

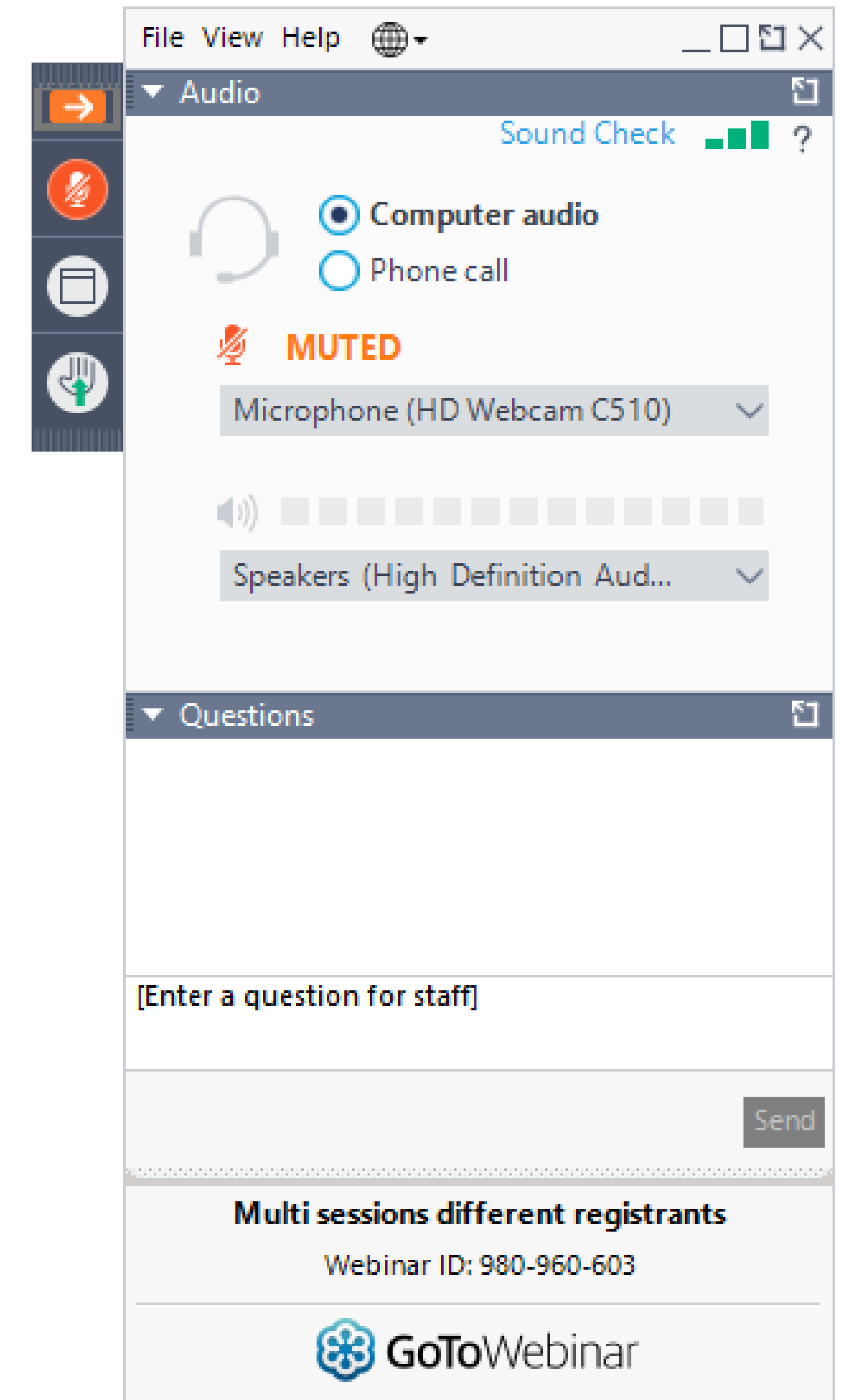
Facebook Ads for Business Growth

Simplified & Explained



A Few House Keeping Items

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again

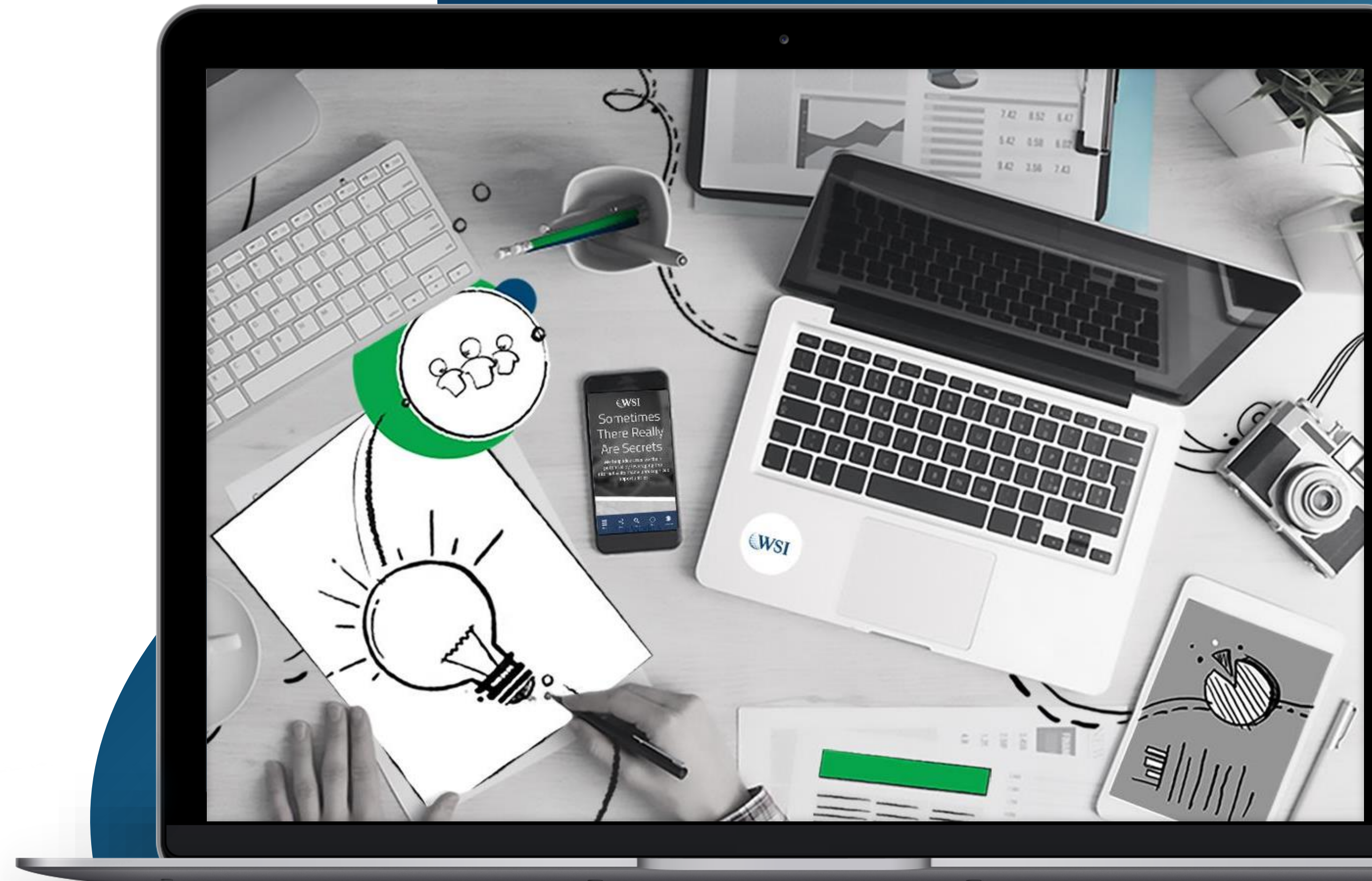


WSI AT A GLANCE



For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.



