Facebook Ads Manager for beginners

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Digital Culture Network

ARTS COUNCIL ENGLAND

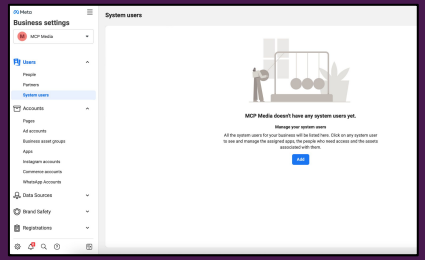
Getting Started with Ads Manager

What's on the agenda for today?

1. Ads Manager Fundamentals & Structure
2. Ad Creation - Campaign Level Decisions
3. Ad Creation - Ad Set Level Decisions
4. Ad Creation - Ad Level Decisions
5. Ad Creative Considerations
6. Ad Manager Reporting
7. Test and Learn
8. Ad Payments & Logistics

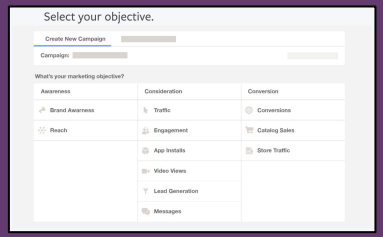
Ads Manager Fundamentals

BUSINESS MANAGER



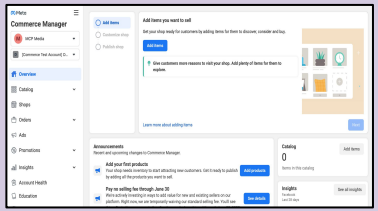
Where all your Meta assets are housed and where you can manage access and permissions for these assets

ADS MANAGER



Where you manage your ad payments, ad creation and evaluate ad performance.

COMMERCE MANAGER



Where you manage your commerce account/catalog/product launches/

Access Shops builder to customize the look and feel of your shop.

How to access Meta Ads Manager?

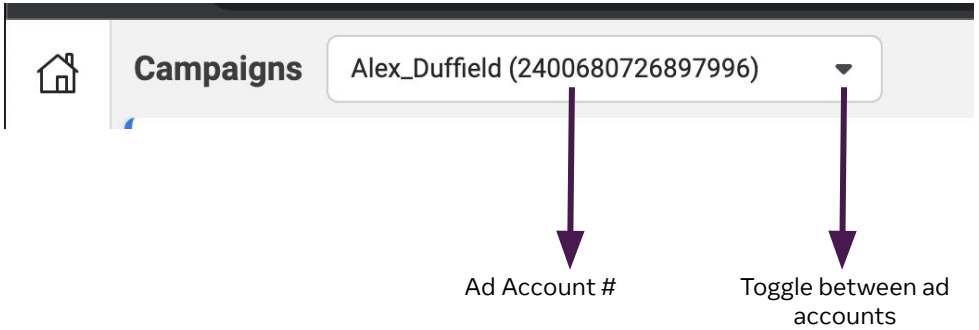
www.facebook.com/business/tools/ads-manager

If you have access to more than one ad account, you'll be able to toggle between accounts using the dropdown at the top of the screen

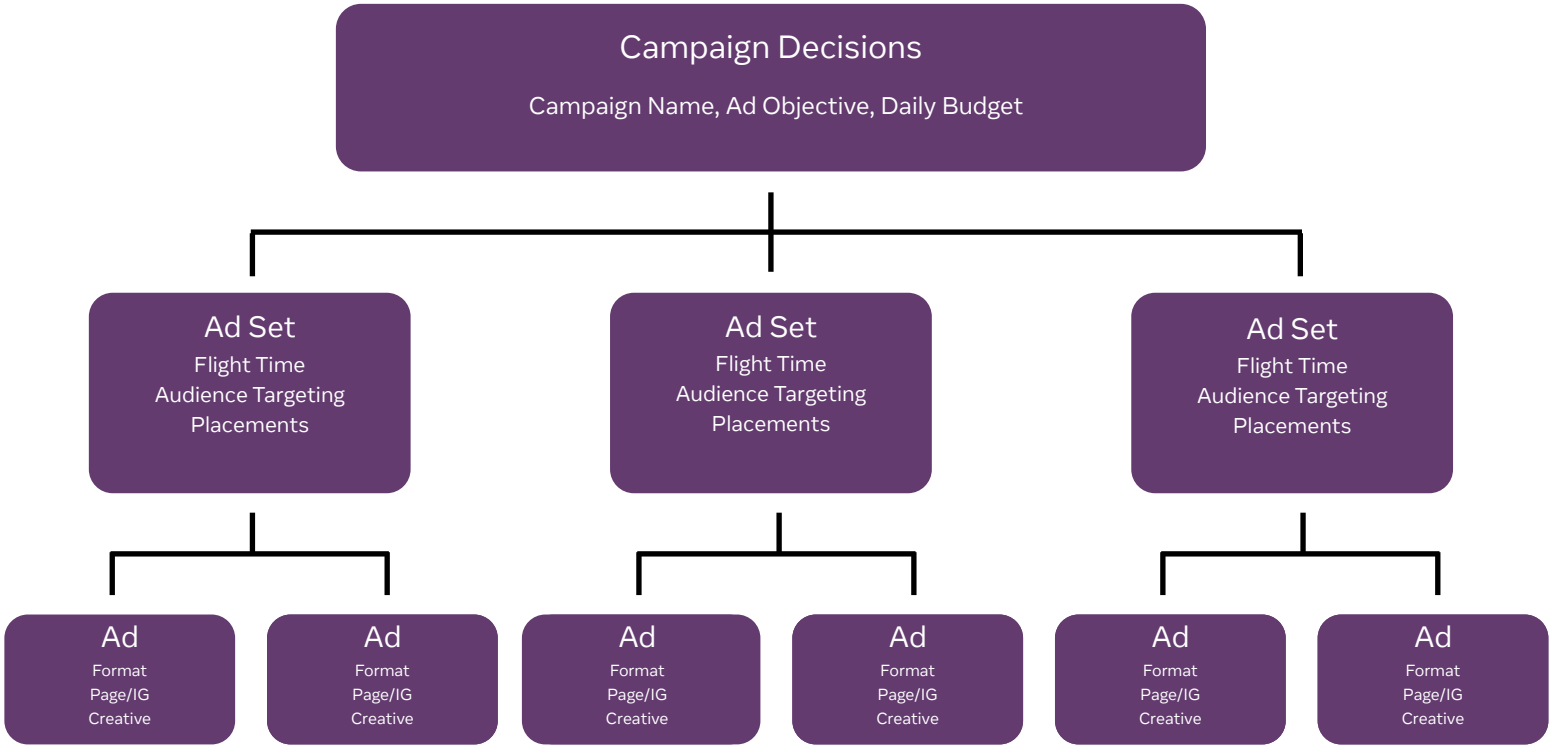
What's an ad account?

An ad account houses all your campaigns & ads, payments, saved audiences, etc. You can create multiple ad accounts if necessary through Business Manager. Each ad account will have a unique ad account ID

Every personal profile on FB has a Facebook Ad Account by default. To find your ad account ID, go to Ads Manager and look at the dropdown in the top left.

