

FACEBOOK

AD

GENIUS



LEARN THE LITTLE
KNOWN SECRETS
OF FACEBOOK
ADVERTISING TO
DRIVE MASSES OF
TRAFFIC TO YOUR
WEBSITE

LEGAL TERMS

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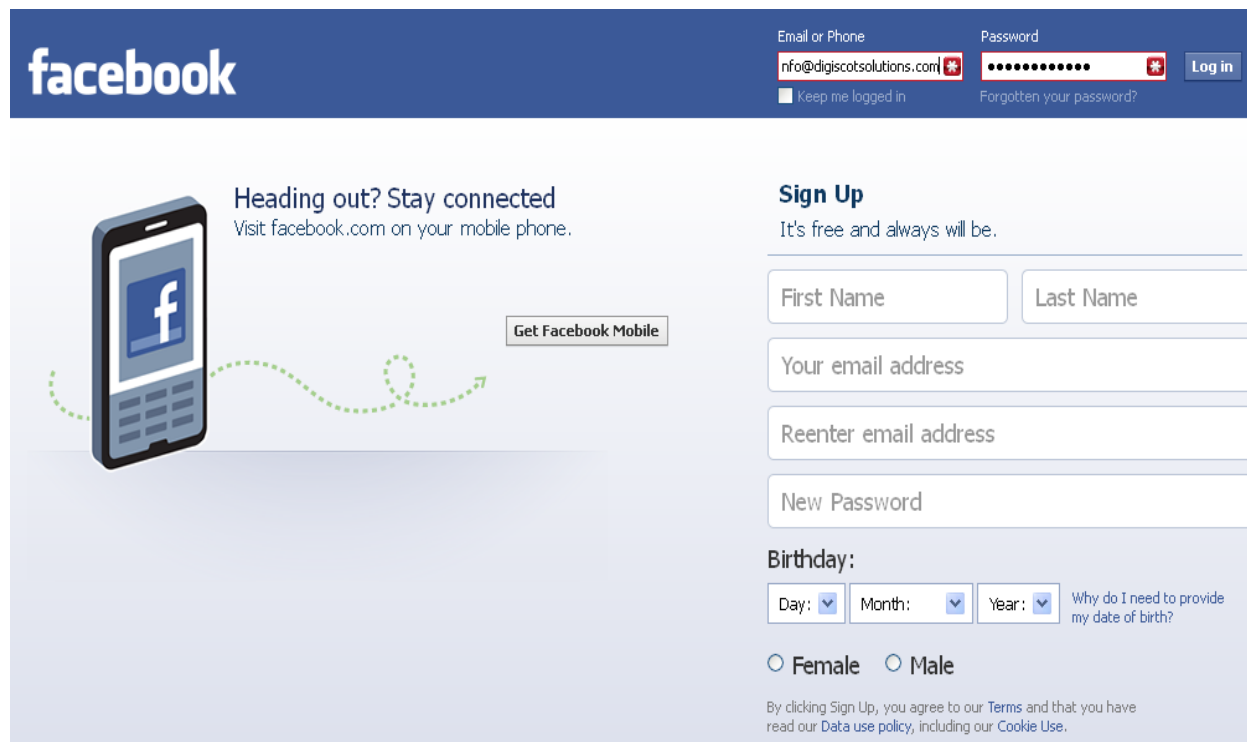
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FACEBOOK AND YOUR BUSINESS

Since its launch in 2004 Facebook has quickly become an everyday part of most peoples life with over 1.3 billion users and 1 billion mobile users there is no doubting the massive impact Facebook has had.

In fact Facebook users spend 700 billion minutes on Facebook a month with the average user logging on for at least 20 minutes a time.



The image is a screenshot of the Facebook homepage from 2014. At the top is a dark blue header with the Facebook logo on the left. On the right side of the header are the login fields: "Email or Phone" with the text "info@digiscotsolutions.com" and a red asterisk icon, "Password" with a masked password "*****" and a red asterisk icon, and a "Log in" button. Below these fields are two links: "Keep me logged in" and "Forgotten your password?".

Below the header, the page is split into two main sections. On the left, there is a promotional banner for Facebook Mobile. It features an illustration of a smartphone with the Facebook 'f' logo on its screen. To the right of the phone, the text reads "Heading out? Stay connected" and "Visit facebook.com on your mobile phone.". A green dotted line with an arrow points from the phone towards a button that says "Get Facebook Mobile".

On the right side of the page is the "Sign Up" section. It starts with the heading "Sign Up" and the subtext "It's free and always will be.". Below this are four input fields: "First Name", "Last Name", "Your email address", and "Reenter email address". Below these is a "New Password" field. Further down is the "Birthday:" section, which includes three dropdown menus for "Day:", "Month:", and "Year:". To the right of these dropdowns is a link that says "Why do I need to provide my date of birth?". Below the birthday section are two radio buttons labeled "Female" and "Male". At the very bottom of the sign-up section is a small line of text: "By clicking Sign Up, you agree to our Terms and that you have read our Data use policy, including our Cookie Use."

So what does this mean for your business and how can Facebook help you grow your business both locally and wider afield?

The reality is that majority of businesses now have a Facebook page, if they don't then they should have.

If we are spending at least 20 minutes each and every time we log on to Facebook then the likelihood is that we will be browsing through multiple posts and pages, making us a perfect targeted market for your sales promotions and give always, even just for increasing your brand awareness.

