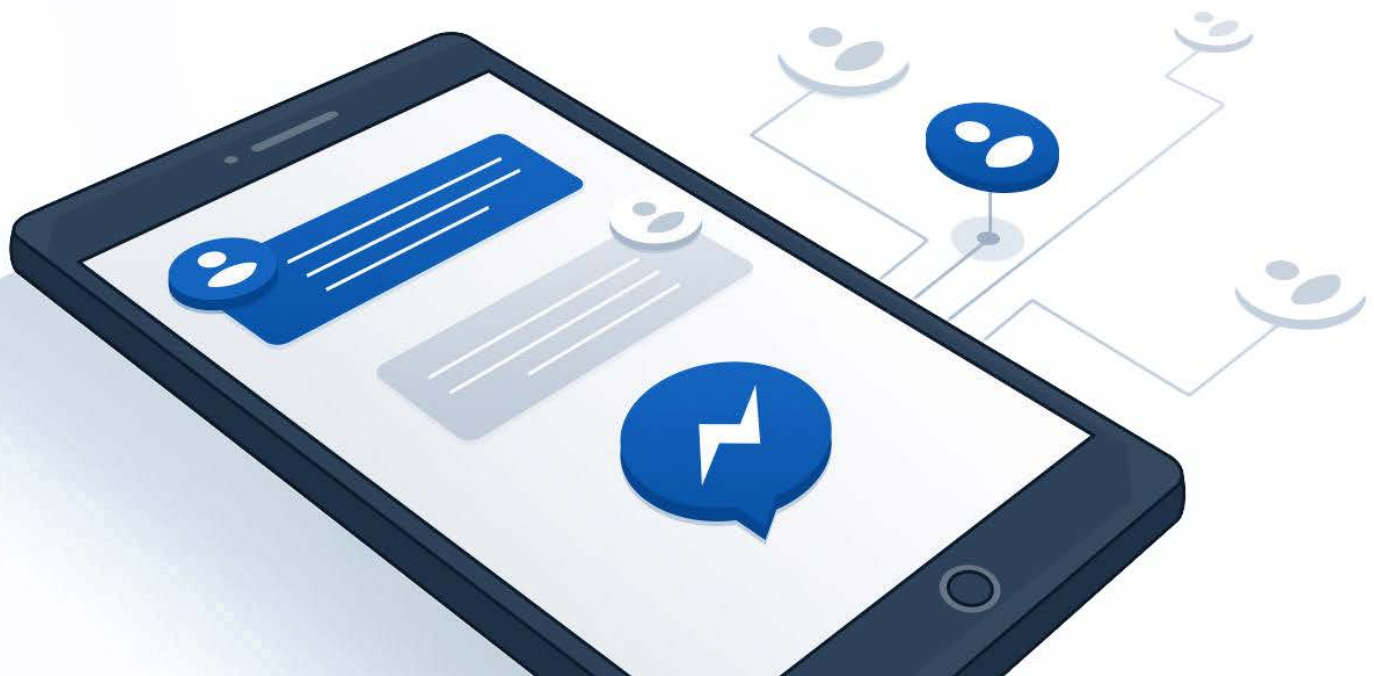


# 8 Strategies to Crush Your



# FACEBOOK ADVERTISING

by Charles Ngo



Hey, Charles here.

## Welcome!

Some of you know that Facebook has been my main traffic source over the past 8+ years. The targeting and volume is too good to ignore.

In this guide I want to show you some of my strategies for increasing campaign ROI, lowering click costs, and making more money.

Go through this guide, take some notes, and launch some campaigns.

All the best!

- Charles

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Affiliate marketers can be really, really sloppy with Facebook advertising.

They create a single ad, pick a general interest category like “Weight Loss”, and then start dumping dollars into the great Facebook money machine.

Then when their ads don't work, they either get pissed off or frustrated and give up. Eventually they go back to their day jobs, filing TPS reports and working on weekends.

If that's how you spend your affiliate marketing ad dollars, you will almost always fail. Why? Because it's a huge waste of money and it doesn't work that well.

