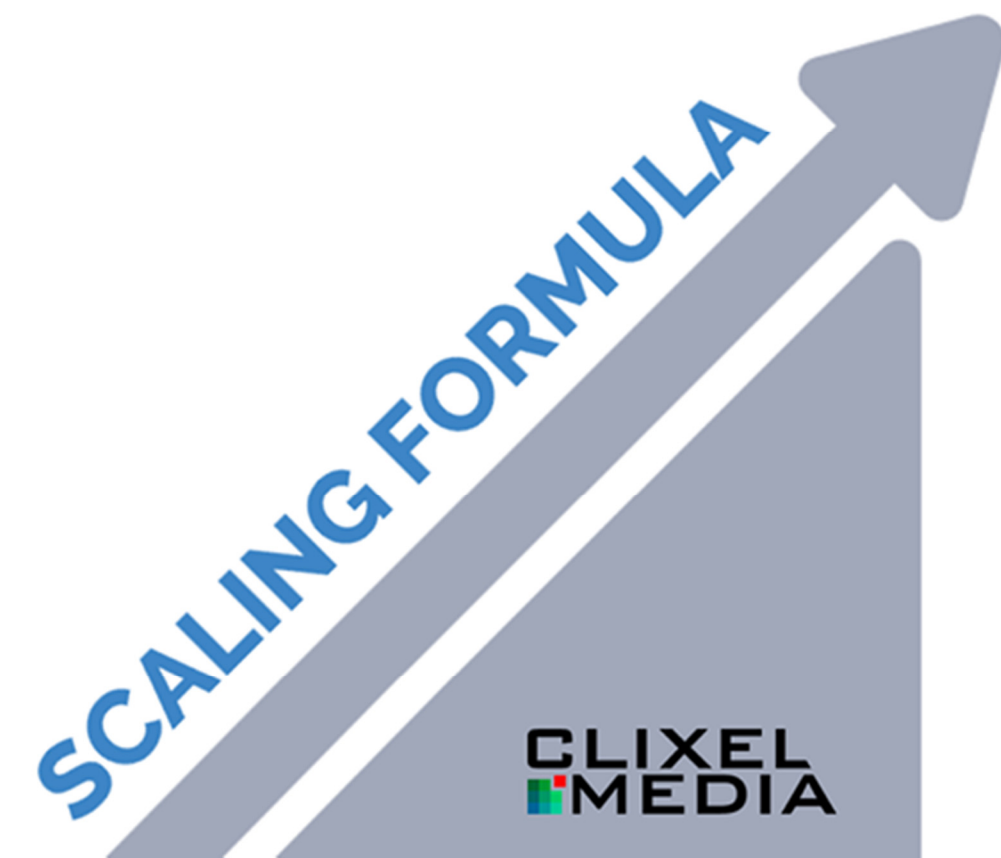


PROVEN STRATEGIES FOR ACHIEVING MASSIVE SCALE
WITH YOUR FACEBOOK CAMPAIGNS

THE ULTIMATE **6-FIGURE** FACEBOOK ADS



CLIXEL
MEDIA

PUBLISHED BY:

Clixel Media
3355 N Academy Boulevard
Suite 220
Colorado Springs, CO 80917

© Copyright 2016
Clixel, Inc. All Rights Reserved.

May be shared with copyright and
credit left intact.

ClixelMedia.com

ABOUT CLIXEL MEDIA

Clixel Media is a performance-focused digital marketing agency. We grow our clients' revenue through:

- Social Media Marketing
- Mobile Marketing
- Affiliate Marketing
- Conversion/Funnel Optimization

To-date, we've spent over \$2,000,000 on Facebook Ads and have honed a powerful formula for generating results on a massive scale.

Don't have time to tackle these strategies on your own? We would love to help! You can reach us here:

<http://www.clixelmedia.com/contact/>

INTRODUCTION

\$100K TO \$250K PER MONTH?

Yes. That's how much Clixel Media spends on Facebook Ads. I don't say that to brag — there are plenty of other folks spending more than that every month — I bring it up to illustrate a point:

When you're spending that kind of money on advertising...

- 1) It's **imperative** that you generate a positive ROI or you'll run out of cash faster than a '90s "dotcom" startup, and...
- 2) **You learn a few things about works and what doesn't**, and you refine those discoveries into a repeatable formula.



