand.



Isn't that interesting!

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

4 PSYCHOGRAPHIC TARGETING

Facebook psychographic targeting goes more granular than demographic factors. Frankly, demographics can't be the sole parameter to describe someone's lifestyle and buying behaviors.

Age, country, occupation, and income level tell us a lot of things but are limited to a certain extent.

For example, not every millennial with low disposable income makes inexpensive purchases, not every adult is making investment decisions, and not every boomer is unable to learn a new skill.

That's where psychographic targeting comes into play!

Psychographic targeting segregated audiences based on their inspiration, beliefs, interest, behaviors, and other subjective psychological characteristics.



Keeping the Psychographic elements along with demographic targeting in mind opens up doors for:

- Creating more empathetic ads
- Strengthening your brand values
- A/B testing marketing collaterals
- Re-defining your buyer personas

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

5 EXPOSED TO BOTH B2C AND B2B BRANDS

There is a common misconception in people that Facebook is only good for B2C businesses. Do you feel the same way?

It's understandable. Businesses with long-sales cycles and specific clientele remain reluctant to the idea of marketing on Facebook.

But with the introduction of Facebook pixel and lead ads in the past few years, things have taken a turn. 43% of B2B marketers named Facebook as their most important advertising channel.

B2B aligned demographics

you can target with Facebook



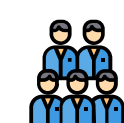
Employer name.



Interest industry.



Job title.



Employer company size.



Employment industry.



Business travelers.

Of course, the B2B market is competitive but with the right Facebook ads targeting you can astronomically grow your B2B business on Facebook.

6 FULL-FLEDGED FUNNEL TARGETING

Facebook is perhaps the only platform that lets you target and moves a user through every stage of the funnel, i.e. Awareness, Consideration, and Conversion.

With Facebook's advertising features and targeting capabilities, you can move users from one stage of the funnel to another by catering them with different ads that resonate at each stage of a buyer's journey.

What's your marketing objective?		
Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand awareness	<input type="checkbox"/> Traffic	<input type="checkbox"/> Conversions
<input type="checkbox"/> Local awareness	<input type="checkbox"/> Engagement	<input type="checkbox"/> Product catalog sales
<input type="checkbox"/> Reach	<input type="checkbox"/> App installs	<input type="checkbox"/> Store visits
	<input type="checkbox"/> Video views	
	<input type="checkbox"/> Lead generation	

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

Awareness

Sponsored educational content

At the first stage of the funnel, your aim is to increase your brand's reach and awareness. Here you try to pique your audience's interest without being too pushy and turn them from strangers to prospects.

Facebook provides you with multiple ads options such as:

- Sponsored posts
- Sponsored stories
- Video ads
- Carousel ads

Then we move on to...

Consideration

Lead ads, Retargeting ads,
Messenger ads

On the consideration stage, you will find people who have actually shown interest in your brand and decided to stay connected with it.

You can easily turn your prospects into leads by taking their email by offering a gated incentive, such as newsletters subscriptions, contest registration, free eBooks, product trials, etc.

Also, retargeting works best at this stage by tracking when prospects visit your site and then displaying a relevant ad when the same user visits Facebook.

Conversion

Dynamic ads, Custom
audience targeting

At the Final Stage of the funnel, you are showing a very specific offer for a very specific audience. Here, Facebook targeting gives you the means to target:

- Custom audience (your leads)
- Lookalike audience (people similar to your leads)

You got complete control over choosing the custom audience for targeting. Facebook allows you to choose your custom audience based on the following segments:

- Past website visitors
- Leads generated at previous funnels
- App users
- Facebook engaged users

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

7 IN-DEPTH ANALYTICS

Facebook analytics provides an extensive set of metrics to analyze the performance of your organic and paid marketing.

Where the page Analytics section gives you deep insights into:

- Content performance
- Audience insights
- Referral traffic
- Profile engagement

Facebook's ads manager gives you a plethora of metrics (e.g., CTR, CPC, CPA and more) essential to determine your ad performance and calculate your return on investment.

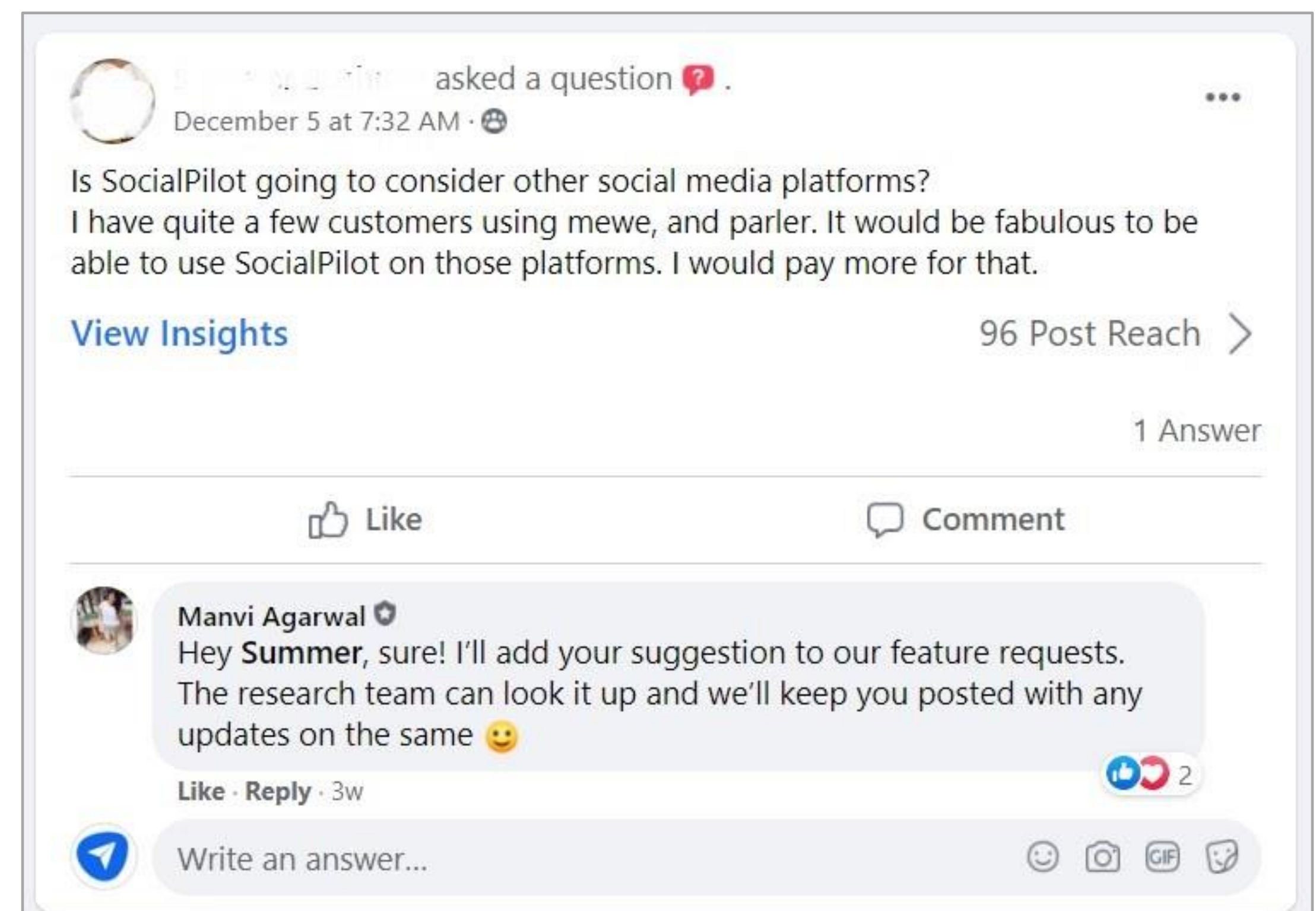
Later in this guide, you will get to know which are the most important metrics to be tracked when using Facebook for marketing purposes.

8 CUSTOMER FEEDBACK

One of the major pillars of a brand's success is how it meets with feedback and criticism from its audience. Back in the old days' customer feedback was limited

to emails and cold call surveys, but not anymore.

With Facebook, you can easily connect with your consumer in groups or in the comment section and ask for their feedback, thoughts, and experience.



Listening to your customers is a proven way to understand their needs and wants. It helps to improve the quality of your product and drives customer satisfaction.

WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

9 CHATBOTS

Facebook analytics provides an extensive set of metrics to analyze the performance of your organic and paid marketing. Who knew that talking to a business would be on the list of people, especially young people. But we can't deny the statistics that say: **60% of Gen Z** surveyed wished they could communicate with more businesses via messaging.

People exchange around **2 billion** messages with businesses on messenger per month.

Chatbots are an inevitable choice to have instant and automatic interaction with your audience on Messenger. They allow you to include images, videos, and links in your broadcast messages

According to the Search engine journal, Facebook Messenger boasts open rates of 70-80 % within the first hour which is way better than average email open rates (5 -10 %).

The evidence is astounding!

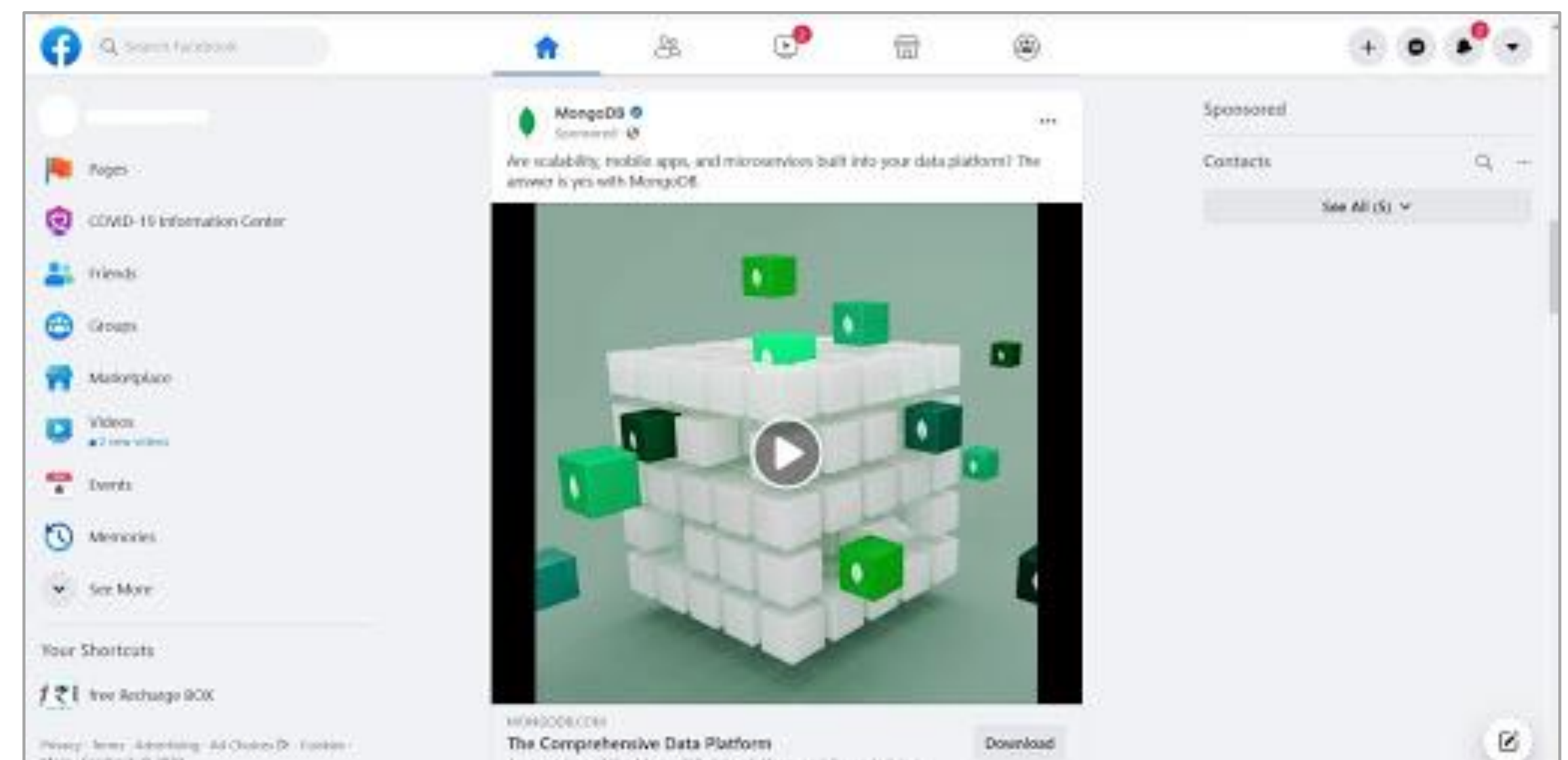
Messenger chatbots are one of the cheapest and effective solutions to attract, nurture, and convert customers

10 EVERGROWING PLATFORM

Finally, one thing that you can always accept from Facebook is incessant growth.

In the last couple of years, Facebook has doubled up in its audience size. With new people joining the platform every day, you will have a larger audience to advertise and engage.

Recently Facebook has introduced a new UI with the purpose of giving streamlined access to create events, pages, groups, and ads on Facebook.



WHY IS FACEBOOK MARKETING STILL IMPORTANT FOR EVERY BUSINESS

Also, on the product front, you can see them rolling out new [groundbreaking features](#) every now and then. Some of their recently launched features are:



Customized CTA button



Facebook Messenger for desktop



3-D images



Live broadcast for Facebook pages



Schedule Watch party



Watch party replay



Competitor analysis feature



Facebook Ad limits



Facebook Business suites

Businesses have never had such a prolific tool to manage all nine yards of marketing in one place.

But having eminent features and capabilities at your disposal will not be enough to create a great marketing campaign on Facebook. You need to have a proper marketing strategy that utilizes all these features effectively.

So, let's roll to the next chapter to learn some hard-to-get tips to create an unbeatable Facebook marketing strategy.

CHAPTER 2

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

More often than not most businesses fail to get better engagement and conversion because they don't back their marketing with a well-defined strategy. So if you are stumbling on the same block, here are a few effective tips to lift your Facebook marketing efforts off the runway.

1 SET YOUR GOALS RIGHT

Identifying the primary and secondary goals of your business is the very first step towards a perfect Facebook marketing strategy. This allows you to have a reference to measure against and determine the performance of your marketing efforts.

To figure out your goals, do a quick round-up of some basic questions.

"What do you want from your business?"

"Which part of the audience do you want to reach out to?"

"How do you intend to engage them and interact with them?"

Every marketing campaign can have different goals. Just make sure to swerve away from vanity metrics such as "likes", which are not going to provide any real returns. Instead, tie your goals with real business objectives.

Here are some examples:

- **Increase brand awareness**
- **Increase traffic to your website**
- **Increase leads and sales**
- **Increase engagement with the community**

So what will be your marketing goal?

Once you know your company's needs, you can easily use Facebook to its full potential to realize those goals.

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

2 DEFINE YOUR AUDIENCE

Before using Facebook for business, you should know who is at the receiving end. In other words, it's most imperative to define who is your target audience.

Understanding your target audience gives you a better grip on creating strategies that engage, convert, and bring maximum ROI.

To identify who your potential customers or end-users are, ask yourself the following questions:



To find the answers to your question, drill down into your Facebook analytics page. It has a plethora of related information.

Use social media listening tools to keep track of conversations happening around your brand, niche, product, or service. People participating in these conversations can be your prospects.

For example, Zipcar, a car-sharing service, realizes their audience in urban-dwelling, educated, techno-savvy consumers who worry about the environment that future generations will inherit. So they hone their social media content around the same intent.



Remember to [target a global audience](#) if it is relevant to your product/service.

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

3 DECIDE ON YOUR CONTENT MIX

One of the main reasons for not receiving engagement on your Facebook page is because your content mix is not balanced with niche knowledge and business promotion content.

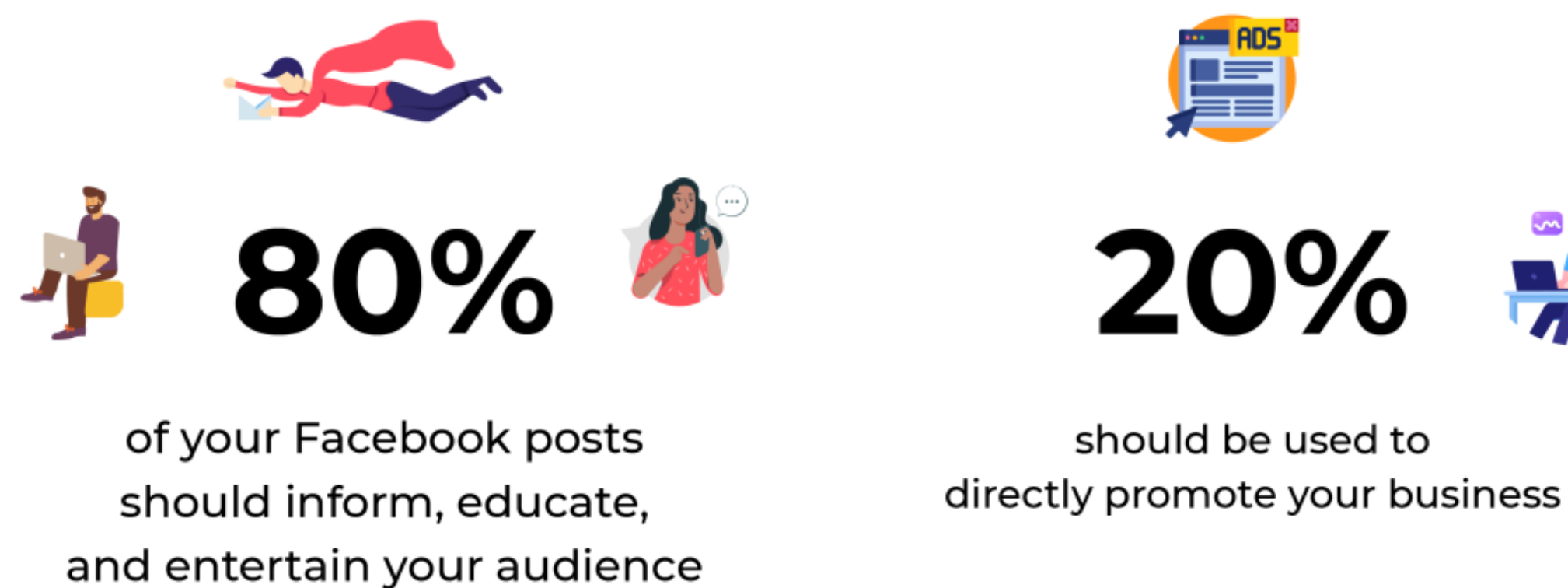
You can fix this problem by following either of the two famous social media marketing rules called **“The 80/20 rule”** or **“The social media rule of thirds”**.

This method makes your Facebook feed less salesy and more inbound. Remember, people don't come to Facebook to gobble up your brand advertisement, they use it for inspiration, information, and entertainment.

Alas the 80-20% ratio doesn't work for every brand. So it's important to decide your content mix by testing out different posting ratios and then settle for the best one.

See, these methods are important because once your engagement with the audience increases, Facebook algorithms boost your content's chance to come again and again on the user's news feed.

In the 80-20 rule:



On the other hand, in the social media rule of thirds:



HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

4 CREATE A SOCIAL MEDIA CALENDER

We all know by now that companies that publish more than 16 posts a month generate 3.5 times more traffic than those which publish less than 4.

It takes a considerable amount of time to produce well-researched and valuable pieces of Facebook posts a month, and it's virtually impossible to do that if you don't have at least some kind of strategy.



A content calendar is a schedule that helps you organize your upcoming content by detailing what and when you will post.

[Using social media content calendars](#) also helps to distribute resources effectively, improve team collaboration, and give a more in-depth understanding of what works and what doesn't.

You can use the best [social media content calendars](#) tools to organize and publish all your content timely and efficiently. For Instance, SocialPilot's calendar tool enables you to put up images, set timings for your posts, and much more under a single dashboard.

5 SPY ON YOUR COMPETITOR'S FACEBOOK MARKETING

Do you know what's more efficient than learning from your success and failure? It is learning from someone else's successes and failures.

So, before generating your Facebook marketing plan, take a look at what's happening in your relevant market.

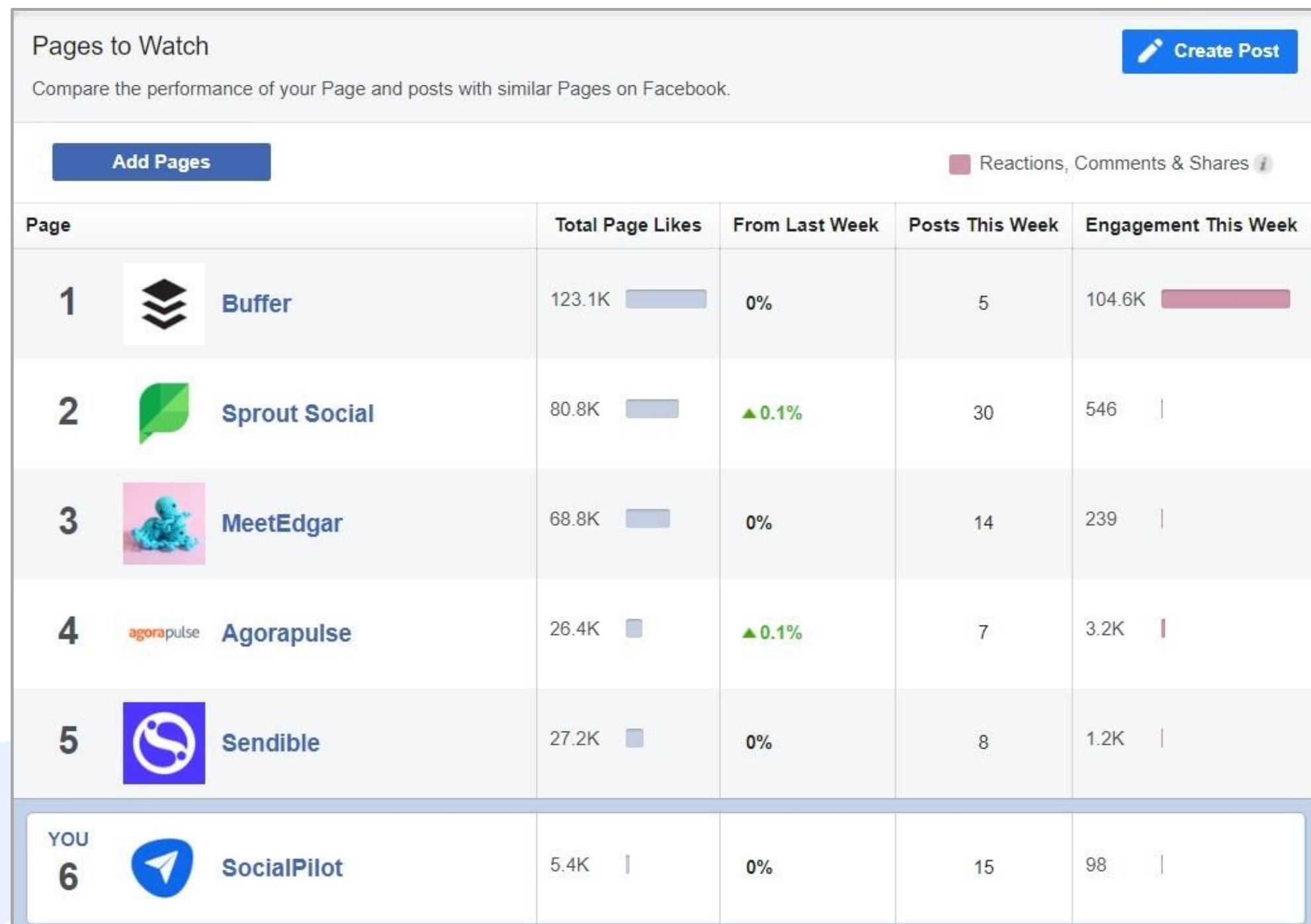
Figuring out your competitor's data will help you:

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

- Evaluate your position in the Facebook market
- Identify the key influencers who are advocating your brand
- Measure the success and achievements of your competitors
- Find opportunity areas where your competitor is lagging.

Luckily, Facebook has a free competitor analysis feature to keep track of several of your competitors.

You will find it under the “Pages to watch” section below the Facebook insights “Overview” page.



The screenshot shows the 'Pages to Watch' section in Facebook Insights. It compares the performance of the user's page (SocialPilot) with five competitors: Buffer, Sprout Social, MeetEdgar, Agorapulse, and Sendible. The table includes columns for Page, Total Page Likes, From Last Week, Posts This Week, and Engagement This Week. A legend indicates that the pink bar represents Reactions, Comments & Shares.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Buffer	123.1K	0%	5	104.6K
2 Sprout Social	80.8K	▲0.1%	30	546
3 MeetEdgar	68.8K	0%	14	239
4 Agorapulse	26.4K	▲0.1%	7	3.2K
5 Sendible	27.2K	0%	8	1.2K
YOU 6 SocialPilot	5.4K	0%	15	98

Once you add your competitor's page, you will be able to see the total number of followers, new posts, and the engagement they have gained over the past week.

6 CHOOSE YOUR POSTING TIME WISELY

Here comes the statement you perhaps already know - Organic reach on Facebook is at an all-time low since 2012.

That is the reason you have been getting very low impressions on your posts even with the thousands of followers in your roster.

But one thing that can help you lessen the wrath of algorithms is by rolling out your post on the [best times to post on Facebook](#).

Although, after a detailed study, experts have come to the conclusion that there is no universal best time to post on Facebook, each FB page has its personal best time.

Your best time to post on Facebook is when most of your audience is online on Facebook.

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

7 USING A FACEBOOK SCHEDULING TOOL

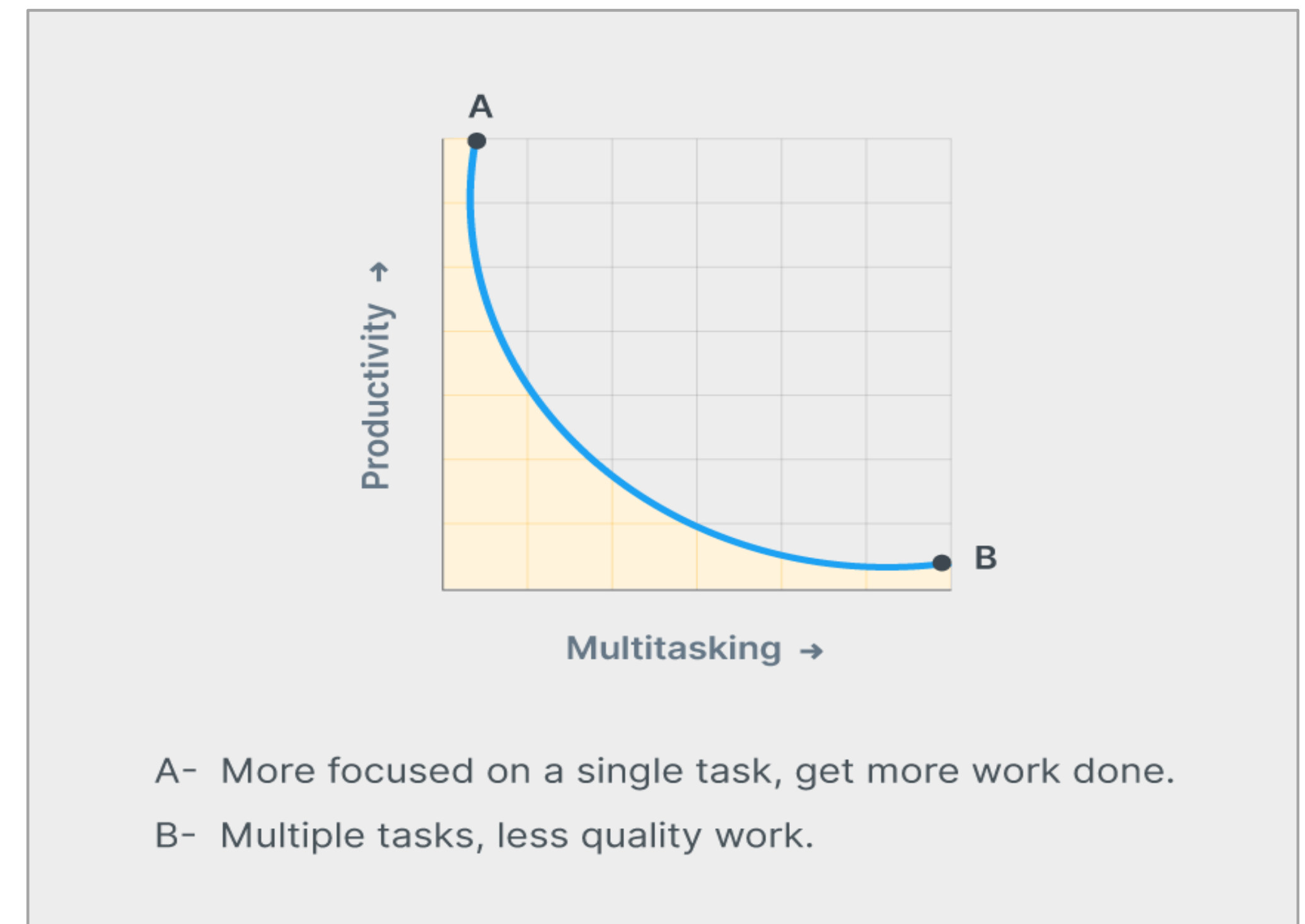
As the post timing is very crucial, you can schedule your posts at the best times your data suggests. Not only will it make your social life easy but also help you in testing out relevant days to post for specific content.

If you are a social media marketer then it can get mentally taxing to manage different social platforms and posting manually on each of them 3 times a day.

With social media scheduling tools like **SocialPilot** on your hand, you can [easily schedule multiple Facebook posts](#) way ahead of time and be on your way to do tasks that need your attention more.

This helps you efficiently manage the social media marketing of multiple clients from a single tab. SocialPilot's functionalities go way beyond just scheduling, you can analyze your social performance, collaborate with your team, and create ads.

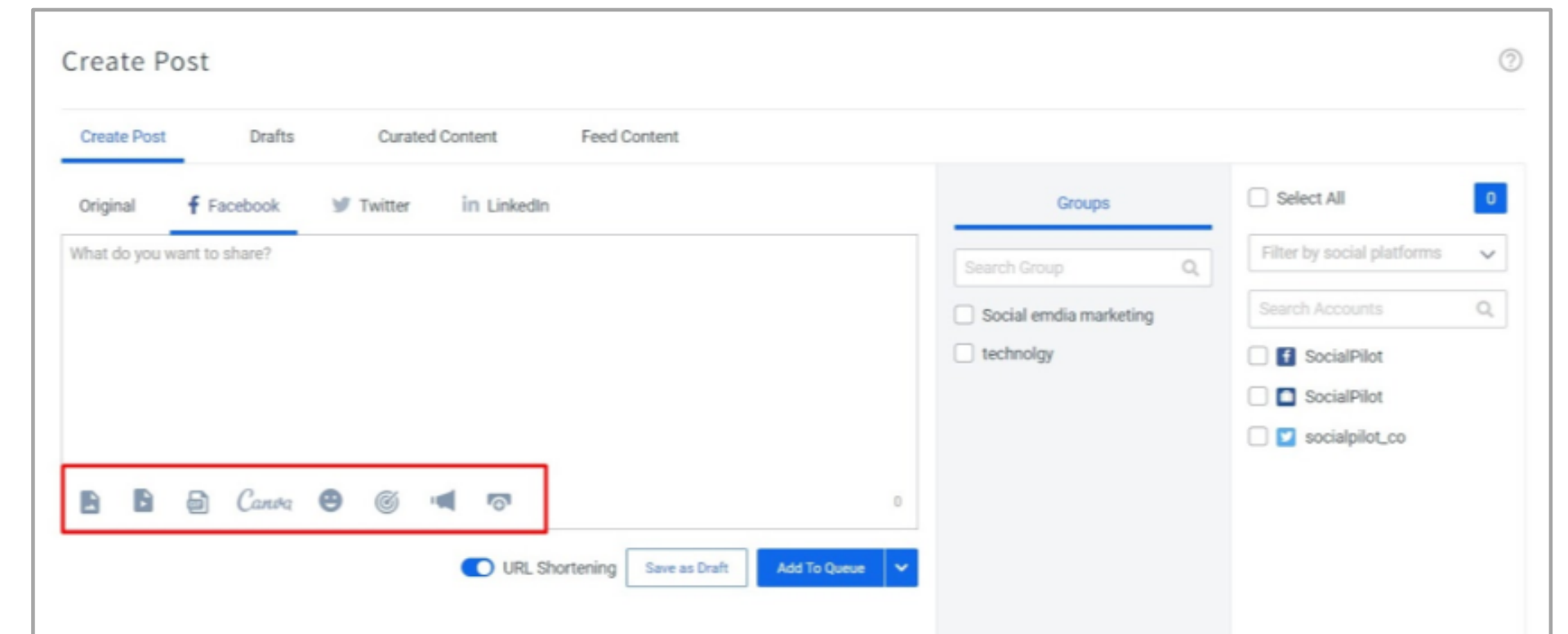
Let's take a quick glance at SocialPilot's extensive scheduling functionality.



HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

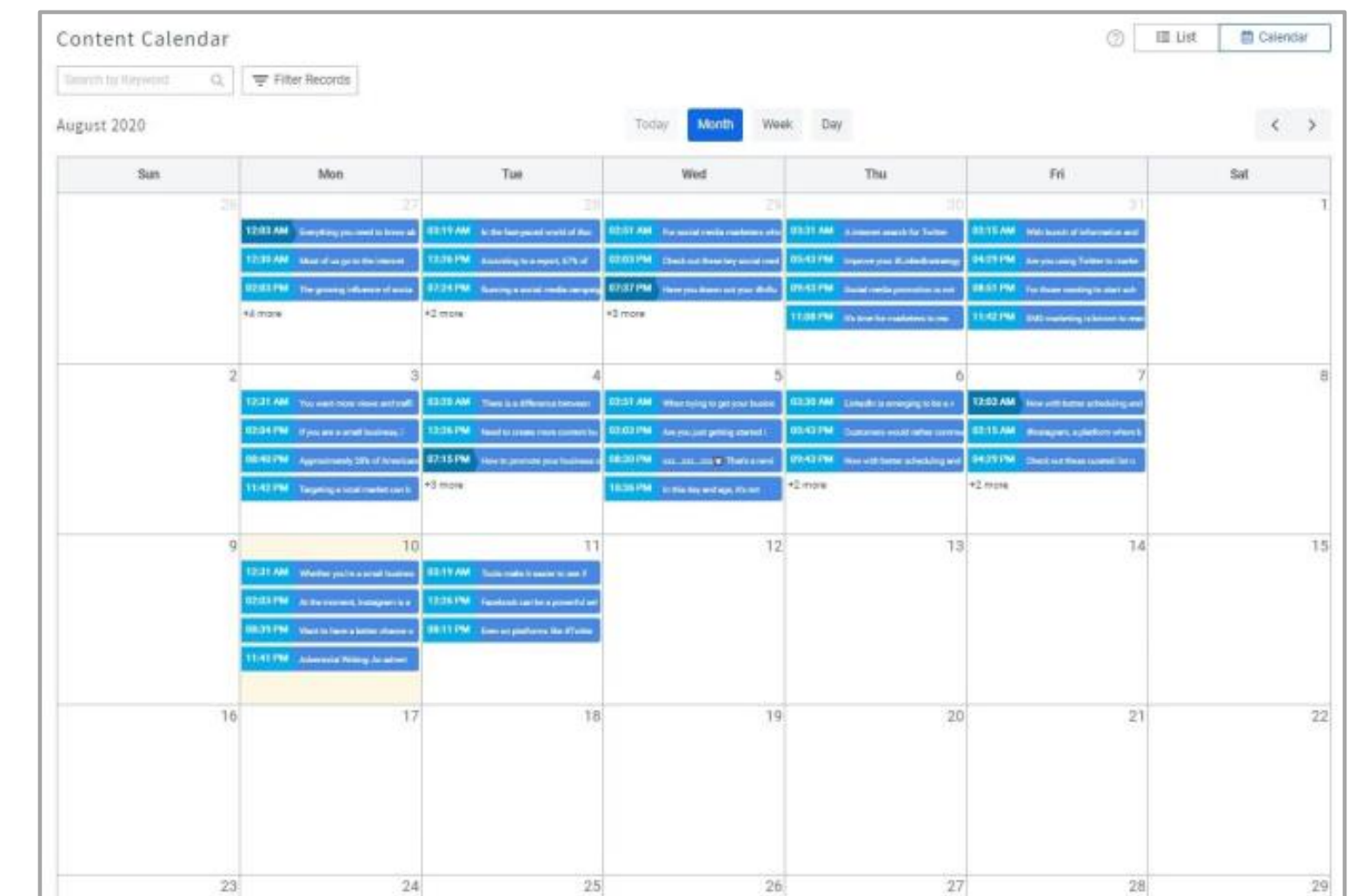
Customizable posts:

To provide you with much-needed flexibility, you can edit and customize your posts before you schedule them. Customization comes with various options like adding carousel posts, GIFs, emojis, and the CTA button.



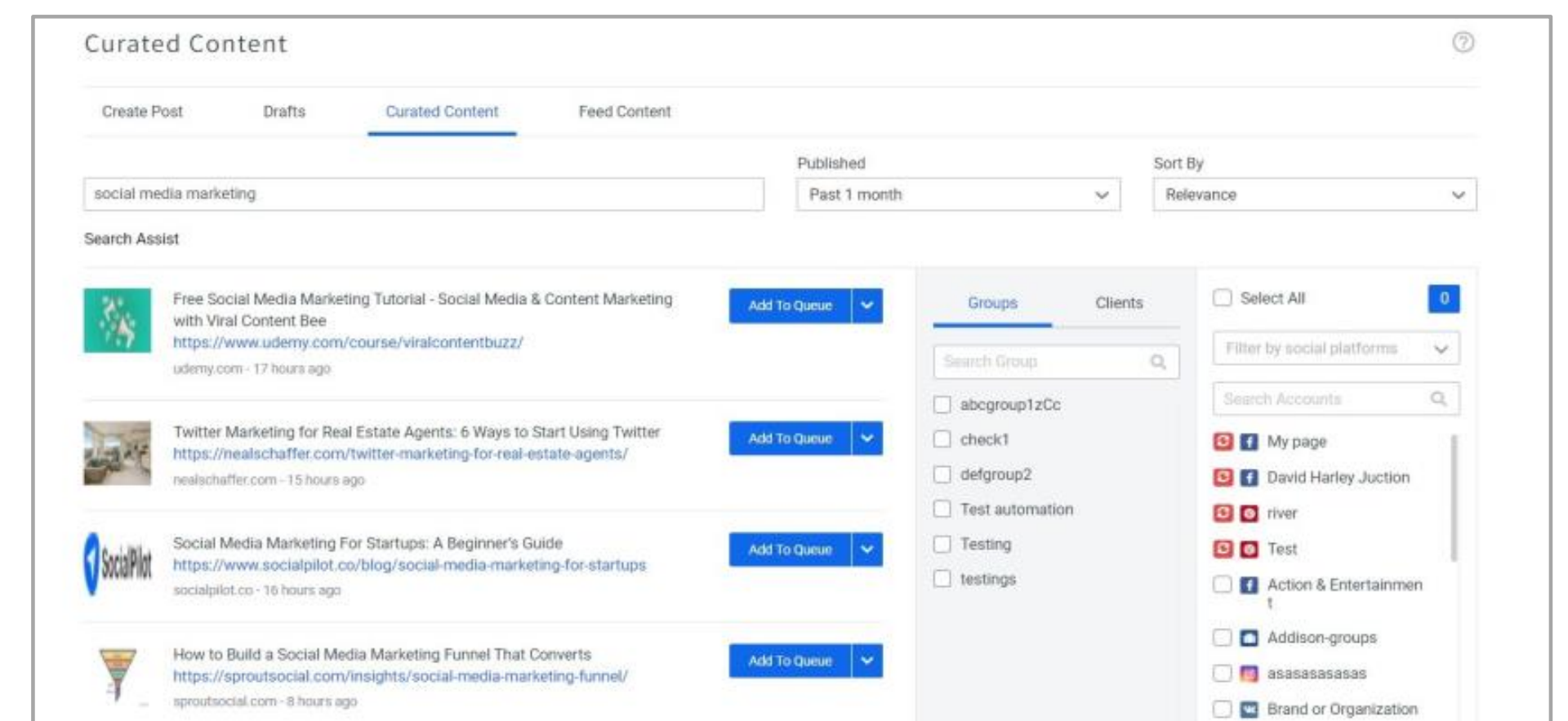
Social media calendar:

Get a birds-eye view of your whole month's scheduled content for every social media network, including Facebook. This allows you to visualize your strategy better and also supports making quick edits.



