

After reading and completing this Facebook ads tutorial, you will be able to set up and replicate profitable Facebook advertising campaigns by implementing the Facebook ads strategies provided throughout this guide.

Facebook ads is difficult to master and even properly creating your campaigns does not guarantee positive results. The only result guaranteed in marketing as well as entrepreneurship in general, is the work.

If your campaigns are not performing as well as you would like after following this guide, then you need to optimize them or change your strategy.

If you do not want to setup your own campaigns and would rather have us do it, we can do that to.

We are here to help, [schedule a free consultation](#) and let us help you scale your business in the most cost effective way.



How to Install the Facebook Tracking Pixel

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Before starting it is recommended for you to have purchased [PixelYourSite PRO](#) as it helps streamline the process of installing not only the Facebook pixel but other codes on specific and global pages.

There is a [paid version](#) that has all of the features unlocked and a [limited free version](#).



Click the Facebook Ads Menu and select “Pixels”.


Click “Add data source” and select “Facebook Pixel”.

If you do not have PixelYourSite Pro installed, then follow the below section, if you do have it installed skip ahead.


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Select a Setup Method



Use an Integration or Tag Manager
Facebook pixel currently integrates with BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and many more. [Learn about platform integrations.](#)



Manually Install the Code Yourself
We'll walk you through the steps to install the pixel code.



Email Instructions to a Developer
Send the installation instructions to a developer to install the pixel code for you.

[Give Feedback](#)

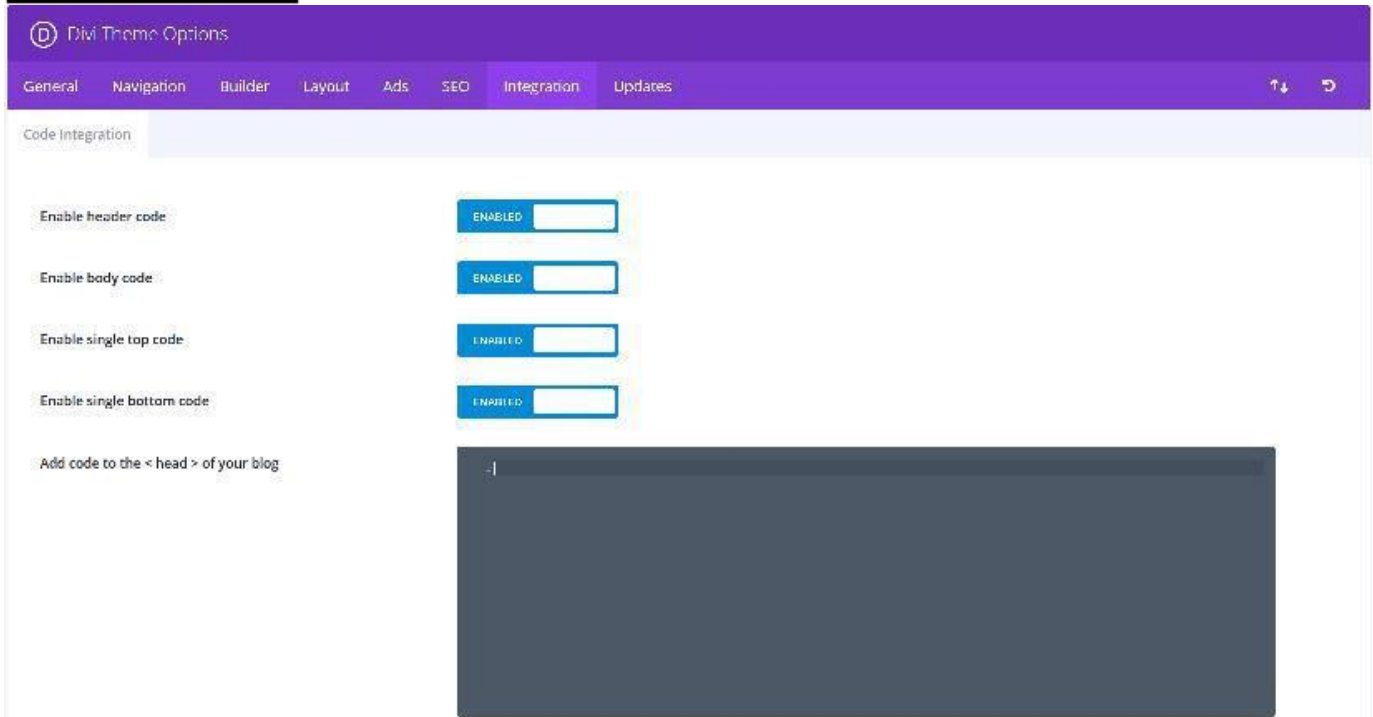
Cancel

At the set up your pixel window, click “Manually install the pixel yourself”.

Find option number 2 and copy the code from the box.

If you followed the [How to Set up Your WordPress Website from Scratch](#) lesson, then you should have the Divi theme installed.

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Under the Divi Theme Options, click the “Integration” tab.

Paste the code into the Head section and click save.

If not, you need to add it in the HEAD tag of your WordPress website. Some themes may allow you to add it to every page on your site through a template system but if you have trouble with this, you can download the [Insert Headers and Footers plugin](#).

Install the plugin and search for it in the Plugins link of the WordPress dashboard to find and activate it. Then go the Insert Headers and Footers plugin and click on “Settings.” You will now be able to insert the Facebook Pixel code to the HEAD tag for all of your pages.

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Insert Headers and Footers » Settings

Settings

Scripts in Header

These scripts will be printed in the `<head>` section.

Scripts in Footer

These scripts will be printed above the `</body>` tag.

Congratulations you have installed the Facebook tracking pixel!

If you have PixelYourSite PRO installed, copy your Pixel ID.

Navigate to the Facebook settings under the PixelYourSite PRO tab in your WordPress Dashboard and paste your Pixel ID

Congratulations you have installed the Facebook tracking pixel!

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How To Set Up A Custom Conversion In Facebook Ads

How to Set Up a Custom Conversion in Facebook Ads

Now that you have your Facebook tracking pixel installed, it is time to start creating custom conversions on your website so that you can improve your ad delivery and serve more personalized ad messages.

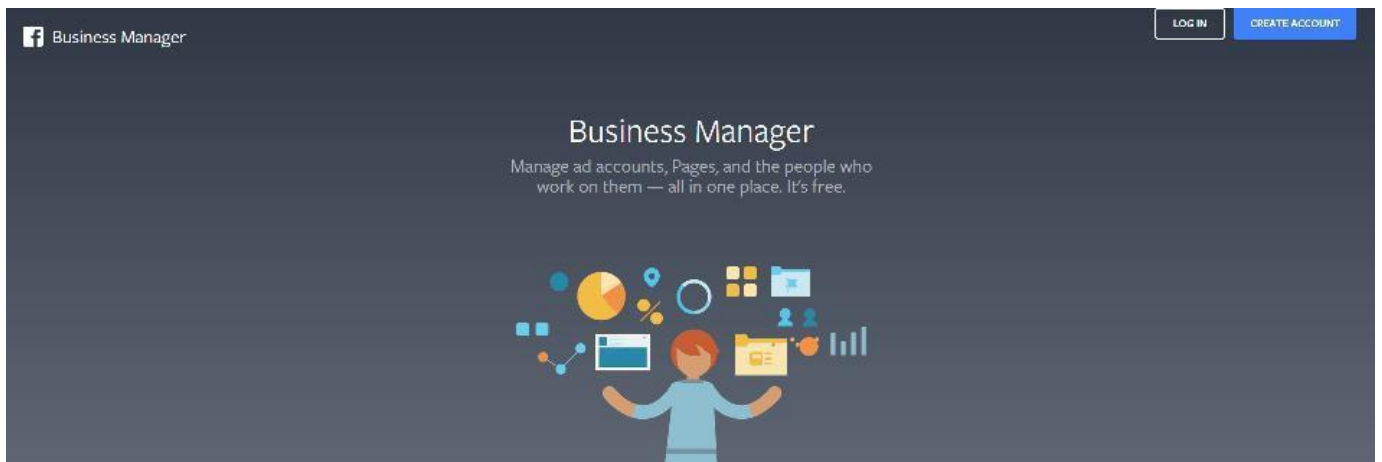
If you do not have PixelYourSite PRO installed, do the following. If you have PixelYourSite PRO installed, then skip ahead.

