Using Facebook & Instagram Ads To Reach & Convert Your Audience

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Welcome, Distributors!

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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.

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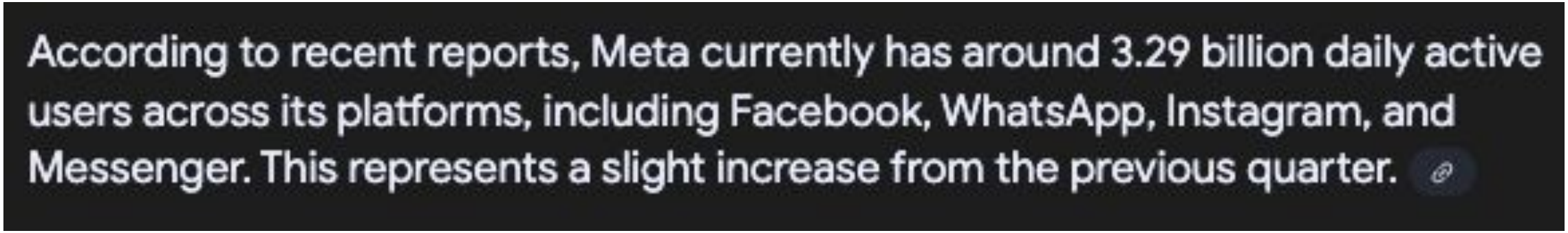
Why Meta (Facebook & Instagram) ads?

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



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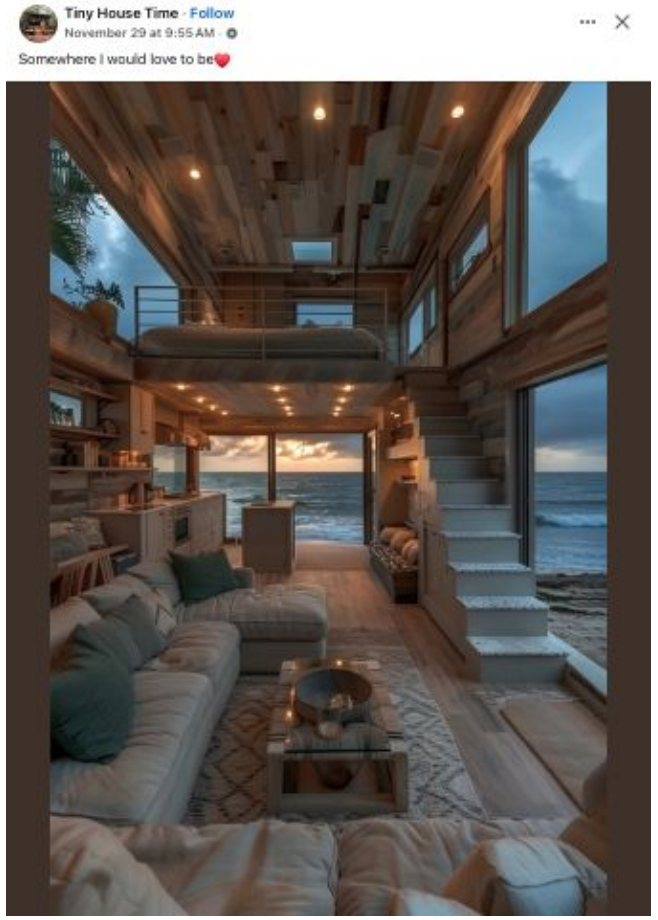
The Fundamentals of Success With Meta Ads

Awareness & Engagement

Best with ORGANIC (non-paid)



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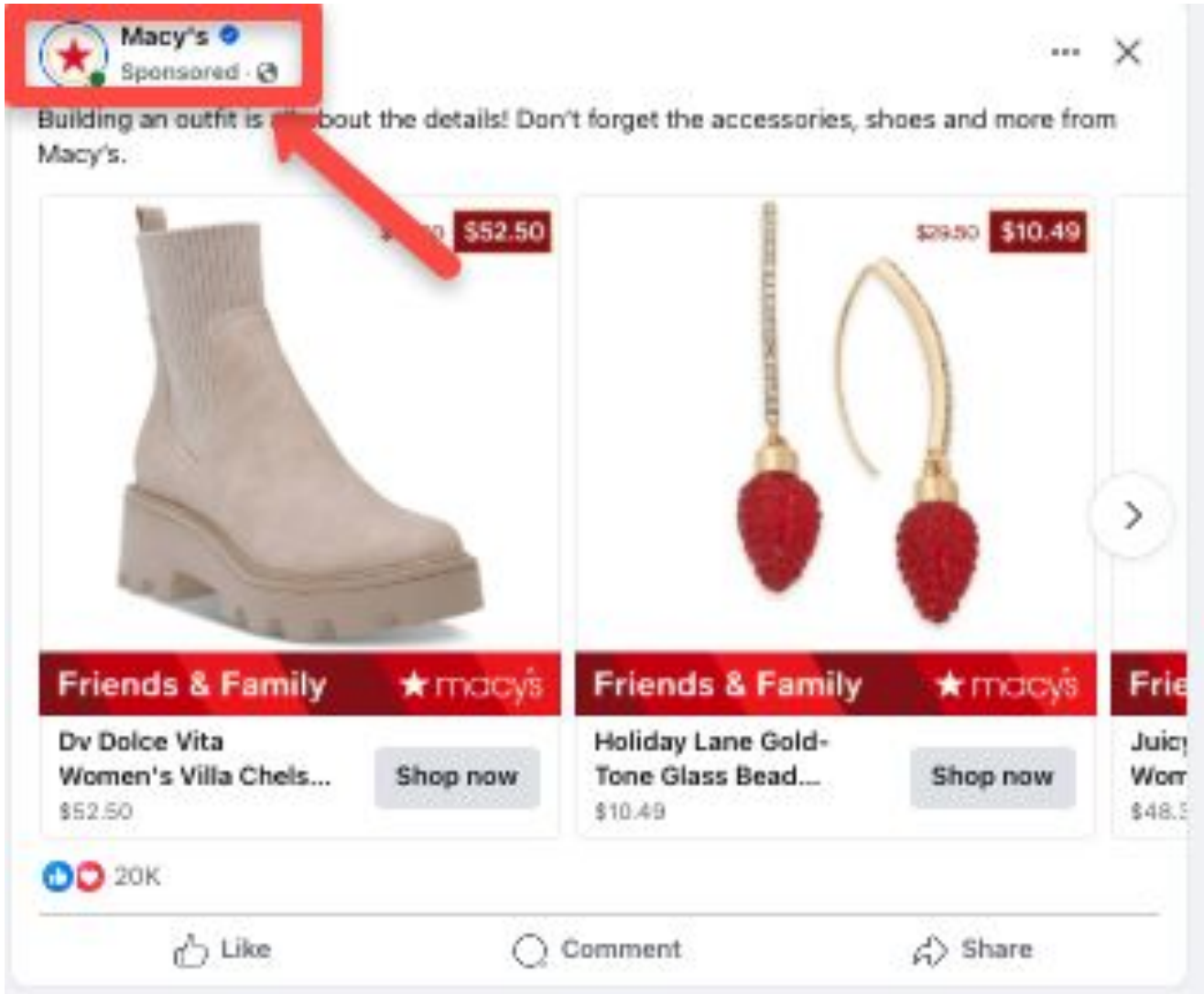
The fundamentals of success with Meta

Leads & Sales

Best with paid ads

1. **Creates consistency**
2. **Able to scale**



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Business Manager

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

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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.

