Advanced Fb & Insta Advertising Strategies
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3 Fb Ad Trends

People are clicking Fb ads.

- Ad quality is better
- Ad serving is much more selective and targeted
- People are more willing to view and click Facebook ads

$ SPIKED INCREASE IN CTR & LOWER CPC!

Social Video is GROWING...quickly.

- By the end of 2015, Fb clocked eight billion average daily video views.

FB ADVANCING ON IMPROVING & REFINING VID AD FORMATS TO INCREASE USER ENGAGEMENT & RELEVANCE!

Hyper-local ad targeting (local near-by) boosts walk in traffic for brick-and-mortar businesses.

- Easily synergistic with mobile ad formats (i.e. click for directions, click to call) to reach nearby audiences.
Fb Optimization Process

ABC of Fb optimization

The Beauty of A/B Testing
Testing Process for Fb ads:
1. Choose test subject (message, target group)
2. Choose target (bid for CTR, conversion CTR)
3. Implement campaign (change only one variable at a time)
4. In a week or so depending on the optimization cycle, calculate results in Excel

What can you test?
1. message (value proposition, e.g. price, quality, selection)
2. formulation of message (how you communicate the value proposition, i.e. concept, graphics)
3. target groups (how different audiences are responding to your message)

Guidelines of A/B testing for Facebook Ads
1. Test one subject at a time; otherwise you cannot know what influence what.
2. Use systems that enable continuous learning.
3. When you discover a winner, test the winning ad and create a new version to compete against the winner.

The Concept of Scaling
A. Test several variations or combinations (even hundreds, thousands) each with a small budget
B. Discover the best target groups / ads / ad copy / matches
C. Apply learned and multiply budget of winners (e.g., creative, style, example...)

$30/70 Kill or Scale Rule
30% for test campaigns and 70% for scaling campaigns -
Most applicable to limited run campaigns (continuous optimization may be different, although explore and exploit work here as well)
A. stop poorly performing ads, ad groups and campaigns.
B. increase budget for well-performing ad groups. (explore and exploit)
C. refine targeting based on data breakdown.

**WHEN A CAMPAIGN IS NOT WORKING**

1. change picture
2. change headline
3. change text
4. change value proposition
5. change placement
6. change targeting
7. change bid
The Beauty of A/B Testing

Testing Process for Fb ads:

1. Choose test subjects (message, target group)
2. Choose target (clicks=CTR, conversions=CVR)
3. Implement campaign (change only one variable at a time)
4. In a week or so (depending on the optimization cycle), calculate results in Excel.

What can you test?

1. message (value proposition, e.g. price, quality, selection)
2. formulation of message (how you communicate the value proposition, i.e. copytext, picture)
3. target groups (how different audiences are responding to your message)
Guidelines of A/B testing for Facebook Ads

1. Test one subject at a time: otherwise you cannot know what influences what.
2. Use systematic and continuous naming practice.
3. When you discover a winner, stop the losing ad and create a new version to compete against the winner.

The Concept of Scaling

A. test several variations or combinations (even hundreds, thousands) each with a small budget.
B. discover the best target groups / ads / products / matches.
C. stop losers and multiply budget of winners (e.g., double, triple, quadruple...)
Who are you trying to reach?

Custom and LookAlike Audiences

**Standard Custom Audience:** upload a list of emails, phone numbers or Facebook user IDs you want to target and Facebook will match them with its users.

**Website Custom Audience:** insert the Facebook tracking code on your website and you’ll be able to target your ads for all users that have visited a specific page during a set time period.

**LookAlike:** once you’ve created a Custom Audience, you can ask Facebook to create a broader Lookalike Audience to target your ads towards similar users. Facebook will look for characteristics your users have in common and create a much bigger list of very similar users.
Instagram 2.0

Tips Tips Tips, we all love us some great tips!

Shoot Square

Cross Promote w/ Local Partners

Make Graphics Shareworthy

Bio Link Strategy

Cross Promote w/Pinterest via Tailwind

- Use a Customized Link Shortener to Track Traffic. (http://bitly.is/1i9QStN)
- Take advantage of TRENDING hashtags using Explore Feature.
- Mix photo & vids.
- Direct users to your most valuable content with links in bio.
The Power of Sponsored Posts.

Find large Instagram accounts that are already catering to your demographic and pay for sponsored posts on them!

- Find one that targets your ideal demographic.
- Follow them, Instagram will show you “similar accounts.
- Email them (briefly) about your brand/company & ask for sponsored post pricing.
- Review their past posts to see what type or style of photos receive the most engagement and consider this when you’re creating your ad image and copy.
- Link back to your Instagram account, instead of trying to send users directly to your website.

Cheapest CPM (cost per thousand impressions) of any ad platform right now.

You’ll know these accounts accept paid sponsored posts if they have an email address in the bio. Usually it will say something like “For Business Inquiries” as well.


TOP TOOLS FOR INSTAGRAM

Hashtagify - search engine for hashtags http://bit.ly/18ubl0g
Canva - "easiest design program in the world." http://bit.ly/1fql5sq
Thank You!

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