

DSOA SAI: FACEBOOK & INSTAGRAM ADS

*Grow your audiences, enrollments & confidence using **EFFECTIVE** paid social advertising.*

Presented: Feb 2022

TRACY *by design*.CO



TODAY

1

Introduction

2

Overview of our week together

3

Day 1 Training



HEY Y'ALL, I'M TRACY!

*FB Ads Fairy Godmother
Coach, educator + strategist*

DSOA Inner Circle FB/IG Ads Coach
Dog mumma to Roux + Radar
New Orleans + Minneapolis

3 SECRETS TO ADS SUCCESS



Mindset

Keeping your monkey mind
out of your way



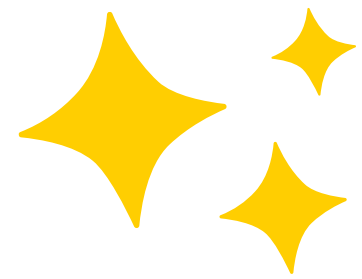
How it Works

Managing your
expectations of how the
platform REALLY works



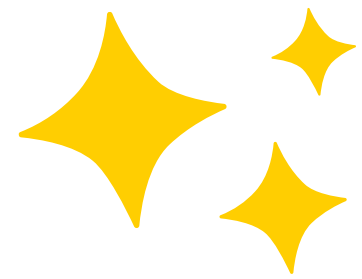
Tech How-To

Learning the "right" way to
do things



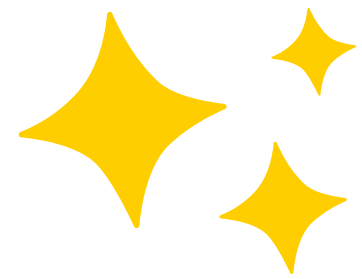
TRAINING STRUCTURE

- Daily live training module
 - Daily "homework"
 - How-To videos & other resources each day
- Replays + content will live in the membership platform
- Live Q+A monthly in Inner Circle



BUCKLE IN...BUT ALSO STAY LOOSE!

- Covering A LOT of ground together
- FB/IG Ads are inherently tricky
- Choose "***figureoutable***" over panic, overwhelm or frustration. It's your choice.
- Expect a little discomfort! This is NEW!
- Watch, rewatch, do, watch again
- You'll have EVERYTHING you need



HOW TO GET HELP FROM TRACY

- Come to the monthly Q+A sessions!!
- Post in the FB group (@ tag me personally)
 - Watch the How-To video explaining exactly how to post and what to include so that I can answer promptly.

OUR WEEK AT A GLANCE

- ① *Foundations*
- ② *Audiences & Audience Layering*
- ③ *Budgeting & Planning*
- ④ *Creating Campaigns*
- ⑤ *Decoding Your Results*

01

FOUNDATIONS

Setting yourself up for success on the FB Ads Platform...before you start running ads!

FOUNDATIONS

- 1 Managing Your Mindset**
- 2 iOS 14 Implications**
- 3 The NEW Best Practices of Advertising**
- 4 Intro to Terminology**
- 5 Homework!**

MANAGING YOUR MINDSET

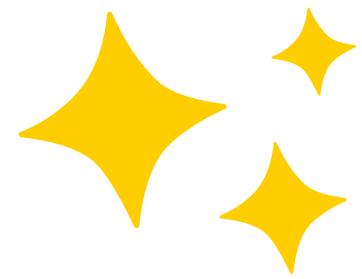
Also known as...how not to lose your sanity, your money, or your precious time to your monkey mind.





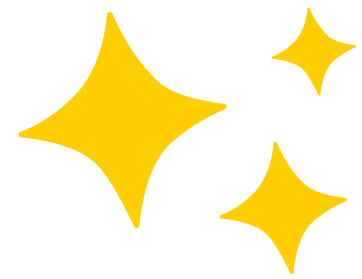
"Everything is figureoutable."

