

Facebook Ad Secrets



**Top Marketers
Don't Want You
to Know About**



Consider this -- In the United States alone, one out of every five page views is on Facebook, and that there are over 600 million average daily users posting, “Liking” and commenting within this popular social media network. This makes perfect sense why you

should focus your advertising efforts on this media outlet. It is simply the most powerful and effective way to get your message across to your target market, if you know the ad secrets that the top marketers don’t want you to know about, that is.

Fortunately, you are in store for learning all about how to make Facebook a money-making machine for whatever types of products you are selling. This report is going to give you the top converting secrets.

If you are just starting out with Facebook advertising, the first thing you should know is that there are a number of different ways to create campaigns in there. There are Marketplace Ads which show up in the right hand column of your targeted market’s newsfeed. There are Promoted Posts that will allow ordinary posts to show up higher in your fans’ newsfeeds, as well as showing up to friends of those fans for greater exposure. Page Post Ads are similar to Promoted Posts, yet can reach

anyone on Facebook, not just your fans or their friends. Then there are Sponsored Stories that show up in your fans' newsfeeds to their friends or in their right hand side bar. The ad type you will choose will depend on your campaign goals. However, Marketplace Ads are the ones that are placed most often.

There are a few things you want to do before you place a Facebook ad and that is to create a goal of what your campaign is for. For example, if you want people to “Like” your Facebook business page in order to create more



engagement before creating other advertising campaigns, or if you want your target market to click out of Facebook to check out your website, determining that goal will help you choose what type of ad will be best suited for your goal. Marketplace Ads are great for getting people to click on “Like” for your Facebook page. Sponsored Stories or Promoted Posts are ideal if you have links to interesting articles or great deals at your website that you want your target market to click on.

The next thing you want to determine before you place an ad is the target market that is going to be most likely interested in buying your products. While every marketer may already know this, the top marketers will

continue to learn more and more about exactly who is buying their products, down to what types of cars they drive and where they like to eat. This is to be able to make sure they are exposed to the absolutely best potential customers. There simply is no such thing as too much research into your target market because the more you know about them the more relatable you can make your advertising efforts to gain their trust and attention.



Finally, make sure that everything is optimized for the best results. For example, if your ad wants people to click over to your website and take a particular action, make sure that page has the winning elements that will help you achieve the highest conversion rates. Even if your ad is a winner, but the rest of your website or Facebook

Business page isn't in top working order, you are going to miss out on a lot of action.

To place and track the ads you've created through Facebook, an Ads Management page is available to you. Now, here is the first big secret that

top marketers don't want you to know -- The secret is that most of the top earners on Facebook don't just use the ad management provided by Facebook. Instead, they use Facebook's Chrome plugin called "Power Editor" because it offers important features that the Ads Manager alone doesn't offer.

This plugin is a bulk editor that helps you create more complex campaigns and manage them easier. It also has more detailed targeting options which pays off in significant ways because you can make sure that you are able to choose whether your advertising shows up



for just mobile Facebook users or for those using a computer. This option makes split testing much more accurate and easy to do as well. The Chrome Power Editor also gives you full control when placing, targeting and bidding on your ads in ways that the Ads Manager page doesn't allow.

In order to start using Facebook's Chrome Power Editor, just make sure you have the most up to date version of Chrome and open that browser up on your computer. Chrome automatically updates. If you aren't sure that Chrome is up to date on your computer, just close it and then reopen it. If

you don't have it, it is a free download from Google and you can get it at Google.com/Chrome.



When you have updated Chrome running on your computer, login to your business Facebook page using said browser and choose the Ads Manager. Then, click on the Power Editor tab that you will find on the left side of the Ads Manager screen. You will see where you can choose to install the Power Editor app and can just follow the instructions from that point. You will find that this is a quick and easy process that will allow you to start creating and managing your Facebook ads in ways that weren't possible before.

There is import and export options, options to change ads, download templates and other valuable tools that will help you create the best results all around for whatever Facebook advertising campaigns you decide to run.

Another limiting factor found by the more advanced marketers in Facebook is that Precise Interest is what is most often used for creating the highest converting marketing campaigns. This is limited because it allows for you to target users, and then leaves it up to chance whether those users are the

top target for you. It is actually pretty general instead of as specific as what is needed to make the best use of your advertising budget.

Instead of Precise Interest, the top marketers use Partner Categories and this secret helps put their marketing in front of exactly who is going to be most interested in learning about what they are promoting. For example, Partner Categories allows you to choose a target market based on whether users have kids, like particular types of sports, what type

of car was recently bought or leased, and many other finer details that aren't available through Precise Targeting alone. Additionally, because Partner Categories is powered by three of the best data mining companies, Acxiom, Epsilon and Datalogix, it includes some of the most up to date and accurate information about the different demographics of Facebook users. With this, you can rest assured that the data you are choosing is going to bring you the best results.





