

Do **THIS** if you are running Facebook Ads:

Top 50 Tips To Run Successful Facebook Ads in 2022

(these tips are tried and tested on hundred's of clients worth 5 crores)



OUR RATINGS



tummykhush ★★★★★



examyogi.education ★★★★★



pradiptaachakraborty ★★★★★



voixdigital ★★★★★

Have you also spent a huge amount on Facebook Ads and have not got the desired results?

Wondering which part of the strategy didn't work out for you?

Trust us, we were also once there unsure of what and where improvements can be made to better every ad we published. We worked upon each part of ad making very keenly that is the Targeting, Budgets, Creative, Content which eventually started to give us results.

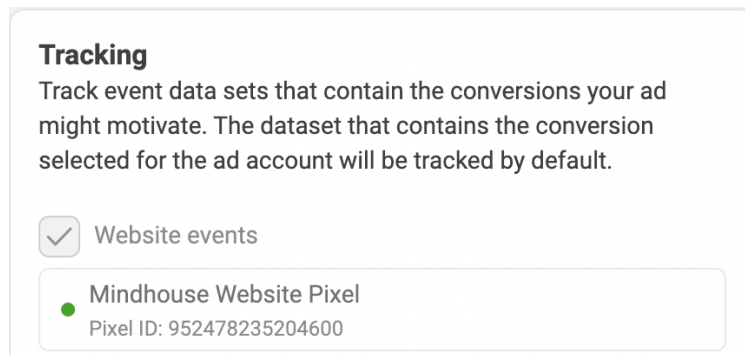
Congratulations, you're one READ away from getting the best ROI's from your Facebook Ads using our tips.

Facebook (now Meta) is the biggest platform to advertise. You must be definitely doing it, but this ebook will help you do it better.

We have curated the top **50 TIPS** which we have used, experimented with, and got results from. We create campaigns every day on Facebook for a variety of clients across all industries. With our experience in this industry and using the Facebook ads Platform over years, the tips mentioned in this book are your definite checklist for running successful ad campaigns on Facebook which will certainly give you your desired results.

Let's dive into making your ads better with each tip mentioned below

1. Check your pixel connectivity thoroughly as conversion campaigns are dependent on them. If your pixel is not properly installed, you won't be able to optimize ads.
2. If you have created more than one pixel then make sure to check the selected pixel at the ad level before publishing it.



3. If your ad account is new, start your campaign with a low-priority event. For example, for an e-commerce company, add-to-cart or checkout is a low priority event and purchase is a high priority event.
4. Different audiences behave differently with different events, so regularly test your audiences with different events. For example, if your Audience A is running on checkout and not giving results, you may test add-to-cart event before changing the audience.
5. Try to exit the learning phase as soon as possible. As per Facebook, you need 50 events to be fired every week to exit the learning phase. When you exit the learning phase, you can expect consistent results sooner.

6. If your ad account is fairly new, take the approach of account simplification. Create a limited number of campaigns, so that audiences can be monitored properly. Scaling can be done once the results pour in

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Prospect_CBO_Dynamic All
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing_Middle Funnel
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lookalike_Dynamic All
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Prospect_ABO_Dynamic

7. Optimizations at the adset, ad level are to be made one by one. Making lots of changes at once will only complicate the understanding of results
8. Use automatic placements at the adset level while creating ads but if you choose to manually place then try all placements atleast once. This can be experimented with separate adset/audiences.
9. Set UTM parameters for every ad that you create. Helps track the results better

Build a URL parameter

get information from your campaign, ad set or ad, click on each field and select a dynamic parameter, such as ID={{ad.id}}. [Learn more](#)

Campaign source

Facebook_Paid

To identify the source of traffic, e.g. Facebook, Instagram, a search engine or another source.

Campaign medium

{{campaign.id}}

To identify the advertising medium. For example, "banner", "email", "Facebook_Feed" or "Instagram_Story".

