

The 4 Pillars of a Successful

Facebook Campaign For E-Commerce



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INTRODUCTION

Do you find yourself wondering if your Facebook campaign is performing optimally? Is the Creative working? How about the sales page? Am I missing something?

Meet Viktor. Viktor was an entrepreneur in the beauty industry. He sold lipgloss, hair serums, and hair removal to other businesses like salons. Unfortunately, the COVID-19 pandemic hit, and he wanted to go online to reach customers directly. So, he created a website, shot a video, and launched his first ad with a \$10 per day budget. He couldn't believe it. He got a return of \$80 a day. He felt like the world was his, and he had just found oil under his house. He couldn't wait and scaled the exact same campaign for \$100 per day. Do you know what happened? He still got the \$80 per day, even though he spent ten times more. Do you know what he missed? He missed the four essential pillars.

For entrepreneurs just like Viktor, we created this ebook to make sure you have the right setup and tools to launch, scale or maintain your campaigns. After spending \$4,000,000 on paid channels like Facebook, Google, Pinterest, and more, we have determined the four most important pillars to succeed with your digital campaigns. If you are getting traffic from Paid Ads, Organic Search, or even influencers, this eBook provides the solution to make the most out of each channel.



Pillar 1

MEDIA BUYING PILLAR

You might have heard of it or even done it without knowing, but media buying is the art of literally buying a spot in the media at the right time & place. 85% of eCommerce place ads without a clear strategy. It is like a kid behind the wheel, not knowing how to drive.

So, where do we start? We start with a good audit.



AUDIT

Before creating or placing ads, you should audit your current metrics and determine what areas need more focus or attention. Below is a guide of what your audit should consist of and how to determine where you should put your energy.

- Review your creative, campaign, and audience performance. See which components are achieving or coming near your KPI.

- Review your top-performing campaigns, audiences, and creatives and highlight the top performers. What has worked best? Why do you think it's worked so well?

- Are you using CBO (Campaign Budget Optimization) or Non-CBO campaigns, or a combination of both? Compare the performance of each type of campaign. Remember: CBO Campaigns allow Facebook's algorithm to split out a set budget between the different ad sets instead of manually inputting these budgets at the ad set level.

- Review your bid types to determine what is working (LC, MinROAS, BC, CC, etc.).

- Review your campaigns' performance by media type and determine if videos or static images, carousels, or DCO (Dynamic Creative Optimization) perform on the account.

- In addition to the audit, it is wise to create a competitor analysis and a customer persona.

Look for new testing opportunities.

Here are some of our favorite things to test:

- Facebook best practices (Structure for Scale or Power 5).
- Ad copy. The headline and ad text.
- Ad set structure testing (one ad per ad set, multiple ads per ad set).
- Your entire creative testing process. “Test your testing” against the best practices we outline in these resources:
- Landing Pages. (Simple product page or a full sales page)

Plan your strategy going forward.

Prepare to normalize your account structures with a balance between Facebook's best practices of Structure for Scale (S4S)/Power 5 and our proven methodologies to achieve both scale and ROAS. Plan out what you'd want to do first, what it will take to implement it, and how you'll use the resources you have to get it done.



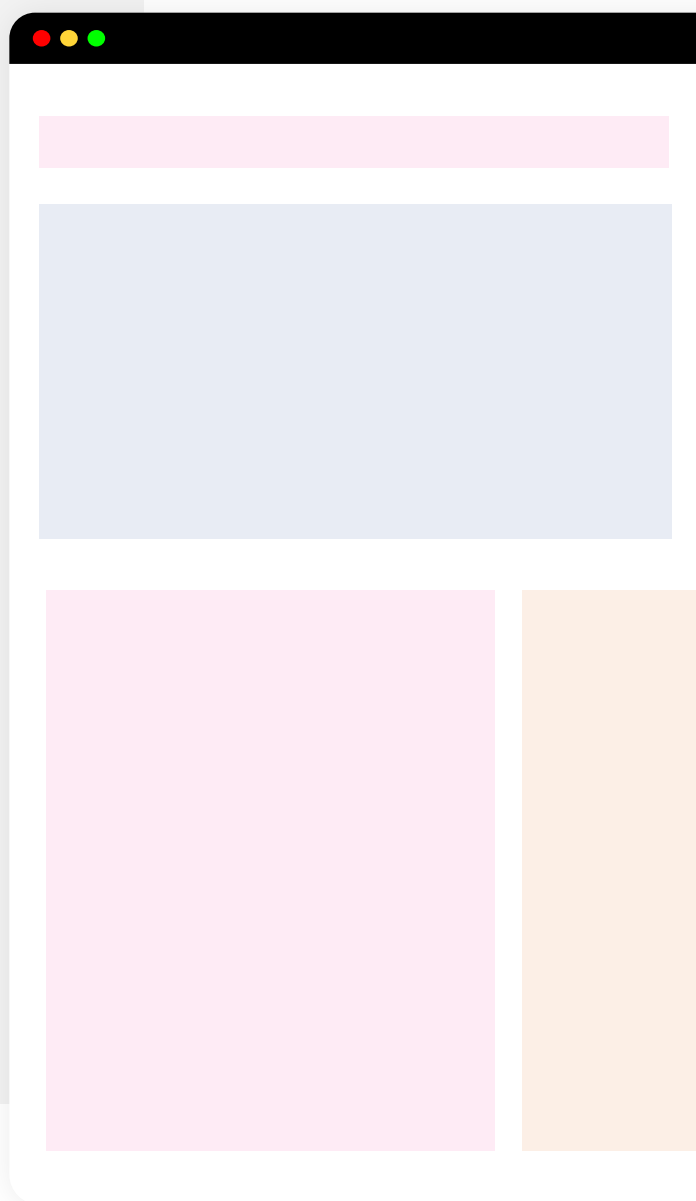
Keep in mind that:

Structure For Scale's main strategy is to streamline and minimize the number of campaigns and ad sets targeting wider reach audiences. This allows the algorithm to more efficiently drive ROAS and other desired outcomes.

