



# 7 SECRETS FOR SUPERCHARGED FACEBOOK ADS

- Learn why your Facebook ads have been chronically **under-performing**
- Find out how you can **easily improve your targeting, visual & ad copy**
- Find out how you **can stop wasting your ad dollars immediately**
- Learn how to **drive qualified leads at a fraction of the cost you're used to**

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Are you tired of your under-performing Facebook Ads? Wasting your entire budget to get nothing but frustration, zero results and a bad taste in your mouth? This guide will help you get your ad campaign back on track. Here are a few secrets that the pros use to create killer ads that convert ad clicks in to paying customers.

## **IMPROVE YOUR TARGETING**

Have you been avoiding the data Facebook provides on Audience Insight? Facebook has server farms worth of customer data; from location data to video, photo, messenger to even the most sensitive personal information. It is worth noting that **FACEBOOK KNOWS YOU WELL!** Facebook uses this data to identify “ideal customers” for your advertising campaigns. Facebook is constantly improving it’s understanding of which customers are best suited to view your ads. This allows you to lower your ad cost by having ads appear on the timelines of specific users who have shown interest or have been identified by Facebook’s the new Deep Text<sup>1</sup> understanding language and it’s near human-like comprehension.

## **DON'T USE STOCK PHOTOGRAPHY (IF YOU DON'T HAVE TO)**

Facebook has 1.79 billion monthly active users who share photos and videos, connect with their family and friends, coworkers and clients. They share personal stories of success or tales of adversity and perseverance and just about everything else in between. These are authentic and original experience as told by real people. Your ads should feel the same. And before I’m crucified by the advertising community, let me just say that there a place and a time to use Stock Photography. But at this point in time, people have a tendency to block out or be blind to stock photo ads simply because we have been conditioned to do so. Real photography of your business and it’s employees will performs better than stock photo models and staged environments.

## **TIMING IS ESSENTIAL**

Regardless of where you’re from, just about everyone remembers going to the carnival shooting galleries. Your timing was everything. The ducks are never in the same spot for too long and missing your chance meant no prize for you. Understanding your clients is knowing when and where they are and strategically placing your offer in front of them. Understanding your client needs, habits and desires is essential to identifying where they hang out and when you can find them there.

## **CLEAR CALLS TO ACTION**

Clients are often excited by metrics such as the amount of Ad Clicks and Conversions. I mean who wouldn't love seeing your ads being clicked on by millions of viewers? Doesn't that automatically mean the ad is doing great? Context is everything. While a million clicks is a great metric, focusing on the success of a single metric like "ad clicks" shows you an incomplete picture of how your overall advertising effort is going. Surely, people are seeing your ad and clicking it, but what are they finding on the other end of that hyperlink? Is it a landing page not optimized and not converting visitors, or are your viewers not finding your offer enticing enough? Stepping back and looking at the complete process gives you a birds eye view of how your marketing efforts doing on their own, but how good are they working together.

## **ARE YOU SPLIT TESTING YOUR ADS?**

Neglecting to split test your ads is a huge mistake. With ad budgets getting smaller and smaller, resources are constantly squeezed for more productivity. Running duplicate copies of live ads simultaneously and documenting singular changes between them along the way gives you a chance to save time finding the "Ad Winners" quicker. This gives you a huge leg-up on managing your budget instead of running a single unsuccessful ad at a time, never seeing the light at the end of the tunnel. Split testing improves your ad copy, helps you decide on a more suitable photo or video, or can possibly change your offer incentive completely to better suit your audiences based on data provided by Audience Insights.

## **IMPORTANCE OF AD COPY**

How you communicate with your potential clients pre-frames your future interactions with them. Your ad copy will tell your potential clients a lot about you and your company. Chose your tone and mood carefully. Try not to sound too desperate or overly confident and pushy. Know how to properly engage your potential client to maximize your opportunity to convert them in to life long loyal customers.

## **HIRE A PRO**

Every successful CEO will tell you that trying to do the job you're not qualified to do can inflict more damage to your brand than save you money. Your business needs it's

fearless leader at the helm! I will admit, I can not do everything. I tried painting my deck once. Safe to say, I hire pros now. Consider the time you'd have to spend learning about marketing, advertising, logistics, technology, strategy, etc. Who will run your business while you're away learning? What makes successful entrepreneurs like Dan Henry and Russell Brunson so great at what they do? They only do what they're known for. Everything else they outsource. This allows them the time to make the big decisions, to take a step back and realize what your strengths are as company lead decision maker.



## ABOUT THE AUTHOR

Hey there. I'm Brennan Lunin. I'm a digital marketer and a Facebook Advertising Specialist working with Entrepreneurs to help optimize and increase productivity of their Facebook Advertising campaigns. I have been in the marketing and advertising field for over 7 years consulting clients improving their advertising and marketing strategy.

## CONTACT US TODAY!



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