

*your complete*  
**FB AD**  
*planning guide*



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## *5 Guides in One*

- 9 steps to get your ads running
- Audience Targeting Worksheet
- Ad Budget Worksheet
- Ad Creative Worksheet
- Ad Testing Worksheet

# 9 Steps to Getting your Facebook Ads Running

## STEP 1:

Choose what to promote >>

Example: blog post, free guide, challenge, webinar, Facebook video, page likes ad for fans, etc

I will promote:

## STEP 2:

Think about Your Goals for the Ads >>

Example: Grow your list by X subscribers by X date; increase website traffic to X by X date; grow FB page by X fans by X date

My goal is:

## STEP 3:

Choose a Campaign Objective >>

**Note:** For list building, I recommend Website Conversions if you're able to install a pixel for tracking. To simply drive traffic, use Clicks to Website. ***Your options include...***

- **Clicks to Website:** Your goal is to get link clicks & drive traffic
- **Website Conversions:** Your goal is to get people to take a specific action after clicking your link, such as opting into an offer. You will need to use a conversion tracking pixel to measure results.
- **Page Post Engagement:** Create ads to boost your post and get more likes, comments, shares, video plays, and photo views.
- **Page Likes:** To build your audience and get more fans.
- **Mobile App and Desktop App Installs & Engagement:** To get more engagement or installs on apps
- **Offer Claims:** To promote Facebook Offers for people to claim.
- **Event Responses:** Promote your Facebook Event.
- **Video Views:** Optimize to get cheap impressions for a video.
- **Lead Generation:** Collect leads right on FB, no lead page needed. Downside - NOT an automated process to get people actually onto your list.
- **Brand Awareness:** Reach more people likely to pay attention to your ads to grow awareness.
- **Local Awareness:** Reach more people near your business location.

My campaign objective is:

## STEP 4:

[Set your Budget >>](#)

Based on your goals, determine a daily budget for your campaigns.

I completed the Ad Budget Worksheet provided: \_\_\_\_\_

## STEP 5:

[Gather Materials >>](#)

2 photos to test, 2 versions of ad copy, link for content being promoted, video file if needed, install pixel to track conversions and note the pixel name or type

I completed the Ad Creative Worksheet provided: \_\_\_\_\_

## STEP 6:

[Research and Create Audiences >>](#)

Use audience insights and other tools to research audiences. Create a list of pages your ideal client follows and interests they have, and then create and save audiences in ads manager. Have at least 2-3 audiences ready to test.

I completed the Audience Targeting Worksheet provided: \_\_\_\_\_

## STEP 7:

[Create and Start Ads >>](#)

Create a campaign for the promotion, optimized for your objective. Use 2-3 audiences (ad sets) to start testing, with 1-4 ads to each audience.

I submitted my ads for approval: \_\_\_\_\_

## STEP 8:

[Check Stats >>](#)

What is the cost per objective that you were focused on? For example, what is a lead costing you? Is the ad driving traffic well? Is the page converting well? Which audiences are working well and which ads are performing best?

I completed the Ad Testing Worksheet: \_\_\_\_\_

# STEP 9:

Test and Tweak as needed >>

Based on your results, you may need to turn off some ad sets or ads after they've had 24-72 hours to test. For ad sets that are doing well, you might want to increase the budget.

If ad sets have to be turned off, you can replace them with new audiences you want to test or you can test new ads if they weren't driving traffic well. If the opt-in page isn't converting well, revise it before starting new ads.

I completed the Ad Testing Worksheet: \_\_\_\_\_

*Notes:*



## BOOST vs. ADS MANAGER vs. POWER EDITOR

### **BOOST POST**

**PROS:** The dead-simple way to run a Facebook ad. Optimized for more reach and engagement, so if that is your goal, boost can work.

**CONS:** No testing capabilities: target one audience set only, can not test different versions of your copy or different photos. You can't optimize for clicks or conversions. Once you turn the post into an ad, you can not edit it.

