

DSOA SAI: FACEBOOK & INSTAGRAM ADS

Day 4: Creating Campaigns

Presented: Feb 2022



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OUR WEEK AT A GLANCE

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

04

CREATING CAMPAIGNS

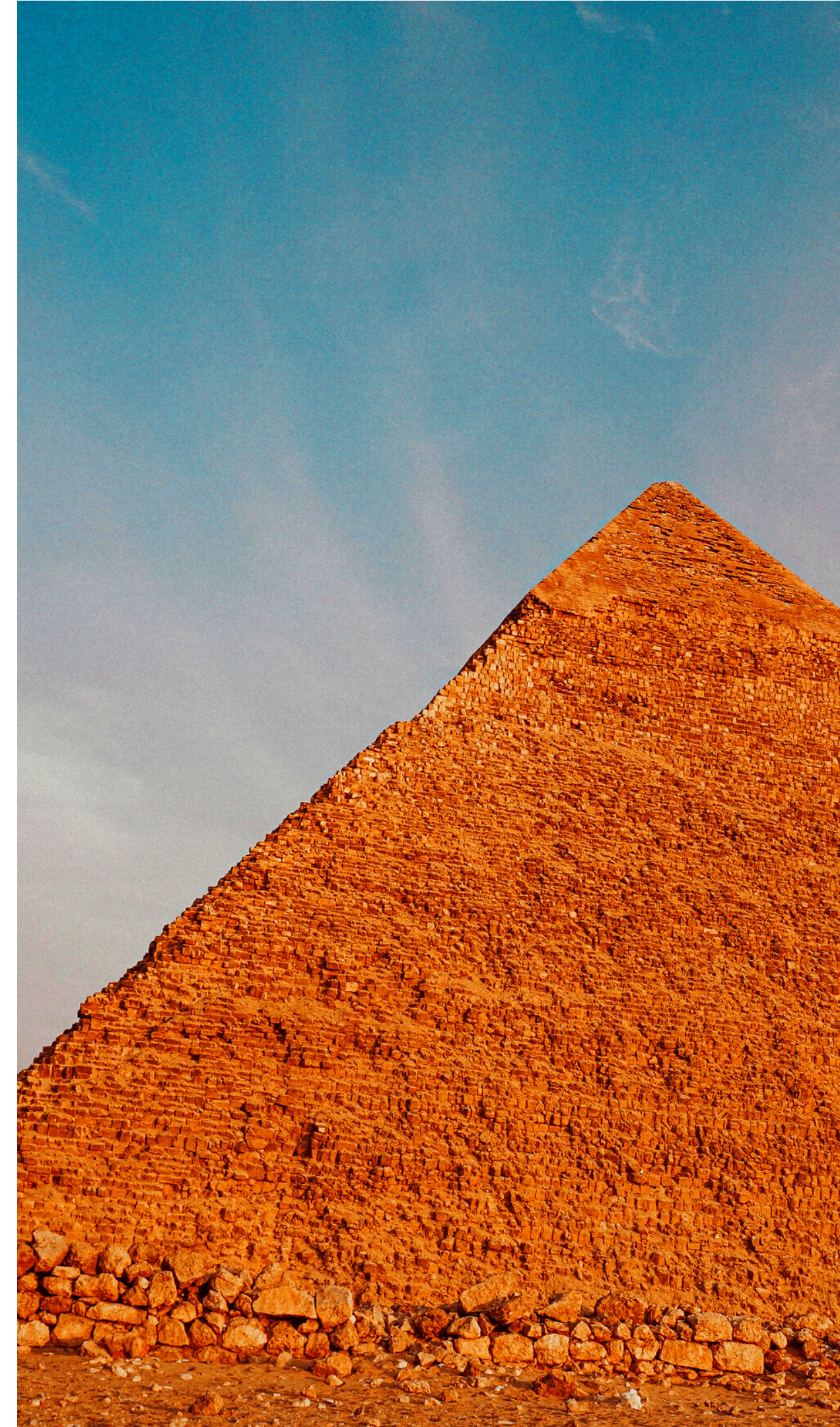
Getting started with campaign building basics...and creating your first "test" campaign

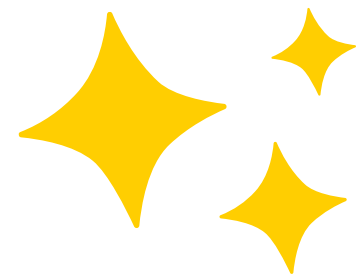
CAMPAIGNS

- 1 The Objective Pyramid**
- 2 Elements of a Campaign**
- 3 Creating Your Campaigns**
- 4 Best Practices**
- 5 Homework!**

THE OBJECTIVE PYRAMID

*The most critical choice you'll make when
creating your new campaigns*





WHICH TO CHOOSE?

- **Single, clear CTA**
- FB will work to find the people **MOST LIKELY TO DO** what you want them to do
- Start with the **ULTIMATE** objective; any other results are "nice to have"
- Remember, the more "friction" you create, the fewer people that will **DO** the thing you want them to do...so choose wisely

OBJECTIVE PYRAMID

*Intent, Friction,
Value Exchange*

Objective =
The action we **MOST**
want our audience
to take

Conversion: buy

Conversion: opt-in (LP)

Lead Gen: opt-in (form)

Messages: initiate convo

Traffic: click off FB

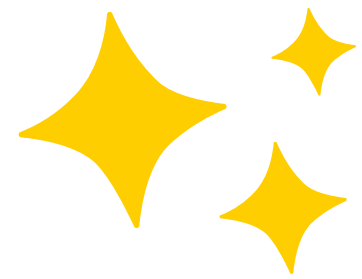
Video Views: watch video

Post engagement: engage with post

convert

engage

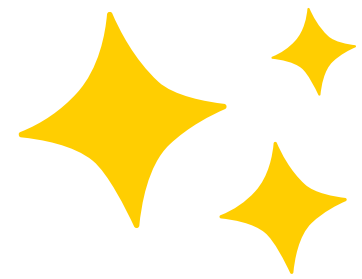
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MOST USED OBJECTIVES

AUDIENCE GROWTH + ENGAGEMENT

- **Post Engagement** – existing post from your feed is promoted to send out to a wider audience for likes, comments, shares
- **Video Views** – existing video from your feed (or a new one!) is promoted to send out to a wider audience for more views
- **Traffic** – send traffic OFF FB to visit a web/landing page (but not ACT when they get there)



MOST USED OBJECTIVES

LEAD GENERATION + LIST BUILDING

- **Conversions** – send traffic OFF FB to visit a specific type of web page – landing page – optimized for attracting that lead...and then opt-in!
- **Lead Generation** – people stay ON FB and sign up via Form
- **Messages** – initiates a Messenger/DM conversation; could also be used for Engagement. Can be optimized via Messenger Bot.

