

Hidden Secrets to Cheap

FACEBOOK ADS



Jerome White

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Introduction

Facebook is a powerful platform for targeting audiences across the world. By offering an extensive market, it provides plenty of opportunities to reach clients who are far away from you.

There are two ways of being charged on Facebook; either by impressions or clicks. Cost per clicks (CPC) is commonly used. This is where you are charged when someone clicks on your ad. Cost per impression (CPM) charges you each time your ad is viewed even with no clicks to it. You can change how you get charged at 'Budget & Schedule' but there are some ad delivery settings that restrict your options, leaving you with the sole choice of cost per impression. To be able to maximize on your money, it is important to create a valuable ad so your money does not go wasted.

The process of coming up with a Facebook ad may feel quite easy especially if you see the online guidelines for setting up a new ad campaign. Using the Facebook Ads Manager, we can choose images and attach relevant or swoon-worthy messages. In 30 minutes we can then view the results. However, Facebook ads need patience. Your budget and audience size influences the number of clicks and impressions. This, in turn, affects the relevance of the results obtained after variations.

Research is the most crucial part of these campaigns; don't just go with your gut. Knowing your target audience, understanding their demographics along with their education is part of getting to know how to please them. Find out which language is most common to them and use it. On some occasions, you are able to learn their buy activity and Facebook usage. By having this information, you can use it in your business page to come up with better user engagement policies that are cost-effective.

Even with a very low budget, if you aim at giving your audience the best that you can offer, you will yield results. This book is a glimmer of hope for those that are starting out with Facebook ads. It can be discouraging at first but it gets better.

Chapter 1

**Five questions to
answer while making an
affordable facebook ad**

Five Questions To Answer While Making An Affordable Facebook Ad

When working with a tight budget it is important to remember that at the end of the day, the client will be impressed by quality work. People like to associate themselves with things of value. Therefore, it is your input that will determine how good the ad will be. Apart from giving valued information about how to cut costs, this book will also give you tips on how to create an excellent ad.



Question 1

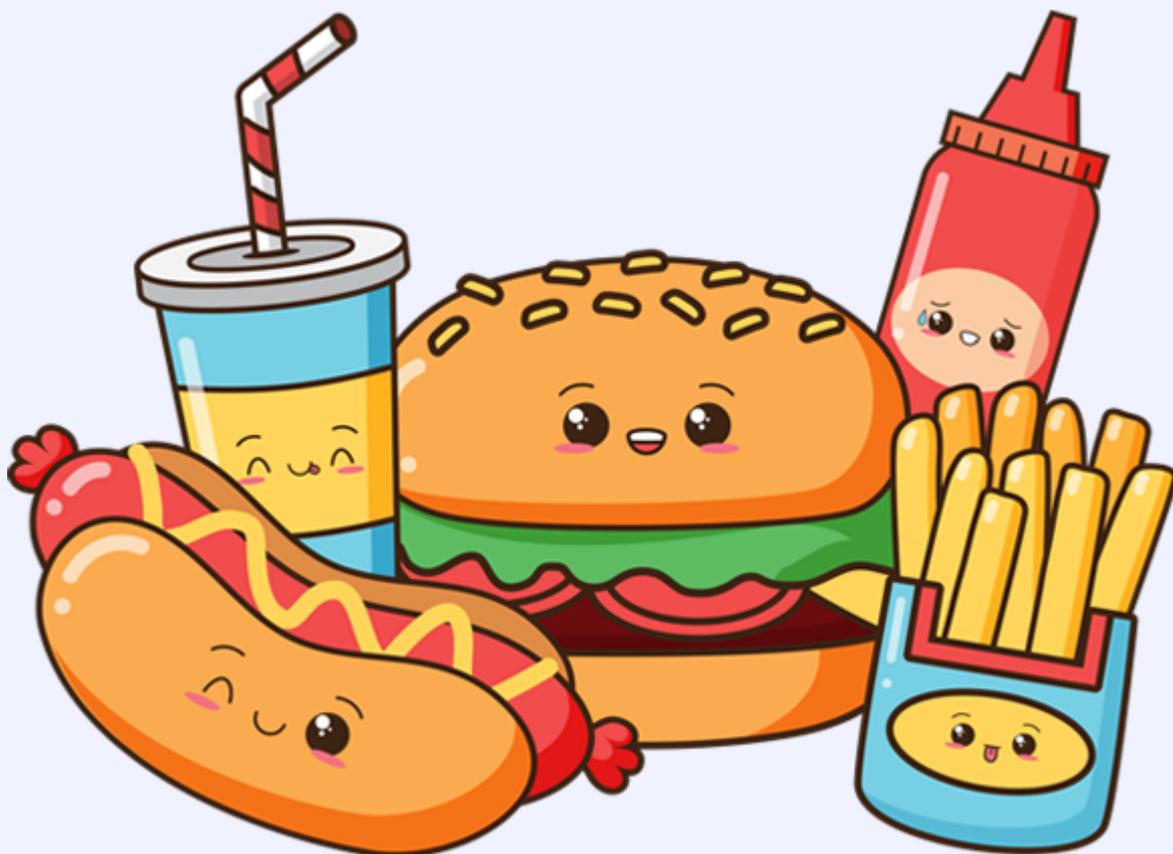
What are you promoting with the angle you have taken in your ad message?



