Advanced

Facebook Advertising Tips

from the Experts

Step up your Facebook Advertising with actionable tips from the experts

FOR THE LOVE OF MARKETING.

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE.

... brings your whole marketing world together in one, powerful, integrated system.

Request A Demo

Video Overview

MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.

SEARCH OPTIMISATION

Improve your rank in search engines by finding and tracking your most effective keywords.

BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.

LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company

EMAIL

Send personalized, segmented emails based on any information in your contact database.

SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

Share This Ebook!

f t in

ADVANCED FACEBOOK ADVERTISING TIPS FROM THE EXPERTS.

Curated By Lisa Toner

Lisa Toner

is the inbound marketing content strategist at HubSpot, Dublin. She is responsible for creating lead generating content for the EMEA region and regularly contributes to the HubSpot blog. Before joining HubSpot, Lisa wrote a blog for young professionals called 'Super Driven and Totally Clueless' and ghost authored the autobiography of Barbara Anne Westfield, titled 'Surviving a Storm'.

FOLLOW ME ON TWITTER
@LISATONER13

Designed by Desmond Wong

Desmond Wong is a design and marketing specialist on the Creative and Design Team at HubSpot. He is responsible for designing a variety of content including ebooks, infographics, and visual assets for social networks. Desmond also manages HubSpot's network of freelance creatives and produces the weekly Marketing Update with CMO, Mike Volpe. Before HubSpot, Desmond launched a number of startups that helped develop his passion for design and branding.

FOLLOW ME ON TWITTER
@DETECTIVEDDUBS

CONTENT

Share This Ebook!

1

Introduction

Advertising on Facebook can be daunting if you haven't had proper training and experience with it. And even then, with Facebook changing more often than the sun sets, it's extremely hard for us marketer's to keep up.

That's why we brought in the experts to give us a helping hand. We put together this guidebook for you to easily establish the opportunities that are available to you for advertising your business on Facebook. Our experts take you through each one step by step so you can easily follow along and execute awesome Facebook campaigns.

We will cover the more advanced Facebook advertising topics like dark posts, retargeting ads, lookalike audiences, lowering your total cost of acquisition, and measuring the ROI of your efforts.

So what are we waiting for, let's get stuck in and start driving more business your way!

How to Use Dark Posts to Double Engagement on Facebook

Expert:

Stephen Croome, Founder of First Conversion

Stephen founded Firstconversion.com to bring the new wave of Social Advertising Software within the reach of everyone. Their main product is expert multivariate analysis of Facebook advertising.

@FirstConversion

Lazy Tweet:

Double Facebook engagement with Dark Posts - Expert tip by @FirstConversion via @HubSpot http://bit.ly/1aEtMCH

Testing your sales copy is a vital path to increasing engagement and conversions. For many years, we have been able to test website landing pages and there are a number of products that allow the testing of your Facebook ads, but only recently have we gained the ability to test the effectiveness of Facebook page posts via Dark Posts.

By split testing the content and targeting of Facebook page posts we can scientifically and dramatically increase user engagement with our posts.

What are Facebook Dark Posts?

Facebook Dark Posts are promoted page posts that do not appear on a page's timeline but still allow you to send traffic to them via Facebook advertising. Using dark posts you create a large number of page posts and send different, highly targeted traffic to each segment you are targeting.

How does it work?

In practice, you create a post but do not publish it. The post can be a status update, link, video or photo in the normal way. You then use highly targeted Facebook adverts to drive people to the post. This post will not appear on your wall, as it is hidden, and can only be reached via the Facebook advert.

Testing: To test page posts you will need to use the Facebook Power Editor or a third party tool like Qwaya or Glow which connect via the Facebook API.

Share This Ebook!

