

Facebook Ads Don't Work Unless You Do These 5 Things!



Facebook advertising has become increasingly more popular. Why? Because you can create an ad easily, and can start an ad with very little money. You can target a particular market and can get immediate results to see if it's working.

So why are so many advertising campaigns ineffective? Because of several factors including: 1) lack of targeting, 2) lack of tracking / monitoring, 3) lack of testing, 4) incongruent ad to page, and 5) lack of follow up (or a follow up system).

Problem: Lack of Targeting

Solution: Identify Your Target Market and Deliver the RIGHT Message

Targeting is about putting your message in front of your ideal client. So first you must know who your ideal client is. Do you? Your ideal client is the best possible customer for you (the most profitable customer that comes back, refers to you, and you provide the most value to). Need more information? Listen to the 5 minute podcast on identifying your ideal client by going to www.JSBTampa.com/podcast.

Once you understand who your ideal client is, you need to focus and key in on that market on Facebook. Are they male/female? What is their age (or age range)? What are their interests? Are they in a specific geographic area? Get as specific as possible.

And once you have the ideal client and you have the audience targeted, you need to create the message that speaks to your ideal market. Need more information? Contact us!

Problem: Lack of Tracking/ Monitoring

Solution: Track EVERY PIECE of Your Marketing and Evaluate

So often people will put an ad on Facebook (or other media such as paper, radio, other online sources) and they DON'T TRACK AND MONITOR. If you don't measure it, you can't eliminate non-producing items, tweak and improve others, and put more money into the best producing ads.

We have helped clients eliminate non-producing ads and tweak and improve other ads to net them over \$4k in 1 month. We moved them from a ROI of 220% to an ROI of over 500% (so instead of getting \$2.20 for every \$1 spent, they made over \$5 for every \$1 spent).

You can even compare Facebook ads vs other ads (like PPC, ads in industry publications, etc). The best way to do that is to divide the profit you received by the cost. So if you acquired 1 client that netted you \$400 and the ad cost \$125, your ROI is $400/125$ or 3.2.

Problem: Lack of Testing


Solution: EVERY PIECE of Your Marketing Process Should Be Tested, Tested and Tested Again!

You have to track and monitor before you test. But once you track and monitor, you can then start with A/B split tests.


What are A/B split tests? An A/B test is taking 2 ads that are exactly alike EXCEPT 1 item. So you may have the exact same ad and have 2 different titles. You do not want test more than 1 item at a time (otherwise you can't tell what the reason is they are performing differently).

You can test title after title to optimize the title. Once you feel you have optimized the title, move to the next item (like line 2 or 3 or the call to action). Each time, you are testing just 1 item.

This example shows us doing an A/B split test on the 2nd line. **The ROI has a difference is 460%!**



Ad	Status ?	CTR ↓ ?
Good Marriage Counseling Your Relationship Can Be Saved. Confidential. No Insurance Accepted [redacted].org/RelationshipHelp	Approved	5.21%
Good Marriage Counseling Baltimore Area. PhD. Experienced. Confidential. No Insurance Accepted [redacted].org/RelationshipHelp	Approved	2.83%
Good Marriage Counseling Save Your Relationship Now Confidential. No Insurance Accepted [redacted].org/RelationshipHelp	Approved	0.93%



Problem: Incongruent Ad to Site

Solution: Make Sure Your Ads and Your Site “Match”

You can't have an incongruent ad to site. What the heck does that mean? It means that whatever your ad says needs to match (and 'smell the same') as wherever you point it to. So if your ad says "6 Reasons Why Having a Marketing Consultant Will Save You \$10k This Year" and has a blue/yellow ad with a picture of a woman with money, your website (or capture page) better have blue/yellow ad with the same title (and having the same picture is also helpful).

If you are not sure if you are congruent, check your website's bounce rate. If you are getting traffic, but people are quickly bouncing, it's incongruent. Not sure how to track? Go download our free report (no email login required) www.JSBTampa.com/freebies.

Problem: Lack of Follow Up or Follow Up System

Solution: Create a Follow Up System That Automatically Stays in Touch with Prospects and Clients

So I see that people place ads on Facebook (or other areas). And they pay money for the website, they track and monitor the traffic flow, they monitor the congruency (and monitor conversion), and they don't get the sale.

Oh well. You had 1 shot and it didn't sell. The next one might.

But is that what you are betting on? Good grief I hope not. Because conversion on a person seeing an ad 1 time is so low, you will have to have deep pockets to keep spending on ads.

But what if you could pay for 1 click, and get in front of that person again and again?

That's exactly what a follow up system or funnel system does for you.

What exactly is this? It's a separate and distinct website (that is congruent with your ad) that has a lead capture page and a follow up email system. So as the business owner, you can set it and forget it. You can get leads on autopilot. Pay for 1 click, and get in front of your prospect 6-10 more times (on AUTOPILOT) increasing your likelihood of getting this prospect to be a customer by 200, 300, 500 or even 1000%.

Interested in creating this follow up system for your business? Go to www.JSBTampa.com/followup to find out how to do it!

Bonus Tip!

Facebook allows you to retarget and remarket to people that have shown interest. How do you do this? You do this naturally by having the follow up system mentioned above. You also can do this by using Facebook's pixel. You can place this pixel on your website, and Facebook will track who comes to your website (even if they don't complete a form). You then can use Facebook advertising to just get in front of those people (allows you to create a very distinct list to market to again and again).

Interested in having us review your entire campaign and process?

Call us at 813.702.5925.