Before creating a custom conversion, decide which conversions users go through on your website.

- Does a user fill out a form to contact you?
- Do you utilize lead forms?
- Do users create accounts on your website?
- Does a user purchase from your website

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All of these events and more are now trackable.



Login to your Facebook business manager ad account.



Click the Facebook Ads Menu and under the Events Manager Tab, click “Custom Conversions”.

Click the blue “Create custom conversion” button.

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The screenshot shows the 'Website Event' configuration screen. At the top, 'Website Event' is selected, and 'All URL Traffic' is chosen from a dropdown menu. Below this, a text box states: 'Include All URL Traffic events that meet the following criteria:'. A rule is defined as 'Rule 1' with the condition 'URL' and the operator 'contains'. A text input field next to 'contains' is labeled 'Add URL keywords'. At the bottom left, there is a button labeled 'Add another rule' and an information icon.

The screenshot shows the conversion value configuration screen. The 'Name' field contains 'Name your conversion:' and the value '50'. Below the name field is a link 'Add a description'. The 'Category' dropdown menu is set to 'Select a category'. The 'Value' field contains the text 'Enter a conversion value (optional)'. Information icons are present next to the 'Category' and 'Value' labels.

Set the value that each of these conversions is worth to you to track your return on ad spend.
[Learn more.](#)

Cancel

Create

For this example, we will create a Purchase conversion based upon our test product being purchased from our WooCommerce store.

1. In the Rule #1 area, next to contains enter order -received.
2. Name the conversion.
3. Select the category, this example is purchase.
4. Set the value, in this instance, we set the product value since it is the only product in our store.

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5. Click “Create”

Congratulations, you have setup your first custom conversion!

PixelYourSite PRO Custom Conversion Setup

Login to your WordPress Admin dashboard and select PixelYourSite PRO in your menu.

Open the Facebook Pixel.

If you have WooCommerce installed, PixelYourSite PRO automatically detects it, but it never hurts to double check that everything is enabled.

PixelYourSite PRO has automatically installed tracking code on various points of your website. From blog posts, to product pages, add to cart, checkout, and purchase conversions. These are all already done for you as long as you have WooCommerce for the selling portion.

If you use a program like Gravity Forms or some other type of form submission then you will want to create a dynamic event within PixelYourSite PRO.

To do this click the “Events” tab within PixelYourSite PRO.

Click “Add Event”.

Enter your event name, if you are using a lead form with Gravity forms, you can name it lead.

It is best to have it trigger on a page load, such as a submission confirmation page. This also works great for contact form submissions as well.

If you have not already, create a thank you page for your form and redirect the user there after a successful submission.

Copy the thank you page URL and paste it into the “On URL visit” section of the

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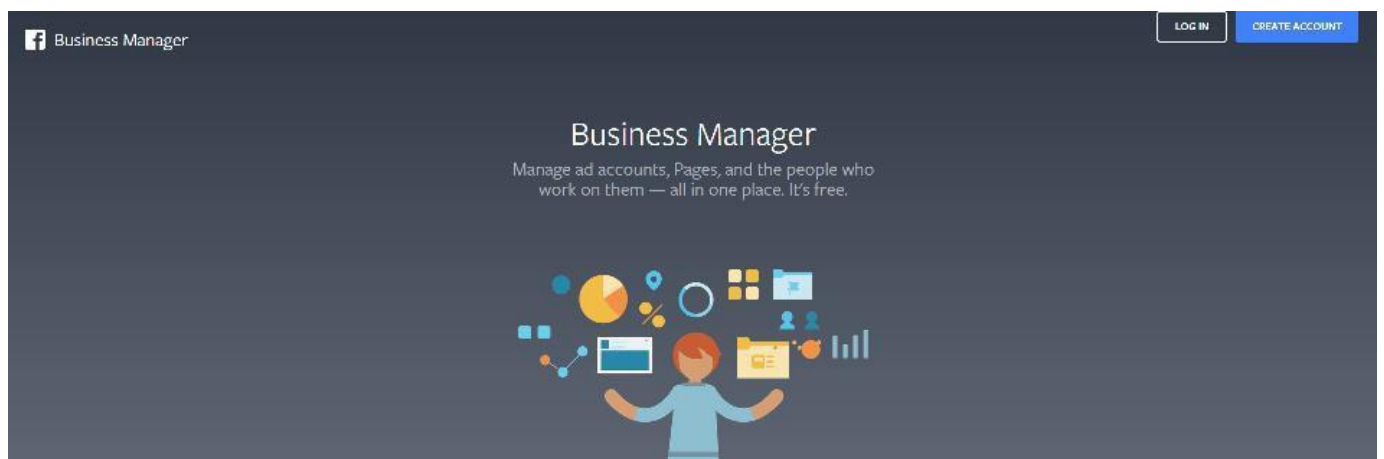
PixelYourSite PRO page.

Define the event as a lead in this case and click save.

Congratulations, you have set up your first custom conversion!



How to Create Custom Audiences in Facebook Ads Manager



Login to your Facebook business manager ad account.

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Click the Facebook Ads Menu and under the Assets Tab, click “Audiences”.


Create a Custom Audience


How do you want to create this audience?


Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- 

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- 

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- 

App Activity
Create a list of people who launched your app or game, or took specific actions.
- 

Offline Activity UPDATED
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- 

Engagement UPDATED
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel

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Click the blue “Create Audience” button.

Select “Custom Audience”.

Select Website Traffic.

It is crucial in order to run a successful advertising campaign that you split your audiences up according to actions they take on their website as well as the amount of time since that action was taken.

Start by creating your all leads and purchases audience lists to get the hang of it. For this example, we will use the Purchase event for creating our custom audiences

Create a Custom Audience ✕

Include people who meet **ANY** of the following criteria:

- Digital Marketing Web Design's Pixel**
 - All website visitors in the past days

[Include More](#) [Exclude](#)

Audience name 50 [Show description](#)

Limit all purchases to the past 3 days. These will be visitors who have recently converted on your website.

Name your audience, for example 3 Day Purchases.

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Congratulations, you have created your first custom audience on Facebook!

Don't stop there, continue segmenting your users according to the events and time since the event occurred.

Next, go to create another audience, this time we will limit the purchases to 15 days and we will exclude those purchases in the past 3 days

Create a Custom Audience ✕

Include people who meet **ANY** of the following criteria:

- Digital Marketing Web Design's Pixel**
 - Purchase in the past **15** days

[Refine by](#)

[Include More](#) [Exclude More](#)

Exclude people who meet ANY of the following criteria:

- Digital Marketing Web Design's Pixel**
 - Purchase in the past **3** days

[Refine by](#)

[Exclude More](#)

Audience name 33 [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)

After that, create another audience, this time 30 days, excluding those purchases in the past 15 days. Then you will create a 60 days purchase audience, excluding the Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

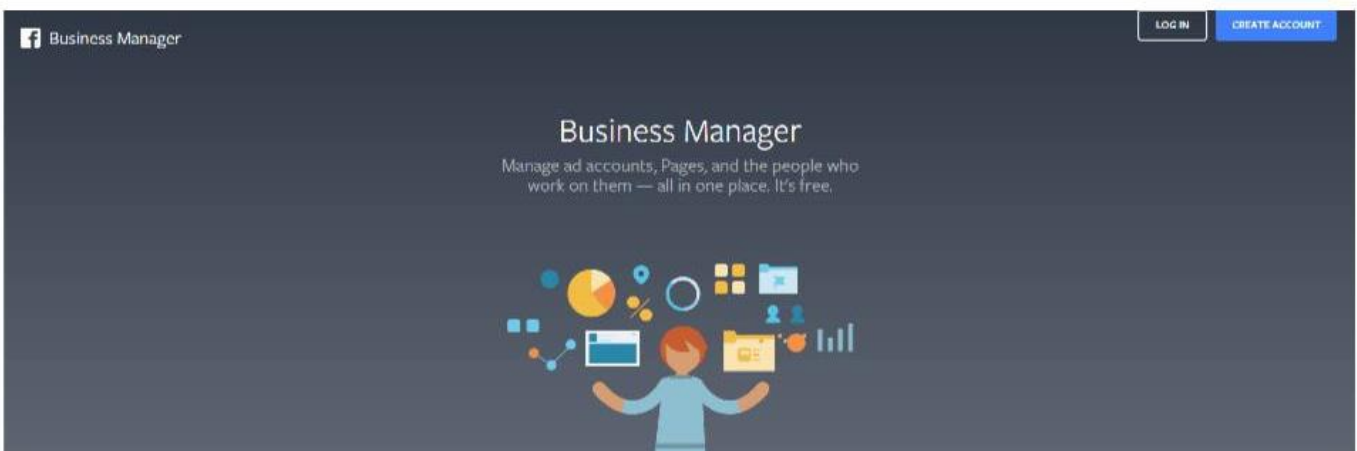
past 30 days purchases, after that 90 days excluding the past 60, and finally 180 days excluding the past 90 days. You can further narrow or broaden the durations to your liking.