There are two major advantages to Dark posts

1. Improving the targeting of who gets to see your message

Dark Posts give you the option of targeting specific segments, ensuring
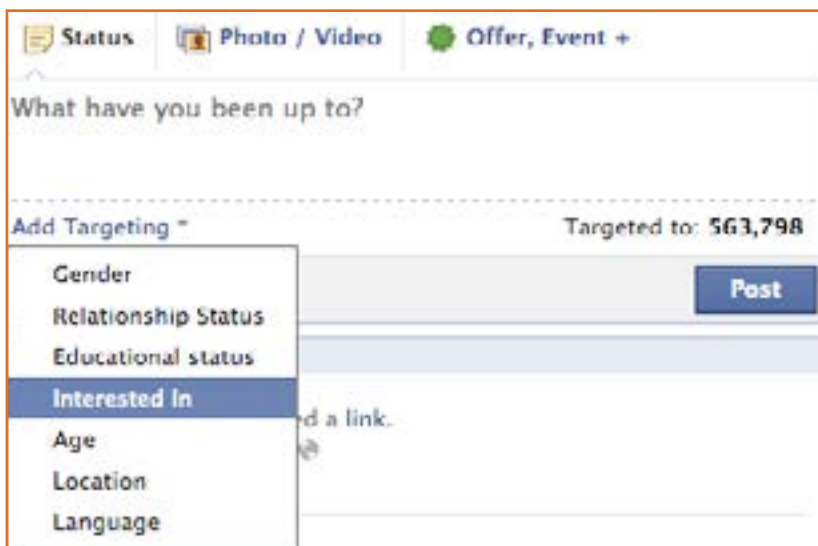that only people who are likely to engage with your content see the post.

1 Before you publish your post, click the ⊞ target in the sharing tool.

2 Click Add targeting and choose one or more filters.

3 Click the options on the right side to choose who you want to target your post to.

4 When you're done adding filters, click post.

Share This Ebook!

Example 1

A large company, for example Walmart, which sells many different items, may not want to waste their users' attention by posting about niche items in their main wall.

They can use dark posts to promote children's clothes to new parents and not waste the attention of users who are not interested in those items.

2. Split Testing your messages and calls-to-action

Dark Posts give you the option of testing different sales messages. You can do a small split test between different ad messages to help you figure out which messaging gets the most engagement. Then you can post only the most effective message to your main Facebook page, making sure you do not waste precious customer attention on suboptimal messaging and getting the most engagement possible out of each post.

Example 2

When Nike launches a new running shoe, they can test messaging around price, ease of delivery or design to measure which messaging and post type will create the most engagement. This allows them to get the greatest amount of engagement when the best worded promotion is posted to their main wall and subsequently seen by millions of fans.

Share This Ebook!

f t in

3

How to Increase your Reach with Lookalike and Retargeting Options

Expert:

Laura Crimmons, Branded3

heads up Branded3's Digital PR team leading PR & Social strategies across their biggest client accounts. She delivers campaigns that generate social buzz and coverage on the UK's most well-read websites such as Mashable and Huffington Post.

@LauraCrimmons

Lazy Tweet:

Increase reach with Facebook Retargeting - Expert tip by @LauraCrimmons via @HubSpot http://bit.ly/1aEtMCH

To complete these tips you need to:

- Install Facebook Power editor

- Understand custom audiences (find out more in this blog post)

What are Facebook Lookalike Audiences?

Facebook lookalike audiences allows you to upload a custom audience list then find other people similar to those in the list to target with your Facebook advertising campaigns. This basically increases the reach of your campaign but in a targeted way to improve ROI.

What is Facebook Retargeting?

Facebook retargeting works in a similar way to other online retargeting advertising. It allows you to track what people have looked at on your website and then serve targeted adverts to them on Facebook.

Tip 1: Use Lookalike Audiences when expanding into new territories

Brands who are planning to expand into new countries can use Lookalike Audiences to help growth their presence in those new territories, thanks to Lookalike Audiences allowing you to specify the country that you'd like your new audience to be located in.

Example: If you're a predominantly UK-based brand that also ships to the US and have built up a small customer base there that you're looking to expand, you can use Lookalike Audiences to increase your reach, fans and customer-base there.

