



Six costly Facebook ads mistakes

& how to avoid them



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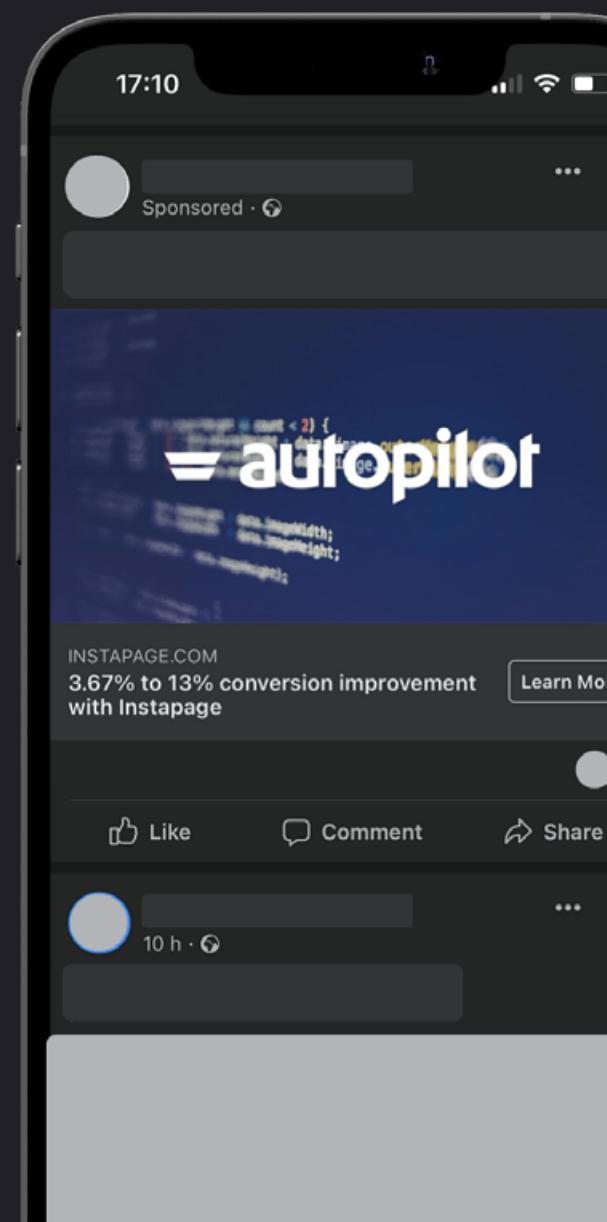
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Who we are

We are an enthusiastic and positive group of digital marketing consultants passionate about growth. However, what sets us apart is our methodology. Although we do different services like PPC, Social Media, and Automation, We aim to give clients a comprehensive and holistic service that encompasses all aspects of Digital Marketing (and even some element of traditional marketing).

Republic Marketing

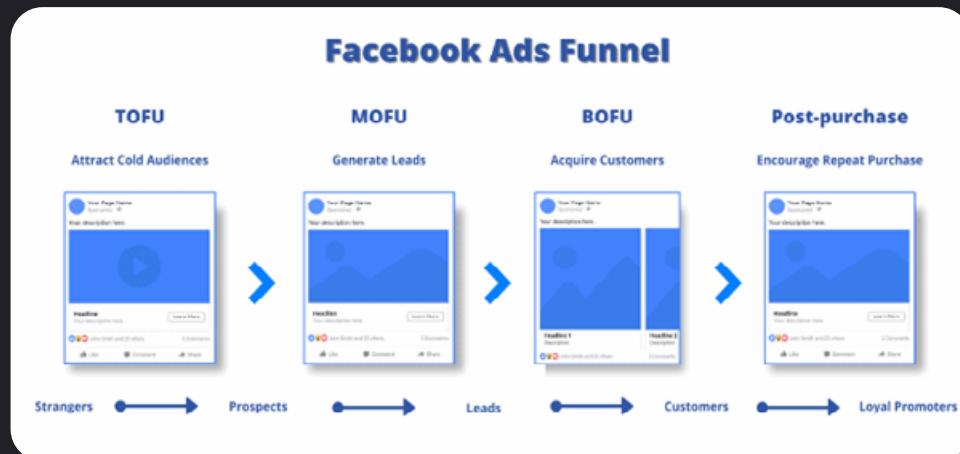


Introduction

With the recent iOS privacy updates, many advertisers find it increasingly challenging to run profitable campaigns. In this eBook, however, we will explore the top 6 Facebook Ads mistakes companies and advertisers often make and how to avoid them.

