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Creating great Facebook ads

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Creating great Facebook ads

Before you start creating great Facebook ads, make sure you have a Facebook Business Manager and Ad Account setup. If you're unsure how, follow our step-by-step guide in our first eBook: Learn how to set up Facebook Business Manager

Before you start creating great Facebook ads, it's a good idea to first set up your Facebook Pixel. Now what is a Facebook Pixel? See below.

Facebook Pixel:

If you have a website and are interested in analysing conversions, then it's essential to have a Facebook Pixel set up.
A Facebook Pixel is a small piece of code that is created in Facebook Business Manager and is placed onto your website. This small piece of code helps you track conversions from your Facebook ads.

Okay, now what is a conversion? A conversion is a specific action that someone takes on your website. This could be completing a purchase, downloading a form, viewing a page, etc. Anything that your business seeing as being a valuable action on your website.

So by using a Facebook pixel, you can more easily identify how well your ads are working to create the website conversions you want.

How do we set up a Facebook Pixel?
Follow the steps below.

1. Go to your Business Manager Settings dashboard by selecting the 'All Tools' tab in Ads Manager.

2. Under the Measure & Report section select 'Pixels'.

3. Click 'Create a Pixel' (green button).

4. Type in the name of your pixel then click 'Create'. The name of your pixel should be something relevant to your business such as 'Arthur St Digital Pixel'. Keep it simple!

5. Your pixel has been created, so you now need to set it up. Select the method that best suits you:

   a. Use an Integration or Tag Manager
   If your using a third party to manage your website, like Shopify, BigCommerce, Tag Manager, Squarespace or WordPress.

   b. Manually Install the Code Yourself

   c. Email Instructions to a Developer

6. See the steps below on how to install the Pixel via WordPress.

   a. Click 'Use an Integration or Tag Manager'

   b. Choose the WordPress Partner (or third party) logo

   c. Download the Plugin by selecting the green 'Download' button, and click 'Continue'.

   d. Open and login to your WordPress account.

   e. Click 'Plugins' and 'Add New'.

   f. Click 'Upload Plugin', 'Choose File' and select the previously downloaded plugin.

   g. Click 'Install Now'.

   h. Once installed, click 'Activate Plugin'.

   i. Ensure you verify that your pixel is installed correctly. Do this by following the steps on Facebook and importing the URL for your website into the Test Traffic section. If the status updates to active, your pixel is installed correctly, if not, you may need to reinstall the pixel and try again.

   j. Your pixel is now ready to be used!

Now you have your Facebook Pixel setup, it's time to start making Facebook ads!

How do you do that? See below.

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How to create Facebook Ads:

Firstly, open up and sign into your Business Manager account. Once here, select your 'Ads Manager' account in the Ads Manager Dashboard, and select the green '+ Create' button to start creating campaigns, ad sets and ads.

From here, creating ads is quite simple as Facebook steps you through each of the steps you need to complete. The steps you take can sometimes vary depending on the objective of your campaign, however, the steps below provide a general overview of the steps.

1. Campaign

   a. Objective
      Select your marketing objective.
      For tips on selecting the best objective for your business, see the 'Tips' section below.

   b. Campaign Name
      Make sure you name your campaign something relevant. E.g. 'Arthur St Digital Reach Campaign'

2. **Ad Set**

   a. Ad Set Name
      Create a relevant name for your Ad Set. E.g. 'Reach August 2018 – Geelong'.

   b. Page
      Select the correct Facebook page you want to promote.

   c. Audience
      Define the audience you want to see your ads. You can narrow this by location, age, gender, languages, interests and connections.

   d. Placements
      Show your ads to the right people in the right places. You can choose the device type, platforms and operating systems to use.

   e. Budget & Schedule
      Define how much you'd like to spend, and when you want your ads to appear.

3. Ad

   a. Ad Name
      Be specific when creating ad names.
      You want to be able to tell the ads apart.

   b. Identity
      Select the Facebook and Instagram pages your ads will be shown from.

   c. Format
      Choose how you would like your ad to look
      For tips on selecting the best ad format, see the 'Tips' section below.

   d. Media
      Add in the images/videos you want to use.
      TIP – if you don't have any imagery to use, select 'Free Stock Images'. This is a gallery where you can select and use stock images for your ads for free.

   e. Text
      Enter the text for your ad. Ensure you include website URLs and an action button where appropriate. Use the Ad Preview section to preview how your ad will look on Facebook.

4. **Confirm**
   Once you have reviewed and are happy with your ad, click the green 'confirm' button.

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FAQs

What is the best campaign objective?

Sometimes one of the most difficult parts of creating ads is choosing the right marketing objective for your campaign. You need to make sure the objective fits your business and what you are wanting to achieve through your Facebook ads. See the examples and explanations below.

Awareness – objectives that generate interest in your product or service.

Consideration – objectives that get people to start thinking about your business and look for more information about it.

Conversions – objectives that encourage people interested in your business to purchase or use your product or service.

Here's a more specific outline of the objectives:

Objective	Explanation
Brand Awareness	Reach people more likely to recall your ads and increase awareness for your brand.
Reach	Show your ad to the maximum number of people in your audience.
Traffic	Increase the number of visits to your website or get more people to use your app.
App Installs	Send people to an app store where they can download your app.
Engagement	Get more people to see and engage with your post or Page.
Video Views	Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.
Lead Generation	Collect lead information, such as email addresses, from people interested in your business.
Messages	Get more people to have conversations with your business to generate leads, drive transactions, answer questions or offer support.
Conversion	Objective that encourages people interested in your business to purchase or use your product or service
Catalog sales	Show products from your catalogue based on your target audience.
Store Visits	Promote multiple business locations to people who are nearby.

Source: https://www.facebook.com/business/help/197976123664242

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What ad format do I use?

Some ad formats may better suit your business than others. Often it might be a good idea to create multiple ads for your campaign with different ad formats, this way you can see which format works best. See the formats outlined below:

1. Carousel – an ad with 2 or more scrollable images or videos.

2. Single Image – a single image per ad.

3. Single Video – an ad with one video, or you can turn multiple images into a video.

4. Slideshow – a looping video with up to 10 images included.

5. Canvas – appear as normal image ads on the surface, but once clicked the viewer is brought to an immersive, full-screen interactive experience.

How do I add an additional ad to my campaign ad set?

In your Ads Manager account, select your campaign and ad set you want to add an ad to. Once here, click the green '+ Create' button to create a new ad in the ad set. It's that easy.

Tips for making a great Facebook ads:

1. Use images that show happy people using and enjoying your product.

2. Less is more – in regards to text that is!

3. Focus your messages – show the most important parts of your product/service.

4. Use high resolution images.

5. Be creative! Use multiple ads with different formats and images, test them out to see what works best.

6. Create customer personas. These will help you create targeted audiences for your ads.

7. Call-to-actions are great to help try to improve your overall conversion rate and decrease your cost per conversion.

8. Images are everything. They need to be eye-catching, relevant and 'fitting' to your brand. Use colour if you can.

9. Be consistent and be relevant!

10. Show credibility. You don't want to appear spammy.

11. Video is great! Approximately 32% of social media consumers use it to watch videos! So if you have videos, why not use them!

12. Humour is often valued and is a good way to engage your audience (make sure it fits in with your brand through).

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