



# Using Facebook & Instagram Ads To Reach & Convert Your Audience

Janet E. Johnson

March 29-31, 2025

# Welcome, Distributors!




# Brief Overview of This Session's Goals

- Learn the fundamentals of Facebook and Instagram Ads.
- Explore case studies of top-performing campaigns.
- Gain creative ideas to improve your ad strategy.
- Discover how to repurpose Meta Ads for TikTok.

# Why Meta (Facebook & Instagram) Ads?

- 1. Audience Reach:** Over 3 billion daily active users on Facebook and Instagram
- 2. Targeting Capabilities:** Advanced audience-segmentation tools
- 3. Engagement:** High potential for ROI when campaigns are optimized

According to recent reports, Meta currently has around 3.29 billion daily active users across its platforms, including Facebook, WhatsApp, Instagram, and Messenger. This represents a slight increase from the previous quarter. 

# The Fundamentals of Success With Meta Ads

## Awareness & Engagement Best with ORGANIC (non-paid)

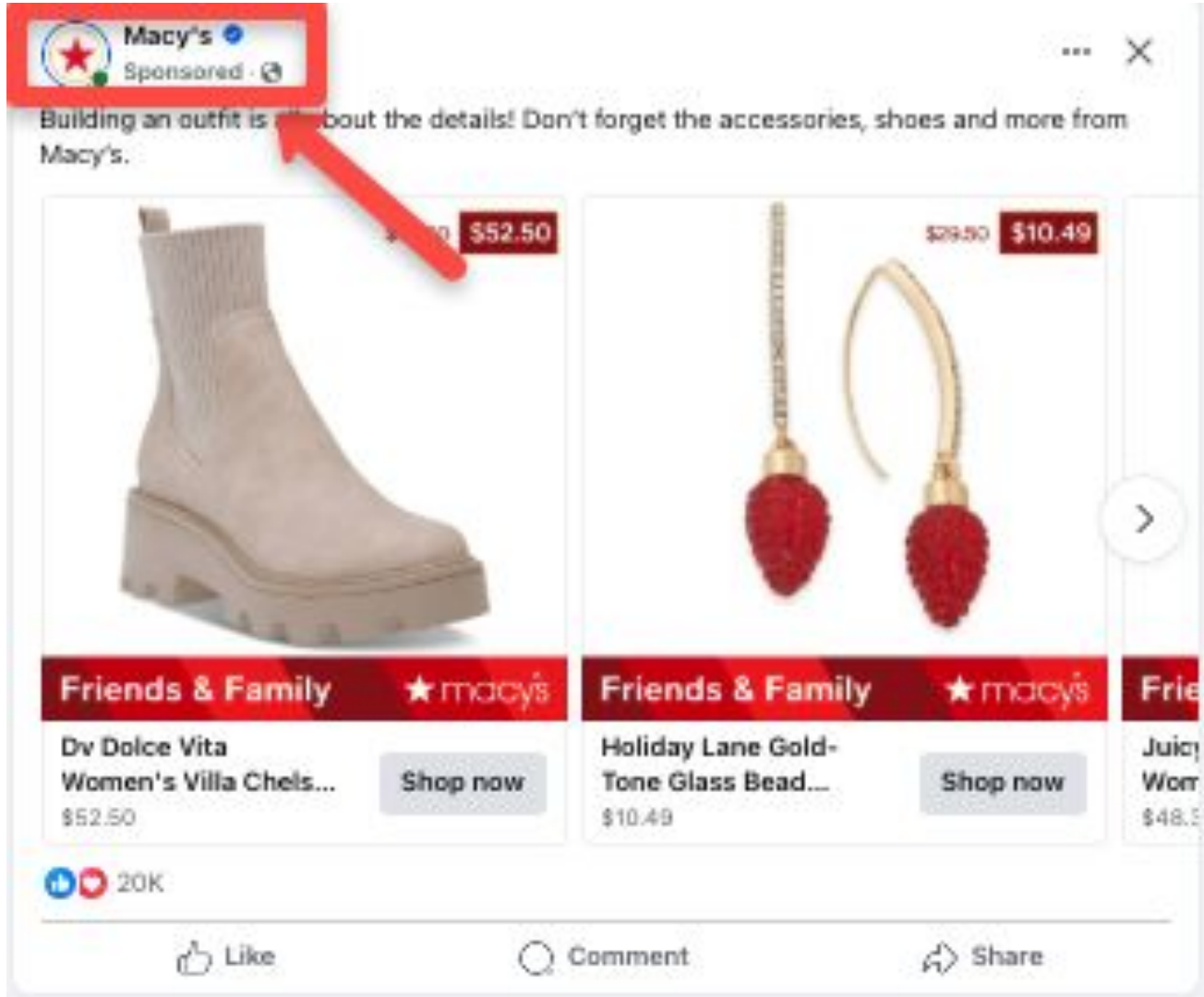


# The Fundamentals of Success With Meta

## Leads & Sales

Best with paid ads

1. Creates consistency
2. Able to scale



# Business Manager

1. Set up Business Manager.
2. Set up Ad Account.
3. Set up Meta pixel.
4. Add pixel to your website.





# Why Set Up a Pixel?







A Facebook pixel setup is important because it **allows you to track user activity on your website after they click on your Facebook ads**, enabling you to measure the effectiveness of your campaigns, optimize ad targeting, and retarget specific audiences based on their interactions on your site, ultimately leading to better ad performance and increased conversions. [🔗](#)



# Meta Ad Structure Overview

## 1. Campaign: Objective-setting (clicks, leads, conversions)

Choose a campaign objective

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion
-  Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

# Meta Ad Structure Overview

## 2. Ad set: Targeting, placement, budget

**Ad set name**

New Sales Ad Set Create template

---

**Conversion**

**Conversion location**  
Choose where you want to drive sales.  
[About conversion locations](#)

**Website**  
Drive sales and conversions on your website.

**App**  
Drive sales and conversions on your app.

**Website and app**  
Drive sales and conversions on your website or app.

**Messaging apps**  
Drive sales and conversions through Messenger, Instagram and WhatsApp.

**Calls**  
Drive sales and conversions through phone calls.

**Performance goal** ⓘ

Maximize number of conversions

**Dataset** ⓘ

JEJ -Main's Pixel