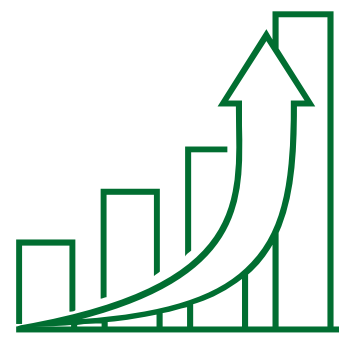
TODAY'S PRESENTER



Jack Porter-Smith

Managing Director, WSI Paid Search

Jack began his digital marketing career in 2006 and has been Managing Director since 2013. He became one of the world's first 5 Google Ads Top Contributors in 2009 and was nominated to the Google Agency Executive Council in 2019. He is a published author, regular keynote speaker and is committed to providing free education.



My Relationship With Facebook (Ads)

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On the Agenda



1. Who Can Grow from Facebook Ads

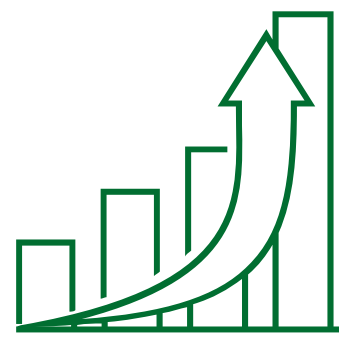
2. How Facebook Ads Work

3. How Much to Spend

4. Lead Generation: Quantity vs. Quality

5. The Secret Weapon

6. Facebook Ads vs. Google Ads



PART ONE

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Who Can Grow from Facebook Ads

Can it Work for Your Business?



Facebook Ads can do anything...

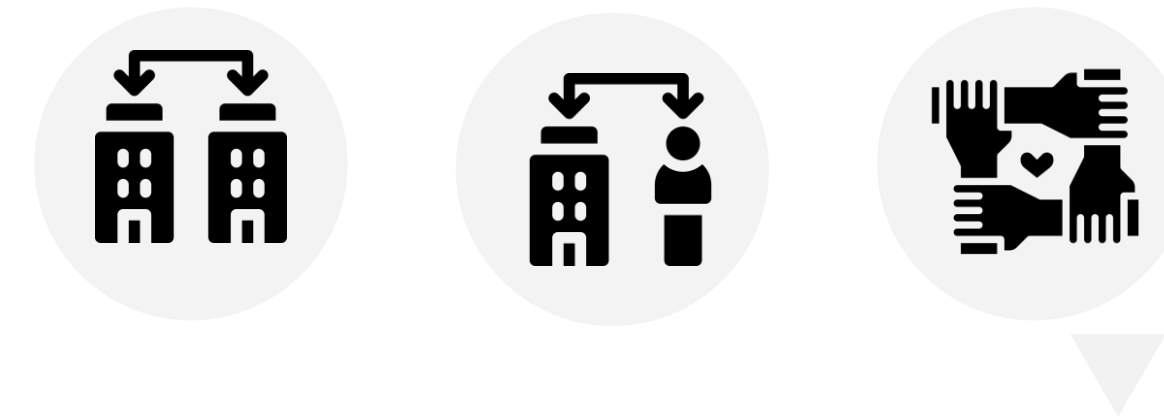


Leads, online sales, donations



Event registrations, newsletter
sign-ups, downloads

...for anyone



B2B, B2C, NFP

... because humans **buy everything** on Facebook



Not Sure?



2.85 B

monthly users
including your
customers

Source: Statista

10 M

active advertisers
are winning your
customers if
you're not

Source: HubSpot



Case Study: B2C

20% off all steel roofing in the GTA - ~~limited~~
Roofing's Summer Sale! Limited availability for
summer 2021 installs - Get your free estimate
now.



FORM ON FACEBOOK

**Metal Roofing in Toronto &
GTA**

GET QUOTE

Company:

- Metal Roofing company in Toronto
- Brand-new business
- Launched on Facebook Ads faith



Stats:

- 206 leads within the first three months
- CPL optimized to \$150 by fourth month


Impact:

- Hiring additional sales & installation teams

Case Study: B2C

 **Structural Panels Inc.**
Sponsored · 

Many Interior And Exterior Applications. CFIA Accepted. 30+ Years In Business



STRUCTURALPANELS.CA
Energy Efficient, Cost Effective
30 Years Of Quality & Counting

[Contact Us](#)

Company:

- Canadian manufacturer of insulated panels

Stats:

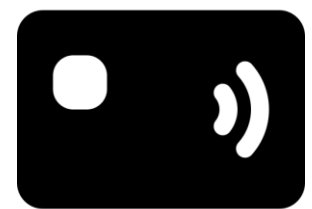
- 175% increase in leads from QoQ
- CPL reduced by 70% since Jan-21

Impact:

- Continued growth during a pandemic via high-quality leads

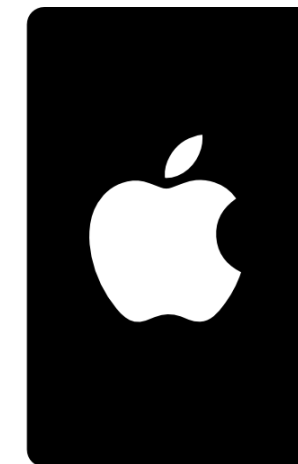
Some Things to be Aware of:

Housing, Employment, & Credit Policy:



- Limits ad targeting to avoid discrimination
- Offset by lower cost
- Greater emphasis on creative

iOS 14+ impacts



- Users can block 3P data tracking
- Facebook needs this to target and track ads
- Makes targeting and tracking harder for advertisers



PART TWO

— ..

How Facebook Ads Work

Ad Targeting



If you have a **target persona**,
Facebook Ads will find them based on:



Demographics



Interests



Behaviors



Your lists &
similar
matches

The 100th of a 100th world



Ad Formats



Ads show in:



When users click, they can:



Visit your website



Converse with you
in Messenger



Call you



Like your page



Fill out a form within the
ad (lead form)

Ad Formats



Your ad can include:

Primary Text ⓘ 1 of 5

Tell people what your ad is about

⊕ Add Options

Headline · Optional 1 of 5

Write a short headline

⊕ Add Options

Description · Optional

Include additional details

☒ **Optimize text per person**
When likely to improve performance, allow text to swap between fields, such as showing your headline as primary text.

