

How to Create the Best Facebook Ad Campaign Structure for Conversion Success

Here's the bottom line: the path to high-converting Facebook ads starts with ensuring you have the best Facebook account and campaign structure for success. Why? Because the right Facebook ad campaign structure will enable you to build your strategies and optimize your campaigns at every level to ensure you are getting the best ROAS. Think of it as your Facebook marketing foundation, a foundation that will help you scale your marketing for the best results.

A successful Facebook campaign structure should have a multitude of campaigns fulfilling different objectives, each of which having a variety of ad sets, each with its own targeting and bid strategies. On top of that, each ad set should offer a variety of ad formats.

For those of you who are newer, or struggling with Facebook marketing, here's a beginner's breakdown of what we mean here:

Facebook Campaign Structure Levels

A Facebook structure has three levels: the campaign, the ad sets and the ads. At the campaign level, you set your overall objective for your campaign. Your ad sets are where you split your campaign into groups based on budget, targeting, placements and bids. The last level is your ads, where you create your creative format options for each ad set.

And why should you have more than one campaign? Because each campaign should be using a different objective to address the various eCommerce sales funnel goals you have. This ensures that Facebook is working hard to help you achieve that one specific goal for your campaign, improving your chances of success. It will also help you better optimize your campaigns for the best ROAS in the long run. And as an added bonus,

one campaign per goal will keep your Facebook organized, helping you with marketing admin as your business and advertising budget grows.

Now that we're all on the same page, let's dig deep into how you can create the best Facebook ad campaign structure. Here we will give you all the steps you need to create a good performing campaign at each of these levels and then provide some Facebook ad Campaign structure strategies that we recommend for eCommerce.

Let's jump in!

Step 1: Building an Optimized Facebook Account Structure at Campaign Level

The very first step in ensuring you have the right Facebook ad campaign structure is setting a clear marketing goal for your campaign. This happens at the campaign level and will provide the whole foundation of your campaign and its ad sets and ads. It will also set your intention in terms of optimizing the campaign.

Facebook offers awareness, consideration and conversion campaign types, with each option tailored to one specific goal.

Which eCommerce Facebook Campaign Objective Should I Use?

It's important to note here, when it comes to eCommerce Facebook marketing you are almost always going to choose the 'conversions' objective. Even if your overall goal for your campaign is to attract new shoppers, remarket previous traffic or reach out to existing customers.

This is because by picking this objective you are working with Facebook's algorithms, which are designed for each specific objective (to reach potential shoppers who are more likely to buy), and thus improve campaign success chances.

Let's say you currently have two main marketing objectives: you want to drive more new, targeted traffic to your online store *and* increase sales through marketing, AKA conversions.

You could then create two conversion-objective campaigns, one with the goal to attract new shoppers and drive them to your store, and one to boost conversions by targeting people already familiar with your brand.

Here's a rough idea of what these two campaigns could look like:

Facebook Campaign Structure Example 1

As we mentioned, this campaign aims to bring new potential shoppers to your online store using Facebook's conversion campaign objective.

The idea with this simple structure is that you are able to have multiple ad sets that send shoppers to various pages of your store. This ensures that, with the help of Facebook's optimization algorithms, you will quickly be able to see which ads are winning and which are bombing and more easily adjust accordingly.

Very Important Pro Tip: Additionally, you should be A/B testing all your ads and creatives to find the best performing ad. Therefore, your structure could look something like this until you narrow it down the three ads.

There are a lot of ways it can be applied beyond what we have shown you above. One effective way of using it would be to create a traffic campaign around your eCommerce blog content, where each ad would highlight and link to a different blog post.

What about the second campaign example to push product sales?

Facebook Campaign Structure Example 2

Here's a simple example of how you can boost product sales using Facebook's campaign conversion objective. Similar in structure to the above, here you have one conversion campaign where you're pushing one promotional product. You can then target two different groups with three types of ads. This enables you to show your different audiences three variants of ads, while making it easier for you to keep high converters and optimize or pause non-converters.

Okay, but what if you want to run more than one promotion to push those sales to a variety of market segments? Well, then it will look more like this:

Newbie Tip: A lot of new Facebook advertisers tend to create different promotional ads at the ad level, which in turn creates chaos for managing and optimizing campaigns for the best ROAS. What you absolutely should be doing is creating each promotional campaign at campaign level. In other words, you should be creating a conversion campaign for each promotion, product and/or group of products.

With the above structure, you will be able to run long-term campaigns, while cycling your ad sets and changing your ad creatives to help you boost sales and fight fatigue. By keeping each promotion under its own campaign, you will be able to manage your ad spend, better track and optimize campaign results and more efficiently make the tweaks you need to push your conversions up while keeping your costs low.

Let's put both examples together to show you how an account would look if it were running one traffic campaign and two promotion conversion campaigns.

The idea is to create specific campaigns for each promotion under one umbrella, so to speak, as this will allow you to easily adjust your budgets, targeting and ad creatives within in. You can then increase the number of campaigns in your Facebook account as your marketing needs, budgets and business grows.

Step 2: Building an Optimized Facebook Account Structure at Ad Set Level

Now that we have an understanding of how you set your objectives – and campaign goals – at campaign level, we will need to dig deeper into your campaign targeting and budget. Therefore, the next step in building your optimum Facebook account structure is building your ad sets.

We highly recommend creating an ad set per audience. Properly creating and segmenting your ad sets by your audience targeting will allow you to optimize bids and budgets based on their performance.

Let's dig deeper into the campaign example we used in step one and assume you want to run a specific promotional campaign that targets a variety of potential customers at different stages of their brand awareness journey: new potential shoppers and users who are already familiar with your brand or existing customers.

You could then create one campaign with a variety of ad sets which target different audiences. In this example, we have gone simply with two groups of previous visitors and/or shoppers (retargeting lists).

It is crucial at this stage that you have managed to create Facebook target audiences that have limited overlap. Audience overlap happens quite easily if you're not keeping an eye on audiences during ad set creation. Having a good, organized Facebook ad campaign structure goes a long way to preventing this, especially at the ad set creation stage.

Note: Don't forget to use Facebook's Audience Overlap tool to spot and fix any audience overlaps quickly.

Having refined, highly segmented audiences is key, as it will enable you to clearly see which audiences are performing successfully. In other words, it allows you to optimize, pause or boost ad sets more easily. The above table shows a simplistic example of this.

Eventually, you will want to break these down further as your campaigns, targeting lists and advertising needs grow.

Newbie Tip: Facebook offers core, custom and lookalike audience targeting. Here's a short outline of each:

1. Core audiences, in which Facebook advertisers create an audience based on demographic criteria such as age, interests, location, etc.
2. [Custom audiences](#), in which Facebook advertisers, after setting up a Facebook pixel, can automatically create audiences based on users' actions on your store.
3. Lookalike audiences, in which Facebook advertisers create an audience based on interests, helping them find new shoppers similar to their current customers.

Step 3: Building an Optimized Facebook Account Structure at Ad Level

Step three in creating a good Facebook ad campaign structure is ensuring that you build out your Facebook ad structure. The fact that this is the final level of your Facebook campaign structure hierarchy, doesn't mean it is any less critical. There are a variety of ad types you can choose, depending on the campaign objective and placement settings you have selected. The [top Facebook ads for eCommerce](#) include:

1. Dynamic Ads
2. Collection Ads
3. Video Ads
4. Domain Ads
5. Messenger Ads
6. Instant Experience Ads
7. Lead Ads
8. Carousel Ads

9. Offer Ads

There are a variety of ways you can build your ads for each ad set, and these are where things can get tricky if you're not organized. What you should be doing is creating a few ads with different messaging, which you would then duplicate for each of the ad sets you've created in your Facebook campaign. This means you will be able to track how each ad does with each audience and optimize accordingly.

Again, let's look at our basic Facebook traffic campaign example, in which you are targeting a retargeting list and a lookalike campaign, and assume you are running three domain ads for each. One domain ad linking to your store homepage (branding), one to a specific popular product, and one to your promotion landing page.

You would create each of the ads for your first ad set and then duplicate them for other ad sets in your campaign. After which, you will probably need to tweak your messaging (headline and CTA text) for that specific audience.

As your business needs and budget increase, so will the number of ads in each of your campaigns. What you will want to do is keep a close eye on your ads – rotating ads to avoid fatigue and keeping a close eye on the ads that are working and those that are killing your ROAS – and make your optimization changes accordingly.

Pro Tip: Use the free [Growth Hero](#) app to get a full Facebook Ads account audit today. The app helps you find out which campaigns and ad sets are losing money, which devices and operating systems are converting best for your store, your best-performing audiences and cross-segment options to improve results – all in a matter of minutes.

Step 4: Building Expert Facebook Campaign Structures from Your Facebook Account

Now that you have a clearer idea of how to structure your Facebook Ads account and campaigns for easier management and optimization and better results, let's go through some expert Facebook ad campaign structure examples. We will outline three possible Facebook ad campaign structures, based on different sales funnel stages, which you can use as inspiration for your own winning Facebook campaign structure for your Facebook account.

It is important to note here that there is no one-size-fits-all strategy.

You should be creating your Facebook ad account and campaign structure based on your sales funnel and goals, and at the campaign level, your metrics.

What we do highly recommend is keeping your campaigns as super focused as possible – by creating a campaign for each specific eCommerce business goal and targeted ad sets for each drilled-down market segment. Both of these strategies will help you improve your ROAS, make it easier for you to optimize, and therefore, ultimately increase conversion success.

Here are some eCommerce Facebook ad campaign structures to get your creative marketing juices going:

Example 1: Basic eCommerce Facebook Account and Campaign Structure

Below is a top-funnel campaign structure for a smaller online store with one product. Here you would be using two different campaigns to first drive awareness for your brand, and second, retarget that traffic with a promotional landing page for conversions.

Remember, by setting your campaign Facebook objective as ‘Conversions,’ you are letting Facebook know to look for potential shoppers to show your ads to those who are more likely to convert.

In this eCommerce campaign structure, you are using lookalike audiences of previous shoppers to drive awareness for your online store brand and product. Traffic is then targeted, based on which pages they viewed on your store, with retargeting Facebook ads.

Example 2: Intermediate eCommerce Facebook Account and Campaign Structure

For this eCommerce Facebook account and campaign structure example, let’s assume you are still a smaller online store, but are selling more than one product. You might also be a little more established and have a bigger marketing budget. In this case, you could further segment your campaigns, which in this example would be splitting your remarketing campaigns.

Similar to the first campaign structure example, with this template you use campaigns to target different lookalike audiences to build awareness for your online store and products. You would then split your retargeting campaigns into two, allowing you to target more finite activity on your pages specifically for cart abandonment remarketing. Which, in this case, you are ensuring you are excluding people who have bought from previous ads or who have seen other cart ads.