Content curation and RSS Feeds:

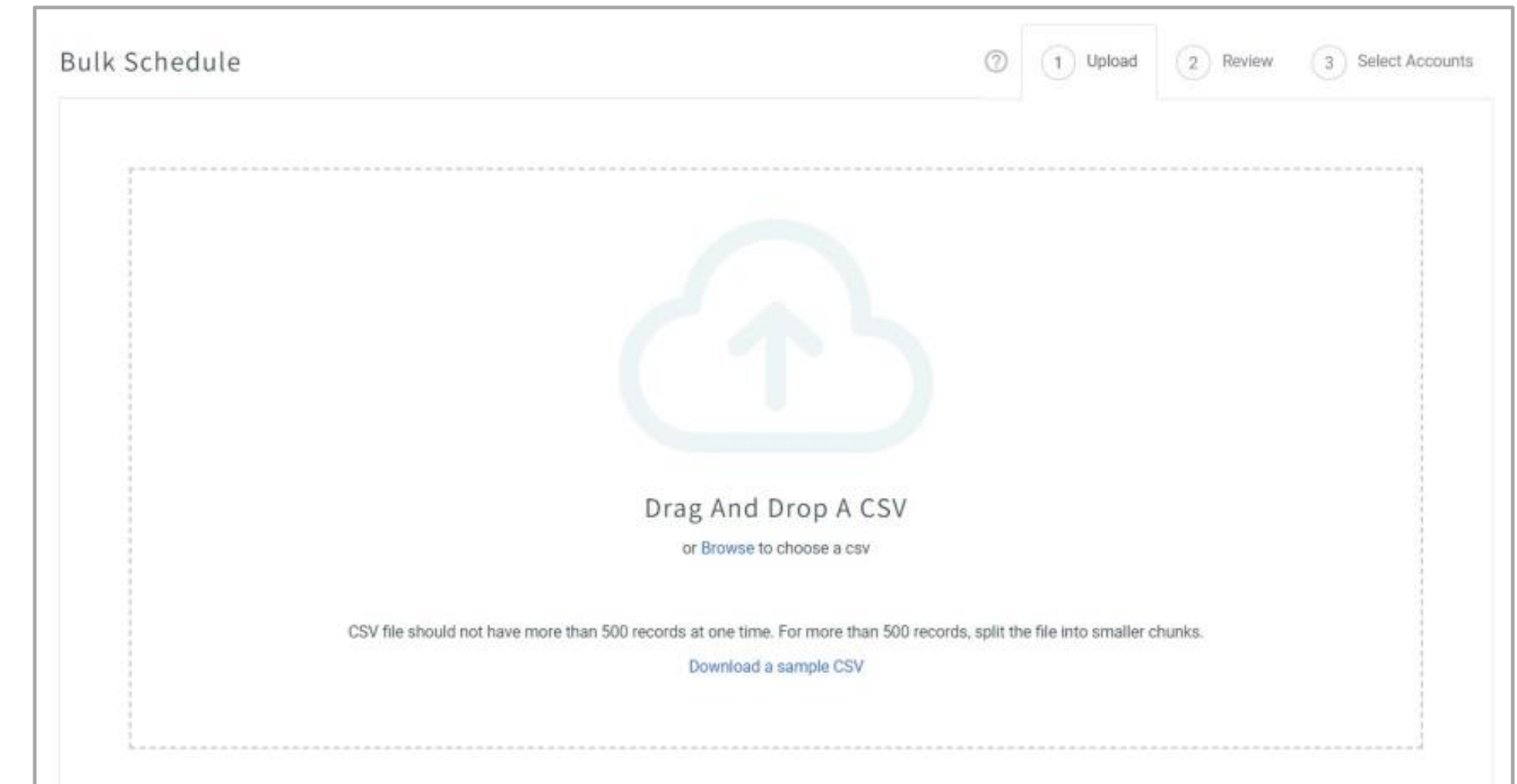
Having problems creating new content every day. No problem, SocialPilot's content curation feature lets you discover and share high-value content in seconds. In addition to that, you can add the RSS feed URL of your favorite site to automatically post its new updates.



HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

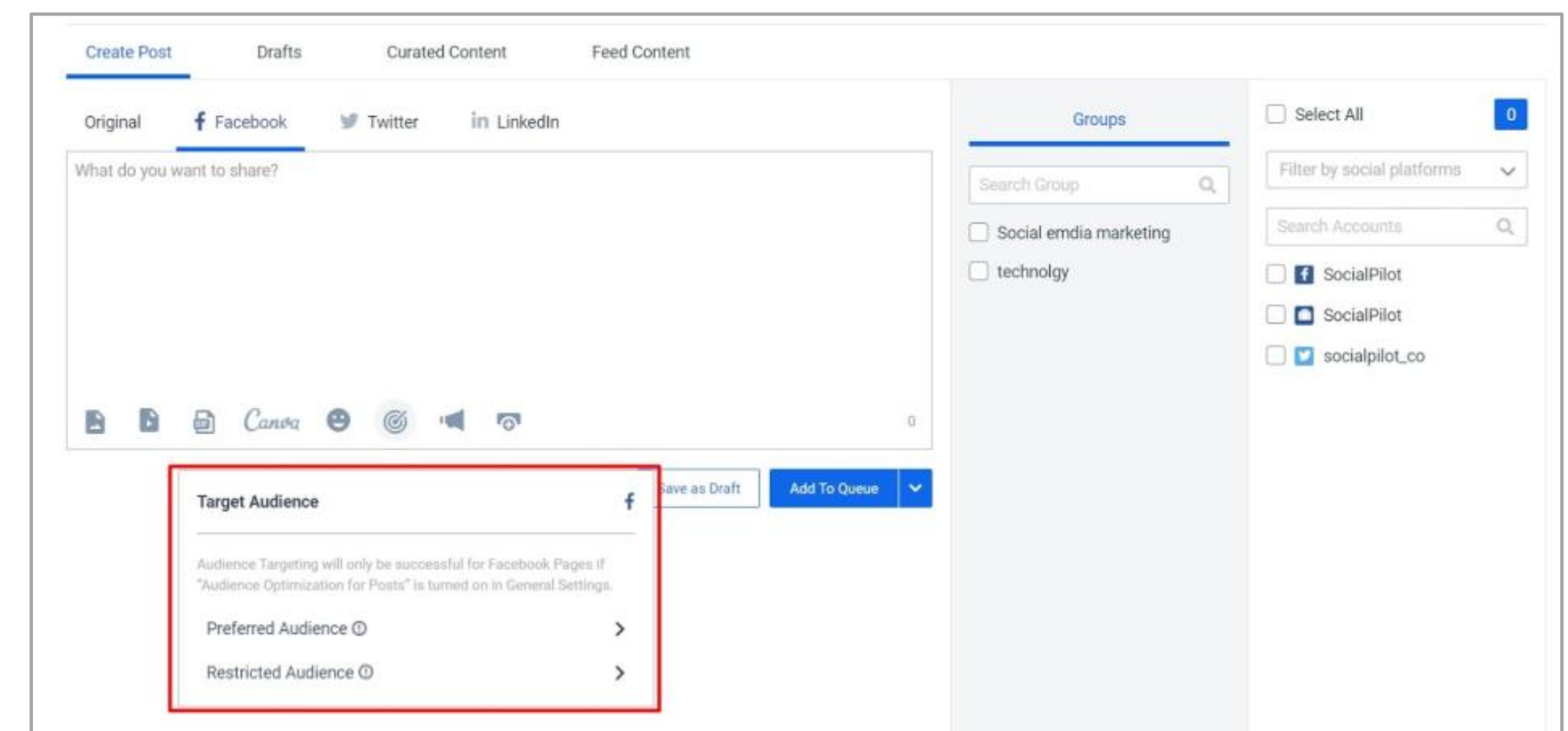
Bulk scheduling:

Easily schedule up to 500 post articles and image posts at once on multiple social accounts with SocialPilot's bulk scheduling feature. Even in bulk scheduling, you will get the flexibility to change the scheduled time, date, and even the content of the posts.



Audience targeting:

Target your preferred audience based on their demographics and psychographic characteristics. Now you can target people who are most relevant to your business with your organic posts too.



HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

COMMON MISTAKES TO AVOID WHILE MARKETING ON FACEBOOK

While making plans for things you would do to market your business on Facebook, be considerate about things you should avoid too.

Here are common [Facebook marketing mistakes you should avoid](#) that many growing businesses often make.

NEVER BUY LIKES AND FOLLOWERS

Sure likes are important. More likes mean that your message reaches more people. However, the main focus should be winning brand promoters and not just likes.

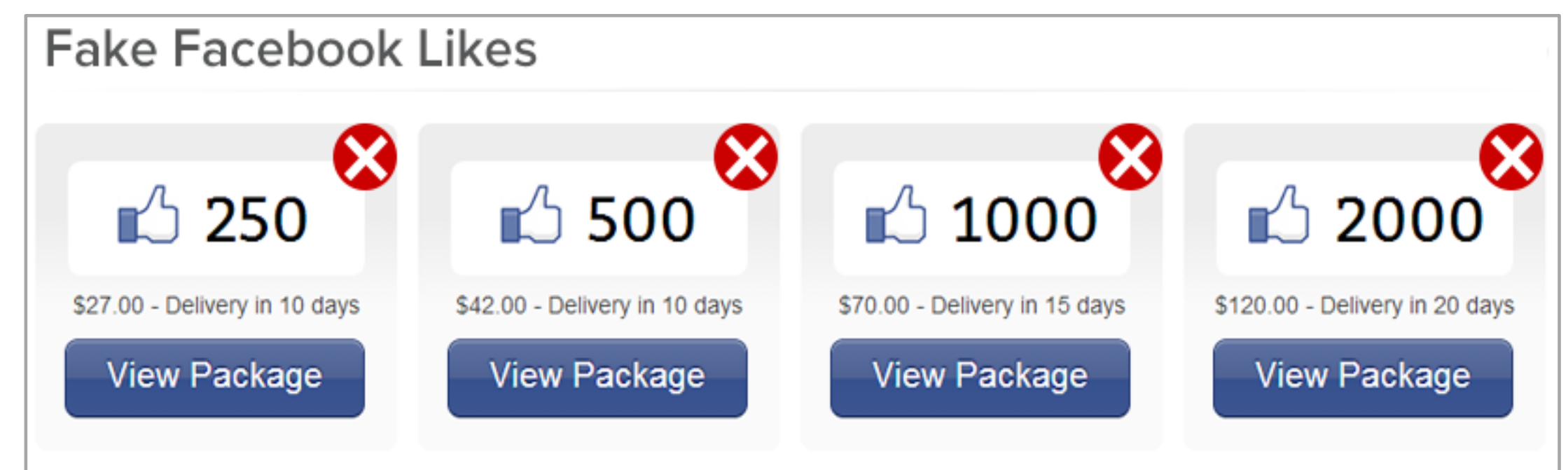
So, don't be fooled into paying for followers or likes for marketing purposes on Facebook.

Why?

When you are paying for fan counts and likes, it only increases your numbers. Conversely, this doesn't invoke engagement with your audience.

For example, you may have thousands of likes on the Facebook page. However, it does you no good if people don't know about your brand and you can't relate to your target audience. Therefore, it doesn't make any sense to have these kinds of likes on your Facebook page.

Actually, it is harmful to your brand and a bad method so you should avoid this. You will end up misrepresenting what your brand stands for and your followers will see right through it and leave.



The image shows a screenshot of a website titled "Fake Facebook Likes" offering four different packages. Each package includes a thumbs-up icon, a number of likes, a price, a delivery time, and a "View Package" button. A red 'X' icon is placed in the top right corner of each package box, indicating that these practices are discouraged.

Package	Price	Delivery Time
250 Likes	\$27.00	10 days
500 Likes	\$42.00	10 days
1000 Likes	\$70.00	15 days
2000 Likes	\$120.00	20 days

HOW TO CREATE AN UNBEATABLE FACEBOOK MARKETING STRATEGY?

DELETE NEGATIVE COMMENT OF VISITORS

No matter how good your product is, or how well your team works, you will receive negative comments on social media. It's unavoidable.

The worst thing you can do for your brand is to ignore negative comments. It will give an angry client another reason to dislike your brand.

Therefore, it is a bad idea to ignore their comments or messages. You need to build your relationship with fans and respond to them. [Handling negative comments](#) is a great way to create value and bring honor to your brand.

Responding to your visitor's posts not only shows your concern for your customers but also shows interest in engagement.

Here's a great example. The leading company Samsung got a negative review for their services and customer support. In addition, Samsung had not given any response to their customer.

If you ignore this kind of post, it will potentially create a negative image in your customer's mind. Say goodbye to any credibility or loyalty. When you've lost that customer, they are gone for good.



The screenshot displays two negative Facebook posts under the heading "Visitor Posts".

The first post is by Stephanie Grant, posted 15 hours ago. The text reads: "A few weeks back I shared that our Samsung USA TV was powering off and on by itself repeatedly. Apparently Samsung TV does not care about this once you're out of warranty. I'm so glad we were home last night when it finally shorted out and caught fire inside (this happens to lots of folks according to Google search). So tonight when I take our hard earned money and go shopping for a new TV, I can guarantee it won't have SAMSUNG anywhere on it." The post has 15 likes and 4 comments.

The second post is by Erik Carlstrom, posted 15 hours ago, and is tagged with "Samsung TV". The text reads: "After trying to set up a service call for years now, I find out that it will cost me \$350-390 to repair my DLP when Samsung had a program set up to repair these for free. I was never told about this, and there was no follow through on any service request that I submitted. I am incredibly disappointed with the lack of support I have received by Samsung and will probably never purchase another Samsung product again because of this." The post has like, comment, and share icons visible.

CHAPTER 3

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Content development was, is, and will be necessary for the online marketplace to function correctly.

But let's agree on one thing, content is complex.

Many webmasters fail to grow successful businesses due to their inability to leverage content in the most appropriate manner.

In this chapter, we're offering you many insights, strategies, tips, and tricks that will help you [write remarkable content for your Facebook](#) audience.

But before going through the tips and tricks, let's do a breakdown of different types of creatives you can post on Facebook.



of companies say that developing engaging content is a major challenge.

(Forrester)



of B2B marketing leaders fail to connect content activities to business value.

(Forrester)



of content in most marketing organizations goes mostly unused.

(Sirius Decisions)

Text posts

are the most common type you can create on Facebook. But it has been said again and again that text only posts don't garner much engagement on the feed.

Link posts

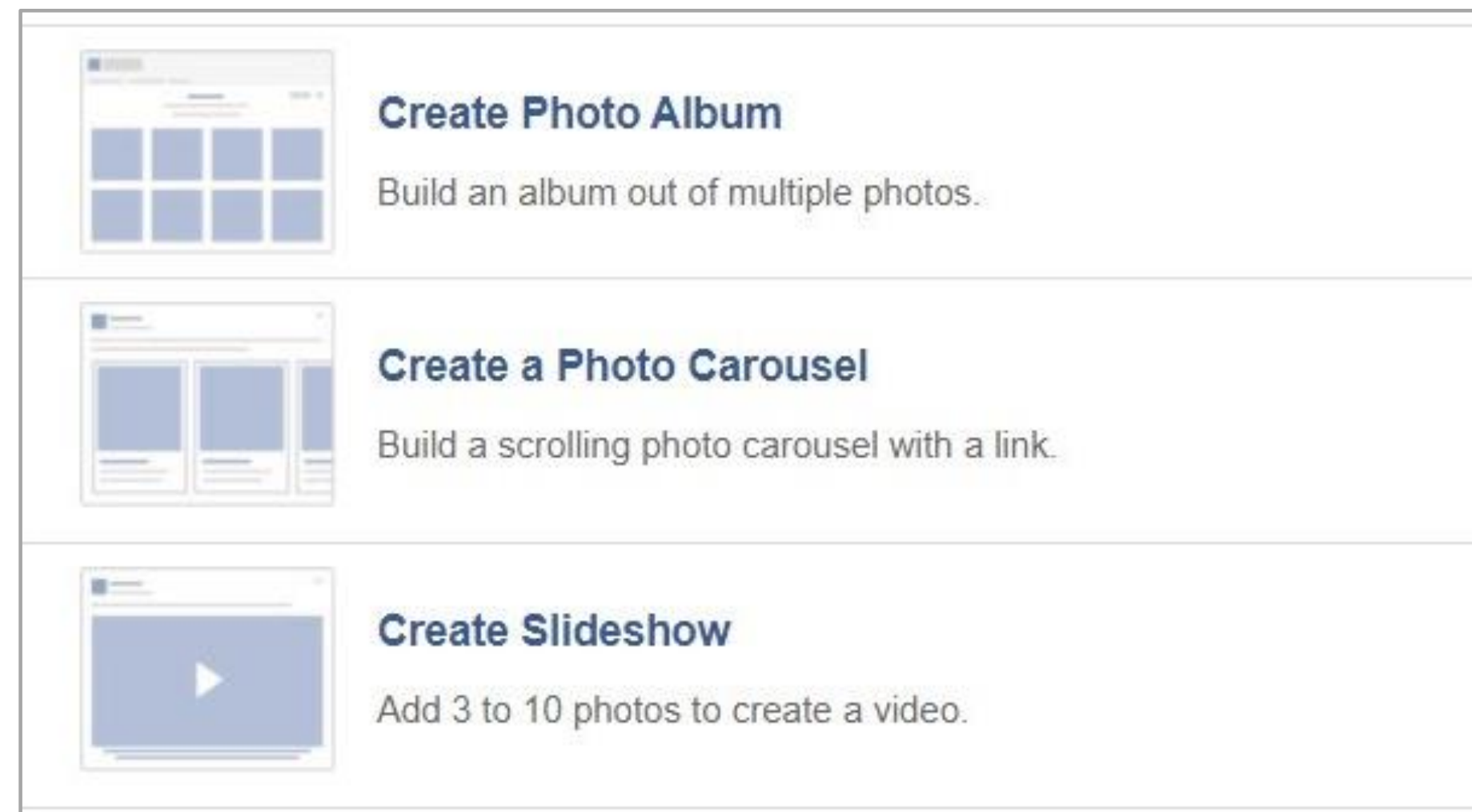
are one of the best ways to promote your website blogs. Once you add a link below your text only posts, a white box would appear with an image, a headline, and a description. Before publishing, you can delete the link from your post composer to make it look more cleaner.

Image posts

are far better in terms of engagement than texts and link posts combined. According to [buzzsumo](#), updates with images had an amazing 2.3x more engagement than those without.

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Using the image format you can create multiple type of posts such as:



Still, the **video posts** are a clear winner here. According to [social media statistics](#), video posts get at least 59% more engagement than other post types.

But do you know what is better than videos? It's **live videos**. Facebook live videos generate watch times 3x longer than those that are no longer live.

To make your Live videos a blaring success, use some of the best [ways to use Facebook live video for your business](#).

Apart from the live videos, there are multiple other must-use Facebook video post types that can grow your Facebook marketing by leaps and bounds. Let's take a look at them.

Facebook Instant experience

Facebook Instant experience allows users to click and have a more immersive experience to see a content page, filled with images, videos, carousel images, and simple texts, without leaving the Facebook native space.

Easy to create	Fast-loading	Good for any goal
Try our easy-to-use templates or build a custom, one-of-a-kind Instant Experience of your own.	Instant Experiences are designed for mobile and load up to fifteen times faster than standard mobile web.	Acquire new customers, amplify your business, inspire mobile shopping or drive brand awareness.

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

You can think of it as a mini landing page experience, with the option to show your article, products, or message on a full screen.

For businesses, instant experience posts are a goldmine to lower bounce rates and get better engagement.



Facebook users open

44%

more articles when they're published as Instant Articles instead of a mobile web link.

Over

65

of the top 100 most-clicked domains on Facebook use Instant Articles

Facebook Watch party

Facebook watch party can be termed as a shared viewing experience, that allows you to create live streaming of a video or series of videos from your page, and invite other people to watch it with you.



With FB Watch party, you can:

- Watch a pre-recorded video as a live stream.
- Similar to organizing a movie party and inviting your friends and family to watch it with you.
- Re-use your old content, re-purpose someone else's content & engage in real-time.
- Re-introduce webinars, events, sessions and more.



Facebook VR videos

Facebook virtual reality video takes the user's viewing experience to the next level. They give your audience a 360-degree experience to completely immerse in the content.

Of course, this technology has just started to come out of its shell but soon it will be all over the market.

According to Facebook, 65% of people anticipate that VR will become a part of daily life.

Whether it's Virtual Reality or Augmented Reality, users crave for new experiences.

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Facebook Stories

After the blazing success of Snapchat stories and Instagram stories, in 2017, Facebook also deployed the stories feature in its main app.

The Facebook story is a 24-hour ephemeral feature that allows you to overlay AR filters, stickers, polls, and music over your image and video content. In addition, you can also tag people and geolocations over them.



Marketers have a great resource in stories to:

- Share consistently
- Create authentic and humanized content (behind the scenes, tips and tricks)
- Connect with the ever growing audience
- Bypass the crowded newsfeed.

Ok now that you know all the new and old amazing content types to market your business on Facebook, let's resume with the best tips to create unbeatable content on the platform.

Usually, you post content on Facebook in order to:

- Engage
- Educate
- Sell

So we will cover each tip under the umbrella of these 3 points. Let's get started!

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Engage With Facebook Content

The engagement objective is the first phase of your marketing process. Facebook gives your business simple and effective ways to interact, build relationships, and connect with an extensive database of active users.

Tip 1: Question your audience

Questions are always a good start to a conversation or interaction.

When you post a new update on Facebook, instead of making a statement headline, do a question headline. Ask something dubious, controversial, or truth-related, but relevant to your niche. Anything that appeals to your target audience's emotions will work great.

Look how hubspot just won't stop asking niche-based questions and getting good engagement



Tip 2: Keep it short

When you first want to interact with a potential customer, you need to take it slow. Don't offer too much information right from the start. Instead, through your content's topic and your posts' headlines, make an introduction to your brand.

- If you want the best chance of engagement, keep your Facebook posts no longer than 50 characters.
- Don't overwhelm your audience with too much information.
- Give them only what's necessary.

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Tip 3: Make it visually stimulating

When you scroll through your Facebook news feed, the first impulses that your eye encounters come from the visual content accompanying the text.

Paul Carrey is one of the best resume writers I know. He's also an ingenious marketer who can grab your attention in a second. Here's what he cared to share with us:

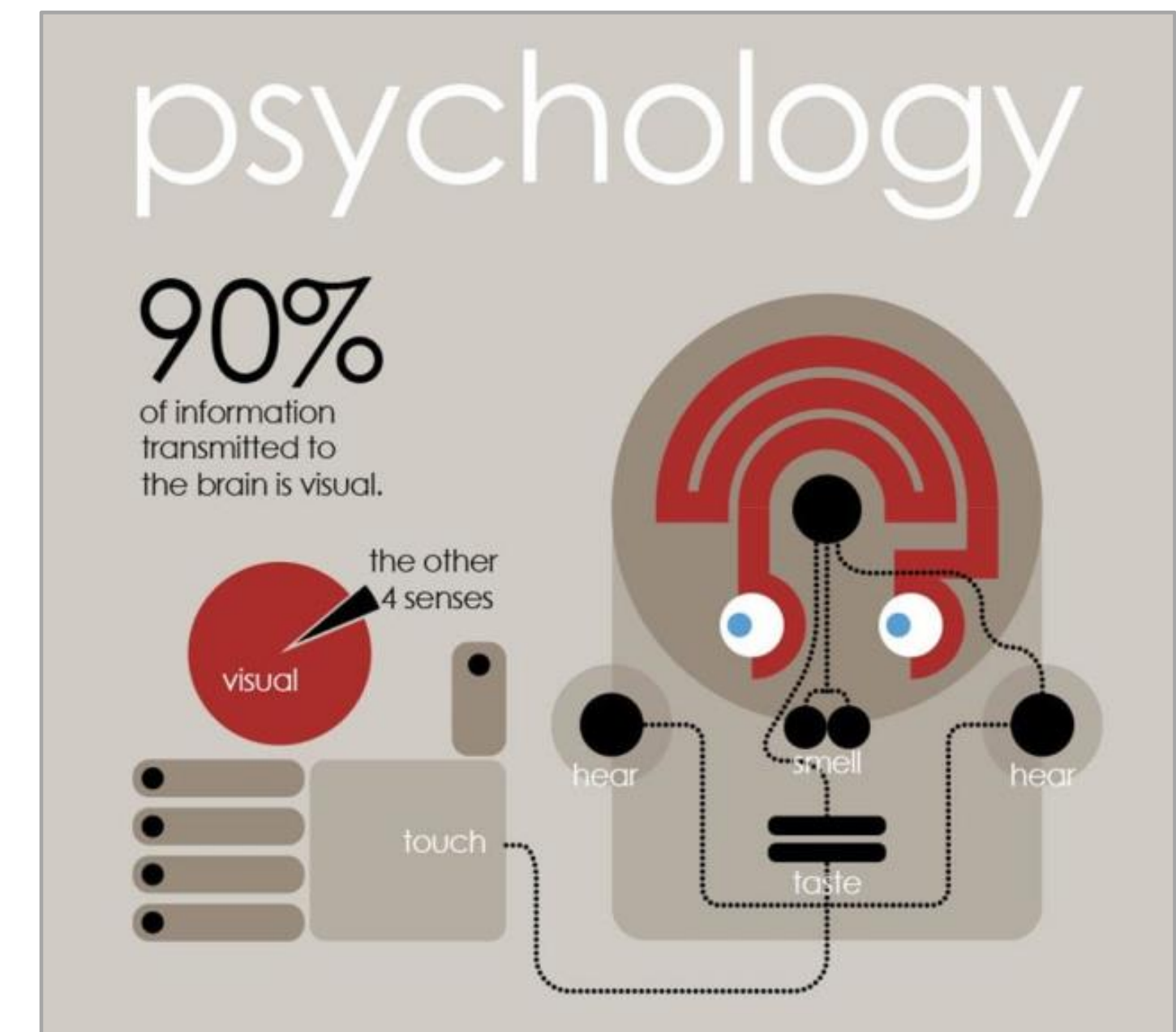
Remarkable content comes with remarkable visuals. It does not only help you attract way more attention, but also helps you convey your message better.”

When you've earned the attention and initial respect of a prospect, you're moving to the second phase, which is the educational objective.

EDUCATE THROUGH FACEBOOK CONTENT

Educational content is meant to reveal important knowledge about specific subjects to your potential customers. If you can educate your audience properly while also appealing to their emotions, problems, cravings, and desires, you will win their trust, and perhaps their email address.

Some tips to write educational based content to your Facebook audience.



Why to Educate Customers?



To Win Trust and Loyalty



To Promote Your Brand



To Raise Product Awareness



To Retain Potential Customers

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Tip 4: Offer More Value Than Your Competitors Combined

To actually win the respect of your niche consumer, you have to give them more than they receive from your competitors.

How to do that?

- **Study your competition** and put together a detailed list of pros and cons that you notice by studying their content.
- **Find subjects, problems, and needs** that your target audience has trouble with.
- Take a popular subject, read 10 articles about it, and create a fresh perspective.
- You can also use some of the best [content curation tools](#) to never run out of original and popular content ideas.

Tip 5: Always have the customer in mind ~ Keep an eye on the prize

Ask yourself, why are you creating content?

So, that your audience can grab the value out of your posts, so they can have breakthroughs, revelations, saved time & money. This way, you'll grab their full attention for the "ultimate solution", which are your products and services.

Tip 6: Mute the money drum and focus on building relations

When you write to educate, you should stick to that, without allowing your marketing instinct to intervene. The more you write "for free", the more respect you'll earn. You'll sell later, so be patient and build your relationships properly.

When you privately interact with your prospects, they're already engaged in your sales process and will soon arrive at the end phase where the sale happens.

SELL VIA FACEBOOK CONTENT

Your final objective is to successfully target and retarget your Facebook audience in order to generate sales. Generally, these are people who have already liked your page and consumed a bit of your content. Ideally, these will be prospects that just need a little nudge.

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Tip 7: Give Them Something Free First

Besides the free value your brand is offering through educational content, you can further improve your customers' experience by serving them a freebie.

This freebie could be product demos, free trials, discounts, and giveaways, about something that is closely related to your main products.

Here are two ideas:

- If you sell natural herbs, you can offer a sample of your herbs to your followers through a social contest. Ask for their name and email and close the sale within your private newsletter.
- If you sell digital marketing services, you can offer a free trial, or a free SEO analysis that explains the basics of your services (considering that your audience is made up of newbie entrepreneurs).

Tip 8: Don't Be Too Intrusive

Even though your purpose is to sell, you need to know that people do no longer tolerate intrusive marketing. Online customers are absolutely tired of ads, avoiding them as much as they can through ignorance or special tools like ad blockers.

EXTRA TIPS & TRICKS FOR IMPROVING YOUR FACEBOOK CONTENT

There are some tips & tricks which have a rather general nature. These tips work well for the majority of content posted on Facebook. Take them into close consideration and implement them thoroughly.



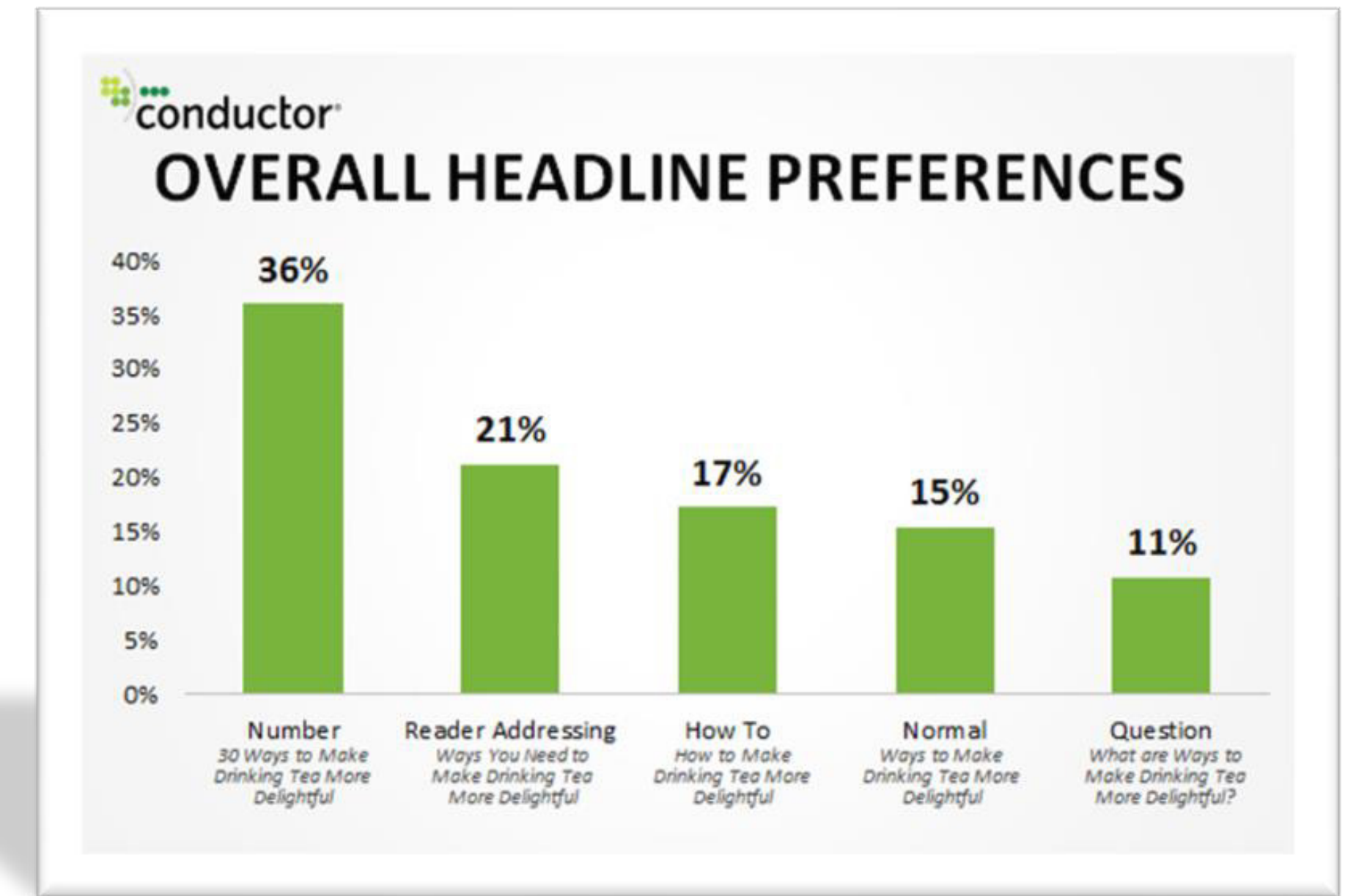
11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Tip 9: Craft Attractive Headlines - The shorter, the better

Headlines are essential on every major distribution channel, not just on social media. TV, radio, newspapers, magazines, social channels, SERPs (search engine pages) – they all have one thing in common. They're based on headlines.

Strive to find topics that your audience will love and you'll win their full attention.

For example, instead of using "How to Make More Online Sales", use "10 Proven Tips to Skyrocket Your Online Sales by 40%". The latter will draw much more attention because it's more specific and promises much.



Tip 10: Leverage Smart CTAs

Internet users are often passive. They won't interact with your content or page unless they are told to do so.

To improve the CTR (click-through-rate) of your campaigns and to expand the reach of your brand, you have to start using smart CTAs.

Tell your users to subscribe, tell them to do this, and that, and that. They need to know what to do, or else they won't do it.

Here's a good example of a truly powerful CTA that Basecamp puts into action:

Last year alone, Basecamp helped over 285,000 companies finish more than 2,000,000 projects.

[Give Basecamp a try - It's free for 60 days](#)

11 TIPS TO CREATE AMAZING CONTENT ON FACEBOOK

Did you notice?

The CTA is both stimulating and attractive. The color is pleasant, the copy is non-intrusive, and the free value proposition (60 days free) is absolutely tempting. It is that extra nudge that you provide for the audience to take what you are offering.

With Facebook, you can add CTAs to your sponsored posts or boost posts. But what if you would like to reach your audience organically and yet nudge them to take up on your offer?

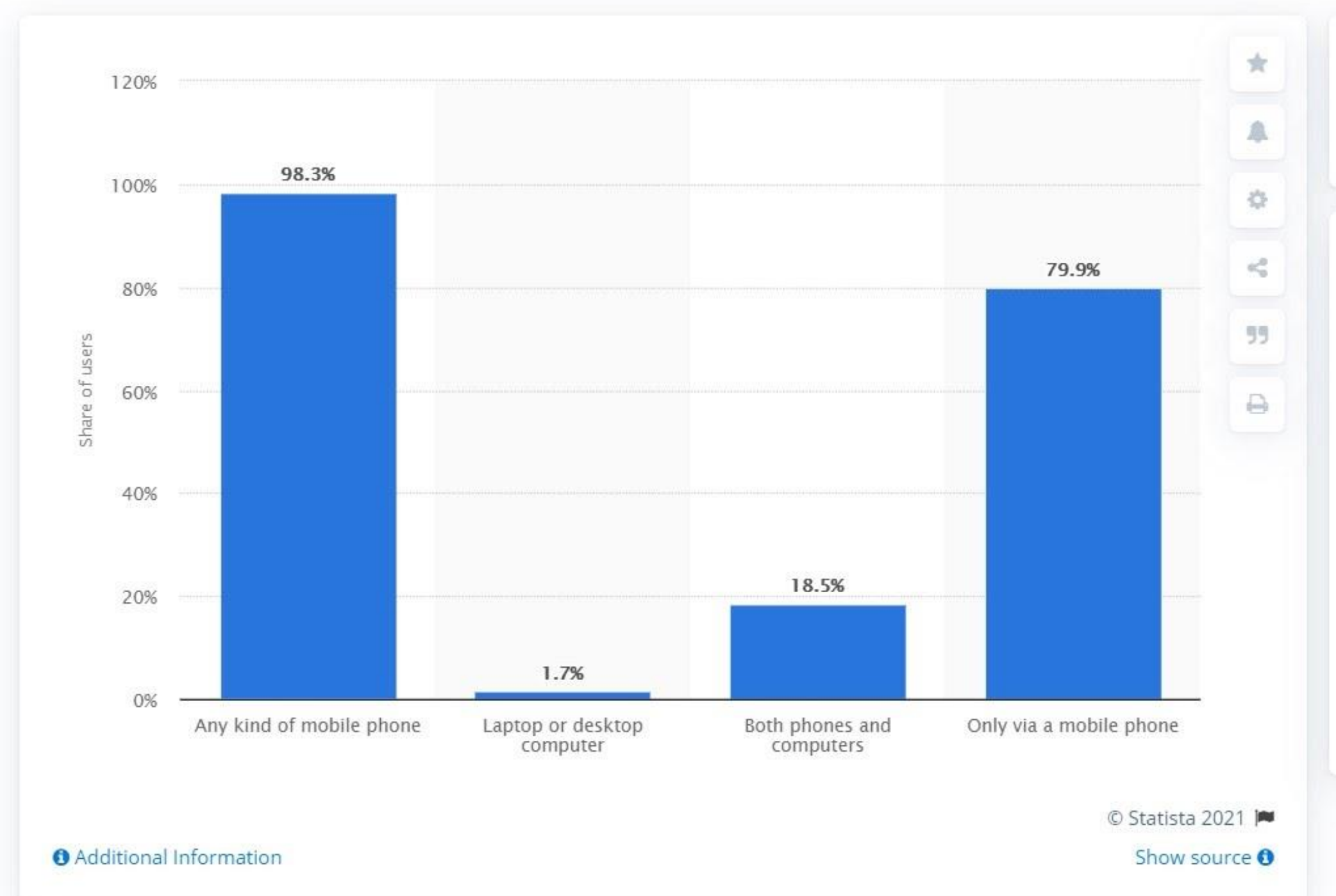
That's where a scheduling tool like SocialPilot comes in. You can now add CTAs to your organic Facebook posts and help your audience convert without spending a dime!

Tip 11: Optimize Your Content for Mobile

It is well known that Facebook has more active smartphone users than active desktop users. Therefore, make sure that your website is well-optimized for mobile, or else you'll lose a big portion of your traffic. Mobile optimization is no longer a trend but rather a must.

Leverage your content well as per the tips discussed. And don't forget to streamline your content flow using Facebook marketing tools.

Device usage of Facebook users worldwide as of October 2020



CHAPTER 4

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

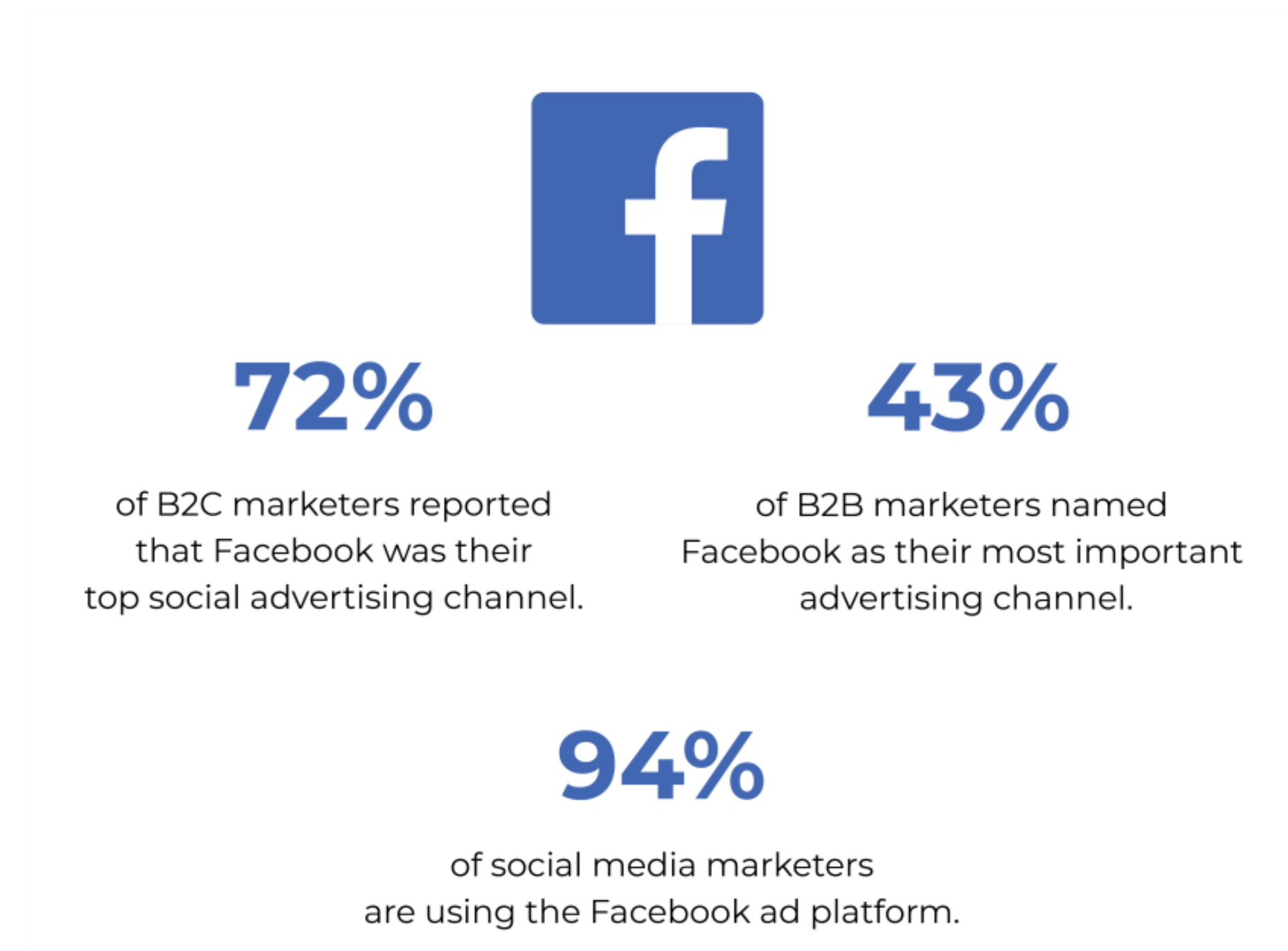
Yes, creating amazing content should be the first thing in your mind but creating only good content won't get you through anywhere.

If you have been using Facebook for a while, you would know that expecting your posts to reach all your prospective customers organically is a fool's errand.

Why? Because the algorithm prevents brands from attaining an effective organic reach. The complex algorithm makes it tough to reach every potential customer.

That's where [pay-to-play marketing](#) comes into action.

With detailed targeting capabilities, plenty of ad formats, and rates 7x cheaper as compared to other social media advertising, Facebook ads has emerged as one of the best advertising platforms for marketers



Still, a lot of marketers struggle to yield better results from their Facebook ad efforts. According to Weebly, up to 62% of small business owners say that their Facebook ads campaign never works out well.

