



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

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# 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 3.4 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
- 4. Scalable:** With testing and data, creates consistency so can be scaled

# With My Background in Meta Advertising, I Can Provide Valuable Perspectives


- Currently manage over \$100K ad spend
- Millions of \$ in ad revenue
- Been running ads since 2012
- Have worked with large budgets as well as smaller budgets
- Proven ROI with clients

# Must Do To Run Ads: 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 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. 

# Advantage+ Options

Meta Advantage+ is a suite of AI-powered tools that help streamline and optimize your Meta ad campaigns.





# Advantage+ Options Available

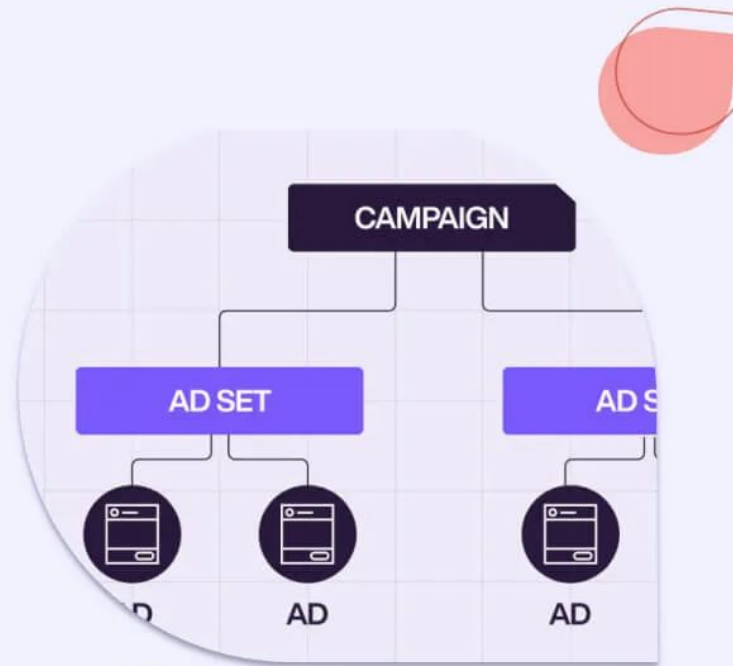
1. Advantage+ Placements
2. Advantage+ Creatives
3. Advantage+ Detailed Targeting
4. Advantage+ Audiences
5. Advantage+ Catalog Ads
6. Advantage+ Lead Campaigns
7. Advantage+ Sales Campaigns
8. Opportunity Score

**MANUAL**  
**vs**  
**ADVANTAGE+**  
Placements on Meta Ads



# Meta Ads Layers: Campaign, Ad Set, Ad







## Facebook Ads vs. Ad Sets vs. Campaigns



# 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.

# Campaign-Level Options / Best Practices

1. Recommend budget at Ad set level
2. Can do A/B Testing, but recommend at Ad set level
3. Special Category - *Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country.*

## 2. Ad Set Level

This level includes how you are tracking conversion, pixel, budget, audience and placements.



# Ad Set -


## Conversion Location

### Tips:

1. Higher quality taking to people to your website
2. Lead forms bring in lower cost, but might not be as high of quality
3. Recommend one choice, so giving form and calls as option might not convert as well
4. If e-comm, must be generated through website

**Conversion**

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

 **You could increase performance by using instant forms ⓘ**  
Using instant forms in your lead generation strategy could help you drive more conversions and achieve your goals.  
[Apply now](#)

☐ Website and instant forms ⓘ  
Generate leads through both your website and instant forms.

☒ Website  
Generate leads through your website.

☐ Website and calls  
Generate leads through both your website and calls.

☐ Instant forms  
Generate leads by asking people to fill out a form.

☐ Messenger  
Generate leads by starting chats in Messenger.

☐ Instant forms and Messenger  
Generate leads by asking people to fill out a form or by starting chats in Messenger.

☐ Instagram  
Generate leads by starting chats on Instagram.

☐ WhatsApp  
Generate leads by starting chats on WhatsApp.

☐ Calls  
Generate leads by asking people to call your business.

☐ App  
Generate leads through your app.

# Ad Set -


## Dynamic Creative, Budget & Schedule

### Tips:

1. Dynamic creative is phasing out. We don't use due to the reporting does not show details
2. Budget - Recommend to set as daily
3. We typically run ads all time and don't set a schedule

Dynamic creative Off ☐

---

 **Budget & schedule**

**Budget strategy** ⓘ



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.