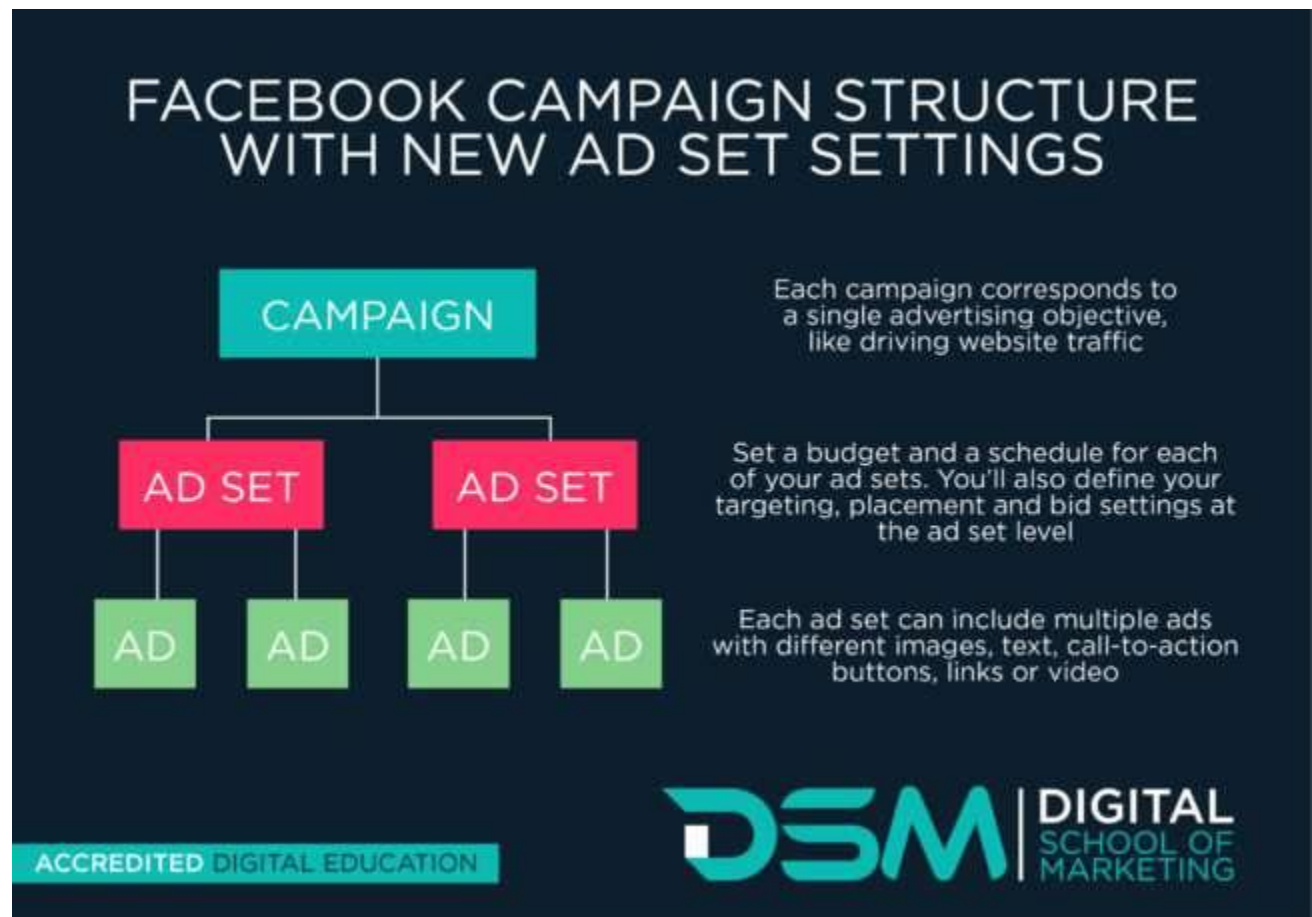
Example 3: Full Expert eCommerce Facebook Account and Campaign Structure

Finally, let’s look at a Facebook account and campaign structure that could be implemented by more established eCommerce brands with big product categories. Here, you would increase the number of your campaigns, so that you are creating a full-funnel marketing strategy.

What is important, again, is including the right exclusions and targeting so that potential shoppers and customers are moved up and down the funnel, until they buy and then returned back into the fold.

Pro Tip: As your accounts and campaign structures get more involved, it is very beneficial for marketers to make use of Facebook's Automation Rules so that you can scale your ads automatically. This will enable you to set important notifications, adjust bids and budgets, and turn ads on and off automatically.

POWERFUL FACEBOOK AD CAMPAIGNS THAT CAN HELP YOU PROMOTE YOUR BUSINESS



If you aren't sure which type of [Facebook](#) ad campaign to use for your products or services, this article will assist you in making this decision by discussing three of the most profitable ad campaigns that you can consider starting with. It will also give you a step-by-step breakdown of how to set up each of these campaigns.

While the process of setting up a Facebook campaign might seem daunting, this is only the beginning. The real work starts when your campaign goes live and you have to actively manage it to avoid ad fatigue. You need to go into this process knowing what to expect.

FACEBOOK AD CAMPAIGNS

CAMPAIGN 1: RE-MARKETING

This type of campaign is designed to target people who have visited your website but haven't converted into a lead or customer yet. With this Facebook ad campaign you will be making special offers to this audience in the hopes of finally converting them into customers.

The first step for this campaign is to install Facebook Pixel on your website. Facebook Pixel will give you a handy insight into how visitors from Facebook interact with your site. Once you have Facebook Pixel installed, you can then create a custom audience of website visitors.

Follow the following 10 steps to do this:

1. Open the Ads Manager main menu.
2. Under the 'Assets' column, click on 'Audiences'.
3. When the Audiences dashboard opens, click on 'Create Audience' and then select 'Custom Audience' from the drop-down menu.
4. In the 'Create a Custom Audience' window, select 'Website Traffic'.
5. Select 'Any' along with your Facebook Pixel to set up your custom audience.
6. Choose 'All Website Visitors' in the condition section.
7. Change the duration to '180 days' in order to create the largest website custom audience.
8. To make sure that you are not wasting money advertising to people who are already customers, click on 'Exclude People'.
9. In the new field that appears, click on the condition and then select 'Purchases' from the drop-down menu.
10. Again, change the audience duration to 180 days in order to include most people in your audience.

At a later stage you can create shorter website custom audience durations that might be more in-line with your specific needs.

Now that you have set up your custom audience, you can now set up your campaign.

1. Open up the Ads Manager and click on 'Create'.
2. In the 'Campaign Objective' drop-down list, select 'Traffic'.
3. Name your campaign and click on 'Save to draft'.
4. Navigate to the 'Ad Set' level and set your budget, select your custom audience and then choose your placement and bidding optimisation settings.
5. In the 'Audience' section select the 180-day website custom audience that you created earlier.

6. In the 'Placements' section select 'Edit Placements' then choose 'Feeds on Facebook' and 'Feed on Instagram'.
7. In the 'Optimization and Delivery' section, change the 'Optimization for Ad Delivery' to 'Landing Pages Views'.
8. Move to 'Ad Level' and select 'Ad With an Image or Video'. Upload the image you want to use in your campaign.
9. Move on to the text section of your ad and insert your ad copy and remember to include your special offer. Finish everything off with a call to action and a [link](#) to the relevant page on your website as well as a headline under your image.

CAMPAIGN 2: ADVERTISE TO PEOPLE WHO INTERACT WITH YOUR BRAND ON FACEBOOK OR INSTAGRAM

For this campaign your main target will be people who have interacted with your business on Facebook or [Instagram](#). You will follow the same steps from the first campaign, but with a few changes:

1. For this campaign you will need to create two types of engagement for custom audiences, for the first, select 'Facebook Page' as the source, and for the second one select 'Instagram Business Profile'.
2. Choose 'Traffic' as your campaign objective and at the 'Ad set' level select your Facebook page engagement custom audience.
3. In the 'Optimisation and Delivery' field, select 'Landing page views'.
4. When introducing your product or service offering, remember to link to the relevant page on your website.
5. After you publish your Facebook engagement re-marketing campaign, duplicate the ad set and change the targeting to your Instagram engagement custom audience.
6. At the 'Ad Level', select 'Use Existing Post' and then select 'Ad Posts' from the selection matrix.
7. Choose the same ad name that you created for your Facebook page engagement ad set.

CAMPAIGN 3: ADVERTISE TO AN AUDIENCE THAT IS BASED ON INTERESTS RELATED TO YOUR PRODUCT OR SERVICE

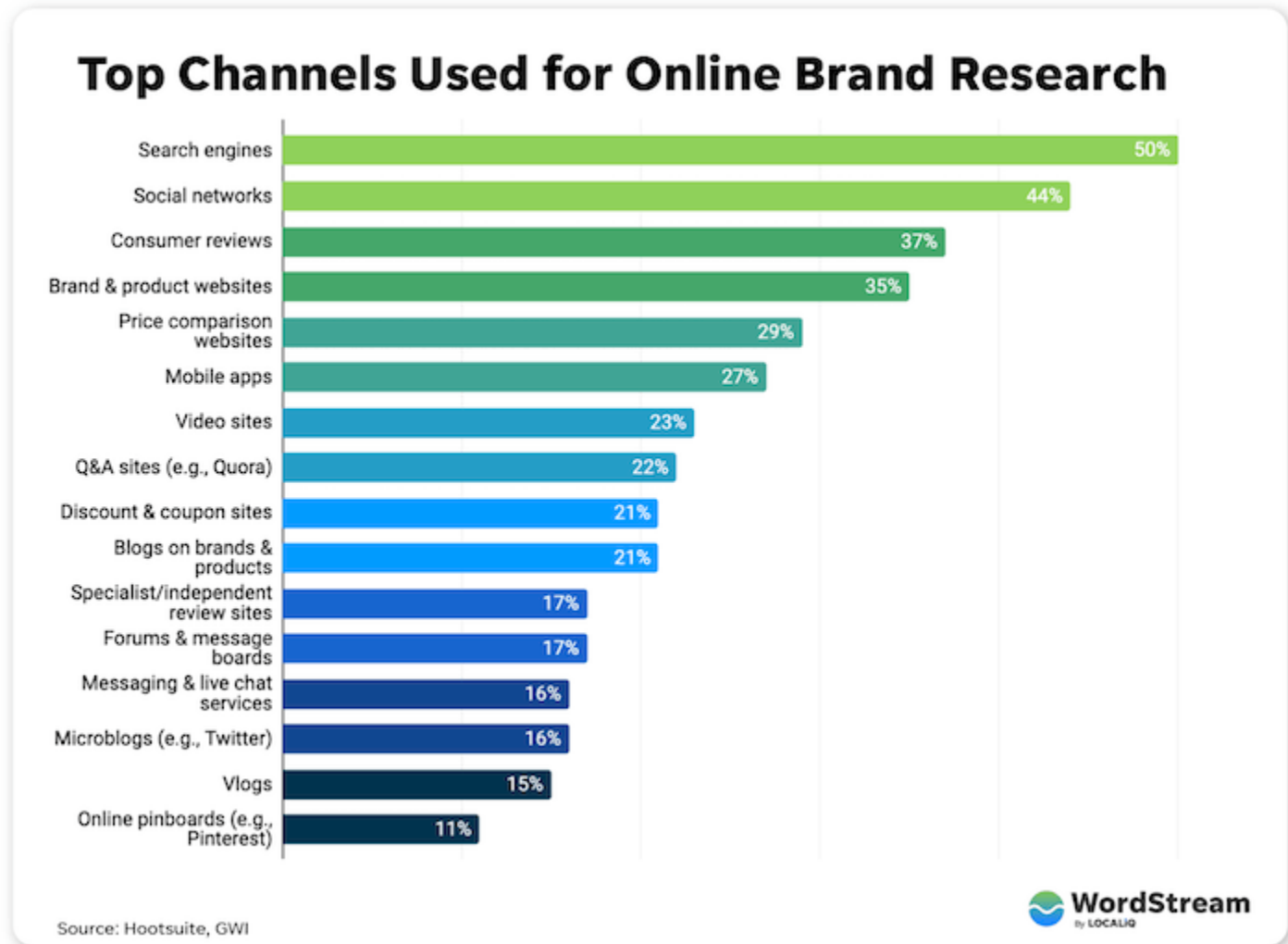
With this campaign you are aiming to reach audiences straight from the offer ad. This is the audience that has never interacted with your brand before. Again, follow the steps set out for the first campaign but make the following changes:

1. Create saved [audiences](#) based on interests related to your product, service or industry in general.
2. When setting up your campaign, select the 'Traffic' campaign objective, optimise for 'Landing Page Views' and change your audience to one of the saved interests that you set up in the previous step.
3. Create your campaign.