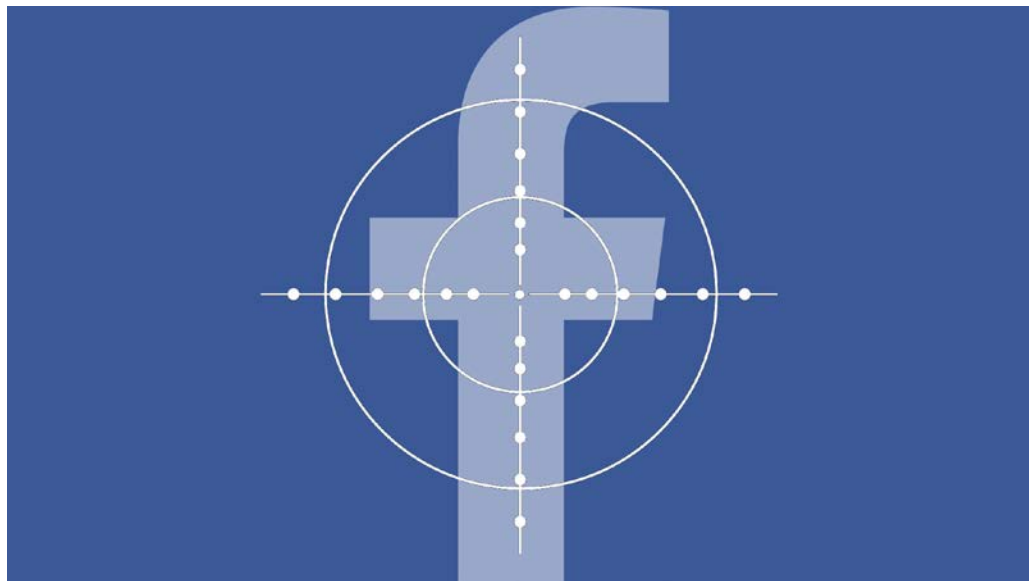
Facebook has been my main traffic source for the past 8 years. Yes, their support can be lacking and you're always fearing that red box every time you log in.

However, they're unmatched as an overall traffic source. They have huge traffic combined with borderline stalker-ish targeting abilities.

There's a much better strategy when it comes to Facebook ads. Here are 8 ways to crush your Facebook advertising, generate more traffic, and reap more revenue.



# 1

## A/B TEST LIKE CRAZY (more like, A/B/C/D/E test)



Don't settle for a single ad, or even two. That's lazy Facebook advertising and won't generate the results you want.

Instead, you want to A/B test a large number of ad sets to determine which types of ads perform most effectively. Think more like A/B/C/D/E testing with multiple ads and multiple ad sets.

Advert Name	Results ?	Reach ?	Cost ?	Amount spent
 Image 1 copy long BCM - West Highland Way - 26th June > Ad set 1	587 Website Clicks	21,353	£0.08 Per Website Click	£45.94
 Image 2 copy long BCM - West Highland Way - 26th June > Ad set 1	342 Website Clicks	10,244	£0.09 Per Website Click	£31.83
 Image 1 copy short BCM - West Highland Way - 26th June > Ad set 1	14 Website Clicks	331	£0.13 Per Website Click	£1.83
 Image 2 copy short BCM - West Highland Way - 26th June > Ad set 1	8 Website Clicks	186	£0.23 Per Website Click	£1.80

When creating your ad sets, play around with:

- [The length of the copy](#). Use long copy with a bit of storytelling, short copy, and even bullet points.
- The formatting of the copy. Change up the punctuation and even the capitalization of specific words.
- The ad photo (use different colors, images, text, etc). Also experiment with including people in your ad versus just products. Try adding borders or drawing arrows to get even more attention
- Where your ad is placed (Instagram, Audience network, Facebook News Feed, Facebook sidebar, etc.)
- The audience data (age, location, interests, etc.)
- And other variables.

By A/B testing the heck out of your ad sets, you can determine which gets the highest click-through rate (CTR) as well as which generates the most conversions.