[About daily budget](#)

**Schedule**

**Start date**

 May 20, 2025  02:20 PM CDT

**End date**

None

[Show more settings ▼](#)

# Ad Set - Audience

## Tips:

1. Advantage+ Audiences should be tested - we use often
2. Larger audiences - better
3. Open audiences or 1 interest best

The screenshot shows the Facebook Audience configuration interface. At the top, there's a green checkmark icon and the word "Audience". To the right, a green pill says "Advantage+ on". Below this, a message states: "We'll automatically reach people most likely to respond. [About audiences](#)". A grey box indicates "No advertising settings set". Below that, a dropdown menu shows "Use saved audience".

The "Controls" section has an information icon and the text "Limit who can see your ads." Below this, the "Locations" section shows "Inclusion: United States" and a "Show more controls" link.

The "Suggest an audience" section has an information icon and the text "We'll reach people beyond these settings when it's likely to improve performance." Below this is the "Custom audiences" section, which has an information icon and an upward arrow. It contains the text "Include people who are in at least one of the following" and a "Create new" dropdown. Below this is a search bar with a magnifying glass icon and the text "Search existing audiences". A "Show suggestions" link is below the search bar.

At the bottom, there's a gear icon and the text "Further limit the reach of your ads" next to a "Save audience" button.



# Interest (Cold) Targeting With Ads

## Why Use:

- Reach new audience
- Reach your target audience
- Most used - keeps broad so the algorithm can do its work

## Types of Cold (Saved) Audiences:

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

## Additional Audiences:

- Custom
- Lookalike

# Ad Set - Placement

## Tips:

1. Highly recommend ALL Placements
2. Test Advantage+ Placements
3. Optimize ads at ad level for the placements (coming)

### ✓ Placements

✦ Advantage+ on

We'll automatically show ads in the places where people are likely to respond. [About placements](#)

[Hide settings](#) ▲

#### Devices and operating systems

All

#### Platforms

All

#### Placement controls

All available placements included

#### Skippable ads

Included

#### Brand safety and suitability

Control which types of content your ads can appear in or next to. Brand safety and suitability controls set in your ad account settings are applied.

# 3. Ad Level - Ad Name & Identity

## Tips:

1. Name with what the creative is...ie. yellow image
2. Connect Page, Instagram and NEW - Threads

### ✓ Ad name

New Leads Ad

Create template

### Partnership ad

Off ☐

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### ✓ Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

#### \* Facebook Page ⓘ

 Business Growth Time Podcast ▼

#### Instagram account ⓘ

 businessgrowthtime ▼

#### Threads profile ⓘ

Create profile

# Ad Level - Creative Source

## Tips:

1. Manual unless have e-commerce connected
2. Carousel best for e-commerce

### Creative source

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.

- ☒ 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
- 
- ☒ Multi-advertiser ads  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)


# Ad Level - Destination

## Tips:

1. The display link has to be the same, but remove the www. or httpsm or if it is super-long, just add the .com
2. We typically use 'None'

### 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.
- ☐  Messenger  
Add a Messenger button on your website.
- ☐  Instagram Direct  
Add an Instagram Direct button on your website.
- ☐  WhatsApp  
Add a WhatsApp button on your website.
- ☐  Instant form   
Collect people's contact information.
- ☐  Instant Experience  
Send people to a fast-loading, mobile-optimized experience.
- ☐  Facebook event

# Ad Level - Ad Creative

## Step 1: Add branding (optional)

Ad creative

Select and optimize your ad text, media and enhancements.

Set up creative

Creative setup

Review and manage the information we found in your ad sources and we'll use it in your chosen enhancements.

Source URL

http://www.example.com/page

Extensions

Branding

Represent your brand in AI text and image generation by setting branding defaults for this ad and future ads.

Apply this branding

Logo

Font

Colors

Text tone

Describe a tone, like "warm, informed and conversational"

Visual style

Describe your visual style, like "colorful and natural"

Advertising Standards apply to text tone and visual style.

## Step 2: Upload creatives

Media

Select or upload the media you want to use for your ad. You can select one image or video.

