K6

Digital Marketing Guide

Facebook Ads Manifesto for 2020

Introduction

Running Facebook ads at K6 has been our signature move for the past few years. Taking new Facebook ad accounts suffering low results and transforming them into scalable money printing machines is pretty usual. The truth is we started running Facebook ads a long time ago and never stopped ever since.

For us, Facebook ads is a world where data & creativity merge perfectly. In essence, you can have the most insane level of technical knowledge but without creativity, you won't succeed. It's why we are constantly improving our expertise but we also continue exploring, because creativity has no limits.

With more than 1 million in Facebook ad spend, we've learned a lot of things about Facebook ads. From comedy events to eCommerce, our expertise has been battle tested multiple times. This Facebook ads guide for us is our gift to brands.

We want to help brands get their first step in the world of Facebook ads. We've never seen something quite like them to scale companies. With the right amount of work & budget, the sky is often the limit for small & medium companies.

Without further due, we introduce to you the K6 Facebook Ads Manifesto for 2020! We've used a simple formatting for our guide: ad creation & targeting, retargeting, ad creative & optimization.

Ad Creation & Targeting

How To Create A Facebook Ad Account

If you have never used the business manager on Facebook, you need to go to business.facebook.com, and that's where you'll be able to view your business page, Facebook ads and give permission for your employees to manage.

STEP 1

Go to business.facebook.com

STEP 2

Click on Create Account, or if you already have an account, you can log in.

STEP 3

Enter the name of your business, select the primary Facebook business page of your ad account, and enter your name and business email address. If you don't have a Facebook business page, you'll need to create one. By doing this, you will be able to interact with your audience more personally.

Facebook will allow you to build your first ad after setting up your business profile. You will not need to create an ads manager, because it will be created automatically for you!

Click on the drop-down on the far right at the top to reach your page and click manage pages on your personal Facebook account.

Now it's time to set up your first ads manager account.

STEP 4

Go to the menu on the left side and click on Business Manager Settings

STEP 5

Under Accounts, click on **+Add**, then click **Create New Ad Account**.
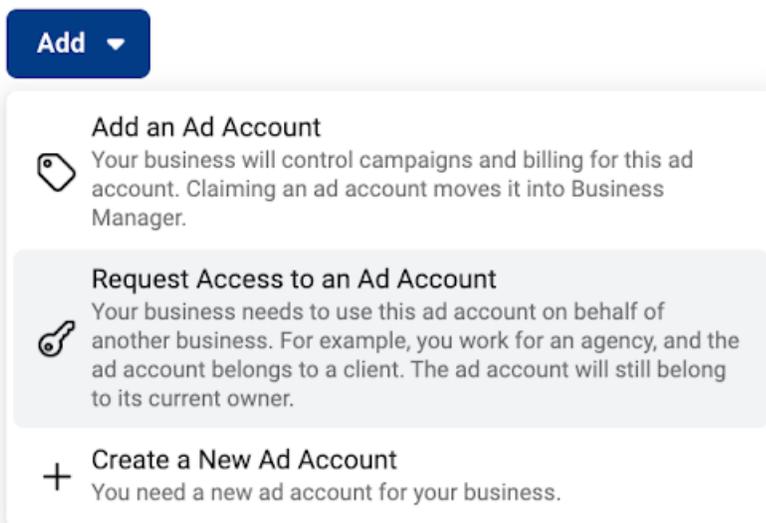
STEP 6

Attach a payment method and time zone, and you're ready. Facebook will create a Facebook ads manager ID that is just for your business. One thing to remember is that you might need to build a new Facebook ads manager if you'd like to change the timezone and currency. When you switch your current ad account's currency and time zone, all of your ads will be deleted.

How to Create A Facebook Ad

Now we are moving on to making your first advertising campaign in Facebook Ads Manager.

In Facebook Ads Manager, you can:
· Create new ads
· Manage budgets

STEP 1

Click on the ads manager inside your menu and then click on create.
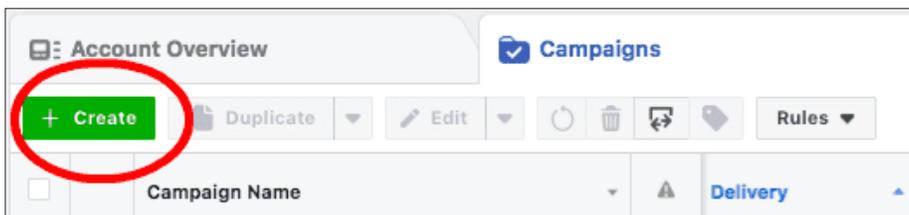
STEP 2

Two options will appear; **guided creation** and **quick creation**.

Guided creation is a guide that helps you step by step. It is the best option if you are a beginner and have no idea what to do.
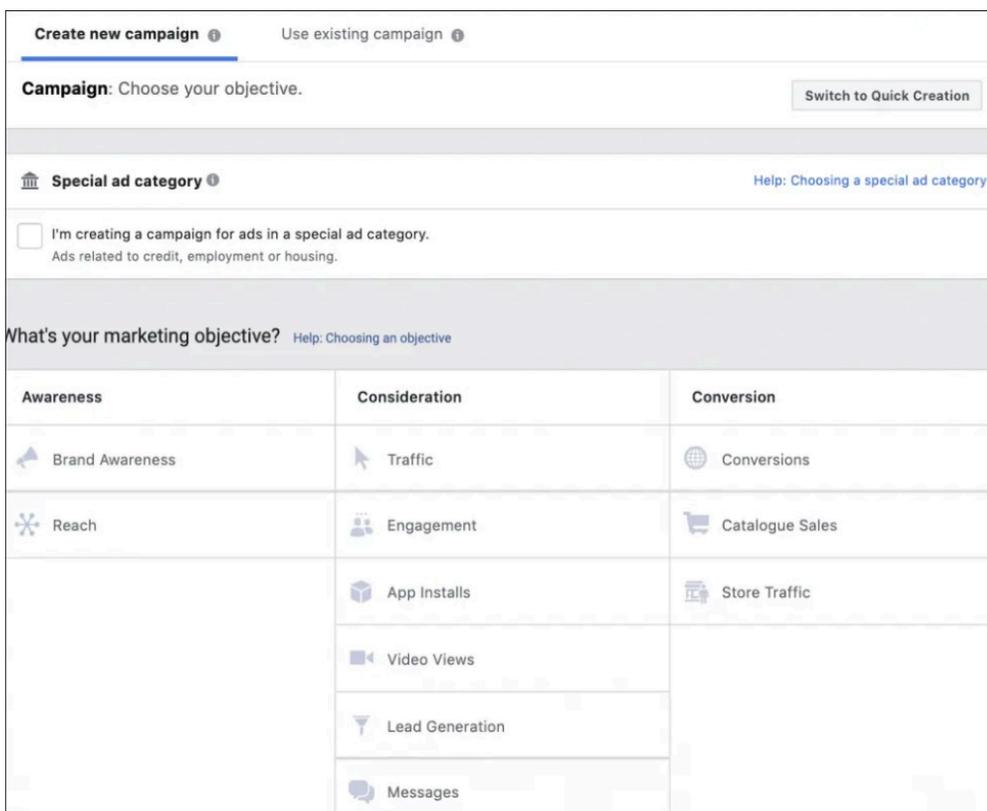
Quick creation lets you create your ad campaign, ad set, or ad in any order you wish. It's for professional advertisers typically, who know what they want their ad to be.
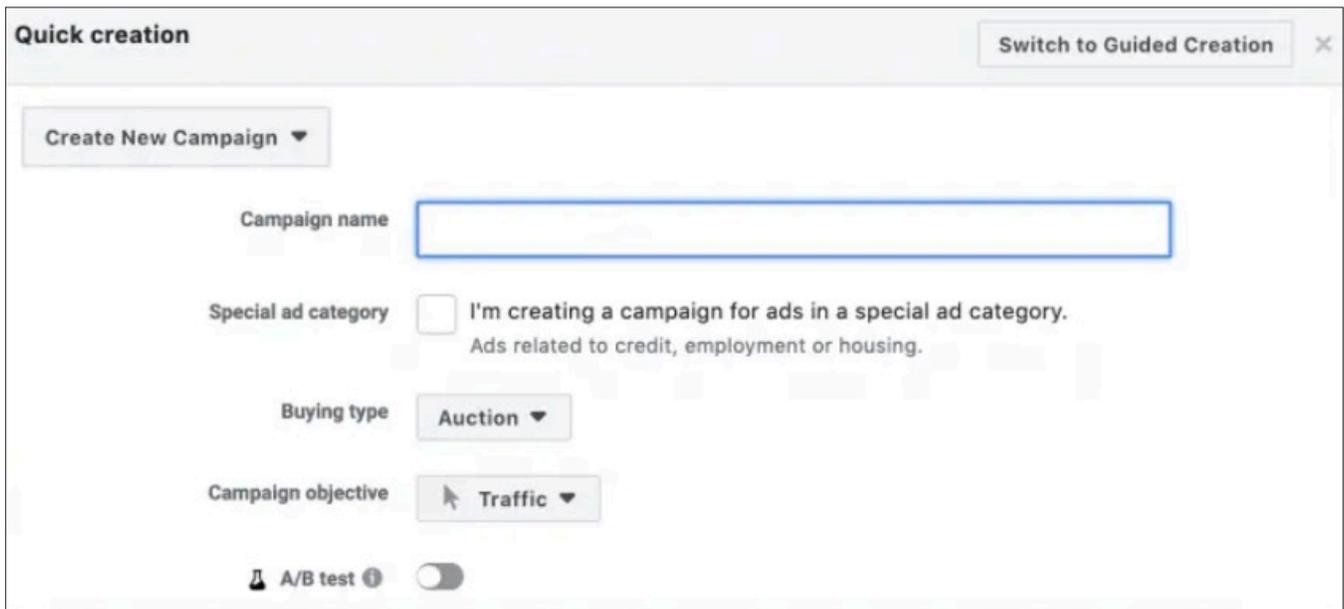
STEP 2