With statistics like these Facebook can help you capture your local market but with its potential for huge global reach, you can target new clients further afield.

So how can you capitalize on this and use the power and magnitude of Facebook to help your business grow?

Put simply by using the different forms of Facebook advertising, Facebook has the exposure your advertising needs to capture attention, generate traffic in your businesses direction and help you realize your sales goals.

While the numbers are clearly eye-catching, they are not the only things that make Facebook an attractive marketing source.

The social nature of the website is a powerful tool in an advertisers favor as the potential of your posts and ads going viral is massive, that is if you carry them out correctly.

WHAT IS FACEBOOK ADVERTISING?

So what exactly is Facebook advertising?

There are a variety of ad options available to you and you can choose your budget and how long your ad will run for.

When it comes to placing your Facebook ad you can set a budget as low as \$5 a day and for as little as 1 day or alternatively you can set a lifetime budget for you ad and it will run until your budget is spent.

You then target customers that have shown an interest in your industry or niche, or are local to your area etc.

We will go over the targeting options available to you later on in this guide as this will be key to getting your Facebook advertising campaign correct.

So why should you be advertising your business on Facebook? Is this really an area you should be spending your advertising budget?

Well the simple answer is YES. The truth of the matter is that you can't afford not to advertise your business on Facebook unless of course you don't want to reach more customers, expand your branch reach and










make more sales?

Facebook is still the worlds biggest social media resource with over 1 billion active monthly users, it has one of the lowest spends on CPM/CPS with 70% of advertisers reporting a return of up to 3 x their spend.

In essence it allows you to connect with your customers on a more personal level, build trust in your business and grow your brand in the process.

FACEBOOK AD OPTIONS

There are various different Ad options available to you, depending on what your desired outcomes are the ad options are as follows:

Choose the objective for your campaign	Help: Choosing an Objective
 Clicks to Website	
 Website Conversions	
 Page Post Engagement	
 Page Likes	
 App Installs	
 App Engagement	
 Event Responses	
 Offer Claims	
 Video Views	

CLICKS TO WEBSITE

This type of Ad is great for driving traffic from Facebook to your website or blog. This is the Ad to run if you want to increase visitor numbers to your website and show your Facebook fans what your website can offer them.

If you are looking to promote your blog content then this blog is perfect for driving traffic to it and increasing awareness of what you have to offer.

WEBSITE CONVERSIONS AD

Website conversions Ads are perfect if you have a sale on your website, run an e-commerce website or have a special offer you are running. This type of Ad will drive traffic from Facebook to your chosen landing page.

Your landing page will be the page that has your products or special offer etc.

Just like the clicks to website ad you will have to enter your URL Facebook will then give you a custom tracking pixel for you to enter onto your website so that you can track the number of conversions that you get via Facebook.

PAGE POST ENGAGEMENT

With Facebook organic reach dropping to less than 10% for most pages, one of the best ways to ensure your posts are seen by more people is to promote your post.

Promoting your post is very simple to do, you can either do it within Ad Manager or you can do it directly under the post itself.

You can boost your post for as little as \$5 and it has been known to dramatically increase page reach and interaction.

PAGE LIKES

Like Ad's are essentially where you place an advert to increase the number of likes that your Facebook page has.

There are 4 different types of “like” Ads you can target. You place the Ad's the same way you just change the targeting depending on your desired outcome.

The different type of “like Ad's” are:

LIKE AD TARGETING YOUR EMAIL LIST

This is where you target people who have already signed up to your email list, they are already fans of your products and services and therefore it is highly targeted and can bring you great results as they are very likely to like your page as they have already signed up to your list

To target your email list you need to create a custom audience and this can be done using Facebook Power Editor.

You then input your email list and Facebook will look for users who use that email address for their Facebook login and they will then target your Ad to them, it has to be an exact match however so don't expect a 100% match for your list as some people will use a different email for their sign ups to the one they use for their Facebook account.

This really is a great choice for any of your advertising campaign as you are targeting people who are already fans and customers to the relationship is already established.

LIKE AD TARGETING VISITORS TO YOUR WEBSITE

Again this is a highly targeted option for you to consider, it targets recent visitors to your website, you need to install a custom audience pixel to your website which Facebook will provide you with, this is another great option for targeting people who have already visited your website so are familiar with your business name, your branding and the products and services that you have on offer.

Due to the fact they have recently visited your website you will be more likely to stand out when you appear on their news feed and therefore they will be more inclined to add a like to your Facebook Page, which in turn will allow to develop and grow your relationship with them further.

NICHE LIKE AD

This is where you target an audience that is based on fans of your industry or niche.

When you are targeting the niche you are in for likes its important to exclude your own pages fans, as they already like your page and therefore it would be a waste of your ad budget to include them in the targeting of your like ad.

LOCAL LIKE AD

This is where you target an audience based on their geographical proximity to your business, this is the perfect ad to run if you want to grow your brand and reputation in your local area.

While targeting local likes is great for your business, especially if its a business like a hotel, pub or shop that people come to visit, you still have to carefully consider the other targeting options available to ensure that you get the best results.

So why should you “Pay for Likes” well why wouldn't you? Its a wonderful way of attracting new fans to your page that are highly targeted and therefore are likely to go on to become customers.

