



CONCEPT

SALES —
— **PLAYBOOK**



How to use this playbook

Use this playbook when you set up a sales campaign in Ads Manager to make sure you're using Meta's recommendations for a successful sales campaign.

IN THIS PLAYBOOK:

- Questions this playbook will answer
- 5 ways to improve performance
- Step-by-step campaign setup



QUESTIONS —

THIS PLAYBOOK WILL ANSWER

How has digital advertising changed recently?

Recent changes in digital advertising have resulted in less data being available for advertisers, and some businesses have seen declines in performance and higher costs.

How can I set my ads up for success?

We understand the challenges small businesses face, which is why we're continuing to provide resources for your success, including this playbook.

THE GUIDANCE IN THIS PLAYBOOK REFLECTS META'S VALIDATED BEST PRACTICES FOR IMPROVING SALES CAMPAIGN PERFORMANCE.

5

PERFORMANCE DRIVERS

Keep these 5 key tips in mind when setting up your sales campaign.

Making these 5 changes to your ad campaigns can help increase ad performance, lower cost per action and connect your ads with the people most likely to buy.



TIP 1

Consolidate similar ad sets.

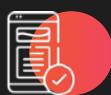
When you run similar ad sets at the same time, each one gets fewer opportunities to learn and therefore fewer results. Combining ad sets will help you get the results you need faster, which means you'll see stable results sooner.



TIP 2

Use broad targeting

Small businesses who used broad targeting in their campaigns, which is location, age or gender targeting, achieved a **12% lower cost per action**, on average, compared to campaigns that did not use broad targeting.



TIP 3

Use mobile-friendly creative.

Small business advertisers saw an average **12% decrease in cost per action** when using mobile-first creative (vertical ratio or 15 seconds or less) compared to non-mobile first creative.

Many of your customers browse Facebook and Instagram on their mobile phones, so vertical videos are more likely to get attention.



TIP 4

Run A/B tests to know what gets you results

An A/B test, which you can set up in Meta Ads Manager, compares two versions of your ad to determine which version performs best. You can experiment with variables, such as your ad creative, audience or placement to understand what works and how to improve future campaigns.



TIP 5

Use the Conversions API.

The Conversions API is an ad targeting optimization tool that is less dependent on browser technologies than the Meta Pixel. It can help both improve your performance today and safeguard your performance as browser technologies become less effective in the future.

You can also use the Conversions API alongside the pixel, which helps the delivery system decrease your cost per action and deliver more personalized ads.

Step-by-step — CAMPAIGN SETUP

01 Campaign level

02 Ad set level

03 Ad level


➤ GETTING STARTED


STEP 01


Create a new campaign


Go to Ads Manager and select +Create.
For your campaign objective, select **Sales**. Click continue.


Choose a campaign objective


☐ 


☐ 

☐ 

☐ 

☐ 

☒  Sales



Sales

➤ CAMPAIGN LEVEL RECOMMENDATIONS

STEP 02

Campaign details

Give your campaign a name and select a special ad category if you have one.
Keep the **Buying type** set to **Auction**.
Keep the campaign objective set to **Sales**.

Campaign name

New Sales Campaign

Special Ad Categories

Categories


No categories declared

Campaign details

Buying type

Auction

Campaign objective ⓘ

☒  Sales

CAMPAIGN LEVEL RECOMMENDATIONS CONTINUED

STEP 03

Advantage campaign budget

Turn Advantage Campaign Budget on.

- Advantage campaign budget is a tool you can use to automatically allocate your budget to the ad sets that are producing the most results for your campaign. This works best when accounts are set up optimally, so if you choose this option, make sure you don't have ad set overlap.
- **If you're using multiple ad sets**, consider an A/B test to see whether Advantage campaign budget achieves more results for your campaign. Learn how to A/B test Advantage Campaign Budget.

Set your budget.

Your budget is one of the most critical factors determining your ad's success. With sufficient budget, Meta's delivery system can show your ad to more people and learn who is more likely to take action.

- View the Budget Essentials Checklist to ensure you're getting the most out of your ad budget.

Choose **Highest volume** for your campaign bid strategy.

- **Why?** The highest volume bid strategy maximizes the conversions you can get from your budget, so Meta recommends this option when you set up a sales campaign. Learn more about choosing a bid strategy.

