



**BUILD PROFITABLE CAMPAIGNS  
WITHOUT BREAKING THE BANK**

# **RUNNING FACEBOOK ADS ON A BUDGET**

**BY FLY HIGH MEDIA**

# INTRODUCTION

Learning how to run Facebook Ads on a budget is important for any business.

You may just be starting out and not know how much to spend on your first campaign or you are seasoned advertiser, however the fundamentals stay the same.

This ebook will teach you how to run successful Facebook advertising campaigns without spending money unnecessarily.

# TEST YOUR CREATIVES

Assuming you have already built a Facebook fan page. Create some posts that you would like to use as Ads, and post them to your page to see how successful they are organically.

The best way to assess whether a post is engaging is by measuring what gets the most likes/reactions/comments/shares.

This test will also show you what type of content your customers/clients are interested in

Experiment with the following:

## **Use of Emoji's**

As long as they are appropriate, give emoji's a try. They are often something fun and interesting. They can say things without you having to explain the message you are trying to get across.

# TEST YOUR CREATIVES

## **Length of Posts**

Get to know your audience, see if they respond better to long posts or short posts.

## **Structure of Post**

Test your spacing to check what a post looks like on every device. See if works better with short paragraphs or longer paragraphs.

## **Tone of Voice**

Switch your voice tone and see whether prefer being spoken to in an upbeat way or a more serious tone. Let your voice tone be guided by your audience.

# TEST YOUR CREATIVES

## **Images**

Experiment with different types of photos, placed at different angles. Normally consumers respond better to posts with images of people, but experiment with different images to see what works for your audience. Ideally you want to convey the benefits of your product or service by people wearing/using your service.

## **Videos**

Like photos, your audience is more likely to respond to imagery of humans using your service or wearing your product.

Video can be a little more time consuming and ideally you need to be more skilled to do a good job, but there are alternatives you can use to still make a big difference which are:

- GIFs
- Boomerangs
- Stock videos

# TEST YOUR CREATIVES

## **Call-To-Actions**

Different people respond differently to different prompts. Ask your fans to comment, like or share and see which is most popular.

Before you start to pay for advertising, take all the elements from each post that performs well and start to build the ads that you going to use. For each ad, create three variations so you can further split test when you start using them.

# RESEARCH YOUR AUDIENCE

Build a persona of your perfect customer. Imagine what blogs they follow, public figures they follow and what other pages they are likely to follow.

Include all this information in your Ad Set when you're building a campaign, you can start to optimise for the target audience later, which is described in the next step.

Use the Facebook Insights tools to look up similar pages to your own page and check out their demographic profiles. You can find out what age people are, where they are located and it even shows you related pages to them so you can find even more pages to replicate.

# OPTIMISE ADS

Facebook normally takes a few days to optimise your adverts, i.e. to get them in front of the right people, so be patient. You should have done your research but to start with, you do have to guess certain aspects. Therefore, it is important to carefully monitor who is actually responding to your Ad.

Once the ads have run for at least four days, navigate to the break down tab. Through your research, you should know the Age, Gender, Country and Region of your consumer that you want to research. However, if you left it too broad such as just targeting an entire gender rather than a specific age group, check to see what age group responds the best with the cheapest CPC.



# OPTIMISE ADS

Other factors to consider when optimising ads:

- Which devices are people clicking on your ads?
- What placements work the best?

As mentioned before, when you first start a campaign, you should have different variations of your copy, images/videos, call-to-actions, etc. so once the campaign has run for a few days, check the breakdown of all of the different variations and compile all the data you want.

# SCALING UP

Adding more ad spend doesn't automatically mean that there will be more customers and your cost per click stays the same.

Start to build your assets and spend money on them because you should now have a better idea of who is more likely to buy from you.

The Assets you need to focus on are:

- Facebook Fan page
- Custom Audiences
- Lookalike Audiences

# SCALING UP

## Facebook Fan Page Likes

Off the back of running good Facebook campaigns, you may naturally gain some extra likes if people enjoy your content. Relying on this isn't enough.

Here are some ideas on how to get more fan page likes:

- Run a paid Likes campaign
- Run competitions
- Collaborate with other pages
- Add the Facebook Feed box to your website
- Like other pages as your page
- Consistently post good organic content
- Cross promote from other platforms for incentives

# SCALING UP

## Custom Audiences

Depending on your goal you can use several different types of audiences but here we will just explain the most common two.

We are going to talk about:

- Email Lists
- Website Traffic
- Lookalike Audiences

# SCALING UP

## **Customer file (Email Lists)**

Use your existing email database to find your customers and target them. You have already attained customer data, now you can target them again for new things you have to offer. There is a higher chance of them buying from you if they have already bought from you before so here is your chance to display ads to them.

Email list tip: When managing lists, segment people into where they are in the buyers journey. For example: People who have joined the list but not bought anything yet, one time customers, regular customers and past customers.

If you import your databases into Facebook, Facebook checks to see whether there are any matches with people who have signed up to Facebook using the email address that you have on your database. From there Facebook can hit those people with targeted ads.

# SCALING UP

## Website Traffic

This is where the Facebook Pixel comes in. If you do not know what the Pixel is, it is a small snippet of code that goes into your website, once somebody visits your website, it is triggered and it plants a cookie in their web browsers cache. When they visit Facebook, it sees your cached websites and it can show them ads based on their cookies.

You must install the Pixel before you start sending any traffic to your website. The longer it has been installed on your website, the better. It has more chance to pick up customer data about who actually clicked on your ads.

Don't worry about website visitors who aren't in your target audience but visit your website, you can always add in the attributes you want to target when you build your ads.

# SCALING UP

## **Lookalike Audiences**

Whatever custom audience you have, whether it is your fan page audience, a website visitor, somebody on your mailing list Facebook can pick up their age, interests, gender, location and more.

If you create a lookalike audience, Facebook finds other people with as many similar interests to those people who are already part of an audience you already have. This is a very good way to reach more targeted people.

# KEY TAKEAWAYS

1. Test your ads for free organically first to find out which type of ads work.
2. Research your audience, build personas and check out your competitors.
3. Split test your ads and carefully monitor which ads are doing well.
4. Scale up using your assets.



# THANK YOU!

Congratulations for reading this far!

There's three different types of people: people who half read this ebook, people who read it but don't take action and people who read it, make notes, refer back and take action.

Which type of person are you?

If you enjoyed the ebook or have anymore questions about how you can get Facebook Ads to work for you on a budget or need any advice in general, get in touch.

Email: [hello@flyhighmedia.co.uk](mailto:hello@flyhighmedia.co.uk)

Phone: 0161 818 4645

Free Audit: [www.flyhighmedia.co.uk/audit](http://www.flyhighmedia.co.uk/audit)

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