You're listening to the #keepoptimising podcast to increase your traffic, improve your conversion rate and grow your profits.

Hello and welcome. If you're looking to improve the performance and a return on investment of your marketing, then you have come to 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 in today's episode. I'm talking to Kevin Urrutia about Facebook Ad creative because this month we are all about online advertising. In the last episode, we got deep into securing your Facebook, had success by getting your account structure and your audience targeting.

Right. So today we're covering the other part you need to get right. Your Facebook and Instagram ad created. We're talking about what to do with your images and your videos. We're talking ad formats and we're talking about the copy that goes into it all as well. Plus, there's several seriously clever little hacks you're going to learn about to be just about to meet today's guest. But before we do, please do check out the sponsors.

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Today, I'm chatting with online advertising expert Kevin Urrutia. Kevin owns several successful eCommerce stores, Hosta Digital Marketing, FastLane podcast, and runs a number one Facebook ads agency, Voy Media.

Hello, Kevin, how are you?

Thanks for having me.

It's great to have you on. I always enjoy a chat with you, which is why in our recording slot we've pretty much nattered in almost in time we had to record the podcast. We share lots of tips when we just chat. The fact we’re on a podcast is going to raise the ante today, so this is going to get them. Kevin, let’s start at the beginning. How did you get into online advertising?

Yeah, so I got into online advertising. I think it I was I started my own I was with my background in programming. So I was a programmer living in Silicon Valley. And then I was always like building things. And eventually I was like, oh, we building startups when a startup competitions. And then I really to quit working in Silicon Valley, I want to sort of start my own company. And that’s where I started my own company, which made Taylor.

So that’s the first one I did. And that’s really where I learned about just marketing in general. And that’s when I realized that I could do like digital marketing because I was trying to figure out, like, how do I sell this sort of services website, which is what I was used to online. And I started off with a SEO, which is the easiest. I was like I was Googling like freeways to get traffic. Like you got to do SEO like, OK, let me go do SEO.

And that’s what I learned about, like everything about Moze SEO. I was going on like Black Friday forums, like, you know, all the stuff that like you’re doing in like five, six years ago. So that’s kind of how I started that. And then that really taught me kind of like everything. Right. What was marketing. It was like learning in their landing pages. I was there about email marketing. I realize how important email marketing was.
That was something that was just like, oh, I kind of heard about it. And then for the cleaning company was actually like, that's how we got a lot of customers pop ups. That's what I mean by that. Somebody knew like Tracking and do analytics, but not really too much of it. And then I learned about like advertising. It was like, hey, you got the Google, Google is the big one. But at the same time, it's about the kind of Facebook's going out.

So then I started doing more Facebook ads. I did that for the cleaning company, but then I was doing that for about two years after two years on something else. And at this time, I think, you know, like FBA was like a big thing. Like everything you got to do FBA, you've got you're making so much money. And so I was reading this stuff online and then my friend Wilson is actually the partner of Voy Media.

He was doing this too, because he just he always calls it I retired because like he was like pretty much traveling the world for a year. Yeah, he's so funny, bBut he was doing it for Outdoor Gear Company and I read the stuff online. I was like, you kind of skeptical, but that, you know, somebody like this is true. And they're like, yeah, I'm like not looking at it like, well, like you're making more money than me and you have less employees to be like, I need to know what you're doing.

And then he pretty much helped me. He told me what you read, what study like anything like it's always been to helps you. But like, it's always great when you have some knowledge to sort of say, hey, look, I'm trying this thing out, like, what do you do? Versus like, help me. You're just like, OK, like I even know what you know or don't know. So let's start a podcast about it.

And then that’s when you help me sort of find product and sourcing. And that was great because that really eCommerce I think nowadays is purely about marketing like products. Everything has everything to make a product. Now you can go to Alibaba. I been to China three times to talk to some of factories. And then we made the company called Bontemps, and that's when I learned more marketing than I realized. Marketing for this eCommerce is much different than kind of anything else.