Social media advertising stats

To give you a sense of how big the social media ad market is, let's take a look at a few stats:

- Social media ads are the [fourth](#) biggest source of brand discovery and the second most popular channel for online brand research.



- Social media advertising is the [second biggest market](#) in digital ads (\$153 billion in 2021), after search advertising.
- Google controls 28.6% of global digital ad spend, while Meta (Facebook) is not far behind at 23.7%

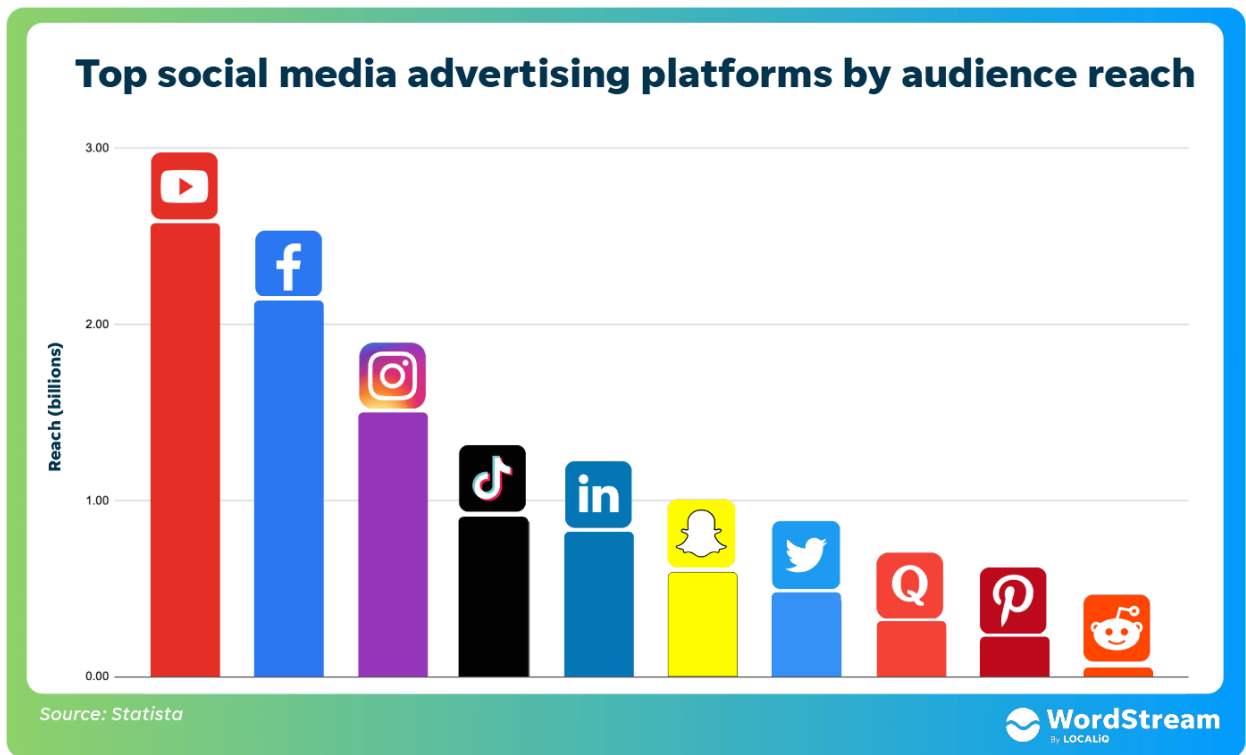
What are the most popular social media advertising channels?

The [most popular social media platforms](#) for advertising are, unsurprisingly the same as those for organic marketing. These include:

- Facebook
- YouTube
- Instagram
- LinkedIn

These are also popular platforms:

- TikTok
- Twitter
- Pinterest
- Snapchat
- Quora
- Reddit



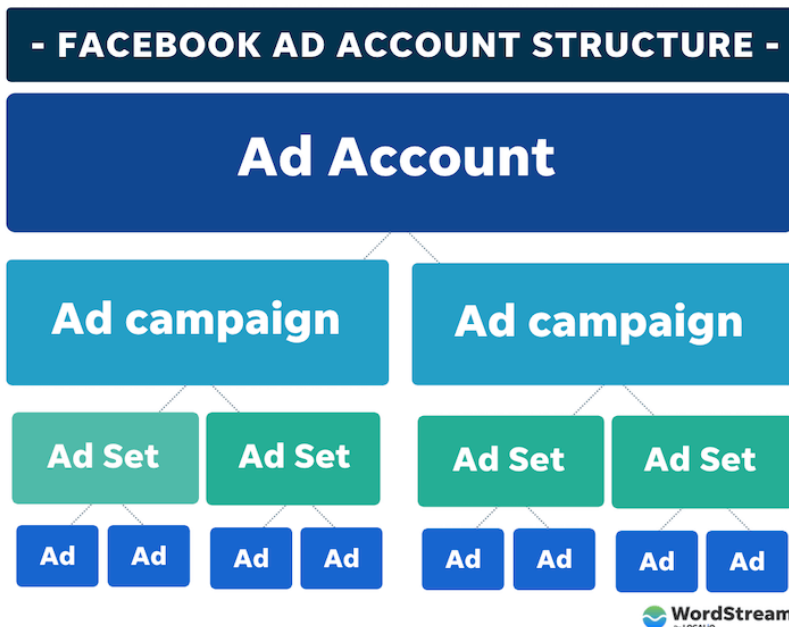
I'll be doing a deeper dive into the top eight platforms later in this post.

How do social media ads work?

As mentioned above, while search ads operate primarily on [keyword targeting](#), social ads are based on audience targeting. Each platform has its own features, settings, and formats, but they do share some general traits:

- **Auction style:** Just like [the way Google Ads works](#), social ads are an auction-style of PPC where an algorithm determines placements and costs based on a number of criteria—including ad quality, maximum bid, and past performance.
- **Campaign objectives:** For most platforms, the first step in creating a campaign is to choose an objective. Usually there are three to represent top, middle, and bottom of funnel.
- Reach/awareness
- Leads/engagement

- Conversion/sales
- **Targeting:** You're able to target users on each platform by demographics, interests, and behaviors as well as create [retargeting](#) and lookalike audiences. Every platform is different, but this [guide to Facebook audience targeting](#) can help you get an overall grasp.
- **Account structure:** While naming conventions vary for each platform, each one has an account structure that allows you to organize ads into groups and then organize groups into campaigns.



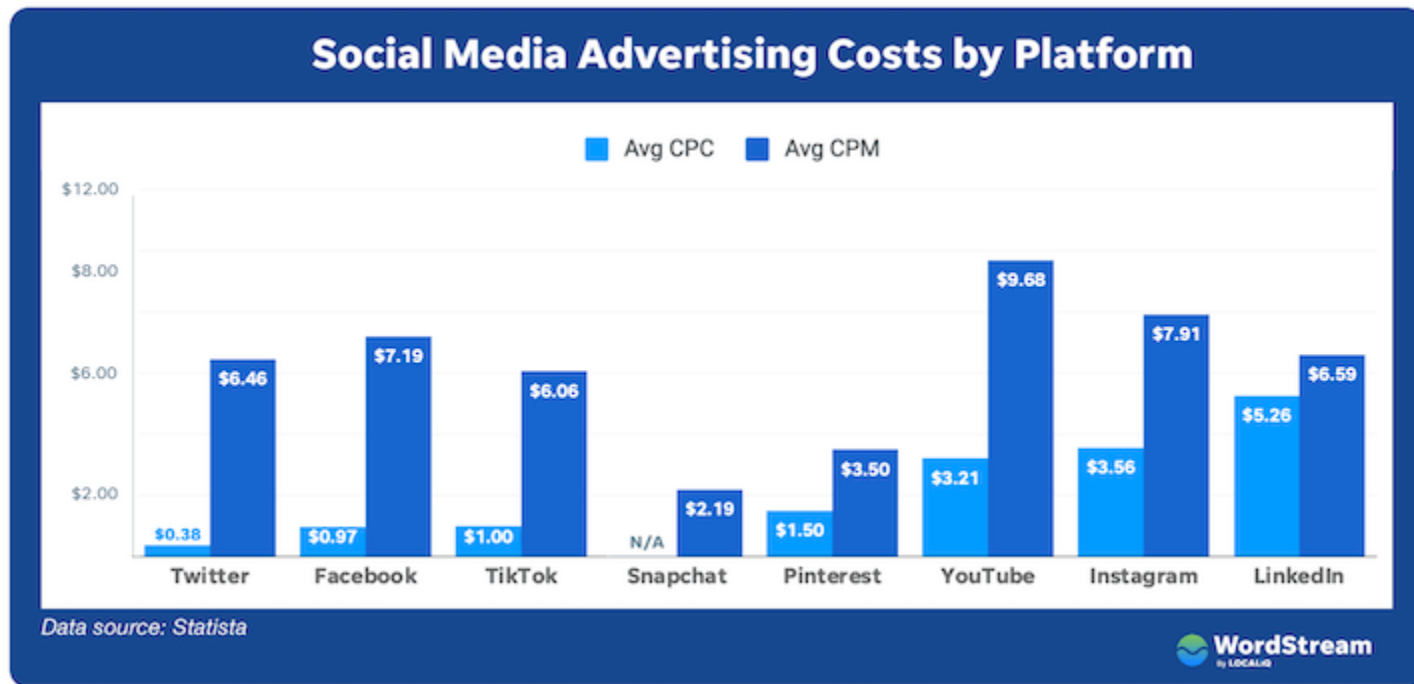
How much do social media ads cost?

Now if this wasn't a loaded question, then I don't know what is. Ultimately, your social media ads cost will depend on a number of factors, including your campaign objective, bidding strategy, budget, campaign optimization, industry, and more. But here are some [PPC metrics](#) you'll see with social media advertising costs:

- Cost per click (CPC)
- Cost per 1000 impressions (CPM)
- Cost per conversion/cost per action/cost per lead

- Cost per video view
- Cost per engagement (likes, comments, etc.)
- Cost per app install
- Cost per follower

The graph below shows overall average cost per click and average cost per thousand impressions for each platform according to [Statista](#).



But remember, these are mainly used to give you a point of reference. What you can expect to pay will vary widely by industry, and also even by campaign type. For example, you can see in our benchmarks here that the average cost per click for home services on social is between \$1-\$2 while for real estate it's lower, under a dollar.