ELEMENTS OF A FB/IG AD CAMPAIGN

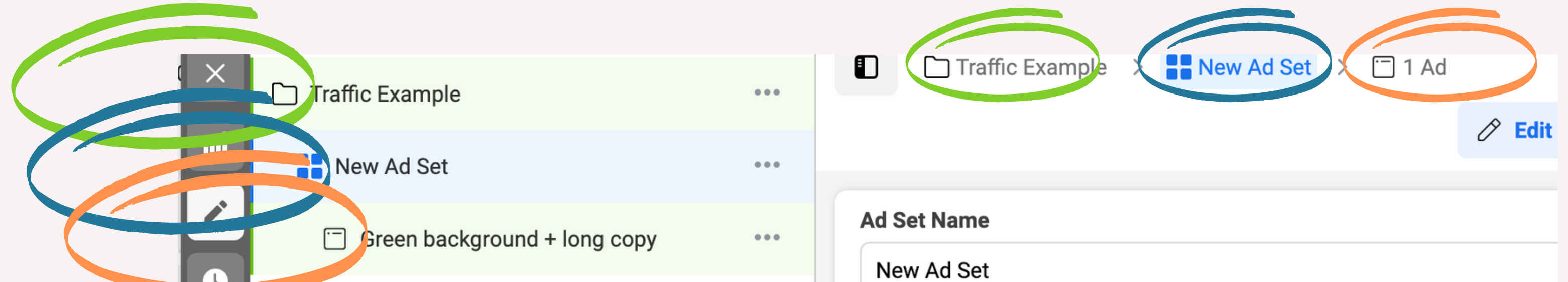
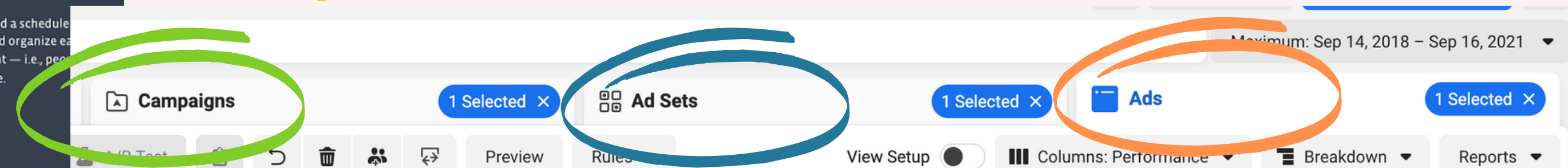
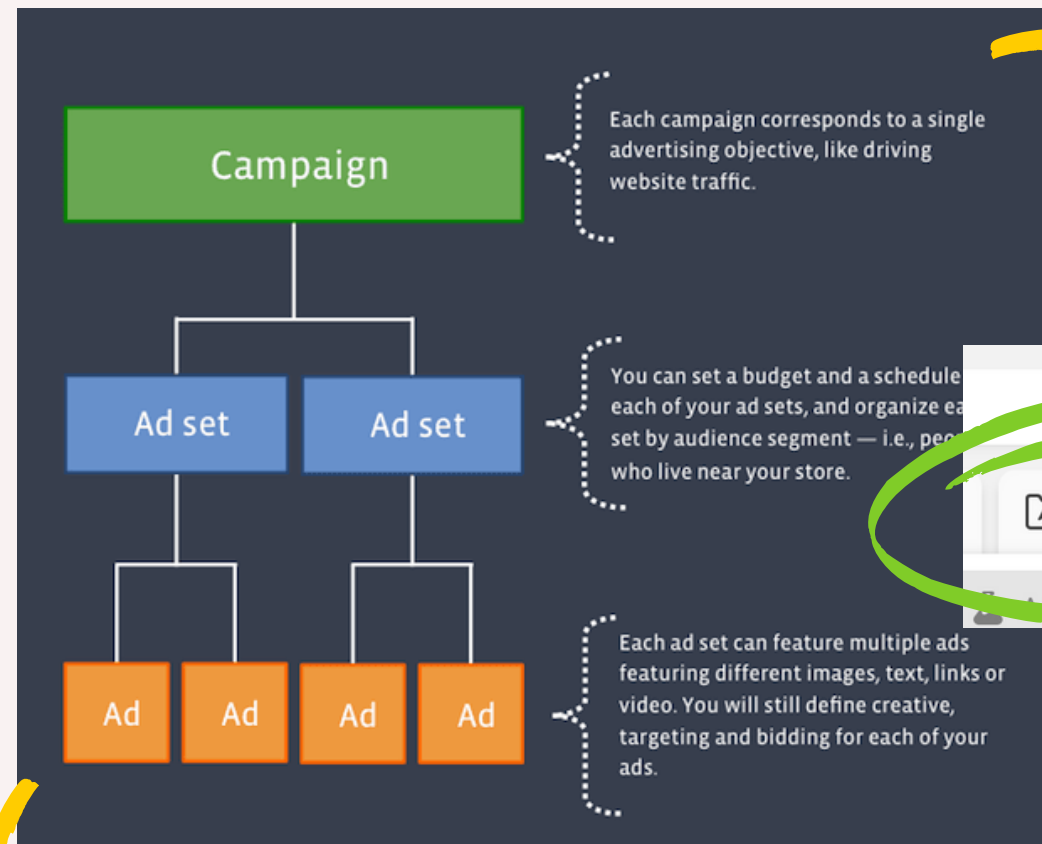
What goes into a successful campaign?



A LITTLE LEVEL-SETTING

- You are not about to learn every campaign type, every strategy or every trick in the book...we're here to gain a solid, functional understanding of the FOUNDATIONS + BASICS of running successful campaigns
- **Keep it simple now, get fancy later!**
- This CAN feel overwhelming so remember our mantras + approach to new things: go slow, re-watch, review, take breaks as needed. Margaritas help.
- We're going to move quickly. Plan to revisit!

WHERE THE HECK AM I?



PLAN AHEAD + GET SORTED

- Upload images & videos to your Media Library ahead of time
- Use Google Doc to create, edit & store copy
- Identify "what good looks like" for your campaign
- Set a schedule (no less than 7 days)
- Divide your campaign budget into daily ad spend
- Grab the **Campaign Publishing Checklist**



ELEMENTS OF A CAMPAIGN

- **Campaign overview + details**
 - Goals, schedule, budget, objective, and the WHAT of your promotion
- **Assets**
 - Pages you've built + URLs, audiences to target, email auto-response, your follow up process
- **Creative**
 - Body copy (called Primary Text), headline, visuals x variations you're testing (MINIMUM = 2-3 variations)

KILLER CREATIVE STARTS WITH...

- **A compelling offer** that's right for the temperature of the relationship
- **One single, simple, clear call to action**
- **Multiple versions of creative** (images, videos, copy) to test
- **Conversational copy** contains a great hook, explicit features...and benefits (aka, what's the transformation they can expect?)
- **Clear, concise headline**: what will I get? what do I do? who is it for?
- **Direct correlation** from ad to landing page (if using)
- **Low-friction opt-in process** (if using)

AD VISUALS

- SQUARE!
- High quality, bright, scroll-stopping images that feel native to the feed
- Keep text ON images to a minimum
- Lean hard on video
 - Uploaded video
 - Lives, Stories, Reels
 - Slideshows
- Don't include logos + business name
- Don't include contact info

AD COPY

- Use both longer + very short copy
- Develop copy that speaks DIRECTLY to your target audience – help them self-identify
- Use the words, phrases + stories your MOST Ideal Customer/Avatar uses (so...ask!)
- EMOTION > pain
- CLEAR > clever
- Go Captain Obvious: Put the CTA/link into words, too!
- Don't forget: YOU ARE NOT YOUR ICA

CREATING YOUR CAMPAIGNS

Deep breath...here we goooooo!



CAMPAIGN QUICK START!

- Use this method to create your campaigns...every time!
- Quick, easy, simple
- Makes liberal use of the "duplicate" function

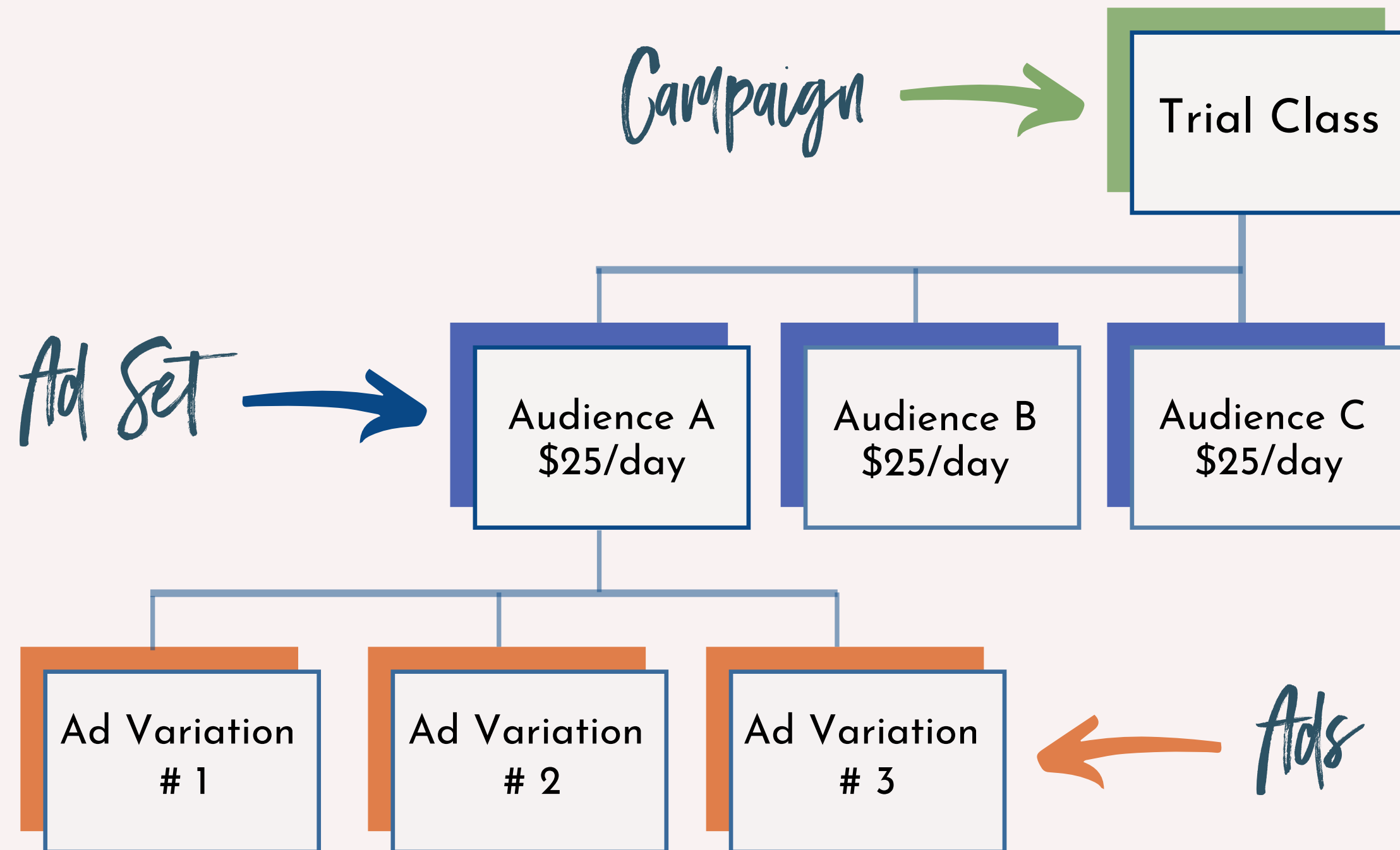
Quick Start overview:

- Create campaign framework
- Set up ONE Ad Set completely
- Set up ONE Ad completely
- Then...duplicate & edit to get to the final structure you want

2 PATHS TO AD CREATION

- **Multiple, Unique Ads** under each Ad Set to give FB options
 - Usually not ONE "winner" for all audiences
 - Allows FB to allocate budget by Ad
- Or, Use **Dynamic Creative** set up
 - Tests multiple options all within the same "super ad"
 - Same "super ad" exists under each Ad Set
 - Allows FB to allocate budget by element

MULTIPLE UNIQUE ADS



DYNAMIC CREATIVE ADS

*hooky text version #1
that really stands out
and grabs your
attention*

*hooky text version #2
that really stands out
and grabs your
attention*

"Super Ad"

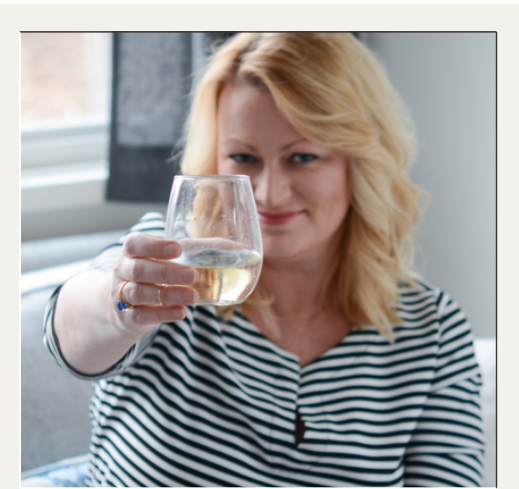
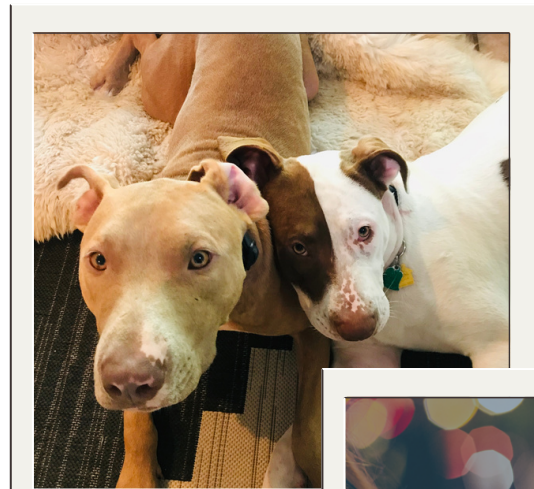
LEARN MORE

