Galactic Fed

Facebook Ads
Toolkit

Hi there,

Thank you for downloading Galactic Fed's Guide to Facebook Ads.

We've prepared it with 4 key goals in mind:

Help you better understand how to run Facebook ads efficiently

Help you track and analyze results to inform future campaigns

Help you audit and optimize your campaigns

Help you find a trusted paid media partner to achieve new business heights

Here's what you'll find here:

⭐ **Facebook Ads Audit Checklist** and the most common issues solved to help you put your current efforts under the microscope and identify opportunities

⭐ **Facebook Ads Guides** to introduce a few key concepts and level up your understanding of Meta ads

⭐ **Facebook Ads Cheat Sheet** to help you further optimize your ads and lower CPC

⭐ **Facebook Ads Copy Template** to help you keep track of your ads and make sure they follow the requirements
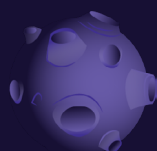
⭐ **Facebook Ads Glossary** to ensure you speak the same language as your email marketing partner and/or resources you find online

⭐ **Facebook Ads Best Practice Examples** to inspire you to create a killer ad of your own

⭐ **List with Facebook Ads resources** to take your efforts one step further

Alright, let's get the most out of your paid media budget

BUCKLE UP!

★ Facebook Ads Audit Checklist

Facebook ads have a complex mechanism, and every single aspect must be optimized and implemented. Otherwise, you will be spending way more than you could have.
Before working with a new client, we conduct a 360-degree audit of their account to see how things could be improved. Before you start optimizing your campaigns, you should do that too.

There is no 100% "perfect" way to run Facebook ads, but there are a handful of best practices to implement:

1 Are prospecting & retargeting split into two separate campaigns, with specific messaging & creative for both?

2 Are there different objectives per campaign/funnel stage?

3 Is the FB pixel installed? On every page? Does it look like it's tracking results properly?

4 Is it clear what the product/service is and what action people should take?

5 Are URLs working? Do they contain UTM parameters for tracking?

6 Is budget optimization set to CBO?

7 Is the prospecting / retargeting budget split 70 / 30 for new campaigns/ accounts?

8 Are broad targeting and Interests for all relevant topics included in the Prospecting campaigns?

9 Are audience lists being used? Are they aligned to the campaign objectives?

10 Are retargeting audiences being broken out by days expired?

12
- ★ Is the creative optimized for Facebook?
- ★ Is the video no longer than 15s?
- ★ Does the video have sound?
- ★ Does the video have captions?
- ★ Is there a strong CTA?
- ★ Does the video open and close with the brand logo? (bookending)?

13 Are lookalike audiences being properly used?

14 Is the messaging different per funnel stage?

11 Are all relevant formats being used (video, static, carousel)?

15 Is Conversions API set up?

If anything is off, prioritize fixing the issues before launching your campaign to ensure maximum performance.

★ Facebook Ads Guides

We want to talk about many things here but don't want to overwhelm you. So here are 7 essential mini-guides to help you get started.

Once you get more familiar with these basic concepts, continue to build on to become a true Facebook ads expert!

1. Available Campaign Objectives

Awareness - introduce your business ideas

Traffic - bring more visitors to your website

Engagement - get more attention to your posts

Leads - collect data for further outreach

App promotion - take your app out there

Sales - generate sales and other conversions

2. Bid Strategies

Spend-based bidding

Set the budget and let Facebook do its magic
★ Highest volume - get as many results as possible (e.g. get as many sales as possible)
★ Highest value - prioritize higher value (e.g. get fewer sales but of higher order value)

Goal-based bidding

Set your goal and let Facebook do its magic
★ Cost per result goal - strive to keep a consistent cost of the desired action
★ ROAS goal - aim to get a desired return on ad spend over the course of the campaign

Manual bidding

When you know exactly what you're doing
★ Bid cap - manually set a max bid across auctions

3. Meta Learning Phase

Every new ad/ad set you create must go through a learning phase when the Meta ads delivery system learns more about the best people and places to show the ad.