Concentrating your ad spend in fewer ad sets allows Facebook to quickly accumulate events and exit the learning phase. As you know, the longer your campaigns stay in the learning phase, the more revenue you lose.

Maximize audience reach so the Facebook algorithm can find the most qualified users while it also minimizes audience overlap.

Try to minimize changes to campaign/ad set settings so you can avoid a "significant edit" and have your campaigns forced into reverting back to the learning phase. To avoid this, we will often launch a new campaign with the desired changes to avoid affecting the original campaign.

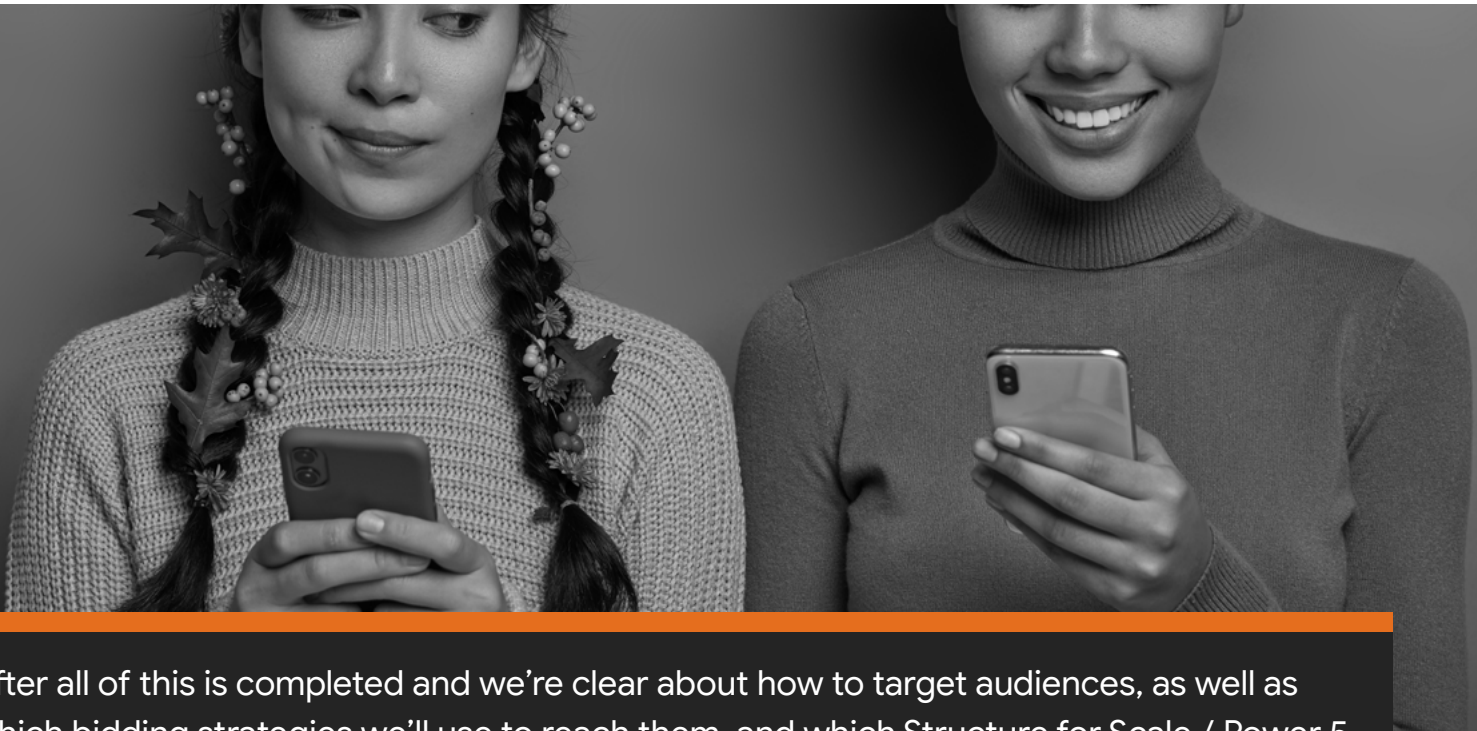


We tend to follow four out of the five “Power Five” best practices.

Those five are:

- Auto Advanced Matching. Use this if you want to sync customer data.
- Account Simplification / Structure For Scale.
- Campaign Budget Optimization.
- Automatic Placements. This setting allows Facebook to choose where your ads will most efficiently be displayed across its ad networks.

Dynamic Ads. We use these infrequently, but they can be effective for personalized product retargeting campaigns for e-commerce clients.



After all of this is completed and we're clear about how to target audiences, as well as which bidding strategies we'll use to reach them, and which Structure for Scale / Power 5 best practices we'll use to implement the strategy, then we'll move over to media buying.

MEDIA BUYING

Establish Performance Benchmarks

We use our client's strongest elements (videos, images, ad copy, and audiences) to establish baseline performance while using our preferred campaign structure. If you're working on your own campaigns, make sure you have solid baseline performance data before you move forward.

While you're doing that benchmarking, you can begin to develop new creative based on what you've learned from your audits. For example, we will start writing new copy, and our creative studio will begin creative development as soon as the creative audit is complete. That way, there's no delay waiting for new creative. It's ready to go right about the same time as the benchmarks have accrued enough data to go forward.



Optimize Audience Structure

Audiences are a critical part of campaign performance, thus we test them rigorously. This is our preferred testing approach to build an effective audience structure:

1 Test available geographic setting



We usually use WW, T1, and US on Broad, Interest Groups, and Lookalike Audiences.