SIGN UP

fab headline #1

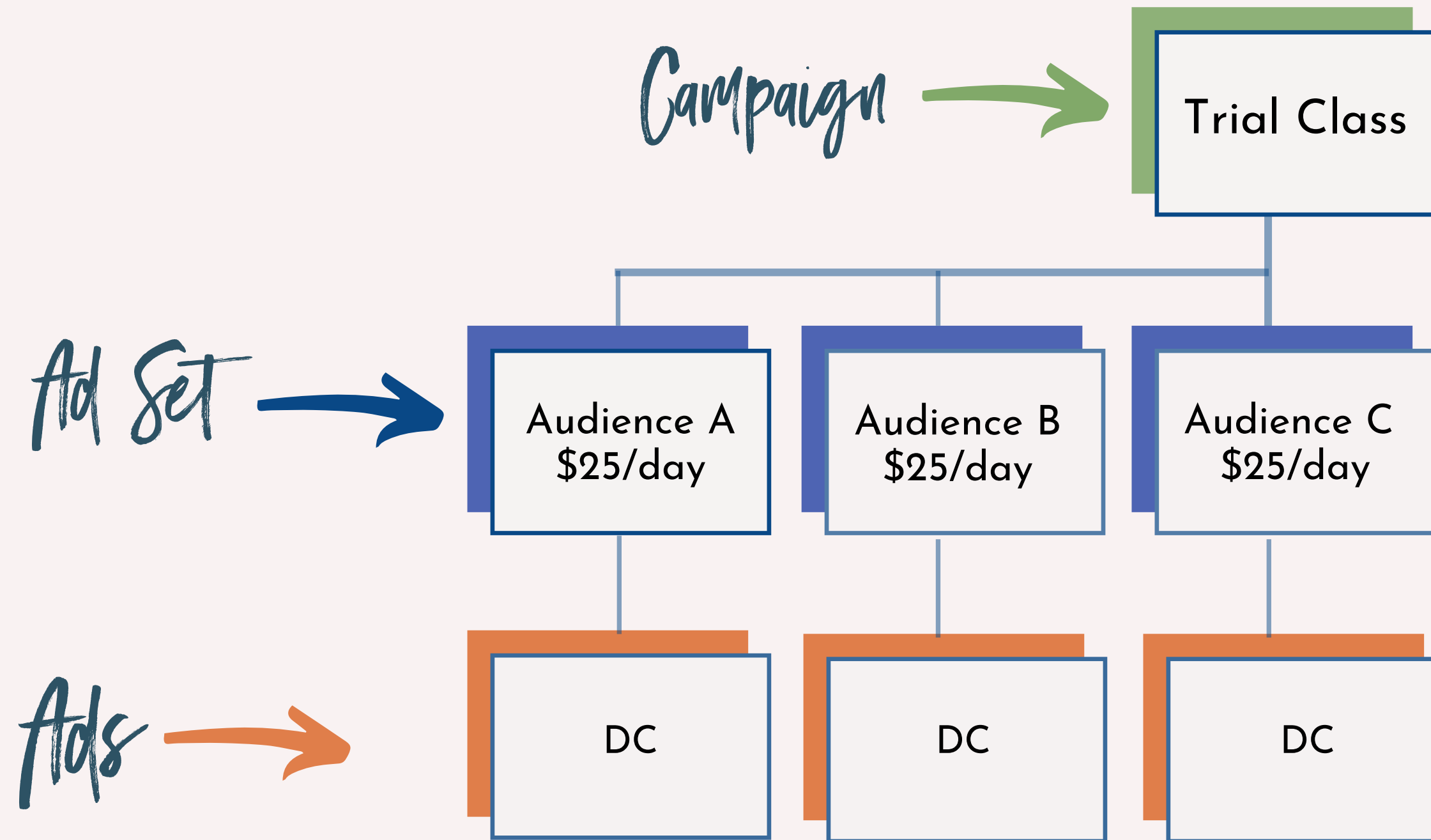
fab headline #2

fab headline #3



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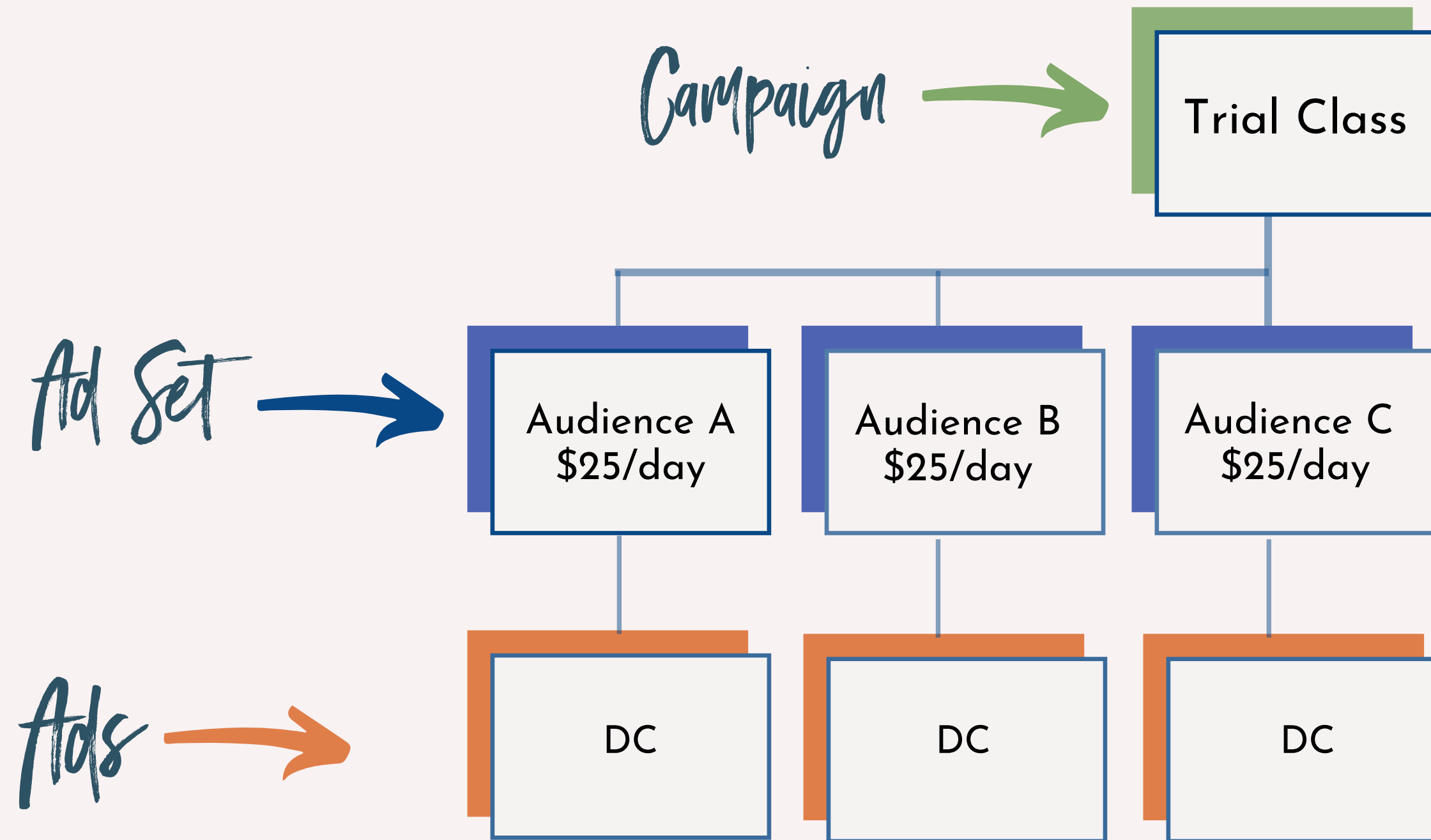
DYNAMIC CREATIVE ADS



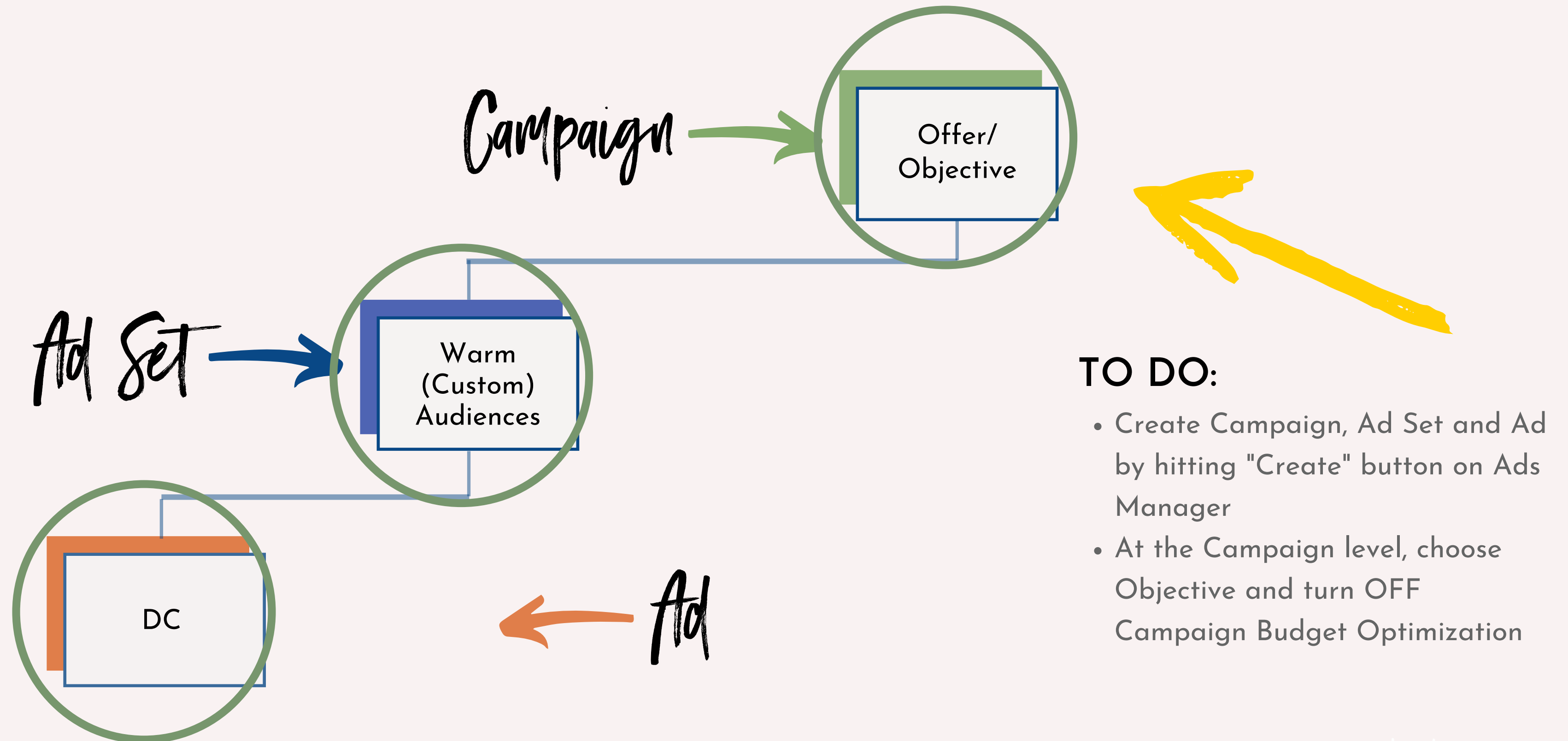
BUT...WHICH ONE?

- There's no magic to choosing **Dynamic Creative** over **Multiple Uniques**...or vice versa. They're just different techniques to setting up your Ads
- Dynamic Creative is faster and easier to set up
- Multiple Ads gives you the most control
- **But, for beginners, I suggest trying Dynamic Creative for your first 10ish campaigns.**

END GAME...



STEP 1



CAMPAIGN LEVEL

Errors Updated 22 min

Campaigns 1 Selected X Ad Sets 1 Selected

Create New Campaign Use Existing Campaign X

Buying Type
Auction

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Cancel Continue

- Or -

Create new campaign Use existing campaign X

★ Choose from 6 simplified objectives X

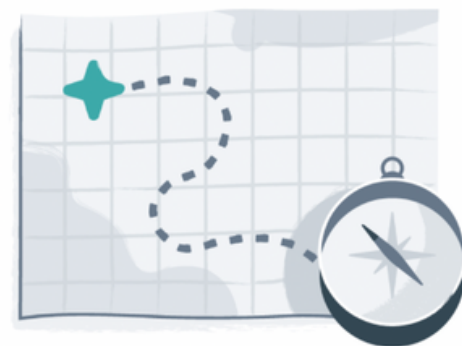
We've consolidated the campaign objectives to make it easier to find one that aligns with your business goals. Your existing campaigns will stay the same, and you'll be able to create new ones with the same features as before. [Learn more](#)

Not sure which objective to use? Take an interactive tour.