Most advertisers already know about the funnel approach, but in case you aren't familiar with this technique, we have briefly explained the various Facebook Ads Funnels below. If you already know them, you can skip this part and fast forward to the next page to read all about the top mistakes.

- Awareness – Top of the Funnel (TOFU)
- Consideration – Middle of the Funnel (MOFU)
- Conversion/Decision – Bottom of the Funnel (BOFU)



Mistake number 1

Starting off with a conversion-driven campaign too early in the process

Your Cold Audiences are practically strangers to your brand, meaning they are most likely unaware of your products or services. Unfortunately, it's often the case that companies use campaigns with the intent of users taking action way too early in the process.

Even if you're pushing free offers such as 'free trial, demo, quote or consultation', it could be seen as too invasive as most people hesitate to give up their contact details for free. In other words, the commitment level might seem to be too high.

So, you might want to start working on increasing your brand exposure first. We strongly recommend using custom and lookalike audiences for this campaign stage. Your lookalike audience's quality is determined by the depth of your initial audience data will determine the quality of your lookalike audience.

Recommended campaign types:

- Brand Awareness
- Reach
- Traffic
- Video Views
- Messages

Considering the iOS 14 updates & its tracking issues, you'll probably be better off using video marketing campaigns. Video viewer settings are not only more versatile but are also much more reliable than other campaign types. You can also create custom audiences based on how much time users have spent watching your ad, indicating interest in your message.

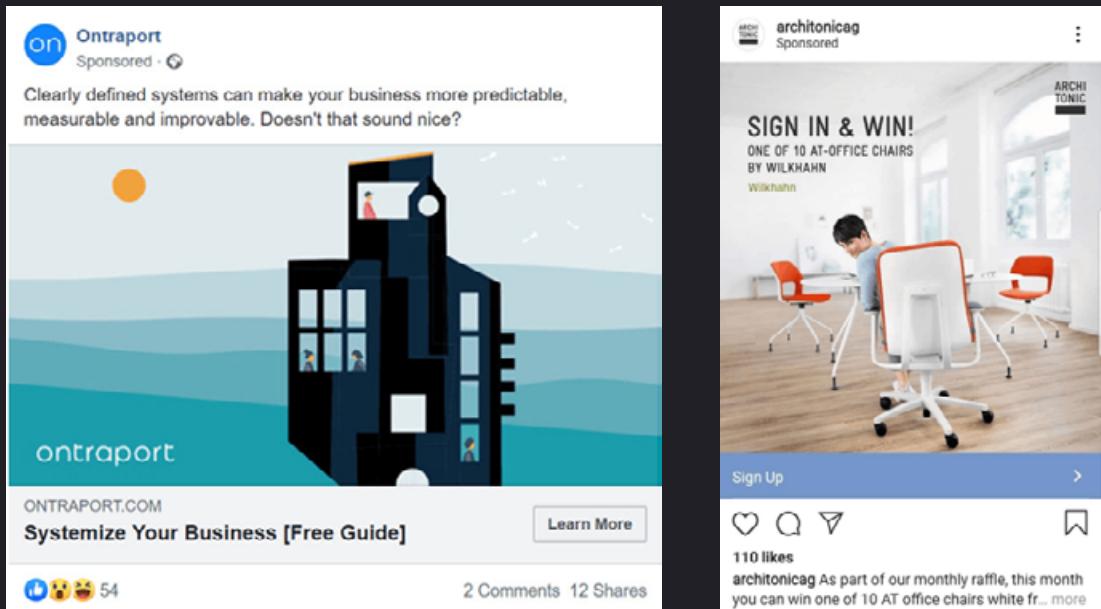
Mistake number 2

Not leveraging high-value & free content.

With the intense competition out there, to find your ideal audience and convert them into paying customers, you'll need to offer something of value in return for their attention and valuable data. An example of such value could be different types of content such as :

- Free trials
- Webinars
- Free samples
- Special deals and discounts
- Product demos
- Downloadable ebooks, reports, case studies, etc.
- Giveaways

This is a well-known tactic that many companies in both B2B and B2C environments use. Therefore, it's worth remembering that simply offering a free eBook or report may not be enough to drive conversions. It's also important to note that complicated marketing funnels won't yield as many results as they used to, especially after the iOS14 update and privacy policy changes. To make it easier, we have added some examples below of lead magnet ads.