Do the same for each event on your website. You can also create 1 day lists as well.

Congratulations, you have successfully created segmented custom audience!



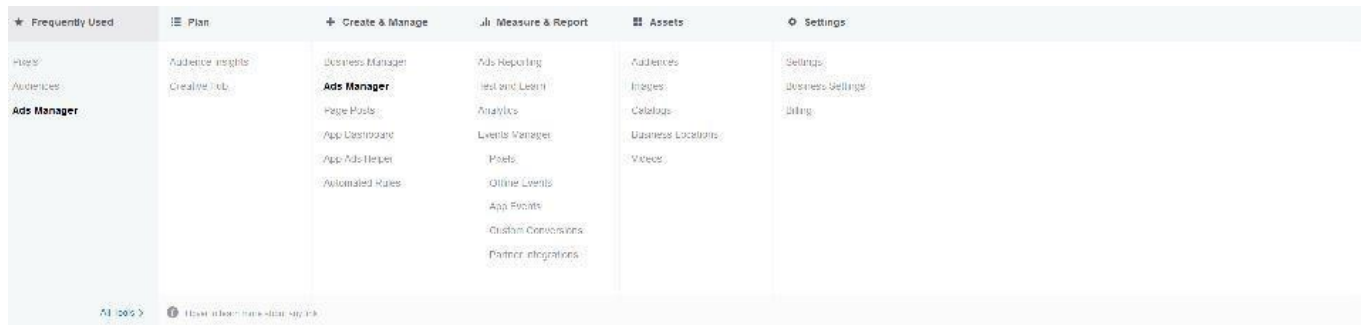
How to Create a Lifetime Value Audience on Facebook



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Login to your Facebook business manager ad account.

Make sure you go over the data preparation best practices. Download a file template.



Click the Facebook Ads Menu and under the Assets Tab, click “Audiences”.

Click the blue “Create Audience” button.

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Offline Activity UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

ising

Cancel

Select "Customer File".

Create a Custom Audience ×

Customer file



Add customers from your own file or copy and paste data

Use your customers' information to match them with people on Facebook.



Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)



Include LTV for better performing lookalikes NEW

Use a file with LTV to create a lookalike more similar to your most valuable customers.

Back

Click "Include LTV for better performing lookalikes"

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Create Custom Audience With LTV



1

Add customer file

2

Choose customer value

3

Edit Data Mapping

4

Upload & creation

5

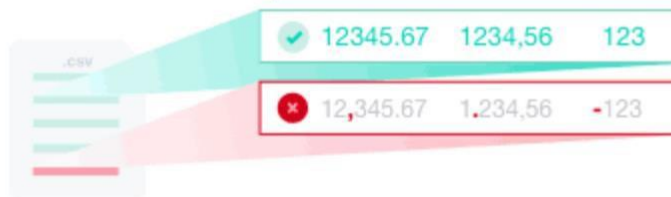
Create a lookalike

Add a file with your customer data

1 Use one or more customer identifiers

2 Include a column with a range of customer values

Use positive numbers without thousands separators



[Learn more about how to prepare a customer file with LTV](#)

Original Data Source

Select the origin of this upload



Drag and drop your file here or

[Download file template](#)

By clicking Next, you agree to the [Facebook Business Tools Terms](#)

Audience name

Name your audience

50

[Show description](#)

Select the original data source, in most cases the “Directly from customers” option is fine. Upload your datasheet and name your audience. Click “Next”.

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Create Custom Audience With LTV



Choose your customer value column

Select the column in your file that represents customer value.

Tip: You'll get better results if you provide a range of customer value, not just the top cut of customers.

[Learn more.](#)

Customer Value:

Select value column



Cancel

Back

Next

Select your value column. Click "Next".

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Create Custom Audience With LTV



Preview and map your identifiers

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more.](#)

value, \$10,000	✓ Customer Value
fn James	✓ First Name ▼
ln Phillips	✓ Last Name ▼
ct INDIANAPOLIS	✓ City ▼
st IN	✓ State/Province ▼
zip 46254	✓ ZIP/Postal Code ▼
country US	✓ Country ▼
phone 13175555555	✓ Phone Number ▼
email Jamesp@example.com	✓ Email ▼
doby 1995	✓ Year of Birth ▼

11 columns are mapped and will be uploaded:

- First Name
- Last Name
- City
- State/Province
- ZIP/Postal Code
- Country
- Phone Number
- Email
- Year of Birth
- Gender
- Customer Value

Make sure every data field is recognized and is mapping correctly. Click "Upload & Create".

If the upload is unsuccessful, you will see the errors.

Congratulations, you have created your first custom audience!

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You can now proceed to create a Lookalike Audience.

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source ⓘ Choose a Custom Audience or a Page:
Create new ▼

Location ⓘ Search for countries or regions to target Browse

Audience Size ⓘ  0 1 2 3 4 5 6 7 8 9 10 % of countries

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▼

Cancel Create Audience

Click continue, set the location you want to target for your lookalike audience.

Click “Show Advanced Options”.

Enter the number of audiences you want to create.

Do not alter the 0-1% audience, that is your most relative audience and should be segmented separately.

Congratulations, you have created your lookalike LTV audience!

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How to Create a Lookalike Audience on Facebook



Login to your Facebook business manager ad account.

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Click the Facebook Ads Menu and under the Assets Tab, click “Audiences”.

Click the blue “Create Audience” button.

Select “Lookalike Audience”

The screenshot shows the 'Create a Lookalike Audience' form. At the top, it says 'Find new people on Facebook who are similar to your existing audiences. Learn more.' Below this, there are three main sections: 'Source', 'Location', and 'Audience Size'. The 'Source' section has a dropdown menu with the text 'Choose a Custom Audience or a Page:' and a 'Create new' button. The 'Location' section has a search box with the text 'Search for countries or regions to target' and a 'Browse' button. The 'Audience Size' section has a slider ranging from 0 to 10, with the current value set at 1. Below the slider, it says 'Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.' At the bottom, there is a 'Show Advanced Options' dropdown menu, a 'Cancel' button, and a 'Create Audience' button.

The source option will contain all of your audiences you have created so far.

For this example, we will create a lookalike audience for all of our purchases for the past 30 days. You could do the same for your leads audience or any other custom audience.

Select the location you want to target for your lookalike audience. Click “Show Advanced Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Options”.

Enter the number of audiences you want to create.

Do not alter the 0-1% audience, that is your most relative audience and should be segmented separately.

Congratulations, you have created your first custom lookalike audience!



How to Set Up a Catalog Feed for Facebook Ads

Setting up a catalog feed for Facebook is simple if you use WordPress and WooCommerce.

Login to your WordPress Admin dashboard and click add plugins. Search “WooCommerce Product Feed” or download it here.

Install and activate the plugin.

You will have a new option on your dashboard menu called “Woofeed”. Click the “Woofeed” menu option.

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In the Woofeed dashboard, click “Create feed”.

Content Settings

Template *	Facebook
File Name *	test
Feed Type *	CSV
Delimiter *	Comma
Enclosure *	"

For the template, select “Facebook”.

