

Forum:[Hack Forums](#)

Thread: [Facebook Ads \(learn from my mistakes\) - Improvement but what am I doing wrong?](#)

FBI - August 5, 2017, 9:09 am

Alright so I'm going to post my progress using facebook ads and what I've learned. You're going to see many obvious mistakes at first which will be acknowledged.

First Ad:

Spoiler ([Click to View](#))

So my first ad I made a blog post on my website showing how to setup a website in 10 minutes (using my hosting company of course). Just went with default image and put text over it. Overall got maybe a click or two, tried boosting it with celebrify but it actually cost me more money since I set the ad to Pay-Per-Engagement.

Shut that one down pretty quick.

Second Ad:

Spoiler ([Click to View](#))

So I've known about Shopify for a while, saw many 2017 videos where people were making 100k+ on ONE product. So I decided to try it. Also used Facebook Pixel for first time.

I knew from some videos I needed a niche, I'm in college so decided to try frat boys knowing I could target fraternities. Went with a "FREE" product just pay \$9.99 shipping (dropshipping total cost was like \$3)

I targeted the biggest frats in the world, got around 5-10 clicks in a day or two but no actual sales.

Starting to learn the facebook ads formula. (VC -> ATC -> Purchases)

Third Ad:

Spoiler ([Click to View](#))

Decided to try to the "Free" trick again with a cheap pair of goggles, did a little research that these were selling hot on aliexpress. Also Improved ad format with a LOT less text.

Did not preform well though as people were not passionate about the product, my CPC skyrocketed and when I paid \$6 for 2 clicks I shut it down.

Fourth Ad:

Spoiler ([Click to View](#))

Realized my audience was too big still. Decided to find more passionate products and groups. So I tried Star wars + STL (home town), found an aliexpress product I thought would sell. 1 click, bad product+bad ad. Ok I'm spending \$4 a click here we have to narrow down the audience even more.

Fifth Ad:

Spoiler ([Click to View](#))

Hmm what are people passionate about? My friend says, "well, Cardinals are huge in STL."

Learned from a video that 500k-800k is ideal target audience size (I was doing millions at a time and it made my CPC crazy high). Tried to do the "free" thing again and actually started optimizing my ads when I realized the audience % was mostly 80% female, mostly between 34-64. Started to learn how important research is, rather than just throwing it out there.

My CPC finally got below \$1/click! Still though, 46 clicks and no sales. Had 6 people add to the cart, 4 make it to checkout, no one went through and purchased though... why?

Sixth Ad:

Spoiler ([Click to View](#))

Alright this time I need to find what's selling hot. Found WatchCount for Ebay and the top selling outdoors product was a flashlight! 10's of thousands of sales. Ok I can sell these from AliExpress cheap.

Did some actual researching on the audience this time. Decided to use Audience Insights, great tool, and it showed me some hunting pages I thought were perfect. Total audience size, 700k.

Actually got some clicks, started out with a cpc of \$0.37 but then grew more over time as it wasn't getting as many clicks.

Ok maybe it's my ads that are getting me low conversion rates?

Seventh Ad:

Spoiler ([Click to View](#))

Alright what are people passionate about? Their homes.

Who am I going to market this too? Neighborhood watch and home magazines.

Product selling: Surveillance system

Decided to make my first .gif after hearing you can put them in ads now.

Here is the ad post:

Here is the actual ad that autoplays as they scroll:

I used kind of a fear tactic hoping it would get sales.

CPC was less than \$1 but still I am not getting any sales. Have a few more ads I just put up today but what advice would you give someone who's made it this far?

TL;DR

Using Shopify with Facebook ads seems to have potential. Learned the formula I want to use to sell products (View conversions until 20 sales a day -> Add To Cart -> Purchases). Learned you need a niche and target audience, you actually need to do research before throwing a product out there. Audience Insights, WatchCount, pinterest, etc. target audience range: 500k-800k. Find Facebook pages with high percentage of audience engagement on the page. Optimize your ad once you can check the breakdown in ads manager, you can tell what ages, gender, devices, location people are clicking on your ads, use this info to optimize your audience.

Was doing \$10-15 a day per ad but it's getting costly so I'm going to do \$5/day until my pixel optimizes for view conversions first.

Questions:

How long should I run my ad if it's getting no sales, even though I'm getting add to carts and checkouts still no one has put in their card and payed?

What should be my goal CPC and conversion rate?

Should I put in the time for Video ads or do pictures work just as well?

is it worth making a landing page or send them straight to the product on my site?