When it comes down to the basics, you will realize that, most ads have common elements in them. From the ad layout to the call to action preferred, the right marketing angle can change the perception of your audience. A marketing angle that makes the product or service look easy to work with stirs the desire of potential buyers. For instance, ads that are written, “Create a website in 10minutes” or “Start your free trial”. The human mind responds positively to simpler options to reach its intended goals. Similarly, we are attracted to less complex content, i.e. visual images instead of wording.

Your target audience comprises of social creatures, and as such, we all have FOMO (Fear of missing out). As an advertiser, it is important to follow trends because for people to buy your product, there has to be a catch. The simple act of introducing it is not convincing enough, they need social proof. Proof that other people are buying as well. The Dunkin Donuts slogan reads 'America Runs on Dunkin' makes the client feel like he has to try that out, since he/she is American; or in America.

Another example would be the US Marine Corps slogan, "The Few. The Proud. The Marines." Catchy slogan, that is. As a young adult who is trying to figure out what career to pursue, they might get you sold. In fact, with such wording, the logic would be that only the best applicants get in, they are few because they are chosen and proud because they serve a great cause.



Another angle often used is the solution way. Your ad should inform your potential clients that your product or service solves a problem that exists for them. Solving the problem is also not enough since you have competitors who can solve it as well. Your product should save time in this fast-paced society while being cost-effective. A money-saving approach is the angle that businesses often use. Remember to be realistic with prices even as you offer the affordable option. Check the profits you are earning before you commit to a price that is unreasonable.

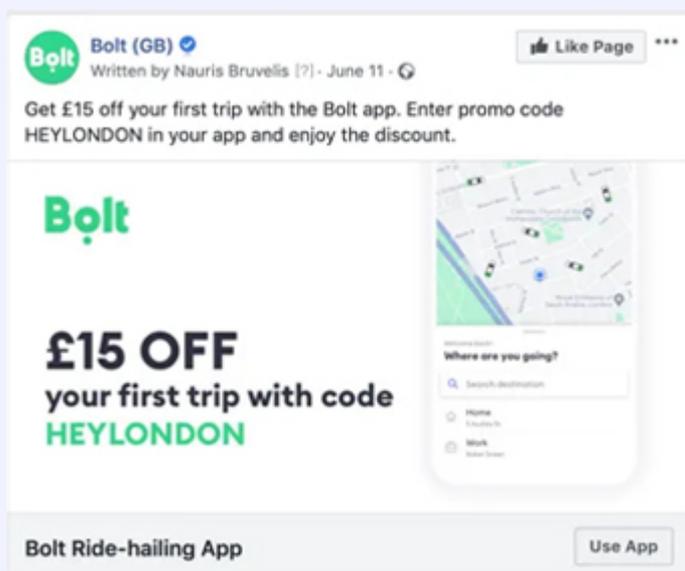
Another option would be not to change the price of each commodity but come up with ways to make it seem cheaper. Offers that read 'buy 1, get 1 free' or 'buy 2, get 1 free' make the product look cheap while only reducing slightly less so as not to burn their businesses in the process. Another approach is to present to the audience your product/service as the cheapest without specifying the price. That message is often etched in their minds whether they know the price or not and will click on the ad.

Working under a tight budget can be strenuous and nerve-wracking. However, to get back your hard-earned money fast and replace the capital, the 'now or never' approach works well. Have you walked around town and seen offers like, '25% discount while stocks last' or '50% offer runs till July 15th.' As a client, you may want to rush in on your luck hurriedly before the prices are back to normal.

Question 2

In research, where are examples of ads similar to yours?

Facebook ads need not just creativity, but it is also a science. Designers are often creative enough to use their own original ideas while others need some assistance. By clicking on examples from Facebook Photo/ Video/ Carousel/ Slideshows Ads, each of these opens up the mind to decide which approach serves your product and audience in the best way possible. As you observe the other ads it is when you can notice their value. Some are short and straightforward, others eye-catching and colorful due to their visuals, while there are those with an effective landing page.



There are clients who barely go through the advert at all. If they see the product, their curiosity will lead them straight to the landing page to find out more. In the same breath, there are advertisers who prefer not to say much on the ad at all,

then when you follow up to the landing page, you meet a very detailed site that describes the features and benefits as well.

Professional advertisers prefer to describe the product's benefits only on the ad instead of including its features. Such benefits e.g. free shipping or bonus offers serve as incentives for potential buyers. A direct approach catches the attention of the user way faster and if there is a call-to-action like 'Free Trial' or 'Register', there is a good chance of conversion.



There are adverts that do not contain plenty of words or visuals even. They are simple, clear and concise. By looking at the ad, you probably already know what it is about. This could be as a result of the brand having been in the market for years and is a trusted commodity or as a result of its popularity already.

In some instances however, less is more and your targeted buyers may prefer less. With this in mind, a Facebook user can readily visualize the offer and click on it, acknowledging its marketing prowess.