Call to Action

Book Now

Destination ⓘ See updates ^

Tell us where to send people immediately after they tap or click your ad. [Learn More](#)

☒ Website
Send people to your website.

Website URL

wsipaidsearch.com

🔗 Preview URL

[Build a URL Parameter](#)

Display Link · Optional

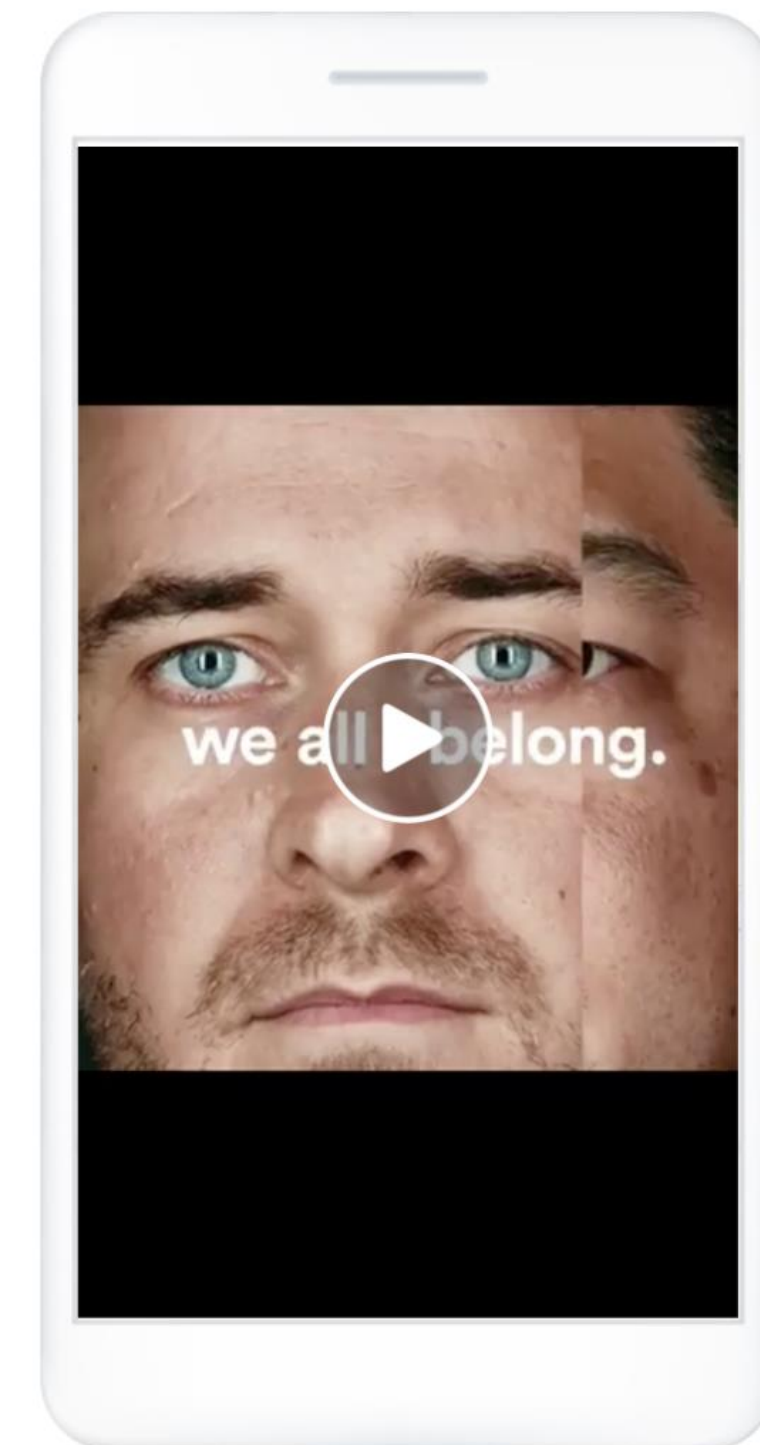
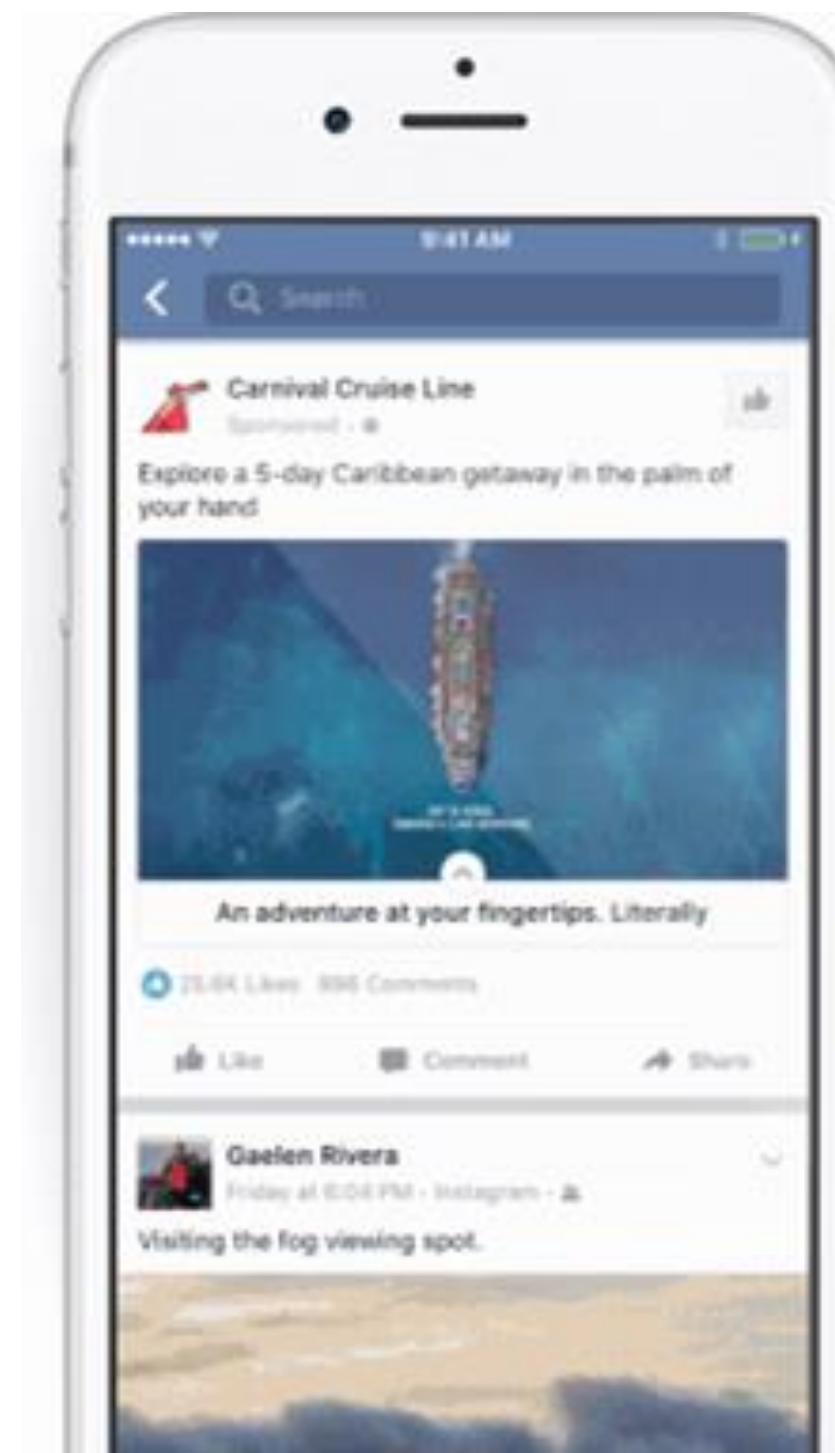
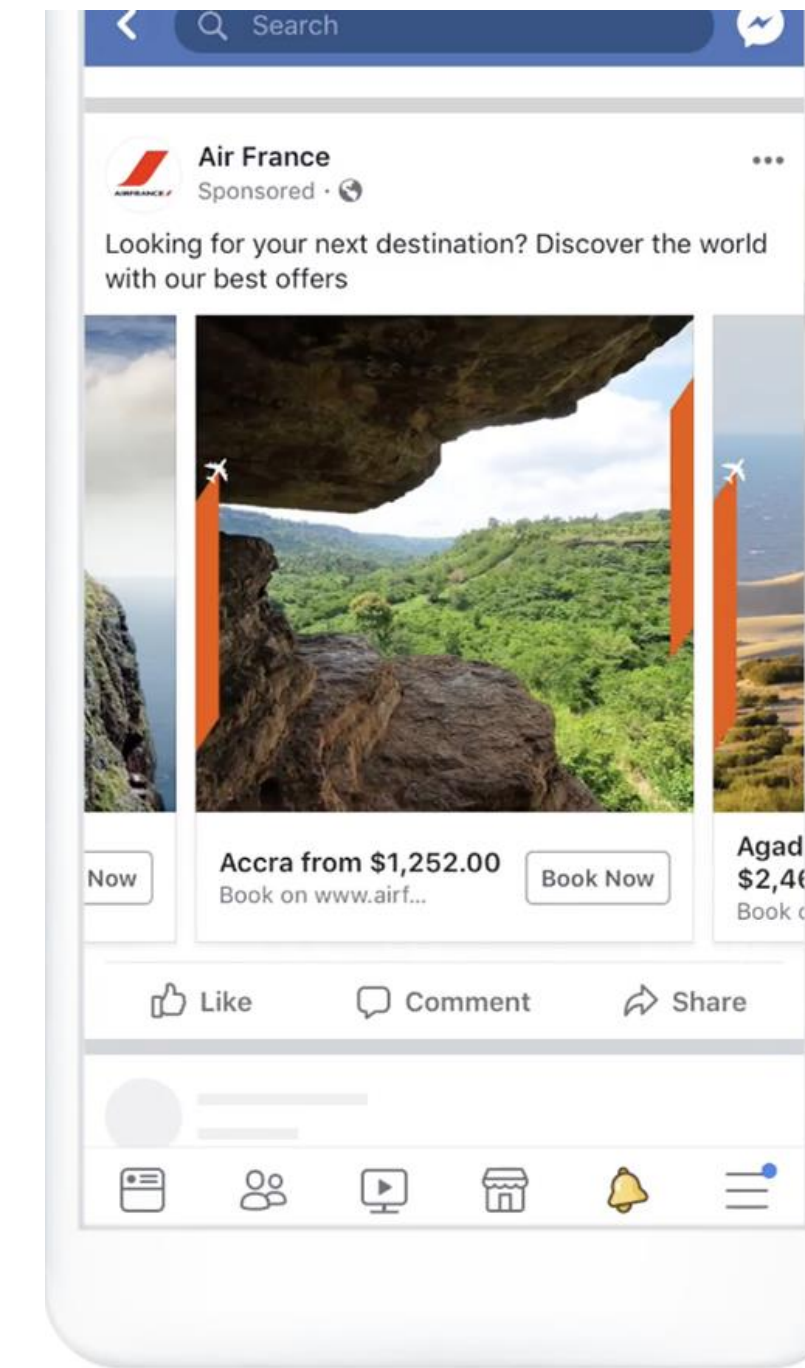
wsipaidsearch.com