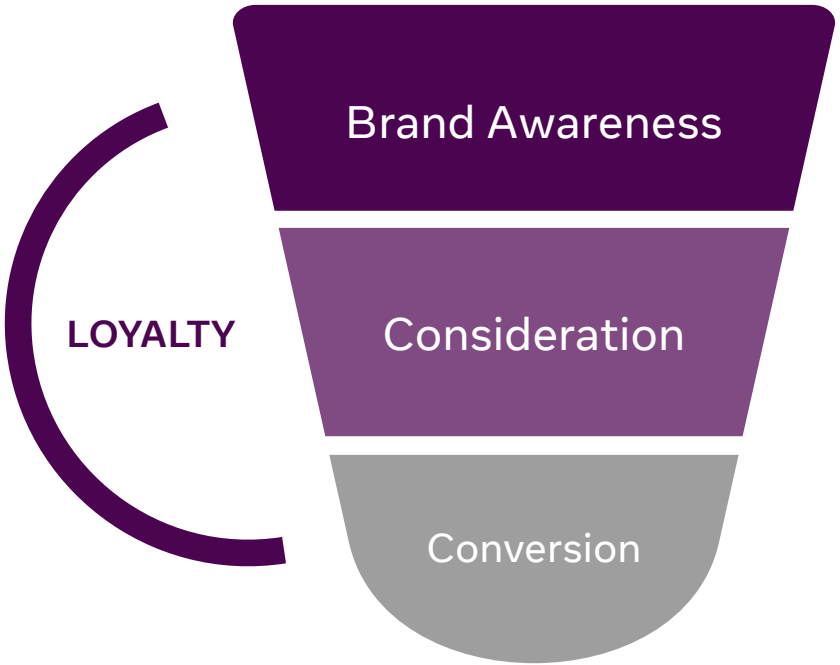


Advertising decisions made at each level



Ad Creation - Campaign Level

Meta ad objectives match up to the traditional marketing funnel



Brand Awareness

Drive awareness of your brand to a new audience
Optimizations like Reach & Brand Awareness

Consideration

Guide the audience to learn more about your brand
Optimizations like Traffic, Video Views, Leads, etc.

Conversion

Drive the audience to take a desired action
Optimizations like Conversions, Store traffic

**requires the Pixel or CAPI

Meta ad objectives

Awareness	**Reach**	Show your ad to as many people as possible in your target audience
	Brand Awareness	Increase people's awareness of your brand by showing the ad to people who are likely to recall seeing it
Consideration	**Traffic**	Send people to any off-platform destination (ie.e website, a blog post, app, phone call, etc.)
	Engagement	Reach people likely to engage with your post. (i.e. likes/comments,/reactions/claimed offers /shares)
	App Installs	Send people to an app store where they can download your app.
	Video Views	Share videos of your business with people most likely to watch a % of it
	Lead Generation	Create ads that collect info from people interested in your brand (i,e newsletter sign-ups, phone calls)
	Messages	Reach people likely to connect with your brand on Messenger, Instagram Direct, and WhatsApp
Conversion	**Conversions**	Encourage people to take a specific action on your website, (i.e. add items to a cart, download your app, call your business, make a purchase, etc)
	Catalog Sales	Show products from your ecommerce store's catalog to generate sales (dynamic ads)
	Store Traffic	Promote your business' physical locations to people that are nearby.

How does someone see your ad? *By winning the ad auction!*

The greater your ad's total value score = The more ad auction instances it will win = The more your ad is seen

Total Value = (Bid x Estimated Action Rate) + Ad Quality

Your bid/budget aka what your willing to pay to achieve your desired outcome/objective

Machine learning prediction of how likely it is that a person in your targeted audience will complete your objective.

Factors include:
-a person's activity on Facebook (like engaging with content in their News Feed)
-off Facebook activity that businesses choose to share with us (like visiting a website)
-related actions taken by other people who've seen the ad

Feedback from users (aka have they click to hide this ad from their feed) and how well the ad meets our ad quality guidance.

Exit the “Learning Phase”= 50 conversions per ad set per week

Less is More

Consolidate campaigns when possible to improve efficiency (increase audience sizes, avoid stretching your budget too thin)

Ad review can take ~24 hours… plan AHEAD!

Prepare ads prior to the day you want them to start delivering. Set the start date to at least a few days in the future to allow time for the ad review process.

Minimize changes active campaigns to avoid re-entering learning

Every time you update an ad, the delivery system has to start this "learning phase" all over again—meaning it takes longer for the ad to reach optimal performance.

Low volume = move UP the funnel

If you’re receiving a low volume of actions for a bottom of the funnel campaign, move up the funnel to increase signal volume (moving from purchase to add to cart)

The ad auctions is a VERY literal process

Make sure your ad objective matches what the goal of your ads will be.

For example, if the goal is to drive Purchases, you will want to select the Conversions Objective. If your goal is to drive people to your website, you will want to select the Traffic Objective.