Name your file, for example Facebook Feed. Select “CSV” as the feed type.

For the Delimiter, select “Comma”. For the Enclosure, select “.”

The screenshot shows the 'FEED CONFIG' interface with a table for mapping product attributes to feed fields. The table has columns for 'Exported Attributes', 'Prefix', 'Type', 'Map', 'Suffix', 'Output Type', and 'Output Link'. The 'Exported Attributes' column lists various product attributes like Product ID, Title, Description, etc. The 'Type' column has dropdowns for 'Attribute' or 'Pattern'. The 'Map' column has dropdowns for the corresponding feed field names. The 'Suffix' column has a text input field. The 'Output Type' column has dropdowns for 'Default' or 'Price'. The 'Output Link' column has a text input field. A 'Save & Generate Feed' button is visible at the bottom right.

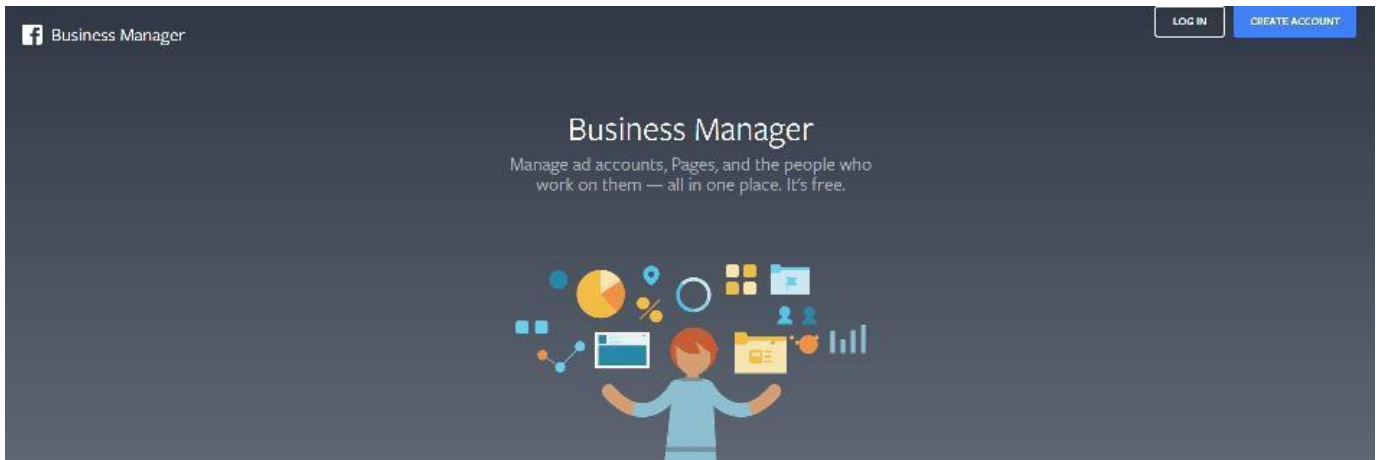
Make sure all of the fields are mapped correctly. You can leave the section about “Google Product Category” blank.

After you made sure everything is mapped correctly, click “Save & Generate Feed”.

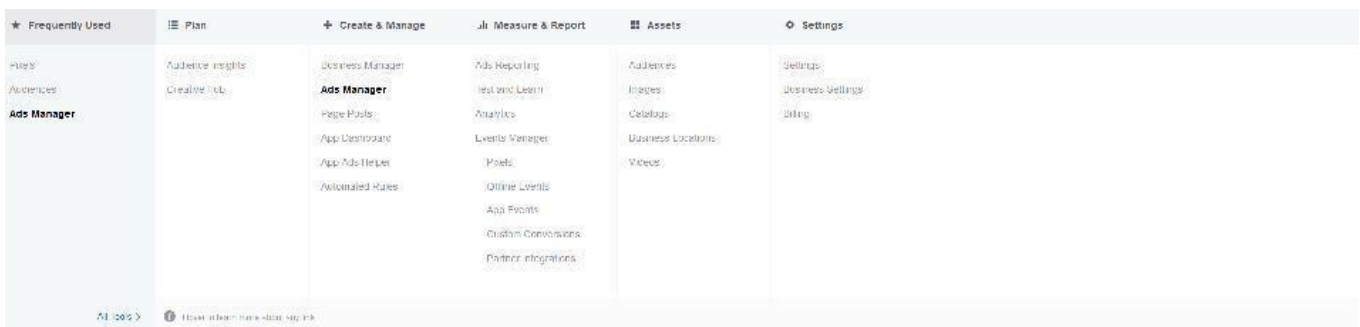
Then click “Manage Feeds”.

Make sure your auto update interval is set to frequently update as you add or edit products. Copy your Feed URL.

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Login to your Facebook Business Manager account.




Click the Facebook Ads Menu and under the Assets Tab, click “Catalogs”.




Click the blue “Create Catalog” button.

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Select Catalog Type




E-commerce
Products sold online



Travel
Hotels and vacation properties, flights or destinations



Real Estate
Rental properties and real estate listings



Auto
Different tiers of the auto market

Select the catalog type and click “Next”. Choose the page to link to the catalog.

Name your catalog and click “Create Catalog”.

Navigate to your newly created catalog. Select the “Products” tab.

Products

Inspect and filter all of the items in this catalog.



Add products to your catalog

This catalog doesn't have any products yet. Once you've added your products, you'll be able to group them into sets for more control over what appears in your ads.

[Add Products](#)

Help Center

- [Add items to your catalog](#)
- [Create a product set](#)
- [Manage items in your catalog](#)

Click the blue “Add Products” button. Select the “Use Data Feeds” option. Click “Next”.

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Add Products With Data Feeds

Upload a file or add a URL.

Need to set up a data feed?

[Download CSV Template](#)

[Follow Step-by-Step Guide](#)

You can also set up a data feed by using the Facebook Feed plugin on Shopify, WooCommerce, BigCommerce or Magento

How do you want to upload your data feed?



Upload Once

Recommended if your inventory rarely changes. You can upload a data feed file to update your inventory.



Set a Schedule

Recommended if your inventory regularly changes. You can set a schedule to automatically update your inventory from a feed URL.

Enter Data Feed Name

Choose a name that will help you find this data feed file later.

New data feed for test - 7/4/2018

Select Default Currency

Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

USD - US Dollars

[Back](#)

[Next](#)

Choose "Set a Schedule".

Enter the Data Feed URL that you copied from the Woofeed manage feed area.

Schedule how often you want the feed to upload to Facebook.

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Name your feed.

Set your default currency, and click “Start Upload”.

Congratulations, you have successfully automated uploading and maintaining your Facebook Ads Catalog!

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How to Launch a Successful Facebook Advertising Campaign

What makes a successful Facebook advertising campaign?

Your Facebook advertising campaign should have a clear goal (which should be more sales).

Your landing page should be optimized to be relevant and cohesive with your Facebook advertising campaign.

You should have a clear bidding strategy and a way to track your results.

Your ad imagery, video, and copy should be captivating and engaging. It is best to write emotional ad copy as opposed to traditional ad copy.

Emotional ad copy uses mind penetrating language to spark emotions and provoke action. Anyone can offer a discount; how can you speak to your customers emotions and address their fears?

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Your Facebook advertising campaign should utilize audience segmentation and marketing data to maximize conversions and lower the cost per sale.

Launching Your Successful Facebook Ads Campaign

We will be creating a total of 3 Facebook advertising campaigns:

A prospect Facebook advertising campaign, which will look for and attempt to convert new prospects.

A remarketing Facebook advertising campaign, which will attempt to convert individuals already in the funnel.

An existing customers Facebook advertising campaign, which will target existing customers with personalized messaging.