Lookalike audiences are especially critical for our process. We'll initially test narrower (higher quality) 1%, 3%, 5% audiences, analyze performance and then expand to wider (less expensive) 10%, 15%, 20% audiences in an effort to balance cost versus Return on Ad Spend.

Lookalike audiences can range from 1-20%, though typically, we use 1, 3, 5, 7, 10, 12, 15, and 20%. These can also be based on seed audiences of spend (value), or events committed that drive KPIs like monetization, retention, and LTV.

Here are some examples of seed audiences:

- Purchase
- Top 1% Purchases
- Purchase greater than certain \$ amount
- Top Initiate checkout users
- Top 25% Website Visitors
- Top FB & IG Engagers



2 Create “MegaStacks.”

These are a group of lookalike audiences that consist of similar lookalike audiences in the same percentage range. This allows us to create an expanded audience that is similar in intent. This expanded audience can include:

- Similar audiences (purchases vs. top purchasers vs. purchases > 9.99)
- Different lookback windows (7D, 30D, 90D, etc.)

Optimize Sales Funnel

The sales funnel with media buying is yin and yang; they can't go without each other. This is our preferred method:

1 Start with the basics

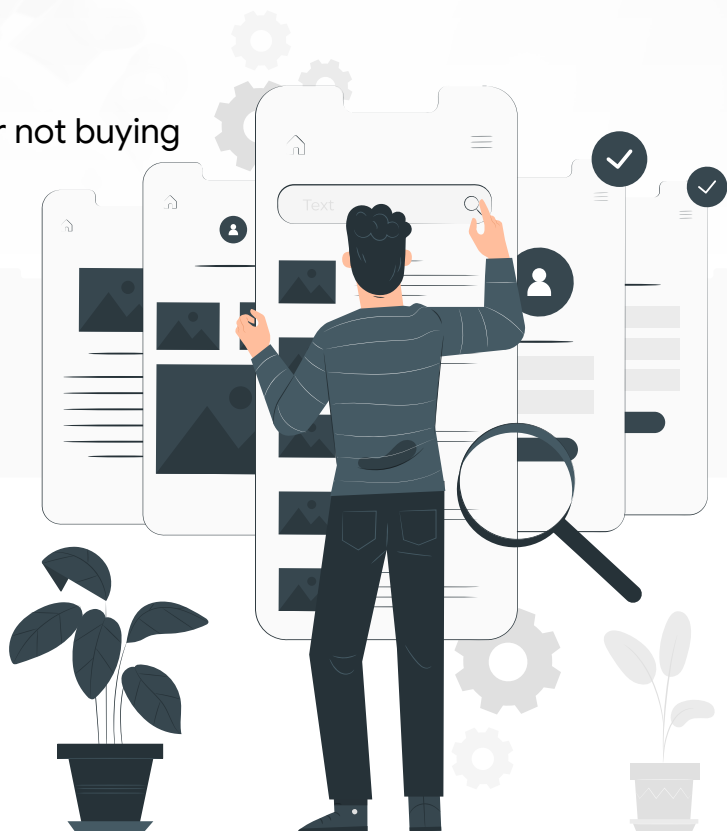
Whenever we take on a new campaign, we start with the basic flows, namely a simple Shopify Product Page, Collection, and Home Page. We usually test these against each other. If you are interested in some essential points, we have an audit for any website that focuses on improving your conversion.



2 Go advanced

Once we know which one performs the best, we invest in a long sales page. A long sales page should have these characteristics:

- Follows the AIDA principle
- Social proof with UGC
- Disarms any objection someone may have for not buying
- Upselling possibility in bundles
- Clear call to actions
- Trust badges
- Relatable content
- Fast speed, good contrast, and clean design
- A sense of urgency



Once we know, most of the time, the sales page outperforms the basic website pages. We invest in 5-10 more pages. We like to test these aspects:

- Attention Grabber
- Above the fold layout
- Pricing
- Sales popup and timer

Scaling!

This is the part that every entrepreneur loves, scaling the ads. A first rule to remember is that you can scale with an audience of 1 million to 1k per day while changing creatives/offers every month or 2. So, how to do this?

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Scaling is all about momentum. Before even thinking about scaling, make sure you do the following:

- Your ad, personal & business account is block proof (read [here](#) for more info about Facebook)
- You have enough capital or have a Credit Card without a low limit.
- You don't have a low feedback score or rejected ads
- Maximize LTV on the backend
- Wait until you have ad sets outside the learning phase
- Have at least 200 registered conversions in the last 60 days
- Have at least 200 registered conversions in the last 60 days
- Calculate your DAM (Delayed Attribution Multiplier)

Naturally, the easiest and fastest way to scale online ad campaigns is to tweak their budget.

Higher Budget = Higher Reach = More Results

But a higher budget can also mean more results at a higher cost. And that's not what you want, huh? Follow these tips:

- Don't increase your budget more than 10% every 24 hours
- Don't make any significant changes
- Utilize CBO

A more advanced way is by using cost caps, target ROAS and bid caps. If you have a really big audience, this is a must. Start with Target ROAS and set the target 30% below you actually “performing” ROAs. So, let's have a campaign that you want to scale with a ROAS of 6.0. You will need to create a duplicate, optimize the assets and set a Target ROAS of 4.2. Usually, it will be between 5-6.



It might happen that the campaign won't spend any or at least not the full budget. Then you should use the Bid Cap strategy and start with 50% above your actual CPA. So, for example, the campaign with a ROA of 6.0 has a CPA of 20. You should make a bid cap with a maximum bid of 30 and increase ad spend to at least $7 \times 30 = 210$.

This will usually be spent, and when it does, wait a week or 2 to exit the learning phase and create a new campaign with a strategy Cost Cap and this time set the cap at 30% higher than your actual CPA. You can increase the budget to as high as you want; it will only be spent if it gets that CPA (amazing, right?).