### **ADS MANAGER**

**PROS:** Can test multiple photos easily. Ability to choose campaign objectives beyond just reach and engagement. You can edit ads after they've started running. This is a somewhat guided process, making it more user-friendly than Power Editor.

**CONS:** Can not test multiple audiences or versions of your ad copy in one step. Can not add returns to text (to break it up for readability), but the extreme character limit does seem to be gone that once existed. Progress!

### **POWER EDITOR (my personal fave)**

**PROS:** Quick and easy way to test multiple photos, copy versions, and audiences all in one place. Ability to choose any campaign objective you'd like to optimize for. Complete control over text editing.

**CON:** Not an intuitive, guided process so it can be confusing if you've not had training.

# AUDIENCE TARGETING WORKSHEET

## *Audience Targeting Tip #1*

### **USE GOOGLE!**

If someone were looking for help on your area of expertise, what would they search for? What comes up when you do a Google search?

Chances are it is brands, books, thought-leaders, conferences, and websites that a lot of your ideal clients like on Facebook!

Make a list of the results and then see if they are “targetable” with Facebook ads. (Hint: Not every Facebook page can be targeted, so compile a big list of options to work with!)

[Questions to ask when you're doing targeting planning - let these guide your search:](#)

- Who are the authority figures, thought leaders, or big brands in your niche?
- What books/magazines/publications does your ideal client read (that are related to YOUR niche)?
- What events/conferences do they attend? What associations are they part of?
- What websites do they frequent?
- What tools do they use? (If you're targeting entrepreneurs, what tools do they use to run their biz that identify them as a biz owner? Mailchimp, Infusionsoft, Aweber, etc.)

## *Audience Targeting Tip #2*

### **USE FACEBOOK AUDIENCE INSIGHTS**

Start by searching for a few key interests that you know your customers have in common. You can add in general interests (like entrepreneurship), or you can put in specific Facebook pages your ideal client would follow.

Try to get specific in your targeting rather than getting broad with interests when you create your ads – but for research purposes you can look at both.

If you click over to the “Page Likes” tab at the top, you can see various public figures, authors, media outlets, etc that people who like entrepreneurship tend to follow.

Where would the “enthusiasts” on your topic be hanging out? Those are your best bets, so start there for your targeting.

Each new interest you add will alter the results that appear to the right and give you new ideas to research. Some results will make sense, some will be too broad, but this is a great way to learn about an audience, straight from the source – Facebook!

# AUDIENCE TARGETING WORKSHEET

## *Audience Targeting Tip #3*

### **SIMILAR SITE SEARCHES**

Can you think of at least ONE site your ideal client likes? If you can, here are some more search tools that can help you find other sites like it!

Go to one of the websites below, put in the URL of one of your Google search results (from tip #1), or a thought leader you know is relevant to your niche.

Sites that do this:

<http://www.similarsites.com/>

<http://www.similarweb.com/>

<http://www.similarsitesearch.com/>

## *Audience Targeting Tip #4*

### **TARGETING IDEAS - BEYOND INTEREST TARGETING...**

- Email Subscribers (to target or exclude)
- LinkedIn Connections (email addresses)
- Visitors to Your Website (retarget them with FB ads)
- Your Facebook Fans
- Lookalike Audiences based off of your fans, subscribers, or site visitors
- Video Viewers (of your FB video ads)

### *As you research, keep notes below:*

Locations to Target: (by zip, city, state if local marketing, or by country):

Age Range:

Gender: Male/Female/both

General Interests (related to your niche):

Specific, relevant pages they might follow:

5-10 competitors or influencers in your industry:

# AUDIENCE BUDGET WORKSHEET

## Based on your goals, how much will you spend on your ad campaign?

To determine your ad budget when you are list building, multiple the number of leads you want per day by the average cost per lead (subscriber).

Each audience (ad set) gets its own budget. You can test multiples ads (photos and copy) at no additional cost.

**Note:** Lead costs can greatly vary - anywhere from \$1-5 for a free guide or even higher for a webinar is typical. If you've run ads before and know your personal average, use that. If not, use \$3 or \$4 as a common average to use estimate with.

