Harness the Power of Facebook Advertising

CL | CONVERSION LOGIX®
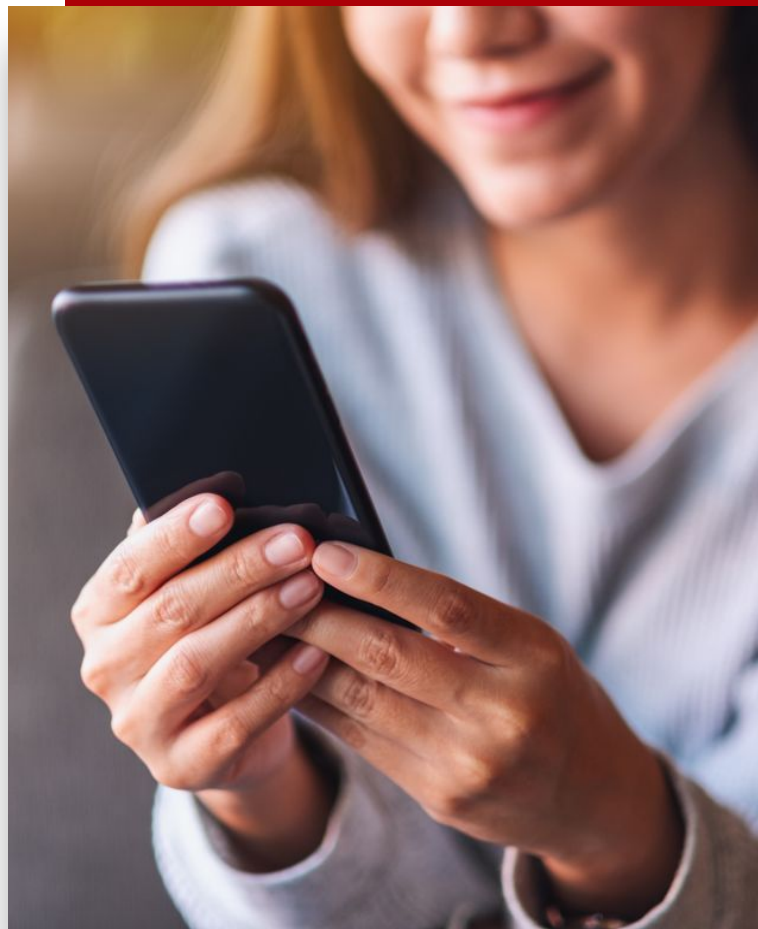
Andrew Cederlind
Chief Operating Officer
Conversion Logix

Digital Media
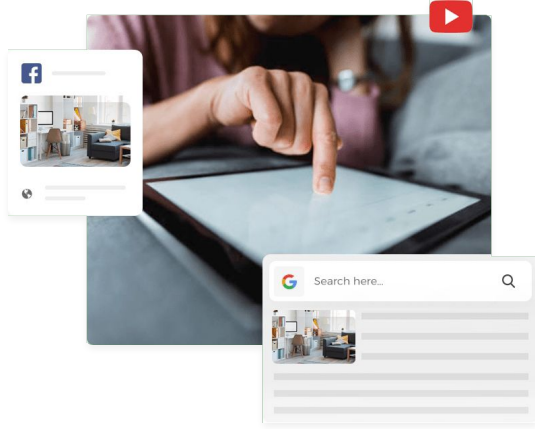
CL
CONVERSION LOGIX®

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New Ad Features Built for Engagement

Ask a question...

