




How to

Turn Clicks into Customers:

The Online Ad Strategy
Every Business Owner Needs

HoneyBook

| **RISING TIDE**



It's happened to you before, we bet. You have your eye on a new *___fill in the blank___*, do a quick Google search and peruse the website to decide if you're ready to buy. You decide to wait on your purchase only to open up Facebook or Instagram to see the exact same product waiting for you in your feed or on the side bar as a sponsored post. Welcome to the world of online ad strategy and, unsurprisingly, it often works. But how can you make it work for your business? This guide is a great place to start.

This month's guide shares:

- The "How Tos" for kick-starting your online advertising, even on a small budget
- The keys to designing successful assets and landing pages (so that your ads actually convert)
- How to determine the ROI of your online ads... and make them better

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CONVERT LEADS INTO CLIENTS

Once you've launched a successful online ad strategy and built trust with your audience, you must make sure you're ready to convert your website traffic into new clients. The HoneyBook Contact Form creates a streamlined process and quick response time so you can get booking faster and see your advertising ROI really pay off.

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HOW TO TURN CLICKS INTO CUSTOMERS: THE ONLINE AD STRATEGY EVERY BUSINESS OWNER NEEDS

1

START WITH YOUR GOAL IN MIND: Don't start creating an online ad strategy without getting super clear on what you're hoping to achieve. For starters, setting a clear objective ensures you even know what to click in Facebook Ads Manager. It also informs which audience you should target, when to increase your ad spend and which ads aren't serving your goals. On [page 2](#) Jordan helps you get started with tips on how to set goals and measure success. From there, when you're ready to increase your reach and profits, Renee has all the tips you need on [page 6](#).

2

IT DOESN'T END WITH THE AD: Too many business owners get hung up on the ad itself: the design, the creative, the offer, the CTA. Those things are important, but the "sell" doesn't end with the ad. What happens when your ideal client clicks the CTA in your ad and then doesn't buy/inquire/book? An engaging landing page is key in converting the audience members whose attention you've worked so hard to catch. Make sure that your ad funnel is set up for success with Ashleigh's expert advice on [page 22](#) and learn all about landing pages on [page 18](#) from Aleya to ensure your online ads move the needle forward.

3

YOU DON'T NEED A GIANT BUDGET: Beginning with online advertising can feel not only overwhelming, but also, unattainable for so many. The reason? People often think they need a million dollar ad budget in order to be successful. By revisiting your goal, following through on the steps included in this guide and setting yourself a budget that can ebb and flow with your ROI & profits from said ad, you give yourself the opportunity to start small with what you have. No seven figure business necessary.

BONUS TIP: Now that you're thinking about online ad strategy, be on the lookout for ads that catch your attention. Take notes on which ads you think work and why. That can help you determine what you'd like to include in your own ads.

A note: With the ever-changing nature of technology, algorithms, operating systems and more, be sure to check the latest platform updates regarding requirements and permissions when starting your online advertising.

GET FEATURED

We believe in elevating the voices of our community, and we'd love to elevate yours! Submit content for an opportunity to be featured in next month's Rising Tide Society TuesdaysTogether PDF guide. therisingtidesociety.submittable.com/submit.

SMALL BUSINESS ADVERTISING GOALS: HOW TO SET GOALS AND MEASURE SUCCESS

Jordan Wechsler



SETTING SMALL BUSINESS ADVERTISING GOALS

One of the first things you should think about when you are planning on buying ads is asking yourself: **“What is the goal?”** Whether you are a small business just dipping your toe into testing out the world of small business advertising or a giant business who has been buying ads for ages, a focused goal should always be front and center in your ad campaign.

KEY CHARACTERISTICS OF YOUR ADVERTISING GOAL

When thinking about a goal, it should have a couple of **key characteristics**:

1. It should be attainable.

If your goal isn't possible for you to accomplish, then it isn't realistic and you should go back to the drawing board. Some common goals would be “I want my website to reach more users” or “I want to get more clients.”

2. It should help your brand become a better version of itself.

If you think that you can get new clients in Canada, but your business model only makes sense for you to work with people in the United States, then you should probably rethink your goal.

KEY PERFORMANCE INDICATORS

After you know what your goals are, you should choose **KPIs** or Key Performance Indicators. These specific metrics that show you if you have hit your goals or not. For example, if your goal is “I want to get more clients,” your KPI may be something like “get 10 new clients without paying more than \$100 per client” or “get 10 new clients each month.”

These KPIs need to be actionable and measurable. Therefore, I wouldn't recommend a KPI like: “Increase the number of times my brand gets mentioned by word of mouth in NYC.” That would be super difficult to measure, even if it did help your brand succeed. Things like cost or a timeframe are very useful measures to use. You can also use a few KPIs that together support your overarching goal.

RETURN ON INVESTMENT

One way to decide what your KPIs should be is to look at your **ROI** or Return on Investment. In other words, how much does each dollar of ad spend give you in the long run and is it worth it? The general idea behind ROI is that you want to get more out of your ad dollars than you are putting into it.

For example, if you are a freelance coach and you typically charge \$100 per hour and your typical client spends four hours with you, you

could spend \$400 per client on ad dollars before your ROI turns negative and therefore not worth the investment in small business advertising. Wondering where profit comes into play here? More on that later.

MONTHLY BUDGETS

Tying this \$400 ROI with our previous goal of getting 10 new clients per month, setting a **monthly budget** at \$4,000 would be reasonable.

How did we calculate this? It is as simple as multiplying the 10 clients by the \$400 ROI ($10 \times 400 = 4,000$).

MONTHLY BUDGET CAPS

When you know your max ROI, you can calculate your **daily budget caps** or the maximum amount of dollars you are willing to spend per day on ads. This calculation can be done by taking your budget (\$4,000 in this case) and dividing it by the days of the month (typically 30 or 31, but we're using 30 in this case), which come to a \$133.33 daily cap, in our scenario.

Daily caps can be tricky, because many advertising channels either:

1. don't stop your ad spend right when you hit your daily caps

or

2. give you diminishing returns if your daily caps are too low

Make sure to check your bids in relation to how much you are spending per day.

What's a bid?

It's the cost you're willing to pay for the ads. For most digital advertising, it's an auction where you are bidding against other potential buyers. For example: a general way to think of it is: both you and the Graphic Designer up the street from you might be bidding on the same Google keyword of "Graphic Design studios in NYC," so your bid will help determine if your ad gets chosen over theirs. (It's a bit more complicated than that, but it's one factor.)