– Marie Forleo



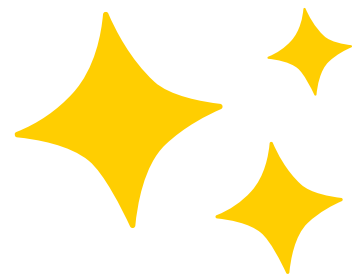
CHOOSING PERSPECTIVE

- Expense vs. Investment
- Not magic, silver bullet, or cure-all
- Intensify what's already working
- No guarantees
- Everything evolves
- No "one way" of doing things
- Become a master explorer/mad scientist



MAD SCIENTISTS R US!

- FB/IG Ads are an experiment. Always.
- Be prepared to NOT have one simple solution right off the bat – it takes time and testing
- Be strategic, not transactional
- Intake experiment results without emotion, then adapt the experiment



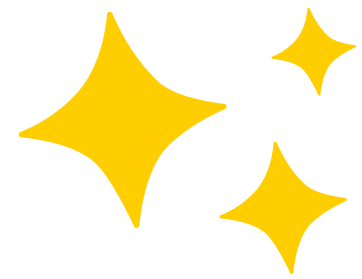
PRACTICE GRACE

- This is brand new territory, a foreign land and a language you may not completely understand...yet
- Be patient with yourself AND practice allowing more time, space & grace for new learnings
- You didn't give up the first time you tried or even struggled to dance, did you?

IOS 14 IMPLICATIONS FOR 2021 + BEYOND

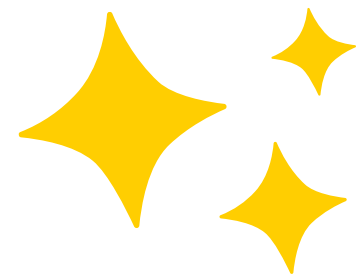
Yep, a LOT has changed this past year...what it all means and how it changes our strategic approach to audience building





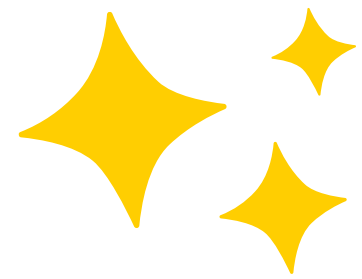
IOS 14 WHAAAAAT?

- In 2021, Apple implemented a long-awaited change to how their app users are tracked
- This update gives people the ability to opt-out of tracking their activities from FB app to other non-FB platforms
- Ultimately, this is a positive thing!



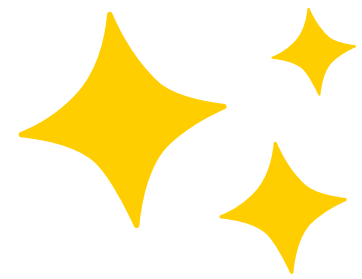
WHAT DOES IT MEAN?

- If someone is opted-out, Facebook is no longer able "see" what happens once they leave the platform: no page views, no conversions, etc
- Audiences have resized
- Ad-related data tracking has become trickier



HOW DOES IT CHANGE OUR APPROACH?

- Keeping more of the desired ad activity ON the FB Platforms vs. sending the traffic elsewhere
- Testing out other campaign types in place of Conversions
- Implementing CAPI for tracking 3rd party software/services activity



REALITY CHECK

- Trust FB Ads Manager for ad spend and click data
- Trust your 3rd party for landing page activities and leads (if Conversions)
- You may have to do your own math!
- This will continue to evolve

THE NEW BEST PRACTICES

*Navigating paid social advertising...with
your Fairy Godmother on your shoulder!*



SAFETY FIRST: ON PLATFORM

- Read & understand FB's advertising policies
- Use Business Manager
- Verify your domain
- Add a trusted "fail safe" admin
- Require two-factor authentication for all business users
- Verify your business

SAFETY FIRST: OTHER

- Use the right tool/software/service for the job
- Store your passwords safely – LastPass or similar – and only share via the service
- Ensure your website privacy policy and terms of use are updated & adequate

PLAN AHEAD

- Integrated social media content & promotions
- Dedicate budget for advertising: testing, evergreen, promotions
- Set up ads WELL in advance of when you want them to run
- Give yourself time to practice before you NEED those leads/enrollments

A.B.A.B.