There are 2 ways to create an advertisement -

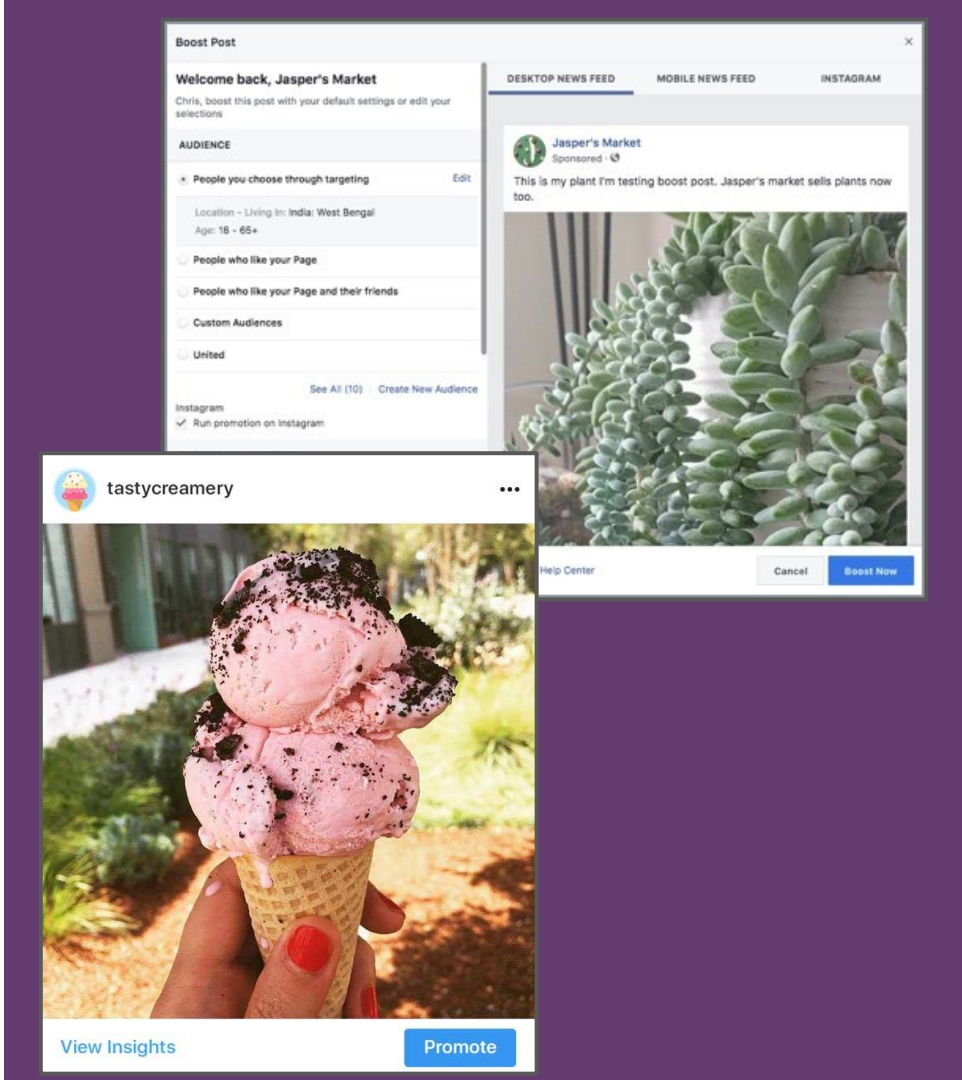
Boosting an Organic Post

Creating an Ad Campaign via Ads Manager

Option 1: **Boost a Post**

You can easily boost an existing post on FB or IG directly from your phone or Page.

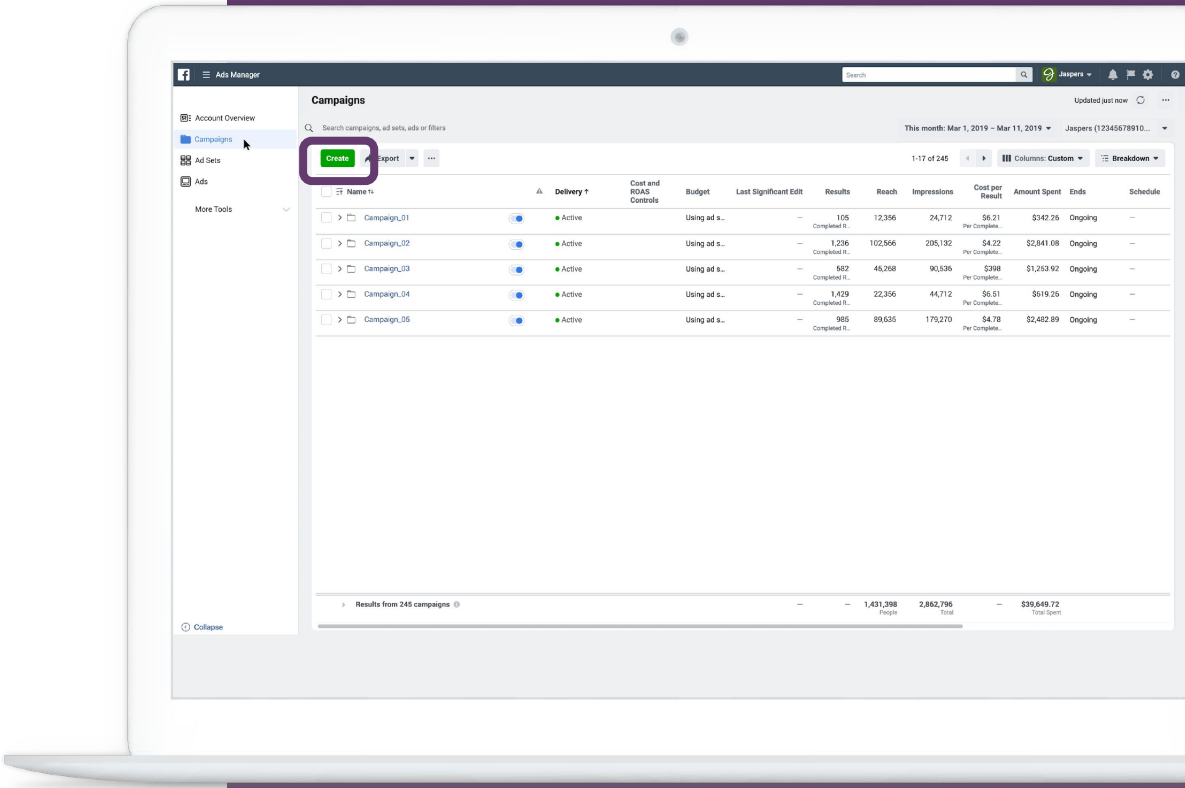
Once you've set up your ad account & payment method, the easiest way to run ads is by promoting posts you've shared on FB or IG. Select the post you want to promote and then track how many people are seeing & engaging with it.



