

Transcript of:

016 Advertising: The Essential Facebook Ad Strategies for Q4 success with Sarah Geoffrion



[00:00:01.590]

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits.

[00:00:11.340] - Chloe Thomas

Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you are in the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you tuning in again in today's episode.

[00:00:26.710] - Chloe Thomas

I'm talking to Sarah about Facebook and Instagram, Q4 and predictions because this month we're all about online advertising. Over the summer, Nest did a huge research project to identify the key trends. We're likely to see this coming Christmas season, Q4 in the Facebook and Instagram ad space.

[00:00:47.530] - Chloe Thomas

That research project has culminated in the report Christmas 2020 Crunch Time for the overcrowded eCommerce market. Sounds kind of scary, doesn't it? Well, look, Sarah's going to explain some of the key lessons from that report and how you can get your hands on a copy of it later. But for now, though, just enjoy your coffee, run shower as we're about to bring you the key lessons from it, including lots of great ways to improve performance by getting your account structure right and your audience targeting.

[00:01:16.000] - Chloe Thomas

Sort it out. And whilst we're going to say Facebook a lot, we really mean the Facebook ad platform, which, of course, means that all of this works for Instagram ads, too. We're just about to meet today's guest, but before we do, please check out the sponsors.

[00:01:31.440] - Chloe Thomas

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[00:02:09.250] - Chloe Thomas

Today, I'm chatting with online advertising expert Sarah Geoffrion. Sarah is the head of delivery at Nest Performance and for the last four years she's been deep, deep in the world of PPC running ads across AdWords, Facebook, Instagram and more. Hello, Sarah.

[00:02:26.890] - Sarah Geoffrion

Hello, Chloe. Thank you so much for having me.

[00:02:29.500] - Chloe Thomas

It's great to have you here. And I'm really excited, as the listeners already know, about the report we're going to be talking about.

[00:02:35.440] - Chloe Thomas

But before we get into that, how did you end up in this wonderful world of online advertising?

[00:02:42.220] - Sarah Geoffrion

Yes, so I was in university. It was the summer before my last year, and I ended up getting an internship at a digital agency. And within that internship, I started running Facebook and Instagram campaigns and I really like didn't know anything about ads. I kind of this was in 2016, so I was kind of not super familiar with Facebook ads. I remember my friends kind of talking about it and being annoyed about it and then I ended up delivering them.

[00:03:13.990] - Sarah Geoffrion

Yeah. And so just during that internship I really fell in love with Facebook and Instagram and Google and I ended up becoming a campaign manager there throughout my last year of university, which was a lot of work, but super rewarding. And I've been doing that ever since I graduated.

[00:03:31.330] - Chloe Thomas

Wow, you say you've got the bug so much that you were like, well, I'm going to carry on working whilst I finish my degree.

[00:03:36.850] - Sarah Geoffrion

Yeah, it was it was great, because when you're studying marketing, you kind of there's so many things you can do with that degree. And I had absolutely no idea what I was going to do with it. So I knew once I found something that I really enjoyed, I was like, what? What could be better than working in fields that you studied in and then doing a job that you genuinely enjoy doing. So it was kind of the best of both worlds.

[00:04:02.500] - Chloe Thomas

Very nice. And now you're using those skills at Nest. And you guys, you and your team have created the most amazing report. Christmas 2020 crunch time for the overcrowded eCommerce market. So obviously this is we're going into a Q4. We are in a Q4 that is unlike any other. What's in the report you got you've identified quite a few kind of big themes that are going on. So what are the really big themes, the coving, the biggest impacts on Onsite Search, also on advertising activity?

[00:04:36.610] - Sarah Geoffrion

Yes. So obviously at the start of lock down in March, we we noticed some huge trends across all of our clients. So immediately all of the CPMs declined, clickthrough rates declined, AOB declined. And we kind of had to get together and be like, what can we do about this? So we work together as a team to kind of develop strategy that would help us overcome all of these metrics kind of falling and improving performance. But kind of as the months went on, we thought it was really important to take a step back and look at how these trends have affected all of our clients over the course of a couple of months and how we can use this data to better strategize for the future.

