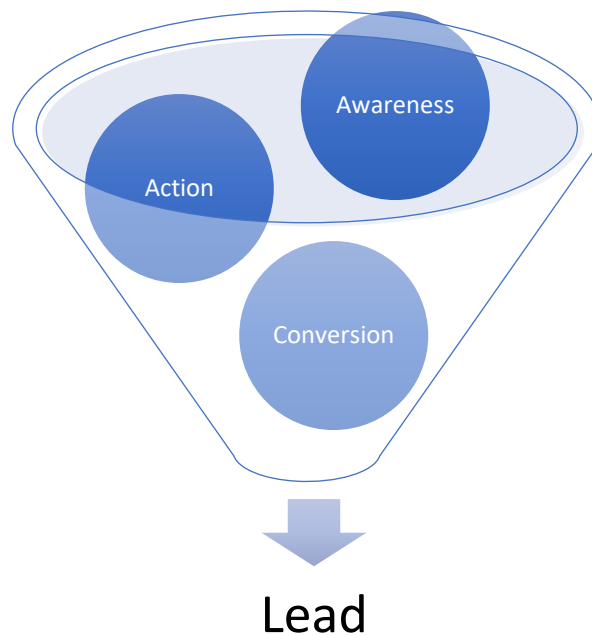


Paid Ad Campaigns Training Guideline

Taking the guesswork out of managing paid ad-campaigns and implementing an ROI positive strategy.



Introduction: *Common Questions*

1.) What Are Paid Ads?

Paid ads refer to any sort of digital media ads that are used on social media platforms such as Facebook ads, Instagram ads, Google ads, YouTube ads, and more. Paid ads are a paid, targeted social media campaign that offer different goals so you can optimize your ad performance for what you want it to do. Whether that be to generate website traffic, social media traffic, promote your page, or collect sign-ups, and many other options, there is something specific that will help your business achieve its specific goals.

2.) Why Should I Use Them?

Paid ads are an immensely undervalued and underpriced marketing channel that has higher ROI and conversion, especially for small businesses, than traditional marketing strategies. They offer a cost-effective and efficient way to create a marketing strategy that delivers the leads or results you are expecting and aiming for. They are also simple to understand and use once you have a

little experience navigating your way around them. Lastly, because of the targeting capabilities paid ads have, you are able to create highly targeted ads to your audience. You have the ability to create segmented audiences for specific campaigns, run a general campaign to your whole audience, run a specific campaign towards a specific problem/solution, etc. You are able to broaden your audience or focus in with a magnifying glass. The best part of all of this is that Facebook helps guide you through the process and even does some of the things for you.

3.) How Will It Help Me?

If you're a small business, there are a variety of different reasons why paid ads and utilizing them for your marketing strategy will benefit you and the business. They help you because they allow you to implement targeted campaigns for a fraction of the traditional marketing costs, allowing for the savings to be put back into a different aspect of the business. Also, they are highly ROI positive. So, for the price you are paying and the results you get, it is a low-cost and efficient way to meet or exceed your goals. Lastly, paid ads help because you are able to, if doing a specific campaign type, automate the whole process/campaign so you don't have to be working day-to-day on it.

Now, we provide you a step-by-step process into creating and managing a paid ad campaign, so the guesswork is taken out for you. No longer will you have to unknowingly create campaigns and not understand how they perform. Or, you'll be able to finally start creating and optimizing your campaigns. Whatever journey you are on, this training guide will provide an in-depth process to creating an ad campaign that gives you results and connections.

Process: 10 Step Guide to Creating Killer Ad Campaigns

→ Step 1: Create Your Ad Account



- Log-in to your business manager page – this option will be in the Home Page area, right above the pages you manage.
- Click create account and connect appropriate pages (Facebook, Instagram, Website).