Ideally, each day you want to spend slightly less than your daily budget cap. This ensures that your bids are not affected by your daily caps by getting the "perfect" bid for your audience. This essentially means that if you have a budget of \$133.33 per day, you would ideally be spending that full \$133.33 throughout the day, and not just spend the budget by noon. I typically like to have my budget go under the budget cap, so I would aim to spend ~\$120 of the \$133.33 dollar cap.

DON'T FORGET EXPENSES

Let's take a step back to when we calculated our ROI (the \$400 we came up with by calculating the average revenue made per client) for your small business advertising. Make sure you are factoring in all of your **expenses** to ensure you are setting the right goal.

There may be other costs associated with signing up a client, such as paying for a website and paying for rent. Of course, you'll also want to set out how much you want to make in **profit**. Factoring in things like this will help you understand how much you are willing to pay on your ad spend. If your ultimate goal for beginning small business advertising is to increase your profit, be sure to evaluate those numbers in depth. Your monthly spend all depends on what your goal is for the ad campaign.

LONG-TERM VALUE

One last thing about ROI before moving on; there are other factors to think about when advertising than purely ROI. For example: you may secure a new client through your advertising strategy. That could yield great ROI. Then, perhaps that client recommends you to a friend... who recommends you to two more friends. Suddenly, your initial ROI is snowballing in your business into something bigger than you expected.

Often, companies spend lots of time and money determining how much they should spend on acquiring a new client through online ads and examining what the **LTV** (Long Term Value) of each client is worth.

However, as a small business owner getting started with online ad strategy, it's OK if you just want to dip your toe in the water and see if advertising works for you without spending too much time and energy understanding the LTV of each client. You'll discover more about that as time goes on.

TARGET AUDIENCES & ADVERTISING CHANNELS

Now that you have chosen your KPI, try to understand who your **target audience** might be and where they spend most of their time. Typically, using advertising dollars online is an easy place to start.

Facebook/Instagram, Google and Amazon are usually the best options for most people, with [~70% of digital ad spending going there](#). It depends on what your goal is when deciding which of these advertising platforms you choose. Overall, I would say that Search ads on Google are an easy place to start because you don't have to worry about ad images or videos, rather just text. Also, if you have an e-commerce product on Amazon, advertising there would make a lot of sense. Facebook/Instagram is also a great choice if you have a specific audience in mind and you think your product/service would resonate on the platform. That being said, there are many resources out there that favor one option over the other.

Or you may choose to go in a completely different direction, such as buying radio ads or a billboard. Doing your own research to understand which option is best for your product is an important part of your advertising strategy..

TRACKING PERFORMANCE

You now have your goals, KPIs and know where you're going to advertise your product, but how can you **track** the results? Each of the internet companies listed above has ways of tracking the performance of your product. You want to make sure that you are bidding in a way that attributes the correct value to your potential customers. Most advertisers ask you to set a CPC (cost per click) bid

for your ads and it can be difficult to know where to begin for this.

Typically, starting off with low bids and going higher is a smart way to begin. Alternatively, many companies allow you to set a CPA (Cost Per Acquisition) goal, which in the case we have been working with, is cost per client acquisition. This way, if you set a KPI of \$100 per client, as in our previous example, you can tell the advertising platform what your goal is and they will spend your ad dollars in order to hit this goal.

Another bid type that you will likely come across is CPM (Cost Per 1,000 Impressions). This is where you pay every time someone sees your ad, not when they click on it. Whatever strategy you choose, make sure you keep an eye on how much you are paying. These systems aren't perfect and sometimes you will start paying more per client than you had expected. In order to keep your ad dollars in line, make sure you are setting daily budget caps so you don't spend too much more than you expect.

SMALL BUSINESS ADVERTISING GOALS LAST (BUT NOT LEAST) TIPS

Here are some last tips before you set any advertising campaign live:

1. Make sure you are setting limits on where people are seeing your ads. I.e. If you are only taking on clients in Delaware, don't set your ads live in the entire USA.
2. Double check your ads. Do they seem right to you? Would you sign up after seeing it? Is there a clear CTA (Call To Action), such as "sign up" or "learn more," so users know what to do with your ad?
3. Do your audiences look right? Typically the more focused the audience, the more you pay per click, but if you do this right, your CPAs (Cost per Acquisitions) will go down, which is more important.
4. Did you add negative audiences? Depending on what platform you chose, you could be sending your ads out to more people than you expected. I.e. if your potential clients are only over the age of 40, you can choose to negatively target those under 40.
5. It's a learning process. It's very hard to set up a campaign perfectly your first time and even those campaigns that are set up correctly can sometimes require a learning period when performance is not very strong.

Whatever route you choose to go down in order to expand your business, make sure it passes the gut test to you, because if you don't think it makes sense, most likely it doesn't. Good luck!



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Photo by The Fifth Media

HOW TO INCREASE YOUR REACH AND PROFITS WITH FACEBOOK ADS

Renee Bull

Have you ever felt stunted by your organic reach on Facebook and Instagram and thought *“if only I could get more traffic to my offers and services it would scale so quickly! I am giving loads of valuable information, but I just need a bigger audience!”*

Yup, I get it, most service-based businesses and freelancers feel this way. This is why I love having the opportunity to share how transformative Facebook Ads can be!

Instagram has changed immensely. The algorithm is no longer in chronological order. Most days your followers don't see your posts on their timeline, so how could they possibly interact with a post that Instagram won't even show them?!

Here's the power of Facebook Ads, you no longer have to WAIT for your ideal client to find you. And let's face it, Instagram makes it almost impossible. Now, YOU have the power to find your ideal client and get in front of them consistently.

I am going to break down a proven strategy that I provide to service-based businesses and freelancers. If you're ready to increase your reach and profits with Facebook Ads, read on.

HOW TO INCREASE YOUR REACH AND PROFITS WITH FACEBOOK ADS

- 1. Identify your Objective:** Before you begin running ads, you want to determine what your ideal outcome of running the ads looks like. Many people skip this step and end up frustrated when they do not see “results.” However, you can't quantify results unless you set your objective. *Objectives* vary from business owner to business owner. You may be looking to increase leads for your freebie, tripwire or free masterclass. Perhaps you need more leads for your “done-for-you services” if you are an agency owner or freelancer. Or you could be looking to send more leads into your course or evergreen funnel. Whatever your objective, you want to identify it first. This is the key to success and how you can increase your reach and profits with Facebook Ads.
- 2. Frame the Client Journey:** Before running ads, you want to plan out the steps necessary to achieve your desired objective (the same objective you defined in step one). This framing is referred to as a *funnel*. A funnel is a series of steps a customer walks through

before completing your desired objective. A sales funnel includes four phases: awareness, interest, decision and action. Now, let's frame the client journey/funnel for a lead generation objective.

