



# Creating Facebook Ads

Creating successful ads on Facebook, Instagram,  
Messenger and the Audience Network

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## Course details

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# Introduction

As a Facebook advertiser -especially if you are just starting out- many may have wondered at some point: What type of campaigns should I create, what is the right target audience, what should be the right structure, how do I name them?

This guide aims to assist you with these areas:

- Understanding what a funnel is and how to create one
- Creating a proper campaign structure for your Facebook campaigns
- Creating and using a proper naming framework for your campaigns

This e-book provides guidelines to a well-structured campaign with suggestions to target audiences, audiences to exclude, naming conventions to use for analysis and reporting purposes. Use these as an inspiration to create the ones that best serve your business' needs.

Although throughout the book we talk about Facebook and Instagram and we demonstrate the methodology on the interface used for management of ads run on these social media platforms, the insights can be applied to advertising via other social media channels too.

# 1. Creating Your Facebook Marketing Funnel

Creating your funnel is one of the most challenging and vital aspects of your Facebook Marketing Strategy. The reason is that your success depends on it.

A full-funnel strategy will help you understand the part of the funnel your potential customer is at any time, what are their needs and thoughts, and how you can use this information to influence their journey to purchase.

In this chapter, we'll go through what is a marketing funnel and how to "translate" it into a Facebook campaign structure that will help you convert people unknown to your brand to purchasers and loyal customers. Also, we will address the one element that often people tend to forget and impacts their campaigns negatively.



## 1.1. What is a sales funnel?

A marketing funnel is a term used to describe your consumer's journey from the first time they become aware of you and your business to the moment they become a (loyal) customer.

Your audience, at any given time, can be at the top of the marketing funnel (ToFu), the middle of the marketing funnel (MoFu), at the bottom of your funnel (BoFu) or have already purchased from you (retention).

Let's have a closer look at these four stages.

### ToFu



Here are the people who aren't aware of your business. Here, the goal of your campaigns is to raise awareness. This means that your campaigns should show your target audience who you are and what you offer. People aren't convinced yet if they should choose you over a competitor. This audience is considered "cold".

### MoFu



Here are the people who have interacted with your brand, whether it is your website or your Facebook Page/Instagram Profile or app. They have performed a series of valuable actions such as viewing your landing page or a product, they have engaged with some of your posts, sent you a message requesting more info or downloaded and generated some activity in your app. This audience is considered warm, and they are on the "verge" of converting. This audience is considered "warm".

## BoFu



Here are the people who have performed a series of actions that signal their very high probability to convert. The actions may include adding a product to a cart, staying longer time on the website, using the search function or filling in a form to receive a quote from you. This audience is considered “hot”.

## Retention/Loyalty



Here are the people who have already purchased your product or services, and they are likely to purchase again. Depending on their experience, they are the ones that will “promote” your brand to their network and purchase again in the future.