Call Extension

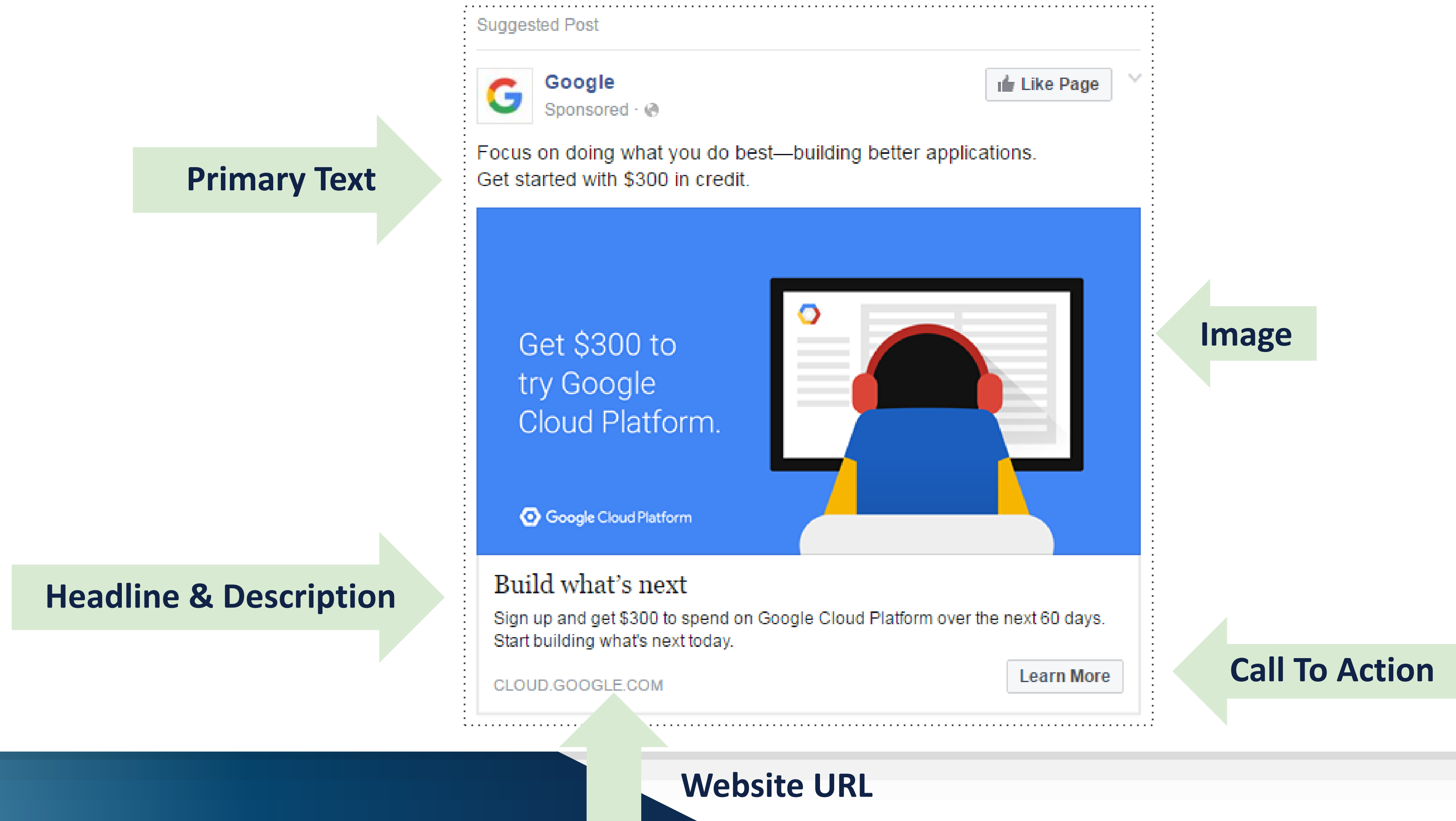
☐ Show call extension on your website

☐ Instant Experience
Send people to a fast-loading, mobile-optimized experience.