And this is what we truly learned Facebook ads we learned about influencer marketing. We learn about outreach. We learned about connecting with bloggers to actually review your product, connect with YouTubers on the company, we connect with wire cutters, New York Times. We're like number one tracking poll, we're tracking poll. And that really helped us get more sales. And for us,
some of the biggest competitors, if you're like in this other space, like Black Lekki, which is the two biggest guys that really helped us put us to that level.

[00:05:44.500] - Kevin Urrutia
And that's when we got much more better at marketing because people actually trust the product and trust the brand. But that's kind of like that's kind of I started it. My my experience mostly comes from me to my own stuff. And we try to figure out, like, how can I be competitive? Because I think that's that's how I get that's it drives me right. It's like, how do I beat them? I beat them in a way that's ethical.

[00:06:05.950] - Kevin Urrutia
It makes sense. Right. But that sort of drive of like, how can you and I say this? Because we we try to be in stores for our products. We did a lot of cold calling, but say, hey, no, look, no one knows you guys. And then that's like, OK, how can we beat them? Like, what are they doing that right. So they have a lot of great partnerships. So we were starting to figure out what we're partnership, how we get there.

[00:06:25.750] - Kevin Urrutia
But that's about the kind of Klevu. And of course, that's like marketing is probably Facebook marketing, but we also did a lot of Facebook marketing and that as well.

[00:06:33.640] - Chloe Thomas
And and I guess to you, it was from learning all of that, you realize how badly other people were doing it is. And that's why you created your own agency.

[00:06:41.490] - Kevin Urrutia
Yeah. So basically, we were doing our. Our own campaigns for Facebook ads, and that's when I realized I was like always working with other agencies, with other partners, and I was just like, oh, wow. Like these are like I'm through some issues. I, like other agency just don't really understand about. And I would love to. Why don't I just make my own agency where I have the experience of 2x eCommerce background and true business background?

[00:07:03.790] - Kevin Urrutia
Because I think you probably know like an agency or eCommerce that's kind of like a vehicle. But the business is always on top of how to manage people, how to hire people, how everything else is. Like no matter what you're doing, you still need to sort of course, skill. So that's sort of where I did an agency to start and help with that, too. And that's kind of where initially we thought we were going to be doing that with our clients.
It turned out like this is three years ago. It turned out like we do really like working with people, like be like it's like you're supposed to new and like you just can't help them because you're too new. So now we really work with clients and partners are spending anywhere between 20, 30k minimum on Facebook because that's where we can come in and help them with at least what we specialize now, which is the Facebook ads, but also the creativity and the creative Facebook ads where we see that that's where the future of of ads is going.

Nice and nice link that we have it. I like it. You can tell Kevin's podcast host because he was thinking, I know Chloe wants to ask me about creative work, so I'll bring it back to creative. So indeed, I take every day I'd want to ask you about about creative, because you see both with your own brands and with those the agencies working with and many others besides, you see a lot of great Facebook and Instagram marketing. And we've already had an episode last week that where we talked a lot about targeting and account structure, that kind of stuff, which is crucially important, obviously.

But but if you've got a terrible creative or copy that doesn't speak to someone, you can have the best account structure and the best targeting in the world and you aren't going to get anywhere. So so what's what currently is working in the world of Facebook and Instagram and creative.

So what's working right now sort of give like the kind of world that people really know is working still. So we're actually well, it's kind of UGC that's user generated content. But when I say when I say it's working right now, a lot of people are doing right now is what they're doing is, is they're just saying, hey, people like we need we need reviews or testimonials of our of using our product or talking about a product. Right.

And I think that's like the very basic way to do it. What people need to do for what we call like more like UGC plus or UGC enhance is where you reach out to somebody and you kind of tell them what to say or what words you want included in that review when you kind of leaving it up to chance that they could say some value, but they're not really aligned with your business or are not really problems that you see customers have that will help them alleviate that pain.

But at least when you sort of like saying like at least mantra, what we did was because it's sort of like this, the market principle, we say, hey, guys, look for video reviews. And we said here example in the examples we gave keywords that people could say that way because you're like, oh, they just said
like great product. Somebody said that same word, too, because people don't want to think about what to say.