If you need any help or would like to team up, feel free to pm me and we can combine knowledge! Thanks for taking the time to read(:

SIM-1567847 - August 5, 2017, 1:48 pm

I will link this thread to Squalo the FB ads guru

Copywriter - August 5, 2017, 1:50 pm

Posting here for later, interested in results and answers.

Horus God - August 5, 2017, 1:50 pm

do u earn profit from your ads ?

Uptraid - August 5, 2017, 1:55 pm

(Aug 5, 2017 01:50 PM)Horus God Wrote: [\[CITE\]](#) do u earn profit from your ads ?

Read the thread and you'll find out...

SIM-1567847 - August 5, 2017, 1:59 pm

(Aug 5, 2017 01:55 PM)?DinoBLUD Wrote: [\[CITE\]](#) Read the thread and you'll find out...

He actually does not mention if he is in total making profit each month after ads or not, he only mentions that it is getting "costly".

Enzio - August 5, 2017, 1:59 pm

First of all, all your images are shit. Not trying to be rude but the image/product is where the funnel

begins.

If it does not capture the customer's attention then no matter what you do or how good your Facebook Ads skills are, you will never convert.

Second of all, the products you are trying to sell were ran by too many people already.

I, personally, start with Purchase right away. I don't even bother with VC/ATC anymore.

\$5/day is good but you don't get enough data. I start all my ads at \$15-20/day. If no sales after 24 hour, I move on and try something else.

If no clicks after \$3 spent = pause the ad.

If no ATC after \$5 spent = pause the ad

If no purchase after \$10 spent = pause the ad

These aren't rules but guidelines. Use at your own risk.

CPC should be below \$1 but depending on your product price range this will differ.

Both picture and video ads work very well. However, video ads tend to go viral more easily. Viral = more organic reach = more money.

You can use Clickfunnels to create landing pages if you want. Your conversion rate will definitely be higher but it is not a must.

However, CF is \$97/month so be sure you can afford it with all the ads you will be running.

If you are getting ATC but no purchase, you must create retargeting campaigns.

More questions? You can ask here:

<https://hackforums.net/showthread.php?tid=5568194>

Edit: Knowing all that, I don't know how is your targeting so I can't comment on that.

Edit2: Setup your Power Editor(if you are using it) like I show it on my thread. It will be easier for you to read your data.

?now - August 5, 2017, 2:00 pm

(Aug 5, 2017 01:50 PM)Horus God Wrote: [\[CITE\]](#) do u earn profit from your ads ?No no he did not

exploid2017 - August 5, 2017, 2:02 pm

interested in results and answers.

Enzio - August 5, 2017, 2:08 pm

(Aug 5, 2017 01:48 PM)Mateo Wrote: [\[CITE\]](#) I will link this thread to Squalo the FB ads guru I'm not a guru lol ?

sreja712 - August 5, 2017, 2:27 pm

no more typing,

just tell you ,i read your thread give me this work ,

FBI - August 5, 2017, 3:05 pm

(Aug 5, 2017 01:59 PM)Squalo Wrote: [\[CITE\]](#) First of all, all your images are shit. Not trying to be

rude but the image/product is where the funnel begins.

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Wow I extremely appreciate your criticism, I'll do some more research and try some new products with these settings!

Enzio - August 5, 2017, 3:14 pm

(Aug 5, 2017 03:05 PM)billyj3an Wrote: [\[CITE\]](#) Wow I extremely appreciate your criticism, I'll do some more research and try some new products with these settings!

No problem. Let me know if you need anything.

Enzio - August 6, 2017, 3:28 pm

(Aug 5, 2017 03:05 PM)billyj3an Wrote: [\[CITE\]](#) Wow I extremely appreciate your criticism, I'll do some more research and try some new products with these settings!

If I may add, Your ads look "too spammy" and they look too much like... an ad lol.

FBI - August 6, 2017, 5:22 pm

(Aug 6, 2017 03:28 PM)Squalo Wrote: [\[CITE\]](#) If I may add, Your ads look "too spammy" and they look too much like... an ad lol.

So it would be better to disguise it as viral content? I'm trying to think of ideas that people would

want to share. I just got a print on demand plugin so I'm going to make some custom items for specific hybrid niches for example firefighter/police/nurse/etc+mom/dad/brother/etc. (Not using these)

Enzio - August 6, 2017, 6:00 pm

(Aug 6, 2017 05:22 PM)billyj3an Wrote: [\[CITE\]](#) So it would be better to disguise it as viral content? I'm trying to think of ideas that people would want to share. I just got a print on demand plugin so I'm going to make some custom items for specific hybrid niches for example firefighter/police/nurse/etc+mom/dad/brother/etc. (Not using these)

Not disguise it but really make it less spammy.