



Facebook Ads Blueprint

8 Steps to Success

FACEBOOK
AD STRATEGY
elyse tager

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Hi, I'm Elyse Tager and I am a Facebook Ads Strategist.

I help high-performing entrepreneurs scale via digital marketing strategy & powerful Facebook Ads. I work with coaches, trainers and service-providers - people who are true experts in their fields and have a track record of selling their offerings. I help take their business to the next level.

Why Facebook?

Facebook is currently the biggest social media platform with almost 2 billion members. Half of those are online daily. With very few exceptions, your ideal client is there!

Facebook also has the very best targeting opportunities of any social media platform, which is critical for successful advertising.

I have created this guide because I see so many entrepreneurs making the same mistakes over and over again. They are running Facebook ads incorrectly and wasting money. Or they are using Facebook advertising when they shouldn't - it's too early in their business to invest.

So, with all that said here is a blueprint for creating successful Facebook Ads campaigns.

1. Start with your offer

If no one wants what you are selling or offering, no Facebook ad can succeed. So if you can, use an offer where you have a proven track record – a course that you have already sold successfully, a coaching package where you have had previous successful clients. This way you know the offer is proven and you can focus on the ads themselves.

If you are starting from scratch, start with a lead generation campaign where you are offering something of value for free.

If you have something that is working, use that. If you want to create something, try creating a quick cheat sheet or a checklist. They have a high desire and high-perceived value. People don't have the attention span to read through a 50-page eBook, or view a 50-minute video. A quality lead magnet is specific, addresses ONE thing that your ideal audience finds challenging and gives them a quick win. Keep that in mind when you are creating it. Short and full of value will be more successful than a lengthy offer, no matter how valuable.

You want to attract your perfect audience with the right lead magnet but you also want them to consume it. Sure, a percentage of people will never ever download your thing but that's a very small percentage.

Lead magnets that work really well for coaches and entrepreneurs are:

- Cheat sheets
- Checklist
- List of tools
- List of resources
- A short case study

Other magnets that work but cost you more per click

- Webinar registrations
- One on one discovery calls

And more ideas that work but will require more work from you:

- Daily challenge
- Video series

- Webinar replay
- PDF report
- Email course
- E-book

2. Know Your Objective

When it comes to running Facebook ads, the first step is to choose your objective. You can run ads to build brand awareness and increase the number of likes on your Facebook page. Or you can promote your Facebook posts to do the same. I don't typically recommend either of these tactics, as building an email list is more valuable than increasing Facebook liked.

You can also run ads and send people straight to a website or sales page in which case your objective will be either web traffic or conversions.

You can also run ads to retarget people. This means you run ads specifically to those who have visited your website or landing page recently. These strategies are very successful, but not for the beginner.

3. Know your Numbers

This is a critical next step.

Before you start running any Facebook ad campaign, you need to know what you can pay for a new customer or lead. The higher priced your offer, the more you can afford to spend. It's very difficult to make Facebook ads profitable if you have a lower priced offer. You will pay more for ads than you can sell in product!

For example, if you speak to 10 potential clients, how many can you close into paying clients? Some people can close 1 out of 3, for some it's 1 out of 5.

Once you know, decide how many clients you want, and calls booked and you can figure out how much you can pay per lead and still be

profitable.

Another example, let's say, out of 50 people who show up live on your webinar, you can easily convert 5%. So you can get 2-3 sales of your online program. How much does your program cost? How many sales do you need? How many people do you need registered for your webinar. How much you can pay?

4. Identify a budget you can live with

The number one question that people ask when it comes to Facebook advertising is how much do I need to spend on my Facebook ads?

It just depends on your monthly income and comfort level. With my clients, we usually start with \$30 a day and build it up to \$200, \$500 or more.

The second most frequently asked question is how much should you be paying per lead (or for someone to join your list).

You will pay less for somebody opting in to your lead magnet (your free opt-in offer) and more for a webinar registrant or to get somebody to get on a sales call with you.

Another thing to consider while determining your Facebook advertising budget is to think about whether you would like outsource the process to an expert to run your ads for you. In that case, it will be your ad spend plus their fee on top of it.

5. Start with the testing phase

Facebook ads are a test and iterate process. You will probably not hit the jackpot with the first campaign you run. The more variables you can test, the more you will learn, and the better and more productive your ads will become.

This phase is often called 'testing'. Here you are essentially testing your audience targeting, your ad creative (copy, image, headlines) and the

landing page you are sending traffic to.

Let me tell you what a true strategic testing approach to FB ads looks like.

In the beginning you are testing with a plan, and preparing for the rollout - not throwing a few ads out and watching for the magic. It's a test and iterate process. The testing phase is for the purpose of learning as much as you can to prepare you for the future growth of your campaigns

Testing as many variables as you can afford to pay for.

- Test 5-10 ad sets
- Test 2-4 ads
- Long copy vs. short copy
- Split Test of landing pages.

Take 24 – 48 hours for the Facebook algorithm to get established. By the end of the first 4-5 days you will be able to establish your metrics.