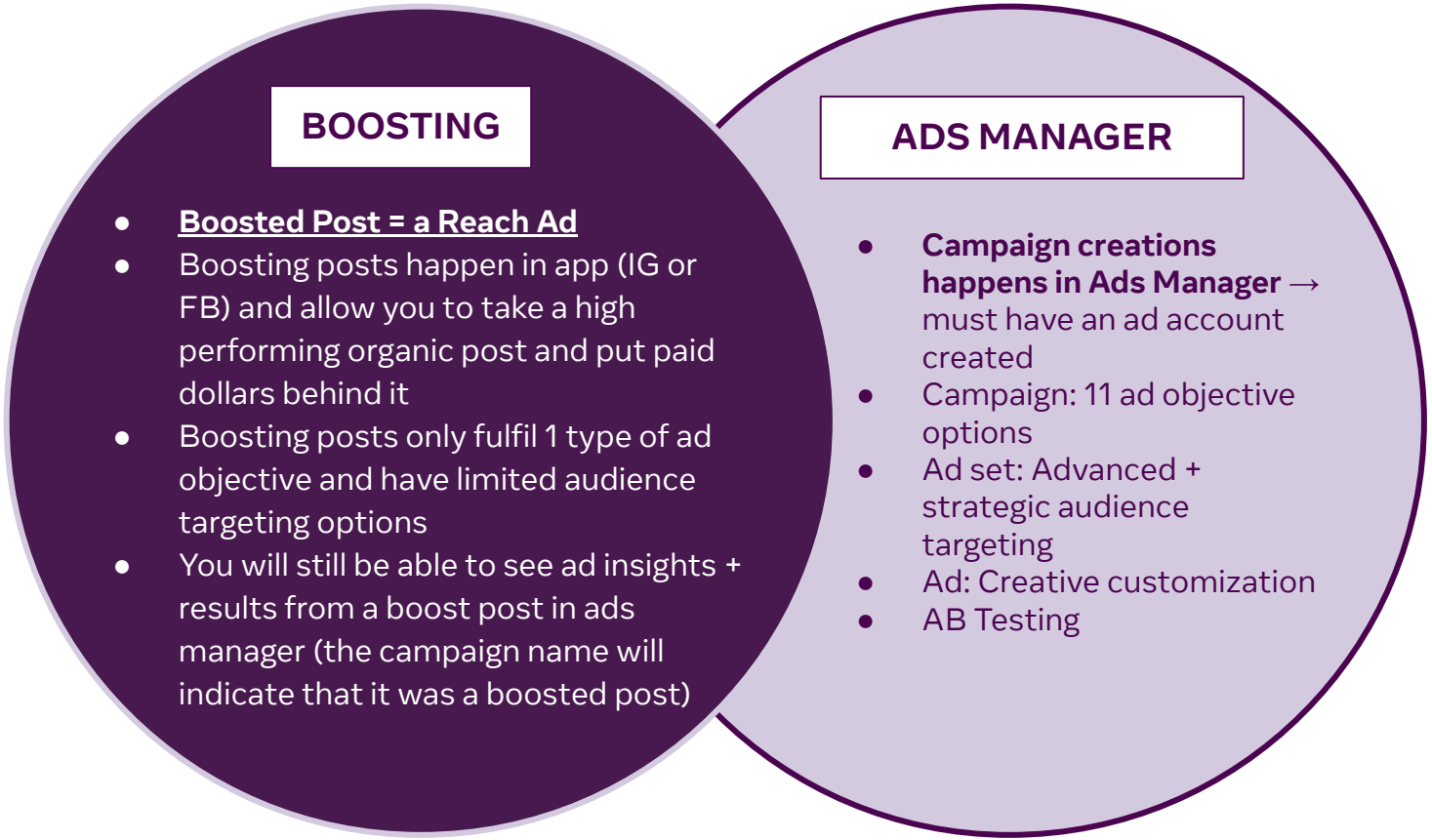
Option 2: **Ads via Ads Manager**

Run more advanced ad campaigns through Ads Manager.

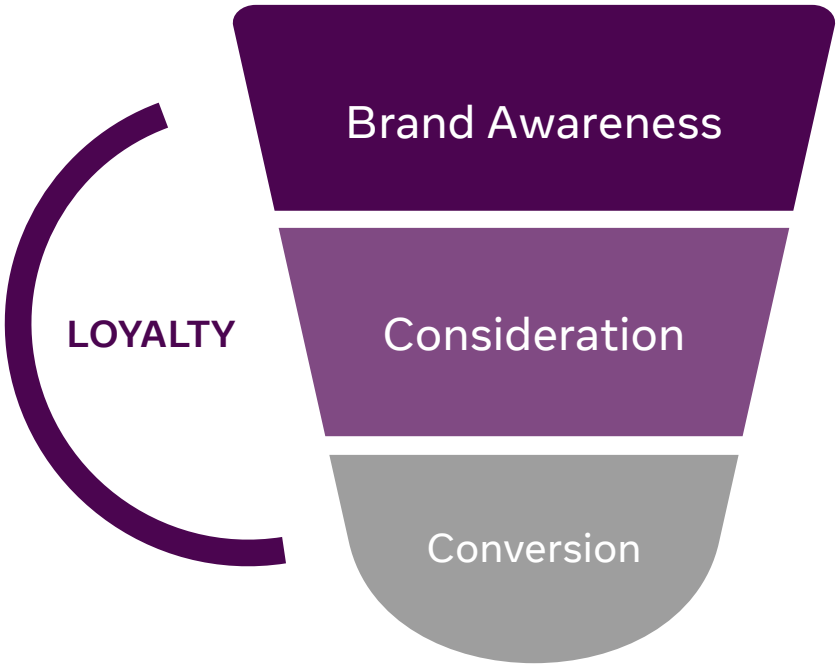
Sometimes known as ‘dark posts’, Ads Manager is a tool that allows you to create campaigns & ads that won’t show up on your feed organically like a boosted post requires. You can select from various objectives based on your business goal (e.g. drive people to listen off-site; grow awareness, etc.).



Boosting Posts vs Creating an Ad Campaign



Revisiting the Meta ad objectives



Brand Awareness

- Reach campaign using basic interest targeting to promote a new product release
- Reach campaign using geographic targeting to promote an upcoming in-person arts show

Consideration

- Traffic campaign to drive audience to your site to sign up for a monthly newsletter
- Video Views campaign to find people likely to watch 50% of your instrument tutorial

Conversion

- Conversions campaign to find people likely to purchase your new book

Ad Creation
Ad Set Level Decisions

Ad Set Level Decisions

At the Ad Set level, you will set up three different levers that help ensure your ad delivers to the audience you want, on the platform you intend, and with the right budget.

Targeting — *Who do you want to see your ads?*

Placement — *Where do you want to reach your audience?*

Budget — *What is the value of this result to you?*

Audience Targeting

Make sure your ads are reaching the right audience and use audience tools that are exclusive to Ads Manager to find new audiences

Interest Targeting

Target fans based on their interests, demographics and location

Custom Audiences

Create audiences based on website visitors, IG or FB fan engagers, video viewers

Lookalike Audiences

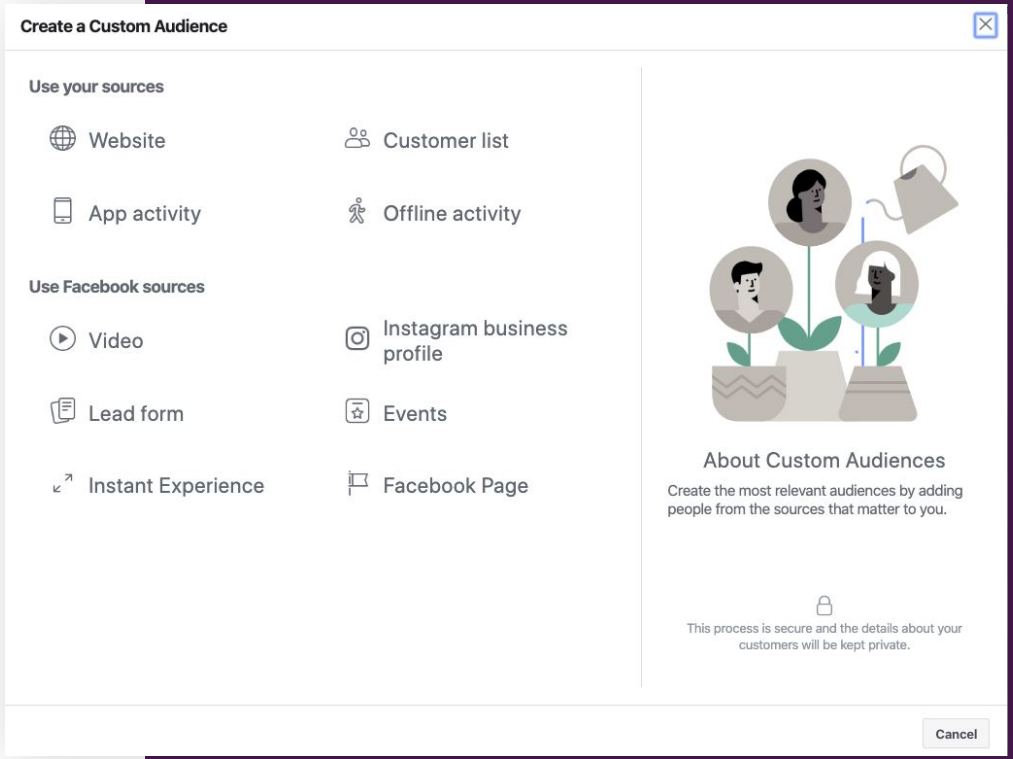
Find people that have similar profiles to your current fans or loyalists

Custom Audience

A custom audience is an audience that you can create using either your sources or Facebook sources.

