

Chow Notes



EPISODE 35 – THE SECRET TO SUCCESSFUL FACEBOOK ADS

Hey there, welcome to episode 35 of the Small Business Made Simple Podcast.

Thank you for lending me your ears today – I know you have lots of choices, so I sincerely appreciate me being one of them!

Today's topic on the Podcast is Facebook Ads and I'm sharing the secret to getting them right!

Today's episode is brought to you by my new downloadable Ultimate Beginner's Guide to Facebook Ads. This is a workbook full of exercises, tips and tricks on how to get your first Facebook ad hitting the goal you need it too. To download it now, go to www.socialmediaandmarketing.com.au/ads - Facebook Ads will change your business forever if you get them right!

But before we get into that, let's do our Discover of the Week!

THIS WEEK'S DISCOVERY!

Vont – V O N T is an app I have on my phone that I like to have a play with every now and then!

What's it do? It let's me put text over my video and change the text where I want.

Perhaps when you first start watching my video, I might want to have the word "welcome" across the frame for few frames, and then maybe some words to highlight what I'm saying and at the end the words "see ya later" shooting through!

This isn't for captioning – it's for attention! We all want to stop the scroll when posting our videos to social – so perhaps this is one way of doing that? Having impacting words appear on the first few quick frames to grab the attention of the viewer.

You can choose the frame; you can write the words and you can play around lots with them to have something a little different on your videos.

Vont is free, comes with a little annoying ads though – but if you can put up with them, it's a great app. Available on iOS and Android – and you can download it wherever you normally get your apps!

As always, just a little disclaimer, my discoveries are just that and I am in no way affiliated with any of them but promise to tell you if I ever am. I just love them and from the response of my listeners, you guys, you are loving them too!

Hey and if you have a little discovery, or something you use in your business that you'd like to share, please do so. Email me at jenn@jenndonovan.com.au or tag me @smallbusinessmadesimple. I really love to know what tools you use to help make your life simpler!

THE SECRET TO SUCCESSFUL FACEBOOK ADS

I'm on a mission to give you all the information I can on how powerful Facebook ads are because, well, the silly season is coming and I really want you to have the absolute best chance of getting more customers, gathering more qualified leads, selling more stuff – whatever will make you more profitable – because that's pretty much the goal!

Episode 32 I spoke some more about Facebook Ads – in fact the 3 mistakes that we need to stop making. If you haven't listened to that episode, then I suggest you go back and listen in once you're done here.

On this episode I wanted to talk about the secret to Facebook Ads success. It's not a HUGE secret but you do need to know it and really understand it to achieve success on Facebook.

It's understanding the objectives. At the beginning of the Ad, you have 11 choices to make, 13 if you count that engagement has 3 choices in 1 objective!

This is one of your first choices and if you get this wrong and you won't achieve your campaign goal (because you listened to Episode 32 and you know how important setting goals are – so you have set one).

You can't change your objective once your ad is live. I'll say it again – you can't change your ad objective once your ad is live. So, you need to put some energy here.

Of course, you can stop the ad if it's not working for you and you might well should – but you can change just about everything else except the objective.

But the secret sauce is more than that. It's understanding that the objective you choose is telling the Facebook Algorithm EXACTLY and that's in capital letters, EXACTLY what to do.

I'll give you an example::

Traffic. Traffic is the objective you would choose to drive people from Facebook to any URL you choose, such as your website's landing page, a blog post, app etc.

So, Facebook will find the people, according to your targeting, who are the people most likely to click an ad with the objective of driving them off Facebook to X – wherever you've sent them – blog, website, landing page, sales page etc.

But that's it. That's the secret – that is all it will do and that's all it will guarantee.

So, if you just thought, YAY – that's awesome – it will give me traffic to my website to buy my product, then you'd be wrong – very wrong.

Now, disclaimer, I'm not saying you won't get sales from this objective, but what I am saying is that Facebook are not necessarily sending traffic to your sales page who are most likely to BUY – they are only sending traffic who are most likely to CLICK the ad and go to the page.

I really hope you can tell the difference and get my point. Sometimes Podcasts are hard because you can't see my face and my expressions or my diagrams explaining this stuff!