[00:05:21.490] - Sarah Geoffrion

So what have we learned? What historically has happened that has never happened before? What have we implemented that's worked and what can we like how can we use this information to predict what's going to happen? Q4, based on what we already know, tends to happen in Q4 anyway. So I think it's been such a strange time, like it's been impossible to predict the future, right? Like we don't know what's going to happen tomorrow. And in marketing, it was always quite easy to kind of look at historical trends and say, OK, we know in Q4 it's going to get more expensive, it's going to get more competitive.

[00:05:59.020] - Sarah Geoffrion

But I think what's really interesting about this year is so much has happened in the last couple of months with lock down and business is kind of changing how they've worked. The the view of Black Friday paints a very different picture this year than it has the year before. So we thought it was really

important to prepare our clients and prepare people in the industry for what we think could happen and how to overcome that.

[00:06:26.320] - Chloe Thomas

And what are the key things you think are going to happen this Q4? I mean, I'm guessing that cost per click is not going to remain down on the average order. Values are going to go up again.

[00:06:37.780] - Sarah Geoffrion

So it really depends on lockdown.

[00:06:40.840] - Sarah Geoffrion

So, as you know, lots of countries are kind of experiencing lock down to different degrees. Some aren't in lockdown anymore and some are getting a little bit more strict. So what we've done is we've come up with two scenarios to predict what will happen to these metrics. So the first scenario is a return to lockdown. Now, if we do return to lockdown, based on the data that we have from the start of the year when we're in lockdown, we can.

[00:07:08.550] - Sarah Geoffrion

They say that CPMs will likely decline, so they won't decline to the levels that we had in March, but they will likely decline due to people kind of pulling out of advertising. We also know that click through rates will likely decline as well. So if we return to lock down, people will not be working as much. People will not have such a need for certain products, so they won't be clicking on the ads as much. We will also see likely a drop in AOB again, this is due to companies probably having an oversupply of stock that they haven't been able to sell in the stores.

[00:07:48.900] - Sarah Geoffrion

If we go back into lockdown, these stores will close. So they will have to kind of find a way to get rid of this stock. And the easiest way to do that will be likely to put it on promotion, which will just decrease AOB's in general. There will also, with the effects of the recession being fewer people wanting to buy such large quantities of items, which will also lead to a decline in AOB's.

[00:08:15.680] - Chloe Thomas

Which interesting that AOB isn't it? Because we've kind of got two factors. One, we've got more people being out of work and the recession or the general down world that you know unhappiness in the news that makes people want to just hold onto their cash and not spend it. But we've also got, as you said, the element of so many stores having so much stock left that need to clear. I think the day we're recording this. The U.K., one of the largest fashion retailers next have announce that 30 percent sales were 30 percent down this year.

[00:08:48.210] - Sarah Geoffrion

Yeah.

[00:08:48.840] - Chloe Thomas

Which is just slightly mind boggling. You know, that's a couple of warehouses worth of stuff. If they couldn't cancel it, that they're going to be looking to shift as we go through the rest of the year. So it's huge, huge factors in play here.

[00:09:02.670] - Sarah Geoffrion

Totally. And there's two elements to to stock. Right. So there are some people that had to buy the stock for the rest of the year right when the lockdown hit. So you can imagine how difficult that must have been kind of to predict. Do we buy stock as normally would? Do we not buy enough stock or what should we do? And and there are definitely been instances where people have had to reduce the amount of stock that they they order.

[00:09:31.350] - Sarah Geoffrion

They ended up thriving during this time. And and it was kind of bittersweet because they just they wanted to sell more, but they couldn't because they didn't order enough stock or a bit more.

[00:09:42.810] - Chloe Thomas

Such a frustrating situation.

[00:09:46.270] - Sarah Geoffrion

I know.

[00:09:46.290] - Chloe Thomas

It's like we've got so many people ordering product, but we don't have it now.

[00:09:51.820] - Sarah Geoffrion

I'm in that position right now and they can only reorder the stock next year. So but yeah, I think this this shift to to kind of relying on online to get rid of the stock if the stores are closed, will well have a massive impact on competition. You might have huge wholesalers with lots of spend, lots of budget that they can they can plug into Facebook. That would mean they'd be buying up a lot of space on the platform that would outprice a lot of smaller businesses or things like that.