- The algorithm is "listening"
- Engagement, consistency, blending paid + organic activities, and leveraging what's working best NOW
- The task of growing your audiences never ends:
Always Be Audience Building
- When you accept & work the system, you're rewarded: lower ad costs, better reach, more confidence!

INTRO TO FB/IG ADS TERMINOLOGY

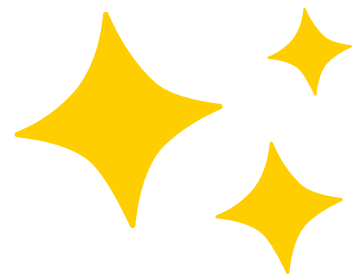
*Welcome to a weird, new language! Let's
do a little overview.*



BASIC LINGO

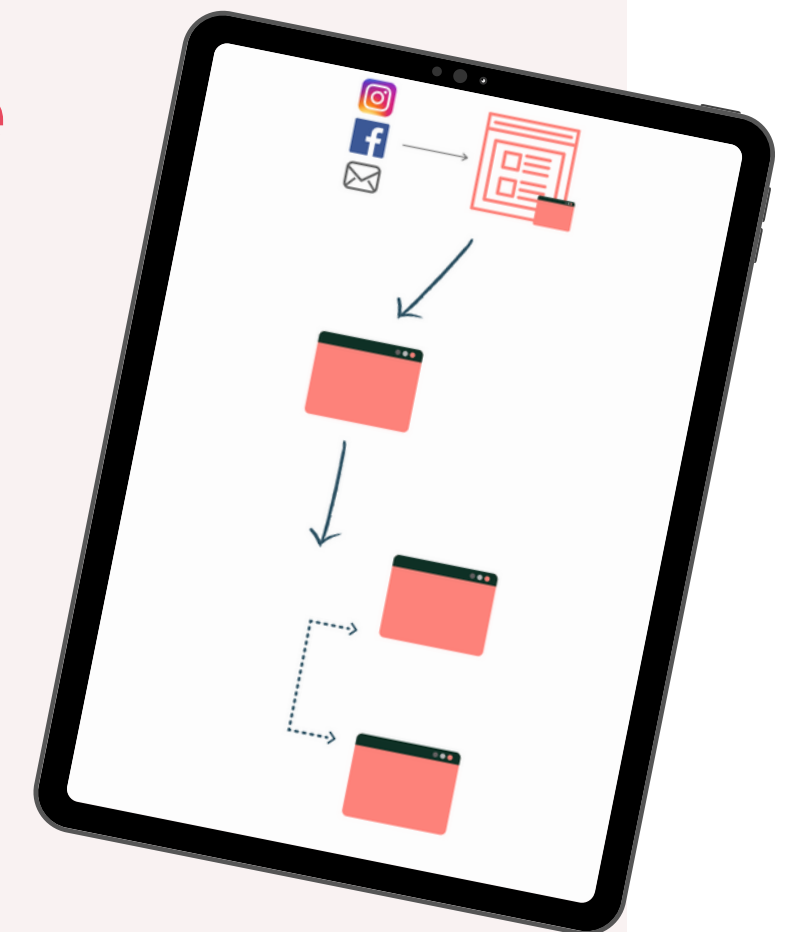
- **Funnel**
- **Traffic**
- **Landing Pages**
- **Promotion**
- **Email Sequence**
- **Tech Stack**
- **FB-specific Terms**

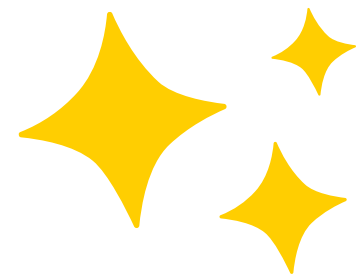




FUNNEL

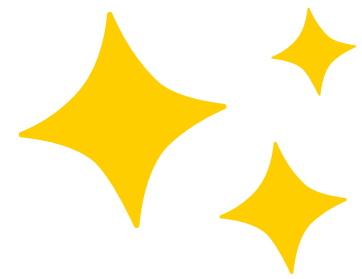
- **Funnel** = generic term; customer journey x marketing strategy used
- **Funnel map** = visualizing the steps along the journey
- **Example:**
 - Ad -> Landing Page -> TY page -> Email sequence -> Product Offer





