

Email List Building Using Facebook Ads

Explained
With a Successful Case Study



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About the Author



Hi, my name is Gururaj Murthy D. I'm a full-time Facebook marketing consultant, Blogger & Affiliate Marketer from Bangalore, India.

I help businesses to generate leads & sales using Facebook advertisement.

I blog on [Facebook advertisement](#), where I write in-depth "How to" articles with step-by-step explanation, and on practical business scenarios as well.

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A Big Thank You, & a Brief About the eBook

I would like to congratulate you on purchasing my ebook on list building.

I truly hope you will make use of this ebook to the maximum extent by implementing the learnings & growing your email list.

I have written this ebook, especially for Bloggers, & Affiliate marketers to kickstart the list building & achieve the target at the earliest using Facebook advertisement. However, the methods and procedures explained in this guide are equally helpful for anyone who wishes to build an email list.

In the last 2 years, I have been observing the journey of many Indian bloggers & Affiliate marketers. And one of the common problems I noticed is that they find it hard when it comes to list building using Facebook ads.

Though one can build the email list using different strategies, using Facebook ads makes it super fast and helps in achieving the target in no time. This is what I realized in my journey that helped me to build an email list of 2500 in around 40 days.

Throughout this guide, you will find actionable tips, suggestions, and step-by-step explanations about the topics related to list building & Facebook ads. This way, you understand Facebook ad basics that help you to take action without looking for any other resources.

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A Brief on Email Marketing

Email is one of the oldest and most effective ways of communication that is in use for a long time. We check our mailbox at least once a day for personal or professional requirements.

In this era of social media and other networks, we have started communicating through different channels. However, no one has stopped sending or receiving emails. Email is still an effective mode of communication. Only the way we use it has changed.

Nowadays, we get a large portion of marketing, promotional & transactional emails, and less of personal emails.

An email list is one of the best assets that you can have as a blogger or an affiliate marketer. It helps you to communicate with your audience without depending on any external factors such as Facebook's organic reach, or Google's Algorithm update.

Many pro bloggers like [Kulwant Nagi](#), and marketers like [Siddarth Pal](#) (the duo who inspired me to build my email list) have built their email list as an asset, which is helping them in multiple ways.

In this ebook, I have shared my "Lead Magnet + Facebook ad" strategy in detail that helps an affiliate marketer, blogger, or business owner to kick start the list building process. This, in turn, helps you to build the brand, increase engagement, authority, and, ultimately, the profits!

As a blogger & affiliate marketer, I used this same strategy (Lead Magnet + Facebook ads) to build a list of 2500 subscribers.

Must-Know Statistics of Email Marketing

1. For every \$1 you spend on email marketing, you can expect an average return of \$42. ([source](#))
2. 49% of consumers said that they would like to receive promotional emails from their favorite brands every week. ([source](#))
3. 59% of respondents say marketing emails influence their purchase decisions. ([source](#))
4. Marketers who used segmented campaigns noted as much as a 760% increase in revenue. ([source](#))
5. In India, the average email open rate across all industries is 15.14% & a click through rate of 2.19%. ([source](#))
6. The highest open rate (33.4%) & click through rate (4.65%) are achieved when only one email newsletter is sent in a week against multiple newsletters. ([source](#))
7. Open rates decrease as the list size increases!! And the highest open rate is when the list size is 1000-2499. ([source](#))

Most Effective List Building Strategies

List building using Facebook ads is just one of the ways. You can build an email list using many strategies. Below I have mentioned a few strategies that are widely used and are effective in list building:

1. **Blog's traffic** - If you are a blogger, make use of your blog's traffic to get email signups (Website popup, side widget, inside a blog post article, etc.). Don't worry too much about the paid tools. There are plenty of free to use plugins available that you can make use of in the initial days. If your blog is getting a good amount of traffic, then it is worth investing money on tools like Thrive Leads that help you in utilizing your blog's traffic to build the email list.
2. **Free crash course** - Based on your niche, design a series of emails & make a crash course (both text & video courses work here). This strategy not only helps you to build an email list but also helps you to create awareness of your brand. Plus, it gives you the authority in your niche, when executed well.
3. **YouTube Channel Traffic:** If you are a vlogger with a decent number of subscribers, building an email list by giving away a **YouTube exclusive** freebie works well. Use video description & pinned comment feature to ensure your audience knows about the freebie.
4. **Pinned Posts & CTA Buttons:** Have a pinned posts on all your social media platforms, groups and also use the CTA (Call to Action) button on FB page, email signature, etc.
5. **Lead Magnet:** Based on your niche, create a lead magnet that your audience loves to grab. I used "[18 Lesser Known](#)

Tricks & Hacks to use in Facebook Ads” as the lead magnet to build my email list. Don't create a generic lead magnet. You get better results if the lead magnet is solving a problem of your target audience.

6. **Viral Campaigns:** Building an email list using viral contest campaigns like Vyper or Kingsumo also works well. This works great when you are giving away a high valued product for free to the winner. However, there are high chances of getting junk/spam emails in this method.

7. **Facebook Advertisement:** This is not a strategy by itself. Facebook ads help you by driving targeted traffic through which you can build the email list quickly. It acts as a catalyst in your list building process. In my case, I have clubbed Facebook ads & the lead magnet strategy that I mentioned above to build the list. Similarly, you can club Facebook ads to most of the strategies I have listed above to help you build the email list quickly.

In this ebook, I have explained every step you need to build the email list using the Lead Magnet + Facebook ads strategy.

Choosing the Topic

Choosing the topic of the lead magnet is an important step. People you get in your email list & even the revenue you generate (in future) depends on the lead magnet.

And even the audience you target in Facebook ads is based on the topic of the lead magnet.

If you are a blogger, create an eBook that helps you to build a loyal audience, who enjoy reading your articles & love to visit your blog each time you share a new article with them.

If you are an affiliate marketer, create an eBook that helps to solve a problem of your audience using a tool that you are promoting.

If you are a business owner, create an eBook that explains your product, its features & how it can help to solve the problem of your potential customer.

Here are a few ideas on eBook might help you to kickstart listing the topics for your ebook:

1. 29 Must Visit Places Near Bengaluru on a Weekend - Travel Blogger
2. 17 Mistakes to Avoid as a Newbie Investor - Finance or Investment Blogger
3. Recipe Handbook: 5 Yummy Foods Recipes to Make him Fall for You - Food Blogger.
4. 11 Simple Ways to Look Gorgeous in your next Birthday Bash - Fashion Blogger
5. 7 Steps Guide to be a Pro Writer - Blogging Blogger

6. 9 Point Beginner's Guide in Choosing the Right Credit Card - Finance Affiliate Marketer
7. 13 Must-have Carry-on Travel Essentials for Solo Traveller - Travel Affiliate Marketer
8. 11 Essential Items to Outfit Your Home Gym - Fitness Affiliate Marketer
9. 30 Days Diet Plan to Stay Away from Junk Food - Health Affiliate Marketer
10. 7 Ways to Reduce your Electricity Bill - Solar Business Owner
11. 9 Simple & Effective Ways to Increase the productivity of your Employees - Productivity SAAS Business Owner
12. 11 Simple Ways to Stay Positive - Personal Development Trainer

Note: Make use of "Evergreen & Highly Effective Lead Magnet Ideas" template sheet that is shared with you. It helps you to come up with a unique topic for your lead magnet.

The above list is for giving you an idea to choose the right topic & there are no hard rules. You can also choose the topic based on your expertise. However, you need to *ensure the ebook adds value to the reader & encourages him/her to take action.*

Let me recall this for you: The most important point you need to consider before choosing the lead magnet topic is eBook acts as a filter in getting you the right audience on your list. The more precise & specific your ebook is, the better is the quality of the subscribers you get in your list.

Pro Tip: Choosing the topic of your ebook becomes easier if you have a solution to the problem your target audience is facing.

If you consider my case, I am a Facebook ad consultant, blogger & affiliate marketer. And I wanted to build my list that helps me in all three aspects.

I created the lead magnet titled "*18 Lesser Known Tricks & Hacks to use in your Facebook Ads*". It helped me in building an email list that consists of people who are business owners (to whom I can offer my services), Facebook marketers (to whom I can sell affiliate products and also make them loyal readers of my blog).

And the ebook also helped them to know many new things through which they can run & optimize their Facebook ads in a much better way.

Creating the Lead Magnet

Content:

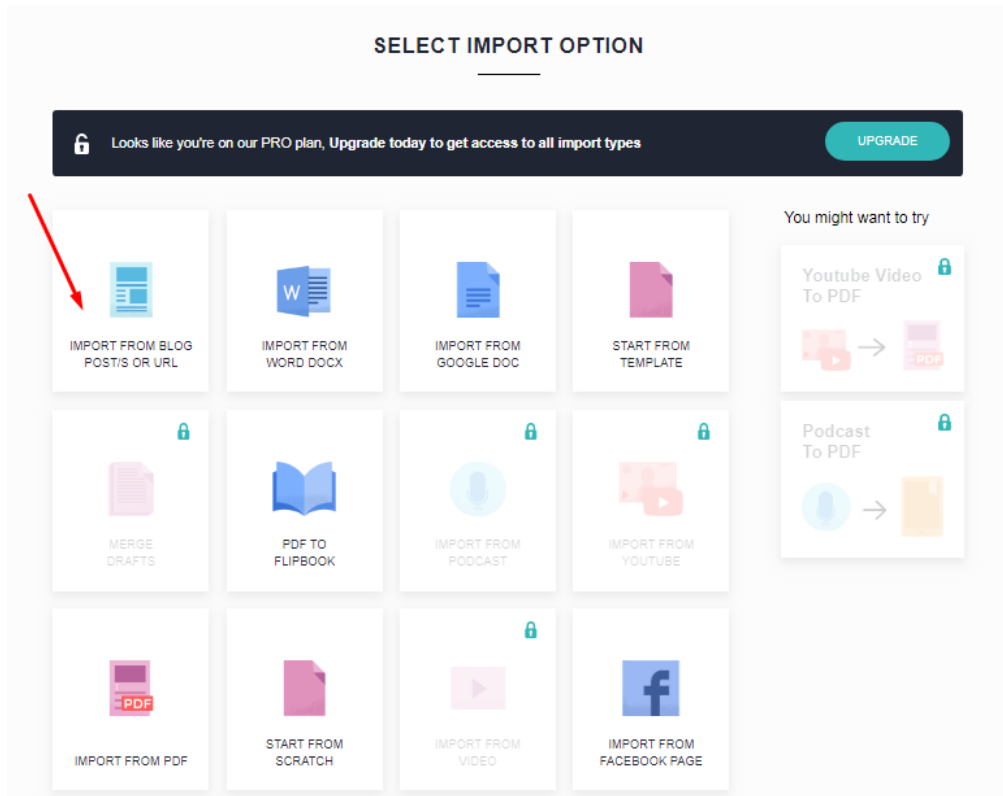
How many days do you think I might have spent writing the ebook, which I used as a lead magnet to build my email list?

One Day? Two days? A week?

It just took 30 minutes!!

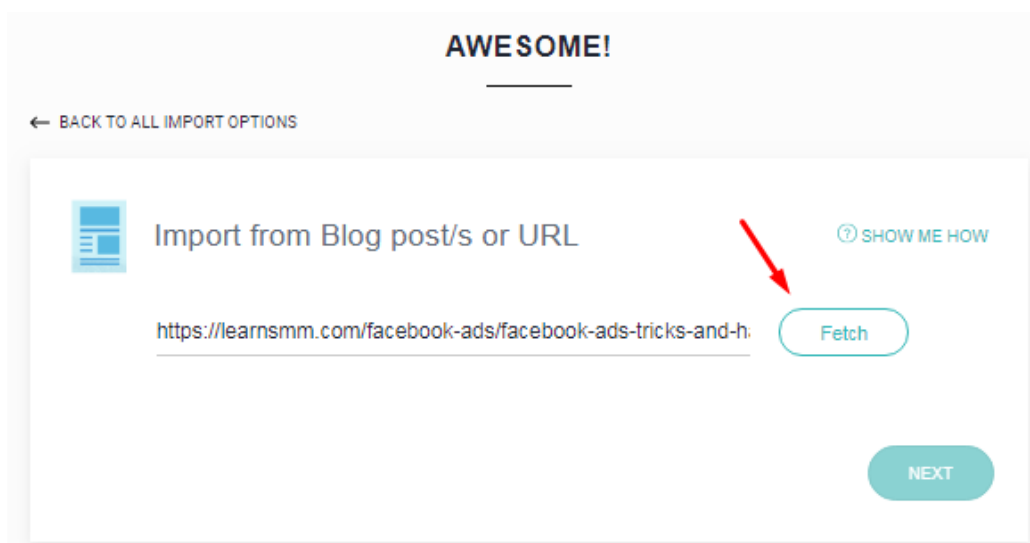
I converted the content of one of my blog posts into the ebook using a tool called [Designrr](#) that is developed exclusively for this - *to design eBooks and reports using blog posts or any URL*. It is one of the best ways you can repurpose already written content to achieve other goals.

You can also do the same by choosing one of the best blog posts you have written to date.



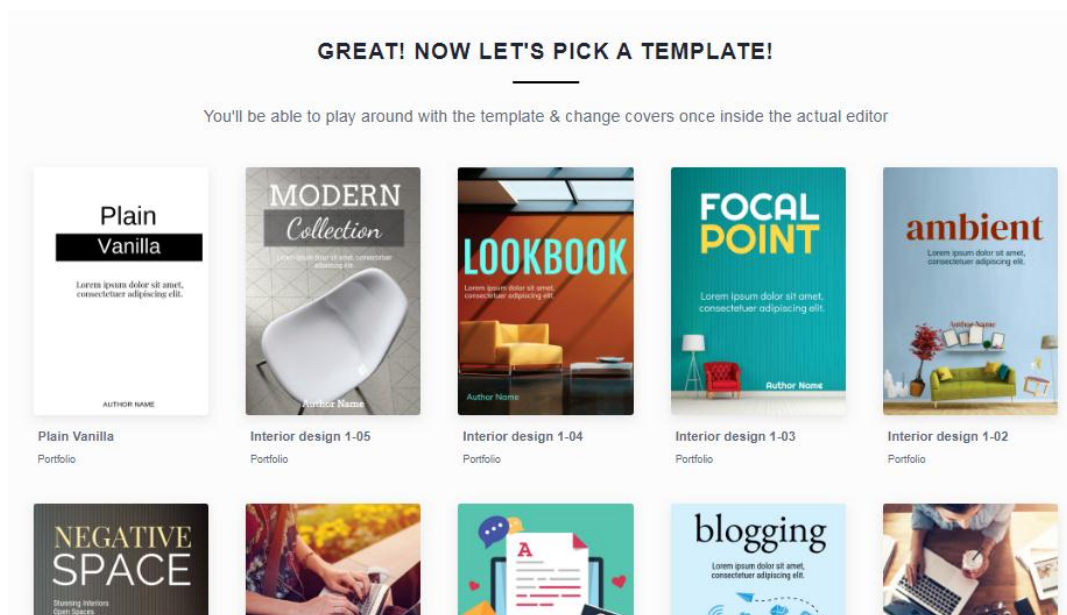
The [Pro plan of Designrr](#) tool costs \$29 (with lifetime access) & supports multiple ways to create the ebook, as seen in the above screenshot. One of the supported import options is *from a blog post URL* (or any URL that has content and suits your ebook requirement).