Let's say you picked guided creation; you need to select objectives for your ad. There are three main categories of objectives: awareness, consideration, and conversion. Awareness campaigns gain more visibility by getting your ads seen as many times as possible by new people.

Brand awareness: allowing you to reach more people that are more likely to take a look which builds awareness around your brand

Reach: makes sure your ad reaches as many people as possible for the best price.

Consideration campaign's goal is to drive a form of connection either through traffic, interactions, or video views.

Traffic: generating clicks on your ad that brings people to your website or on the app store

Engagement: get people to interact with your post or page. The goal here is to generate comments, likes, event responses, and shares.

App installs: send people straight to your store where they can download your app.

Video views: promote videos showing videos about your brand to build awareness around your brand.

Lead generation: optimize to generate leads through Facebook or your landing page.

Messages: get people to send you messages and connect with you by starting conversations directly in messenger.

Conversion campaign is the right goal if you are looking to generate sales directly for your campaign, such as an eCommerce purchase.

Conversions: you can optimize to get people to convert on your website, such as become leads or make purchases.

Catalogue sales: you can show your eCommerce products to potential customers and generate sales.

Stores traffic: push people to visit your eCommerce store with your ads.

You've officially created a Facebook advertising campaign once you've chosen your target, but you still need to have an ad set and an ad inside.

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

Once you build your campaign, there are a few choices. One is called Facebook ads CBO and the other is A/B testing.

STEP 3

Now we need to select your audience. The advanced targeting features of Facebook make the platform impressive. You will need to add your ad set name first, which we advise is the name of the audience and the placements you choose not to lose yourself later. With the enormous amount of demographic and psychographic data that Facebook has captured, you can precisely target anyone. Here are just some examples:

- **Location**: Country, State, City, Zip code, or mile radius.
- **Age and gender**: for example 18 to 24 years-old
- **Language:** You can choose any language.
- **Education**: Schools, the field of study, universities.
- **Interests:** Pages people like general interests such as Fashion or pets.
- **Behaviors**: Purchase behavior, charitable donations, etc.
- **Net Worth**: Measure of wealth.

Saved Audience: There's a button at the bottom of the audience section to save an audience you've created.

There are multiple options; you can target someone living in a specific place or if they were recently there.
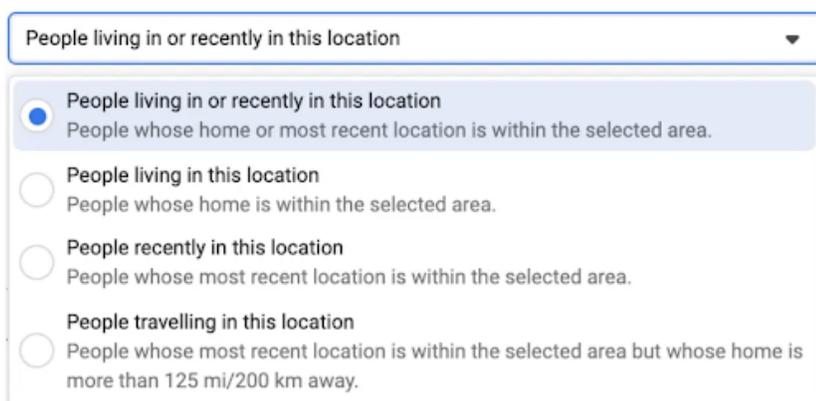
Regarding **interest targeting**, you have two options:

- Enter interests and look around at the suggestions, as shown below.
- Browse **behaviors**, **interests**, and **demographics**.
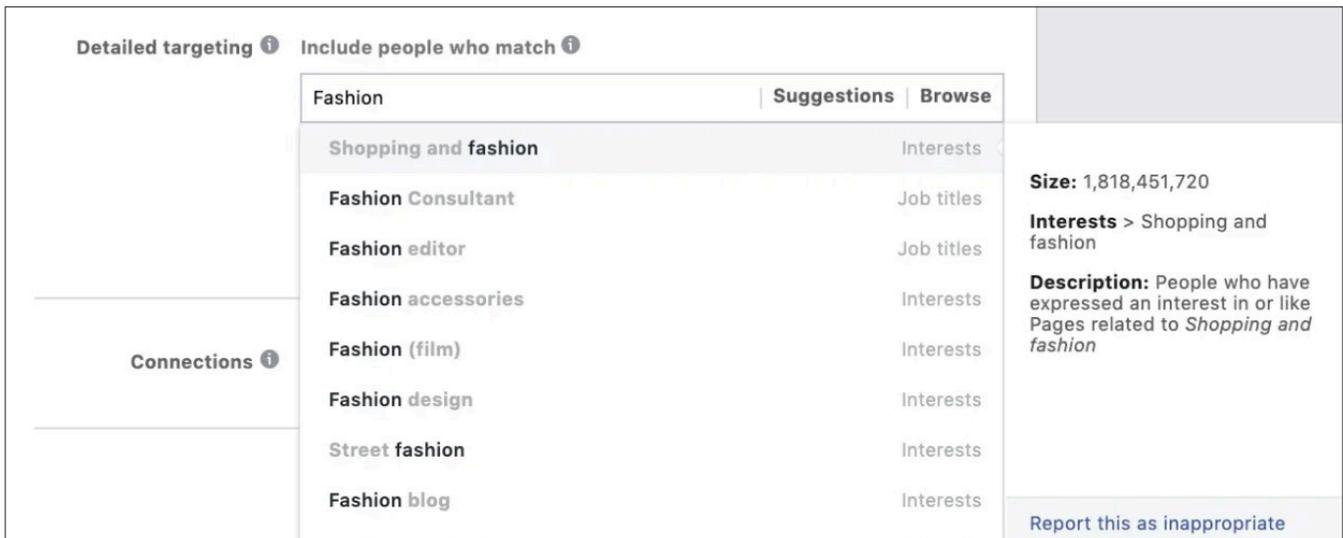
The first option is used most often since you can just enter a word and suggestions come up. The second option is for people who do not know what to do or are feeling brave.

Demographics: Education level, financial data, life events, parents, relationships, and work.

Interests: Business, entertainment, fitness, food, hobbies, shopping, fashion, sports, and technology.

Behaviors: Anniversary, consumer classification, mobile user, multi-cultural activities, politics (US), purchase behavior, skiing, and travel.

Another targeting tool is Custom Audiences and Lookalike Audiences. To select this, it will be under the audience section.

Custom audiences are audiences that have come in contact with your brand by visiting your website, viewing a video, or purchasing a product. A lookalike audience is a way to reach new people who might be interested in your business because they're similar to your best existing customers.