**Conversion event** ⓘ

**Campaign Opportunities**

Keep checking back for new opportunities to maintain your campaign

**Audience definition** ⓘ

Your audience selection is fairly broad.

Specific ————— Broad

Estimated audience size: 142,600,000 - 167,800,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

**Estimated daily results**

Based on 7-day click and 1-day view conversion window

**Reach** ⓘ  
**1.5K - 4.2K**

**Conversions** ⓘ  
**14 - 40**

Advertisers who set up the Conversions API alongside the Meta Pixel for web events saw a 13% decrease in cost per result on average. [1] [Set up](#)

# Meta Ad Structure Overview

## 2. Ad set: Targeting, placement, budget

### ✔ Budget & schedule

#### Budget ⓘ

Daily budget ▾ \$20.00 USD

You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00. [Learn more.](#)

#### Schedule ⓘ

##### Start date

📅 Dec 4, 2024 ⌚ 11:34 AM CST

##### End date

Set an end date

[Hide options ^](#)

#### Budget scheduling ⓘ

Increase your budget during specific time periods View ▾

#### Ad scheduling ⓘ

Run ads on a schedule

### ✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

📘 You can set audience controls for this ad account to apply to all campaigns.  
[See audience controls in Advertising settings](#)

Use saved audience ▾

#### \* Locations ⓘ

Included location:

- United States

[Show more options \\*](#)

# Meta Ad Structure Overview

## 2. Ad set: Targeting, placement, budget

**Use Advantage+ placements to help improve your results**

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

**Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

 Run a 4-day A/B test to compare manual against Advantage+ placements

### Devices

All devices

### Platforms

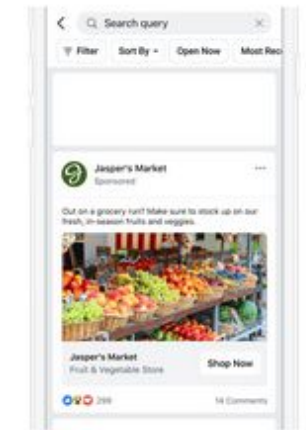
- Facebook
- Instagram
- Audience Network
- Messenger

### Asset customization ⓘ

22 / 21 placements that support asset customization

### Placements

- Feeds**  
Get high visibility for your business with ads in feeds
- Stories and Reels**  
Tell a rich, visual story with immersive, fullscreen vertical ads
- In-stream ads for videos and reels**  
Reach people before, during or after they watch a video or reel
- Search results**  
Get visibility for your business as people search
- Messages**  
Send offers or updates to people who are already connected to your business
- Apps and sites**  
Expand your reach with ads in external apps and websites



### Search results

For Facebook: We recommend horizontal (1.91:1) images and square (1:1) videos. This placement includes both general search and Marketplace search.

