

# 5 Insider Tips To Higher Converting Facebook Ads

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Hey, I'm Jamie!

I'm the founder of Leadco Solutions, a digital marketing agency specialising in Facebook ads, lead generation, and digital strategies (i.e implementing bot sequences, email marketing etc).

Facebook advertising can be a huge learning curve, but hopefully by implementing a few of the techniques I'll cover in this guide it will speed that process. Better yet, help stop you from haemorrhaging cash on ads that aren't working (because who wants to waste time and money on that right?).

If you have any questions about the guide, marketing, your current strategies or just to chat, feel free to reach out on messenger, or email ([jamie@leadco.solutions](mailto:jamie@leadco.solutions)). I love hearing from people, and helping people with their businesses. Don't be shy mmmkay!

So let's get started....

# Insider Tip #1....

**Don't just boost a post and hope for the best. Make sure you have a clear objective in mind when setting up your campaigns.**

Yep, we're going to start with the basics, and work our way up...

Too many times I've seen people just boost a post, and assume that's all they need to do for their ads to work. Now, I'm not bagging boosting a post at all, but it would certainly need to be part of a wider strategy. Given that Facebooks targeting is so refined, why would you just work off showing a single post to relatively untargeted people? There are a multitude of ways to refine your audience, and get your message out there. Make sure you set a goal of what you want to achieve before even looking at advertising. Do you need sales, awareness, leads, video views etc? Having an objective in mind will ensure you choose the right campaign type (or you may wish to test a few types to see which one works best for you).

## **Actionable step:**

Use the table below to list your main objectives in advertising your business.


Once you have a couple of idea's, list them in order of priority and importance. For example, if you have a service based business such as a carwash, you may wish to have brand awareness to get as many people in your district to be aware of the business, leads in the form of email signups for your database, conversions via people booking a wash from your site, or an offer that a customer can redeem when they are at the carwash.

The priority being the quickest way to turn the person that sees an ad into a customer, in this situation would be bookings made, followed closely by offer redemptions. As such, you would use 'conversions' as your campaign objective.

## Insider Tip #2....

### **Make sure your Facebook pixel is installed, and active!**

The Facebook pixel allows you to collect data on the audience that is visiting your site. Without the pixel installed properly, it will not optimise for the various campaign objectives you have set. As such, you will waste your budget on non-performing ads, without knowing how to fix the issues or adjust the targeting if needed. The Facebook pixel has nine standard events which you can use to track the performance of your campaigns, and allows you to set up custom events should you wish to do so. This might be someone visiting a certain page, or perhaps redeeming an offer for example. Once you begin to collect data on the

pixel, Facebook allows you to build custom audiences based off the people that have clicked on a link but not purchased (amongst other ways).

### **Actionable Step:**

Use the Facebook Pixel Helper to ensure the pixel is installed on your site properly This is a free tool provided by our good buddies at Facebook. Click [here](#) to check it out!

## **Insider Tip #3....**

### **Know Thy Neighbour**

Ok, so perhaps not neighbour necessarily, but who is your ideal customer? What demographic do they fit in to? What's their household income? What's their dogs name?....ok, maybe not that last part, but you get the idea I hope.

The basic premise being, that if you know your audience, and who you are trying to market to, it will make the cost of marketing all the cheaper. It will also help to ensure you have a positive ROAS (return on adspend...basically how much money you are spending on ads vs how much return you are getting from those ads).

Of course, a new business, or an old business launching a new product may not have a clue what their ideal customer demographics are. In some cases there simply isn't an ideal customer, as the market segment is so broad. In these instances, Insider Tip #2 is invaluable as it allows you to build data on your pixel. You can then hone in and see who is

converting the cheapest, and target that market segment more efficiently.

### **Actionable Step:**

Whether you have an existing database or not, have a think about who may be your ideal customer. Have a think about the following criteria;

Geographic	
Age	
Generation (i.e millennial, baby boomer)	
Education (High school, college etc)	
Income (use a range)	
Male or Female (or both?)	
Home Type (renting vs owning)	
Do they have Children? What age group?	

Feel free to add your own criteria to these. Use these as a guide to create your own customer avatar.

## **Insider Tip #4....**

### **Try use 'bad' images....wait, what?**

Yep, you read that right. As counter-intuitive as it may seem, using images that aren't perfect can get higher click through rates than some of the more professionally produced images.