You need to choose a connection type; these are audiences that connect to your initial audience. It could be people's friends who like your page.
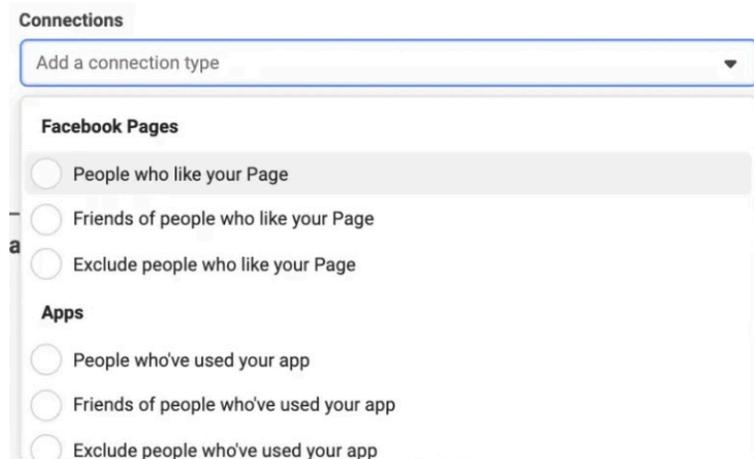
STEP 4

Next is choosing your budget. The plus with Facebook is that you can decide however much you want to spend. There are two options:

Daily budget: it's an amount of money you chose that Facebook will repeatedly spend every day.

Lifetime budget: it's a budget that Facebook will spend over a period of time.

If you are not sure what budget you will have, we suggest that you spend a minimum of $5 a day on every campaign you start. We also recommend that you leave your ads for a minimum of 7 days to give it a chance to succeed. This is also because, during different days of the week, people react differently.

For Facebook Advertising Cost, you can choose to pay per:

· Daily unique reach
· Impressions
· Link clicks
· Landing page views

Play around with your budget and see what works best in terms of campaign performance.

STEP 5

We need to choose your placement.

You will see an option between manual placements and automatic placements. We consistently recommend automatic placements, since not all placements match for your ads.

Here are a few placement options that Facebook gives:

Facebook News Feed (Desktop and Mobile): These ads will show up in the news feed of your target audience. It is the most used placement for brands trying to generate awareness, engagement, or conversions.

Facebook Right Column: You can advertise on the right-hand side of the Facebook news feed. They are only available on a desktop.

Facebook Marketplace: Marketplace is where you can sell anything to anyone as long as it respects Facebook guidelines, and you also have the option to run ads to gain more visibility.

Facebook Messenger: When you open Messenger ads will pop up at the top of your inbox.

Facebook Audience Network: Facebook has a vast network of mobile apps and websites they partnered with to allow advertisers to show their ads. This option lets you gain more visibility and awareness for your image and video ads.

Instagram Feed, Story, And Explore: You have probably seen Instagram ads in your newsfeed while scrolling, watching Instagram stories, or on the Search and Explorer page.

Facebook suggests using different placements according to your Facebook ad goal. Here is a list of the placements you should select based on the goal you are looking to achieve:

- **Brand awareness**: Facebook and Instagram
- **Engagement**: Facebook and Instagram
- **Video views**: Facebook, Instagram and Audience Network
- **App installs**: Facebook, Instagram, and Audience Network.
- **Traffic for website clicks and app engagement**: Facebook and Audience Network
- **Product catalog sales**: Facebook and Audience Network
- **Conversions**: Facebook and Audience Network

If you are interested in learning more about Facebook Ads Manager, check out [this blog post](#).

Retargeting

The reality is 96% of visitors that click on your website are not ready to purchase. They come to your site for a moment, look around, and then leave. Most likely, most of them forget about your site as soon as they close the window. So how can you remind visitors on your website about your e-commerce shop and keep in touch with them until they are ready to become your customers? You use Facebook retargeting ads.

Retargeting is a type of online advertising which brings back visitors to your website who have not converted to an online store on their first visit. When anyone visits your online store, they place a "cookie" on their browser. The cookie helps you to identify and track visitors to your store as they visit specific pages and then show ads to them.

Facebook is the perfect retargeting platform. It's simple to set up, and there's a great possibility that the visitors to your website are among the 2 billion people who are actively using Facebook, giving you the ability to be where your future customers are.

Several brands use retargeting. It is being used to its full extent only by a few brands. These are retargeting strategies that are advanced enough to be incredibly useful, while also simple enough to copy-paste for your business.

This 3 part plan describes a process in which each visitor is retargeted for 14 days from their visit, with a message continuously shifting as time goes by.

Remind Your Visitors to Finish Their Purchase

Numerous visitors will come to your website, and they will leave empty-handed, even though they might be interested in making a purchase. Often they get interrupted, sometimes it's poor timing, but most often it's because we all prefer shopping on a desktop over mobile.

Mobile phone users receive nearly half the traffic for many websites, but on average, only 1 in 5 online shoppers go through with smartphone transactions. Meaning that while mobile shopping is increasing, relative to computers, the percentage of users who purchase anything through their phones is still substantially smaller.

In other words, when we browse through our phones, we often find something that we are interested in, then leave to come back later when we are at our computers. But then things happen, and if we're not motivated to buy it, we are never going to buy it.

So your Facebook retargeting ads will serve as reminders to complete the purchase within the first few days.

This is how you do it.

1. Reach People Where They're Most Likely To Buy

When you see people visiting your website from their phones, but never purchasing from their mobile devices, try displaying your retargeting ads only on desktop.

2. Catch Attention & Remind Visitors Of Products They Were Interested In

Research shows that people had a greater likelihood of engaging with something familiar than new. This means people's attention is caught in a crowd of unfamiliar ads and other forms of content and is immediately attracted to items that they already recognize.

Dynamic retargeting ads on Facebook are a form of advertising that instantly shows items people have already seen, making those ads particularly relevant and useful.

To execute dynamic retargeting ads on Facebook, first, you need to upload your product catalogue. To do this follow these steps:

Step 1: Go to your Facebook Ads account
Step 2: Click on the menu icon
Step 3: Under "Assets" find "Product Catalogue" & click "Create a Catalog"
Step 4: Once you've created your catalog, click "Add Products" & download the CSV template
Step 5: Fill out the template & upload it to Facebook
Step 6: Wait for the template to upload, then you're all set for your first dynamic ad campaign!

3. Give People A Compelling Reason To Return & Finish Their Purchase

Some users will not come back to their carts because they changed their mind or are looking for a better price.

A Statista survey reveals that over a quarter of online shoppers confess to having left their shopping cart behind because they changed their mind. Around 36 percent pulled out of checkout because somewhere else, there was a better price.

There are other options to get shoppers back without having to lower the price. You may, for example, highlight you offer free shipping, give a gift, or even a free preview of a new product for each order. People like free products.

Create a Facebook Retargeting Ads Campaign for Your Recent Visitors

1. Prepare Your Audiences

Create an audience with visitors from the last seven days by going to → Audience → Create Audience → Custom Audience → Website traffic → choose All website visitors in the past seven days.

Also, make an audience of recent purchasers by clicking on the menu icon → Audience → Create Audience → Custom Audience → Website traffic → choose the event that tracks purchases under From Your Events.

2. Create Your Campaign

Go to Ads Manager → Create Campaign → choose "Product Catalog Sales" as your marketing objective (if you have previously created your product catalog on Facebook; or select "Conversions" as your marketing objective.)

3. Define Who You Want To See Your Ads

Under the Audience section, choose to include your last 7-days visitors and exclude your recent purchasers.

Once you have set all of your targeting parameters, such as location, sex, and age, continue and create your ads.

Provide Customer Service to Visitors Who Hesitate

Often there are factors other than pacing and the type of device they're shopping on that will hold off your potential buyers.

How do you help consumers who don't actively search for it?

One approach is to use messenger advertising on Facebook or, more specifically, Facebook Messenger Destination Ads. These advertisements allow customers to contact the brand and take them straight to Face-
book Messenger, making this form of customer service more proactive compared to email and telephone support.

Facebook Messenger is a way to get more personal and have a one on one conversation about the customer's concerns or questions. During this, you can potentially sell your product.

Around two to three days into your retargeting campaign that is targeting all the visitors of your last seven days, you can add a campaign targeting visitors who are hesitating. This way, you can catch them when they are just scrolling through their feed and give them customer service.

How to Find & Target Shoppers Who Hesitate

Facebook's tricky aspect is that it only lets you work within predefined tar-geting options. For example, you can target people that have visited your website inside a specified time period (the last seven days, 30 days, etc.). Yet, there is no option to target repeat visitors that have visited your web-site numerous times but have not yet completed their purchase.

To find website visitors who may need some assistance with their pur-chase, you have to look for other indications that show apprehension. You may directly target users, for instance, who have spent the most time ex-ploring your website. Also, you can attach users that have looked at other web pages such as your FAQs, Terms & Conditions, or Shipping pages.

Here's how to build a retargeting plan for your reluctant visitors:

1. Prepare Your Audiences

Besides the audiences, we created Step 1, create an audience of the last seven day visitors who've visited specific support web pages (such as your FAQs, Terms & Conditions, or Pricing Pages), and include top visitors.