Upon selecting the import method, it asks to paste the blog post URL.



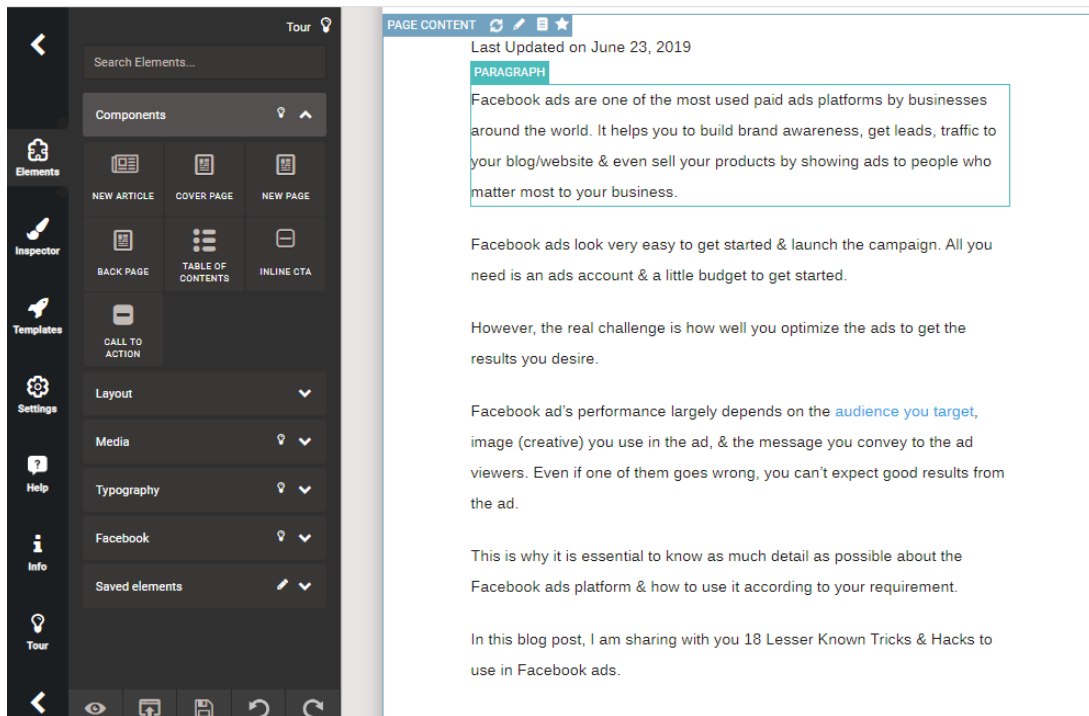
And the tool fetches the entire content of the blog post, including images.

The next step is to choose a premade template. There are hundreds of premade templates available in the [Pro plan](#), and this makes the job much easier. We just need to choose a template and edit the words as per the requirement.

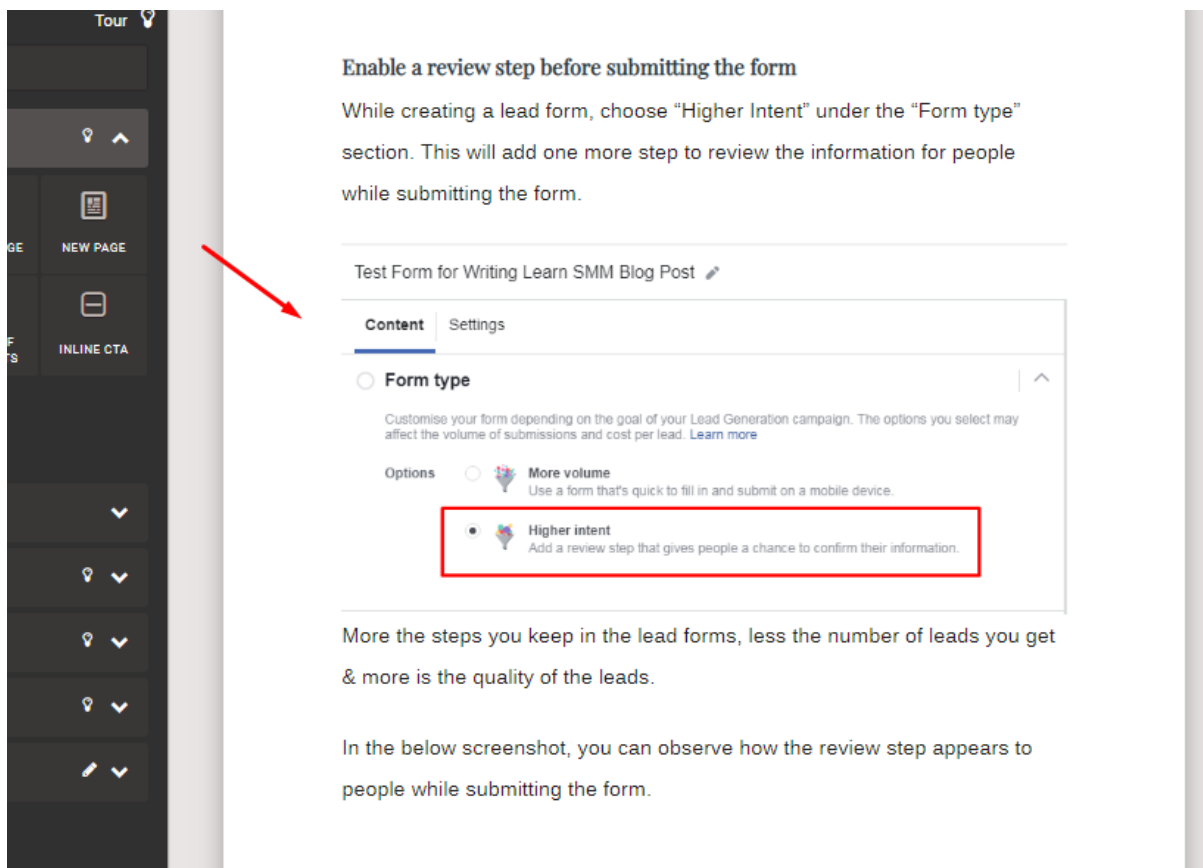


Overview of Cover page Templates available in designrr tool

Once the template is selected, it gets redirected to the ebook editing dashboard, where we can edit the content, format, and a lot more.



The best part of this tool is that it also fetches the images present in the blog post and aligns them precisely as required for the ebook.



Within 30 minutes, I completed modifying the content and a bit of alignment part. And my ebook was ready to download.

If you are not a blogger or don't have a written content ready, you just need to write the content now. No other alternatives :)

I don't recommend outsourcing the ebook content writing work to a 2nd person, as you are the one who is expert in the niche, and you know your audience better than anyone else.

Even if you hire a content writer thinking you can save a couple of hours, you won't be able to impress the reader. You need to get involved yourself, with mind and body, in order to produce the quality content that is appreciated by your readers.

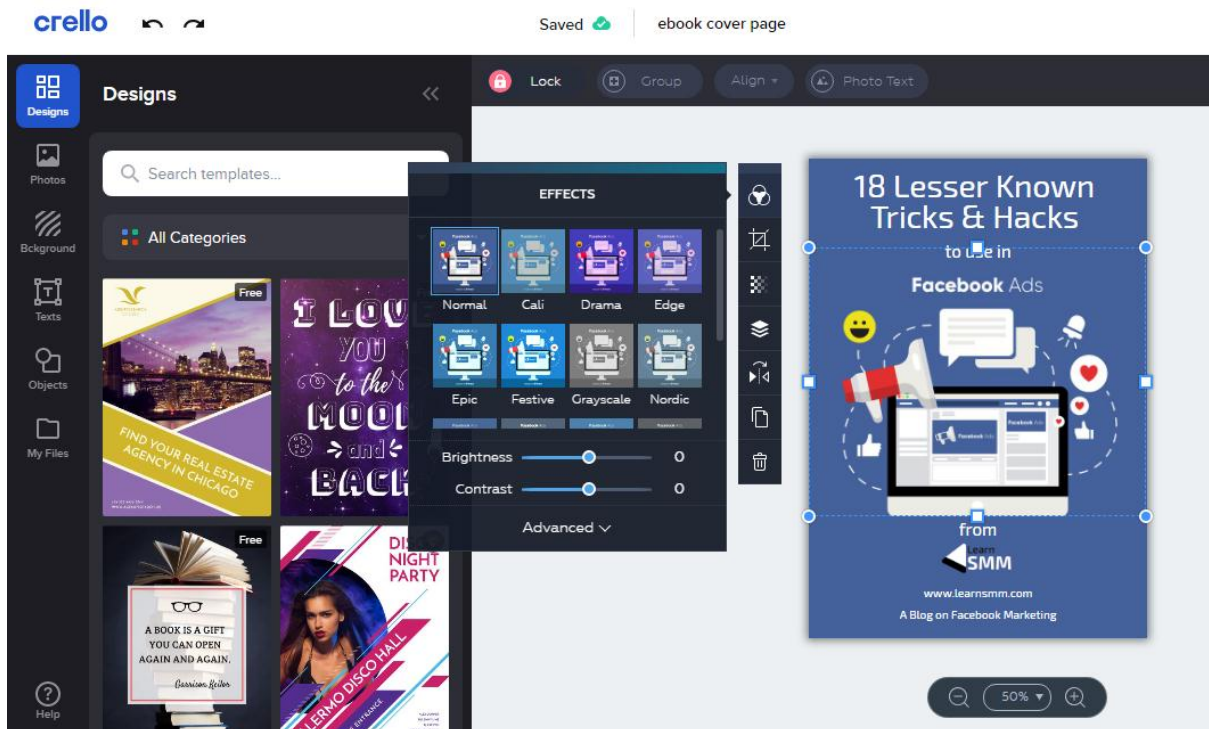
Ensure you use attractive graphics and screenshots wherever required. And professionally structure the ebook even though it consumes a lot of time.

eBook Cover Image

I didn't find the exact cover image as per my expectations in the Designrr tool. Hence I used [Crello](#) to design the cover image. Crello is one of my all time favorite tools.

[Crello](#) is a fantastic graphic design tool, better than Canva, which helps you to design professional graphics even if you are a beginner.

I selected the A4 dimension and started the cover image design from scratch. There are plenty of predefined templates available in Crello as well. If you find a design as per your requirements, then your work becomes much easier. You can as well use Canva if you are comfortable using the tool.



Screenshot of Crello Design Editing Dashboard

The computer image that I used in my cover design is taken from freepik.com. Freepik is the best place to get royalty-free images. I have opted for their yearly plan through which I can download 100 premium photos per day, which is more than sufficient for all kinds of design requirements.

Once I finished creating the cover image, I downloaded it in PDF as well as PNG format to use in the ad campaign. [Crello](https://www.crello.com) supports downloading images with transparent background as well.

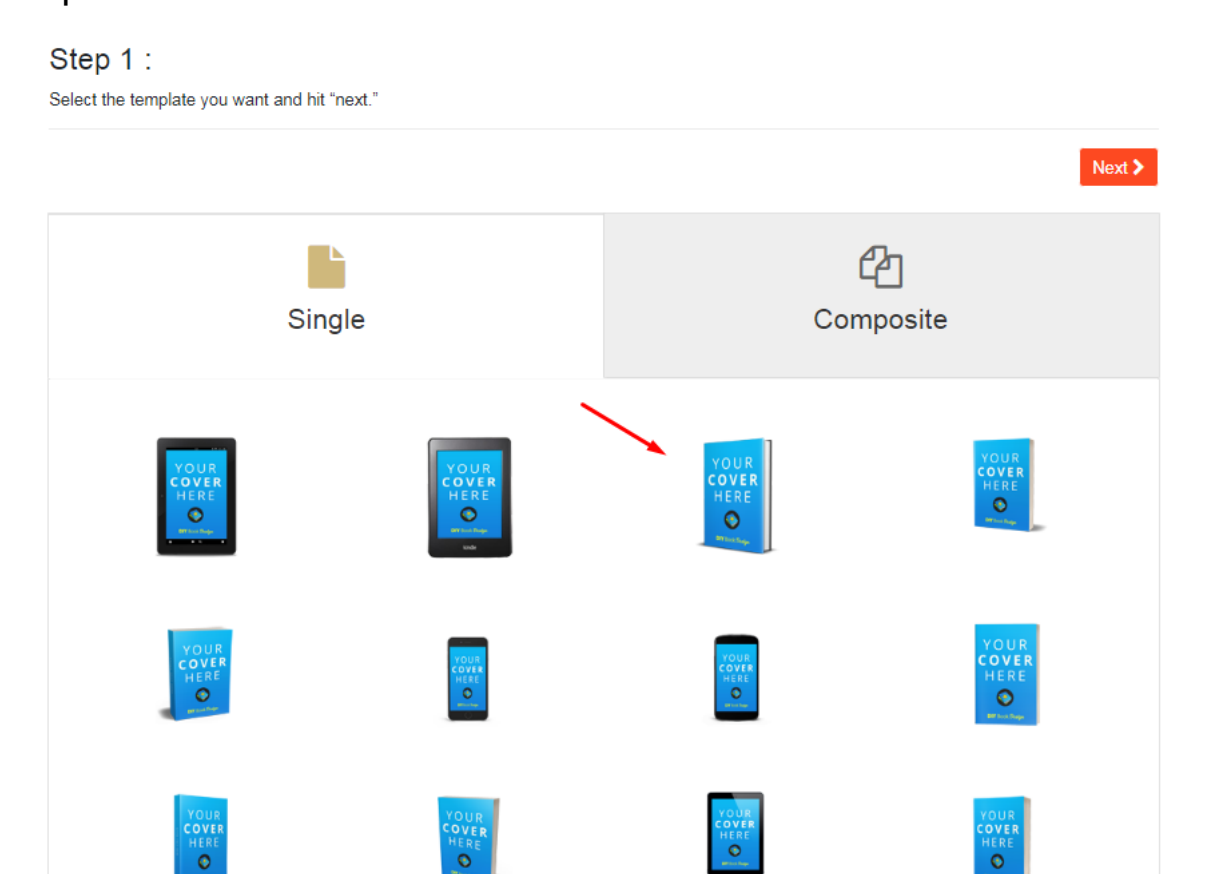
You might say “Don't Judge the Book by its Cover”, but let me be frank and tell you, people **definitely** judge the book based on its cover. So put your 100% efforts in designing the cover image. If possible, outsource the work to your designer friend or to a professional on [fiverr.com](https://www.fiverr.com).