Take tour

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#) Cancel Continue

CAMPAIGN LEVEL

Traffic Example > 1 Ad Set > 1 Ad

Campaign Name
Traffic Example

Special Ad Categories
You're required to declare if your ads are related to credit, employment or housing opportunities or related to social issues, elections or politics. [Learn More](#)
No categories declared

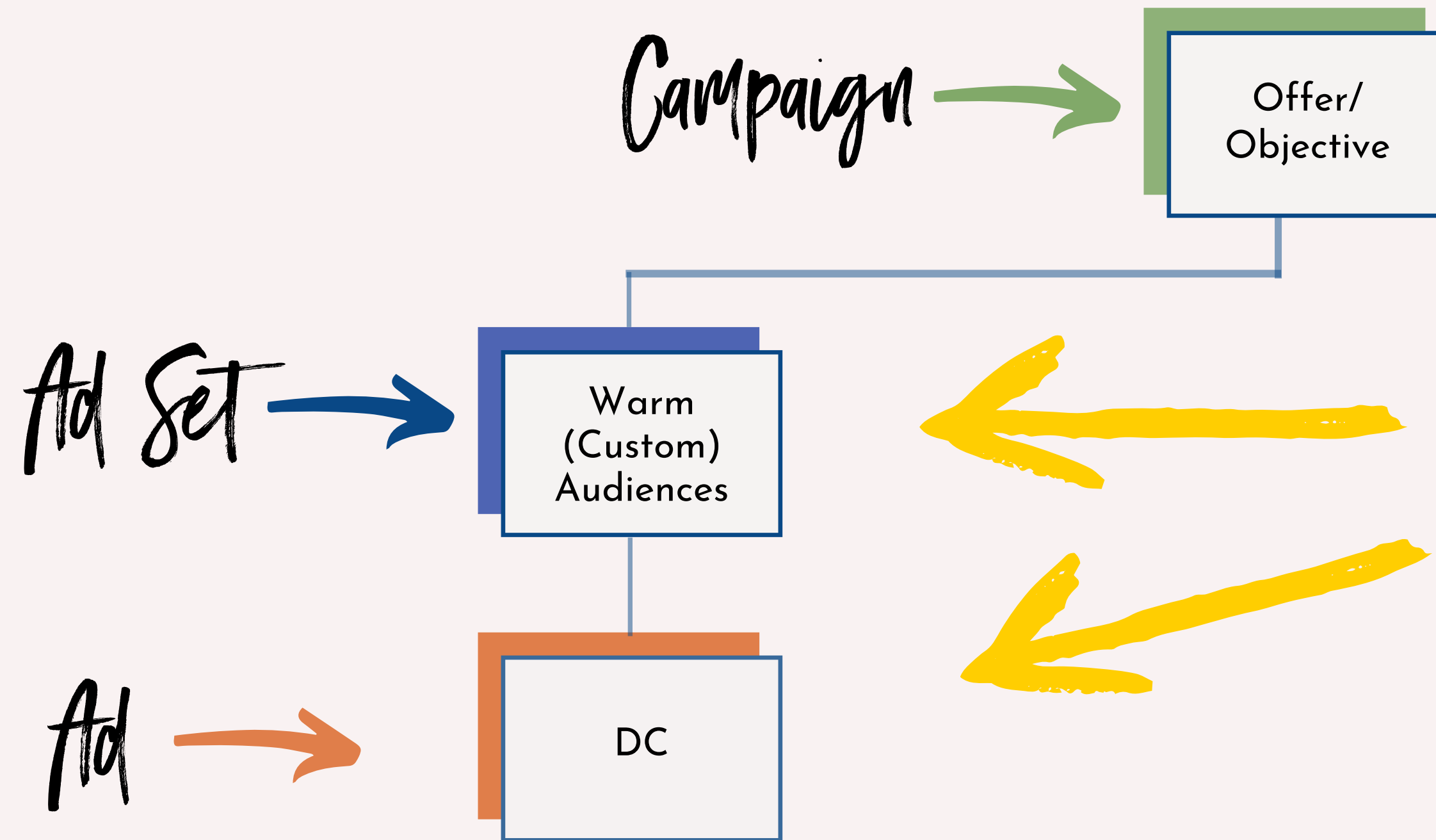
Campaign Details
Buying Type
Auction
Campaign Objective
Traffic
[Show More Options](#)

A/B Test
Test campaigns, ad sets and ads against each other to understand which strategies give you the best results. Your potential reach will be divided among them for more accurate results. [Learn More](#)
A/B test creation has changed
You will now complete A/B test setup after you publish your campaign. Once you publish, select a variable, and create new versions to compare against your original.
[Get Started](#)

Campaign Budget Optimization
Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)
Off

Close Verifying your edits... Next

STEP 2



TO DO:

- Set up ONE Ad Set for first Audience
 - Toggle Dynamic Creative on if using
- Set up ONE Dynamic Creative Ad with all elements
- Or, create Unique Ads if using
 - (NOTE: Build one Ad, then duplicate the Ad and create ALL unique versions that you'll need before proceeding)

AD SET LEVEL

The image shows the Facebook Ad Set configuration interface. The left sidebar contains a hierarchy: Traffic Example > New Ad Set > New Ad. The main content area is divided into several sections:

- Ad Name:** A text field containing "New Ad Set", circled in yellow.
- Traffic:** A section with radio buttons for "Website", "App", "Messenger", and "WhatsApp". The "Website" option is selected.
- Dynamic Creative:** A section with a toggle switch set to "Off".
- Offer:** A section with a toggle switch set to "Off".
- Budget & Schedule:** A section with a "Daily Budget" of "\$20.00" and a "Start Date" of "Sep 16, 2021". The budget and start date fields are circled in yellow.
- Audience Definition:** A section with a gauge showing "Specific" to "Broad" and a "Potential Reach" of "260,000,000 people".
- Estimated Daily Results:** A section showing "Reach" of "1.2K - 3.5K" and "Landing Page Views" of "84 - 244".

Yellow circles highlight the Ad Name, Budget, and Start Date fields. A red circle highlights the Dynamic Creative toggle switch.

The image shows the Facebook Ad Set configuration interface, focusing on the Audience and Placements sections. The left sidebar contains a hierarchy: Traffic Example > New Ad Set > New Ad. The main content area is divided into several sections:

- Audience:** A section with a "Create New Audience" button and a "Use Existing Audience" dropdown. The "Create New Audience" button is circled in yellow.
- Custom Audiences:** A section with a search bar and a "Create New" button.
- Locations:** A section with a "United States" location selected.
- Age:** A section with "18 - 65+" selected.
- Gender:** A section with "All genders" selected.
- Detailed Targeting:** A section with "All demographics, interests and behaviors" selected.
- Languages:** A section with "All languages" selected.
- Placements:** A section with a "Automatic Placements (Recommended)" option selected. The "Automatic Placements" option is circled in yellow.
- Audience Definition:** A section with a gauge showing "Specific" to "Broad" and a "Potential Reach" of "260,000,000 people".
- Estimated Daily Results:** A section showing "Reach" of "1.2K - 3.5K" and "Landing Page Views" of "84 - 244".

Yellow circles highlight the "Create New Audience" button and the "Automatic Placements (Recommended)" option. A red circle highlights the Audience Definition gauge.

AD LEVEL

Traffic Example

New Ad Set

Green background + long copy

Ad Name

Green background + long copy

Identity

Facebook Page

Tracy by Design - Ads Fairy Godmother

Instagram Account

tracybydesign

Branded Content

If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Ad Setup

Create Ad

Format

Single Image or Video

One image or video, or a slideshow with multiple images

Carousel

2 or more scrollable images or videos

Collection

Scroller of items that opens and runs onscreen mobile experience

Fullscreen Mobile Experience

Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More

Media

14 Placements

Feeds, In-Stream Videos

6 Placements

Stories and Reels, Apps and Sites

5 Placements

Right Column, Search Results, Instant Articles

3 Placements

15 Placements

Facebook Feeds

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Wondering how you can avoid the 5 biggest mistakes TpT sellers make with FB Ads??