[00:09:48.610] - Kevin Urrutia
They what they see a word like, oh, OK, this is a great word. And they use it again. So think about those keywords that you want people to think about and just like say, hey, your example words that you can say, it's kind of like Chloe you probably say like you sent me an email the other week and it's like, oh, it's great. I can hear exactly what I'm going to say.

[00:10:03.400] - Chloe Thomas
Yeah,

[00:10:03.580] - Kevin Urrutia
it's the same sort of concept as people want to do it, but people don't want to do that work.

[00:10:09.220] - Kevin Urrutia
But if you can say, hey, your example, you could say, Oh, I love I love this because it helps me walk. It leaves, it's paint it. It's it's cheap. It's effective. Right. That type of stuff. So I consider that to be like the future of it. So but again, just getting real content for people is great. But then if you can sort of kind of like massage a little bit into what you want it to be is better.

[00:10:32.020] - Chloe Thomas
It does sound slightly naughty, but it but actually, you know, if you think yourself about everyone else and just thinks about when you may have been asked to give a testimonial to someone and or a review for a product like, oh God, I can't think of what to say, you know, 99 times at the time, oh, really, I love you, but I can't think of anything to say.

[00:10:53.170] - Chloe Thomas
But if someone's messaging gone, look, I want a LinkedIn testimonial because I'm going for a job in, you know, Facebook ads. And I know the company I'm going to is really keen on creative. Then you can get. All right. Yeah, cool. I can easily put that together. Joe Bloggs worked for us doing Facebook ads. He really improved our results. And I love what he did with our creative. You're still being honest, but you've just been given that helping hand and it just helps people get over that blocker.

[00:11:22.540] - Chloe Thomas
And I think, you know, as you say, Kevin, about putting it in as and here's some examples which you might even pick from existing customer reviews, which, you know, we've all got that customer review. We're like, oh, my God, thank you so much for putting all that on review. Send them that.
Keep Optimising Podcast: [https://keepoptimising.com](https://keepoptimising.com)

You know, then you’re completely above board. Not that I think the other. Option isn’t above board, so how do we we’ve got people giving us great reviews, how do we then turn that into a Facebook ad?

[00:11:49.720] - Kevin Urrutia
So that’s sort of where this is, where you kind of need a little bit more content so you can run this review as just the image or video, which is great. We recommend that for before or even top of the funnel. And really what you want to do here is people give the audio versions of it and sometimes people just do like the transcribe automatically on Facebook. But what we like to do is just hardcourt all the captions on there. That way that looks we think that looks better, but also you can do more with it so you can put the text at the bottom, which is kind of like Facebook’s default.

[00:12:20.290] - Kevin Urrutia
But sometimes what we see work really well is that in the text to the top and how you do that. Just think about it like a one by one video and then on top maybe 30 to 40 pixels of white space, kind of like you probably like.

[00:12:33.400] - Chloe Thomas
Yeah.

[00:12:33.430] - Kevin Urrutia
Like in Instagram. It’s like that we’re like that’s really sticks out. So do that with your text talking about it, and you can either have your tech sort of be dynamic, as in when someone talk that or what we think of them better is have your testimony on the bottom and on the top, that white space.

[00:12:50.290] - Kevin Urrutia
You can sort of identify the hooker problem they try to solve right around there. Let’s say you’re talking about like want of a walking pull product, right. Really are one of the biggest value pops like having knee pain or want to work for other. Have that be like the top question you ask in the bottom.

[00:13:07.600] - Kevin Urrutia
You have the this morning the person talking about, hey, with my allow to walk on the sidewalk much longer and then you’re saying you’re addressing the issue and then you’re answering that question with your testimony, you think, oh wow, this thing works better.
I would say there are a whole host of tools out there which will enable you to do this really cheaply, really free. And I would wholeheartedly agree with them with doing your own transcriptions, because we do as podcast, our podcast, we transcribe every episode to this and with different accents. GOD the crazy that AI comes up with sometimes if you don't. Well, you know, in the case of the example you're giving Kevin walking polls to become I don't know, this...

