

CRACK THE CODE · YOUR FACEBOOK ADVERTISING PLAYBOOK TO SUCCESS

The Meta Ads Playbook.

Struggling to navigate the ever-evolving landscape of Facebook ads? Feeling overwhelmed by targeting options, campaign goals and confusing metrics? You're not alone. This playbook is your secret weapon: the key to unlocking the potential of Facebook advertising and propelling your brand to new heights.

What's inside

	Why run Meta ads?	03
01	Speak your audience's language with local details	05
02	Know your audiences	05
03	Forget casting a wide net	06
04	Not everyone seeing your ad knows you	06
05	Lookalike audiences	07
06	Custom audiences can be a goldmine tactic	08
07–08	Develop a lead magnet · Beware ad fatigue	09
09–10	Beware audience decay · Instagram craves pain points	10
11–12	Segmentation · Trendjacking	11
13–14	UGC as ad creative · Editorial ads	12
15	A/B test your ads	13
16–19	A/B test visuals, messaging, targeting and calls to action	14

Stop feeling lost in the Facebook ads jungle.
 Buckle up, and take your marketing to the
 next level.

Whether you're a seasoned marketing pro or just starting out, this playbook is your comprehensive guide to mastering the art of Facebook advertising. Actionable steps, insightful advice and practical examples, so you can boost brand awareness and engagement, generate high-quality leads and conversions, drive targeted traffic to your website or app, and measure and optimise your campaigns for maximum ROI.

Why run Meta ads?

Facebook boasts over three billion active users, offering an unparalleled opportunity to connect with your ideal customers, regardless of location, interests or demographics. Ten reasons the platform still earns a place in the plan.

AI-POWERED MIND READING

Facebook's targeting capabilities are mind-blowing. They consider not only demographics and interests but also predict future behaviour based on past actions and online activity. Imagine reaching people right before they're ready to buy.

THE PSYCHOLOGY OF THE SCROLL

Did you know the ideal length for ad copy depends on whether it appears on desktop or mobile? Facebook ads leverage insights into user behaviour to optimise placement and format for maximum impact.

FROM LIKES TO LIFELONG CUSTOMERS

Facebook ads aren't just for initial engagement. They can nurture leads, retarget website visitors and build brand loyalty, creating a powerful customer lifecycle journey.

PIXELS AND CONVERSIONS: DEMYSTIFYING THE MAGIC

Ever wondered how Facebook tracks ad effectiveness? Tiny pieces of code called pixels embedded in your website or app reveal a wealth of data on user actions, helping you understand what converts and optimise accordingly.

A/B TESTING FRENZY

Unsure which image or headline resonates most? Facebook allows for in-depth A/B testing, showing you which ad variations perform best for your specific audience. It's like having your own personal focus group.

THE POWER OF STORYTELLING

Forget dry sales pitches. Facebook ads that captivate with emotional storytelling, humour or surprise are more likely to grab attention and drive engagement. Think outside the box and unleash your creativity.

Why run Meta ads? Continued

INFLUENCER INTEGRATION

Partnering with relevant influencers can amplify your reach and tap into their established audience. It's a powerful way to build trust and authenticity for your brand.

AR AND VR: THE FUTURE IS NOW

Augmented reality and virtual reality experiences are increasingly integrated into Facebook ads, offering immersive and interactive brand encounters that leave a lasting impression.

GOING GLOBAL, THINKING LOCAL

Facebook ads allow you to tailor messaging and visuals to specific regions or even neighbourhoods. This hyper-local targeting ensures your ads resonate with cultural nuances and local preferences.

COMMUNITY AND CONVERSATION

Facebook ads aren't one-way streets. They can spark conversations, encourage user-generated content and build a loyal community around your brand, fostering valuable connections.

INSIDE, YOU'LL DISCOVER

- 01** Proven strategies for crafting high-converting campaigns, from defining your target audience with laser precision to crafting irresistible ad copy.
- 02** The latest tactics to leverage Facebook's powerful targeting tools and maximise your reach among the right people.
- 03** Expert insights on campaign optimisation, bidding strategies and budget allocation to ensure you squeeze every drop of value from your advertising spend.

Grab this playbook, buckle up, and get ready to **take your marketing to the next level.**

Speak your audience's language with local details

+25%

Conversion-rate lift for businesses using local phone numbers over toll-free numbers, in Facebook Ads research.

Facebook Ads research reveals a hidden gem: local numbers lead to higher conversions. Businesses using local phone numbers saw conversion rates jump by 25%, compared to those with toll-free numbers. This proves the power of geographic specificity in ads and landing pages.