Creating the eBook Mockup

The 2D image created using Crello doesn't give the feel of a book. So creating a 3D mockup & using it on the squeeze page makes it attractive, and gives a professional look. The same 3D mockup of the eBook can be used in Facebook ads as well.

I used an online free-to-use tool called [DIY Book Design](#) to convert the 2D ebook cover that I designed using Crello into an attractive and professional looking 3D ebook, which is normally called a Mockup.

As a first step, the tool asks to select the template from the list to proceed further.



In the next step, I need to upload the 2D cover image that I have downloaded from Crello.



Step 1
Choose a 3D Mockup



Step 2
Select Your Cover Image



Step 3
Download Your Free Mockup

Step 2 :

Please browse and upload the JPG OR PNG file for your book cover design. Front only, spine if needed.

Details

[← Back](#) [Next >](#)

Cover Image

18 Lesser Known Tricks FB Ads - ebook cover.pn

[Browse](#)

[Upload](#)



Once the upload is done and I clicked the next button, the tool gives me the options to download the 3D mockup in JPG & PNG formats.



This is the 3D mockup of my ebook designed using [DIY Book Design](#). This looks professional and attractive as well.

Designing the Squeeze Page

Once I had the eBook ready with amazing content and a 3D mockup image, I designed a [squeeze page](#) on my blog's domain using [Divi builder](#) and integrated the [Aweber](#) form to start collecting the subscribers.

A Squeeze page is a type of landing page that is short in length and has as minimum fields as possible in the contact form. Below I have given the major differences between a squeeze page and a landing page for your better understanding.

Landing Page	Squeeze Page
Contains more than two form fields to get as many details as possible from the lead	Typically contains 2 fields (Name & email ID)
Long in length with multiple CTA buttons and forms.	Short in length with just one form.
A Lead form is optional.	Lead capture form is a must.
Can be used at any point in the buyer's journey	Normally used to get more potential buyers into the funnel.
Involves chat button, social proof, etc.	Doesn't contain anything apart from the lead capture form
Normally has a low conversion rate	Has > 30% conversion rate

I am a huge fan of [Divi builder](#) as it is user friendly and helps even the non-coders like me easily build landing pages and

squeeze pages in no time. [Divi builder](#) comes with hundreds of pre-made templates, and it's a onetime purchase.

Improve your Facebook Ad Game



18 Lesser Known Tricks & Hacks to use in Facebook Ads

From this eBook, you are going to get the complete details about 18 lesser known tricks & hacks that I have been using to increase ROI by 3x times or so.

Name:

Email:

Grab the eBook for Free

We respect your email privacy

Screenshot of the Squeeze page I created using Divi Builder for List Building

Above is the squeeze page that I have designed using the [Divi builder](#). The form that you see in the above screenshot is from [Aweber](#). I have customized and integrated it here.

The squeeze page is pretty simple. You can make use of any page builder that you have for creating it.

The whole purpose here is to have an optimized web page to send traffic, describe the ebook in brief, and make the user fill the form.

You can execute this in whatever way you are comfortable. Just make sure the page loads quickly, so it doesn't affect the conversions.

There are a few important elements that you need to have on the squeeze page, such as:

1. **Headline:** It should grab the attention of the user, and the visitor should understand what the ebook is all about from the headline. "*Improve your Facebook Ad Game*" is the headline that I have used. Use [CoSchedule's headline analyzer](#) to write a better headline.
2. **Subheading:** The place where you can write a line about the ebook. You can use the ebook title as a subheading.
3. **Description:** Explain about the ebook in 4-5 lines or bullet points. Write about the outcome of reading the ebook.
4. **Image:** Use the 3D mockup that you have created using DIY Book Covers or any other tool.
5. **Optin Form:** Create a customized form from your email tool and integrate it on the squeeze page. In my case, I used [Aweber](#)'s form after customizing to match the color of the ebook. Using the email tool's optin form eliminates the need for using automation tools, and within no time, it sends the ebook download link to the subscriber.

Designing the Thank you Page

Again using the [Divi builder](#), I created a thank you page to which the subscriber gets redirected after filling the form on the squeeze page.

So, why is this redirection to a thank you page instead of just showing a success message?

It is necessary as the thank you page URL needs to be marked as 'conversion event' using Facebook pixel. Also, FB ads will be optimized for the conversion event created using the thank you page URL. (It is discussed in detail at a later stage in this guide)

There is one more advantage I get by using a thank you page.

Now I have the attention of the user, who has taken the time and has filled the form manually. Isn't it good if I use the already grabbed attention to introduce myself and achieve one more goal?

This is what I did using the thank you page. As a first step, I thanked the new subscriber for the details and asked to check for my email to find the ebook download link.

Then I divided the thank you page into 3 sections, and in the first section, I introduced myself to the new subscriber with a link to the "about me" section of my blog.

MY STORY

Hey, this is Gururaj Murthy D, a Facebook Marketing consultant based out of Bengaluru. With more than 2 years of experience as a full-time FB Marketing consultant, I have helped my clients in growing their business by up to 3 times using Facebook ads & other channels of digital marketing. I have helped businesses in multiple verticals, including Food, SAAS, & Education.

My expertise lies in planning, execution, and scaling of the ad campaigns to get the target ROAS – Be it brand awareness, lead generation, & e-commerce.

[More About my Work](#)

Connect with Me



In the next section, I introduced my blog on Facebook marketing and explained in a couple of lines about the content of the blog with the blog link.

About My Blog – Learn SMM



Learn SMM is a blog on social media marketing where I share my experience, learnings & knowledge on Facebook Marketing/advertisement. You will find beginner to expert guides on different topics of Facebook marketing and other social media platforms. I write detailed blog posts related to the execution of different advertisements on Facebook.

And in the last section, I mentioned my Facebook group and encouraged the subscriber to be a part of the community of Facebook marketers.

Join the Community of Facebook Marketers

I am building a community of Facebook advertisers to discuss, share & grow together. I want to take this opportunity to welcome you to be a part of this wonderful community.

[Join the Community](#)

To my surprise, 700+ subscribers (out of 2500) joined [my group on Facebook](#), making it more engaging and a growing community of Facebook marketers. All of this was not possible if I didn't utilize the subscriber's attention and mention it in thank you page.

So have a thank you page to redirect the subscribers and utilize it to fulfil your other goals.

Choosing the Email Autoresponder

I did thorough research on this before deciding the best email autoresponder. The delivery of email to the primary folder of the inbox depends on various parameters, and one of the main parameters is the email responder that we choose.

Trust me; it is of no use if our emails land in promotions or spam folders. All the efforts and investments you make get into the dustbin if you don't choose the email responder by analyzing it thoroughly.

So, what did I do to evaluate the email autoresponders?

I found an interesting metric called "Sender Score" that is related to the reputation of the email sender.

Note: In email marketing, deliverability is of utmost importance. So please read & understand this section carefully.

Sender Score is a number score (in 0 to 100) that measures the reputation of the email sender. It is measured to the IP address through which the emails are sent out to the list.

This score is decided based on factors such as spam complaints, blacklists, mailing to unknown users, mailing to spam traps, and many others.

Higher is the sender reputation score, the better is the chance of your email landing in the primary folder.

Since most of us choose 3rd party email service providers (ESPs) such as Mailchimp, Activecampaign, etc., it becomes important to check the Sender Score of the IPs that are used by these ESPs before we choose them for your email marketing activities.

The IP address ESPs uses to send our message is shared by many other users. ESPs normally have a large pool of IP addresses that all of their users share.

This means we won't be able to pinpoint through which IP our emails will go out, and our account isn't assigned to a specific IP address or server.

However, most of the time, ESPs say that the IP selected to send our emails is simply the fastest one available to send the message at that moment in time.

Now, you might get this question: *How to choose the ESP based on their sender score if they use IPs dynamically?*

This is what I did.

I used a tool called senderscore.org, which measures and gives the Sender Score of different ESPs based on the IP addresses they use.

I created a free account on this tool and checked the Sender Score of all the IPs used by most of the ESPs.

Now before showing you the results, you should know about the Sender Score grades and what is the effect of it.

According to senderscore.org, IPs with Sender Score:

Less than 70: Emails from these IPs get aggressively filtered by mailbox providers (like Gmail, Yahoo) before getting to the inbox.

Greater than 70: Emails from these IPs get minimal filtering by mailbox providers.

Greater than 80: Indicates a great sender reputation, and chances are more for the emails from these IPs to land in the inbox.

Here are the Sender Scores of the IPs used by the major ESPs

Constant Contact

This is the screenshot of the Sender Score result for the IPs used by Constant Contact ESP. You can check the URL in the below screenshot to verify this is for constantcontact.com & not for any other tool.

senderscore.org/lookup.php?lookup=constantcontact.com&validLookup=true

Sender Score SENDER SCORE BLOCKLIST LOOKUP FAQ SUPPORT REQUEST A DEMO

IP Address	Hostname	Volume	Sender Score
213.87.134.37	37.gprs.mts.ru.	Very High	12
85.140.7.84	84.mtsnet.ru.	Very High	31
92.53.39.100	ctel-92-53-39-100.cabletel.com.mk.	Very High	46
65.254.44.243	ptr2.crowninternet.net.	Very High	59
213.87.149.149	149.mtsnet.ru.	Very High	67
85.26.164.191		Very High	67
85.140.2.221	221.mtsnet.ru.	Very High	68
213.87.135.9	9.gprs.mts.ru.	Very High	74
69.168.97.47	mx.hughes.net.	Very High	74

Constant Contact has 7 IPs with < 70 Sender Score

AWeber

AWeber has zero IPs with < 70 Sender Score. And this is the reason I am using this email tool, though it has less number of features compared to other ESPs. Plus, the tool is affordable compared to all other tools.

IP Address	Hostname	Volume	Sender Score
209.85.167.193	mail-oi1-f193.google.com.	Very High	83
127.0.0.1	localhost.	Very High	96
204.194.223.155	smtp-soi-g19-155.aweber.com.	Very High	96
204.194.223.209	smtp-coi-wf-confirm-04-209.aweber.com.	High	96
10.171.45.71		Very High	97
10.171.45.72		Very High	97
204.194.223.10	smtp-coi-g04-010.aweber.com.	Very High	97
204.194.223.103	smtp-soi-g02-103.aweber.com.	Very High	97
204.194.223.115	smtp-soi-g06-115.aweber.com.	Very High	97

The least Sender Score for the IP of [AWeber](#) tool is 83

ActiveCampaign

senderscore.org/lookup.php?lookup=activecampaign.com&validLookup=true

IP Address	Hostname	Volume	Sender Score
192.92.97.100	s1.asa1.acemsa5.com.	Very High	46
192.92.97.88	s2.asa1.acemsd2.com.	Very High	49
192.92.97.64	s2.asa1.acemsc1.com.	Very High	52
192.92.97.76	s2.asa1.acemsc3.com.	Very High	66
192.92.97.70	s2.asa1.acemsc2.com.	Very High	68
23.253.183.148	mg.stspg-customer.com.	Very High	87
192.237.159.43	mg.stspg-customer.com.	High	89
192.92.97.82	s2.asa1.acemsd1.com.	Very High	89
166.78.69.146	mg.stspg-customer.com.	High	90

Activecampaign has 5 IPs with < 70 Sender Score

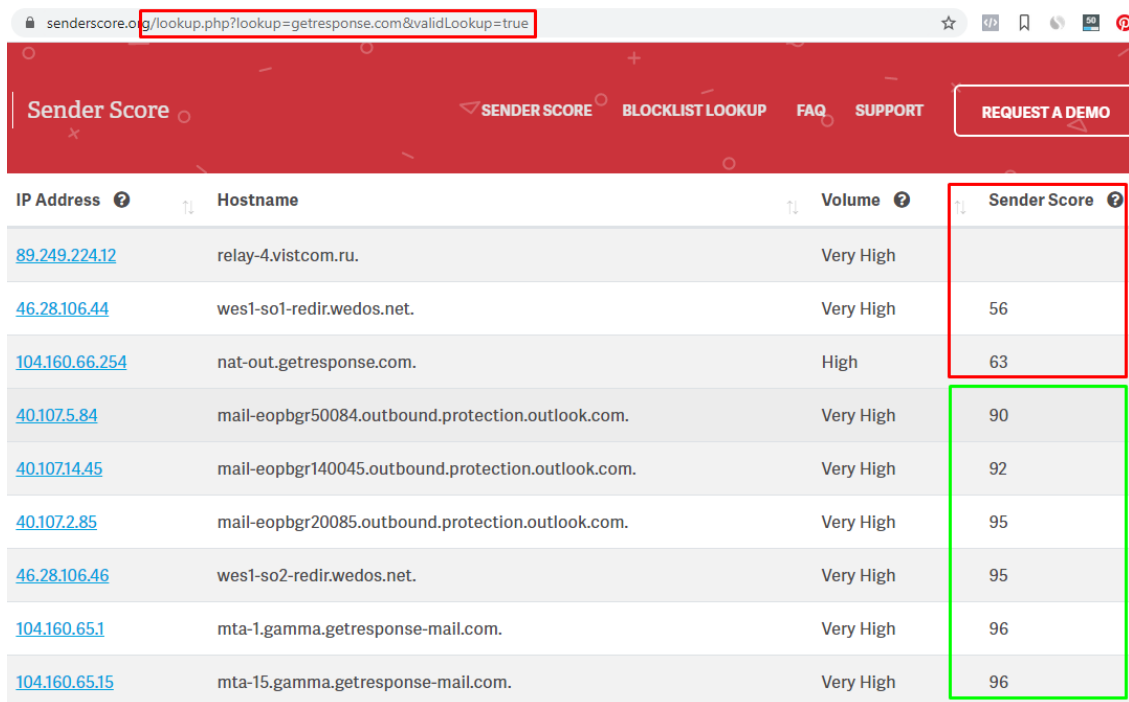
Convertkit

senderscore.org/lookup.php?lookup=convertkit.com&validLookup=true

IP Address	Hostname	Volume	Sender Score
168.245.93.138	o10.ck.n.convertkit.com.	Very High	61
127.0.0.1	localhost.	Very High	96
10.171.45.71		Very High	97
10.171.45.72		Very High	97
149.72.157.113	o26.ck.m.convertkit.com.	Very High	97
149.72.157.114	o31.ck.m.convertkit.com.	Very High	97
149.72.158.9	o27.ck.m.convertkit.com.	Very High	97
149.72.201.182	o29.ck.m.convertkit.com.	Very High	97
149.72.214.208	o28.ck.m.convertkit.com.	Very High	97