Real Estate Advertising Benchmarks

Social

Subcategory	Avg. Cost Per Click (\$)	Avg. Cost Per Lead (\$)	Avg. Cost Per Call (\$)	Avg. Click-Through Rate (%)	Avg. Monthly Spend (\$)
Apartments and Rentals	0.53	46.53	70.11	3.44	300
Homes for Sale (Agent)	0.69	58.56	116.75	3.02	750
Real Estate Broker	0.61	77.48	116.75	2.01	750
Real Estate Agent (Residential)	0.82	46.53	116.75	2.03	750

Source: WordStream • Created with [Datawrapper](#)

Healthcare Advertising Benchmarks

Social

Subcategory	Avg. Cost Per Click (\$)	Avg. Cost Per Lead (\$)	Avg. Cost Per Call (\$)	Avg. Click-Through Rate (%)	Avg. Monthly Spend (\$)
Hospitals & Clinics (Specialized Services)	0.99	116.75	141.17	1.39	1366
Assisted Living, Elder & Home Care Services	1.00	70.81	100.48	1.90	626
Health Clubs & Gyms	1.93	58.56	116.75	1.53	500
Personal Fitness Trainers	2.16	77.48	232.76	1.56	1000
Diet & Weight Loss Centers/Products	1.97	70.11	70.11	1.68	500
Hearing Aids & Care	1.60	116.75	125.21	1.22	899
Opticians, Glasses & Contacts	1.07	116.75	116.75	0.97	500
Addiction Recovery	1.34	86.49	116.75	1.10	1000
Chiropractic Care	1.27	72.97	116.75	1.29	500
Massage Therapy	1.46	104.58	116.75	1.15	500
General Dentistry	2.44	77.48	116.75	1.37	500

Source: WordStream • Created with [Datawrapper](#)

View more data on our [Benchmarks Hub Page](#).

How to get started with social media advertising

The hardest part of any marketing strategy is actually starting. But check off these basic steps and you should have enough confidence to take the leap!

1. Understand your audience

As with any marketing strategy, you need to make sure you [have a firm grasp on your target audience](#). Use your existing customer data, do some market research, and look at analytics from existing platforms to get a feel of what might work well. This will then help you to identify who to target, what to target them with, and when. Then, once you start running your ads and collecting data, you can get even more specific insights into who is seeing and engaging with your ads.

Identifying your target audience

Questions to ask your customers

Problem/pain point	Lifestyle/behavior
• What was the problem you were trying to solve? • How were you solving/attempting to solve the problem prior to us? • If you used other vendors in the past, what issues did you run into with them? • Did you have any hesitations in choosing us? • Is there anything we can do to improve?	• How did you find out about us? • What terms did you search? • What media/newsletters do you read related to this topic? • What social media platforms do you use? • How much time do you spend online?

Competitive

- What made you choose us over competitors?
- What is the primary benefit of our product/service?
- What additional benefits have you experienced?
- What do you like about us?

WordStream
by LOCALIQ

2. Choose one channel to start

A [cross-channel marketing strategy](#) is important, but you need to get the hang of the platforms before you start intertwining them. The best

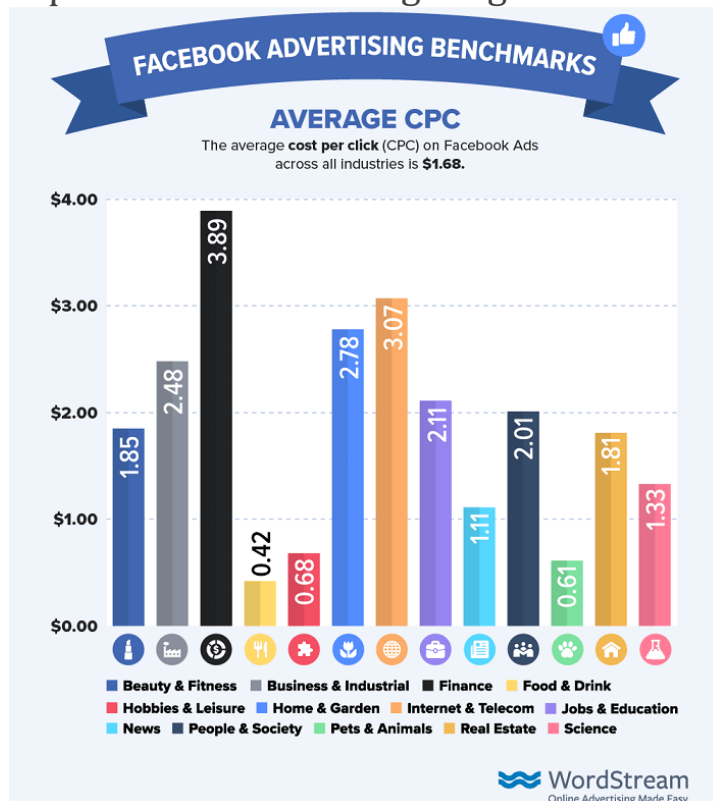
channel will depend on your audience, but more often than not, Facebook is a good first step.

3. Establish some **general** goals

What do you want to achieve with your social ads? No need to set the ol' SMART goals here— it's going to be hard to identify specific metrics until you actually start. But you can generally get an idea of which campaign objective you'll start with based on your primary goal (awareness, lead generation, conversions, for example).

4. Look at benchmarks

[How much you'll pay for your social ads](#) will depend on your industry, audience, optimization strategy, and more, but it's always good to get a general point of reference before you begin so you can have some level of expectation set for budgeting.



You can find benchmark data here:

- [Facebook advertising benchmarks](#)

- [Healthcare social advertising benchmarks](#)
- [Real estate social media advertising benchmarks](#)
- [Home services social media advertising benchmarks.](#)

4. Use your resources

There are plenty of free resources out there that can help you with social media advertising. We have a few roundups and even a tutorial for ya:

- [The 8 Best \(Free!\) Facebook Ads Courses for Every Level](#)
- [The 8 Best Social Media Marketing Courses \(That Aren't Boring!\)](#)
- [How to Advertise on Facebook in 8 Steps](#)

5. Just start

If you're a small business just looking to get your feet wet, your best bet is to just start and learn from there. Social media advertising platforms also [take some time to learn](#) as well, so the sooner you start advertising, the sooner you can start collecting the data the platform needs to really start optimizing your ads.

Social media advertising tips

What will work best for each platform varies, but these general tips will help you to see success across platforms.

Lean on your organic data

Chances are (slash hopefully), if you're looking to advertise on social media, you already have an [organic social strategy](#) going. If this is the case, lean on your organic performance to inform your paid strategy. Over time, you'll have plenty of insights from your ad data, but until then, look at audience insights, [top-performing posts](#), low-performing posts,

and engagement metrics to get a feel for the best segments of your audience to target as well as the best offers to promote. You can use native analytics within each platform or any [social media reporting tool](#) to lean into these insights.

Use user-generated content

In addition to using your most engaging posts, you'll also want to take a look at top-performing [user-generated content](#) as your ad creative. These make for [great testimonial ads](#) which combine relatability with reviews to make for reliable, ROI-worthy (and totally rad) ads.

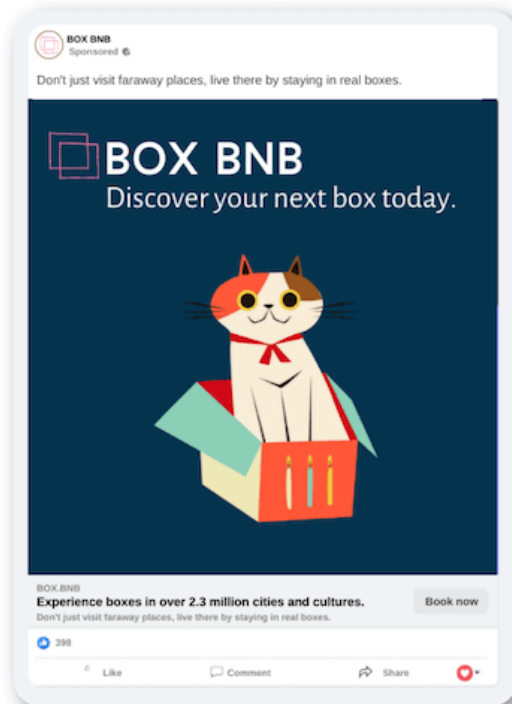
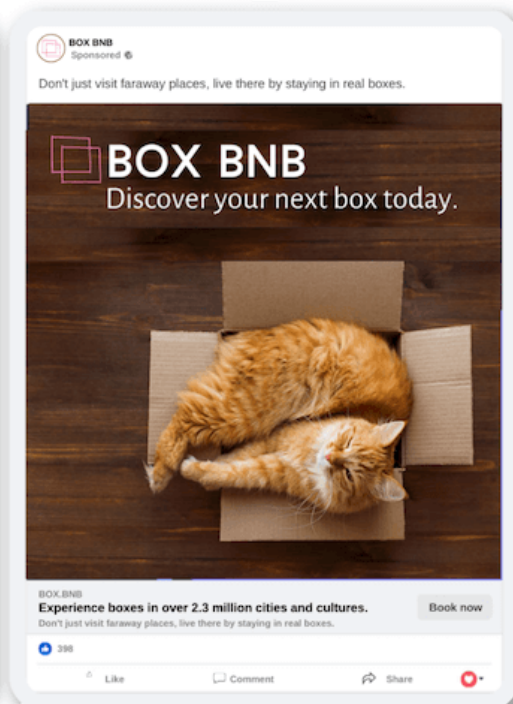
Keep mobile in mind

This one probably goes without saying, but it's still worth stressing: keep mobile in mind. Most social media platforms are accessed mainly on mobile (some are mobile-only). Of course, formatting your ads for mobile takes care of itself when you follow the image specs. But also, have a mobile mindset when you think about what offers you're promoting and when you're delivering your ads.

For example, if your audience is young city-dwelling professionals, advertising a PDF guide on LinkedIn might not make sense during morning commute time when they're accessing the platform on their phone. It might make more sense to run the ad during a time in which they'll see it on their desktop.

A/B test

You should always be trying out different versions of your ads to see what performs best. With A/B testing, you'll change only one variable—like the copy, or the image, or in the case below, the image style.

A**B**

If there was an Airbnb for cats...

Use multiple campaign types

As I mentioned earlier, each paid social platform offers multiple objectives to choose from for your campaign—not just because different businesses have different goals (app installs vs store visits, for example), but because within your funnel you'll also have different goals. You may want to generate leads with a top-of-funnel offer for one campaign, but retarget website visitors with something more [bottom-funnel](#) in another. So create multiple campaigns and use the different objectives available to you to create a [full-funnel strategy](#). This will ensure you get the most out of each platform.

Pair with search

I touched a bit on cross-channel marketing above. Once you've gotten the hang of your social media advertising strategy, start looking at [how you](#)

[can use your search and social ads together](#). For example, you might take the top-performing keywords from your Google Ads data and use them in your [Facebook ad copy](#), or target a particular Facebook audience based on how they engaged with a search ad offer.

Don't let your creative get stale

Not only are social media feeds highly visual, but they're also constantly getting refreshed. It's more important than on any other platform that your ad creative stays fresh.