In this chapter, we will burrow down on some of the best tips you need to follow and also the pitfalls you need to be aware of in order to accomplish an objective-nailing Facebook ad campaign.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

8 TIPS FOR CREATING A WINNING FACEBOOK AD CAMPAIGN

1 ACCURATELY DEFINE YOUR GOALS AND OBJECTIVES

The first step to achieving success in any marketing campaign is having a measurable objective and also creating your strategy from the outset.

Facebook Ads can have any one of the following objectives:

- Increase website traffic
- Increase conversions
- Event-based promotions

Knowing your objectives before the start of the campaign would help you measure accurately if you are getting the desired results. And if things aren't working as planned, you can decide to pause, change or modify the parameters for your campaign instead of wasting funds.

How to develop business objectives and goals?

Define goals as a group: Get all relevant stakeholders onboard and then decide on a target.

Create an action plan: An action plan or strategy should be made alongside goal setting. Do not just set goals, also

prepare a plan that defines the process you want to follow in order to achieve them.

Set KPIs: A constant track of the key performance indicators will help you optimize the campaign to maximize return. We have also listed important KPIs and metrics to track your FB campaigns in Chapter 9.

Create objectives that meet your current needs

It is important that you set objectives that would meet the immediate needs of your business. There is a key difference between setting goals and setting the right goals!

These are some of the most common goals that marketers have:



Increased brand awareness



Increased community engagement



Increased sales and lead generation



Increased web traffic



Improving the efficiency of your recruiting process



Get more ROI from Facebook ads, etc.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

2 USE IMAGES TO EXPLAIN AND ENTICE

Images make your ads more interactive. They give your ad copy more meaning, more appeal, and more engagement.

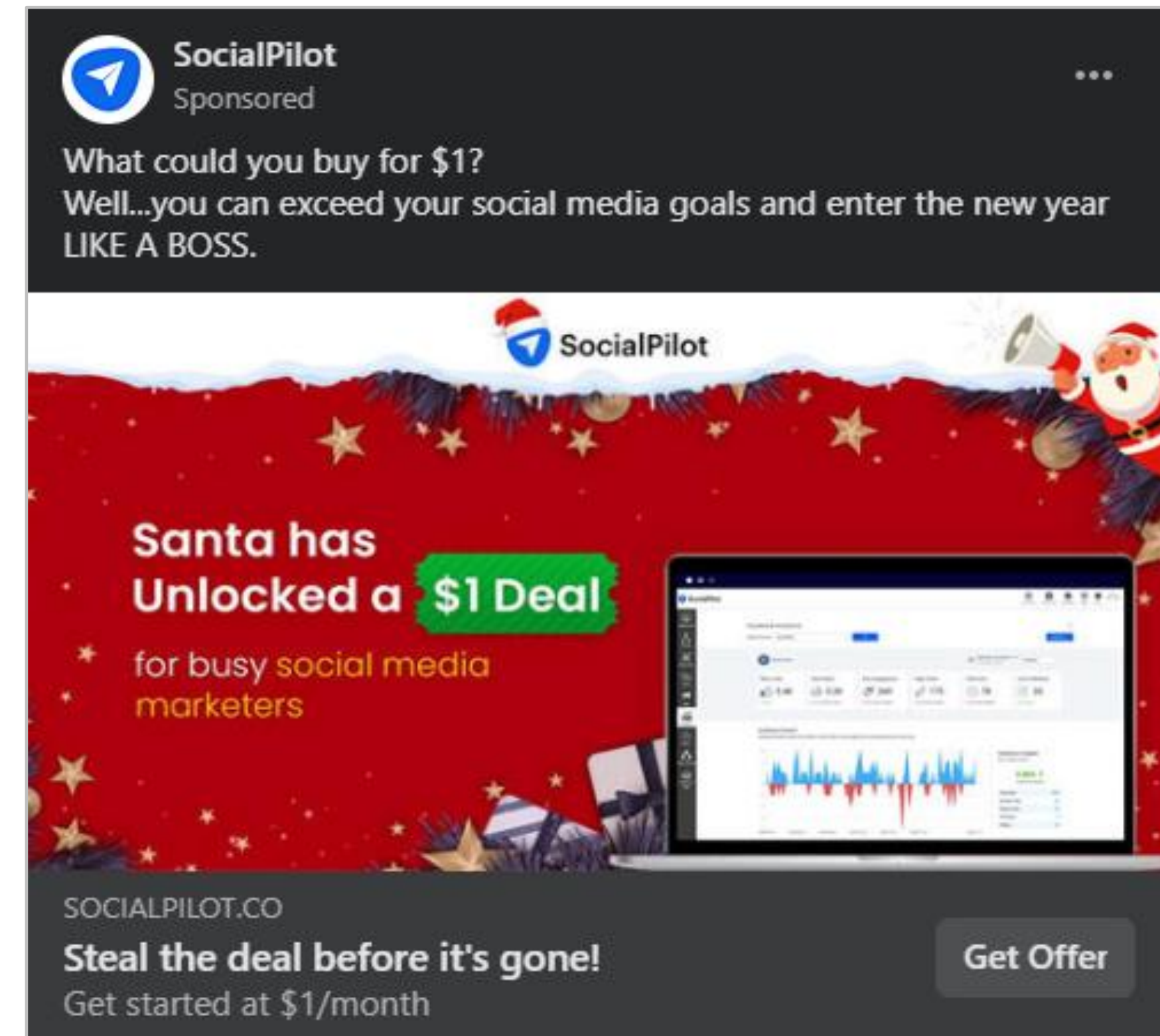
But before you start designing your Facebook ad image, you need to remember the - Facebook 20% rule. According to this rule, your ad should have 20% text & 80% design.

Now the next is the designing part; you need to remember a few things. Your design must match your visual brand aesthetics and should be able to connect with your audience.

You can use Facebook's [creative hub](#) to experience how your ad would appear to your audience.

You can try the follow tips to create engaging images for your ad:

- Large and legible font
- High contrast between text and background image
- Relevance and high-quality
- Your Logo



If you are running short on the designers, there are some powerful tools like Canva or Venngage, that you can use for designing a killer image.

Now, you can use 3 types of ad formats to display your image posts in Facebook feeds.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

Single Image Ads

Single images are the most common form of ad formats on Facebook feeds. If you are placing the ad for a single product, or landing page then go with a single image format.

SocialPilot Sponsored

Struggling with social media engagement and capturing organic leads?
Make 2020 the year of social for you!

[WEBINAR]
**MOVE THE NEEDLE ON
SOCIAL MEDIA**

Lead Gen Expert

Social Media Speaker

SOCIALPILOT

SOCIALPILOT.CO
Engagement and Conversions
Live Webinar on 19th Feb

Learn More

Carousel ads or slideshows

If you are looking to exhibit multiple photos in a single ad then carousel and slideshows image ads are your best bet.

The carousel post is a unique way to display multiple images in a single post with each image carrying their own headlines, descriptions and URLs. Kinetic social suggested that carousel post ads tend to do 10 times better than regular ads.

Hawkers Co. Sponsored

Welcome to Miami.
Shop online -> hawkersco.com

Carbon Black - Emerald One
Por 25 €

Carbon Black - Daylight One
Por 25 €

Diamond Black - Chrome One
Por 30 €

Diamond Black - Sky One
Por 30 €

3.36K Likes · 251 Comments · 364 Shares

Like Comment Share

Skinlabo, an Italian beauty brand, used carousel ads with precise audience targeting and received a **49%** increase in their conversion rate. It also helped them attract **18X** more new customers, compared to other new market launches.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

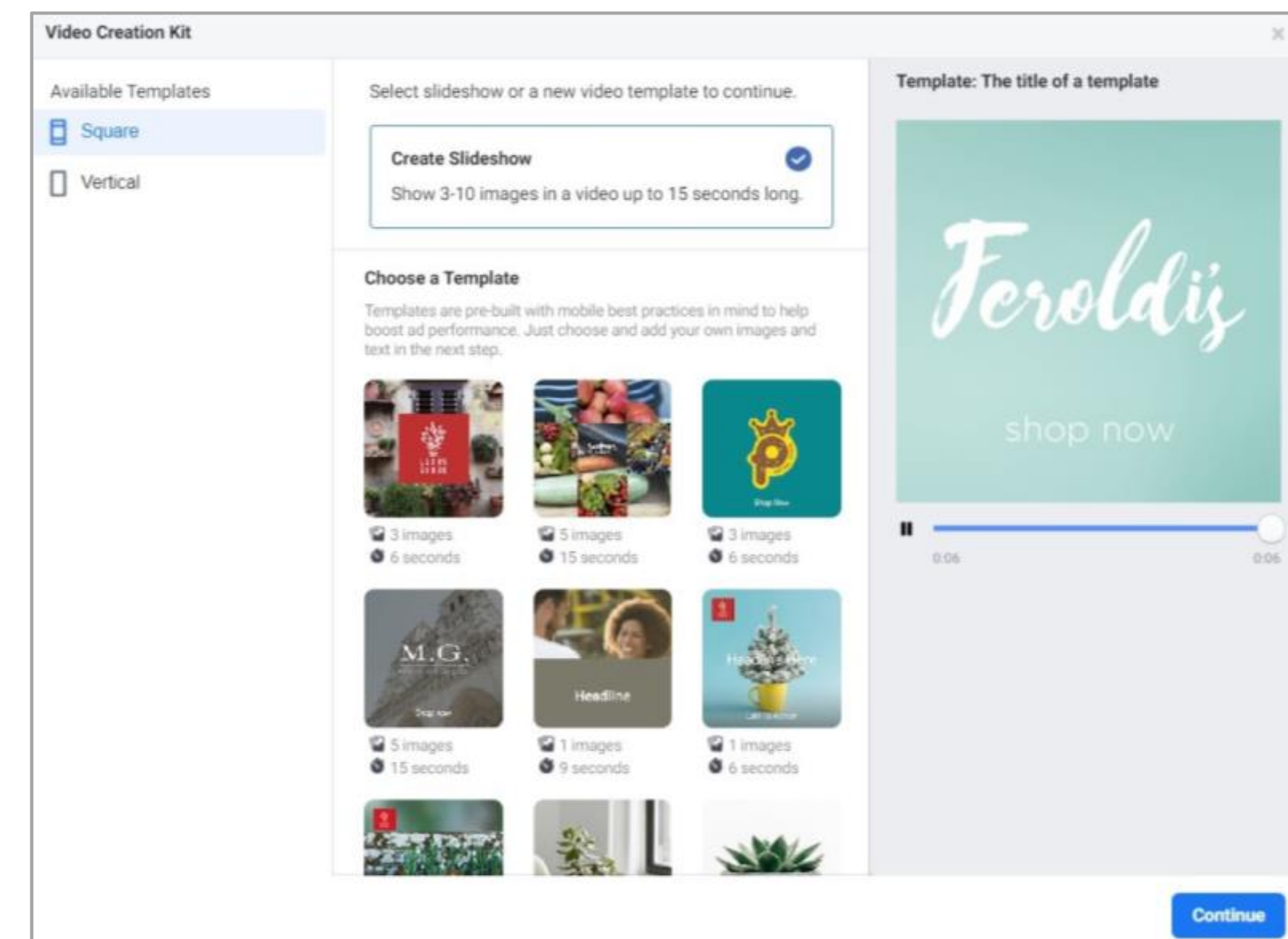
The appropriate and measured use of carousel images coupled with smart audience segmentation has proven to increase conversions by upto **50%** in many instances.

On the other hand,

Slideshow ads provide the experience of a video by combining multiple images along with music, overlay texts, and effects. Facebook [defined them](#) to give “ Video-sized impact without a video-sized budget.



You can easily create an amazing 15 second, desktop and mobile friendly, slideshow using Facebook ads manager’s video creation kit.

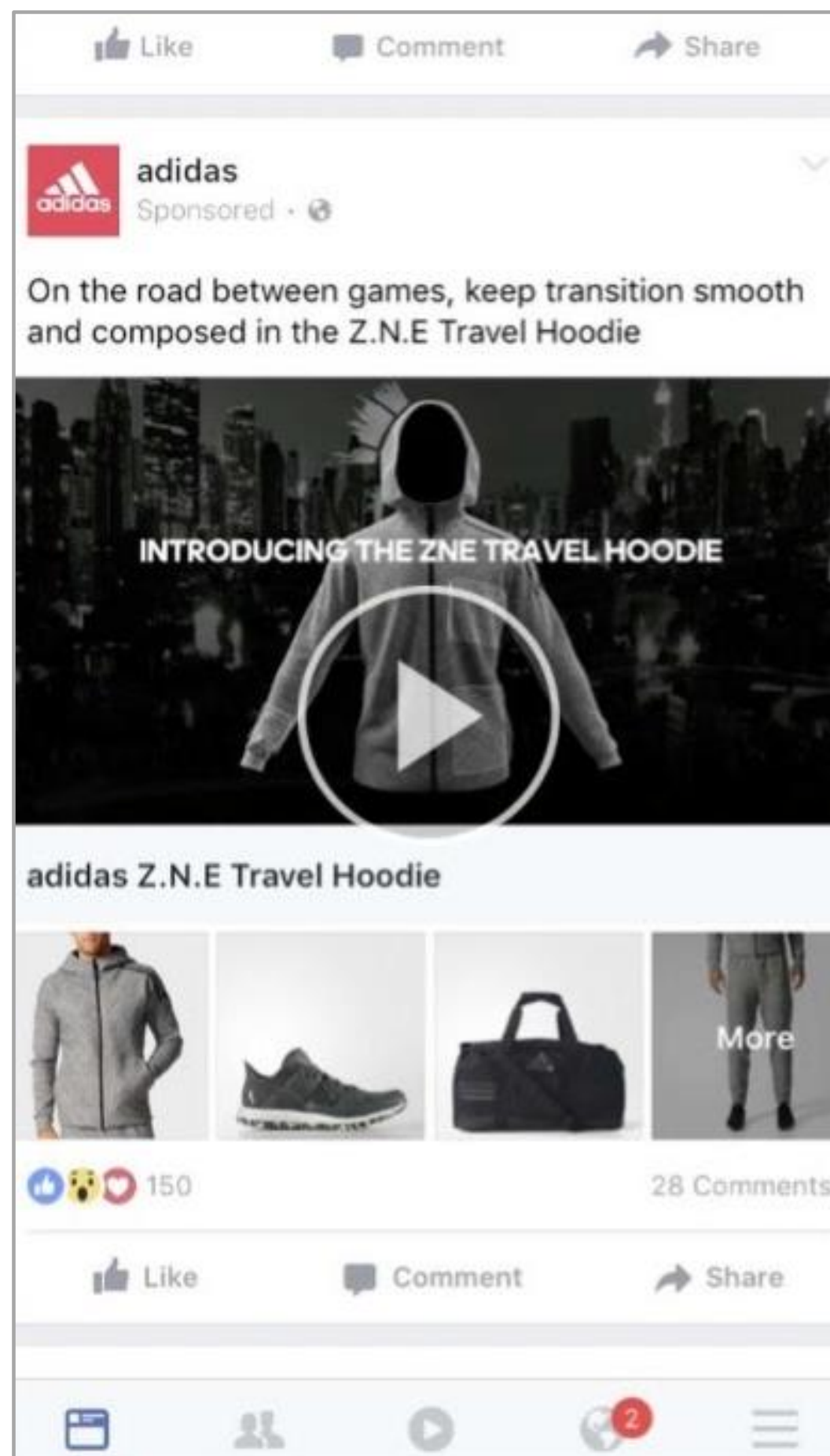


Both, carousel and slideshow, are especially useful for e-commerce sites; you can use them to create unique images for your FB ad campaign.

Image instant experience Ads

Instant experience by Facebook helps people, discover, browse, and purchase the products instantly. The ad has a cover image or video which when clicked upon, opens up to a new window showing multiple product images associated with the cover image or video.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING



The collection format is more sophisticated and should be used for promoting multiple products from the same niche. In addition to selling products, you can also use instant experiences to tell your brand's story, and generate leads in an immersive way.

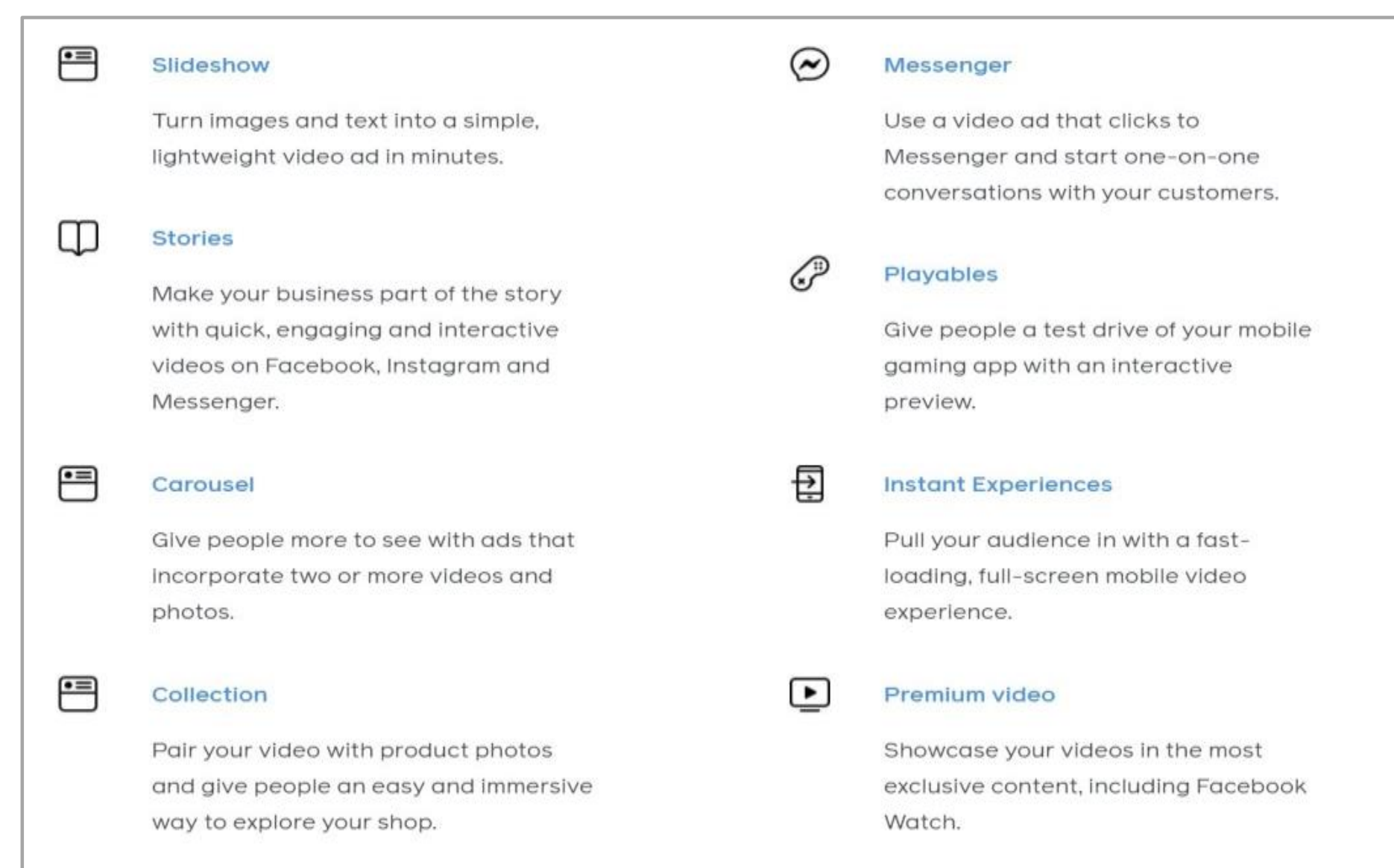
Check out different types of instant experiences you can create [here](#).

3 LEVERAGE VIDEO ADS

As we have discussed above, videos gain more engagement and conversion than images. Why? Because they give your viewers a more immersive, authentic, and instant experience to know your brand and its product and services.

On the sales front, people who see your video are 1.81x more likely to buy than non-video viewers. Also, Facebook video ads have the lowest CPC with an average CPC of \$1.86.

[Video ads](#) can be played at multiple avenues in different formats on facebook such as:



TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

A real life example of video ads bringing stellar results:

Betabrand, a clothing brand, had a prolific **2.9X** incremental return on ad spend using Facebook video ads. Their video ads were immersive enough to let their audience - women aged 30-45 - easily visualize how the clothing might look on them. This brought them a **1.2X** lift in purchases from net new customers.

4 KNOW YOUR IMAGE AND VIDEO AD SIZES BETTER

Well, who doesn't like their ad creatives well done? But sometimes, we mix up the size & ratio to get an image that isn't exactly what we had in mind.

So to save your ads from such mistakes, here are the correct specifications to create apt images and videos for ads.

Feed ads specifications



Image feed ads <image>

Recommended image size: 1200 x 628 pixels.
Recommended ratio: 9:16 to 16:9, 1.91:1 with a link
Recommended format: JPG and PNG
Recommended Character limit: Description (125 charac),
Headline(25 charac.), Link description (30 charac.)



Video feed ads <image>

Recommended Video Dimension: 1280 x 720 pixels
Format: .MOV or .MP4 file
Recommended Aspect Ratio: Landscape (16:9), Square (1:1)
Duration: 240 minutes (max)
Video Size: 4 GB (max)

Carousel ads specifications



Carousel image ads

Recommended image size: 1080 x 1080 pixels
Recommended ratio: 1:1
Number of Cards: Minimum 2 cards a maximum 10 cards
Carousel format: JPG and PNG
Recommended Character limit : Description (90 charac),
Headline (40 charac), Link description (20 charac)



Carousel video ads

Recommended video dimensions: 1080 x 1080 (Landscape and Square)
Square Aspect Ratio: 1:1
Max Video File Size: 4 GB
File Type: .MP4 and.MOV
Video Length: 240 minutes (max)
Number of Cards: 2 to 10 (max)

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

Slideshow ads specifications



Image slideshow ads

Recommended size: 1,289 x 720 pixels
Recommended aspect ratio: 16:9, 1:1, or 2:3.
Recommended Character limit : Description (90 charac),
Headline (25 charac), Link description (30 charac)
Recommended audio files: WAV, MP3, M4A, FLAC and OGG formats



Video slideshow ads

Aspect Ratio: Between 9:16 to 16:9
Recommended file type: .MP4 and .MOV
Recommended audio files: WAV, MP3, M4A, FLAC and OGG formats

Instant experience ads specifications



Image instant experience ads

Recommended image size: 1,200 x 628 pixels , 1,200 x 1,200 (for Instant articles)
Image ratio: 1.91:1



Video instant experience ads

Recommended size: 1,289 x 720 pixels (highest resolution size recommended)
Recommended length: Up to 15 seconds
Aspect Ratio: Vertical (4:5)
File size: Up to 4 GB max

Facebook story ad specification



Image story ads

Recommended image size: 1080 x 1920
Recommended Image ratio: 1.91 to 9:16
Image format: JPG or PNG
Tip - Leave 14% (250 pixels) of the top and bottom of the image free from text, logos, or other key creative elements to avoid covering them with the profile icon or CTAs.



Video story ads

Recommended dimensions: 1080 x 1920
Recommended aspect ratio: 9:16 (dynamic ads in stories do not support 9:16, so use 1.91:1 ratio)

Video Duration: 1 second to 2 minutes
Maximum File Size: 30MB
Minimum Width: 500 pixels
Aspect Ratio Tolerance: 1%

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

5 USE PERSUADING SOCIAL MEDIA CALL-TO-ACTIONS

A killer social media call - to - action can help achieve your Facebook ad goals. You need it to prompt your readers and viewers to take an action on your site, enhancing your conversion rate overall.

But, creating a [killer call-to-action](#) that converts is an uphill task. So let's steal some premium wisdom from a best selling marketing book by Robert Cialdini.

In Dr. Robert Cialdini's book titled Influence: The Psychology of Persuasion, he mentions that if you want to persuade your audience, you'd have to include one of the following things:

Reciprocity- Visit this page and get a free ebook.

Commitment- We offer a 100% money-back guarantee, Get a 50% discount.

Social Proof- Expert opinion, friend/family recommendation.

Authority- Specialized in a particular niche.

Liking- A pet blog with pictures of pet lovers as staff.

Scarcity- Only X pieces left.



You can implement any of the above in your Facebook ad content. Use it in headlines or content to boost your CTR and get better conversions.

For example, look at this ad from CanvasPop. They are showing scarcity by keeping the discount on for a limited time. Plus pet lovers would go crazy over this.

A screenshot of a Facebook advertisement for CanvasPop. The ad features the CanvasPop logo and name, a 'Sponsored' label, and a 'Like Page' button. The main text reads: 'Turn your favorite family photos into high quality canvas prints. Get 60% off when you order today!'. Below the text is a photograph of a living room with a blue sofa, a yellow patterned pillow, and a framed picture of a dog on the wall. At the bottom of the ad, it says 'CanvasPop | The world's leading canvas print company', 'Free digital proofs. 100% Lifetime Guarantee. Free shipping. Made in America.', and 'CANVASPOP.COM'. A 'Learn More' button is located in the bottom right corner.

CanvasPop
Sponsored · Like Page

Turn your favorite family photos into high quality canvas prints.
Get 60% off when you order today!

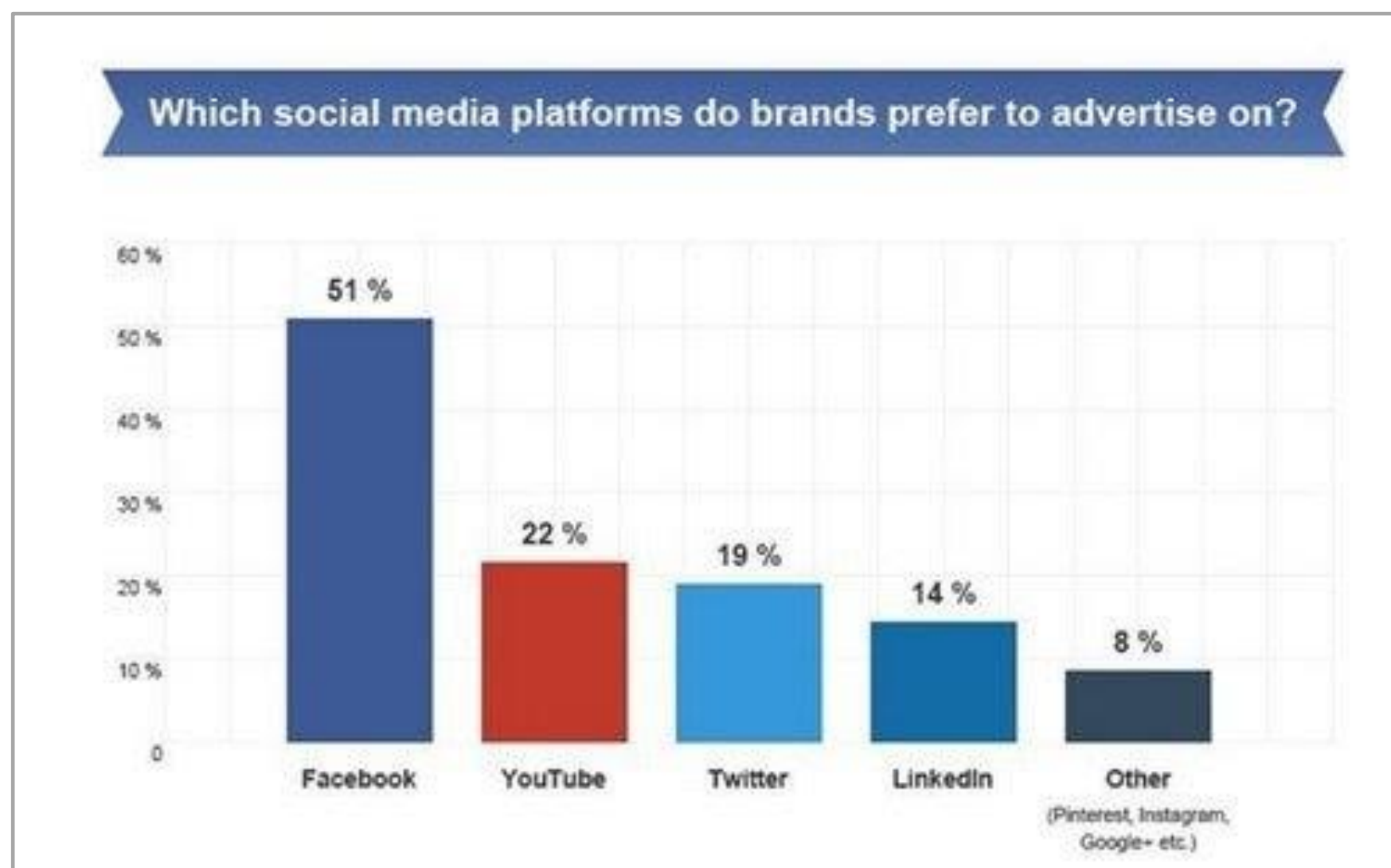
CanvasPop | The world's leading canvas print company
Free digital proofs. 100% Lifetime Guarantee. Free shipping. Made in America.
CANVASPOP.COM Learn More

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

6 LEVERAGE THE CUSTOM AND LOOKALIKE AUDIENCE TARGETING

There are millions of content creators on Facebook, so it is possible for your efforts to get lost under the mountain of content that is updated on the platform daily.

Reports show that Facebook users add up to 510,000 comments, 136,000 photos uploads and 293,000 statuses every minute!



It gives you an idea of the level of competition that you will have to face to get your content across to your customers. All this data shows us that if you do not target your audience smartly, the chances of your ads getting lost in the huge stream of content is very high.

The good news - Facebook has inbuilt custom audience targeting features that can help you target the right demographic of people.

These are some of the key points to keep in mind when defining your target audience:

- **Location:** It is important that you target an audience depending on things like their country, state, zip code, etc. You can even streamline it further to target people that work in a particular area.
- **Demographics:** This would include things like sex, age, marital status, income levels, etc.
- **Interests:** When defining your target market, it is important that you put interests into consideration. Let's say you are selling cameras, adding interests like photography or art will help you capture the right potential customer.
- **Engagement:** This is a handy way to get your content across to people who are likely to interact with it. Setting your ads by engagement means that people who have recently liked, commented or followed you on social media will also see the ad.
- **Behaviors:** Facebook has a targeting tool called "**Facebook Pixel**". The pixel tracks the behavior of a user

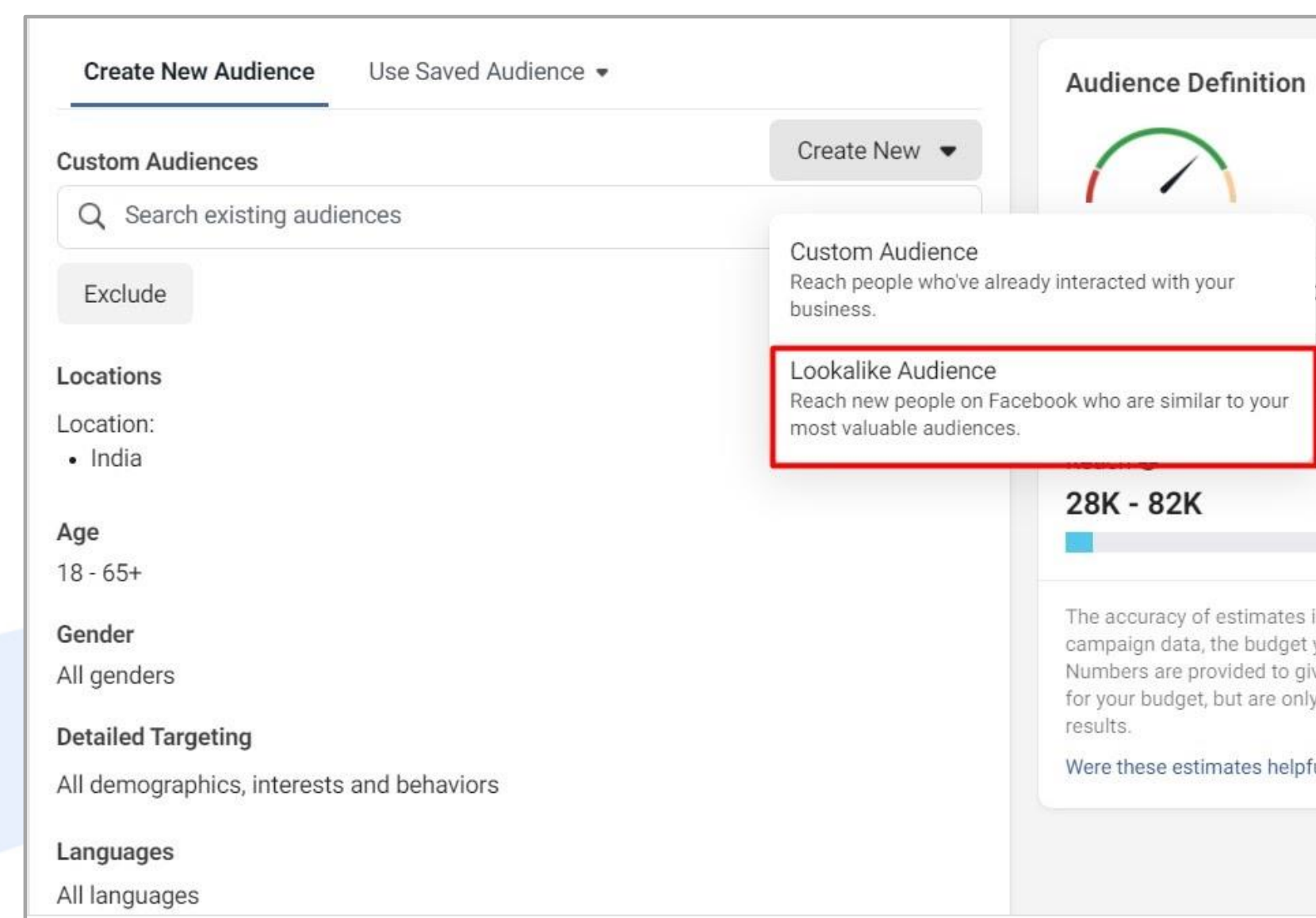
TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

and displays ads accordingly. For example, if someone visited your website recently, Facebook would show them ads that are related to your site. More information on the use and the brilliance of this friendly facebook tool is mentioned in Chapter 6.

- **Automatic Optimization:** After setting the different target options that Facebook has provided, you can let Facebook automatically optimize the audience for you.

But wait there's more.

When creating a new ad campaign, you can also create a **lookalike audience**. With a lookalike audience, you would be able to reach a similar type of audience based on certain behaviors they exhibit.



For example, if you have a list of customers that engage with your content or have made purchases in the past, you can build a lookalike audience of new prospects that exhibit similar traits.

Scanmaker, a company that makes revolutionary digital highlighters, had done exemplary custom audience targeting by segregating their audience based on interest and demographics and later targeting lookalike audiences made up of previous buyers.

Results?

They saw a remarkable **12.9X** average campaign return on ad spend and an **8.6X** hike in conversions.

7 CRAFT A COMPELLING LEAD MAGNET

If lead generation is your aim, then you should offer your prospects valuable lead magnet that they can't ignore and readily agree to give their information (email, phone number, location, company, etc.) in exchange.

So what kind of lead magnets work?

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

Something that provides high value in your acting niche. & solves actual problems for the targeted prospects.

But, what makes for an eye-catching, value providing lead magnet?

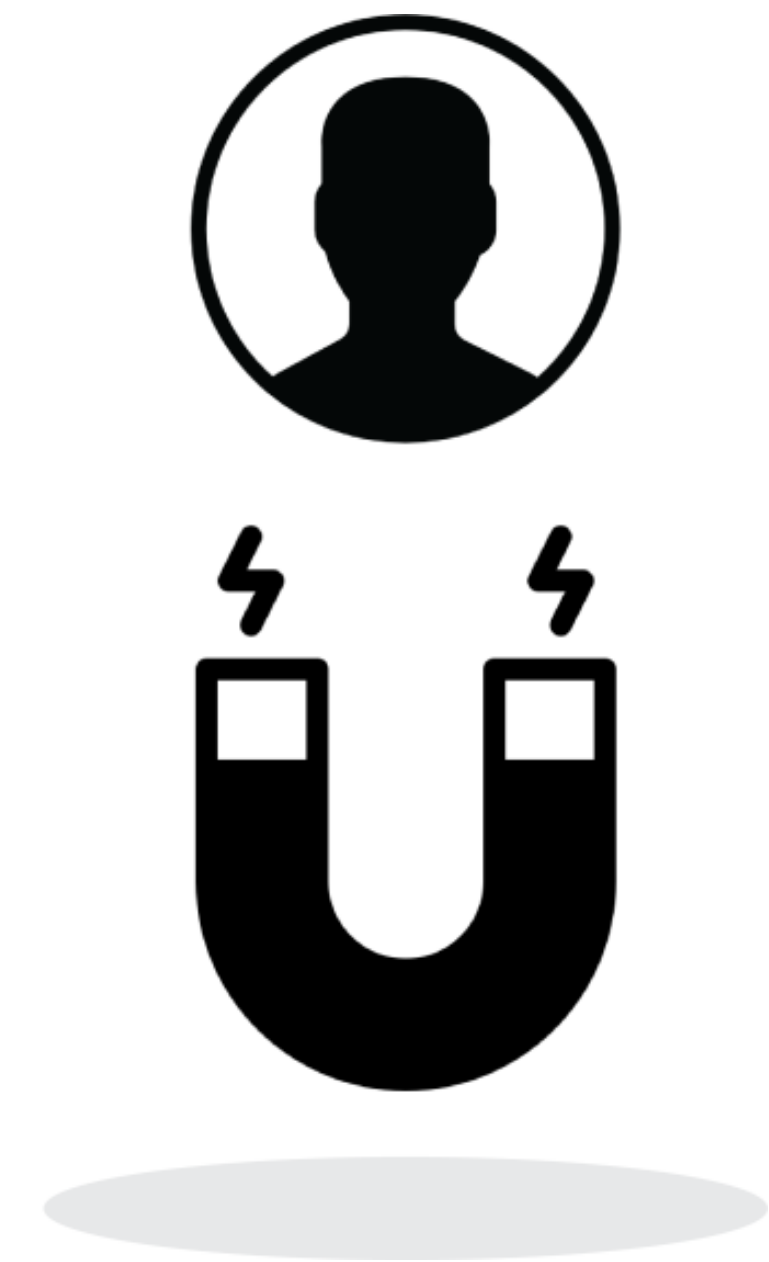
Look at this ad from UEFA, their lead magnet is the signed jersey of your choice. Any football fan would walk on burning coal for this, but they are just asking for an email address.



Here are some effective examples for B2B markets:

- Ebooks, articles, ultimate guides
- Video training
- Email courses
- Free tools
- Checklists and templates
- Case studies

Whereas, B2C market generally develops its lead magnets around social media contests, giveaway, samples, discounts and limited offers.



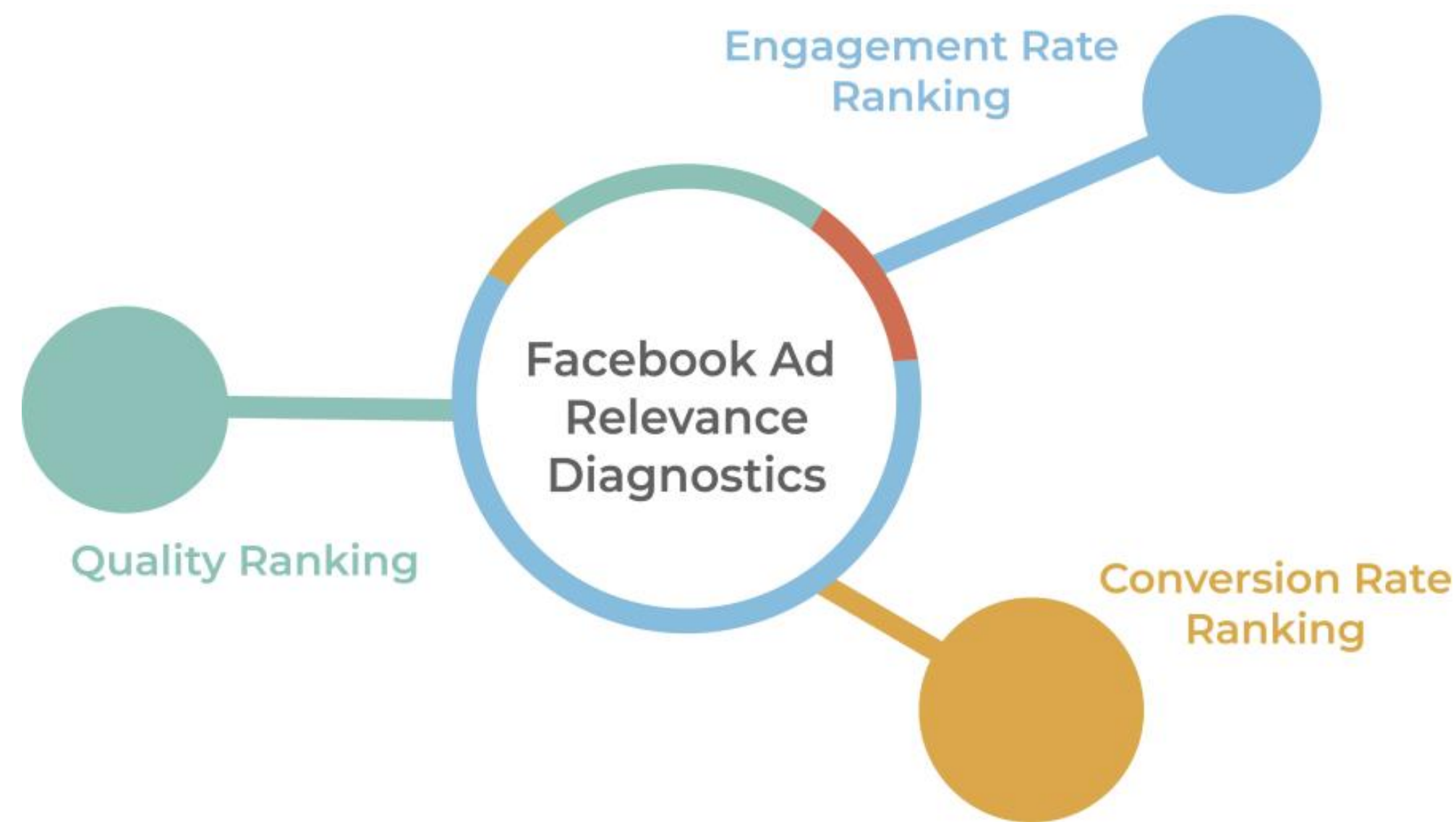
8 USE FACEBOOK AD RELEVANCE DIAGNOSTICS

Creating exciting content for your Facebook ad is not enough anymore. You also need to ensure that the material is relevant to your audience. This is where Ad relevance diagnostics comes to play.