In order to do this, you would need to create a list of email addresses for customers based in the country you wish to target, so in this example it would be the US, and then upload this to Facebook Power editor's Audience section.

After this is uploaded and processed (it usually takes about an hour) you need to go back in, select the list and click "Create Similar Audience" and set the country to United States.

This will find more Facebook users that are similar to your existing customers in the US who you can then target in your next Facebook campaign therefore increasing your reach in the US.

You can continue to update the existing customers file periodically to increase reach further with the more customers you get. You need to select 'Add Users' then upload another file with the new email addresses.

Tip 2: Using Lookalike Audiences to make the most of lead capture

For brands that utilise lead capture on Facebook as a way to secure new customers, Lookalike Audiences can help you to use this data capture to increase your Facebook reach and attract even more fans and customers.

Ways you can capture lead information on Facebook include;

COMPETITIONS

CUSTOMISED TABS

WHISPER CODES

Example

A spa client that I worked with recently ran a competition which included email data capture, which is great as they now have over 2,000 email addresses for potential customers.

However, with Lookalike Audiences they could take those 2,000 potential customers and increase that drastically while also converting those potential customers into fans and customers.

To do this you need to create a CSV file containing just the email addresses that you have captured and upload this to the Audiences section then create a similar audience as above. To reap double rewards you can target your campaign to both the people included in the data capture and the similar audience. This will provide a greatly increased reach for the campaign and also provide better ROI particularly if the data capture was also paid-for.

You could also choose to do this with lists of subscribers to your own newsletter/blog etc. as well to increase the reach of these.

Share This Ebook!

f t in

WWW.HUBSPOT.COM

Tip 3: Using Lookalike Audiences to increase app users and engagement

Lookalike Audiences can also be a great way to increase the reach and engagement for Facebook apps that you have created. Provided you have requested permission to collect Facebook user IDs or email addresses you can then use these in your targeting to serve adverts to either people that have engaged with your app or similar people.

You would need to export the list of Facebook User IDs or email addresses from the back-end of the app first and put these into a CSV file. This would then need to be uploaded to the Audiences section where you can **create a Lookalike Audience** of those who have interacted with the app. You can then create an advert based around the app to target the Lookalike Audience thus increasing the reach of the app with people who should also be interested.

CREATE SIMILAR AUDIENCE

Share This Ebook!

Tip 4: Combining Retargeting and Lookalike advertising for maximum reach

Retargeting advertising allows you to greatly improve the ROI of your Facebook advertising by targeting people that you know have an existing interest in your brand and products. However, combining this with Facebook's Lookalike Audiences can help you expand the reach of this advertising to target even more potential customers.

This requires a few more steps in the process than the previous tips, however is definitely worth it in terms of increased reach and ROI.

① First, use Retargeting advertising to target users that have visited a certain product page on your website. Serve these users with an advert which directs them to a Facebook App that allows them to win the product that they viewed on your website. You know they are likely to click on this as they have already looked at the product therefore would be interesting in winning it.

② After enough users have interacted with the app, export the data.

③ Upload the Facebook User IDs in the Audiences section and create a similar audience.

④ You can then either serve the advert directing the new audience to the competition app or create a new advert specifically for the new audience.

Share This Ebook!

4

Measuring the ROI of Facebook Advertising

Expert:
Dennis Yu, CEO of BlitzMetrics.com

BlitzMetrics is a social media analytics company.
Dennis provides his clients with Facebook, Pinterest,
Youtube and Twitter analytics.

@DennisYu

Lazy Tweet:

Measuring the ROI of Facebook Advertising - Expert tip by
@DennisYu via @HubSpot http://bit.ly/1aEtMCH

Measuring the ROI of Facebook Advertising

You may already know that you can upload your emails to Facebook. They're called custom audiences, match at about 70%, and drive killer ROI. If folks aren't opening your emails, they'll certainly notice your posts in their newsfeed. 5% CTR and $10 back on every dollar you spend is normal.