Mistake number 2

Not leveraging high-value & free content.

Lumin, for example, has had one of the most successful Facebook Ad campaigns in a relatively challenging niche, men's skincare. Lumin heavily relied on its products' strength alongside providing free trials to gain a foothold in this growing market.

The best campaign types for this stage are:

- Engagement
- Lead Generation
- Conversions



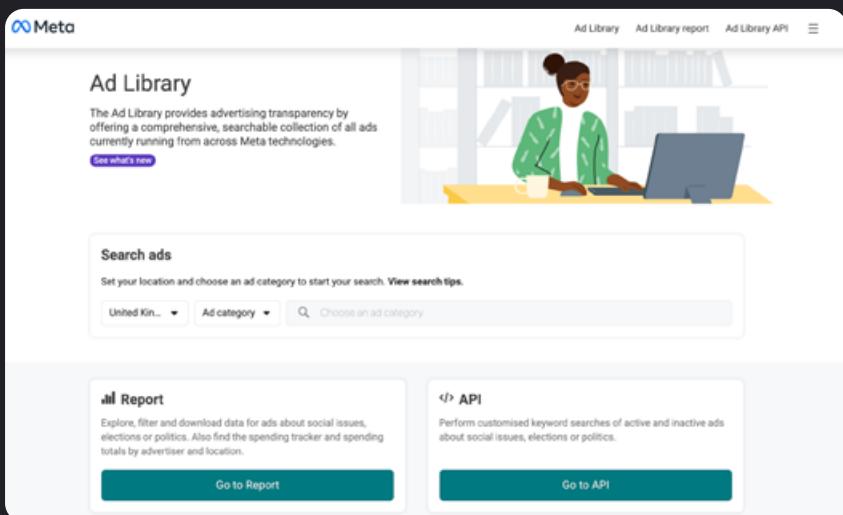
Pro Tip:

Make sure your ads have social proof and don't contain any complicated Ts&Cs so users would perceive no risk in engagement.

Mistake number 3

Missing out on what your competitors are up to.

As you are bidding on an audience that possibly overlaps with your competitors? If that's the case, you must constantly check on your competition in the context of your direct competitors and other players in the same market.



For example, you can head to 'Facebook Ad Library' and type in your competitor's name. This will allow you to see what ads your competitors are currently running. Also, make sure you've selected the correct country beforehand.

A screenshot of the Facebook Ad Library showing a specific ad from 'Megan Blinka with Goli'. The ad is sponsored by 'goli' and has an ID of 104658304057099. It features a woman holding a bottle of Goli Apple Cider Vinegar. The ad text says 'SAVE 40% OFF EVERYTHING!!!' and includes a code 'CODE: MAEGANBLINKA'. The ad is set against a background of a keyboard. Below the ad, there's a 'Shop Now' button.

Pro Tip:

When checking the Ad Library, you might see a long list of ads. However, pay close attention to the ads which have been running for the longest as those are probably the most successful ones. Once you've found a good ad, click on it to view its CTA, creative assets, and landing page.

Mistake number 4

Landing Page issues

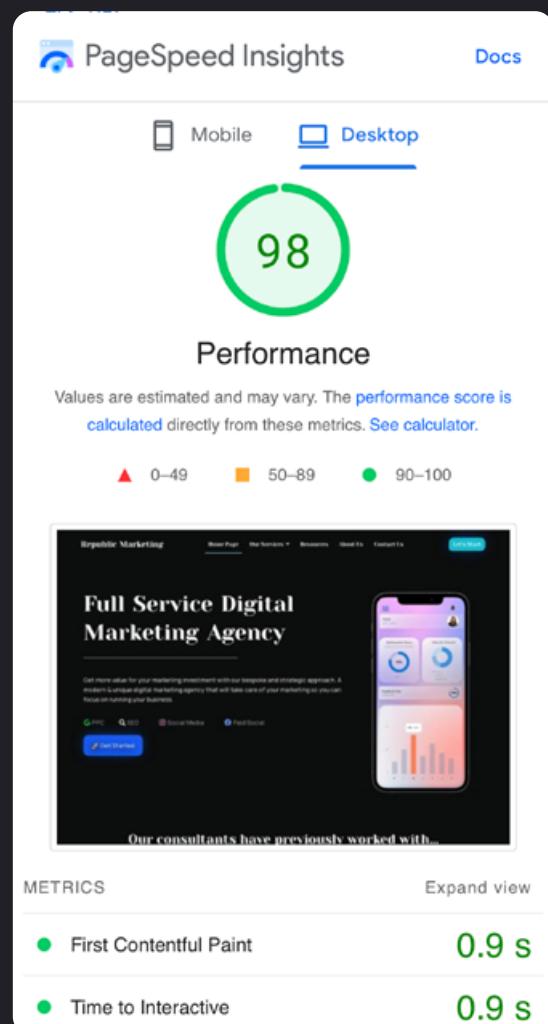
Your landing page is a crucial element of your campaign. You could have the best creative, the right campaign type and offer, but if you have issues with your landing page, be sure that your investment won't bring any meaningful return.