Think of it as a way to resurrect your ads!

Facebook previously had a relevance score system, but it is now replaced with ad relevance diagnostics.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING



This new system is designed to help you understand the specific areas that you need to work on. Facebook assigns a rank for each of the 3 metrics- Quality, Engagement & Conversion giving you a data-driven answer to your bad or good performance.

Facebook has created a detailed [chart](#) that can help you in diagnosing your underperforming ads.

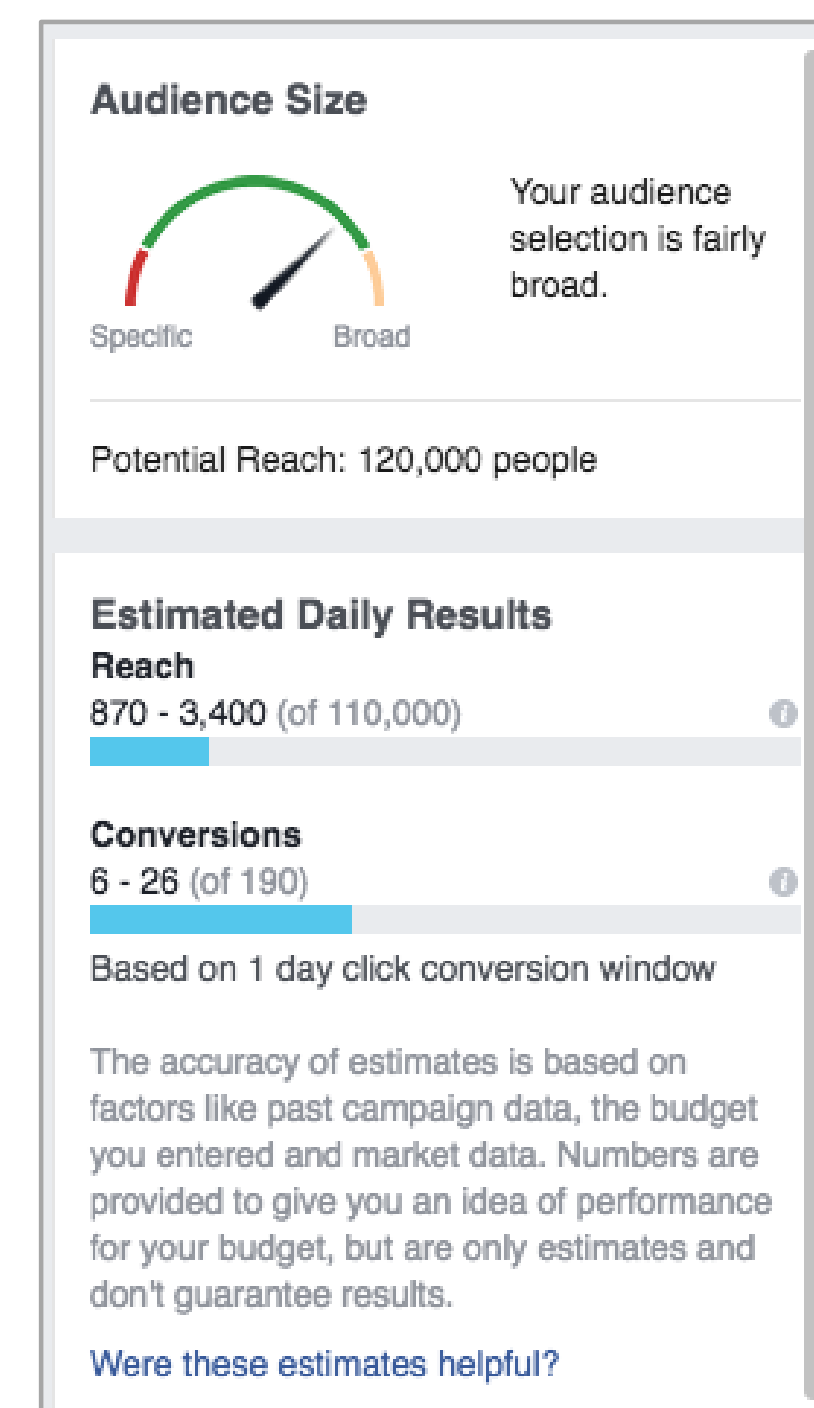
FACEBOOK ADS MISTAKES TO AVOID

As you knuckle down to create a stellar Facebook ad campaign using the above tips, also keep in mind a few Facebook ad mistakes marketers commonly make that can be detrimental for your campaign.

1. Poor Audience Targeting

One mistake that most marketers make when choosing their audience demographic is either spreading their tentacles too wide or too narrow.

To avoid this mistake when creating your ad, make sure that you set your audience size.



Instead of setting an ad that would reach millions of people, it is better to set it to a realistic number of people that would convert and are interested in your product.

You can use the demographic and user interest options to narrow this size.

If you make your audience size too small, Facebook might not deliver your ad. Facebook has

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

a dial that would show you if you are doing this right.

Choosing the right audience would not only increase your success rates but also lower your ad costs.

2. Using the Wrong Facebook Ad Type

Facebook offers you different ad formats to choose from. But, you need to be clear about your audience to be able to choose the right one.

To ensure success in your Ad campaign, it is important that you know which Ad type would work best with your objective or ad placement.

Ad Formats Supported by Objective					
	Image	Video	Carousel	Collection	Instant Experience
Brand Awareness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reach	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Traffic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Engagement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
App Installs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video Views		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Lead Generation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Messages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Conversions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Catalog Sales	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Store Traffic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

For example, desktop ads have one of the highest conversion rates. The only problem is that they can be very expensive and there is a lot of competition.

If you plan on using desktop ads just to drive traffic to your site, the cost might kill your campaign. So, if you have a small marketing budget, desktop ads might not be the best option for you.

I'd recommend you should continue to do A/B testing until you find the option that works best for you.

3. Abandoning your Ads

Another common Facebook Ad mistake that most marketers make is creating new Ads and abandoning them for weeks. It is important that you analyze the performance of your Ads daily.

When you are checking your Ad progress, these are some important things you should look out for and keep in check:

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING



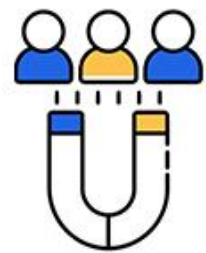
Ad Frequency



Click-through-rate



Conversion rate



Number of leads generated



Ad performance by type and placement



Clicks by interest

Monitoring your ads regularly would help you know if you need to make changes to your Ad options.

But at the same time, don't be impatient with your Facebook ad. Give it at least three days before making changes to it.

4. Using Ads for Sales Funnel Only

Another Facebook ad mistake is using your Ad only as a means to sell your products or services. This is like a salesperson that pushes their product in front of the customer's face all the time. Nobody likes a pushy salesman.

To get successful at Facebook ads, it is important that you use your Ads to tell a story that your viewers can connect to. Making this connection is important to generate leads that convert.

Consider creating Ads that build trust by sharing your success stories, benefits delivered, testimonials, industry recognitions, etc.

You can even boost your Facebook posts to increase your reach. This helps improve engagement.

5. Lack of Clear Value Proposition

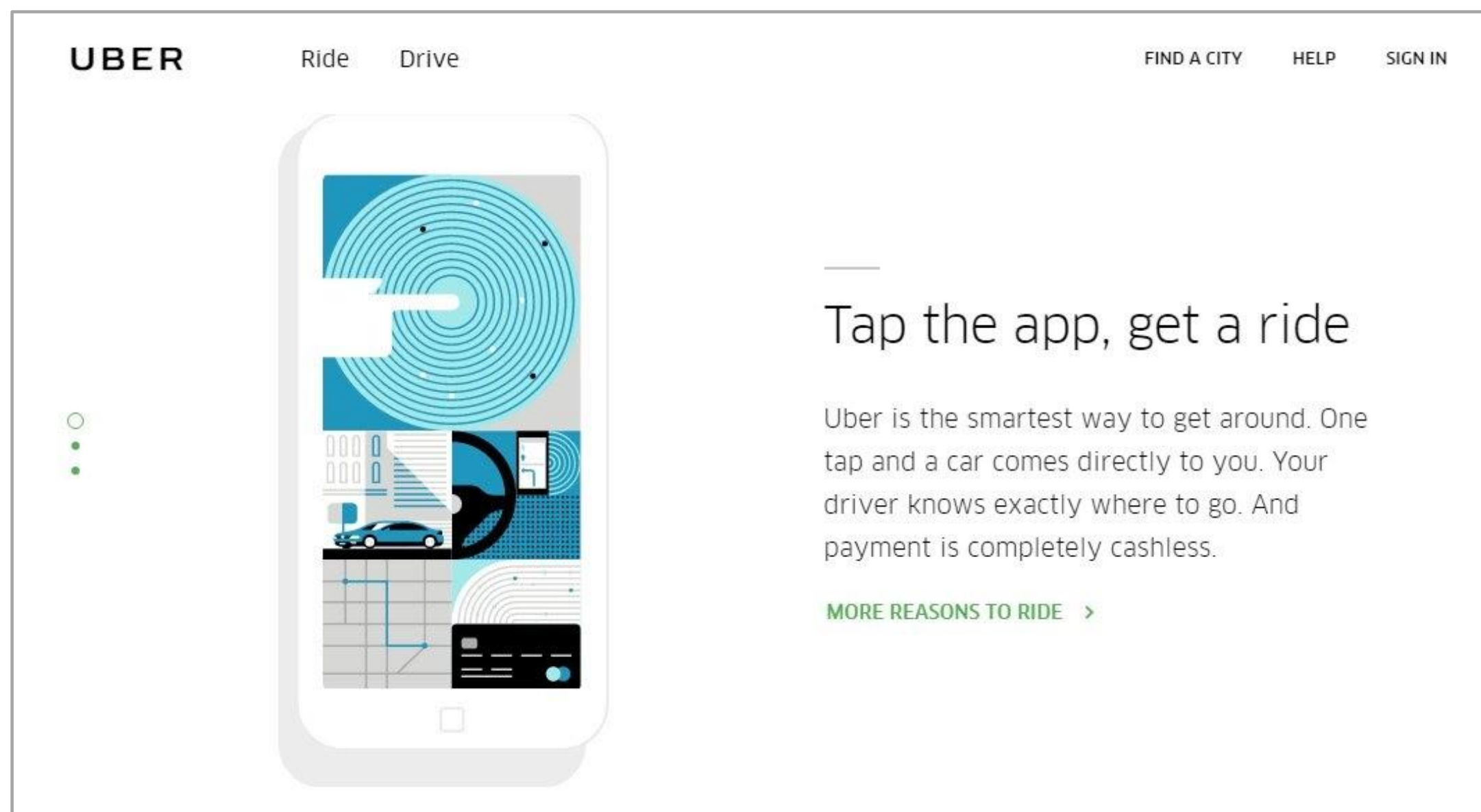
Your value proposition tells your audience - what you do and how you do it the best way possible.

When it comes to marketing, your value proposition is one of the most important aspects. Neglecting it can be detrimental to your campaign.

It is your value proposition that would convince people to do business with you or use your product instead of your competitor's.

Unfortunately, in many Facebook Ad campaigns, businesses do not bother making their value proposition visible or do not even know what it is at all.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING



Without saying it directly, Uber shows everything that is wrong with traditional cabs and how they have taken care of this issue to make life easy for their users.

From the image on their homepage, they highlight three reasons why you should use their service:

- With a single click on their app, you can get a ride to come directly to you.
- Your driver knows exactly where you are going.
- Payment is cashless so you don't have to worry about not having money on you.

This value proposition shows exactly what a user would get by using their service instead of a traditional taxi. This is an example of a value proposition that works.

To make sure that your Facebook Ad has a good value proposition, it should contain the following:

- Crystal clear meaning
- Conveys the benefits and results
- Avoid buzzwords and slogans
- Highlights brand's USP

6. Running too many Ads on a Tight Budget

One of the most common mistakes that most businesses make - especially the small ones - is creating very complex ad accounts. You would see a single ad account that is running multiple campaigns and has too many Ad sets.

Doing this would only reduce efficiency & make it difficult to keep track of everything that is going on.

TIPS TO SKYROCKET YOUR FACEBOOK ADS MARKETING

Zaful, a women's clothing brand, faced a similar growth-block. When checked upon, they found out a fragmented campaign setup. So they restructured the whole campaign by cutting down from thirty-seven ad sets and one ad to seven ad sets and two ads.

This major restructuring helped them get a **78%** decrease in return on ad spend fluctuation for campaigns using minimum return on ad spend bidding. Also, they had **30%** less budget spent during the learning phase compared to the previous campaign.

To fully take advantage of the Facebook algorithm, you would need **at least 50-100 conversions per Ad set per week**. To achieve this, you would need a sizable budget so that Facebook can efficiently power your ads.

If you wanted to achieve a \$5 per lead conversion rate, you would need to set your budget to a minimum of \$35-\$50/day. So if you wanted to create 3 Ad sets, your campaign budget would amount to \$100-\$150/day.

Try and spend a tangible amount on your Ad campaign. That way you can have higher conversions and an improved ROI.



CHAPTER 5

HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

Facebook pixel is one of the strongest arrows in the quiver of facebook ads. Some even call it the tool for advanced Facebook advertisers. That's why we decided to give it a separate spotlight.

In a nutshell, Pixel targeting helps you in winning back those prospects who have disappeared after walking through your portal without making any purchase or even an inquiry.

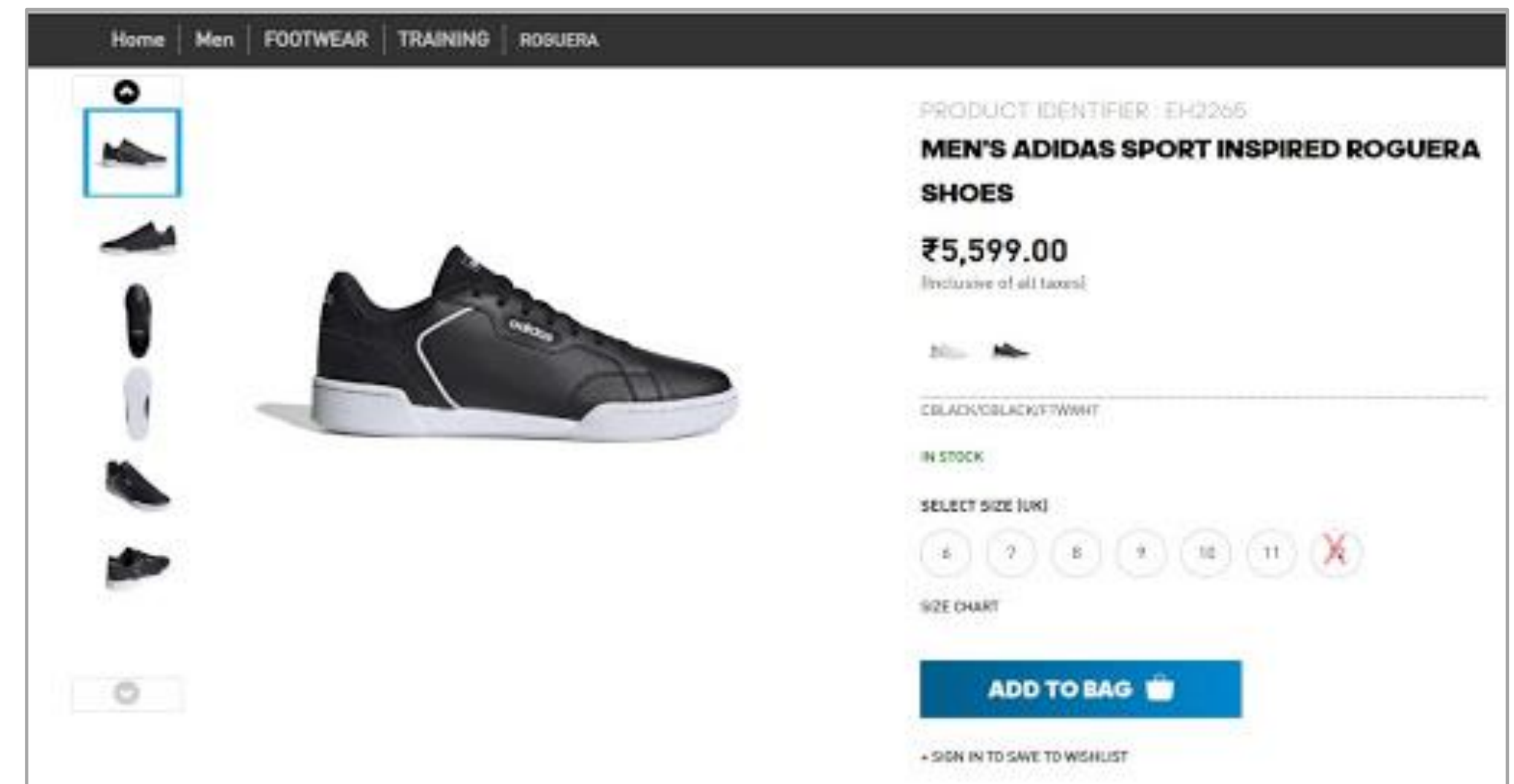
How? Let's unveil the secrets of Pixel.

UNDERSTANDING FACEBOOK PIXEL

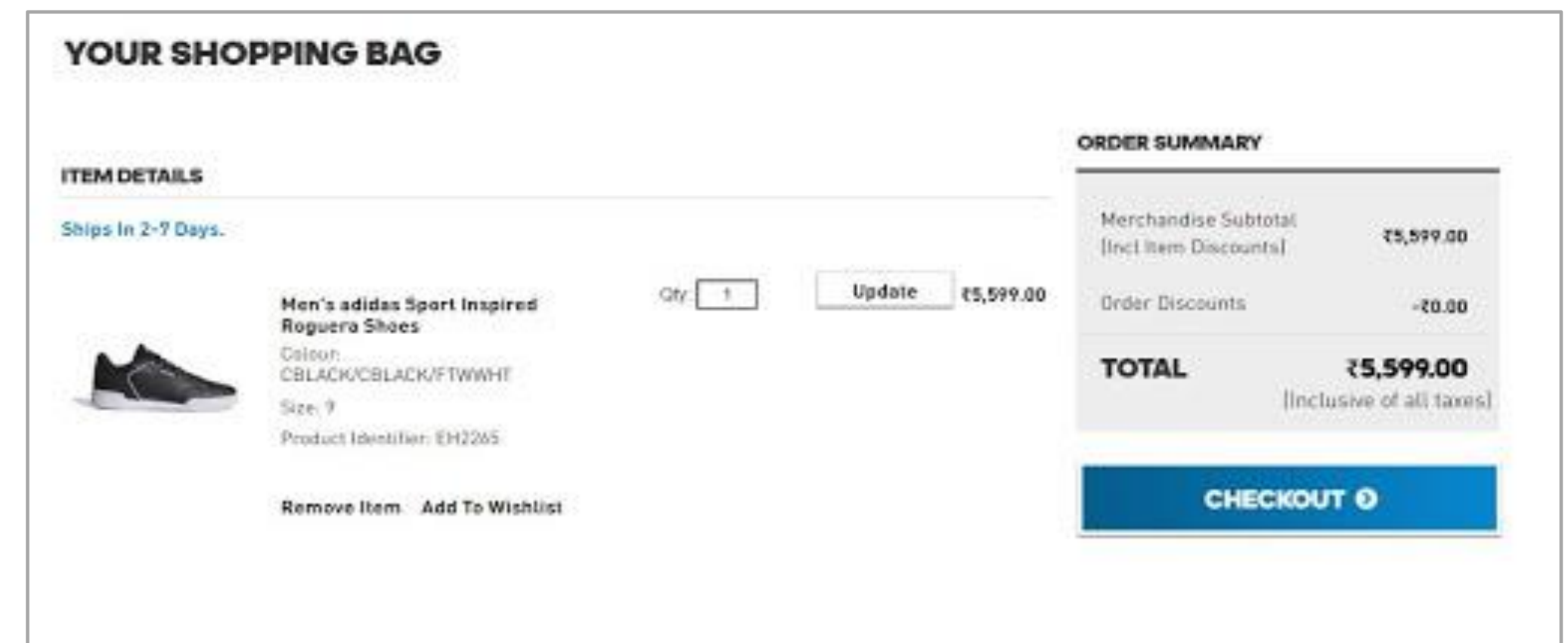
Facebook pixel is a snippet of code that you put in your website to track the landing visitors, to later retarget them with your ads on Facebook.

The whole process creates a loop to bring back people who are most likely to purchase your product or service. Lets understand the whole process with an example.

Let's go and do some shopping. How about buying some new kicks from the Adidas online store.



This pair looks fab. Let me add it to the cart.

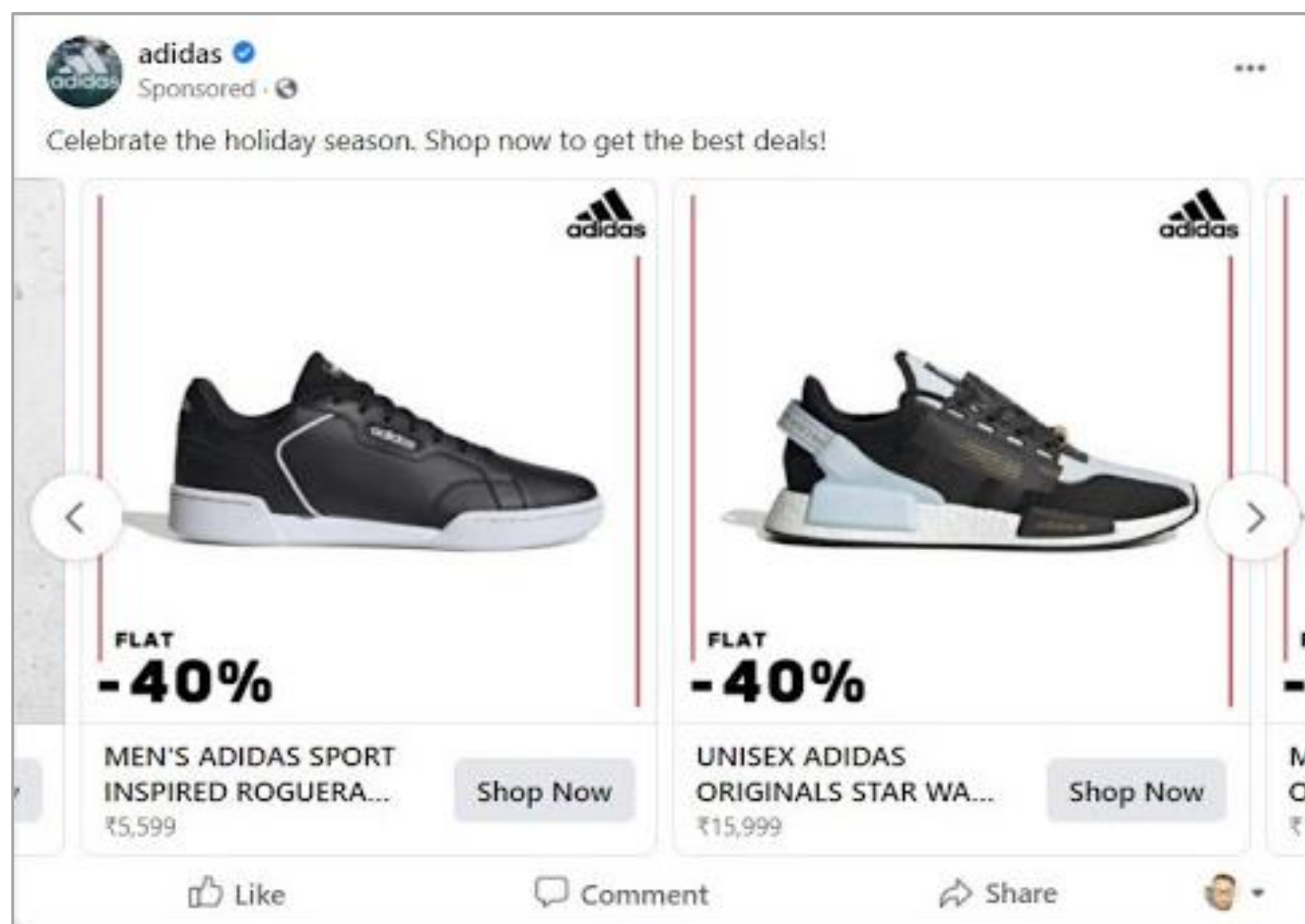


HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

Eh, I have changed my mind. So I will close the tabs and be on my way.

But all this time pixel was sitting at the back, tracking our actions. So it can work its magic once we get back to Facebook later.

Soon after I left my shoes in the cart, Facebook retargeted me with this ad:



Can you spot the shoe I left in the cart?

In addition to retargeting, pixel also helps your track conversions by the retargeted ads, create a better lookalike audience, and reach the same customer with future ads.

Simply put,

“The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising”, as facebook stated, ” by understanding the actions people take on your website”.

I know you can't wait to create your pixel code!

But, before we start you off on your very own pixel code, let's have a look at how it will evolve your FB marketing game.

HOW DOES PIXEL HELP YOU IN CREATING BETTER ADS

1. Track your Facebook conversions

Thanks to pixel now you can track the effectiveness of your conversion funnel effortlessly.

HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

Pixel allows you to track the people who have interacted with your website and taken a desired action after clicking on your facebook ad.

This conversion tracking gets done in two ways:

1. Custom conversion tracking: In this method you put in specific URL parameters to your "Thank you" page, or your "Final page". Customer's reaching that stage will count as a conversion.

For example: Someone clicking on your Facebook ad and reaching the landing page won't be counted as a conversion, but filling out the form and reaching your "Thank you" page, which is your assigned URL, will be.

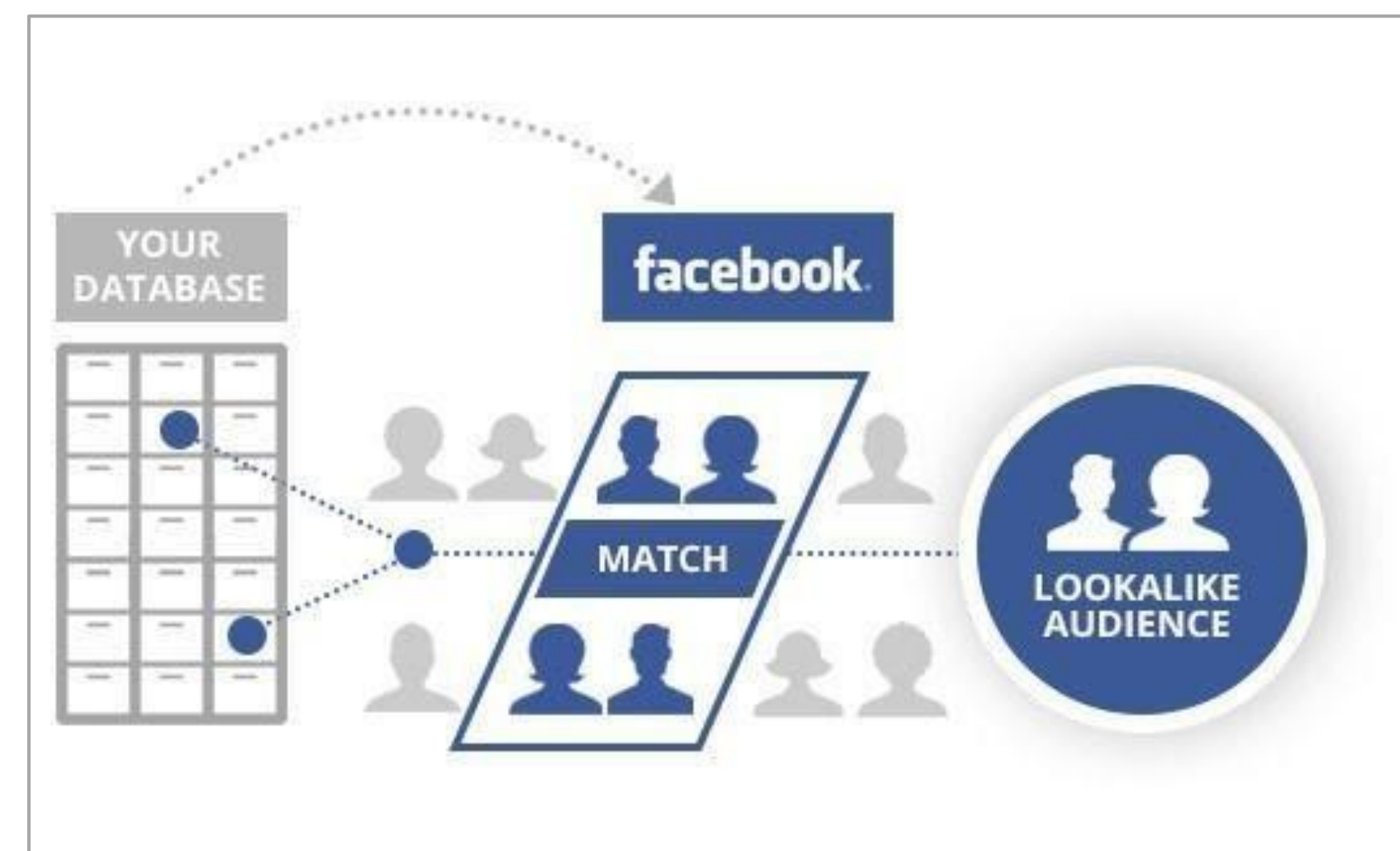
2. Standard events tracking: Here, instead of adding URL, you have to edit some changes in your pixel code. Don't worry anyone can pull it off - no special coding knowledge needed.

Facebook has defined 18 [standard events](#) that correspond to your common- conversion goals, such as purchase, add payment info, and getting the lead. So in the event tracking context, whenever a user reaches the desired page, Facebook counts it as a conversion.

To learn more about how conversion tracking works, click [here](#).

2. Create custom and lookalike audience

With the data pixel gatherers, you can create different groups of custom audiences to better retarget your ads based on the action they have taken on your website.



For example, visitors who left with the product in the cart, can be targeted with the ads showing the same product. You can also attract those visitors with discount ads.

But there is more.

You can use pixel data to also create lookalike audiences who have similar interests, behaviors, demographics as the audience already interacting with your website. This

HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

optimizes your ads to reach more prospects who are likely to convert.

Lounge Underwear perfectly leveraged the integrated power of lookalike audience and the data pixel gathered through their UK website to find and convert the German customers.

The precise retargeting achieved them **6X** return on ad spend; **11.3X** return on ad spend from retargeting; 51% lower customer acquisition.

Tip: Create a group of audience who have already taken the desired action (purchase, subscribes) and exclude them from retargeting. This will save you money and won't irritate your leads, calling them to do something they have already done.

3. Optimize ads for conversions

What can you do in a world without a pixel's extensive data tracking? Optimize ads for clicks and... well that's it.

On the other hand.

With pixel, you can create ads that are specifically aligned

with your conversion goals like email subscribers, inquiry form, or purchase. Also, optimizing ads for conversion cost you a lot less than optimizing for link clicks.

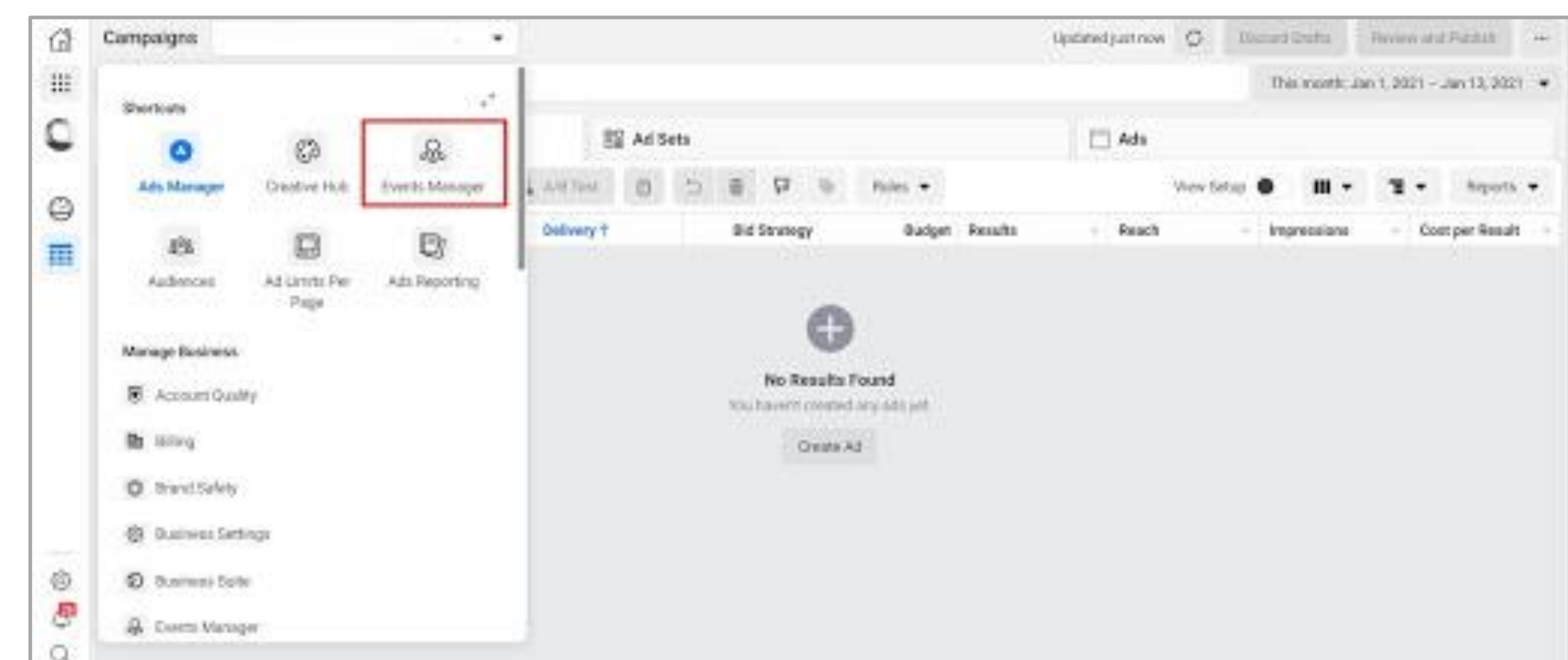
HOW TO CREATE AND ADD FACEBOOK PIXELS ON YOUR WEBSITE?

Now that we know how crucial pixel is for your Facebook ads marketing, it is time to add it on your website. If you already have the base code implanted. Move on to the next chapter.

We are going to [navigate through Facebook ads manager](#) to add Facebook pixel on your website.

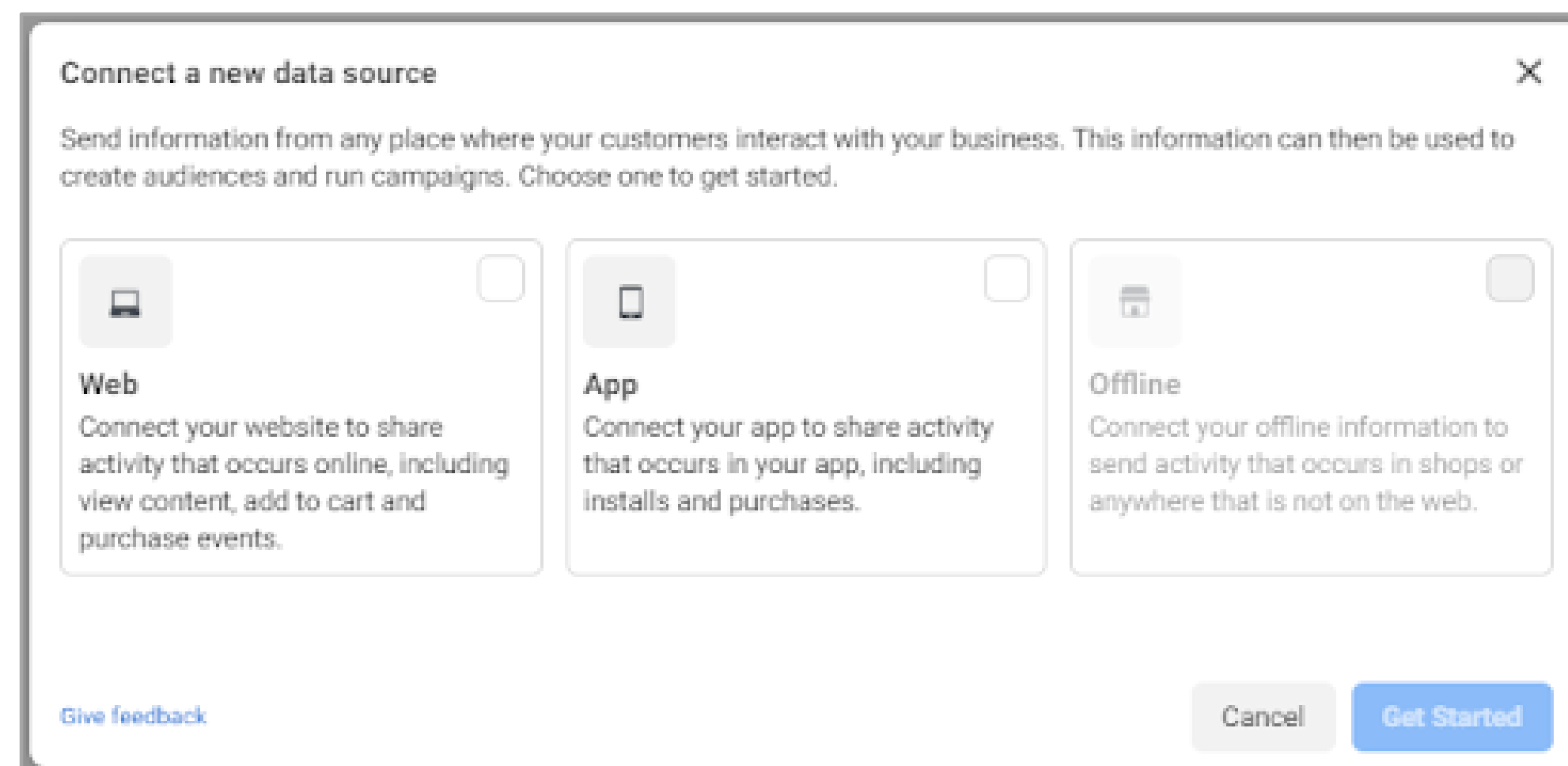
Here's how to create your pixel:

1. Go to Ads Manager > Events Manager

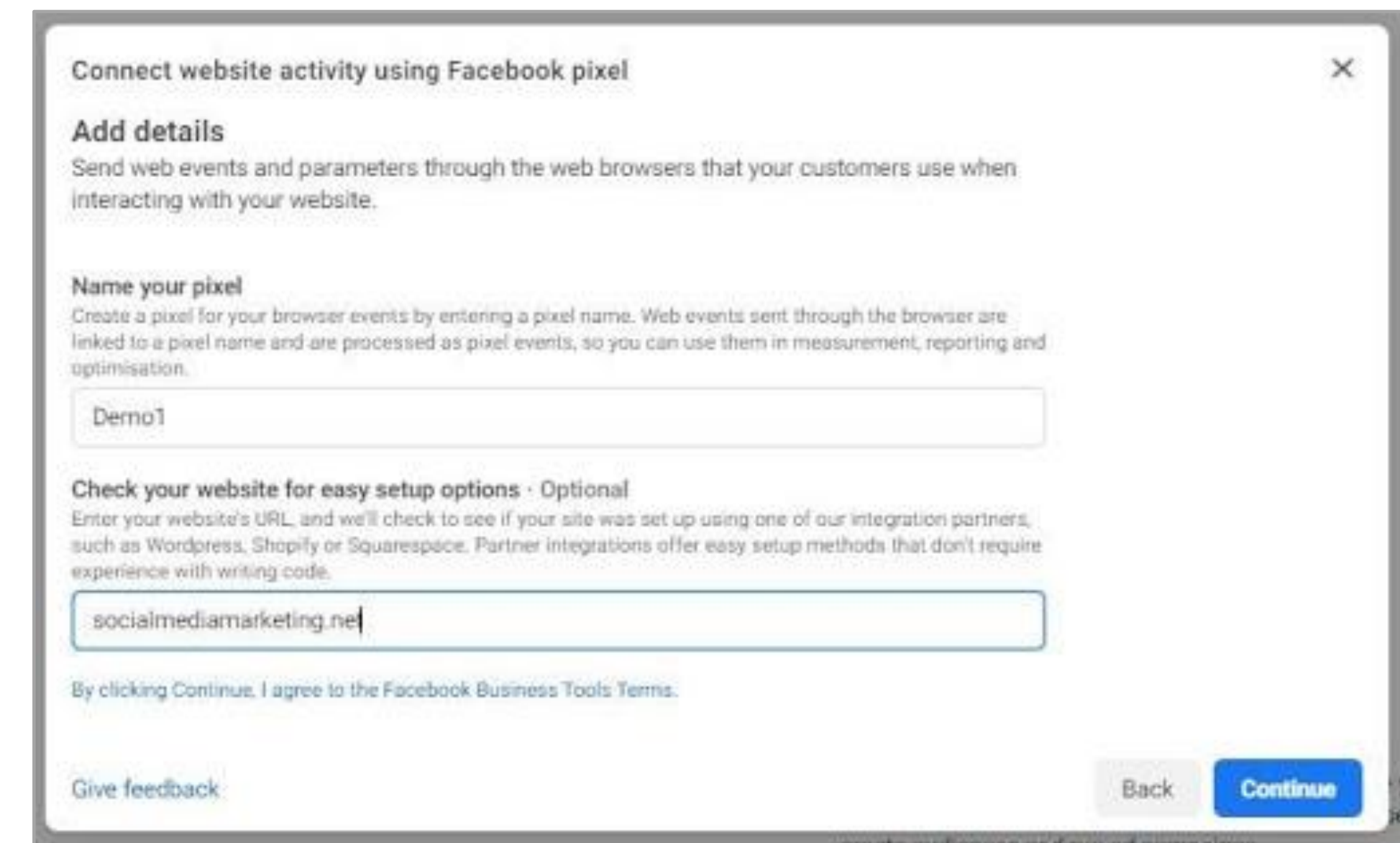


HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

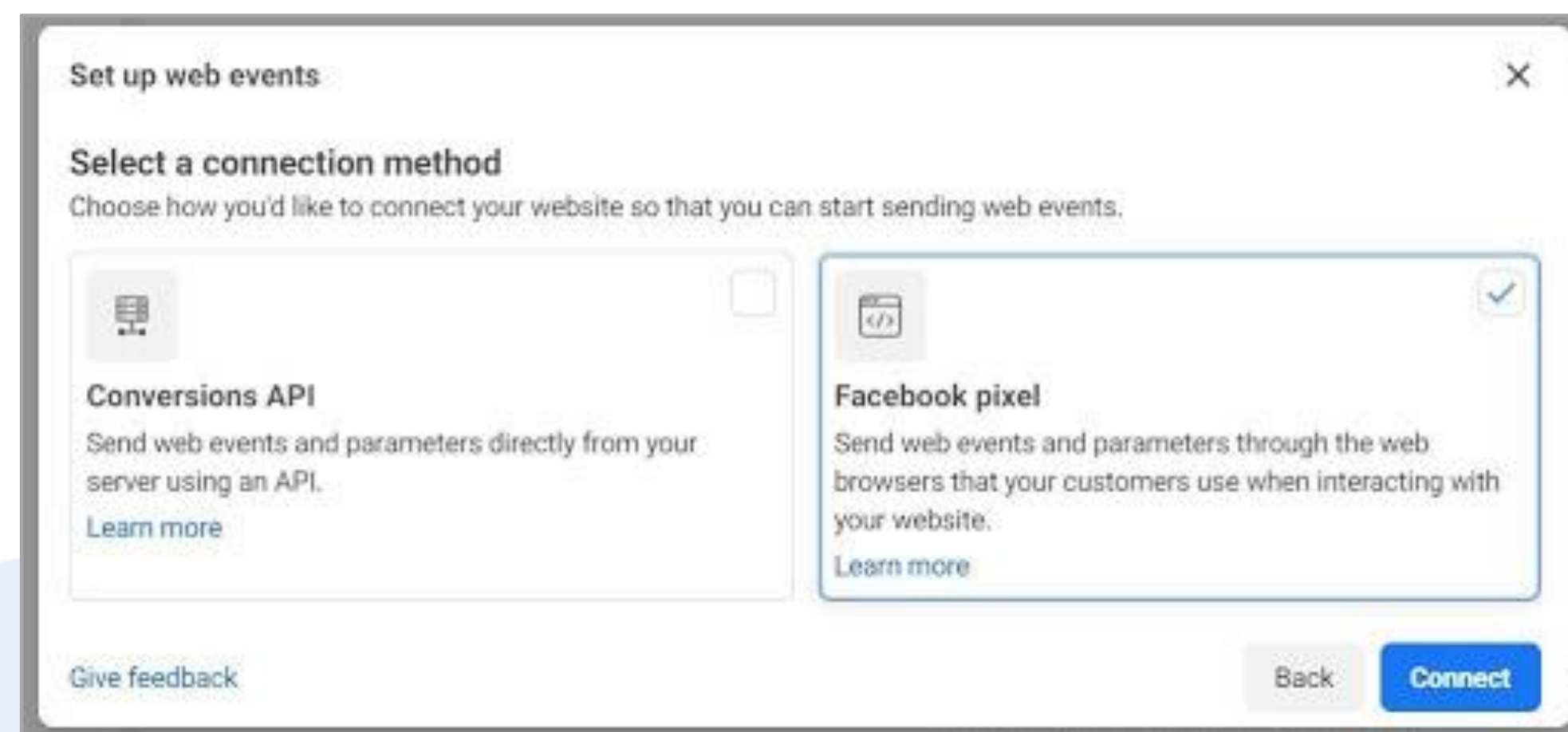
2. Click the + button labeled 'Connect a Data Source' and choose 'Web'



4. Name your pixel and type in the website URL you want the Facebook pixel to appear and run through the provided setup options.