[00:13:54.370] - Kevin Urrutia
Probably.. yeah..

[00:13:55.120] - Chloe Thomas
Yeah or walking shoes or something. You know, it's a crucial things can go wrong when you give it over to the AI. And if you're you know, if you're putting effort into the rest of the ad, why wouldn't you do those transcripts?

[00:14:04.840] - Kevin Urrutia
Yeah, it's just so much easier. Yeah. And I guess it's going to be 30 seconds. So it's going to take time, of course. And if you have a process, you can get that done here.

[00:14:12.460] - Chloe Thomas
And the video and getting video testimonials is something people find really hard to do. So is there is there a way around it that we can use written reviews to create videos? We can use the Facebook ads,

[00:14:24.930] - Kevin Urrutia
yes. So what you could do is another kind of like maybe tactic is if you have the video review testimonial, test something that's really good. What we've done is, is you have the image of the person saying, hey, look, I know you want to do a video, but can I use your image? And then what you do is just kind of voice actor and then just read the review and then you put the text overlay on top and that's what we do.

[00:14:44.710] - Kevin Urrutia
And that works really well. And then you can just see maybe a little comments like, hey, this is the real review. But the voice is the same right now. But we've done that a lot for a lot of products and brands, and that's really how you can take your content even further. Sometimes you just have the the content, but you don't have like the text or voice over, like just record yourself talking to mic and then just say, like, tell your story like right over it and just kind of like you see this all the time with like a BuzzFeed or like these new sort of channels where they tell you a sad story, but then it's just like stock clips of stuff.
[00:15:16.540] - Kevin Urrutia
That's exactly what it is. Yeah. Yeah.

[00:15:19.390] - Chloe Thomas
Of course we could even like just get stock clips and the text

[00:15:23.770] - Kevin Urrutia
Yeah.

[00:15:23.890] - Chloe Thomas
If we were too scared to voice it ourselves or if we were thinking of voice over artist too too crazy. Which by the way voice voiceover could be done very effectively on lots of tools. Cool. So testimonials via video. Would we do testimonials as images as well.

[00:15:40.000] - Kevin Urrutia
Video is good. So when we do video testimonials really that works with local topical, but really where we like to use the images is what you can do. The images with like the star ratings on top and text like Amazon has stars put the stars on top with a quote on it, and then you can run those who sort of like the funnel. But what really works well as a photo with like a carousel ad that you can show many testimonials that you swipe through and that we've seen that to be really well. And that's really good for the funnel as well.

[00:16:12.010] - Chloe Thomas
And do we have problems with Facebook ad text allowances with this kind of stuff? Because there's a lot of words to a testimonial.

[00:16:19.320] - Kevin Urrutia
Yeah. So what you want to do is kind of like any testimonial, there's probably one or two sentences that are like really good. So you can do like dot dot dot really good something and then do dot dot dot, but with a 20 percent rule. So what you're talking about is if you're seeing that to to activate, you can Google to I'm not sure where exact link is, but it'll show you like, hey, you're kind of over below if you're a above

[00:16:42.840] - Kevin Urrutia
What we seem to work well is you can kind of like trick, the tool is used. I like kind of like stripes, diagonal stripes and sometimes like it's like, oh it's less than and it works, yeah, OK. So there's ways
around it like anything. Right. So as I was like Facebook people, they were trying to figure out like how can we get around this?

[00:17:00.390] - Chloe Thomas
And of course, you know, filling up the whole of that space with text would look pretty awful anyway. So you can make it look better by restricting it to that 20 percent.

[00:17:10.770] - Kevin Urrutia
Yeah, of course. Yeah. And then. Yeah.

[00:17:12.490] - Chloe Thomas
Do the stores count as text?

[00:17:14.850] - Kevin Urrutia
No, I don't think so. It's like and that's why sometimes you just got to like manipulate. I mean the thought is a little bigger and you're like, OK, switch them out. Yeah. You can do all these little tricks and tricks once you kind of like because sometimes you'll see it work really well and you're like, I need to I don't think it's proof, like I need to get this of proof, like

[00:17:33.650] - Chloe Thomas
I love it. So we're talking image testimonials, middle of the funnel. We're talking video testimonials top on the bottom of the funnel. But, well, what texts do we put alongside this? Because I hear some people say, you know, you should just have one line of text on Facebook and other people say you should have like a 2000 words essay. I exaggerate slightly. What's what should we be doing with the text in those ads or emojis just to talk to another one?