# Meta Ad Structure Overview

## 3. Ad: Creative assets

### ✔ Identity

#### Facebook Page ⓘ

Janet E Johnson

#### Instagram account ⓘ

janetejohnson

### ✔ Ad setup

Create ad

#### Media setup

Choose how you'd like to provide the media for your ad.

- Manual upload  
Manually upload images or videos.
- Advantage+ catalog ads †  
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.  
[About Advantage+ catalog ads](#)

#### Format

Choose how you'd like to structure your ad.

- Flexible  
We'll show your ad in the format we predict may perform best
- Single image or video  
One image or video, or a slideshow with multiple images
- Carousel  
2 or more scrollable images or videos
- Collection  
Group of items that opens into a fullscreen mobile experience

# Meta Ad Structure Overview

## 3. Ad: Creative assets

**Ad creative**  
Select and optimize your ad text, media and enhancements.

Set up creative ▾

---

**Destination**  
Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Website  
Send people to your website.

**\* Website URL**

Enter the website URL field for your ad.

[Build a URL parameter](#)

**Display link**

**Browser add-ons**  
People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

None  
Don't add a button.

Call  
Add a call button on your website.

Messaging app  
Add a button that opens Messenger or WhatsApp.

Instant Experience  
Send people to a fast-loading, mobile-optimized experience.

Facebook event  
Send people to an event on your Facebook Page.



# Meta Ad Structure Overview

## 3. Ad: Creative assets

**Ad creative**  
Select and optimize your ad text, media and enhancements.

**Creative setup** [Edit](#)  
Site Links (0)  
Catalog items (0)

**\* Media** [Edit Media](#)   
22 Placements

- Feeds, In-stream ads for videos and reels, Search results**  
12 Placements
- Stories and Reels, Apps and sites**  
8 Placements
- Right column, Search results**  
2 Placements

**Ad Undeliverable to Instagram Explore home**   
Edit your video to meet the requirements

**Primary text**

Attention Coaches, Consultants and Course Creators!

You know that generating leads and sales is essential to your success.

And if you're not using Facebook™ and Instagram™ ads, you're missing out on one of the most powerful lead generation platforms available today. 💰

Ad preview  Advanced preview

2

**Now you can see more variations of your ad in previews**

Janet E Johnson  
Sponsored ·

...See more

**Generating Enough Leads?**

GET 2 TO 10 X PLUS RETURN ON THEIR AD SPEND

janetejohnson.krta.c...  
**How Our Clients are Generating** [Learn more](#)

Like Comment Share

instagram

janetejohnson Sponsored

**Generating Enough Leads?**

WITH FACEBOOK, INSTAGRAM ADS OR YOU'VE THOUGHT


[Learn more](#)


janetejohnson ... more




# Meta Ad Structure Overview

## 3. Ad: Creative assets

**Advantage+ creative text generation (1 of 1)** AI  [View Terms of Use](#)




Advertisers who used text variations for their campaigns saw 1.77% higher clickthrough rate. 

Apply all text variations 

Struggling to generate leads and sales? 🤔  
You're leaving money on the table if you're not using Facebook & Instagram ads! 💰

Tired of throwing ad dollars down the drain with little ROI?  
We've cracked the code: our strategy yields 2-10x+ returns for clients!

Want in on the secret? Get instant access to our video revealing all:  
<https://janetejohnson.kartra.com/page/vsl1>

   [Generate more](#)

### Headline

How Our Clients are Generating 2-10x+ Return

 Add headline option 

**Advantage+ creative text generation (0 of 5)** AI  [View Terms of Use](#)

Apply all text variations

Grow Your Coaching Business Fast

Transform Leads into Sales Today

2-10x Return on Ad Spend

Unlock 2-10x Ad Spend Returns

# Audiences



# Broad Targeting With Ads

## Why Use It:

- Give Facebook the leeway instead of constraining
- Let Facebook do the optimizing

## 2 Types of Broad Audiences:

1. No interests - wide open (everyone)
  2. A single interest (everyone with that interest)
- None are narrowed by age, sex, but can put location*

# Advantage+ vs. Original Audience

Should we use Advantage+ audience?

**It can be the easiest to use and best-performing Advantage audience automation option yet.** When tested by Meta against other audience options, Advantage+ audience has typically improved performance on campaigns using all objectives. We saw: 13% lower median cost per product catalogue sale.



facebook.com

<https://en-gb.facebook.com/business/help>

## About Advantage+ audience | Meta Business Help Centre

What is the difference between Advantage+ audience and original audience?