Know your audiences

Facebook Audience Insights aggregates information that people have already expressed on Facebook, including their likes, interests and activities. This information is anonymised and aggregated to provide insights about different groups of people. By using it, you can create ad campaigns that are highly targeted and relevant to your audience.

Think of it like fishing

Instead of casting a wide net and hoping to catch something, you can use Audience Insights to narrow down your target audience to a specific pond with the exact type of fish you're looking for.

Forget casting a wide net

Targeting broad interests reaches huge groups, but that quickly drains your budget. Instead, build focused groups by layering specific interests. Aim for people who share at least one interest within each layer.

Think of it like this

Instead of shouting to everyone in a crowded stadium, whisper directly to passionate fans in a specific section. This “niche targeting” is recommended by Facebook itself, as it helps you reach people with unique interests, like dog lovers in Seattle. When you hit the right crowd, you spark engagement, not wasted spending.

Not everyone seeing your ad knows you

Sure, some will already love your product, but most won't. They might even wonder, “Why this ad?” or, hopefully not, worse. Think of your target audience like three types of friends.

THE STRANGERS

They've never seen you before. Make a strong first impression with clear messaging and relatable visuals.

THE ACQUAINTANCES

They've heard of you, but need a nudge. Highlight your key features and benefits.

THE BFFS

They know and love you already. Show them exciting updates or exclusive offers.

By tailoring your ads to each “friend group”, you'll grab attention, build trust, and convert more strangers into BFFs.

Lookalike audiences

01 · Choose your source

Start by selecting a pool of existing customers that represents your ideal audience: website visitors, email list, app users, or offline customer data. The larger and more representative the source, the better the results.

02 · Define your audience size

Facebook lets you choose how “similar” you want your lookalike to be. A 1% lookalike will closely resemble your source audience; a 10% lookalike will be broader but still share key characteristics.

03 · Let Facebook analyse

Facebook analyses your source audience and identifies users across its platform who exhibit similar demographics, interests, online behaviour and even life events.

04 · Your new audience

You now have a brand new audience brimming with potential customers who are statistically more likely to resonate with your brand and convert.

BUT THE POWER OF LOOKALIKE AUDIENCES DOESN'T STOP THERE

Multiple sources, amplified results. Combine data from different sources (website visitors and app users, say) to create more nuanced and powerful lookalikes.

Dynamic updates. Lookalikes refresh automatically over time, so you always reach the most relevant new prospects, even as your ideal customer profile evolves.

Advanced segmentation. Layer lookalikes with demographics, interests and behaviours to laser-focus on your ideal customer within the pool.

Campaign versatility. Use them for brand awareness, website traffic, lead generation, or re-engaging lapsed customers.

FIG. 1 · TIPS FOR OPTIMISING YOUR LOOKALIKE AUDIENCES

Start small and experiment

Don't jump straight to a 10% lookalike. Begin with a smaller audience and scale up based on performance.

Combine with other tools

Leverage lookalikes alongside behavioural targeting, custom audiences and exclusions for maximum impact.

Monitor and refine

Regularly analyse your audience's response and adjust your targeting or source data as needed.

Test different sources

Experiment with different customer segments to see which ones yield the best results.

Remember, lookalike audiences are just one piece of the puzzle. Combine them with other targeting options, compelling ad creatives and strategic campaign optimisation for truly breakthrough results.

Custom audiences can be a goldmine tactic

Unlike broad targeting based on demographics or interests, custom audiences let you reach specific groups of people who have already interacted with your brand: people who visited your website, signed up for your email list, or engaged with your social media pages. This hyper-targeting leads to:

Higher engagement

People already familiar with your brand are more likely to click on your ads, like your content, and convert into customers.

Increased ROI

By focusing on people more likely to be interested in your product or service, you waste less money on ads that don't resonate.

Improved conversion rates

When you tailor your message to a specific audience, it's more likely to resonate and lead to conversions.

Scalability

Create multiple custom audiences based on different criteria, reaching a wider range of potential customers.

Data-driven insights

Analysing how different custom audiences perform gives you valuable insight into your target audience and improves your campaigns.

Remarketing

Retarget people who have already shown interest in your brand, increasing the chances of them converting.

FIG. 2 · EXAMPLES OF SUCCESSFUL USE CASES

Ecommerce store	Create a custom audience of people who abandoned their cart and retarget them with a special offer to encourage them to complete their purchase.
Software company	Create a custom audience of people who signed up for a free trial and retarget them with ads promoting your paid plans.
Restaurant	Create a custom audience of people who live near your restaurant and show them ads for your latest menu items.

Develop a lead magnet

A lead magnet on Facebook is an incentive you offer in exchange for someone's contact information, typically their email address. It's a way to attract potential customers who might be interested in your product or service but need a little something extra to take the next step.