Matter-of-fact, Facebook users skim in a rush through online pages and posts in the hope that something will catch their eye. So catch their eye, in whatever way possible, then create a landing page that describes the much you have put into the product for it to be on the market. A video that is more than two seconds will scare them as they imagine watching all that, and so will many words on the ad. In fact, midway you'll think, "Do I have to read all this?" It is essential that once you have mastered your audience's interests, to capture his/her attention with the much you have learned.

Question 3

What are the others doing that is making them succeed?

There are certain products that aggravate advertisers; these are those that fly off the shelf, whether they are new to the market or not. A good example would be the pizza vendors' offer of 'Terrific Tuesdays'. Many people across the world love pizza.



This has seen pizza vendors' spaces filled with queues and throngs of hungry customers over the years. As all businesses do, they sought out a vantage to increase sales. 'Terrific Tuesdays', an offer where you buy one pizza and get another for free. In fact, nowadays people prefer to eat pizza on Tuesdays because they consider it cheaper.

Owning an eatery in the central business district must be tough on Tuesdays and as such would lead them to ask themselves how to improve business on this day. In the same way, it is one's duty to learn how to compete with existing and incoming competitors in the ads business.

By observing keenly on how your competitors who have succeeded are doing, you can easily conclude the nature of the clients' interests. However, clients vary. There are those who would like an affordable product because they have other pressing needs while others would prefer to spend more to guarantee that they have bought the best in the market and of good quality.

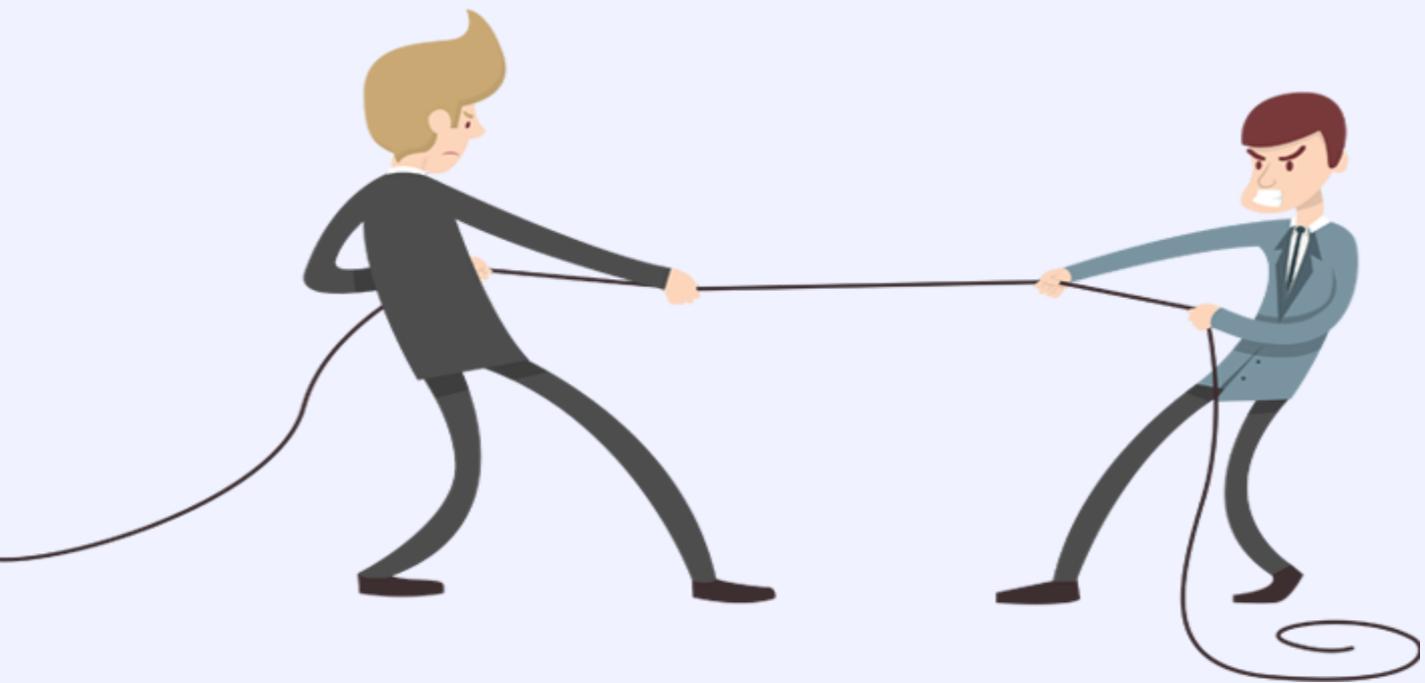
As a business person, it is important to understand that you cannot capture both their attention and satisfy them. After picking the target market, research is needed from competitors' ads on what the audience resonates with to create a great ad. Some of the most successful ads involve humor.



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Question 4

**In terms of marketing and design,
what are your competitors doing
better than you?**



Design on a Facebook ad involves the images, video, copy and the CTAs. For experienced professionals, the process of designing an ad may seem quite easy. However, for most of us, creating a Facebook is already tough enough without figuring out how to market it. Despite this, with excellent strategy and the right tools, the whole process can be simplified.