Justin Scott
Founder & President
ClixelMedia.com

That's exactly what we've done and now I'm pulling back the curtains to share our formula with people like yourself who have joined our tribe. My hope is that by sharing this information, we'll be able to help other entrepreneurs and collaborate with smart people that are doing cool things in a wide variety of industries.

Bottom line, I'm glad you're here. I hope that you find what I'm about to share useful in scaling up your business. The strategies in this guide have been tested and refined through much trial and error, and the learning process hasn't been cheap. If you follow these techniques, I guarantee you'll save yourself a good deal of blood, sweat, tears, and cash.

Sound good? Let's dive in...

WHO SHOULD USE THIS

CAUTION: THIS GUIDE IS NOT FOR BEGINNERS

Before you go any further with this scaling formula, it's important to note that there are few prerequisites to ensure you get the most success from the strategies.

Please make sure that...

- You already have some experience creating Facebook ad campaigns
- You're familiar with Facebook Power Editor
- You've tested out some different ad variations and demographic/interest targets, and you've found a combination that's working reasonably well on a small budget
- You have Facebook conversion tracking pixels set up on your website

This guide is not intended to show you the basics of how to use the Facebook Ads platform. If you're new to Facebook Ads, you should stop here and look for some tutorials and "how to's" elsewhere to get up to speed. There are quite a few YouTube walk-through videos available that do a great job of covering the basics.

SCALING UP

USING FACEBOOK'S ALGORITHM TO YOUR ADVANTAGE

FACT: Facebook wants to spend your ad budget. All of it. Every day. They've built their ad serving algorithm to utilize as much or as little budget you give them. You can choose to either fight it or work with it, but once you understand why and how the algorithm works you can use it to your advantage with both targeting and budget.

THE PERFECT COMBINATION: CAMPAIGN OBJECTIVES, OPTIMIZATION AND PRICING

Facebook has a ridiculously huge amount of data on their users. In addition to demographics, location, and interests, they also know which of their users are more likely to take specific actions. For example...

Facebook knows:

- Which users like to click on things (posts, ads, and photos)
- Which users buy and sign up for things (purchase online, fill out forms, and register on websites)
- Which users are most likely to engage with content (like, comment, and share)

- Which users like to install apps and play games
- Which users watch videos

This is why they've aligned campaign and bidding objectives with those segments. Why not make it easy for Facebook's algorithm to leverage this massive collection of user behavior data?

Based on our experience, you should:

- Start with *Website Conversions* as the objective for your campaigns
- Set your Ad Set Optimization to *Website Conversions* to match your campaign objective
- Set Ad Set Pricing to "*Get the most website conversions at the best price*" (or \$30 if you're using a 3rd party management platform like Qwaya)

This is where we start with 95% of our campaigns for testing and Phase 1 of scaling. Here's why: with only a few exceptions, your goal is typically to have users click through to your site and take some sort of action. When you start with these options, Facebook's algorithm does a really good job of serving your ads to users who are most likely to complete your desired conversion action, based on their behavior history.

Don't let the vague "*Get the most website conversions at the best price*" setting freak you out! We've learned along the way that Facebook's algorithm actually does what it says. When Facebook first rolled out their "Optimized CPM" (oCPM) bidding model, we would start new campaigns by setting the price to our actual CPA (cost per acquisition) goals (which were way lower than \$30)—that would seem to make sense, right? We were wrong. The campaigns we set up this way received

very few (and in some cases zero) ad impressions. **Once we let the algorithm work its magic, we were getting conversions for less than \$1.00** in many cases. You can fiddle with manual pricing after your campaign has some conversion data under its belt, but in our experience lowering the CPA target only seems to diminish reach with no improvement on cost-per-lead.

IMPORTANT: You must have a Facebook conversion pixel set up on the conversion page of your website/funnel for *Website Conversions* objective campaigns to work. You'll end up dead in the water without it.

HOW TO SCALE BUDGETS WITHOUT KILLING YOUR CAMPAIGNS

Since you're reading this guide, there's a good chance you've already tried scaling up your campaigns but ran into problems. You took what was working on a small scale and tried throwing more budget at it, but Facebook just "hoovered" up your extra cash and your campaign performance tanked. Sound familiar? We hear it all the time. In fact, we banged our own heads against the wall and overspent on campaigns for a long time before we figured out what was going on and how to work it to our advantage.