One thing to pay attention to: don't go crazy in making changes right away. Run your ads to [statistical significance](#) to see how they perform. Facebook is good at optimizing them over time, so let them play out a bit, then make changes based on what's working.

Changing things around every 6 hours will screw up your results too much.

## 2

# HYPER FOCUS YOUR TARGETING









## By Using The Facebook Audience Insights Function

You guys know about [Facebook Audience Insights](#), right? It's a gold mine of data and should be one of your first stops when creating a Facebook ad.

The Audience Insights tool will give you a crazy amount of information about a particular audience, down to what they like, their relationship status, what similar pages they like, and other key insights.

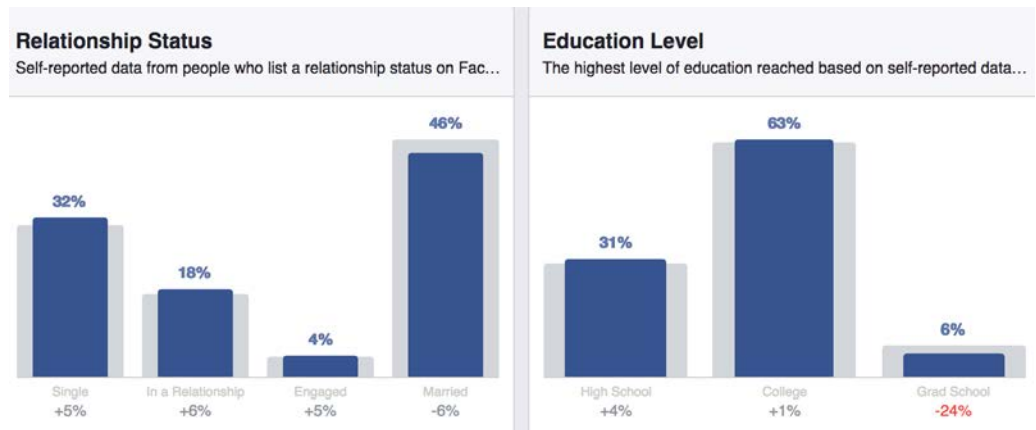
Once you know this information, you can use it to create hyper-focused ads that will resonate with [your target audience](#).

For example, let's say you're creating an ad targeting those who live in the United States and who are into weight training. Using the Audience Insights tool, you'll discover their lifestyles:

Lifestyle	Selected Audience	Compare ▾
Rural Adventure	0.9% 	+29%
Children First	2% 	+26%
Out & About	0.5% 	+25%
Outward Bound	2% 	+25%
Firm Foundations	3% 	+24%
Tenured Proprietors	3% 	+22%
Climbing the Ladder	0.6% 	+20%
Working & Active	0.7% 	+17%

Rural Parents	3%		+17%
On the Go	1%		+17%

Their relationship and education status:





The pages they like (you can target these pages with your ad):

Top Categories		
1	Organization	National Academy of Sports Medicine (NASM)
2	Vitamins/Supplements	Shredz Supplements • Shredz Women • Bodybuilding.com • Isopure • IdealFit
3	Food/Beverages	Premier Protein • Core Power • Eat Smart • Food is Medicine
4	Company	Rogue Fitness
5	Sports/Recreation/Activities	Eat To Perform
6	Community	GYM Motivation • Fitgirlsguide
7	Health/Wellness	The Female Hardbody • Testosterone Nation • BodyRockTv
8	Sports League	The CrossFit Games
9	Athlete	Gym Memes • Dana Linn Bailey • Kai Greene • Paige Hathaway • Kaytlin "Katniss" Neil
10	Health/Beauty	Ashley Black Guru
<a href="#">See All</a>		

And a treasure trove of other data. Once you know all this, you can research these insights further and craft a killer ad that will resonate with your perfect audience.

This also allows you to eliminate unhelpful categories.

For example, many weight trainers are also into beauty, but you might not want these people in your audience depending on your product. You can exclude them specifically from your ads.

You **need** to understand your audience, and this tool is one of the easiest ways to do it.