First thing to remember, for beginners or professionals alike, testing is crucial. By the testing of different multiple designs and comparing them to the target audience in play, you can easily detect stable or unstable results. Even as an experienced designer, the platform changes, and so do consumer behaviors. New ads come out each day and may result in affecting your otherwise great results in 24 hours.



Different images resonate with a different audience, just as different customers have different needs. Some ideas may seem crazy when thought of, but when put up, they end up generating more clicks. In fact, most of the ads that are formed from crazy ideas generate so much for months before the threat of ad fatigue.

By understanding the persona of the audience targeted, you stand capable of assessing the customer type and their needs as well. Their age, gender, profession and demographics can also paint for us a picture of their desires; resulting in us having to address their needs as fast as possible having known them beforehand.

By having the potential buyers believe that they are gaining something of value instead of losing money, can easily persuade them to buy your commodity, even without necessarily needing it at the moment. Such is the reason behind discounts, free shipping and 'buy 1, get 1 free' offers.

Question 5

Depending on your target market, what is it about your ad that is impressive?

As an investor who would like to see his returns from his investment, you would like to see your ads clicked on. This is not an easy task. For clicks to happen, you have to grab the attention of the audience so they can move on to read the ad itself. Attracting the eye includes the use of images, videos and slideshows that are entertaining.





Entertainment is a vast area to focus on, because all sorts of things entertain us. Disbelief and shock can prove to be as entertaining as humor and comedy. Scandals have proved to be thoroughly entertaining as well.

Colors capture the eyes especially the contrasting ones. Bright shouting colors, a monochromatic brilliant color and neon shades are quite fast in catching the eye, almost impossible to miss. The focal image should stand out without being too cluttered by other elements in the segment.

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In fact, when there are more than one images on an ad, the consumer is not usually sure which product is being marketed in the first place, unless they decide to go ahead and read the copy. As I'd mentioned earlier, clients prefer simple ads and because of lacking specificity, a potential buyer could pass on your product easily.

Advertisers often lose the balance between logical and emotional while coming up with content. You will notice that some ads are so emotional but illogical, making the ad feel childish to a certain audience. Then there are those that are too serious, too studious and logical to a fault. Without the emotional side that drifts the buyer to your product, it is easy to have him/her turned off as easily.

Human beings shop emotionally, on some days when they are sad, other days when they are happy. Either way, there is an emotion that will get through to them through your ad, as you keep in mind what will make them happy.

After all, they are giving you a part of their **hard-earned** money and in turn, they would expect to part with the cash for a valued item or service as well. **Most advertisers lean towards Facebook ads** because they cost less, therefore keeping your CPCs and acquisition low.

Begin with an irresistible headline leaving the idea imprinted in the **audience's minds**. The most successful titles are short and catchy. According to research, the brain is wired to be more receptive to colors and little words.



People often get tired of reading many words before they even start. Short headlines are great at compelling the minds targeted in seconds. Find a subject that works for the audience and make light work of it; adding a sense of urgency. Do not forget to show feedback on the website.

An Eco consultancy article revealed that a website that includes customer reviews has the capacity to increase their viewership by 63%. People feel safer when they believe that other people appreciate the product or service too.

Chapter 2

Ways to create
cost-effective Facebook
ads

Ways to create cost-effective Facebook ads

Generally, Facebook is a very cost-effective platform. The cost of likes and impressions is determined by the country and industry involved. Finance and insurance industries pay more than retail, hospitality, fashion and travel. Facebook calculates advertising cost by comparing the number of impressions they have given the ad to the clicks it has generated so far. Having more clicks to impressions would mean paying less for each action.



However, the nature of audience, your financial goals and the industry itself can affect the costs of the ads tremendously. As an advertiser, your ad should have in mind a specific, precise audience that you are targeting. By reducing the size of the audience, you are able to reach who you really want to. An ad can be tailored to fit a certain geographical area and target a known demographic. Capturing their interests increases traction and the number of clicks.

Another ad hack is if you purpose to buy a segment that has less advertisers, then the cost of the ad will be much cheaper. Also, depending on how relevant the ads are to the content on the site, Facebook may charge less or more. If your content correlates with that on the page, Facebook decreases its cost to reward its advertisers.

A better chance of understanding your audience's interests is by setting up your Facebook Pixel. This is code that you insert in the website to extract data about your clients and track conversions. The code is very detailed to the point where it can advise on ready customers who are in a position to purchase products. The Pixel tracks the ads that perform better and sell more allowing you to create dynamic sales.

Under the same budget, Facebook ad sets can run a couple of ads at the same time. Combining various texts and images will enable the advertiser to spot the change in trends over time. Having the knowledge of what ads resonate with the audience, creates an opportunity to work towards the right elements. By being specific in marketing and design, lower costs are incurred while making a long-term difference in the market.



Avoid ad fatigue. Most ads end up being put up for too long. Once an ad is performing and its frequency is no longer monitored, the audience becomes too familiar with it.