Campaign name

{{adset.id}}

To identify a specific promotion or strategic campaign. For example, "summer_sale".

Campaign content

{{ad.id}}

To differentiate ads or links that point to the same URL. For example, "white_logo", "black_logo".

Cancel

Apply

10. If you are running a lead generation campaign, you can use Facebook form built on custom questions and not just the prefilled questions. This will improve the quality. Always go with the Higher Intent option while creating forms.

Form type

Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead. [Learn more](#)

- ☒ **More volume**
Use a form that's quick to fill in and submit on a mobile device.
- ☐ **Higher intent**
Add a review step that gives people a chance to confirm their information.

11. Use a conversion campaign even if your objective is a high-quality visitor. You can choose a low-priority existing event or create a low-priority event instead of using a traffic objective.
12. Catalog ads are best suited for remarketing audiences. You can choose an add-to-cart audience or checkout audience and Facebook will automatically show ads to those entered in your rule.
13. Create custom app events and optimize at the adset level. This will help increase the volume of in-app actions.

Optimisation and delivery

Optimisation for ad delivery

App events

App event

Subscribe

Bid control (optional)

₹X.XX

Facebook will aim to spend your entire budget and get the most subscriptions using the lowest-cost bid strategy.

[Show more options ▾](#)

Attribution setting ⓘ

7 days after clicking

14. Ad copy must be planned, curated with enough thought and strategy, it is what sells first.

S.No	Product	Audience	Ad Format	Creative Text	Ad Copy
1	Gathered Cuff Sleeves Mini Shirt Dress	Prospect	Short Clip Video	Mini Shirt Dress, Wear Everyday, Style with a cute pair of sneakers, Your OOTD- Basic and Beautiful	Give your warbrobe a subtle change with these mini shirt dresses
2	All Dress	Prospect	Carousel	Fashion, Trending, Comfort, Be You, Styled for you, Be Effortless	Look your stunning best in these exclusive designs. Get the latest styles at an introductory offer of 25%
3	Dress Testimonial	Prospect	Testimonial Video	1."I got a Poplin Shirt dress which had a cute litte cross tie up on the waist and it looked just amazing. Styled this over the weekened and it looked great for the occassion-the colour was so good!!!!" 2."This is what I am entirely crushing on right now. Got this marie sleeved dress and i telll you it looks gorgeous. What I love the most are the dainty button and those sleeves in this beautiful colour" 3." Like most of us I am never prepared for a party but this time I actually was!!!! Came across this brand called Saahiba which	We love that our customers look great in our dresses
4	Jumpsuit	Prospect	Feature Point Out Video	Video 1 Belted Jumpsuit- 3 colour Variations Text:- Lantern sleeves, Overlapped neckline, Side pockets, Relaxed fit, Tie Up Waist Belt	Are you also unsure of wearing Jumpsuits everywhere? Of course you are!! Get this beautiful looking belted jumpsuits which are very easy to wear out

15. Add multiple primary text and headlines and let Facebook decide which works best through permutations and combinations.

16. Reviews and Testimonials must be in the ad copy if the ad is targeted towards the remarketing audience.

17. Ad copy must reflect the solution your product is providing the customer- essentially sell your solution, not your product.

Panchvati Herbals
Sponsored · 🌿

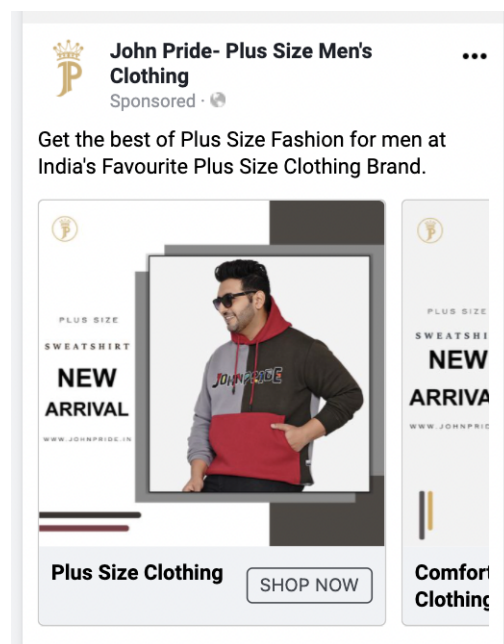
Tighten your skin easily with Panchvati Herbals Shape Cream.