See More

Feeds

Stories and Reels

Traffic Example

New Ad Set

Green background + long copy

Primary Text

Wondering how you can avoid the 5 biggest mistakes TpT sellers make with FB Ads??

Wondering how you can avoid the 5 biggest mistakes TpT sellers make with FB Ads??

What the heck is a pixel, how does it play with the algorithm, and why do we care so much??

The 5 MISTAKES that TpT sellers make when using FB Ads...and how YOU can avoid them.

What you can do today to make the most of the NEW pixel implementation rollout at Teachers Pay Teachers!

Join us! https://www.cultivateads.com/TpT-SMistakes

Headline - Optional

FREE Workshop - watch NOW!

Description - Optional

Jump in and watch our free workshop

Destination

Website

Website URL

https://www.cultivateads.com/TpT-SMistakes

Call to Action

Sign Up

15 Placements

Facebook Feeds

Tracy by Design - Ads Fairy Godmother

Wondering how you can avoid the 5 biggest mistakes TpT sellers make with FB Ads??

See More

Feeds

Stories and Reels

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events

TbD Main Pixel

Pixel ID: 148992719028821

Offline Events

Default Offline Event Set For Tracy By Design

Offline Event Set ID: 877128099104524

Manage Events Manager Datasets

URL Parameters - Optional

key1=value1&key2=value2

Build a URL Parameter

View Tags - Optional

By clicking the "Publish" button, you agree to Facebook's Terms and Ad

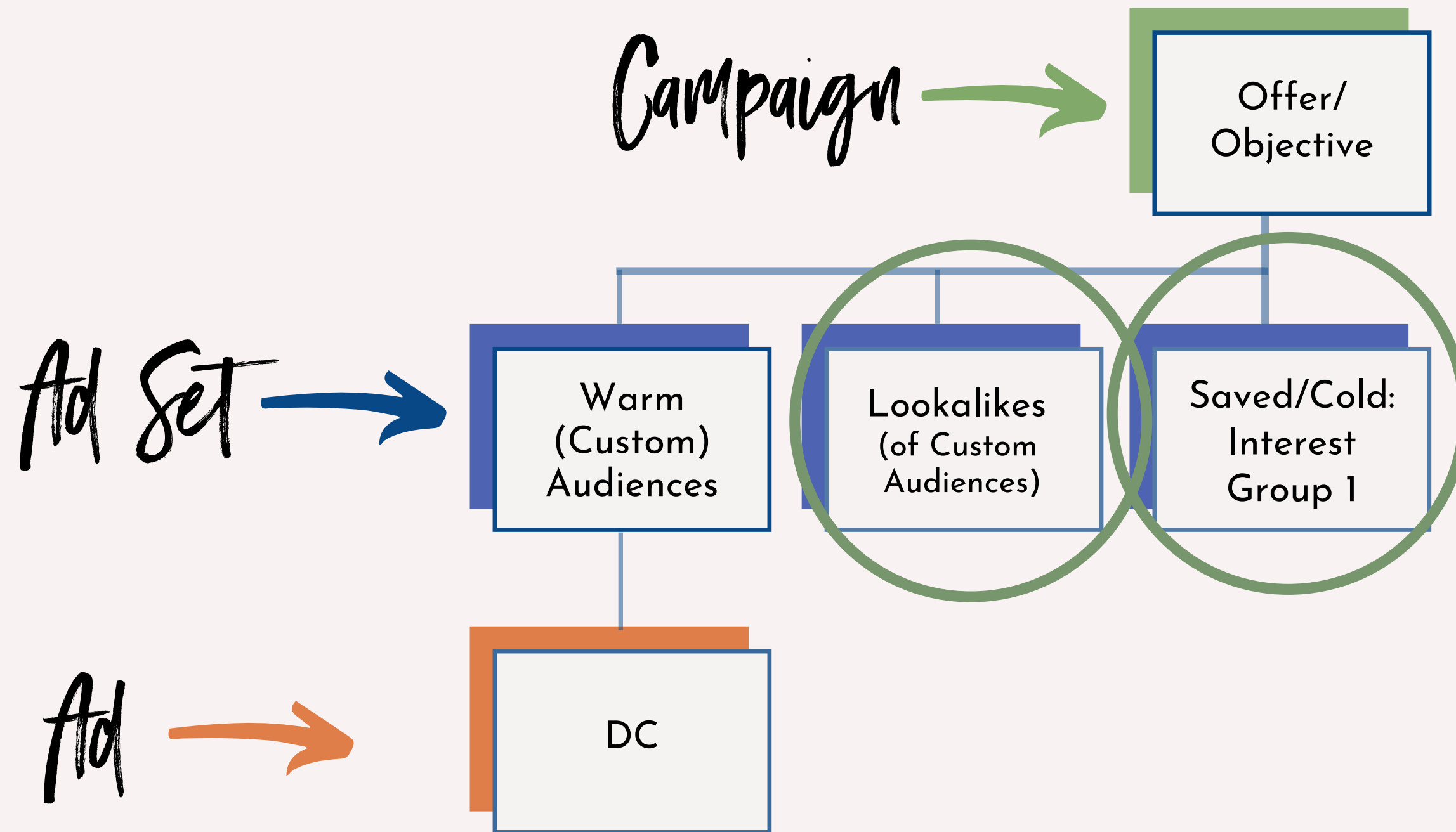
Close

All edits saved

STEP 3

TO DO:

- Duplicate completed Ad Set = 3 Ad Sets
- Edit Each Ad Set and change the Audience that's targeted
- Adjust Ad Set budget, if needed
- Check against Campaign Publishing Checklist
- Publish!



LEAD GEN OPTIONS

which objective should you choose?



CONVERSIONS VS LEAD GEN

- **The "best" quality leads come from Conversions campaigns...???**

- Not everyone will be able to run these
- iOS 14 tracking has made these more difficult to track; FB can't "see" all conversions
- Allows you to have a custom-designed landing page experience
- Integrated with your ESP for auto-reply, triggering email sequences, etc
- Requires more tech...and a dedicated Landing Page optimized for conversions
- NEW-ISH: Requires your "event" to live on your owned, verified domain

- **Next best option is Lead Generation campaigns**

- Customer never leaves FB
- Lower consideration, COULD amount to lower quality leads
- Standard form
- Access your Leads from within FB platform
- NEW: better CRM integrations & on-platform lead management is coming!

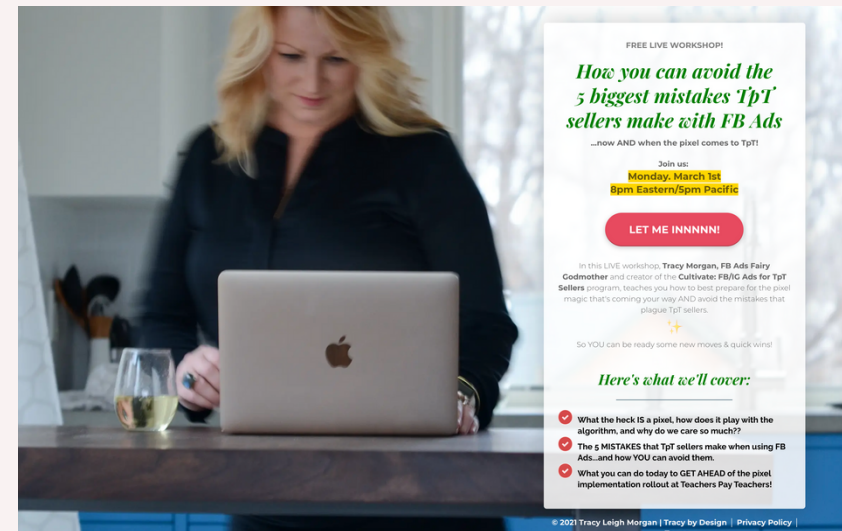
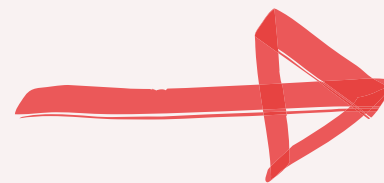
CONVERSIONS VS LEAD GEN

- **Ask yourself: Can I verify the domain on which my EVENT will be tracked?**
 - I own the domain
 - I verified the domain in Business manager
 - I installed a pixel on the website or page
- **EVENT TRACKING MEANS:**
 - The last step in the conversion loop signals to FB that you have acquired a lead...count this and find me more!
 - Happens on the TY or Success page they reach AFTER signing up
 - You'll need to be able to redirect traffic to a page ON YOUR WEBSITE (verified domain) from your landing page form.

