impact
ACADEMY

Facebook Advertising Process: Creating a Facebook Campaign

(aka: how to create your campaign, your audience, and how to create the individual ads)

Step 5 of the Facebook Ads Process: Creating a Facebook Campaign
*(Previous Step: Facebook Testing Protocol)*

Now that you've finished the foundational steps (creating a Business Manager, creating and installing your Facebook Pixel, creating a Retargeting Audience, and understanding the Facebook Testing Protocol), you can create your Facebook Ad Campaign. Before we dive in, let's talk about the naming convention - naming your campaigns, ad sets, and ads will help you stay organized, especially as you start running more campaigns.

NAMING CONVENTION
- The **Campaign** is where you choose your ad objective. Along with the objective, choose a descriptive name for what you're promoting.
    - (E.g.: Webinar Signups 6/11/2020 | Traffic)
- The **Ad Set** is where you create your audience. Name the ad set who you are targeting.
    - (E.g.: Retargeting Website Visitors)
- Name the **Ad** based on your testing protocol.
    - (E.g.: Ad Copy 1, Image/Video 1 ; Ad Copy 2, Image/Video 1 ; Ad Copy 3, Image/Video 1)

HOW TO SET UP A FACEBOOK CAMPAIGN
1. Log into your Facebook account. Then, go to business.facebook.com.
2. In the upper left-hand corner, click "Business Manager" next to the Facebook icon. Click "Ads Manager."
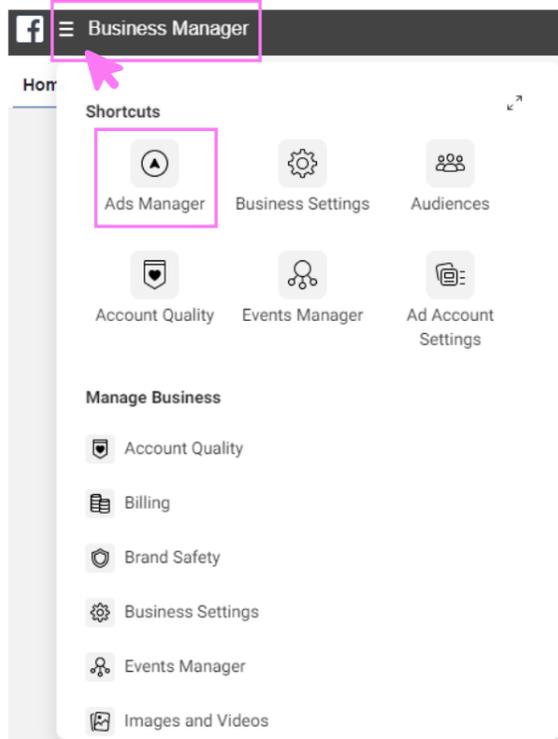
3. Click the green "+ Create" button on the left-hand side below the "Account Overview" tab.
4. Choose "Traffic" in the Consideration column, which is the default option.
   a. See **'PRO TIPS'** below for more information on choosing the right objective.
5. Name your campaign, ad set, and ad (see naming guidelines above).
6. Scroll to **Campaign Budget Optimization** and set your daily or lifetime budget. Click Next to proceed to the Ad Set.
   a. **Pro Tip:** If you're using a Retargeting Audience, you can use a small budget (e.g., $3-4/day) because you're reaching a smaller audience. If you're targeting a brand new audience, start with $7-10/day).
7. In the **Budget & Schedule** section, optionally choose to set an end date for the campaign.
8. In the **Audience** section, you have a few targeting options:

a. **Retarget website visitors** with your new Retargeting Audience. Click in the search bar under "Custom Audiences" and select your Retargeting Audience. Edit the Locations, Age, Gender, and Detailed Targeting as needed. Be careful to not use too many detailed targeting options (or any at all) to avoid shrinking your audience size. OR...

b. **Target a brand new audience** with the Locations, Age, Gender, and Detailed Targeting options.

9. In the **Optimization & Delivery** section, select "Landing Page Views" from the dropdown to optimize your ads for people who click on your ad **and** wait for your landing page to load. Click Next to proceed to the Ad creation.