Another secret of the top marketers is how they track conversions in order to get the highest return on investment for their advertising budget. Where cost per click is important to track, it doesn't tell the whole story of who is just

clicking on your ad versus those who actually go ahead and pursue the call to action. To get that number, there is Offsite Pixel that can be used. This is just a small piece of code that will communicate with Facebook so you can see what actions are taken from the people that click through on your Facebook ads. At the end of the day, it isn't about how many people click through on your ad. Instead, it's about how many people take action. This is important information to make sure you can improve your success rates. This is an easy process that will give you amazing results.

In order to create an Offsite Pixel to track the conversions past the click through rates, go into Power Editor and click on Conversion Tracking. You will find this option in the top right of the Power Editor screen. From that point, click on Create Conversion Pixel and name it whatever you want, such as "ABC Campaign" or something else that is relevant to your

campaign. After that, you will be able to choose what to track. Those options include the ability to track checkouts, registrations, leads, key page views, adds to cart, or other website conversions depending on what you need to track the most. When you have made those choices, just click on Create Pixel button.



When your Offsite Pixel has been created in Power Editor, you will receive a popup message that lets you know that your Pixel is ready. You will want to click on the “View Pixel Code” button in order to get the code that you can copy for your website. After closing the box, you will notice that you get an “unverified pixel” message.

You can just ignore that because once the code is pasted into your website, it will be automatically verified.

To paste the Offsite Pixel code into your website, in a new browser tab or window, choose the page that you want to track for the particular campaign you are setting it up. So if you are tracking registrations, you would add the code into your webpage that has the registration verification. If you want to

track purchases, place the code on the order confirmation page that shows up immediately after the purchase is completed.

Make sure to place the code that goes between < HEAD > and < /HEAD > tags in either the Tracking/Conversion Code area or in the Header Scripts, depending on how your admin is configured. Also, place the code only on the specific page for this campaign and not on any other page, or you will run into some issues. You can always create more Offsite Pixels to use for different campaigns and different pages. You will then want to refresh the page and go back to Power Editor to confirm that the pixel is active.

When the Offsite Pixel is verified in Power Editor, you will then want to create the Facebook ad that you are going to use for whatever you are tracking. You can create that directly in Power Editor. When you have completed your ad, click on the Offsite Pixel you have created. The ad is then prompted to track the activity you have chosen. Then all you have to do is keep an eye out for the results. You can do that within the ad self serve tool under “Actions”.





Saving money on Facebook ads is another important pursuit that the top marketers stay focused on. They have found that real time bidding through Facebook Exchange helps to lower the costs of ads. It also helps them achieve improved ad placements in order to get better results with less marketing dollars spent. One thing Facebook Exchange does that the Ads Manager can't do is allow you to purchase "retargeted" ads on

Facebook that are generated after a user has visited another site besides Facebook, and receives a cookie from that. This makes sure that users only see the ads that they are going to be the most interested in and that will help you accomplish even better targeting results for your ads.

Custom Audiences is a popular way for the top marketers to capitalize on Facebook marketing. It allows them to find Facebook users that haven't liked their page, but may have signed up for their newsletter, contest or some other promotions. How this works is that you can import your email list, a phone number list or Facebook UID list into Power Editor and then Facebook will match the email addresses up with your Facebook users. An

example of how effective this can be is if you target past customers and then offer an ad that encourages them to buy more from you.



Another great secret gleaned from the top marketers is to use Lookalike Audiences. This marketing feature works when you prompt Facebook to look at the characteristics of users in a Customized Audience that you have created, you can generate a list based on similarities. This will give you additional people to market to that you otherwise may have not gotten the opportunity to and that can create a major new increase in your sales numbers.

Split testing is an integral part of any marketer's success. To create the most successful results from split testing, the most successful marketers rely on Saved Audiences. There are a number of ways to save the audience you are currently running Facebook ads for. This is something

that can be done in Power Editor by saving the target market choices you made, such as connections, age, gender, geography, relationships or other customized audiences. Then, you can create your different configuration of ads for split testing and easily select the same target to send the different test emails out to. This will give you the most accurate test results because you will know you are testing within the same demographics.



In regard to split testing, along with testing the headline, call to action, image and other parts of the actual ad, also test for sending the ad out at different times of the day and different days of the week. If you are targeting professionals, mid morning to early afternoon through the week are generally the most successful. Targeting general consumers in the early evenings or on the weekends seems to work great. However, your target market is unique and taking the time to test what times they are most likely to respond to your ads will be well worth your time and effort. Just the same as there is no such thing as doing too much target market research, there is also no such thing as too much testing.

At this point, you should have a great idea about how to create winning campaigns using the Facebook ad secrets that top marketers don't want you to know about. They don't want you to know these secrets because it will help you take your marketing efforts to the top of the competition in your industry, and consequently have a high potential of cutting in on their profits.

Remember to set your goals and choose the most targeted market you can find in order to create the highest converting ads through Power Editor. Then, use the Offsite Pixel to track the ads. You can sit back and watch all the excitement from all the new activities you are about to get from Facebook advertising.



Learn about Facebook advertising and a lot more from **FB Affiliate Takeover**. Follow this link: <http://fbaffiliatetakeover.com/go/>