**Desired Number of Leads per Day:** \_\_\_\_ x **Estimated Average Cost per Lead:** \_\_\_\_ = \$ \_\_\_\_  
**per day budget**

*Example: If I want 50 new subscribers to my list every day and the average cost per lead is \$3...  
Desired Number of Leads per Day: 50 x Estimated Average Cost per Lead: \$3 = \$150 per day ad budget*

**Campaign Name:**

**Audience Ad Set 1:**

\$ \_\_\_\_ per day for \_\_\_\_ days

**Audience Ad Set 2:**

\$ \_\_\_\_ per day for \_\_\_\_ days

**Audience Ad Set 3:**

\$ \_\_\_\_ per day for \_\_\_\_ days

**Total Campaign Ad Spend per Day:**

**Number of Days (or Ongoing):**

**Total Spend:**

# AUDIENCE CREATIVE WORKSHEET

Choose which type of ad you will create:

- Static image ad (single image in ad)
- Carousel ad (2-5 linked images shown at once)
- Video ad

**Fill out the Audience Creative Worksheet on the following page every time you create an ad to keep track of what you're testing.**

Write up 2 versions of your ad copy to test. Test out shorter versus longer copy or try coming at the copy from different perspectives. Alternatively, you can test out headlines and/or photos.

***You won't know what works best unless you test!***

## Quick Copy Checklist:



Does the copy speak to the audience's pain points?  
What are they struggling with and how can you help?



Are you telling them "what's in it for them" in your copy?  
Why should they bother to click? How will you help them?



Is there a call to action? Tell them what to do next!  
(ex. "Click this link to sign up for your free report!")

# AUDIENCE CREATIVE WORKSHEET

## *Version 1:*

Text (above photo):

Headline:

Newsfeed link description (below headline):

Website URL (where the ad will link to):

Pixel Name Installed (optional):

## *Version 2:*

Text (above photo):

Headline:

Newsfeed link description (below headline):

Website URL (where the ad will link to):

Pixel Name Installed (optional):

## *Images*

Find at least 2 images to test. (1200x628 pixels; minimal copy, if any, on image)

\_\_ Image 1

\_\_ Image 2

\_\_ Image 3

\_\_ Image 4

# AUDIENCE TESTING WORKSHEET

It is important to track your results as your ads run. When a campaign begins, it takes 24 hours for Facebook to really get the ball rolling and start your testing. **Therefore, it is important that you let your ads run at least 24-72 hours before deciding how they are performing. Ads need both time and reach.** If you've only reached a couple hundred people, you don't have enough data to make a solid decision about performance.

There will always be some "wasted" ad spend during the initial testing period, but once Facebook sees what is working and what's not, they start pushing your budget towards what is working and your costs will go down.

## Here are the metrics to track for common campaign types:

### For Website Conversion Campaigns:

Website Conversions:  
Cost per Website Conversion:  
CTR:  
Link Clicks:  
Reach:  
Conversion rate of page:  
Relevance Score:  
Amount Spent:  
Number of days ad has run:

### For Website Click Campaigns:

CTR:  
Link Clicks:  
CPC (cost per click - Link):  
Reach:  
Relevance Score:  
Amount Spent:  
Number of Days ad has run:

### Optional, use when applicable....

Website Conversions:  
Cost per Website Conversion:  
Number of days ad has run:

### For Video Views Campaigns:

Reach:  
Video Views to 50%:  
Video Views to 100%:  
Clicks to Play (turn on audio):  
Cost per View:  
Relevance Score:  
Amount Spent:  
Number of Days ad has run:

### Optional, use when applicable....

Website Conversions:  
Cost per Website Conversion:  
CTR:  
Link Clicks:  
CPC (cost per click - Link):

# AUDIENCE TESTING WORKSHEET

## To keep in mind when running video ad campaigns:

- Video views are typically under 3¢ when running video views campaigns. Cost per view is usually higher with other campaign types using video.
- If your goal with a video ad is to drive traffic...track how many link clicks, the CTR % and CPC
- If your goal with a video ad is to get conversions...track how many conversions and cost per conversion
- Are people watching at least 50% of the video? How many watched 100%?
- How many people turned on the sound (clicks to play) if you didn't have captions and audio was important?