The key to long-term campaign success is scaling up budgets sloooowly

No other single strategy has had more impact on the success of our campaigns than this. We would routinely build out new campaigns, test, tweak, and optimize to come up with winners on a

test budget of around \$100/day. *"Hooray, success!"* We would then proceed to blow the budget up to \$1,000 or even \$2,500/day hoping for 10-25X the results. Time and again these campaigns fell flat. We chalked it up to things like ad fatigue and audience saturation. It felt like Facebook just didn't like our campaigns and honestly we started to take it personally. As a last ditch effort, we reached out to our Facebook Partner Manager (our contact at Facebook) to try and figure out what was up. What he shared with us resulted in a real "Aha!" moment that transformed how we scale our campaigns.

Here's what our Facebook rep explained:

When you launch a new campaign, Facebook's ad serving algorithm automatically sets out to deliver the best results it can within your budget parameters. When you start off with a low daily budget, your ads initially get shown to only a small subset of your target audience—more specifically, *people who have proven to be hyper-responsive on Facebook*. That responsive audience subset is going to provide you with a nice, low CPA.

As you increase your budget, the algorithm begins expanding your reach beyond the hyper-responders into other segments of your audience, finding users with similarities to those who have already converted and might be interested in your ad. You can think of it like the concentric rings on a shooting target, with the small center being the most responsive Facebook users. As you start moving out from the center, the audience becomes larger and larger, but less likely to engage with your offer.

The good news is, the algorithm learns and adjusts as your campaign moves forward, forming a more complete picture of your ideal customer. If you increase your budget slowly, it does a pretty good job of smoothly expanding reach within your target audience based on conversion data. **If you boost your budget too quickly, you completely disrupt Facebook's automatic optimization**, forcing your campaign reach out to a large, broad (and less responsive) segment of your audience in order to spend all of your budget. (Remember, it's Facebook's goal to spend it—that makes for happy shareholders.)

So, as tempting as it is to blow up a campaign that's getting some nice early results, **don't do it!**

OUR "BUDGET SCALING" FORMULA:

1. Start with a budget that's about 2–3X your CPA goal. For example, if you're looking to acquire leads for \$5.00 each, set your initial budget to \$10–15.00
2. Let it run for at least 2 full days
3. Raise the budget by about 20–30% (up to 50% if you're impatient)
4. Let the campaign run for 3 days on the new budget to allow an optimal time period for Facebook's algorithm to adjust, keeping an eye on your CPA
5. Raise the budget by another 20–30%, let it run for another 3 days
6. Repeat

You will reach a point where you begin to see diminishing returns as your CPA starts to climb. That's totally normal and expected as you reach a saturation point with your target audience. When you see a sharp increase in your CPA, step your budget back down to the prior level and let it run until the campaign performance begins to fade due to natural ad fatigue. The larger your target audience, the longer you can typically run a campaign at this stage.

NOTE: A good rule of thumb when it comes to estimating where daily budget will top out (while maintaining good performance) is roughly \$10/day for every 10K in your target audience. For example, \$2,000/day for a 2,000,000 audience.

“DOUBLE DOWN” ON AD SETS FOR MORE VOLUME

Once you have ad sets that are working well by following the Budget Scaling formula in the previous section, an easy way to add even more volume is to duplicate it. As counter intuitive as it sounds, it actually works quite well. You would think that the ad sets would conflict with one another but our experience has shown otherwise. Instead, the ad sets seem to work in tandem to provide greater audience reach.

One possible explanation for the effectiveness of this strategy is that algorithm optimization data are tied separately to individual ad sets (as confirmed by our Facebook rep), so based on early user engagement and conversion data, the algorithm is optimizing the ad sets differently. This allows the ad sets to reach different segments of your target audience and run without significant overlap.

OUR "DOUBLE DOWN" FORMULA:

1. In Power Editor, **duplicate an ad set that is already maxed out** via the *Budget Scaling* formula. Keep all of the existing targeting and bid type.
2. **Reset the new ad set's budget** back to the original 2–3X CPA goal (leave the original/active ad set untouched)
3. Launch the new ad set and apply the *Budget Scaling* formula to slowly ramp up volume

We have also taken ad sets that have run their course over a few months to the point of fatigue, duplicated them, and started them over *in place of* the old ones and have seen surprisingly good results. It totally defies logic, but it appears that resetting the optimization process can breathe new life into old, tired campaigns.