It usually takes around 50 optimisation events (conversions) a week to exit the learning phase. Here are 3 best practices for graduating asap:

* ★ Don't edit your ads/ad sets/campaigns - this may reset the learning phase
* ★ Don't too many ads at the same time - this will slow down the learning
* ★ Don't under/overspend - this could confuse the delivery system and lead to inaccurate results

Learn more **here**.

Pro tip:

If you aren't getting 50 conversion a week, try to either combine lower-spending campaigns or optimize for higher-funnel conversions (e.g. add to carts instead of purchases) to have a better chance of exiting the learning phase.

4. Facebook Pixel

To correctly track events/conversions that happen on your website (and, for example, set up retargeting ads), you need to have Meta Pixel installed. It's a piece of code that creates a link between your website and your Meta Business account.

It's very easy to set up:

1. Go to your ads account and select **Events Manager**
2. Click a green + button prompting to install the Pixel
3. In Connect Data Sources click Web -> Meta Pixel -> Connect
4. Add your Pixel name and website URL
5. Click Continue
6. **Install Meta Pixel** on your website (exact instructions will depend on the setup option)
7. Download the **Meta Pixel Helper** to ensure optimal performance and tracking
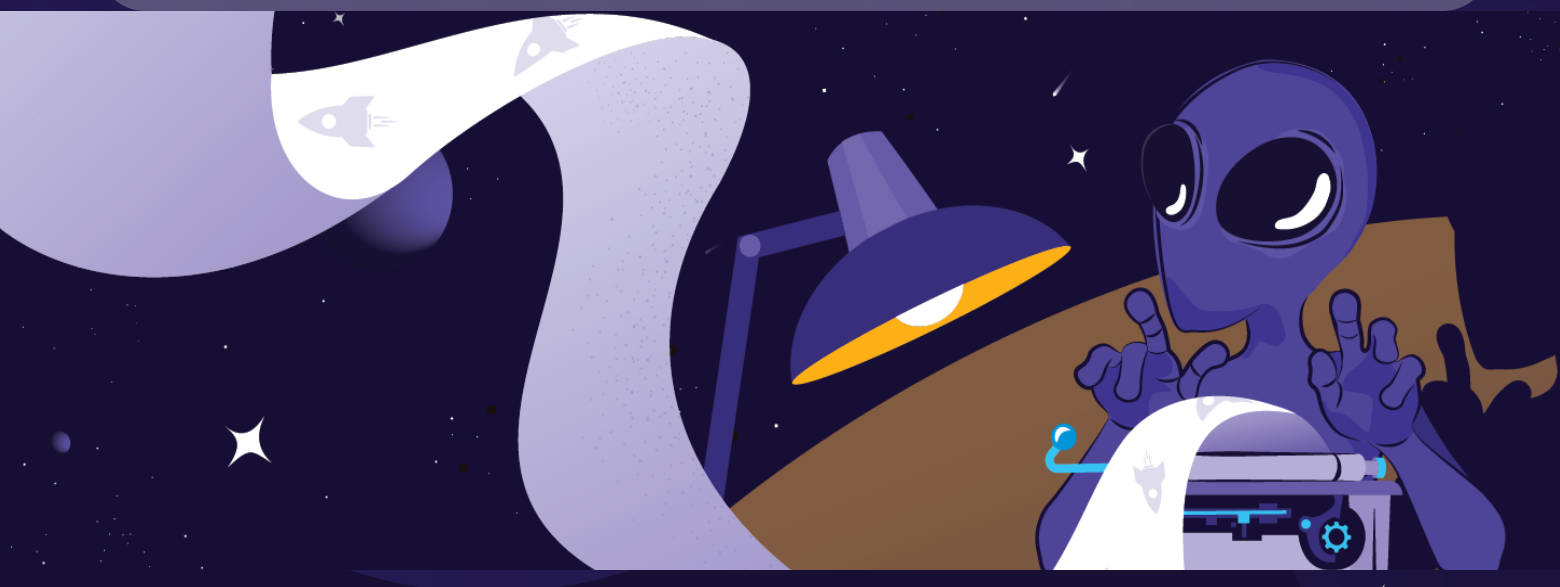
5. Special Ads Category