Using your sources means uploading a customer list or creating an audience based on your account or website/app traffic

Using Facebook sources means creating an audience based on people that interacted with your videos, profiles or other touchpoints

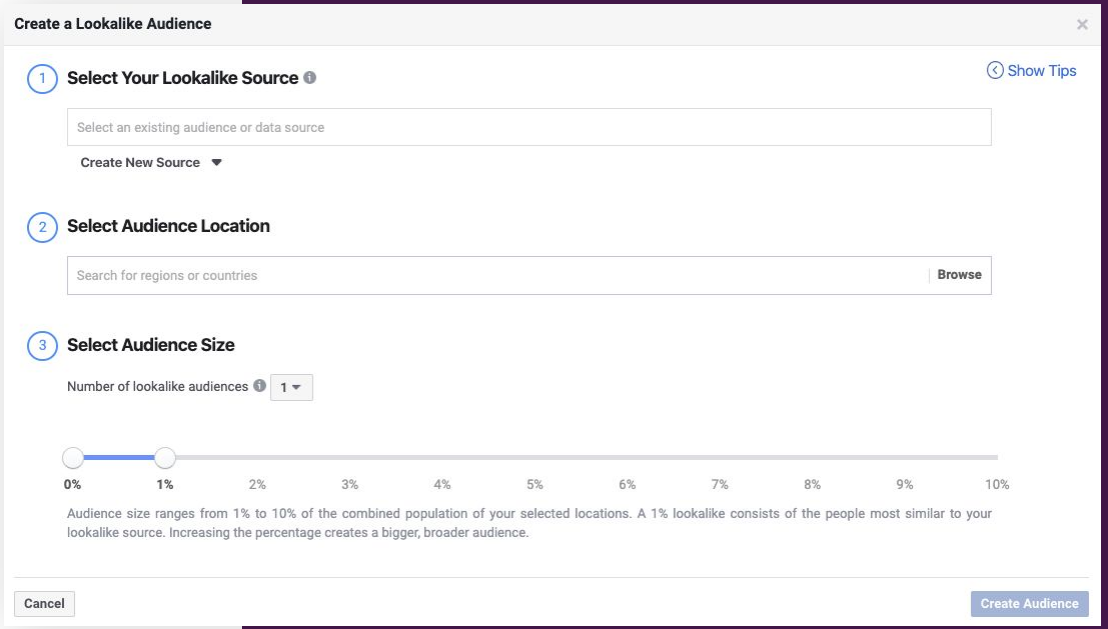


Lookalike Audience

Creating a lookalike audience means finding people similar to your custom audience.

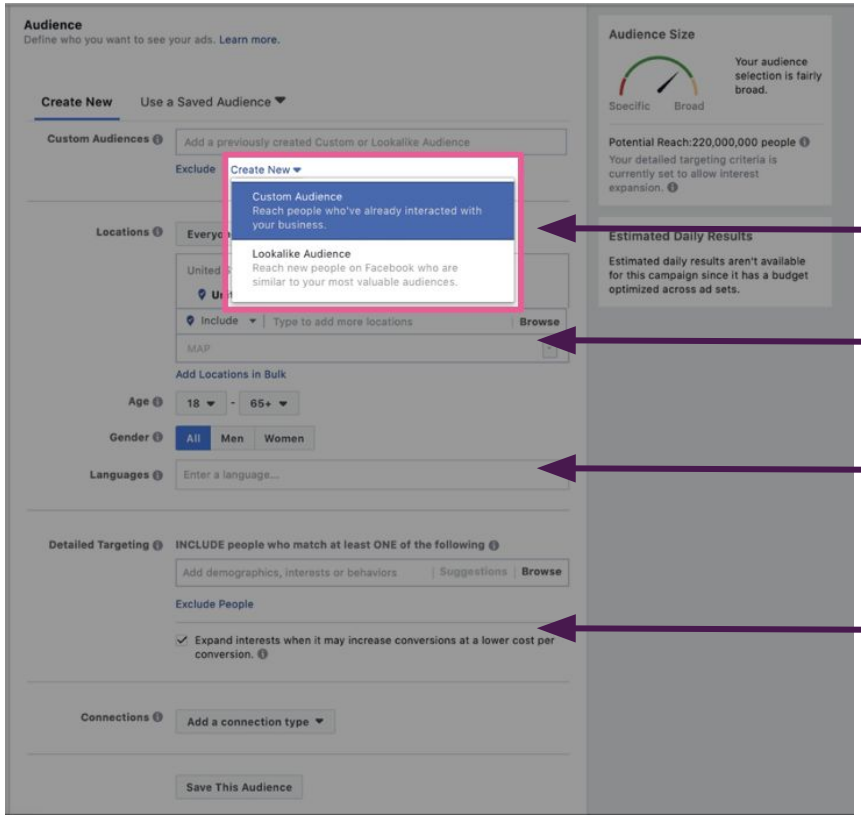
So the first step is always to create a custom audience and then, by selecting that you can find similar people. After selecting the custom audience you have to select the country in which you want to find similar people.

Finally you decide if you want smaller but most similar audiences or larger but less similar audience



Audience Targeting in Ads Manager

The audience tool guides you through layering on different types of audience targeting



Ads Manager entry point into the Custom/Lookalike Audience targeting builder

Geographic targeting (city, radius, can add locations in bulk)

Demographic targeting selections

Interest targeting (include or exclude people that like other Pages/topics on FB)

Ad Placements

Able to customize where your ads are seen - on which platforms and where within each platform

AUTOMATIC PLACEMENTS

Ads will show up across all Meta platforms: Facebook, Instagram, WhatsApp, Messenger, Audience Network*

*For those who have opted in to having personalized ads across platforms, the audience network will show personalized ads across third party websites

MANUAL PLACEMENTS

If you prefer to only show your ad on a certain platform/ location, you can edit your placements. BUT keep in mind, by removing placements, you could potentially see lower performance because delivery opportunities are being limited.

For example, you can use manual placements to run an IG Story only campaign

For efficiency reasons, Automatic Placements are the recommended selection

What Are Shopping Ads?