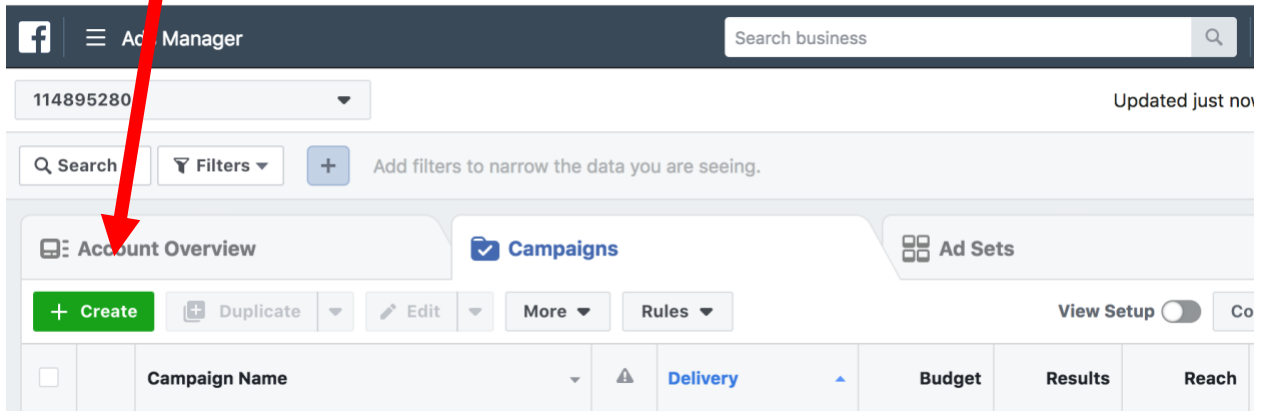
The screenshot displays the Facebook Business Manager interface. The top section is titled "Ad Accounts" and includes a search bar for "Search ad accounts", a filter for "Last 7 days", and an information icon. Below this, a single ad account is listed with a blue icon, ID "114895280", "0 Active Campaigns", and "\$55.22 Amount Spent". The bottom section is titled "Pages" and includes a search bar for "Search Pages", a filter for "Last 7 days", and an information icon. Below this, a page is listed with a blue icon, name "IForOne Marketing", ID "129871534363773", "7,714 People Reached" (+573%), and "379 Post Engagements" (+615%).

- Download the Ads app so you can manage your campaigns from your phone.

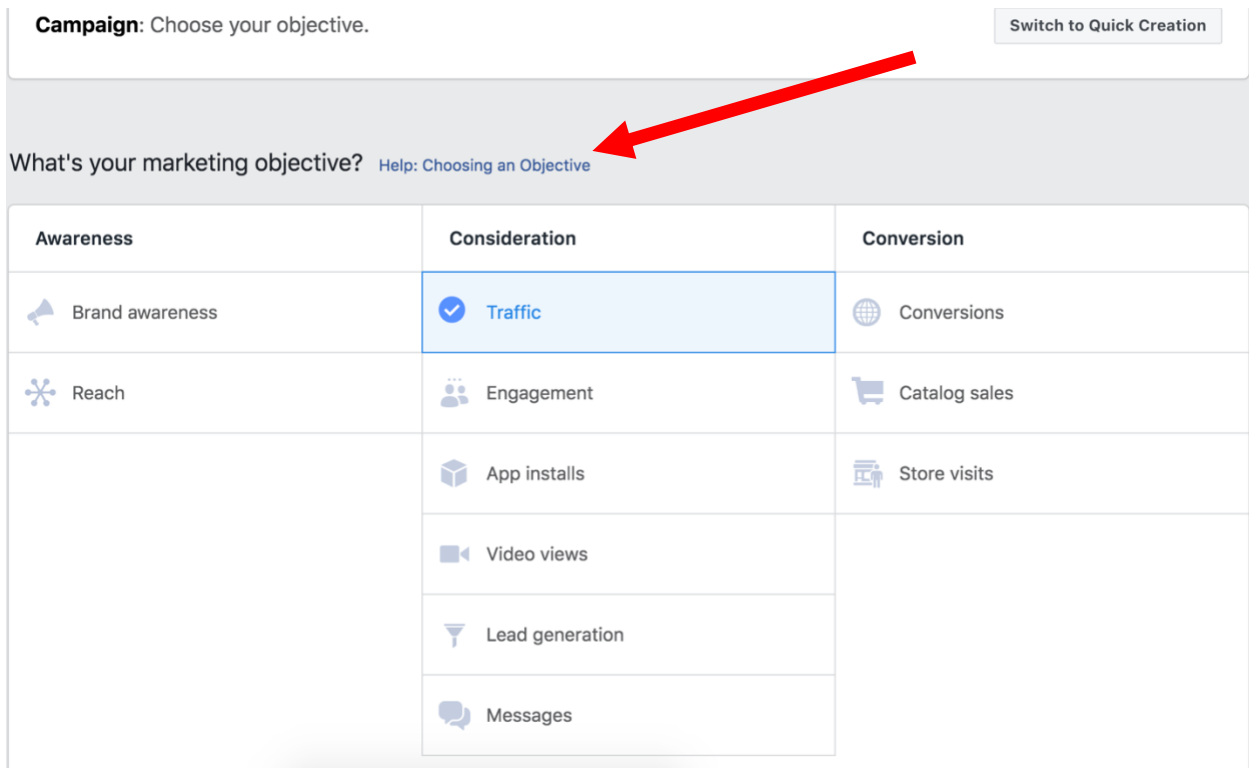
- Add all relevant information into your ad account to maximize optimization of your ad campaigns.

