

Matrix Marketing Group - Positioning Paper Facebook Ad Process



Matrix's Facebook Ad Story

About six years ago, Matrix worked for a client whose business had an email list of about 1,000 subscribers. Matrix's job was to post on Facebook, Pinterest, Instagram, and Twitter and figure out what posts worked or didn't work. When we looked at the analytics and noticed that certain Facebook posts worked well, our client suggested scheduling posts at certain times and targeting the posts based on what was already working.

For instance, they created yes-or-no poll questions on Facebook, which attracted a lot of reach and activity. The polls asked how people felt about the day's news. They also posted these questions on the website: A basic form asked a poll question and a reader had to give their email address to respond.

With this approach, the email list grew to the tens of thousands, all without spending money on ads. Our client wanted to know what would happen if they put money behind these posts, so they ran serious tests on Facebook. Over the next three years, the list grew to about 150,000 email addresses and led to e-commerce sales.

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Matrix discovers what audience and content work best and then uses Facebook ads to target each client's best potential audience with the best potential ads. As a result, clients get the best return on their ad spend.

The Value of Optimizing Ads

Most people think creating Facebook ads is a very basic process. They know who they want to talk to and what they want to say. Based on that knowledge, they create an ad, choose an audience (thinking Facebook will figure it out), and let the ad run. They believe the cost is what it is, and they can't do anything about it.

However, if a business talks to the same person a different way by creating different ads, this change could save the business money on the cost to reach that person. Over time, a savings of even one cent per click might save a company hundreds of thousands of dollars, depending on the ad spend.

Identify what business goal we want to achieve by running these ads

Do we want to get leads? Do we want people to attend your webinar? Do you want people to visit your store?

Your business goal helps you choose which type of campaign will most likely get you the right results.

Most people come to Matrix and say they want Facebook likes. However, someone who likes your page won't necessarily see your posts. When Matrix asks people why they want those likes, they say it's because they want more views of their videos or more people on their email list. So Matrix suggests focusing on leads, sales, and brand awareness instead. Most clients want those three goals.

We find your best potential audiences

We look for different ways to target the same people. When we simultaneously run different ad sets that target different groups, we can see which of your audiences gets the best results.

Matrix emphasizes that when we run these ads, we aren't targeting fans of the page. You're targeting people with an interest in that topic. That distinction is very important when we set up your audience. For example, 25 million people might like a famous person's page, but 225

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million people might be interested in that person. To determine whom to target, we use the [Audience Insights](#) tool in Facebook Ads Manager.

If you already have followers, purchasers, or email subscribers, Audience Insights can tell us about your followers' demographics, pages they like, and interests. Audience Insights even shows how often your followers use Facebook, where they use it (mobile or desktop), and how often they click ads.

Then we can look for people similar to your current followers. Audience Insights gives us a list of different pages to look at, such as celebrities they follow, news stations they watch, political figures they care about, and magazines they read. By breaking down this information, Audience Insights gives us basic information for targeting similar audiences.

The Facebook Audiences tool, also in Ads Manager, allows us to create an audience from a file of customer data.

If your file has at least 500+ people, in your case you do, Facebook will match those customers to Facebook users and share basic details about those customers in Audience Insights. If your list has at least 1,000 people, Facebook will show us all the insights about that audience. In Ads Manager, upload your file. (The upload process will take 45-90 minutes depending on the size of your database) Then when we go to Audience Insights, where we can select that audience and see details about it.

To find your best audiences, Matrix recommends comparing different audiences. Many times, your website visitors will be like your email subscribers, who will be like your purchasers. For instance, we may see that their ages are about the same, they're all married or single, they're all male or female. When we discover patterns, we can build your own audiences.

We can also compare audiences based on interests. Audience Insights will tell us about the people with that interest. Then compare that audience to your existing audiences.

Engage audience segments with the best ads

Most businesses create only three ads for every ad set. In doing so, these businesses miss huge opportunities because several factors influence how the Facebook algorithm and your audience perceive your ad. These factors include the image or video, the text, and the landing page.

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For example, ad text can appear in three places: the post text above the image, the big bold headline, and the description. Each month, Facebook users see hundreds of thousands of posts. Those who like a certain topic (say, third-wave roasted coffee) will click whenever they see the word third-wave roasted coffee. However, one group of people clicks when they see the word in a headline, another click when it's in a description, and a third group clicks when the topic appears in the post text.

If we create only one version of the ad and put the word mountain bikes only in the post text, we might miss out on the best ad we ever made.

To help find the best ads, Matrix creates several versions of an ad, altering where the text appears and the image that appears in each version.

For one ad, Matrix creates three lines of text (A, B, C), where A is the post text, B is the headline, and C is the description. Then in Power Editor, we duplicate the post and switches two of the placements (for example A, C, B). We continue in this way until we have created every text placement combination, which is six different versions. Each ad in the set has the same text but the text placement is different.

Next, Matrix tests four different visuals with the six versions of the text. This brings the ad set up to 24 different ads. We'll also do another version of the text (lines D, E, F), and put those six variations with the four images. When we are done, the ad set contains 48 ads that include two versions of the text (ABC and DEF) and four images.