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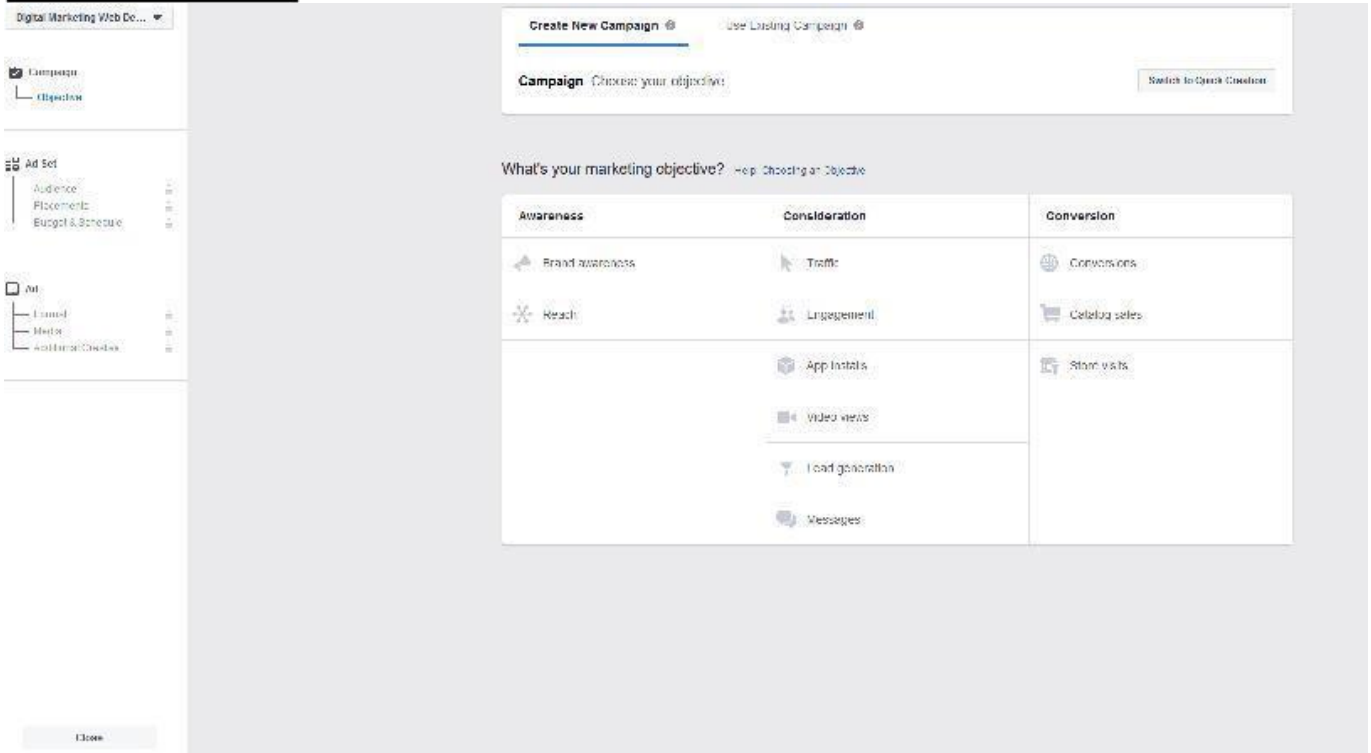
○ CREATING A PROSPECT
**FACEBOOK ADVERTISING
CAMPAIGN**



Creating a Prospect Facebook Advertising Campaign

Login to your Facebook advertising account and click the green “Create” button in the ads manager dashboard.

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In the objectives screen, select “Conversions” and name your campaign. Click “Continue”.

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The screenshot shows the Facebook Ads creation interface. At the top, there are two buttons: "Create New Ad Set" (selected) and "Create Multiple New Ad Sets". Below this is the "Ad Set Name" field containing "US - 18+", with an "Advanced Options" link and a "Switch to Quick Creation" button.

The main content area is divided into several sections:

- Conversion:** A section titled "Conversion" with instructions: "Choose where you want to drive traffic, then select a pixel or event to track conversions. If you don't have a pixel or event, you'll see instructions for creating one." There are three radio buttons: "Website" (selected), "App", and "Messenger". Under "Website", a "Purchase" event is selected in a dropdown menu. Below this, it says: "We'll optimize delivery of your ads to get the most of these conversions at the lowest cost."
- Audience Size:** A section with a gauge chart showing "Specific" and "Broad" ends. The needle is positioned towards the "Broad" end. Text says: "Your audience selection is fairly broad." Below the gauge, it says: "Potential Reach: 240,000,000 people" and "Your detailed targeting criteria is currently set to allow interest expansion."
- Estimated Daily Results:** A section titled "Estimated Daily Results" with a sub-section "Reach" showing a range of "820 - 4,800". Below this, there is a disclaimer: "The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results." and a link "Were these estimates helpful?"
- Offer:** A section titled "Offer" with a toggle switch set to "OFF". Text says: "Drive more conversions by creating an offer people can save and get reminders about. Learn more."
- Audience:** A section titled "Audience" with instructions: "Define who you want to see your ads. Learn more." There are two buttons: "Create New" (selected) and "Use a Saved Audience". Below this, there are two sections: "Custom Audiences" with "INCLUDE" and "EXCLUDE" options, each with a text input field "Add Custom Audiences or Lookalike Audiences". A "Create New" link is at the bottom.

Name your ad set.

Select the website conversion you want to achieve and track. Usually it would be leads, purchases, or a custom event. We are using purchases, since that is our goal.

Under custom audiences, select your 1% lookalike audience.

Now click the small blue text that says "Exclude" right below the custom audiences box. We want to exclude any Purchase event, so add every purchase audience to the excluded section. If you collect leads as well, you will want to exclude them here. You can create a separate campaign to send

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personalized messages to your lead's audiences.

Locations ⓘ **Everyone in this location** ▼

United States

📍 **United States**

📍 Include ▼ | Type to add more locations | **Browse**

Add Locations in Bulk

Age ⓘ **18** ▼ - **65+** ▼

Gender ⓘ **All** | Men | Women

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ **Add a connection type** ▼

Save This Audience

After you have excluded all of the audiences, set the locations that you want to target.

Then set your age range and gender as well as language.

You can leave detailed targeting blank, as we are already targeting a highly qualified lookalike audience and segmenting users out based upon their actions in our sales funnel

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

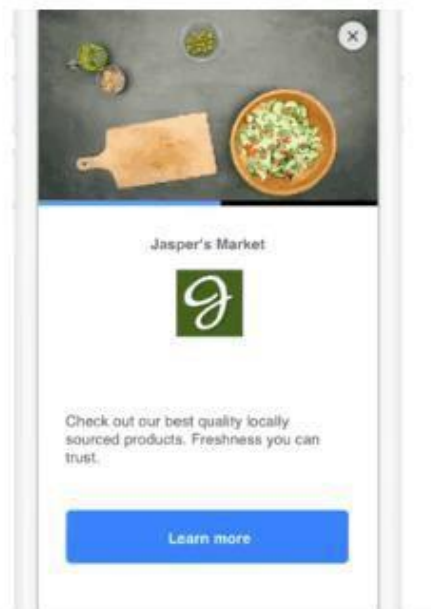
All Devices (Recommended) ▼

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

▼ Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input checked="" type="checkbox"/>
▼ Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
▼ Audience Network	<input checked="" type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>



Audience Network
View Media Requirement

Select your placements, we recommend doing mobile only and targeting the Facebook Feed and Instagram Feeds only. This traffic seems to convert more Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

frequently at a lower cost.

However, the same may not be true in your niche and that is why testing is necessary

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** ▼ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$140.00** per week.

Optimization for Ad Delivery ⓘ **Conversions** ▼

Conversion window ⓘ **7 days click or 1 day view** ▼

Bid Strategy ⓘ

- Lowest cost** - Get the most purchases for your budget
 Set a bid cap
- Target cost** - Maintain a stable average cost per purchase as you raise budget

When You Get Charged ⓘ Impression

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery Type ⓘ **Standard** - Get results throughout your selected schedule
[More Options](#)

[Hide Advanced Options](#) ▲

Enter your daily budget as well as the average amount of time it takes for a user to convert after interacting with an ad or key page on your website.

Click "Continue".

