THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY



Digital Marketer Increase Engagement Series



DIGITAL MARKETER'S FACEBOOK AD FORMULAS

Brought To You By: Digital Marketer



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THE FACEBOOK LEAD MACHINE

Click here to learn about the Secret Facebook Campaign that Generated 23,247 Leads...

...In Less Than 30 Days!



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Driving More Traffic Increasing Conversion Rates, and... Boosting Social Engagement

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2015 has been a year of growth for DigitalMarketer, especially when it comes to acquiring leads and customers with paid traffic.

At the end of 2014, we wrote an article highlighting our best Facebook ads of the year.

Here's an excerpt from that article...

"We've created 567 Facebook ad campaigns in the past year and were just talking campaigns. Campaigns usually contain AT LEAST 2 ad sets and 8 ads.

That means we've created AT LEAST 4,500 different Facebook ads in the past year. Phew."

(**NOTE**: The full version of the 2014 version of this article appears below this article.)

We definitely upped our game in 2015. We've run 1,140 Facebook ad campaigns over the last 12 months or so.

But our growth is not just in the number of campaigns! In 2015, DigitalMarketer went from simply creating "ads" to creating "ad campaigns".

What do I mean?

We developed an automated system for acquiring new leads/customers and monetizing our existing customers.

We quit running "one hit wonder" ads that generate results right out of the gate, but quickly die and provide a poor experience for the end user.

As you'll see in the ads below, we've grown and learned so much in every aspect of what it takes to run successful ad campaigns including...

- making the right offer
- improving the design
- honing the sales copy
- focusing our targeting
- scaling winning ads
- ... and more.

We took what worked in 2014, made it better, and we weren't afraid to scale a winning campaign.

The change and growth from 2014 to 2015 wasn't just about us... traffic platforms are also maturing. They're rolling out new ad types and features that make it easier for us to obtain success.

If you have an offer the market wants, and create ad images that appeal to that market, AND refine your targeting to make sure you're putting that message in front of the right audience, you will win.

We appreciate you all for joining us on this journey and experiencing this growth as it happens... and we wish the same for your business.

Without further ado... here are DigitalMarketer's best Facebook ads from our highest performing ad campaigns of 2015:

1. NEWSFEED AD TO A LEAD MAGNET #1

Ah, <u>The Ultimate Social Media Swipe File</u>... our highest performing Lead Magnet of all time. It also happens to be the first Lead Magnet we ever ran to cold media here at DigitalMarketer.

You'll notice that The Ultimate Social Media Swipe File made it onto this list last year (#9 below) which is a testament to having a good offer. Once you create a solid Lead Magnet, it can benefit you for (literally) many years to come.

The Ultimate Social Media Swipe File campaign from 2014 finally tired out.

This was the 2014 version of this ad...



But, we knew this offer still had life.

In July of 2015, we created completely new ad campaigns for the offer.

Here is the highest performing ad from those campaigns...



You'll notice we refreshed the copy and images.

We wanted to scale this offer to an even broader market than before, so we went with the newspaper theme because someone outside of "online marketing" would still understand a "headline" in reference to a newspaper.

We tested these images with color variations and the black and white outperformed all the rest.

The copy works for a few reasons...

- We lead with a call-to-action to "copy & paste". Using the words copy & paste also express the ease of using these headlines.
- "72" creates specificity and shows the abundance of headlines they'll receive.
- "Get more clicks" speaks to the end result of using the headlines.
- "Facebook, Twitter, and your own blog" helps to explain the application of the headlines so that the end user doesn't have to even wonder WHERE they would use these headlines.

In 2014, The Ultimate Social Swipe Campaign produced 33,000+ leads for the business. At that time, it was our highest performing advertising campaign to date.

In 2015, our new ad campaigns for this offer (went live July 21st, 2015) has generated 72,033 leads in 2015 alone. (That's more than double last year)!

2. NEWSFEED AD TO A LEAD MAGNET #2

Digital Marketer Sponsored · @	
YOU can create a Blog Content Plan in 60 Seconds o 5 Simple Blanks (YES, IT'S REALLY THAT SIMPLE)	
60 SECOND BLOG PLAN	
60 Second Blog Plan Want more traffic to your site from content? You new Fortunately, we've discovered a formula for creating DIGITALMARKETER.COM	
4 47,890 ↓ 426 □ 3,772	

The second ad on our list for 2015 is for our <u>60 Second Blog Plan Lead Magnet</u>.