Ebooks or guides

Downloadable resources on a relevant topic related to your product or service.

Discounts or coupons

Incentives to encourage initial purchase or trial of your product or service.

Checklists or templates

Practical tools that help solve a common problem your target audience faces.

Webinars or workshops

Educational sessions delivered online, offering valuable insights and expertise.

Beware Facebook ad fatigue

Ad fatigue is when the performance of your ads declines over time, even if you haven't changed anything about the ad itself. It can be caused by several factors.

Decreasing relevance. As people see the same ad repeatedly, it becomes less relevant to them, leading to decreased engagement and clicks.

Banner blindness. Users subconsciously ignore ads they see frequently, leading to decreased visibility.

Audience saturation. You may have exhausted the pool of users within your target audience who are receptive to your ad.

Creative burnout. The ad itself might become stale or outdated, leading to decreased appeal over time.

SIGNS OF AD FATIGUE

Decreasing impressions and reach
Declining click-through rate
Increasing cost per click
Negative feedback on the ad

Beware Facebook audience decay

Ever notice your Facebook audience dwindling even though you're posting regularly? That's audience decay in action: the pool of people seeing your content naturally declines over time, impacting your reach and engagement.

Algorithm changes. Facebook prioritises fresh and engaging content, pushing inactive pages down in users' feeds.

Inorganic growth. Buying likes or aggressive tactics attract inactive users who rarely engage.

Target audience shifts. People's interests and demographics change over time, leading them to drift away from your content.

Uninteresting content. If your content isn't relevant or engaging, people will unfollow or simply stop interacting.

SIGNS OF AUDIENCE DECAY

Declining reach and engagement
Increasing cost per click
Lower conversion rates
Negative feedback on content

Forget generic stories, Instagram craves pain points

Sure, storytelling is key, but connecting with emotions fuels action. Tap into your audience's frustrations and desires (think messy kitchens, tangled tech cords) and show how your product offers sweet relief (think sparkling clean counters, instant charging). Want to hook them till the end? Energetic video ads are your secret weapon. Fast-paced, relatable scenarios that showcase your product's value in action. Make them say, "Yes! That's exactly what I need!"

REMEMBER

**Problem + solution
= transformation**

Segmentation

Segmentation is the process of dividing your target audience into smaller, more specific groups based on common characteristics or behaviours. It lets you create highly targeted ads that are more likely to resonate with each group, leading to increased engagement, conversions and ROI. By segmenting your ads, you get:

Increased relevancy

Targeting smaller groups with specific interests makes your ads more relevant, improving engagement and click-through rates.

Improved conversion rates

When your message addresses the needs of a specific group, they're more likely to take action.

Reduced wasted spend

By avoiding irrelevant audiences, you avoid spending money on ads that won't resonate.

Deeper audience insights

Analysing segment performance lets you refine your targeting and messaging over time.

Trendjacking

Trendjacking means capitalising on current trends to promote a product or service, by creating content that references trending topics, hashtags or memes. Using trending audio and visuals in your Instagram ads can improve conversions through:

Increased relevance and attention. By tapping into existing trends, your ads instantly become more familiar to viewers, grabbing attention in a crowded feed.

Emotional connection. Popular sounds and visuals evoke humour, nostalgia or excitement, creating a positive association with your brand.

Cultural understanding. Trending content reflects what people are interested in right now, letting you speak their language and resonate on a deeper level.

THE CLASSIC EXAMPLE

During the 2013 Super Bowl blackout, Oreo posted a picture of a cookie in the dark with the caption "You can still dunk in the dark." The post was shared widely and generated a wave of positive buzz, within minutes, for the price of one image.

UGC as ad creative

Using user-generated content as your ad creative is a powerful way to connect with potential customers and boost your marketing efforts.

THE CORE IDEA

Instead of creating your own marketing materials, you leverage content created by real people who already love your brand: your users. Photos, videos, testimonials, reviews, or social media posts.

Editorial ads: blending in to stand out

Imagine an ad that blends seamlessly into your news feed, looking more like a captivating article or informative video than traditional, shouty advertising. That's the core of an editorial ad: a marketing message presented as non-promotional content.

KEY CHARACTERISTICS

Information-driven. Focuses on providing valuable information, insights or entertainment, not just pushing a product.

Natural tone and style. Avoids overly salesy language, instead adopting a natural and engaging voice.

Storytelling approach. Narratives create emotional connections and make the message more memorable.

High-quality visuals. Eye-catching graphics, images or videos grab attention and enhance the information.

Targeted placement. Appears in relevant sections of websites, apps or social platforms where the target audience is actively consuming content.

A/B test your ads

While A/B testing isn't mandatory in the strictest sense for running Facebook ads, it's strongly recommended due to the significant benefits it offers.