☐ Facebook Event
Send people to an event on your Facebook Page.



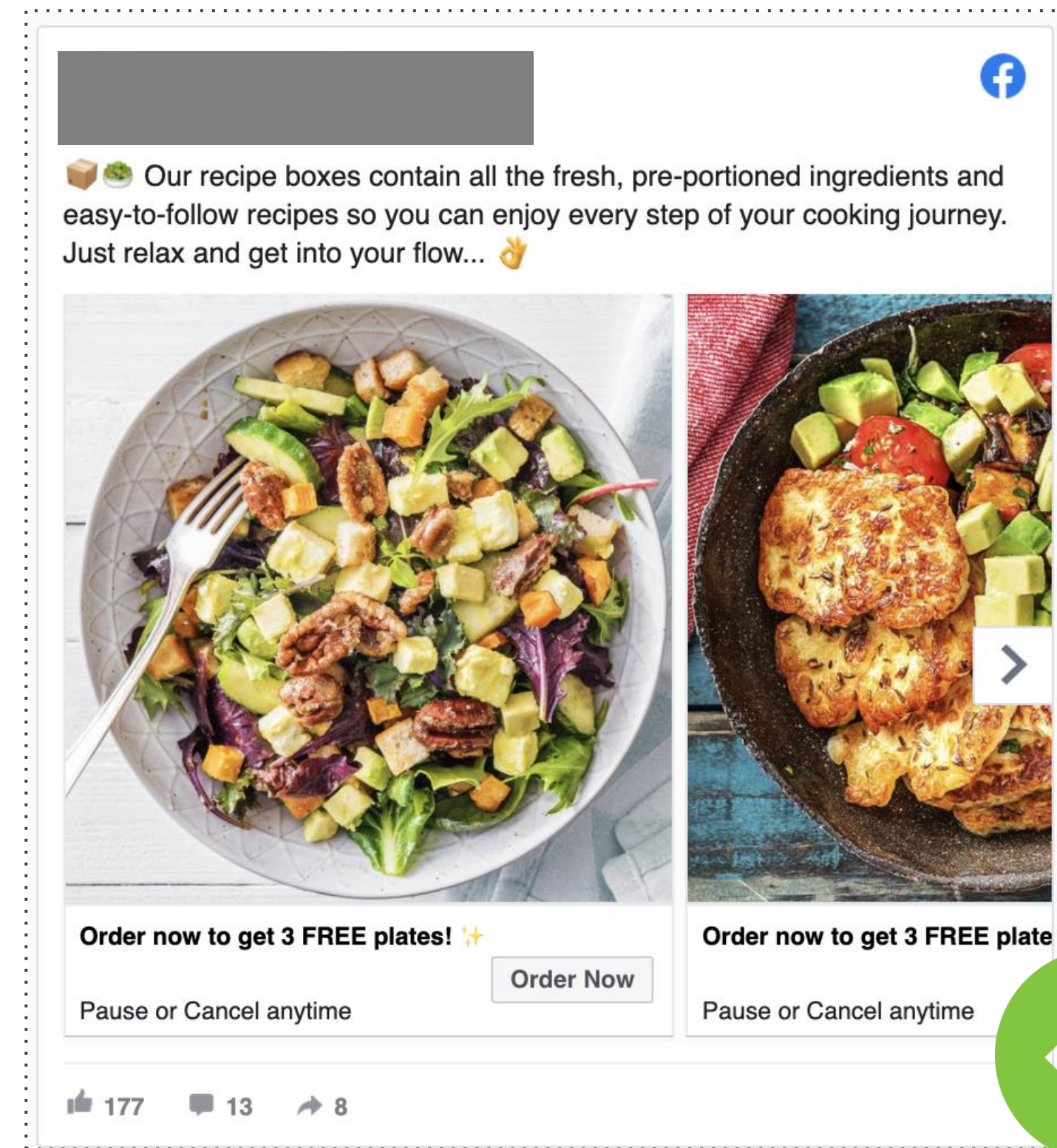
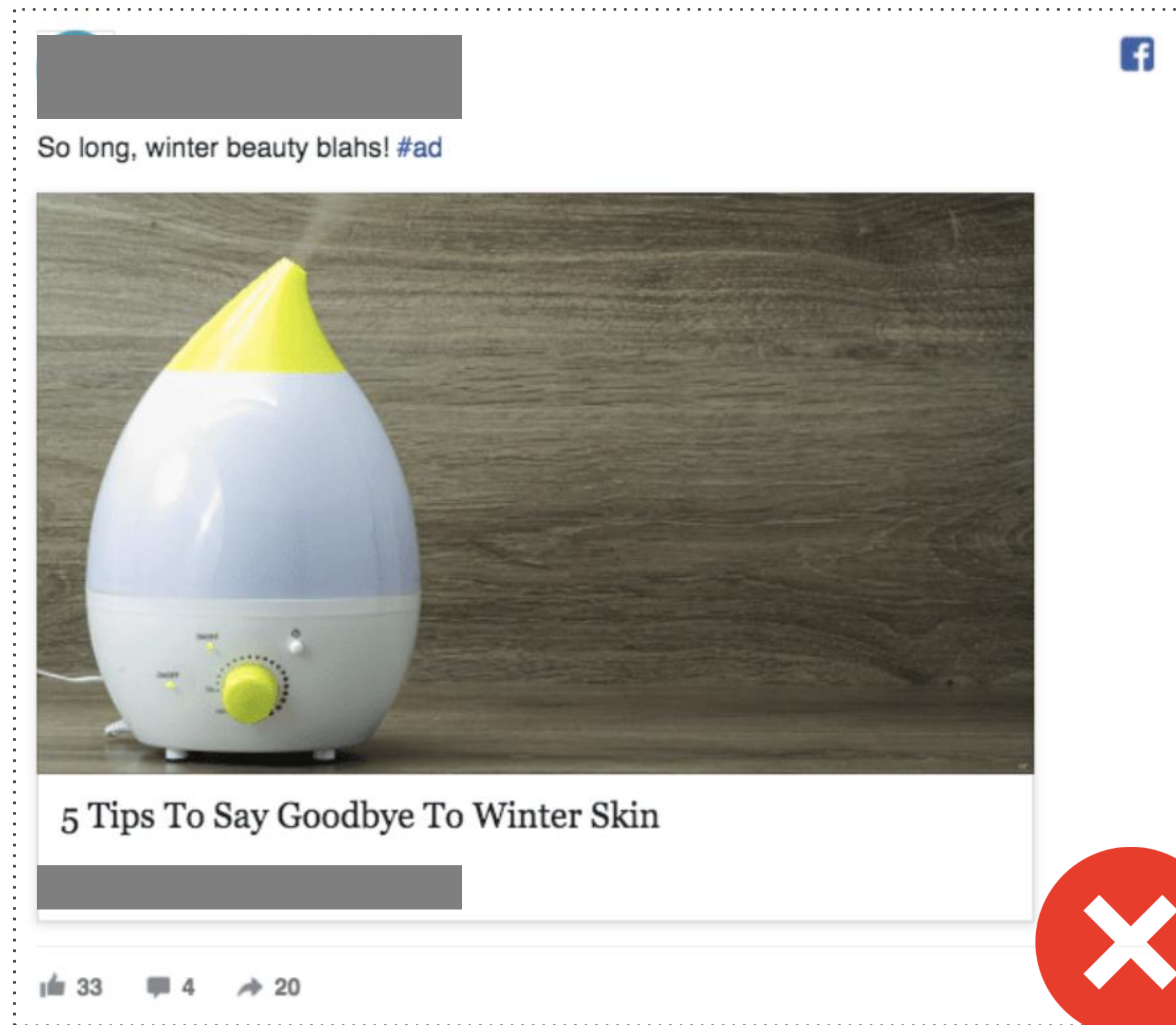
Ad Formats