Load speed

The load time of your landing page is the most vital part of this equation; if the page load takes more than just a few seconds, visitors will most likely bounce off your landing page. We recommend keeping the loading time under 3 seconds.

Google Pagespeed Insight and GT Metrix are the best tools for checking your hosted landing page speed. You can also try subscribing to services that offer landing page builders, such as Unbounce. The trade-off is that tracking and attribution might be slightly more complicated; more often than not, there's also an ongoing cost associated with such services.



Mistake number 4

Landing Page issues



Design & Content

Your landing page should have the same look and feel as your ad copy and creative asset. You could quickly lose consistency when you're changing and optimising the ad creative but don't have the time or resources to amend your landing pages accordingly. Here's where a full-service agency like ours can take care of this often tedious but essential process for you.



Unique landing page

It's best practice to have a unique landing page for each campaign and customise them based on the criteria mentioned above. Whatever you do, please do not send your prospects to the home page of your site; it will cost you dearly.

If you have a below-average conversion rate ranking, Facebook will automatically charge you more in auctions and biddings than other advertisers with a better ranking. This is because Facebook prefers serving high-quality ads that provide the best user experience to protect their ad ecosystem.

Ad sets		Ads	
		1-200 of 315	View Setup
	Impressions	Quality ranking Ad relevance diagnostics	Conversion rate ranking Ad relevance diagnostics
39,100	44,194	Below average Bottom 20% of ads	Below average Bottom 35% of ads
44,741	50,619	Below average Bottom 20% of ads	Below average Bottom 35% of ads
38,614	45,006	Below average Bottom 20% of ads	Below average Bottom 35% of ads

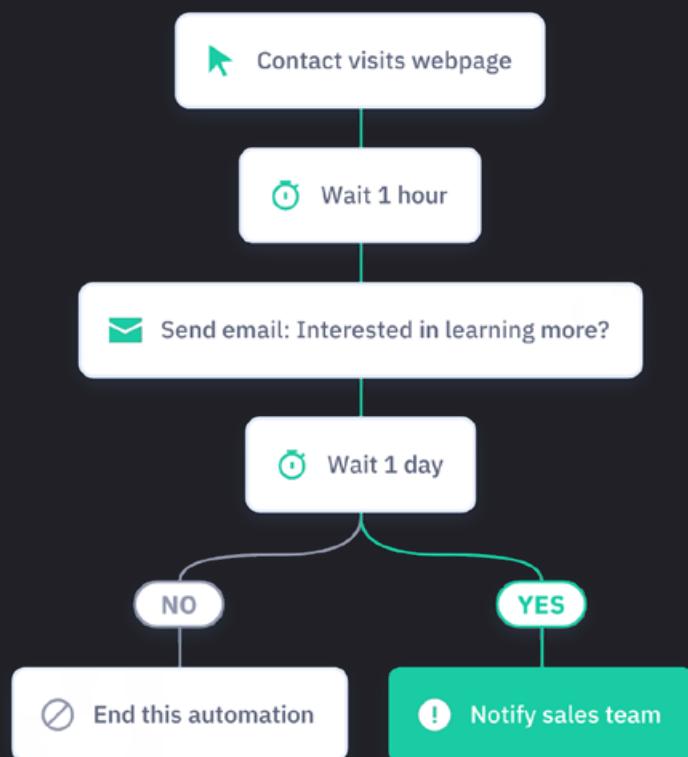
Mistake number 5

No Post-Interaction Plan & Marketing Automations

As we've mentioned earlier, you'll need to have a multi-touchpoint funnel approach to your Facebook ads. Firstly, you'll need two types of campaigns to convert your cold audience into warm leads.