[00:10:29.070] - Chloe Thomas

So so that's sort of what we think is going to happen if lockdown comes back into. There was a second scenario, you guys have planned. So what's what's your scenario 2?

[00:10:38.400] - Sarah Geoffrion

Yes, a scenario 2, is lockdown continues to be eased. So if that happens and we're not forced to stay at home, as much CPMs will start to rise again. So this is natural in Q4. It's the best time of year for eCommerce. Everyone wants to buy it's gift buying season. You know, the change in changing weather. So we do expect lots of competition on the platform, which will just increase the cost. Also, it's important to note the Amazon Prime Day, which tends to happen in the summer, is now happening in October.

[00:11:18.690] - Sarah Geoffrion

So the reason why this has affected so many other businesses is that it gets the promotion mindset kind of starting early, starting a lot earlier than Black Friday. I think also, you know, as we know from March, you would order things online, but it might take a little bit longer to receive these products because you don't know what's happening logistically. There are so many people ordering online that it kind of puts a lot of pressure on the postal system, for instance.

[00:11:47.610] - Sarah Geoffrion

So I think, you know, getting in that mindset of promotion happening early kind of puts you also in the mindset of, oh, I should probably be buying gifts earlier as well to make sure that I get them on time. So the CPMs will likely rise sooner than we would normally expect. Normally, we'd expect that big spike to happen towards the end of October and definitely. November and things like that,

[00:12:10.710] - Chloe Thomas

but but we're expecting it as this is going live mid-October. It's happening now is what we think is probably happening.

[00:12:17.790] - Sarah Geoffrion

Yeah.

[00:12:17.790] - Chloe Thomas

Anything else we should know about scenario two before we go into this is you'll be glad to know some practical things you could do to ride these these fluctuating times.

[00:12:28.290] - Sarah Geoffrion

Yeah. So I think if lockdown continues to be eased and we see a bit more competition on the platform, I mean, CPMs rising, I do think there can be a lot of success to be had. And I think the ones that will succeed the most are advanced marketers that have well optimized setups, strong monetization metrics such as retention of repeat rate and are able to kind of use this to their advantage to remain competitive. So even if you do get someone else coming into the marketplace that has an oversupply of stock or has lots of money to spend, you're in a very strong position where you can remain competitive.

[00:13:07.380] - Chloe Thomas

So let's let's dive into a couple of those then. So you said about well optimized setups. I mean, this is the Keep Optimising podcast. We talk about optimizing a lot as a word. But in the end, when you're talking about well optimized setups and well, let's focus in on Facebook ads and Instagram and say, well, what should we be doing? What can we do now to tidy it all up?

[00:13:30.850] - Sarah Geoffrion

Yeah. So in my experience, talk direct response. Advertisers all have something in common. So they're all leveraging a very specific set of automated tools that Facebook offers and they have significant impact on performance. And the reason why these tools work is because they give the algorithm enough flexibility to gain better data insights, which equals to more efficient spend and results. So if you were giving the algorithm enough data, then that means that the money that you're putting out there is being spent in the right places and you're not in a position of volatile activity because the algorithm doesn't understand exactly what you're looking for and is having a hard time finding that.

[00:14:13.230] - Sarah Geoffrion

So I'll take you through these tools now. So the first one is account structure. So something that I see all the time is lots and lots and lots of campaigns live, lots of audiences live, lots of creative lives. And what ends up happening is all of these campaigns end up fighting against each other. They're all basically targeting the same audience to some capacity. And you're segmenting your budget across way too many campaigns, ad sets, audiences. So I think the first thing that you should be doing when you're looking at your ad account is how can I consolidate things and make it so that I have fewer campaigns?

[00:14:56.140] - Sarah Geoffrion

So it's a lot easier for me to understand which ones are actually working, but also giving Facebook a lot more data to work with in one single campaign. I think a lot of people underestimate how account structure can really mess up your performance later on down the line. But the worst thing that you could be doing is just competing with yourself. So when you have too much stuff like that inherently is what happens.

[00:15:22.380] - Chloe Thomas

I love that as a piece of advice. One, obviously, because it's true, but also because it's one of those pieces of advice which actually makes our lives easier.

[00:15:32.550] - Sarah Geoffrion

Exactly!