3. Select 'Facebook Pixel' and hit the 'Connect' button



5. Select 'Continue' and 'Set up the Pixel Now'

You have three options to set up the pixel:

I. Connect to a partner platform

Certain software like WordPress and Google Tag Manager integrate with your website to manage pixels and website tracking.

HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

Benefits of using a partner to manage your pixels include:

- Don't need to mess with your website's code
- Automatic tracking on user actions during a website visit (e.g., viewing your content, completing a page registration)
- Automatic reporting when you create ads (no need to set up ads manually)

II. Email your pixel to a developer

The second method of installing your pixel on your site is to send it to a developer.

Choose 'Email Instructions to a Developer' in the install pixel menu. Enter your developer's email and copy the codes from any events (website actions) you want them to include using the 'Get Event Code for Conversions' button.

Make sure the pixel you created is 'Active' before you hit 'Send.'

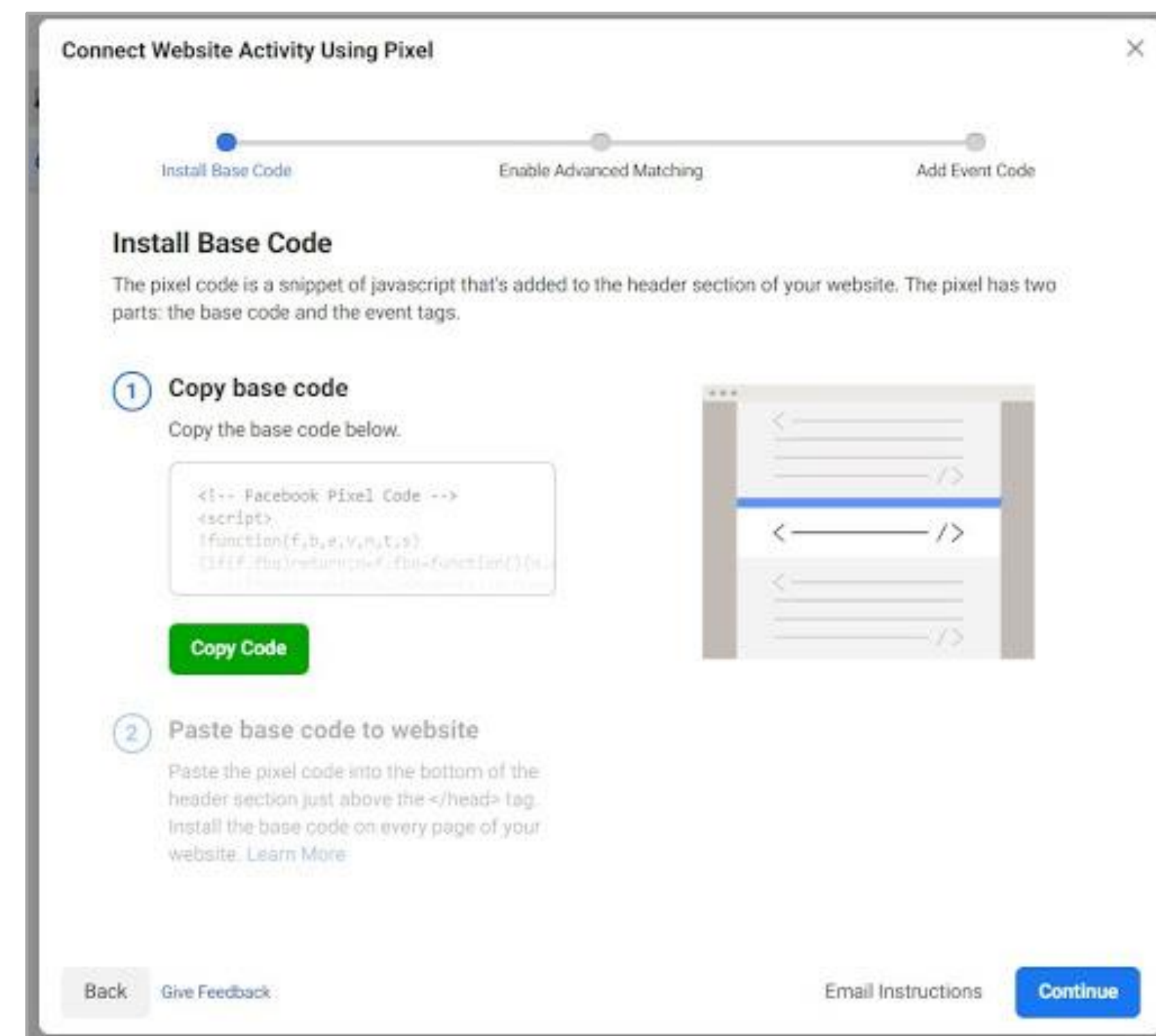
III. Manually install your pixel

Go to Ads Manager > Events Manager > Pixels and click on 'Setup.' Select 'Install Code Manually' and follow the prompts included in the popup.

Adding the pixel you just created to your website happens in 3 steps:

Install the base code: Simply copy the base code by clicking on the green button and then paste it to the bottom corner of your website header of every page you want to track

Make sure you paste it between <head> and </head> tags.



HOW TO USE FACEBOOK PIXEL FOR YOUR RETARGETING CAMPAIGN

Once you installed the code, [verify whether your pixel is active](#) or not. Continue further to leverage extra functionality of Facebook pixel.

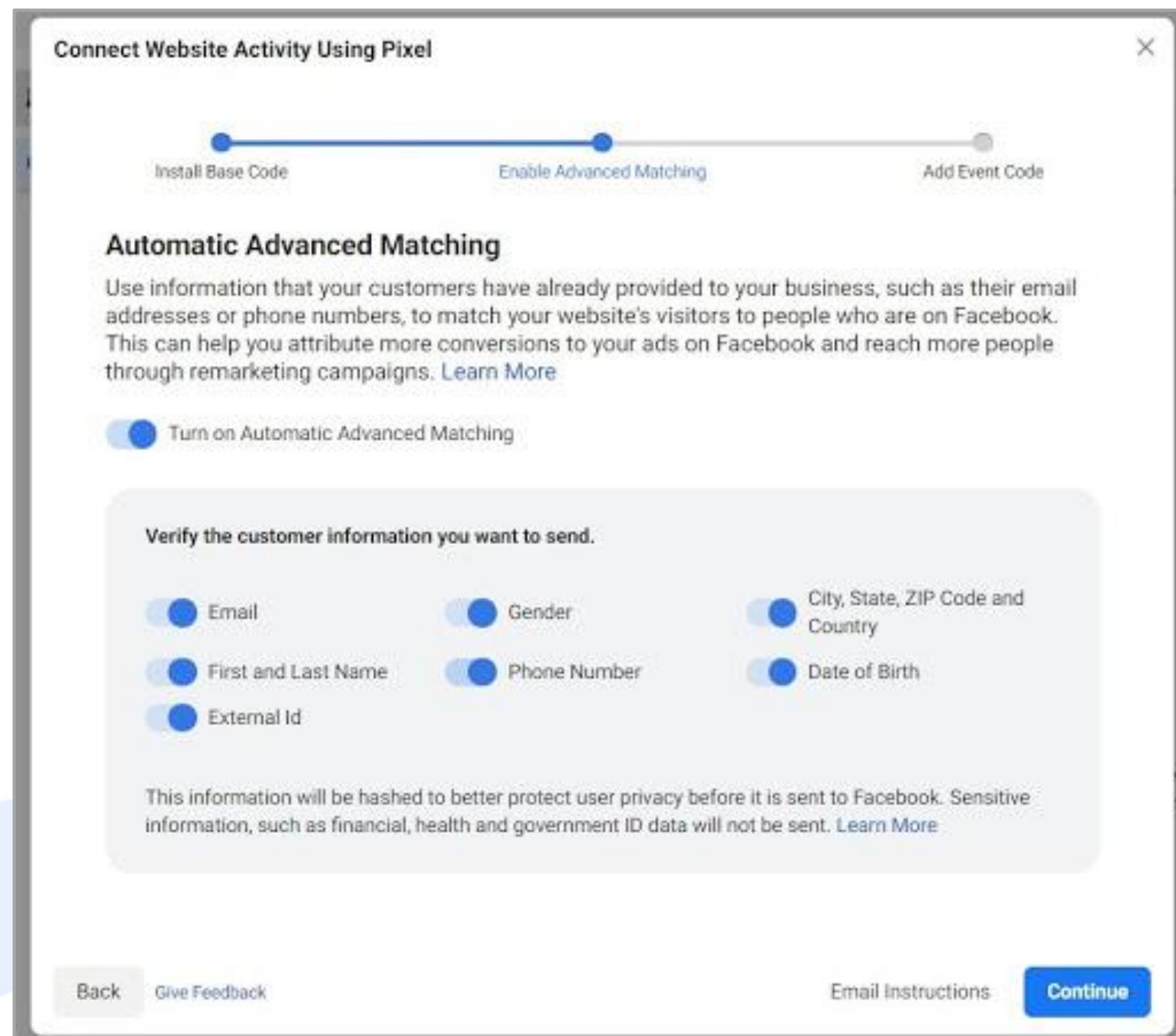
Enable advance matching: In this step, you can turn on the automatic advance sharing. This will let you match your website visitors, based on their email address and phone numbers, to people who are on Facebook.

Turn on the toggle switch to reveal and choose between the type of hashed information you want to send to Facebook.

Advance auto sharing helps you:

- Attribute conversion better
- Increase your custom audience size
- Decrease the cost per conversion (CPC)

Add event code: Here, you can use the Event Setup Tool to add standard events and parameters that you want to track without the need for code.



The screenshot shows a modal window titled "Connect Website Activity Using Pixel" with a progress bar at the top. The progress bar has three steps: "Install Base Code" (completed), "Enable Advanced Matching" (current step), and "Add Event Code" (pending). Below the progress bar, the section is titled "Automatic Advanced Matching" and includes a description: "Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)". A toggle switch for "Turn on Automatic Advanced Matching" is turned on. Below this, a section titled "Verify the customer information you want to send." contains several options, all of which are selected with blue circles: "Email", "Gender", "City, State, ZIP Code and Country", "First and Last Name", "Phone Number", "Date of Birth", and "External Id". A note at the bottom states: "This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be sent. [Learn More](#)". At the bottom of the modal, there are links for "Back", "Give Feedback", "Email Instructions", and a blue "Continue" button.

CHAPTER 6

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

Let's do it one more time - organic reach is going through a rough terrain, pay to play strategy is the only option to get better reach on Facebook.

While paid ads are good to engage people to an extent, most of the businesses are not able to [create communities](#) that have regular conversations and authentic interactions.

Why?

Because an engaging social media strategy is no longer reliant on simply publishing content in the open. Customers now seek more authentic interactions from both their own network and from the brands they purchase.

Enters Facebook groups!

Facebook groups boost real engagement through a community of like-minded people who are interested in what your business has to offer. The groups are a brilliant way to expand your customer base, nurture existing customers, and build strategic relationships for businesses.



CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

WHAT DO YOU NEED TO CREATE AND GROW YOUR FACEBOOK COMMUNITY ?

Take a look at some of the top reason to create a Facebook group for your brand:

Mentorship: People who have expertise in the field of your business can help and guide users in your Facebook group with the information they have. By creating helpful conversations and insights to users in your group, you can establish your brand as a credible entity.

Creating Teams: Businesses of all sizes can utilize Facebook Groups to streamline brand communications, initiate projects, and conduct online training. And since everyone is familiar with Facebook, these groups can yield better results than sharing information over email as well.

Networking Opportunities: A business community created using Facebook Group can unite your potential clients with current ones and allow them to interact over a common subject matter.

An Excellent Perk: Group members can receive the brand information before the normal audience and this could be used to create pre-order opportunities at special discount prices for the group members.

Social Sharing Platform: Communities in Facebook Groups are the most engaging social sharing platforms where the members support each other through likes, retweets, sharing, endorsement and more. Ideal for small businesses.

Boost Engagement: Since Facebook Groups are less about brand advertisement and more about the people behind the business, they provide ample engagement opportunities and give a more personal feel to the members.

Customer Service: Facebook Groups can be used to support customers with their concerns when they are interacting with your brand. With more people, new questions will follow, and this will create even more opportunities for interaction.

Creating Brand Ambassadors: An active Facebook Group is home to ambassadors who promote your business in their community out of sheer loyalty. Every time there is a new update in the group, these fans share and retweet about it. Cultivate their loyalty towards the business, and in turn, these brand ambassadors will grow your business.

Directing User Attention: If you wish to promote a certain call-to-action it can be done easily by pinning a post at the top of your Facebook Groups.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

However, use this technique in moderation and do not pin too much of promotional content in the group. The essence of a Facebook Group is to create communities that help create relationships, and these users might leave if a product is pushed down their throats through aggressive selling.

In a nutshell, Facebook Groups are the perfect close circles of people who like to share their views and keep in touch with like-minded people in a community.

HOW TO PROMOTE YOUR FACEBOOK GROUP ?

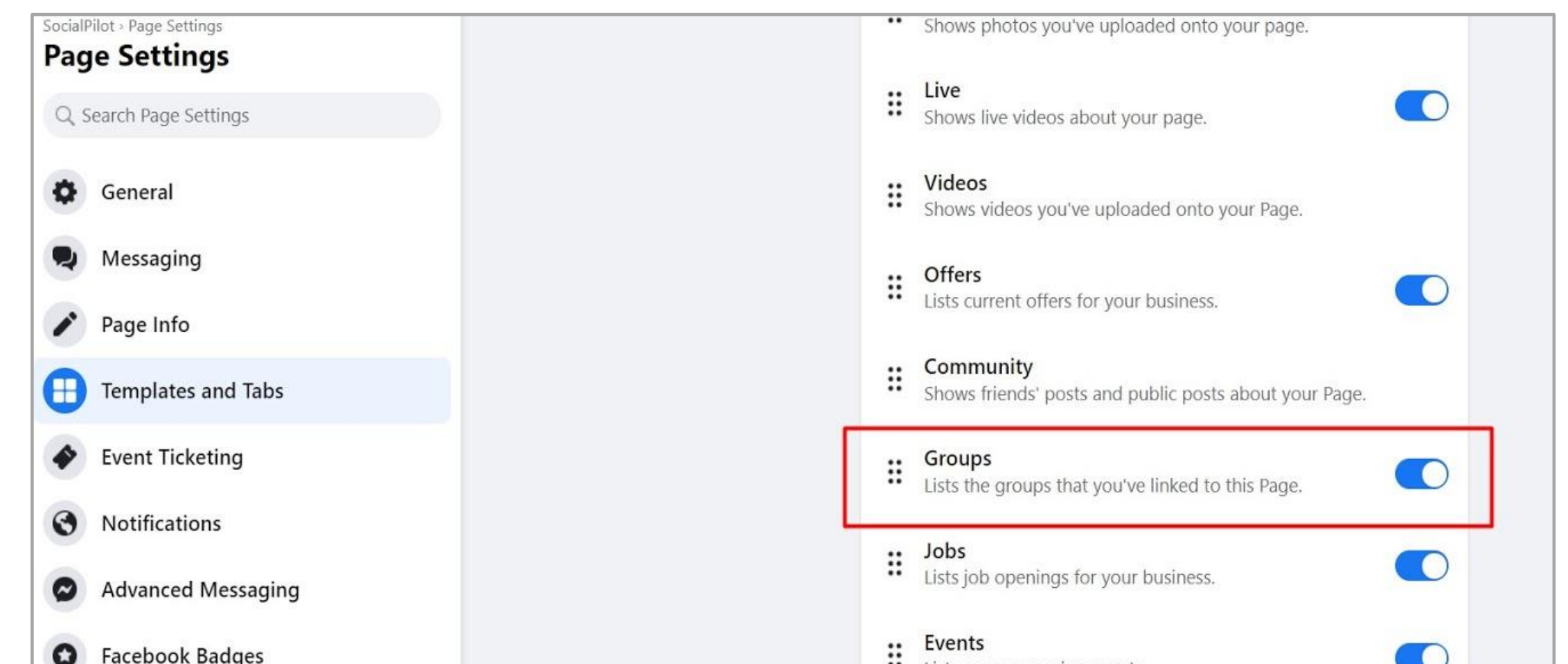
Once your first facebook group is created, it is time to share it with the world. Here are some hard-found tips you would need to grow your Facebook group.

1. Post about it on your page

You should kick-off the promotions from your company page first. This way, you can attract your current followers to join your page. An active page also acts as a credible anchor for people who don't know about your group.

So keep posting your group updates once in a while on your brand business page.

One more thing you can do is to pin your group in the page tabs to catch the eyes of visitors dropping at your company page. To add the 'Groups' in the page tab, navigate to Settings > Templates and tabs and then turn on the toggle button before the Services option.



2. Share it on other platforms

Why stop at Facebook for promotions only? Expand your new group announcements to other social media platforms too.

You can leverage Pinterest to grow your Facebook group

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

by creating a pin graphic or use Twitter to pin your group announcement on top. Possibilities are endless, so are the social platforms.

Remember, you should post about your group once or twice in a month. If you feel overwhelmed in maintaining your social media post cadence, try [SocialPilot](#). It provides you with social scheduling on 8 social platforms, including Facebook, Twitter, LinkedIn, Pinterest, and Instagram.

3. Write a blog about your Facebook group

Writing a blog about your Facebook group is a wonderful way to convert your readers into group members.

We have done exactly that with our blog “[62 Social Media Groups Every Marketer Should Join Now](#)” and we were successful in converting multiple readers into our group members.

Similar to the above blog, you can curate a list of active Facebook groups catering to your niche and then add your group into the list as well.



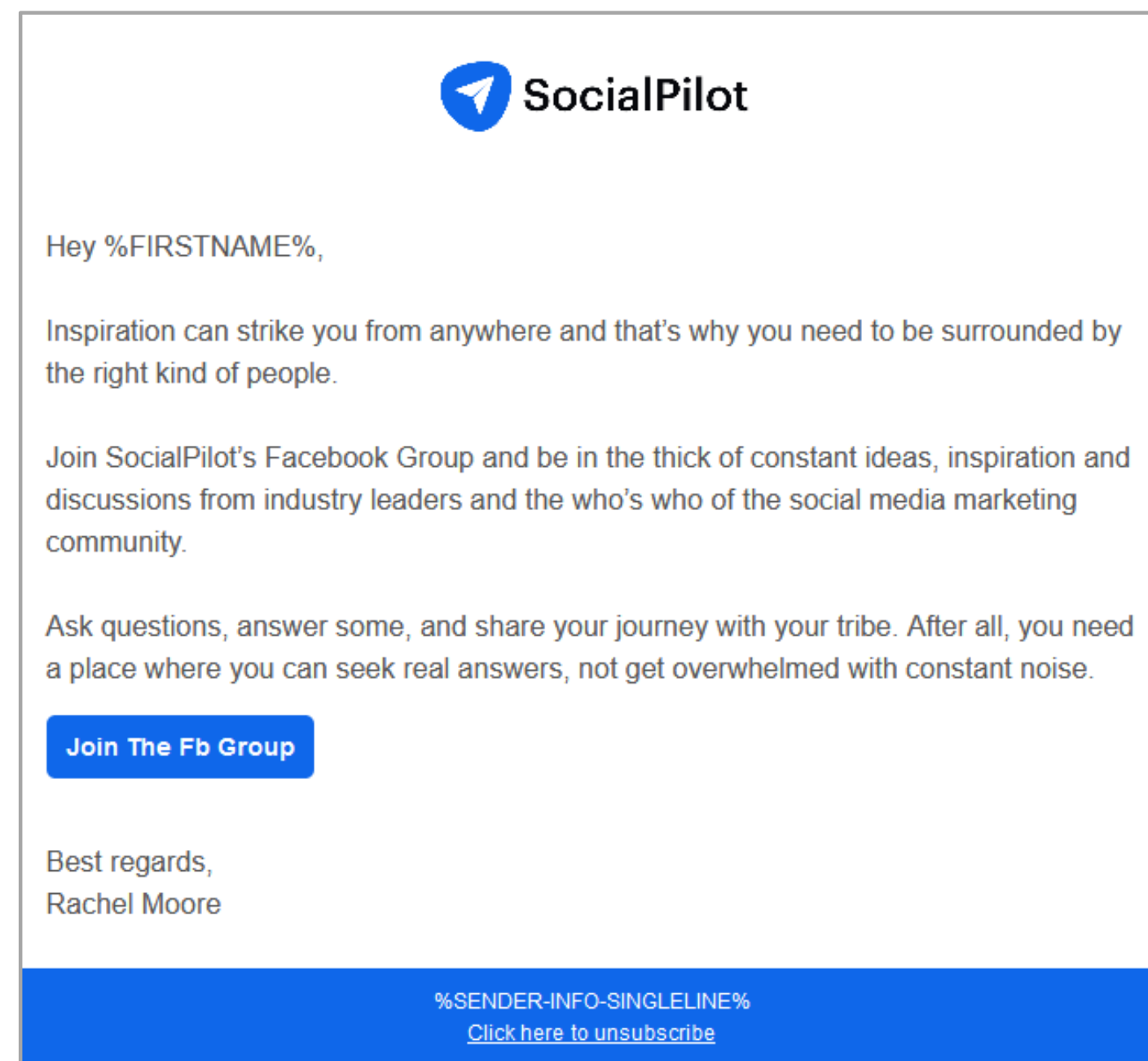
4. Leverage your email marketing

Don't limit your Facebook group promotion to social marketing channels only, try your newsletter too. Tap into the power of your email list.

Chances of people signing up to your email list is a lot more than visitors dropping at your social media pages. So don't let such a repository of target audience go without knowing about your Facebook group.

Here is an email we sent to our monthly newsletter subscriber, describing what they can gain by joining our Facebook group.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS



You can also prompt people to join your group at the exit of your landing page.

5. Promote it through your website

Speaking of promoting through multiple channels, don't forget about the tons of visitors dropping at your brand website daily. It is one of the easiest ways to notify website visitors and blog readers about your group.

Places where you can put the link to your group

- Website menu
- Top bar prompt
- End of the blog
- End of the homepage
- Facebook group Pop-up

5 UNIQUE FACEBOOK GROUP FEATURE YOU SHOULD KNOW ABOUT

Once you are done adding a good cover image, description, team members, and privacy settings, there are certain features you can use to create more value for your members and moderate the group much better.

1. Add Mentorship

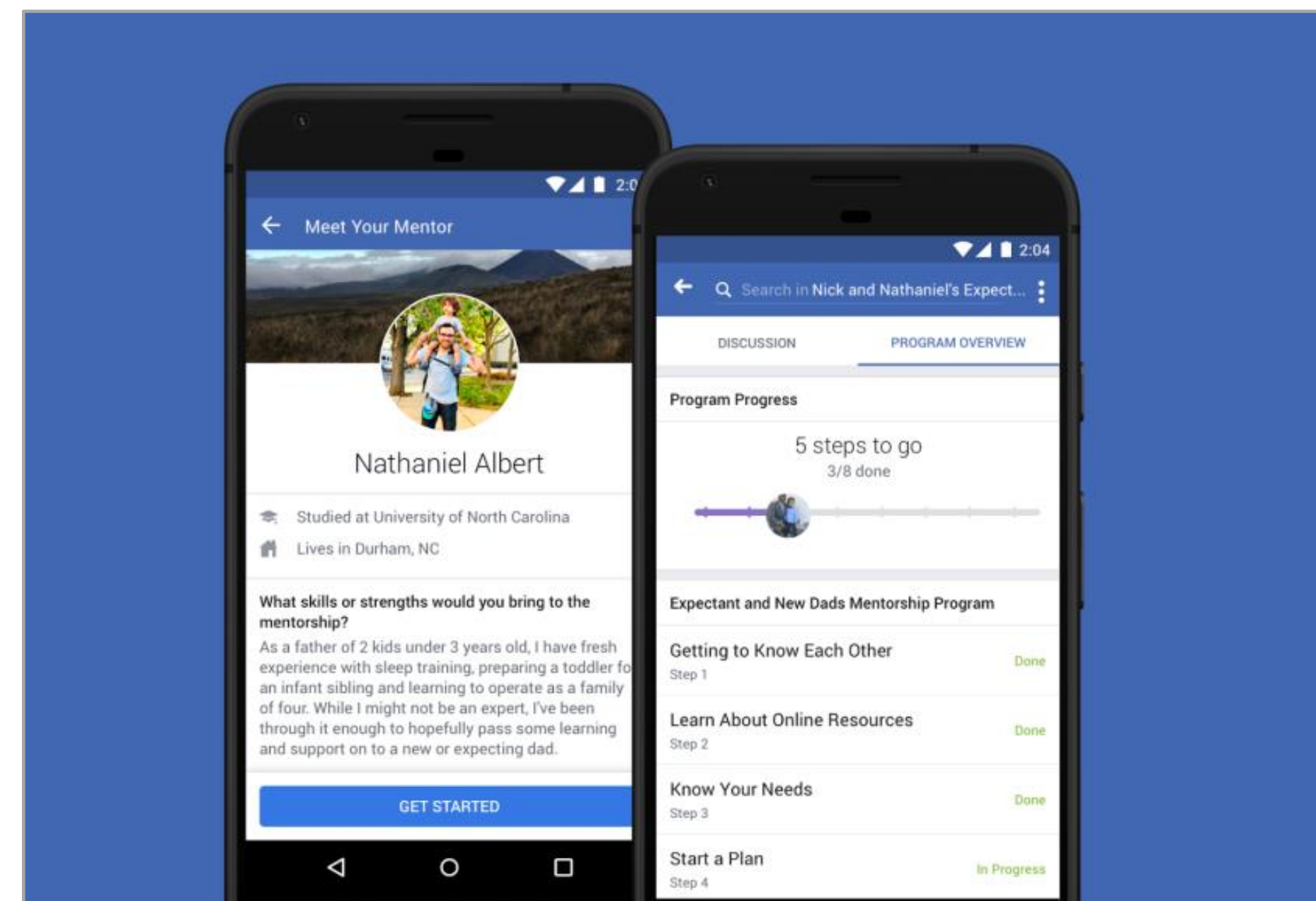
So, why do people join groups? To connect with like minded people, to join a supportive community and to learn something that can be of help to them personally or professionally.

Facebook realized this need and rolled out a new feature in groups called "Mentorship".

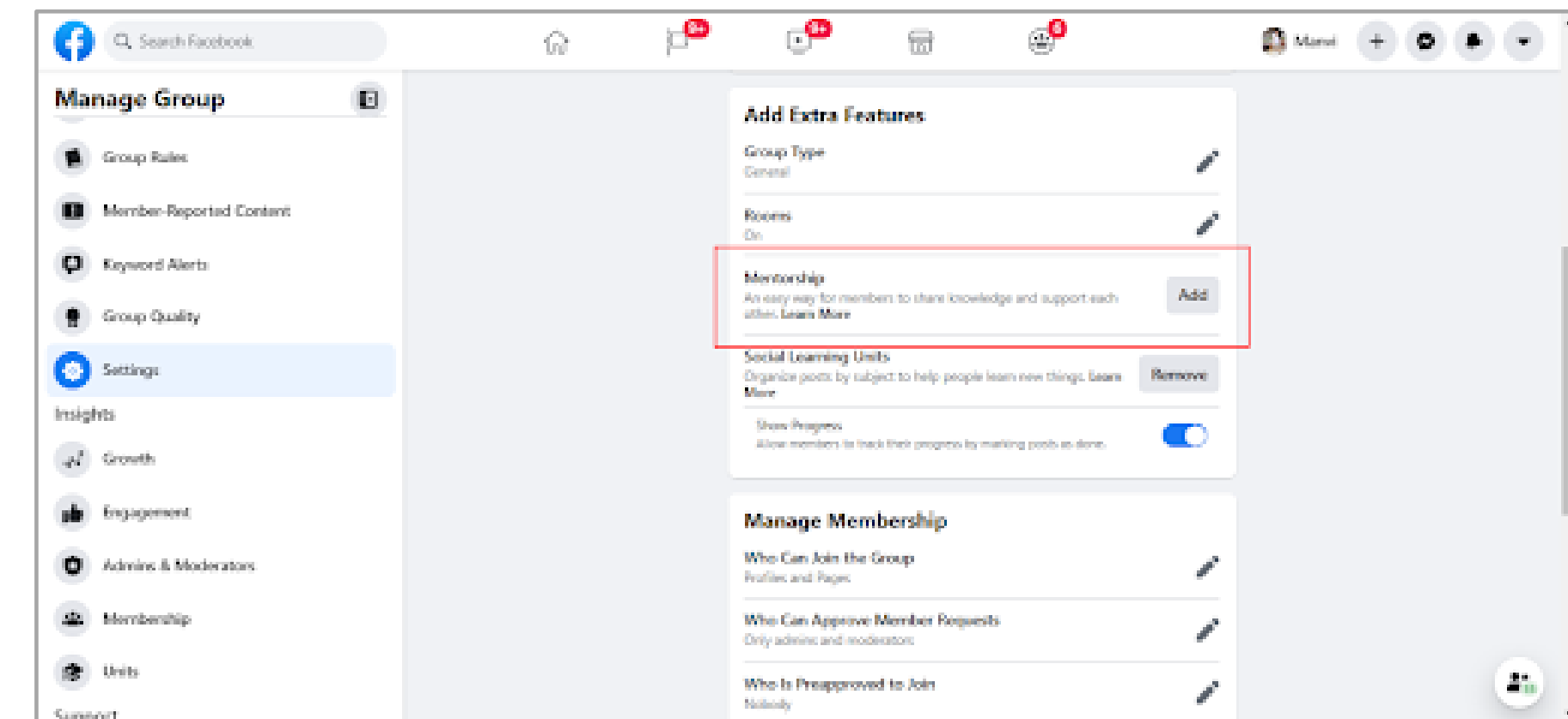
CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

Mentorship allows any member of a group to connect and get one-on-one support through a guided program from another member of the group, who is an expert in the needed guidance.

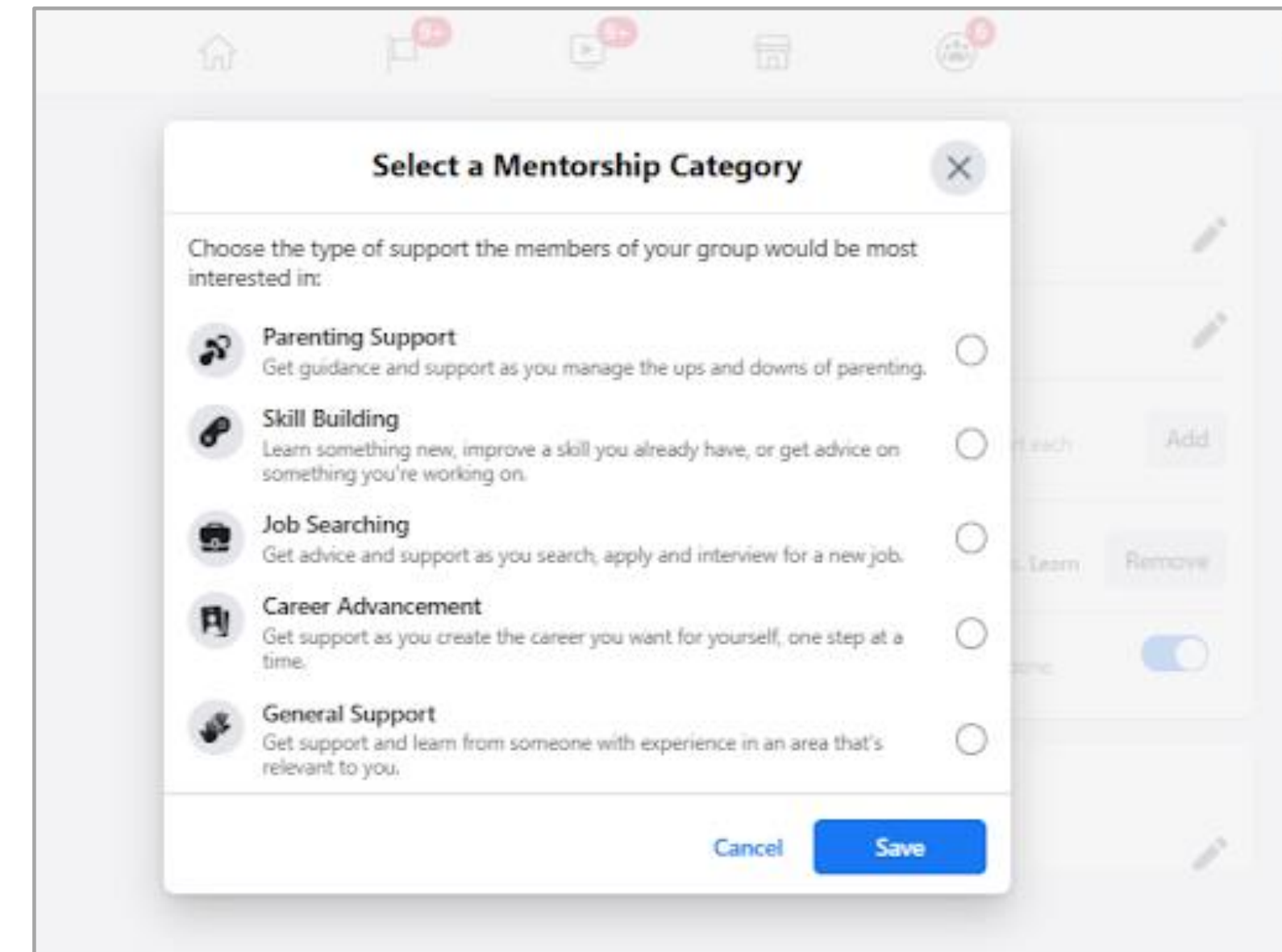
In a nutshell, you as an admin can create a guided program, based on your community's need and then pair people who signed up to be a mentor/mentee in that specific program.



To activate your mentorship program, navigate to your group “Settings” and scroll down to find “Mentorship” under the “Add Extra Features”.



Once you click on the “Add” button, a window will come up asking to choose your mentorship category.



Using the predefined templates, you can easily create an effective mentorship program for members to participate in as a mentor and mentee.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

2. Setup learning modules with Units

Go beyond just creating post content for your group members with Facebook units.

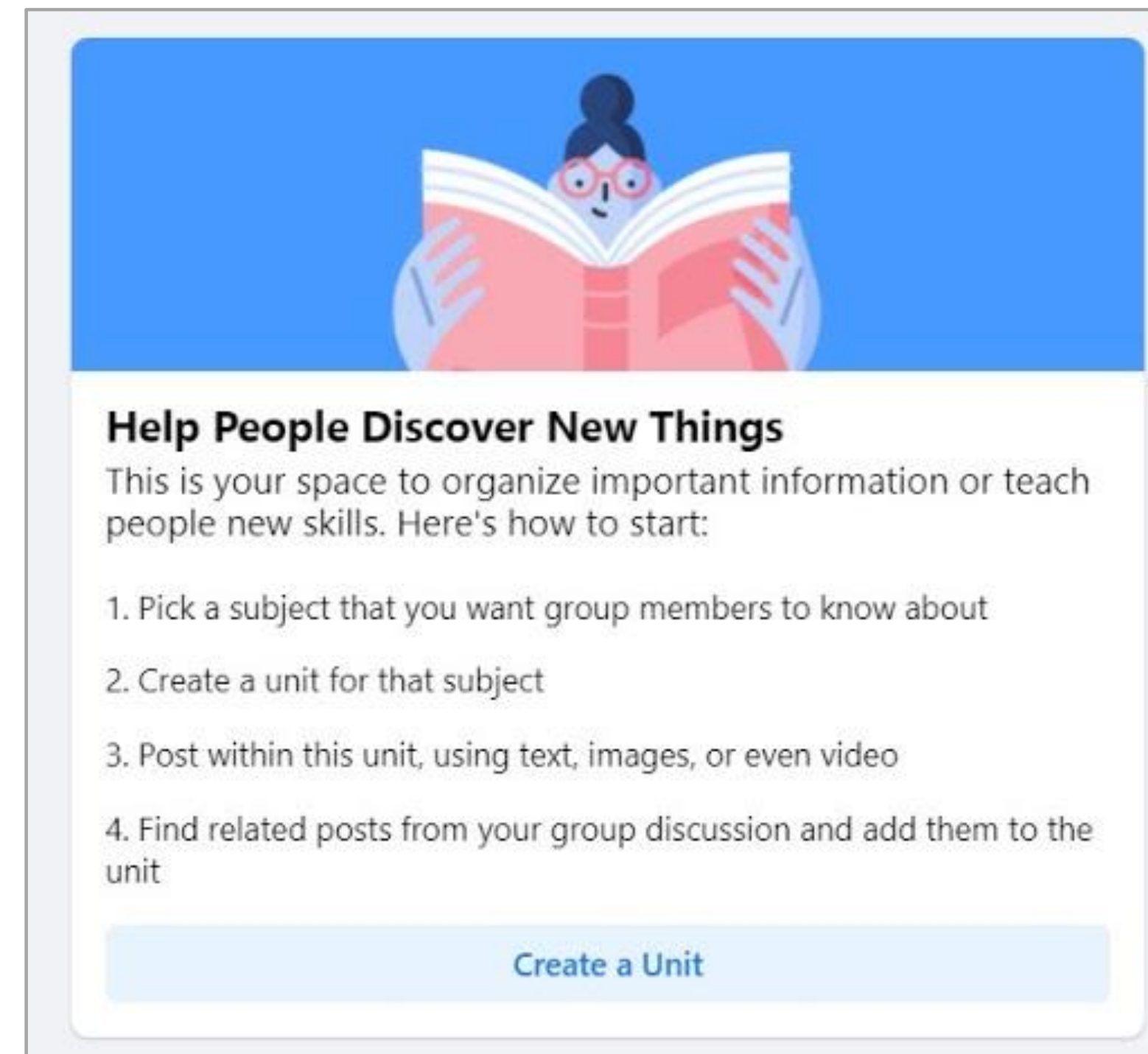
Units in a Facebook group allow the admin to create and organize big educational resources in a way that it is easily accessible to group members in the crowd of multiple group posts.