Secondly, once your prospects have engaged with your content, you'll typically need to run marketing automation sequences to nurture your leads. Softwares such as ActiveCampaign or Hubspot are excellent tools when it comes to marketing automation. A marketing sequence will reduce the manual interactions and provide a more straightforward plan for your sales team.

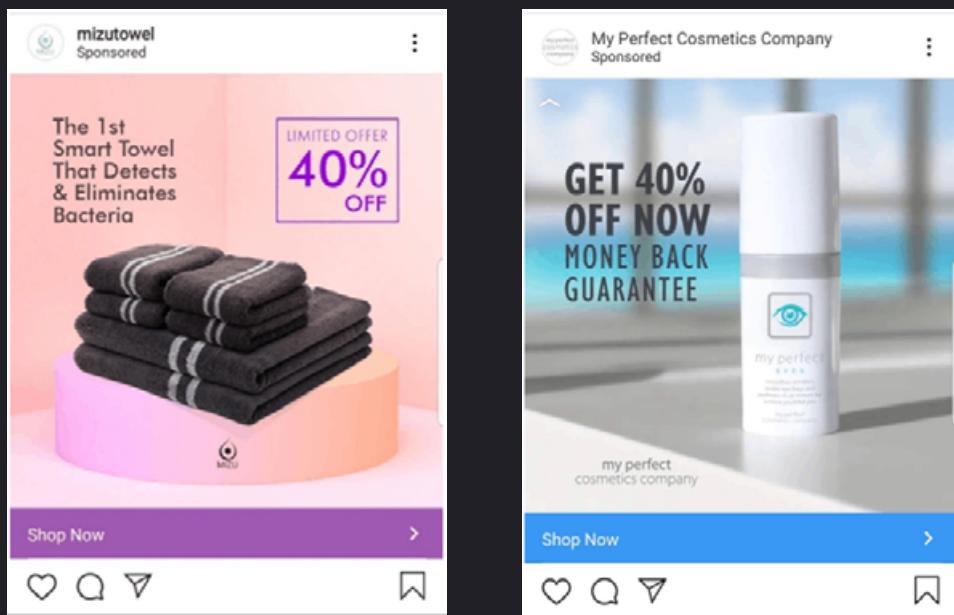
You can also specify when and how each team member should engage with these warm leads. For example, if you are an eCommerce company, you'd need to use various email marketing techniques to bring your prospect back to your website with further offers and discounts.



Mistake number 6

Low-quality ad creative or ad copy

You should never forget that Facebook, Instagram and other similar social platforms are designed to deliver a visual experience. If your ad creative is too busy, looks outdated or lacks a proper hierarchy of headlines, it won't get noticed. As a result, you may see a high number of impressions but a very low CTR. Below you can see some examples of well-performing eCommerce ads. The product is well placed, the offer is clear, and the imagery matches the aesthetic of their Instagram feed. Therefore, it's less likely for people to ignore it.