With the scaling campaigns, make sure to do the following:

- Keep on creating new LookAlikes every 2-4 weeks
- Keep optimizing the MOF, BOF campaigns
- Keep 5% of the account budget on testing
- Have creatives ready for when the others are saturated.

While scaling the campaigns, you should keep in mind that the budget spent on a certain day doesn't mean direct revenue, and then it won't (it rarely does). Keep track of your Delayed Attribution Multiplier and schedule your campaigns following this multiplier. A nice example is shown below for a client who spent on average twice as much at the end of the month vs. the beginning because the DAM is the highest when customers get their paycheck.

Pillar 2

DESIGN & BRANDING

If you want to know how to prepare for your design & branding, auditing is an excellent place to start. When we're working with a new client or creating a new media account, we start with a full audit of both their creative and their media buying.

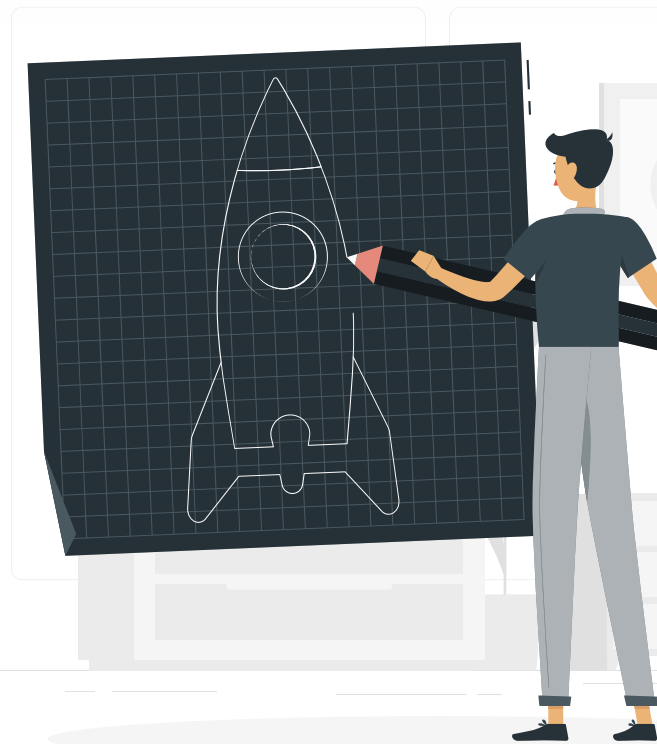
A thorough audit includes:

THE CREATIVE AUDIT

Identify Your Best And Worst-Performing Creative

Why do you think each standout piece of creative performed well or badly? The goal here is not to replicate ideas that have won or failed but to discover fresh new directions to explore new ways for your creative to evolve.

Also, look for which demographic selections tend to perform best (like age, gender, geography, and device). Then check how the performance of static or video ads compares.



Do A Robust Review Of Your Competitors' Ads

Pablo Picasso said it best: “A good artist will borrow, but a great artist will steal.” So, go ahead — steal the best ideas of your competitors. Competitive analysis is one of the highest-value things advertisers can do now.

Just know that your competitors are failing at the same rate as you are — between 85% to 95%. That means a vast majority of all their new concepts fail to outperform the best creative in a portfolio. And if your new creative can't outperform your best ad, you lose money running it.

However, if you can incorporate your competitor's best concepts and creative trends, it will give you an endless supply of concepts that they've tested.



Standardize Your Branding

This is an excessively overlooked part. You should standardize your brand with at least these assets:

- Mission & Vision (why do you do what you do)
- Your brand characteristics (logo, color scheme, typography, short description)
- Brand voice (how do you want to appear?)
- Customer persona
- Competitive analysis

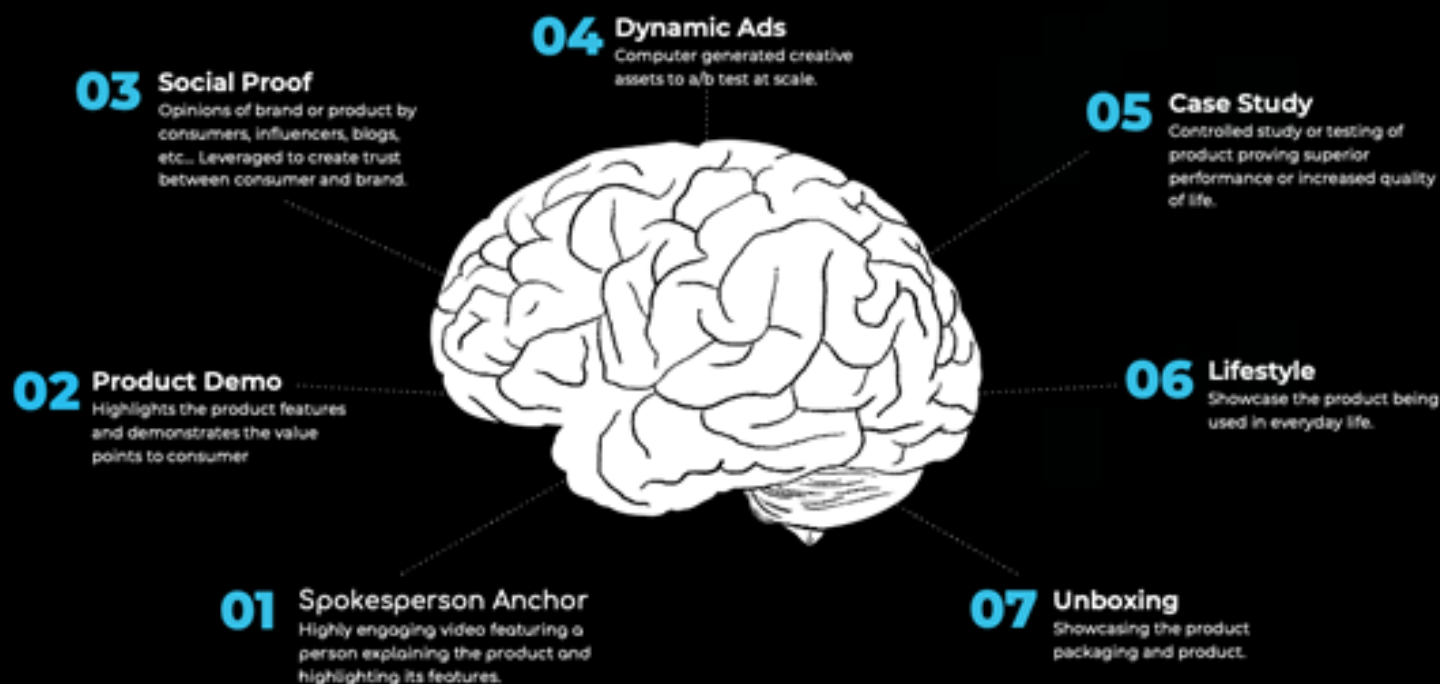
These points are crucial for a successful long-term strategy, working with partners, resonating with your audience, and keeping ahead of the competition.