We get asked about how Matrix knows what text to write. Matrix recommends thinking about what will get someone to click or watch a video. We want enough text to give value, but not so much that your audience doesn't want to click. Also, we make sure we don't say the same thing three different ways.

For example, say we want to reach people looking to optimize their Facebook ads. Line A might be "Are your ads running to the best of their ability?" Line B could be "Are the people you're talking to even interested in what we have to say?" And Line C might be "This proven strategy will decrease your spend by 5 times."

For the visual, Matrix recommends using video instead of still images because we've noticed that cost per impression on images has increased compared to videos. Matrix created a 10-second video that featured four still images and free music from Facebook and reduced the

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cost per lead by about \$0.25. So if we can use a video in ads, even if it's just a basic slideshow, do it.

Also, when we choose images (or video), think about why people care about your product and use images that convey what's important to your audience. The visual can be anything as long as it looks nice and conveys your message. You can even use stock images sometimes.

How Does Matrix Optimize Our Clients Ads

We set-up different ad sets in your campaign, one for each audience we want to test. For example, if we want to reach entrepreneurs, we might have three different audiences based on interests in a magazine, an author, and an influencer. If you're remarketing, we might have several remarketing audiences. Who you are trying to reach, you're targeting the same people but talking to them differently.

After your ads run for at least 36 hours, we can optimize the ads. To do this, watch the metrics that tell us when something is wrong with an ad.

These four key metrics are CPM (cost per 1,000 impressions), CPC (cost per click), time on site, and the conversion rate on the landing page. The first two metrics appear in Ads Manager, and the latter two appear in your website analytics. Each metric can tell us where a change is needed so the ad can perform better.

CPM: As all your ad sets run simultaneously, CPM tells us how well your audience and ads are working together. If some ads have a low CPM and others a high CPM, the ads are fine; the people you're talking to are the problem. If the CPM is high for all of your ad sets (for instance, for each ad set, you're paying \$32 for 1,000 impressions), then the audience isn't a problem; the ads need to be fixed.

CPM tells us when the ads are right but the audience is wrong, the audience is right but the ads are wrong, or they're both wrong. If we have five audiences, and \$32 is on the high end, a lower CPM might be \$5, \$1, or even \$0.64.

CPC: The next metric to look at is the cost per click. If your CPM is down, you're targeting the right people and they should want to click on your ad. However, a high CPC shows people aren't clicking on your ad, which means the text or call to action isn't strong enough.

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If your CPC is high, be more aggressive in your ad. Tell people to click to get certain information or change the call-to-action button.

Although it might seem like cost per click is based on the number of people who click, Matrix says cost per click depends on how well Facebook thinks your audience and ad work together. If Facebook feels the audience and the ad match, the cost per click should go down. If Facebook believes your ads have no correlation to the people you're reaching, then Facebook will charge you a lot of money.

Time on site: Time on site is calculated with Google Analytics and UTM codes.

Matrix gives all 48 ads in an ad set one UTM code. Then, after we run the ads, we can see, for example, how much time the traffic from email subscribers spent on the page (seven minutes) as opposed to the time spent by Facebook fans (32 seconds).

You need to know whether the people who visit your page stay on your page. When we get a lot of traffic (which happens a lot when people target the Audience Network), the cost per click is usually low (a few cents). However, if Google Analytics shows that people spent an average of 12 seconds on your site, you will not be happy. You want a balance between paying for the click and visitors staying on your site.

Visitors might leave your site quickly for a few reasons. Check whether the landing page delivers on the promise in the ad. If your ad promises a Facebook ebook but the landing page has a Google Analytics ebook that person will leave. Check whether the landing page doesn't work very well. For example, are mobile users leaving because the page isn't mobile-friendly? Visitors will also leave if they don't like the content. For example, if the imagery is wrong or they don't like your video, they have no reason to stay.

When we analyze time on site, it helps to know how much time someone should spend on the landing page. For example, if we want people to watch a two-minute video, then two minutes on site is good. When people don't spend enough time, it's a clear sign to fix your page.

Conversion rate: People saw your ad, clicked on it, and read the content on your landing page but aren't converting. Matrix believes people don't convert for two reasons: They don't care about the offer or the form asks for things they don't want to give.

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One of Matrix's clients was asking for a phone number on their form, and no one wanted to give it. However, changing their request from a phone number to an email worked much better. The client just needed to test those two things.

If someone spends five minutes looking at a product page but doesn't buy, they might be interested in that product, but not the specific product they viewed. The solution? Test other products or give a better deal on that product. This approach applies to anything.

We often ask how often marketers need to check these metrics and optimize their ads. Matrix says to look at the overall campaign 48-72 hours after we run the ads. Analyze the ads on the ad set level after 5-7 days and analyze at the ad level after 7-10 days. After we optimize your ads to achieve the best ads for the lowest cost, check your ads every day to make sure the metrics remain where we want them to be.

Need more help call us at 303.351.1645 or email info@matrixmarketinggroup.com

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- [Learning the Basics: An Overview Of Facebook Ad Types](#)
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