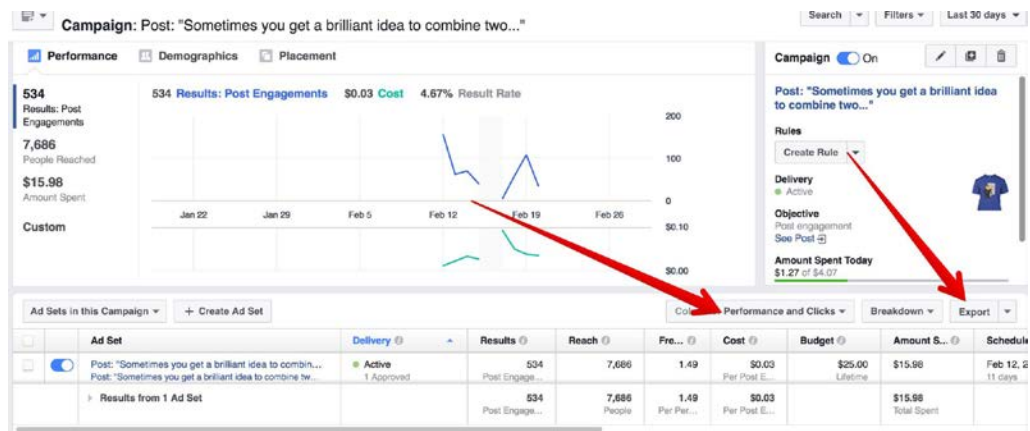
# 3

## EXPORT YOUR DATA INTO EXCEL and Do In Depth Analysis

The Facebook Ad Manager dashboard isn't super helpful when it comes to analyzing the performance of your ads.

I'm all about analyzing data and looking for patterns.

A much better way of looking at your data is to change the columns and then export your data to Excel for deep analysis.



For example, change the breakdown to “Performance and Clicks” and then export the data to get a feel for your CTR and cost per click (CPC). When you do that, you get data like this:

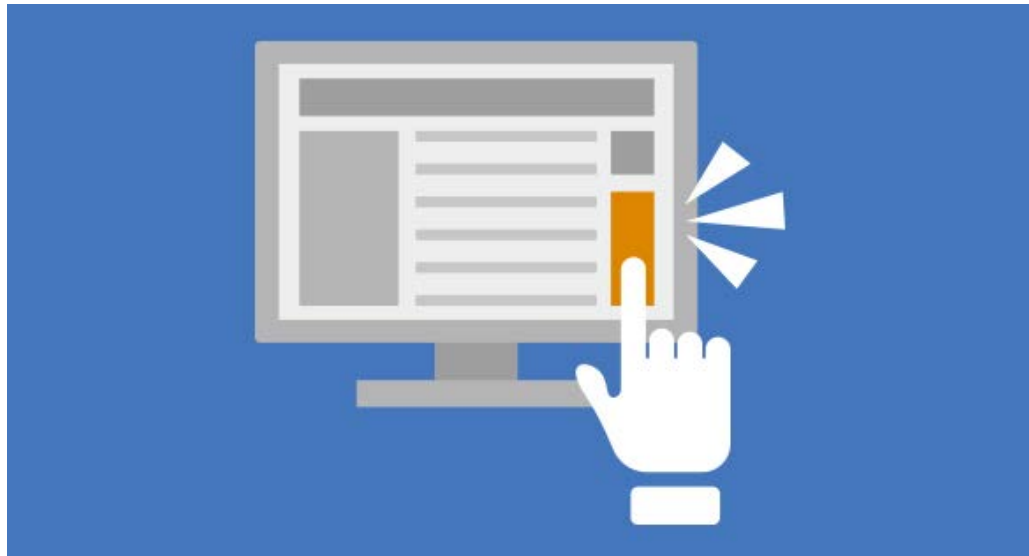
Clicks (All)	CTR (All)	CPC (All) (USD)	Impressions	CPM (Cost per 1,000 Impressions) (USD)	Link Clicks	CPC (Link) (USD)	CTR (Link)
595	5.1996853971861	0.026857142857143	11443	1.3964869352443	63	0.25365079365079	0.5505549244
595	5.1996853971861	0.026857142857143	11443	1.3964869352443	63	0.25365079365079	0.5505549244

You can then sort your ad sets by highest performing, best CTR, lowest CPC, and any other data that will help you analyze which ads are generating the most traffic for the lowest cost.