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

The screenshot shows the Facebook Ads creation interface. At the top, there is a field for 'Ad Name' with the value 'Default name - Conversions', an 'Advanced Options' button, and a 'Switch to Quick Creation' button. Below this is a 'Create Ad' section with a 'Use Existing Post' option. The 'Identity' section includes a 'Facebook Page' dropdown set to 'Digital Marketing Web Design' and an 'Instagram Account' dropdown set to 'Use the selected Facebook Page'. The 'Format' section offers five options: 'Carousel', 'Single Image' (selected with a blue checkmark), 'Single Video', 'Slideshow', and 'Collection'. Each option has a brief description. At the bottom of the 'Format' section, there is a checkbox for 'Add a Fullscreen Experience' with a descriptive text and a 'Learn more' link.

You can use an existing post, your own images, free stock images from Facebook via Shutterstock, or videos.

After you decide which type of ad format you want to utilize, you will fill in the details of your ad.

For this example, we are using a single image ad.

The screenshot shows the 'Images' section of the Facebook Ads creation interface. It includes a text input field with a red minus icon and the placeholder text 'Please specify an image to run with this ad.' Below this are two buttons: 'Browse Library' and 'Free Stock Images'. At the bottom left is a large '+ Upload images' button. On the right side, there is a 'Recommended Image Specs' section with a bulleted list: 'Recommended image size: 1,200 x 628 pixels', 'Image ratio: 1.91:1', and 'To maximize ad delivery, use an image that contains little or no overlaid text. Learn more.'

Upload your image.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Links
Enter the text for your ad. [Learn more.](#)

Select the link type for your ad

Website

Facebook Event

Driving Traffic to Messenger?
Use the Messenger destination. Your audience and budget settings will be saved. Change Destination

Text
Enter text that clearly tells people about what you're promoting

Website URL [?](#) **Preview URL**
Enter the URL you want to promote

Headline [?](#)

Call To Action [?](#)
Learn More ▾

Overlay (Optional)
Add text to your images to highlight different purchasing options.

No overlay ▾

Multiple Languages (optional) [?](#)
+ Create in Different Language

[Hide Advanced Options](#) ▾

Ad Preview 1 of 1 Ad < >

Mobile News Feed ▾ 1 of 16 < >

Please select media for your ad

Select website for the link type.

Enter your ad copy. (Remember to take time to think how to write an emotionally compelling ad).

Enter in your website URL. (This should be your optimized landing page). Enter your ad's headline.

Select your call to action. Are they going to shop now, claim an offer, learn more, or something else?

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Click “Show Advanced Options”.

Copy and paste the below text into your URL parameters to easily track your campaign in your Google Analytics account:

```
utm_campaign={{campaign.name}}&utm_source={{site_source_name}}
```

Make sure your Facebook pixel is turned on and click the green “Confirm” button.

Congratulations you have created your first highly targeted prospecting

Facebook advertising campaign!

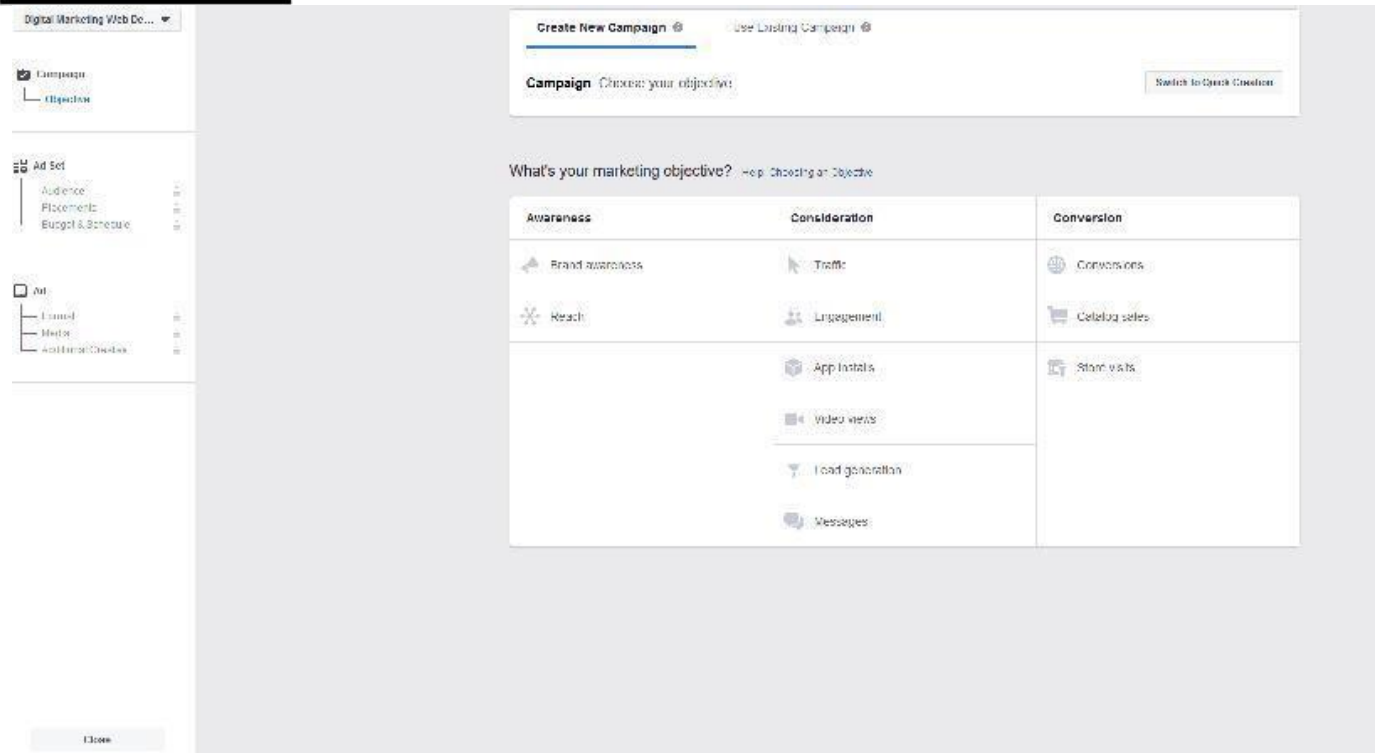
Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.



Creating a Dynamic Product Remarketing Facebook Advertising Campaign

Login to your Facebook advertising account and click the green “Create” button in the ads manager dashboard.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.



Select the campaign goal you want to achieve and track. Usually it would be leads or purchases. However in this case, we are selecting “Catalog Sales” since we have already created a catalog, this is the easiest and most effective way to remarket to audiences.

Click “Continue”.

Select your product catalog, navigate forward and select your “Ad Set”.

Make sure your product set is correct.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Audience

NEW AUDIENCE ▾

Use info from your pixel or app to create a retargeting audience.

Define a broad audience and let Facebook optimize who sees your products.
[Learn More](#)

Viewed or Added to Cart But Not Purchased

Promote products from 2017-06-01 11:00:31 All Products to people who viewed or added those products to cart in the last days

Added to Cart But Not Purchased

Promote products from 2017-06-01 11:00:31 All Products to people who added those products to their cart in the last days

Upsell Products

Promote 2017-06-01 11:00:31 All Products to people who viewed the product set below in the last days

Cross-Sell Products

Promote 2017-06-01 11:00:31 All Products to people who purchased from the product set below in the last days

Custom Combination

Promote 2017-06-01 11:00:31 All Products to a custom audience based on how people interact with products

Show Advanced Options ▾

Under the “Audience” tab, Select “Create New” and “Use info from your pixel or app to create a retargeting audience.”

Select “Added to Cart, But Not Purchased”.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Enter 3 Days.

Why are we targeting 3 day cart adds? The reason is that these individuals have added the offer to their cart, but have not converted. Whether they were interrupted, ran into an obstacle, or otherwise, these individuals are ready to buy!

Click the blue text labeled “Show Advanced Options”. Click the blue text labeled “Exclude”

We are going to exclude specific audiences just like we did for the Prospect Facebook Ads Campaign.

Custom Audiences ⓘ INCLUDE people who are in at least ONE of the following

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Customer List Value-based

- LTV Audience
- Customers
- LTV
- customers

Website

- Lead - 31-90 Days
- Lead - 4 - 30 Days
- Lead - 91-180 Days
- Past 16-30 Days Website Visitors
- Past 31-90 Days Visited
- Past 4-15 Day Website Visitors
- Past 91-180 Days Visited

Add Custom Audiences or Lookalike Audiences

Create New ▼

Under the “Audience” tab, Select “Create New” and “Use info from your pixel or app to create a retargeting audience.”