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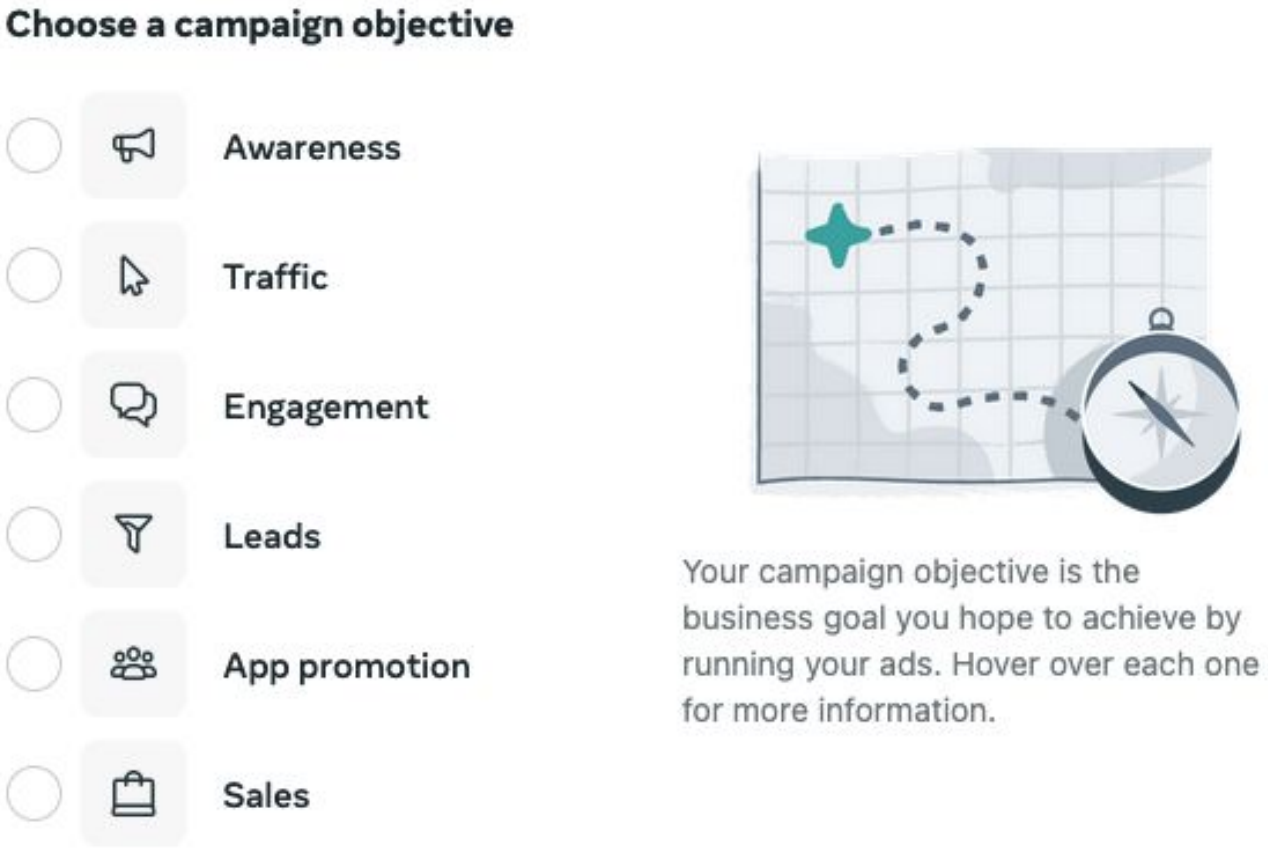
Meta ad structure overview

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



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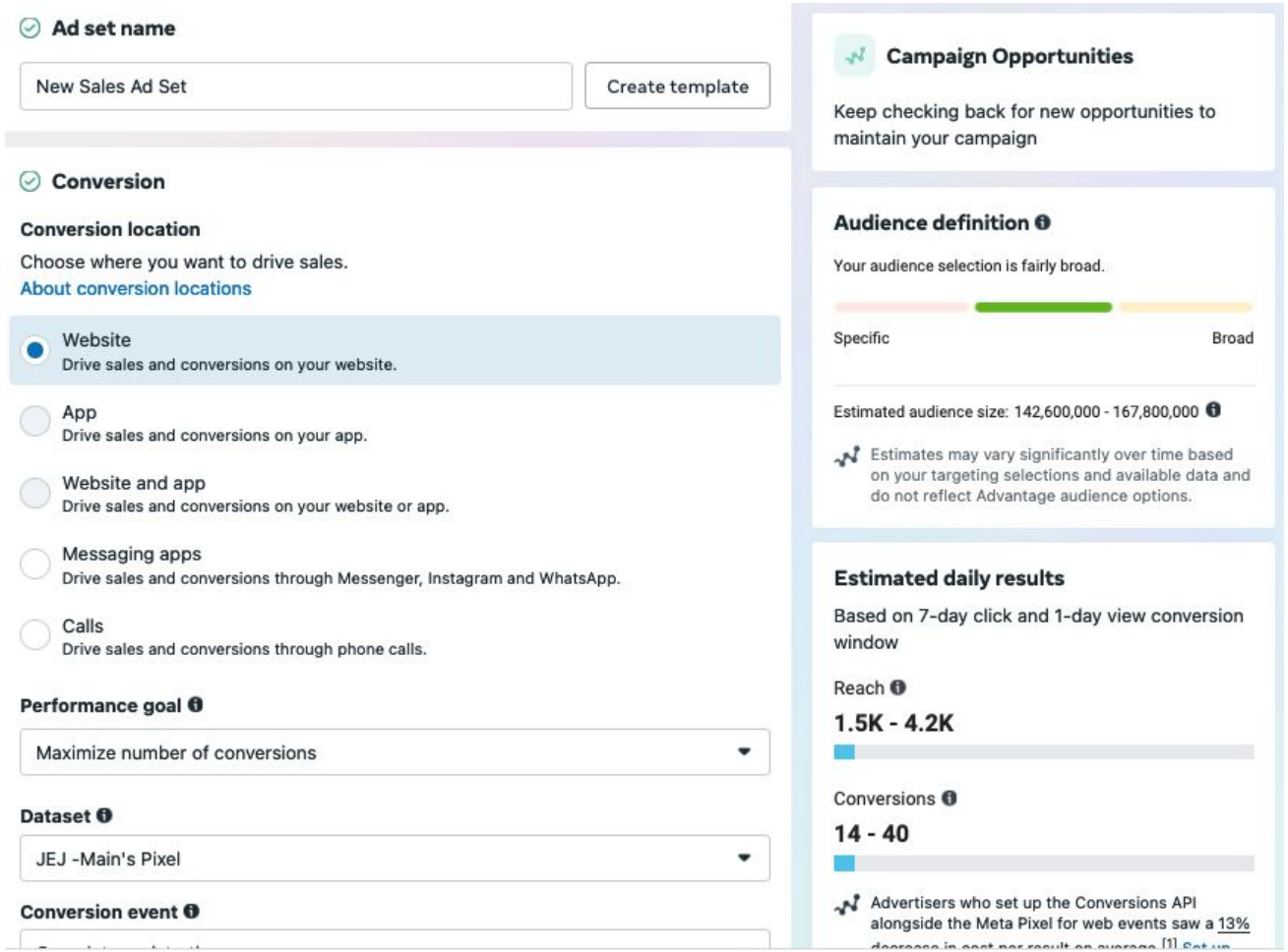
Meta ad structure overview