Special Ads Category refers to four big business niches that are subject to certain restrictions:

★ Credit
★ Employment
★ Housing
★ Social issues, elections, or politics

Some of the restrictions may depend on the product and targeted markets, but here are the most common ones:

★ Age
★ Gender
★ Location
★ Exclusion targeting
★ Lookalike audience
★ Saved audiences

If you fall under any of these Categories, make sure that Meta is the optimal platform to spend your paid media budget - these restrictions may lower the effectiveness of your campaigns.

6. UTM Parameters Guide

UTMs (Urchin Tracking Modules) turn the links in your campaigns into tracking devices that gather valuable insights for further campaign optimization.
When it comes to Meta Ads, they would usually consist of 3 key parameters:

★ **Utm_source** - the source of the traffic. So, if you run Meta ads, it'll be utm_source=facebook or utm_source=meta or something like that. Trust us, UTMs naming isn't the place to get all creative...
★ **Utm_medium** - the type of marketing channel. In your case, it'll be utm_medium=ads or utm_medium=cpc or something.
★ **Utm_campaign** - the active campaign where you published the link. It can be utm_campaign=spring_sale or utm_campaign=free_Meta_audit or whatever can help you easily understand what campaign the data is referring to.

You can set up these parameters directly on Meta Ads Manager on Ad level - just click "Build a URL Parameter" under "Website URL". **Learn more** about the process on Meta.

7. Best AI Tools

There are hundreds (thousands?) of AI tools that could help you get more efficient with your Meta ads, but here are some of our favorites:

1. **AdCreative** - AI-generated ads for various platforms
2. **Designs** - all-in-one visual AI ad creator
3. **Trapica** - analytics and optimization
4. **Cortex** - examine the performance of your paid ads
5. **Phrasee** - optimized ad copy creator
6. **ChatGPT** - strategy, brainstorming, and optimization recommendations

★ Facebook Ads Cheat Sheet

If you have run Facebook ads before, you must have heard about Meta Quality Rankings. Basically, they indicate how your ad compares to other advertisers who are competing for the same audience as you.

There are 3 metrics:

Ad Quality Ranking

Engagement Rate Ranking

A ranking of your ad's expected engagement rate. Engagement includes all clicks, likes, comments, and shares.

Quality Ranking

A ranking of your ad's perceived quality. Quality is measured using feedback on your ads and the post-click experience.

Conversion Rate Ranking

A ranking of your ad's expected conversion rate. Your ad is ranked against ads with your optimization goal that competes for the same audience.

The score gives you an idea of whether there's room for optimization. We've had cases where we (and our client) were already happy with the cost per click/action but then saw "Below Average" on Meta's report. In most cases, further optimization led to a decrease in CPC/CPA.

We prepared a Cheat Sheet for you with optimization tips - duplicate it **here**. If you ever notice "Below Average" on your Meta Ads, you'll find a solution there.

⭐ Facebook Ads Copy Template

Duplicate it **here**

It is rare (and not recommended) to run only one ad at a time. That's why you want to keep track of all your creatives.

Our template will help you stay organized and within copy requirements - you know how strict Meta is.

You'll find all the instructions you need in the sheet. Have fun crafting your copy!

Meta Ads Creatives									
Link to Meta ad specs									
Ad Name	Primary Text: 125 characters	125	Headline: 27 characters	27	Link Description: 27 characters (Optional)	27	CTA Button	Ad Visual Link (Image or video)	Destination URL (Website ad is driving to)	Ad Preview Link
Ad Names should always start with the format > ad name > any other information you need to differentiate you creatives (ex. market, language, etc.)		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Format_AdName_OtherNotes		0		0		0	▼			
Carousel_AdName_OtherNotes NOTE: Carousel Ads have ONE primary text but one headline PER CARD.. Adjust to the actual # of cards in your ad (min 2, max 10)	Carousel body text goes here	29	Headline 1	10		0	▼			
			Headline 2	10		0	▼			
			Headline 3	10		0	▼			
			Headline 4	10		0	▼			
			Headline 5	10		0	▼			

P.S. We also recommend **checking out Meta's specs** for all available ad types.