- 3. Awareness:** So how do we get our ideal client's attention and make them aware of our amazing offers and services? The best way is to *add value*. There are millions of ads running everyday, the way you stand out is by thinking outside of the box! Use Ad creatives that solve a problem or pain point your ideal client may have. **TIP: Use Video Ads. Video ads convert far better than still images.** The ad should catch your ideal client's attention and create urgency for them to want to take action (aka click on your ad)!
- 4. Interest:** After someone clicks on the ad they should come to a landing page that offers them something of value. This could be a number of things. For example, a freebie, a toolkit, a free audit, consultation or training; it can literally be any of those.. However, be sure it's something your ideal clients want and can benefit from. You might be thinking... "We're trying to increase reach and *profits* with Facebook Ads, right? Why are we giving something away for *free*?" Because we want to establish trust. Trust is essential when running ads to cold audiences (people who do not know you) because people only buy from people they like, know and **trust!** **TIP: Be sure to give the free offer after they've given you their name and email on an opt-in form or [HoneyBook Contact Form](#) on the landing page. This way you can add them to your email list and nurture them further!**
- 5. Decision:** Our ideal client has now joined our email list in order to gain the free item we mentioned above (that adds immense value). Next, we nurture them with a sequence of emails and retargeting ads. Ideally this process will help establish more trust and give them more information about why your offer or service is the solution to their pain points.
- 6. Action:** This is the step we are all looking forward to! However, it does take time to get here depending on the investment you are requiring from your ideal client. This stage is where they actually purchase the course, service or offer! YAH!! It is important to keep a few things in mind, every funnel converts differently. But no matter the objective, the phases remain the same, the strategy to successfully funnel people through each phase is what must be adjusted to see success!

Are you still with me? This can be a lot. But I promise you, it works!

SETTING UP YOUR AD CAMPAIGNS

So let's talk about setting up the actual Ad Campaigns. You will want to do 3 key things in order to increase your reach and profits with your Facebook Ads:

1. Ensure you have a Facebook Pixel attached to the landing page you are driving traffic to. Also ensure your website has a Facebook Pixel, if this step is not done correctly, nothing else will matter, so be sure to install your Pixel properly.
2. Optimize your campaigns for "conversions: leads." This value can be selected in the Ad Set level and this is the key to a successful lead generation campaign.



3. Target properly. Do your research on your ideal client so that you can accurately target them with your ads!

BONUS TIP: Test video ads and photo ads to see which perform best for your offer.

Instagram and Facebook are constantly changing. Every change makes it more difficult for small business owners and freelancers to get in front of their audience to sell their offers and services. With Facebook Ads you are not only reclaiming your time (because you won't have to post 3-5 times a day in order to get decent engagement and quality leads) but you are also implementing a lead generation strategy that is proven to work.

So my question to you is, what's stopping you from getting your ads up today? You can run ads for as little as \$5 a day, you don't have to spend a fortune to see real results. I can't wait to see your ads up and running this year, you got this!

[Check out my Free Training on how to generate quality leads on auto-pilot with Facebook Ads](#)




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Photo by The Fifth Media



THE FIVE KEYS TO FACEBOOK AND INSTAGRAM ADS THAT CONVERT

Brianna Cortez

Ah, the sweet magic of Facebook and Instagram ads! You either love ‘em or you hate ‘em, but for any business owner out there building an audience and selling products and services online, social media ads can be an immensely powerful tool to get your offers in front of your ideal customers almost instantly. All it takes is a few taps on your phone or clicks on your computer and boom! Before you know it, you have your very own advertising campaign totally accessible to the masses.

Even better, Facebook’s advanced targeting tools allow virtually any entrepreneur to get their offer in front of someone who’s actively looking for the solution they provide. Ever notice that when you take literally one second to browse online for a new phone case during your lunch break, your Facebook feed gets sprinkled with ads for phone cases for days after? And it’s not just any old phone cases, it’s the sleek kind with that special wallet backing—exactly what you were looking for.

Tools for automation are more accessible than ever these days. If you have an incredible tool like [HoneyBook](#) saving you tons of time in the backend of your business, why not explore automating your marketing with social media advertising?

As a social media ad strategist, I may be biased,

but I find Facebook’s advertising algorithm incredibly convenient as a user and wildly useful as a business owner. And after having run hundreds of thousands of dollars worth of campaigns for my own ads clients, I’ve noticed there are a few key elements to every high-converting social media ad I’ve ever run (and they’re probably not as predictable as you might think).

Let’s walk through the five keys to any high-converting social media ad.

KEY #1: THE TEST-DRIVEN OFFER

You may be surprised, but the first thing we’re going to talk about in this guide to paid ads is... organic traffic. Regardless of whether your offer is paid or free, it’s incredibly important that you test-drive and prove that your offer is viable before running paid ads to promote it. No matter how small your audience is, no matter how new the offer is, it’s always best to share it with an organic audience in some way shape or form **FIRST**.

You want to see if people will purchase the offer or download your freebie without putting a single cent behind the promotion. While running ads to new offers isn’t unheard of, it’s one of the riskiest things you can do. If your ad results are poor, but your offer was never proven in

the first place, you won't know whether your ads are what needs to be adjusted or if it's actually your offer that is simply not desired and therefore causing your campaign to fail regardless.

KEY #2: THE INSTANT YES

The goal of social media ads is often just to get your audience to click through to their next step. Therefore, it's important that the copy (a.k.a the written words) in any ad includes an instant yes. An "instant yes" is a question that your potential client can say a no-brainer "yes" to. This becomes the first step to saying YES to your actual offer.

This helps to make the action of clicking through your ad automatic for the reader. For example, if your ad is for a weight loss program that helps your clients fight food cravings, an "instant yes" question would be: "Ready to stop those pesky food cravings before they even start?" The answer for your client is YES! Then, here's the kicker... follow that question immediately with an action you want them to take, so your next statement would be "Click the link to join now."

KEY #3: THE DEEP DESIRE

Many offers out there help people to learn how to do something or accomplish a certain goal. This is often something concrete, maybe like a productivity course helping someone to structure their calendar better or maybe a free crocheting guide to help someone learn a new kind of stitch. When promoting these offers in an ad, it's important to talk about

what your client actually gets. HOWEVER, it's equally important to touch on a deeper desire. Why does someone want a productivity course or more time in their calendar? Maybe so they can spend more time with their kids! Why does

someone want to learn a new crochet stitch? Maybe to sew a new sweater for a friend and see the excited look on their face when they receive it! How can you touch on the EMOTION of what your potential client truly wants beyond the actual deliverable?