- What is your average click through rate for the ad?
- What is your cost per click?
- What is your conversion rate on your landing page?

If you don't already know, you should know and this testing period will tell you what your business model can support.

- How much can you pay for a new lead?
- What is your typical conversion rate from lead to paying customer?
- How much can you pay for a new customer?

What a good strategy should be doing for you

- Building your email list with qualified prospects at the minimal cost per lead you can afford
- Knowing that your FB Ads campaigns are going to get you 3x 4x 5x your ad budget or more. If you spend \$100 (on your ads) to ultimately make \$300, \$400 or \$500 wouldn't you do that all day long? If you can 10x your ad budget back, wouldn't that be the golden ticket to ongoing, reliable, predictable revenue - who doesn't want that?

It's going to take \$200-500 dollars, for that one week to establish your metrics and figure out how to expand with your successes.

6. Create a landing page that will convert

Aside from the ad itself, the landing page will highly influence the success of your ad campaign. When you are getting clicks on your ad but people are not opting in, your landing page is the problem. Your landing page should convert at a 20% at minimum for your Facebook ads to work. Assuming you are sending traffic to a page prompting people to give you their email address in exchange for a free offer. Your landing page must:

- Identify the audience out. Somebody is your ideal target audience must identify with your copy and feel like they are in the right place.
- Clearly spell out the benefits of signing up with bullet points and short copy.
- Have a clear call to action. Give them a place to put their name and email. Tell people the cheat sheet will be sent to the email they provide to discourage those who put fake email addresses. If they are serious, they need to give you an email they check often.

Your landing page should be closely aligned to your Facebook ad. Meaning, it should match the colors, fonts and the copy you used in the ad.

7. Define your target audience or audiences

There are 2 types of audience; warm and cold.

Warm: These are people who are either already doing business with you or are on your email list, or have liked your Facebook page. They are the most likely to do business with you if you have a new offer. Your email list can be uploaded to Facebook so that you can send them your ads. You can create a "look-alike" audience where Facebook will take

your email list and find similar people within Facebook for you. You can create a look-alike audience the with your Page likes as well.

Cold: This is everyone else. They don't know you or your brand and will need "warming up" before you can convert them to any kind of sale.

You always want to start with your warmest audiences first as you build your Facebook ad campaign. If you are first starting out and are building your email list with a lead generation campaign with a free offer you will probably be using cold audiences. Look for interests that are related to your offer, or pages that are similar to what you are offering and certainly define your demographics by age, gender and geography if that is relevant.

Start with the most likely to say "yes" to your offer – your warm traffic, and then start to test with cold traffic.

8. Create a compelling ad

Have you ever heard the phrase "thumb-stopping"?

People are browsing on Facebook constantly, rifling through their feed quickly. The goal of a well-crafted ad is to get the viewer to stop the scroll and actually look at the ad.

You have got to get their attention and get them to click on your ad. This requires copy that speaks directly to them, with words that resonate with them. It will require an eye-catching graphic, or preferably, a video.

In your copy, be conversational. Use words that your ideal audience would use themselves. Use interesting images that go well with your ads but also stand out in the newsfeed.

The words and phrases in your ad should be repeated on your landing page to reinforce the relationship between the two. The viewer needs to know that once they click on the ad, they have landed in the right page. In fact, Facebook measures this and call it a "relevance" score. The more relevant the ad is to the landing page and the to audience, the higher the score and the more likely you will get success.

Your copy can be short or it can be long. This is one of the things you will need to test to see which gets the less expensive leads.

Once you are ready with your ad copy, image and the landing page, you are now ready to begin creating your ad campaign.

BONUS - The secret is in the follow up

Now that you have a system in place to get more leads cost effectively, what are you going to do with them? The success in all online marketing, or any marketing really, is to have a follow up process to continue to warm up that lead to the point where they are willing and WANT to spend money with you. Have a clearly defined process in place before you start your campaign so you are ready for more customers and more revenue!

You now have the 8 basics of what creates a successful Facebook Ad campaign. But this is just the tip of the iceberg.

I do understand that as a 6 figure, successful business owner, you are busy and you'd rather spend time doing the things you love.

If this is the case, then you should definitely outsource it all and hire a Facebook ads expert. And I'd love to help.

If you are ready to invest in Facebook ad strategy, click the link below to book a free 45-min discovery call with me. At minimum, you'll walk away with greater clarity and with some things you can take action on right away.

To schedule a call click here:

<https://my.timetrade.com/book/KZFGS>



About Elyse Tager

Elyse Tager has been in direct marketing her whole career. She has been running successful businesses for over 20 years. She crafts profitable Facebook Ads and digital campaigns like they're going out of fashion. She is not a one-trick digital pony. Her knowledge and expertise are rooted in the good old-fashioned & timeless rules of customer acquisition. And that's how she gets clients the kind of results that the dime-a-dozen 'gurus' could only dream of.

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If you are ready to invest in Facebook ad strategy, click the link below to book a free 45-min discovery call with me. At minimum, you'll walk away with greater clarity and with some things you can take action on right away.

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