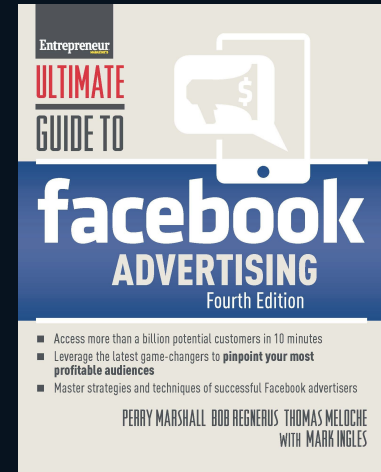


How To Engage and Convert More Buyers With Magnetic Ad Creative



BOB REGNERUS



ADVERTISING GOAL:

Build Highly Responsive Facebook Ad Campaigns That Deliver The **Right Content** At The **Right Time** To The **Right Audience**

CATCH THE REPLAY:

***Building a Perfect Audience
To Attract Your Best
Customers on Facebook***

Entrepreneur.

CATCH THE REPLAY:

***How To Leverage
Facebook's Advertising
Algorithm To Maximize
Results***

Entrepreneur.

Being Creative

a THE AD COACHES

Entrepreneur.

Creative Is Art and Skill

Be a curator of great ads

**The best creative will be you
being 100% authentic and 100%
in alignment with your audience**

**The market has amazing
  detectors and
they will be brutally honest**

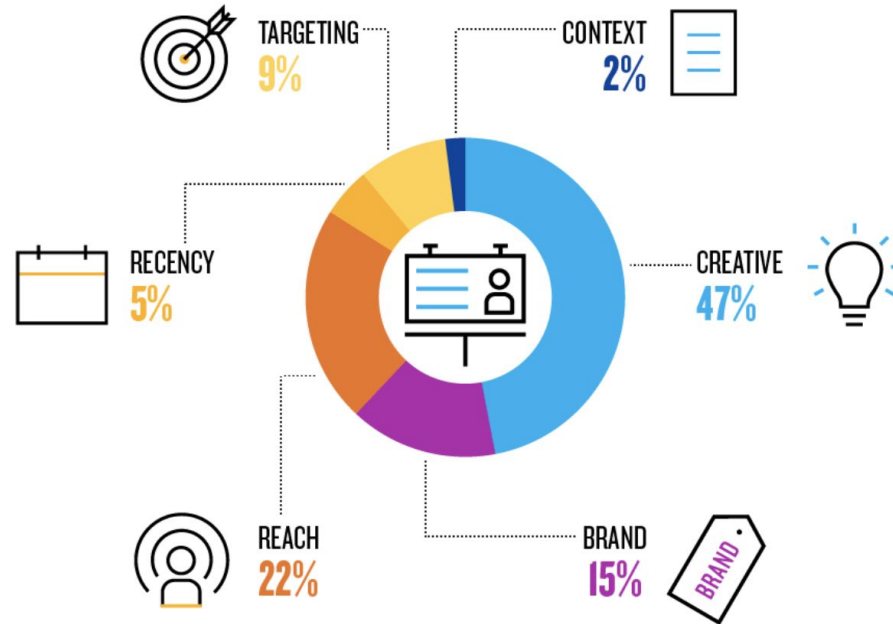
**Often raw, authentic content beats
out polished, expensive ads**

**“We better at bidding than you.
We’re better than you at finding
your audience, but there’s one thing
we cannot beat you at...**

...creative. The number one success factor for your ad is creative.”