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Select “Added to Cart, But Not Purchased”. Enter 3 Days.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Exclude any previous customers, LTV value list, or purchasers as well as any leads.

Your customers who have already purchased from you, will receive a more personalized ad messaging campaign through an Existing Customers Facebook Ads Campaign.

If you do not want to exclude leads, that is fine, however for best results you are going to want to create a separate campaign targeting them as well.

Locations ⓘ Everyone in this location ▼

United States

📍 **United States**

📍 Include ▼ | Type to add more locations Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Suggestions Browse

Exclude People

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ Add a connection type ▼

Save This Audience

After you have excluded purchasing customers and leads, set the location you want to target.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Then select the age range you want to target. Next, Select the Gender and Language.

You can skip the detailed targeting since we are already using highly targeted audiences.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

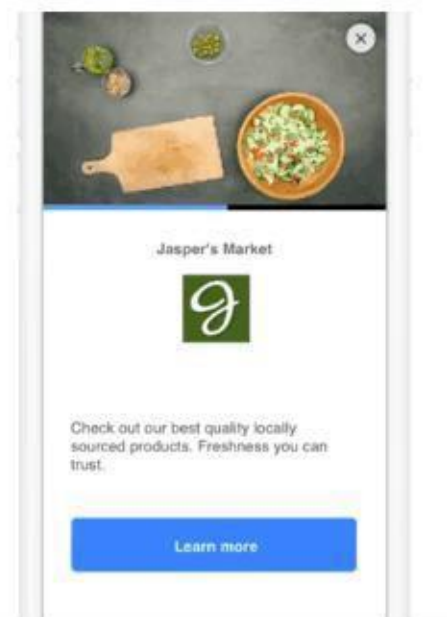
All Devices (Recommended) ▼

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

<p>▼ Facebook</p> <p>Feeds <input checked="" type="checkbox"/></p> <p>Instant Articles <input checked="" type="checkbox"/></p> <p>In-Stream Videos <input checked="" type="checkbox"/></p> <p>Right Column <input checked="" type="checkbox"/></p> <p>Suggested Videos <input checked="" type="checkbox"/></p> <p>Marketplace <input checked="" type="checkbox"/></p>	
<p>▼ Instagram</p> <p>Feed <input checked="" type="checkbox"/></p> <p>Stories <input checked="" type="checkbox"/></p>	
<p>▼ Audience Network</p> <p>Native, Banner and Interstitial <input checked="" type="checkbox"/></p> <p>In-Stream Videos <input checked="" type="checkbox"/></p> <p>Rewarded Videos <input checked="" type="checkbox"/></p>	



Audience Network

[View Media Requirement](#)

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Leave the placement to “Automatic Placements”

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** ▼ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$140.00** per week.

Optimization for Ad Delivery ⓘ **Conversions** ▼

Conversion window ⓘ **7 days click or 1 day view** ▼

Bid Strategy ⓘ

Lowest cost - Get the most purchases for your budget
 Set a bid cap

Target cost - Maintain a stable average cost per purchase as you raise budget

When You Get Charged ⓘ **Impression**

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery Type ⓘ **Standard** - Get results throughout your selected schedule
More Options

Hide Advanced Options ▲

Optimize for “Conversion Events”.

The Event Type should be “Purchase”.

Set your conversion window and bid strategy. Navigate forward to begin editing your ad.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Links
Enter the text for your ad. [Learn more.](#)

Select the link type for your ad

Website

Facebook Event

Driving Traffic to Messenger?
Use the Messenger destination. Your audience and budget settings will be saved. Change Destination

Text

Enter text that clearly tells people about what you're promoting

Website URL Preview URL

Enter the URL you want to promote !

Headline

Call To Action

Learn More

Overlay (Optional)
Add text to your images to highlight different purchasing options.

No overlay


Multiple Languages (optional)

+ Create in Different Language

[Hide Advanced Options](#)

Ad Preview 1 of 1 Ad < >

Mobile News Feed 1 of 16 < >



Please select media for your ad

Facebook will dynamically show your product ads to your remarketing audience. Some fields will be pre-filled with data, you can add to it or leave it as is.

In the text area, enter your ad copy. (Remember to take time to think how to write an emotionally compelling ad). Remember, they added an item to cart, but did not purchase. Whether it was from an interruption or something else, take the opportunity to write a personalized message urging them to finish checking out.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Select “Add a card to the end with your profile picture”.

Enter in your See More URL. This should be your optimized landing page.

Set your call to action button, in this case, we recommend “Shop Now”.

Click “Show Advanced Options”

Copy and paste the below text into your URL parameters to easily track your campaign in your Google Analytics account:

```
utm_campaign={{campaign.name}}&utm_source={{site_source_name}}
```

Make sure your Facebook pixel is turned on and click the green “Confirm” button.

Congratulations you have created your first highly targeted dynamic remarketing Facebook advertising campaign!

Be sure to create another campaign just like this, but targeting 30 day add to carts and excluding 3 day add to carts as well as the other exclusions.

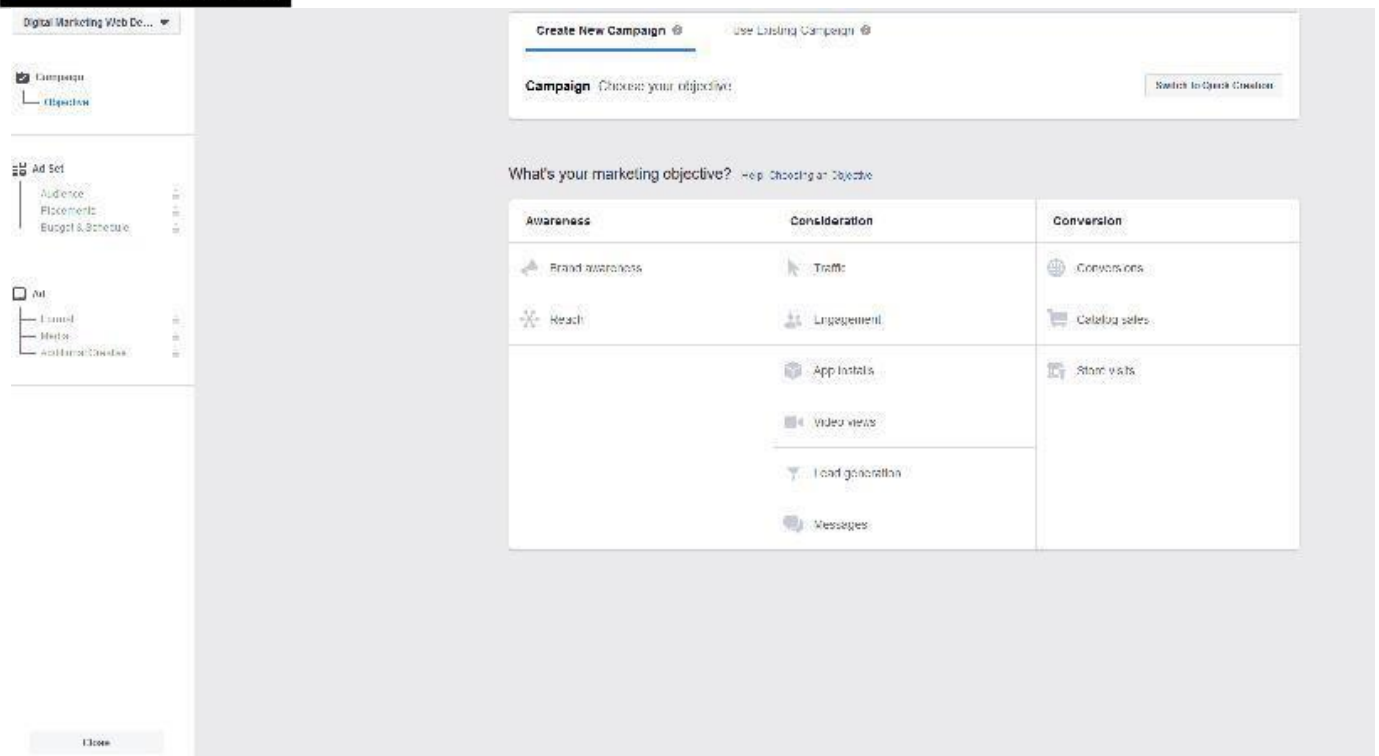
Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.