If you want people who are most likely to buy, if you want Facebook to send people who are most likely to BUY, then you'll need to use the conversions objective. Because that objective is set up to convert people – just like it says.

Of course, that comes with conditions as well, like you need to have fed Facebook data regarding who's most likely to buy and you'll need the Facebook Pixel in your website or on the page you're sending them too.

Now, my idea here is not to confuse you. I've been doing a lot of Facebook research and work lately as I prepare to launch my first online course – Facebook Ads for Beginners, so my intention here is to just share with you some of what I've learnt and some of what I know about Facebook Ads to demystify them a little and help you understand them more so you'll give them a go.

If, generally in the silly season (aka Christmas/summer season) you normally spend money on newspaper ads or radio or tv ads – then I'd like to you consider taking about 25% of that budget and invest them into Facebook ads and see what result you get.

Yes, maybe you'll need to do a course, like the one I'm about to launch and don't worry I'll tell you all about it when I do, but I truly believe the return on any investment will far outweigh any traditional marketing strategies you might take on such as tv, radio or newspaper. I'm not saying they don't work; all I'm asking is that you take a percentage of that budget and give them a go.

Let me give you another example of an ad objective that seems like it's brilliant and exactly what you need but it just may not be!

Engagement – Event Responses. Within the engagement objective you have 3 choices and one of them is event responses. You can run an ad that will give people who see that ad 3 choices regarding your event, coming, not coming and maybe.

If you're running a business networking event, you might be thinking, yippee, that's exactly what I want – I want my Facebook ad to be shown to people within my targeting area who'll come to my event.

But it won't.

The Facebook algorithm will show your ad to people within your targeting who are most likely to "click" on events and "click" coming, not coming, maybe.

THIS DOESN'T GUARANTEE THEY'LL COME! CAPS, BOLD, UNDERLINED!

THIS DOESN'T GUARANTEE THEY'LL COME....

It doesn't take much commitment to sit on the Facebook app and click, coming – now does it. If these people are completely cold traffic (so never heard of you before, their commitment is low).

Think about it – you see an event, it's in your area, looks kind of interesting, you click coming or maybe and continue to scroll. Sometimes, unless you head into your events tab for a look, you might not have much memory about that event you saw and clicked maybe to going.

So how would you do it? There's several ways, one of the best, of course, is the conversions objective. But you might do it by running a video ad to cold traffic and building a retargeting audience off that, so target people who watched 50% of that video (which was about the event).

You might run an ad to a blog which talks about the event – using the traffic objective and because you've got the Facebook pixel installed on that blog page, you can then run a retargeted ad to them about the event. Again, they would no longer be cold traffic.

So, what's the secret?

The secret to Facebook Ads is understanding that the Facebook Algorithm will do exactly what you tell it too. It'll find the exact people you asked for and get them to do the exact call to action you've asked for too.

Don't rush through the first part of setting up an ad because you think you just want to get to the Ad Set or Ad level where you do all the hard work and make all the decisions.

Decisions made here, on the very first screen – they matter, and they set your ad up for success or not no success (we never fail – we just learn for later!)

If you've never ran a Facebook Ad before OR you have with no success OR you simply get confused every time you try and create engaging, lead generating, sales driven Ad copy then, please head to www.socialmediaandmarketing.com.au/ads and go download my eBook the Ultimate Beginner's Guide to Facebook Ads.

If you want to get on my list to be the first to find out when the doors will be opening for Facebook Ads for Beginners, again download the eBook as I'll be letting everyone know who does that.

They'll be a hefty discount for my Foundation Members too – the ones who are first to buy!

Got questions? I've got answers! Let's continue this conversation in my Facebook Group – [Like Minded Business Owners](#). Not joined yet. Well welcome ... let's do that – it's another great way to stay on top of what's going on in the world of social media and marketing!

I'll be back next Thursday with some more marketing know-how and another discovery of course.

If you're enjoying this podcast, don't forget to subscribe so you never miss an episode and share this with a friend. And maybe leave me a rating and a review wherever you listen in. Those things are like gold for podcasters like me! PS – you can leave more than one rating and review – just saying!

But that is all for Episode 35. I'd love to connect with you all on social – so let's get social on social – I'm on all the platforms, so let's do that!

..... and remember small business peeps, as my opening song says, there's no point in dreaming small!


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