TL;DR The article explains the differences between Advantage+ Audience and Original Audiences in Meta ad targeting. **Advantage+ Audience uses AI to find the ideal audience, while Original Audiences offer more control over targeting.** The choice depends on the advertiser's goals and desired results. May 20, 2024



# Broad Targeting Additional Tips

- Might need to give Facebook a bit more time to “do its thing.”
- Copy is important - what you write in the ad.
- Call out the audience you are trying to reach in copy/creatives.



# Interest (Cold) Targeting With Ads

## Why Use It:

- Reach a new audience
- Reach your target audience

## Types of Cold (Saved) Audiences:

1. Interests
2. Behaviors
3. Age
4. Male/female
5. Android vs. iOS

# Interest (Cold) Targeting Additional Tips

- Many think these are the only type of audiences - can go much deeper
- Religion, Political and Health has been removed - need to find workaround
- If your business is in employment, real estate or finance - must be special category
- Think beyond just interests: Where do they shop? Who do they follow?



# Custom Audiences

**Definition:** A custom audience is an ad targeting option that lets you find your existing audiences among people who are on Meta.

## Types of Custom Audiences That Are Most Used:

1. Website traffic
2. Customer list
3. Video views
4. Instagram account
5. Facebook page

# Custom Targeting Additional Tips

- These are the best audiences for converting to a lead or sale!
- Best for “bottom of funnel”
- Website traffic, Instagram and Facebook accounts automatically feed in once set up - customer list and videos have to be updated

# Lookalike Audiences

**Definition:** A lookalike audience is a way your ads can reach new people who are likely to be interested in your business because they share similar characteristics with your existing customers.

## Types of Lookalike Audiences:

1. Sales list
2. Traffic list
3. Email list
4. Video views
5. FB followers
6. IG engagement

# Lookalike Targeting Additional Tips

- Test layering 1, 2, 3, 4 and 5% lookalike.
- Current clients and email lists are your strongest.
- Remember, this is still a COLD audience.



# Targeting the Right Audience

## Overview of Meta's Targeting Options:

- Demographics (age, gender, location)
- Interests & behaviors
- Custom audiences (retargeting)
- Lookalike audiences (expand your reach)
- Advantage+ - OPEN

# Anatomy of a High-Converting Ad

**Headline: Attention-grabbing and clear**

**Visuals: High-quality images or videos**

**Ad Copy: Focus on benefits and a strong CTA**

**CTA Button: Encourage action (e.g., Learn More, Buy Now)**

**MOST CRITICAL:  
Visuals**

# Video Tools

- **Canva**
- **CapCut**
- **ChatGPT**
- **BIGVU**
- **InVideo**
- **Pictory**
- **HeyGen**
- **Captions**





# Top-Performing Ad Creatives

Find at: Meta Ads Library

## Ad Library

Search all the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.


[See what's new](#)



### Search ads

Set your location and choose an ad category to start your search. [View search tips](#).

United States ▼ Ad category ▼

 Saved searches





# Case Study of Top-Performing Ad Creative


## *Gelato vertical video*


Active

Library ID: 858896412722876


Started running on 29 Oct 2024

Platforms    

This ad has multiple versions 




EU transparency 


[See ad details](#)

 **Gelato**  
Sponsored

Start selling today with production on-demand!

Why people love Gelato.com:

-  Free to use - only pay for what you sell
-  Automated fulfillment
-  Easy to use - set up in seconds ...



Create custom clothing, wall art, and more. [Learn More](#)

# Case Study of Top-Performing Ad Creative

## *Gelato image ad*

Active

Library ID: 3935994313282883

Started running on 10 Dec 2024

Platforms

EU transparency


See ad details

**Gelato**  
Sponsored

NEW Give your creations the fine art finish they deserve!

Gallery-ready giclée prints on premium 200gsm matte paper make your products perfect for any home or gallery.

Experience deeper, richer colors that bring your designs to life a...



New: Giclée Fine Art Print

GELATO.COM Learn More

GELATO.COM Learn More





# Case Study of Top-Performing Ad Creative


## *Zazzle vertical video*

Active

Library ID: 1105327234368164


Started running on 11 Dec 2024

Platforms    


This ad has multiple versions 

4 ads use this creative and text

See summary details

 **Zazzle**  
Sponsored

Create your dream wedding invitation with Zazzle!  
Customize designs to match your unique style. Explore elegant themes and quality prints. Start designing today and make your big day unforgettable!