[00:15:32.680] - Chloe Thomas

So making or reducing our workloads and giving ourselves less to do improves the performance. It's like, yay.

[00:15:42.990] - Sarah Geoffrion

And that, like leads like nicely into the next point, which is campaign budget optimization. So, you know, before Facebook had it. So you have to set budgets for each audience that you're targeting and you had to decide how much you wanted to spend on that audience in a day. And Facebook would spend the audience and you would have to check in all the time to make sure is this audience the right audience? I should be spending money on should I be spending it somewhere else?

[00:16:08.760] - Sarah Geoffrion

And it became such a headache and it took up so much time and sometimes you would make the wrong decision and and that affects performance so much. So having fewer campaigns allows you to use campaign budget optimization a lot more efficiently. So you're telling Facebook within this campaign, I want to spend a thousand and Facebook will look at your audiences within that campaign and in real time, it's working for you. 24/7. It knows it knows so much better than we do.

[00:16:39.240] - Sarah Geoffrion

I hate to admit it, but it's true. It knows, OK, I know someone in this audience wants this product, so I'm just going to spend a bit more here and it's just working for you. So especially during Q4, why would you want to spend all of your time changing budgets within each audience and taking a risk with manual intervention when you can just be setting one big budget and then allow Facebook to kind of deliver that audience that But when it makes the most sense.

[00:17:12.380] - Chloe Thomas

Especially when in this world of eCommerce, a lot of people are placing their orders in the evenings or on the weekends where most of us aren't working. So, you know, you can kind of you're always hiring Facebook to work for you on the weekends and optimize your campaigns on the weekends for you when you're going off doing something else.

[00:17:29.590] - Sarah Geoffrion

Exactly. And I've definitely been in that position where I've been working like Sunday night because you have to, you know, so don't be Sarah from 2017 use campaign budget optimization and you'll be a lot less stressed. And I think that also leads into my next point, which is automatic placement. So this is when you're telling Facebook that you're happy for it to deliver your ad on any placement within the Facebook family. So that could be Instagram stories, Instagram news feed, Facebook news feed, Facebook, right hand column.

[00:18:06.380] - Sarah Geoffrion

I think a lot of times advertisers are kind of hesitant to use automatic placements because they're not so excited about how the creative looks. They kind of underestimate a lot of placements and and assume that they're like target audience wouldn't be on messenger, for instance. But I think the beauty of things, these automated tools that Facebook has developed is it's purely based on data and intent. So if you have them open to everyone, then Facebook will quickly understand where your audience is most active.

[00:18:42.920] - Sarah Geoffrion

And that could be always on the Instagram feed. But you will get a few people that will convert on messenger stories. And that means that Facebook isn't spending too much money there, but it's confident when it does spend money there that it will get a conversion. So I would say don't be too picky about your placement. And and Facebook has made it very easy to update the creative within that placement so that it's all kind of seamless across the Facebook family.

[00:19:11.150] - Sarah Geoffrion

So and lastly, like, these tools kind of decrease your advertising costs. You know, you're giving Facebook that flexibility to kind of try placements, spend the budget where it needs to, and that will just reduce the restrictions. And when you have to targeting too many restrictions on your campaigns, it makes it too expensive. So in a period when it's already expensive, leverage tools that will decrease your advertising costs.

[00:19:42.350] - Chloe Thomas

So Sarah what we're basically saying here is that Facebook is better able the Facebook algorithm is better than us and can make better decisions than us. And so therefore we need to give it enough space to be able to do a great job for us to give it a massive audience.

[00:20:02.030] - Chloe Thomas

So is it can a massive audience isn't conflicted with another audience so as it can identify the right people in the algorithms got enough data to play with. We need to give it flexibility on where to put the ads because it can put them in the right places for us to get flexibility on which small part of our activity the money gets spent on. So as it was putting the money in the right places at the right time,

[00:20:25.070] - Sarah Geoffrion

totally. And if you have the set up and you leave them on and you let Facebook kind of do its thing over time, these campaigns have so much history and so much data attached to them. No, it's using all of that historical data to its advantage. So I think it's just it's a no brainer for me anyway. And I think you can put your spin on things later on in terms of the audiences that you choose, the strategies that you choose, how you set up your product catalog, what creative you have lost.