SCALING OUT

FINDING ADDITIONAL AUDIENCES

This is where your scaling gets exponential. Follow these strategies to take what you've learned about your customers and campaigns from the "Scaling Up" section and use it to **multiply them out** for massive reach.

LEVERAGE THE POWER OF CUSTOM & LOOKALIKE AUDIENCES

One thing we've noticed is that Facebook seems to favor "lookalike" audiences, rewarding these types of campaigns with better CPCs, lower CPAs, and higher quality scores. In case you're not familiar with lookalike audiences, it's a useful feature built in to Facebook ads that helps you find and target people who are very similar to the audiences who have already shown an interest in your products or services. This can be incredibly powerful as Facebook has thousands of data points they can match up and leverage to find common user characteristics.

You can quickly build lookalike audiences from different data sources: your customer list, conversion pixels, website visitors, and page fans. For a more detailed description, go here: <https://www.facebook.com/business/a/online-sales/lookalike-audiences>

Here are some ways to really use Facebook's lookalike audience functionality to your advantage:

Customer List lookalike audiences

Ever wish you could just create a mold from your existing customers that you could use to crank out more of them? This is probably the next best thing. If you already have a database of 1,000 or more customers or subscribers, then building Customer List lookalike audiences are an excellent place to start. What this allows you to do is upload your customer lists and have Facebook automatically build audiences of users it identifies as having very similar attributes as your existing customers, which you can then use for targeting your ads.

Here's the best way to set this up:

1. Separate your customer database into email address lists for leads/subscribers and sales/customers
2. Create a Custom Audience for each in Facebook Ads, choosing *Customer List* as the audience type, and upload your lists. You can find more info on how to do this here: <https://www.facebook.com/business/a/custom-audiences>
3. Once the lists have been uploaded and parsed by Facebook, you can then create lookalike audiences based on each list
4. Select the closest match (smallest size) for the audience to start with. NOTE: You can create and test larger (broader) lookalike audiences later from your uploaded customer lists if you get good results from the initial close-match audience.
5. Build new campaigns and ad sets using these new lookalike audiences as your targets

6. Follow the “Budget Scaling” and “Double Down” formulas to scale up volume

Conversion Pixel lookalike audiences

Once you have approximately 1,000 conversions (that have been tracked by Facebook’s conversion pixel) on your offer, you can create lookalike audiences based on your conversion pixels. (This is done from the Pixels area of Ads Manager.) Follow steps 4–5 from the previous section to build the audience and campaign(s). Follow the “Budget Scaling” and “Double Down” formulas to scale up campaign volume.

Website Visitor/Retargeting Pixel lookalike audiences

If you’ve been in the digital marketing world for more than a few months, you’ve probably heard about the power of retargeting so we’ll spare you the “retargeting 101” overview. By the way, if you haven’t set up a Facebook retargeting audience/pixel on your website, **do it now** or you’ll kick yourself later—even if you don’t have plans to use it yet, you’ll want to start gathering that valuable data now so you can use it down the road. You can find info on setting up a Custom Audience pixel for retargeting here:

<https://www.facebook.com/business/a/online-sales/custom-audiences-website>

Once you have your pixel installed and a decent-sized custom website audience built, you can use it to create a lookalike audience and go after people that are similar to your website visitors. Scale up these campaigns with the “Budget Scaling” and “Double Down” formulas.

EXPAND TO OTHER COUNTRIES

By this point, you should be driving a respectable volume of traffic and conversions. Now is a great time to expand to new countries (assuming your product/service can be sold there). At this stage we will typically repeat the entire process for each expansion country.

NOTE: We generally advise running separate campaigns for each country.