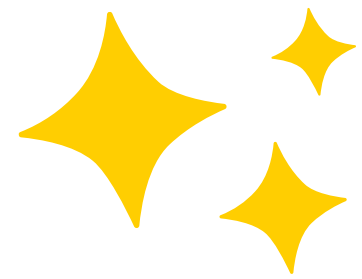
TRAFFIC

- Directing audiences to another online destination via click = "sending traffic"
- Also, the name of one campaign objective



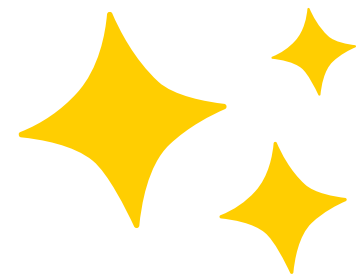
LANDING PAGES

- Where the ad traffic is directed TO
- Landing pages is the term for both {generically} "the page where the traffic lands" and also refers to specifically-templated pages designed & tested to capture leads



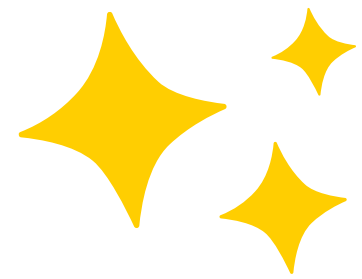
PROMOTION

- Simply the goal & messaging behind a paid advertising campaign
- Could be promoting a video or post (with or without a CTA), information, a freebie, an offer like enrollment or purchase, or even start a Messenger conversation



EMAIL SEQUENCE

- A series of emails designed with a specific intent: welcome/nurture, sales, remarketing after not purchasing
- Usually started via opt-in and an auto-responder first email



TECH STACK

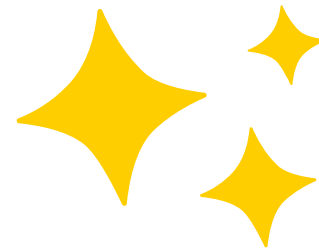
- The unique assortment of software or third-party services that you use to manage your lead generation process
- Includes: website platform, landing page software/service, email service provider, sales platform, etc

FB TERMS

- **Ad Platform**
- **Pixel**
- **Events**
- **Objectives**
- **Conversions**
- **Budget Optimizations**
- **Algorithm**

FB ADS PLATFORM

- Generic term encompassing all of the pages + interfaces living at business.facebook.com
- You'll use
 - Regularly: Ads Manager, Audiences, Events Manager
 - Initial Set Up: Business Manager & Settings, Ad Account Settings, etc.
- The ONLY place to create & manage your Ad Campaigns effectively...no apps! No boost buttons!



FB ADS PLATFORM IS *NOT*

Ad Center, Creator Studio, Business Suite, boosting, or
creating promotions from mobile apps...nope!

ADS MANAGER

ChromeFileEditViewHistoryBookmarksPeopleTabWindowHelp

Ads Alchemy Ar xHome - Canva x2021 DSOA SAI x2021 DSOA SAI x2021 DSOA SAI xSAI FB Ads Train xAds Manager - x(99) Business S x(2) Tracy by De xAds Manager - xAds Manager x

business.facebook.com/adsmanager/manage/campaigns?act=5484973356064&business_id=329968480796990&global_scope_id=329968480796990&column_preset=10156783136484529&date=2018-09-14_2021-01-20%2Clifetime

KartraClickFunnelsWSABMG DriveJosie's DriveSearchieCanvaSCALEIncubatorTBD CalendarMessengerCalendlyTBDFarrahCTC CLASSEvernoteSCSSAI QsIC QsGoogle MapsProcess Street