# 4

## COMPARE YOUR CTR

### With Your Actual Conversion Rate



When I first started in affiliate marketing, all I cared about was a low cost per click.

I spent my days trying to come up with clever, and creating almost clickbait images to get a high click-through rate **(Because a high CTR will reward you with a lower CPC).**

So imagine how I felt when I had .03 CPC, but I wasn't profitable. In fact, my other ad that was 3x the cost was profitable.

It didn't make sense to me. I thought my links were broken.

But when I started digging deeper that's when I realized my ads didn't match was I was promoting. **I was actually being misleading.**

If you have a really high CTR and a really low conversion rate, then something is seriously wrong with either your ad or product page.

It means that someone has clicked on your ad, come to your landing/sales page, evaluated your offer, and then told you to get lost.

This usually means that you have one of the following problems:

- Ad mismatch, where the ad doesn't really match what you're actually selling.
- A crappy [landing page](#) / sales page that doesn't inspire anyone to purchase.
- A product that's too expensive for the audience you're targeting.
- Bad initial audience targeting.

It can be really easy to get fired up about a high CTR, but you need to dig deeper.

To really kill it with Facebook advertising, you need to compare your CTR to your conversion rate and then make changes if there's a big discrepancy.

# 5

## UTILIZE THE TRACKING PIXELS



If you're not using the [Facebook tracking pixel](#), you're basically lighting money on fire and then flushing it down the toilet.

Why? Because the Facebook tracking pixel allows you to track those who visit your site and then create ads that **retarget** those exact same people later.

## Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



### 1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



### 2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



### 3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel

For example, if someone visits one of your landing pages but doesn't buy, you can target them again with a more improved ad. This allows you to create super-targeted audiences who already have some exposure to what you're selling.

## FACEBOOK RETARGETING



A visitor comes to your site and receives a tracking pixel.



They learn about your products but leave before purchasing.



Facebook displays your ads and brings them back to buy.

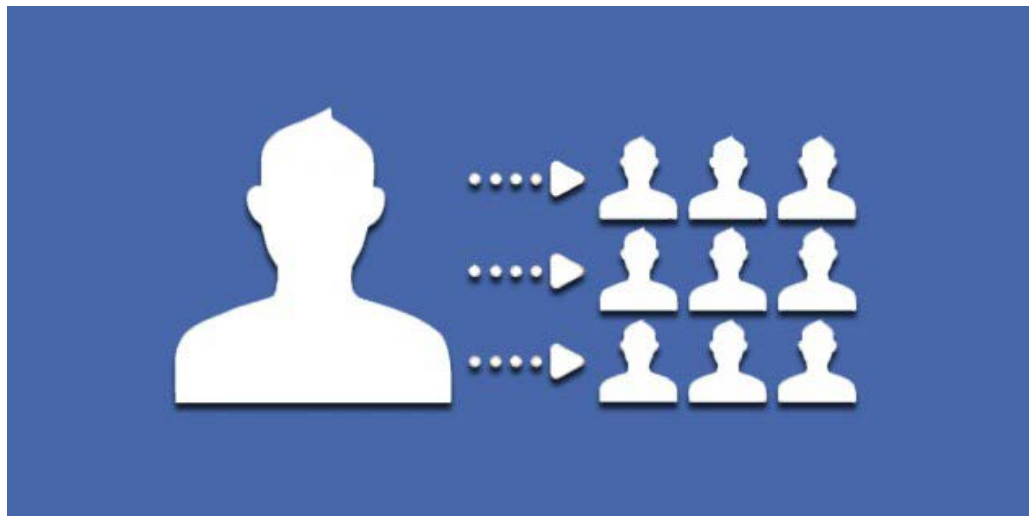
It also can seriously increase the ROI on your Facebook spend.

It's like Big Brother, except it makes you money!

