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# Here's How to Win at the Facebook Advertising Game



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As Facebook continues to see not only more content, but also more advertising, being created every minute of every day, getting a strong ROI from your perfectly crafted Facebook ad is getting more and more difficult.

To a degree, what's happening right now with Facebook ads is the same thing that occurred a couple of years ago with organic reach:

When users are sharing upwards of 54,000 links and posting 147,000 photos *every 60 seconds*, viewers end up simply scrolling past most of what they see. It's been called content shock, and it means that marketers are having to up their strategy

game if they want their content - and that includes social ads - to stand out from the crowd.

Despite these daunting realities, it's still very possible to create a highly successful Facebook advertising campaign. To do so, you need to have both the strategic knowledge of how to build a winning campaign, and to understand the nuances of what makes a campaign stand out on the platform.

Here are a few helpful tips for creating Facebook ads that will move you closer toward your goals.

### **Use video as much as possible in your advertising.**

While video used to be a kind of extra that you could include in your Facebook advertising, these days, video truly is king.

Facebook gets more than 8 billion video views, on average, every day, and by 2020, video is predicted to make up 80% of all web traffic. Marketers who ignore video on Facebook do so at their own peril.

### **While you still want a carefully targeted audience, you can often go broader than you may think.**

Ultra-targeting can be helpful in ensuring that you're not wasting ad dollars on the wrong people, but it turns out you may be doing far too much of it.

Tim Burd, co-founder of the enterprise Facebook ad buying agency, Agency Y, along with his co-founder Sean Brown, run the [largest Facebook group for Facebook advertisers](#). His advice on building an audience has changed over the past year, he says. "In the past, I found it was best to get very specific - but as

Facebook’s algorithm has gotten better and better, today I often see a broader audience performing better.”

It’s always worth it to test both a broad and narrower audience, though. How broad is broad? According to Burd, for a U.S. market, an audience between 1 and 5 million is a good size.

Later on, once you’ve run several ad campaigns and Facebook has gathered data on what works for you, you can move into audiences in the 10s of millions.

### **Make sure your metrics match your objectives.**

Facebook’s Ad Manager offers a robust analytics platform, but how do you know you’re looking at the metrics that really matter?

The first thing you need to do to figure out which metrics you need to be tracking is clarify your ad campaign’s objective. Was it to get traffic to your website? Was it to increase sales of a product or service? Grow your email sign-ups?

From there, you should be able to tell which are the most important metrics to track. In general, according to Burd, the metrics you shouldn’t neglect are click-through rate (CTR), cost per link click (CPC), cost per result, relevance score and cost per video view, if you’re using video.

### **One thing hasn’t changed: Video is everything in Facebook advertising.**

Throughout all the many changes that the Facebook advertising landscape has undergone, one thing has definitely stayed true: Video is one of the most effective ways to get people to engage with your Facebook ad.

Choose your video with care - make sure it’s visually appealing and relevant to what you’re advertising. Ads with videos are much more likely to be both shared and remembered.

But that doesn’t mean that your ad copy doesn’t matter. Burd recommends working with these four different types of ad copy, depending on how experienced

you are at Facebook advertising and what your objectives are.

1. **A.I.D.A. - Attention, Interest, Decision, Action.** The first sentence needs to get your user's attention. Next, keep them interested by mentioning a pain point or appealing to a user's emotions. Then you have to get them to make a decision, and finally, get them to take a specific action (sign up for your email list, purchase this product, etc.)
2. **Short and sweet.** This is just what it sounds like. These ads are usually no longer than a sentence, so they must get to the point quickly and concisely.
3. **Longer, article-style copy.** These ads contain copy of anywhere from 100 to 1,000 words, similar to an article. Burd recommends this only for experienced Facebook ad creators.
4. **Testimonials.** These ads use a customer testimonial as the ad copy, and include a call-to-action immediately afterward. One benefit of this type is that they can be fairly straightforward to create.

The Facebook advertising landscape is becoming more competitive, but that doesn't mean you can't succeed. Keep these strategies in mind, and you'll be well on your way to developing a winning Facebook ad campaign.

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