Convertkit has just one IP with < 70 Sender Score

GetResponse



IP Address	Hostname	Volume	Sender Score
89.249.224.12	relay-4.vistcom.ru.	Very High	
46.28.106.44	wes1-so1-redir.wedos.net.	Very High	56
104.160.66.254	nat-out.getresponse.com.	High	63
40.107.5.84	mail-eopbgr50084.outbound.protection.outlook.com.	Very High	90
40.107.14.45	mail-eopbgr140045.outbound.protection.outlook.com.	Very High	92
40.107.2.85	mail-eopbgr20085.outbound.protection.outlook.com.	Very High	95
46.28.106.46	wes1-so2-redir.wedos.net.	Very High	95
104.160.65.1	mta-1.gamma.getresponse-mail.com.	Very High	96
104.160.65.15	mta-15.gamma.getresponse-mail.com.	Very High	96

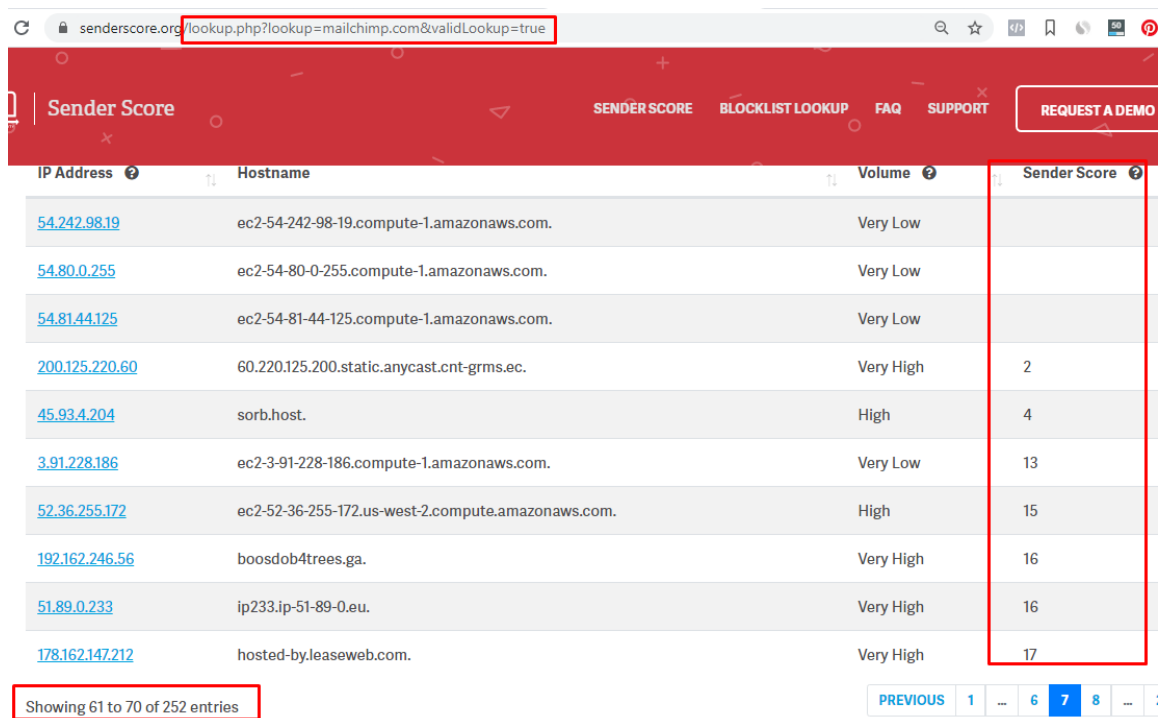
GetResponse has 2 IPs with < 70 Sender Score

You should choose your ESP that has got very few IPs under the 70 score.

You can see that almost all of the ESPs have a few IPs that have less than 70 sender score, and only [Aweber](#) is the exception with 83 as the lowest sender score.

- Activecampaign : 5 IPs with < 70 sender score
- [Aweber](#) : 0 IPs with < 70 sender score
- Constantcontact : 7 IPs with < 70 sender score
- [Convertkit](#) : 1 IP with < 70 sender score
- Getresponse : 2 IPs with < 70 sender score

And if you observe the sender score of IP addresses related to Mailchimp, more than 70 IPs have less than 20 Sender Score (many of them even have single digit scores). This might be the reason many of their emails land in promotion, or spam folders - as also frequently complained by its users.



IP Address	Hostname	Volume	Sender Score
54.242.98.19	ec2-54-242-98-19.compute-1.amazonaws.com.	Very Low	
54.80.0.255	ec2-54-80-0-255.compute-1.amazonaws.com.	Very Low	
54.81.44.125	ec2-54-81-44-125.compute-1.amazonaws.com.	Very Low	
200.125.220.60	60.220.125.200.static.anycast.cnt-grms.ec.	Very High	2
45.93.4.204	sorb.host.	High	4
3.91.228.186	ec2-3-91-228-186.compute-1.amazonaws.com.	Very Low	13
52.36.255.172	ec2-52-36-255-172.us-west-2.compute.amazonaws.com.	High	15
192.162.246.56	boosdob4trees.ga.	Very High	16
51.89.0.233	ip233.ip-51-89-0.eu.	Very High	16
178.162.147.212	hosted-by.leaseweb.com.	Very High	17

Showing 61 to 70 of 252 entries

Mailchimp has around 70 IPs with < 20 Sender Score.

Note: Sender Score is not the only factor that decides where the email lands, but it is one of the important factors that you should consider to see good delivery rates for your campaigns.

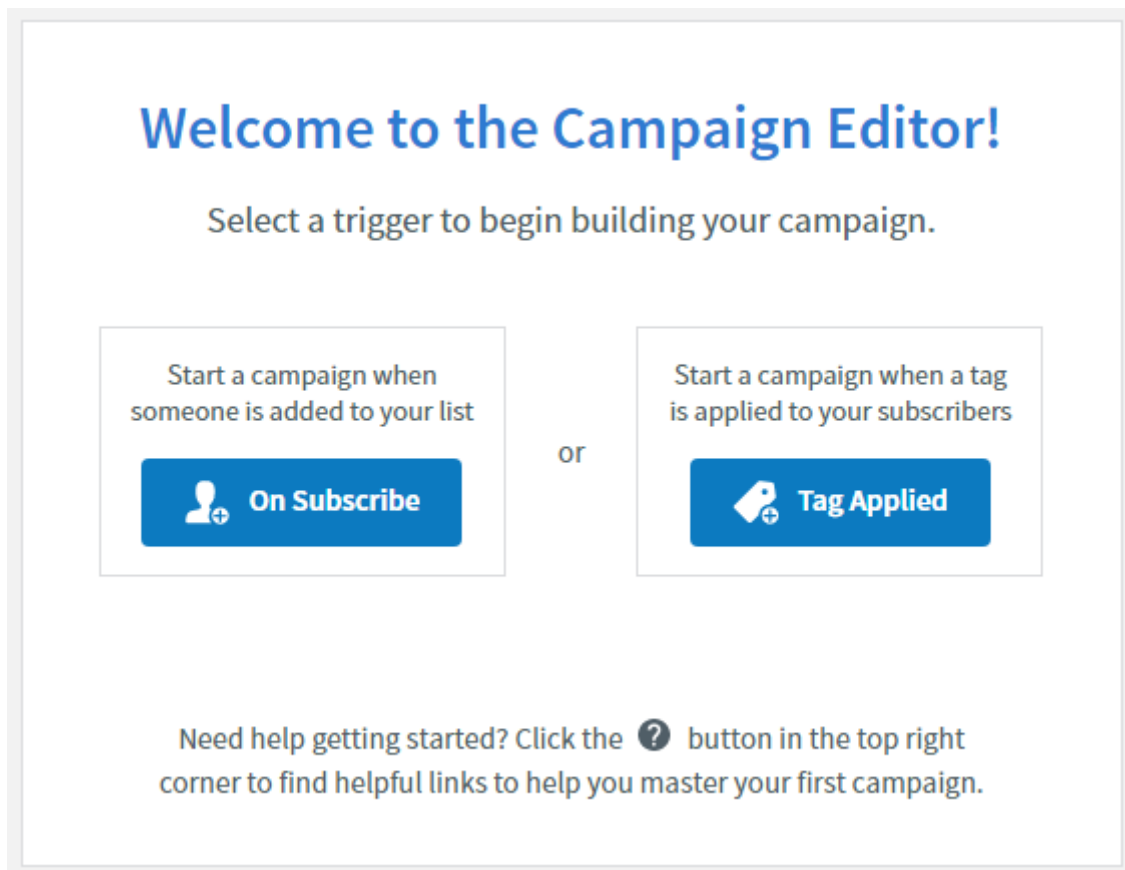
It is after this research that I decided to use [Aweber](#) though it has got comparatively less number of features as that of [Convertkit](#) (the next best email tool in terms of having good Sender Score for the IPs).

I recommend you to use [Aweber](#) if you are looking for the best services at an affordable price. And if the features of the tool are more important to you, then go with [Convertkit](#) which has quite good features with good sender score as well.

Email Campaign Setup

Once I designed the squeeze page and decided on the email autoresponder, I went ahead and created my first campaign in Aweber.

In Aweber, a Campaign is something that sends a series of emails based on a trigger. Right now, Aweber has two types of triggers to start the campaign. One is when a new subscriber is added to the list and the second one is when a subscriber is added a tag.



In my case, I wanted to send a welcome email as soon as someone fills the form integrated on the squeeze page. So choosing the new subscriber as a trigger suits my requirement.

Below is the welcome email that I sent for all the new subscribers with the link to download the ebook.

Hello {!firstname_fix},

Gururaj here from Learn SMM

Thank you for opting my eBook "**18 Lesser Known Tricks & Hacks to use in Facebook Ads**".

You can download the eBook from the below button.

[Download the eBook](#)

Hope you will find the eBook helpful.

Regards,
Gururaj Murthy
Facebook Marketing Consultant
www.learnsmm.com

Apart from the above welcome email, I also added a followup email to go out after one hour of receiving the welcome email. This is to ensure the subscriber download the ebook if he/she was busy and missed checking the welcome email.

Hello {!firstname_fix},

Gururaj here from Learn SMM.

I see you recently opted in to download my eBook on FB tricks and hacks.

If you have not yet downloaded the eBook, please [download it from this link](#).

{!firstname_fix}, if you are someone who is looking to learn Facebook marketing, I would recommend you to visit my blog [Learn SMM](#).

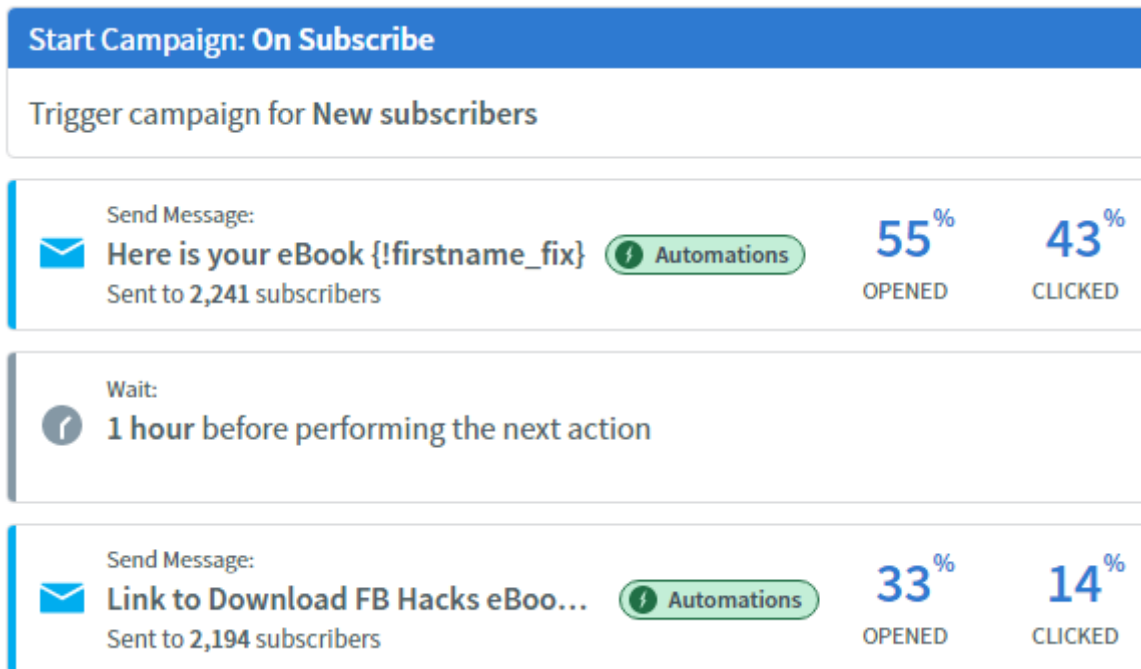
My blog, [Learn SMM](#), is filled with guides that are beginner friendly and also helps you to explain concepts in Facebook advertisement - even if you are an experienced marketer.

Also, I want to take this opportunity to invite you to [join the growing community of Facebook marketers](#), which I have created to share, discuss, and grow together.

I look forward to meeting you inside the community :)

Regards,
Gururaj Murthy
Facebook Marketing Consultant
www.learnsmm.com

From the below screenshot, you can see that the followup email helped me to get 14% more downloads of the lead magnet.



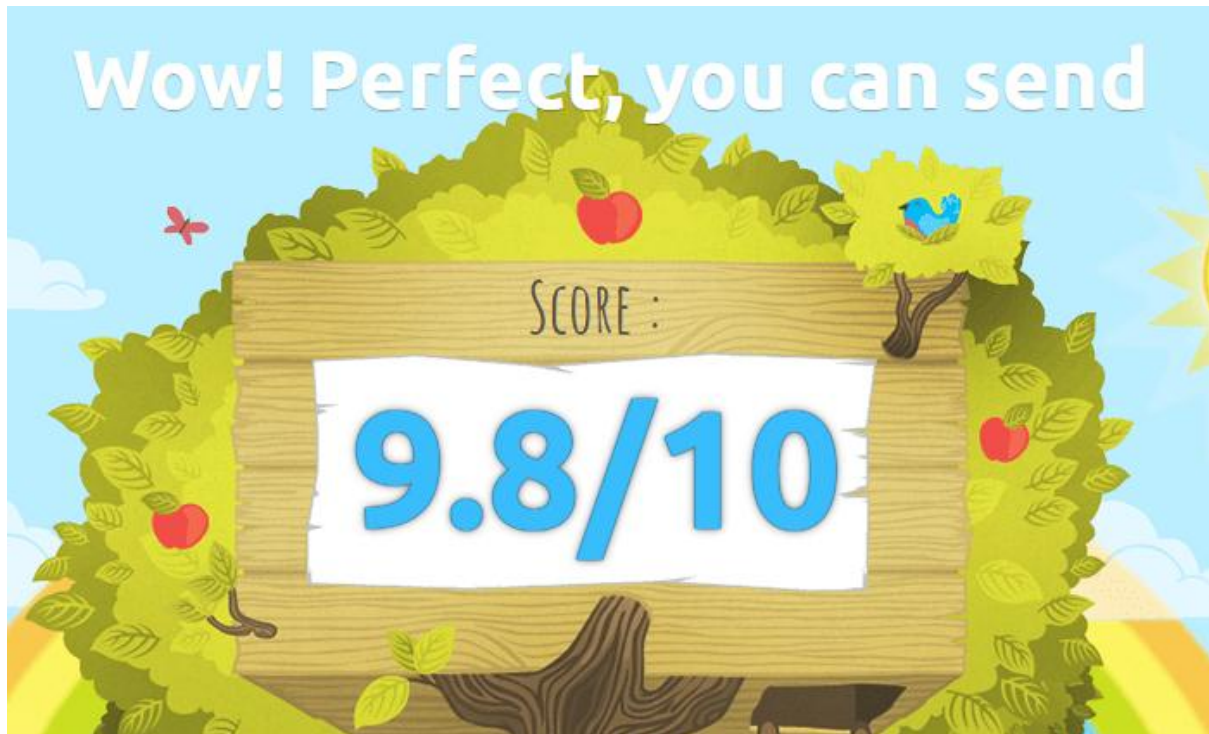
Based on the performance, you can add one more followup email after a couple of hours or a day as well.