Sun Feb 21 10:38 AM

CampaignsNew TBD Ad Account (548497335606...Updated just nowDiscard DraftsReview and Publish

Search and filterLifetime: Sep 14, 2018 – Feb 21, 2021

Resource CenterCampaignsAd SetsAds

+ CreateDuplicateEditA/B TestRules

View SetupColumns: Trixie ViewBreakdownReports

		Campaign Name	Delivery	Budget	Amount Spent	Results	Cost per Result	CTR (Link Click-Through...)	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	Landing Page Views	Cost per Landing Page View
		JK BOF - FB ADS 101 Reach Warm - 5 Key...	Active	Using ad set bu...	\$17.66 of \$24.29	535 Reach	\$33.16 Per 1,000 People R...	0.18%	\$32.17	1	\$17.74	1	\$17.74
		JK 5 Keys Training Conversions Cold N...	Active	Using ad set bu...	\$2,070.58	657 Leads	\$3.16 Per Lead	1.88%	\$27.60	1,413	\$1.47	1,246	\$1.66
		JK PE IOS Changes Cold	Active	\$5.00 Daily	\$73.39	312 Post Engagements	\$0.24 Per Post Engagem...	—	\$46.98	—	—	—	—
		TpT Sellers: Invite to 2/21 workshop	Off	\$30.00 Daily	\$0.00	— Lead	— Per Lead	—	—	—	—	—	—
		JK BOF - FB ADS 101 Conversions Warm - ...	Off	Using ad set bu...	\$392.37 of \$500.00	1 Purchase	\$392.37 Per Purchase	0.54%	\$49.01	43	\$9.12	35	\$11.21
		JK BOF - FB ADS 101 Conversions Warm	Off	Using ad set bu...	\$103.08	— Purchase	— Per Purchase	0.24%	\$62.82	4	\$25.77	3	\$34.36
		JK 5 Keys Training Conversions Cold	Off	Using ad set bu...	\$2,848.36	860 Leads	\$3.31 Per Lead	1.68%	\$28.44	1,680	\$1.70	1,497	\$1.90
		JK Cultivate Sales All Warm Traffic	Off	Using ad set bu...	\$130.28	56 Landing Page Views	\$2.33 Per Landing Page ...	0.54%	\$8.96	79	\$1.65	56	\$2.33
		JK Cultivate Sales All Warm Purchase	Off	Using ad set bu...	\$135.54	12 Purchases	\$11.30 Per Purchase	0.83%	\$31.36	36	\$3.77	32	\$4.24
		TpT Sellers: Invite to 12/28 workshop	Off	\$30.00 Daily	\$210.22	111 Completed Registra...	\$1.89 Per Complete Regi...	0.96%	\$11.73	172	\$1.22	153	\$1.37
		JK Biz Visibility Conversions Cold 12.19	Off	\$75.00 Daily	\$677.54	95 EG Webi TY Page	\$7.13 Per EG Webi TY Pa...	0.67%	\$24.08	189	\$3.58	167	\$4.06
		JK Biz Visibility Conversions Cold	Off	\$75.00 Daily	\$1,000.56	148 EG Webi TY Page	\$6.76 Per EG Webi TY Pa...	0.80%	\$27.70	290	\$3.45	255	\$3.92
		JK Biz Visibility Conversions Warm	Off	\$25.00 Daily	\$294.40	42 EG Webi TY Page	\$7.01 Per EG Webi TY Pa...	0.75%	\$30.93	71	\$4.15	60	\$4.91
		JK Biz Visibility Conversions Cold	Off	\$75.00 Daily	\$39.29	— EG Webi TY Page	— Per EG Webi TY Pa...	0.27%	\$34.99	3	\$13.10	3	\$13.10
> Results from 76 campaigns Excludes deleted items					\$18,707.85 Total Spent	—	—	0.55% Per Impressions	\$9.56 Per 1,000 Impressio...	10,721 Total	\$1.74 Per Action	8,554 Total	\$2.19 Per Action