2. Ad set: Targeting, placement, budget



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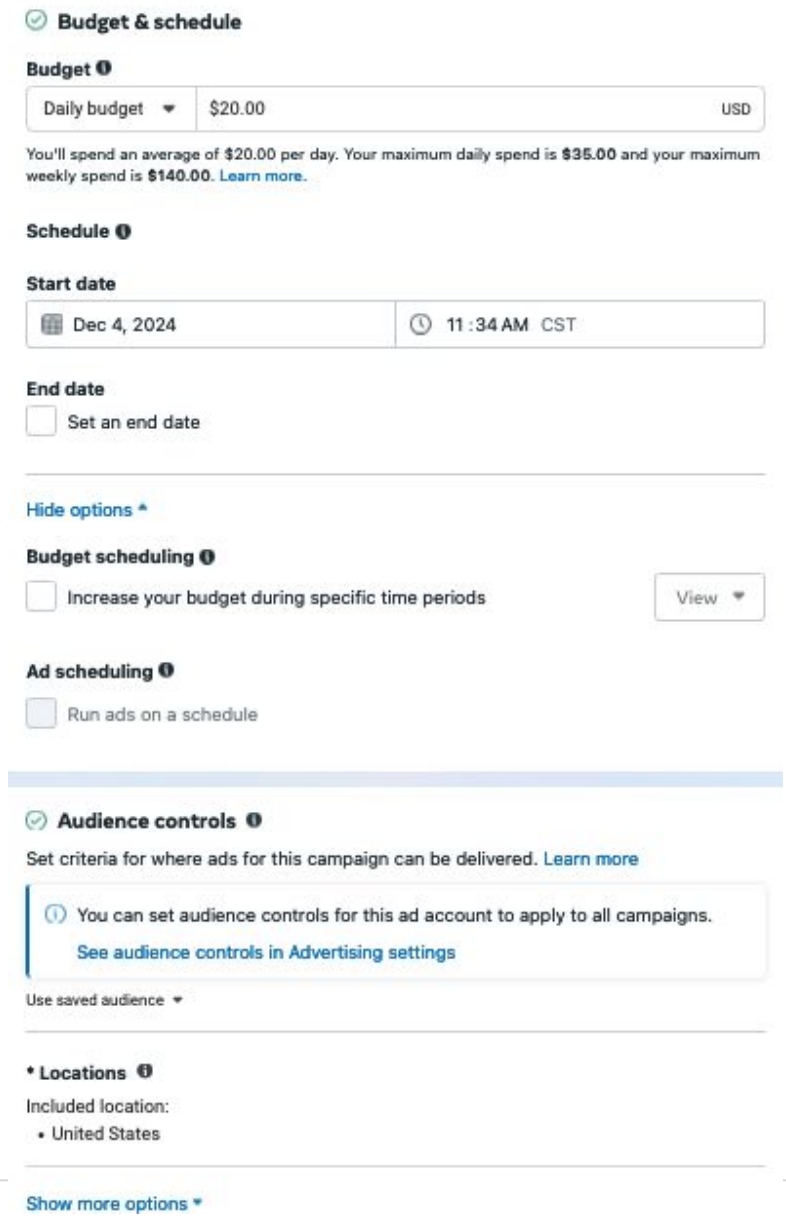

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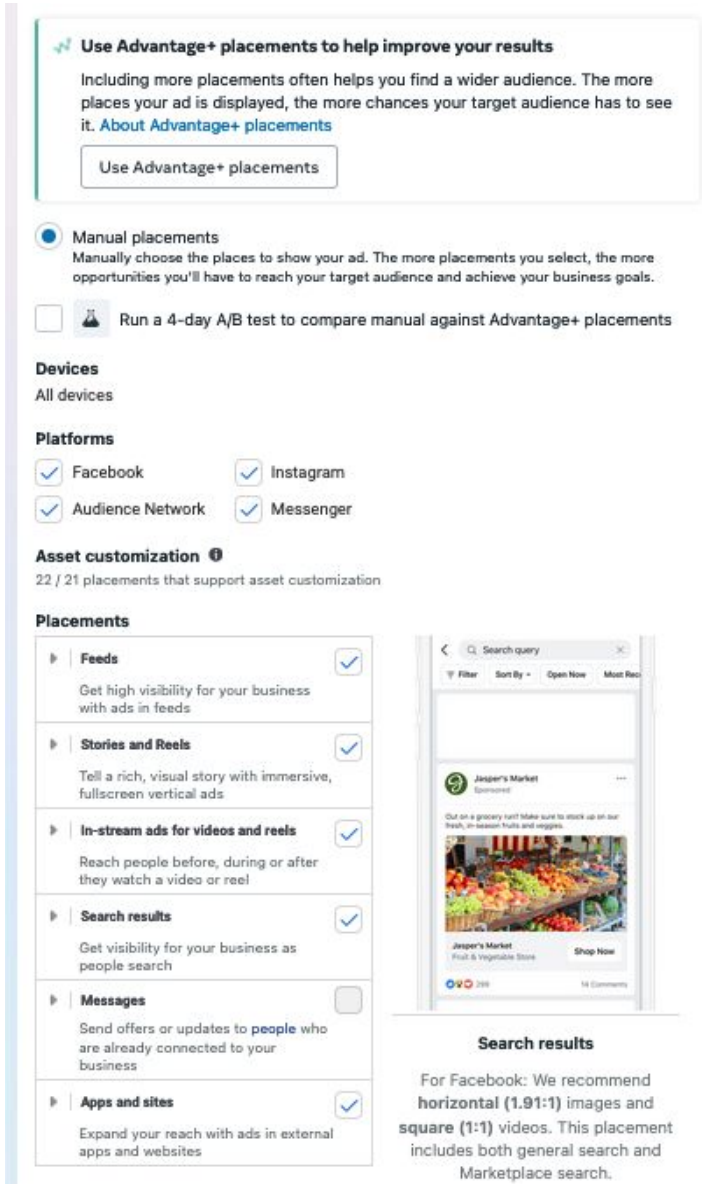