If you observe the content of my followup email, I encouraged my subscribers to visit my blog to read in-depth guides on Facebook ads, and also asked them to join my community on Facebook.

Before making the campaign live or before sending any email for that matter, I check the spam score using this free-to-use [mailtester](#) tool.

AWeber has an option to send a test email before sending the actual email to subscribers. So I use this feature to send a test email to the email ID given by [mailtester](#) tool.

Below is the spam score I got for my welcome email



The mailtester tool also gives the breakup of the score and helps to pinpoint the issues so that we can fix them before sending the email.

Subject : Here is your eBook Gururaj

Bounce address : rKyMnCwszLQMtGa07qZG@smtp-corp-000.aweber.com Received 0 minutes ago

+	Click here to view your message	✓
+	SpamAssassin thinks you can improve	-0.2
+	You're not fully authenticated	✓
+	Your message could be improved	✓
+	You're not blacklisted	✓
+	No broken links	✓

Your lovely total: 9.8/10

This process helps to ensure the spam score is always kept near to ten and increase the chance of inbox delivery.

AWeber also has an inbuilt feature that gives you the spam score, but it is always better to cross check with a third party platform like mailtester.

Apart from checking the spam score, I also checked for mobile optimization and also sent a test mail to my own email ID to check the actual view of the email and see if there are any mistakes to fix.

Once all the above tasks are completed, I made the email campaign live and checked by submitting the test details in the form integrated on the squeeze page. Everything was working as expected.

Facebook Ad Campaign: AIM

The performance of the Facebook ad campaign depends majorly on these three parameters: AIM

Audience : The target audience that we choose in our adset

Image : The ad creative that we use as part of the ad.

Message : The ad copy that we write to explain about the ebook & attract the audience.

Even if one of these is wrong, the performance of the ad gets affected. So you need to do proper research about the audience that you want to target, use a relevant ad creative, and convincing ad copy.

Target Audience

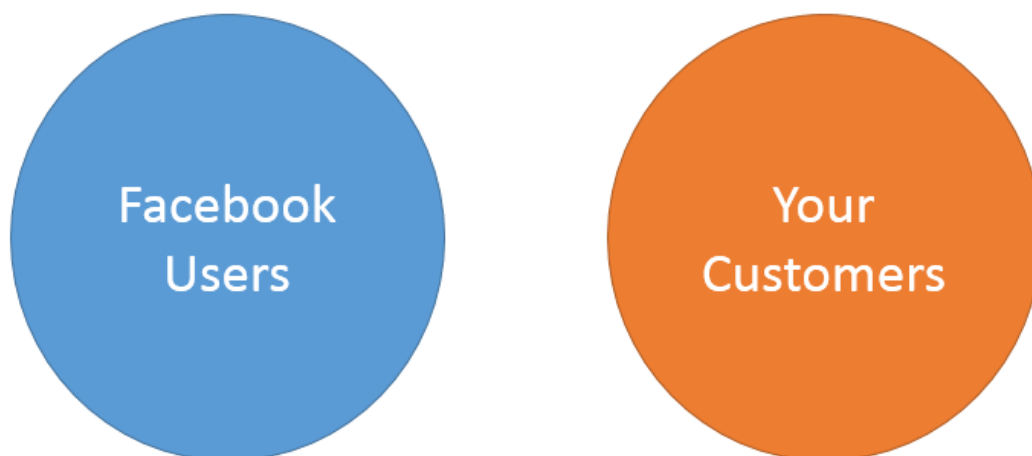
Millions of active users use Facebook at least once a day. From this large number of users, you need to choose the right people to show your ads.

And targeting the right people plays an important role in Facebook ads. The performance of your ad largely depends on, whom you choose as the target audience.

I want you to assume yourself as a business owner who wants to show ads to potential customers.

Let's consider Facebook users, and your customers, as two separate groups. Since there are more than 2 billion Facebook users, there is a high chance that many of your customers might be using Facebook.

Now you need to find out what number of your potential customers are using Facebook. Once you find this, you can advertise on Facebook, targeting these people, who can be your paying customers.



Finding your Potential Customers

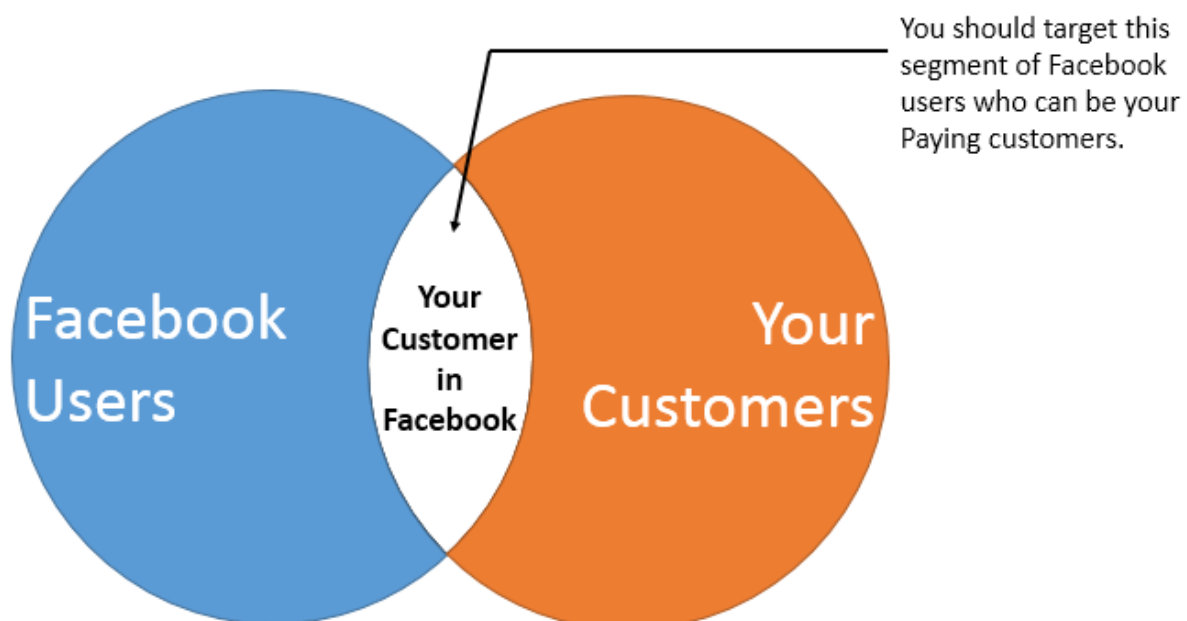
So, how will you find & target your potential customer?

Firstly, you need to understand the behavior of your customer, & you should also study the user persona. Facebook keeps track of its user's activity, in the form of data, and categorize them based on it.

For example, Facebook knows the pages you have liked, places you have visited based on your check-ins, your age, your native & current place, your education, your profession, & so on.

This information of you is just the data to Facebook, based on which you receive relevant updates on your news feed.

A Facebook user's news feed is customized based on his/her activity on its platform. So, Facebook users react to your ad & take action, only if they find it relevant & useful to them.



As shown above, this is what you need to find out: your potential customer who uses Facebook.

After finding the target audience, whom you think can be your paying customer, you can start placing ads on Facebook, which are shown to your selected target audience.

Understanding the Product/Service you are promoting

Let me explain this with an example.

You are helping a film producer who wants to promote his upcoming movie, & your goal is to get more bookings for the film.

As a first step, you need to understand the product or service that you are promoting on Facebook. Here, the product is a movie.

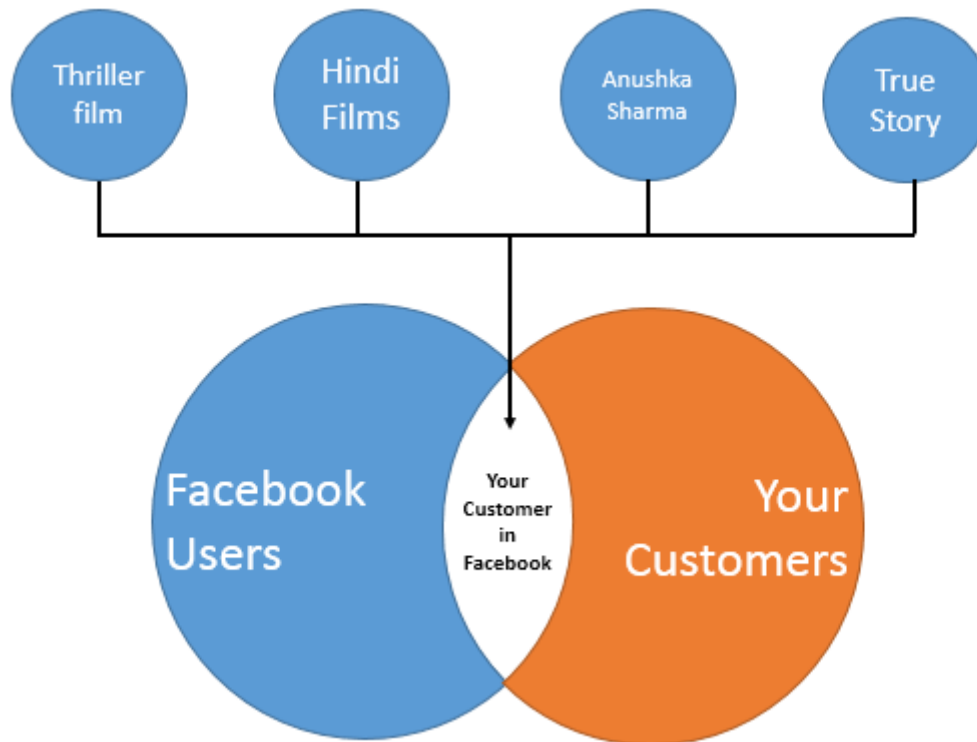
So, first, you need to find out the movie genre, its language, the main artists in the film, and the speciality of the movie, if any.

Let's consider it a thriller movie, & the movie language is Hindi.

Anushka Sharma is playing an important/lead role. And the movie is based on a true story.

So, your target audience should have shown interest in thriller movies, Bollywood films, Anushka Sharma, and/or movies based on true stories.

This makes up your target audience on Facebook, to whom you can show your ads. Refer below pic:



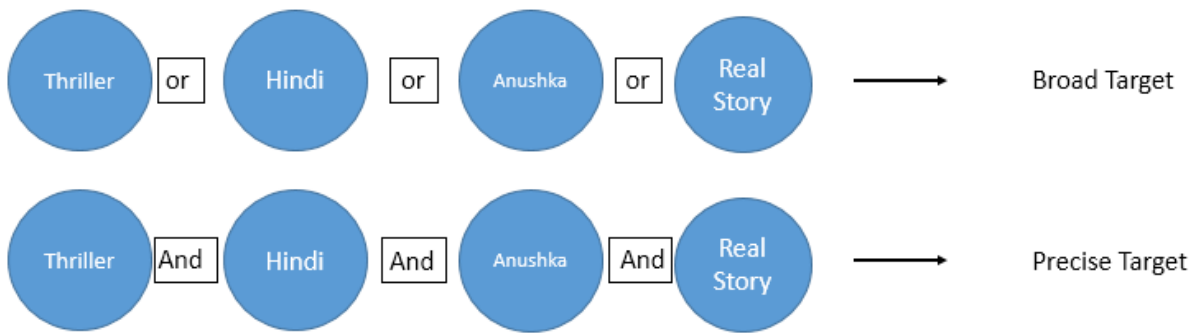
Broad & Precise Targeting

You can build your target group, based on many combinations.

You can tell Facebook to target your ads to its users who have shown interest in thriller movies, or Bollywood films, or Anushka Sharma, or who have shown interest in movies based on real stories.

In this case, Facebook shows your ad to its users, whoever matches to at least one of these conditions. This is normally called **broad targeting**.

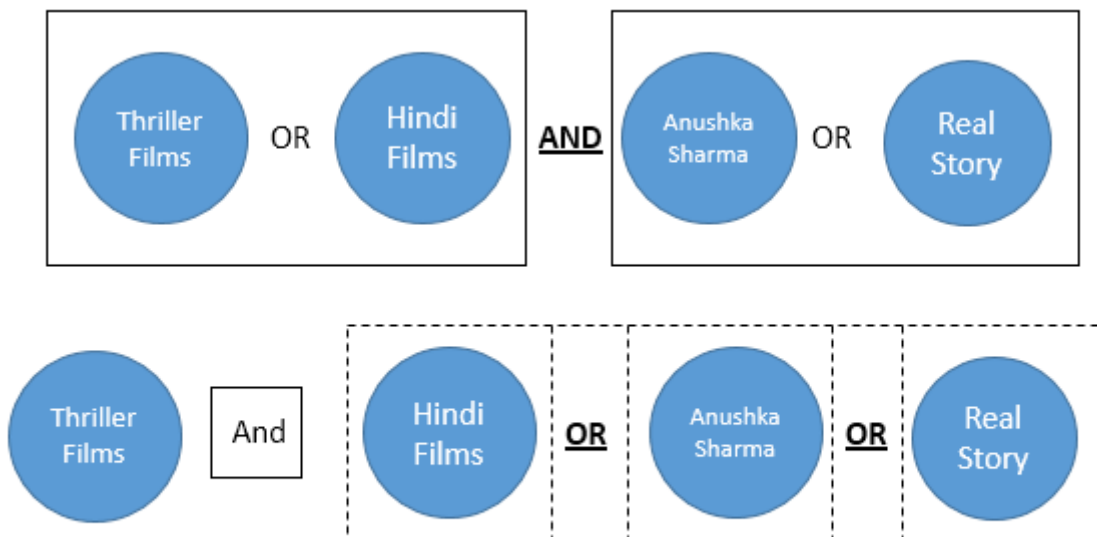
The second combination can be to show your ads to Facebook users who match all of those conditions, which is called **precise or narrow targeting**.



