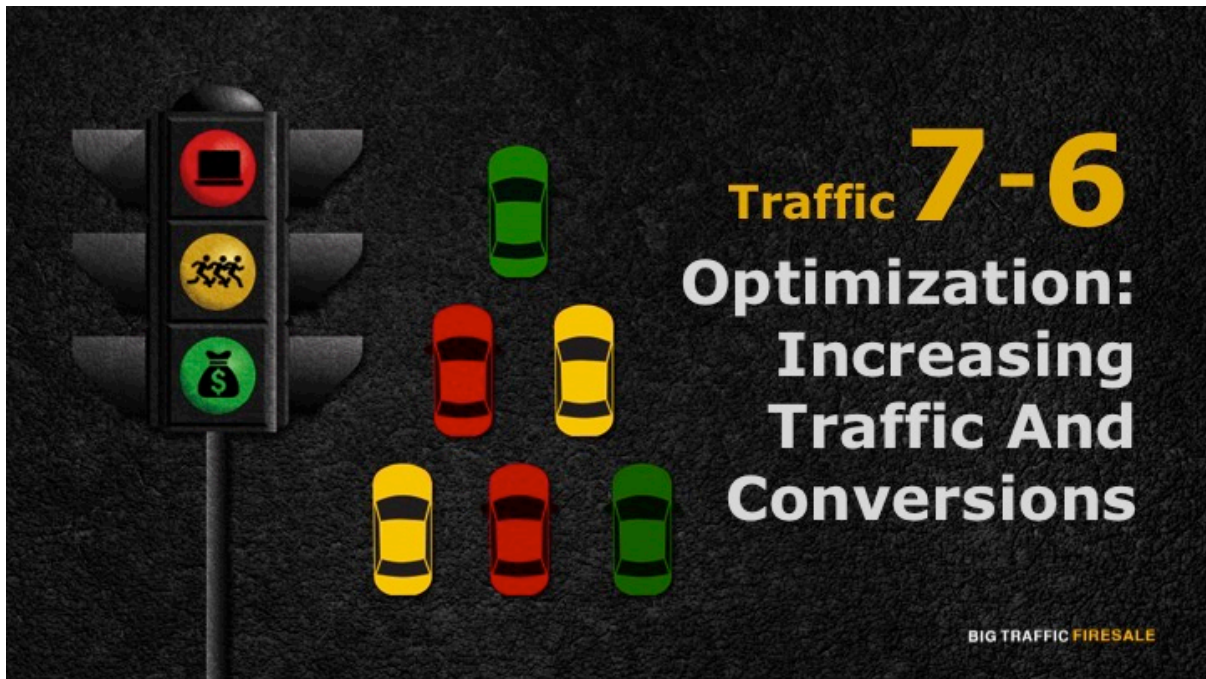
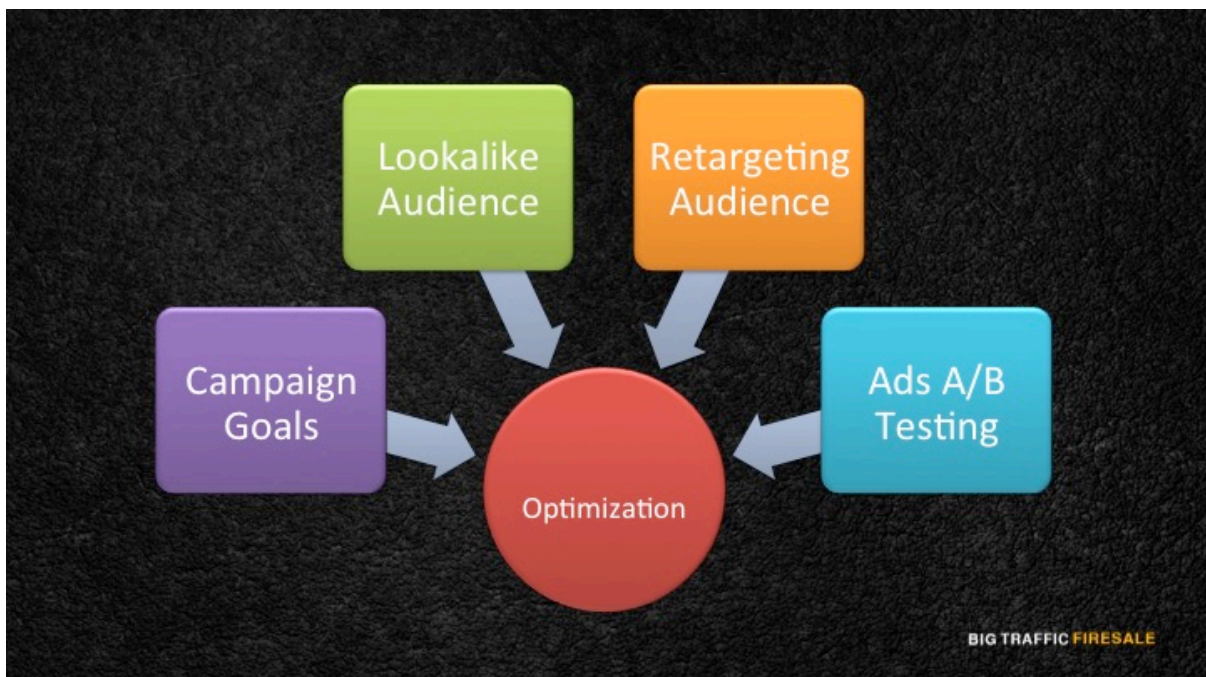


7-6 - Optimization: Increasing Traffic And Conversions



S1: Welcome back. We have reached the final chapter of the Facebook Advertisement series. In this module, we will walk you through the steps to optimize your Facebook ads to increase your chance to drive more traffic towards your offer.