An advertisement where the ad creative has products tagged . Shopping ads can only be built via Ads Manager - you cannot boost in app

Supported Ad Objectives

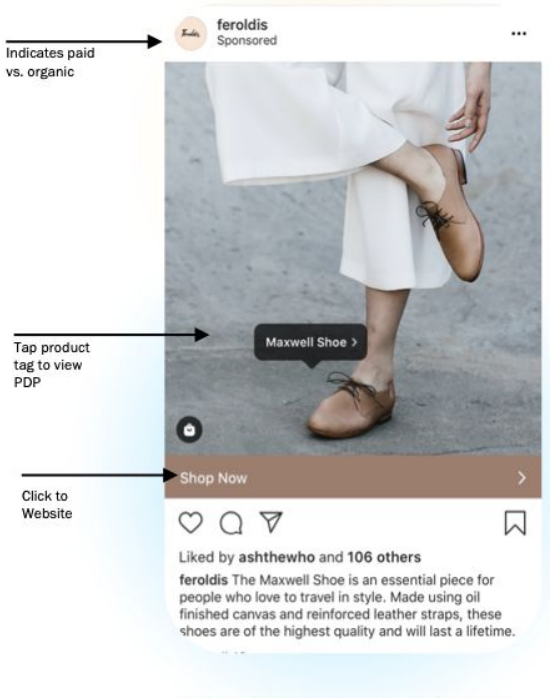
- Website Conversions (Purchases, Add to Carts, etc)
- Product Catalog Sales
- Link Clicks (traffic on and off site)

Supported Ad Formats

- Single-image format will be supported for static (non-catalog) ads
- Single-image and carousel formats will be supported for dynamic ads.

Ad Placement Locations

- Both Automatic Placements and Manual Placements (where at least Instagram Feed must also be selected) are possible
- In- app Shop tab

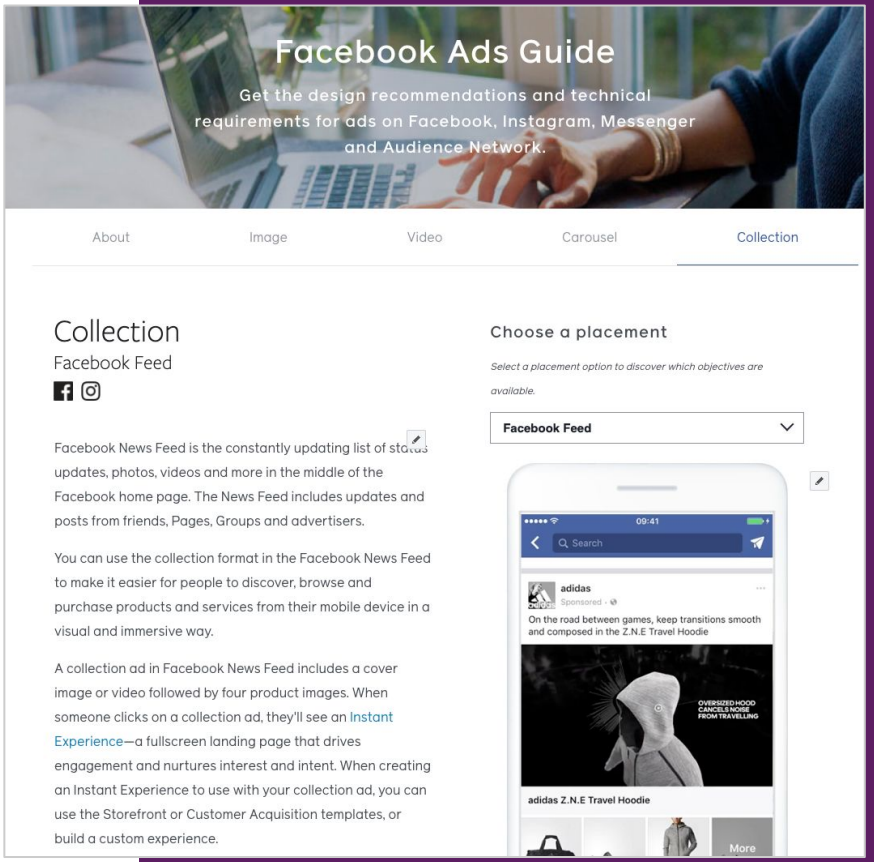


Ad Creative Considerations

Ad Specs

Make sure your creative matches the required ad specs

Provides design specifications and technical requirements across each format and placement. You'll find information on dimensions, file sizes, character limits and more. https://www.facebook.com/business/ads-guide