You can also promote the movie to Facebook users who match at least two of your conditions, as shown in the below picture.

If in case, the movie is a thriller film, you can then make your ads to show to users who have shown interest in thriller films and also shown interest in Bollywood films, or Anushka Sharma, or true story based films.

This way, you can reach a particular segment of Facebook users who you think is most likely to take action.

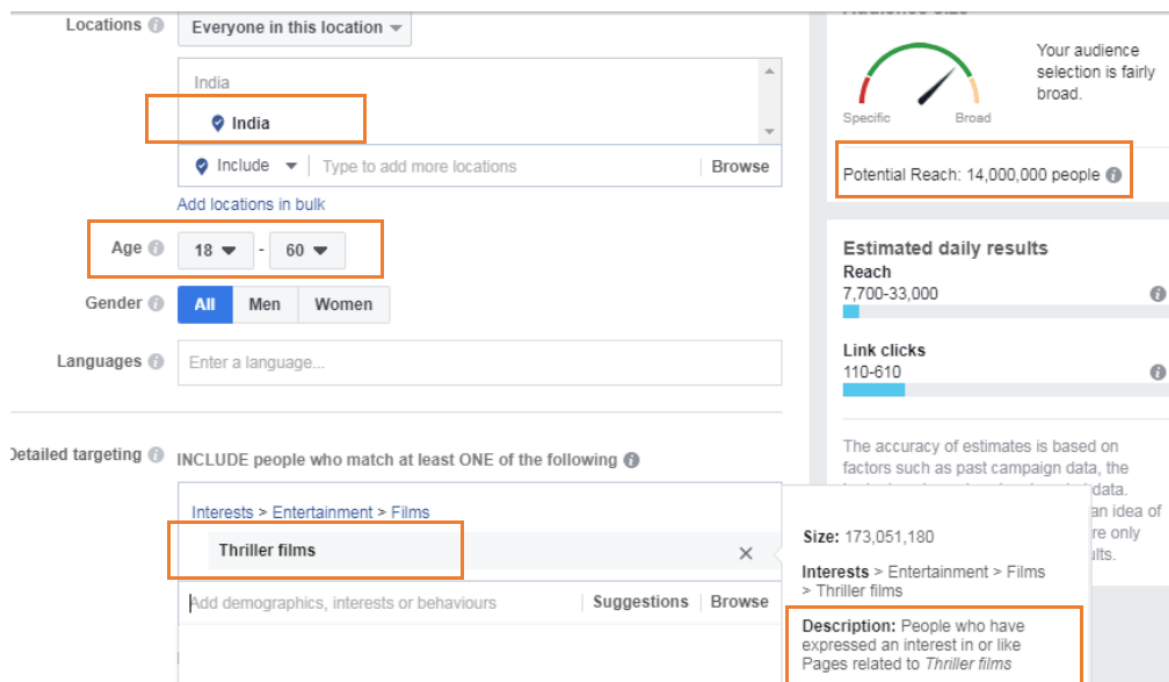


Creating audience group inside Ads Manager

The below screenshot, which is from inside the ads manager's account shows you how to choose the target audience.

As a first step, you need to select a country, state or a particular city where you need to show ads.

In the next step, you need to select the age group. Since people of all age groups prefer to watch movies, you can have a wide range.



The screenshot displays the targeting interface in Facebook Ads Manager. Key elements include:

- Locations:** A dropdown menu set to "Everyone in this location" with "India" selected. A "Potential Reach: 14,000,000 people" indicator is shown on the right.
- Age:** A range selector set to "18 - 60".
- Gender:** Buttons for "All", "Men", and "Women", with "All" selected.
- Languages:** A text input field labeled "Enter a language...".
- Detailed targeting:** A section titled "INCLUDE people who match at least ONE of the following" with a search bar containing "Thriller films". A tooltip shows the "Size: 173,051,180" and "Description: People who have expressed an interest in or like Pages related to Thriller films".
- Estimated daily results:** A summary on the right showing "Reach: 7,700-33,000" and "Link clicks: 110-610".

In detailed targeting, you need to select the interest of your potential customers.

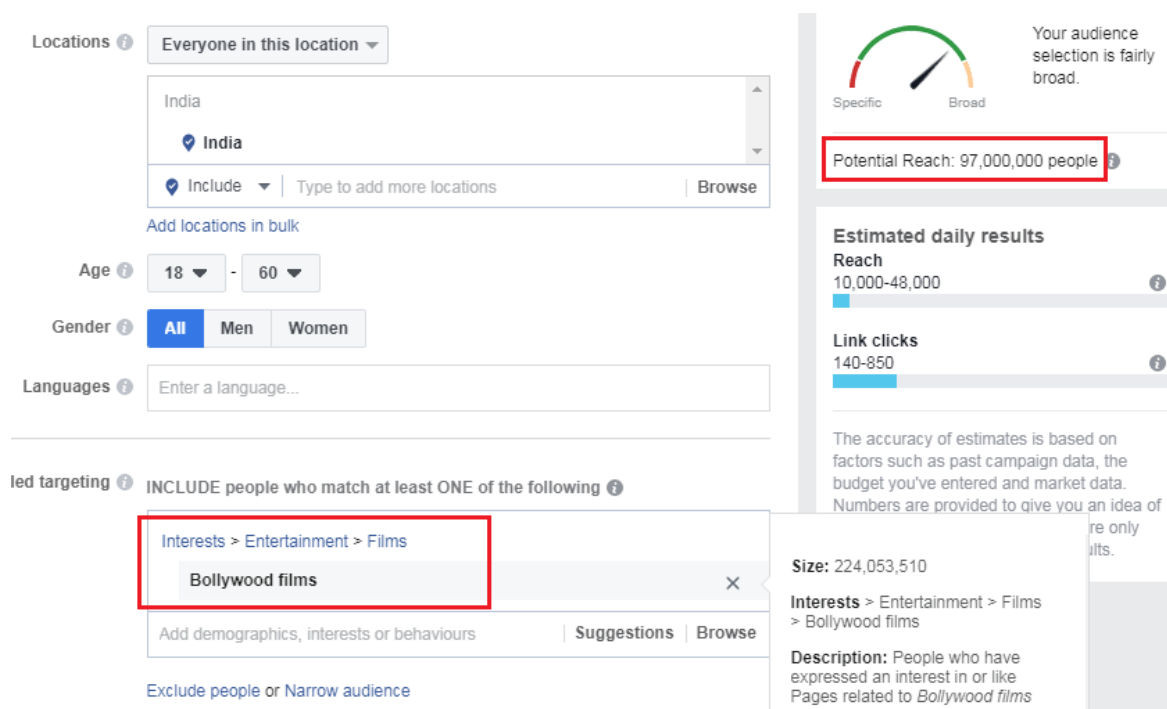
Here I have selected 'thriller films'. You can observe the description that is given by Facebook, which says, "People who have expressed an interest, or like pages related to thriller films".

This is how Facebook categorizes the interest expressed by its users. The total number of people who can see your ad with this condition is around 14 million.

In other words, it can be expressed as *there are an approximate 14 million Facebook users in India in the age group of 18 to 60 who have expressed their interest in thriller movies.*

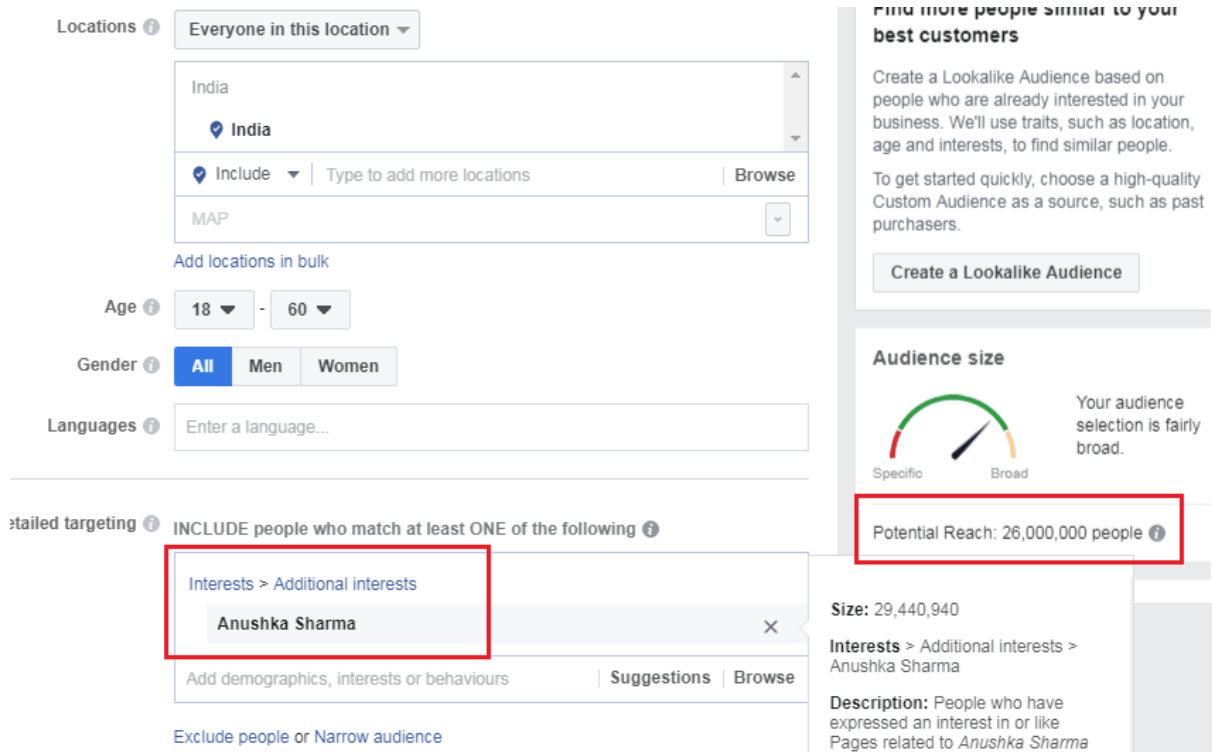
Pro Tip: If in case, you are promoting a product or service, which is related to college students, you can select the age group from 18 to 25, or maybe 28, based on what product or service you are promoting. You can also choose the gender of your audience if it is applicable. You can select only women as your target group when promoting products like Jewellery, women's beauty & grooming products, or sarees. You are also free to select the language of your audience if it is applicable & if you feel it is right.

If I select Bollywood movies as an interest of Facebook users by keeping the place & age group the same, then the potential reach is 97 million.



The screenshot shows the Facebook Ads targeting interface. On the left, the 'Locations' dropdown is set to 'Everyone in this location' with 'India' selected. The 'Age' range is set to 18-60, and 'Gender' is set to 'All'. The 'Languages' field is empty. Under 'Refined targeting', the 'INCLUDE' section shows 'Interests > Entertainment > Films' with 'Bollywood films' selected. On the right, a gauge indicates 'Your audience selection is fairly broad'. Below the gauge, 'Potential Reach: 97,000,000 people' is highlighted with a red box. The 'Estimated daily results' section shows 'Reach' as 10,000-48,000 and 'Link clicks' as 140-850. A disclaimer states: 'The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of...'. Below this, 'Size: 224,053,510' is shown, followed by 'Interests > Entertainment > Films > Bollywood films' and a 'Description: People who have expressed an interest in or like Pages related to Bollywood films'.

And there are around 26 million Facebook users in India, in the age group 18 to 60 who have shown interest in actress Anushka Sharma.

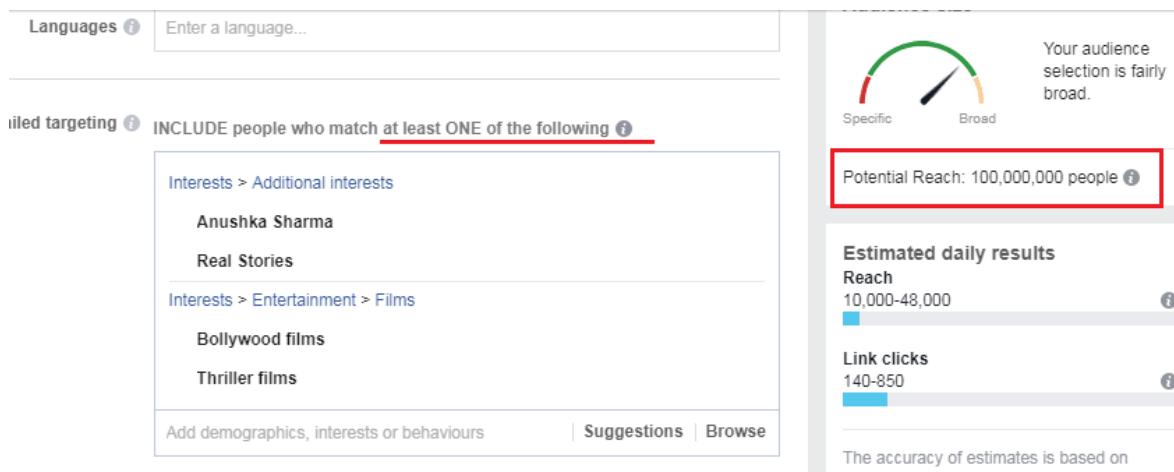



The screenshot shows the Facebook Audience Insights tool interface. On the left, there are filters for Locations (set to India), Age (18-60), Gender (All), and Languages. Below these is the 'Tailored targeting' section, which is set to 'INCLUDE people who match at least ONE of the following'. A red box highlights the 'Interests > Additional interests' category, with 'Anushka Sharma' selected. On the right, a 'Find more people similar to your best customers' section provides instructions on creating a Lookalike Audience. Below that, an 'Audience size' section features a gauge chart showing the selection is 'fairly broad'. A red box highlights the 'Potential Reach: 26,000,000 people' metric. At the bottom right, a summary box shows 'Size: 29,440,940', 'Interests > Additional interests > Anushka Sharma', and a 'Description' of the audience.



Narrowing Down the Target Audience: From Broad to Precise Targeting

Let me show you the audience size by choosing all four interests. If you refer to the below image, I have listed all the four interests.

When you need to show your ads to people who match to at least any one of these interests, then the number of potential 'reach' just increased to 100 million. It is called 'broad targeting' that I mentioned earlier.



Languages  Enter a language...

Targeted targeting  INCLUDE people who match at least ONE of the following 


Interests > Additional interests

- Anushka Sharma
- Real Stories


Interests > Entertainment > Films

- Bollywood films
- Thriller films


Add demographics, interests or behaviours | Suggestions | Browse


Specific  Broad

Your audience selection is fairly broad.