But how do you actually measure the ROI of Facebook? It's not $1.07 a fan, shares being worth 13 times a like, or any pure social measure. We know that there is power in prospective customers seeing your message, even if they don't click on your ads. You don't click on ads, do you?

The power lies in old fashioned word of mouth-- that great content gets amplified by passionate fans. The clever Super Bowl ad gets talked about. The "leaked" Mrs. Fields cookie recipe gets passed along. And more people search for you on Google, come into your store, and have affinity for your brand when it's time to choose between you and a competitor.

How do I do it?

1. Split your email list in half, but don't sort by any particular characteristic, as you want the list to be as random as possible. One group is your test (they get nurturing on Facebook) and the other is your control (you hold them back from any Facebook exposure). If you're a stats weenie, you can choose a different mix and significance level. Otherwise, keep this simple and follow my steps.

Share This Ebook!

2. Upload the test group as a custom audience it in Power Editor, Facebook's free Chrome plug-in. Make sure it's double opt-in (your own list), and clean.

Create your new audience

Build audience based on interests, status, etc

If you're an ads geek, you can get different counts on this audience by age, gender, if they're a fan, the products they buy (partner categories), competitors they like, and so forth. Expect a 70% match rate, after the one hour wait time for processing. Don't worry about MD5 hashing or security-- they don't store your list.

Share This Ebook!

3. Create a page post ad, selecting this custom audience as the target, choosing to always amplify the most recent post. Select the newsfeed placement (covering desktop and mobile).

Choose the list you uploaded

Create your ad for that audience

Share This Ebook!

Expect to spend $4 per thousand impressions (CPM) in the US-- less elsewhere. So if you have 50,000 people in this matched audience, post three times a week, and assume that half of folks log into Facebook daily, then you can expect 75,000 impressions per week, which is $300 a week.

If that's rich for you, then choose a smaller audience (see step #1) or choose the right hand side placement (costs about a tenth as much, but has a tenth the click-through rate, too.

4. Email as you normally do, but make sure you track the performance of both the test and control segments. Here's the magic-- the folks who you're nurturing on Facebook are more likely to open your email, whether or not they click on your Facebook ads. You're amplifying your regular posts on Facebook, not new "ads". The greater brand trust and familiarity over time is what's doing the work, not how hard you "sell".

Compare click through rates

Sorted by: Click rate		Showing: Delivered	Open rate	Click rate	
MK-INT--VAR-20130815- Inbound 2013 Point of C... Sent Aug 15 — Updated Aug 15 by Jessica Meher		2	100%	50%	⚙ ▾
MK-INT - Thank You for Joining our Webinar Sent Sep 3 — Updated Sep 3 by Lisa Toner		24	50%	41.7%	⚙ ▾
MK-International-20120919-Group-Demo-Reminder Sent Sep 19, 2012 — Updated Sep 13, 2012		1,126	40%	31.7%	⚙ ▾
MK-INT - Sorry You Missed Our Webinar Sent Sep 3 — Updated Sep 3 by Lisa Toner		67	38.8%	31.3%	⚙ ▾

Share This Ebook!

f t in

5. Measure your ROI. Your total "lift" (a marketing term for the increase directly attributed to one technique) is the sum of direct lift (the clicks and conversions from those who click on your Facebook messages, plus the value6- of building your fans/engagement) plus the indirect lift (the additional opens, clicks, and conversions from your test versus the control group. Take your total lift and divide by what you spend-- that's your ROI.

For those folks rusty on college pre-calculus, what we're doing is proving that Facebook drives real business results against the metric you care about. The ONLY way to measure this is to have some folks see your message and others not. Same if you had a new drug vaccine to test, where some get the drug and others the placebo.

We typically find that the email lift is 6-7 times greater than the direct lift. So if you're at negative ROI from measuring those who directly click on you Facebook ads, you might actually be hitting a home run from impacting other marketing channels.

If you have highly shareable, engaging content, even better. If you have a marketing automation tool, you can get more power in your email program, too.

Share This Ebook!