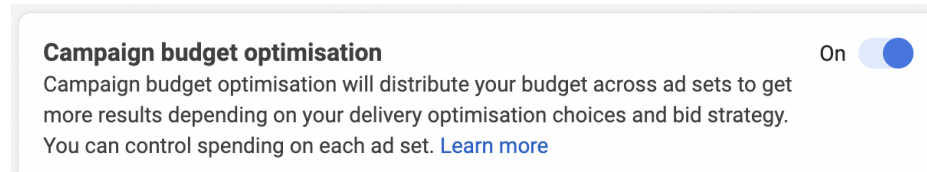
PANCHVATI.IN
Used by 50,000+ customers

SHOP NOW

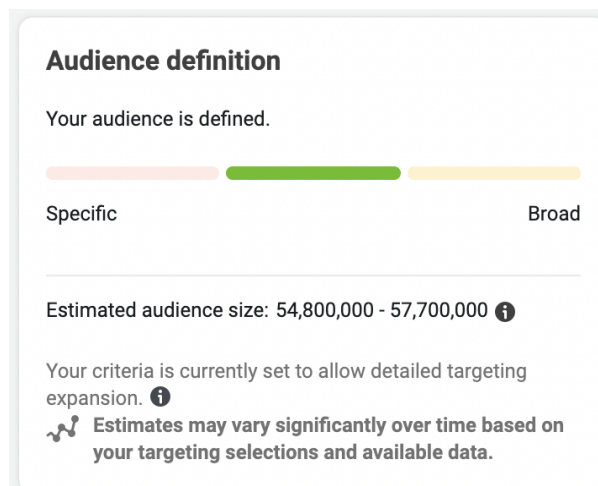
18. Give a value proposition- Benefit, Quality in the ad copy and the creative.
19. Your ads must convince the user to take some action, add the necessary hook to it. Add-in offers discount codes on the headlines.
20. Create Social Validation/ Credibility of your product, use a lot of User Generated Content if possible.
21. Convey the best / most important part of your ad copy in the first three lines itself if your ad is placed on Facebook and in the first line if the ad is shown in Instagram.
22. Keep the language simple, direct, and convincing. Too much jargon is not what can make your product sell.



23. Remove remarketing audiences (custom audience) from your prospect audiences.
24. Create campaigns on CBO while testing multiple audiences



25. Consistent 10-15% increase in budget for an ad set performing well if you want to scale your ads.
26. If your budget is less than INR 1000, don't use CBO to test the audience. Instead run those adset at ad set level optimization.
27. If your budget is more than INR 1000, you should use CBO to test multiple audiences. In this case you can add 7-8 audiences in one go and find the best ones.
28. Shift the best-performing ad set in the CBO audience to ABO (ad set optimization) if you want to scale the campaigns.
29. In the prospect audience, make sure to have an audience size of 10,00,000 at least. If your audience is narrower than that then it might give costly results.