It allows you to build your brand awareness, create a targeted audience for your brand that you can then go on and build a relationship with.

Facebook App Instillation's & App Engagement Ad's

Advertising your Mobile App just got a whole lot easier, thanks to Facebook's most recent changes when it comes to advertising your App to Facebook users.

Those who wish to Advertise their App on Facebook can now link their app to Facebook by simply entering a destination URL to their app on Apple's App Store or Google Play.

With the latest changes Facebook are aiming to take full advantage of the growth in mobile advertising, which has been quite simply staggering and is showing no signs of slowing down. In fact mobile Ad spend is expected to rise to \$37 billion by 2016

Therefore it should come as no surprise that marketer are looking for new ways to drive awareness, engagement and sales of there Apps and Facebook is trying to put themselves in pole position for a slice of that Ad revenue.

Companies have already started to trial using Facebook's Mobile App install Ads and have found that not only are the getting very good results its proving to be a very cost effective way to advertise.

Advertising An Event Through Facebook

Facebook is a wonderful way of promoting your event, as long as you go about it in the right way.

The great thing about this type of event advertising is that it can be done for just about any type of event it could be an event in a physical event such as an event at a hotel or pub, it could be a concert you have to promote but it could also be an online event such as a webinar or online sale night etc.

If it is a physical event you will need to make sure you set the targeting for your local area as people will be required to physically go there, keep your headline short and to the point as that will get the best results.

You will have to create a page for the event on your time-line and then you will be able to promote it but the event has to be created first.

Think about the timing of your event you want to give people plenty of notice and have a significant period of promotion for the event before the actual event date.

You will also want to invite people to your event using your Facebook friends list, only don't do this too often you don't want it to feel like you are spamming your friends!

Then once your event has been created, you have invited your friends, created and targeted your Ad all you need to do is track the results and change it up a bit if you want higher conversions.

Running A Facebook Offer

Facebook Offers is a great Ad campaign to choose if you have a special offer to promote or a great sale you are having.

Facebook offers is essentially like running your owngroupon deal through your Facebook page!

It provides business a great opportunity to turn likes into sales, you are essentially posting your offer or discount to Facebook users in the form of a coupon that they claim and then can use within the timescale you set when you placed your Ad.

You can set these Ads up from Facebook Manager or Facebook power editor, however you have to have created the offer in your time-line first.

You choose how many of the discount coupons or special offers prices are available and when they need to be used by, giving you complete control over the offer.

Users will claim the offer and the details on how to claim their offer will be sent to their Facebook email address, they will also be given a reminder to use their offer just before it is due to expire.

However you will not be given the users email address, you will be told how many people have claimed your offer, but the users email address will remain private.

This is a wonderful tool for getting people to turn from fans to customers as people generally love an offer and its been proven that Facebook offers are generally well received.

AD'S FOR VIDEO VIEWS

This is Facebook's latest Ad option and is similar to the other Ad options they have except this time you a running an Ad to increase video views.

This is perfect for promoting videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

You will be able to upload your video in Ad manager.

HOW TO SET A FACEBOOK AD

Facebook Ads are easy to set up, with a step-by-step process that guides you clearly through the creation of your Ad and with the new raft of features you can target your ad to your preferred target market better than ever before