As the clicks lessen on your ad, Facebook begins to lose their money. The site will either charge you extra or stop showing your ad. To avoid paying more or losing your segment would require for the advertisers to report daily on ad-level conversion metrics. Once the ad is approaching its fatigue point, it is crucial to show in the reports and pause-ads.

Another option would be programmatic advertising that would shut down these ads automatically. Such auto-optimization shuts down if the CPA is too high as well.

Using video ads instead of single image ads costs about 10% less. Facebook has in-platform tools that create slideshows that can then be downloaded as video content by the audience.

Most clients who are working with tight budgets prefer to use this platform. Speaking of images, it is important not to use images from the internet due to complications with copyrights.

Affordability is a huge factor for most clients. However, it is also noteworthy to understand the optimization for cost. Clicks and likes vary in quality and hence their monetary value varies as well. Even with fewer fans, potential or ideal buyers whose interests are in the product or brand can easily click on the ad. Moreover, Facebook can connect your site to their friends who share similar tastes.

By using Facebook Lead Ads, an advertiser can collect as much information about Facebook users and their interests. Advertisers who run lead-ads see higher conversion at lower costs. Most of them who do not use that service create standard ads that direct their audience to a landing page. By using Facebook Lead Ads, an advertiser can collect as much information about Facebook users and their interests. Advertisers who run lead-ads see higher conversion at lower costs. Most of them who do not use that service create standard ads that direct their audience to a landing page.

There is a saying, a user needs seven touch points with the brand before conversion. Simply introducing the product or service to the audience is but creating awareness. The advertiser must focus his/her energy once more by retargeting the audience who are already familiar with the brand. By re-engaging, the clients feels 'safe', therefore more likely to click in the ad.

Chapter 3

**Six-step strategy
for effective Facebook
advertising**

Six-step strategy for effective Facebook advertising

All businesses grow gradually. As a startup, it would be unwise to be spending money you do not have to grow business that has not earned you profits yet. As most companies do, start out with a low budget and expand it as you become more successful. The strategy I am about to share to you has been tested, retried and been proven successful by a number of companies, e.g. Sumo. Here a few steps to creating your own ad using Facebook:



Step: 1

Narrow down your objectives

Assume the customer's position and focus on the process they would go through and jot down on a piece of paper/notebook. The overall layout of most companies is similar if not alike, however, it is crucial to add changes that would be particular to your business. With the objectives in place, you can begin to learn more about the target demographic.

Step: 2

Set up your Facebook pixel

Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



- 1. Create and Install Your Pixel**

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.
- 2. Create Custom Audiences**

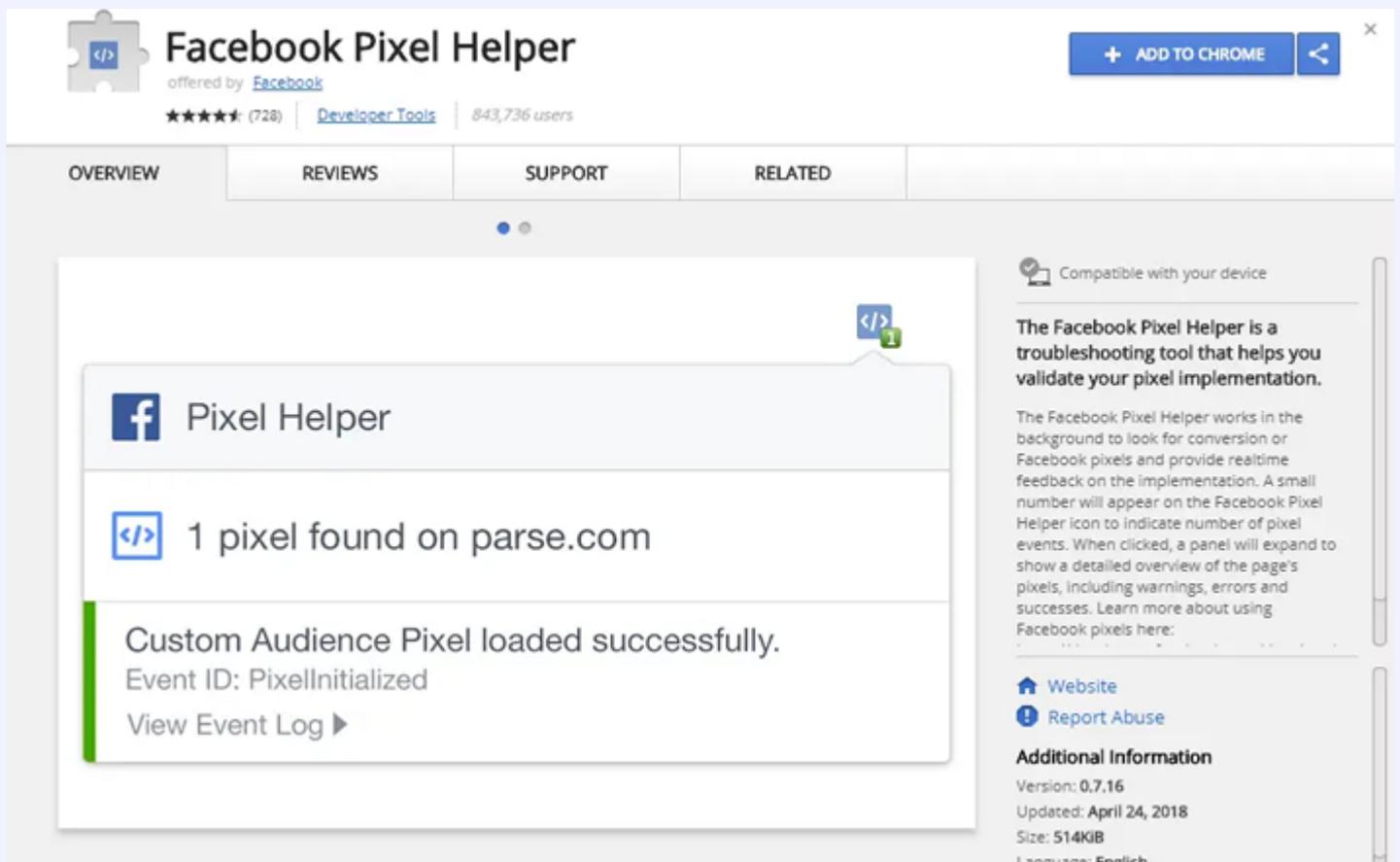
Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.
- 3. Track the Actions that Matter**