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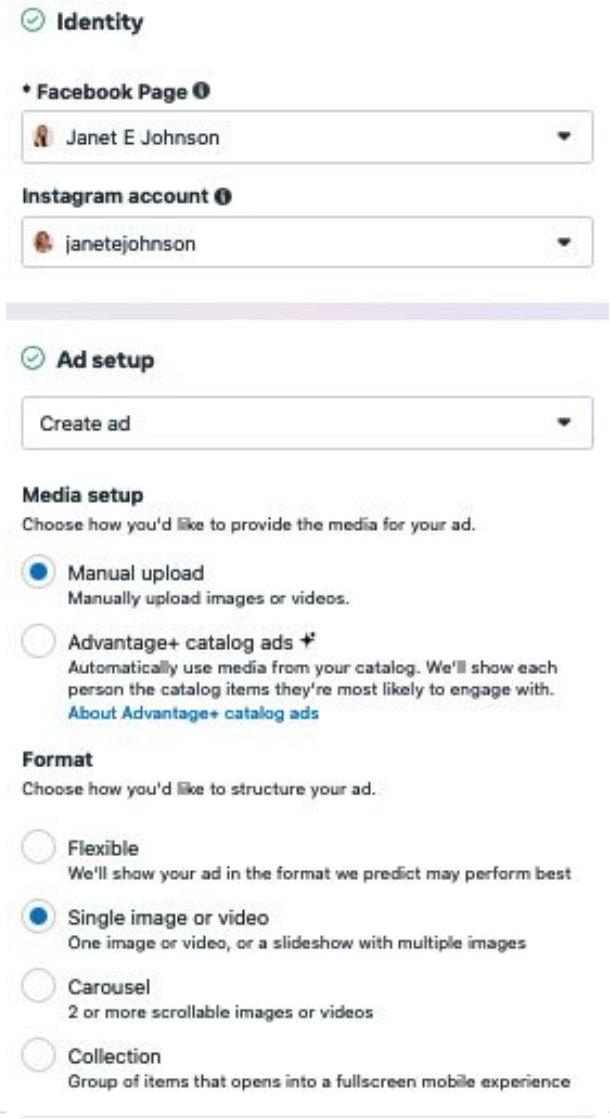
Meta ad structure overview

3. Ad: Creative assets



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Meta ad structure overview

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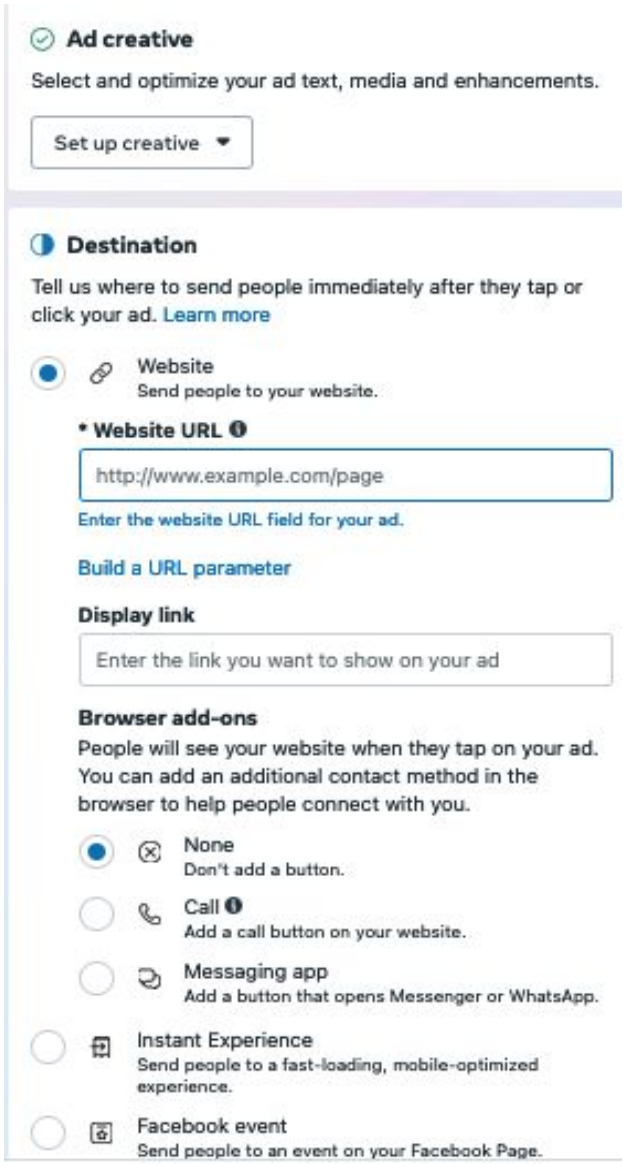