[00:17:58.350] - Chloe Thomas
Should we be using emojis?

[00:17:59.820] - Kevin Urrutia
Yeah, I like using emoji. So the way I like using emojis, talking about your point is if you're doing like a bottom funnel ad or the ad is use the star emoji as like you're on the bottom, that is like description. You can actually put the star emoji. So they look like a five star rating on there. And it sounds like the five star with like a number like two hundred plus reviews and then like a quote or something.
[00:18:23.700] - Kevin Urrutia
So then it looks kind of like a native Facebook review, but it's just like us marketers putting that stuff on there. But a lot of tactics here.

[00:18:32.730] - Chloe Thomas
This is good. This is what everyone's tuning in for.

[00:18:36.180] - Kevin Urrutia
So, yeah. So you can emojis are great. You can use them, anything like that. But really for the copy, I think we do both. We do short and long really depends on the product. So we do a lot of fitness products for fitness products. We like to do long because we like to tell a story about why this program or why this person that you're buying essentially into is worth it.

[00:18:56.250] - Kevin Urrutia
But of course, in the beginning, the first line you should be thinking about what is the clear hook or problem trying to solve. Right. So we do a lot of like like, again, we're working with a company that sells storage for cars. And really the first line is I have a storage problem. And then you say, oh yeah, I do. Now you go in here at this company and create this product because of X, Y and Z, and here's why it's certified like we're using all natural materials, all this.

[00:19:22.800] - Kevin Urrutia
And then you say now, by now, check this out. So really, I still think a first line should be the hook that you're trying to get into versus like, hey, here's our product buy it. You need to figure out. People need to be kind of captured by the issue. First, something with skin care. Hey, have dry oily skin, have dry skin, have acne skin like that sort of thing. That makes you seem like, oh yeah, that's me.

[00:19:42.990] - Kevin Urrutia
And then going. Right. So that's kind of how we think about it. Even for us, like when we're trying to like we talked to other marketers, we'll use words that they understand, like, hey, are you having trouble increasing your profit on that on your bundle? Key word that like your audience understand

[00:19:59.550] - Chloe Thomas
So the length of the text is more dependent upon how much we we feel we need to say to convince them that we can solve the problem we put in that first line.
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[00:20:07.900] - Kevin Urrutia
Yeah, exactly.

[00:20:08.410] - Kevin Urrutia
It also depends on, like the skepticism of your audience, right? Marketers, yeah, It's like, oh, who is this person. Right. Yeah. So that's what you think about it but hey, are people skeptic about the products in the space? If they're not, then it could be shorter. Right. So you do like sweet products, like there's no really like bad press about it. Oh yeah. Let me go check it out. Right. You see, just think about like with any copier working, you think about what are people seeing right now or who do you think what do you think your audience has seen that might make them resistant to change or to like checking out a solution?

[00:20:39.960] - Chloe Thomas
So as an example, if I was doing a Facebook ad for the #keepoptimising podcast to the highly skeptical world of marketers to get them to listen to it, I'd start with that kind of some. I have great testimonials. They're all going to say and think. I'm not sure I believe that.

[00:20:55.550] - Kevin Urrutia
Yeah.

[00:20:55.630] - Chloe Thomas
Then you'd have a question, you know, need to improve your marketing. And then I probably put quite a lot of copy more reviews where the podcast has been featured and all that kind of stuffs,

[00:21:04.380] - Kevin Urrutia
Exactly!

[00:21:04.380] - Chloe Thomas
But if I was selling some makeup, let's say, which they can see in the video, how the makeup works and they see people putting it on in the video, there's quite a lot of high trust there. So it would be one make up the lost all day. Questionmark. I'm probably quite a small amount of social proof

[00:21:23.480] - Kevin Urrutia
yeah.
[00:21:23.490] - Chloe Thomas
because it's a product that people aren't going. Yeah, that's not going to work.