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Setting up a pixel is a very important step when you are about to run an ad on Facebook.

It is a short code that you can add to your page to track what people are doing, where they are doing it at, the posts they are reading and what products they are selecting. With the aid of this pixel, we will be able to understand our audience, build according to the interests they have projected and track the success of our ads.

Putting the pixel on your page requires someone who has a coding experience or install Pixel Caffeine and learn to use it. In cases where you may have trouble with your pixel, installing Facebook Pixel Helper can assist as well.

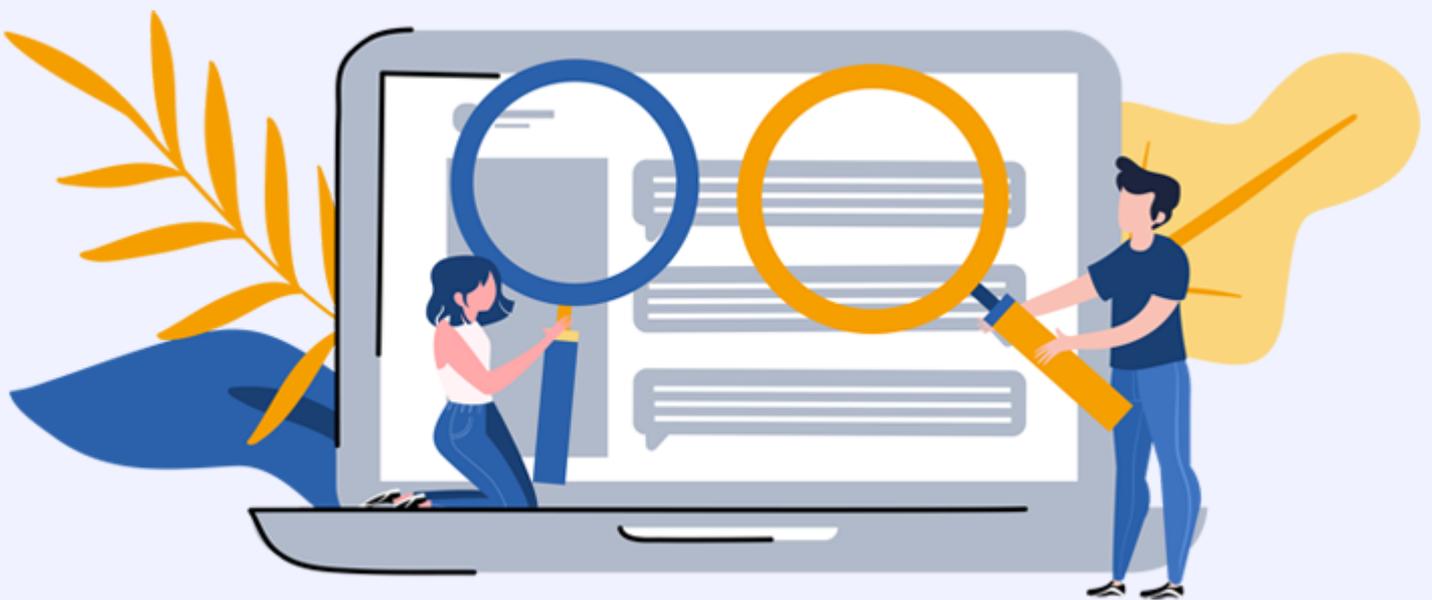


The screenshot shows the Facebook Pixel Helper Chrome extension interface. At the top, there is a header with the extension name "Facebook Pixel Helper", the text "offered by Facebook", a star rating of 5 stars (728 reviews), a link to "Developer Tools", and the user count "843,736 users". There are buttons for "ADD TO CHROME" and a close button. Below the header is a navigation bar with tabs for "OVERVIEW", "REVIEWS", "SUPPORT", and "RELATED". The main content area is divided into two sections. On the left, a notification panel shows the Facebook logo, the text "Pixel Helper", a code icon, and the message "1 pixel found on parse.com". Below this, a green bar indicates "Custom Audience Pixel loaded successfully." with the event ID "PixelInitialized" and a "View Event Log" link. On the right, there is a "Compatible with your device" status, a description of the tool as a troubleshooting tool, and a list of links for "Website" and "Report Abuse". At the bottom right, there is an "Additional Information" section with details: Version: 0.7.16, Updated: April 24, 2018, Size: 514KIB, and Language: English.