All

Account

Recommended

Business

Instagram

Page

Search media

+ Upload

Account images

Showing first 8 images See all

ad and ai 1.gi...

untitled

untitled

www.aiwithja...

untitled

untitled

untitled

untitled

Recommended Images

Showing first 8 images See all

5.png\_105

2.png\_105

3.png\_105

untitled

untitled

untitled

untitled

untitled

Instagram Images

Showing first 8 images See all

USING YOUR PODCAST

PERRY AND JANET

AI & CHATGPT

CREATING VIDEOS

Rebranding

NETWORKING REFERRALS

Nature your business

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# Ad Level - Ad Creative

## Step 3: Optimize

### Select media crop for placements

We evaluated your image and cropped it to fill the placement when we think it may perform better. You can edit these crops or upload new media for each placement by hovering over the image.

**Square**

☒ Original

☐ 1:1




Crop


Replace

**Vertical**

☒ Original

 This ad will not show up on certain placements you've selected or may be automatically cropped. To avoid this, crop or replace the image. [Learn more](#)


☐ 9:16 (recommended)



**Horizontal**

☒ Original

☐ 1.91:1



Crop

Replace

### ✓ Ad creative

Select and optimize your ad text, media and enhancements.

Set up creative ▾

## Step 4: Copy for ad

×

**Text**  
Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.


×


**Primary text** ⓘ  
Tell people what your ad is about

+

 Add text option ▾

Advantage+ creative text generation

 AI  
[View terms](#)

 Advertisers who used text variations for their campaigns saw 2.91% higher clickthrough rate. ⓘ

You can edit your primary text to generate variations or generate based on your existing text.

Generate variations

**Headline** ⓘ  
Write a short headline

+

 Add headline option ▾

**Description** ⓘ  
Include additional details

**Call to action** ⓘ  
Learn more ▾

Cancel

Next



# Ad Level - Ad Creative



## Ad creative

Select and optimize your ad text, media and enhancements.

Set up creative ▾

## Step 5: Optional to test

Advantage+ creative image generation [View terms](#)

In our experiment, campaigns with all ads adding AI-generated images saw **11% CTR lift** and **8% CVR lift**

Image variations (0 of 9)

☐ Image suggestions



Give feedback on image generation.



Cancel Skip and continue

## Step 6: Be sure to preview

Advantage+ creative enhancements

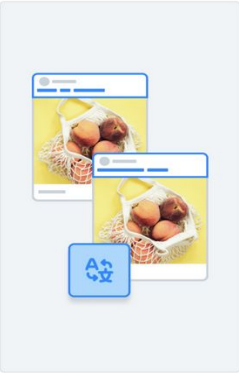
We'll use your active enhancements to show variations of your ad when likely to help improve performance. You can see all of your enhancement settings in Advanced preview

For review (0) [Other active enhancements \(8\)](#)

Review enhancements that you've turned on in the past or have been turned on by default for this ad.

Translate text

Early release

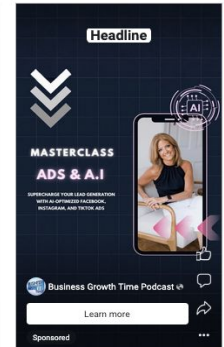


Translating primary text and headline into other languages.

Review translations

Add overlays

59% of advertising and marketing businesses have turned on image template



Overlay with expanded image

[View terms](#)

< 1 / 2 >

Visual touch-ups

79% of advertising and marketing businesses have turned on visual touch-ups



Vary aspect ratio

< 1 / 4 >

Music

On by default

Over 50% of video watch time on Instagram Feed is spent with sound on



0:00 / 3:31

The Give And The Take, by Tash

< 1 / 4 >

We'll select a song to accompany

Cancel

Done



# Ad Level - Destination

## Tips:

1. Preview all images (or videos)
2. Preview all text
3. Check how AI enhancement look
4. Preview all placements
5. If using videos, upload vertical videos for Reels/Stories


The screenshot displays the Facebook Ads creation interface. On the left, the 'Ad creative' section is active, showing options for 'Creative setup' (Site links: Off), 'Media' (24 Placements), and 'Flexible media' (Enabled). The 'Media' section lists placements: 'Feeds, In-stream ads for videos and reels, Search results', 'Stories and Reels, Apps and sites', and 'Right column, Search results'. The 'Flexible media' section includes 'Advantage+ creative image generation' (AI) and a note about higher conversion rates. Below this is a 'Primary text' field with the placeholder 'Tell people what your ad is about'. At the bottom of the left panel are 'Close', 'All edits saved', and 'Publish' buttons.