⭐ Facebook Ads Glossary

Duplicate it **here**

Instructions:

In this glossary, we've compiled all the key terms you're likely to come across while running ads on Facebook. The difference between Custom Events and Standard Events may puzzle you now, but it's crucial to understand the capabilities of the platform to optimize your ROAS (another term you should know!).

Feel free to add your own entries as you expand your paid media expertise - this is your personal glossary copy.

Term	Definition
A/B test	A randomized experiment where you choose a variable and select two variations of that variable to test.
Ad auction	Facebook uses an ad auction to determine the best ad to show to a person at a given point in time. The winning ad maximizes value for both people and businesses.
Ad level	The third level of a campaign structure where you define your creative, or what appears in your ads: photos, videos, copy, links and more.
Ad placements	Where your ads will appear.
Ad set level	The second level of a campaign structure where you choose your audiences, your ad schedule, where your ads appear and how much you'll pay.
Ads Manager	A tool designed to give you full control of the types of ads you run, their format and the audiences they reach. Additionally, it allows for more granular settings for scheduling and budgeting. The Ads Manager interface is connected to your Facebook account.
Audience Network	A tool you can use to extend your Facebook and Instagram campaigns to thousands of other apps. Audience Network ads use the same targeting, auction, delivery and measurement systems as Facebook ads.
Audience size	Indicates whether your audience may be too broad or too specific. Ideally, your audience should be defined, meaning it's specific enough to reach the people most likely to be interested in your ad and not so specific that your audience is difficult to reach.
Automatic placements (Ads Manager)	Your ad will run on all the Facebook platforms. Facebook will allocate your budget across multiple platforms. Automatic placements are typically the most efficient use of a budget because they provide Facebook with the flexibility to get the best results.

⭐ Facebook Ads Best Practice Examples

Before you start smashing your own Meta ads, we wanted to share a few of our favorite ads we've created for our clients as a little inspiration.
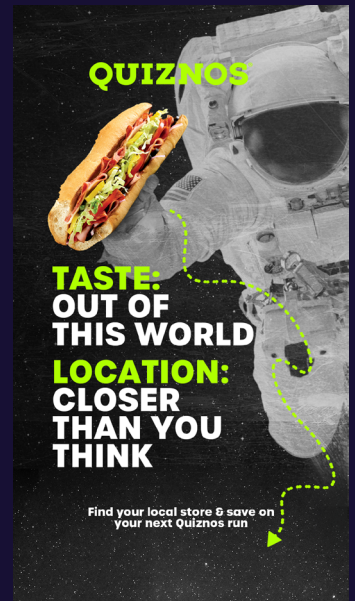
Need more inspo? Check out **Meta Ad Library** to see active ads running right now.

★ Facebook Ads Resources

How to Get Started with Facebook Ads

Five Ways to Create a Facebook Ad that Stands Out

The Facebook Pixel: Why Your Business Needs it Now

Five Ways You're Losing Money on Facebook Ads

5 Winning B2B Facebook Ads Strategies to Inspire You

22 Proven Facebook Ad Strategies for the Finance Industry

Is Boosting My Meta Ad the Same as Running a Paid Ad?

Yes, Facebook Lead Ads Work! Here's How Galactic Fed Did It

9 AI-Powered Tools for Paid Media

Digital Marketing Trends 2023

We hope this guide helps you significantly optimize your Facebook ads spending and drive more conversions - just like we have for over 300 clients. If you have any questions, don't hesitate to reach out.

You can also start by getting a **free Facebook ads marketing plan** from us - no strings attached!

Good luck!

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