➔ **Step 2: Create an Ad**

- Once your ad account is set up and ready to go, you are now ready to create an ad. Click “Create Ad”



- Select the goal of your ad.



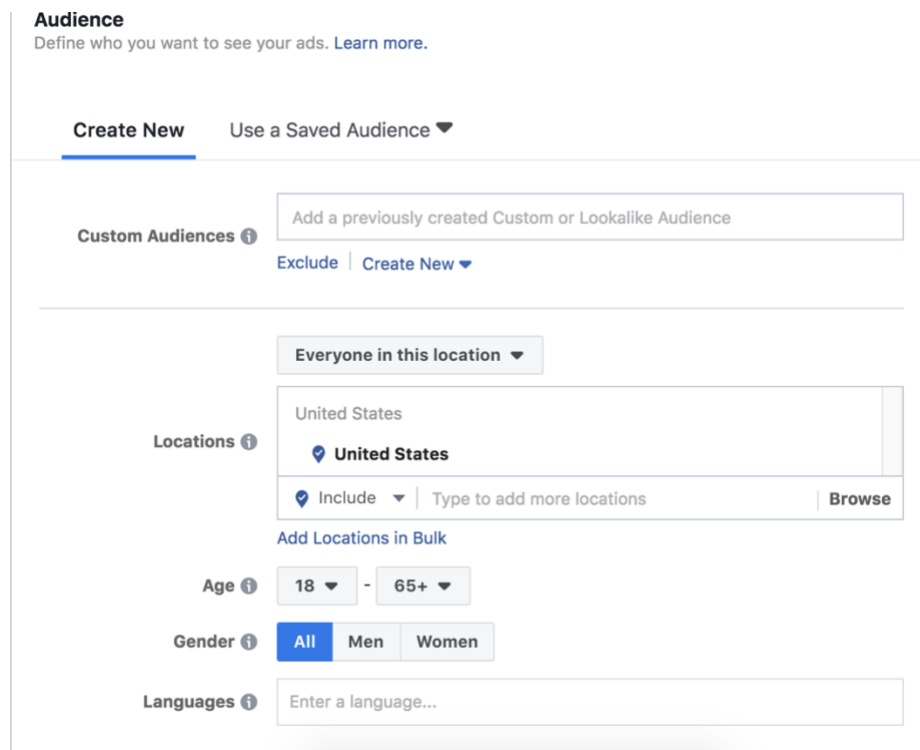
- Optimize for your goal ➔ What would you like the campaign to accomplish? If you are creating an ad just to generate traffic to your website, chose “Traffic” as your goal. If you want to create a sales/email funnel and capture sign-up info,

select “Lead Generation” as your campaign goal. If you just want more awareness and exposure around your brand, select “Brand Awareness” as your campaign objective. Decide what your goals are for the campaign related to your business goals/social media goals, and then select the ad that maximizes the potential of that outcome happening. Facebook also provides advice on picking an objective (See Red Arrow).