Go to menu → Audience → Create Audience → Custom Audience → Website traffic → then follow the instructions below.

2. Create Your Campaign

Go to Ads Manager → click Create Campaign → for marketing object select Traffic, then next, choose "Messenger" as your destination.

18

3. Define Who You Want To See Your Ads

Include your predefined audience of individuals who visited specific web pages under the Audience section and top visitors. Then press **Exclude** and select your recent buyers.
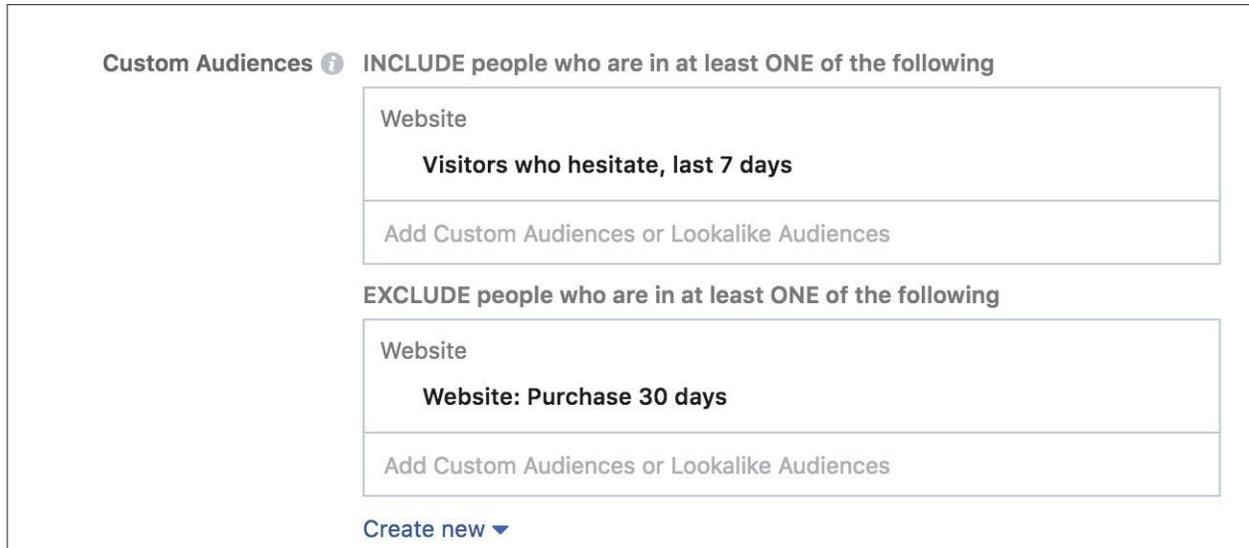
After setting the rest of your targeting parameters, such as location, sex, and age, continue and create your ads.

Stay In Touch With Visitors Who Aren't Ready to Buy (Yet)

Marketers suggest visitors who have bought nothing after seven days won't purchase anything from you at all. If this happens, should you give up? No, you shouldn't.

Bear in mind that "not purchasing" doesn't mean "not interested" Many visitors will not be able to convert quite yet, but this does not mean that they will not be interested in buying anything in the future.

You may want to avoid concentrating on immediate purchases after a week of retargeting and strive for longer-term connections with visitors to your website. You should try to stay in touch with your prospective

consumers until they are ready to convert, rather than trying to convince them to convert and then quitting if they don't.

Which is the best method? Allow them to subscribe via Facebook lead ads to your mailing list. These ads make people fill in a form to subscribe to your email list to stay in contact with them. The best thing is they don't have to leave Facebook to sign up; they can do it from their newsfeed.

These visitors have shown interest in your brand, and they may be interested to hear from you in the form of a newsletter. Such advertisements are also clearly optimized for leads, meaning that Facebook can identify people with the most significant curiosity in your company and show them your ads.

By attempting to convert these visitors into email subscribers, you will keep in touch with your prospective customers, establish connections, and convert them in the future.

Inform People Why They Should Keep In Touch With You

With all the advertisements and spam that are continuously sent our way, people have become wary about who they give their information to.

You have about 2 seconds to tell users why it's worth staying in contact with you. That is the average attention span of people scrolling through their Facebook feed. So you must be transparent and persuasive. To do so, you need to know your target market well.

For instance, if you're selling high-class luxury goods, your audience might instead opt for exclusive news in your email newsletter and something they can only get as members. But if your audience is more price-sensitive, a more enticing ad for them might be offering exclusive discounts and other offers in your email newsletters.

Make It Simple To Subscribe

Remember, people aren't big fans of long forms, particularly if they want to subscribe to their mobile devices to your email list. That means it's better to have fewer fields for people to fill in.

The Facebook lead generation form opens with two fields email and name when the consumer clicks on the ad's "Subscribe" button is very minimal. There are advanced options where you can add more fields such as country, date of birth, and other fields to your form.

Don't ask people to give you details that you're not going to be using anyway. If you sell clothing online, for example, you don't need to know the job title or relationship status of the person. Keep your form basic to draw in more subscribers, or add additional fields if you're okay with having fewer email subscribers but higher-interest leads.

Create a Facebook Retargeting Campaign that Invites People to Stay in Touch With Your Brand

1. Prepare Your Audiences

Besides the audiences created in Step 1 & 2, create an audience that has visitors from the last 14 days. Go to → Audience → Create Audience → Custom Audience → Website traffic → choose All website visitors in the past 14 days.

2. Create Your Campaign

To grow your email list, go to your Ads Manager, → create a campaign → , and choose "Lead Generation" as your marketing objective.

3. Define Who You Want To See Your Ads

Under Audience, select to include visitors from the last 14 days, and exclude visitors from the seven days and recent purchasers.
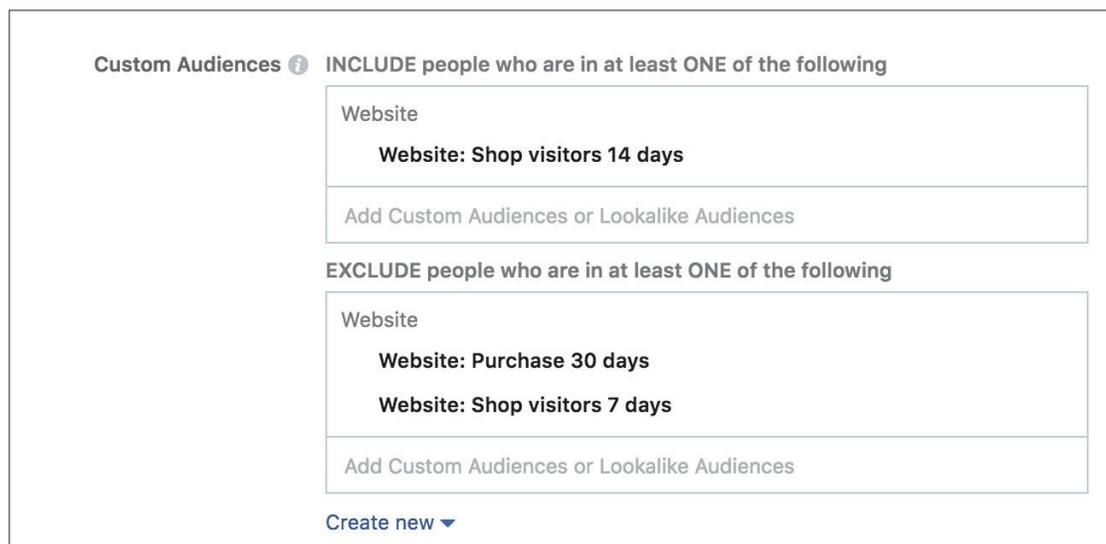
Complete setting the regions, countries, towns, etc. to display your ads to people in those places, and then you're finished! You are ready to continue creating advertisements.

When the campaign is up and running, make sure you send daily updates to your email subscribers and/or followers on your Facebook page. Let them know about the latest products and special deals from your store. You will find that sometimes you just need a new product design or discount to get a loyal customer.

Sending out the same Facebook retargeting ads will annoy customers and is ineffective. Instead, send out ever-changing ad campaigns, which will cost you less money, and customers won't leave. For examples of effective retargeting campaigns, read our blog post.

Ad Creative

Facebook targeting often demands the most significant attention from marketers. While targeting is a critical part of your overall strategy, having good creativity is almost always the factor that determines the success of an ad.

But between all the different creative formats at your disposal and the other goals for your Facebook advertising strategy, it can be hard to determine which formats to use and when. Would a video be the best choice? Or maybe a carousel of product images?