YES | NO

How Facebook is Adapting to iOS 14

Tips for Testing Your Ad Creative

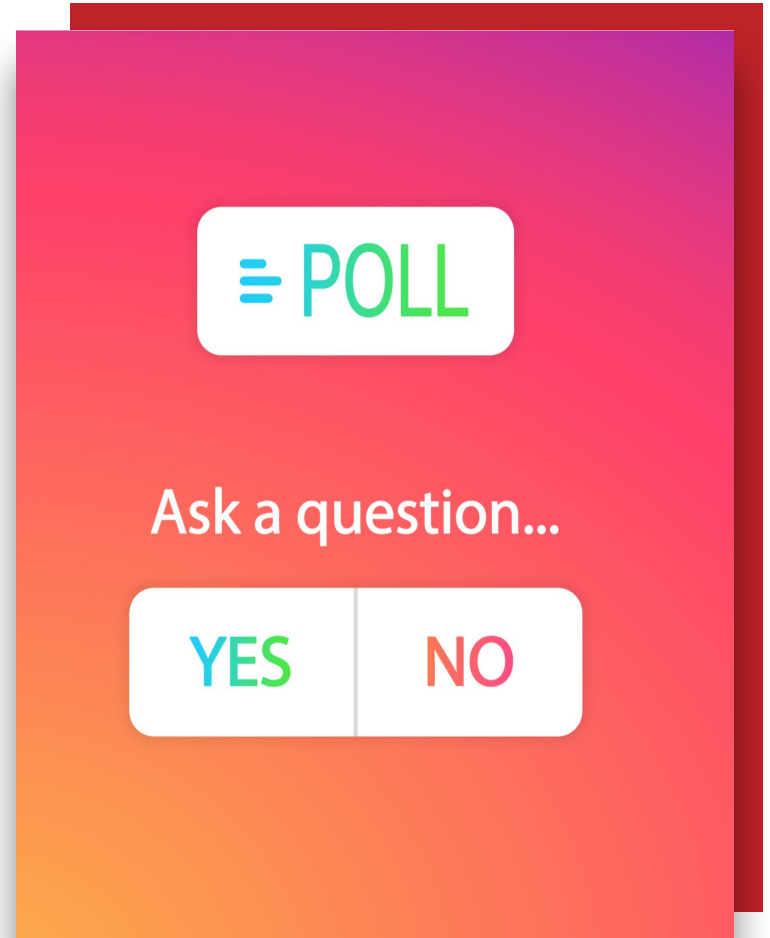# How to Create Top-Performing Facebook Ads

Part 1

New Ad Features Built for Engagement

New Ad Placement: Instagram Reels

- Instagram is rolling out Reels as an ad placement to advertisers in Facebook Ads.
- The ads will appear in the Reels tab, Reels in Explore and Reels in your feed.
- These ads will loop and can be up to 30 seconds.
- People can comment, like, view, save and share Reels ads.

Source: Instagram for Business

New Ad Placement: Instagram Shop

You can run shoppable ads in the Instagram Feed or Explore page.

Instagram ads with product tags can drive people to buy from your website or directly in the Instagram app.

Facebook offers advertisers access to shopping engagement custom audiences and shopping lookalike audiences to enhance targeting capabilities for these ad placements.
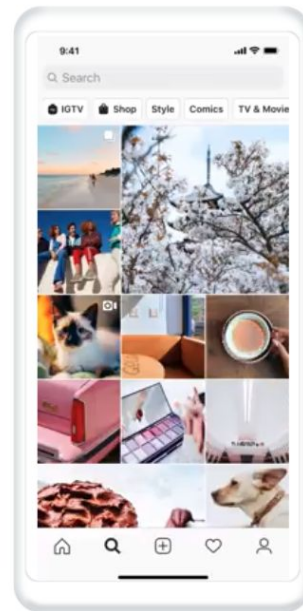
Hollister used this ad format with shopping lookalike audiences. These were their results:

- 32% higher click-through rate
- 47% lower cost per click
- Over 90% increase in traffic

ADS WITH PRODUCT TAGS IN FEED
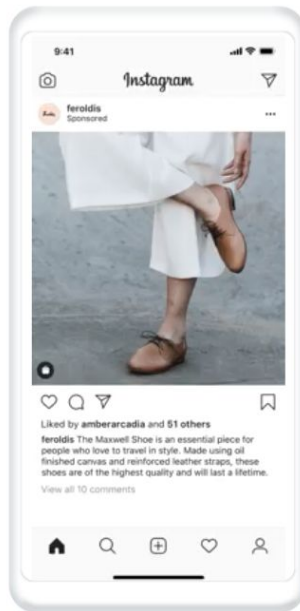
ADS WITH PRODUCT TAGS IN EXPLORE