[WWW.ZAZZLE.COM/C/WEDDING+INVITATIONS](http://WWW.ZAZZLE.COM/C/WEDDING+INVITATIONS)  
Begin Your Love Story with Stunning, Customizable Invitations from Zazzle  
Click to explore a world of beautiful, customizable wedding invitations and start crafting your personal touch today!

Shop Now





# Case Study of Top-Performing Ad Creative


## *Zazzle image*

Active


Library ID: 3949795398625288

Started running on 11 Dec 2024


Platforms    

This ad has multiple versions 

See ad details

 **Zazzle**  
Sponsored

Find your dream wedding invitation today! Customize designs to match your unique style. Explore elegant themes and quality prints and make your big day unforgettable!



ZAZZLE.COM  
Rustic Watercolor Mountains Pine Winter Wedding  
Zazzle Celebrates Life's Moments! Join a worldwide community to create personalized gifts, custom products & instant downloads.

Learn More



# Case Study of Top-Performing Ad Creative


## *Influencer showing off brand - VistaPrint*

✓ Active

Library ID: 954677066709541

Started running on 8 Nov 2024


Platforms  

This ad has multiple versions 


7 ads use this creative and text

See summary details

---

 **VistaPrint**  
Sponsored

We partnered with actress and talk show host Tamera Mowry-Housley to bring her holiday style to life (and inspire yours).



VISTAPRINT.COM  
The Tamera Mowry-Housley Holiday Collection

Shop Now



# Case Study of Top-Performing Ad Creative


## *Influencer showing off brand - VistaPrint*

Active


Library ID: 1257624478769433

Started running on 16 Oct 2024


Platforms  

This ad has multiple versions 

See ad details

 **VistaPrint**  
Sponsored

Gifts with the wow factor & prices to match – we print that 😎  
Cozy custom blankets, personalized wall art and so much more.



VISTAPRINT.COM  
Long-lasting quality at a great price

Shop Now

# Case Study of Top-Performing Ad Creative

## *GotPrint video*

Active

Library ID: 3920236744966270

Started running on 5 Dec 2024


Platforms Instagram

See ad details

**GotPrint**  
Sponsored

Looking for a way to make your Christmas cards ✨ shine ✨ this year?  
Accent your Greeting Cards with Raised Foil for an elevated design. Order yours in time for the holidays at the link in our bio!

Details  
Size: 4" x 6" ...



INSTAGRAM.COM  
GotPrint

Visit Instagr...



# Extending Your Ads to TikTok

- Why TikTok? Growing platform with high engagement
- Easily repurpose top performing video ads.
- Adjust creative to match TikTok's informal tone.
- Use vertical video format.
- Leverage TikTok's music and text tools.

# Setting Up Your First Ad Campaign

Step-by-step:

- 1. Choose your objective.**
- 2. Define your target audience.**
- 3. Select placements (automatic vs. manual).**
- 4. Set budget and schedule.**
- 5. Add creative assets.**

# Measuring & Optimizing Performance

## Key Metrics To Track:

- CTR (click through rate)
- CPC (cost per click)
- ROAS (return on ad spend)
- Engagement (likes, shares, comments)
- Regular optimization tips
- Refine audience targeting
- Improve ad creatives based on performance
- *Test and tweak continuously*

# Measuring & Optimizing Performance

## Key Metric Averages:

- CPL (cost per lead) is the top metric.
- CTR (click through rate) is the next top metric.

## Average CTRs (Link Clicks):

- COLD audience: .8% - 1.2%+
- WARM audience: 2% - 3%+
- Average CTRs (ALL): 2% - 3%+

## Additional Metrics:

- Average CPC (cost per click): \$1.88 (lowest is \$.77 for traffic ads)
- Average CPM (cost per impression): \$11-\$20 (U.S. is higher)
- Average Video View: Under \$.05 per Thruplay (15-second view)

# Final Thoughts & Recommendations

Recap of key points:

- **Meta Ads can drive engagement and sales when done strategically.**
- **Creativity, targeting and analysis are critical.**
- **Repurpose ads across platforms to maximize ROI.**
- **Take action: "Start experimenting with one ad campaign this week!"**

# Q&A Session



# FREE Ads Benchmark Cheat Sheet



<https://bit.ly/benchmarkscheatsheet> 



**Share your feedback  
on the session with us!**



March 29-31, 2025