Ad Formats



Compelling imagery and offers are KEY



Ad Tracking



With the right codes configured on your site/app, you can measure:

Traffic Data

Impressions, clicks, views,
frequency, CPC

Conversion Value

E-commerce revenue

ROAS

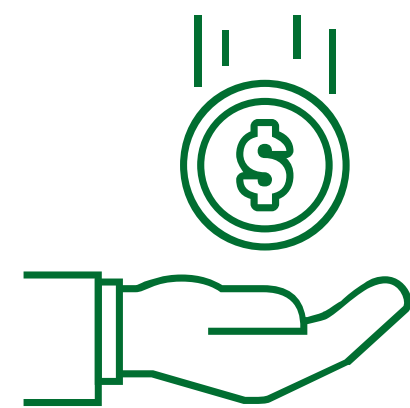
Return on Ad Spend

Conversions

Leads, calls, purchases,
downloads

Site Funnel Behavior

E.g. added product to basket
but abandoned



PART THREE

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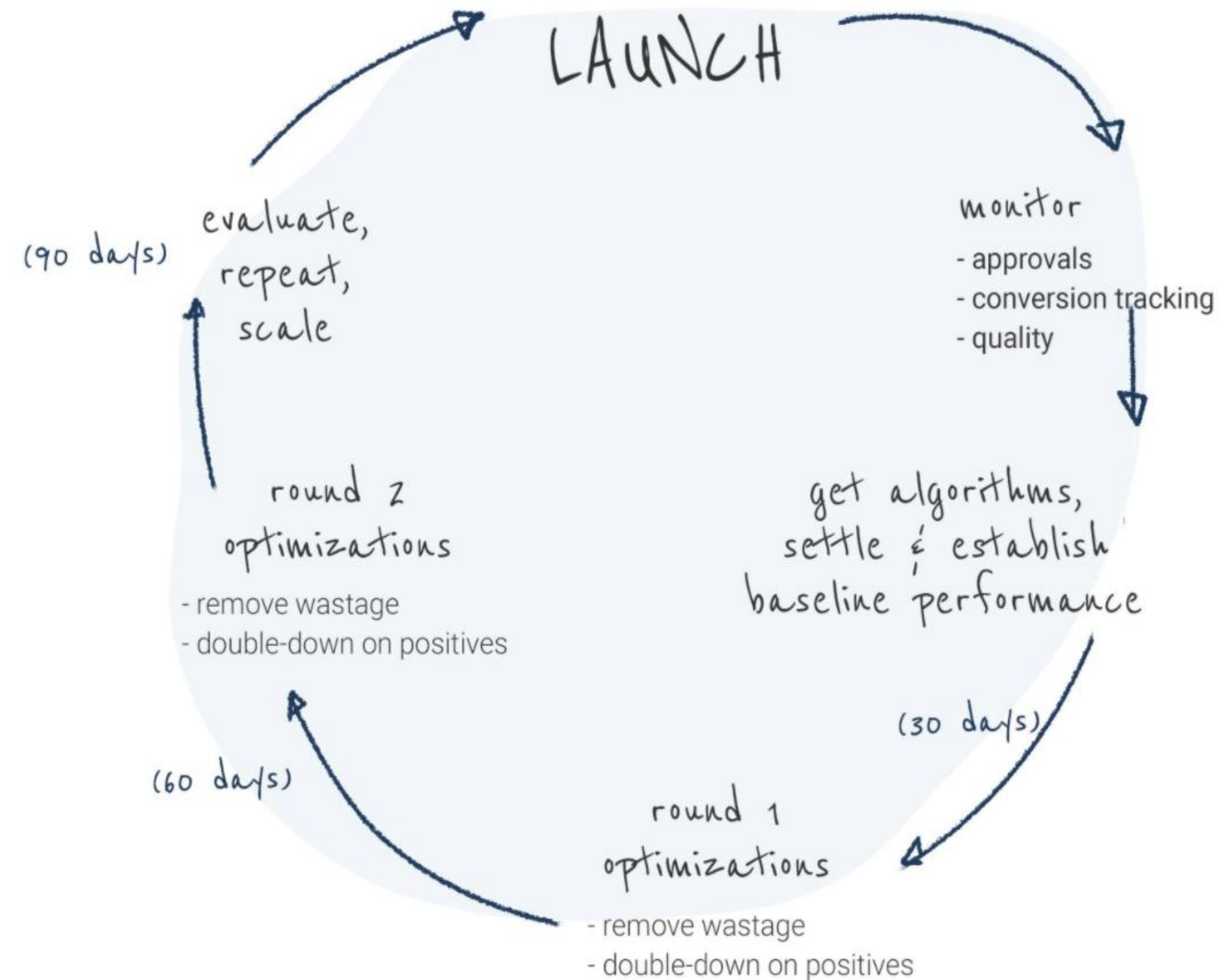
How Much to Spend on Facebook Ads

How Much Should You Invest?