This Lead Magnet appeals to bloggers and content marketers.

Notice the **ENGAGEMENT** on this ad! When you have high positive engagement on an ad (likes, shares, comments) it helps increase your Facebook relevance score. When your relevance score is high, you pay less and your ad is more likely to be shown to your target audience.

Why was this ad successful?

We really, really thought about our target market here.

The ad image looks like the WordPress admin panel, which would immediately appeal to most content marketers. This is what we used to catch their eye. We also tied the "60 second" aspect of the offer into the image with the clock. A major pain point for content marketers is having the TIME to create all of the content needed. We really played on that "hook" with this ad.

In terms of the copy, this worked because we used language like...

- "YOU can create a Blog Content Plan".
- "60 seconds or less by filling in these 5 simple blanks" was used to highlight the speed and simplicity.
- "YES, IT'S REALLY THAT SIMPLE" was added to help overcome any objections and add some brand voice to the piece.
- This ad campaign produced 68,830 leads for DigitalMarketer in 2015.

3. RETARGETING WITH A VIDEO AD



Facebook added video ads to their platform in 2015... and what a blessing they've been.

There's so much more that can be said in a video ad than in an image, and if used correctly video ads can not only work to <u>cold traffic</u>, but also for <u>retargeting</u>.

The beauty of Facebook videos ads is that you can now create website custom audiences of people who watch the video and retarget them with other ad campaigns (perfect for cold traffic).

You can also use video ads to retarget people who have visited your site or visited certain pages on your site.

That's exactly what we did with the ad above.

We hold an annual event called Traffic & Conversion Summit. The above ad was used to retarget people who had visited the sales page to buy tickets but didn't actually buy. Ryan Deiss (our Founder and CEO) shot a quick video that said something like this...

"Hey there (arms waving), before you go, if you're watching me right now it's because you've heard of Traffic & Conversion Summit – XX discount is about to end, if this video is here then the offer is still active, BUT -you have to get it now!"

There was incredible <u>ad scent</u> here because the sales page for the event features a video of Ryan.

So, we thought that seeing a retargeting ad with Ryan speaking to them again would definitely make them stop in their newsfeed.

We were right. :)

This campaign had a **3,858% ROI!**

The best part? It only took 20 minutes to shoot the video, upload it, and set up this retargeting ad.

This was VERY low hanging fruit... retargeting is simple to set up and you're leaving a lot of money on the table if you aren't following up with your prospects and customers.

4. NEWSFEED AD TO BLOG CONTENT



This is the formula for the growth potential of your business...

L x C x M x f = Growth Potential

In today's post on the Digital Marketer blog — I'll walk you through the specific "Growth Lever" you can pull to double any of the variables in that formula. ... See More



This ad was to cold traffic (people who were not connected to DigitalMarketer in any way).

We sent traffic to a blog post first to introduce ourselves to the audience, give value first, and to "pixel" people who clicked so we could retarget them with a relevant offer.

The copy for this ad is lengthy... which we recommend for any ads you're using to send traffic to content.

It shows the end user that you're going to provide value. Because they've never heard of you before, you need to really explain yourself and give them a reason to click.

You're investing money INTO the relationship bank with your prospects by giving them value first BEFORE asking them to give you their contact information or buy something. Revealing the formula in the ad copy creates curiosity to get people to click.

We use the verbage "Your business" to qualify the audience. We want people who own businesses to click.

The promise for the ad is incredible... we will teach you 4 ways to double your sales. This ad shows that a good promise/ offer can even outweigh a mediocre message or image.

This ad generated 50,000 clicks to the blog post in order to prime the pump for this next ad...