[00:20:57.710] - Sarah Geoffrion

So there's a lot of manual intervention anyway. So I think where you can use some automated tools on Facebook, you should be leveraging them.

[00:21:08.270] - Chloe Thomas

And you mentioned they're about keeping things on for a long time. So the learnings get held in that that ad set that that campaign. So reading between the lines here, would I be right in saying that if we have a as an audience which is targeting, let's just say for simplicity's sake, look alikes of our buyer list. So pretty standard eCommerce audience, not particularly segmented, but just going to go big here.

[00:21:38.480] - Chloe Thomas

And if we've got a campaign that targets them that back in August was showing the pictures of barbecues and garden furniture for those of us in the northern hemisphere, obviously not in the southern hemisphere, those of us in the northern hemisphere, and we're coming into Christmas, we should change the creative in that ad to be for the Christmas activity rather than turn it off and create a new campaign to the same audience with different products. Would that be the right thing to do?

[00:22:06.770] - Sarah Geoffrion

Absolutely.

[00:22:08.270] - Sarah Geoffrion

So your campaigns and audiences will always be in a learning phase, so that learning phase is essentially Facebook kind of takes note of the changes that you've made and it says, OK, give me seven days to learn who is going to convert with these targeting settings. Now, once you're out of the learning phase, the only way you kind of go back into learning is if you make a huge change. So one of those changes can be changing. Creative, right?

[00:22:39.650] - Sarah Geoffrion

Mm hmm. Just because you're back in the learning phase, because you've completely changed the creative doesn't mean it's forgotten everything that's learned. It just has to take on board something new to add to the mix. If you decide to turn off the campaign and start fresh every single time you want to change creative, you're never holding on to the old learnings. It's gone. So all of that money that you spent to get data to make Facebook more efficient, it's just gone.

[00:23:08.780] - Sarah Geoffrion

And you might have to start again. And it might work for a little bit, but then you're going to see that the performance might decline because you need to maybe change the creative or try new audience. But then if you start again, then you're always in the cycle and you don't know what's worked and what hasn't because you're always starting fresh. So definitely no one tip is leave your campaigns on, leave your audiences on. And yeah it's just that data is so important and so many times I see people just disregarding it.

[00:23:43.820] - Sarah Geoffrion

They delete it, they start again and it's just wasted.

[00:23:48.350] - Chloe Thomas

Yeah, I can hear the frustration in your voice It's like, oh, why did they do this here?

[00:23:56.090] - Chloe Thomas

And then I guess from the from the kind of the almost the complete opposite angle of person using Facebook ads. If someone out there now has start Facebook ads on their list for Q4 and the first task on that list is install pixel on websites. So they've had nothing feeding into Facebook. Is it still worth doing it or should they should they have had that pixel turned on back in the summer?

[00:24:23.540] - Sarah Geoffrion

In an ideal world, that pixel should be turned on the second that you start your website. Right, even if you're not using it for a long time. All of that information just fed into the pixel and makes everything so much more efficient. So never wait to install a pixel. I would say just have it all in there, keep it on the back burner and then use it when you're ready. But any opportunity you can use to gather data is a smart decision, and it should just be done as soon as possible.

[00:24:55.520] - Sarah Geoffrion

So if you're sitting there at home or you're on your run and you're like, yeah, I should probably put that Facebook pixel and I would urge you to run home and do that. Right now.

[00:25:06.360] - Chloe Thomas

Okay guys, get out the bath, get out the shower. Stop that run. Go home now pulls this pull, girls, go home now. Put your Facebook pixel in place is not already there and then come back to hear the rest, the rest of Sarah's great advice. But but if someone is in that position and you know, thinking we're going to start our Facebook ads next week and we're going to put the pixel in place on Monday and then turn some ads on on Tuesday, is that still worth doing more so than should they bother doing any ounce this year if that pixel isn't already in place?

[00:25:35.720] - Chloe Thomas

I think that's what I'm trying to ask.

[00:25:37.370] - Sarah Geoffrion

I mean, that's a really great question. I think turn on the pixel and, you know, you won't know until you try. But I do want to say that Q4 in general is just a very expensive time. It's very competitive. And, you know, the getting delivery on Facebook takes time. It takes learning, takes data. So if you're in a position where you're just really excited to get the ads live, I would say take it with a pinch of salt.