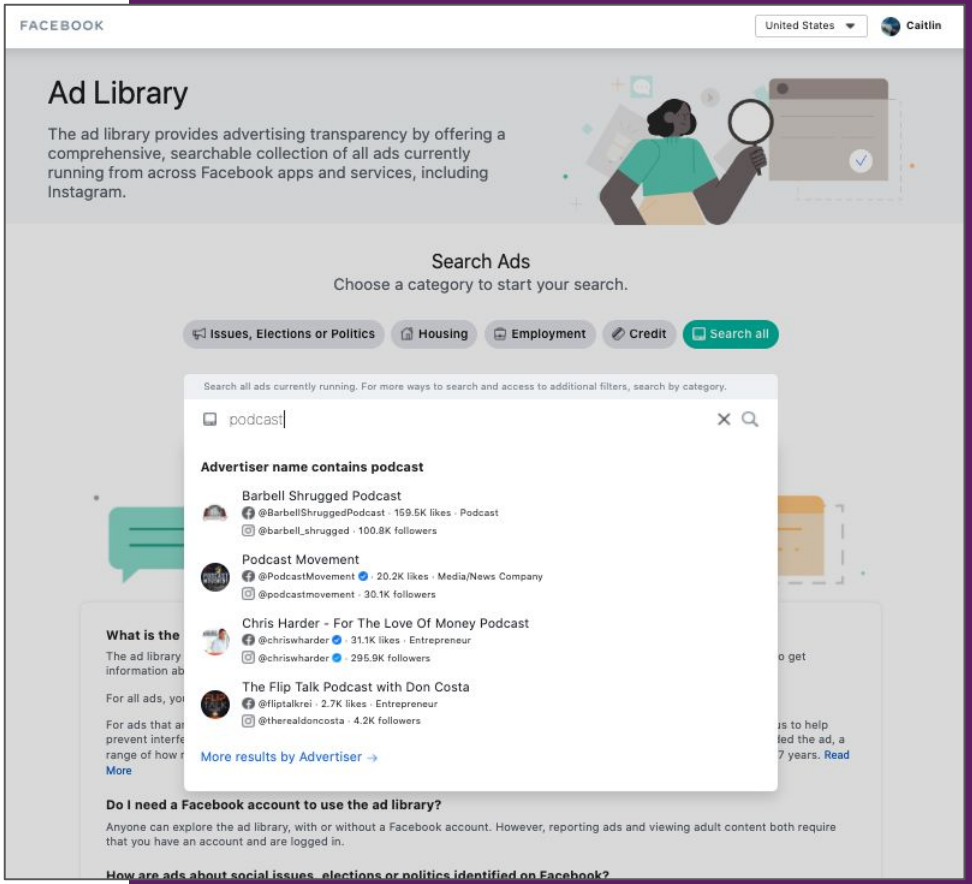


Ads Inspiration

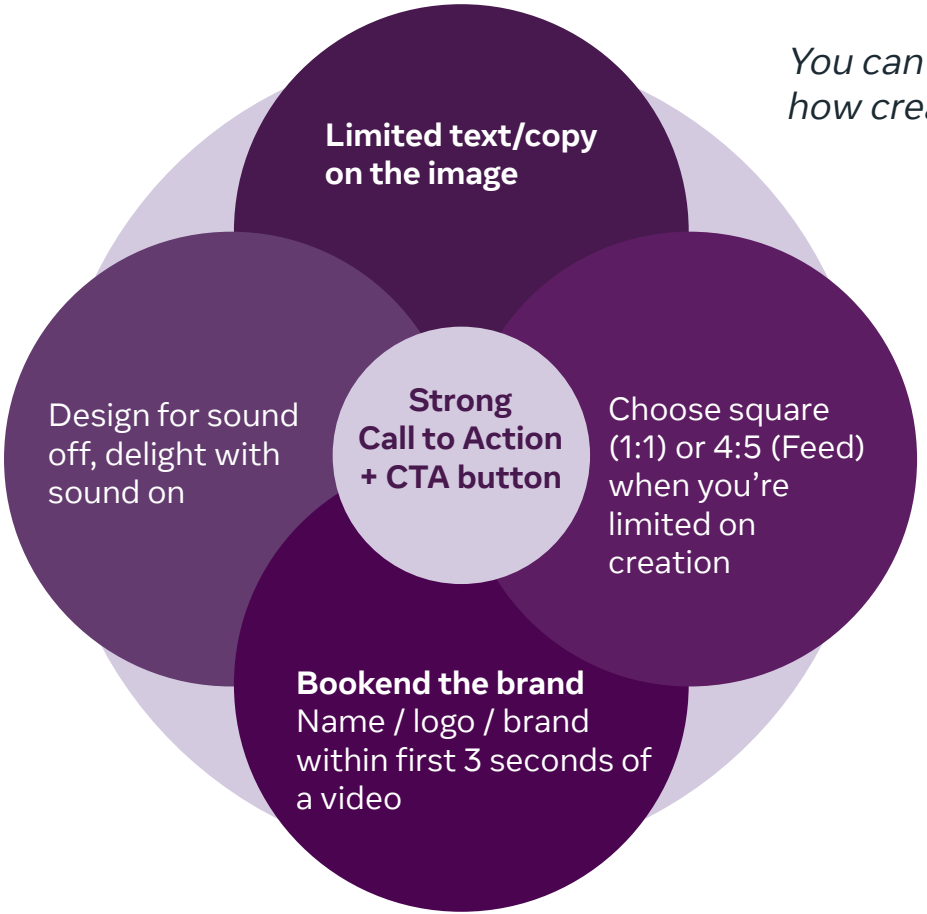
Visit the Ad Library!

Check out what other advertisers' ad creative looks like on Facebook

Visit https://www.facebook.com/ads/library and look up any public Page to see what active ads they're running. Begin typing the Page name into the search field in the middle of the Page.



Creative Considerations



You can leverage "Ad Preview" in Ads Manager to see how creative will look across all platforms/placements

Be aware of Creative Fatigue

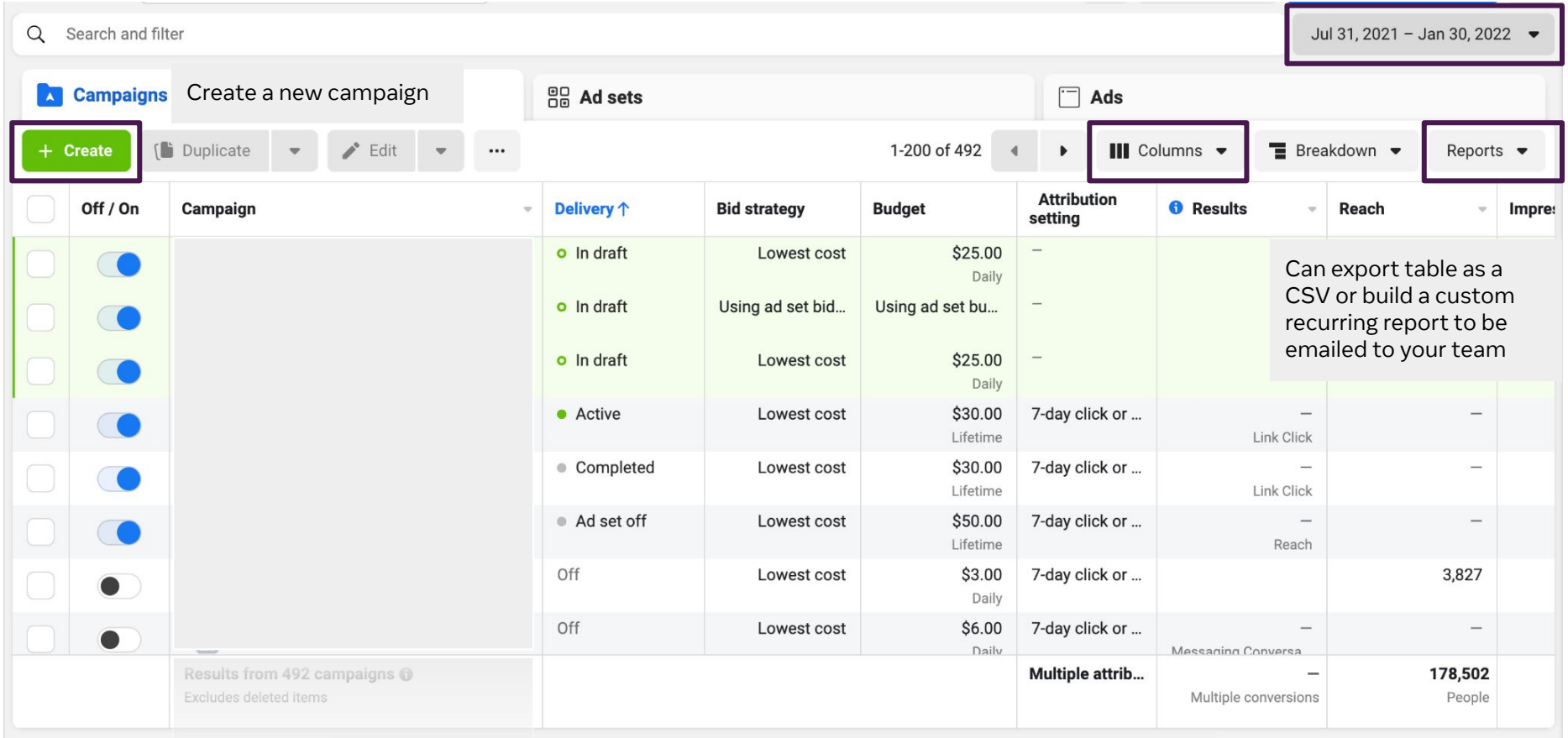
Creative fatigue is when a target audience has seen the same creative too many times and as a result they may be less likely to engage with that ad.