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Meta ad structure overview

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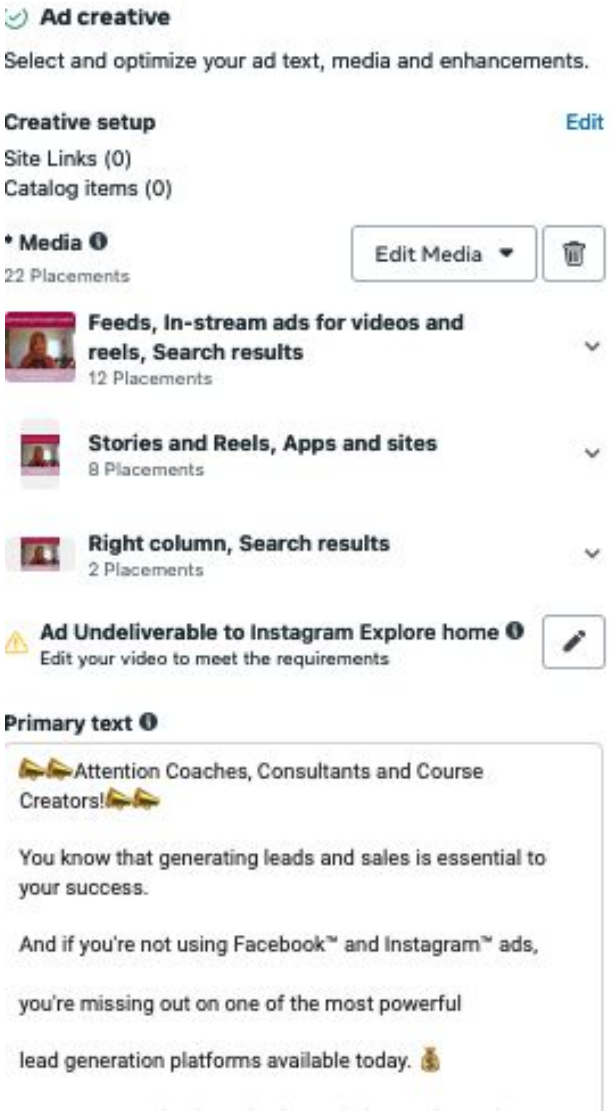

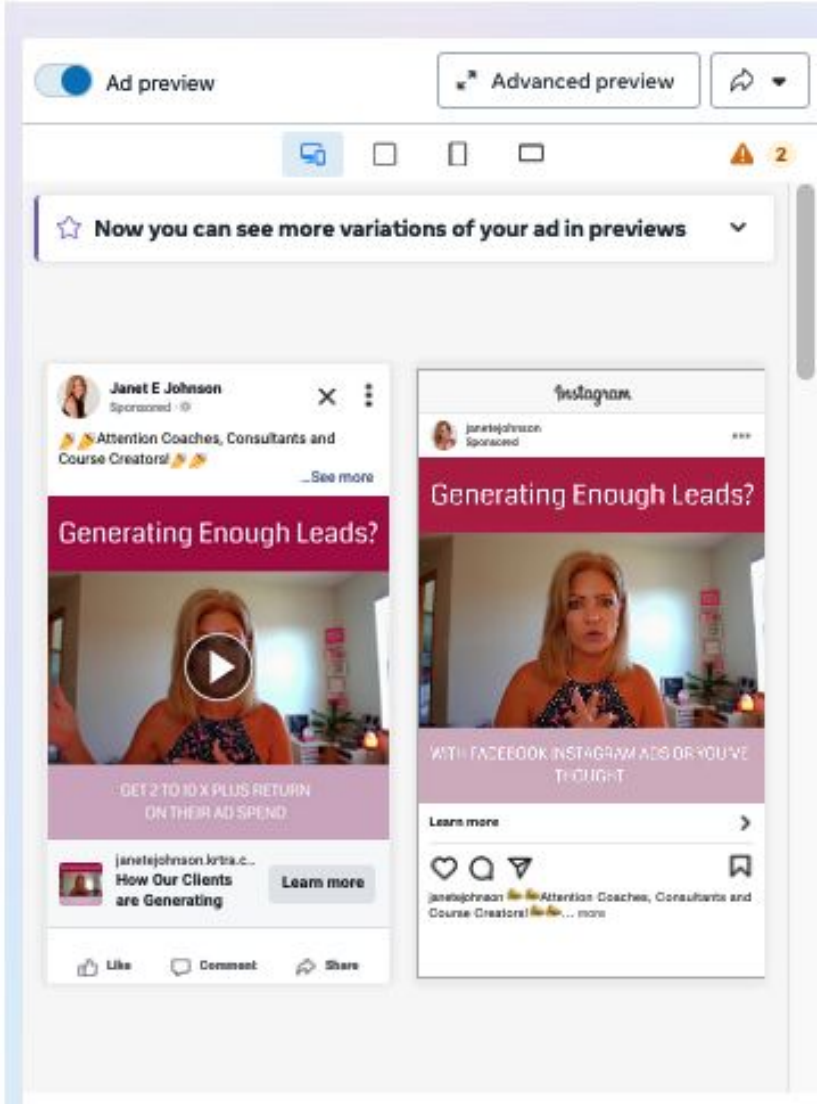

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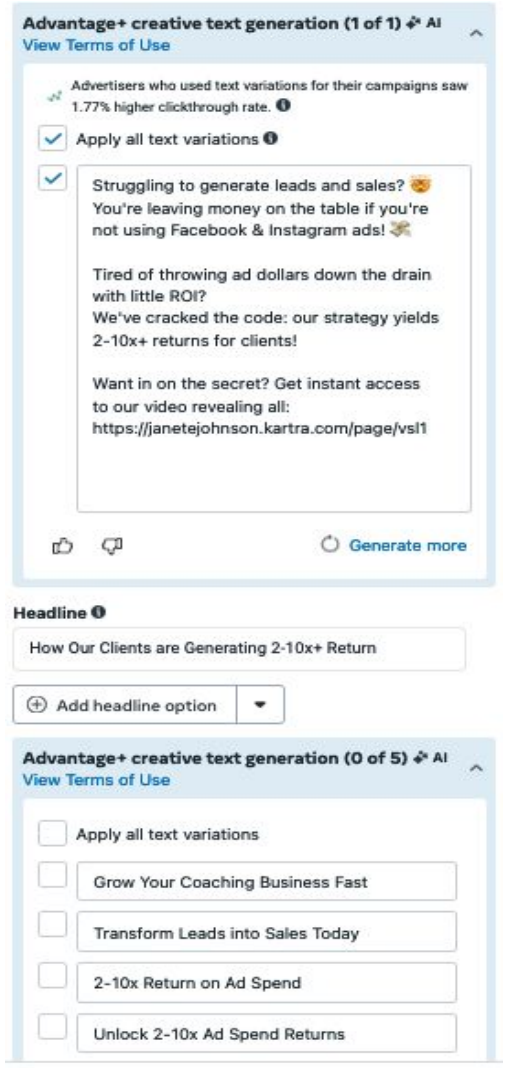

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Audiences

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Broad targeting with ads

Why use:

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

When to use:

- Bigger budget
- Geo-targeted
- Product can apply to everyone

When NOT to use:

- Very small budget
- Product is very specific to a niche market
- Brand new ad account

2 Types of Broad Audiences:

1. No interests - wide open (everyone)
2. A single interest (everyone with that interest)

None are not narrowed by age, sex, but can put location

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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

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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 people

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Interest (cold) targeting with ads

Why use:

- Reach new audience
- Reach your target audience

When to use:

- Starting out
- Geo-targeted
- Brand awareness/reach
- Conversion to sales

When NOT to use:

- Conversion to sales (when you need to warm up)
- When have a bigger custom audience

Types of cold (saved) audiences:

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

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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?