5. RETARGETING WITH A NEWSFEED AD TO A MINI-CLASS



We've discovered SIX ways to double the size of any business (and you can, too)! Sign up for our Free, 6 week course and learn:

*Lesson 1: Discover the 4 unique "Growth Levers" that can increase the sales and profits of a business

*Lesson 2: How to perfectly position your offer so it gives your prospects EXACTLY what they want

*Lesson 3: Increasing Your Leads.. the 3 vital elements of any lead magnet

*Lesson 4: Increasing Your Conversions.. learn the most under-utilized business asset that can literally double...even TRIPLE your conversion rates overnight

*Lesson 5: Increasing Your Profits.. learn the 3-word phrase that will increase your average profit per customer

*Lesson 6: How to setup an "Invisible Selling Machine" in your business to increase your sales frequency...

Register Below:

There are 6 WAYS to GROW YOUR BUSINESS...



"Double Your Sales" Training

A free 6-week course on how any business can double their sales. This course is presented by DigitalMarketer.com, and powered by Infusionsoft.

WWW.DOUBLEYOURSALES.COM

796 Likes 34 Comments 255 Shares

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This ad campaign was used to generate leads for <u>Double Your Sales</u>, a free training course we released this year in partnership with Infusionsoft.

Double Your Sales isn't your typical "Lead Magnet". It's a 6 week miniclass that takes dedication and time... it is not easily consumable.

That's why this ad looks a bit different than our normal "Lead Magnet" ad.

Notice how long the copy is. We tested three variations of copy for this ad campaign (one was very short) and the long copy outperformed the others every time.

Why? Because this course is more of a commitment, we really have to sell someone with the ad copy.

We not only use the promise of teaching them 6 ways to double their business, we also give specifics at to what they'll learn each week.

The image is super engaging and plays off of the message of there being 6 ways to double your business... and the finger pressing the button makes you want to ACT and actually click the ad.

This ad campaign has produced over 20,000 leads for DigitalMarketer in 2015.

6. CAROUSEL AD TO BLOG CONTENT

Ah, carousel ads! Another new ad type that Facebook rolled out in 2015.

When scrolling through the newsfeed, you actually see the first image with an arrow pointing to the right that you can click on to scroll through the ad.

Carosel ads are awesome. Not only do they stand out in the newsfeed, they're great for multiple reasons... you can use each square to talk about a different benefit of a specific offer (all of them clicking over to the same page).

You could also use them to highlight different testimonials for your business or product and retarget people who visited your sales page but didn't buy.

In this case, we used the ad carousel ad type to promote 4 different blog posts (each square goes to a different URL).

This is the first panel...



... and this is the second panel that someone sees if they click the arrow to move the carousel...



... and the third...



... the 4th...



... the 5th...



We ran this ad to cold traffic and allowed people to select which topic they were most interested in.

The best part of this is that because of retargeting, we were able to follow up with these people with offers that were most specific to the blog post they clicked over to.

If they clicked on the blog post about Facebook ads... we retargeted them with an ad for our Lead Magnet about Facebook ads. If they clicked on the blog post about email marketing, we retargeted them with an ad for our Lead Magnet about ... you guessed it... email marketing. :)

This ad sent 15,000+ clicks to various blog posts.

7. NEWSFEED AD TO PERPETUAL PRODUCT LAUNCH

This ad sends traffic to a perpetual launch for our email marketing product called The Machine.

Last year our ad for this product targeted people that already knew the benefit of an email list or those that had an email list.

We wanted to broaden the marketing message to take this product to a different audience. So, we developed a new campaign.

The message of the 2015 campaign boils down to...

"the average adult receives 147 emails a day"

... and called out to business owners by asking them how they were going to stand out in the inbox.

Here's the ad...



This new messaging was all about broadening the marketing message and it WORKED. We also use a quote (that reads like a story) in the newsfeed description that stops dead in the middle and creates curiosity.

"We can help" makes them feel like they are apart of something bigger.

The ad image appeals to most people because everyone knows what that blue email icon means and sees it daily... and having almost 5k emails in your box would stress most people out. The image is eye catching and speaks to a pain point.

This campaign has put more than 20,000 people into a perpetual launch for our product, The Machine, and is consistently running at 80%+ ROI positive.

You can download a PDF version of the infographic here

(**NOTE**: Want the Ultimate Facebook Ad Template Library? Copy & paste these 7 proven Facebook ad campaigns to create low-cost, high-converting ads on demand. Get them <u>here</u>.)