After the audit, it starts with developing your creative strategy and methodology. We like to start with big tests testing totally different concepts. For example, unboxing videos vs. social proof vs. lifestyle vs..... Here are seven ad types to get some ideas. Internally, we have more than 20 types and develop at least one more.



THE 7 AD TYPES YOU NEED FOR SCALING IN 2021

We've broken down 100 different ad types into 7 foundational categories of ads that have proven to be the highest performing in 2021.



After you know which concepts work best in each stage of the funnel, it starts with Multivariate testing. You can see this as A/B tests on steroids. You don't simply test 2 variables against each other (it takes way too long), but you test multiple variables simultaneously. This is much more budget and time-efficient. In this eBook, we won't discuss extensive strategies because it goes beyond the scope of this ebook.

Here are seven tips for designing your creatives

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- Grab the attention in the first 3 seconds
- End with a clear Call-To-Action
- Use the right format (FB: 1080 x 1350 and Snapchat 1080 x 1920)
- Make it sound-off (40% of people on FB watch videos without sound)
- Use bold text
- Make it relatable by adding social proof or a human touch
- Differentiate the creative at each stage (TOF, MOF, BOF)

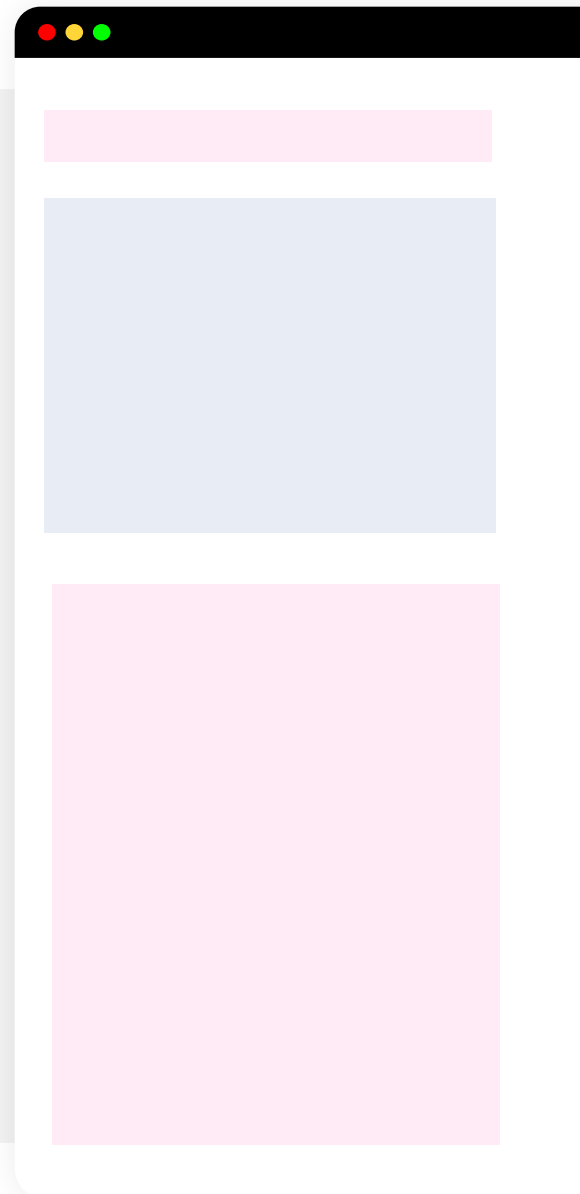
Pillar 3

ON-WEBSITE EXPERIENCE

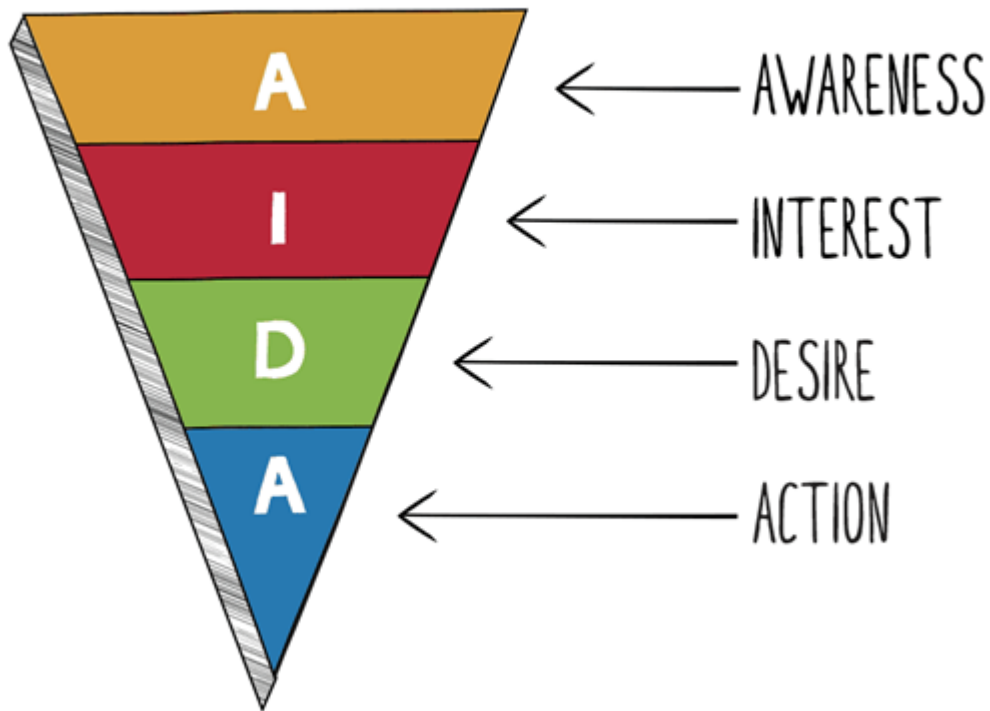
The third pillar attributes to the whole experience of the website. This can be very powerful. By optimizing only this part, we usually see a doubling in sales. We also recommend using extensive landing pages above simple product pages if your product(s) can be shown on a page (e.g., Fashion won't fit into this). Even though we focus more on landing pages, tips and strategies discussed here can also be utilized for product pages.

Ecommerce landing pages use elements like social proof, trust indicators, an optimized conversion ratio, a magnetic headline, and others, to compel visitors to click a CTA button. They contain everything a visitor needs to know to be able to make a decision about an offer: to download or not, to buy or not, etc.

Most of the time, we follow the AIDA (attention, interest, desire & action) principle.



THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

Attention - creating brand awareness or affiliation with your product or service.

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What is shown above the fold is crucial for a high conversion rate. Your main message and call to action should be shown here. Also, try to show reviews and safe payment above the fold. This, mixed with an attention-grabbing title, catchy image, social proof & trust, is a strong way to get people scrolling for more.

Before you try to grab your visitor's attention, it's always best to start by listing what you know about your target audience. This includes demographics, likes, dislikes, desires, pain points, etc.

Keep in mind that the headline is the most important piece of copy on your landing page. Statistics have shown that 80% of people don't read past the headline if it doesn't grab their attention.

Interest - generating interest in the benefits of your product or service.

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This section should be the longest of the whole page. You should start to focus on the results of your products before showing all the features.