- Create a headline, subject, and preview text. This will all go on the ad. Keep everything short and sweet and use your targeted keywords in the ad itself. Use persuasive power words to prompt your target audience to click on the ad/link imbedded in the ad.
- Decide what content you want to use in the ad. → Will it be a photo or video? As a general rule, especially in 2019, video ads tend to do better overall. And photos with a lot of words and copy in them tend to do poorly.

→ Step 3: Selecting Your Target Audience

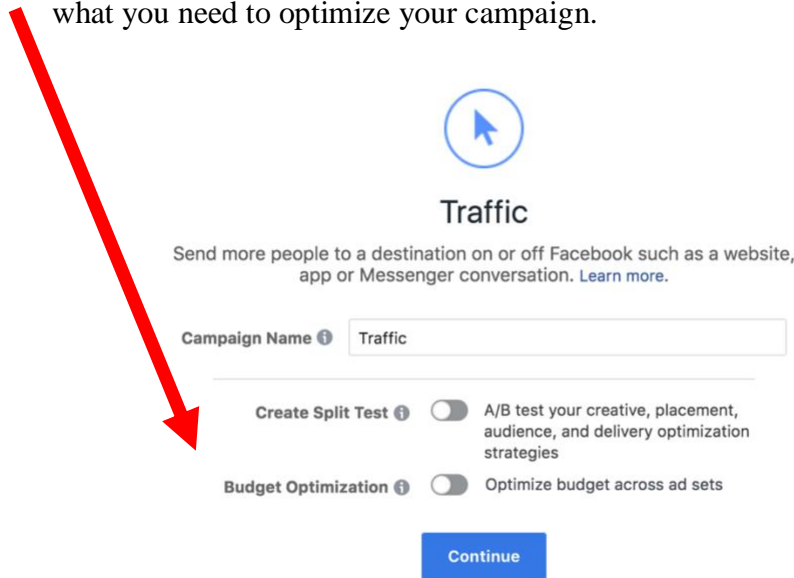
- Who is your target audience? → Implement this data into the appropriate categories.
 - Audience Name
 - Location
 - Age
 - Interests
 - Behaviors
 - Job Type/Industry
 - And More



The screenshot shows the Facebook Audience selection interface. At the top, it says "Audience" and "Define who you want to see your ads. Learn more." Below this, there are two tabs: "Create New" (which is selected) and "Use a Saved Audience". Under the "Create New" tab, there is a section for "Custom Audiences" with a search box that says "Add a previously created Custom or Lookalike Audience" and buttons for "Exclude" and "Create New". Below this, there are several selection options: "Locations" (set to "Everyone in this location" with a dropdown arrow, and a list showing "United States" selected), "Age" (set to "18" and "65+" with dropdown arrows), "Gender" (with buttons for "All", "Men", and "Women", where "All" is selected), and "Languages" (with a search box that says "Enter a language...").

→ **Step 4: Budget Optimization and Ad Duration**

- How much are you spending on this ad and for how long?
 - Daily Budget
 - Weekly Budget
 - Monthly Budget
 - Yearly Budget
- How long is the ad campaign running? → Decide how long the ad will run, and this will help determine daily spend budget.
- Facebook will show you a budget section before Target Audience, and will give you the option of having them optimize your budget so you are spending exactly what you need to optimize your campaign.