The first step is to consider all of the ad choices available and what goals are best suited to each ad format.
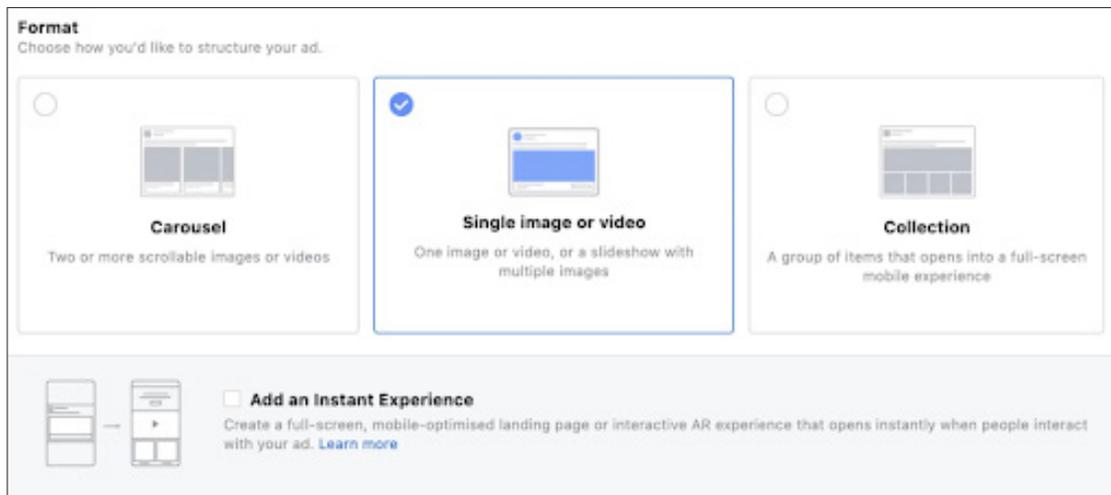
Now we will go over the five formats, including design elements and business goals for each ad format.

Image

Single Image is a classic image ad of your product or brand. This is one of the most straightforward ads to try that can generate good results.

Image Ad Elements:
- Single picture (recommended a 1:1 or 16:9 aspect ratio)
- Text quoted above the ad
- A Display URL above the headline (typically, the domain name of your brand)
- A Destination URL for the associated ad landing page
- Bold title beneath the picture to attract attention
- News Feed Link Description (optional) to expand on the headline
- Call to action (for starters, Shop now, Learn More, Install Now, etc.)

Single image ads are valuable when used at the right time, including the following scenarios:

If you sell one product

When you sell a single product, and your customers understand how it works, then a useful ad format is a single image. Pick a flattering product image that appeals to the broadest range of prospective customers.

Communicate A Simple Message

Running a sale that's 50% off? Offering free shipping this Friday? If you have a direct and straightforward message that you want to get across quickly, you can do just that with a single image ad. Potential customers will grasp the post straight away since there's nothing to watch or swipe through. This can be particularly useful in retargeting past visitors, customers, and email subscribers.

In the image below, you can see Spotify's brightly colored ad pops off the page and grabs users' eyes. But, it's the three months of Spotify Premium for free that will bring in new customers. Simple and straightforward.

Optimize Clicks

Suppose your Facebook advertising campaign aim is to drive a high volume of traffic to your shop. In that case, a simple picture ad will provide ample information about your product to generate cheap clicks.

Using an image to "tease" your product, and show how it works requires convincing copy and images to make the audience curious. Please remember the following best practices when writing copies of your Facebook ads:

- Use relevant and entertaining emojis
- Talk about relatable subjects to encourage engagement
- Add additional page links on your post copy for more website clicks
- Use third party testimonials or reviews from customers or press

Including any (or all) of these elements inside your ad copy when combined with an eye-catching image will help improve the click-through rate on your single image advertisement.

Video

Single Video is a standard video ad that enables you to create any video ad you want, including informative video ads or video testimonial ads.

Use video ads to:

- Show your product, service, or brand more creatively. A video will show unique features or tell stories about your brand
- Express a direct, straightforward message that compels people to act, such as purchasing a particular product

You can display video ads across multiple platform placements, including Facebook Feed, Instagram Stories, and Messenger Inbox.

Video Ad Elements:

- Vertical or horizontal video (Recommended 1:1 or 16:9 aspect ratio)
- Text quoted above the ad
- Bold title beneath the video to attract attention.
- A Display URL above the headline (typically, the domain name of your brand)
- A Destination URL to the respective ad landing page
- News Feed description of the link to expand the headline (optional)
- Call to Action (e.g., Shop now, Learn More)
- Have subtitles if the video has sound

With up to 60 seconds on Facebook and Instagram feed and 15 seconds on Instagram stories, videos will illustrate the importance of a product and show numerous purchasing motives, all within a single ad. For the following cases, a video ad can be incredibly successful.

Demonstration Of A Product

If a photo alone can't explain the unique benefit of your product, a video will show how it works and why it's beneficial to your customers.

This video advertisement by Headspace is an excellent example of how they use their product to make effective advertising that attracts attention and sells their product. By using shapes to mimic a breathing exercise, they rope their target audience in and get them interested in installing their software right away.
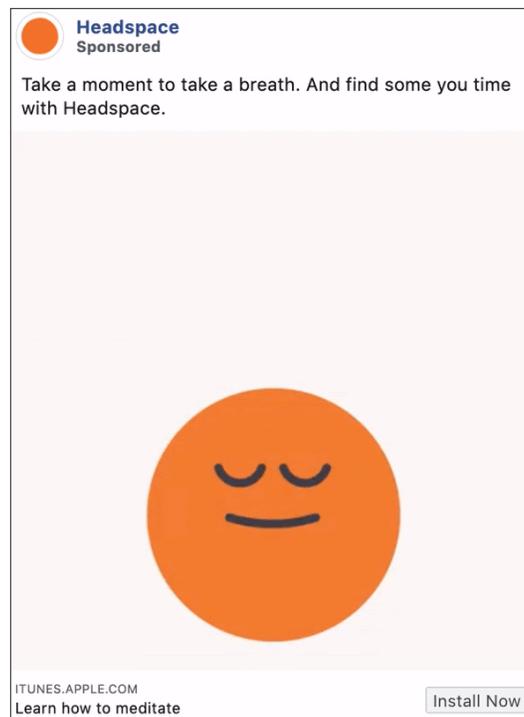
It is particularly useful if there are several features and benefits to your product. It will allow you to cater to a more diverse community of customers by high-lighting one feature or benefit after another for a whole minute, or by present-ing the product in a variety of scenarios that speak to different use cases.

Brand Building

If your brand plays a crucial role in bringing in new customers, a single video ad telling the story of your business can be a convenient way of selling your brand intent before you sell your product.

Reach Potential Customers

The added benefit of using Facebook video is the opportunity to retarget someone who has viewed 25, 50, or 100% of the video. That is why advertisers frequently use video as a prospecting method to target a vast number of potential new customers before focusing on those who were most interested in the video.

If you want some inspiration check out these Facebook video examples.

Carousel

The Carousel format allows you in a single ad to display two or more photos and/or videos, headlines and links, or calls for action. Anyone who sees your ad will then navigate through carousel cards by swiping on a tablet or mobile phone, or by clicking arrows on a desktop.
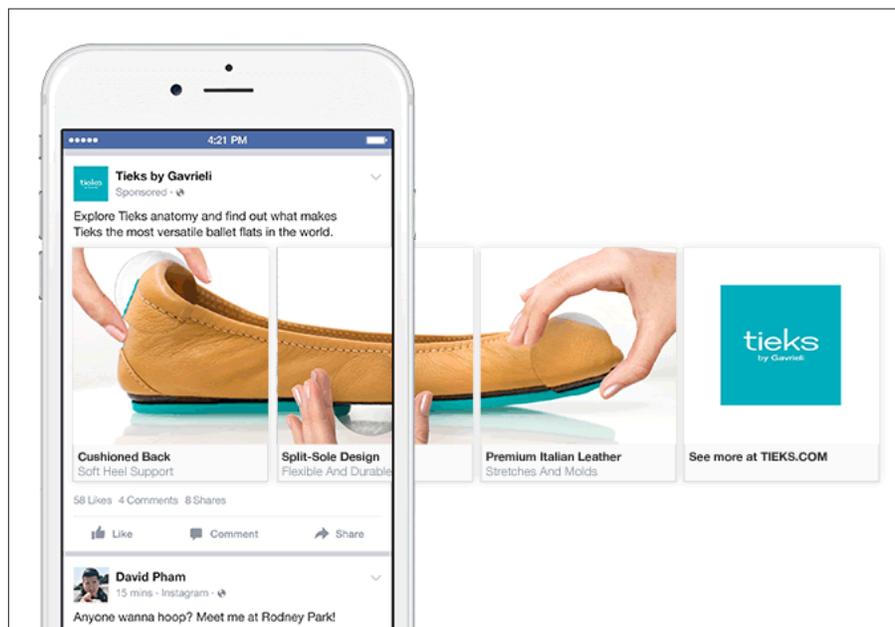
Carousel Ad Elements:

- Up to 10 square pictures or videos (with 1:1 aspect ratio)
- Text quoted above the ad.
- A Display URL above the headline for promoting your website address (one per-image and optional)
- Bold headline underneath the image to catch attention (one per image)
- Optional News Feed link definition (one per image) to expand on the headline

Advertisers use this ad format to highlight real estate, service offerings, events, and more.