Finally, it allows you to know exactly who is clicking on your ads and then optimize your ads to entice that audience.

# 6

## USE LOOKALIKE AUDIENCES



Do you know about [lookalike audiences](#)? This is a seriously powerful Facebook tool that's related to the Facebook ad pixel mentioned above.

Basically it works like this: you send a lot of traffic to a site that has a Facebook tracking pixel.

Lets says I wanted to buy Facebook ads to affiliate marketers. Well I can place a pixel on CharlesNgo.com since it's my site.


After the pixel starts collecting data, Facebook can go through their algorithms to find an audience similar to mine.

It'll notice that people who like Charles Ngo, are also fans of [StackThatMoney](#) and [NeilPatel.com](#).



So now I can advertise to people who are fans of STM and Neil, but don't know about me.

**Now we have an even bigger audience, but it's similar to my original audience.**



The image shows a screenshot of a Facebook interface window titled "Create Similar Audience". The window has a blue header bar with the title. Below the header, there is a descriptive text: "Find other people on Facebook who are similar to 'Top Customers - October' and create a new custom audience so that you can reach them with your ads." Below this text, there are two settings: "Country: [?]" with a dropdown menu showing "United States x", and "Optimize for:" with two radio button options: "Similarity [?]" (which is selected) and "Greater reach [?]". Below these settings, there is a horizontal line and a paragraph of text: "Your new audience will not include people from your original audience. Audience creation may take up to 48 hours." Below this paragraph is a link: "Learn how this works." At the bottom of the window, there is a "Custom Audience Terms" link on the left and two buttons, "Create" and "Close", on the right.

When you have a lookalike audience, you can develop laser-focused ads that actually reach a large number of people. This keeps you from wasting money targeting people who don't care about you.


Instead, you only focus on people who have already shown that they're at least somewhat interested in what you're selling.

# 7

## USE AD SCHEDULING

In the beginning, you're going to let Facebook run ads for you all the time. You want to get your ads in front of your target audience at all times of day to see when people are most engaged.

Ad Scheduling ×



### What is Ad Scheduling?

Show your ads to the right people at the right time. You can schedule your ads for specific hours and days of the week.

1 of 3 Next

Depending on your audience and where they're located, **they may be more likely to click through at particular time.**

However, once you've let Facebook place your ads for a bit, take a look at your data and determine when they get the most clicks. Is it in the morning? Evening? Middle of the night? During the week? On the weekends?

"Ad scheduling" is what Facebook calls "day parting".

Also, there's no "best" times because it depends on the product and the country. **Maybe putting ads in the afternoon in Spain is horrible because they're all taking siestas.**

This will put your ads in front of the right people at the right time, driving down your ad costs.

## 8

## UPLOAD YOUR EMAIL LIST



If you have an email list, you have a powerful weapon.

Facebook allows you to specifically target people by email address, which means you can directly advertise to those who have signed up for your email list.

Rather than blasting your ad at completely cold traffic, you can talk to those who already are familiar with you and have opted in to your list.

Simply upload your list and then use that as your audience.

**Ngo Tip:** *If you don't have an email list...is there a way to pay someone to share their email list?*

# Facebook is FULL of **POTENTIAL**

When it comes to Facebook advertising, don't spray money and pray that something sticks. Spend the time doing the research, crafting the right ads, and then optimizing those ads for maximum effectiveness.

Yeah, it takes more time. No, you can't get to selling quite as fast.

But by taking the necessary time, you can double or even triple your ROI.

## **WANT MORE?**

Wanna learn more about making money from Facebook?

This is a big part of what me and my instructors teach at the [Super Affiliate Intensive workshops](#).

If you want to "buy your way in" instead of making every single mistake yourself, check out [AFFcelerator](#).

We deliver workshops in 3 locations around the globe and teach the stuff that nobody else even talks about online.

[Click here to check it out](#) if you're interested and join the waitlist!

Further Facebook Reading

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[The Affiliate Marketer's Guide to Shopify & Facebook \[Ecommerce\]](#)  
[How To Prevent Facebook Banning Your Account](#)

**TELL ME MORE!**