KEY #4: THE SCROLL-STOPPING VISUAL

Our Instagram and Facebook feeds are FULL of entertaining, dynamic content. When you create an ad, it's important to remember you are competing with new funny videos and viral memes daily. Your graphics have to STAND OUT and instantly tell your audience why they should stop what they're doing to click through to your offer.

There are three major components to scroll-stopping visuals: a strong photo, a catchy headline and a call-to-action (CTA). To set yourself up for success, pick a bright, colorful photo (avoid Facebook's blue and white if you can), share your offer in headline no longer than five to six words and include a CTA such as "Download Now," "Sign Up Now," "Join Today," etc.



Facebook used to not allow ad graphics that incorporated a large amount of text, but now, advertisers are free to include as much text as their marketing hearts desire! That being said, there's no need to go crazy making your ad graphics extra wordy. However, as one final tip, consider including an occasional testimonial quote or happy customer comment directly in an ad visual. Social proof can be incredibly powerful for drawing interest to your offers.

KEY #5: THE ROADMAP BEYOND THE AD

This is one of the most (if not THE most) essential pieces of a successful social media ad campaign: what happens after someone clicks on your ad? There should be a clear, easy-to-follow path for your potential customer to take after they click through. Running a profitable campaign goes beyond good targeting, copy and graphics. The return on your investment comes from a CLEAR customer journey.

Your ad's tone, look, and feel should cohesively connect with your landing pages, your offer messaging, your emails, and your live interactions. Having these pieces connect well can build immediate credibility and trust. Using similar color schemes, design elements, and recurring words and phrases will help your potential clients to subconsciously connect the dots and build familiarity with you and your offers more quickly.

Before you run a single ad, map out the steps you want your customer to take from A-Z. Make sure that process is easy to navigate, understand and complete. Don't be afraid to get granular!

After they click through, what page do they go to? What will they see next? How does your site look on mobile vs. desktop? How many steps are there? What questions can you answer along the way?

This will ensure that more people who come across your offers will actually convert into paying customers and benefit from your incredible gifts!

So there you have it, the keys to the ad kingdom...

That's it! I hope this unlocks all sorts of new doors for you and your social media ad strategy. Don't forget to check for each of these elements whenever you plan a new campaign. Now that we've gone on this journey together, I'd love to support you even further. If you're looking for more help in the realm of Facebook and Instagram ads, I'm just a few taps away on Instagram: [@pixelanddelight](https://www.instagram.com/pixelanddelight).

May the algorithm be ever in your favor!



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HOW TO GET STARTED WITH FACEBOOK ADS IN 5 STEPS

Maxine Belus



Have you been considering trying out Facebook Ads as a new way to market your business? If you have reached a ceiling in your business, are ready to scale or need a hands off way to generate leads, Facebook Advertising can be a very lucrative endeavor. If you aren't familiar with the platform though, it can also be very overwhelming. Logging into Ads Manager for the first time can make you feel like you've been transported to another universe. The confusion and overwhelm is valid, but like anything else in entrepreneurship, you have to give it a shot in order to find out if it works. You have to do things you've never done before in order to grow. And if you are able to successfully utilize the potential of Facebook Ads, you can experience some wild, automated growth for your business.

If you are considering running Facebook Ads but don't know where to start, here are my 5 steps for getting started with your first campaign.

STEP 1: INSTALL YOUR PIXEL

Okay, don't tune out yet! The Facebook Pixel is your secret weapon for converting browsers into buyers and is the first step to running successful Facebook Ad campaigns. Even if you aren't ready to run ads, you'll want to install the Pixel on your website ASAP. This will give you a leg up if you do decide to run ads down the road.

So, what is the Pixel? It's not as complicated as you might think! It's really just a piece of code that records how people interact with your website from your ads. To create your Pixel, you want to go to Events Manager within Facebook Business Manager. From there, click the button that says, "Connect Data Sources," and select Web. Then select Facebook Pixel and click connect. Add your Pixel Name, which can just be Your Business Name's Pixel," and click continue. How you add your Pixel to your website will depend on where your website is built, but most platforms make it super easy to install. If your website platform has partnered with Facebook, you can use the partner integration option and follow the easy setup instructions.

Having your Pixel set up will allow Facebook to capture valuable information about who visits your website and what they do when they are there. Later on, you can use this information when setting up your Facebook Ad campaigns to reach people who have taken certain actions on your site - more on this in step 3!

STEP 2: BUILD OUT YOUR CAMPAIGN

To build a Facebook Ad you must start at the top level, which is the campaign. When you set up your campaign, you will have to make a couple decisions on objective and budget. Choose your objective based on your overall goal - is it engagement (ie: likes, comments), traffic, conversions or something else? There are lots of options to choose from. Start with what you ultimately want to achieve and use that to guide your objective choice.

Next is your budget. This is, of course, how much you want to spend. Facebook Advertising works like an auction. You are bidding against other companies to get your ad in front of people. You'll also have to decide how you want your budget to be spent. You have two options here - Campaign Budget Optimization (CBO) or allocating at the ad set level. If you turn on CBO, Facebook will spend the budget across ad sets according to what it believes will yield the best results. On the other hand, if you do not choose CBO, you will set a budget at the ad set level. In this case, you can split your budget evenly across all of your ad sets so you can run an equal test. For example, if your budget was \$100/day and you have 5 ad sets, you would set each ad set to spend \$20/day.

STEP 3: DETERMINE YOUR AD SET

It's true in other areas of your business and it's true here - knowing your audience is key. If you are building cold audiences, you'll want to let Facebook know the type of people to show your ads to. This includes providing Facebook with demographic, geographic and psychographic inputs. You can add all of this information at the ad set level. Keep in mind, you may want to test some of these elements in different ad sets, so you can compare the results.

Aside from building cold audiences, you also have the ability to create warm audiences using data Facebook has collected about who has visited your website (remember the Pixel!) and engaged with your brand on social media (Facebook and Instagram). This is hugely valuable and generally where you will get some quick results. Because these people already have some familiarity with your brand, they may be more likely to purchase, opt-in or take whatever other action you are optimizing for. Using this data, you can also create lookalike audiences - that is, audiences of people that Facebook deems to be similar to your starting audience.

With recent changes Facebook is making in response to Apple's iOS 14 policy updates, the sizes of your custom audiences may decrease in the future due to restricted and aggregated data. As Facebook is always making changes to their platform, it is important to stay informed of these changes or work with a professional that can keep track of them for you.