Creating an Existing Customers Facebook Advertising Campaign

Login to your Facebook advertising account and click the green “Create” button in the ads manager dashboard.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.



In the objectives screen, select “Conversions” and name your campaign.

Click “Continue”.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

The screenshot displays the Facebook Ads creation interface. At the top, there are two buttons: "Create New Ad Set" and "Create Multiple New Ad Sets". Below this, the "Ad Set Name" field is set to "US - 18+", with an "Advanced Options" button and a "Switch to Quick Creation" button.

The "Conversion" section is active, showing "Website" as the selected conversion type. Under "Website", "Purchase" is selected as the conversion event. Below this, there are options for "App" and "Messenger". A note states: "We'll optimize delivery of your ads to get the most of these conversions at the lowest cost."

The "Offer" section is currently turned off, with a toggle switch and the text "OFF". Below it, there is a "Learn more" link.

The "Audience" section is visible, with options for "Create New" and "Use a Saved Audience". Under "Create New", there are two sections: "INCLUDE people who are in at least ONE of the following" and "EXCLUDE people who are in at least ONE of the following". Each section has a text input field with the placeholder "Add Custom Audiences or Lookalike Audiences".

On the right side of the interface, there are three summary cards:

- Audience Size:** A gauge chart shows the audience selection is "fairly broad".
- Potential Reach:** 240,000,000 people. A note indicates that detailed targeting criteria is currently set to allow interest expansion.
- Estimated Daily Results:** Reach of 820 - 4,800.

Name your ad set.

Select the website conversion you want to achieve and track. Usually it would be leads, purchases, or a custom event. We are using purchases, since that is our goal.

Under custom audiences, select your LTV customers and any purchase event audiences you have.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Locations ⓘ **Everyone in this location** ▼

United States

United States

Include ▼ | Type to add more locations Browse

Add Locations in Bulk

Age ⓘ **18** ▼ - **65+** ▼

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ **Add a connection type** ▼

Save This Audience

Now set your age range and gender as well as language.

You can leave detailed targeting blank, as we are already targeting a highly qualified customer list and purchase event audiences.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

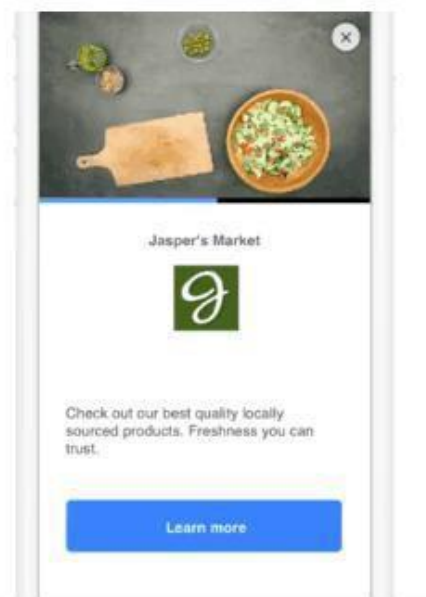
All Devices (Recommended) ▼

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

▼ Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input checked="" type="checkbox"/>
▼ Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
▼ Audience Network	<input checked="" type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>



Audience Network

[View Media Requirement](#)

Select your placements, we recommend doing mobile only and targeting the Facebook Feed and Instagram Feeds only. This traffic seems to convert more frequently at a lower cost.

However, the same may not be true in your niche and that is why testing is necessary.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$140.00** per week.

Optimization for Ad Delivery ⓘ

Conversion window ⓘ

Bid Strategy ⓘ **Lowest cost** - Get the most purchases for your budget
 Set a bid cap
 Target cost - Maintain a stable average cost per purchase as you raise budget

When You Get Charged ⓘ

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery Type ⓘ
More Options

[Hide Advanced Options](#) ▲

Enter your daily budget as well as the average amount of time it takes for a user to convert after interacting with an ad or key page on your website.

Click "Continue".

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Ad Name ⓘ Default name - Conversions Advanced Options Switch to Quick Creation

Create Ad Use Existing Post

Identity

Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.

Digital Marketing Web Design +

Instagram Account ⓘ
Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in Business Manager.

Use the selected Facebook Page

Format
Choose how you'd like your ad to look.

Carousel
Create an ad with 2 or more scrollable images or videos.

Single Image ✓
Create up to 6 ads with one image each at no extra charge.

Single Video
Create an ad with one video.

Slideshow
Create a looping video ad with up to 10 images.

Collection
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

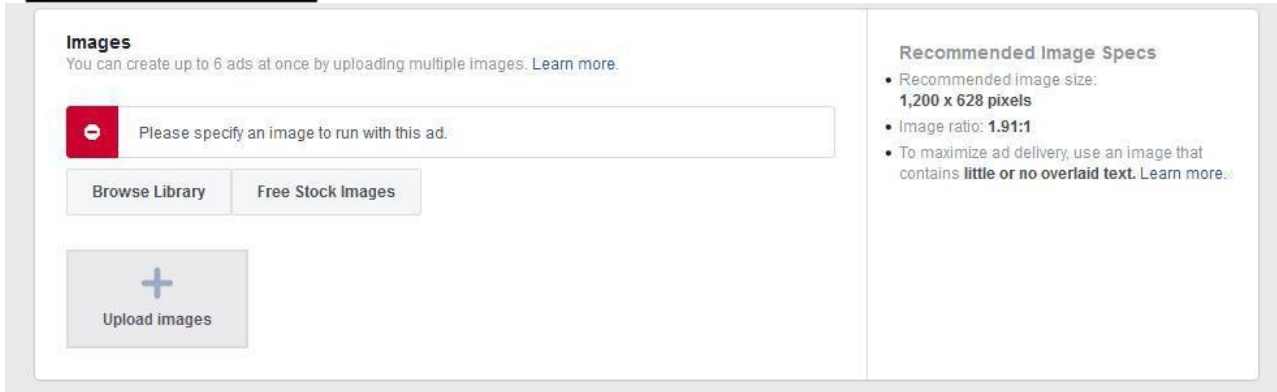
Add a Fullscreen Experience
Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

You can use an existing post, your own images, free stock images from Facebook via Shutterstock, or videos.

After you decide which type of ad format you want to utilize, you will fill in the details of your ad.

For this example, we are using a single image ad.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.



Upload your image.

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Links

Enter the text for your ad. [Learn more.](#)

Select the link type for your ad

Website

Facebook Event

Driving Traffic to Messenger?
Use the Messenger destination. Your audience and budget settings will be saved. Change Destination

Text

Enter text that clearly tells people about what you're promoting

Website URL ? Preview URL

Enter the URL you want to promote !

Headline ?

Call To Action ?

Learn More ▼

Overlay (Optional)

Add text to your images to highlight different purchasing options.

No overlay ▼

Multiple Languages (optional) ?

+ Create in Different Language

[Hide Advanced Options](#) ▲

Ad Preview

1 of 1 Ad < > 🔗

Mobile News Feed ▼ 1 of 16 < >

Please select media for your ad

Select website for the link type.

Enter your ad copy. These customers have already purchased from you! Create a personalized message to your existing customers! (Remember to take time to think how to write an emotionally compelling ad).

Enter in your website URL. (This should be your optimized landing page).

Enter your ad's headline.

Select your call to action. Are they going to shop now, claim an offer, learn more, or something else?

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.

Click “Show Advanced Options”.

Copy and paste the below text into your URL parameters to easily track your campaign in your Google Analytics account:

```
utm_campaign={{campaign.name}}&utm_source={{site_source_name}}
```

Make sure your Facebook pixel is turned on and click the green “Confirm” button.

Congratulations you have created your first highly targeted Existing Customers Facebook advertising campaign!

Discover how we have helped clients grow over 3,000% online YoY in their first year of working with us. [Request a free consultation](#) and find out how we can help your business.