Source: Instagram for Business

Poll Feature in Stories Ads

- "More than half of people surveyed said they're making more online purchases as a result of seeing stories. In addition, 38% of people said that after seeing a product or service in a story they talked to someone about it, and 34% said they went to a store to look for it." (Ipsos)
- "60% of businesses on Instagram Stories use an interactive element in their organic story—hashtag, @mention or poll sticker—every month" (Instagram for Business)
- "Brands like Dunkin' achieved a 20% lower cost-per-video-view using the polling sticker" (Instagram for Business)
- "In 9 out of 10 beta campaigns, the polling sticker increased 3-second video views" (Instagram for Business)
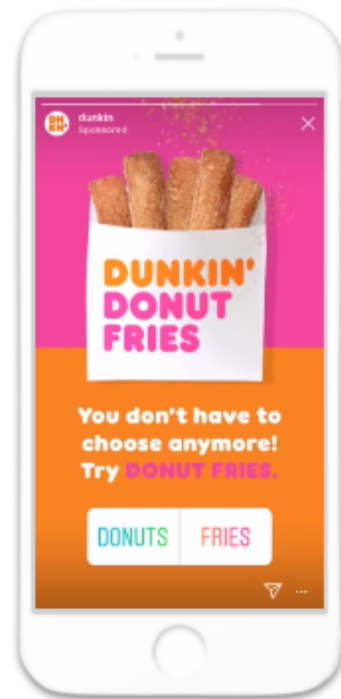

Source: Instagram for Business

# AR Feature Promoted in Stories Ads

- You can create your own AR filters and promote them through Instagram Stories to drive brand awareness.
- H-E-B measured the results of the December 11–31, 2020 campaign using a Facebook brand lift study, which revealed that using fun AR filters drove a:
  - 6-point lift in ad recall
  - 9.6-point lift in ad recall among people aged 45-54
  - 3.1-point higher purchase intent from AR filter campaign, compared to a simultaneous non-AR holiday campaign
  - 60% decrease in cost per incremental ad recall, compared to holiday 2019 campaign
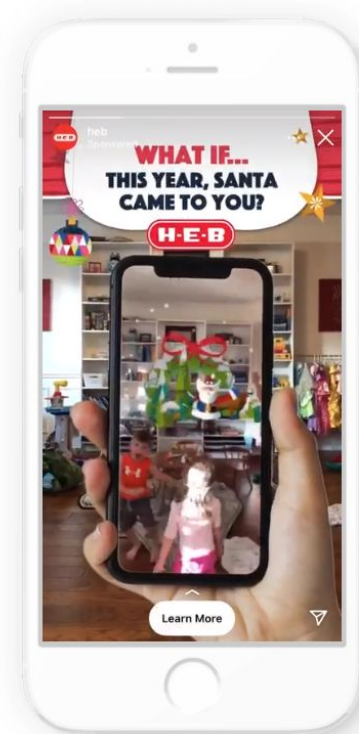
Source: Facebook for Business

Playable Ads

- Facebook launched an ad format that allows users in the Facebook feed to play a game inside an ad.
- These ads allow users to demo a product before they click into download an app or click into a website.
- While the most popular use case for this ad format has been promoting gaming apps there is room for other applications for demoing technology products outside of the gaming space.
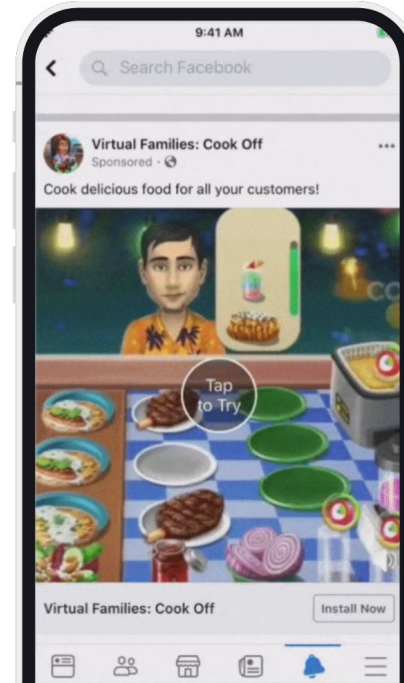
Source: Facebook for Business