As you can see there are lots of options when it comes to building your ad sets, which is what makes Facebook such a powerful advertising platform. This level of customization allows you to spend your advertising dollars more efficiently and with confidence.

STEP 4: SET UP YOUR AD

When you go to set up your ad, there are several different formats to choose from including static image, video and carousel. It's important to test different imagery and formats to see which your audience responds best to. Similarly, you also want to test different types of copy. Testing is a key component to Facebook Ads. The more you can test, the more you can optimize to achieve the greatest results at the lowest cost.

When you set up your ad, you will also have to decide where you are going to link it to. This may be your website or a dedicated landing page, depending on your objectives. If you are trying to generate leads or build an email list, having a dedicated landing page that limits distractions for the viewer is a great option. This way, they are only focusing on what you want them to focus on, rather than looking around at the other pages on your site and getting lost. You want to make it easy for someone to take your desired action. To make things even easier for you, you can embed your [HoneyBook](#) contact form on your landing page, so leads are automatically collected in your [HoneyBook](#) account. This way, the leads you generate from ads integrate seamlessly into your current business practices, without adding any extra steps.

STEP 5: MONITOR YOUR RESULTS

Facebook Ads are not something you can set and forget. You want to regularly evaluate the performance and make tweaks where necessary. The goal is to maximize return and minimize cost per result. Return on Ad Spend (ROAS) tells you how much bang you are getting for your buck and is calculated as Purchase Conversion Value (or Revenue) / Ad Spend. Cost per result tells you how efficiently you are spending. There are many more metrics available in Ads Manager for you to use. You can start to evaluate campaign performance by comparing your various ad sets to see which audiences performed best and comparing your ads to determine winning formats, creative and copy. When you find your winning combinations of ad sets and ads, you can then scale by allocating more budget to these top performers.

There you have it! How to get started with Facebook Ads in 5 simple steps. Facebook Advertising can be a powerful tool for scaling your business in an automated way. While there are tons of intricacies to Facebook Advertising, these 5 steps will give you a good start when it comes to setting up your first campaign. With a little bit of effort, I know you can succeed with Facebook Ads for your business.

If you don't want to do it yourself, hire a Facebook Ads manager to take over the process for you. That way you know your campaigns are being worked on with the proper attention, and it's one less thing you have to worry about.



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UNDERSTANDING YOUR RETURN ON INVESTMENT WITH FACEBOOK AND INSTAGRAM ADS

Jenny Parulski

Nothing is worse than feeling like you've spent (or wasted) your time and money on paid ads because you didn't understand what your return was. What's the point of creating ads if you aren't confident in exactly what the outcome is? Here's a common scenario among business owners who are DIY-ing their own ads: they boosted or promoted a post. The results show that they got a bunch of clicks, impressions and traffic to their website. But then what? How did these impressions actually impact their business?

Sure, this method got more eyes on their content, but what was the tangible outcome? How many people joined their email list, booked a session with them or purchased their product after seeing their ad? Can you relate?

You might be thinking, "Ok, great! How do I calculate my ROI in the first place and what am I supposed to measure?" Let's dive into exactly how you can determine your return on ad spend and understand what the result of your Instagram and Facebook ads was.



HOW TO DETERMINE YOUR DOLLAR-FOR-DOLLAR RETURN ON INVESTMENT ON YOUR ADS

1. Determine What You're Measuring

Before spending a dime on paid ads, you must determine what you'd like out of your ads. Do you want people to download a freebie? Fill out a [HoneyBook](#) inquiry form that's embedded on your website? Sign-up for your webinar? Are you looking for people to purchase your course or product?

There are many additional reasons you might want to create an ad and I can guarantee that you can accomplish it all with Facebook Ads Manager! Determining the goal of your ad campaign is the first step in creating a winning strategy with a high ROI. Knowing exactly what you are measuring makes it much easier to see if your ads are actually working or not!

2. Get your Pixel installed on your website ASAP

Have you ever wondered how your computer or phone knows you were on a website looking

at an item and then all of a sudden your feed includes ads for that product you looked at? Hello, Facebook Pixel!

With [Apple's new iOS14 update](#), which changes who we can reach with ads and how conversions are measured, we now need to verify our domain and then get our pixel set up on our website. [Here's a free video tutorial](#) to walk you through getting this done!

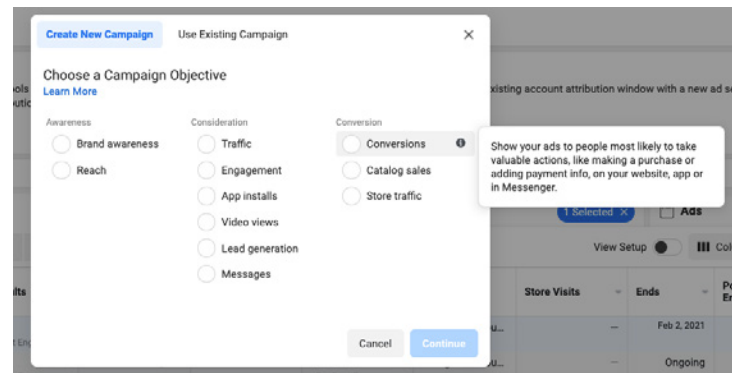
This little piece of code is POWERFUL, friends. Your Facebook Pixel gives you the power to create ads that retarget to website visitors, those who have visited specific pages on your website and you can even select a time frame of when they have visited your website.

If you read the word “code” above and it made you a little queasy - don't worry, I promise you don't need coding skills to get this installed on your website! Facebook actually makes it pretty darn easy.

If you don't have your Pixel installed yet or aren't confident you did it correctly, I have a free video tutorial walking you step-by-step through the entire process [here](#).

3. Set up Your Campaign Within Ads Manager Properly

When you create your ad in Facebook Ads Manager, you want to make sure your campaign is set up properly so that it will measure your end goal (email sign ups, sales, etc). You've already spent so much time goal setting, determining what you're measuring and setting up your Pixel that you don't want to set up your ad incorrectly and end your campaign in frustration! Ensure that when you're at the Campaign level you select the “campaign type” that most accurately describes what you're looking to achieve. Hover over the Campaign Objectives and you'll see a short description of why you'd want to select that objective.



Not sure where to begin with this? Make sure to finish up this blog post, then [check out my blog post on How to Navigate Facebook Ads Manager](#).

4. Set up Those Reporting Columns

Okay, here's the BIG piece of the puzzle we need to chat about! It's time to look at setting up reporting columns so you understand **exactly** what your return is on our investment! Take a look at the video below to see how I set up custom reporting columns for my ad clients.