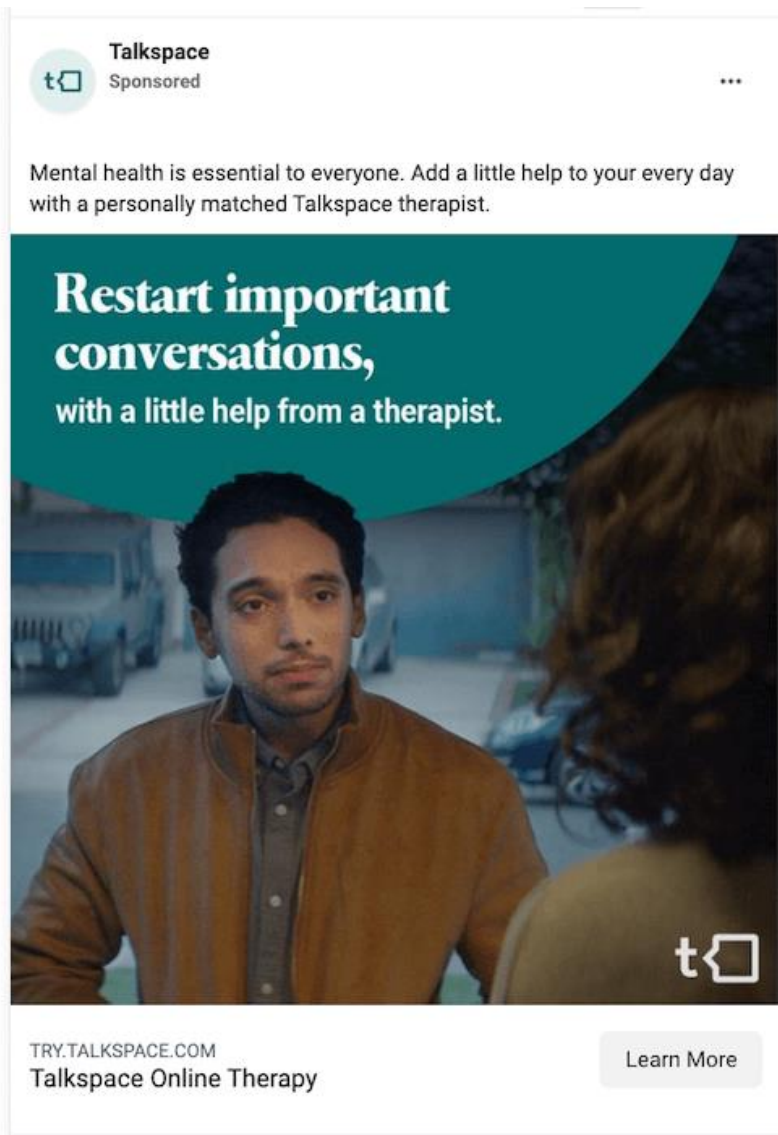
The top Social media advertising channels compared

To help you decide which channels may be best for your strategy, read on for a breakdown on each one.

Facebook advertising

Snapshot

Facebook's advertising audience size is 2.11 billion, which is 26.7% of the total population. Its biggest demographic is 25-34 but it has the largest representation for the 65+ age group. The average cost per click for Facebook is \$0.97 (the second lowest after Twitter) and the average cost per thousand impressions (CPM) is \$7.19.



Find lots more [Facebook ad examples here](#).

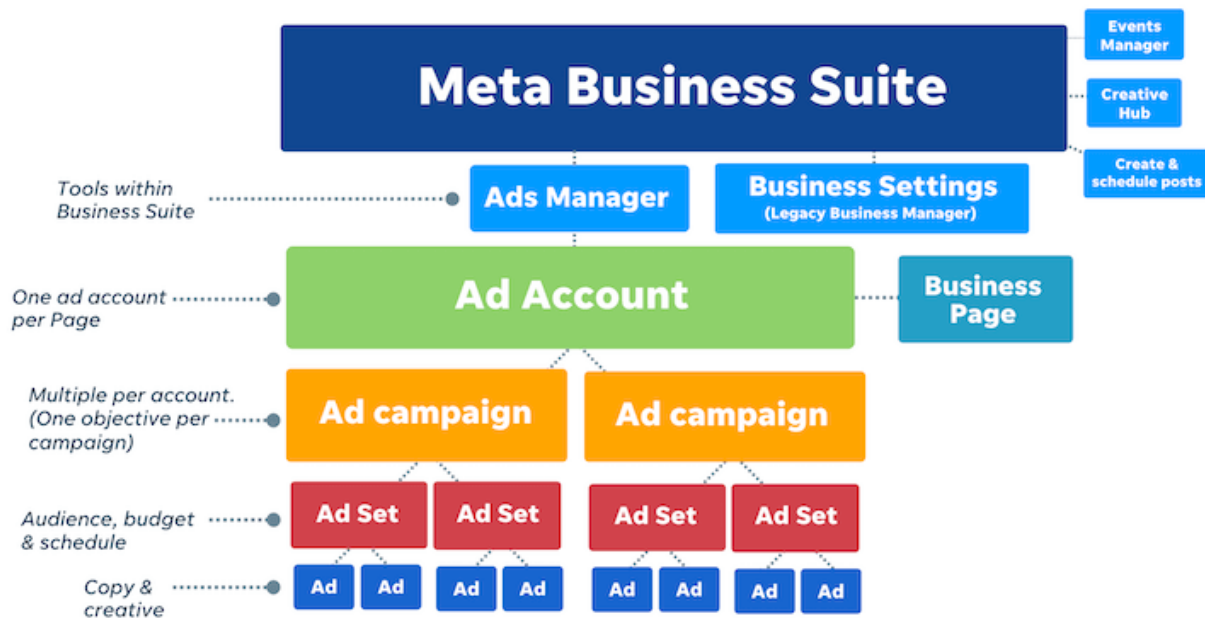
Facebook ad types

- Image
- Video
- Carousel
- Instant experience
- Collection

- Boosted posts
- Facebook Shops

Pros & cons

While creating an ad on Facebook is fairly straightforward, setting up an ad account is a super confusing process. Luckily, our [Facebook ads tutorial](#) walks you through all of that.



Also, the more effective a paid media channel is, the more competitive it gets, and Facebook is no exception. Nevertheless, Facebook is the most popular social media platform in the world and has the most even age distribution of all its counterparts. And while iOS updates and privacy changes have created certain limitations, [Facebook ad targeting](#) is still unmatched. Plus, it's working on ways to preserve reporting and targeting integrity such as through the [Conversions API](#). To get started, use the Facebook ads tutorial linked above.

 Free guide : [7 Fundamental Facebook Advertising Tips](#)

Instagram advertising

Snapshot

The Instagram advertising audience size is 1.48 billion, which is 18.70% of the population. Its biggest demographic is in the 18-34 year range. The average cost per click for Instagram ads is \$3.56, and the average CPM is \$7.91.

Types

Instagram ad types include:

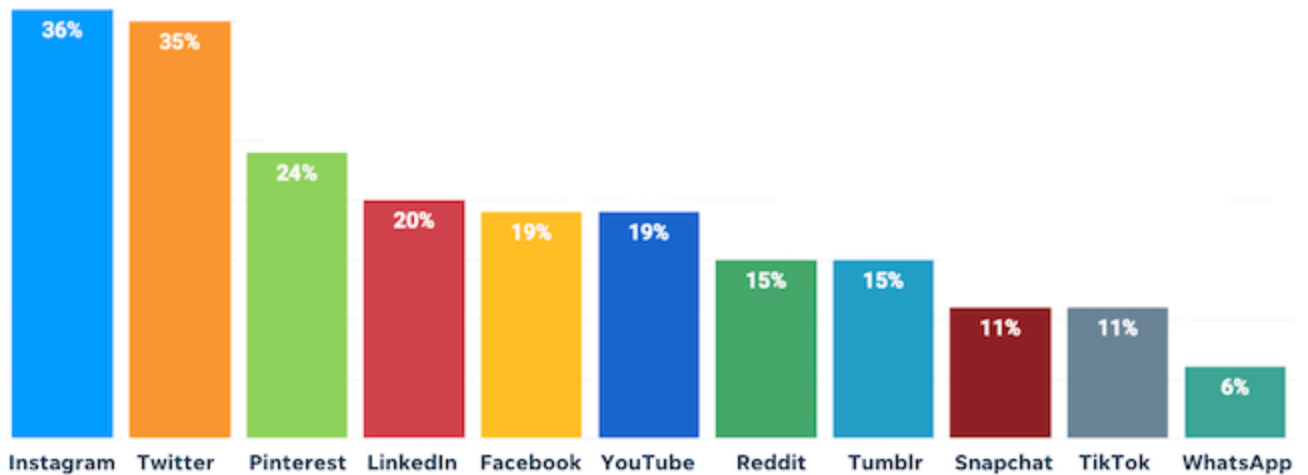
- Photo
- Video
- Carousel
- Collection
- Reels
- Stories
- Explore
- Pros and cons

Pros & cons

While Instagram ads are typically more expensive than Facebook ads, engagement on Instagram is also higher. Plus, it's the top social media platform used by consumers to follow brands, so intent is higher. It's also an excellent advertising channel for ecommerce businesses.

Use of social media to follow brands

% of US users who use the platform to follow brands/companies



Source: Marketingcharts.com

WordStream
by LOCALIQ

Get started with our [guide to advertising on Instagram](#) or our how-to on [selling on Instagram](#). Take your pick!

YouTube advertising

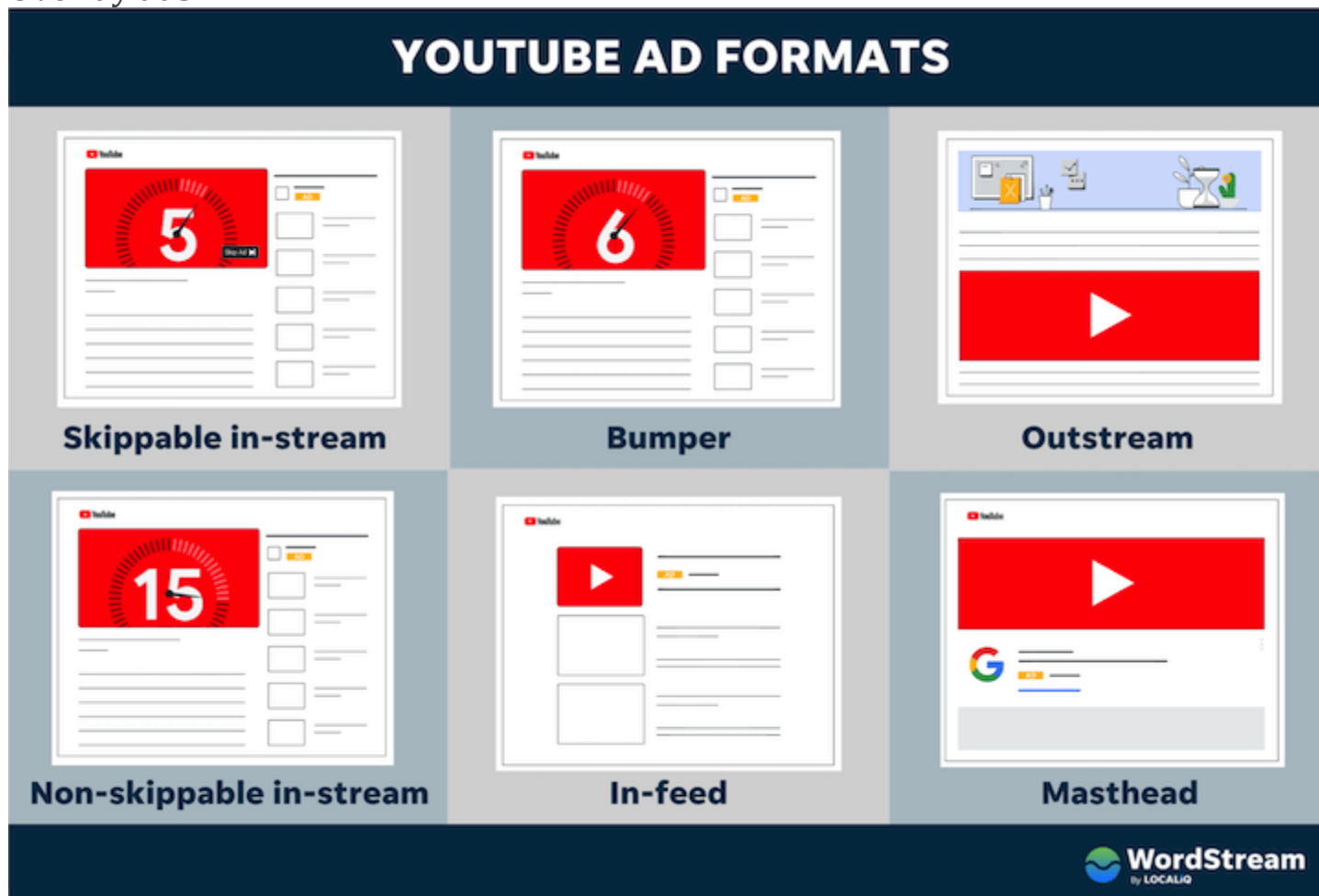
Snapshot

The YouTube advertising audience is the largest of all the social media platforms at 2.56 billion people. That's 32.4% of the population, with the biggest age group being 25-34. Average cost per click for YouTube ads is \$3.21, and average CPM is \$9.68.