Lowering the CPA (Cost per Acquisition) of Facebook Advertising

Expert:

Ben Harper, Social Media Manager for Zazzle Media

Ben is the social and data insights manager at Zazzle Meda, a content marketing agency in the UK.

@BenHarper87

Lazy Tweet:

Lowering the CPA of Facebook Advertising - Expert tip by @BenHarper87 via @HubSpot http://bit.ly/1aEtMCH

Lowering the CPA (Cost per Acquisition) of Facebook Advertising

Whether you've just decided to invest in Facebook advertising, are already spending on the platform, or are weighing up whether to get involved or not, understanding how to lower your CPA is essential.

What is a Facebook CPA?

Cost-Per-Acquisition bidding allows advertisers to specify a bid amount for an action or conversion (e.g. page like), and get charged by the amount of conversions that they get.

There's plenty of agencies out there who can help your campaign, but it's valuable to understand the general concept so that you can get involved, and also so that you can measure their work.

This quick guide will walk you through best practice examples for creating your campaign in the right way, and how to quickly measure and optimise it. This will allow even complete beginners to begin to see decent results for their Facebook advertising spend.

Getting the basics right is crucial to ensure you can measure properly and therefore determine where any success is coming from.

Set Up

1. Before you start your campaign (or before you invest any more budget) head to the "Conversion Tracking" menu in Facebook Ads Manager and follow the easy instructions to generate a conversion pixel for your website. This is particularly relevant if you're looking at driving transactions on-site.

2. Set up separate campaigns for different targeting groups. This allows you to see which targeting types and sets are working, and allows you to optimise in a better way once things are up and running.

Facebook gives you the ability to target people based on a variety of factors, including precise interests, broad categories, custom audiences (from your CRM) and lookalike audiences

Make sure you fully understand what can be achieved so that you can fully appreciate exactly who you're targeting. Think carefully before targeting your fan's friends for instance – just because they're friends doesn't mean these people are relevant to your brand.
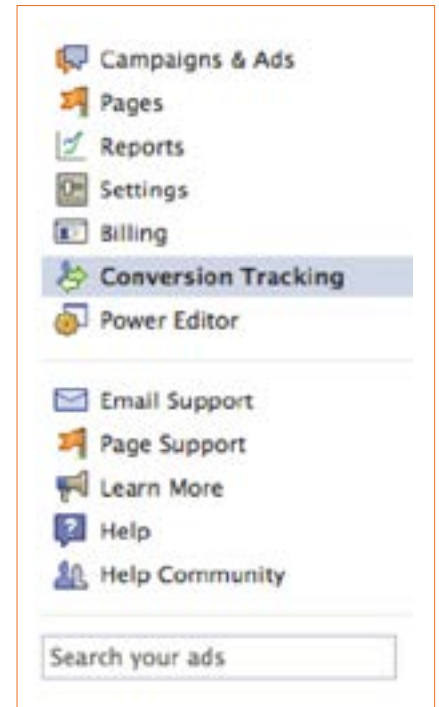
	Campaign ?	Status ?	Start Date ?	End Date ?	Budget ?	Remaining ?	Total Spent ?
☐		▶ ▼	09/05/2013 1:24pm	Ongoing	£20.00 Daily	£2.48 Today	£37.52
☐		▶ ▼	07/03/2013 3:18pm	Ongoing	£10.00 Daily	£5.36 Today	£60.03
☐		▶ ▼	09/06/2013 8:21am	Ongoing	£10.00 Daily	£8.67 Today	£1.33
☐		▶ ▼	09/05/2013 8:42am	Ongoing	£20.00 Daily	£13.74 Today	£26.26
☐		▶ ▼	09/05/2013 8:03am	Ongoing	£20.00 Daily	£13.63 Today	£26.37

3. Within each targeting set campaign use at least four different copy and image variations. This again allows you to optimise later to boost the best performing variation, and cut out the weakest.