Potential Reach: 100,000,000 people 

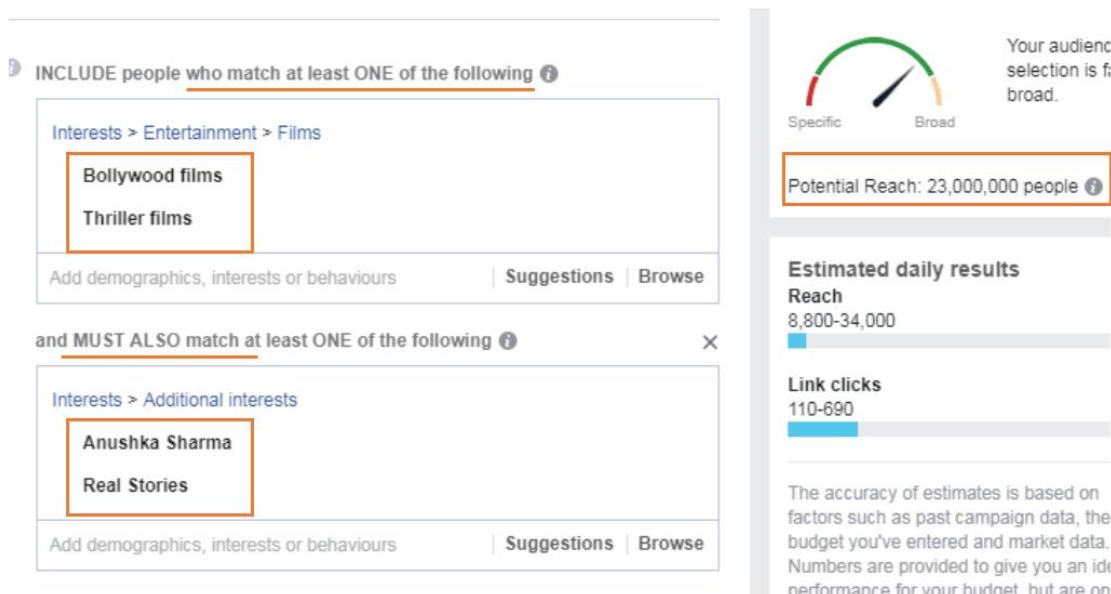
Estimated daily results


Reach
10,000-48,000 

Link clicks
140-850 

The accuracy of estimates is based on factors such as past campaign data, the

Below, I have combined two interests of Facebook users.





INCLUDE people who match at least ONE of the following 

Interests > Entertainment > Films

- Bollywood films
- Thriller films


Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following  


Interests > Additional interests

- Anushka Sharma
- Real Stories

Add demographics, interests or behaviours | Suggestions | Browse

Specific  Broad

Your audience selection is fairly broad.

Potential Reach: 23,000,000 people 

Estimated daily results

Reach
8,800-34,000

Link clicks
110-690

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget but are on

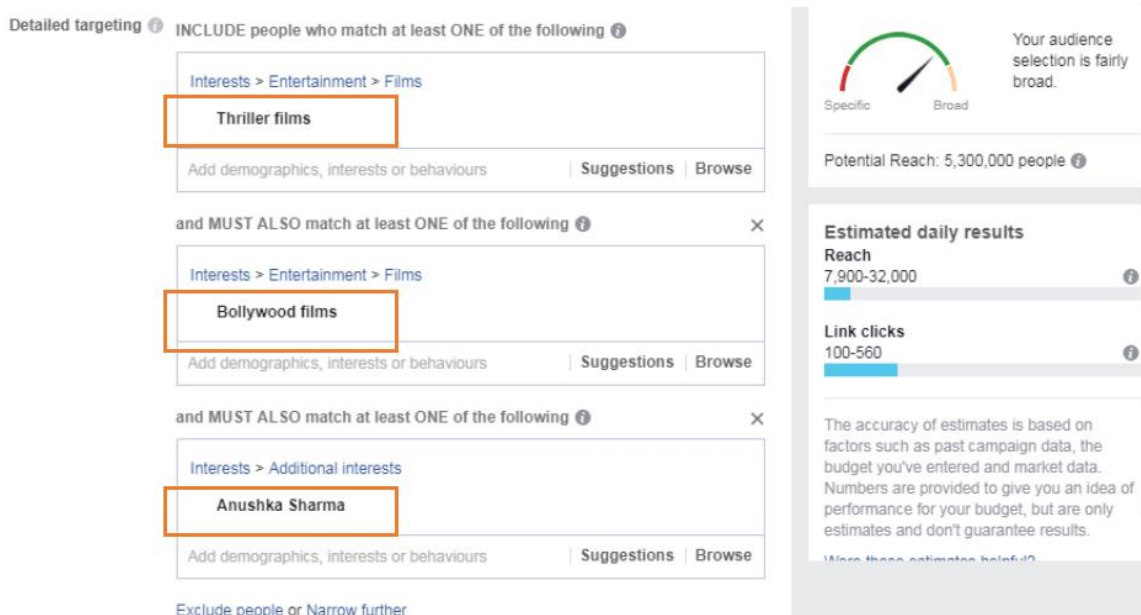
Here, you are asking Facebook to show your ads to people who match any of the two interests that are selected. The possible combinations are:

- Users who have shown interest in Bollywood films and actress Anushka Sharma (or)
- Users who have expressed their interest in thriller films and actress Anushka Sharma (or)
- Users who like thriller films and movies based on true stories (or)
- Users who have shown interest in Bollywood films and real stories.

With any of the above conditions, around 23 million Facebook users can see the ad. Please refer to the above screenshot.

Now, let me show you the next possible combination in Facebook audience targeting.

When you say you need to show your ad to people who have expressed their interest in three interests, the potential reach is reduced to 5.3 million users as seen in the below screenshot.



Detailed targeting **INCLUDE** people who match at least ONE of the following

- Interests > Entertainment > Films
Thriller films
Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following

- Interests > Entertainment > Films
Bollywood films
Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following

- Interests > Additional interests
Anushka Sharma
Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow further

Your audience selection is fairly broad.

Potential Reach: 5,300,000 people

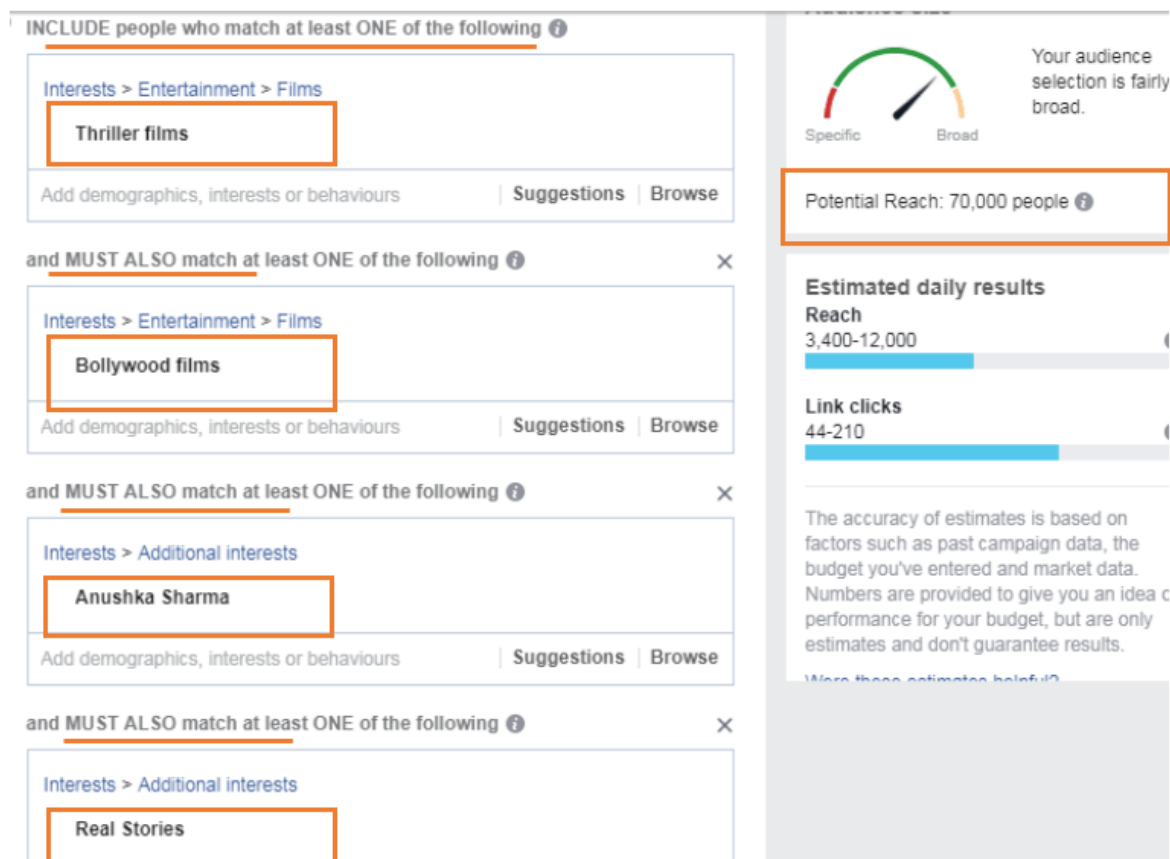
Estimated daily results

Reach	7,900-32,000
Link clicks	100-560

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

You need to observe that by combining (also called as layering) the user's interest, the target group size is reducing. And also, the probability of taking action on the ad shown is increasing since these Facebook users have shown interest in all the three interest categories.

As a final step in narrowing the Facebook users and finding the right audience, you keep the condition that Facebook users should have expressed their interest in Bollywood films, actress Anushka Sharma, thriller films and movies based on true stories.



The screenshot displays the Facebook Ads targeting interface. On the left, four interest layers are stacked, each with a red box highlighting the selected interest:

- Layer 1: **INCLUDE people who match at least ONE of the following**
 - Interests > Entertainment > Films
 - Thriller films**
- Layer 2: **and MUST ALSO match at least ONE of the following**
 - Interests > Entertainment > Films
 - Bollywood films**
- Layer 3: **and MUST ALSO match at least ONE of the following**
 - Interests > Additional interests
 - Anushka Sharma**
- Layer 4: **and MUST ALSO match at least ONE of the following**
 - Interests > Additional interests
 - Real Stories**

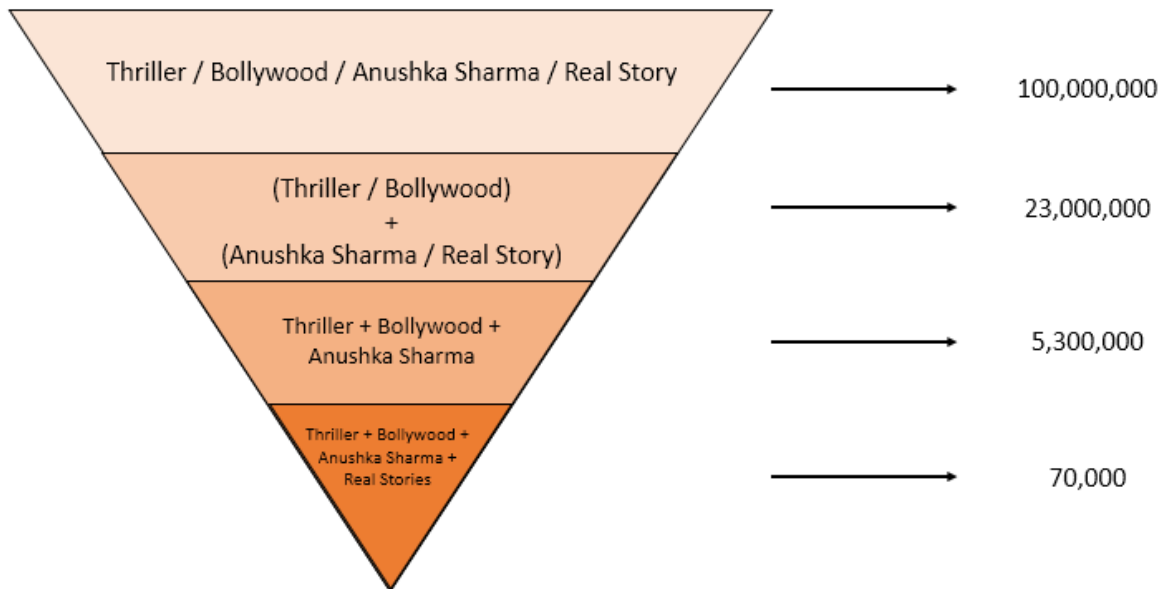
On the right side, a gauge indicates the audience selection is "fairly broad" (positioned between "Specific" and "Broad"). Below the gauge, a red box highlights the **Potential Reach: 70,000 people**. Underneath, the **Estimated daily results** are shown:

- Reach:** 3,400-12,000
- Link clicks:** 44-210

Below the metrics, a disclaimer states: "The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results."

With three interest layers, the potential reach has come down to just 70,000.

Below representation gives you a quick recap. In the process of narrowing down the audience, we have reduced the group of Facebook users from 100 million to just 70 thousand with three interest layers.



Target audience with 3 layers is a super target. You need to decide the number of layers based on the size of the target audience. Sometimes even with 1 layer, the target audience size reduces to five digits.

Do proper audience research before finalizing your target audience. The above example is not related to blogging or affiliate marketing. Still, I selected it so that I can explain in detail about the process of narrowing the target audience using interest layering.

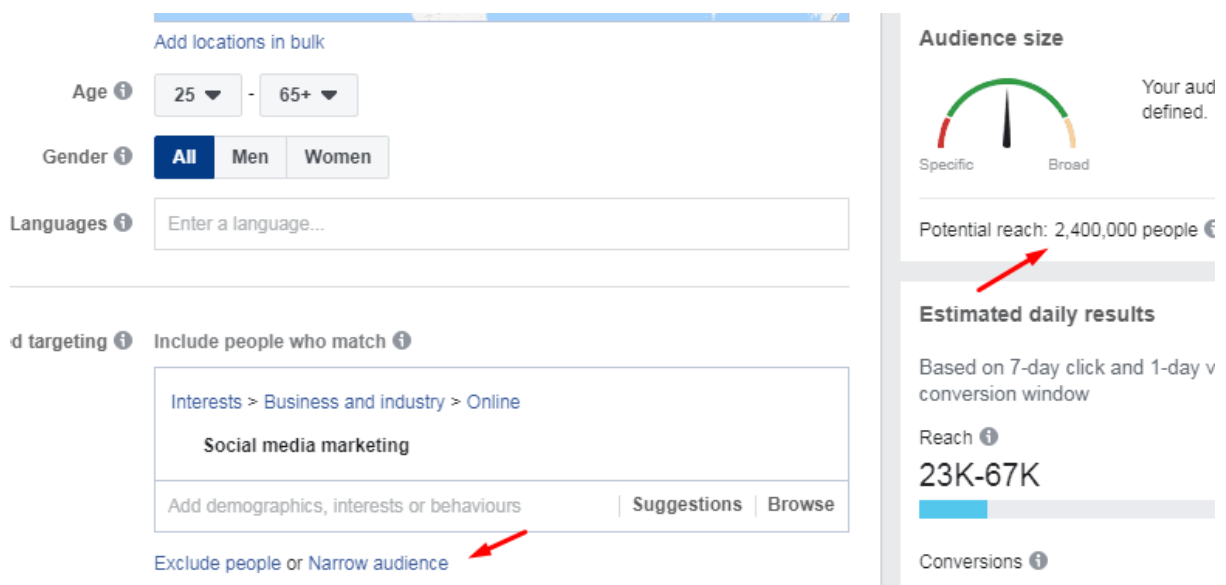
Based on your niche and the topic of your ebook, you need to get the right target audience. You might find Facebook's [Audience Insights tool](#) helpful in finding more targeting options.