[00:21:28.990] - Kevin Urrutia
Yeah, exactly. Yeah. So yeah, that's one thing. But it's like what is skepticism or even whether one thing is like do they need more education like for like something like Saper marketing podcast. It's like they're getting educated on you Chloe. And then also the podcast itself. Oh, look like hey, look, guys, I have over three thousand episodes, we're like, oh, wow, this person before a long haul. All right. OK, so they're actually are doing this, right?

[00:21:50.770] - Kevin Urrutia
So that's that's where you should just think about the market itself. But like I said, we'd like to do both. And we still honestly, I still see long copy better for stuff like fitness just because you can really explain your solution and then justify the price at the end. Like once you sort of build all that crap, you're like, oh, wow, this is great. But like sometimes it's think short copy. This is like people sometimes compete with price because, like, they just don't explain their solution.

[00:22:15.790] - Kevin Urrutia
But you explain it enough, you can say, hey, look, this is way more expensive and sometimes this is more just like marketing in general. Sometimes people think that like, oh yeah, they're going to browse the website, but no one's going to know the browsing. You're about the age or like no one can tell people how are you being? Like, this is exactly why we do it. So that's why I like long copy, especially in like part pages or the ads like sales pages. So

[00:22:38.170] - Chloe Thomas
Well it's kind of an amazing opportunity, isn't it? We've got, you know, compared to a Google ad, which is a teeny tiny thing with these Facebook ads, we can start the sales journey right there. And then, you know, we can start the whole justification of the product, the trust building, all those elements. So when they get to the website that that bit more likely to buy because they've already started to be educated by us about the key things we bring to the type and the key things the product does.

[00:23:04.510] - Chloe Thomas
So it's a huge opportunity, really.

[00:23:06.850] - Kevin Urrutia
And yeah, and I think and I think probably the number one question people, things like, oh, who's going to read that right. Like Froogle, who's going to read that. Right. But like I tell people like what's your favorite movie? It's like, oh yeah. Movie. How long the movie. Two hours. What is that? That's
all scripted by somebody. That means your copy, your video needs to actually be entertaining and fun. If you, of course, have you from the boring, no one’s gonna read it, like who will?

[00:23:27.040] - Kevin Urrutia
So that is something people need to think about. It’s like it's like you actually need to write in a way that's entertaining and fun and that's what you want to do. Storytelling. Right. So what if you’re just giving people just like points? It's like, is this like this is boring? Of course I’m going to read it. So I think people need to think about that because the best stuff out there, like, you know, like people like to watch shows like the office.

[00:23:47.650] - Kevin Urrutia
What is that? That's a scripted a scripted comedy like someone that isn't like someone just randomly made this show for, like, episode. So I think I think marketers or even business or founders think of yourself as like script writers, directors planning this movie or film of your product or service that you’re selling and saying, how can I get somebody entertained to just really, truly enjoy this thing that they're reading or watching?

[00:24:11.290] - Chloe Thomas
And we’ve talked I mean, we’re talking Instagram and Facebook. We've mainly been talking Facebook. So should our strategy change when we’re putting ads on Instagram? Because obviously the post format is wildly different between the two or people react to ads in the same way on both.

[00:24:27.060] - Kevin Urrutia
I think really the biggest thing that you probably don’t think about is like the vertical format. Just on Instagram, you have much less space for the stories. That’s OK, because you can you can have a longer one. But really for us, we think about as pretty similar and we will run both. But kind of what Facebook does, maybe if I had any other pockets of sellers is the audience will probably resonate with one of the other so sometimes people would just spend more money on Instagram or spend more money on Facebook, and then you can sort of maybe adjust your creative depending on what you’re seeing there.