\$30-60 per day*

For How Long? Predict, Repeat, Scale



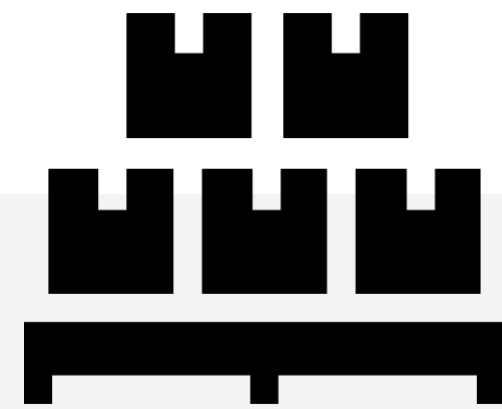


PART FOUR

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Lead Generation: Quantity vs. Quality

Lead Generation: Quantity vs. Quality



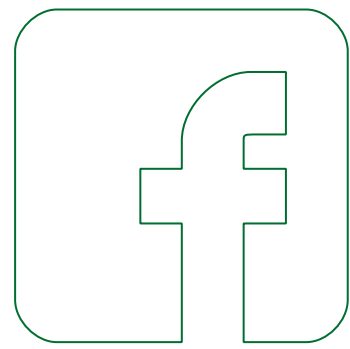
100 leads x 1% closing rate = 1 sale
\$10 CPL x **100 leads** = \$1,000 CPA



4 leads x 25% closing rate = 1 sale
\$250 CPL x **4 leads** = \$1,000 CPA

Which path suits your business best?

Impacts strategy, campaign type, CTA, budget decisions

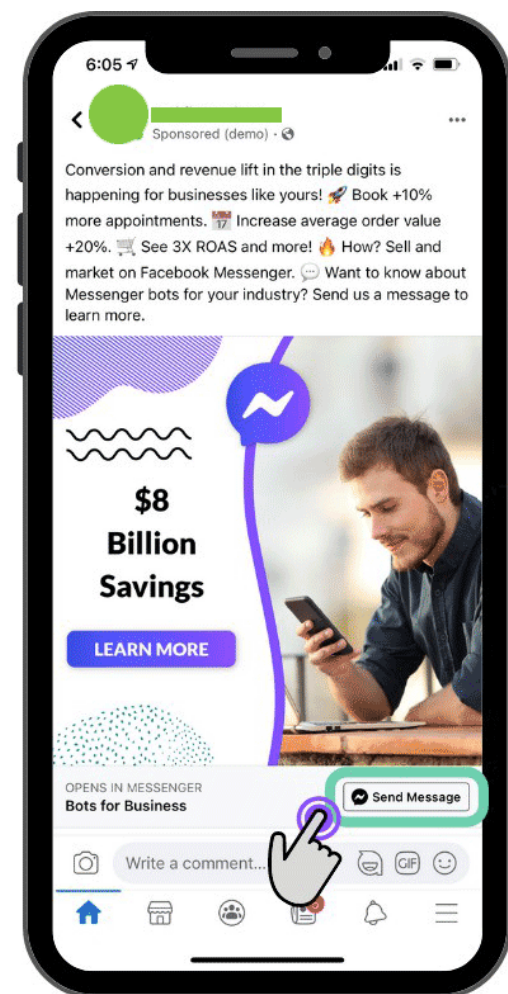


PART FIVE

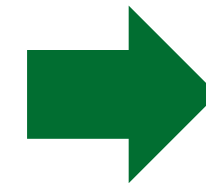
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The Secret Weapon of Facebook Ads!

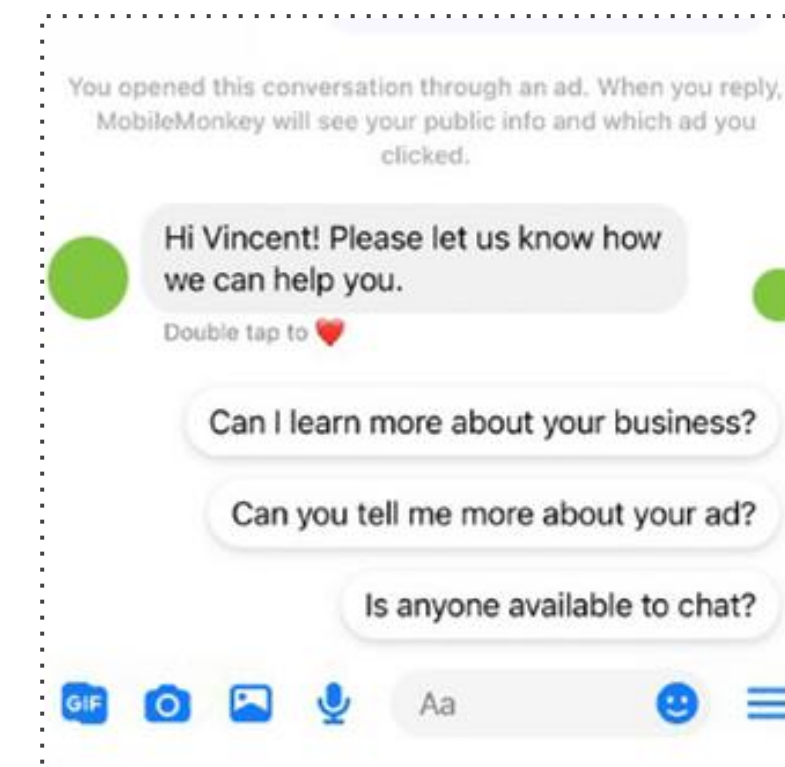
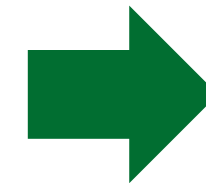
Messenger CTA with Chatbot Automation



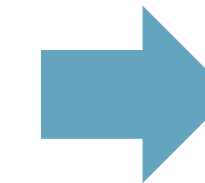
User sees ad
in newsfeed



CTA button
takes them to
Messenger



Messenger bot
asks qualifying
questions



Bot fires lead
off to business



PART SIX

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Facebook Ads vs. Google Ads

Which is Better?



Serves demand



Creates demand



In Summary:



1. This is an opportunity for you

2. Plan for a safe discovery campaign

3. Scale up in steps once you have confidence

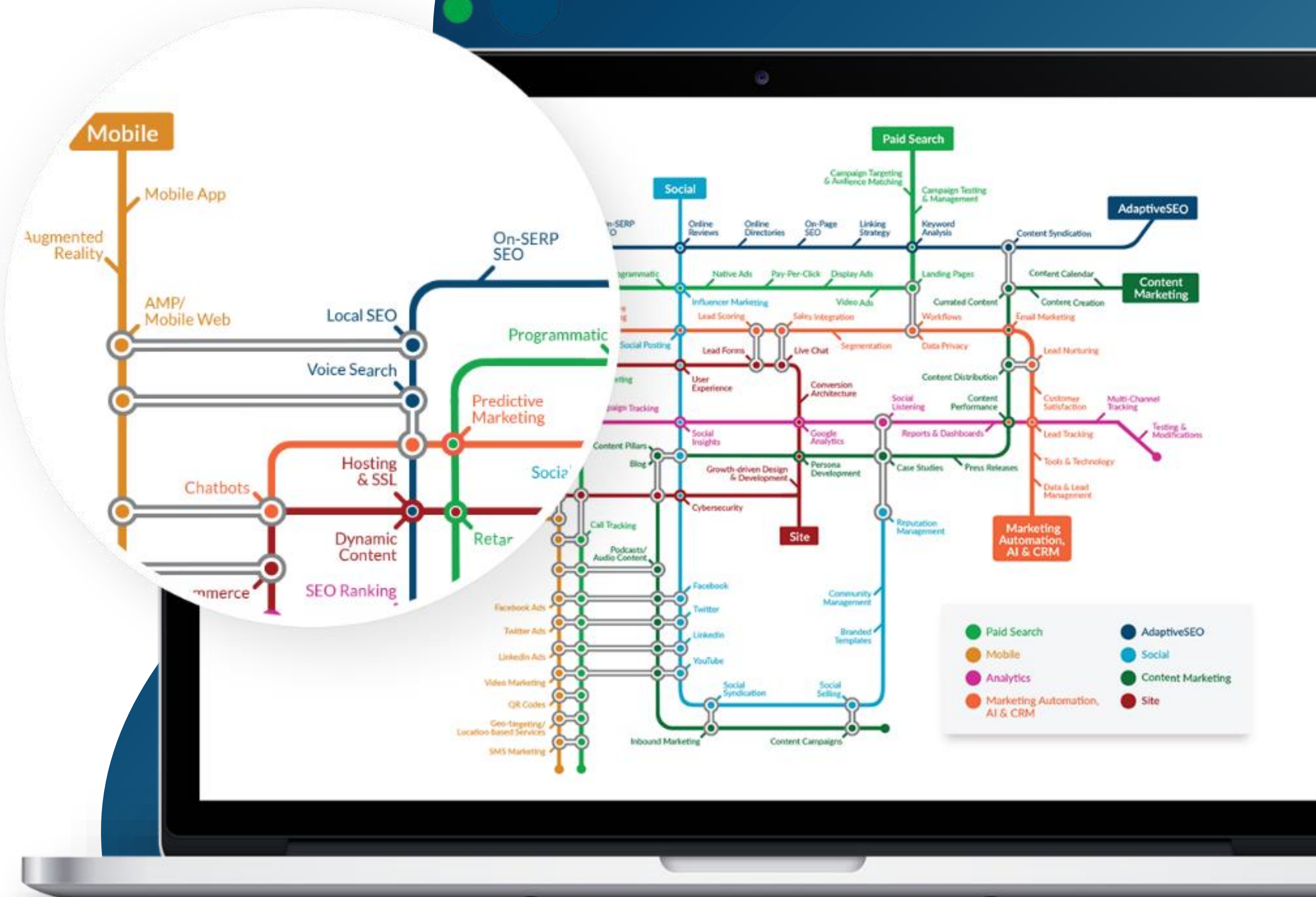
4. Engage a qualified professional to avoid pitfalls

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Need help with your Facebook
advertising strategy?

Reach out to your WSI Consultant
or email contact@wsiworld.com

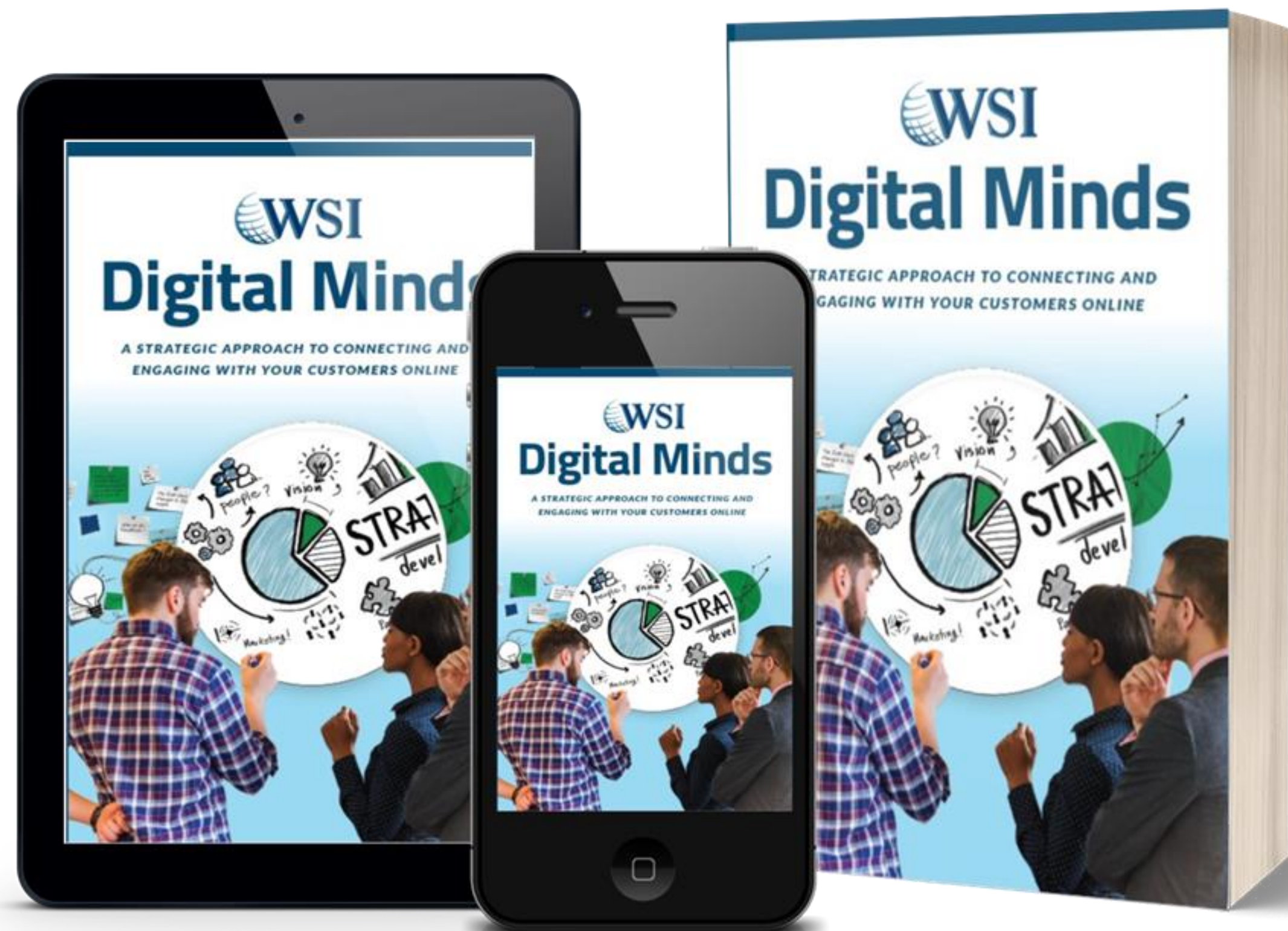
Talk to us, we can help!





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us.
See you next time!**