

FB ADS TRAINING CHEATSHEET



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FACEBOOK ADS TRAINING CHEATSHEET

FB Ads Training Day 1: How to Scale Facebook Ads (LIKE CRAZY)

Scaling your Facebook Ads is not as simple as just increasing your spending. Here are 6 very specific tactics that will help you increase your ad spend while still remaining profitable:



Aim for Being Profitable With a ROAS Under 2

An ROAS of 2 is a number I've seen work well at scale and it's often a more realistic profit margin for people to hit.



Ad Testing – Use the Right Strategy to Test While Scaling

Over time, ad performance goes down, so it's really important to be ready with new ads for when this happens.



Connect With the Right Scaling Audiences

You need large audiences in order to scale. Aim to have several audiences with at least 1 million people.



Use Specific Lookalike Audiences

You can create a lookalike based off purchases that have happened within your Facebook Ads, or you can upload a customer file and create lookalikes based off your list of existing customers.



Use These Key Retargeting Ads and Audiences

Retarget people who have clicked on your ads, engaged with you on social media or watched more than 30 seconds of one of your ads or videos. Another important audience is people who have hit certain pages on your website without making a purchase.



Leverage Reviews & Testimonials in the Right Way

People are much more likely to buy if they see that others have bought the product or have had a good experience with the product.

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FB Ad Training Day 2: Companies That Do Best on FB?

Companies that are thriving on Facebook ads have optimized the following elements:



Profit margin

Having a high percentage of profit margin will help you compete in the market. A lot of very successful companies aim for 70% profit margin.



Break Even

Breaking even has a lot of advantages, for one you increase brand recognition and awareness, and once you have customers who bought from you they can become repeat sales.



Cost per purchase

Being able to spend \$20 or more to get a client helps you stay profitable



Ability to scale

Having the ability to sell and ship more products while still providing good customer support is essential



Fast shipping, good support

Having issues here could generate complaints that will affect sales.



Industry

Having the ability to outcompete others in your industry by either spending more on ads, or having a better product, or upselling more.



Repeat sales

The more repeat sales you can generate the more you can spend on acquiring clients for the first time.



Unique

A differentiated product that is priced a little higher than the competition will really help you thrive on your industry.

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FB Ad Training Day 3: Oh no...

If your **ad campaign** stops performing, here are some strategies to try out:

- Duplicate the campaign and let it reoptimize or show to a new audience
- Duplicate the campaign showing to the same audience but modifying small ad components (headlines, text)

If you entire **ad account** stops performing (all ads are not doing well) try to:

- Be aware of seasonal factors and industry trends. If a lot of people are advertising to a similar audience at the same time, this will make your ads more expensive
- Try optimizing your click-through rate
- A/B test the add to cart page and process
- Test abandoned cart emails. I have found 2 reminders to be a sweet spot for me
- Use retargeting ads to get people to finish an order
- Dial in your email sequence, test and track your results
- Boost average order value by offering bundles, subscription, upsells.

FB Ad Training Day 4: DON'T hire an Ad Agency



Agencies can charge a large amount even if they can't guarantee the results of the campaigns they run. You may need to pay too much to engage their services even if you don't see results. Only if the ads do incredibly well you can actually make a profit. It is a big risk.



Another common model is the affiliate marketing, where you are not really spending anything unless they generate a sale. However you have limited control over how they promote you and your brand, which can lead to issues. Also, managing all the agreements and tracking can be quite some work.



Performance marketing does not involve a risk because you are only paying per generated sale, or a percentage. You have much more control over the creative, and you work with someone who is a true expert on the field. It is a win-win situation because the interest of the performance marketer and the clients are aligned.

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Facebook Ad Video Training Day 5: Mistakes

There are 5 big Facebook Ads mistakes that will kill your results and keep your ads from being profitable



Mistake #1: Using audiences that are too narrow

If you have a larger audience the algorithm will search for the very best person to deliver your ad to. It will use it's artificial intelligence to (AI) to find the person that's most likely to make a purchase and become a lead.



Mistake #3: Having a set budget for your Facebook Ads

You want a general idea for what you're willing to risk with your Facebook Ads while testing your ad campaigns and getting feedback from the market. And you can have a general idea of how much money you'll put toward ads. When you start a new campaign, test aggressively to try to get it to at least break even. If your campaign is getting amazing results, spend some of that profit into your advertising. That way you will get as much profit as you possibly can out of your ads.