Advantage Campaign Budget ☒

Campaign Budget

Lifetime budget ▼

Campaign bid strategy

Highest volume

AD SET LEVEL RECOMMENDATIONS

STEP 04

Select your conversion location and event

Select **Website**.

Set your **Performance goal to Maximize number of conversions**. The goal you select is how success will be measured for your ads.

Select your **conversion event** from the dropdown. The event you select is the action you want your audience to take when they visit your website, and you should choose a standard event for best results. See the full list of standard events and learn how to add them to your website.

- **Try to choose an event** that has at least 50 pixel fires on your website each week.
- **If you're having trouble** with your Meta Pixel, try troubleshooting with our guide.

Conversion

Conversion event location

☒ Website

Pixel

Your Pixel

Performance goal ⓘ

Maximize number of conversions

Conversion event

Choose an event

Purchase

Add to cart

View content

Complete registration

STEP 05

Budget and schedule

Choose a start and end date for your ad.

Meta recommends running a campaign for **at least 7 days**.

- **Why?** When you create an ad, our ad auction starts to learn what kind of people in your audience are engaging with it. It needs time to find the best people and places to show your ad, so you can get more results that matter to your business.

Budget & schedule

Budget ⓘ

Lifetime Budget

Start date

Dec 1, 2022

End

Dec 31, 2022

AD SET LEVEL RECOMMENDATIONS CONTINUED

STEP 06

Audience

Try to keep your audience size over 2 million to allow the delivery system to find the best people to show your ad to.

- **Why?** Small businesses who used broad targeting in their campaigns, which is location, age or gender targeting, achieved a **12% lower cost per action**, on average, compared to campaigns that did not use broad targeting.
- Turn on **detailed targeting expansion**.
- **Consider a lookalike audience**, which is a way to reach new people who are similar to your best existing customers. Learn more about lookalike audiences.

Audience definition

Your audience selection is fairly broad.



Estimated audience size: 2,000,000 - 3,500,000

STEP 07

Placements

Select Advantage+ placements. This option maximizes your budget and helps show your ads to more people. Meta's delivery system will allocate your ad set's budget across available placements based on where they're likely to perform best.

- **Why?** Opting for Advantage+ placements allows our delivery system to have the most options to determine the placement that gets you the most outcomes for the lowest cost.
- If you don't select Advantage+ placements, use at least 6 placements.

Placements

☒ Advantage+ placements

AD LEVEL RECOMMENDATIONS

STEP 08

Ad name & Identity

Name your ad

Choose your Facebook Page and Instagram account if you have one.

Ad name

New Sales ad

Identity

Facebook Page

Your Page

Instagram account

Use selected Page

or

Connect account

STEP 09

Ad set up & creative

Choose your desired ad format and media. Mobile-friendly videos are recommended.

- **Why?** Small business advertisers saw an average **12% decrease in cost per action** when using mobile-first creative compared to non-mobile first creative. Make sure your videos are vertical, less than 15 seconds long, and capture attention in the first 3 seconds. Get tips for making mobile-friendly video ads.

Turn Advantage+ creative on.

- **Why?** This setting automatically enhances your ad and shows the best version of your ad to each member of your audience. This can help your overall campaign performance.

Ad setup

Format

Single image or video

Carousel

Media

Select images

Select videos

Create Video

☒

Advantage+ Creative

➡ AD LEVEL RECOMMENDATIONS CONTINUED

STEP 10

Ad creative

Primary text and headline:

Keep your headline, post text and description short and to the point. Be sure to highlight the value of whatever you're offering to the audience.

Website URL:

Make sure the URL is correct and working, and that it's easy for your visitors to take action on your website.

Call-to-action:

Choose a call-to-action that matches the action you want your audience to take. For example, if you want them to make a purchase on your website, select 'Shop now' as your call-to-action.

Turn 'Preview on' to see what your ad will look like in different placements like Feeds, Stories and Reels.

Ad creative

Primary text

Headline

Description • Optional

Call to Action ⓘ

Shop now ▼



Congratulations!

You're ready to hit publish.

Still have questions? Visit www.conceptsf.com for education and resources to help you meet your advertising goals.

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SALES PLAYBOOK