Once the pixel is in place, set up your strategy and how you would prefer to track your ads. Organize them systematically with detailed segmenting using Ads Manager. You may decide to have a campaign running with its own objective or have multiple campaigns running with that same objective. Start a Google folder and store every document, image, graph and spreadsheet you have drafted along the way.

Step: 3

Research



The pixel may aid in collecting data on the website but you have to put in the work and up with new, creative ideas. Once you have labored in your research, you can then understand how to tune the interests of your audience so as to like your page. Take the example of advertising fashionable pieces; such as a handbag collection.

When doing your research you will find a specific bag design that is trending and catches every woman's eye because of the prestige alluded to it, for instance, the Hermes birkin bag. Find out what price they would expect to pay it and do your math. So the image that will be put on the ad will either be of the birkin bag alone or with other bags in the background. Either way, the landing page will have all the information on all the bags in that collection, their prices and features.

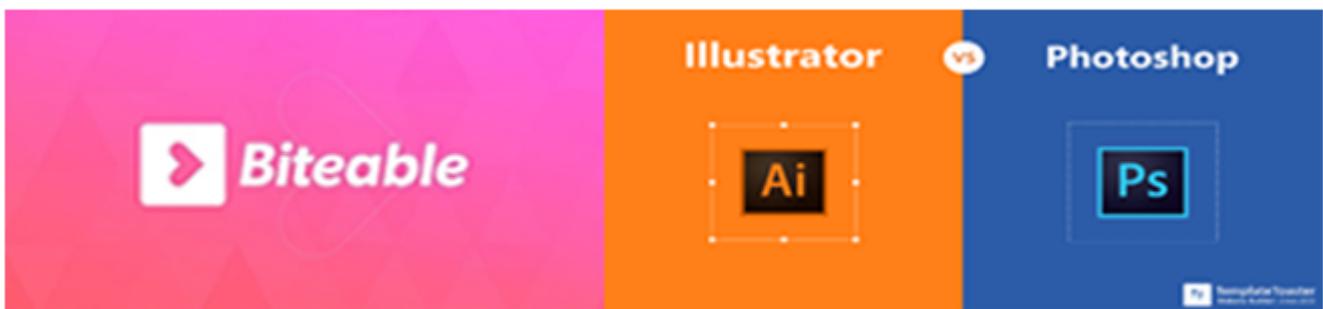
Bottom line, what led them to click on your page is a byproduct of your research. Without research and the curiosity to know what other people are doing, you would be advertising a product blindly. Blind marketing yields unfavorable results. Perusing through other business pages will inform you of new ideas and also alert you of new additions in either industry.

The landing page works as a working website that you update regularly. This website should focus on the same niche as the product or service you are offering. It should detail everything that the ad could not, it should take you through the prices, features and benefits of the product or service being offered. This way, you can invite dialogue and a call for more information. Just set up forms that can make it possible for your target consumers to sign up.

Step: 4

Organize your tools

Familiarize yourself with Ads Manager so you can begin on the creation of ads. If you are having any difficulties with an ad tool, AdEspresso is a good place to guide. It had many guides to take you through. Another tool that is of great help in Facebook advertising is Automated Rules.



This tool also adjusts your budget automatically based on the cost you acquired your ads at. For graphic design that is cheap and simple, Canva is the best tool. This service is offered for free and has a flexibility for you to come up with creative, original images.