Part 2

How Facebook is Adapting to iOS 14

How iOS 14 Changed Adv

- Apple prompts iphone users to "allow tracking" when they engage with apps running on the new iOS14 operating system
- This also started rolling out on web browsers.
- This means that targeting based on app and web behavior will be more limited
- The change to app tracking impacted Facebook's audience network which relies on user data from applications outside of Facebook's family of apps
- Facebook has limited the number of website events you can optimize for to 8 events
- Facebook retargeting audiences are smaller

What Advertisers Can Do

- Verify your domains with Facebook
- Select the eight conversions you want your Facebook pixel to track
- Use custom audiences
- Use lookalike audiences
- Incentivize your audience to share their contact information
- Leverage engagement based retargeting

Part 3
Tips for Testing Your Ad Creative

A/B Testing Feature

Facebook Ads has a feature that allows you to split your ad impressions equally between two ads so you can more accurately test ad performance.

What You Need to Get Reliable Results:

- A large enough audience to split it in two
- Enough budget to run a test
- A differentiated enough testing variable

Test Setup
Choose how you want to create your test   See how it works

Create New Version   Compare Existing Ads

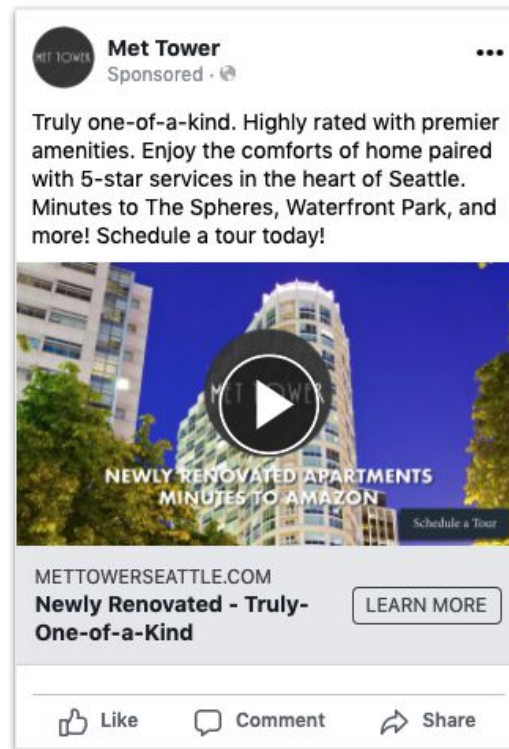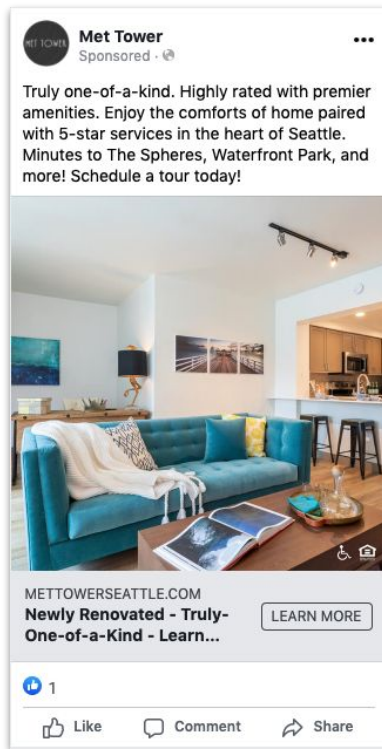Choose a campaign and make a duplicate version to compare against the original.