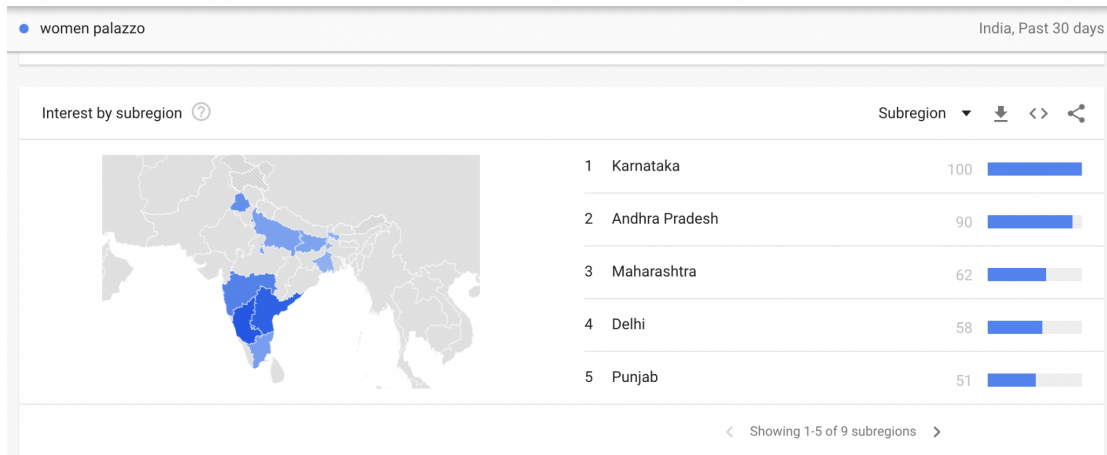


30. If your custom audience is small then combine those audiences and show them a common ad for better performance.
31. If your custom audience is huge. For example, your add to cart, checkout, purchase audience is independently large say each has 5000 plus audience. Then these should run as a different ad set.
32. Make lookalike audiences of more than 1% for custom audiences built on events like purchases, add-to-carts, and checkouts.
33. Make a lookalike audience of 1% for custom audiences built on website visits, Instagram engagement, and Facebook engagement.
34. If you are receiving a huge volume of add-to-carts and checkouts, make a custom audience on the last seven, fifteen days visits and show ads that can convert this audience faster.

<input type="checkbox"/>	Off/On	Ad set name	Purchases	Website purchases	Purchases Conversion Value	Website purchases conversion...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Last 5- Last 3 days	.35	12 ^[2]	12 ^[2]	₹32,291.70 ^[2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Last 7- Last 5 days	.88	11 ^[2]	11 ^[2]	₹15,789.00 ^[2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Last 9- Last 7 days	.32	8 ^[2]	8 ^[2]	₹14,742.10 ^[2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New 2 days	.83	5 ^[2]	5 ^[2]	₹12,585.00 ^[2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Last 2 Days Audiences	.88	5 ^[2]	5 ^[2]	₹9,814.00 ^[2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Last 7-5 Days	.97	5 ^[2]	5 ^[2]	₹7,750.00 ^[2]
> Results from 8 ad sets ⓘ			7.93 spent	48 ^[2] Total	48 ^[2] Total	₹96,167.80 ^[2] Total

35. For video view custom audiences, use 100% video watch views as a custom audience.

36. For some campaigns, you can test state-level or city-level targeting based on product acceptability. We usually take the help of google trends to find out the location for prospective buyers and include those only as our targeting.







37. Use Dynamic Creative Optimisation when you have creatives and ad copies that are already tested.

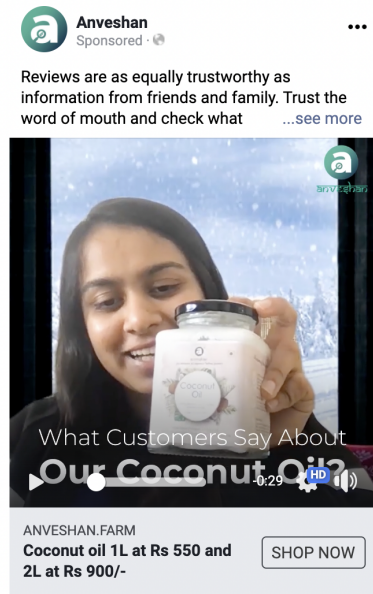
Dynamic creative
On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

