

Congratulations!

on downloading the free eBook on Top 10 Facebook Ad mistakes!



Be sure to **go through each one carefully** to avoid making these really common mistakes that so many businesses make.

Take Your Ad Campaigns To the Next Level with Our PPC Academy Program:
<http://greenarrowdigital.com/training/>

Mistake #1 – Conversion Tracking Not Set-Up

Most people don't realise that setting up conversion tracking is an extra step you have to do before you start running some ads.

What is conversion tracking?

For those of you who don't know what conversion tracking is, it is when you effectively tell Facebook what you are trying to achieve (i.e. conversion). For example, if your goal is to get someone to download your free report, fill in a contact form or purchase your product, each of those situations would be considered a 'conversion'.

Therefore, when you run your ads, you can see what ads are working and what ads are not working. And for what it's worth, both are equally important.

Mistake #2 – Not Installing The Facebook Pixel

The Facebook Pixel is very important if you are running ads so please don't make the mistake of not installing it.

It allows you to do 3 things:

1. Conversion tracking.
2. Remarketing
3. Ad optimisation

You can find pixel in the Ads Manager and then you have to put on your website.

To find out more about what exactly the Pixel does, we wrote about it here: <http://greenarrowdigital.com/facebook-pixel-demystified>

Mistake #3 – Not Segmenting Your Audiences

To get the most out of your Remarketing campaigns, you really should be segmenting your audiences.

Essentially, we group past website visitors into 2 general categories:

1. Time since last visit – e.g. 7 day list, 30 day list, etc
2. What content they have viewed on your website

So many sure you have audiences that match these general categories.

It is also good to have a master list, which contains everybody who's come to any page on your site in the last 180 days (which is the maximum allowable time Facebook will remember your website visitors).

Why the need to segment your audiences?

It all comes down to ad relevance and showing the right ads to the right people. For example, you might not want to be showing ads to people who have already purchased. You would want to create an audience of the people who have purchased to then exclude them from your campaigns. That is a classic form of segmentation.

Another example might be only showing ads to people who have been to your website in the last 30 days. You could argue that they are more engaged than someone who has been to your website 6 months ago. It really opens up the possibility of laser-targeted ads based on the behaviour that they've exhibited.

Mistake #4 – Grouping Different Interests Together In The One Ad Set

This is such a common mistake that we see people make ALL THE TIME. And the mistake is they put many different interests together in the one ad set.

The problem with this is that it makes it impossible to know which specific interests are working and which ones are not. And since the 80/20 principle often applies to Facebook Ads (i.e 20% of the interests yield 80% of the results), you really want to know which interests are doing well.

So, think of it like implementing structure in your account and stick to 1 interest per ad set.

Mistake #5 – Not Excluding People

Facebook ads really are a marketers dream for the sole fact that you really hone in on your target customer. And to do this, you will need to exclude people from your audience targeting.

In our experience, this is when your ads take on a whole new dimension, since the targeting is so effective.

Mistake #6 – Enabling All Available Placements In One Ad Set

It's not that you shouldn't use the available placements of your ads. What you should do is put those placements in their own ad set.

So, put Instagram in its own ad set and especially the right-hand column in it's own ad set. This is because the behaviour that they exhibit is completely different and equally important, the ad copy should will different as well.

Mistake #7 – Too Large An Audience

You've got to understand and really hone in on who your target customer is. This way, you can really tailor your ad copy to really speak to the specific target audience and will make your ads much better.

Mistake #8 – No Clear Strategy

It really all comes down to what you are trying to achieve and how you are going to do it – i.e. what is your sales process.

So, for example, a classic sales funnel is promoting some kind of lead magnet to build a database. And then use email marketing to convert that prospect into a customer.

But you can also mirror your email marketing with Facebook ads too, especially if you don't have a good open rate on your emails.

But too often I see people have no clear strategy of how they are going to get their ads to convert into customers and simply just go straight for the sale. And these days, that does not always work, so creating an ad funnel is also very effective.

Mistake #9 – Not Testing Different Types Of Ads

Be sure to test different types of ads – image ads vs. video ads. If you can, use a video ad as they are significantly more engaging and generally perform better. Also try to test ads that have really short copy vs. really long copy.

The mantra we like to live by is to just test **EVERYTHING**. Let the data decide which is the best performing ad and the only way to find out, is to test it properly.

Mistake #10 – Using A Terrible Image

The image displayed in your ad plays a very important role in your ad so don't underestimate it. Facebook is such a visual platform so please don't make the mistake of thinking that the image you use is not important.

If you don't have a good image to use, you can use the free stock images that are available to use on the Facebook Ad platform, so spend a bit of time looking through them there.