On the right, the 'Campaign score' is 94, with a note: 'You have recommendations to apply.' Below this is an 'Ad preview' section showing two ad variations. The first variation is a 'Business Growth Time Podcast' ad with a 'Masterclass ADS & A.I.' overlay. The second variation is a 'Headline' ad with the same overlay. Both ads show a woman sitting at a desk. The 'Publish' button is highlighted with a red box and a red arrow.

# Ad Set - Placements

## Tips:

1. We use all placements and let Meta's AI figure it out
2. Turn on Advantage+
3. You can break down to:
  - a. Devices
  - b. Platforms
  - c. Placements

 **Placements** + Advantage+ on

We'll automatically show ads in the places where people are likely to respond. [About placements](#)

---

[Hide settings](#) ▲

**Devices and operating systems**  
All

**Platforms**  
All

**Placement controls**  
All available placements included

**Skippable ads**  
Included

**Brand safety and suitability**  
Control which types of content your ads can appear in or next to. Brand safety and suitability controls set in your ad account settings are applied.

# 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**

# Video Tools

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



# Top-Performing ad Creative

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 ▼

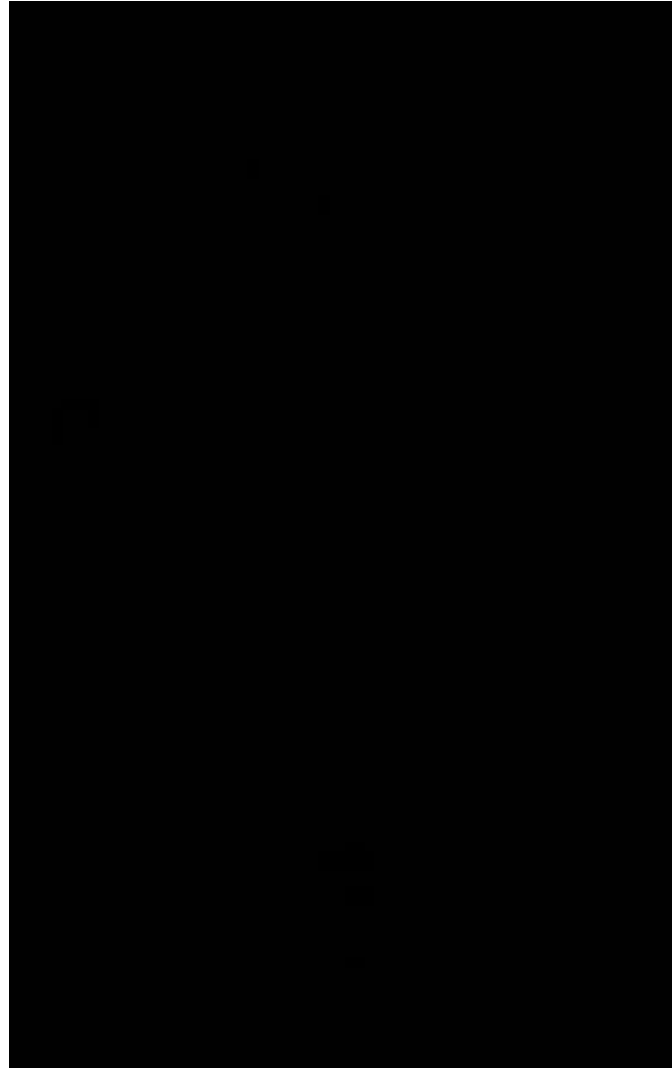
Ad category ▼

🔍 Choose an ad category

🔖 Saved searches

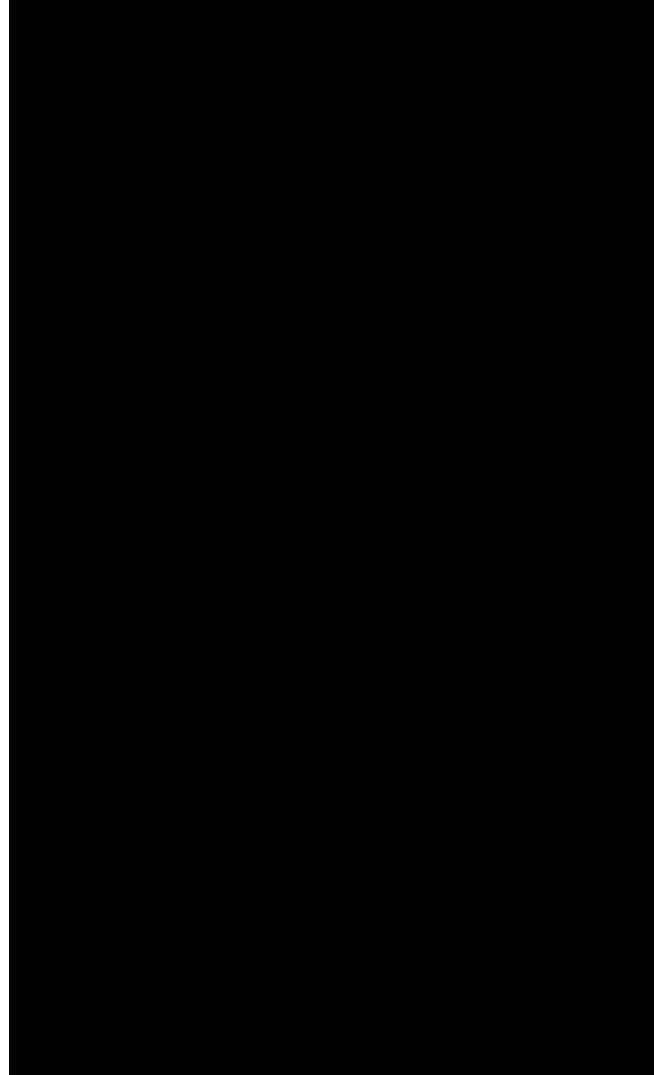
# Case Studies of Top-Performing Ad Creative

## *Gelato vertical video*



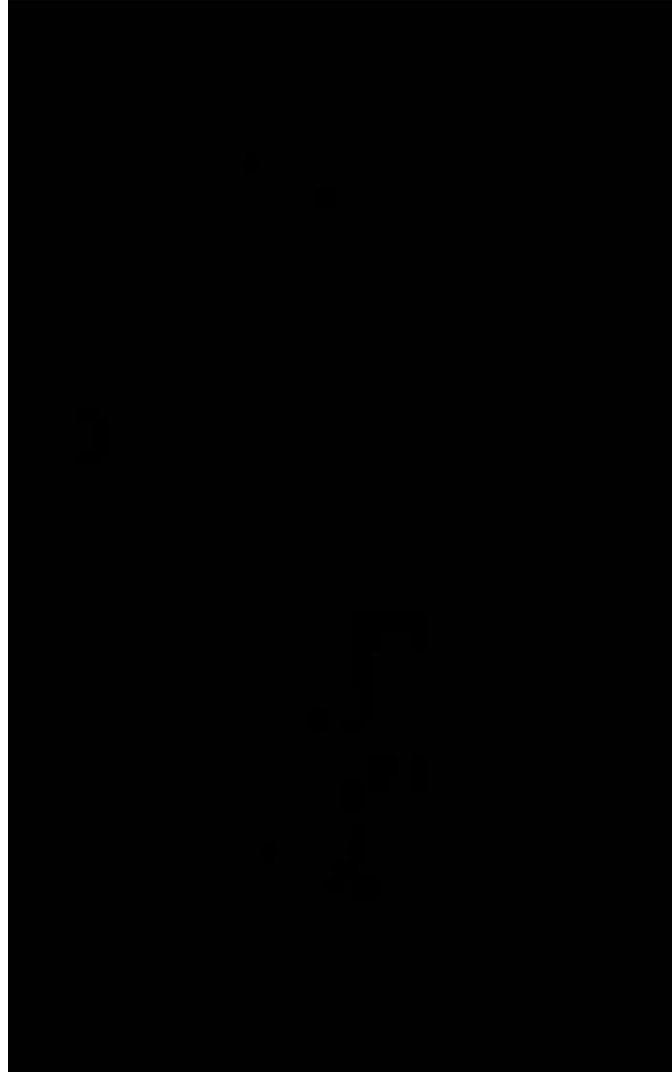
# Case Studies of Top-Performing Ad Creative