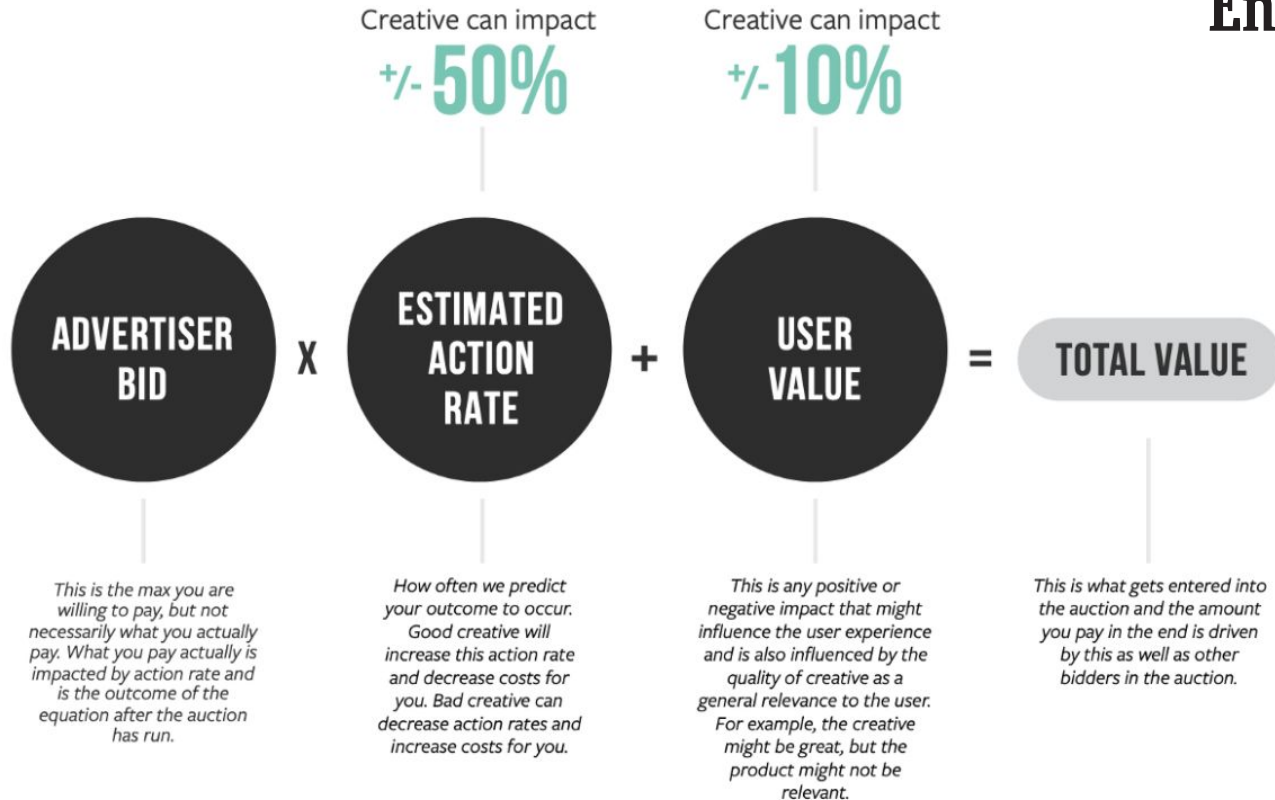
-Head Facebook Engineer

PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT



Nearly 500 campaigns across all media platforms
Source: Nielsen Catalina Solutions © 2017; Period 2016-Q1 2017

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Facebook's Creative Shop, 2019

**Better to have great creative and
below-average targeting skills than
superior targeting with
below-average creative**

Winning Creative

a THE AD COACHES

Entrepreneur.

ABC's of Facebook Ad Performance

1. Attention
2. Benefit
3. CTA - Low Friction

Thumb Stopping Content

Ad Element Importance

1. Media
2. Primary Text and Page
3. Social Proof
4. Headline and Call To Action



Petzbe: No Humans Allowed!

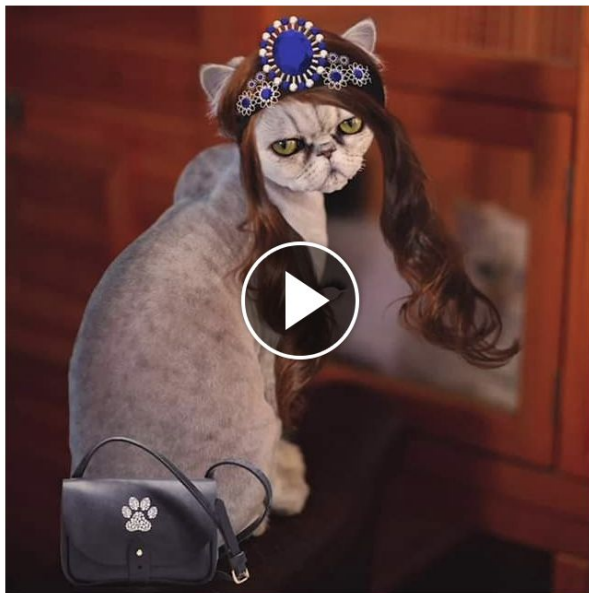
Sponsored · 🌐



#2



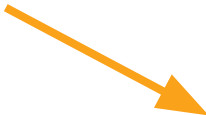
Achieve the purrrfect look & kickstart your meowdeling career. The catwalk is waiting fur you! 🐾💎💎💎❤️



#1



#4



Free app just for pets 🐾📱

INSTALL NOW

#3



👍😂❤️ 1.3K 130 Comments 147 Shares

Copy and Media Building Blocks

1. Contrast to stand out
2. Invoke wonder and curiosity
3. Entertain
4. Address challenges, frustrations, pain, or desires
5. Demonstrate credibility
6. {Action} so that {Result}

Creative Cheat Codes

a THE AD COACHES

Entrepreneur.

Creative Cheat Code #1

STORY

How To Get More Sales

1. Spend More Money

- or -

2. Deepen Your Story and Stand Out

People love to be connected to people that share the same slices of life with them and will go out of their way to support someone they believe in.

Stories make you immune to competition. People are going to knock off your product, but they can't knock off your story.

**People Don't Like To Be Sold To,
But They Enjoy Buying From
People They Like**

Stories = Likeability

Generating Stories

Ask a “Why?” Question

“Why do I do what I do?”

Generating Stories

Ask a “What?” Question

“What does my product do better than all the others?”

Generating Stories

Ask a “Who?” Question

“Who has been transformed using my service?”

Creative Cheat Code #2

VIDEO

Why Video?

1. Facebook prefers video (Story)
2. Video increases engagement
3. Video produces better cost-per-action
4. Video tells a better story
5. Video is best for mobile
6. Videos get shared

Creative Cheat Code #3
REPURPOSING PAST
SUCCESSFUL CONTENT

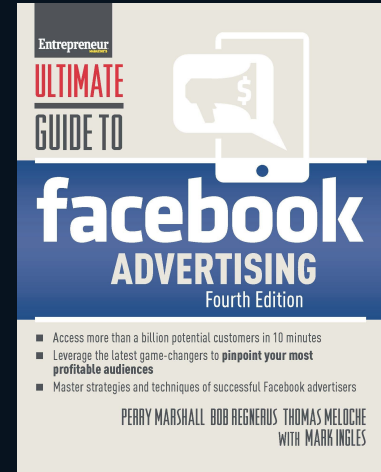
Repurposed Content

1. Blog Posts
2. High CTR Emails
3. Articles
4. Engaging Organic Facebook Posts
5. Other Social Media Posts
6. YouTube Videos
7. Slight Modifications To Successful Ads

THANK YOU



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