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Custom audiences

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

When to use:

- To convert to a sale
- To get back in front of people again and again (retargeting)
- Example: Direct to a sales page

When NOT to use:

- Audience is too small (500+)
- Just starting ads

Types of Custom Audiences:

Most Used:

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

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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

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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.

Why use:

- They CAN work great
- Audience SIMILAR to your WARMEST audiences

When to use:

- Once you have large (1K+) custom audiences

When NOT to use:

- When you have too small of custom audiences

Types of LOOKALIKE Audiences:

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

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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.

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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**

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Anatomy of a high-converting ad

Key elements:

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

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Video tools

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

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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 | Choose an ad category

Saved searches

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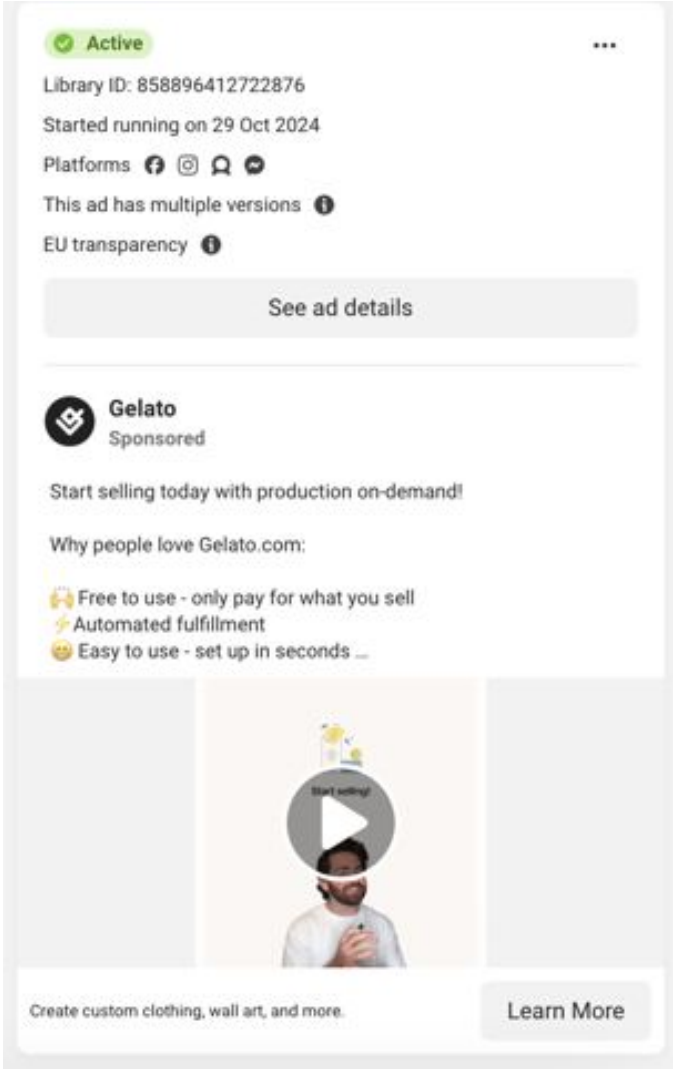
Case studies of top-performing ad creatives
Gelato vertical video



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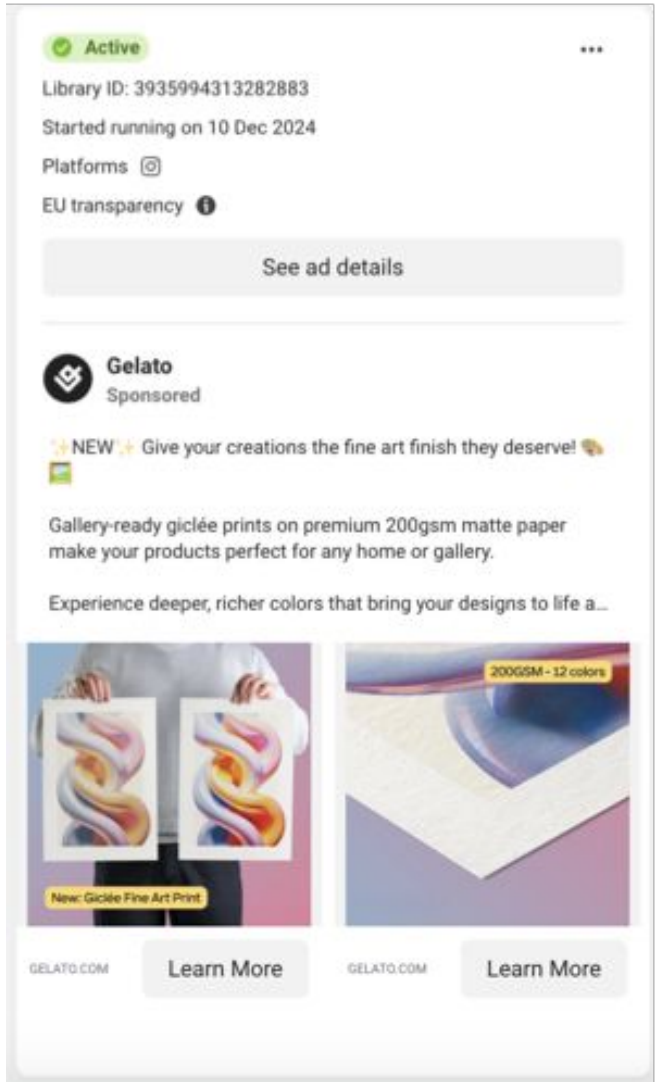
Case studies of top-performing ad creatives
Gelato image ad



