Article #9

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**Fail to Do This and Your FB Paid Ad Campaign Will Be a Waste**

If you fail to do this one thing, your Facebook ad campaign will be a complete and total waste of time, effort, and money. It really will be. Seriously, forget about it. The results that you get at the end of that journey will probably be the exact same result as the ones that you would’ve gotten if you had not gone down that path in the first place.

The most common mistake people get with Facebook ad campaigns is to set up ads and let them rip. They don’t optimize them. They don’t even pay attention to their results. They just set up a date, let’s say $1 a day for 14 days, and then they let them rip. They have ten campaigns running at the same time, so it’s going to all cost them $140.

At the back of their minds, $140 is not that big of a deal. It’s not much money, admittedly. So, they just let them rip. It gives them an excuse to be irresponsible. Don’t do that. You can’t just place an ad and then let it go. No.

You have to monitor them day by day. In fact, your campaigns will immediately tell you which ad is a flat-out loser. It’s your responsibility to stop the campaign when it’s obvious that that ad is not going to make it. It’s not just going to happen. So, put it out of its misery. Pause the campaign. Kill the ad and then find the ones that work. You then optimize the rest of your ads.

The essence of ad optimization on Facebook

So, how do you launch a successful Facebook paid ad campaign in the first place? Believe it or not, it has nothing to do with you being some sort of ad genius. Instead, you have to reverse engineer your competitors and come up with a standard model.

This is where you, setting up and account and liking the kind of things your target audience members generally like, come in. You kind of assume their interest profile and then you would start seeing your competitors’ ads. You should like those ads so you can see more.

Once you see as many ads as possible, you should be able to come up with a standard model. It seems like although there are many variations, they all kind of combine to a certain small range of predictable factors or elements.

You come up with a standard model. You come up with your own version. You test with a low budget. You test one ad, you’ll see immediately if it works or not, and then you create variations of that ad or you come up with many different types of ads and pick the winner. You then create variations of that and you keep running these cheap, fast tests. Each and every time you’re making variations.

Now, keep in mind that you’re going to be making variations using an elemental approach. I’ll discuss this in another article. The bottom line is you pick a winner and then you make variations. You keep testing until you find the ad that delivers the best return on investment.

It seems that if you’re going to spend very little money, this is guaranteed to produce a certain amount of results. Day after day. Week after week. Once you’re able to reach that stage, you then scale up your budget so you can pour as much traffic into that ad. If its conversion rate holds up, then you stand to make a decent chunk of cash.