7 Ways to Fix Your Facebook Ads

AND DRAMATICALLY IMPROVE YOUR LEAD GENERATION EFFORTS

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About Toya D. Wilson-Smith, M.B.A.

Toya is the Co-Founder and Chief Marketing Officer of NexGeneration Digital Marketing Agency. She has been a self-proclaimed techie since she joined Myspace (pre-Facebook) decades ago. As a digital strategist, speaker, adjunct professor and huge Indianapolis Colts fan, Toya has over 15+ years of sales and marketing experience.

Her workshops and courses focus on how to place your brand message in front of your target audience with precision using social media and paid advertising. Toya teaches you how to share your brand story, at the right time to the right group of people using the best digital platforms.

She has consulted with SCORE, AARP, Small Business Technology and Development Center and numerous chambers of commerce. Through her social media marketing online courses and workshops, she has helped over 3,500 small business owners, marketing professionals and entrepreneurs from around the world.

Toya is a native Hoosier and loves chocolate, webinars and her Labrador retriever Luke. She is currently obsessed with putting together a championship Fantasy football team and keeping up with all the changes happening in digital marketing. You can follow her online at bit.ly/toyawilsonsmithmba, Instagram @DigitalMarketingDiva. You can watch her Local Business Marketing Blueprint Masterclass here.
You’ve taken time to select just the right images for your new Facebook ad campaign. The copy has been written by one of your team members for your target audience and you are finally ready to hit the “Review” button to submit your new ad to Facebook.

Now, time to wait for the leads, donations or clicks to your website.

Sound like a familiar story?

Well, anyone who has just started using Facebook advertising knows that the above scenario rarely happens without some hiccup along the way. Even seasoned digital marketers sometimes need to adjust Facebook advertising campaigns. Troubleshooting your Facebook ad campaigns to increase your click-through rate, engagement or conversions will be the key to obtaining the results that you want.

If you need to fix your Facebook ad campaign, review some of the most common mistakes below and make the necessary adjustments. (In a hurry? See the recap on page 11.)

**Most Common Mistakes with Facebook Ads**

1. **Too Much Text in the Image**

Many ads get flagged for this issue. Although the 20% text on Facebook advertising images has been changes, Facebook still prefers images with no or minimal words. Look at this example from a Facebook training on the topic:
You see that Facebook may reject your ad if it contains too much text or just not serve it to your entire targeted audience.

Check your ads before submitting them by using the Facebook Image Text Check tool at [www.facebook.com/ads/tools/text](http://www.facebook.com/ads/tools/text)

2. **Landing Page Miss**

If you want users that click on your Facebook ad to go outside of the social network to claim a coupon, submit their email address or donate to your cause, you must ensure the new page looks like the ad they just left. Why? If not, your new visitor will quickly leave fearing they’ve been redirected to the wrong place.

Avoid sending your new traffic to the homepage of your website. People tend to look around for a few seconds and then click away without completing your call to action. Use a dedicated landing page that ties directly to your Facebook ad for improved results.

Social media marketing management company, Marketo, does an exceptional job matching their landing page to their Facebook ad. You will notice the branding
colors and the call to action buttons both say “Download.” Remember, your landing page should be a natural extension of your Facebook ad.

3. Audience Targeting Too Broad or Narrow

While the targeting feature inside of the Facebook advertising platform has changed over time, it’s still amazing at helping organizations with a message, product or service get in front of the right audience. You just must know how to use it.

If you want to broaden your audience, you can place a check in the box “Expand interests…” that can be found right below the detailed targeting box.

In comparison, to narrow your targeting, simply using the option “and Must Also match at least ONE of the following” is the easiest way to add another filter to your audience selection.
4. Choosing the Wrong Marketing Objective

There are several objectives to choose from in the Facebook Advertising Manager. Before you select one to move to the fun part of creating your new Facebook ad, take a moment to consider the purpose of your Facebook ad campaign. Think about the stage of the buying cycle that your target audience may be in as it relates to your business.