Types

There are six main YouTube ad formats.

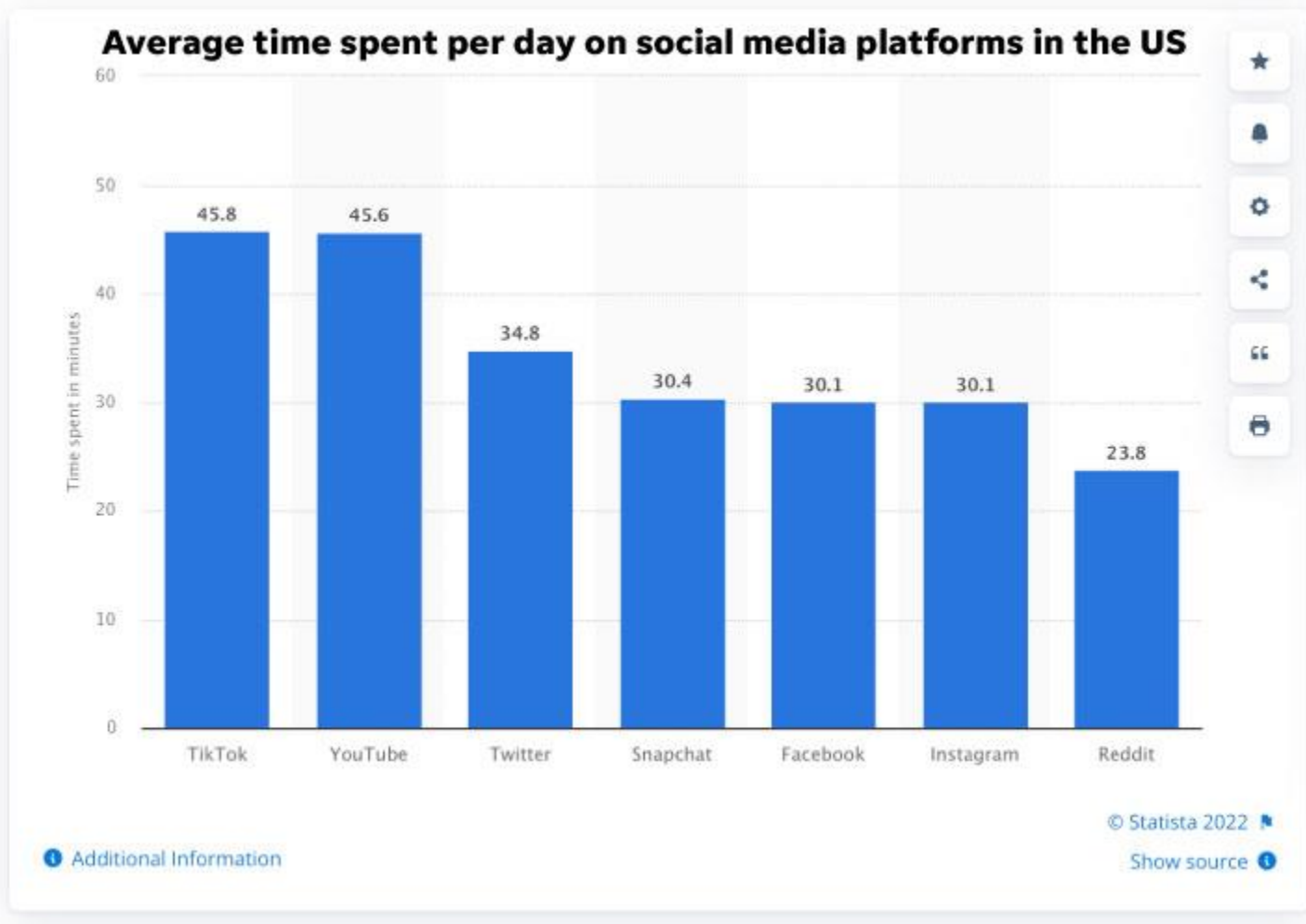
- Skippable in-stream ads
- Non-skippable in-stream ads
- Bumper ads
- Outstream ads
- Masthead ads
- Overlay ads



Pros and cons

While [video ads](#) are often the most engaging and effective, it can be hard to get your video in front of users on other social media platforms where users are scrolling mindlessly and often watching videos on mute. But on YouTube where video is the expectation, you have an advantage. Even still, video ads can be disruptive and [creating video ad content](#) is often resource-heavy.

But at the end of the day (or rather all day), users spend the most time on this platform (tied with TikTok) at a whopping [45](#) minutes a day—so you have high chances of reaching your target audience.



To get started with YouTube ads, head on over to our handy [YouTube advertising beginners guide](#).

LinkedIn

Performance snapshot

The LinkedIn ads audience is 808.4 million people, which is 10.3% of the population. The biggest demographic on LinkedIn is 25-34 years, the average cost per click is \$5.26 and the average CPM is \$6.59.

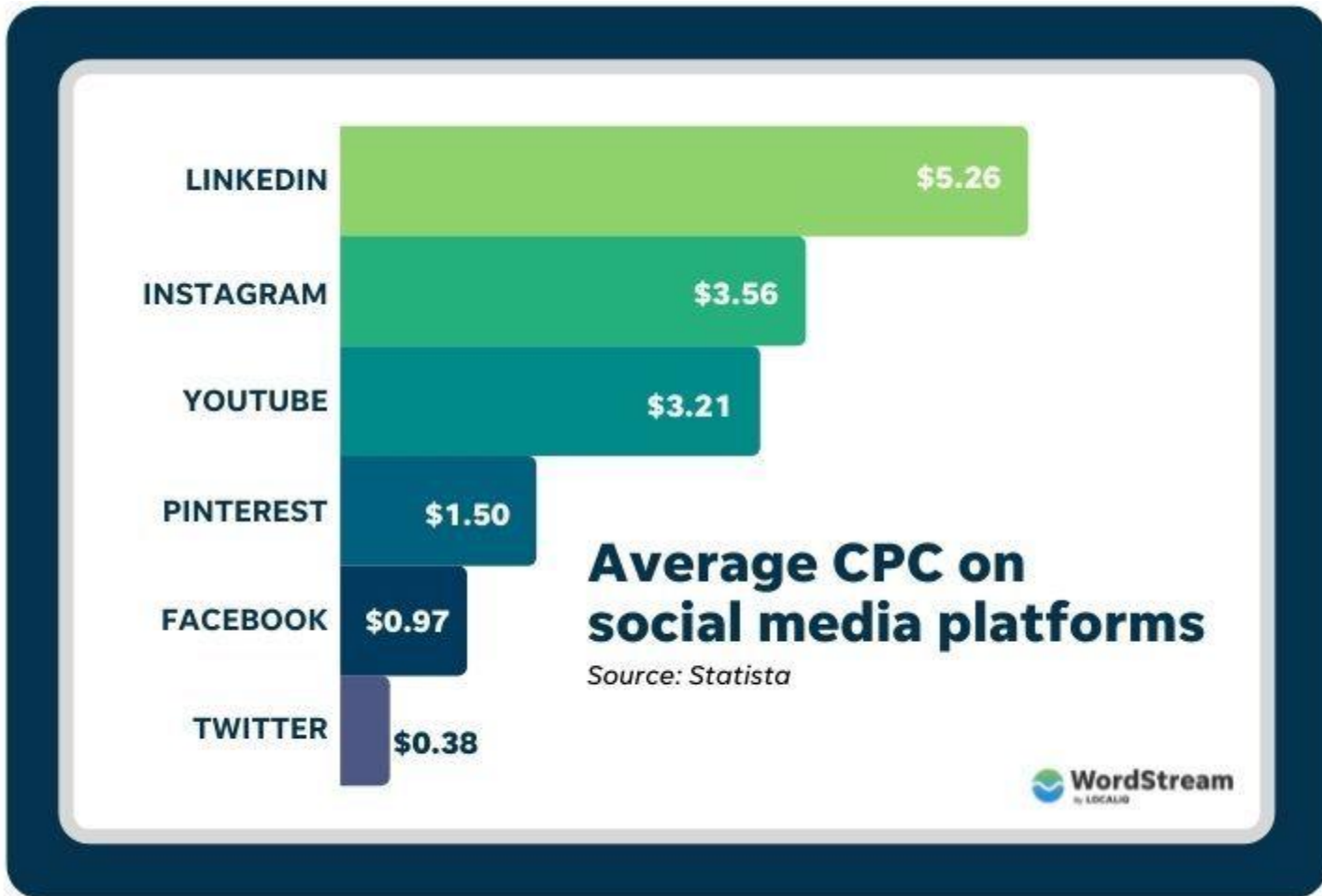
Types

LinkedIn has four core ad types...

- Sponsored Content
 - Sponsored Messaging (Sponsored InMail)
 - Text Ads
 - Dynamic ads
- ...but don't let that fool you. Formats include carousel, conversation, follower, spotlight, job, lead gen forms, message, single image, single job, text, and video. Do your permutational math and that's...a lot of ad types.

Pros & cons

LinkedIn is notorious for being an expensive advertising platform (its average CPC is four to five times that of Facebook 🙄), and a common pain point among advertisers is the lack of features that other platforms have, like rule-setting capabilities and optimizing delivery for a specific action.



Nevertheless, LinkedIn offers some pretty impressive [audience insights](#) and targeting options, you can also [target LinkedIn audience on Bing](#). This makes it especially useful for B2B advertisers looking to reach the decision-makers in their audience.

Ready to get started? Learn more with our [LinkedIn advertising cheatsheet](#)

Twitter advertising

Snapshot

The Twitter advertising audience size is 436.4 million people, which is 5.5% of the total population. Average cost per click on Twitter is \$0.38 (the lowest of all the platforms) and average CPM is \$6.46.

Types

Twitter has five main advertising categories:

- Promoted ads:
 - Image
 - Video
 - Carousel
 - Moments
- Text
- Follower ads
- Amplify
- Takeover
- Live



Pros & cons

If Twitter is right for your audience, it's a good option because there is less competition so impressions and clicks can cost pennies. The Twitter audience also is [more affluent](#), making them good candidates for converting into customers. But Twitter advertising is not without its shortcomings. Common complaints involve conversion tracking, analytics, and setup. To end on a positive note, however, people spend [26%](#) more time viewing ads compared to other networks. If you're ready to launch into the Twittersverse, the [Twitter for Business](#) help center is super, well, helpful.