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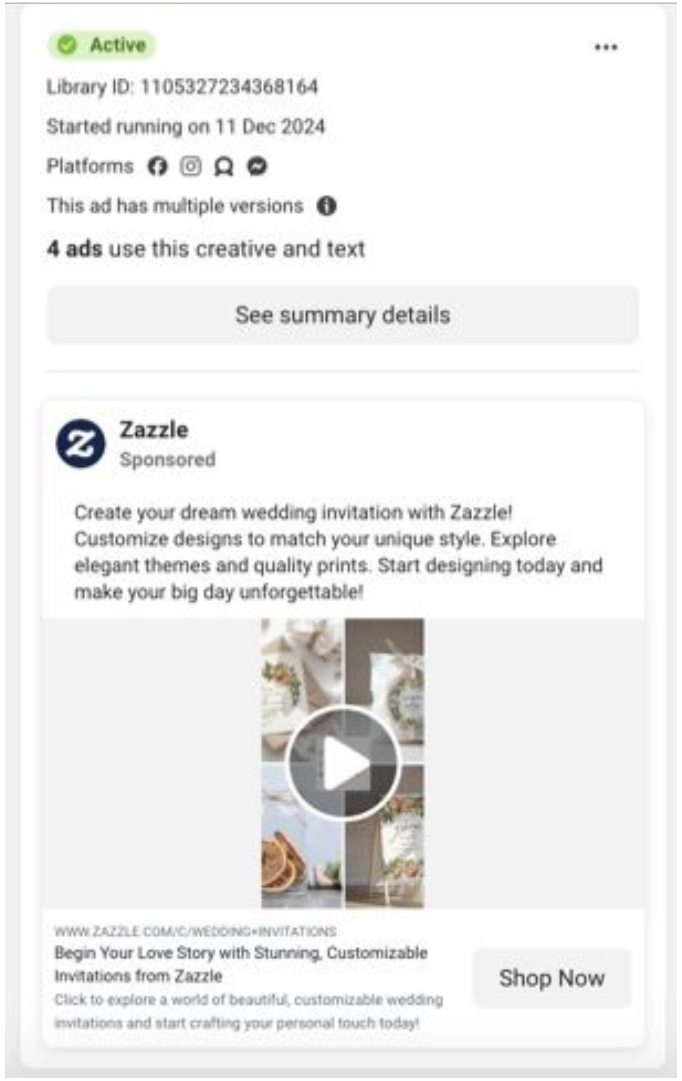
Case studies of top-performing ad creatives
Zazzle vertical video



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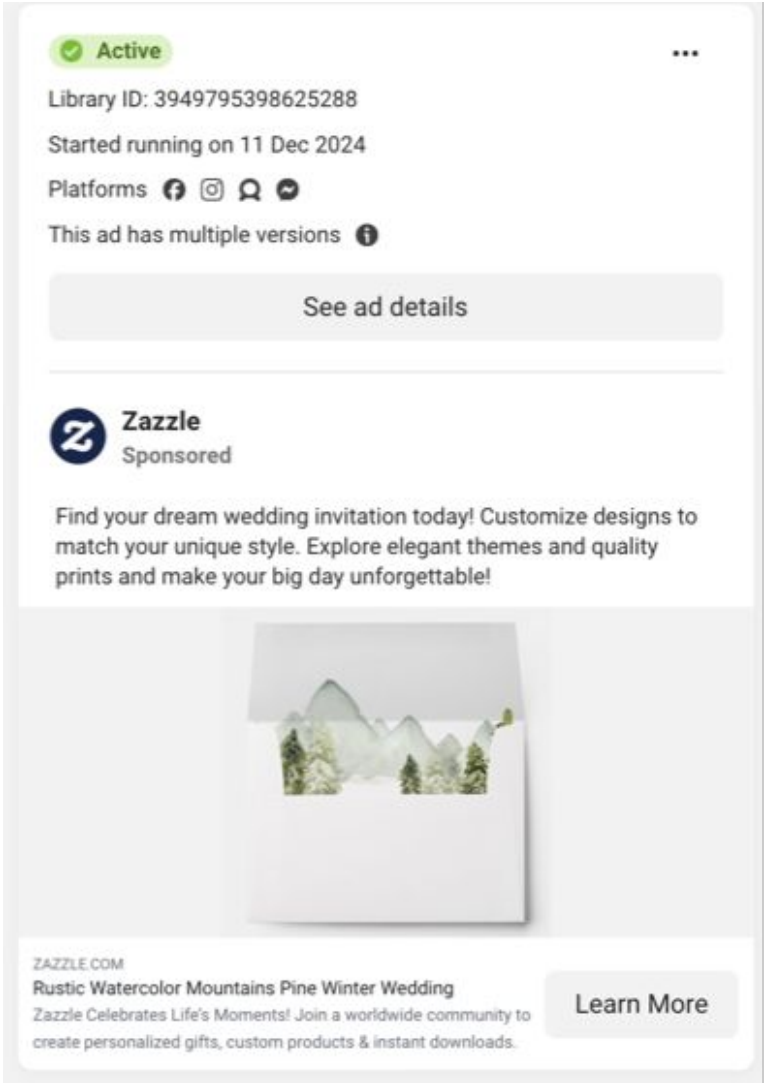
Case studies of top-performing ad creatives
Zazzle image



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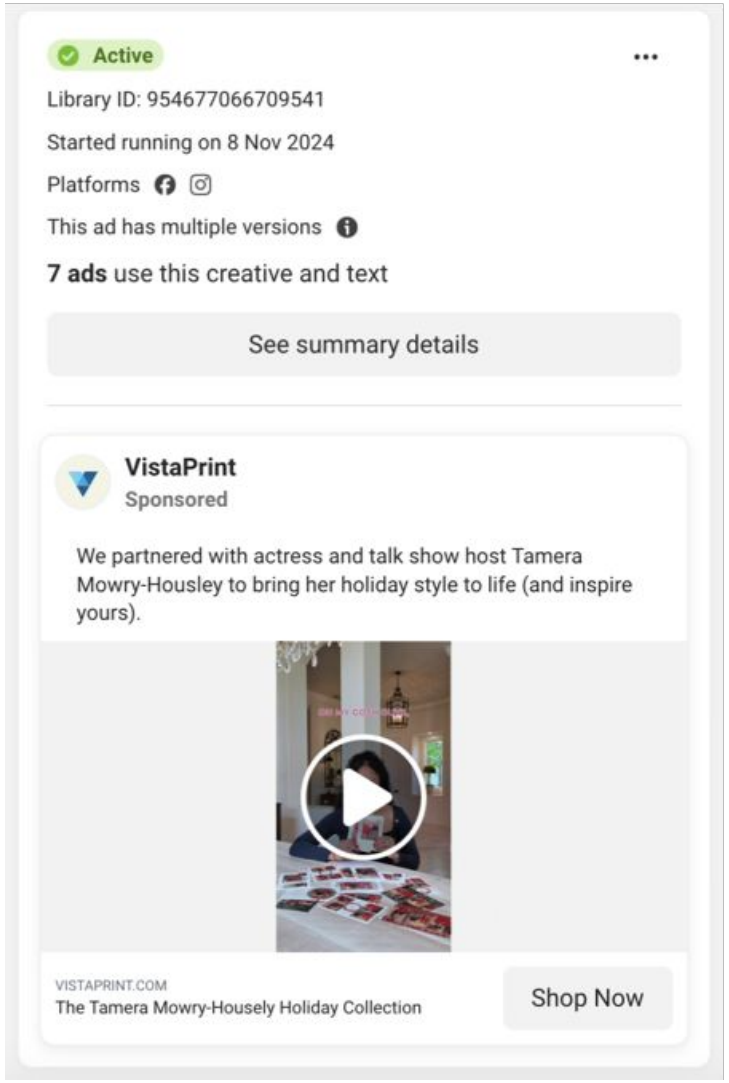
Case studies of top-performing ad creatives
Influencer showing off brand - VistaPrint