When I first started using Facebook ads, I liked the fact that Facebook divided all the objectives into three categories: Awareness, Consideration and Conversion to help me decide which column would be best.
Once you’ve decided which stage your Facebook ad belongs, selecting the appropriate objective will be based upon a few additional questions.

For example, if you know your ad needs to be shown to people in the consideration stage but you are not using video or you are not advertising an app, then you can cross those off your list.

If you’re still unsure between Lead Generation, Traffic and Engagement. Facebook has placed an “I” to right side of each box to provide you with more information.

5. **Poor Creative Content for Your Ad**

Whether you are using an image or a video for your ad, the creative is one of the most important parts of your Facebook ad.

Why?

You can have the best targeting in the world and that traffic will not click on your ad because the image or text (also known as copy) doesn’t resonate with them. For example, let’s say you are trying to get a new mom to click on your free report which will show them how to get their newborn to sleep through the night.
Now, you choose a picture of two women talking at a kitchen table for your ad. The picture is great and engaging. However, it has nothing to do with your offer and will not resonate with your target audience which are new moms.

The image below shows another example of how the image you select can affect the performance of your Facebook ad. Check out the cost per click:

![Cost per conversion: $2.673](image1)

![Cost per conversion: $1.036](image2)

Also, don’t be afraid to use various types of content your Facebook ads. It’s simple to create a video for your ad right inside of Facebook by using images that are already sitting on your fan page.

If you’re feeling daring, try your hand at Carousel ads to tell a story to your audience.

6. Failing to Test Your Facebook Ads

Did it take you a few hours to create just one Facebook ad? I know what you are thinking.
The last thing you want to do is create a few more ads that are similar but different to see which one works the best. Do you have to test copy and images in your Facebook ads? The short answer is “No.”

But, you should.

Imagine if your Facebook ad is costing you $1.45 per lead. What if a better image or headline would decrease that cost to $.79 per lead? It would be worth saving money to find out which image or headline resonates more with your audience. (Remember the last example with the contrasting images.) There is a simple way to test images for your Facebook ads. You can upload 6 images at one time, let the ad run for a few days and then review the analytics to see which image produced the highest click through rate.

7. Not Having the Right Offer

The right offer has allowed thousands of business owners to use Facebook advertising successfully to launch and grow their businesses. On the other hand,
many business owners have claimed that Facebook advertising doesn’t work because only a few people or no one at all have wanted their offer.

You must remember Facebook is now a very competitive place. Your offer is competing with posts from friends, family members and other advertisers.

No longer can a restaurant offer a 20% coupon and expect many people to leave the platform to claim it. In addition, a lead magnet that has been offered from several other coaches or agencies in the same way isn’t going to be very enticing. The example from Facebook below shows an offer that works:

An offer now must be compelling enough to make people interested. If you can also display that offer in a creative way, you will have a great click through rate.

Before you decide on your final offer, you can do a few things.
Look at your competitors. What are they offering? How can you differentiate your offer? Think about your current customers. What do they need, want or value that your business hasn’t provided yet? Better yet, what offer could they not say no to? (hint: think Groupon level) Finally, how can you present your offer in a better or more interesting way.

Let’s recap!

- Do not use an image with more than a few words in it. It may get rejected during the review process.

- Ensure proper detailed targeting of your audience by using the “expand” option or using a second set of filters by including the “and” in your targeting.

- Make your landing page a natural extension of the Facebook ad. Don’t send Facebook traffic to the homepage of your website.

- Select the correct marketing objective.

- Use good copy and great images or video for all your Facebook ads. It can affect your advertising budget.

- Remember to test your Facebook ads before you commit your entire budget. Even if you just test to determine which image will work best for your ad. It’s easy to do.

- Make a good offer to the right people and you will see results.

We’ve covered seven of the most common Facebook ad mistakes and how you can fix them. Now, you can log back into your Facebook advertising manager account with some solutions to improve your results.
Visit my website - bit.ly/toyawilsonmithmba for more information, join my email list and get access to more resources.