After you've set up these columns, you'll want to check in on your ads a few times a week. No, not every 2 hours - you have to give your ads time to work their magic! This is one of those things you have to leave alone for it to gain traction and optimize because Facebook learns what your audience responds to and adjusts its delivery. If you're changing things around daily, it can slow this process down (I know it can be scary to avoid looking daily - but take a deep breath and trust the process). To all my HoneyBook lovers out there, you can even set up a reminder within [HoneyBook](#) that syncs up with your Google Calendar to remind you to check in on your ads a few times a week. No need to worry about forgetting about checking in anymore!

Once you have everything in place and know how to read your reporting columns, you can finally determine the return you're getting from your ads. After you see exactly what the outcome of your ads is, you have the ability to turn off ads that aren't performing well so that

your ad spend starts going to the ads that *are* working.

As you can see, calculating your return on investment isn't insanely difficult, but it does take time to intentionally set up your campaign and custom reporting columns properly. Please note that the world of social media ads is constantly changing and it's important to keep up on the latest updates from [Facebook](#)! For more free resources and to learn about the impact of iOS14 on Facebook ads, check out our full blog [here](#) and follow us on [Facebook](#) and [Instagram](#) at [@AdsUncorked](#)!



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THE KEY TO CREATING HIGH CONVERTING LANDING PAGES

Aleya Harris

It is more important than ever to have a thoughtful online presence and a digital strategy. Everything from the initial consultations to contract signings is mainly virtual. And because the pandemic may have changed the economic outlook for creative professionals for the foreseeable future, it's necessary to start planning to ensure that your business doesn't suffer long-term negative results.

A well-developed landing page is a great place to start.

Your landing page is like an online brochure for your business and its services. It is where you detail what sets you apart from other creatives with custom-made lead magnets and other downloadable content.

When you run Google or social media ads, the first place your potential client will navigate to after they click your call-to-action button is your landing page. A landing page is the webpage that you create in your email service provider, like ConvertKit or FloDesk, or on your website. A landing page is designed to convert visitors into leads by capturing your visitor's information in exchange for the lead magnet.

When developing a landing page to help jumpstart your online strategy, keep these tips in mind to



help entice new leads and guide them through the funnel process.

ELIMINATE DISTRACTIONS

All too often, a company will reroute their potential customers to their website after they click on an ad or view a social media post. And while your homepage can be a treasure trove of information about your business, including everything from photos and testimonials, to awards and accolades concerning your past achievements, sometimes this clutter can make it impossible for anyone to receive the payout or the promised information.

Remember, most people have clicked on your landing page in hopes of receiving answers to their pain point-related questions and are hoping to get some knowledge or advice in return for their contact information. But when your landing page is too flashy or contains too much text or information, it can have the reverse effect. It is vital to streamline your landing page and give your leads quick wins.

Make sure you stick to a single lead magnet per landing page. If you're creating an abundance of downloads, offer just one on a page. Too many downloads can also cause clutter with multiple calls-to-action, which may confuse your audience

and distract them from ultimately providing you with the name and email address.

SPEAK TO YOUR IDEAL CUSTOMER AVATAR (ICA)

When designing your landing page, you need to keep your ideal customer avatar (ICA) in mind. Your landing pages aren't going to attract or entice your ICA if you're offering a lead magnet about wedding planning when you focus on catering for corporate events. You need to focus on what you sell.

You also want to pay extra attention to your dream client's wants, needs and pain points. Consider speaking to them with language and slang that they use to show philosophical alignment. If your ICA is a niche market, use some of those keywords that will spark their interest.

KEEP YOUR LANDING PAGE CONSISTENT WITH OTHER AREAS OF YOUR MARKETING

Just like other elements of branding and marketing, consistency is key to a successful digital campaign. If you've taken the time to construct a custom social media post or ad that directs your ICA to a landing page, you're going to want that landing page to match the aesthetic of your ad.

When a person clicks on your link, the style, font and photos should be the same. The consistent look informs possible leads that they have indeed come to the right place and that your landing page is where they will receive the information promised in the ad or social post.

KEEP 'ON THE GO' IN MIND WITH YOUR DESIGN

Many of your ideal clients are living busy lives and are frequently on the go. While they may not have time to access a computer, their phone is likely attached to their hip. For this reason, you'll want to make sure that your landing page is mobile friendly and is accommodating for both desktop and mobile users.

WRITE ENTICING COPY

When you create a landing page that is ultimately going to move people through your marketing funnel and convert them into clients, you're going to want to put some effort into ensuring that your written copy is enticing to your dream client. Flashy photos and design may appeal to your viewers, but it's ultimately clear and compelling words that will cause a conversion.

Here are a few tips you can use in your copy to increase the number of people who download your lead magnet.



1. Start with the problem

From the very beginning, you want to introduce your potential clients to the problem. Pose the same questions from your ad or social media post to help maintain that consistency. Make sure they read the words and say, “Yes! That is exactly what is wrong.”

For example, suppose you’re talking directly to freshly engaged couples worried about where to begin the wedding planning process. In that case, you can start your copy with, “Are you stressing about finding the perfect wedding planner that will help guide you along the wedding planning journey and help you create the wedding of your dreams?”

By highlighting the problem that your ICA may be facing, you’re allowing them to make that connection right away with your business as someone with experience in this area who can help.



2. Show the transformation

Take your potential clients on a metaphorical journey. For example, show them how you can take them from being anxious or stressed by the very idea of planning a wedding to pulling off the wedding of their dreams. People are more willing to buy into the idea of you being the industry expert if they can really picture the fairytale transformation that they’ll experience when working with you.

3. Keep it short

When writing out your landing page copy, keep it short and sweet. You have other areas in your marketing strategy where you can give them all the details. No one wants to feel as though they’re reading a lengthy and detailed contract of everything they get with your business before even deciding to work with you. If you include too much copy, you’ll run the risk of turning away viable clients. Remember, your end goal with your landing page is to initiate your marketing funnel by retrieving their email address. You will have time in the future to build a relationship and tell them more about your company.

In some cases, you can even use bullet points to help summarize your information without going into too much detail. Bullet points can help draw eyes to important information without reading through large chunks of text to find answers to specific questions.

UNSURE OF CERTAIN ELEMENTS? TEST THEM OUT

Still unsure of what will work on your landing page? Do you have a few options for calls-to-action or font styles? Test them out using A/B testing.

Set up your landing page and pay special attention to the analytics. Is your landing page converting? If not, try switching up headlines, wording or graphics. Then wait and watch the conversion rates of this new

format. Make sure only to make one change at a time and then measure it. If you make several changes at once, you won't know what made the difference.