If your visitor has made it past your awesome headline, they'll arrive at the section where you'll have started building interest.

Ask yourself, what about my product would make it interesting to my target audience?

Does it solve a problem? Does it offer a solution? Does it have benefits? How can I explain this to my audience?

This section is meant to increase their interest in your offer with:

- Facts and statistics - "80% of all hot yoga regulars note an increase in positive mental and physical benefits"
- A captivating story - "Emily Daveres was tired and fed up with being out of shape until she tried hot yoga for the first time...."
- A pain point felt by many - "Wouldn't it be nice to have a physical activity that is accessible to all fitness levels and is guaranteed to help you get in shape?"

Desire - an ‘emotional connection,’ showing your brand personality. From ‘liking’ it to ‘wanting it.’

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People buy from people! Showcase your customers by showing reviews and user-generated content. Your goal in this section is to make your visitor say, “I need this now!”



Action - Move the buyer to the conversion

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This section should focus on the price, sale, and ultimately, the product. This is also the perfect place for bundle sales and upselling. A good tip is to have three offers (e.g., buy one vs. three vs. five).

Aside from the headline, your call to action should be your focus. Be sure to guess and test your call to action to see what’s working for your visitors. Eliminate or add things to your copy that are preventing users from converting to your offer. Are your visitors reading to the bottom but not clicking the button? Maybe your language is not exciting enough. Maybe you failed to give them enough desiring benefits.



Branding

Your whole website (not only your landing page) should scream your brand. Building an eCommerce brand is crucial for business growth. Strong branding means customers often pick you over the competition, giving you a competitive advantage. This can lead to sustainable growth: once customers start to recognize and prefer your brand, they are more likely to become loyal customers and stick with you over the long haul. People trust well-branded eCommerce websites and support them even during difficult times.

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To discover and articulate your eCommerce brand, you must do some digging. Your company branding rests on four pillars:

- Vision
- Values
- Voice
- Visuals

Next to the four V's, your logo design is a unique mark or image that's the face of your brand, your typography affects people's perception, and behavior and color evoke various emotional responses.

This section goes hand in hand with the pillar of Design.

Besides the landing page model, you should also focus on the details. Think of utilizing these points:

- Flyout popup
- Sales popup
- Static Call To Action
- USP's in the footer
- Explanation video

Lastly, a very important factor is speed. Amazon found that every 100ms of latency cost them 1% in sales. Use a tool like GTmetrics or Pingdom Speed Test and have an expert optimize every point to the fullest. A big tip we can give is to use dedicated, super-fast hosting. Not only does this improve your speed, but it will also increase your credibility for Google and Facebook. We have a certain partnership with hosting providers that have these elements we recommend for you too:

Support	24/7= phone support
Bandwidth	50GB+
Server type	VPS or cloud

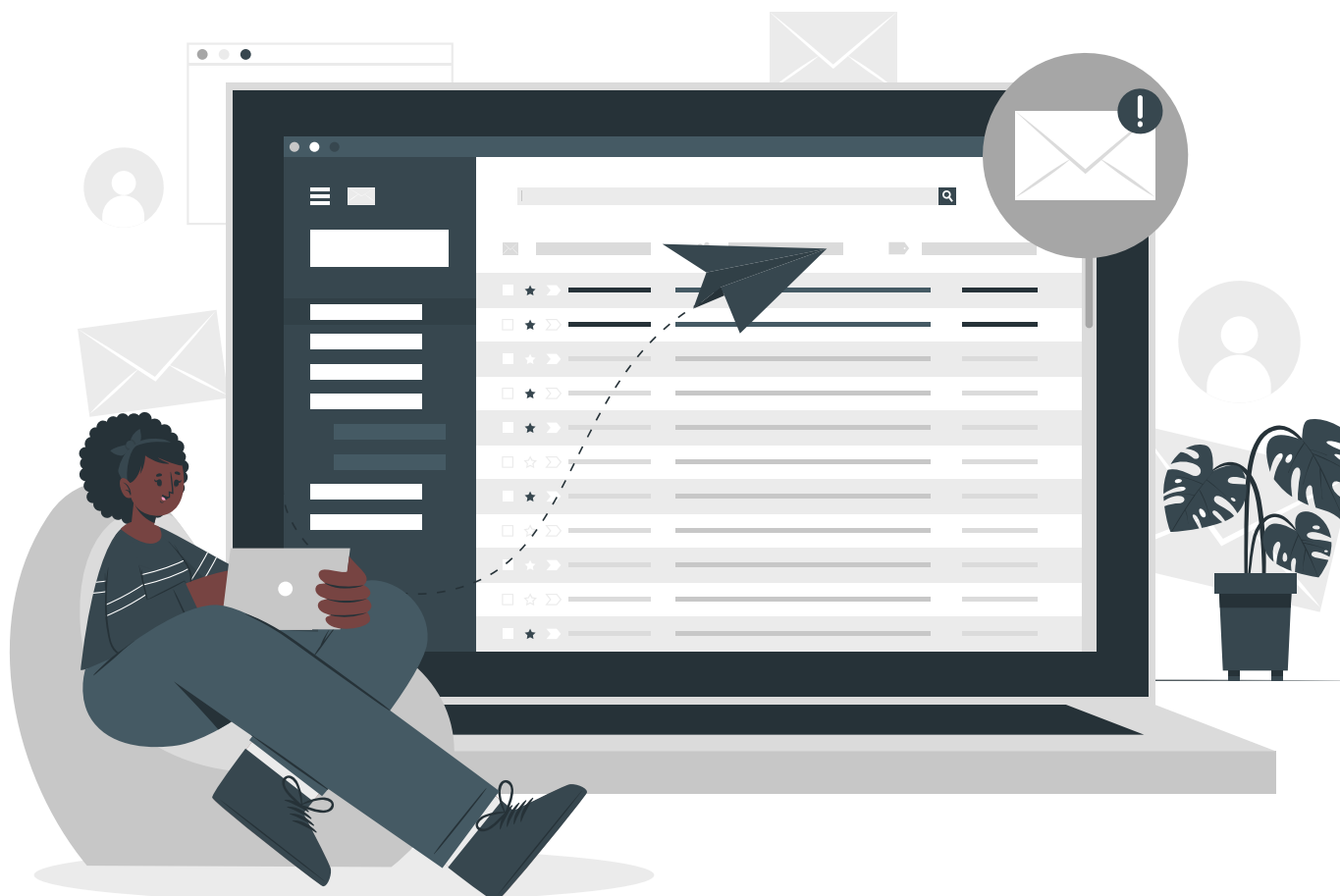
Over the years, we have developed a 50 point website analysis, and if you are interested in this, we offer it for free here [LINK]

Pillar 4

AFTER-SALES

With after-sales, we mainly focus on email & SMS marketing, but the ideas can be used for every interaction after the initial sale (for example, customer service mail, packaging, etc.).

This pillar has the highest ROI compared to any other pillar because a small detail can increase sales by a lot (sometimes up to 500%). Many companies have the strategy to play breakeven on the front side and profit on the after-sales. You know the saying, “It is cheaper to retain a customer than to acquire a new one.” This couldn’t be more true. We believe that every eCommerce business should have 25% of their revenue from their after-sales.



Email Marketing

Email marketing is extremely effective in growing your brand and having stability. It's cost-effective, with cheap emails bringing in a monstrous ROI. You own your list, meaning you won't be hurt by the decisions or fate of an external business.

You should have these four flows active from the beginning:

1. Abandoned Cart
2. Customer Thank You
3. Customer Win-Back
4. Welcome flow

With these 4, you should get 10-20% extra revenue.

We also recommend more advanced flows (depending on the ESP you are using):

- Predictive Analysis
- Value-Based flows
- Cross-sell

For every flow that you use, be extensive! Not just 1 or 2 emails, but you can go up to 10 emails. For example, we built five emails for the abandoned cart spanning over 14 days.





Next, we have newsletters/campaigns. This should generate 50% of your whole email revenue, and ideally, you should send at least twice a week. We recommend starting when you have at least 1000 subscribers.

Let's start with what kind of emails you can send. Throughout the years and sending thousands of emails, we found that these are the most effective:

- New product launches
- Promo email
- Holiday email
- Statistic email
- Inspirational/informative
- Reminder of sale
- Review of customers
- Newsletter

Mixing these types of emails into your strategy is critical. You should think months in advance and test different strategies and keep iterating on which day of the week or month which type has the best ROI. Especially for Q4, where it is all about the holidays, you should plan early! We usually start planning in August for the holidays.

For each campaign you send out, you should be testing at least one variable. Testing is key here, just like the media buying part.

We like to test these variables in sequence:

- The layout of email (order sequence)
- Sent time
- Subject
- Font type and color scheme
- Discount value
- Gif vs. statistic
- Call to action
- Message testing

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Each variable should follow a multivariate strategy. Just doing A/B is too slow. Go for at least 95% significance with your testing before making choices. Aim for at least a 25% open rate and 2.5% CTR.