Traffic

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. [Learn more.](#)

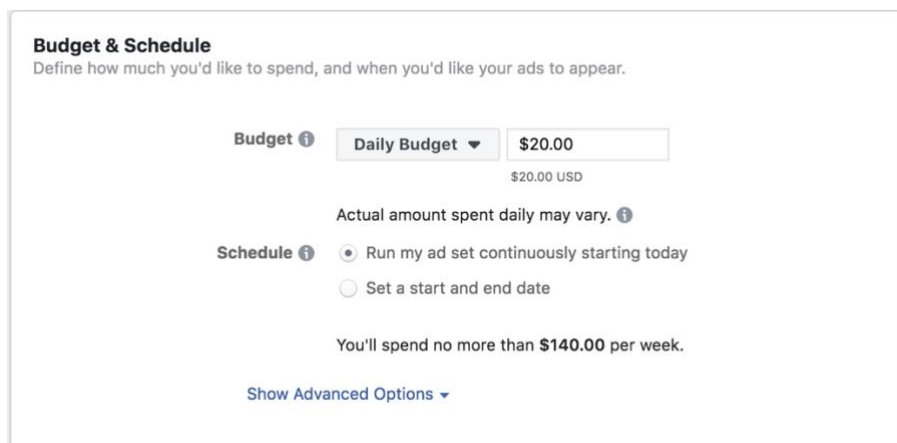
Campaign Name ⓘ Traffic

Create Split Test ⓘ A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ⓘ Optimize budget across ad sets

[Continue](#)

- Once you continue on from this page (photo above), you will be brought to the Target Audience section where if you scroll down, you can see the Budget Optimization section.



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** ▼ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date


You'll spend no more than **\$140.00** per week.

[Show Advanced Options](#) ▼

- As shown in the picture above, you also have the option to do advance Budgeting and Scheduling.

Optimization for Ad Delivery ⓘ

Get more people to your ad's landing page ✕



Optimize for landing page views to find more people in your target audiences who'll click on a link in your ad and wait for the ad's landing page to load. This can help get better results if your goal is to get more traffic to specific webpages. [Learn More](#)

[Switch to Landing Page Views](#)

Link Clicks ▼

Bid Strategy ⓘ **Lowest cost** - Get the most link clicks for your budget ⓘ

Set a bid cap

When You Get Charged ⓘ Impression

[More Options](#)

Ad Scheduling ⓘ **Run ads all the time**

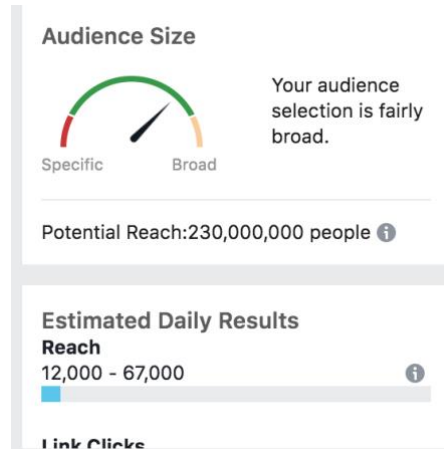
Run ads on a schedule

Delivery Type ⓘ **Standard** - Get results throughout your selected schedule

[More Options](#)

[Hide Advanced Options](#) ▲

- Once you have done all of this, Facebook will give you an estimate on your Reach and Potential Daily Results on the side.



- Edit and Optimize based on what your Potential Reach and Estimated Daily Results are, if they are not what you expected. Go back and edit your audience, location, demographics, interests, budget, etc., until this sidebar icon gives you the data you expect.

➔ **Step 5: Placement**

- Make sure you have the right pages for where your ad is going connected to the ad.

Identity
Choose how you want your business to be represented in your ad.

Facebook Page
Your Facebook Page or Instagram account represents your business in ads.

IForOne Marketing +

Instagram Account
Select an Instagram account to represent your business in your Instagram ad. To manage available Instagram accounts, contact your Business Manager admin.

iforone_marketing

- You can choose to have Facebook automatically place your ads where they have the best chance of performing or you can manually determine where your ad is to be placed.

Placements
Show your ads to the right people in the right places.