You can use Ads by Carousel to:

- Feature many products that link to various landing pages. Offer more options for customers and help increase click-through rates.
- Highlight a single product with different features. Display various angles or descriptions of the product to help inform customers.
- Tell a story. To convey a compelling narrative, use the pictures and/or videos in sequence.
- Walk users through step-by-step about how your company works.
- Use a larger canvas. Show one sizable clear image for an immersive ad experience.
- Sell the benefits. When you do not sell actual physical products, use images, and/or videos that display the advantages and results of being a customer.

Carousel ads are a smart choice for the following scenarios.

Dynamic Product Ads

A Dynamic Product Ad uses Facebook users' habits and preferences to show them specific items in a carousel via your Facebook Product Catalogues.

Dynamic Product Ads can help you to reach new prospects by displaying only products that are relevant to their interests, making it a useful format for online stores selling a wide range of products that appeal to people with a variety of needs.

Dynamic Product Ads often allow you to retarget website visitors and only display products or collections they have already seen on your website, which reduces the risk of presenting irrelevant content to them.

For more about dynamic product acts and its benefits, check out this [post](#).

Testimonials

Social evidence is vital for successful marketing, and it is much more crucial when social ads win over customers. If your brand has user-generated content, such as influencer images or video reviews, placing them in a carousel will add a sense of authenticity.

Displaying user-generated content in a carousel has the additional benefit of making your ad seem organic in the feed of a user. Most user-generated content is created through smartphones; your ad should work more naturally and engagingly on the platform.

When you create a carousel ad, Facebook will automatically pick the option first to display the top-performing image in your carousel. If your image order has a powerful narrative, you should allow Facebook to place your best-performing image to maximize conversions.

Instant Experience

Instant Experience, formerly known as Canvas ads, is a full-screen extension of your photo, video, carousel, or collection ads that open on a mobile device when someone clicks on your ad. To visually show your brand or goods and services, create an Instant Experience.

Use Immediate Experience to:

• Get user's attention and produce content of high quality
• Tell a story about your brand. Build a custom instant experience or select from different templates. You can also use descriptive text, buttons, and links to mark straightforward paths through your experience
• Embed pixels on Twitter

Instant Experiences functions like a customized Facebook or Instagram landing page. You can create the Experience by selecting photos, blocks of text, and different calls to action.

The best use for Instant Experiences is to do A/B testing for various destinations, such as landing pages, and see if those that click on your ads will help improve conversion rates. The Instant Experience loads fast, does not require code to build and is mobile-friendly. It makes it a valuable resource for testing post-click messages on potential customers.

If you have a high price on your products, you might need to "pre-sell" a little more before converting customers. It means you have to warm consumers up to the idea of purchasing before you send them to a website or product page.

Since it allows you to share additional information about the features and benefits of a product, Instant Experiences fits well with higher-priced products that have more extended periods of decision-making such as cars.

For more tips and information on instant experience, read this blog [post](#).

Collections

The collection format has an Instant Experience, which makes it easier for users to discover, search, and buy products and services from their mobile phones in a visual way. When anyone interacts with your ad, your ad in Feed will show four items under a hero image or video that acti-vates a full-screen Instant Experience.

Use collections to:
- Drive mobile product discovery: Mix video or imagery with related products to engage users
- Provide a seamlessly integrated mobile browsing experience: Users who tap on your ad can search for more items or learn more about your company in a full-screen interface, all on the Facebook app

- Convert demand to sales: Get engaged customers to keep buying on your website or app
- Great for retail as well as travel: If you are an advertiser for retail, eCommerce, airlines, or hotels, you should use Collection to display a video or image alongside your brand, product, or services you offer
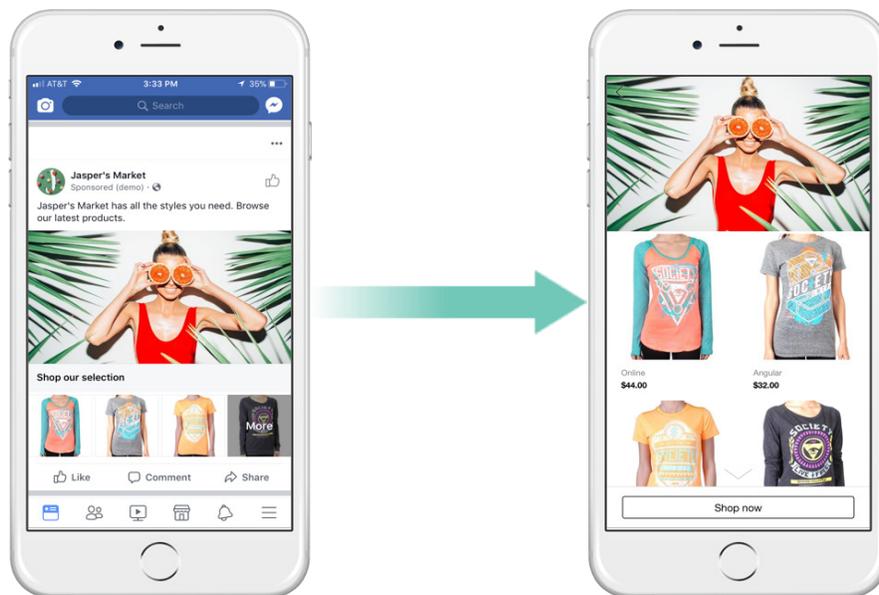
Collection Ad Elements:

- Text quoted above the ad
- A hero picture or video (with a suggested 1:1 or 16:9 aspect ratio)
- Select linked images from your Facebook product catalogue
- A Customized Instant Experience (shown above)

If you're wondering how this ad format could best be used, here are some excellent examples.

Create a branded shopping experience

When your products gain interest from the story of your company, a col-lection ad will help raise brand recognition through a long-form video while also directly selling through the attached product catalogue.

Your product catalog photos may not do enough on their own to generate interest and conversion. Still, when combined with a video that explains the mission or intent of your company, the products may give the consumer more value and sense, contributing to a higher conversion rate.

Use a single video to promote several products.

The second reason for using a collection ad is simple: If you have an image or video ad that features several products, it can be challenging to determine which landing page to use.

Your video is paired with a product catalog that links to several product pages. It opens up the possibility to run a video displaying different products (like an unboxing video), and then link the video directly to the product to drive sales and maximize conversions for purchases.

We recommend that when you are deciding what images and videos to upload on an ad that you should use your content. You want to stand out from your competition.

Facebook says to "remember your photos will be competing with pictures of babies and someone's fancy dinner. Focus on the things about your business that make it stand out. The people. The environment. The products. Try to pick an image that will grab your audience's attention as they scroll through Facebook."

Note, if, in doubt, the ads that perform best always feel organic on the web. Hence, the right level of attractiveness and precision is all you probably need to get your message across and motivate users to stop scrolling, pay attention, and interact with your ad.

If you need some help getting your creativity started to check out these Facebook ad examples and design hacks that work.

Optimization

Are your ads on Facebook not performing as well as you would like? Bear in mind that while digital ads enable you to reach more of your customers at a lower price, it is still just like any other form of advertising, a long-term investment. Don't worry if you don't get the results you expect straight away. This is where optimizing Facebook ads comes into play.

You certainly need to learn the rules of Facebook ad optimization if you want to achieve a higher campaign ROI, reduce your advertisement costs, and increase the number of conversions.

In reality, many advertisers only concentrate on launching a lot of ads and the creative part and disregard optimization. Facebook advertisements are all about continuous optimization and result based decision making. You cannot just launch an ad without optimization, or else you will have no success with your campaign.