Simply put, you are creating an educational course or information, related to your group, that your group members can experience, like taking an online course. They come in handy when onboarding a new group member.

You can go as basic as setting modules for group rules or showing your members how-to guides based on social media marketing.

Group units can help you in

- Growing and training a moderation team in case of a big group
- Organizing content in your group

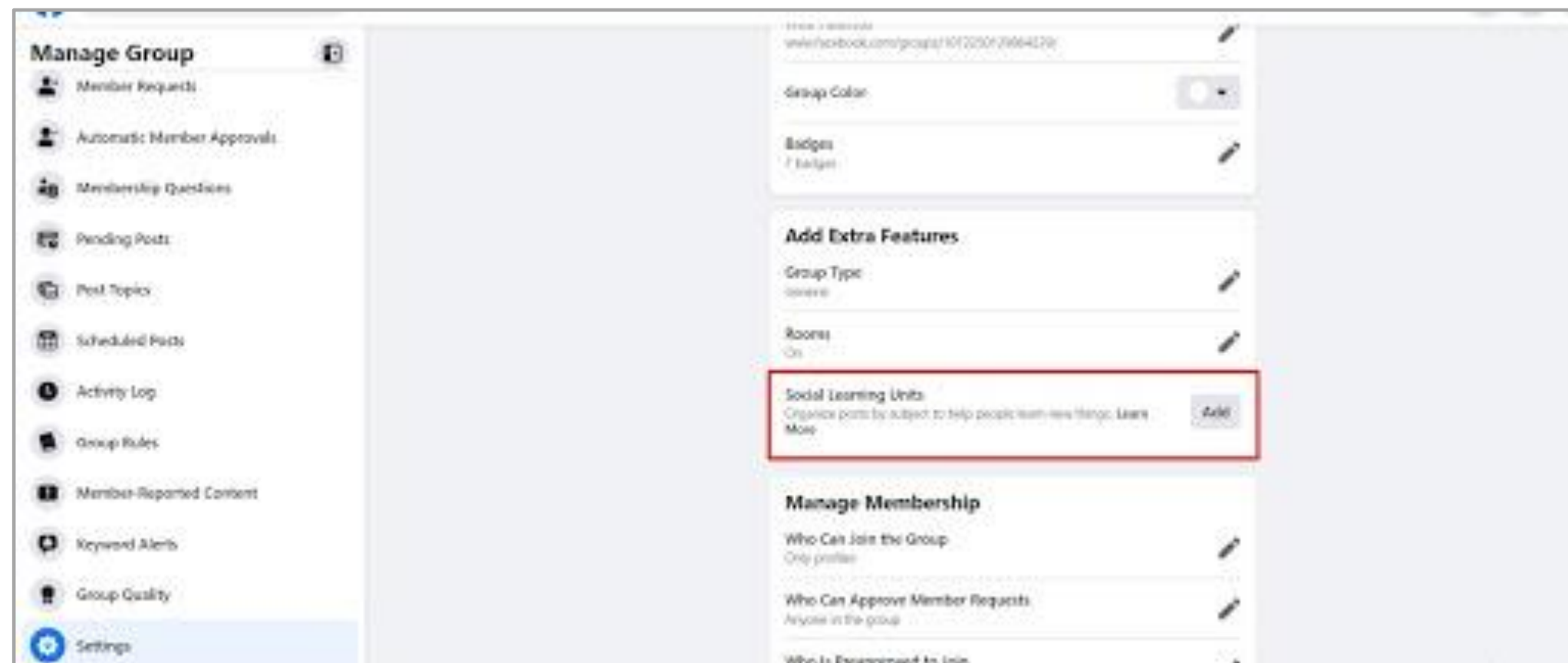


So, how to create a Unit?

Here are 2 steps to do it:

Add units in your group's navigation bar: Go to Settings > and then add "Social learning units under the "Add extra features" section. Now you will find the "Unit" tab present at your group's navigation bar.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS



Create your Unit and add a description to it: Add your first unit, give it a clear title, and describe succinctly what you will offer inside the unit.

UNIT 1

Unit Name
How to target the right audience for your Facebook ads?
55/70

Unit Description (optional)
Find amazing tips and tricks to target the right audience for your Facebook ads.
80/1,000

Save

I'd recommend using each unit as a chapter of a big

course to make the whole module more organized. So if I were to explain Facebook ads, I'd make different units like how to set your ad objective, how to find your target audience, etc.

3. Facebook group Files

This feature allows you to share files of different kinds and create documents that can be accessed by all group members.

It also allows people to collaborate and help create an independent workspace within Facebook. When used effectively, this functions as a replacement for tools like Dropbox and Basecamp.

Click [here](#) to learn how to add a file in a Facebook group.

4. Create Facebook group rules

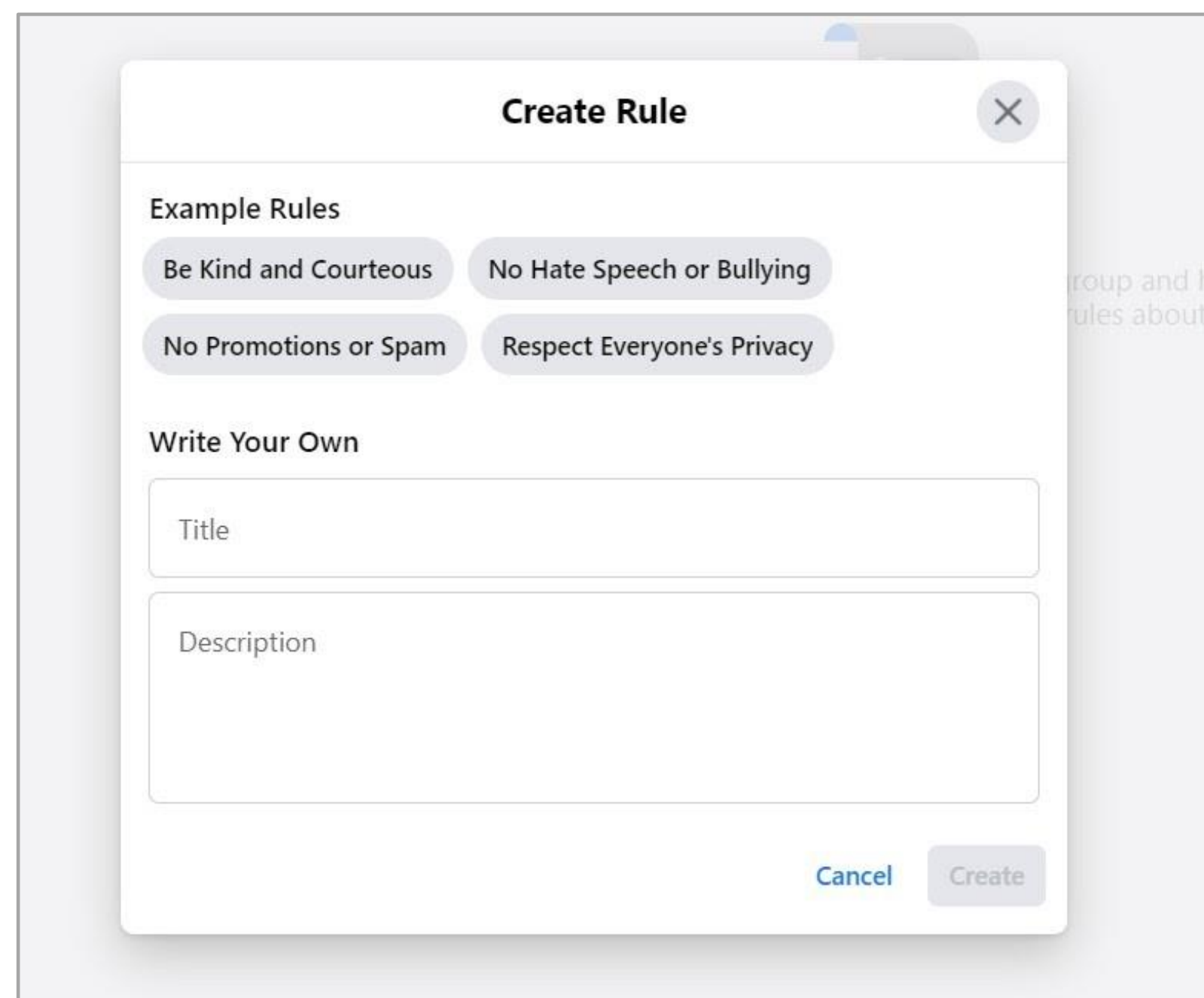
Creating a set of ground rules is very crucial to keep a group running without any bad blood among the members.

Generally a group consists of people from different races, religions and countries with their own set of beliefs and culture. Being an admin, it rests on your shoulder to create a safe and open environment for all the members of the group.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

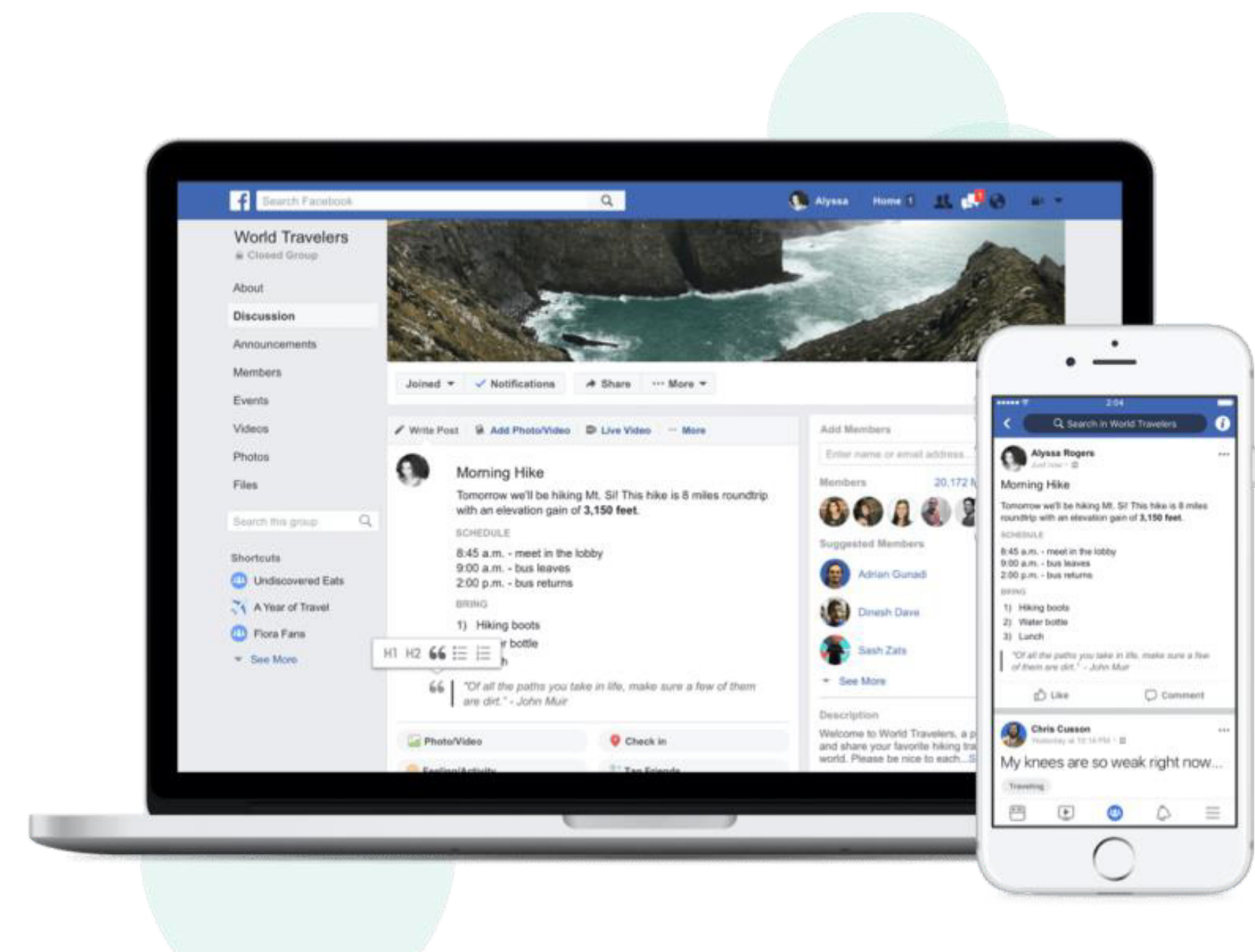
Having rules not only ensures decent social behaviour but also saves your group from being a haven of incessant spamming.

So, set your Facebook group rules under the “Group rules” section that you will find in the left-hand side menu of your group home page.



Now, Facebook gives you different text formatting options to make your long group announcements and knowledge sharing more clear, effective, and structured.

You can write your texts in bold, italics, and as a quote under bullet points, number lists, and headers. Highlighting your text makes it easier for people to notice your message they would have missed otherwise in the old formatting.



5. Style your posts with formatting options

Bored with the same old fonts you see and create in Facebook text posts? Time to stylize it.

To see the formatting options, highlight your text with the cursor and the formatting bar will appear.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

HOW TO USE FACEBOOK GROUPS FOR YOUR BUSINESS ?

For members, a group is an exciting place to create long-lasting relationships and learn new things from each other. But for you, it also works as an amazing business tool.

Where else would you get the benefit of having existing and potential customers engaging with your brand?.

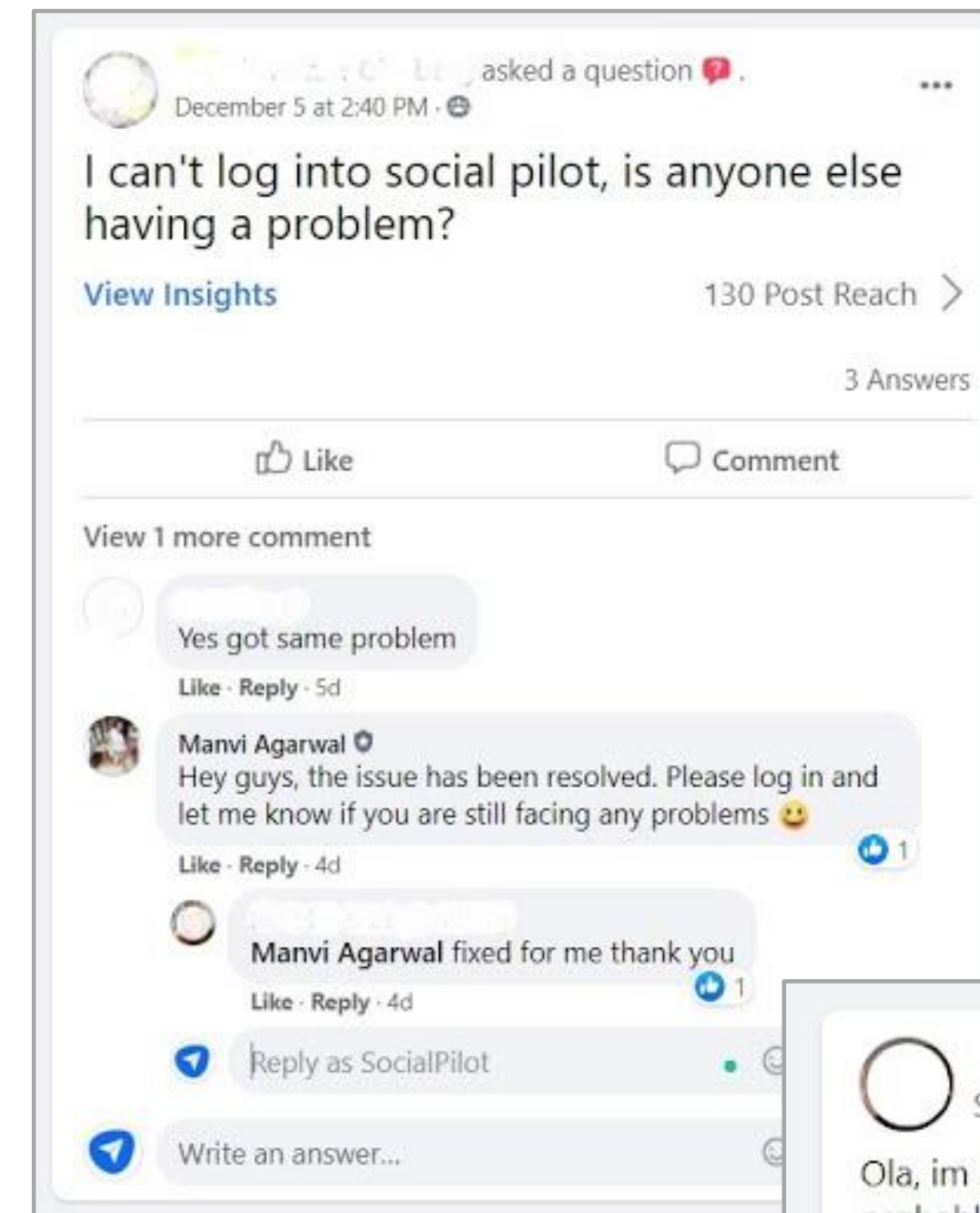
Here are ways to use Facebook groups as a killer tool for your business.

1. Use it as a customer support community

Your Facebook group also works as another channel of customer support. When people come looking for a solution to a problem they are having with your service or product, you can resolve the issue instantly.

This not only resolves the problem for that particular person, but also for multiple people who might be facing the same problem.

Here is an example:



If you are lucky enough to have members and clients like ours, then the problem sorts itself.

CREATE COMMUNITIES AND ENGAGE WITH FACEBOOK GROUPS

2. Get customer feedback to improve your product and services

What is the best way to know how good your new product feature update is? - Look from your customer's perspective, or better yet just ask them.

Facebook groups provide you with a direct line of contact with your customers who know your brand the best. Asking them about feedback is the best way to comprehend how the majority would respond to your new features.

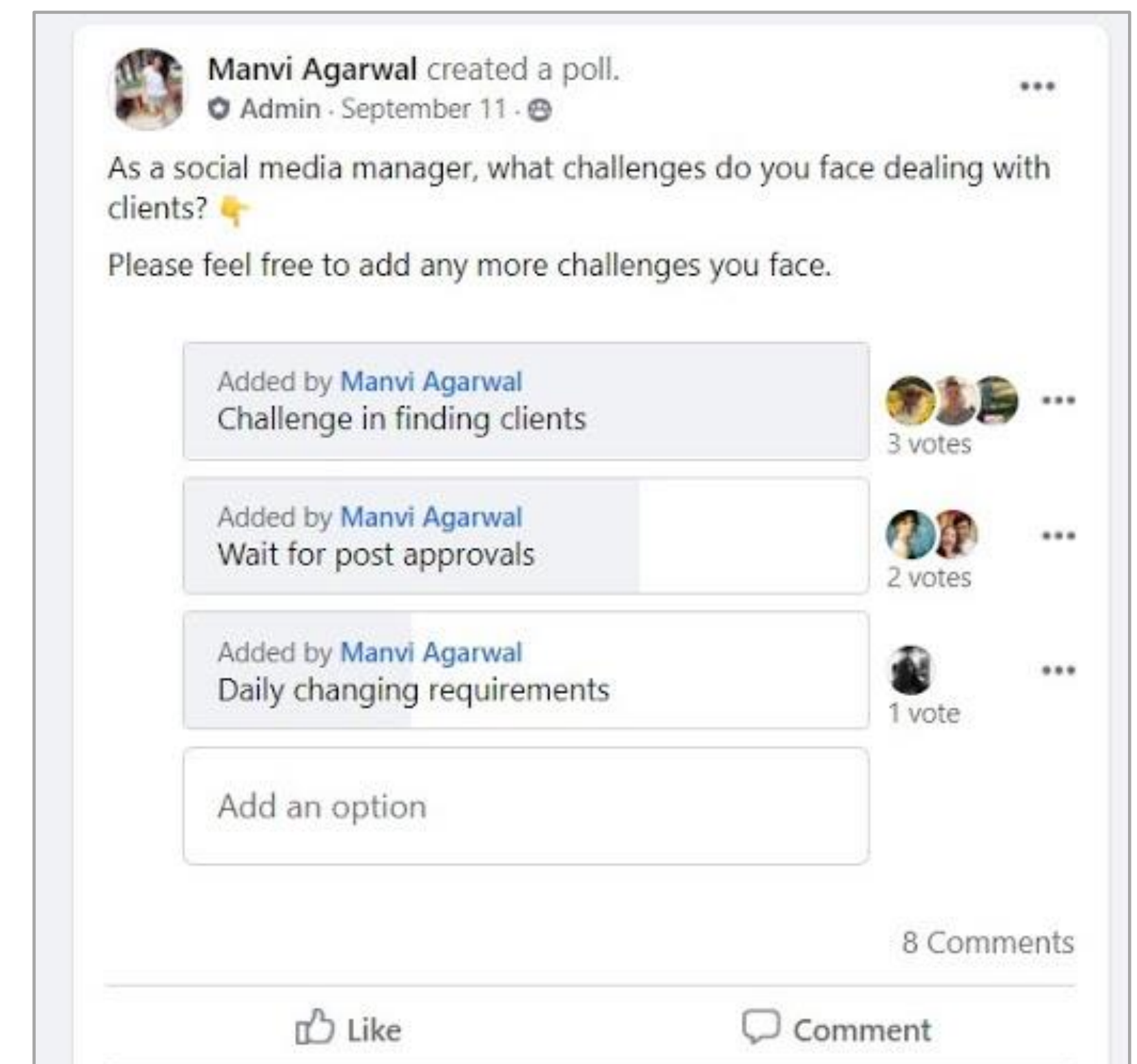
I'd recommend using polls to quickly determine your group member's POV. It allows your members to participate without asking for much of their time.

Moreover, you can also ask for their views on the latest trends, challenges, and changes happening in your niche. Use these insights by updating your existing product or introducing something new altogether.

3. Nudge your offers, don't shove them

The main motive of Facebook groups is to drive engagement and create communities that thrive on knowledge, support, and long-lasting relationships.

But nobody said you can't barge in once in a while to promote your newest offering. We are not asking you to go car-salesman all over your group. Just subtly provide values in terms of offers, discounts, and members-only-deals.



CHAPTER 7

THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS



Facebook Messenger is one of the biggest online messaging platforms in the world with over 1.3 million active monthly users only behind Whatsapp.

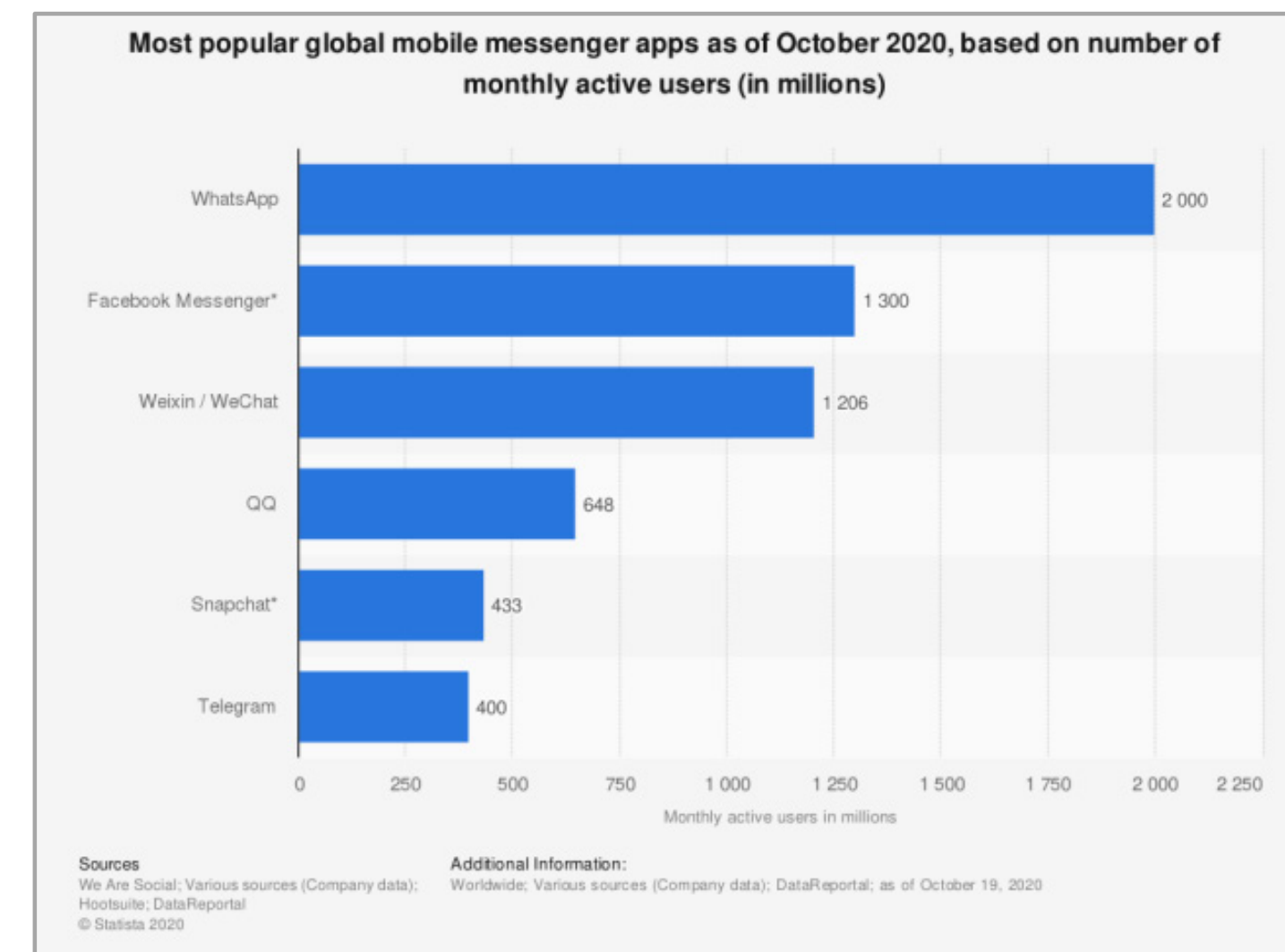
Facebook Messenger is the [second most downloaded app](#) of all time. Now, it is not only a hub of colloquial chats with friends and families, but also a great opportunity for businesses to stretch their marketing legs in the messaging landscape.

As a matter of fact, a lot of businesses have already jumped on this bandwagon and why wouldn't they?

Facebook messenger has a significantly higher open and click-through rates than emails. Plus, its user acquisition rate is pretty high as compared to Facebook.

Facebook Messenger marketing is much like email marketing, but more instantaneous and real-time.

	
Email open rate: 5-10 % Email CTR: 1-3 %	Messenger open rates: 70-80 % Messenger CTR: 20-30 %

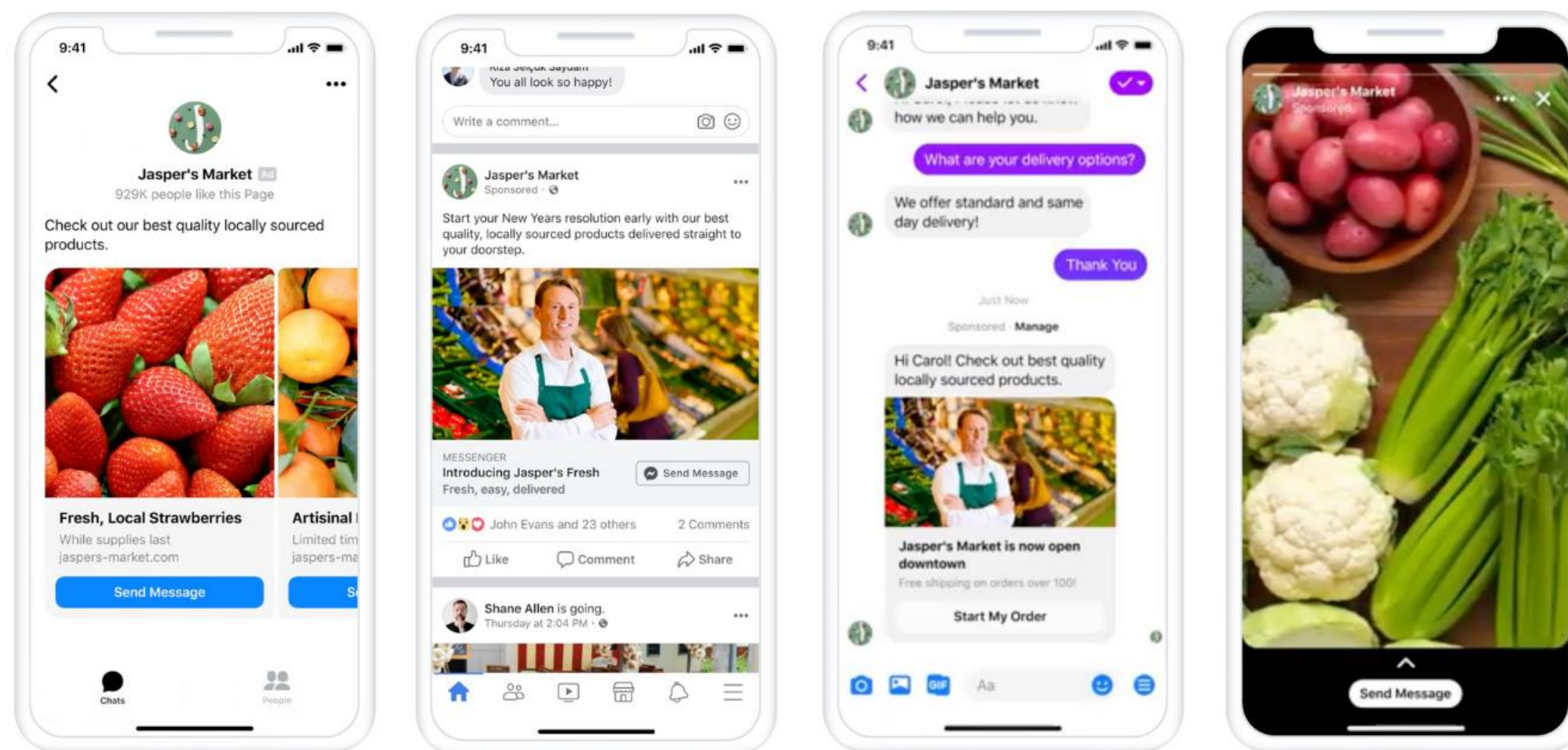


THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

What are Facebook Messenger ads?

Facebook messenger ads are paid advertisements that allow you to reach people, capture their attention, start conversation, and retarget audiences inside the messenger.

Of course, a single type of ad can't do all this work. So the messenger has 4 types of ad options:



Messenger Ads

Click to Messenger Ads

Sponsored Messages

Messenger story Ads

Messenger ads: These ads appear inside the messenger app as a chat tab. When clicked, the user will see a detailed view of your ad inside the messenger with a call-to-action that will direct them towards a preset destination.

Sponsored Message: These ads are used to retarget the users who have already talked with your business on the messenger.

Message story ads: Similar to news feed story ads, messenger story ads are highly capable in capturing the attention of prospects tapping through their native-messenger stories. Swiping on your story will lead users to a preset destination, such as site, app download, or start a messenger conversation.

Click-to-messenger ads: Unlike others in the list, these ads appear in the news feed section of facebook and lead people to the messenger app. You can use this ad type to initiate a 1 on 1 conversation with a new prospect.

if it helps, you can even incorporate messenger to your sales & customer service process as well. Just add a cherry on the top and that is Chatbot.

THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

USING FACEBOOK MESSENGER CHATBOTS FOR MARKETING

A chatbot is a messaging program that uses AI to start and maintain conversations with users.

The most obvious purpose of Facebook Messenger chatbots is customer service, which is in itself a crucial part of marketing. By being more reachable to customers over time, your business earns a good reputation and attracts more customers.

Facebook Messenger chatbot marketing is a bit like email marketing. Whenever someone responds to your message, they opt into your contact list, a great way to amass Facebook Messenger subscribers, who become leads that you can then work to convert.

But there is more!

Chatbots can be used for marketing and sales too.

For instance, you can have your chatbot send a notification to your contact list every time you put up a new blog post or modify the product page.

You can also use your chatbot for sales, to do things like send order confirmation messages. The same goes for

other things like shipping notifications and abandoned cart messages, serving customers in different ways. This helps streamline your conversions & easily re-target audiences.

Organicwa Thailand scaled up their business during the Covid-19 pandemic with the help of Facebook messenger. The restaurant chain used click-to-messenger ads to promote takeaway meals, online ordering, and free delivery.

This move to messenger got them 11000 orders in 30 days, and a **6X increase** in return on ad spend, compared to previous campaigns.

A combined mix of messenger ads and an integrated chatbot strategy can easily lead to more than a **50% increase** in brand growth & sales.

THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

INTEGRATING MESSENGER ADS AND CHATBOTS

We have already talked about the types of ads you can create in Facebook messenger. It's time to leverage the power of Chatbots to bolster messenger ads marketing.

So, how do chatbots help your messenger marketing?

Automate your Retargeting Ads

You already know that sponsored messages retarget the people who have already contacted you at one point. Thus, a bot can use these ads to target customers who have a high intent of making a purchase from your brand.

Use Chatbot to reply

Click-to-Messenger ads are basically ads with a call-to-action that sends the user to a messenger conversation with you. When they click on that "Send Message" button, you can have your chatbot greet them and respond to their inquiries.

24x7 customer service

Customers can be in need of assistance at any time of the day or night. A bot eliminates the need of being put on hold and can deal with repetitive questions with ease.

Automation can improve customer service to a great extent and helps you save time to focus on more pressing concerns in your organization.

Re-engagement with customer

Bots always retain tons of information and this can be used to help in re-engaging your customers even if they haven't shown up on your page for a long time. A bot can offer relevant content to the users and remind them of any products they still have in their cart.

Lead generation

A chatbot can also be used to identify your potential customers by finding out their needs through a series of basic questions and help in generating and forwarding quality leads to your sales team.

Lower cart drops

Bots can do anything if they are programmed right. Conversational commerce often allows the bots to make recommendations and helps in upselling products from your website.

Since all this information is shared with the user within the comfort zone of Facebook Messenger, the drop-off

THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

rate for these transactions is very low as compared to other mediums.

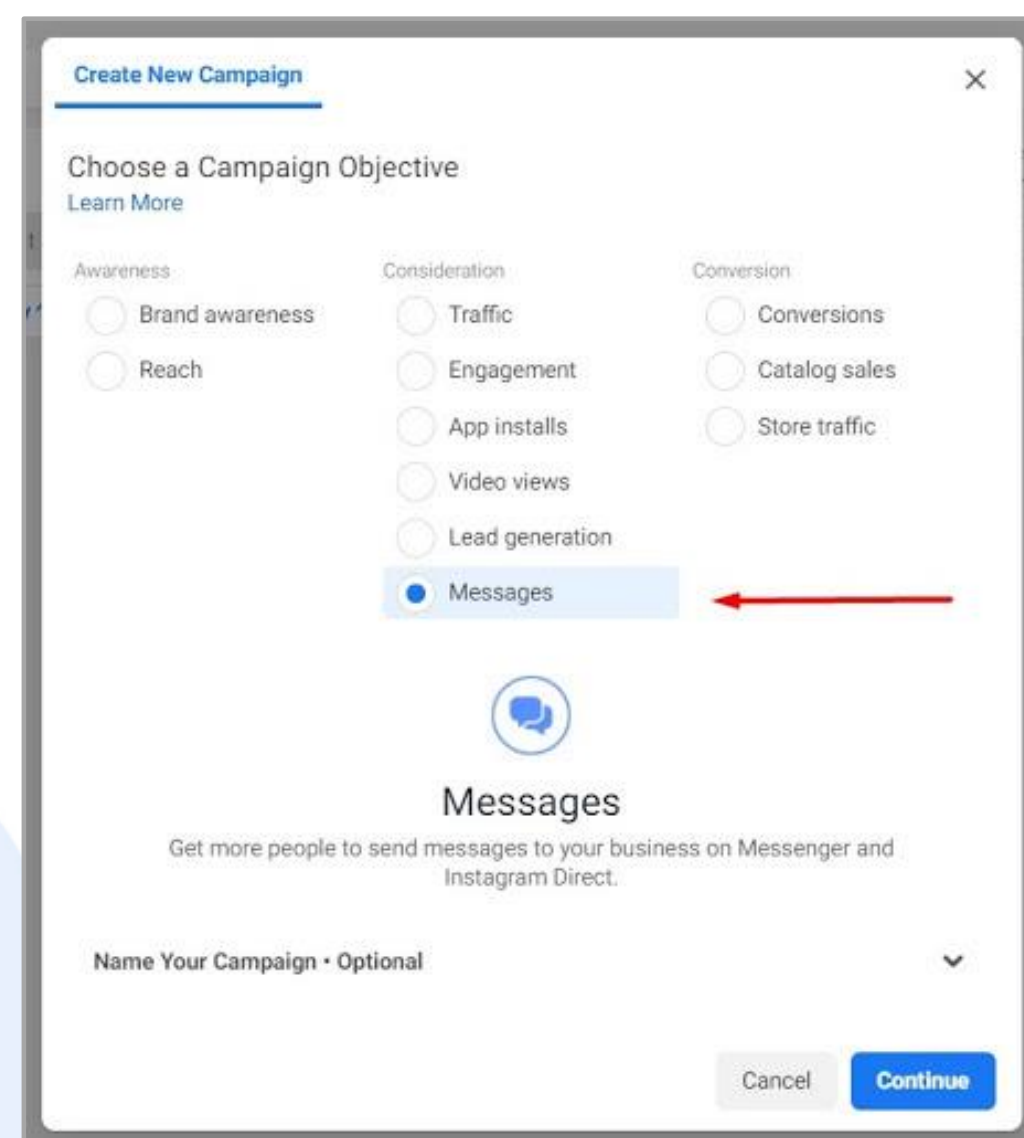
A well programmed chatbot can help your messenger marketing achieve greatness in every domain of your small business, be it engagement, retargeting, customer support or even sales. What more could you ask from a chatting app? Well, a lot!

HOW TO SET-UP YOUR CHATBOTS WITH CLICK-TO-MESSENGER ADS ?

Let's dive into the step-by-step process of creating a click-to-messenger ad with a chatbot incorporated.

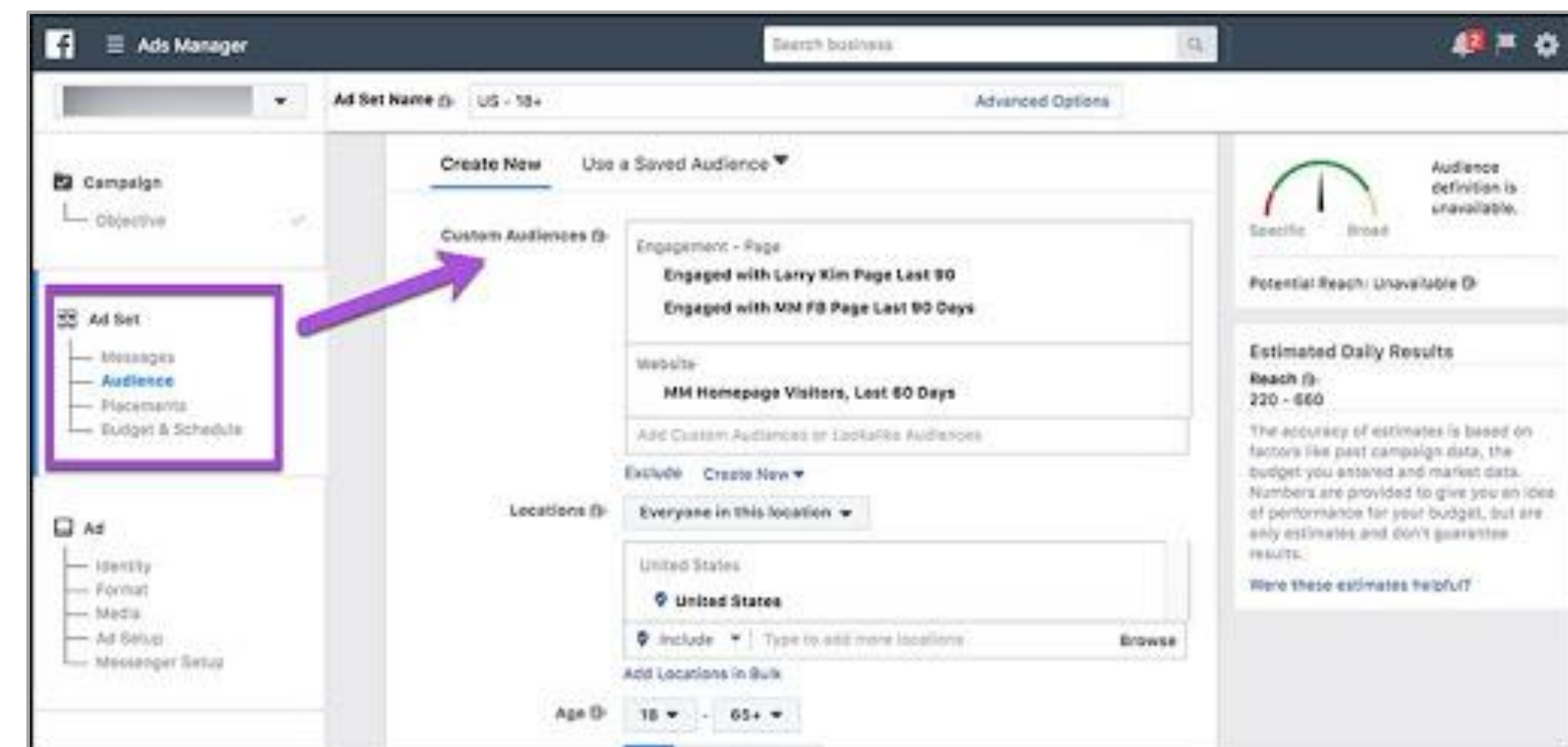
Step 1. Create a Facebook Campaign for Messages

Go to Facebook Ads Manager and create a new campaign with the marketing objective of “Messages.” You can also choose to do a split test and use budget optimization if you know what you’re doing.