Once you've tried out a few different layouts, compare the conversion rates and determine what elements were ultimately more successful.

Not only does a well-thought-out landing page help with your overall online strategy, but it's an integral part of your email marketing efforts. Unsure of what else goes into an effective email marketing campaign or looking for additional tips to up your email game? [Download the Email List Building Roadmap Implementation Guide](#) and quickly find the answers to all of your email marketing questions. Future proof your business using email.



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HOW TO CREATE AN ADS FUNNEL THAT WORKS

Ashleigh Chanel

Ads are the best! But they can definitely feel like the worst when you aren't getting the results you want.

I hear all the time that "ADS DON'T WORK!"

But they absolutely do... WITH the right strategy. Without the proper strategy your ads will be in front of the wrong people (HUGE), your objective will be wrong (HUGE), your copy won't speak to your specific audience and your creative won't stop the scroll.

If any one of these is off then you can spend a crazy amount of money with no results and feel pretty defeated.

I wanted to give you a few strategies to help you with your ads journey and make sure you never have to experience this.

The most important thing to remember about creating an ads strategy is that you have to clearly define your goals before you start. Your ads strategy is going to depend heavily on which business and marketing goals you choose.

That is why I have outlined three strategies to help you achieve three main business and marketing goals: increase sales, build an email list and amplify brand awareness.

INTEREST TARGETING STRATEGY

Targeting is going to be the most important piece of your strategy. You can have the best ad copy (the text you write) and creative (videos and images), but if it is placed in front of the wrong people, it won't work. On the other hand, you can have mediocre ad copy and creative placed in front of the right audience and it can do well.

Interest Targeting Tips

Be specific to who you are targeting. For example: If you are selling a course on functional medicine your interest targeting will need to be very specific to functional medicine. Examples:

- Traditional Medicinals
- The Farmacy
- Dr Josh Axe
- Mark Hyman MD
- Wellness Mama
- Wayne W Dyer
- Institute for Integrative Nutrition

These are specific to natural health and people interested in this could potentially be interested

in a functional medicine course.

If many types of people can fit into an interest then you should try another one.

Examples of bad interest targeting:

- Healthy eating
- Natural food
- Vegan

Research tools to use:

- Facebook Audience Insights
- Google people, places and things related to your subject then type them into the interest targeting section of your ad set to see if it is an interest you can target.
- Interview your audience or create surveys

AD STRATEGY FOR LEAD GENERATION

Your lead generation starts with a great lead magnet. Your lead magnet needs to make sense for what you are offering next.

Lets say your offer is under \$500, you can use a PDF or quiz to reel in your ideal audience.

If your offer is mid to high ticket then you will need a lead magnet that is more involved. For example: a challenge, a quiz, a video series or a webinar to name a few.

Regardless of what lead magnet you choose, the strategy below will help you build your email list and grow your audience.

The Strategy

If you are starting from scratch with no data:

1. Traffic ad objective (optimize for landing page views NOT LINK CLICKS) with a link to

your freebie

- a. The traffic ad is going to drive traffic to your site to see the offer you have. This will help “season your Pixel” (gather data).
 - b. If your freebie and targeting are good then you should have about a 30% to 60% optin rate.
2. Conversion ad objective with a link to your freebie
 - a. You will need to set up a custom conversion to do this.
 - b. Retarget those who viewed the page but did not convert (download, sign up, take quiz) with the freebie.
 - c. This is a step you take in case they viewed the page and did not take action.
 - d. You can only do this step once a custom conversion is set up.

If your ads aren't giving you the results you want within three to five days then turn them off and try again with new targeting, copy or creative.



SCALE YOUR LEAD GENERATION AD

When you see that your ads *are* doing well and getting the results you want this is when you can start to scale your ads.

Now that you have the winning ads from your lead generation campaign you can scale your lead generation ads and use them as momentum for your evergreen ads. An evergreen ad is an ad where the creative and copy are relevant to your audience regardless of the circumstances or timeframe.

To scale your lead generation ads, you will need to duplicate the ads into a new conversion campaign and increase the audience size to between 30 and 60 million. If you live in a smaller country your audience size will be small and that is okay.

CREATE A CUSTOM CONVERSION

Before you do this make sure you have created a custom conversion for the thank you page (or the next page they will land on after downloading) after they purchase. This is to help you confirm that your ads are working and people are buying.

AD STRATEGY FOR EVERGREEN

Setting up an evergreen funnel system means that you already know that your offer is working. You need to have proof of concept for your offer before you can put it on autopilot. With an evergreen offer it is very important that you have your email marketing in place to help you sell your offer.

The Strategy

1. Views objective ad with a video that showcases your expertise or slideshow/ demo of your product. Your audience will be warm (FB, IG engagers or email list subscribers) and cold audiences.

2. Use a Traffic objective ad if you don't have enough people converting on your offer (50 people or more a week). You can use a static image and the same video you used in the video views ad.
3. Conversion objective ad to a cold and look alike audience - straight to offer using the same ad copy and creative you used in the traffic ad... because let's not work harder than we have to.
4. Conversions objective ad to warm audience - retarget those people who watched 50% of your ad, because they are more interested, and those who visited your offer or checkout page but did not buy. It is great to use testimonials for your creative and crush objections in your copy.

If you have a premium or high ticket offer, then you absolutely want to qualify your leads before you speak with them on the phone. [HoneyBook](#) has amazing forms and questionnaires that you can create to gather all of the information you need to make a decision.

Qualifying your leads with [HoneyBook](#) questionnaires allows you to decide if they are right for your program and whether you want to meet with them. If they are right for you then you can move them directly to payment and contract. If they aren't right then you can disqualify them.

AD STRATEGY FOR DIGITAL PRODUCTS

Digital products are so much fun and can really sell themselves with the right ads. So let's get into the strategy.

1. Video views ad objective with a link to your freebie
 - a. The reason to start with videos views is to first create a scroll stopping piece of ad content. The second and most important reason is to gather data for your Pixel. Those who watched 50% or more of your

video are likely more interested in your brand and your offer.

- b. This is an optional step but also an inexpensive one to help increase conversions in the future.
2. Traffic objective (optimize for landing page views NOT LINK CLICKS) with a link to a freebie
 3. Conversion objective to offer (you will need to set up a custom conversion to your thank you page or landing page)
 4. Retarget those people who viewed the page but did not convert, for example, they downloaded your freebie or abandoned cart. Retarget those people who viewed at least 50% of your video with the offer.
 - a. You will only do this ad once you have your custom conversion set up.

