

C H A

N G E

Stage 4

Facebook Marketing
(Part 2)

Campaign types

There are multiple campaign types on Facebook's Advertising Platform. The most effective one for Ecommerce stores is Conversions Ads. These ads target users who are most likely to visit your website and complete a call to action. For Ecommerce stores, this can be adding something to the basket and making a transaction. Engagement Campaigns and Message Campaigns are best suited for those active in Affiliate Marketing. Message Campaigns allow interested parties to message you and enquire about your business. This will enable you to close more sales. Engagement Campaigns are designed to drive increased levels of traffic to your social media page, particularly beneficial for those using Instagram as their sales funnel for Affiliate Marketing.



ABO and CBO Testing

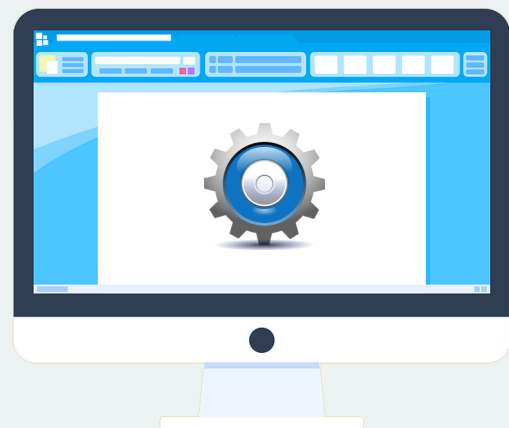
When setting up your Facebook Ad Campaign, you must undergo ABO and CBO testing. They allow you to understand what Ads are most successful and how to manage your budget better. With Campaign Budget Optimization (CBO), Facebook distributes your Ad budget based on each Ad set's performance. Effectively, the more successful the Ad, the more allocation it will get within your budget. Ad Set Budget Optimisation (ABO) allows the user to set a budget for different Ad sets manually. The process of setting up ABO and CBO Ads is covered in further detail within the Digital Curriculum section of Change's training system.

ABO CBO



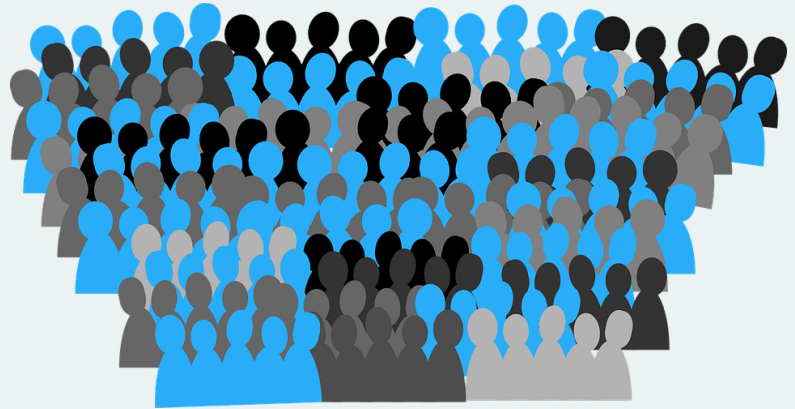
Frequent Optimisation

Change recommended that those using Facebook's Ad Manager go through the process of Optimising their Ads every 72 hours. This process entails switching creatives and copies and editing content to test new advertisements and their effectiveness. It takes continual testing and tweaking to find the content that will provide the most successful and consistent results, allowing you to scale up your business. Several solutions can help you edit your creatives, including images or videos. They include Canva, Adobe and GIMP etc. Getting a successful campaign on Facebook takes an average of 30-50 testing campaigns. Whilst this may seem daunting, the process of scaling and optimising your Ad Campaign is vital to your online advertising success and is covered in-depth in the Change's Digital Curriculum section. Change also has Marketing Consultants on hand to help you with this process.



Lookalike Audiences

Using Lookalike Audiences, you can better target your advertising efforts toward those who are likely to make a purchase. Facebook has around 200 interest points on average for each of its users. These interest points help their advertising algorithm with ad targeting. There are several ways to collect the necessary information to establish Lookalike Audiences. This includes email lists, social media engagement, app activity, and Facebook Pixel website visitors. Email Lookalikes are the most effective and accessible solution for establishing a Lookalike Audience. You need around 100 email addresses to get started. The best performing Ads come from Lookalike Audiences with around 500 email addresses.



Incentivising Ads

Using incentives in your Ads, such as discounts and limited-time promotions, can help boost the success of your Ad campaigns. Use content creation tools like Canva to include Ads in your campaigns to offer these incentives and a call to action to boost short-term sales. This can include examples such as "20% Off" or "Free Shipping". It allows you to make extra sales in the short term. It also helps you collect information to better target others with Lookalike Audiences and other campaigns in future. You can also raise your store prices ahead of time in anticipation of running one of these promotions.

**BIG
SALE**

Digital Curriculum

The Digital Curriculum section of the Change system will teach you how to create successful advertisements via Facebook and other Ad services. It provides deeper insight into online marketing and offers strategies surrounding cold testing and optimization through step-by-step guides. For VIP and Inner Circle members, advanced strategies are available to help push your Ad campaigns to the next level. There are also services available through the Digital Curriculum for Change's experts to set up, run and scale your Ads allowing you to leverage your time for other interests.



**WHAT IS
DIGITAL
CURRICULUM?**

Facebook Marketing (Part 2)

This E-Book and accompanying video delves deeper into Facebook Marketing and the strategies Change uses to drive success. It highlights the value of CBO and ABO testing and email marketing lists to build Lookalike Audiences.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