10. In the **Identity** section, select the correct Facebook page, and optionally, choose your Instagram account.

11. Select your Ad Format: **Single Image** is most common.

12. Add **Media** (Image or Video).
13. Add the remaining assets to your ad:
    a. Primary text (your main ad copy - appears above your video or graphic)
    b. Headline (40 characters max)
    c. Description (30 characters max, the description appears below the headline)
    d. Destination (your landing page URL)
    e. Display Link (the link that appears in your ad)
    f. Call to Action
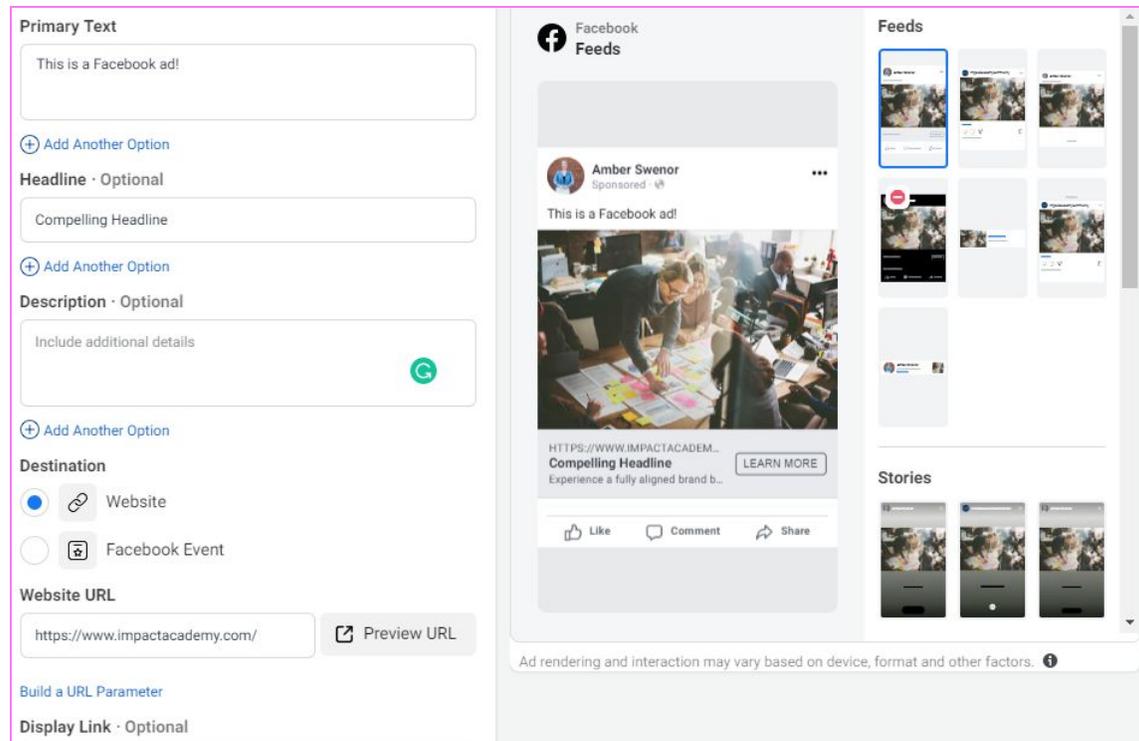
14. In the **Tracking** section, check the box next to Facebook Pixel and confirm that the correct Facebook Pixel populates.
15. When you're ready to publish your campaign, click the green **Publish** button in the bottom right-hand corner. Facebook will review your ad before publishing it.

PRO TIPS / COMMON FACEBOOK RULES TO FOLLOW

- Create a "**Custom Dashboard**" in your Ads Manager to view the stats that are meaningful to you by scrolling to the far right and clicking on the blue + button on the dashboard.
  - Include stats like your particular conversion action (what event you installed on your thank you/confirmation page (lead, purchase, complete registration, etc.), Cost Per Click, Click Through Rate, Unique Clicks, Landing Page Views, Cost per 1,000 Impressions, Cost per Conversion, etc.
  - Save the Custom Dashboard by clicking the checkbox next to "Save as preset" at the bottom of the window and give your Dashboard a name. To view your Custom Dashboard again in the

future, click the "Columns: Performance" dropdown on your main dashboard and select your Custom Dashboard name.
- Click here to learn more about how to customize columns and create a Custom Dashboard.

- Avoid using more than 20% text within a Facebook Ad image. Check your image's text rating, here. We recommend avoiding using an image with a low, medium, or high image text warning.
- Avoid using the word 'YOU' too much, especially in a 'negative' context (E.g. "Are you tired of getting denied due to bad credit?").
- Ads promoting employment, housing, or credit opportunities are considered "Special Ad Categories" and must be specified as such when creating your campaign (if your ad falls into one of these three categories, you can check the "Special Ad Category" box on the first Campaign creation page).
  - If you don't check the Special Ad Category box when creating your campaign, but you use words like "job, work, house, credit" etc. in your ad copy, headlines, or visual elements, your ad may be rejected, even if your ad doesn't promote one of the three Special Ad Categories. Facebook ads go through an automated approval process, and these words trigger the automated system and reject your ad.
  - Certain targeting options are not available for ads in special categories, including Lookalike Audiences. However, you can create a Special Ad Audience, which will create an audience based on similarities in online behavior and activity (similar to a

Lookalike audience) but does not use certain categories, including age, gender, ZIP code, or other similar categories.
- ○ Learn more about Special Ad Categories and Special Ad Audiences, here.
- When you publish your campaign, your ads will enter a **Learning Phase**, which is an important part of Facebook's ad set optimization process (during this time, Facebook is learning who to target to reach your optimization event (i.e., Landing Page Views). It usually lasts until 50 optimization events have been generated (E.g., 50 Landing Page Views) and is reset when significant edits are made to an ad set or the ads within it.
  - ○ Click here to see what Facebook considers Significant Edits.
  - ○ We highly recommend not making any significant edits to your ad until the learning process is finished, unless the change is absolutely necessary.
- Review **Facebook's Advertising Guidelines** to ensure you're abiding by their strict rules/guidelines.
  - ○ Your ads will be disapproved, and in some cases, your ad account will be shut down if you do not adhere to the rules/guidelines.