Automated Rules

Automated Rules are not necessary but can be very helpful, especially if you have a larger business. If you are running 600 ads at one time, it is going to be very hard to keep up with every single one of them.

You set predefined conditions in your Facebook ad accounts with automatic rules for key performance indicators (KPIs), such as likes, reach, and leads, and ad campaign elements (campaigns, ad sets, advertising, etc.). Facebook will review the condition you set at specific time intervals, and it will take your predefined action when a campaign reaches the criteria, effectively saving you time and money.

By using Facebook Automated rules to optimize, your ads will be successful, especially if you have a larger business. If you only have a few ad accounts, it may be easier to manage them yourself. But even if Facebook is doing the work for you, it is still essential that a human does check over the results and manage a few things manually.

For more on automated rules, read this article.

Facebook Power 5

Facebook Power 5 tools help marketers use Facebook's machine learning to generate better results. These automated tools include auto advanced matching, simplified account setup, campaign budget optimization, automatic placements, and dynamic ads.

Auto Advanced Matching

Advanced Matching will help you maximize the performance of your Facebook ads. You can give Facebook hashed customer details along with your pixel events, which will help you get more sales, and reach more customers. Before they are submitted, Facebook hashes out customer details on the website to help protect user privacy.

Facebook's [article](#) states that Advanced matching can help:

- Increase the number of attributed conversions: They do this by matching more conversions with people on Facebook to optimize your Facebook ads better
- Increase your Custom Audience size: They can match more people that interacted with your brand to feed your custom audiences
- Decrease the cost per conversion: Being able to identify better your audience helps Facebook optimize to show your ads to people more likely to convert

There are two different types of Advanced Matching, as Facebook explains:

> To [set up manual Advanced Matching](#), you or your developer must modify the pixel base code to pass website visitor input (for example, email addresses) as parameters in the pixel initialization. The pixel will automatically hash the visitor's input unless you have an IMG pixel, in which case you must hash the values on your own. Manual Advanced Matching provides additional benefits. You can use it when the pixel is in an iframe, with an IMG pixel and for any business vertical.

> To [set up Automatic Advanced Matching](#), you don't need to code. You can toggle it on in Events Manager. Automatic Advanced Matching will tell your pixel to look for recognizable form fields and other sources on your website that contain information such as first name, last name, and email address. The Facebook pixel receives that information along with the event or action that took place. This information gets hashed in the visitor's browser. We can then use the hashed information to more accurately determine which people took action in response to your ad. After matching, we promptly discard the hashed information.

Simplified Account Structure

By simplifying the structure of your account, you allow Facebook's machine learning to auto-test the creative and ad placements to see which drives the best results so they can optimize in real-time.
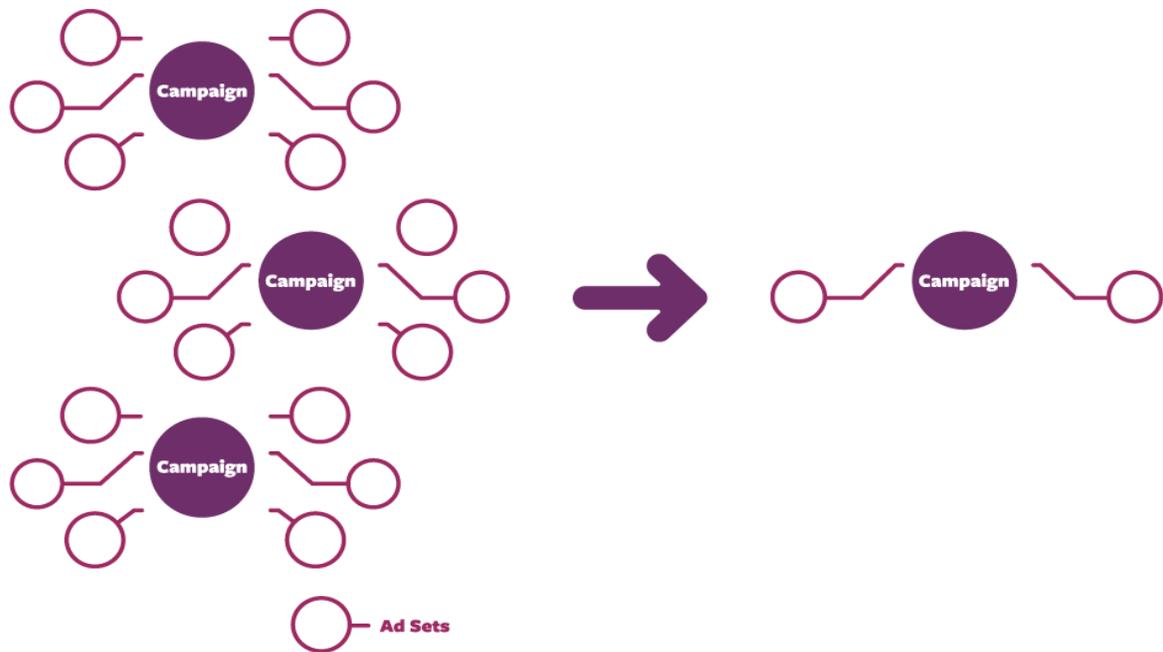
Campaign Budget Optimization

What does CBO mean? Facebook says "*Campaign budget optimization (CBO) makes the most efficient use of your budget spending to get you the overall best results, and ensure that the cost of those results aligns with your bid strategy.*"

CBO utilizes your campaign budget and bid strategy-which may be, for example, the lowest cost per action (CPA) or the highest return on ad spending (ROAS)-to find the best successful performance opportunities through your ad sets automatically and continuously. Then Facebook distributes your campaign budget in real-time to get results.

Facebook created an infographic showing how your budget will work with Campaign Budget Optimization.

Without Campaign Budget Optimization

Campaign

Ad Set 1 — $10
Ad Set 2 — $10
Ad Set 3 — $10

$10
$10
$10

Total Conversions: 10

With Campaign Budget Optimization

Campaign — $30

Ad Set 1
Ad Set 2
Ad Set 3

$18
$7
$5

Total Conversions: 15

Key: ■ Budget allocated □ Budget spent ■ Conversions

FOR ILLUSTRATIVE PURPOSES ONLY
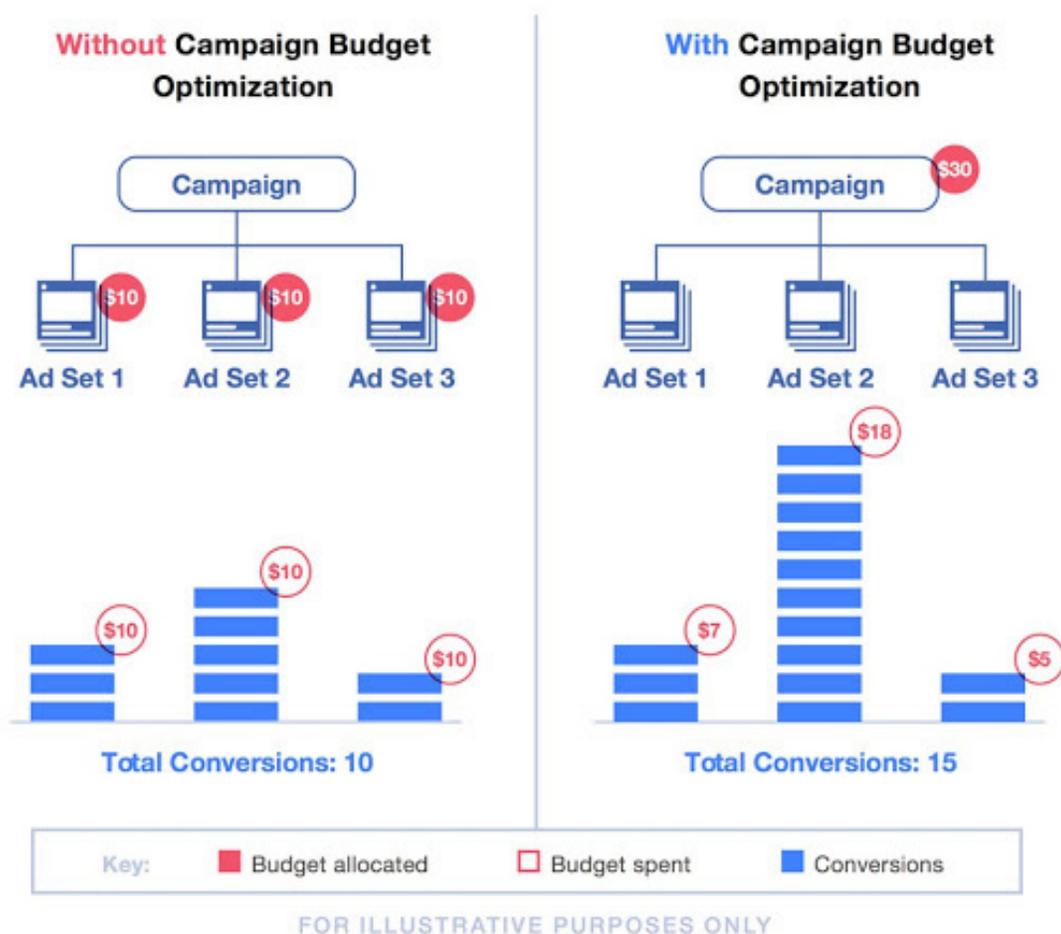
You can create ad sets with various start and end dates or times because CBO considers the schedule of and active ad sets (ads can run continuously or on a schedule). Note, however, that CBO can not spend your budget on each ad set evenly because Facebook optimizes your overall campaign budget.