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NOT ADS CENTER

Ad Center		Tracy by Design - Ads Fairy Godmother				Create Ad
Ads ⓘ			Reach	Objective	Amount Spent	
TM 5 Things Training July BTS > 3 Ad Sets > 3 Ads						
	Jul 6 Conversions ID: 23847884831690228	Paused	9,116 Reach	32 Website Leads	\$674.67 Amount Spent	 View Results
VV: 3 Tips FB Live > 3 Ad Sets > 3 Ads						
	May 13 Video Views ID: 23848162442230169	Paused	39,733 Reach	6,842 ThruPlays	\$495.06 Amount Spent	 View Results
Cultivate Pixel Workshop Sales Purchases > 2 Ad Sets > 2 Ads						
	Mar 17 Conversions ID: 23847719678430169	Paused	2,747 Reach	5 Website Purchases	\$290.62 Amount Spent	 View Results
Cultivate Pixel Workshop Sales Traffic LPVs > 3 Ad Sets > 3 Ads						
	Mar 17 Traffic ID: 23847718232420169	Paused	18,796 Reach	179 Landing Page Views	\$216.05 Amount Spent	 View Results
Cultivate RT Pixel Install Video All Warm VVs > 1 Ad Set > 1 Ad						
	Mar 2 Video Views ID: 23847609437450169	Paused	1,443 Reach	1,295 ThruPlays	\$88.11 Amount Spent	 View Results
Cultivate Sales All Warm Traffic - Spring 2021 > 3 Ad Sets > 3 Ads						
	Mar 1 Traffic ID: 23847603979580169	Paused	2,527 Reach	63 Landing Page Views	\$232.64 Amount Spent	 View Results
Cultivate Sales All Warm Purchase - Spring 2021 > 4 Ad Sets > 4 Ads						
	Mar 1 Conversions ID: 23847603979550169	Paused	819 Reach	46 Website Purchases	\$328.61 Amount Spent	 View Results

BUSINESS SUITE - NOT FOR ADS!

The screenshot displays the Facebook Business Suite interface for the page "Tracy by Design - Ads Fairy Godmother". The left sidebar contains navigation options: Home, Notifications, Inbox, Posts & Stories, Commerce, Calendar, Ads, Insights, and More Tools. The main content area is divided into several sections:

- Home:** Features a profile card for "Tracy by Design - Ads Fairy Godmother" with a "Create Post" button and a "Create Story" button. Below this is a "To-Do List" with messages from "mplsgirlmovesto...", "nelle7", and "garrick_smith2".
- Recent Posts:** A list of recent posts with their respective reach, likes, and comments. The first post, "Home Sweet {kinda...", has 171 People Reached, 22 Likes, and 0 Comments. The second post, "Friday, man. A week...", has 251 People Reached, 28 Likes, and 2 Comments. The third post, "When you're trying t...", has 228 People Reached, 28 Likes, and 7 Comments. The fourth post, "Here's some magic ...", has 68 People Reached, 2 Reactions, and 3 Comments.
- Your Goals:** A section showing progress towards goals for Facebook Page Reach (Goal: 199) and Instagram Reach (Goal: 970). It includes a "Try these tips" section with suggestions like "Share some content" and "Try boosting a post".
- Insights:** A section showing trends for Facebook Page Reach (180, down 82%) and Instagram Reach (881, up 52%). It also displays audience lifetime metrics for Facebook Page Likes (1.2K) and Instagram Followers (1.9K).

At the bottom of the interface, there is a "Give Feedback" button.

PIXEL

- Small bit of code generated by FB that is unique to your Ad Account
- Place your pixel (either by ID# or full code) into ALL your off-FB web properties: websites, landing/sales pages, confirmation/TY pages, etc
- Allows FB to track activity – or "events" on these pages
- We can build audiences based on this activity

EVENTS

- FB is able to monitor certain "standard" activities that people engage in when visiting our pixelated web pages: view, click on a button, etc.
- These activities are known as EVENTS
- As Events occur, they are reported back to FB and can be tracked by your ad account
- iOS may preclude the reporting/tracking of these events for some users