[00:24:57.820] - Kevin Urrutia
But usually in the beginning we start off with everything and then see kind of where Facebook tells us more people are watching, interacting with Froogle, for example, like seeing a lot of Instagram stuff. You should definitely be watching all the comments and interact with that, because that helps with the retargeting of like Facebook engages or Instagram to educate yourself. Using a tool or someone manually is super helpful there.
the first time we do this. We should have a landscape and a vertical version of the video. And then if we find that the ad platform is only showing it on Facebook, then the next time we do it, we could get away with just landscape or vice versa vertical. But to start off with both to give the ad the best chance.

Exactly. Yeah,

cool. I like it. Right. Kevin, we have going to have now a reminder of our sponsors and then we’re going to talk about the wider world of online advertising.

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. It gives you the tools to build your contact lists, 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.

OK, Kevin, so far we’ve gone deep into Facebook and Instagram and creative, now you get to wow us with your insider knowledge about the whole of online advertising. So for the following questions, your answer can be anything to do with online advertising, which, of course, does include Facebook ad creative.

Kevin, you ready for these?

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

I think to give your best, best chance of success with online advertising is I think for me this is start trying to advertise something small that you own or you could do that will give you a good insight into just what all these metrics and things mean. Click your rate CPMs, purchase rate, CPA, all the audience stuff that you might need to know. I think that's a great sort of start and kind of a cow like boys, even with other founders.

I mean, like, have you guys done the Facebook platform at all? Just try it and see what the knobs are.

I like that. Get get stuck in so you can find the problems with later basically like

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?

How I think about this is I like to look, we want to improve something. I really like to go and look at companies. This is more like a theory, like look at companies that are advertising that are doing really well. When I say doing really well, I mean like other bootstrap companies like yourself that they that, you know, they need to be optimizing every single dollar to make money versus looking at some of these big B, C funded companies that in theory, they look great.

Right. But you know that they're just spending a ton of money because they just have the money to invest. And that doesn't mean that they're optimizing everything. I'd say go look at the bootstrap companies that, you know, have raised the money but are still doing really well because those founders are actually or even not actually the founders. The team behind there is extra optimized to make money. So that's how I think about marketing in general. That's how I've learned to be better is it's great to read these stories of someone raising twenty million, but that doesn't mean they're going to be successful.
And I think people see that nowadays.

You make a good point. It's it's always good to watch the competition. But when you're watching the competition, you're assuming they're actually doing it well. And if that like you say, if that bootstrap company knows somebody said loads of funding, then it's they probably are doing it well because they have no other choice.

Right. 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?

So for us? Really, no one thing is going to be your cluster purchase or your ROAS essentially like how much money are you bringing back from that ad? And this is just the basic number to think about, of course, on your product. But like most companies, you really want to be thinking about this number because you want to you want to be able to think about, hey, do I have enough cash coming in to fund my next ad spend or my next sort of inventory shipment that's coming in.

So I think that's super important. But if you don't care about that, then what you probably would be thinking about is maybe your AOV or your pack in general if your recurring product. So we do a lot of supplements, sometimes doing supplements. You don't care if you're sort of first purchases much higher because you know that someone can come back and buy again. But it just really depends on the product. But both I'd say 90 percent of customers, even subscription based companies care about the purchase and ROAS and anything like that.

Did I make money this month in order to me to fund them. The next month I spend, but also the next one product ordered.

Nicely put.
[00:30:19.020] - Chloe Thomas
OK, finally, it's crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for in online advertising?

[00:30:26.490] - Kevin Urrutia
I think what's going to be happening is your question. I think I think people are going to be becoming more I think companies are becoming more and more media companies, as in the creative stuff is really going to be the biggest part of a company. And and I tell people all the time, like people think, oh, I'm not creative or can't find creators. But I'm telling people like there's writers out there that are trying to a company just write stuff for you as an ad content.

[00:30:53.670] - Kevin Urrutia
At the same time, some of the best ads that we've seen are comedic of humor. There's so many comedians out there that looking for jobs find these people that are naturally creative and hire them. I know before we're like, oh, writers can't find guys. I'm like, we love hiring writers because they can think of ad copy creators. It's like, oh, it's really witty. Let's try that. Right. So I think finding those people, comedians, script writers, the people that might need jobs, I think will be really great for your company.