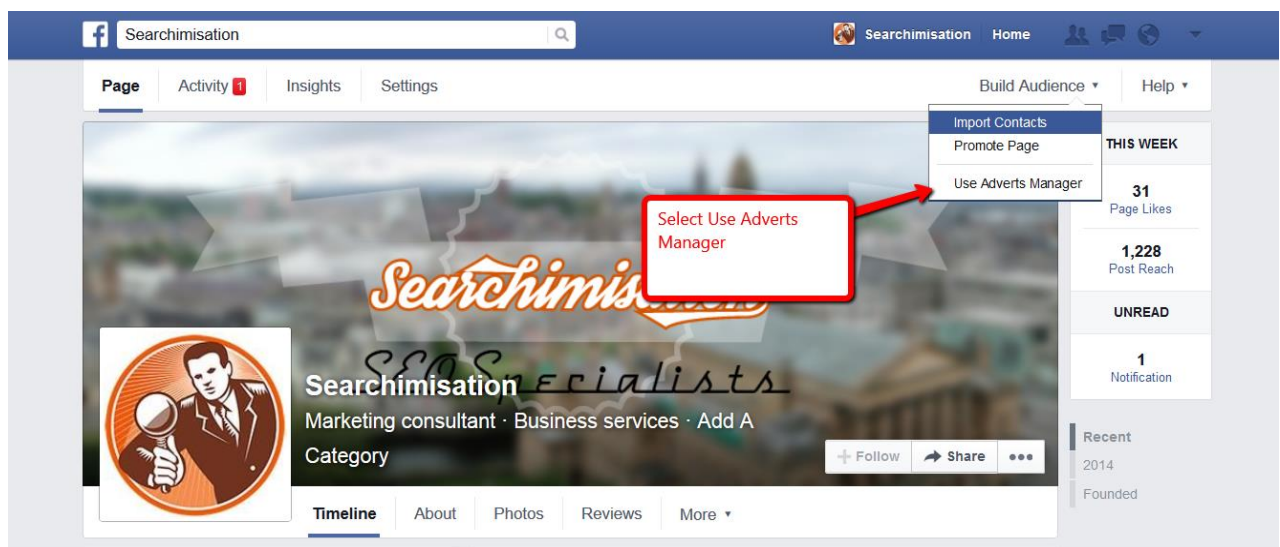
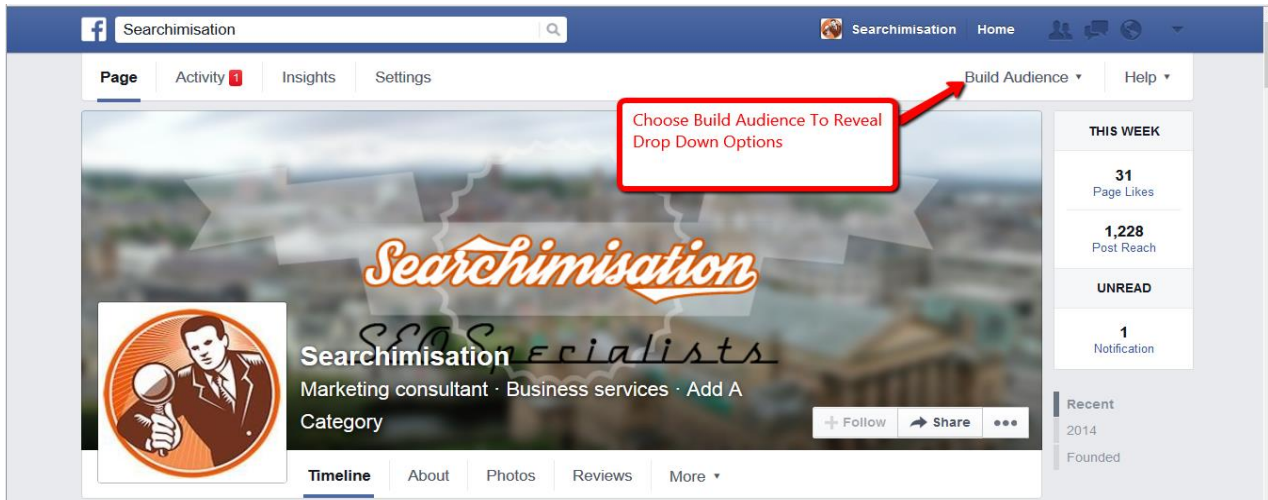
There are two ways to place your Facebook Ad you can use Facebook Ad Manager or you can use Facebook Power Editor.

Power Editor is Facebook's bulk editing and management tool and it offers you some additional options that are not available on the main Facebook Ad Manager

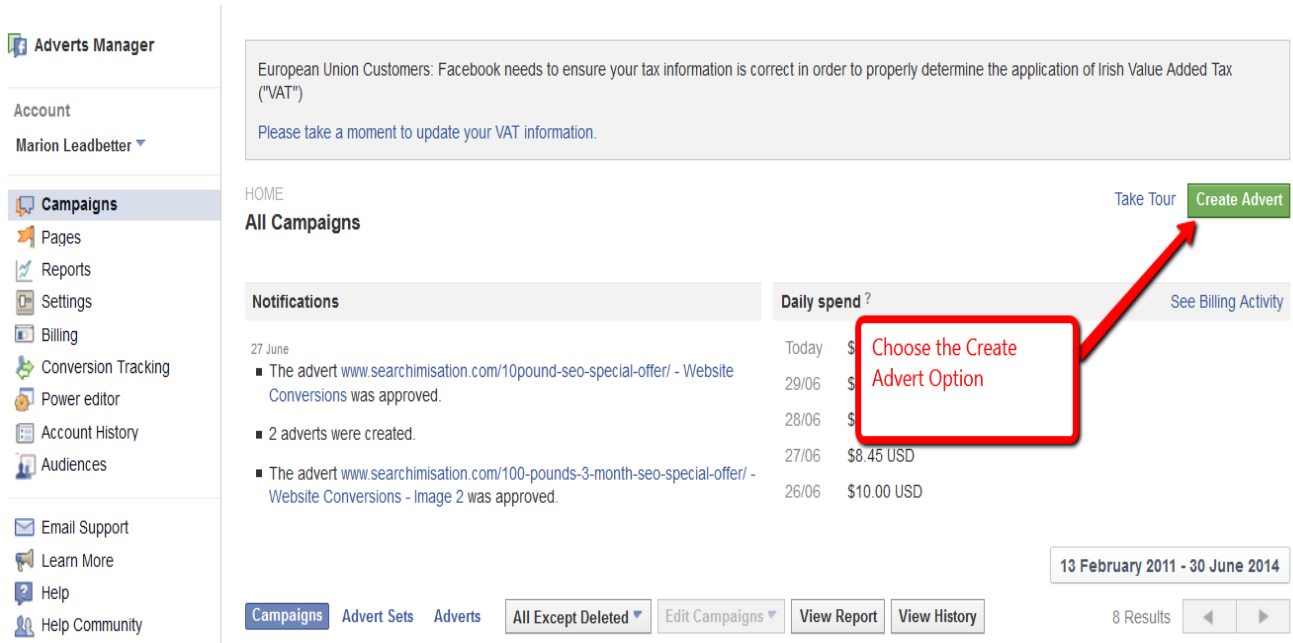
When you are placing your first ad on Facebook most people will use the Facebook Ad Manager, so we will go over the main steps on how to place your Ad using Ad manager.

