



Your Steps To

FACEDBOOK ADS SUCCESS

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Making your ads stand out and encourage action

Try and include the answers to some of these in your ads:

- How is what you offer different from other providers?
- How is what you offer different from what they might have tried before?
- What will happen if they don't take the action you suggest (even if it's a first step?)
- What is their biggest fear about taking action/ doing things the way you suggest?
- What results do people generally get from taking the action you suggest (even if it's a first step?)

Social Proof

You don't need to use all of these at once – but why should people listen to you?

- How long have you been doing what you do?
- What results have other people got from working with you?
- Have you been featured in any media they recognise/ won any awards?
- Have you written a book/ spoken at any events they will recognise?
- Do you have any testimonials you could quote in your ads?

Have fun with your ads!

Any questions? **Just email me:** julia@bramblebuzz.co.uk

Your goals

What do you want to achieve?

Remember that building trust is essential

- Send visitors to website
- Position yourself or your business as expert
- Attract interest and get contact details
- Increase brand awareness
- Market an event
- Amplify PR
- Carry out market research
- Recruit staff
- Educate your target audience

Which objective is right for you?

Which of the options will deliver what you want?

What metrics will you track?

Ensure your results table shows the relevant data (the number of results you achieved and the cost to achieve each action) by going to 'customise columns'.

Also check reach, frequency, CTR (click through rate) and relevance score (at ad level only.)

With this info you can compare results achieved from different ad variations or different audiences.

NOTE: If sending people to a website or landing page make sure you have the Facebook pixel installed.

Who do you want to reach?

Who is your ideal customer or client?

What do you know about them?

Think about: age, gender, family status, daily routine, where they spend time or money, who they follow, magazines, blogs, TV shows that they watch ...

What do you know about what's going on in their heads?

- What is the challenge or dream that you help them achieve or solve?
- How do they feel about that?
- Are they new to all of this, or have they some experience already?
- What else have they tried, to get the results they want?

Custom audiences

Which custom audiences will you create?

- Email-based – which segments?
- Website visitors – which pages?
- Engagement – Facebook/Instagram/video?