## *Gelato image ad*



# Case Studies of Top-Performing Ad Creative

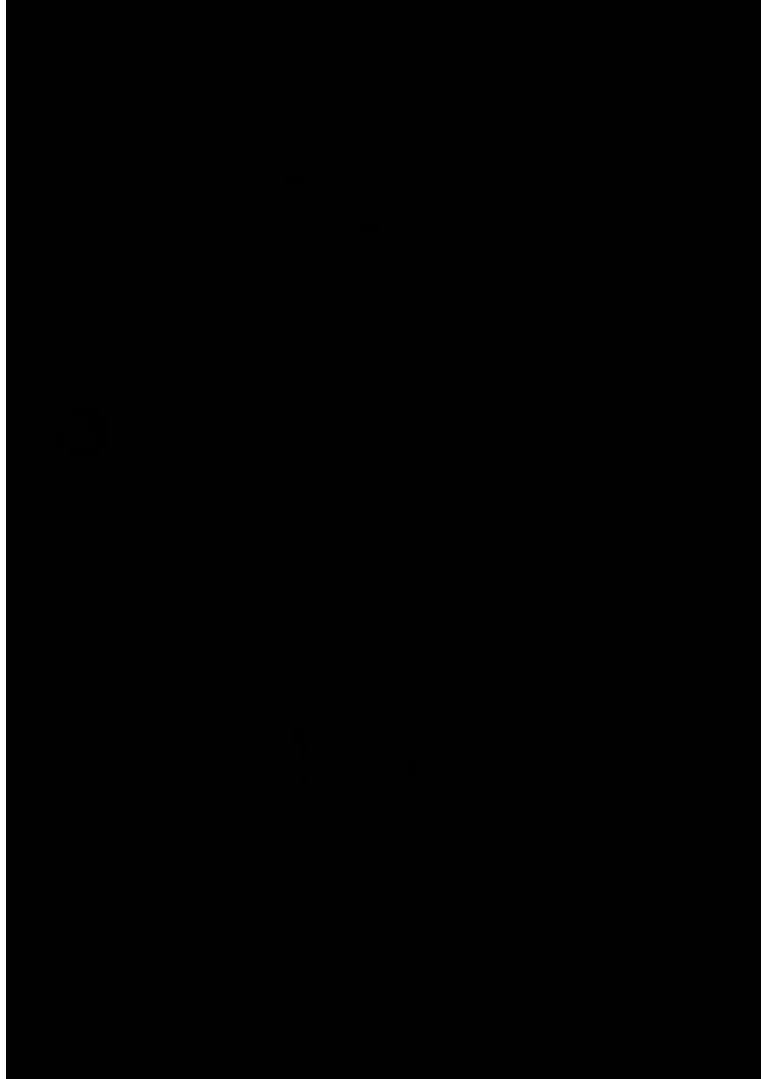
## *Zazzle vertical video*





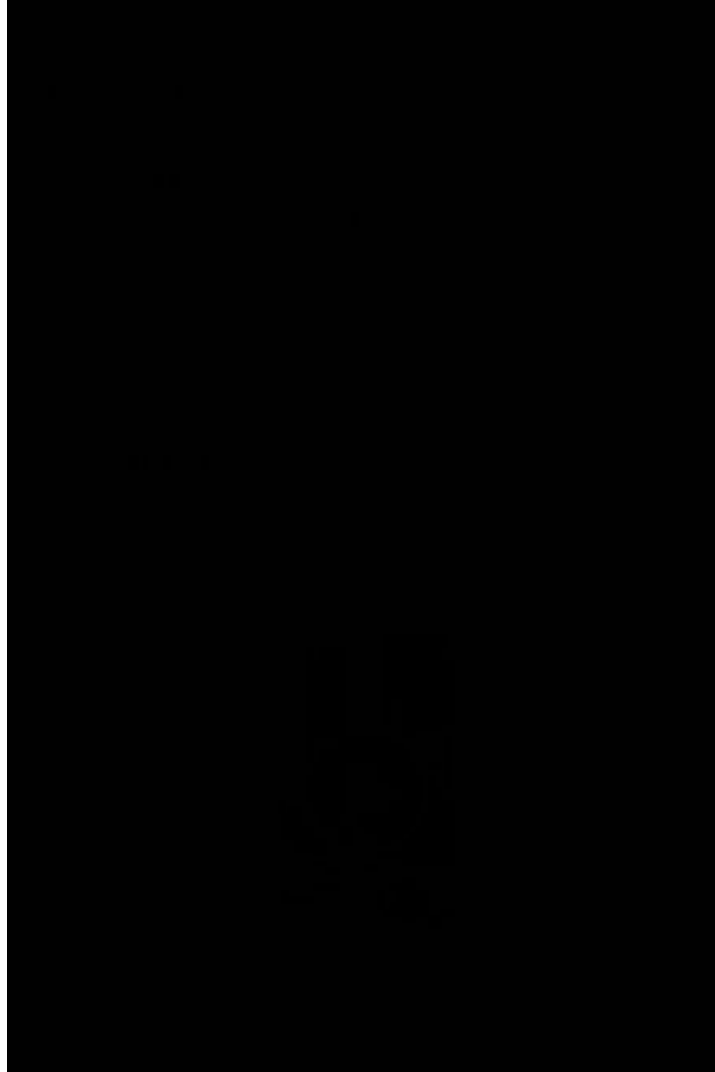
# Case Studies of Top-Performing Ad Creative