This has had another overhaul lately (Facebook are forever making changes to the layout and look of their Ads options and structures) So now when it comes to placing your Ad using Ad manager you will use the following options.

Step 1: Choose Build Audience and then Adverts Manager



Step 2: Choose Create Ad option



European Union Customers: Facebook needs to ensure your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT")

Please take a moment to update your VAT information.

HOME

All Campaigns

Take Tour **Create Advert**

Notifications

27 June

- The advert www.searchimisation.com/10pound-seo-special-offer/ - Website Conversions was approved.
- 2 adverts were created.
- The advert www.searchimisation.com/100-pounds-3-month-seo-special-offer/ - Website Conversions - Image 2 was approved.

Daily spend ?

Today	\$
29/06	\$
28/06	\$
27/06	\$8.45 USD
26/06	\$10.00 USD

See Billing Activity

13 February 2011 - 30 June 2014

8 Results

Campaigns Advert Sets Adverts All Except Deleted Edit Campaigns View Report View History

Step 3: Decide on the Objective For Your Ad


Advertise on Facebook

[Help: Choo](#)

Choose the
objective for your
Facebook Ad


What kind of results do you want for your adverts?

 Page Post Engagement

 Page Likes

 Clicks to Website

 Website Conversions

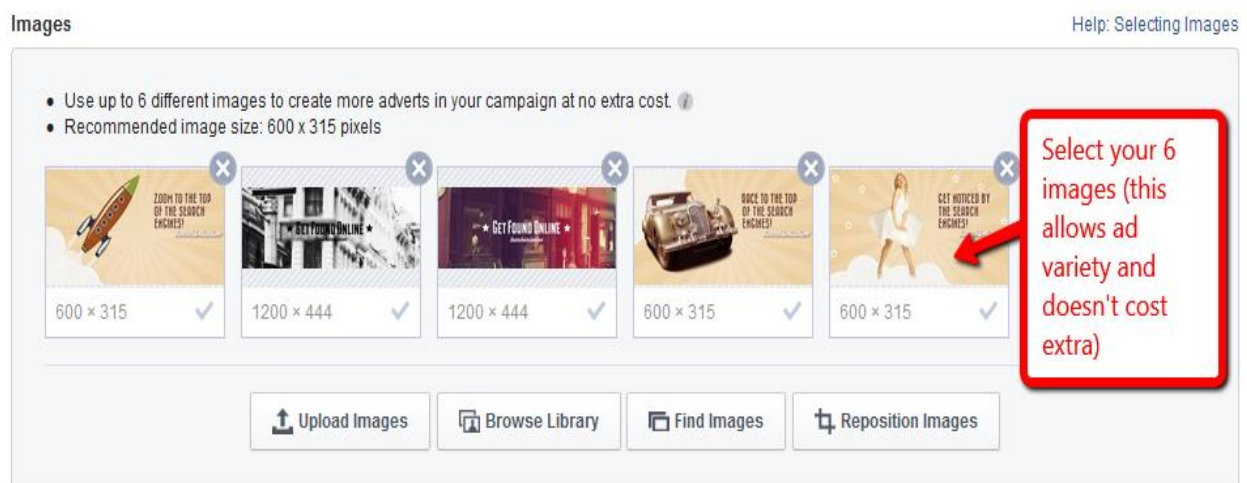
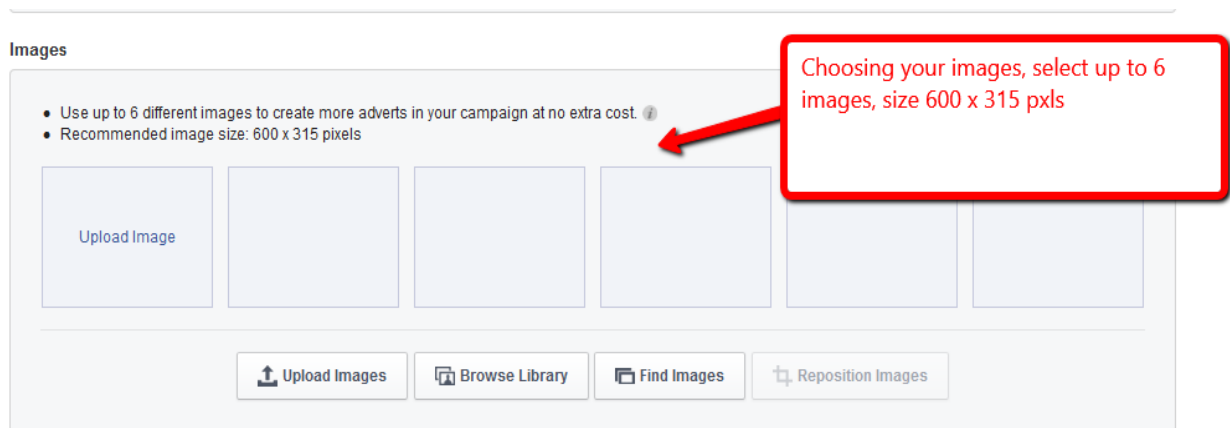
 App Installations

 App Engagement

 Event Responses

 Offer Claims

Step 4: Selecting Your Ad Images



Make sure when setting your Ad image you stick to Facebook 20% text rule, this is where your Ad can't have more than 20% writing on it, you can use the Facebook Grid tool to make sure your Ad sticks to this rule.