That's not to say you should chuck any old image up. I would still encourage using images that are relevant to your ad, business, and landing page. It is important to put your mind inside that of the person looking at your ad. If you are happily watching cat video's, what's going to pull your attention away to buy/take up an offer/leave Facebook? Below are a couple of examples of ads with images that aren't perfect, but still work well;



**Hardcore Closer**  
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When a billionaire/one of the most successful investors on the planet speaks, you listen. Mark Cuban tells Tai Lopez the truth about saving money [video]

**Why Billionaire Mark Cuban Says Saving Money Is A Bad Idea**  
find out why Mark Cuban says saving money is a bad idea  
HARDCORECLOSER.COM

Now, I have nothing against Mark at all, and in fact this isn't a bad image to use overall. As you can see, the image is not vibrant, or overly captivating...



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Contrast that with the image above, it is quirky, has orange in the background (tends to get higher click through rates), and is unique.

### **Actionable Step:**

Next time you are on Facebook, take note of as many ads as you can. If you are viewing them on your phone, perhaps take a screen shot. This will help build a database of ads to use as ideas for your campaigns. You can also use the likes of free resources such as [canva.com](http://canva.com) to create ads.

# Insider Tip #5....

## Use ~~good~~ GREAT copy!

The secret sauce in ads is in the copy. This ties in with insider tip #4 regarding images. First, the image needs to capture the prospects attention. Secondly, the copy needs to be interesting enough for the prospect to take an action such as liking the post, commenting, or clicking the relevant link.

So what makes great copy? Good question. Take the ad featuring Mr Cuban shown above. This is a profoundly powerful statement. Let's dissect it a little....

*"Why Billionaire Mark Cuban says Saving Money Is A Bad Idea"*

If you're unfamiliar with Mark, he has a certain level of notoriety through his business ventures, owning the Dallas Mavericks NBA team, and featuring on Shark Tank. He is well known to start with, and people tend to follow his advice as he has automatic authority i.e he is a billionaire, so surely must know something about business right?

Looking at the sentence once again, even if you don't know who Mark Cuban is, it would likely garner authority simply by being a billionaire.

Next, it mentions saving money. This is something we, as a society are taught we should do from a young age. Our parents (well some parents anyway) drummed into us the importance of working towards something, and 'saving for a



rainy day' etc. This is something we can identify with in most instances.

Finally, it states that saving money is a bad idea. This goes against the grain for many of us, and as such captures our attention. *“why would a billionaire suggest such a thing as not saving money?”* and in that moment, you may well be curious enough to take an action and view the content.

There have been a multitude of books written on copywriting skills over the years, but a handy resource I refer to often is Neville Medhora's [kopywritingcourse.com](http://kopywritingcourse.com). It is packed with great info, is easy to read and absorb, and has very usable content. He does sell a course, but you can get some great free content there.

However, I digress...

Back to the adcopy to use in your ads...

Here's an example of some not-so-great copy using the carwash example;

“Get your car washed at Bobs Carwash. Great rates, & friendly service. Book now!”

Although it does have one good point, being the call to action; Book now!

If you're a busy person, and you're reviewing your daily feed of funny goat or cat video's, what is going to disrupt your day enough for you to take action? Friendly service, and great rates are a given these days.

*“Okay, so how do you make the copy more compelling than smart a\*#?”*

Good ad copy should have the following elements:

- 1) Capture the audience’s attention (remember you only have a split second to do so)
- 2) Define your offer
- 3) Clear call to action
- 4) Creates a reason for people to click

Let’s look at a slightly better example;

“>>Want 30% off your next carwash?<<

Limited to the next 20 customers only. Click below to claim yours now!”

Let’s dissect this a little. Firstly, the arrows draw the reader’s attention to the opening question. It would be rare for someone to be looking on Facebook and thinking about their next carwash. A question of that nature grabs their attention. 30% is a great discount!

There is an element of scarcity there. It implies that it is only available for the next 20 customers, which can help compel people to take action on your ad. It also has a clear call to action telling them what they should be doing to claim the offer.

Using questions in your ad copy is a powerful to gain attention to the ads.

## Actionable Step:

Think of your offer, or product. Now think of how you can promote it to gain people's attention. Write a list of questions you can ask the audience that would stop them in their tracks enough to A) read further, and B) take an action on your offer.

Next, think of anytime you have clicked on an ad. What was the reason you did so? What did the copy say that compelled you to take an action? Once again start noticing ads, and the copy they use. Take screenshots to form a swipe file of ad copy you can refer to in future.

## Conclusion

Hopefully now you will be well on your way to getting better results from your Facebook ads. If you would like to chat to us about your current marketing results. Feel free to book a [free consultation](#) with us to see how we can help.

Please feel free to share this to anyone you think may get some benefit out of it.

Follow us for more great tips and advice!