Facebook has made this much easier now with the ability to upload multiple images in the ad creation flow. Stock images are also arriving for some users, giving a whole new source of images to use. Make sure you use eye-catching imagery, outside of the Facebook colour palette to stand out. Faces and people-based imagery tends to work best as this is what people expect to see on Facebook. Write the copy as with any other online ad – short, sharp and with a clear call to action.

Expect some of your ad variations to completely flop. The key is to not be too creatively precious – it's all about the conversion and CPA.

Share This Ebook!

Optimisation

1. Once your campaign is up and running, the real fun starts. Typically, 80% of your ads won't be successful. This is where we find out and cull or improve that 80% and continue to up the reach of the 20% that work. The first step, once your campaign has had at least 50 clicks, is to head to Facebook's new Ad Manager Reports. From here you can quickly see which locations and demographics are relating best to your ads and driving lower CPA's. To do this, click "Edit Columns" and click the different tick boxes under "Data Breakdowns" as shown below.

2. Once you know which gender/demographics are driving a lower CPA or cost per like, go back into your main campaign view and optimise your campaigns accordingly. This could involve re-creating the whole campaign if you find that females are driving a significantly lower CPA for instance.

Share This Ebook!

3. With everything up and running you should be visiting your campaigns at least **twice a day** to go into each campaign and look at the cost per conversion metric as well as CTR's (anything 0.1%+ is ok on Facebook),

Pause any ads that are getting lots of clicks but not converting as they are wasting your budget. Those with high clicks and high conversions are your cash cows to boost, whilst those that have low levels of clicks but are converting well are your opportunities to increase overall performance if they can be grown in terms of clicks.

Quick Tips

Every campaign is different as every business has different goals and target audiences. However, the below tips are a few generic tips that can really boost your campaign and your conversions. However these come with a warning; these should only be used if relevant for your business – don't aim for cheaper conversions that are in contrast to your key objectives:

1. The younger the audience, the lower the cost per like is likely to be. We typically see cost per likes of 50% less when targeting users aged 13-18 as compared to older demographics.

2. Typically, you'll be able to drill down to around 2-3 key ad variations that will drive the vast majority of your conversions. In our experience around 80% of the success of a campaign will come down to just a few ad variants.

Share This Ebook!