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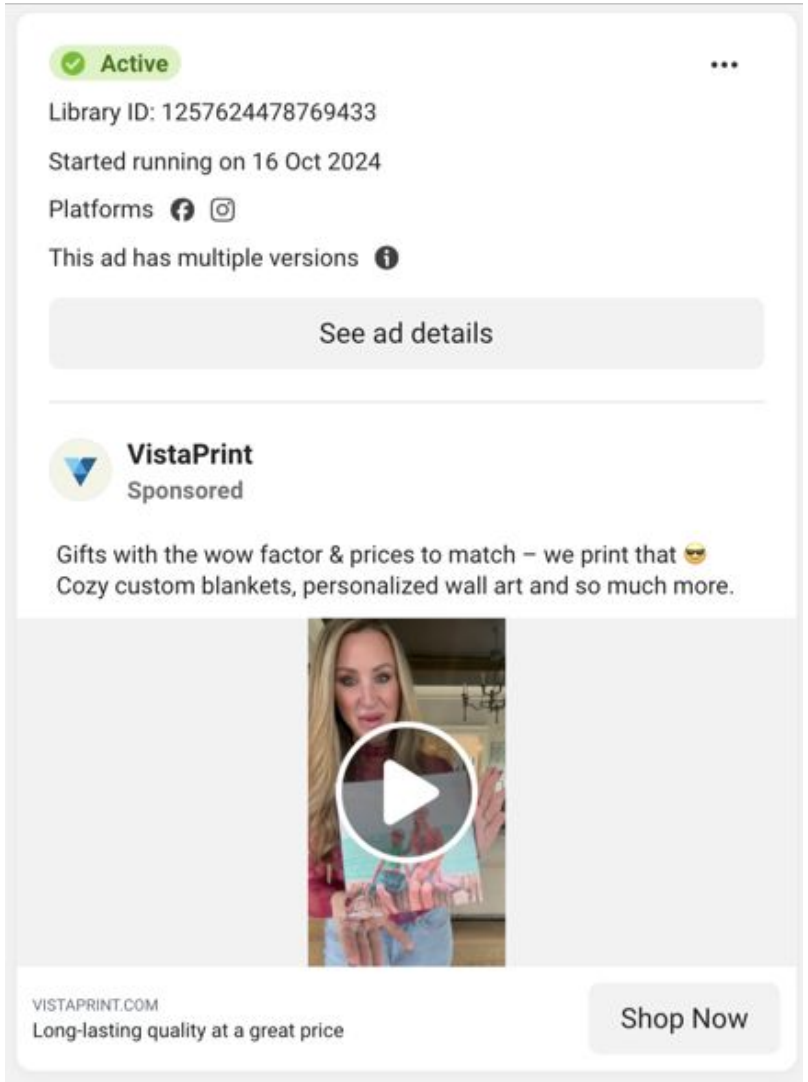

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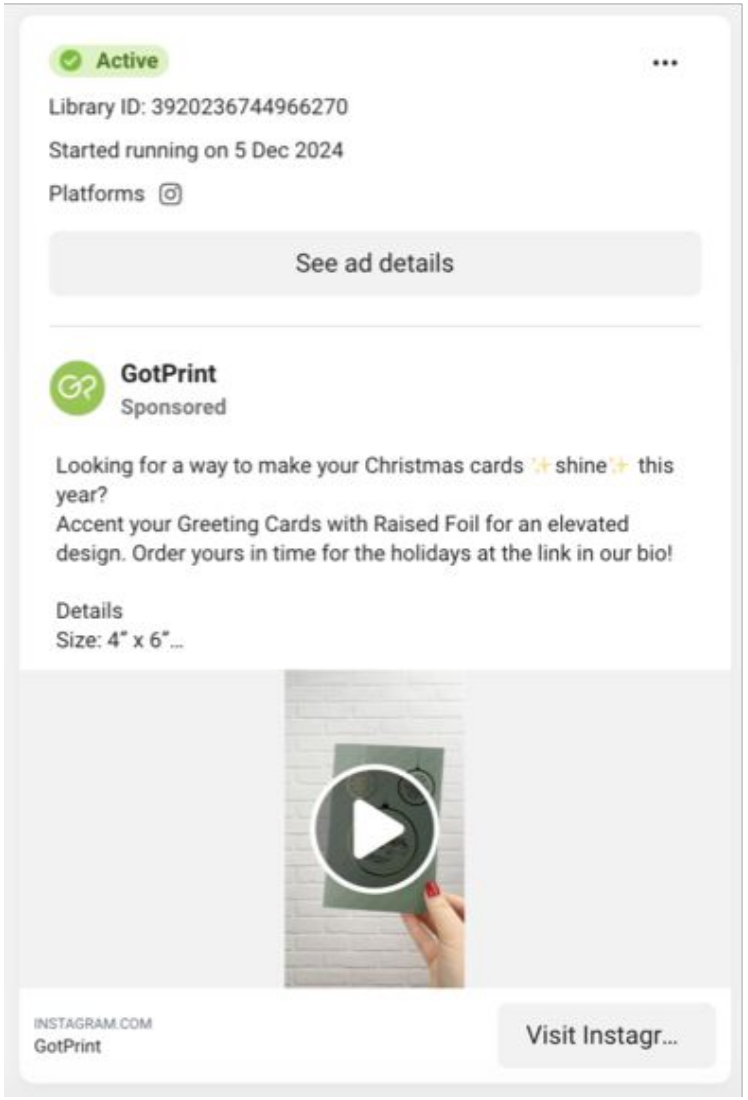
Case studies of top-performing ad creatives
GotPrint video



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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.

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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.**

Tips for optimization.

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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*

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Measuring & optimizing performance

Key Metric Averages:

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

Average CTR's (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)

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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!"**

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Q&A session

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FREE ads benchmark cheat sheet

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