

Facebook Ad Multi-Layer Checklist



The Best Facebook Advertising / Marketing Strategy

Creating a multi-layer Facebook ad campaign is the most efficient Facebook advertising strategy and the best way to lower your Facebook advertising cost. By using a multi-layer Facebook campaign, you will dramatically improve your key performance metrics (e.g., CPC, Cost per Link Click, CTR, Cost per Website Conversion) and increase the number of leads and sales without the need of increasing your monthly ad budget.

Layer 1 - Find your target audience

- Content** - Content is the best way to grab the attention of your target audience. This first content must be something related to your product or service without selling. Your content can be a blog article, video, images, or a slideshow.
- Create a campaign & audience** - When you are creating the first campaign, make sure you are choosing the correct objective for this specific layer. Then create an ad set for that campaign with a broad audience that will most likely include your target audience. Budget should be \$5 - \$10 / day.
- Sub-layers** - We recommend that you make several ad sets within the same campaign with different audiences that will most likely include your target audience.
- Create & run your ad** - Use your content in the ad for the ad sets you created.
- Your target audience** - People who engage with your content is your target audience and are most likely to become your customers.

Layer 2 - Educate or Promote your business to your target audience

- Content** - This second content is about your company, product, or service without being to "salesy". You're not trying to sell with this content; the purpose of this content is to familiarize your target audience with your company, product, or service.
- Create a campaign & audience** - Using your target audience (those who engaged in your content in layer 1), create a campaign and ad set with a budget of \$5 - \$10 / day.
- Create & run your ad** - Use your second content in the ad to let people know about your business.
- Sub-layers** - You can also create multiple ad sets for multiple content.

Layer 3 - Your Offer or Value Proposition

- Your offer or value proposition** - This is the sell. What is the offer that will entice your target audience to take action? Create at least two offers to test to see which offer performs best.
- Create a campaign and ad set with your target audience** - Create a campaign and an ad set with your target audience and retarget those who have engaged in both layers 1 & 2. Budget should be \$5 - \$10 / day.
- Create & run your ad** - Create an ad and test two or more offers. Make sure you monitor the analytics to see which one is performing best. Once you have found the clear winner, you can turn off the losers.
- Collect Emails** - Make sure you are collecting emails in exchange for the offer.

Layer 4 - Email Reminder Automations

- Automated Reminders** - Now that you have the emails of your target audience, use your email marketing tool, like Mailchimp, to make sure you send them reminders of the offer or value proposition.
- Remarket** - Use this opportunity to stay connected with your target audience and create more opportunities for future sales.

Layer 5 - Create Look-alike Audience

- Repeat** - Create a lookalike audience using your target audience and repeat steps 1 - 5.