



The 7 Deadliest Mistakes You're Making With Facebook Ads... And How To Fix Them

- **How to stop squandering money on unprofitable campaigns...** so you can make every dollar you invest in Facebook advertising deliver the highest possible ROI.
- **The #1 way to boost conversion...** make this simple “integration adjustment” to the landing page you’re sending traffic to, and watch conversions soar. (No weird coding or tagging required.)
- **What NEVER to do with your dashboard...** because making this mistake can literally leave hundreds, even thousands of dollars on the table. This easy tweak, which most Facebook advertisers never make, gives you an entirely new way to get better performance from your campaigns.

...and more, in this revealing report from the team that has run more than 52,373 Facebook ads.

Learn from our extensive analysis, so you can fix broken campaigns, create profitable new ones, and finally get your business the revenue it deserves.





Mistake #1

Targeting The Wrong Audience

It's an easy mistake to make. Just about all of us have done it.

You make an assumption about defining the market you want to reach. Your targeting seems sensible and the people seem like they should be the perfect match.

But the people you are targeting with your campaigns aren't responding.

The solution is to look at difference audiences. Make changes to ages, occupations, household income, or zip codes. Tinker and test. Be open minded, and realize that who you think your customer is, and who your customer actually is, may be slightly different. Even a subtle difference can make a big impact when it comes to your targeting.

It's not unusual to discover that an age group you thought might be too young or too old is actually highly responsive. Or that household income doesn't matter as much as you thought it might.

Ultimately, it will be best to target fans. That's because data reveals that fans can give you 700% more click throughs.

Even better... data from TGB Digital reveals that ads you target at fans increases conversions by up to 400%.





Mistake #2

Using A Landing Page That's Not Converting

This is where staggering amounts of money invested in Facebook advertising campaigns go up in smoke.

The landing page is where you move your prospect from a faint glimmer of interest to take a cautious first step.

And then, to take a more decisive step.

A common problem that's easy to fix... make sure the very first message somebody sees on the landing page continues the message from the actual ad.

For instance, if the ad offers a "Free Roof Inspection," make sure the first message on the landing page is "Free Roof Inspection."

Other ways to fix a landing page that's not converting...

- Give the prospect only one option... to opt in and take action, or to do nothing. Multiple choices confuse people.
- Give the prospect good reasons why they should take immediate action.
- Shorten the page to one strong headline, strong button copy, and irresistible, intriguing bullets.





Mistake #3

Weak Copy And Unappealing Images

It is easy to underestimate the impact of images.

Images of faces are deep emotional signals. Crop them to zero in on emotion. Showcase the smiles.

Images of products should be simple and easy to interpret. Clustering too many products together in a single image can cause confusion.

Don't use unappealing images that don't relate to the product being marketed. Stay away from images that fail to convey emotion.

Make sure your images grab the prospect's attention and drive it into the message.

Copy... use simple words, communicate clear benefits, and give good reasons why the prospect should take the action you are requesting.

No fancy language, no cute plays on words, and no bragging.

Write with a disciplined focus on how you will help the prospect get what they want.





Mistake #4 No Testing

When you don't test, you waste money. You're flying blind. Even if your campaign is doing well, you have no idea if it could be doing better.

Test everything, but only test one change at a time. Don't change a headline and an image in one test. Just switch out one.

(It is not unusual for one headline to outperform another by up to 800%.)

Test one headline against another and when you've settled on a winner, then you can test something different, such as your image.

You can test 20 images. It doesn't take long and it's not hard. Track the data, see which image performs better, and optimize the campaign based on the most appealing image.

Stick to testing just one sliver of a campaign. Testing multiple campaigns creates complications and makes analysis tough. You can have lots of ad sets within one campaign. Each one can target a different audience, so make sure you test your changes against the same audience. Different audiences will often respond differently.

So keep your tests simple and well defined.

Be open-minded and don't fall in love with your copy and your images. It's more important for your target audiences to fall in love with them.

The market has the answers, and your tests will find these answers.





