Welcome! 😊

Please introduce yourself!

Name, Business, Facebook Ads Experience
A bit about me...

I run a social media agency and podcast that specializes in social media and advertising.

Manage clients, as well as consult and train.

...with a focus on Facebook and Instagram Ads.
A bit about me...

More than **20 years experience**

and **millions $** of dollars earned for clients

and my own business using

online marketing strategies.
A bit about my home life...

**Personal Side:**
Live in Farmington, Married with 2 Boys
+ 3 Cats and a Dog
Some Clients
Fun Fact about my Branding Online:
2018 - Speaking in Egypt
2019 – VIP Guest in Egypt
2020 – Speaking in Cairo – Digital Conference
Part 1: Facebook and Instagram Ads
CUSTOMER RESULTS – Walk my Talk

Mineralgia Lotion
70 Wholesale leads (Name, Email, Phone #, full address) for $400
1 out of 4 become wholesale customer at average LTV of $500 = $8,750

JanetEJohnson.com
CUSTOMER RESULTS – Walk my Talk 🧥

Morgan Kraut Aesthetics
34 Botox leads (Name, Email and Phone #) for $200 in under 30 days

1 out of 4 make appointment: $1,691.50 Revenue

JanetEJohnson.com
"After starting a Facebook ad with Janet we generated 28 low-cost leads to our fitness studio in under 2 weeks!"
CUSTOMER RESULTS – Walk my Talk

Burt Goldman
Healer, Spiritual Teacher, Author & Artist

"Within 2 weeks of working with Janet, we sold 2 paintings which brought in $2,400 with less than a $400 ads spend!"

To date: 6 paintings sold @ $1000 ad spend = $7,200

JanetEJohnson.com
How to Reach the Best Audiences
Audience Insights
Audience Insights

Learn more in-depth details about:
• Demographics
• Page likes
• Location
• Activity

...of your potential of audience
# Audience Insights

<table>
<thead>
<tr>
<th>Frequently Used</th>
<th>Plan</th>
<th>Create &amp; Manage</th>
<th>Measure &amp; Report</th>
<th>Assets</th>
<th>Settings</th>
</tr>
</thead>
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<tr>
<td>Page Posts</td>
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<td>Audience Insights</td>
<td>Business Manager</td>
<td>Audiences</td>
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<td>Audiences</td>
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<td>Ads Manager</td>
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<td>Business Settings</td>
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<td>Page Posts</td>
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<td>App Ads Helper</td>
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<td>Automated Rules</td>
<td>Block Lists</td>
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</tbody>
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Note: The image shows a screenshot of a user interface with a highlighted section titled "Audience Insights."
Audience Insights
Example: Organic Food
AUDIENCE INSIGHTS
Audience Tip #2 – Set up Your Pixel

Create a Facebook Pixel
Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.

- Track Website Activities
  Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.

- Improve Your Return on Advertising
  Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.

- Reach New and Existing Customers
  Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel
Audience Tip #3 – Use Custom Audiences

WARM (Custom) Audiences:
• Customer Files – email lists, phone #’s, addresses, etc
• Website Traffic – landing pages, abandoned cart
• Video Viewers
• Facebook Fan and/or Engagement
• Instagram Engagement

Next Best Audience – Lookalike Audiences:
People similar to existing audiences
SET UP CUSTOM AUDIENCES
(Pixel if needed)
Assess your Competition
Page Transparency – On Business Page
Click ‘See More’ -> Ads from This Page
You can see their ads that are currently running
Find Competitors Ads
Proven Strategies Working Now!
Strategy #1 – Retargeting to Custom Audiences

Conversion happens best with Retargeting

Your WARM (custom) audiences is where you make the $$
• Run ads with special offer to people that abandon cart
• Run ads to ask for sale to these audiences
Strategy #2 – Using Video

- Build Trust with Video
- Retarget with Offers for Lead Magnet, Webinar or Special Offer

CASE STUDY: Deck Company: Video sent in by Client

How this worked:
1. Customer Loved the Deck Railing Product
2. Showed Authenticity
3. We put ad $ ($600) to Video
4. 50,000+ views
5. Retargeted Viewers with a discount offer
6. Over $30K in Profit
How to use Custom Audiences
Strategy #3 - Instagram Stories Ads

New type of ad that need to be tested!
Sample Instagram Stories Ad
~Can use graphic, multiple graphics or video

How to do this?
Change Placement
At Ad Set Level
Must have **10,000 Followers** on Instagram to get this Swipe Up Feature in Instagram
How to get the Swipe up?

10,000 Followers
OR
Paid Ads to Instagram Stories Only
Case Study #1

Ad Results Feed vs Stories

Feed Test Results: $3.55/Lead
Stories Results: $1.60/Lead

Average Cost Per Lead: $3-$5
Stories Video

Landing Page with Opt-In

Are you OBSESSED by Pearls?

