



# *Facebook Ads Starter Kit*

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# *Before We Get Started...*

We know, you've heard the stories about other entrepreneurs having great success with Facebook Ads; tons of leads at great prices, calls booked, amazing sales, etc., etc.....

Maybe you looked at the Facebook Ads Platform and thought, no way, I don't even know where to start, this is too hard, too expensive and they just won't work for me. Maybe, just maybe you are overwhelmed by the abundance of information out there!

We know, we get it, that's why we decided to put together this simple, 6 Step Starter Kit.

Our Goal is to get YOU started with Facebook Ads **WITHOUT** wasting a ton of **TIME & MONEY**.

# Let's Get Started



We are going to take you through 6 Simple Steps to get you ROCKIN' with Facebook Ads and growing your BRAND - Today!

# 1. Place Your Facebook Pixel

Install Your Facebook Pixel on your Website and ALL Landing Pages.

## **What's the Facebook Pixel?**

It's a piece of code (specific to your Ad Account) that's added to the Header on your website.

It's also important to add the pixel code to any web pages hosted outside of your website, such as Leadpages, Clickfunnels, etc.

There are different types (events) of Pixels you can place on various pages, such as a Purchase Pixel on your order or purchase thank you page.

*TIP: There are a ton of tutorials out on the web from how to set up your pixel in Facebook (if you are new) to how to place your pixel, let google be your guide.*

## **WHY is the Facebook Pixel Important:**

- It allows you to create audiences of people who have visited your website or specific pages of your website.
- You can create Look A Like audiences of people that have the same demographics, likes, interests as those that visited your website.
- It allows you to share information with Facebook. When someone clicks your ad and opts-in to your email list, downloads your lead magnet or purchases your product, Facebook will know. Facebook then uses this information to further OPTIMIZE your campaigns, which can lead to LOWER cost per result for YOU!

*TIP: The SOONER you install the pixel the more data you will give Facebook for future ad campaigns.*

*Even if you don't plan to run ads in the near future, install the pixel now so you will have the data when you are ready!*

## 2. *Set The Strategy*

Determine the **GOAL** of your Campaign  
there are 3 Ways FB can help **GROW** your business:

Build **TRUST**:

- Build Brand Awareness & Trust
- Stay Top of Mind
- Get more Video/Facebook Live Views

**GROW** Your Audience:

- Grow your email list
- Increase sign ups for a webinar or challenge
- Drive traffic to your blog, webpage, or podcast

**BOOST** Revenue:

- Boost affiliate revenue
- Sell your services
- Sell your digital or physical products

# 3. *Determine the Budget*

Get Started for as LITTLE as \$5 a Day!

YES, can you spend less than \$5 a day, you can, however we don't recommend it. We recommend a minimum of \$5 per day per Ad Set for new campaigns, this gives Facebook enough budget to work with so the Algorithm can optimize effectively to show your ad(s) to the right people within your targeted audience.

When getting started and testing audiences and ads, we suggest only testing (1) audience per Ad Set, with 2 Ads per Ad Set (so if you are testing Fitness, that would be one ad set with 2 ads in that ad set). Use the same ad copy for each ad but different headlines and/or creative. Then set that Ad Set Budget at \$5 per day.

Once you have your audiences zoned in, along with the ads, look at length of campaign and what you are comfortable spending to obtain the results you want.

# 4 Audiences

**WHO** do you want to see your ads?

**WHO** is your avatar?

Here are some examples to help you get started:

**WARM** Audiences:

- Email Subscribers (upload your email list to FB)
- Fans of your Facebook Page
- Website Visitors (thanks to your PIXEL)

**LOOK A LIKE** Audiences:

- Look a Like Facebook Fans
- Look a Like Email Subscribers
- Look a Like Website Visitors

**COLD** Audiences:

- Fans of Specific Pages
- Demographics, Interests, Behaviors
- Location, Job Titles & MORE

# 5. *Get Creative*

**GRAB** your audience's attention with a stop the scroll visual and engaging messaging.

Your **MESSAGE** - What will make your ad stand out, what will make a FB user stop, read and click your link?

Brainstorm, Research, be Authentic, think of pain points your service/product/lead magnet solves or helps with.

**AD COPY - HEADLINE - CALL TO ACTION - LINK**

Your **VISUAL** - Image, Video, Slideshow or Carousel  
What type of visual will connect better to your audience, what will make them **STOP THE SCROLL...**  
remember you are competing for their attention in their newsfeed with their friends and others.. Stand out, get their attention!

Test Images vs. Video, Carousel are always great when you have several great images and/or videos!

# 6. *Test & Tweak*

Look at your results, test, and tweak to further optimize your ads!

- Facebook Ads are **NOT** a set it and forget it, or launch it and let it ride... **NO**.....There is always room for further testing & tweaking so you can **LOWER** your cost & **INCREASE** your results.
- Review your demographics to determine the best placements for your ads.
- Give the algorithm at least 48 - 72 hours to learn what's working before making any major changes to your ads.
- When things are working, don't get crazy with your budget, when you've hit the sweet spot, increase your budget by 50% only every 2-3 days. Adding too much budget can actually decrease your results and increase your cost if done too quickly.
- **WATCH, LOOK, EVERY DAY.**

# Tips & Takeaways

- Start a spreadsheet of audiences; interests/behaviors of your target audience (what do they like, who do they follow, what's their job, etc.) this way you can mark what are winners and what are not.
- Start a document with Ad Copy variations, different versions of ad copy; make notes of what ad copy worked, with what audience and what visual (image/video).
- Make a list of the pain points your target audience has (what keeps them up at night, what is happening with them) then match a benefit of your product or service that can help solve this or help them with it.
- Use a FREE service like Canva to create some great visuals for your ads, add text, etc. and keep a file for testing.

# About Pierce Media

Pierce Media was started in 2019 when our CEO, Kristina Pierce was done helping someone else build their dream. It was time for her to build her dream.

Kristina has over 20 years of Marketing experience, started out in the late 90's buying radio, tv and even newspaper ads! Fast forward many years and many "Director of Marketing" titles to her landing at a large digital agency as a Lead Ads Manager, handling 8-10 clients a month and an adspend of \$150K - \$250K a month. Working 60+ hours a week and not giving clients the service they deserved, she knew she could do it different, Welcome to Pierce Media!

At Pierce Media we work with passionate, driven online entrepreneurs and business owners, who want to skyrocket their business to the next level with paid traffic, regardless of their budget.

# Contact Us...

We offer Full Ads Management, Strategy, Funnel Strategy, and more. We also offer several Consulting & Auditing services for those running their own ads or wanting to run their own ads (yep, we can help YOU run your ads, YOUSELF!)

REACH OUT to US - Your first Meeting is Always FREE!

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[instagram.com/piercemedi](https://www.instagram.com/piercemedi)

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Kristina Pierce is available for Podcast Guesting and is always willing to be part of Online Workshops/Summits to talk about her love of Ads. She can also speak at your event, contact us at: [kristinapiercemedi@gmail.com](mailto:kristinapiercemedi@gmail.com)