3. For new reach, precise interest targeting works best. Precise targeting lets you define your ideal audience by what they are interested in, using terms people have shared in their Facebook timelines. These may be drawn from their listed interests, activities, education and job titles, pages they like or groups to which they belong. This allows for relevant targeting with the added benefit of volume.
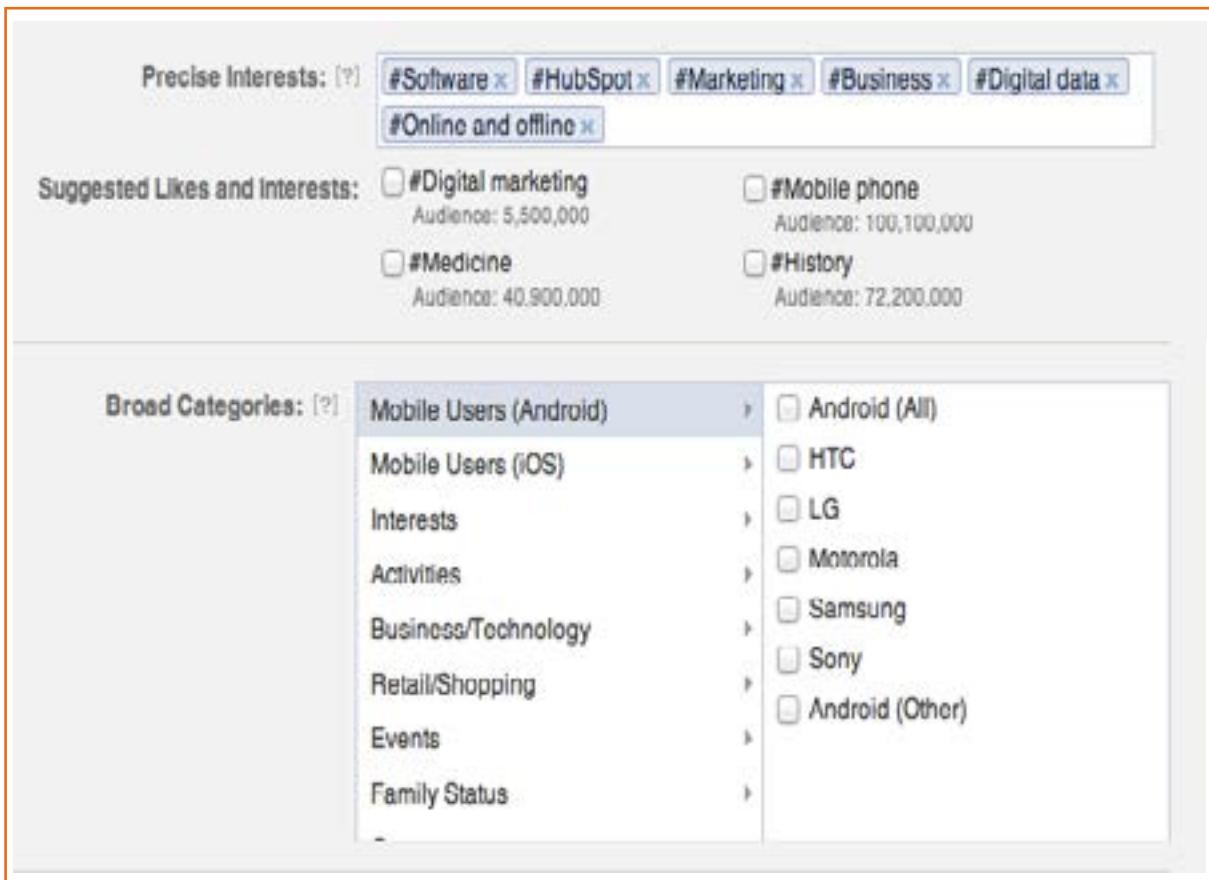
1. Facebook's OCPM (Optimised Cost Per Thousand Impressions) bidding mechanism tends to work out cheaper when acquiring new fans, but these are often users who will 'Like' just about anything, so use this with caution. When we use this bidding option we save around 25% on average on our 'cost per like' figure. This is Facebook's default option at present.
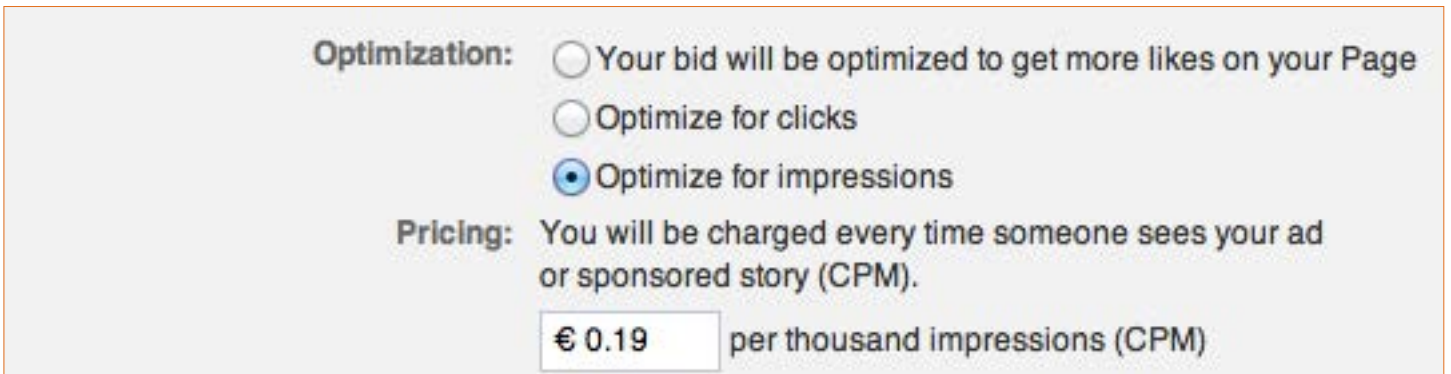