Campaign
Facebook Webinar - Conversions

Variable
Select a variable to test

○ Creative

○ Audience

○ Placement

○ Custom

Top Creative Variables to Test

- Image
- Post Copy
- Ad Format
- Landing Page Copy & Design
- Headlines

What to Test After Ad Creative

- Test campaign objectives to see if your creative works for different advertising goals
- Test different ad formats with your winning creative
- Continue to test different aspects of your ad creative to get a better understanding of what drives better ad creative performance
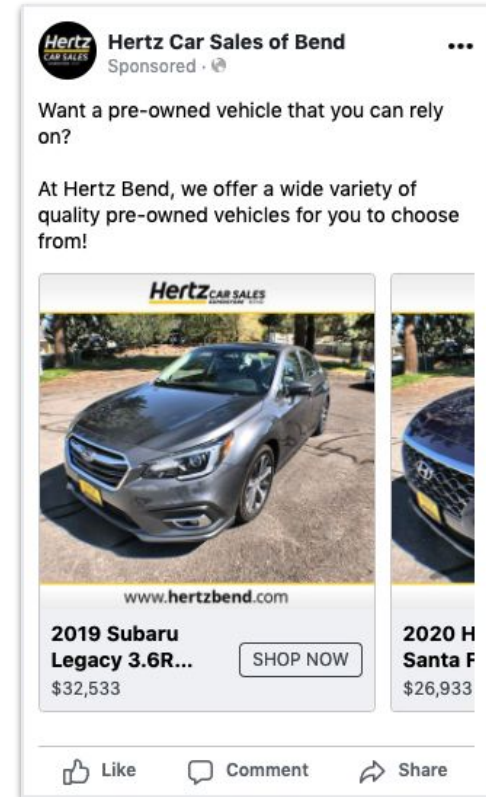
Part 4

# How to Create Top-Performing Facebook Ads

Relate To Your Audience

- Address a commonality

- Speak your audience's language

- Address pain points

- Speak to objections

Design Around Audio

- Design With Sound Off for Facebook and On for Instagram Stories
- 85% of Facebook videos are watched without sound, while 60% of Instagram Stories are watched with the sound on (Instagram for Business).
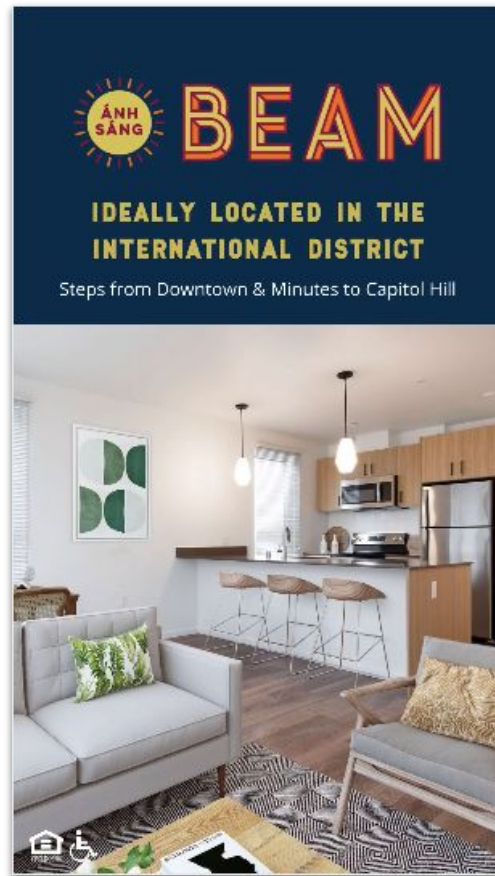- Show before you tell
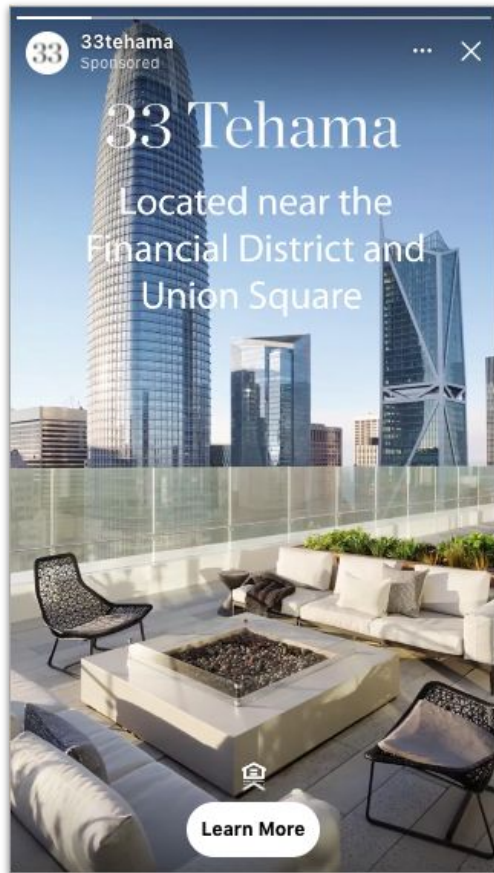
Design for Mobile

