

FACEBOOK LEAD AD OPTIMISATION *Cheat Sheet*



Use this cheat sheet to help guide you through what decisions to make with your advertising, why you are making them and to diagnose any issues with your ads.

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When to Optimise:

Optimization should be a continuous process. Let your ads run for 48-72 hours before making any changes so this gives the algorithm a chance to collect some data. After this point you can start to monitor performance regularly, adjusting as necessary based on the metrics that matter most to your campaign goals.

What to Optimise:

Focus on optimizing ad elements such as ad creative (images/videos), ad copy, targeting options, and call-to-action buttons.

The biggest needle mover in your ads will be



1. Your offer - If your ad isn't performing at all it will be that your audience isn't resonating with your offer. Ask yourself if your offer is irresistible. Change up your offer & run the ad again. [Click here to see some of our clients best performing offers.](#)



2. Ad creative - Your ad creative will be a big needle mover in your ads. Ensure that you test multiple different creatives such as images at your practice, image of the product, text image, video ads, animations and so on. [Click here to see some of our clients best performing ads.](#)



3. Ad copy - The next thing to optimise is your ad copy. Generally it's the first 1-2 lines that you should optimise if your ad isn't getting enough link clicks. [Click here to see some of our clients best performing ads.](#)



4. Audience - If your current audience isn't converting you can always test different audiences such as warm audiences, interest based audiences, lookalike audiences.



5. Follow up sequences - If you are getting leads but not many bookings then you need to optimise your follow up sequence. Ensure you are following up leads within 5 mins. Ensure you are texting them, calling them to get them in for an appointment.

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Metrics to look at to optimize your campaign:

Pause or stop ads if they aren't performing up to your defined benchmarks.



Clicks = Number of times someone has clicked on any part of your ad (could be a click on the image, the see more text, liking, commenting etc. BUT NOT A LINK CLICK)

(this tells you how well your overall ad is doing)

KPI = \$2.00 or less per click



Link Clicks = Number of times someone has clicked the button or link on your ad

(this give you an even better picture of how well your overall ad is doing and is usually related to ad copy or headline)

KPI = \$4.00 or less per link click



Click Through Rate = The percentage of times someone saw your ad and clicked

(this tells you how well your ad creative is doing)

KPI = 1.5% or higher



CPM = Cost per 1000 impressions

(this tells you how good the audience is that you are targeting)

KPI = \$30 or less



Unique Outbound CTR = Copy + Audience working together

(this tells you how well the ad is resonating with the audience)

KPI = The closer this and the CTR (all) is the better



Cost per Lead -

KPI Less than \$15 above



PRO TIP:

Don't get sucked into these numbers too much, if you are getting leads & then are booking an appointment and you are making ROI on the ads then keep them running.

For example a Dental client of ours was paying \$38 a lead however for each lead she makes \$5,000. So based on the cost per lead this is above the \$15 KPI you might say however she is making a huge ROI on the back end so this in fact is a successful campaign.



When to Keep the

Ads Running:

If your ads are delivering good results within your defined budget and you're seeing positive ROI or achieving your campaign objectives, keep them running. Consistency is key to maintaining a stable ad presence.