Pinterest

Snapshot

Pinterest's advertising audience size is 225.7 million, which is 2.90% of the population. Average CPC is \$1.50 and average CPM is \$3.50.

Types

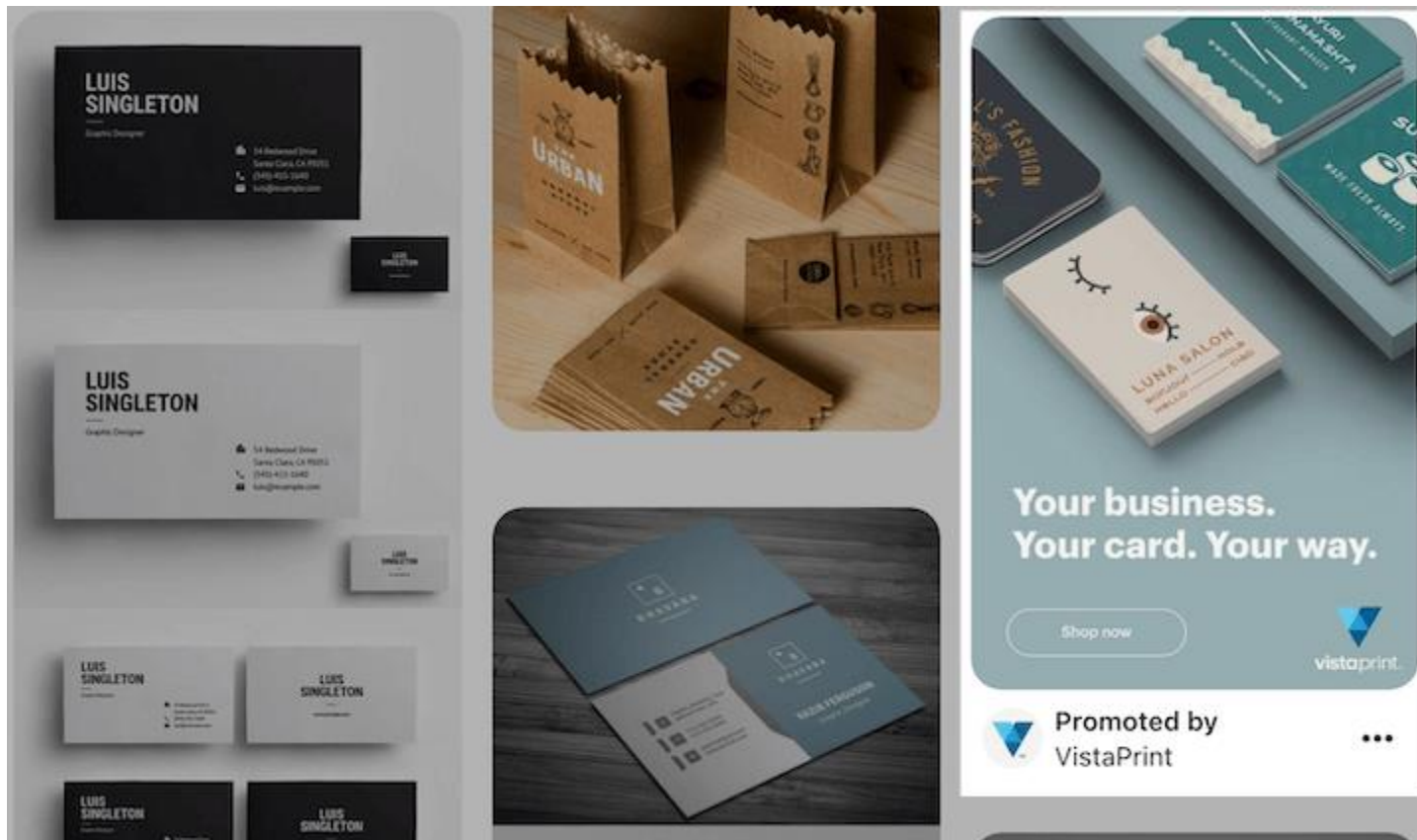
Pinterest ad types include:

- Idea Pins
- Try on product Pins
- Collection
- Carousel
- Promoted Pins
- Shopping ads

Pros & cons

In addition to the Pinterest audience being rather limited, most advertisers find they have less control over ad placements here and that they have to refresh their creative often to prevent ad fatigue.

But [Pinterest ads can be worth trying](#) for the right niche, and great for businesses that have high-quality imagery—especially images of their work.



Get started with our [Pinterest advertising cheatsheet](#).

TikTok

The TikTok advertising audience size is 88 million, which is 11.20% of the total population. The largest age group is 18-24, the average CPC is \$1.00 per click and the average CPM is [\\$6.06](#).

Types

TikTok ads come in four forms:

- Image
- Video
- Spark

- Collection

Pros & cons

As mentioned in the YouTube section, creating video content isn't always easy, and expectations are higher on video-only platforms. TikTok ads also require a minimum \$50/day per campaign or \$20/day per ad group. But given the popularity of the platform, and the 45 minutes a day that users spend on it, this is a great option for businesses that have a TikTok-inclined audience.

You can get'er going with our [quickstart guide to TikTok advertising](#).

Snapchat

Snapshot

The Snapchat advertising audience size is 557.1 million, which is 7% of the population. Its largest demographic is 18-24 years, but it has the

largest representation for younger age groups. Average CPM on Snapchat is [CPM](#) \$2.19, average cost per swipe up is \$0.57, and average cost per action is \$5.53.

Types

Lots of Snapchat ad types to work with:

- Snap
- Story
- Filters
- Geo filters
- Memories
- Snap Map
- Lenses
- Commercials

Pros & cons

Snapchat ads can be costly, especially since they don't always yield an immediate ROI. Plus, you need to be able to produce unique content to meet user expectations. The good news is, if you get it right, the full-screen, immersive experience can be impactful and [studies](#) show that while Gen Zers spend less time watching ads, they have higher ad recall.

Ready to start? You know the drill by now. Check out our [easy guide to advertising on Snapchat](#).

Final tips to get started with social media ads

By now, you have everything you need to get started with your paid social strategy. I will leave you with some final tips. The first is to make sure you're investing enough in your campaigns, as underbudgeting can limit your ads' performance and invalidate your investment. The second is to give the platforms time. Machine learning plays a major role here, so give each platform a chance to collect the data it needs to start optimizing delivery. And finally, report on your ads and perform periodic audits to make sure your accounts are optimized. You can always use our [Free Facebook Ads Performance Grader](#) if you're advertising on Facebook. Good luck!

Facebook Ad Campaign Changes: What Marketers Need to Know



Do you use Facebook ads to boost your business?

Are you confused by the latest changes?

Recent changes made to [Facebook's ad campaign structure](#) can affect how you set up and test your ads.

In this article you'll **discover how to set up a Facebook ad campaign in the new structure.**

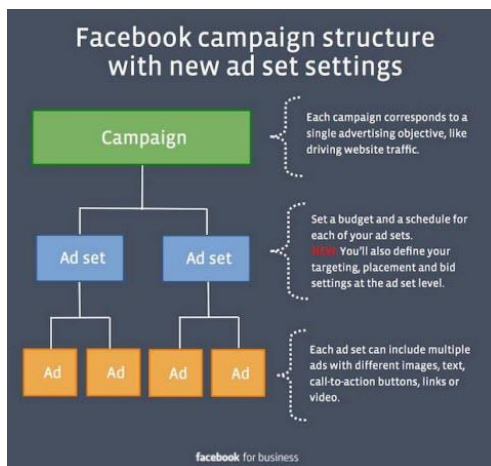


Find out how recent changes to Facebook ad campaigns affect your marketing.

Campaign Structure Changes

The biggest change is that budget, schedule, bidding, targeting and placement of your ads are all configured at the ad set level. Only the images, copy, call-to-action button and Facebook page are configured at the ad level.

So if you are [split testing](#) your ads and changing a variety of things, you may need to set up multiple ad sets, as well as multiple campaigns.



Facebook changes the ad set settings.

Here are some examples of when you need a new campaign, new ad set or just a new ad for the different things you might split test.

Split testing that requires a new campaign:

- Different website landing pages
- Different types of ads (i.e., promoted post vs. website conversion)

Split testing that requires a new ad set:

- Different bidding models
- Different targeting



Split tests, or A/B tests, are affected by the changes. Image: Shutterstock.

- Ads that you want to run automatically on a particular individual schedule (i.e., one ad runs on Sunday and one ad runs on Monday—to turn these on automatically individually, they both need their own ad set)

Split testing that only requires new ads:

- Different image
- Different copy
- Different call-to-action buttons
- Using a different Facebook page for website clicks or website conversion ads

Most of the other changes are more cosmetic in the layout. Facebook has simplified the setup so it's more aligned with the new structure. They have broken the setup into three steps:

- Step 1: Create your campaign
- Step 2: Create your ad set
- Step 3: Create your ad

Notice that you can name your campaign and ad set at the end of the step. Give them a meaningful name to easily see which ads are doing well in the Reports area.

The Conference You've Been Waiting For

As a small business marketer, you can probably only pick one or two events to attend each year. Get back into the game with an unbeatable conference experience and expert training at Social Media Marketing World in sunny San Diego, California—from your friends at Social Media Examiner.

As a valued reader, you can **save \$300 if you act now! Sale Ends Tuesday!**

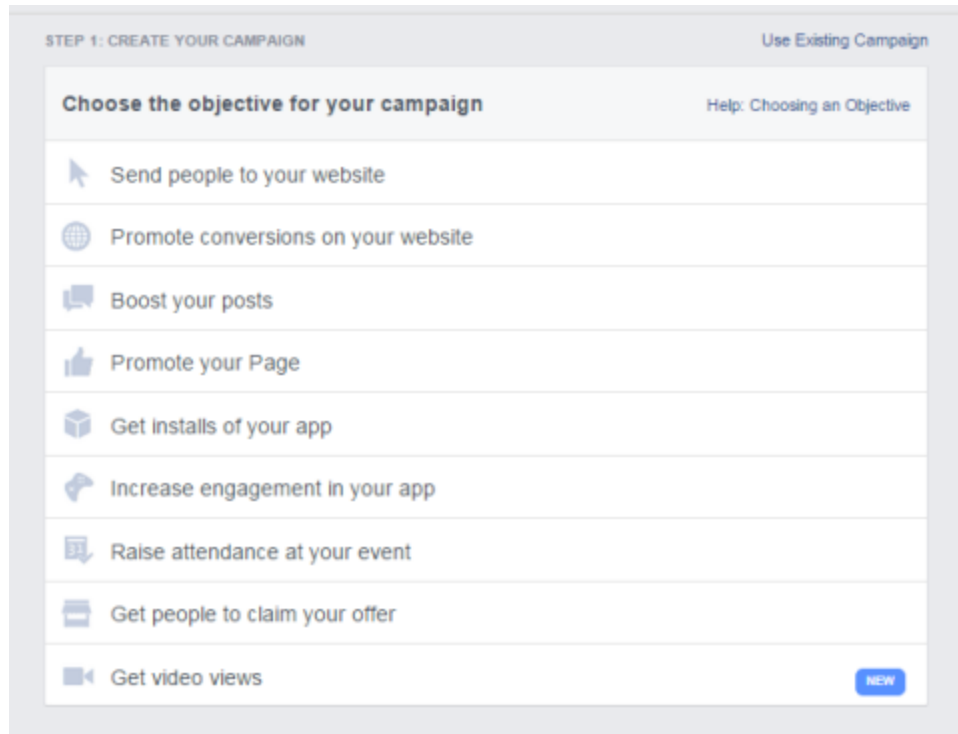
[CLICK HERE TO LEARN MORE](#)

To **set up an ad in the new Facebook ad structure**, follow these steps after you go to <http://www.facebook.com/ads/create/>.