## *Zazzle image*



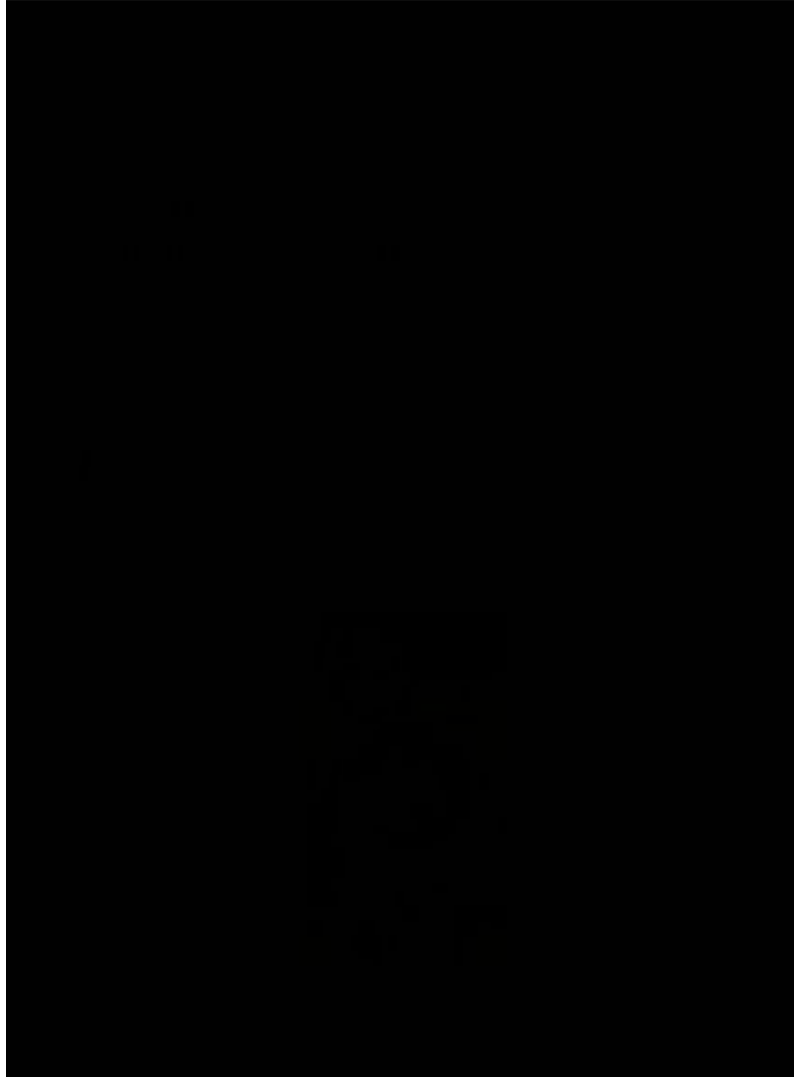
# Case Studies of Top-Performing Ad Creative

## *Influencer showing off brand - VistaPrint*



# Case Studies of Top-Performing Ad Creative

## *Influencer showing off brand - VistaPrint*



# Case Studies of Top-Performing Ad Creative

## *GotPrint video*



# Extending Your Ads to TikTok

- Why TikTok? The growing platform has 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 cents for traffic ads)
- Average CPM (cost per impression): \$11-\$20 (U.S. is higher)
- Average Video View: Under 5 cents 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!**



July 22-24, 2025