S2: From the previous courses, I'm sure that you now have an idea on how to

run your Facebook ads. However, running your ad is one story and optimizing it is a totally different one. There are 4 critical steps to your Facebook ads optimization:

1. Defining your campaign's goals and strategies
2. Refining your lookalike audience
3. Narrow down your retargeting audience
4. Facebook ads A/B testing

Defining Your Campaign Goals And Strategies

- ▶ Be clear of your campaign objectives.
- ▶ The optimization process of an ad campaign begins before the first ad is even created.

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S3: Let's discuss the first step to optimize your Facebook ads, which is defining your campaign goals and strategies. In the earlier modules we have emphasized on how important it is to be clear of your campaign objectives. The optimization process of an ad campaign begins before the first ad is even created.

2 Important Strategies To Generate Traffic

- ▶ 2 important strategies to abide to:
 1. Your ad's creative
 2. Your ad's conversion tracking

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S4: In the context of driving traffic to your website or landing page to generate sales, there are 2 important strategies to abide to:

1. Your ad's creative
2. Your ad's conversion tracking

Firstly, is your ad's creative. Visuals are proven to be effective in promoting consumer products. Therefore, it is important to use professional pictures for your products. Adding a human element can increase the number of clicks. Do not focus on the features of your offer. Instead, focus on the benefits that it can bring to your prospective clients.

Secondly, is to optimize your Facebook ad's conversion tracking. Always use Facebook conversion tracking. Remember that you are not interested in clicks or likes, but your Facebook ads cost per conversion. Once you've got your Facebook conversion tracking in place, split test your ads campaign to search for the right audience and design.

Your Lookalike Audience

- ▶ Optimize your Facebook ads is to optimize your lookalike audience.
- ▶ To refine your lookalike audience, you need to test out your ads using different selection of “interests” when you are building your ad.

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S5: The second step to optimize your Facebook ads is to optimize your lookalike audience. To refine your lookalike audience, you need to test out your ads using different selection of “interests” when you are building your ad. Once you have discovered the right set of lookalike audience and interest, it will definitely reduce your cost per conversion.

Your Retargeting Audience

- ▶ Narrow down your retargeting audience by breaking them down into various categories.
- ▶ When you break them down into different categories, it allows you to be more focused and specific in conveying your message to various audience.

BIG TRAFFIC FIRESALE

S6: The third step is to narrow down your retargeting audience by breaking them down into various categories instead of grouping them into a single

entity. For instance, you may have audiences with different interests, age groups and locations.

When you break them down into different categories, it allows you to be more focused and specific in conveying your message to various audience. Through this approach, it is possible to increase your audience engagement and improve your conversions from each audience's category.

Your Retargeting Audience

- ▶ Expand the age gap of your audience.
- ▶ Usually, a younger audience will need permission by their guardians to make a purchase.
- ▶ Therefore, by increasing the age gap, you are lowering the cost per conversion as you are only attracting the correct audience.

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S7: Another approach to retarget your audience is by expanding the age gap of your audience. For instance, you are putting up your ad where you are offering a software and the targeted audience are tech-savvy users. Most advertisers will pick an age range of 18-44. Usually, a younger audience will need permission by their guardians to make a purchase. Or, they do not have enough money to make a purchase. Therefore, by increasing the age gap, you are lowering the cost per conversion as you are only attracting the correct audience.

Facebook Ads A/B Testing

- ▶ To determine which ad campaign works better, you will need to run a split test.
- ▶ How to execute this? Running 2 different ad campaigns on two different devices; mobile and desktop.
- ▶ This approach will effectively allow you to target each audience with a specific message instead of running a single ad campaign on different platforms.

BIG TRAFFIC FIRESALE

S8: The fourth and final step is to run a Facebook ads A/B testing. To determine which ad campaign works better, you will need to run a split test. How to execute this? Running 2 different ad campaigns on two different devices; mobile and desktop. This approach will effectively allow you to target each audience with a specific message instead of running a single ad campaign on different platforms.

Two different ad campaigns on different devices mean both are targeted to different audiences to detect the differences in the results. You do not need a massive ad spend budget to run your split test. Just utilize your standard Facebook ads budget and split between the two campaigns.

Optimization Is Key

- ▶ Testing helps you in detecting which major or minor changes is required to adjust your campaigns.
- ▶ This will improve the performance of your ads.

BIG TRAFFIC FIRESALE

S9: Creating Facebook ads campaigns requires a lot of optimization and tests. Testing helps you in detecting which major or minor changes is required to adjust your campaigns. This will improve the performance of your ads creating a positive opportunity to drive traffic and increase conversions to your landing page.