[00:31:19.500] - Kevin Urrutia
And I think I see that a lot happening with my of time before Chloe, like you need these people to help you sell your product. Yeah,

[00:31:19.500] - Kevin Urrutia
And I think I see that a lot happening with my of time before Chloe, like you need these people to help you sell your product. Yeah,

[00:31:35.810] - Kevin Urrutia
It's exactly one of the conversations we were having, which really meant we failed to record this episode, which was around the fact that both of us hate writing social media.

[00:31:35.860] - Chloe Thomas
Yeah.

[00:31:35.860] - Chloe Thomas
Yeah.

[00:31:35.860] - Chloe Thomas
So we both hired people to write our own social media because it just doesn't work for us. So I think I think yeah, yeah. I hadn't hadn't occurred to me that there are so many creative people out there looking for work that this could be an awesome opportunity and could cause a really nice shift in the quality of content that's out there for eCommerce businesses.
Yeah, that's what I think.

I like it.

Well, Kevin we're very nearly at the end of the show, so could you please let the listeners know where they can find you and your business on the Web and social media.

Yeah. So you can find me at VoyMedia.com. That's V O Y Media.com. I'm on Twitter too. That's @Danest that's D A N E S T. And you could email me at Kevin@VoyMedia. That's where you can find me.

Thanks! Well, Kevin, thanks so much for being on the podcast today. You've given me a ton of ideas for going and attacking my Facebook ads again. And I suspect the audience have been scribbling if they're anywhere near pen and paper and if they're not wanting to get back to their pen and paper to make the notes, they can go and improve their odds. So thank you so much. You've been so clear and you've explained so many little hacks we can use.

It's been it's been brilliant. Thank you.

Thanks Chloe for having me.

Wow, so how many of you are now off to go and rejig all your Facebook ads, graters, or rather create a new campaign that's all around those testimonials? So we talked about the power of user generated content for your Facebook ads. We talked about using it an images. So just be careful of that 20 percent text rule. But of course, it's a huge if you design it well, you can do that and still put a testimonial in there, but you probably want to pick out a couple of key lines rather than a whole paragraph.
And don’t forget to put the stars in that graphic as well. We also and Kevin said that was best in the middle of the sales funnel.

Then we talked about the power of doing videos and to create either either get your customers to send you a video of them talking about how awesome the product is. Or we discussed a couple of different ways in which you can create video using the text that you have, maybe by doing voice overs, maybe simply by putting it there. And we talked a bit about captions and clever things to do with those captions on those videos, too. And I mentioned about there being various tools.

We will put links to some of those in the show notes for you. We also then talked about how to do the text alongside those clever little tip with with the emojis and the stars to make it look like you kind of almost got a review on your ad. We also talked about the fact that the most important thing is to get that question, that problem question right in the first line. And then the rest of it is how much you need to justify your product to prove the solution, to prove they should trust you.

And then we just cleared up the fact that this will work as equally well on Facebook and on Instagram. But, of course, you’ve got to be be aware of the fact you have landscape on Facebook and you have vertical or portrait, I should say, on Instagram. Whew! Will let you get on notice to that? The full transcript of this episode and the links I just mentioned by heading to Keepoptimising.com. That’s with an S, not a Z, don’t forget.

And as part of my mission to help you improve your marketing, I’ve invited all our online advertising specialists to join us for a Q&A webinar at the end of the month. Yes, all your Facebook ads, Instagram ads, Pinterest ads and Google ads, questions will be answered. And yes, Pinterest ads in next week’s episode to make sure you tune in for that one. Now is a register for the webinar. Just go to Keepoptimising.com estos remember, and you will find out all the details if you’re listening to this after the webinar happened.

Then again, just head to the website for the replay. Thank you so much for tuning in to this episode of the Keep Optimising podcast. If you've enjoyed this episode, make sure you’ve checked out Episode 16. That’s the previous one to this one where I’m chatting all about Facebook and structures and targeting with Sarah, which, when combined with what you've learned in this episode, is going to give you an awesome Facebook ads performance. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.
[00:35:44.970]
Access everything KeepOptimising.Com that's within S, not a Z.

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