Be the first to hear about lustrous new pearl designs and haute jewelry insights, plus runway reports and red carpet inspiration. #areyouapearlgirl?

Enter Your Email

JanetEJohnson.com
Case Study #2

Webinar Funnel – Video Training

• $2.35/Lead
• 60% Conversion Rate

(Average Webinar Signup Conversion Rate is 20%!)
Case Study #3

Hopper, one of the fastest growing travel apps, harnessed the power of Instagram stories ads to reach and convert millennial North American travel enthusiasts. They persuaded them to download Hopper app and book flights through it.

Result?
- 7.5 million people reached
- 67% higher rate of app installs
- 80% higher booking rate for users

~Jumper Media
### Campaign Level – Pick your Goal

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<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
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<tbody>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
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<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
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<td></td>
<td>App installs</td>
<td>Store traffic</td>
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<td>Video views</td>
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<td></td>
<td>Lead generation</td>
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</tbody>
</table>
Ads Set Level – Edit Placements

Click button next to Edit Placements
Choose ONLY Stories

Remove all checkmarks, except Facebook and Instagram Stories
Ad Level – Choose Video
(Can create Carousel or Collections too)

- **Carousel**: Create an ad with 2 or more scrollable images or videos.
- **Single Image**: Create an ad with one image.
- **Single Video**: Create an ad with one video or turn images into a video.
- **Slideshow**: Create a looping video ad with up to 10 images.
- **Collection**: Feature a collection of items that open into a fullscreen mobile experience.

- **Add an Instant Experience**: Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new custom introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel.

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Ad Level – Choose Video

- **Carousel**: Create an ad with 2 or more scrollable images or videos.
- **Single Image**: Create an ad with one image.
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**Add an Instant Experience**
Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new custom introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. Learn more.
Uploading IMG_6419.MOV

STEP 1 OF 2
URL and Action Step

Add Website URL and Call to Action
are you obsessed by pearls?
Set up a Stories Ad
Testing

Test #1: Stories against Feed (Both Instagram and Facebook)

Test #2: Test Multiple Stories (Different Creative – Video and Graphics)
How to Review Results
How to Review Results

Goal = Cost Per Result

#1 Important Analytic

#2:
CPC (Cost Per Click)
CPM (Cost Per 1,000 impressions)
Thruplays (Cost Per Video View)
Average Benchmarks: 
See Cheat Sheet

Average CPC (Cost per Click) - $1.86
Average CPM (Cost per Impression): - $11-$20
Average Video View $.01-.03 per 3 second Video View

Average CTR (Click through Rate): Cold Audience - 1%
Warm Audience 2-3%
CTR 2-5% AVG = GOOD

Relevancy Score(ad level): Average or Above Average is goal

Email Opt-ins (Lead Magnets) Average Cost per List Building Conversion: $3-$10
Average Landing Page Conversion Rate for Freebie: 20%

SERVICE SECTOR Average CPA (Cost per Acquisition): $30 - $60+
Average Cost per Lead Service Sector: $15 - $60+
Average Cost per Lead Coaches & Booked Calls: $100

ECOMMERCE Average Ecommerce Website Conversion Rate: 1.50% - 2%
Audiences

Test different audiences and compare results
Creative

Graphics
Videos
Copy
Placement

Facebook
Instagram
Mobile vs Desktop
Stories vs Feed
Review Ad Results LIVE
You have learned a lot about ads!
Some things you may already know and some new to you!
...and some of it could be just overwhelming
Next, be sure to take action
Do yourself and take longer to see results?

Or work with someone?
I help businesses increase conversions and sales with ads...through management and/or consulting...
Happy Consulting Client

“I can confidently say I have learned so much about Facebook/Instagram ads; how to set one up, what to look out for, what things to test, when it's appropriate to change/turn-off ads, etc.

Working with her has even helped me advance in my role at Allstate Peterbilt Group. We began with her having one specific ask of her, but has now turned into asking her assistance in multiple facets of our business.

Janet is incredibly flexible, quick to respond, and easy to work with!”

~Lindsey – AllState Peterbilt
Ultimate Facebook and Instagram Ads ROI Consulting Package

- Full Facebook and Instagram Ads Audit
- Detailed Recommendations to improve ads
- 1-on-1 Coaching Calls: 2 per Month
- Access to Ads ROI Academy
- Access to Social Strategies Club
- Agorapulse Social Media Software - Facebook & Instagram
Expected Outcomes:

• Improved organic results with better optimization
• Improved documentation of ‘Return on Investment’
• Truly understand performance of results
• Save money on your ads!
  • Improved ads will cost less
Reach out at the event or set up a call!

janet@janetejohnson.com
612-221-6941
QUESTIONS?

If additional time, will run through Dynamic Ads