#1: Choose the Objective

This will be [the objective of the campaign](#). Notice the language has changed a bit on the selections here.

Notably, the Page Post Engagement selection has been changed to Boost Your Posts. This may be confusing for people who are more used to the [promoted posts vs. boosted posts](#) language.



Choosing your objective sets the objective at the campaign level.

The benefit of setting up the Boost Your Post ad here within the Ads Manager is that you can configure the ad to boost the post to only your fans, rather than boosting to People who Like your Page and their Friends when you use the Boost Post option directly on your Facebook page.

#2: Enter Objective Details

After choosing an objective, you make other selections related to your objective such as entering a website address, selecting a conversion pixel or selecting which event to promote.

Add the details

to your objective.

In this example, I chose to promote conversions on my website and had to select the corresponding active [website conversion pixel](#).

#3: Name the Campaign

Once you click Continue after entering the objective details, you can name your campaign. Facebook gives it a name by default based on the objectives, but you can change the name to something meaningful

to you.

your campaign.

Name

#4: Design the Ad Set

Next, you **set up the targeting**, [bidding](#) and [budget](#) for your ad set. While the order of the setup has changed to be more in line with the flow of the new structure, the targeting has not changed.

Remember that the ads below the ad set will all share the same bidding model and budget.

Facebook does optimize the ads below the ad sets so the better-performing ads get more of the budget. Be aware that one of your ads may be shown less often. You can manually control the ads below the ad set by turning them on and off as you require.

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach? [Help: Choose Your Audience](#)

Custom Audiences [Browse](#)

Create New Custom Audience...

Locations [Add a country, state/province, city or ZIP](#)

Age -

Gender ☒ All ☐ Men ☐ Women

Languages [More Demographics](#)

Interests [Suggestions](#) [Browse](#)

Behaviors [Browse](#)

More Categories [Browse](#)

How much do you want to spend? [Help: Budgeting & Pricing](#)

Budget

Schedule ☒ Plan my ad set continuously starting today ☐ Set a start and end date

Bidding

Pricing ☒ Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served. ☐ Automatically optimize your bid to get more website conversions ☐ Manually set your target bid for website conversions

[Hide Advanced Options](#)

Ad Set Name

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location - Living in:
 - United States
- Age:
 - 18 - 85+
- Placements:
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 178,000,000 people

Estimated Daily Reach

1,500 - 4,000 people

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

The targeting

and pricing are set up at the ad set level.

#5: Design the Ad

The last step is to design your ad.

If you're only going to change the ad image for split testing, you can **add multiple images here and multiple ads will be created with the different images**. Then Facebook will split test them and optimize the campaign to show the best-performing ad more often.

STEP 3: CREATE YOUR AD

Select the images you want to use

Help: Selecting Images

Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



470 x 246

Upload Browse Library Search Reposition

What text and links do you want to use?

Help: Editing Ads

Connect Facebook Page:
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Author Marketing Club

or Turn Off News Feed Ads

Headline @ 3
Grab This Video Course

Text @ 4
Selling Your First 100 Copies is the course we wish we had when we started publishing.

Call To Action (optional) @
Sign Up

Show Advanced Options

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

Author Marketing Club Sponsored

Selling Your First 100 Copies is the course we wish we had when we started publishing.



Grab This Video Course

This FREE course goes through all the basics from starting a mailing list to experimenting with different prices. Follow this step-by-step blueprint to help you add over 1000 new...

✓ Mobile News Feed Remove

✗ Right Column Add

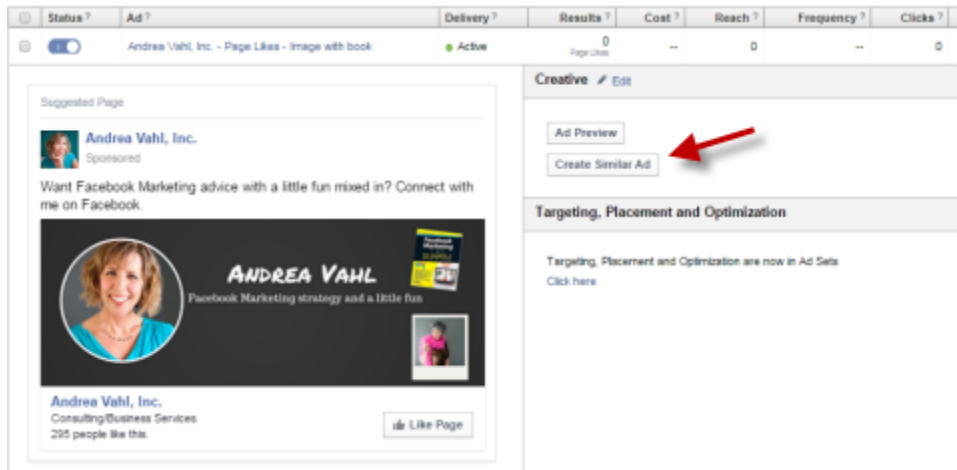
✗ Partner Mobile Apps Add

Questions about creating your ads?

Review Order Place Order

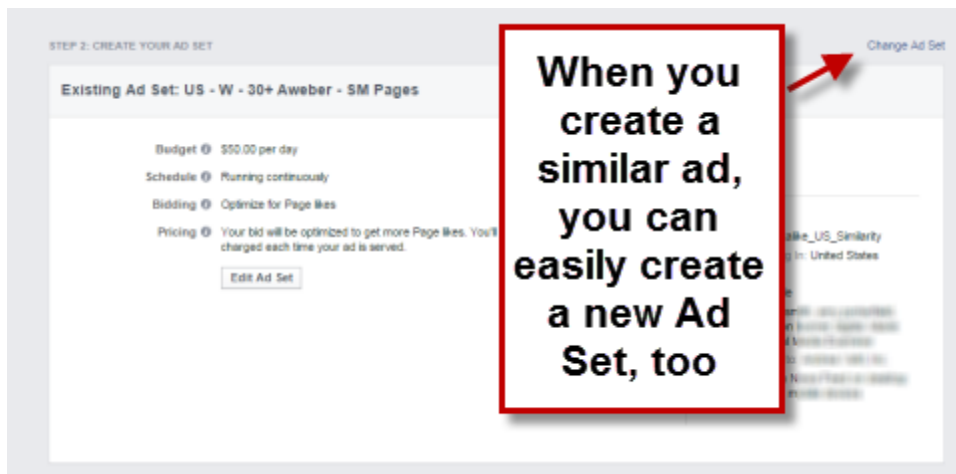
Design your ad.

If you are changing the text or the call-to-action button for split testing, you can easily **create a similar ad after the first one has been created**.



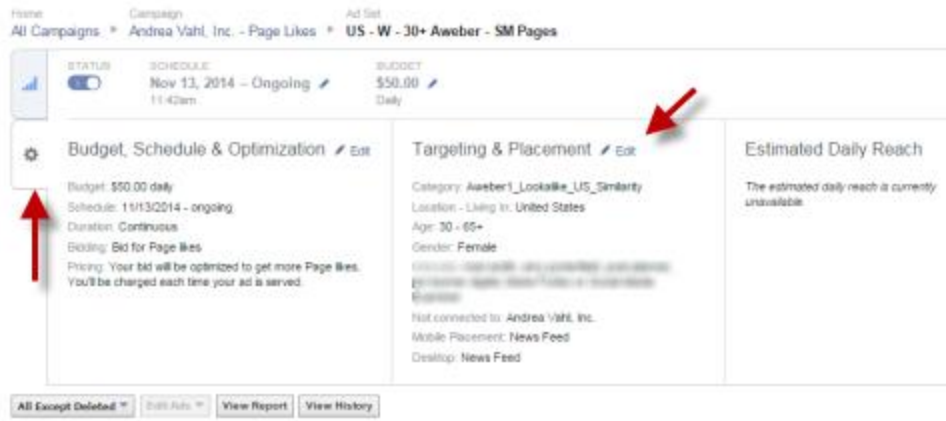
Click Create Similar Ad to use the same information from the ad you created and then edit what you need to change.

And if you need to **adjust the bidding model or targeting for an ad set**, you can click Change Ad Set after you've created the similar ad.



Change the ad set after creating a similar ad to adjust the bidding or targeting in the new ad.

You can still [edit the ad](#) after it has been created. **Click Edit next to the Creative area or if you need to adjust anything in the ad set, click the wheel and then edit.**



Click the wheel to see the ad set information and you can edit it from there.

Additional Tips and Pointers

Every ad account is limited to 1,000 campaigns, 1,000 ad sets and 5,000 ads. If you hit the limit, you can delete campaigns, ad sets and ads. Each ad set is limited to no more than 50 non-deleted ads.

Make sure you **know when Facebook is optimizing your ads for you and when you need to watch your ad optimization.**

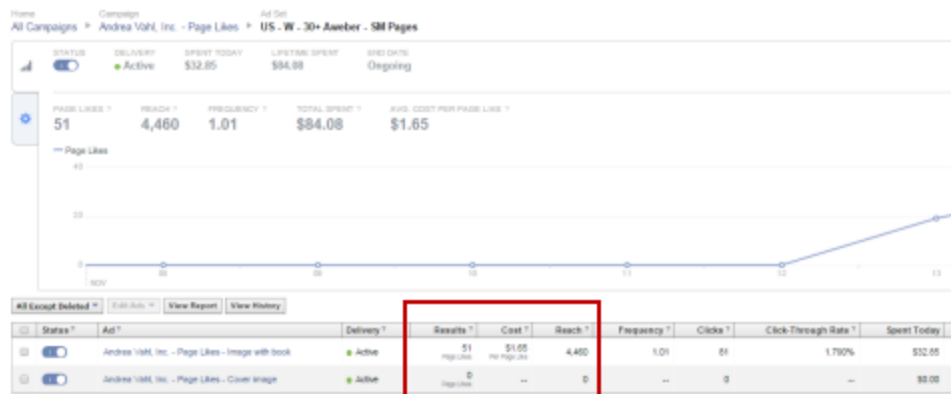
For example, the two ads below are in the same ad set, but they were created before the migration so they have different target audiences. You can see that the ad with a worse cost per like was taking more of the budget for the day. In an instance like this, you need to manually turn off the ad that's performing worse.



Watch your cost per conversion and turn off ads that are performing worse.

In the new ad sets, Facebook is supposed to optimize so that the ad with the better conversion gets more of the budget, but I suggest watching those stats to see if you agree. I created a Campaign with two

different images in the Ad sets and one ad did not show at all while the other ad got the entire budget.



Watch the

optimization between your ads.

Wrapping Up

The new setup flow for campaigns, ad sets and ads does seem to be easier to understand. As marketers, we need to embrace the change, while finding ways to keep our costs low, such as split testing and optimizing our budget to fit our goals.

If you have current ads, you can run them as they've been set up, but all ads will be migrated to the new structure sometime after January 2015. Any new ads you set up will use the new structure.

You can **read more about the new campaign structure on the [Facebook for Business site](#).**

What do you think? Have you tried the new Facebook ads campaign setup? Share your thoughts with us in the comments below.