[00:26:08.900] - Sarah Geoffrion

You might be at a loss. You know, you might not get the results that you're you're hoping for from the get go. But if you have that life, the CPMs do drop a lot in January. A lot of people pull out, spend in January and onwards. So at least you have like a starting place for that point. But do just keep in mind it is the hardest time of the year to try something new on Facebook. So if you don't see the results that you're expecting right away, I think patience is key and and do keep trying because it can work for everyone.

[00:26:45.200] - Chloe Thomas

So if they can turn it on and they're like, oh, this is hideous, we can't afford to do this, that doesn't mean the end to Facebook ads it means just wait until January. Yes. Until the pixels learn something until everyone's stopped fighting over Ad space and give it another go. And for anyone, anyone listening again, kind of joining the dots between what we've been saying here. He's plotting a big. Black Friday campaign, but say they haven't yet set up the audiences for they ought to set those audiences up today and put some kind of ad in front of them.

[00:27:18.780] - Chloe Thomas

So as Facebook starts learning so that Black Friday Cyber Monday is ready, that would be accurate as well?

[00:27:23.860] - Sarah Geoffrion

Totally, yeah. You want to have as much data as possible on the audiences that you've you want to target. And I'm sure that you've tried loads of audiences in the past that can give you cues in terms of what's going to work and what has worked. So leverage that data like go back and see what's works so you can iterate on what's worked instead of trying to reinvent the wheel and start fresh.

[00:27:49.230] - Chloe Thomas

And so actually, if they've got lots of campaigns that a pool is going back and finding a campaign, there's almost got the right audience in it. And turning that on would be better than starting a new campaign anyway.

[00:27:59.610] - Sarah Geoffrion

Yeah, technically, yeah. That could be. Yeah.

[00:28:02.950] - Chloe Thomas

Could be worth a go people.

[00:28:04.910] - Chloe Thomas

Okay. Oh look, Sarah, you've given us some great insights on what's coming up in the next month or so and also what we should do about it. I can see a lot of people going, oh God, the rest of my day is restructuring my Facebook activity. But that's a good thing, everybody, because if you didn't know that your results this Q4, we're going to be so much worse.

[00:28:24.540] - Chloe Thomas

So we're now going to pause for a mind of our sponsors and then we're going to be talking about the wider world of online advertising.

[00:28:32.080] - Chloe Thomas

It's safe to say that most of us have been doing more shopping online lately. And if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands.

[00:28:49.760] - Chloe Thomas

It gives you the tools to build your contact list some memorable emails or to make key messages a more way, way more. Whether you're launching a new business or taking your brand to the next

level, Klaviyo can help you get growing faster. And it's free to get started. Is it Klaviyo.com/masterplan to create your free account? That's K L A V I Y O.com/masterplan.

[00:29:14.880] - Chloe Thomas

OK, Sarah, so far we've gone deep into Facebook and Instagram, Q4 ad predictions, now you get to wow us with your insider knowledge about the whole of online advertising.

[00:29:25.350] - Chloe Thomas

So for the following questions, your answer can be anything to do with online advertising, which, of course, does include both Facebook and Instagram and what's coming up in the next couple of months. So are you ready for these?

[00:29:36.750] - Sarah Geoffrion

Yeah, go for it.

[00:29:38.160] - Chloe Thomas

Cool! OK, let's start with online advertising, newbie advice. If we've inspired someone to take the first step with online advertising, what do they need to know to give themselves the best chance of success?

[00:29:50.740] - Sarah Geoffrion

Oh, Chloe. So there's lots to know. But I think the most important thing when you're starting on Facebook is having a clear target and strong creative. So you want to be able to work towards a CPA or Rohas or whatever target is most important to your business so that you understand which campaigns are working and which ones you can scale, but also to complement that, I think it's all well and good having a strong campaign, strong audiences. But your creative is so important and I think a lot of people underestimate how important it is.

[00:30:28.710] - Sarah Geoffrion

And Facebook is such an interesting platform to try creative on. So a lot of our clients try various concepts. And the reason why this is so important is that, you know, you never know what someone is going to resonate with. And I just think be like have fun with your creative, but make sure you do make that a priority. Don't just kind of launch with with a static image that doesn't say much about your brand and hope that that works.