Mistake #5: Not enough ads to warm and hot traffic

Warm traffic is people who have interacted with your website, your social media profile, and have heard of you and your brand. These people already have a familiarity with you and your brand and are a lot more likely to buy than people that have never heard of you. With most campaigns that I run, warm and hot traffic is 2-4 times more profitable for new audiences.



Mistake #2: Not knowing how much you can spend to get a customer

How much can you spend on acquiring a customer in order to be profitable? You need to know this number (with an EXACT dollar amount). That's the only way that you can know how profitable your campaigns truly are. If your ads are outperforming your target number, you can spend more money and use your profits to scale the campaign. All Facebook Ad decisions will be centered around hitting your numbers. It's the only way that you can know whether to increase or decrease the spending of your ad campaign.



Mistake #4: Not having a Facebook Pixel properly set up

The pixel keeps track of your website traffic, lets you retarget people who visit your website. This includes people who found you through a Google search, social media, or clicked on an ad. With the pixel, you can even target people that added something to the cart or initiated the checkout. Even more importantly, Facebook's algorithm will be able to optimize your audience and show your ads to the people that are more likely to become your customers.

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FB Ad Training Day 6: Attract Customers

Making sales on Facebook (or online) is all about finding the people who already want the solution you're selling.

Every advertising avenue is just a way for you to get your message in front of the customer. So the best use of the time is usually to spend time getting really good at the message you are trying to get across.

Try to get in your customer's head so that you make sure your product and service really connect to their needs and solves their frustrations. You want to have a message that attracts your ideal customer, and repels people that are terrible customers.

Optimizing your message is a constant process, it is never done.



FB Ad Training Day 7: Audience Size

Testing a variety of audience sizes is the key to find the best audience for your ads.



When you make a small audience what you are doing is asking Facebook to find the people most likely to buy from you, but you are reducing the number of people Facebook can sort through. With a larger audience Facebook really has their pick, and since they have so much data on past purchases, click behavior, purchase behavior, etc.

If you have a smaller audience you will pretty quickly start showing your ads to the same people over and over, which can really hurt your performance. Also, if it is such a small audience, even if it performed well you cannot really scale it.

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FB Ad Training Day 8: Do You Trust Me?

Earning your customer's trust is essential for a profitable business. Here are some ways to achieve it.

- Get as many reviews as possible. Make it part of your process. Get honest feedback, get people to go in depth with these reviews. Ask if these reviews can be used.
- Look out for typos on your website. Keep up with what the competition is doing. You do not want to have a website that does not look as good as a competitor's.
- Mitigate the risk by having some guarantees.
- Demonstrate your skill and expertise. Building a following, mentions, public speaking, or use HARO (Help a reporter out) to build your authority and brand.
- Actually be trustworthy!

Facebook Ad Training Day 9: Daily Scaling

When you are thinking about scaling automation can help you save money. I use a tool called Magic X that really lets me fine tune my automation.



I use two main types of rules, those that will stop ads that are performing badly, and those that incrementally increase spending at specific times of day if an ad, ad set or campaign is performing well.

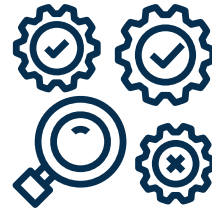
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FB Ad Training Day 10: 6 Strategies

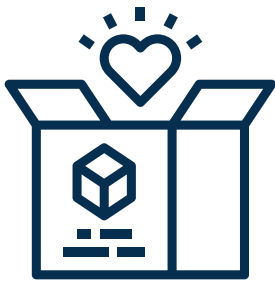
There are 6 Facebook Ads strategies that are working really well right now (2020)



Optimize for purchases when you want to have conversions, even if you just want an email.



Test aggressively. Always be running new tests, but don't add them to well functioning campaigns. Instead create testing campaigns.



Use post-purchase ads. Thank you ads, reminder ads all work well. People who have bought from you are more likely to buy again.



Make your checkout process as simple as possible. Use Hotjar to see where there could be problem-spots in your checkout process.



Optimize your landing pages. Split test pages, and make sure the ad and page match in terms of experience.



Constantly improve. Over time any campaign will decrease in performance. Prepare by always thinking about optimizations for a new campaign.