If we think an active campaigns is experiencing this fatigue, you may see *Creative limited or Creative fatigue* in the Delivery column status for your ad set or ad

Ads Manager Reporting

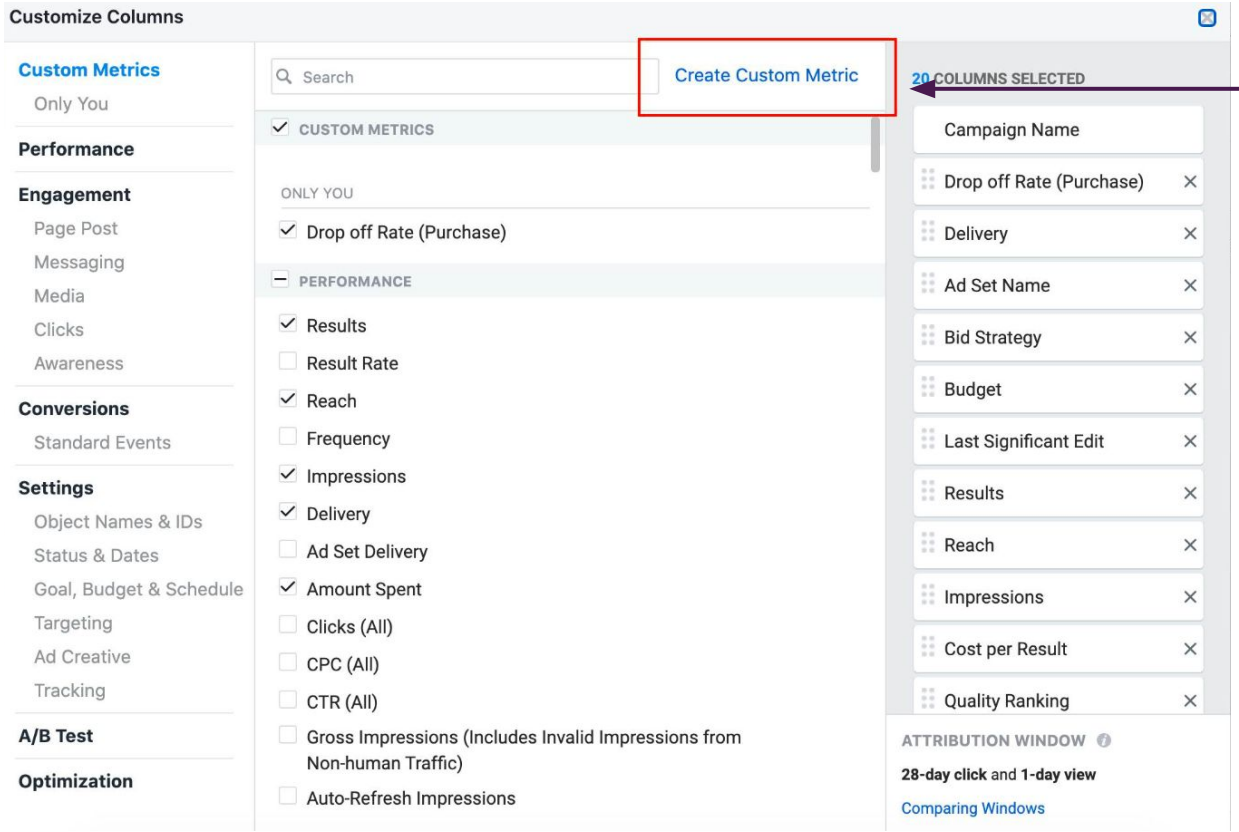
Ads Manager Reporting – Home View

Edit results time frame



Can export table as a CSV or build a custom recurring report to be emailed to your team

Customize your Ads Manager Reporting



Can create custom metrics (aka YOUR gross profit) in addition to the metrics below

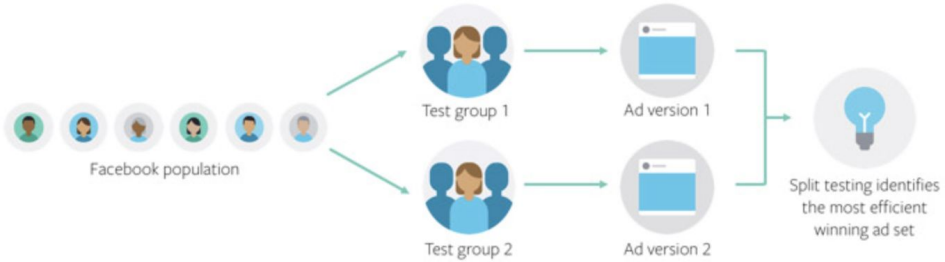
Columns that will populate/results that will show in Ads Manager homepage

Test & Learn

Split Test = AB Testing

A/B testing lets you test variables (ad creative, audience, or placement) to determine which strategy performs best by dividing your budget in half.

A/B testing is the best way to formally and accurately compare two strategies. A/B testing helps ensure your audiences will be evenly split and statistically comparable, while informal testing (turning campaigns on/off) can lead to overlapping audiences.



Your test can start showing results once there's at least 100 events observed for each strategy you're testing. However, we recommend waiting until your test is completed and results are finalized to judge your test findings and act on them.

Action on learnings drawn from Ads Manager reporting

In addition to formal tests, routinely review your Ads Manager reporting insights to discover what the next best test could be

- Which target audience/ad set is performing best?
  - If one is performing poorly, it may make sense to pause it.

- Are you driving a lot of Link Clicks, but not many Purchases?
  - If so, maybe it makes sense to optimize for Purchases instead, or maybe you check your “Add to Cart” performance and see where the drop off is happening on your site

- Which creative is seeing the lowest cost per result?
  - Potentially pause the lowest performer and swap in new creative.

- Did all of your ad sets get out of the “Learning Phase”?
  - If “no” then maybe we want to try to limit a few ad sets OR optimize for something a little higher up in the funnel (i.e. Add to Cart)

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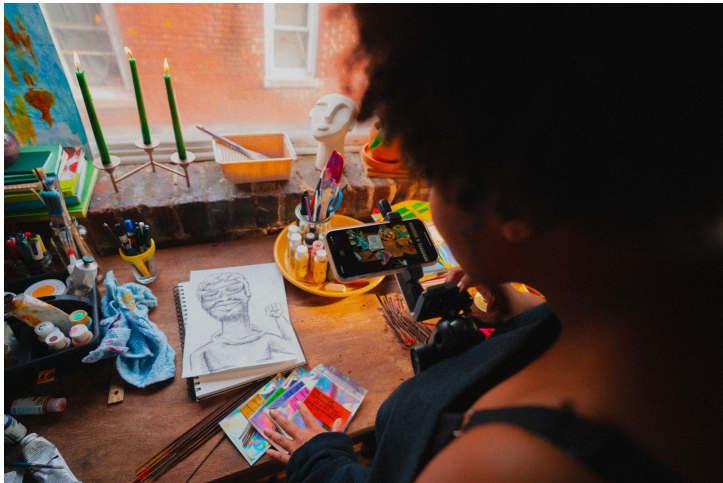

Ad Payments & Logistics

Ad Payments Best Practices & Rules

If you have issues with your payment method and the existing balance on your Facebook advertising account can't be paid, your ads will be paused.

If you have any Meta ad coupons, the balance can verified in Ads Manager> Payment Settings along with the coupon expiration date

Once an ad account has been created in a Business Manager, it cannot be moved to another Business Manager

Business managers have a maximum number of net new ad accounts that can be created - work with your Meta partner manager to understand how close you are to your ad account max.

Make sure proper access to the ad account & advertising access to other respective Page + IG have been granted via Business Manager first

Questions??

Get in touch

Join the conversation

@ace_dcn

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Send us an email

digitalnetwork@artscouncil.org.uk

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