Step 2. Set Your Target Audience and Budget

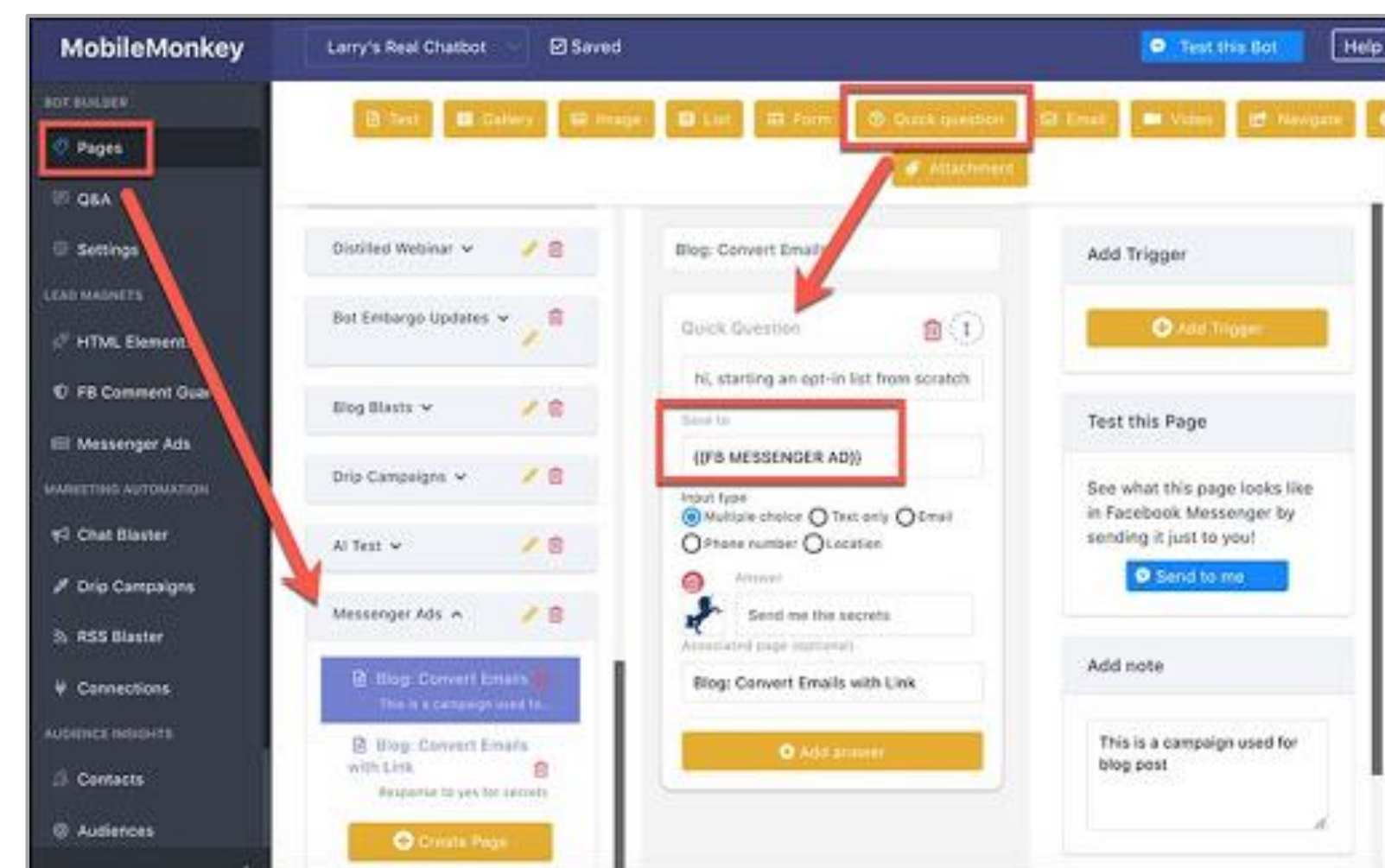
We noted that setting it to audiences that have already engaged with us is very effective with the highest CTR and conversions.



THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

Step 3. Build a Chatbot for your campaign

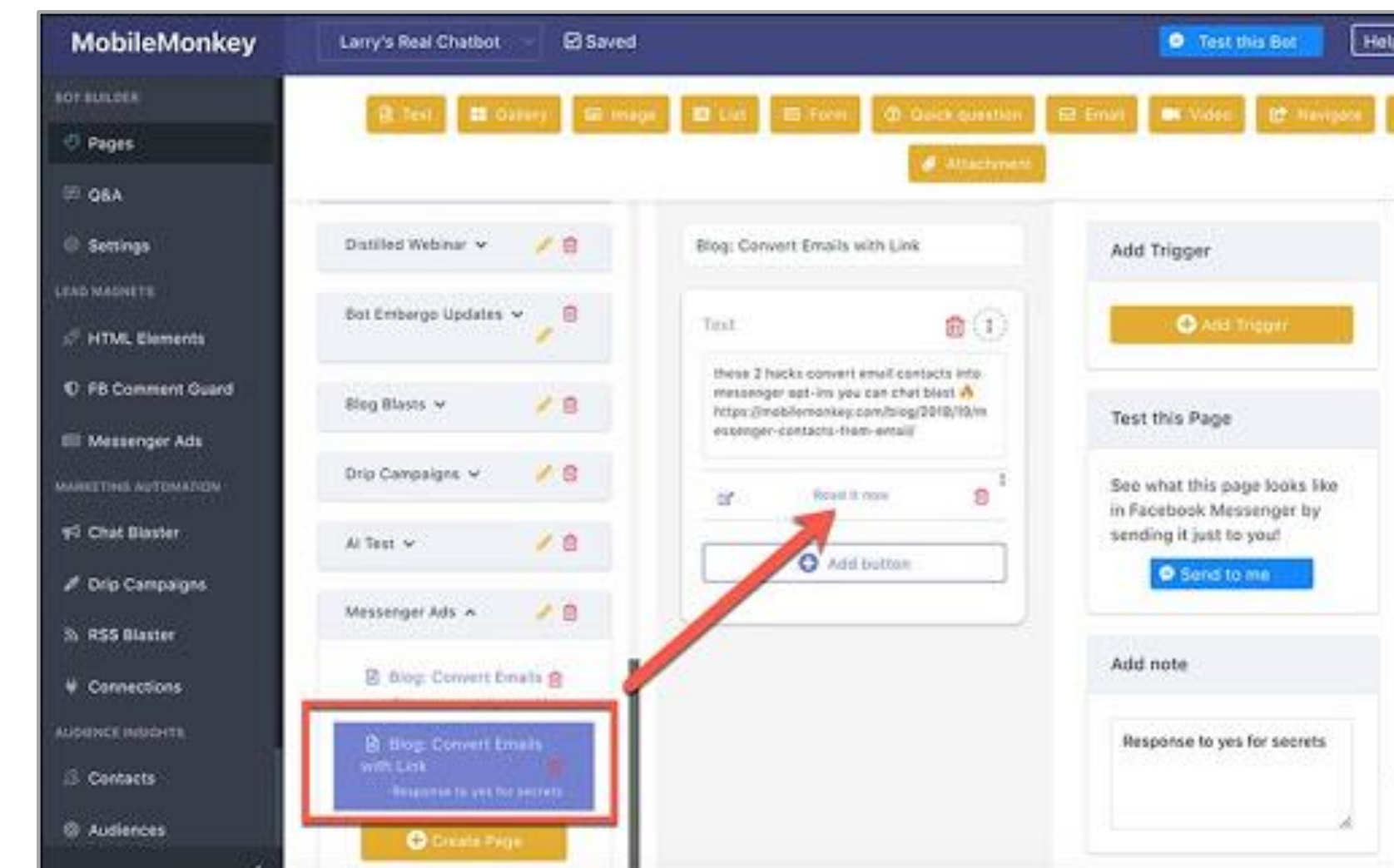
We are using Mobile monkey, an easy to use chatbot builder, to create a chatbot for our campaigns. It can be a simple bot that starts a conversation whenever someone clicks on the “Send Message” button.



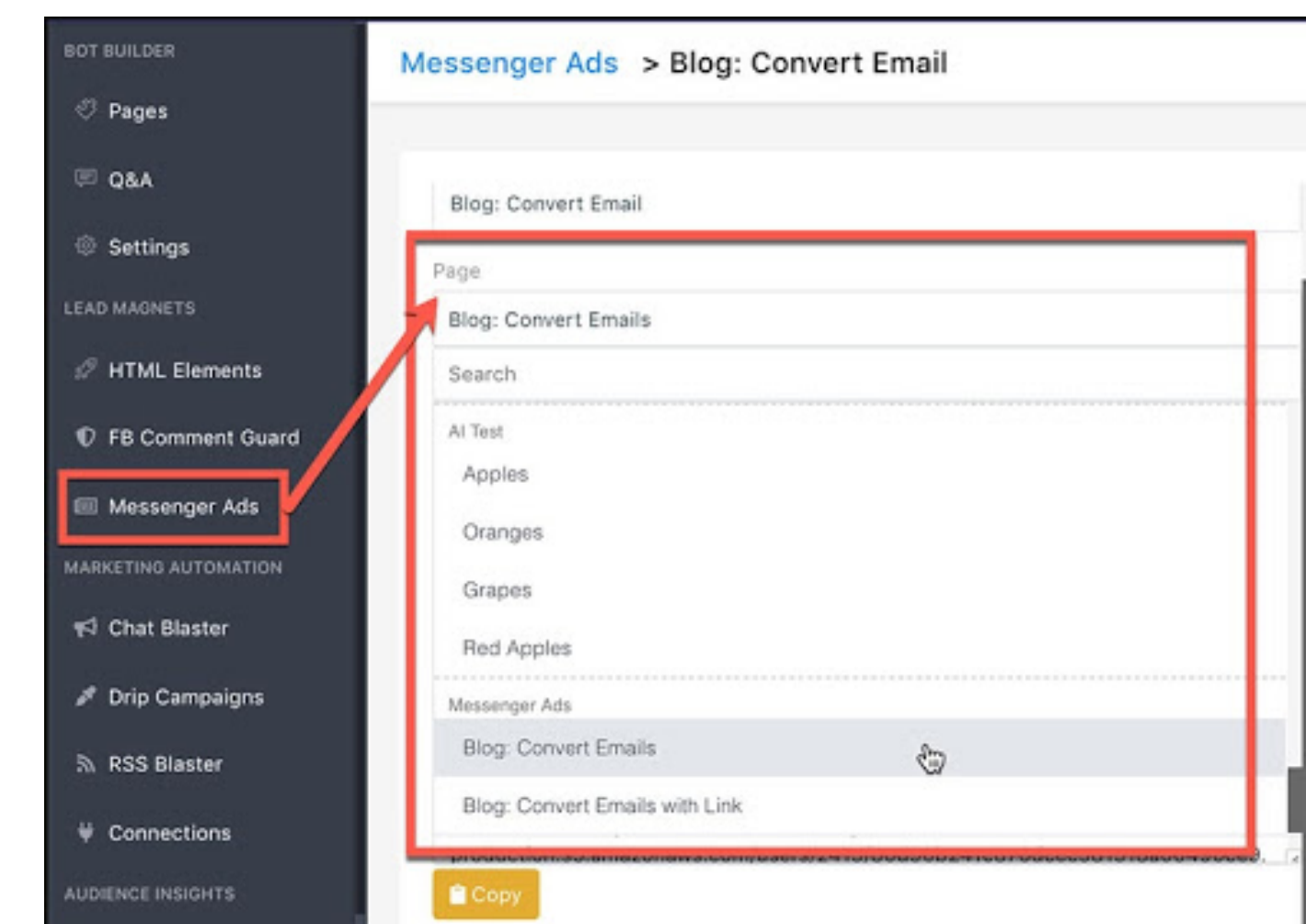
Have the chatbot’s first message be one that greets openly and makes people want to interact to further the conversation. You can then add a Quick Question widget with a button that can be clicked for a response.

That button is crucial as it leads to the next page and triggers the chatbot to save that user as a contact with a custom attribute. That contact can also be saved in a custom audience segment of the ad’s engagers, letting you send follow-up messages later on.

After that, create a chat page that provides a link to a blog post upon confirmation of interest.



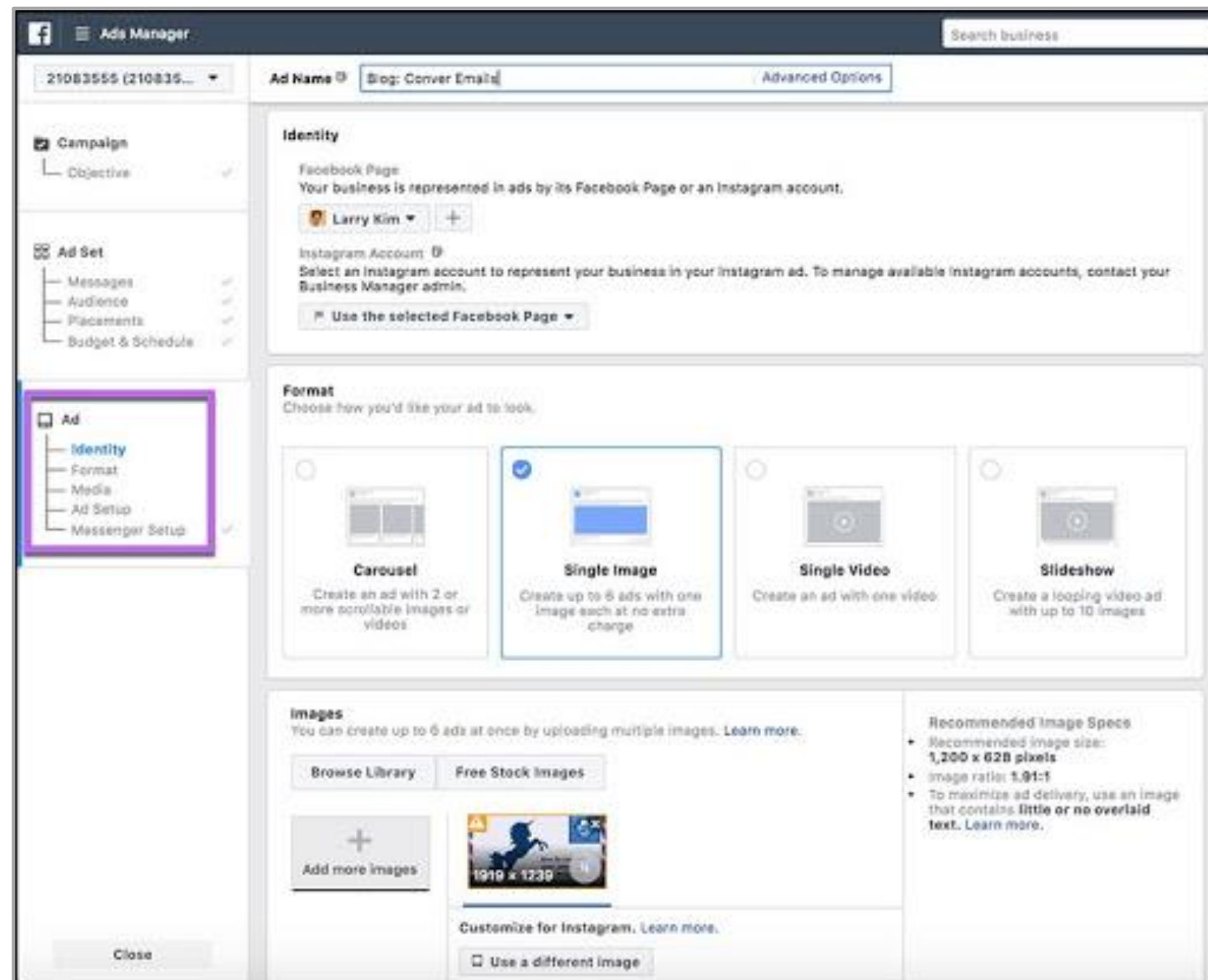
Lastly, go to Messenger Ads in MobileMonkey and create a new Messenger ad. Select the chat page you created from the drop-down menu.



THE COMBINED POWER OF FACEBOOK MESSENGER ADS AND CHATBOTS

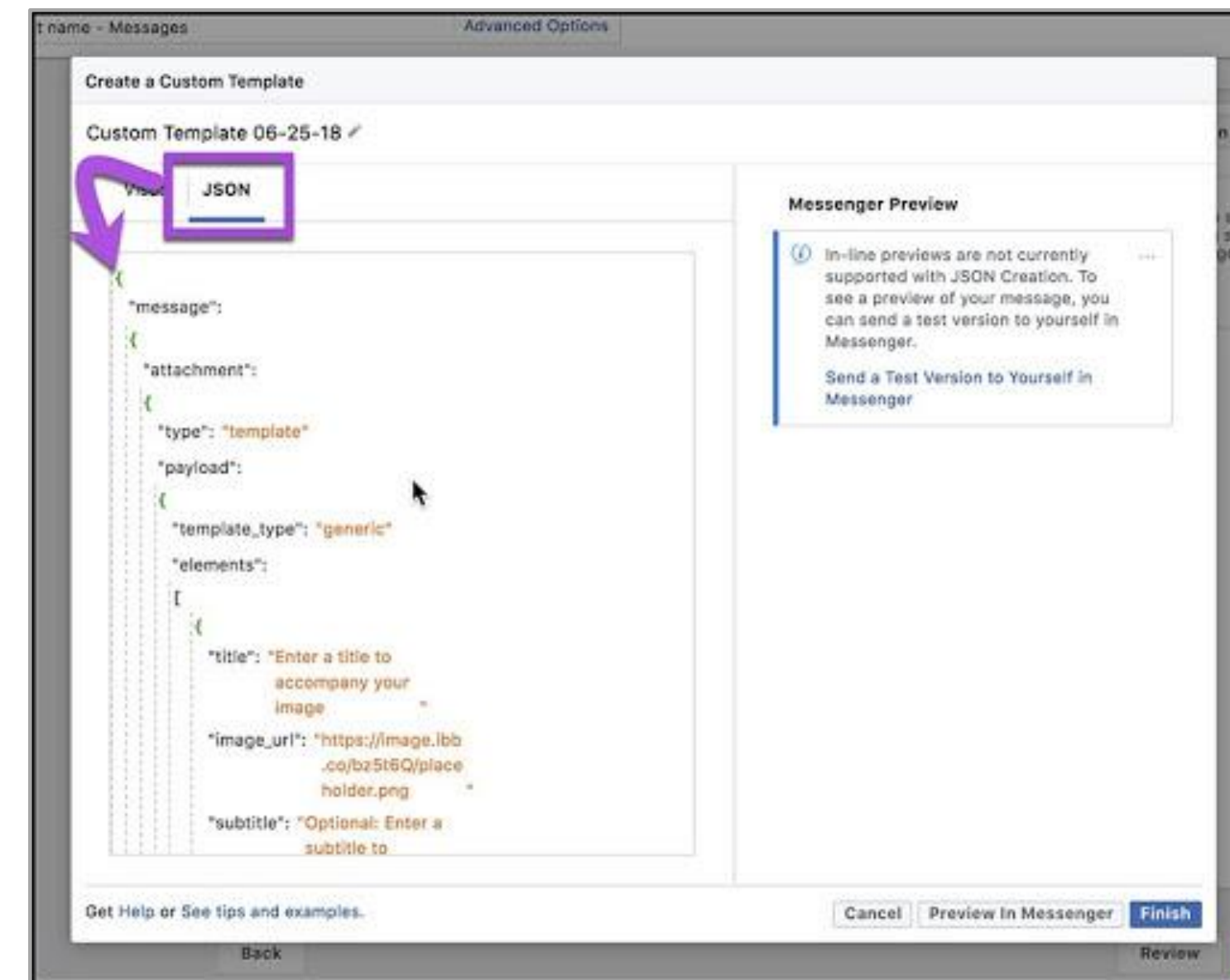
Step 4. Finish ad setup in Facebook ads

Now go back to your Facebook ads manager and select your Facebook page and preferred ad format.

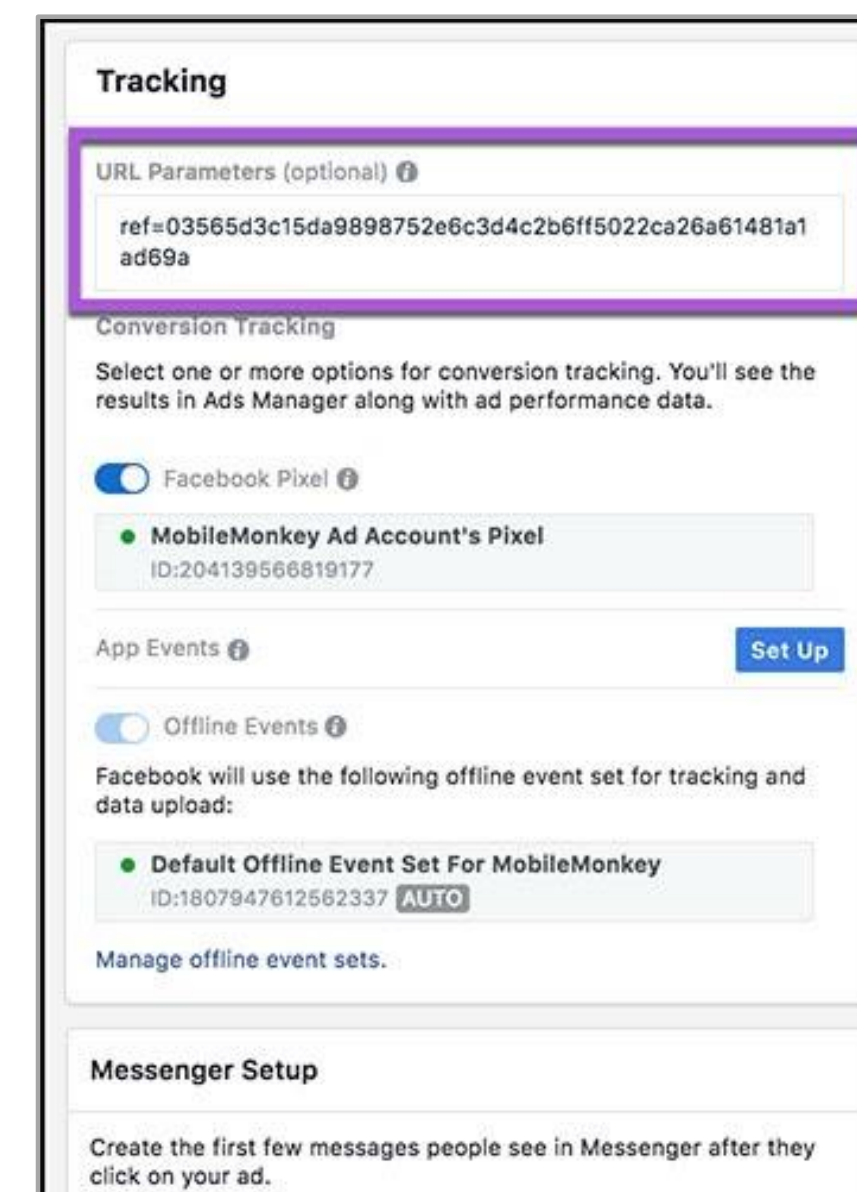


Click on "Custom Template." Select JSON and delete all the content in the box.

Paste the code that was copied from MobileMonkey into the box so your Facebook ad will be able to use the chatbot with it.



Go back to MobileMonkey and copy the URL parameter. Paste that into "Tracking" in the Facebook ad setup.



You can then check it in Ad Preview and see if everything looks right. Once you're sure about it, that's all there is to it. You now have a Click-to-Messenger ad with chatbot integration.

CHAPTER 8

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

Facebook Insights gives tons of metrics needed to monitor your campaign performance and optimize the marketing on the platform further.

But sometimes, for new business and startups, it is hard to get their head wrapped around the plethora of Facebook metrics available and pick out the key indicators needed to better evaluate their performance.

Do you feel the same way?

Don't worry. This chapter will cover every key Facebook metric that you should track and why it is crucial for your overall Facebook marketing strategy.

Let's roll!

WHY IS IT IMPORTANT TO ANALYZE YOUR FACEBOOK METRICS ?

According to [statistics](#), 1.6 billion people connected with a small business on Facebook, which is enough evidence of the platform's affinity for SMB and startups.

Now, calling shots on the platform without assessing Facebook insights could be a total waste of such a powerful marketing channel.

That's why!

When using Facebook to market your business, it is crucial to have a data-driven strategy derived from your key metrics that align with your marketing goals.

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

Are we agreed yet?

If not, then let's see the list of consequences of avoiding the Facebook metrics:

- Wrong audience targeting
- Fewer impressions and reach on posts
- Fewer conversions through better ads
- Low returns on Facebook marketing expenditure
- Less engagement
- Missing on the best times to post on Facebook
- Less referral traffic

And the list could go on.

Thereby, it is important that you make a proper analysis of all your key productive facebook metrics to avoid the listed setbacks.

So without further ado, let's dive into the key metrics you need to track for growing your business on Facebook.

12 FACEBOOK METRICS YOUR BUSINESS NEEDS TO TRACK

For your convenience, we have divided all the significant Facebook metrics into the following categories:

- Facebook Post metrics
- Facebook Audience metrics
- Facebook Traffic metrics
- Facebook Page metrics
- Facebook Ad metrics

Here comes the first one.

FACEBOOK POST METRICS

Facebook post metrics are the most crucial indicator to tell you about your content's reach and how well it resonates with your audience.

1. Engagement

Engagement tracks the number of actions people made on your posted content. It can be in the form of comments, click-throughs, likes, and shares.



TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

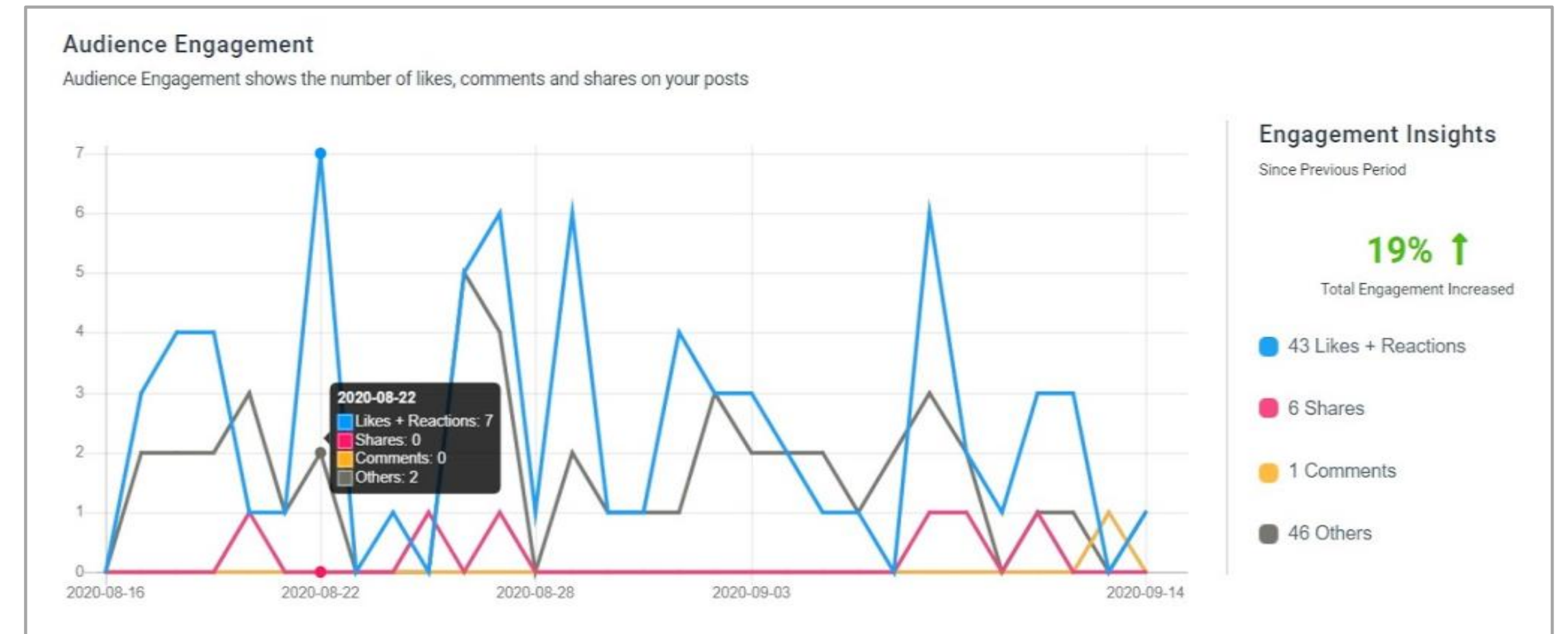
Where can you track it?

You can easily track the engagement metrics on your Facebook Insights page under the “Post” section.

Here you can track the engagement number of each post.

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/14/2020 7:51 PM	As a social media marketer, you are already doing too much 😊 At least	Text	Public	81	1 5	Boost Post
09/10/2020 10:07 PM	Wondering how to get into the shoes of your followers on Instagram 😊 So	Text	Public	103	3 6	Boost Post
09/07/2020 7:51 PM	Social media promotion is not easy 😊 It needs creativity, dedication, an	Text	Public	164	7 4	Boost Post
09/04/2020 7:51 PM	It is time 📌 to lose the one-for-all social media marketing strategy. You	Text	Public	173	5 0	Boost Post
09/02/2020 7:51 PM	Where can you use Instagram analytics? Ummm... Assessing your	Text	Public	198	8 4	Boost Post
08/31/2020 7:51 PM	Are you creating Evergreen content? 😊 Sure, Writing blogs around	Text	Public	186	4 6	Boost Post

Another efficient way of accessing your engagement metrics is with the [SocialPilot's Facebook analytics](#) feature.



A tool like SocialPilot becomes a necessity rather than a mere option if you are someone managing multiple Facebook accounts.

It allows you to track the analytics of multiple Facebook accounts under one dashboard.

In addition to that, you can also monitor and export analytics of numerous social media platforms, such as Twitter, LinkedIn, Instagram, and Pinterest.

Isn't that cool!

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

Why is the engagement metric an important Facebook KPI?

The engagement metric is the most crucial factor to indicate your content's worth on social media.

More people engaging with your posts is the evidence that your content is resonating with your users. So using this metric, you can figure out which form of content is working for you and which isn't.

But that's not all.

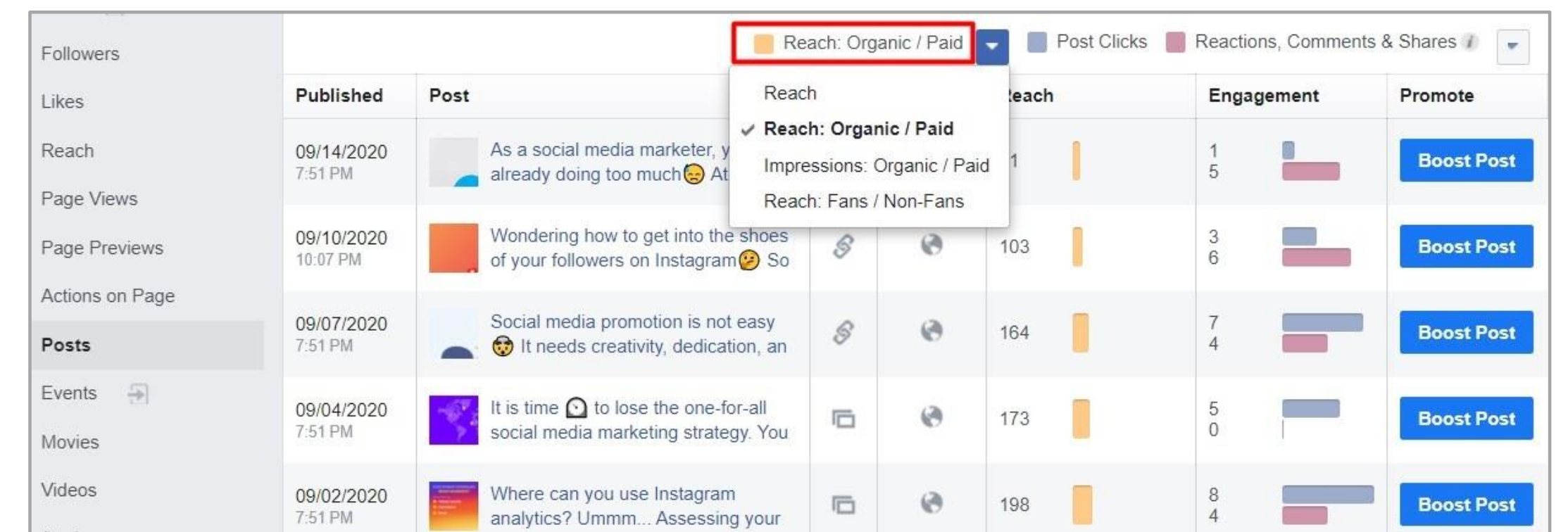
Good engagement also gives you an advantage in the eyes of the Facebook algorithm. Once the algorithm detects that users find your content interesting, it will show more of your content in their feed.

2. Reach

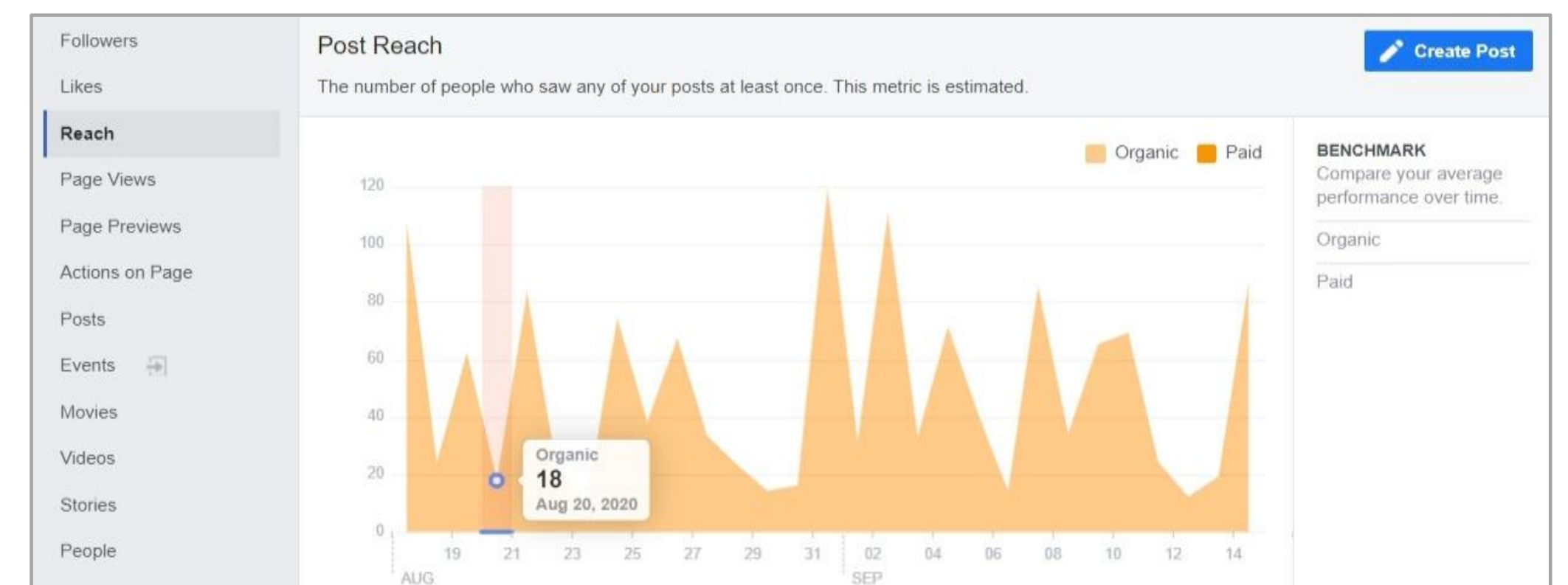
Reach tells you the number of people who have seen your content on Facebook. It is quite a vague number compared to engagement but still keeps you informed about your potential audience size.

Where can you track it?

Like engagement, you can see your individual post's reach (organic and paid) in the Facebook insights under the "Post" section.

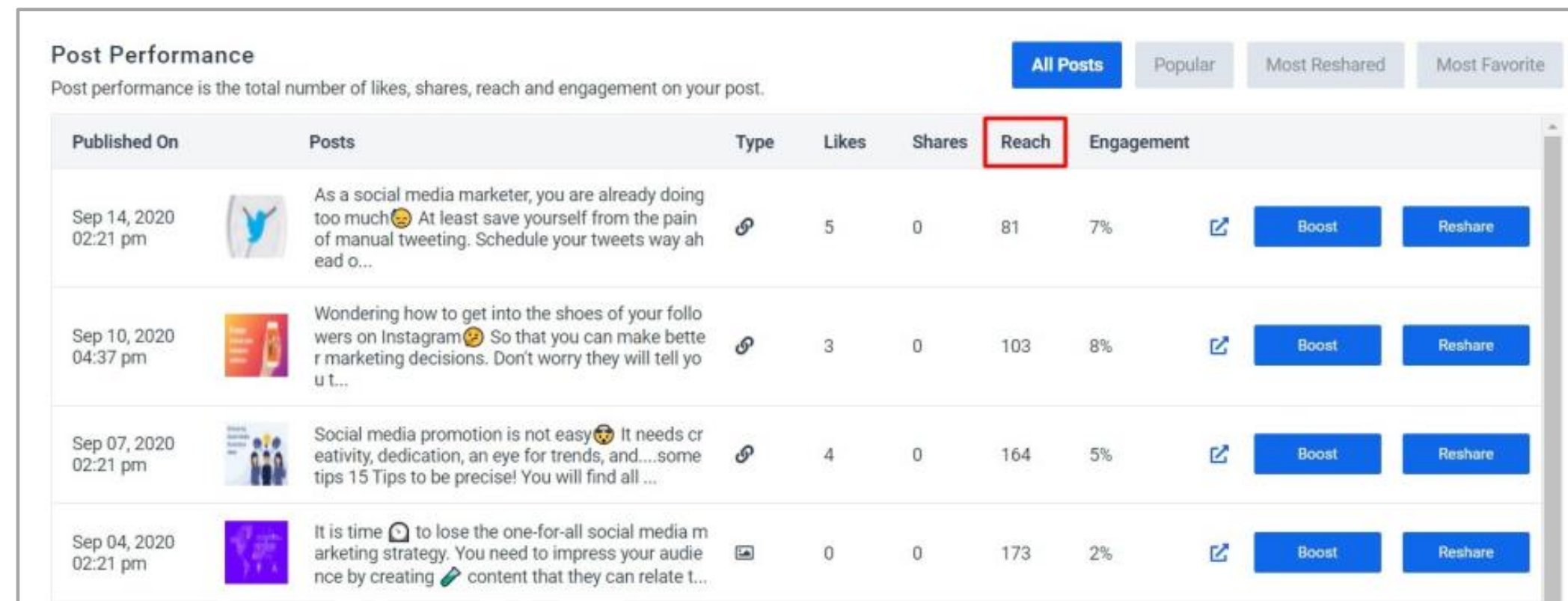






Also, to compare your post's reach over time, you get a graphical representation of all your posts in the "Reach" section of the Facebook Insights page.




SocialPilot also gives you a clear look at the reach of every post.

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING



Published On	Posts	Type	Likes	Shares	Reach	Engagement
Sep 14, 2020 02:21 pm	 As a social media marketer, you are already doing too much 😊 At least save yourself from the pain of manual tweeting. Schedule your tweets way ahead o...	🔗	5	0	81	7%
Sep 10, 2020 04:37 pm	 Wondering how to get into the shoes of your followers on Instagram 😊 So that you can make better marketing decisions. Don't worry they will tell you t...	🔗	3	0	103	8%
Sep 07, 2020 02:21 pm	 Social media promotion is not easy 😊 It needs creativity, dedication, an eye for trends, and...some tips 15 Tips to be precise! You will find all...	🔗	4	0	164	5%
Sep 04, 2020 02:21 pm	 It is time 🗓️ to lose the one-for-all social media marketing strategy. You need to impress your audience by creating 🎯 content that they can relate t...	📷	0	0	173	2%

 **Productivity tip:** Use SocialPilot to schedule and boost your top-notch posts for multiple Facebook pages in one-click.

Another reason to analyze and strive for good reach is that it directly affects your engagement metrics. The more reach a post has, the better are its chances to get good engagement.

Why is the reach metric an important Facebook KPI?

If your business has just seen the social media world's light, then 'reach' can be the most vital metric to assess your brand awareness.

But here's a piece of bad news.

Organic reach on Facebook is at an all-time low since 2012, so if you are looking to increase your reach drastically on the platform, you need to resort to Facebook ads for the needed boost.

Still, there is a bright side!

By analyzing your reach metrics, you will see which post of your account is getting more organic reach, so you can further boost it to tenfold the number.

3. Impressions

Reach and impression are somewhat the same with a subtle distinction.

What is it?