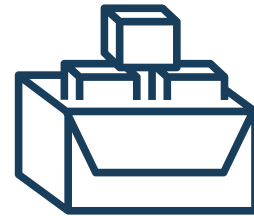
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FB Ad Training Day 11: Blindness

Events and Custom Conversions are used for different purposes



If you sell your products to similar audiences and at a similar price point just having general **events** (such a purchase) will be enough for Facebook to optimize who it shows your ads to.



However, if your products vary greatly in price or audiences it is directed to you would benefit from separating by creating **custom conversions**.

FB Ad Training Day 12: Timing is everything...

There are several times a year that you need to watch out for in terms of ad spend.

First is around the quarter reports of Facebook. Before they report to stakeholders, ad prices tend to go up. Keep an eye out and maybe adjust your spending around 10 days before the report date.

Also Q4 tends to ramp up prices of ads, especially those being shown to new audiences. Make sure you target your warm audiences during this period to maximize profits. This also applies to big holiday dates (Memorial Day, Black Friday, Back to School).

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FB Ad Training Day 13: Ad Audit

Here are some helpful tips that will help optimize your Facebook ads for Ecommerce

- ☒ **Keep testing consistently. This will help you be ready when the ads inevitably fatigue.**
- ☒ *Create duplicates for your landing pages and send ads to the new page. Aim to get 50-100 conversions before making a decision.*
- ☒ **Test showing steps and reviews on checkout page**
- ☒ *If you have a subscription model test one-time purchase at 30% higher followed by strong email sequence and retargeting ads.*
- ☒ **Paint a picture of an ideal future for your customer (which happens after they use the product)**
- ☒ *Test product video vs no product video*
- ☒ **Demonstrate exactly how the product works**
- ☒ *Pitch an email opt in for people that were close to buying but did not*
- ☒ **Retarget people that visited the checkout page by addressing each possible objection to buying they might have had**
- ☒ *Use titles and subtitles in your videos*
- ☒ **Take an existing ad that is performing well and create 10 variations of headline, lengths etc.**
- ☒ *Create targeted ads that speak directly to each audience group*
- ☒ **Have an accessible point where anyone can give reviews. Mention reviews in ads**
- ☒ *Showcase emotions like excitement and joy*



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FB Ad Training Day 14: Success vs Failure

The difference between success and failure can be very small. Having the determination to show up and level up your skills make all the difference. Just being 1% better than your competition can have a huge impact on your business and life.



FB Ad Training Day 15: Engagement

If you are trying to increase engagement on social media think about the following:



Would I leave a comment on this post if I saw it on my feed?



Could I tag anyone that could share this conversation with me?



Respond to any comment you get



To increase your audience size test hashtags, keywords, ads



Try to keep the conversation going

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FB Ad Training Day 16: The most important number...

Calculating the customer lifetime value tells you how much money a customer can generate for your business. To effectively advertise and grow your revenue over time, you'll want to know your customer lifetime value and then improve it over time.

If you don't know how much a customer is worth to you, you CANNOT know if you are spending the right amount of time or money to acquire new customers. Even if you hire professional marketers to help you, if they are good at their jobs, they'll ask you for these numbers.



[Here](#) is a simple way to figure out your CLV (customer lifetime value)

FB Ad Training Day 17: DANGER?

Getting your Ad account banned or your ads disapproved is no fun. Make sure you look at these two elements to avoid this from happening in the future.



Landing Pages

Make sure your header, copy and footer are aligned to Facebook's standards. Include GDPR compliance.



Ads

Stay away from exaggerated claims. Make sure you read [Facebook's advertising policies](#) regularly

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Fb Ad Training Day 18: Photos or videos?

Videos tend to work best when the product has a certain level of complexity, while images work best with a straightforward message.

Usually videos of photos do better than carousels, but a carousel could work if you are showing different testimonials.

On average videos will perform a little better, if it is engaging, and has titles and subtitles. A well designed, interesting photo will always outperform a video of poor quality.



Did you know that 22% of all online ad spending is on Facebook?

Facebook Ads are highly complex and challenging. Choosing the wrong ad agency can cost 10s of thousands of dollars. It's also difficult to know if a company wants to work with you because they simply want to collect a paycheck. We know that in order to grow and hit your full potential, you need to run effective ads. But we also know starting ads can be challenging, confusing, and a big risk.

That is why we created a better, risk-free solution. We spend our own time and money to generate sales for your team. We typically work with 7-8 figure Ecommerce companies (although exceptions can be made for incredible opportunities). If it sounds like a fit, don't hesitate to fill out an application.

[Apply to work with us](#)