Each grid square is worth 4%, highlight the text boxes and the grid tool will let you know what % of your image contains text copy.

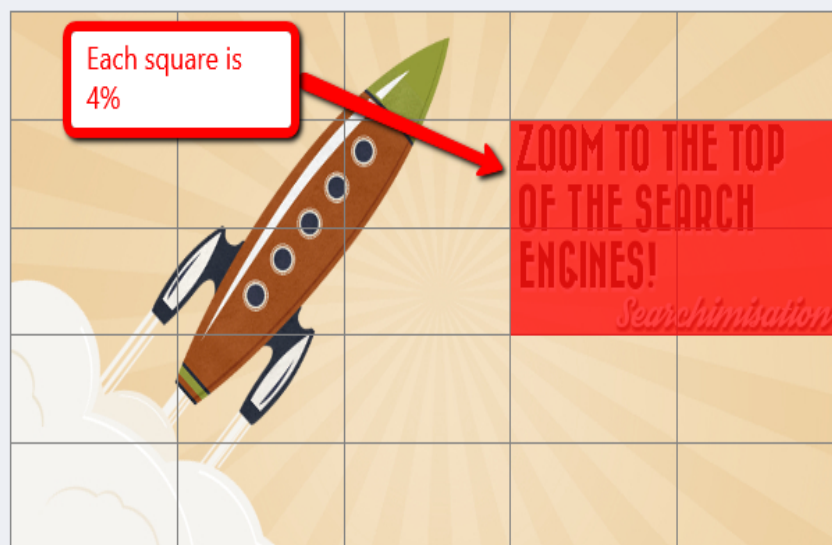
The Image below shows an Ad image using the grid tool.

Grid Tool

Adverts that have more than **20% text** in their image won't be approved to run in the News Feed. Too much text can look like spam and make people think that your advert is low quality. Make sure you use the headline and body of your advert to tell people more about why you're advertising and what you want them to do. [Learn more about Facebook's Advertising Guidelines.](#)

Upload an image below to see how much text you're using. After you upload an image, we recommend marking five boxes on the grid in order to determine whether your creative content is likely to be acceptable to show in the News Feed.

Upload your image x Facebook 100 pound seo ad 1.jpg



Click on all boxes that contain text to see whether your image is covered by less than 20% text. Learn more about how to do this in the [Help Centre](#)


Based on the boxes you've selected, your image is covered by **16% text**. If marked properly, this image may be used for an advert in news feed.

4 squares have text so only 16%

Step 5: Write Your Ad Copy

Text and Links

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your advert will link to your site, but it will show as coming from your Facebook Page.

 Searchchimisation ▼ +

or [Turn Off News Feed Adverts](#)

Headline ⓘ

SEO Company Paisley

Text ⓘ

SEO Paisley - Searchchimisation.

Call To Action (optional) ⓘ

No Button ▼

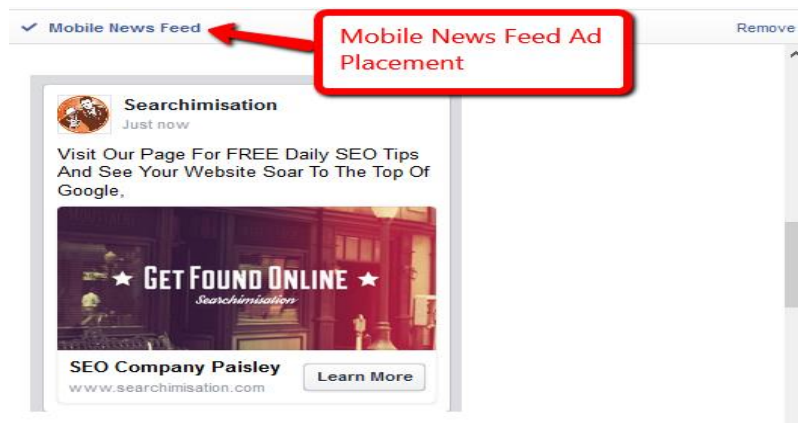
[s/create/?act=205328295#](#)

Annotations:

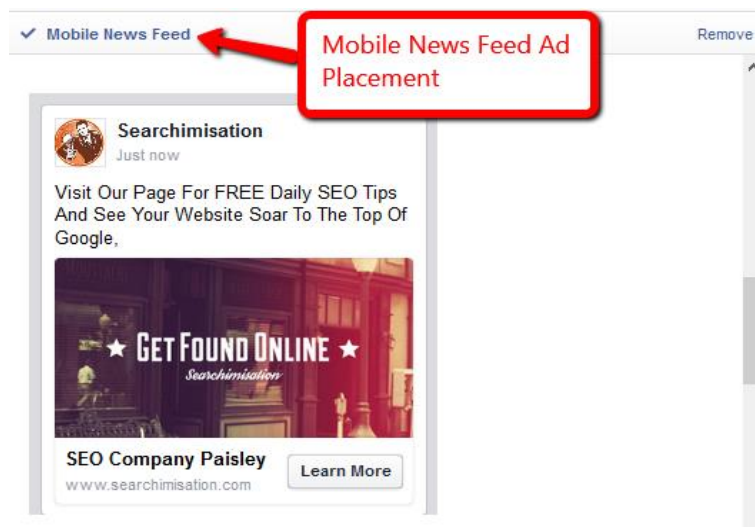
- Red arrow pointing to the Headline field: **Create your headline**
- Red arrow pointing to the Text field: **Create your Ad Copy**
- Red arrow pointing to the Call To Action dropdown: **select a call to action button**