THE CONVERSION LOOP

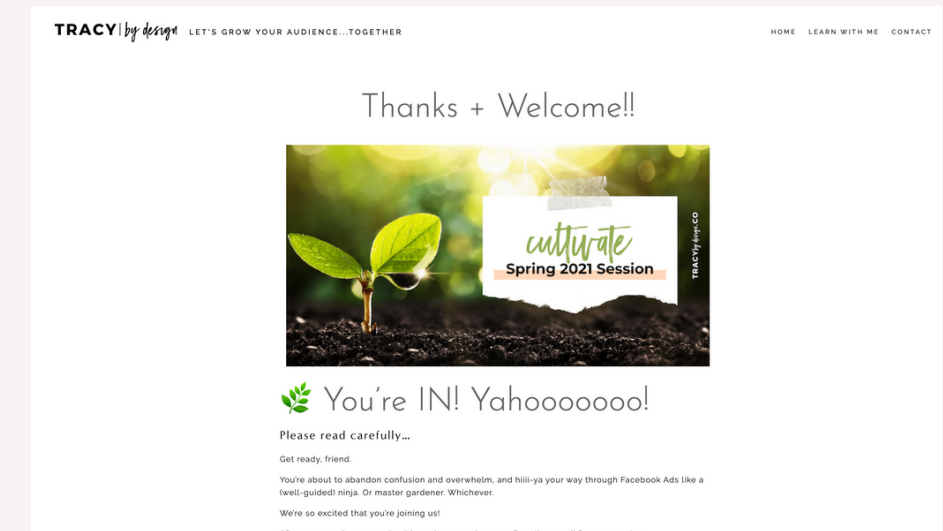
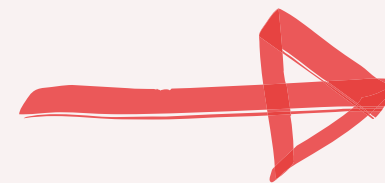


Ad



**Landing Page +
Opt-In Form**

***Dedicated Landing
Page...NOT a regular
page on your website***



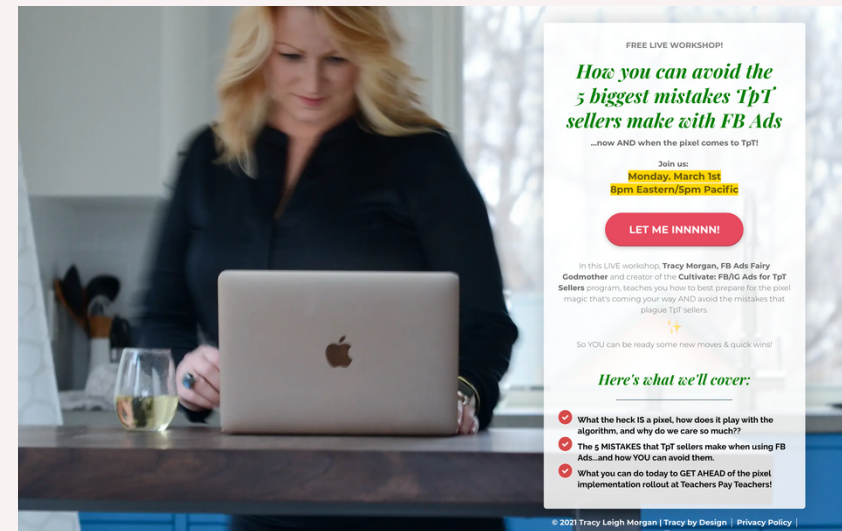
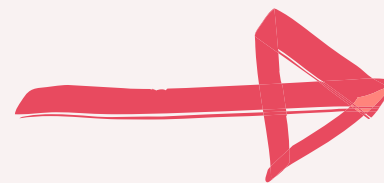
Thank You Page

On My Verified Domain

THE CONVERSION LOOP

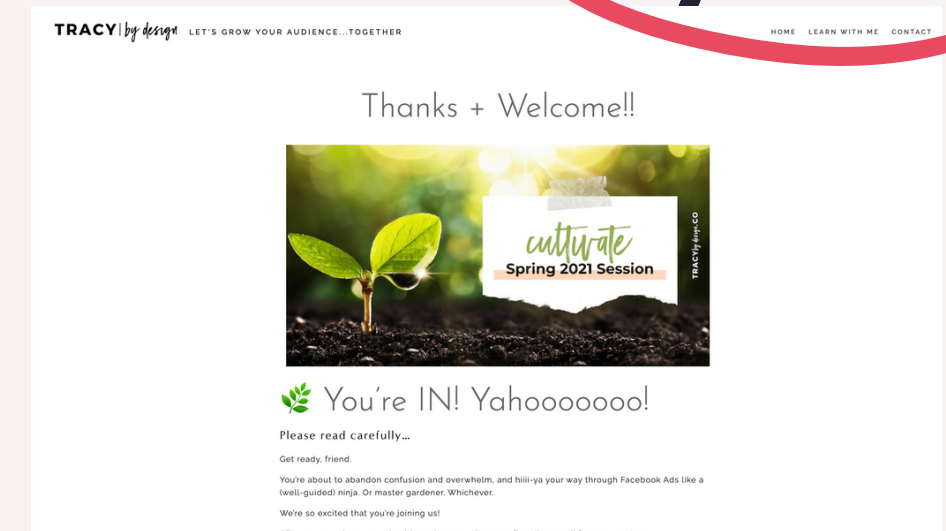
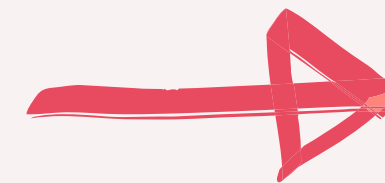


Ad



Landing Page +
Opt-In Form

*Dedicated Landing
Page...NOT a regular
page on your website*



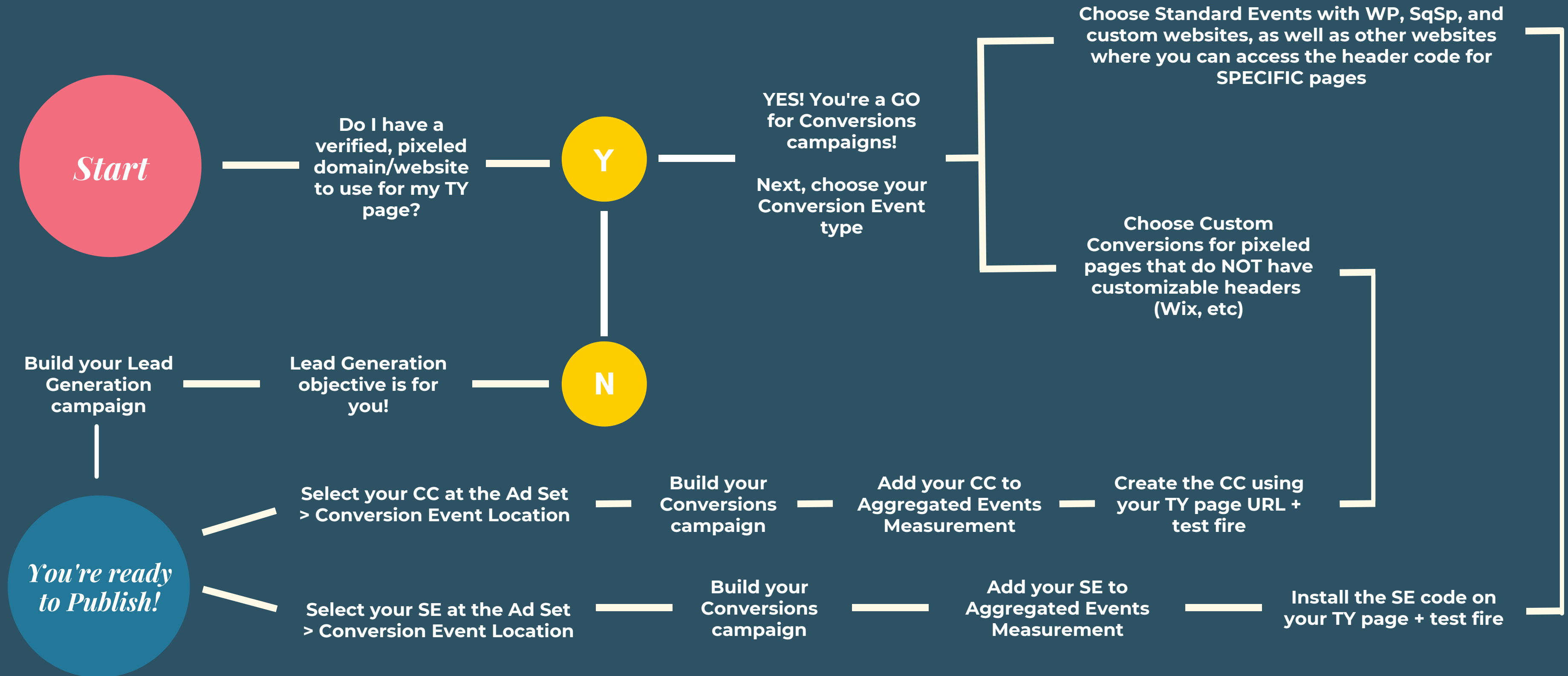
Thank You Page

On My Verified Domain

- Added to my email list
- Automatically sends Confirmation Email
- Can tag/segment
- Can send Email Sequences