Mistake #5

Failing To Improve A Low Relevancy Score

The relevancy score metric is Facebook's personal invitation for you to improve your campaigns. Don't look at the score and accept it for what it is. Look for ways to send it higher and higher up the scale of 1 to 10.

Your score is a blend of multiple metrics...

- Engagement
- Clicks
- Conversions
- Click-Through Rate
- Negative Reviews

The best way to increase a low relevancy score is to strengthen the ways your image and copy connect with the target. This is not a complex concept, but it can be difficult to execute. The solution... be simple, be direct, and offer strong benefits.

Testing will do a lot of the work to make your connections stronger.

Be specific with targeting. Avoid broad reach. Evaluate targeting custom audiences.

Other things you can do...

Make your message clear. Misleading or confusing content doesn't encourage the confidence required for response.

Keep creative (your ads) fresh and rotate in new creative to avoid fatigue.

Keep working on it. Improvements should be constant. Keep raising the bar.

After all... why wouldn't you want to be relevant to your target audience? Relevancy is a gateway to conversion. It's a key element in the process of creating a customer.

And the higher your score, the less you'll invest in your ad campaigns.





Mistake #6

No Audience Research

Audience research is the spark that ignites effective targeting. There are two basic types of market research you should do.

- ✓ Research *before* you start running paid Facebook traffic to identify the ideal target you want to reach.
- ✓ Research *after* you start running campaigns so you can optimize and scale.

To find a common sense, “likely” audience for your Facebook ads, identify the characteristics of the people you are already doing business with. If you’re starting from scratch, think about what kind of person will benefit the most from your product or service.

Use Google and Amazon to better understand your market and your prospective customers.

Take advantage of the Facebook Audience Insight Tool. Look for ways to leverage its ability to help build targeted campaigns. You can do this with your own email lists of current customers, clients, or patients. It is also helpful to identify your competition and use the Audience Insight Tool to learn how competitors are using Facebook.

The goal of your audience research should be to sharpen your focus on gender, age, and a list of Facebook pages your best customers typically “like.”

Keep in mind that gender can be a balance, perhaps a mix of 70% female and 30% male to achieve optimal results.

To achieve this level of fine-tuning, it takes diligence, time, and a mindset that keeps you constantly looking for a better way.

Professional marketers who make significant investments in Facebook advertising campaigns have learned that profitable campaigns are a process, and not an event.

It is not unusual to spend weeks, even months making the adjustments necessary to achieve exceptional results.

This process begins with audience research, and it is powered by your determination.





Mistake #7

Not Customizing Your Facebook Ad Dashboard

Don't settle for less.

When it comes to the Facebook Ad Dashboard, never settle for the default setting.

The default setting tools only display the campaign, delivery, results, reach, spend, and if you designate one, an end date.

You can get a lot more. Chances are you don't want everything, and the option of 100 different data columns is overkill.

But it's smart to customize your dashboard to display the number of leads, the cost of these leads, the number of purchases, and the value of these purchases.

This data keeps you focused on the metrics that matter, and safeguard you from making expensive mistakes.

You may find that a campaign with slightly higher costs more than pays for itself because of the higher dollar value of purchases it generates.

The customized dashboard becomes a tool you can trust to make decisions on how to scale campaigns. You'll see which campaigns to shut down and which to expand.

When your goal is to maximize ROI, and you want to make good decisions on campaign management, looking at base reach, lead cost, and purchase value.

These numbers will replace guesswork and hunches with actionable data.





52,373 Facebook Ads... And Counting

Now you know the 7 deadliest mistakes you're making with Facebook ads... and how to fix them.

But there might be a few more things you *don't* know, and want to find out about.

Or maybe getting under the hood of Facebook ad campaigns is something you don't have time for.

Would you like to find out more about how we can help?

Here at Marigold, we've run 52,373 ads on Facebook.

(Actually, by the time you read this, a bunch more.)

We've learned a lot along the way, and we continue to identify new ways to help our clients get the most from their campaigns.

We manage campaigns for a select group of active marketers around the world. If you are investing \$4,000+ monthly in Facebook advertising, and would like your investment to deliver stronger ROI, let's learn more about each other.

Schedule a FREE Facebook Ad Audit

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