Step 6: Choose Your Ad Placement Position

1. Desktop News Feed Ad



2. Mobile Desktop Ad



3.Right Column Placement:



Step 7: Set Your Targeting Options

A screenshot of the Facebook 'Audience' targeting interface. On the left, under the 'Audience' tab, are various targeting options: 'Locations' (set to 'United Kingdom' with a sub-option 'All United Kingdom'), 'Age' (set to '13'), 'Gender' (set to 'All'), 'Languages' (with a search bar and 'More Demographics' button), 'Interests' (with a search bar and 'Browse' button), 'Behaviours' (with a search bar and 'Browse' button), and 'Connections' (with radio buttons for 'All' and 'Advanced connection targeting'). A red arrow points from a red-bordered box labeled 'Choosing Your Ad Targeting' to the 'Audience' tab. On the right, the 'Audience Definition' section shows a gauge with the needle pointing towards 'Broad', accompanied by the text: 'Your audience selection is broad. This requires a large budget.' Below this, 'Audience Details' shows 'Location: United Kingdom' and 'Potential Reach: 36,000,000 people'. A link 'Help: Choose Your Audience' is in the top right corner.

Step 8: Set Your Budget and Schedule

Campaign Pricing

Campaign ⓘ www.searchimisation.com - Website Clicks [Change Campaign](#)

Advert Set Name ⓘ GB - 18+


Budget ⓘ Per day ▼ \$5.00

Schedule ⓘ ☒ Run my advert set continuously starting today
☐ Set a start and end date

Bidding ⓘ Bid for clicks ▼

Pricing ⓘ Your bid will be optimised to get more clicks on your advert. You'll be charged each time your advert is served.
☒ Automatically optimise your bid to get more clicks
☐ Manually set your maximum bid for clicks (CPC)

[Hide Advanced Options](#)



Set your daily budget and time schedule

Step 9: Review Your Ad And The Hit Place Order

When you are happy with it your place it for review

Review your ad first



☐ Manually set your maximum bid for clicks (CPC)

[Hide Advanced Options](#)

[Questions about creating your adverts?](#)

[Place Order](#) [Review Order](#)

By clicking "Place Order", you agree to the [Facebook Statement of Rights and Responsibilities](#) including [Guidelines](#). We do not use sensitive personal data for advert targeting. Topics you choose for targeting your values of users. Failure to comply with the Terms and Conditions and the Advertising Guidelines may res



What Is Facebook CPC?

CPC, stands for “Cost-per-click”, is a way of advertising where if someone clicks on an advertisement that they see via a site such as Google or Facebook then the business pays marketing the marketing company for each click.

If the Ad gets no click then you don't pay a penny but you still get some exposure.

Facebook's CPC option works in a very similar fashion to that of Google AdSense PPC campaign, in that a business or individual can bid on keywords that are related to their business.

If you win the bid for your preferred keyword then you agree to pay “x” amount of money for each click.

How To Use Facebook CPC

All you need to do in order to get started is again go “Create an Ad”, very much as before however this time you will choose the option for Pay Per Click

Next is the “Targeting” section of the form. This section is what really makes Facebook PPC worthwhile. With “Targeting”, you can actually choose who you want to see your ad based on a number of factors, such as:

- ✦ Age
- ✦ Gender
- ✦ Marital status
- ✦ Facebook “interests”
- ✦ Service area

As you narrow down your target market, Facebook will give you a general idea of the number of users who will be targeted with your campaign

You have two budgeting options: a lifetime budget, or a daily budget.

The lifetime budget will send the max amount of traffic to your site in the least amount of time possible.

The daily budget will send traffic to your target site just a little bit at a time until your Facebook campaign is over.

What Is CPM?

CPM stands for cost per 1,000 impressions. In other-words you pay whenever anyone sees your AD

When you set up your ad on Facebook, It will show you how many people are expected to see your ad in other-words the impressions range of your ad say between 3,000 and 5,000 for a \$20 budget.

So if your goal is to get more likes for your Page, your ad will be shown to people in your target audience who are most likely to also like your Page.

However you pay once your number of impressions have been reached and your budget spent even if very few of those impressions actually clicked on your ad and came through to your page!

FACEBOOK TARGETING

Targeting is the most vital part of your Facebook ad campaign, if you don't target the right audience then your ad is doomed to failure!

The first thing you will have to do when it comes to setting the targeting for your Ad is set the demographics.

AD DEMOGRAPHICS

You select your Ad demographics from the following options:

- Age
- Gender
- Languages
- Relationship Status
- Education
- Work
- Ethnic Affinity
- Generation
- Parents
- Politics (US)
- Life Events

Once you have set your demographics then its on to the main ways of

targeting your Ad to maximize your return.

There are several main ways for you target your ad you can target your audience using the following:

- Interests
- Fans
- Custom Audiences (email)
- Website custom audiences
- Look a like audiences

INTERESTS

One of the first ways to target your Facebook ads is by targeting their interests, when you do this you are targeting Facebook fan pages of people, groups, magazines or TV shows, that are similar to your industry or niche.