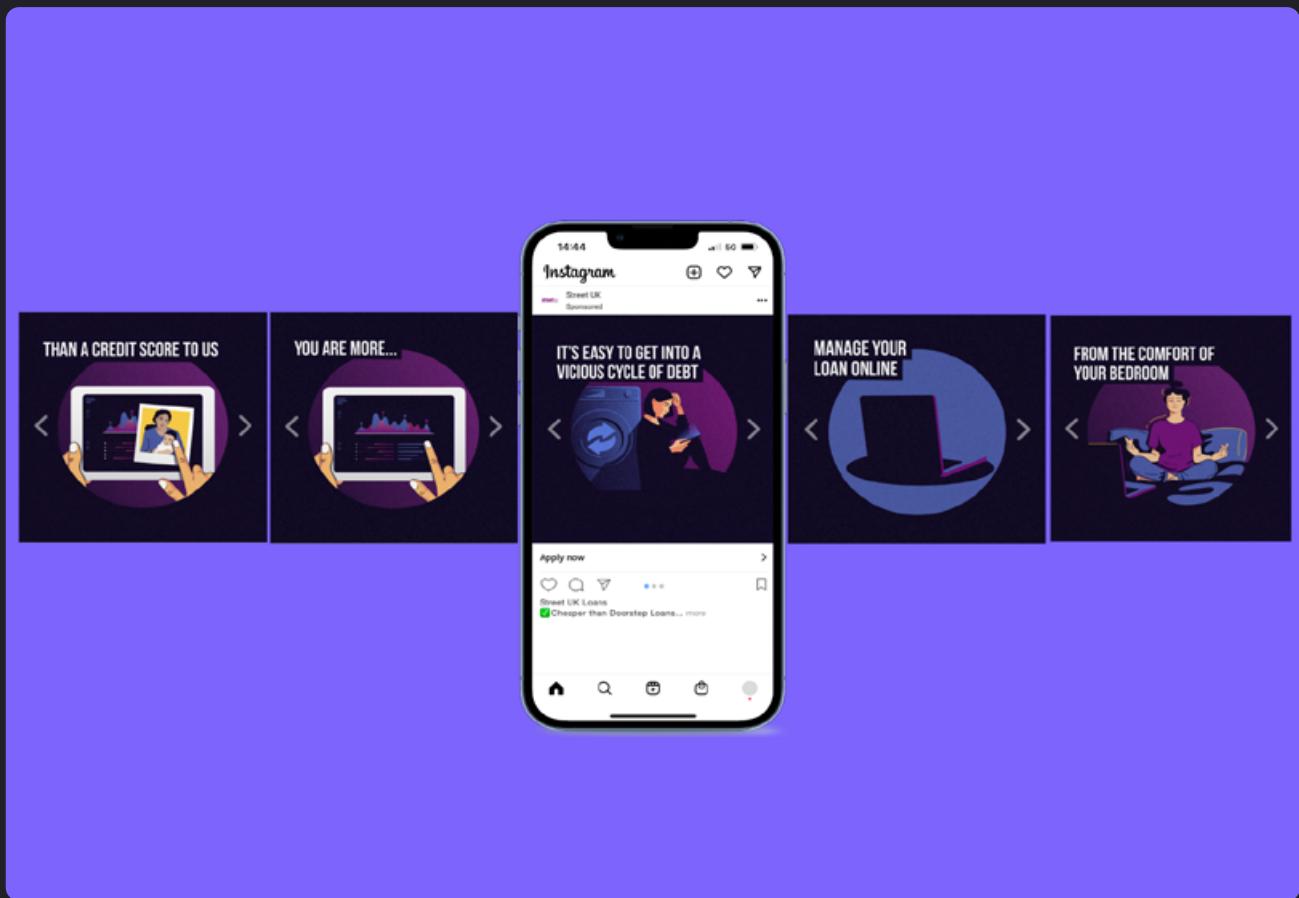
Pro Tip:

Make sure you have an eye on your ad frequency. A frequency above 3 or 4 could be annoying for your prospects and may actually yield negative results for your business. You can set up automated rules to notify you when an ad exceeds your pre-defined frequency limit. Furthermore, if, for example, a user clicks 'Not interested' on your ad, you'll get penalised by Facebook and your Cost of Acquisition (COA) will soon increase!

Conclusion

How did we manage to generate outstanding results for our

Creating a successful campaign requires care and attention, from defining the right audience to creating quality assets.



Creating a successful campaign requires care and attention, from defining the right audience to creating quality assets.

Getting it right may seem slightly overwhelming at first or even time-consuming if you're busy running a business. That's why we would like to mention a bonus tip for readers who made it to the end of this ebook:

A hidden opportunity cost to your business is the time spent keeping yourself updated with numerous ad platform changes. This time could be better utilised on other business-critical tasks, allowing you to focus on what you do best! That's why we offer a free strategy call to learn more about your challenges and see if we are a good fit to work together.

Why Us?

How We Managed To Generate Amazing Results For Our Clients?

We have the academic and technical knowledge to create and implement complex strategies regardless of your industry. In addition, we are proactive problem solvers.

Compared to most other agencies, we only like to work with a handful of clients and deliver exceptional results by establishing a long-term relationships.

Check out our other blogs and [resource](#) page, as we develop fresh new content on a weekly basis.

Let's Have a chat

Book your 15 min consultation with us

[Book Your Call](#)