HARNESS THE POWER OF FACEBOOK AUDIENCE INSIGHTS

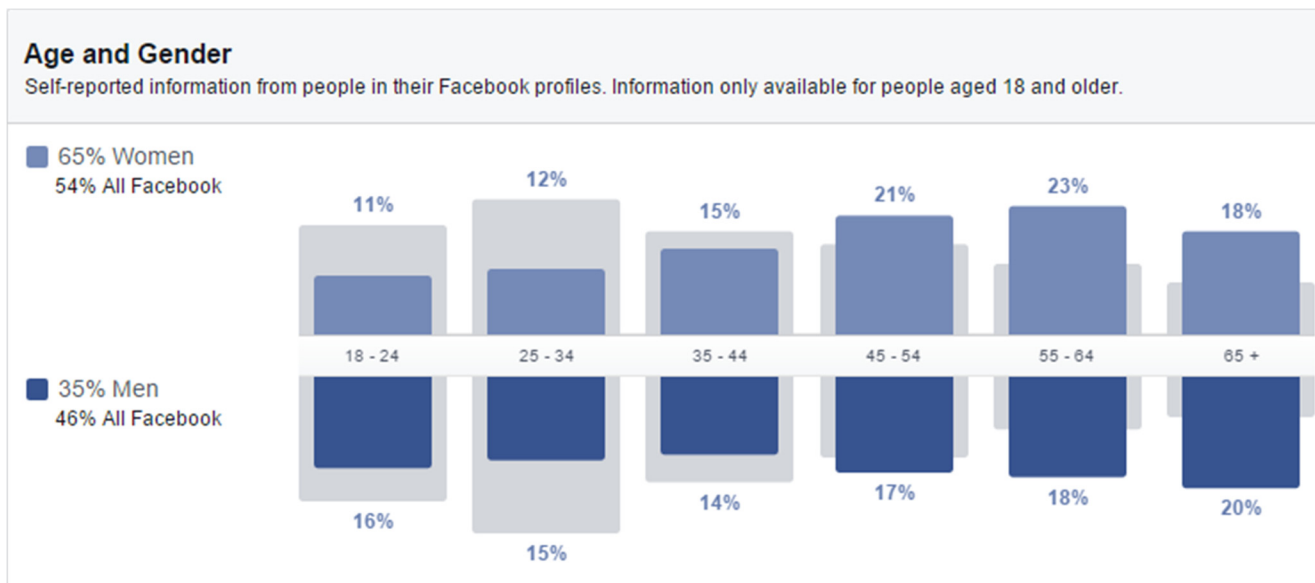
We often run into Facebook marketers who have never used the Audience Insights tool. Such a shame—it's wicked awesome! Facebook Audience Insights gives you the power to deep-dive into user demographics, location, interests, behaviors, purchase activity, Facebook usage, and other commonalities. Here's the scoop from Facebook:

<https://www.facebook.com/business/news/audience-insights>

Audience Insights is super useful when you're planning out a new campaign, but **did you know that you can use it to dissect and analyze your own custom audiences?** Once you check it out, you'll understand the power.














How to use Audience Insights to expand and scale your campaigns:

1. In Audience Insights, select one or more of your Custom Audiences
2. Review the Demographics info looking for significant deviations from Facebook's general statistics. For example, take notice of something like this:



The visitors captured in this audience are disproportionately older, which is something you should definitely factor into future campaigns. In this case you would want to test out some age-banded campaigns, focused on 45-54, 55-64, and 65+ in separate ad sets to compare conversion rates.

- Review Page Likes—this is where you'll likely glean the most useful data. This can be an absolute goldmine for finding new ideas for interest-based targeting. For example, you can probably spot a few themes just within this excerpt:

Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i>	Audience	Facebook	Affinity <i>i</i> 
Managing Diabetes	1	66.7K	445K	13.7x 
Diabetic Connect	2	45.7K	452K	9.3x 
We are Diabetics	36	17.9K	219.3K	7.5x 
Hope Paige Designs	41	19.2K	252.6K	6.9x 
PCHSearchAndWin	6	55.6K	950.4K	5.4x 
Scratch Mart	54	23.1K	398.6K	5.3x 
The Diabetes Awareness Ribbon	3	65.8K	1.2m	5.2x 
Freebies Frenzy	26	33.9K	607.8K	5.1x 
Share Your Freebies	8	49.7K	913K	5x 
Solitaire in Wonderland Community	68	27.3K	570.2K	4.4x 
Woman Within	62	28.2K	594.7K	4.3x 
PCH Publishers Clearing House	7	65.9K	1.4m	4.3x 

- Diabetes, freebies, and sweepstakes all jump out as pages/interests worth exploring further
4. Create ad sets to individually test out these interest targets and compare performance
 5. Combine winning interests into larger campaigns for scaling

NEED HELP WITH YOUR CAMPAIGNS?

We hope that you've found this guide helpful as you build and scale up your Facebook campaigns. Is there another topic you'd like us to cover? Let us know! We would love to hear your feedback.

We live and breathe Facebook ads—why not **leverage our expertise?** We offer “done for you” campaign management on a performance-basis. Let's get started!

Drop us a line here: <http://www.clixelmedia.com/contact/>