You mustn't manually pause and unpause your ad sets to imitate automated ad set scheduling, to avoid wasteful spending. The CBO limits the campaign budget and spends it on successful ad sets. Imitating ad set schedules manually will cause CBO to spend your budget solely on one ad set.

For instance, if your campaign budget allocation is for two ad sets, one active and one scheduled to run in the future, stopping the future ad set will cause Facebook's system to concentrate solely on spending the budget on the active ad set. (It would no longer register an additional ad set to consider.)

If you want to learn more about how to set up a CBO, read this blog post.

Automatic Placements

Automatic placements enable you to show your ads automatically on the placement where they work the best. The most well-known placements are Facebook feed, Instagram posts, and the Audience Network. The greatest advantage of this feature is that Facebook optimizes your placements continuously to give you the best results. Automatic placements generally are the most efficient use of your budget and help control costs.

If you ever find that your CPA is going up when scaling your Facebook ads, then you are experiencing "The Breakdown Effect." Automatic placements help lower CPA if you would like to learn more about this read K6's article that goes into more detail.

Another advantage of automatic placements is that if you wish to duplicate a campaign, all new placements for your duplicated ad will immediately become visible.

Here's a simple example Facebook came up with to show how it works, and why misinterpreting is easy:

Assume there are 11 opportunities to display your advertisement: 3 on Facebook, three on Instagram, and five on Audience Network. Opportunities on Facebook cost $3 per event for optimization. The opportunities offered by Instagram cost $5 per event for optimization. Three Opportunities for the Audience Network cost $1 for each optimization event and $2 for each optimization event. You have a $27 budget.

In the graph below:

 = an opportunity to get an optimization on Facebook

 = an opportunity to get an optimization on Instagram

 = an opportunity to get an optimization event on Audience Network
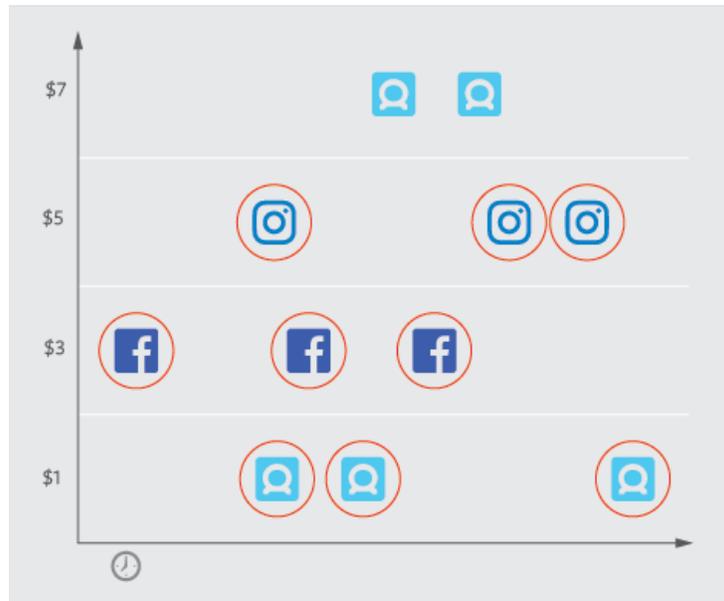
A red circle around the icons means the ad was displayed in that placement and got the optimization event. Choose all 3 of these placements. Your results will show that Facebook placements have an average price of $3 per optimization event, Instagram placements have an average price of $5 per optimization event, and Audience Network placements have an average price of $1 per optimization event. In the end, you would get nine optimization events for $27 at an average price of $3 each.

If you saw these numbers, you may want to turn off Instagram placement and focus on Facebook and Audience Network placements due to the lower price point. However, here's what would happen if you did turn it off:
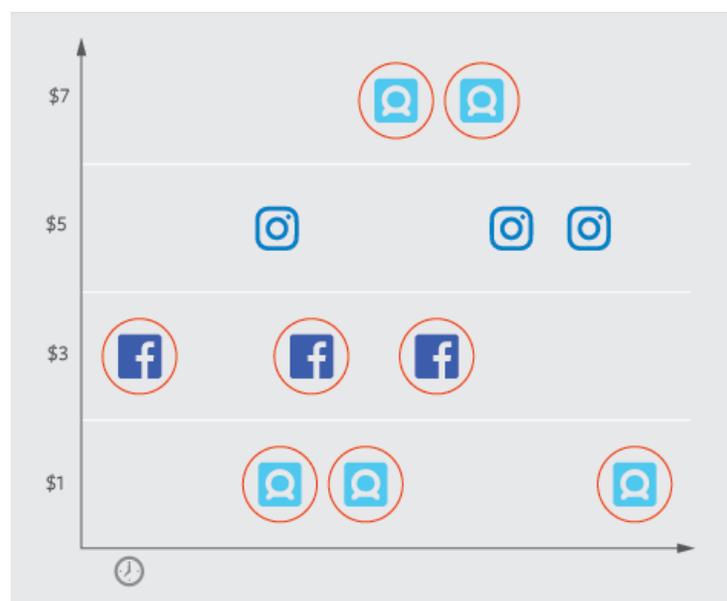
Facebook placements would have an average cost of $3 per optimization, there would be no Instagram placements, and Audience Network placements would have an average cost of $3.40 per optimization event. With this, you would only get eight optimization events for $26 ($3.25 for each overall). This is a less efficient spend of your budget.

Here's a video created by Facebook on automatic placements.

Facebook optimizes your ad delivery to get the minimum average cost per optimization event. In your report, you cannot see the more costly results you don't have due to the extra placements. The most crucial point to remember is that if the average cost per optimization event of one placement is higher than another does not always mean it is inefficient.

Dynamic Creative Optimization

Dynamic Creative takes various ad elements (such as images, videos, titles, descriptions, and CTAs) and then optimizes them to produce an effective outcome for each impression served. These help you build custom creative variations, with a performance that scales, for each individual that watches your ad.

When you're uncertain what creative resonates with various audiences, dynamic creative is a powerful tool for optimization. Since only the aggregate output of all produced variations can be seen, Facebook suggests that dynamic creative should not be a replacement for split testing. Remember that dynamic creative doesn't work with ads in multiple languages or asset customization. At K6, we have been suing DCO since it came out and has produced excellent results for our clients.

Power 5 from Facebook highlights the structure and simplification of all ad accounts to produce successful results. By simplifying your Facebook ads account and taking advantage of all Power 5 tools, you will let Facebook's AI figure out what works the best for you. This combination will bring significant results for any Facebook advertiser. To summarize these are some viable choices if your latest Facebook campaigns don't get attention. However, don't forget to have some patience.

What's Next?

We hope you've learned a thing or two about Facebook ads. Our biggest hope is that your Facebook ads result will improve with your new knowledge. We'd also love to help if you want to take your Facebook ads results to the next level.

This guide will be constantly updated, year after year, to match with the new trends. Facebook ads are constantly evolving and so are we. By continuously running Facebook ads for clients, K6 is exposed to every little change. It's why we know so much and can share our experience with others.

Remember that Facebook ads are a gateway for your brand to share its message. If your message or content is bad, nothing will make it work. We help strong brands generate results with Facebook ads, but your brand needs to do its part.

- Do you have loyal customers?
- What is your brand's message?
- Why do people love your brand?
- Are you proud of your website design?

All these questions will help you make sure you are ready to run Facebook ads. If you want a deeper audit, don't hesitate to contact us and we'll tell you what we think. With our suitcase of experience, we can definitely guide you in the right direction.

That being said, thank you for reading this Facebook ads manifesto & enjoy your pinña colada!