38. Test all ad formats- static images, carousels, videos, slideshows for any given audience.

<input type="checkbox"/>	Off/On	Ad name	Purchases Conversion Value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Oil_Mustard Oil_Shaivya Video – Copy	₹22,836.65 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 All_Festive Offer Craousel – Copy	₹12,088.40 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Oil_Groundnut Oil_Sabudana Recipe Video	₹5,888.25 [2]
<input type="checkbox"/>	<input type="checkbox"/>	 Ghee_A2 Ghee_Website Single Image – Copy	₹3,749.00 [2]

39. Use testimonials or review ads to the remarketing audience as they are likely to convert sooner.



40. Upload Creatives in all dimensions required, even when placed for automatic placements.
41. If you're running any offer then give it a special space on your creative so that it is visible.



42. For the remarketing campaigns, keep a check on frequency. It should not go beyond 4.

43. Creative layout can be experimented with, but the text must be clear, with a readable font and size.
44. While running a dynamic ad, make sure to check which creative is taking the maximum budget. Sometimes low-performing creatives take the maximum budget. In such cases, remove the overspending creative.

<input type="checkbox"/>	Off/On	Ad name	Link clicks	CTR (link click-through rate)	Cost per result	Amount spent	Mobile app installs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dynamic App Installs	1,388	1.56%	₹33.80	₹7,840.58	232
		Image WhatsApp Image 2021-10-13 at 2.57...	863	2.04%	₹30.01	₹3,721.43	124
		Image WhatsApp Image 2021-06-15 at 22.3...	328	1.02%	₹39.29	₹2,985.94	76
		Image WhatsApp Image 2021-10-13 at 2.57...	129	1.28%	₹32.70	₹752.05	23
		Image WhatsApp Image 2021-10-13 at 2.57...	43	1.94%	₹47.50	₹142.49	3
		Image WhatsApp Image 2021-03-08 at 12.5...	17	0.95%	₹39.49	₹197.47	5
		Image WhatsApp Image 2021-06-04 at 20.4...	3	1.79%	—	₹14.75	—
		Image WhatsApp Image 2021-06-04 at 20.4...	3	1.49%	₹16.92	₹16.92	1
		Results from 1 ad	1,388	1.56%	₹33.80	₹7,840.58	232
			Total	Per Impressions	Per Mobile App Install	Total Spent	Total

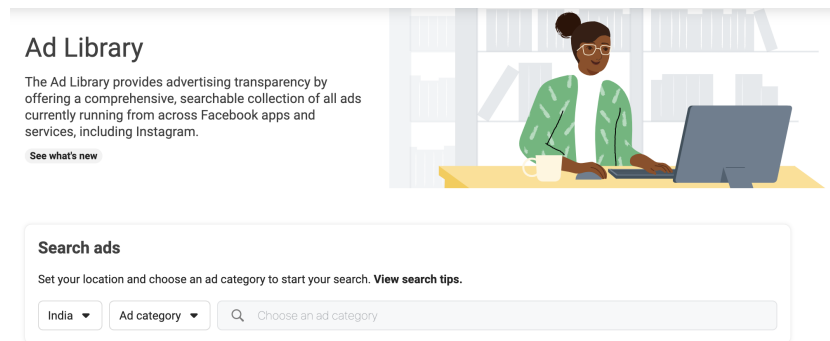
45. If you are planning to create a funnel using a video campaign. Try to use videos with a length of more than 30 seconds and less than 1 min because when you will create a custom audience for the same you can use a better audience.
46. In the carousel ad don't forget to check the “Automatically show the best-performing cards first” option on the ad level. Keeping it on has improved our ROI's.



Automatically show the best-performing cards first

On Facebook News Feed, Instagram feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order in which you arrange them.