## Here are some general numbers to look for when testing your ads, after 24 hours:

If CTR is under 1% after you've reached 1,000+ people, the ad isn't doing a good job of driving traffic. This could be a copy & image issue, or a targeting issue.

Average conversion costs for list building ads promoting a free guide range from \$1-5 per lead and sometimes more for a webinar, summit, or challenge. Anything under \$2 per conversions (sign up) is considered fantastic. It's achievable, but not always easy.

Cost per link click (CPC - links) can greatly vary. If your focus is conversions, CPC doesn't matter at all. Conversions are all that matter at the end of the day. If you're just trying to drive traffic, take a look at the CPC and cost per impression to see how costly it is to drive the traffic and get the ad seen. What is that worth to you?

For conversion campaigns, if your opt-in page is converting at less than 30% you will want to spend some more time crafting the copy, making sure it is easy to opt-in, that the page is congruent with the ad, and that it displays well on mobile. You want to aim for 40% or better, but you can still do well in the 30% range. The better the page converts, the lower your cost per conversion.

# AUDIENCE TESTING WORKSHEET

If relevance score is 4 or less, it is a sign that either Facebook doesn't think you're targeting a relevant audience with your offer, or based on poor ad performance, that the ad isn't a success so they dropped the score. Low relevance scores can cause Facebook to show your ad to fewer people and charge you more to get your ad seen.

For all campaign types, after taking a look at which ad sets and ads are performing, you'll want to dig a little deeper and see how the ads are performing with different demographics and placements. For each ad set, take notes on what is working and what isn't so that you can adjust your ad sets.

**Tip:** After the first 24 hours of testing, if FB sees that something isn't working, they usually are great about diverting the budget away from the losers and focusing on the winning combinations. If they've taken care of this for you, there's no need to adjust the ads.

(FB doesn't like you fiddling with the ads all of the time! Every time you make a change, you slow things down for another 24 hours. If you change anything at the ad level, you lose all of the comments and likes on the post.)

After 24 hours of testing, if FB is still wasting money on something that isn't working, that is when you need to go edit the targeting or turn off losing ads.

# AUDIENCE TESTING WORKSHEET

Keep notes on what to turn off (under breakdown) as you check campaigns:

Campaign Name:

Ad Set Name 1:

Which age brackets are not performing:

Which genders are not performing:

Which countries are not performing:

Which placements are not performing:

Which ad sets (audiences) are not performing:

Which ads are not performing:

Campaign Name:

Ad Set Name 2:

Which age brackets are not performing:

Which genders are not performing:

Which countries are not performing:

Which placements are not performing:

Which ad sets (audiences) are not performing:

Which ads are not performing:

# Thanks for reading!

Here's a little about me so we can get acquainted...

My name is Julie Lowe and I am a Social Media Strategist, the Founder of Socially Aligned and a Facebook Ads expert. My mission is to make online marketing feel accessible and empowering - rather than mysterious & stressful - for every online entrepreneur.

I have been in marketing for over 16 years, have trained thousands of entrepreneurs, and have personally created thousands of Facebook ads in the process. In my corporate career, I managed millions of dollars in sales as a Social Media Marketing & Ads Manager.

I have partnered with industry-leaders such as Kimra Luna, Melanie Duncan, and Carrie Green of the Female Entrepreneur Association to bring my trainings to entrepreneurs all over the world. I have also been ranked as one of the Top 50 Facebook Ad Experts to follow by Epic Presence.

I hope you found this training to be helpful! If you're ready to dive deeper into the world of Facebook advertising, I would love to see you inside of one of my more advanced trainings, work with you one-on-one, or even manage your ads for you!

Let's stay connected! You can find me at...

[www.sociallyaligned.com](http://www.sociallyaligned.com)

[www.facebook.com/sociallyaligned](http://www.facebook.com/sociallyaligned)

To your success,

Julie Lowe

Socially Aligned