OBJECTIVES

- When we run a FB Ad, the first thing we select is an Objective for our campaign
- 13 different options!
- Specifies action that we *MOST* want our viewer to take
- Tells FB exactly *WHICH* segment of our targeted audiences to show our ad to – it's an extension of targeting

CONVERSIONS

- Conversions are a SPECIFIC type of Event that FB can track
- A conversion simply means that the person completed the act of exchange that we intended
 - Ex: Signing up for something free in exchange for contact information
 - Conversions can be Leads, Purchases, etc
- Two main types of list building/lead gen campaigns
 - Conversions (landing page off FB platform)
 - Lead Generation (form on FB platform)

BUDGET STRATEGIES

- Two ways FB allocates + optimizes your budget
- Ad Set Budget Optimization (ABO): each Ad Set within a campaign has a specified daily budget that you will set
- Campaign Budget Optimization (CBO): the whole campaign shares one daily budget
- ***We'll be learning to use ABO, daily budgets, no end date/caps or other restrictions.***

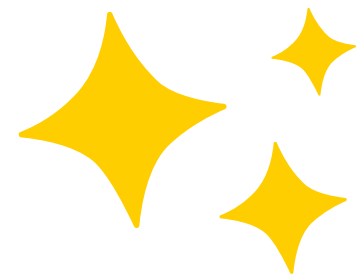
WTF IS THE ALGORITHM?

- AI "brain" that helps determine what content finds its way into your feed
- Learns what is valuable to YOU as a viewer by how you engage
- Learns which audiences respond to which ads, and optimizes for results
- Ongoing "seasoning" + content promotion = gas in the Ads engine

DAY 1: FOUNDATIONS HOMEWORK

Set up your Business Manager
Find & install your pixel



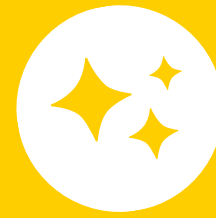


WHAT *IS* BIZMGR?

- Filing cabinet where you keep + manage your advertising assets
- Establish your business information with FB
- Find in the platform under "Business Settings"

Download me!





BUSINESS MANAGER

Ad Account

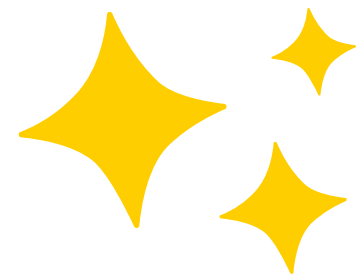
- Pixel
- Assets
- Payment method



Your IG Acct
Your FB Page

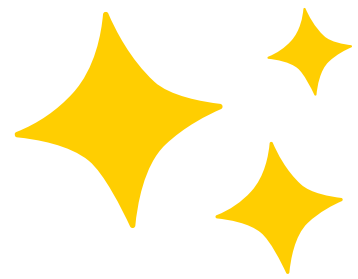
Also contains...

- Verified domain
- Two-factor auth
- Access levels for others



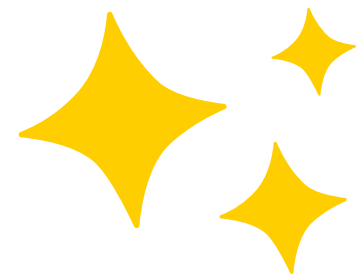
A NOTE ABOUT AD ACCOUNTS

- Most of us had an Ad Account automatically created for us by FB when we set up our Business Pages
- These were originally called "Personal Ad Accounts" which is a terrible name...it's not for YOU, it's still for your business.