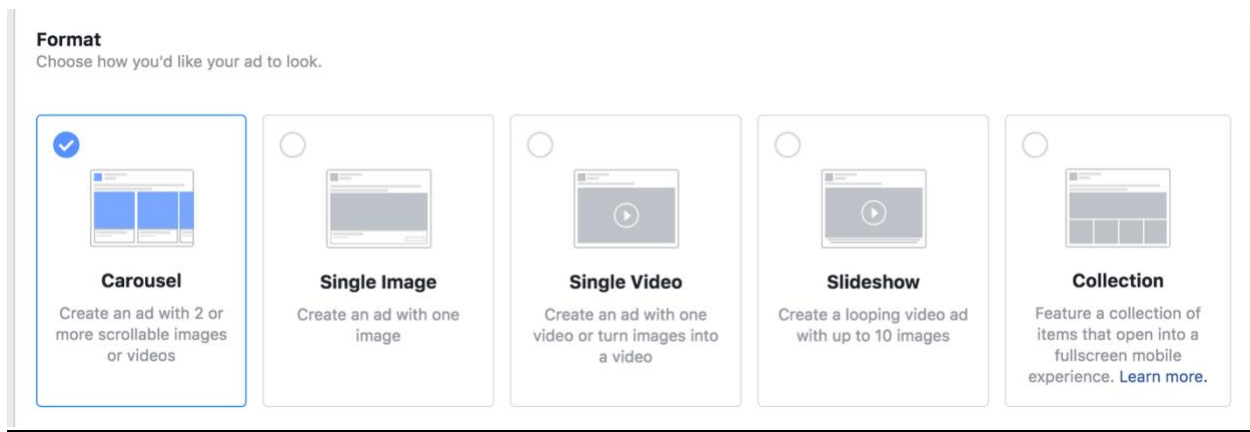
Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

- If you decide to edit the placements manually and not have Facebook automatically generate the placements, decide where you want to have it placed. Make sure that it is the optimal channel to post and ad to.
- Preview how the ad looks on the different placements and determine if it looks good visually, if not, go back and edit.

➔ **Step 6: Formatting and A/B Testing**

- This is where you will decide exactly what format you will use for your ad. Facebook gives you the ability to choose from a few different formats, as shown below.



- Once you decide what type of format you want to go with, you must preview again to make sure the content and ad format is visually appealing and that it all flows together, relating to the overall goal.
- After you decide the format, you can decide whether or not to A/B Test your ad. You can decide this beforehand, however, we suggest waiting until the end so you can decide based off your campaign objective, target audience, format, etc.
- A/B Testing is the act of simply creating 2 split ad campaigns from the same ad, using different (or segmented) audiences and targeting formats.
- Facebook offers the ability to let them create an A/B Test automatically, so you don't have to create another ad-set.

➔ **Step 7: Finalizing**

- After you have gone through the whole creative and formatting process, now it is time to finalize everything. ➔ Double check the ad, proof-read, optimize content/copy, preview again, and then finally publish.

➔ **Step 8: Measuring Data and Analytics**

- Key Data Points for Measuring Campaigns:
 - CPC (Cost Per Click)
 - CPM (Cost Per Impression)
 - Cost Per Reach
 - Cost Per Conversion

- Conversion Rate
 - Link Clicks
 - Bounce Rate
 - Those are a few to start
- If you are not meeting your goals in the campaign, refer back to step 7 and continue on from there.

Conclusion: *Paid Ad Campaigns*

Paid Ad Campaigns are an efficient and cost-effective way to market your small business. If you are new to paid ads or have been playing around with it but still have no clear direction/understanding of paid ads, then it is important when you start out to test and experiment with different ad objectives, audiences, formats, placements, etc. This will help you determine your ideal audience, content, format, budget, location, and more.

Once you have experimented and measure the data, then focus on the 1-3 ad types that perform the best and go all-in on those.

This will provide you the ability to hone in on your target audience and goals associated with social media. From here, you can then create campaigns with precision and get a positive campaign-ROI.