- Square images and vertical images
- Vertical video
- Feed and Stories placements
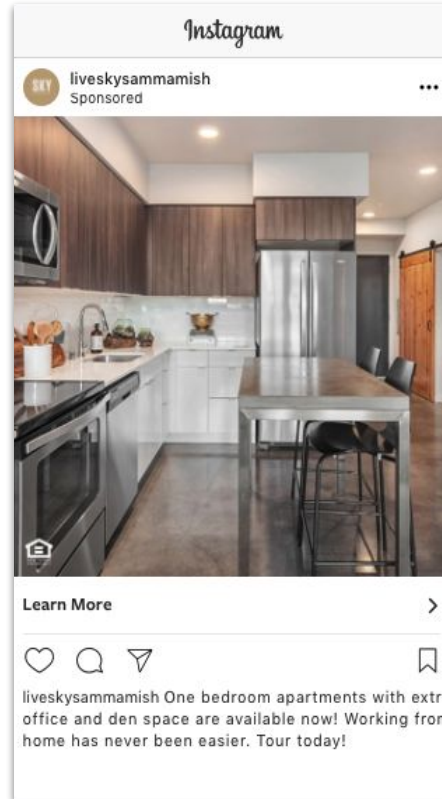
Play With Color

- Catch attention with bold colors
- Match image or video colors to the emotion you want to convey in the ad
- Use contrasting colors between the subject and the background to make the product stand out
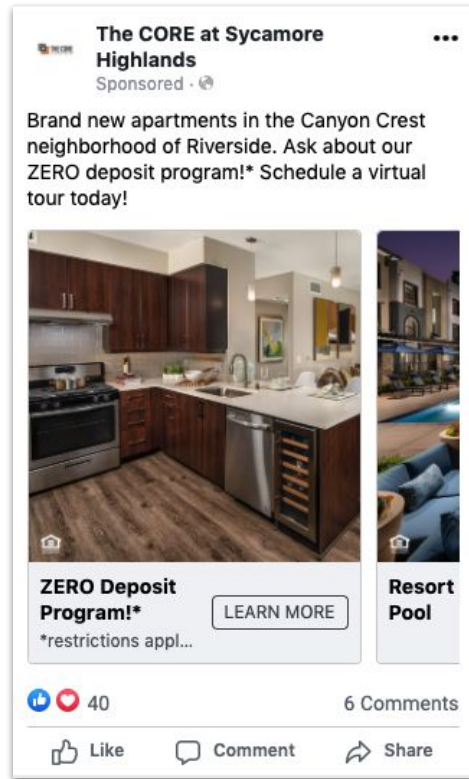
Deliver a High Value Ad Experience

What consumers find engaging in a Facebook ad:

- 41% said the most engaging social ad content entertained them
- 37% said it offered a discount
- 33% said it taught them something
- 26% said it referenced their interests
- 20% said it told a story
- 10% said it came from a brand their friends like

Source: Sprout Social

Key Takeaways

1 **Facebook is making the ad experience more engaging wit mobile video, polls, AR, and playable ads.**

2 **Leverage custom audiences, lookalike audiences, and engagement-based retargeting audiences.**

3 **Prioritize what you test in your ad creative to quickly find out what works and scale.**

4 **Use message and design best practices to create compelling ads.**

Questions?

Next Steps

1. Check out the Conversion Logix blog for more Facebook Advertising strategies.

2. Schedule a one on one consultation on conversionlogix.com

How to Create Thumb-Stopping Facebook Ads