47. Always check your competitor's ads - Their creatives, ad formats used and ad copies. You can check this on Facebook Ads Library. (<https://www.facebook.com/ads/library>)



48. Analyzing your data frequently and consistently helps to make optimizations better. For example, if the CTR is decreasing and the CPC is increasing, it is time for you to change the creatives.
49. If your CPC is high, but CTR and CPM both are constant, you can test different conversion events. For one of our clients, we were running ads on “Trial_payment_success” event i.e. when a user paid for a trial class for a health and wellness brand. CPC was coming out to be INR 42. When we shifted the event to a less priority event -“lead captured”, our CPC went down to INR 12. Lead Captured for us meant that the user has only entered the details and not paid the trial amount. Our overall cost per lead also got reduced with this.

50. Make your ads reporting structure very simple with all necessary information needed to analyze at a daily level. Here is the sample reporting for one of our clients that we maintain on a google sheet. This sheet needs to be updated daily and it is shared with the client.

	Spend	Link Clicks	Impressions	CTR	Leads	Cost per Lead	Click to Lead Percentage	CPM	CPC
Total May	31514	1852	200089	0.93%	360	87.54	19.44%	157	17.0
Total June	106425	8067	965196	0.84%	2191	48.57	27.16%	110	13.2
Total July	146204	16077	1997664	0.80%	3269	44.72	20.33%	73	9.1
Total Aug	279577	28930	3113110	0.93%	4117	67.91	14.23%	90	9.7
Total Sep	233543	47418	2401662	1.97%	3125	74.73	6.59%	97	4.9
Total Oct	326283	65213	3343749	1.95%	4239	76.97	6.50%	98	5.0
Campaign till date	1123546	167557	12021470	1.39%	17301	64.94	10.33%	93	6.7
October 24, 2021	11832	2100	134004	1.57%	174	68.00	8.29%	88	5.6
October 25, 2021	12702	1506	132750	1.13%	190	66.85	12.62%	96	8.4
October 26, 2021	13379	1177	133210	0.88%	222	60.27	18.86%	100	11.4
October 27, 2021	12287	1102	122415	0.90%	186	66.06	16.88%	100	11.1
October 28, 2021	13084	874	122822	0.71%	158	82.81	18.08%	107	15.0
October 29, 2021	10484	722	93311	0.77%	144	72.81	19.94%	112	14.5
October 30, 2021				#DIV/0!		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
October 31, 2021				#DIV/0!		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Total	326283	65213	3343749	1.95%	4239	76.97	6.50%	98	5.00

Based on the numbers we report daily, we take our optimization decisions. If your reporting structure is well maintained, you can make logical decisions. For example, when click-to-lead % was low and rest numbers were constant, we worked on our headlines and CTA's.

TEAM

Name- Ashit Malik

Designation- Founder

Linkedin: <https://www.linkedin.com/in/ashitmalik/>



- I execute, manage and strategize paid ads for businesses and startups.
- Since 2015, I have handled small to huge budgets across industries ranging from INR 50,000 per month to INR 1 crore per month.
- I have derived ROI's up to 8X on digital spending.
- I am certified by Facebook and have in-depth hands-on experience in Facebook Ads, Google Ads, Youtube Ads.
- I have worked in several industries like Fashion, Beauty, Education, Artist, Bakery, Wedding, and Manufacturing for their paid media.

Name- Sakshi Jain

Designation- Marketing Executive

Linkedin- <https://www.linkedin.com/in/sakshi-jain-90302917a/>



I am a certified Digital Marketer and I work as a Performance Marketer enabling and keeping coordinated each of our clients ad accounts across Facebook and Google. My experience in this particular field is novice but one understanding that I can definitely make from the experience that I have had is that Performance Marketing is all inclusive, you need to have an understanding of content, creativity, data, analytics and the most important aspect-customers. Look through the customer's eyes and the best strategy is definitely in making.

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Facebook and Instagram Ads Management Services

Google Ads Management Services

Youtube Ads Management Services

Funnel creation using Facebook and Google Ads

Copywriting

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**BOOST YOUR
ROI UPTO 8X*
WITH PAID ADS ON
SOCIAL MEDIA AND
GOOGLE!**



MARKET YOUR LATEST SELF