AD COPY STRATEGY

The first rule of ad copy is to not talk about YOURSELF in the ad copy. Well, not the whole time. Your ad copy is about your clients, their pains and their aspirations. They won't care about you until they know you can solve their problems.

Also, remember that your ad is not supposed to sell for you. It is there to grab their interest. Your landing page or sales page is there to convince them to buy.

The length of your ad copy needs to be long enough to get the point across. Don't worry about the length so much as much as the information, that's what really matters.

THE 3 KEYS TO GREAT AD COPY

Headline/Hook

The headline needs to speak to your target audience. You can address their pain point or



goals to get them interested. It needs to grab their attention and make them say, "Omg I need to keep reading!"

The copy can be funny, a compelling statistic or an emotional statement or question that hooks them in.

In the end it will be the reason why they take action.

Transition/Body

Remember that your product or service is the vehicle that is going to take them from their undesirable current state to a more desirable future state. So again, it needs to be about your customer, not you.

This should be easy to digest, well formatted and straightforward (because a confused buyer will always say no). Don't be afraid to use emojis if that works for your brand.

Call To Action (CTA)

There should only be one call-to-action in your ad. This is where you tell the reader where to go and what to do. (eg. Click here to download the most amazing freebie ever!)

AD CREATIVE TIPS

- All images and videos need to be relevant to what you are selling. If the image and copy don't connect in someone's brain it raises questions.
- Videos - make them at least 15 seconds so that they appear in most placements.
- You can create a slideshow or video in Facebook Ads Manager. So don't think you have to get fancy with production.
- If you are speaking, make sure you have closed captioning so that the content can be understood without the sound..
- Social proof aka testimonials are great for retargeting ads.
- Images with words are fine just make sure it has the hook.

QUICK BUDGET TIPS

If you can help it, allocate no less than \$10 a day per ad set with no more than six ads in each ad set (I typically use the same ads in each ad set). Always remember to turn off the ads that aren't working so you're not wasting money on ads that are not having an impact on your business. And, if your budget can only be \$5/day, then use no more than two ads in each ad set so that you don't spread your budget too thin.

LAST THOUGHTS

I know you are going to crush it and reach all of your goals with these strategies! Remember that it takes time and you should give yourself grace through the process.

If you would like to learn more about Facebook Ads and sales funnels, [click here](#).



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DISCUSSION QUESTIONS

- 1** Do you have an online advertising strategy in your business?
- 2** If you use online ads, what is your best tip?
- 3** If you don't, what's holding you back?
- 4** If you ran online ads, what would you sell or direct people to download?
- 5** *Challenge:* install the Facebook Pixel on your website today.

RISING TIDE | HONEYBOOK BLOG POST



JORDAN YOUNG

[3 Need to Know Facts About Facebook Ads](#)



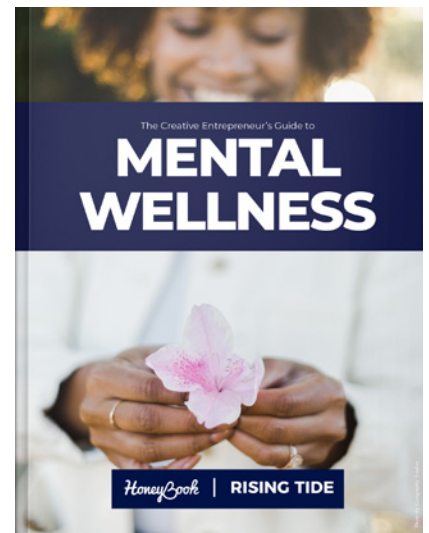
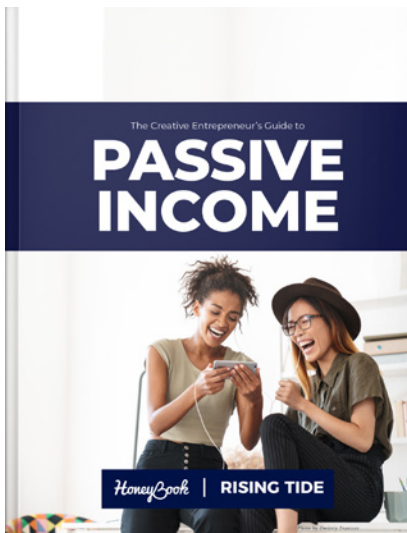
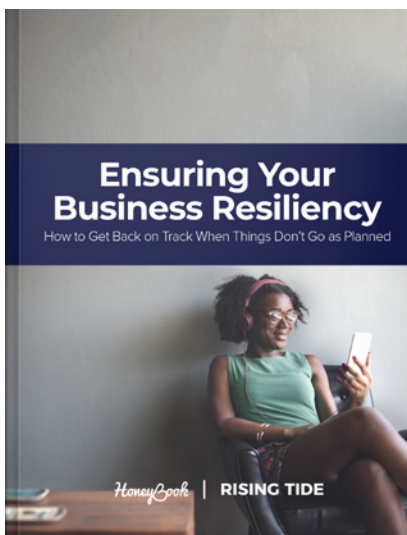
THE RISING TIDE | HONEYBOOK COMMUNITY
[Brand Voice & Copywriting – The Ultimate Guide](#)



FABI PAOLINI
[How to Define and Market with Your Brand Voice to Attract Your Dream Clients](#)

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WHO WE ARE

The [HoneyBook | Rising Tide](#) team believes an empowered creative economy will change the world. By elevating the voices of creatives, sharing their stories, and building a thriving online and offline community, we support creatives in their pursuit of a sustainable livelihood.

Empowerment begins with saving creatives time and money. [HoneyBook](#) helps creative entrepreneurs manage their businesses more efficiently so they can do more of what they love. With [HoneyBook](#), creatives can send brochures, proposals and invoices; create the ideal customer experience; and track payments – all in one place. Equally as important are sharing knowledge and providing support. That's why [Rising Tide](#) is a community and living library of educational resources, including blog content from thought leaders, monthly guides, online summits, and over 400 monthly meet-ups across the world to help creatives succeed in business.

We're also passionate about supporting the communities around us. To date, we've given over \$130,000 to nonprofits including Pencils of Promise, The School Sessions, U.S. Dream Academy, The Birthday Party Project, Thirst Relief and more. We've also partnered with Pencils of Promise to build a school in 2018 funded entirely by community donations through our 2017 RISE Summit.

We believe that magic happens when creatives gather, support one another and are empowered to pursue their passions. We believe in community over competition. We believe in empowering the creative economy to rise together.

Photo by Oliva Reed