OPTIMISE PERFORMANCE

With Facebook's ever-changing algorithm and audience preferences, what works today might not work tomorrow. A/B testing lets you compare ad variations (creatives, audiences, budgets) to see which perform better, so you can continuously optimise for improved results.

REDUCE WASTED SPEND

By identifying what resonates with your audience and discarding what doesn't, you avoid allocating budget to ineffective ads. This helps you maximise your ROI and make the most of your advertising dollars.

GAIN VALUABLE INSIGHTS

A/B tests provide data-driven insight into your target audience's preferences and responses. This knowledge helps you refine your targeting, messaging and overall strategy for future campaigns.

BUILD CONFIDENCE IN YOUR DECISIONS

Instead of relying on guesswork, A/B testing gives you concrete evidence to support your campaign decisions. This data-driven approach leads to more informed and successful advertising strategies.

STAY AHEAD OF THE CURVE

The digital landscape is constantly evolving, and A/B testing lets you experiment with new approaches and stay ahead. This agility ensures your campaigns remain effective and relevant over time. The next page gives you four themes to test, one at a time.

A/B test visuals, messaging, targeting and calls to action

A/B testing different themes in your Facebook ads is a fantastic way to optimise your campaigns and unlock powerful insights. Four themes, three tests each.

TACTIC 16

Visuals

Images vs videos. Experiment with both formats. Test product shots, lifestyle images or illustrations; for video, vary length, tone and editing style.

Colour palettes. Try different schemes to see what evokes the desired emotions and aligns with your brand identity.

Models or real people. Test professional models against everyday people to see which builds trust and connection better.

TACTIC 17

Messaging

Problem-solution vs benefit-driven. Highlight the core problem you solve, or focus on the key benefits. See which encourages action.

Emotional vs rational appeal. Test ads that evoke humour, joy or curiosity against those built on logical reasoning and features.

Formal vs informal language. Experiment with writing styles to see which feels more friendly and relatable to your audience.

TACTIC 18

Targeting

Broad vs narrow audiences. Test larger groups with common interests against smaller segments based on demographics, behaviours or purchase history.

Lookalike vs interest-based. Compare people similar to your existing customers with those sharing specific interests relevant to your offering.

Custom vs saved audiences. Test people who have interacted with your brand against broader interest-based audiences.

TACTIC 19

Calls to action

Strong vs soft. Compare action verbs like “Shop now” or “Get started” with softer versions like “Learn more” or “Explore”.

Single vs multiple. Test offering various options within the ad (“Buy now” and “Add to wishlist”) to see which drives different actions.

Urgency vs benefit. Compare CTAs emphasising a genuine limited-time offer with those focused on the immediate benefit of taking action.

Tick them off

- | | | | |
|-----------------------------|--|-----------------------------|---|
| ☐ 01 | Local phone number on ads and landing pages | ☐ 11 | Audience segmented; one message per segment |
| ☐ 02 | Audience Insights reviewed before launch | ☐ 12 | Trending audio or format tested this month |
| ☐ 03 | Interests layered, not broad | ☐ 13 | Customer content in rotation, with permission |
| ☐ 04 | Separate creative for strangers, acquaintances, BFFs | ☐ 14 | One editorial-style ad running |
| ☐ 05 | 1% lookalike built from best customers | ☐ 15 | A/B test always on |
| ☐ 06 | Custom audiences for site visitors and leads | ☐ 16 | Visuals tested: image vs video |
| ☐ 07 | One lead magnet live | ☐ 17 | Messaging tested: problem vs benefit |
| ☐ 08 | Frequency watched; creative refreshed on fatigue | ☐ 18 | Targeting tested: lookalike vs interest |
| ☐ 09 | Page reach tracked monthly for decay | ☐ 19 | CTA tested: strong vs soft |
| ☐ 10 | Instagram creative leads with the pain point | | |

ONE AT A TIME

Nineteen tactics is a year of work, not a week. Pick the three that address your weakest number (reach, click-through, or conversion), run them for a month, and come back to the list.

Find your mojo in our dojo.

We help businesses skyrocket their growth by getting them traction. Everything in this playbook is something we run for clients every week: the audiences, the creative, the tests and the reporting that shows what they bought. If you would rather have it done than do it, that is what we are for.

START HERE THIS WEEK

01

Install the pixel and build one custom audience of the last 90 days of website visitors.

02

Build a 1% lookalike from your customer list and run one problem-solution video ad to it.

03

Set up one A/B test: the same ad with a strong CTA and a soft one. Let it run two weeks before judging.

Want us to run your Meta ads?

Book a free strategy session →

mojodojo.io/au/strategy-form

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