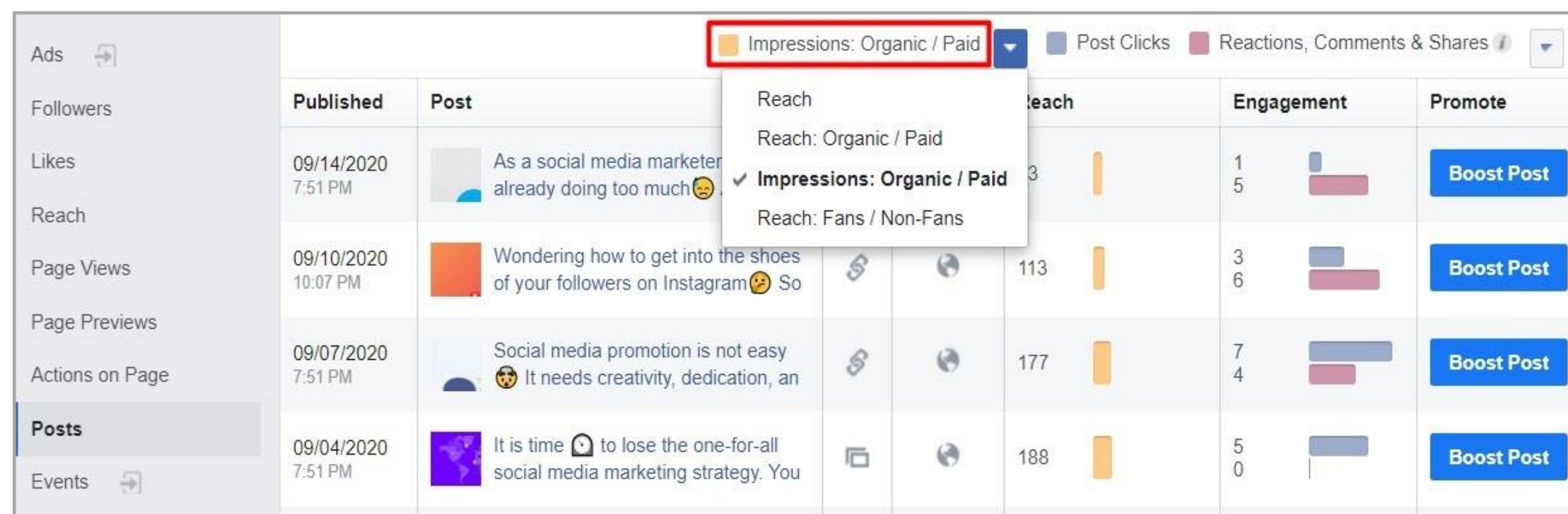
Reach gets counts for every unique person seeing your posts. Whereas, impressions count the number of times someone has seen your posts, no matter if it's the same person watching it again and again.

For example, if someone sees your post on the feed and again encounters it as a shared post from someone, it will be counted as 2 impressions but 1 reach.

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

How to track impressions?

You will find the impression garnered over your individual post by tracing the same path as you did for engagement and reach - on the Facebook insights inside the “Post” section.



Published	Post	Reach	Engagement	Promote
09/14/2020 7:51 PM	As a social media marketer already doing too much 😊	3	1 5	Boost Post
09/10/2020 10:07 PM	Wondering how to get into the shoes of your followers on Instagram 😊 So	113	3 6	Boost Post
09/07/2020 7:51 PM	Social media promotion is not easy 😊 It needs creativity, dedication, an	177	7 4	Boost Post
09/04/2020 7:51 PM	It is time 🗓️ to lose the one-for-all social media marketing strategy. You	188	5 0	Boost Post

Why is the impression metric an important Facebook KPI?

The impression metric is an excellent way to find out the virality of a post. But keep in mind that not every post with an impression is a viral post.

Your impression count will always be equal or higher to your reach. But to define that a post is viral among your users, you need to have a larger number at the side of your impression.

Did you know that impression can also lead to conversion?

According to the “[marketing rule of seven](#),” your prospects have to come across your post at an average of 7 times before taking any action.

Thereby, having more impressions on your posts can lead to having more conversion. So keep track of the posts that have substantial impressions and try to make more of such content in your Facebook ad campaigns.

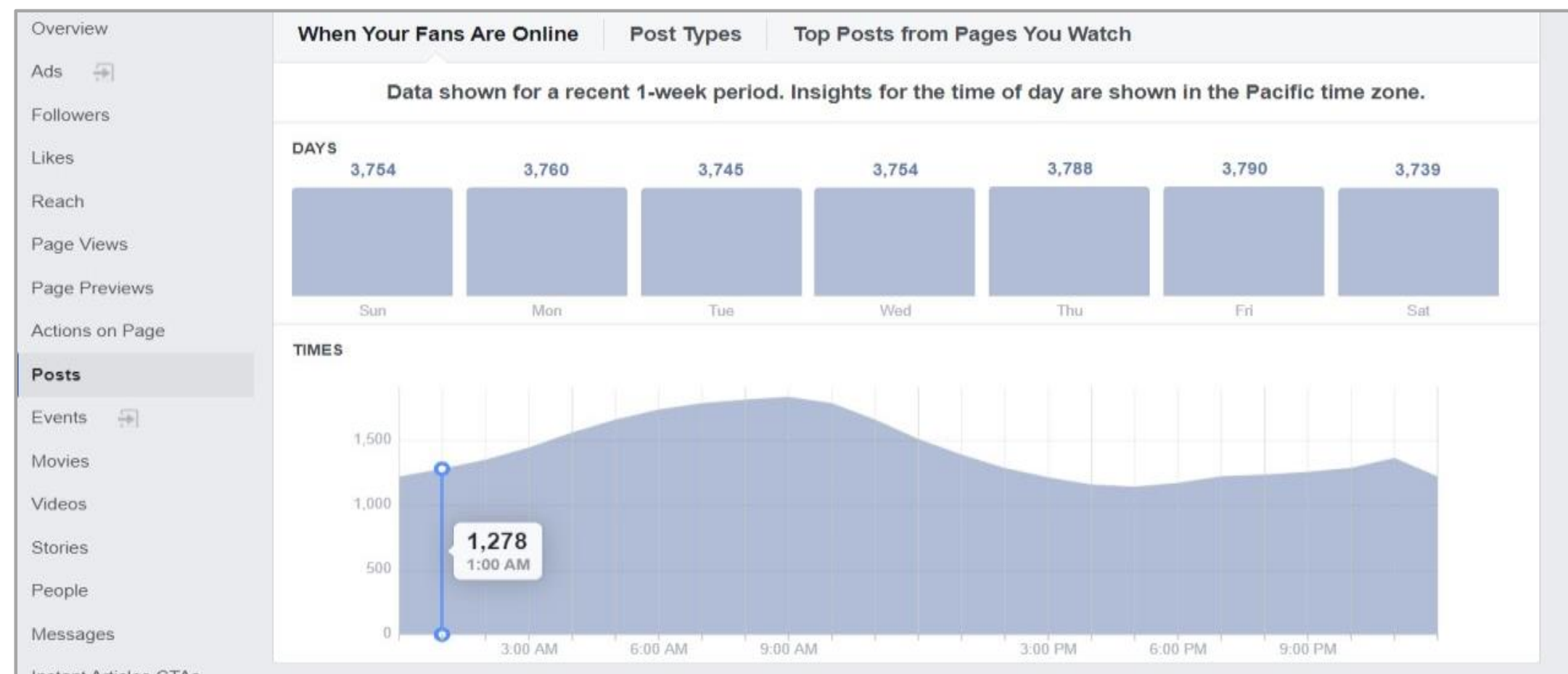
4. When your fans are online

This section tells you about the presence of your audience on Facebook across the week. Its graphical representation shows you, on average, how many of your fans are online on a day or week at a specific time.

Where can you track it?

You will find this section on top of the “Post” tab, under the Page Insights.

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING




Why is “When your fans are online” metric an important Facebook KPI?

With organic reach on a steep decline since 2012, using the best time to post on Facebook is the only way to cut through the noise and get some eyes on your content without using paid-ads.

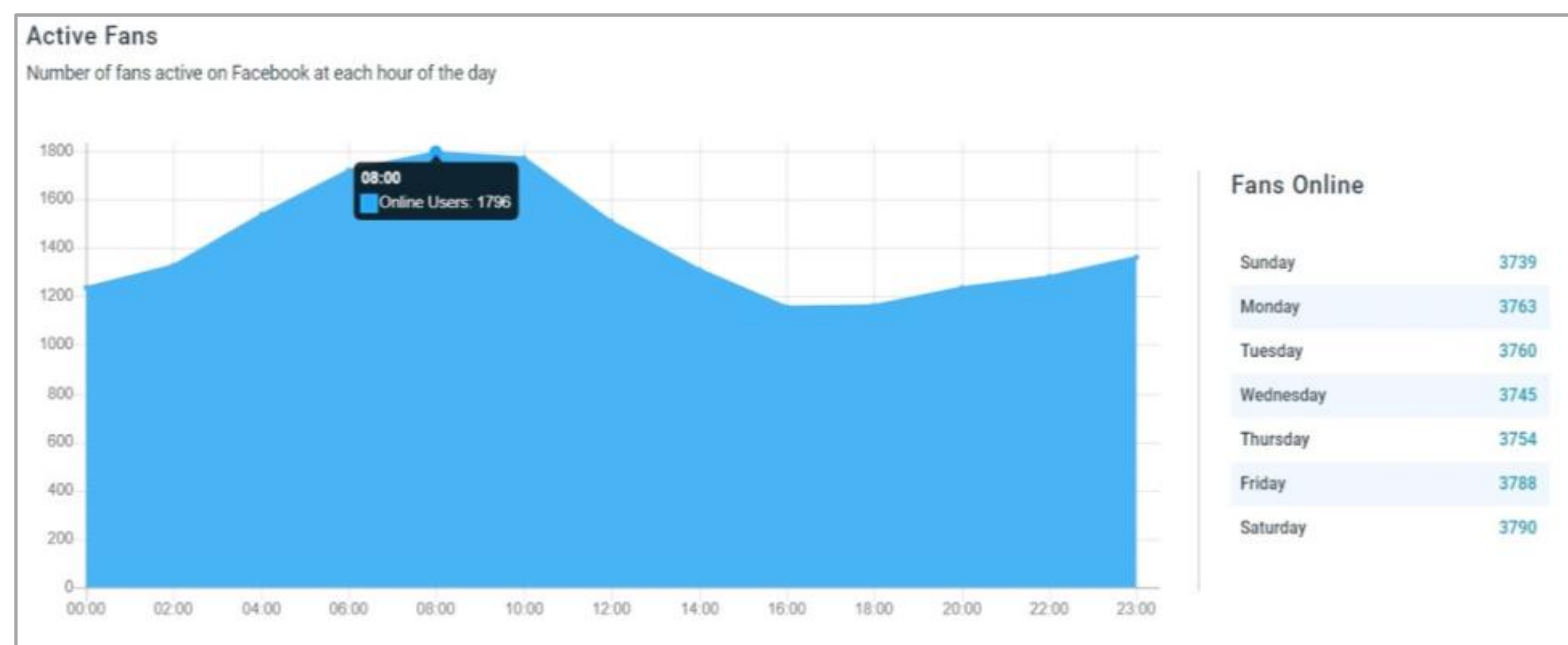
But here’s the catch, every business has a different best time.

Enters the “When your fans are online” section!

This section briefly tells you the time when most of your fans are online to connect with your Facebook post.

 **Productivity tip:** You can schedule your posts in advance for the ideal times using [social media scheduling tools](#).

SocialPilot also tells you about the number of fans active on Facebook at each hour of the day.



TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

FACEBOOK AUDIENCE METRICS

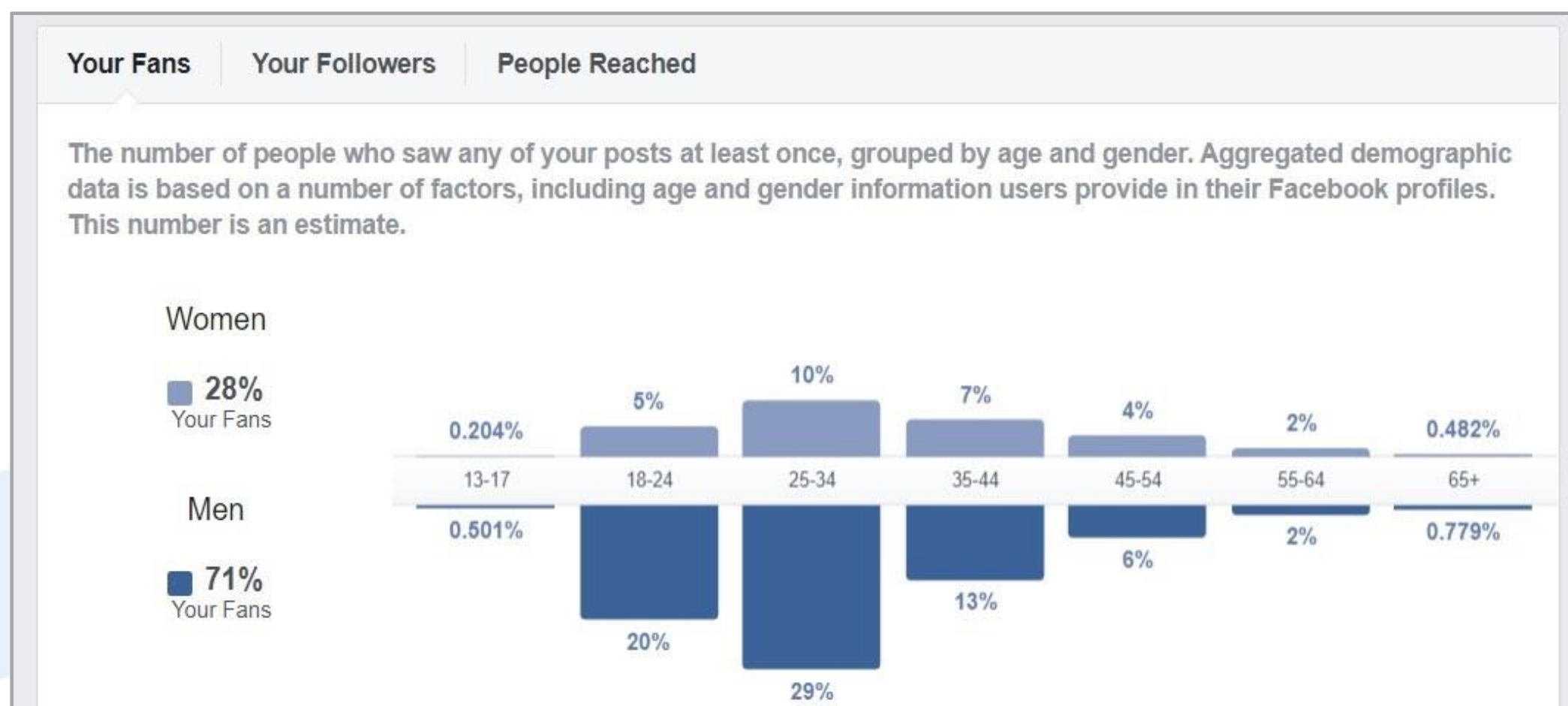
Facebook audience metrics give you an in-depth insight into the age, gender, location, and language of your followers, fans, and the people that you have reached.

5. Age and Gender demographics

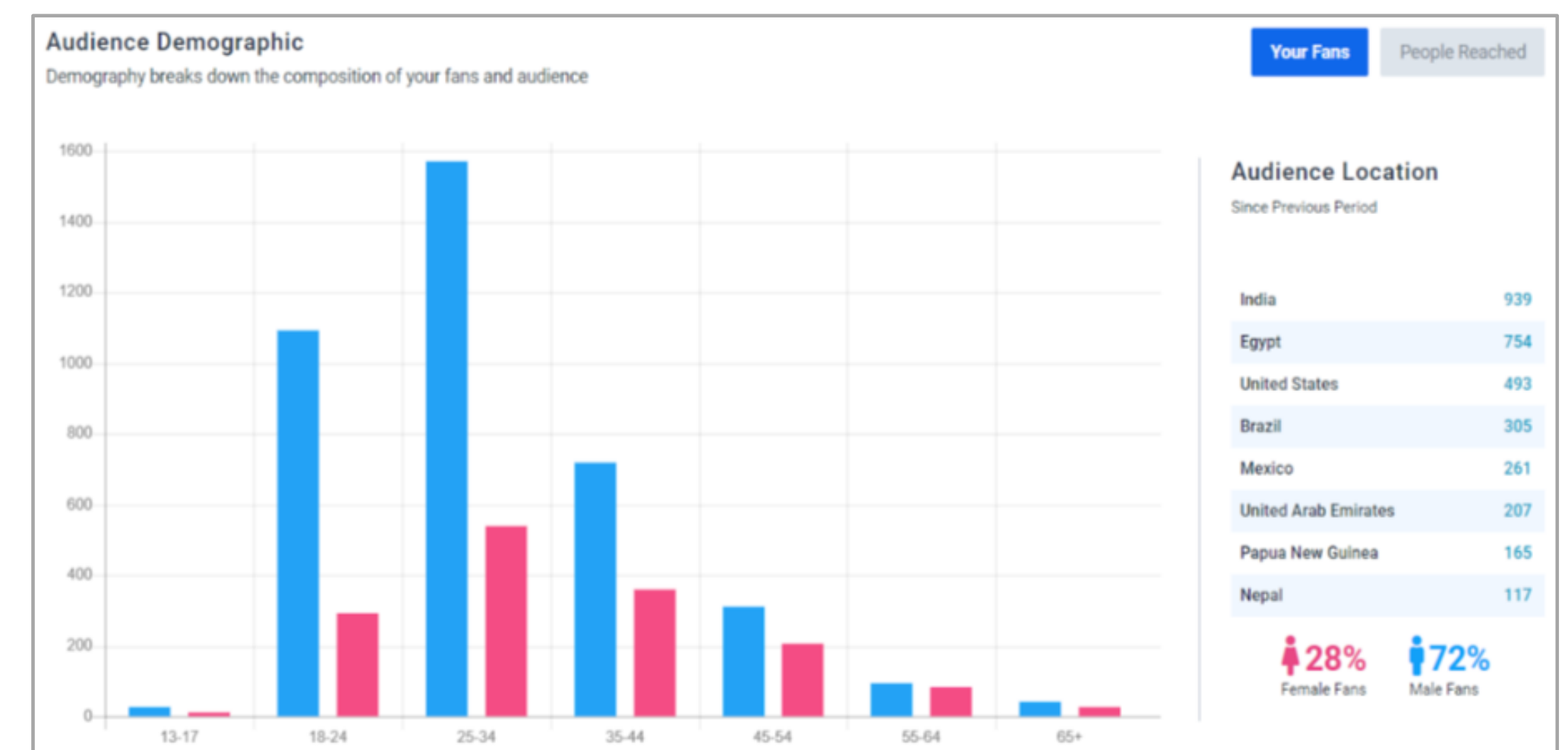
The age and gender demographics metrics are a great way to zero down on your relevant audience. This section gives a graphical representation of your fans and followers grouped by age and gender.

Where to track it?

You can easily track the age and gender metrics on your Facebook Insights page under the “People” section.



Alternatively, you can also check your audience demographics in SocialPilot’s Facebook analytic page.



Why is age and gender metrics an important Facebook KPI?

Imagine a business that sells canes for older people creates a Facebook post using Gen-Z lingo. Surely, it would not go down with good engagement.

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

That is why you need a better understanding of your target audience for creating a solid Facebook content strategy.

Simply put, looking at your follower's breakdown based on age and gender helps you set a more holistic content marketing strategy.

So dive down in your age and gender metrics to find out your relevant audience and create content that caters to that lot.

6. Location and language metrics

As an elongation of age and gender metrics, this section helps you get insights into your fans and followers' location and language.

Where to track it?

You will get this data in a tabular form right below the age and gender metrics.

	Country	Your Fans	City	Your Fans	Language	Your Fans
Likes	India	939	Ahmedabad, Gujarat, I...	299	English (US)	2,246
Reach	Egypt	754	Cairo, Cairo Governora...	211	English (UK)	858
Page Views	United States of America	493	Dubai, United Arab Emi...	97	Arabic	773
Page Previews	Brazil	305	Alexandria, Alexandria ...	90	Spanish	349
Actions on Page	Mexico	261	Port Moresby, Papua N...	71	Portuguese (Brazil)	287
Posts	United Arab Emirates	207	Abu Dhabi, United Ara...	66	French (France)	217
Events	Papua New Guinea	165	Delhi, India	51	Indonesian	121
Movies	Nepal	117	Mexico City, Distrito Fe...	50	Spanish (Spain)	92
Videos	Pakistan	105	Kathmandu, Nepal	50	Portuguese (Portugal)	68
Stories	Bangladesh	102	Mansoura, Dakahlia G...	48	German	56
People						
Messages						
Instant Articles CTAs						

Why should you track the “Location and language” metric?

If you are a brand catering to locations worldwide, then it is for sure that your one-size-fits-all content approach won't work on everyone.

What's the solution?

It would be best to opt for a [content localization](#) strategy that suits your target audience's linguistic nuances, cultural and social factors, aesthetic choices, and even political and religious norms.

Luckily you can get a clear idea of your Facebook audience's location and language preferences using the

TOP 12 METRICS TO TRACK FOR OPTIMIZING YOUR FACEBOOK MARKETING

audience insights and mold your content accordingly.

Productivity tip: Use the Facebook audience targeting feature to show your post in the news feed of a specific segment of people based on their location and language.

FACEBOOK TRAFFIC METRICS

This category tells you the amount of traffic being driven to your website and Facebook page.

7. Facebook referral traffic

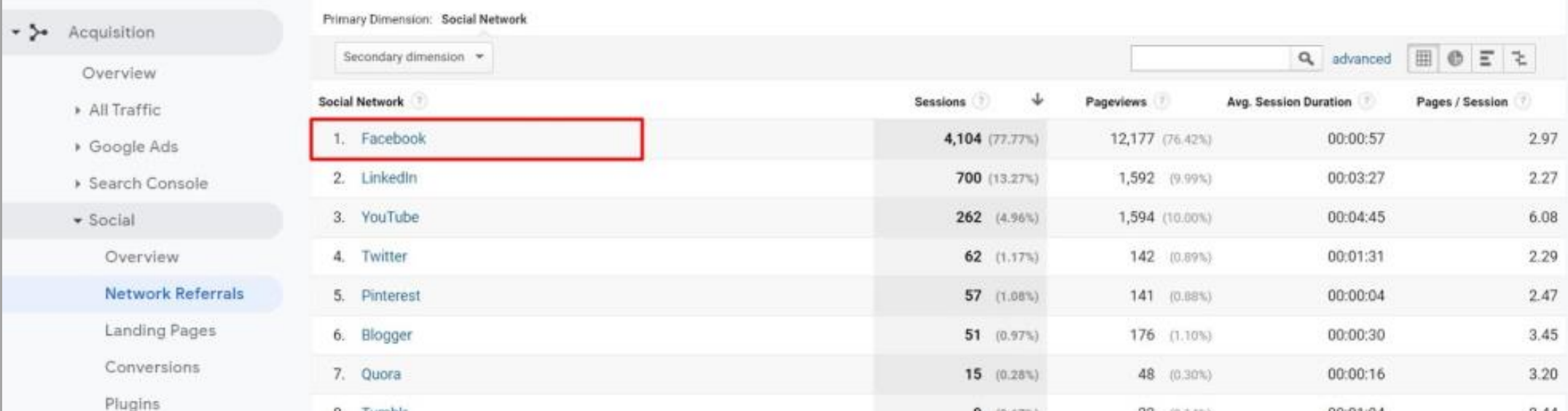
Facebook referral traffic metrics tell you about the amount of traffic coming to your website from your Facebook page. This traffic can be coming from visitors clicking on your profile, posts, and shared posts.

Where can you track it?

Google Analytics shows you all the data around your referral traffic. Make sure that you already have a Google Analytics account set up.

To access this data, click on the “Acquisition” from the left-

hand menu in Google analytics, and then go to Social>Network Referrals. Here you will see the traffic your website is getting from all your social media networks. Find Facebook in it.



The screenshot shows the Google Analytics 'Network Referrals' report. The primary dimension is 'Social Network'. The table lists the top 8 social networks by session count. Facebook is the top source, followed by LinkedIn, YouTube, Twitter, Pinterest, Blogger, Quora, and Tumblr.

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	4,104 (77.77%)	12,177 (76.42%)	00:00:57	2.97
2. LinkedIn	700 (13.27%)	1,592 (9.99%)	00:03:27	2.27
3. YouTube	262 (4.96%)	1,594 (10.00%)	00:04:45	6.08
4. Twitter	62 (1.17%)	142 (0.89%)	00:01:31	2.29
5. Pinterest	57 (1.08%)	141 (0.88%)	00:00:04	2.47
6. Blogger	51 (0.97%)	176 (1.10%)	00:00:30	3.45
7. Quora	15 (0.28%)	48 (0.30%)	00:00:16	3.20
8. Tumblr	9 (0.17%)	22 (0.14%)	00:01:04	2.44

Why is it important to track Facebook referral traffic metric?


For every business, it's essential to evaluate whether their content on Facebook is pulling enough people back to their website or not.

Facebook referral metric helps you keep track of Facebook-to-website visitors. It gives you a holistic look into the number of sessions on your website, how many pages were viewed, and how long the user stayed on your site.

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Overall it tells you how compelling your content or headlines were that people clicked on it and cruised inside your site.

So, if you see the referral traffic declining, it means that people are not finding your content effective enough to click.

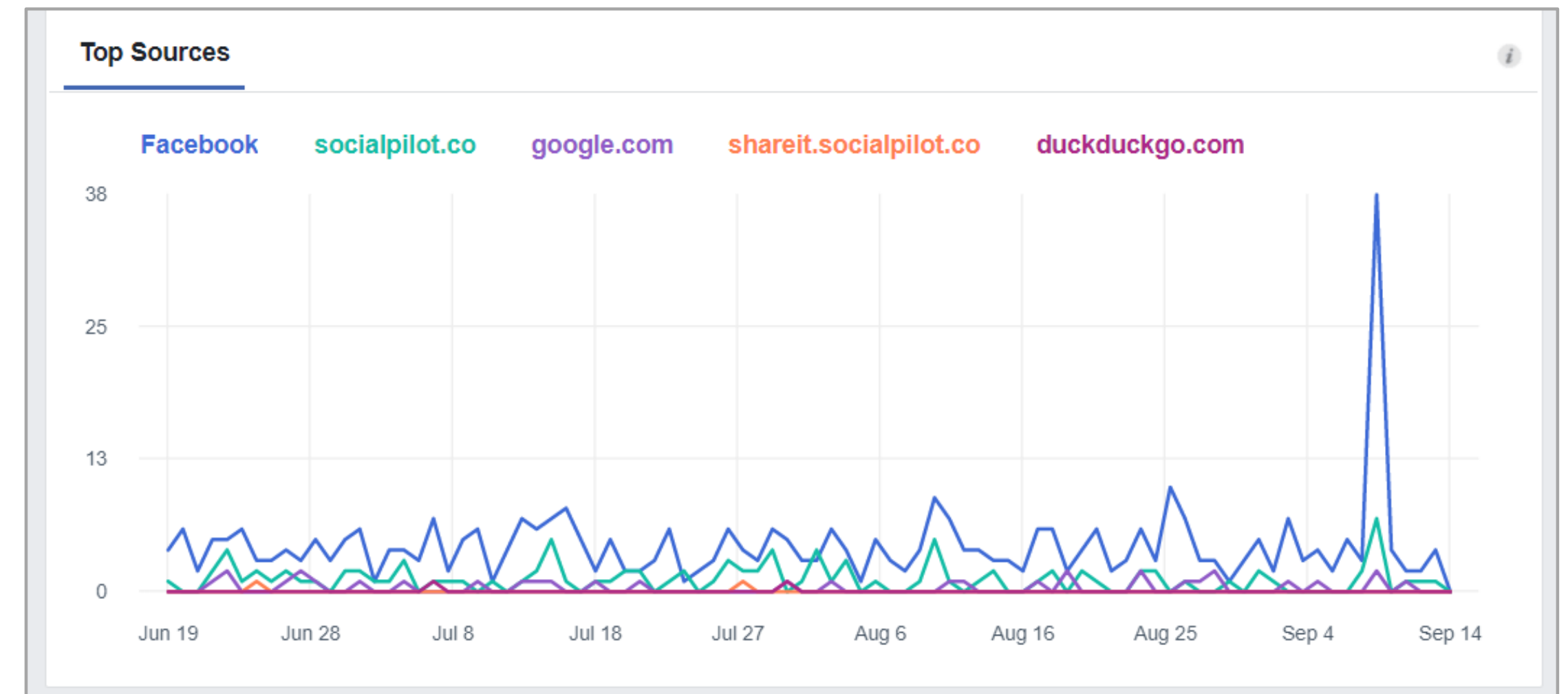
 **Productivity tip:** Use [killer social media call to action](#) that prompts users to take action on your Facebook posts.

8. Facebook page traffic

This metric indicates the amount of traffic coming to your Facebook profile page from different sources present on the internet, including Facebook feed.

Where to track this metric?

To track this metric, go to the “Page Views” section of insights and find a graphical representation of top sources sending out traffic to your page.



Why should you track the Facebook page traffic?

Just like you’d check your Facebook referral traffic, keep track of the number of traffic coming from your websites to your Facebook profile too.

As a new business, it’s essential to have a well-integrated social media and website connection to maximize your exposure. So whenever organic traffic comes to your website, it also gets attracted to your social profiles.

It also tells you about the number of people who saw your website, product, or service and decide to hold on for longer by coming on your Facebook page.

FACEBOOK PAGE METRICS

Facebook page metrics include your audience size's current state and their actions on your page.

9. Page likes and follows

As the names suggest, page likes are the number of people who liked your page to support and followed it to see your content on their feed.

But there's a thin distinction between page likes and follows.

When someone likes your page, it gets followed automatically. However, they can opt to unfollow it, so they don't receive any further updates from your page. Still, these people will be shown as your audience.

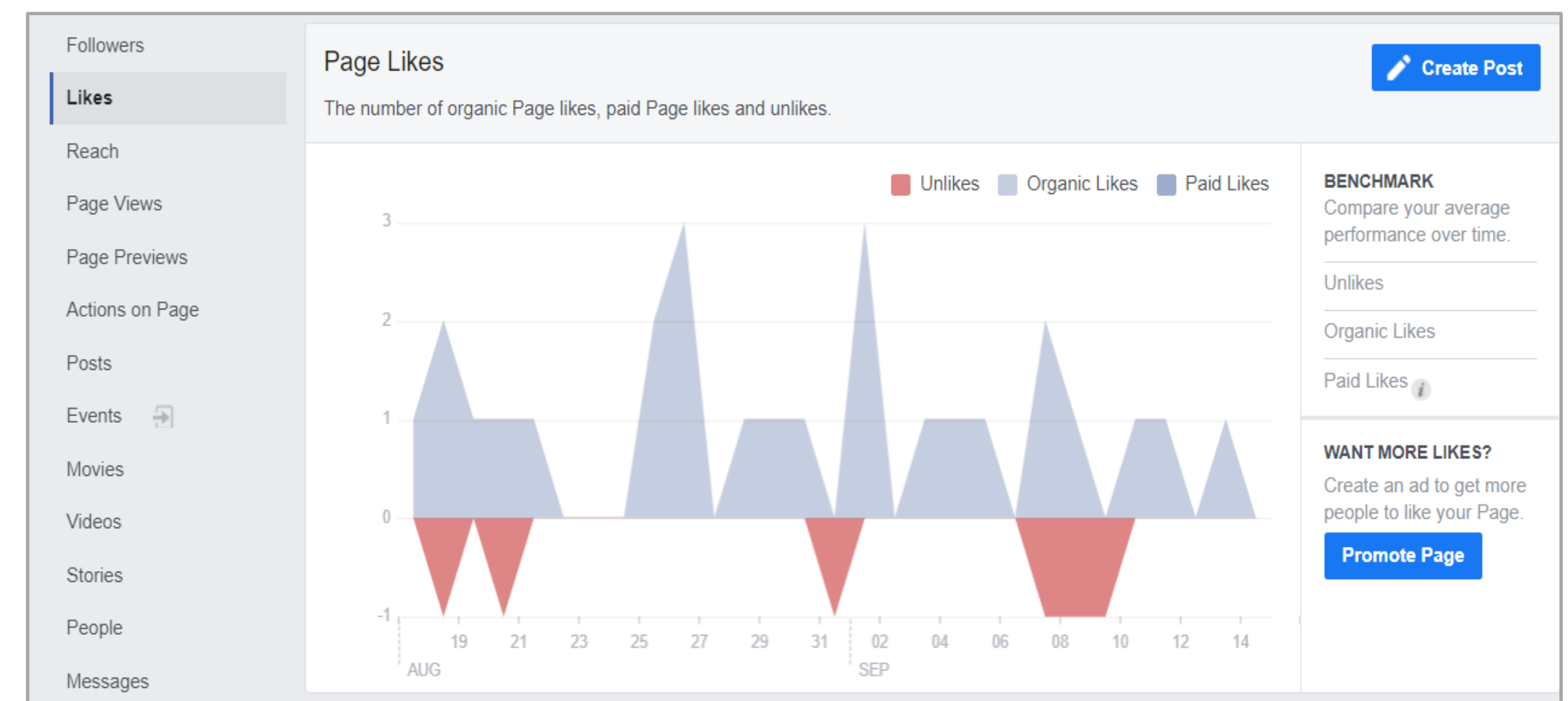
On the other hand.

If they unlike your page yet still follow it, they will be counted as your lookalike audience but not as your audience.

Where to track them?

To track the in-depth insights around your page likes, go to the "Likes" section under the Page Insights.

Here you will see the breakdown of your organic and paid likes, as well as the number of unlikes you have got over the time of your chosen period.



And if you are looking to track your page follows,

Go to the "Followers" section to get the breakdown of your organic, paid followers, as well as the people who unfollowed you during the time of your chosen period.

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Why should you measure the page likes and follows metric?

It's true that page likes and follows are vanity metrics when compared to the engagement metric.

But still, as a new business page, it gives you a fair idea of your audience reach and your growth rate on Facebook.

Anyways, increasing followers is a far better sign for your business than stagnant follower numbers. If you see your follower's growth declining or not growing month by month, there is something off with your Facebook marketing.

FACEBOOK ADS METRICS

Facebook ads manager gives you tons of metrics to monitor your ad campaign. But the sheer amount of data can be overwhelming for anyone.

So the trick to get the most out of your Facebook ad metrics is to keep your marketing goal in sight while evaluating them.

Here, we have touched briefly on some of the most common ad metrics that every business needs to track.

Where to track them?

You will get every metric related to your ad performance inside the Facebook ads manager.

Campaign Name	Impressions	Cost per Result	CTR (All)	CPC (All)	Frequency	CPM (Cost per 1,000...)	CTR (Link Click...)	
Black Friday - Thanksgiving 2018	84,908	132,236	\$161.30 ign Up - Start A Free Trial	0.65%	\$0.95	1.56	\$6.10	0.52%
Holiday Campaign - Lead generation	7,120	31,968	\$20.38 On-Facebook Leads	0.70%	\$1.00	4.49	\$7.01	0.21%
Conversions	29,096	72,912	—	0.32%	\$0.87	2.51	\$2.74	0.29%
Webinar Remarketing Conversions	6,160	14,043	\$28.57 Completed Registration	0.30%	\$4.76	2.28	\$14.24	0.16%
Webinar Landing Page	6,154	23,372	\$1.53 Link Clicks	0.77%	\$1.11	3.80	\$8.51	0.56%
Event: Engagement & Conversions: Ho...	3,810	5,308	\$1.79 Event Responses	1.88%	\$1.00	1.39	\$18.84	0.40%
Webinar Remarketing - Leads	1,144	2,051	\$82.36 On-Facebook Leads	0.93%	\$4.33	1.79	\$40.16	0.34%
Post: "Introducing Free Content Curati...	1,161	1,242	\$0.20 Post Engagement	20.29%	\$0.22	1.07	\$44.28	0.24%
Post: Try out a better Hoo...	1,100	1,269	\$12.50 On-Facebook Leads	2.13%	\$1.85	1.15	\$39.40	1.02%
Total Results 50 / 112 rows displayed	295,993 People	504,887 Total	—	0.83% Per Impressions	\$0.68 Per Click	1.71 Per Person	\$5.66 Per 1,000 Impressions	0.31% Per Impressions

Let's see some of the most common metrics that can be of high value to you, depending on your campaign goals.

10. CTR

Click-through rate (CTR) metrics show you the percentage of people coming on your landing page after clicking through your ad.

Why is the CTR an important Facebook metric?

CTR is one of the most crucial metrics to evaluate your ad campaign's effectiveness. It gives you an overall view of your ad's performance in attracting users.

A good CTR tells you that your ad is of quality and has an excellent relevant score too. So if your CTR is hitting rock bottom, then make some changes in your ad copy and try to make it more relevant for your targeted users.

11. CPC & CPM

So on what basis do your Facebook ads get charged?

Facebook ads manager gives you multiple options to be charged, and two of them are cost-per-click (CPC) and cost-per-thousand-impressions (CPM).

CPC metrics tell you how much you are paying when someone clicks on your ad, and CPM shows how much you are paying for every thousand impressions on your ad.

Why should you track these metrics?

Both CPC and CPM align with your objective to create better reach and brand awareness on Facebook.

Instead of monitoring your whole budget, it will be more informative if you peek at these two metrics to evaluate the worth of your spending.

12. Ad Frequency

Ad frequency refers to the average number of times your targeted audience sees a specific ad on their Facebook feed.

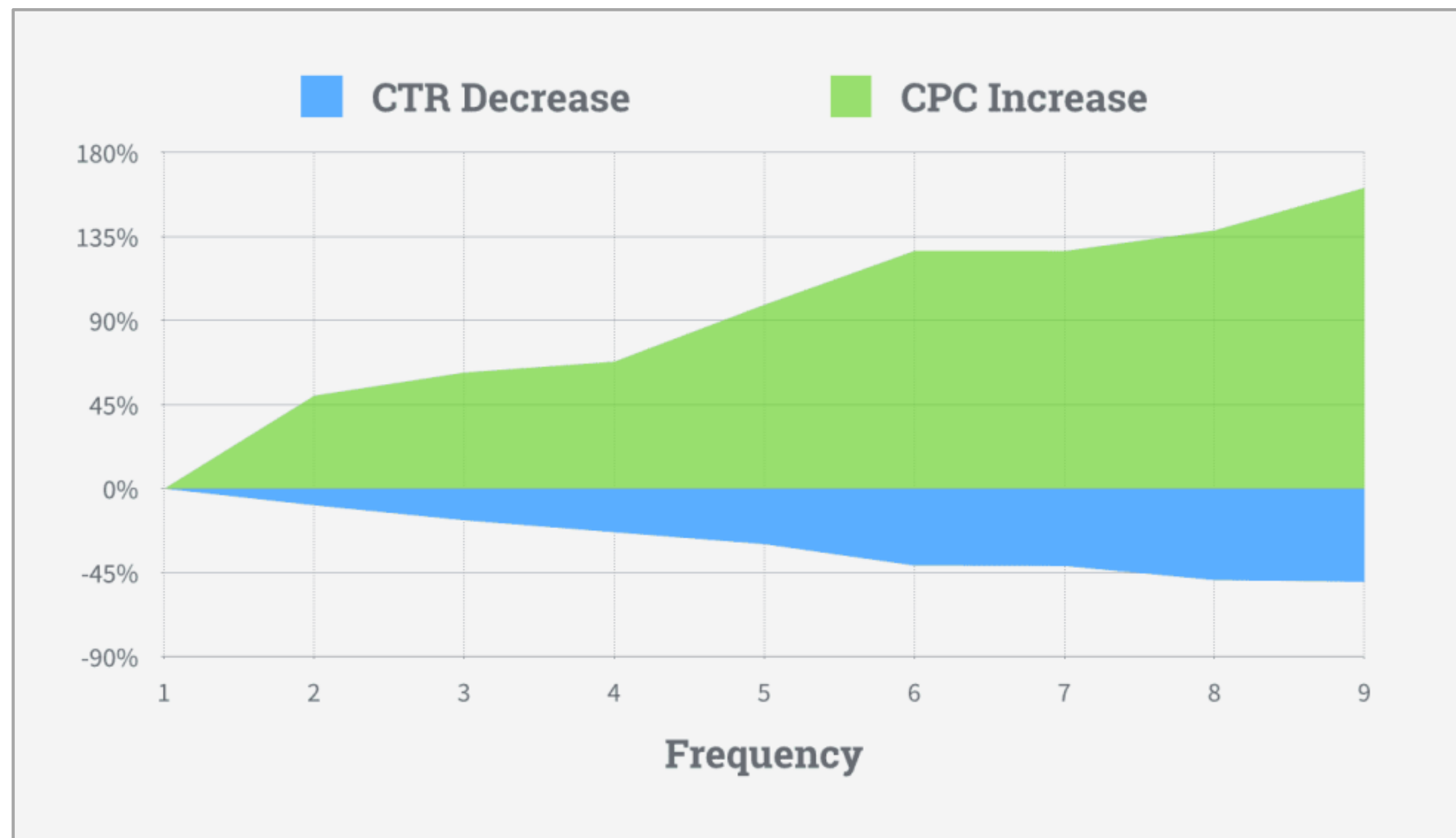
For example, your ad frequency will be 4, if your ad is seen by the average targeted audience 4 times.

Why should you track this metric?

You might be thinking, the more the frequency, the better.

Well, no. According to ad espresso's [report](#), as the ad frequency increases, it decreases the CTR and gives a hike to your average CPC.

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But then again, I have told you about the rule of seven, where a person must come across your ad seven times to be interested in making a decision.

See, the escape from this dilemma is to create the same ad but with multiple variations. Tweak the visuals and copy of your ad so that it doesn't become boring for your audience and lose its impact over time.

Okay, we are done with all the Facebook metrics that could help assess your performance to make better Facebook marketing decisions.

Let's quickly summarize them.

Metric	Benefits
Facebook Post metrics	Identify and create your best content
Facebook audience metrics	Know and target the right people
Facebook traffic metrics	Analyze the cross-channel traffic
Facebook page metrics	Understand your page growth better
Facebook ad metrics	Create a stellar Facebook ad campaign



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