For example if you were running an ad about list building then you would target pages like AWeber, Infusionsoft, MailChimp, fans of these pages are interested in building an email list.

Targeting interests is perfect for people who are just starting out, who don't have an email list, or not getting a lot of traffic to their website so

couldn't use some of the other options that would require then to have a substantial email list or high volumes of traffic to their website.

However there are some downsides of Targeting Interests.

The name of the Facebook page may not be available, sometimes when you are targeting fans of a particular page, when you type the page name in Facebook doesn't recognize it even if it has a large fan base.

The first thing to do is double check the exact name of the page (try copy and pasting the name in.) if that doesn't work then you may have to accept you can't target them, its just a strange Facebook glitch that some page names can be targeted and some can't.

The other downside to targeting the fans of another page is that you're assuming that target pages have built a highly relevant audience. What if their fans were bought or brought in through poorly targeted advertising?

So while interest targeting through is still a highly effective method of targeting you will want to set further targeting perimeters as soon as you possibly can to maximize your results and make your ad more highly targeted.

CUSTOM AUDIENCES (EMAIL LIST)

This is where you target your email list with your ad preferably your most valuable list, Including those who subscribed to your newsletter and those who bought from you.

To target your email list you need to take an existing list you have (email list) and export that list from your email service provider then you want to upload it to Facebook. Then once you have done that Facebook checks your list against their database to see how many people they have on their database that match yours.

For this type of targeting to be effective then you need at least 100 matches, if you have a small list and you upload it and Facebook only finds 58 people that match, then it's not going to work.

Another good tip for this one is to Create ads that target your email subscribers who aren't currently fans, this is especially good if you are looking to increase your likes.

The advantages of this type of targeting is that it gives you another touch point with your subscribers, They're getting your emails, but they may not open them, but now they get to see your ads. It's another way you can be in front of them.

However like all forms of targeting it has its disadvantages and for this one its the size of your list for this type of targeting to work you need a decent sized email list.

CUSTOM AUDIENCES (WEBSITE VISITORS)

Website Custom Audiences is a way of targeting that lets you create Facebook ads of users who have visited your website.

With WCA you can create any normal ad type. Your ad can be related to your Facebook page, a page post, offer, event or application.

You can run ad's targeting non-fans who visited your website to increase your number of relevant Facebook fans.

With Website Custom Audiences, you can generate ads that target recent visitors to your site and entice them to like your Facebook page, or sign up for your offers while your content is still fresh in their minds.

The main advantage of targeting website custom audiences is that you can reach well beyond your core fans and email subscribers and advertise to your website visitors that you would have otherwise missed.

The main disadvantage with website custom audiences is that your website needs to be receiving traffic.

LOOKALIKE AUDIENCES

Lookalike Audiences is where Facebook generates an audience of users you can target who are similar to your Facebook fans or one of your Custom Audiences.

The key with this type of targeting is that you aren't guessing which brands to target. You are using your fans, proven customers or website visitors as the starting point for this lookalike audience list.

For a Lookalike targeting you need to have at least 100 fans to do a lookalike of your current fans.

Audiences can be optimized for similarity or greater reach.

Optimize for Similarity: When you optimize for similarity, Facebook will find the people who are most similar to your existing Custom Audience. The estimated Reach of this new audience may be smaller, but it will be precise

If you choose to optimize for greater reach, Facebook will find more people who are similar to your existing Custom Audience but the match will be less precise.

The Targeting for greater reach includes the top 5% of users while optimizing for similarity includes only the top 1%.

When you optimize for greater reach, that segment will include the list optimized for similarity.

Though it goes without saying this this type of targeting is only a benefit if your Facebook fans are already well targeted.

SPLIT TESTING YOUR FACEBOOK AD

When it comes to advertising on Facebook one of the most important things to need to do to maximize your results is to split test your Facebook Ad's and your Facebook Posts for that matter.

Split testing is also know as A/B testing and it is the best way to make sure you maximize the reach and impact of every Facebook post and ad that you place, to ensure every post is gets maximum engagement and each ad you run converts as highly as it can.

Split testing is where you have two ads who are similar to each other with just a few differences and you then see which ad converts best for you and brings you closest to your goals, you then keep that Ad that is working best and ditch the Ad that isn't.

Split testing is a fairly simple concept but it has a massive impact on your Ad campaign results.

The changes you make between ad's can be as subtle as a different font or color or it could be a different image, different headline or copy.

Don't be afraid to be creative with your copy and headline text, you are testing these Ad's so if it doesn't work you can easily ditch it, but its

worth having a go and mixing your copy up a bit.

The other thing to test is obviously your target audience you can have a difference in your targeting options and see which targeting set brings you in the best result

Perhaps you target CPM for one Ad and CPC for the other, or perhaps its the placement of your Ad that you use for the split test.

When you are at the split test phase of your ad campaign use a relatively small daily budget for your Ad until you know which ones are working for you and are therefore the ones you are keeping and will then spend more of your Ad budget on.

Make sure you use a different conversion tracker for each ad and keep a close eye on your Ad manager for the conversion and reach figures.

Split testing may seem like a step you want to miss when you are eager to start advertising and bringing in leads and business but it really is a step that you can't afford to miss, trust me split testing will make your Ad campaign so much more effective and the results you get will make it