[00:30:56.340] - Sarah Geoffrion

I think creative needs such a strong emphasis on Facebook and Instagram.

[00:31:00.540] - Chloe Thomas

Cool. Excellent advice. OK, now once you've started, of course, you've got to Keep Optimising. So what's your favorite way to improve online advertising performance?

[00:31:11.400] - Sarah Geoffrion

So this might be a little bit repetitive, but if your account structure is all well and good, I really think that the best way to improve performance is creative. It's it's you know, it can be a question of trying. One new ad can take a campaign from zero to hero. And I think a lot of people don't understand how Facebook really favors advertisers that take into account the user value. So essentially, when you're in the auction, Facebook will evaluate how much value your creative is going to give to someone in the news feed.

[00:31:51.630] - Sarah Geoffrion

They don't want the news feed to just be full of ads contrary to popular belief. They want to see organic pose and they want you to go back to the platforms that you can connect with your friends and family and discover new things. Right. So ads are kind of just meant to be there to enhance the user experience and catch them in a space where they're ready to discover. If Facebook doesn't feel like you're creative, is giving that audience a value, then you won't show up on the feed.

[00:32:22.350] - Sarah Geoffrion

And that means under-delivery for your campaigns. And that leaves you in a position where you're not able to spend the budget on Facebook, you're not able to be competitive. And that's all because you're creative, didn't add value in the feed. So I definitely think that if you're seeing poor performance in the campaigns, don't start fresh. Don't start with a new strategy. Start with new creative concepts and see if that works. And then you can kind of scale from there,

[00:32:49.200] - Chloe Thomas

love it.

[00:32:49.680] - Chloe Thomas

And I love the repetition. I always think it's good you get confirms you you really meant the other points when we when we repeat things, all these islands. So I love a bit of repetition,

[00:32:59.530] - Chloe Thomas

OK? It's impossible to improve our marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming. So what for you is the number one online advertising KPI?

[00:33:12.690] - Sarah Geoffrion

So with our clients? Their objective is always sales. So if your objective is sales and the number one KPI, you should be looking at a CPA or Rohas. So in my opinion, you can get a lot of brand awareness from a sales campaign. I think a lot of people tend to launch brand awareness campaigns and then they monitor, click through rates and things like that. You can get all of those benefits from having a sales campaign, but you definitely have to work towards a CPM Rohas you want to make sure that you're profitable.

[00:33:47.610] - Sarah Geoffrion

And that is the main KPI to look at to determine that of it.

[00:33:52.020] - Chloe Thomas

OK, finally, the crystal ball time. Well, it's coming up in the next six to 12 months that we should be getting ready for in online advertising?

[00:33:59.640] - Sarah Geoffrion

So Facebook is always changing. They're always coming up with new features. But I think something very interesting that's come out of all of this has been Facebook fault. So that was announced in May of this year. And I think it's just so important. For Facebook to have a frictionless store front, it makes so much sense, we're always on Facebook or Instagram and to be able to shop from that platform. We'll just make sure that conversion rates increase. You kind of reduce the amount of steps you need to get onto a website and then deal with all of the website.

[00:34:37.190] - Sarah Geoffrion

That's such a big thing. Conversion rates on websites. Right. And some of them aren't optimized for mobile. So I think Facebook Shops is an amazing initiative that Facebook has developed. And yeah, I definitely think that that's something that all advertisers and clients should look into and stay ahead of the curve, because eventually down the line will be some really cool ways to discover these shops with new ad formats and things like that. So that's definitely one to watch.

[00:35:05.450] - Chloe Thomas

So we are very nearly at the end of the show. So could you please let the listeners know where they can find you, your business and that amazing report, please?

[00:35:14.810] - Sarah Geoffrion

Yes. So if you go to Nest Performance.Com, you can download the white paper that we discussed today. You can also check out all of our case studies. And we have some pretty cool calculators on

there as well that you can download that can help you kind of determine what your goal should be. You can also find us on LinkedIn and you can find me on LinkedIn as well. I'd love to connect with you and. Yeah,

[00:35:40.360] - Chloe Thomas

awesome.