It is easy to go wild on your emails. So, with every campaign you sent, keep these tips in mind:

- Have the main message & call to action above the fold
- Make the call to action a different color than your brand color
- Try to have 60% email and 40% text
- Use the same header and footer in every mail
- Use an external tool like Stripe to design the mails
- Verify your custom domain
- Segmentation (age, gender, LTV, countries, buyers or subscribers, loyal customers, etc.)

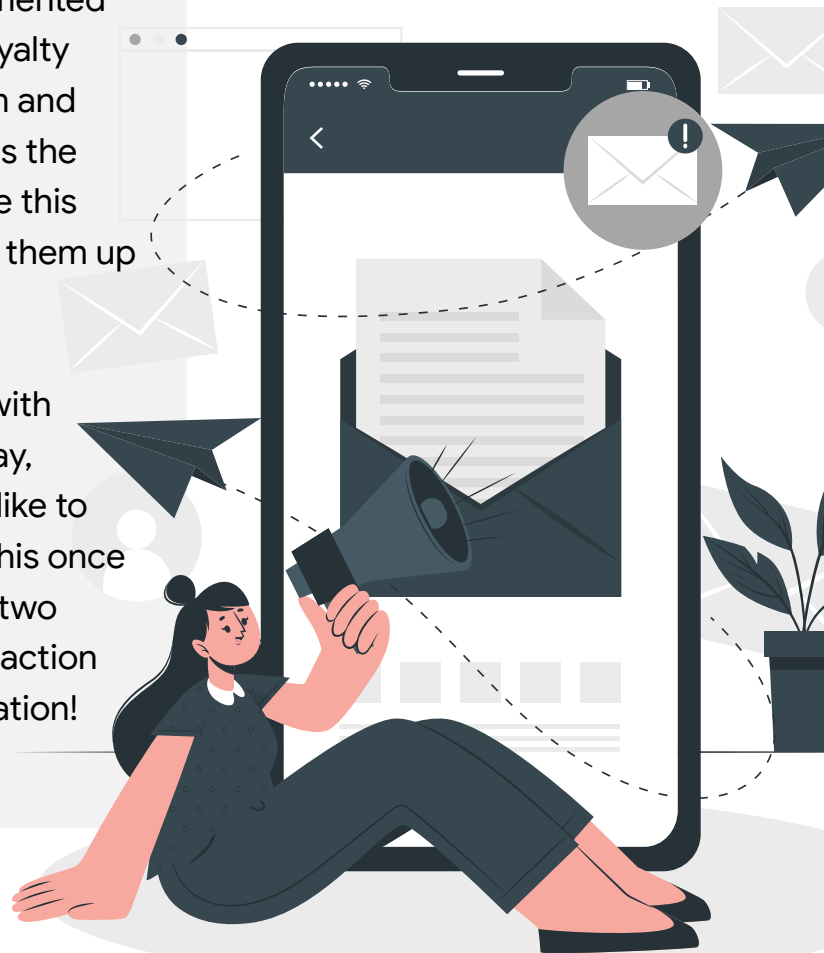
If you are interested in our strategy, contact us for an in-depth strategy!

SMS Marketing

SMS is the modern version of email, and thus should modern businesses utilize this. SMS marketing has an open rate of 80% instead of email 20%. The ROI is usually 50% higher than email, but it is less scalable. It is still new to people and businesses, so hopping on this trend early can be a big growth stimulator for your brand.

There are three flows we recommend; two focused on sales and one for good service. We start with abandoned cart flow. We talked about this in the email part, but it should definitely be implemented side by side. Next, we want to encourage loyalty with a customer thank you flow. Thank them and incentivize them to buy again. Lastly, there is the shipping confirmation flow. People truly love this and have bigger loyalty to brands that keep them up to date through SMS marketing.

Besides the flows, we see amazing results with mass text. Especially on days like Black Friday, Valentine's, Mother's Day, etc. People don't like to get a text every week; it is truly best to do this once in a while (let's, on average, say once every two months). Keep it simple, have a clear call to action and when someone replies, have a conversation!



General service

The last in the after-sales pillar is a general service. As an eCommerce owner, you know very well that people have constant questions like, “Where is my order?” “My size is wrong,” “How do I return...?” etc. No matter how clear it is on your website, for people, it is easier to just ask than to search on the website. Doing this wrong can cost you a lot of business in the future. Even though you are probably most of the time right, the client is king. Giving a free product is much cheaper than losing that client. So, in general, keep in mind that you should have excellent service by phone or messages.

Follow these tips:

- Give a discount or freebie for any inconvenience for the customer
- Be nice even though clients aren't all the time
- Always thank them for contacting
- Personalize your service by using a face and a name

It is also really important to think about the experience the moment someone gets the package. How do they open it? How is it presented? What is added? What gives them the “WOW!” effect? We have seen great customer loyalty by just adding a small gift in the package with a thank you card!





Conclusion

The four pillars play a key role (if not THE key role) in a successful campaign.

It isn't simply just Facebook Ads or just the sales funnel, or even just the creatives. It is how they connect to each other. So, instead of spending time and overhead on doing the same thing over and over again, advertisers should pivot into strategy, development, and testing if they want to keep their jobs.

Especially when privacy becomes a bigger concern with IOS 14.5 and the end of cookies, a shift will take place, and if you're agile enough, you can keep up.

We hear you thinking, how can you do all of this? Besides time and knowledge constraints, you might think you want to focus more on running the brand. Then go ahead, plan a discovery call with our amazing team and let's see if we are a match. We will discuss the possibilities on how we can create value for you, and if we think we can't, you will walk away with an extra few free tips.

Let The Experts Do The Work For You



**Young Metrics is the leading ecommerce growth agency.
Learn how Young Metrics can help.**



Challenge Us

Active Clients: 50+ || Monthly Ad Spend: €300.000+ || Team Members: 10+