1. Custom audience targeting (emails and user ID's) is the most cost-effective in terms of CPA. This is typically because this audience already has an affiliation with your brand or campaign. We see roughly 30% lower CPA's with our clients when using custom audiences.
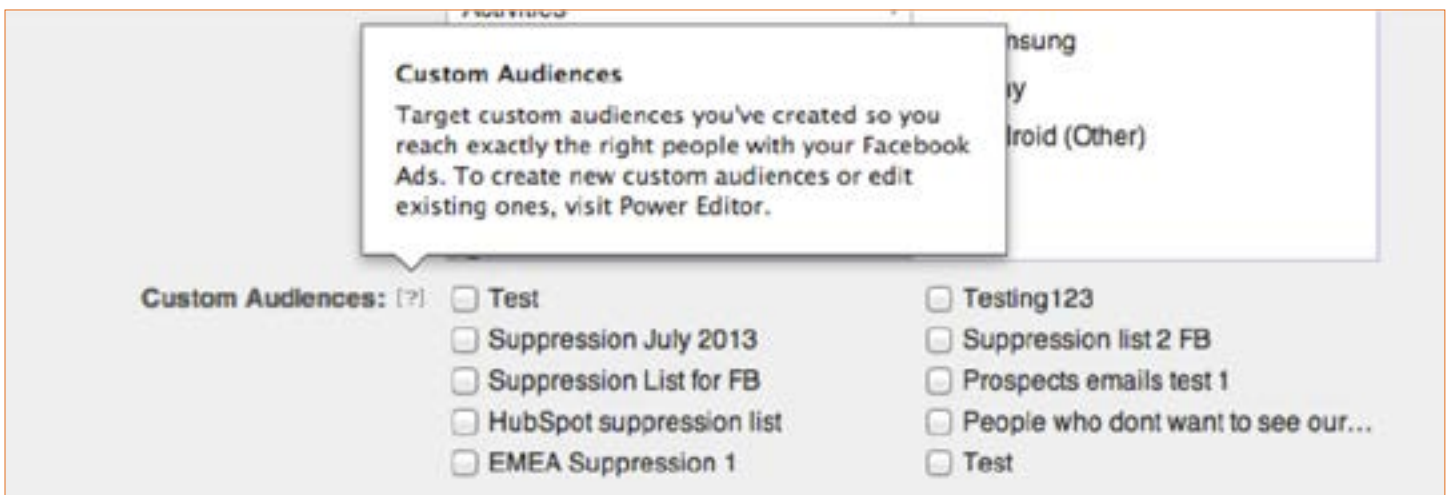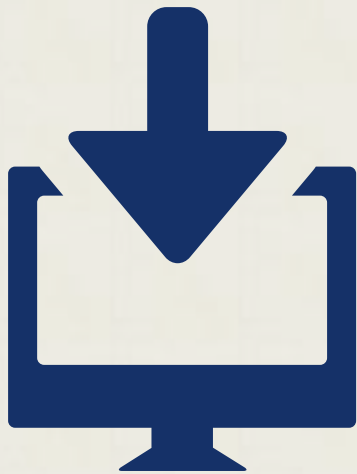
WANT TO KNOW HOW YOU CAN STEP UP YOUR FACEBOOK MARKETING?

HubSpot are offering you a complimentary marketing assessment to evaluate where you could improve your efforts in order to gain a better ROI for your efforts.

GET YOUR DEMO

HTTP://BIT.LY/AWESOME-DEMO

RATE THIS CONTENT & HELP HUBSPOT IMPROVE.

HubSpot believes in creating content for you (not for us) - so what did you think? Submit a 1-10 rating in a matter of seconds. Your feedback goes directly to our content team.

GOOD

POOR   EXCELLENT

Click to Rate

Either write something worth reading or do something worth writing." - **Benjamin Franklin**

HubSpot