[00:35:40.580] - Chloe Thomas

Thanks. Well, we will put links to all of that in the shownotes to make it really easy for people to find some great resources. It sounds like it's going to get checked out.

[00:35:50.550] - Chloe Thomas

Well, Sara, thank you so much for being on the Keep Optimising podcast. It's been it's been awesome. You've given us such clear advice. I know, as we said a couple of times, I think most of the audience are now about to go and reorganize their Facebook ads, which is awesome.

[00:36:04.220] - Chloe Thomas

That's what we're here to help them do. So. So thank you, Sarah.

[00:36:07.440] - Sarah Geoffrion

Thank you so much for having so much fun.

[00:36:11.080] - Chloe Thomas

Oh, I would I would love to know how many of you have now run off to go in or in fact right now. Are you listening to me restructuring those Facebook ads, sorting out so you've got fewer campaigns, giving the algorithm time to really drive you those results? Because there's there's so much in it. And what I love about it is that kind of Facebook's on your side with these things. If you set it up right for Facebook, it will deliver you good results.

[00:36:34.630] - Chloe Thomas

And if you do that as well, it makes the campaign so much easier to manage. Well, look, you can get the links to everything we discussed and the full transcript of this episode, the important notes we've made about the episode and a link to get. Hold your hands on that report as well, which has got some really cool stats and some other advice, too, which we didn't have time to get into today and get all of that keepoptimising.com, which is spelt with an S, not a Z.

[00:37:00.130] - Chloe Thomas

When you get there, click the link to find the show notes. Then you'll find this episode as part of my mission, even not your mission, my mission as part of my mission to help you improve your marketing. I've invited all of our online advertising specialists to join us for a Q and A webinar at the end of the month. So if you're now looking at your Facebook campaigns going, I'm not quite sure which ones I should keep, which ones I should go, how, how, how tidy should I make it?

[00:37:26.140] - Chloe Thomas

What should I do here? Then come along to our Q&A webinar. It's live. You'll get the chance to ask our specialists what they think you should do so you can ask your individual questions. Or if you want clarity on anything we've spoken about today or in any of our other episodes this month. Then again, you can get those questions answered to get yourself ready for the webinar by going to keepoptimising.com, where you will find all the details when it's happening, how to sign up.

[00:37:53.140] - Chloe Thomas

And even if you can't make the time that we're running it, if you really want something, something answered, then drop me an email and I will do my best to get your question answered, too. Plus, if you sign up for the webinar, then we'll send you the replay as soon as it's ready to, which is usually about half an hour, 40 minutes after we live.

[00:38:16.780] - Chloe Thomas

Because, you know, I don't want you to have to wait around for this great info. And if you want to email me, just reply to the email you get confirming you've signed up to the webinar and will that will make its way to me.

[00:38:26.650] - Chloe Thomas

Now, if you're listening to this after the webinar happens, then yes, you too can get hold of the replay. Just go to [Keepoptimising.com](https://keepoptimising.com), go to the webinar page and you'll find a link to it there.

[00:38:36.250] - Chloe Thomas

Thank you again for tuning in to this episode of the Keep Optimising podcast. If you've enjoyed this episode, then do make sure you tune in next week when we're again talking Instagram and Facebook ads. But this time we're going to be focusing in on the creative, the ads that are going to drive you the best results. We're doing all of that with Facebook ads. Genius Kevin Urrutia. It's already recorded. So I can 100 percent tell you that it is absolutely brilliant.

[00:39:02.380] - Chloe Thomas

You really, really do need to listen in because it could make a huge, huge difference to the performance of your Facebook advertising activity. So make sure you tune in again next week. And if

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you know other marketers who are trying to improve their Facebook and Instagram ads at the moment, who want to make sure that they're doing the right things this coming quarter to make sure they make the most out of the Christmas Black Friday Cyber Monday, etc cetera, opportunity, then tell them about the show, because I'm creating it to help you and them to improve the performance of your marketing.

[00:39:32.740] - Chloe Thomas

So let them know about it so they can tune in as well. Have a great week and make sure you listen to our next episode so I can help you to Keep Optimising your marketing.

[00:39:43.520]

Access everything Keep Optimising at [Keepoptimising.com](https://keepoptimising.com) that's with an S not a Z.