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Which Lead Campaign Type Do I Choose?



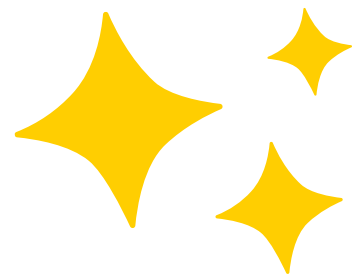
BEST PRACTICES

A few things to keep in mind...and remind yourself of as you go!



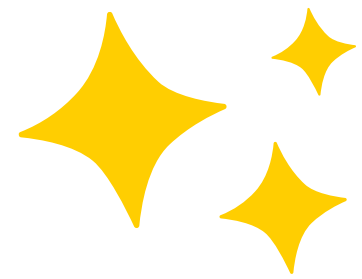
NAMING CONVENTIONS

- **Campaign: Month Year > Obj > Campaign Name > Other identifying characteristics**
 - SEPT21 | Conv | Fall Enrollment | PreK
 - NOV21 | Messages | Winter Recital Reg
 - SEPT21 | VV | Studio Tour
 - JAN22 | PE | Dance Meme
- **Ad Set Level: Audience or any other DIFFERENCE**
 - COLD + the NAME of the Saved Audience
 - COLD | 15mi > W > Dance Interests
 - WARM | All Customs
 - COLD | All Lookalikes
- **Ad Level: Describe what's IN the ad itself**
 - Dynamic Creative
 - DC or Dynamic Creative
 - Multiple Unique Ads – Identify the creative, copy or other DIFFERENCE
 - Pink sweater + Long Copy
 - Image 1 + Short Copy
 - Slideshow + Short Copy



PE + VV ADS

- You're promoting one piece of previously-posted content so that IS your visual – either an image or a video
- The act of using an existing post ALSO includes bringing the copy/caption over
- You won't use multiple versions of ad creative for these



ALL OTHER CAMPAIGNS

- Any other campaigns will need MULTIPLE versions of ad creative – 2 MINIMUM
- What works for one audience may not work for another
- This allows FB to keep testing options instead of just spending your money on what's not working so well

DAY 4: CAMPAIGNS HOMEWORK

*Start getting familiar with creating
campaigns...today!*



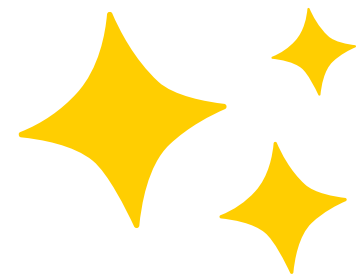


DIGGING IN!

- Download the **Campaign Publishing Checklist** so you have it on hand
- Review each of the videos that support today's training...one for each campaign type!

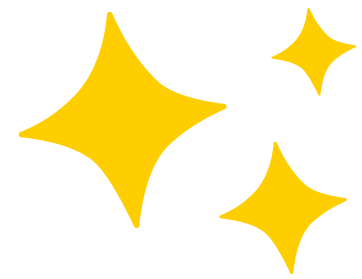
Download me!





START SIMPLY, MOVE STEP-BY-STEP

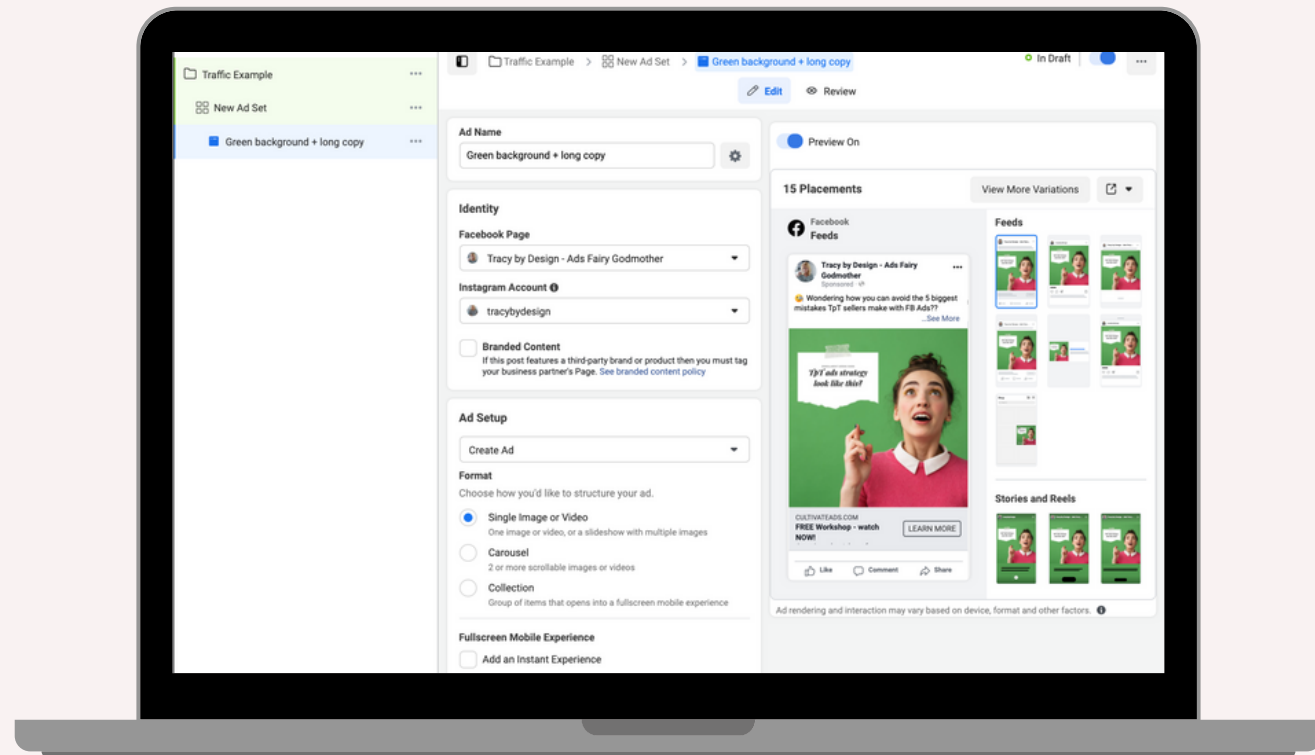
- Focus on creating the more "basic" campaigns first...aka, probably NOT lead generation/list building-type campaigns
- Watch/review how-to videos first BEFORE you start trying to build your campaigns
- Realize that screens DO change...don't let that slow you down



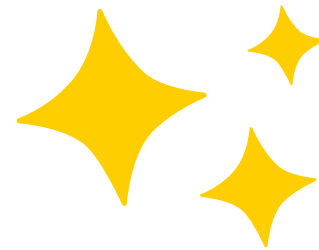
CREATE A TEST CAMPAIGN NOW!

- Keep it simple...choose ONE campaign to test drive this week or next; not 6!
- Actively building WILL bring up questions
- **IMPORTANT:** The How-To Videos are for your reference so plan to revisit each time you set up a new campaign!

DAY 4: TODOS



- *Download Campaign Publishing Checklist*
- *Review document with videos listed*
- *Choose 1 campaign to test drive!*
- *Build your complete campaign*



Day 4: Complete!

Whew.

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