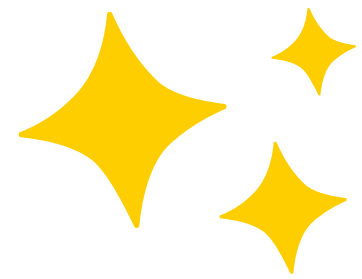
A NOTE ABOUT AD ACCOUNTS

- You can EITHER use this Personal Ad Account or create a NEW one with no data <-- you'll need to decide this before proceeding!
- Rename Ad Account to be called "XX's Ad Acct" where XX = your business name



SET UP YOUR BIZMGR

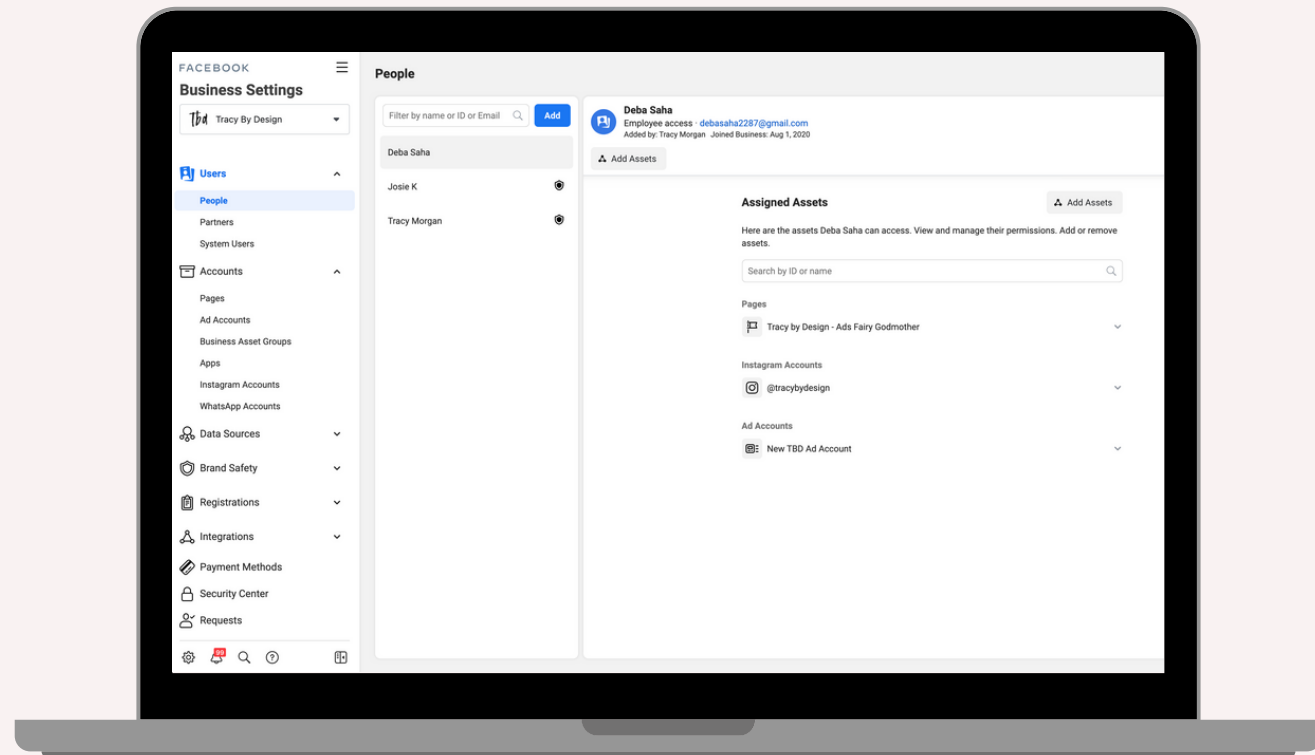
- **FIRST: DO YOU HAVE AN AD ACCOUNT?**
 - Jot down the Name & ID number
- Create your Biz Manager account (if you don't already have one)
 - Migrate your ad account here, if desired, or create a new one
- Connect all of your assets
- Verify your domain



PLACE YOUR PIXEL

- Find the pixel associated with your Ad Account (or create a new one if you don't have one yet)
- Rename pixel to be called "XX's Pixel" where XX = your business name
- Jot down the name & ID

DAY 1: TO DOS



○ *Download Un-Bungle workbook*

○ *Set up Business Manager*

○ *Verify your Domain with FB*

○ *Install FB Pixel Helper*

○ *Place your Pixel*



Day 1: Complete!

YES! Take your time absorbing this info & complete your homework items.