



# Top 5 Biggest Mistakes for Facebook ads

1ST EDITION

& 5 THINGS TO DO INSTEAD



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## 1. Mixing Up Cold & Warm Audiences

Cold audiences are audiences who have never heard of you. Warm audiences are audiences that are aware of you and might even love you. The problem with Mixing the two audiences is that for most people the audiences vary greatly in size and the algorithm might prefer larger audiences even though they're less engaged.



## 2. Using "You", "Your" or "You're" early in the headline or copy



The Facebook ad policy has a section called "Personal Attributes" that speaks to this but when you have the wording "you/your etc" in the copy make sure it's not describing the audience too directly or it may lead to your ad getting rejected and even your ad account getting banned or disabled in some cases.



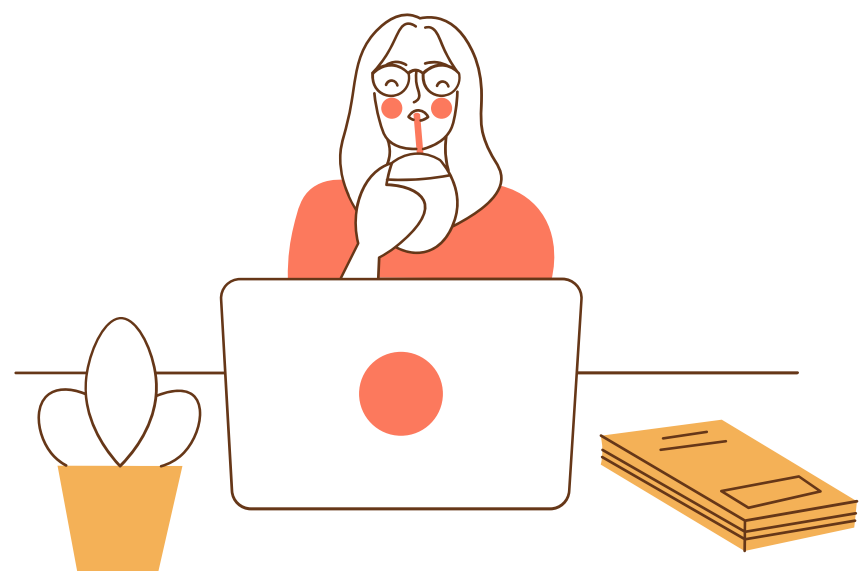
### 3. Using only 1 Audience when testing

When you only use 1 audience when testing the algorithm doesn't have enough flexibility to switch to a better performing audience if another exists. In some cases you could have the perfect copy and creative but have the wrong idea of who your perfect audience is.



## 4. Using 50+ Audiences when testing

Although it's good to test multiple audiences at once it's also not a good idea to test too many audiences all at once. Especially if you have a low budget. This will likely lead to a lot of ad spending but not enough data per ad set to make good decisions.





## 5. Not Using Pixel on Your site

Facebook Pixel is one of the most effective tools for running your Facebook ads. It allows you to capture data on most of the people visiting your site. Without the pixel and the data, it provides your ad campaigns may be much less effective and efficient,



# DO THIS INSTEAD

**Instead of Mixing up Cold & Warm Audiences -  
Segregate Audiences**

**Segregating Audiences, especially smaller audiences from larger audiences is something that keeps things fair for good audiences. Now by Segregation, I'm not talking about the days of Jim Crow by any stretch of the imagination.**

**Instead, I'm talking about keeping small audiences targeted with other small audiences and large audiences like Lookalikes and Saved audiences with other large audiences.**

**As a rule, the Facebook algorithm (the robot that decides who sees your ads) is a little judgemental and tends to like larger audiences compared to small audiences. If you are running both small and large audiences together it will typically lean on the larger audiences because the algorithm (robot) likes larger numbers.**

**However, smaller audiences, like people who have been to your website, might be more likely to engage with your content, turn into leads and buy something (if you are selling something)**



# DO THIS INSTEAD

Instead of saying “you” and “your” or “you’re” - talk about your experience (or your customers’)

So you may or may not know but sometimes, the algorithm (Facebook robot) has a tendency to reject ads, disable ad accounts and/or restrict your personal ability to run ads when you cross certain invisible lines (aka Facebook policy).

