



5 Ways to build better Facebook Ads

It's easy to get confused with Facebook advertising. From behavioural targeting to pixel tracking, Facebook offers a bewildering number of targeting options, advertising best practices, and ad formats. Here are few key areas to consider for creating better ads on facebook.

1. Create a simple CTA with one clear objective

The perfect Facebook ad is clear about the action it wants the prospect to take and the objective used.

Every campaign or ad format in the world can be boiled down into two types: ads designed to **engage your prospect's attention** and ads designed to **drive a direct action** such as sale or lead.

In a perfect world, your campaign does both. But in most cases, you'll either get one or the other. Brand awareness is valuable. It's a smart strategy that builds your business over the long-term. Too many campaigns try to work brand awareness and direct response together. It rarely works.

Creative brand awareness campaigns are better served with CTAs related to content consumption such as following your Facebook page, subscribing for more content, or collecting email subscriptions.

Direct response ads are better served answering common buying objections than trying to engage or entertain.

Conversely, an ad that tries to do both is likely to fall flat. If you have ad copy that speaks to the core value of your product (brand awareness), don't ask people to buy or sign up right away. Instead, use your CTA to encourage people to take a smaller, more location action such as "watch a video to learn how the product works."

Decide on one simple action you want people to take. The easiest way is to focus your ad on one section of the purchase funnel.

Pick one from the social media marketing funnel:

- **Awareness, affinity, and consumption:** CTAs such as boosting followers, reading other pieces of content, or subscribing to your email.
- **Conversation:** focus on engagement metrics such as boosting shares, increasing comments and tagging, or generating positive mentions.
- **Intent:** focus on next step CTAs such as "learn more" or driving content downloads.
- **Conversion:** focus on actions that lead directly to revenue such as adding products to a cart, requesting a sales demo, downloading an app, or signing up for a subscription product.

2. Target a specific Audience and continually analyse

The perfect Facebook ad doesn't randomly combine audience targeting. It uses testing to refine targeting precision over time.

Facebook offers an endless list of audience targeting abilities. It's easy to get confused adding random interest and behaviour categories and hoping that Facebook will magically match you with customers.

You can save a lot of money and time by being intentional in your audience targeting. The trick to audience targeting is to improve your insights into what works over time. Here's a simple path to start.

One approach would be to start by testing broad audiences, and then adding more specifics as you go, getting a more refined and higher converting audience every time.

Another would be lookalike audience.

Lookalike audiences are powerful because you can use existing data (such as people who purchased a product from your website) to target similar prospects on Facebook. This gives you a solid platform to start testing and refining your audience targeting. How do you create a lookalike audience in Facebook?

1. Navigate to the Audience section of your ads manager.
2. Click Create a Lookalike Audience.
3. Choose create custom audience and then choose customer file.
4. Add your email list
5. Choose the country where you'd like to find a similar set of people.
6. Choose your desired audience size with the slider.
7. Click Create Audience.

If your goal is to target the most potential lead prospects, you should create lookalike audiences and for best results, don't forget to exclude custom audiences of people who have already converted.

Later refine

After you run your first campaign, you can then adjust your audience targeting strategy by adding the tweaks

- choose target location
- add on interests
- demographics
- Narrow your audience by adding required categories—such as the user must be interested in X and also must like Y or Z.

Experiment with behaviours as well.

Under behaviours you can target specific device owners, for example, users who have recently made a business purchase.

3. Write a clear and conversational headline

The perfect Facebook ad doesn't annoy people with boring benefits or wordy sales pitches. Use a conversational tone and relax on the sales tricks.

Headlines work best when they're clear and conversational. This minimises annoying people with overt advertising in their personal feeds.

Sometimes a good headline is a clever phrase. Other times, it's a straightforward product benefit. There are no true hacks to writing headlines.

As an aside, your headline in a Facebook ad is typically the "text" field in the ad builder, not the "headline" field. As you might have noticed in Facebook's ad builder, the 'headline' appears in the third position in the ad under the image. This would make the headline the second thing you read in the ad—so not a headline at all.

If you enter copy in the "text" field, treat this as your headline. It's the first thing your prospects will see and the "headline" functions more like a subhead for additional information.

4. Use an image that has creative tension with the headline

The perfect Facebook ad has a clever or creative tension between art and copy.

The image and the headline do not have any creative tension. For example, if the headline is "make money in your sleep," you'll see a stock image of a person in pjs, holding handfuls of cash.

Here's a helpful rule for stronger art direction. If the copy is literal, make the visual playful. If the visual is literal, make the copy playful. This creates contrast and interplay between the art and copy.

5. Use the description area to remove friction for your CTA

The perfect Facebook ad knows that asking people to complete an action always creates buyer anxiety.

Your final step is to write the description for your CTA. This is the News Feed Link Description. Use this space to anticipate common buying objections.

For example, if your CTA is "Download your report" a common objection might be the audience questioning the value of the report.