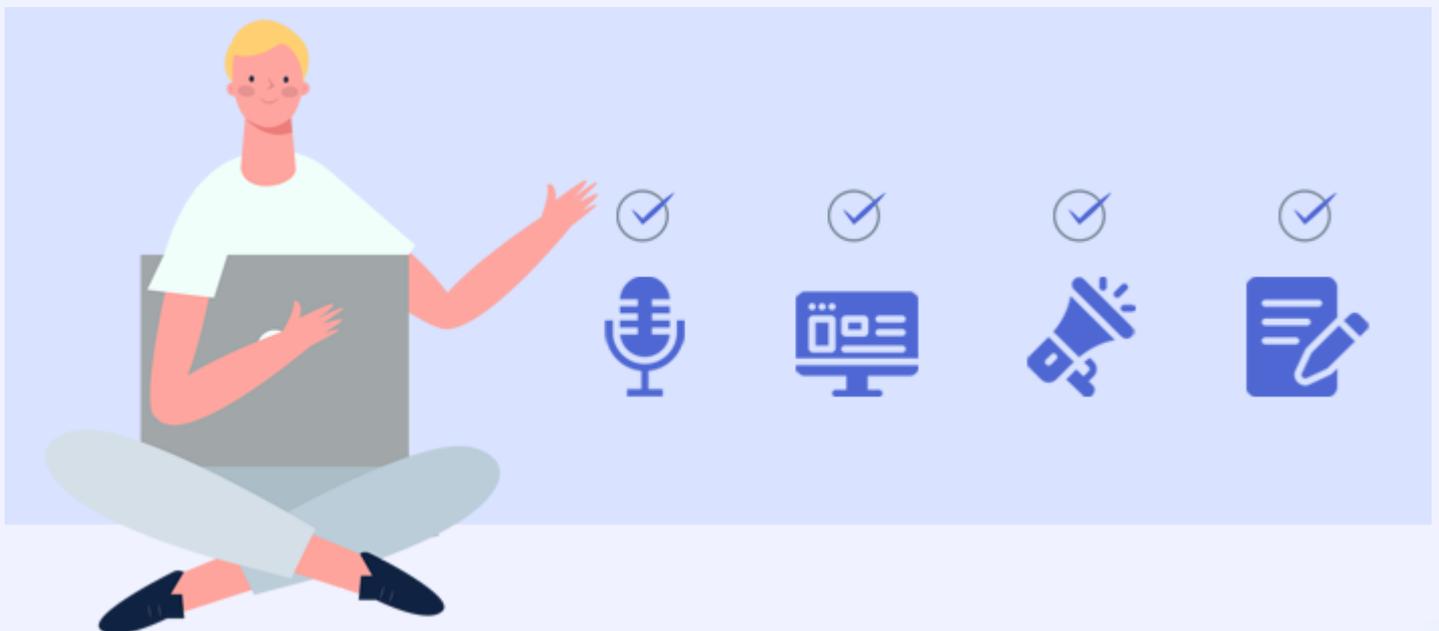
As you grow, you may want to upgrade to Photoshop or Illustrator, which are professional software. However, if you may find that you do not have the interest or time to learn how all the tools work, there is another option. Sign up and subscribe to an application called Biteable at a fee of only \$99. They create great, simple videos that are completely worth it, giving you quality work for the value of your money.

Step: 5

Run multiple tests

There is not one person who can claim to be an advertising guru when it comes to Facebook ads. What works for you may not necessarily work for someone else. Testing is in fact the most crucial part of the process of creating an ad. By testing your designs, various writing voices and campaign objectives, you are testing the reaction of your audience. Then test the placement while observing the shift in budgets.

Finally, test the effectiveness of the landing pages and how the potential buyers feel about the products and their benefits. Finding the perfect combo takes time, and in six months you may have to switch up everything again. Do not invest too much into one approach. On some occasions their success could stagnate or plummet; also ad fatigue.



Step: 6

Analyze the results



By analyzing your progress daily or weekly, you are capable of keeping track of intended goals and celebrate their successes. Similarly, these daily or weekly check-ins detect problems so we can come up with solutions and later on, create new ideas.

By going through the feedback and user concerns at the bottom of the page, you get to understand fully the response of the audience toward your ad or the product. Upon this, we can work on quality issues with manufacturing or rebrand the product if it is the image they have a problem with.

In 2017, Facebook introduced Facebook Analytics, which gives an overall view of your website's visitors. The service identifies all sorts of user activity even if the traffic was from another source. Other sites that Facebook has released include "Facebook Custom Audience" that aids in retargeting existing customers.

This feature also allows you to know who has visited your site or taken any actions through the pixel that you placed. By being able to access the clients with whom you already have a relationship with, you have created a custom audience.

The screenshot displays the Facebook Custom Audience creation interface. At the top, there are two tabs: "Create new" (which is selected) and "Use a saved audience". Below the tabs, there is a section for "Custom Audiences" with a search box containing the text "Add a previously created Custom or Lookalike Audience". A red arrow points to this search box. Below the search box, there are links for "Exclude" and "Create new".

Below the "Custom Audiences" section, there is a "Locations" section with a dropdown menu set to "People who live in this location". Below this, there is a list of locations, with "United States" selected. Below the list, there are links for "Include" and "Browse".

Below the "Locations" section, there is an "Age" section with two dropdown menus set to "18" and "65+". Below the "Age" section, there is a "Gender" section with three buttons: "All" (which is selected), "Men", and "Women".

"Facebook Custom Audience" can reach its busiest customers using the uploaded customer's list. Matter-of-fact, from the email addresses obtained from previous interaction, this site can connect you to their Facebook pages.

Conclusion

As we have mentioned above, you must have an idea of the budget you intend to spend on the ad before getting started. Like all online platforms, Facebook is evolving and so is its advertising. By consciously making these changes to the targeting of your audience, it's easy to increase your potential reach. Once you have increased your audience, it can improve the ad's performance whereas the ads with a smaller audience keep popping up prompting users to click 'Hide Ad', a major fail. This user activity results in poor results, higher costs and a low ad relevance score.



As I said, no one is a guru on this. This book is to provide you with the means to maximize on your ad's efficiency while saving money on Facebook campaigns.

THANK YOU!

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