One of the easiest ways to get your ad account used to be by saying “you” or “your” or “you’re” in the first few lines of the copy as the algorithm believed this was violating one of its policies called Personal Attributes.

To keep the algorithm happy - try and start talking about your own personal experience in the first person. For example:

**“I love being debt free” = Good**

**“Are YOU debt free?” = Bad.**

Another way to get people to pay attention to your ad without saying “your” right off the bat is to instead talk about the experience of customers or others that you know and how that relates to what you’re trying to promote. (English majors, hopefully I got all of those uses of you/your/etc right but, if I didn’t blame my college English professor and Grammarly beta - you’re welcome.)

For example:

**“Sally was having a horrible life, working a dead-end job, dealing with all kinds of drama when she came across an ad - just like this one. Little did she know simply by reading this ad...”**

**Draw the audience in with a story that catches their attention.**



# DO THIS INSTEAD

**Instead of Using only 1 audience when testing - Use several audiences.**

**So testing only 1 audience at a time is something you can do but, it's an expensive endeavor because if you test 1 audience and then stop it and test another audience later it will take a lot of testing (time + money) to figure out what is working best for you.**

**When you test multiple audiences at a time, you get your data back faster and you can usually discern much more quickly what is working best. Then you can decide if you want to spend more money on and what to turn off.**



# DO THIS INSTEAD

**Instead of using 50+ audiences when testing - Try and keep your total # of audiences to 5 or less.**

**Now if you are spending \$10,000 a day and are working for a multi-million or multi-billion dollar company, 50 audiences might make sense. But then, I would dare to say (imply) you should already know what works for the six-figure monthly budget someone has entrusted to you but, I digress.**

**For everyone else, usually keeping audiences in the 3-5 range, separated by ad set are usually the best way to start off.**

**If you have 50 ad sets with 50 different audiences and a small budget - let's say under 1,000 a month - you are stretching the effectiveness of the algorithm. Let's say \$1,000 is spread evenly over 30 days - that's about \$33 a day on ads.**

**If you take \$33 a day and divide THAT by 50 different ad sets - that's about \$0.67 cents per ad set. Keep in mind that the algorithm (that sneaky robot again) is taking into account how much you're willing to spend on a person who might like to use your product and service vs how much your competition (direct or indirect) is willing to spend on their eyeballs. If you're spending \$0.67 and your competitor is willing to spend \$67.00 to get in front of those eyeballs (especially the ones closest to taking action) your competition is getting the eyeballs of those ready to take action and your \$0.67 will get in front of the tire kickers who might've just clicked on your ad by accident.**



# DO THIS INSTEAD

**Instead of going without a pixel on your site - add a pixel**

**Pixel is a little piece of code you can add to your website that allows you to track the actions of people on your site. Without a way to track people on your site you may be investing in a lot of people who “click” on your ad but never go to your site.**

**It’s much easier to track what is working when you can see when you ran an ad to 1000 people for example and your number of people turning into a lead jumped up by 20% versus running an ad to 1,000 people and getting the same results you got without running ads.**

**If you have pixel you can track if there is a correlation. If you have no pixel the correlation (or lack thereof) is much harder to track.**

**Now that being said, in the last few years many companies are moving more toward removing pixels and tracking code in general (Apple being a prime example - talk to any experienced ads manager and say iOS 14(15) and prepare to hear a groan). That being said, it’s still essential as of this writing to have a pixel for tracking.**



# So there it is,

5 mistakes people make with Facebook ads + 5 things you can do instead.

We at Carte Blanche Media would love to help you with Facebook ads, Content Marketing even your Social Media needs. We'd love to help!

For more tips or help with your Facebook ads, contact us:



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**<https://calendly.com/darrellwhite/30min>**