CHOOSING A CAMPAIGN OBJECTIVE:

3 OVERARCHING CAMPAIGN OBJECTIVES & WHEN TO USE THEM:
- **Awareness:** Brand new people you've reached through interest-based targeting.
- **Consideration:** Target previous website visitors or people who've engaged with your brand on Facebook (e.g. liking one of your posts) in order to bring them back and show them lead magnet offers.
- **Conversions:** Custom audiences of people who've visited your website or already downloaded a lead magnet previously. These people already know of you and your business and are the farthest down the "digital funnel" (I.e., the people who are the most likely to take action).
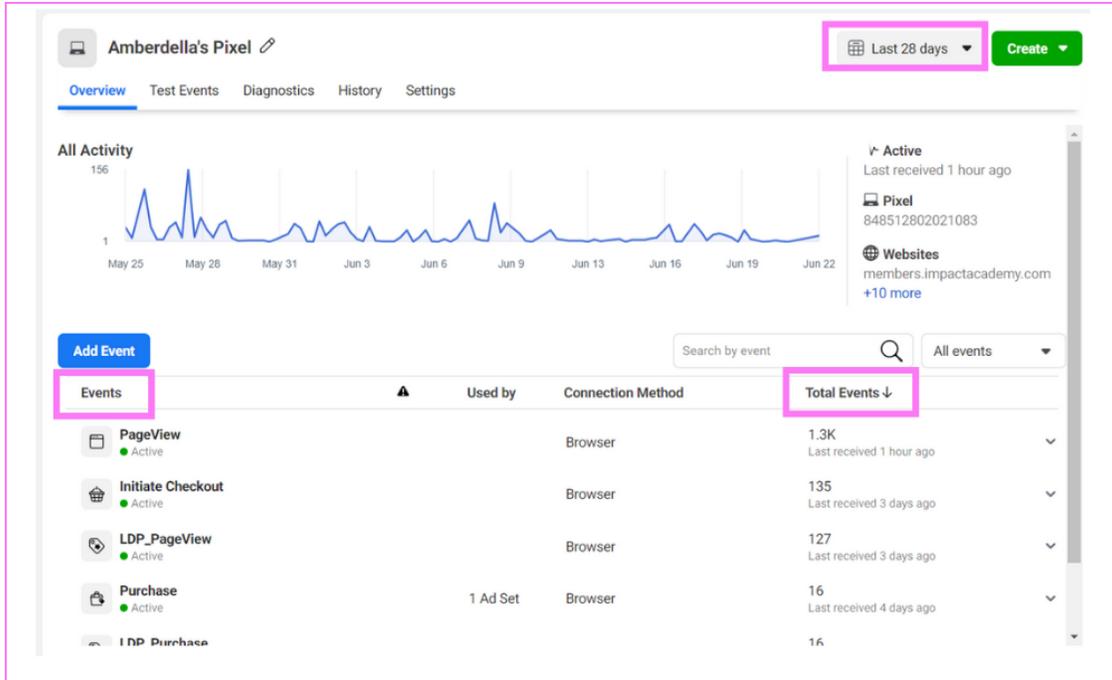
When starting a Facebook Campaign in which you want to track conversions, you may instinctively want to choose the "Conversion" Objective. However, Facebook hasn't had a chance to 'learn' your target audience and optimize for those conversion events. See more below.

FACEBOOK CONVERSION OPTIMIZATION:
- If there aren't enough people visiting your website (as indicated by fewer than 500 monthly pixel events occurring on it - including page views, leads, viewing content, purchases, etc.), you'll need to drive people to your website before driving sales.
- Start running ads that use the traffic marketing objective and are optimized for Landing Page Views (just like how we set up the campaign in the above steps). This can drive people to your website, which will generate pixel data and build up a customer base so that Facebook has more information to better optimize your ads.

CHOOSE THE RIGHT CONVERSION TO OPTIMIZE FOR
- When optimizing for rarer results (like leads, purchases, complete registrations), Facebook recommends getting about 50 conversions per week. These 50 have to be attributable to your ads. Conversions that don't result from someone seeing/clicking one of your ads don't count towards the 50.
- To help you choose the right conversion, check your pixel events before you set up your ad set. **Facebook recommends optimizing for a conversion that occurs at least 100 times a month without running any ads** (meaning you will need to receive at least 100 webinar sign-ups, form submissions, purchases, etc. in a month without the help of Facebook Ads.) If your website doesn't get at least that many conversions without ads, it's very unlikely that Facebook will be able to find enough people through ads for your ad set to be successful. If you're not seeing enough of **any** single pixel event (page views, view content, leads, complete registrations, purchases, etc), you may want to spend more time building up website traffic and a customer base.
  - You can view your pixel data and events in your Events Manager dashboard. In your Business Manager, in the upper left-hand corner, click "Business Manager" next to the Facebook icon. Click "Events Manager."
  - Change the date range, and view your pixel data in the "Total Events" column for that particular date range.