Try to keep the audience size more than 100,000 when you are just starting out. If you get laser targeted interests, which you

think are 100% right audience to show the ads, ensure you have a minimum of 10,000 audience size for the delivery of the ads.

On the other side, if the audience size is 3-4 million, you might want to add an interest layer to narrow down the audience size.

In my ad campaign, I have selected “Social Media Marketing” as an interest target since it is very much related to the topic of my ebook. Selecting this “interest” as a target audience indicates to Facebook that I want to show ads to people who have expressed interest in social media marketing.



Since the target audience size was in millions, I added “Online Advertising” interest as a layer. To narrow the audience by adding a new target interest group, you need to click on the ‘Narrow audience’ button, as shown in the above screenshot.

Detailed targeting ⓘ Include people who match ⓘ

Interests > Business and industry > Online

Social media marketing

Add demographics, interests or behaviours | Suggestions | Browse

and must also match ⓘ

Interests > Business and industry > Online

Online advertising

Add demographics, interests or behaviours | Suggestions | Browse

[Exclude people](#) or [Narrow further](#)

Audience size

Your audience is defined.

Potential reach: 1,600,000 people ⓘ

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

22K-63K

Adding 'online advertising' as an interest layer indicates to Facebook that I would like to show ads to its users, who have expressed interest in both 'social media marketing' as well as 'online advertising'.

As discussed earlier, the process of adding a layer helps us to narrow down the audience and find a more precise audience to target the ads.

In other words, I can say that people who have expressed interest in both the above topics are more likely to respond to my ad, compared to people who are interested in any one of the above topics alone.

This is the exact audience that I have targeted and built my email list of 2500 subscribers.

Please note that the audience size that you see in the above two screenshots is considering people living in metro cities of India. If it is all India, the audience size would be still bigger.

Points to remember in Facebook audience targeting:

1. Based on the goal of your advertisement, you need to decide the type of targeting. Whether to go for precise/narrow targeting or broad targeting.
2. Choose whether to target men, women or both of them, based on the product or service you promote.
3. Choose the right place to target your ads. If you want to promote a product that is mostly used by IT industry people, then it is good to select places like Bengaluru, Gurugram, Noida, and Hyderabad, rather than choosing any other cities.
4. Select a more suitable age group based on your product or service: Target age group varies for students, for people who just started earning, and who are married. Select the age group based on your product/service.
5. Understand the product/service that you are promoting on Facebook. More you understand about the product/service, the easier it is to find the target users on Facebook.

Let's say you need to promote shoes on Facebook. First, you need to understand whether it is formal shoes, sports shoes, or casual shoes. Let's consider you find them as sports shoes. Then you need to know which sports shoes they are. Again, let us consider it as running shoes. Get deeper and try to understand whether it is for long-distance running, jogging, to use inside a gym, or for running on the road.

If you find the shoe is for running on roads, then you can show ads to Facebook users, who are interested in 'marathon'. Try to get as many details as possible about the product or service, for which you are doing promotion.

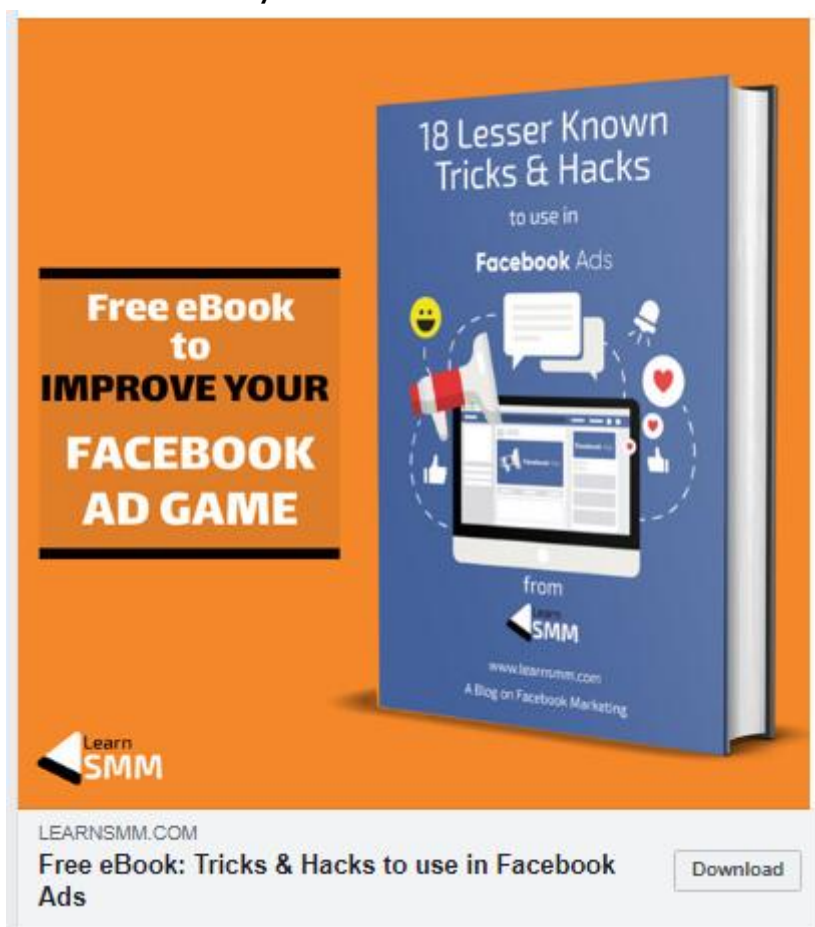
By doing so, you can precisely target Facebook users based on their interests. In this case, if you don't know the exact application of the shoes you are promoting, you might end up showing the ad to a wrong set of Facebook users, which results in low performance of the ad.

Ad Creative

First and the foremost thing here is to ensure that the ad creative looks attractive. Use ad creatives in square format rather than the landscape format as square format ad creatives occupy more space on the user's mobile screen and also they have proved to perform better than the landscape format ads.

If you have multiple ad creatives, it is recommended you run the split test to check which one gets you the best results.

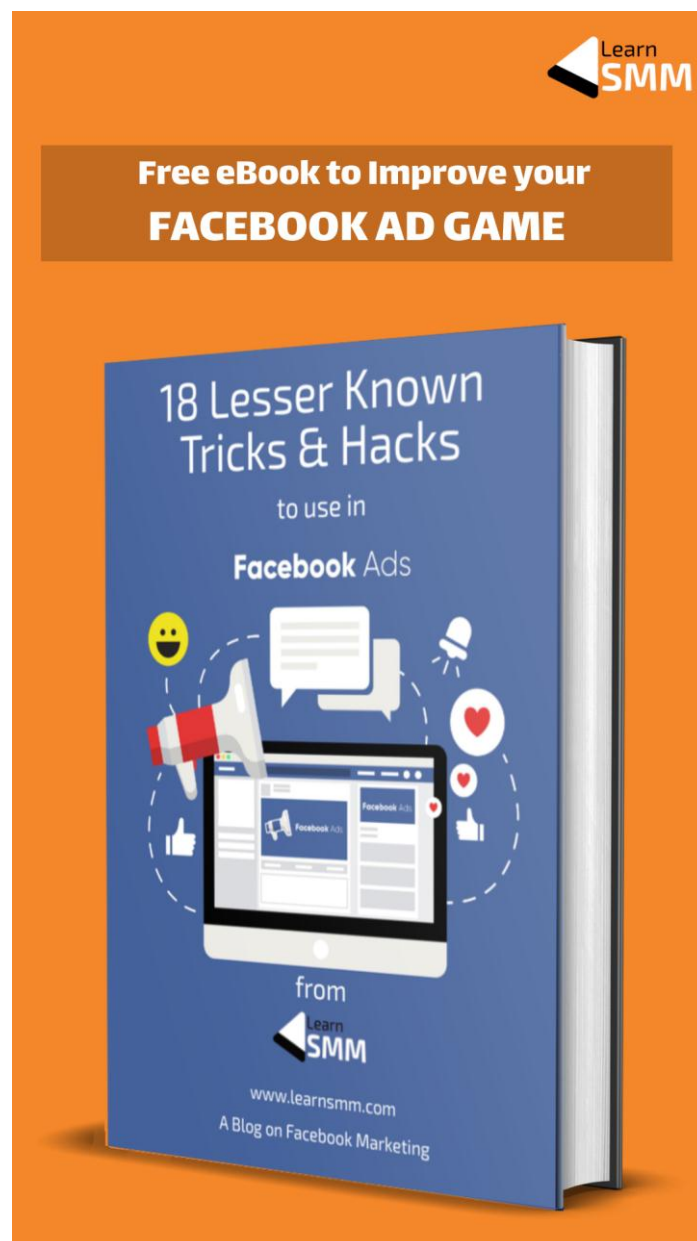
Before using the ad creative in the ad, check if the text overlay is less than 20% using [this tool](#). If it is more than 20%, you need to reduce the text to avoid the penalty by Facebook that decreases the reach of your ad.



This is the ad creative I used in my list building ad campaigns.

Visit Facebook's [Ad Library](#) to see ads from your competitors or from pages related to your niche to get inspiration on the type of ad creatives you need to create.

I designed an ad creative in vertical format as well to use in 'Stories' placement. Facebook allows advertisers to use different ad creatives for different placements.



Facebook has three ad Placement groups where our ads get shown. The groups differ based on the recommended dimension of the ad creative to use in these placements.

Placement Groups

Feeds (6 placements)
Square (1:1)

Stories, Apps and sites (4 placements)
Full-screen Vertical (9:16)

Right column, Search Results, Instant Articles (3 placements)
Horizontal (1.91:1)

Facebook suggests using square ad creative in feeds, vertical ad creative in stories, apps & sites, and horizontal ad creative in all other placements.

It is not mandatory, but recommended to follow this, and see the performance based on placements to take a call during the time of optimizing the ad campaign.

Using Crello, I created a small video as well by animating the elements used in the above ad creative and checked if I get better results than the image ad. However, the video ad didn't perform well, costing me ~35% more for subscribers compared to the image ad.

You can as well create a small video of 5-10 seconds and split test it to check whether you get better results from video compared to image ads. Testing and taking decisions is a must in Facebook ads.

Ad Copy

Keep the ad copy simple. Here you are not selling any product/service, and there is no transaction involved. Focus on explaining the problem that your ebook solves in 2-3 lines and pitch your ebook as a solution to overcome the problem.

Make use of a couple of emojis wherever they are relevant. Also, remember that Facebook shows only the first three lines of the ad copy & whatever the copy you have beyond that goes under "...see more" & user needs to click on it to see the entire ad copy.

Below is the ad copy that I have used in my list building ad campaigns:



The first statement speaks about the problem. In the next statement, I have given a *general idea to overcome the problem*, saying that one needs to learn more & more about the FB ads platform to optimize the ads in a much better way.

In the next paragraph, I have given a *specific solution*, stating my ebook helps them to improve the performance of the ads.

When you are writing the ad copy for the first time, and not sure if it helps you to get the subscribers at the best possible price, run a split test campaign. Write a couple of ad copies and run a

split test (also called A/B test) campaign for minimum 3-4 days and see which ad copy is performing well for you.

Launching Facebook Ad Campaigns

Before launching a Facebook ad campaign, there are a couple of things to do:

1. Ad account setup
2. Pixel Installation and troubleshooting
3. Facebook page creation

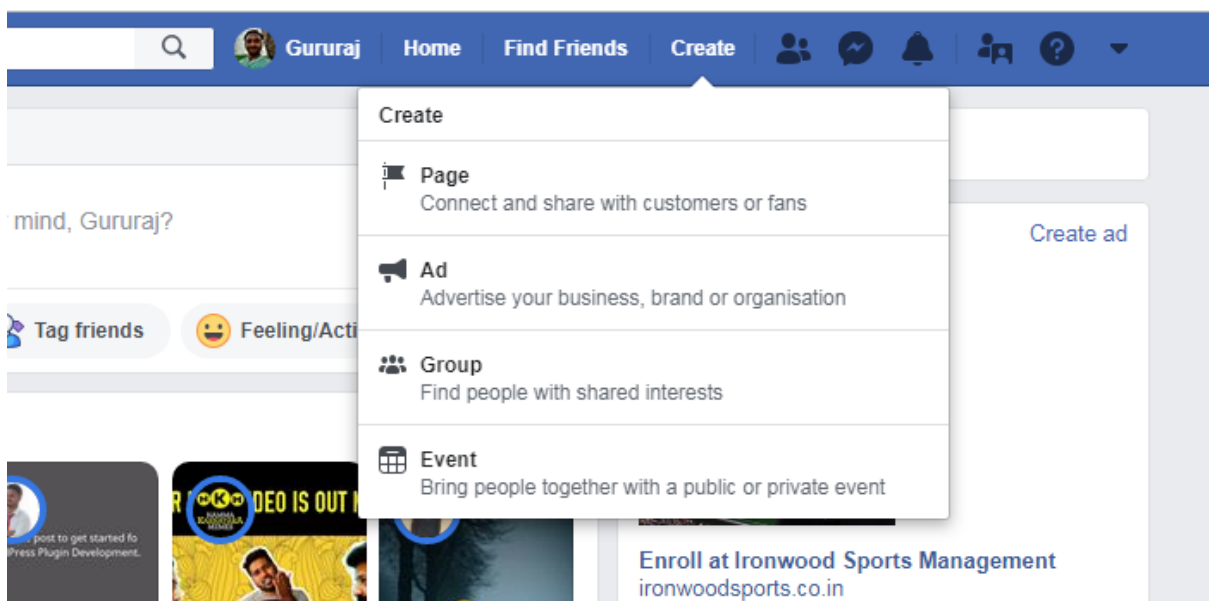
Ad Account Setup

To get started with advertising on Facebook, you need to have at least a personal ad account set up with all required details.

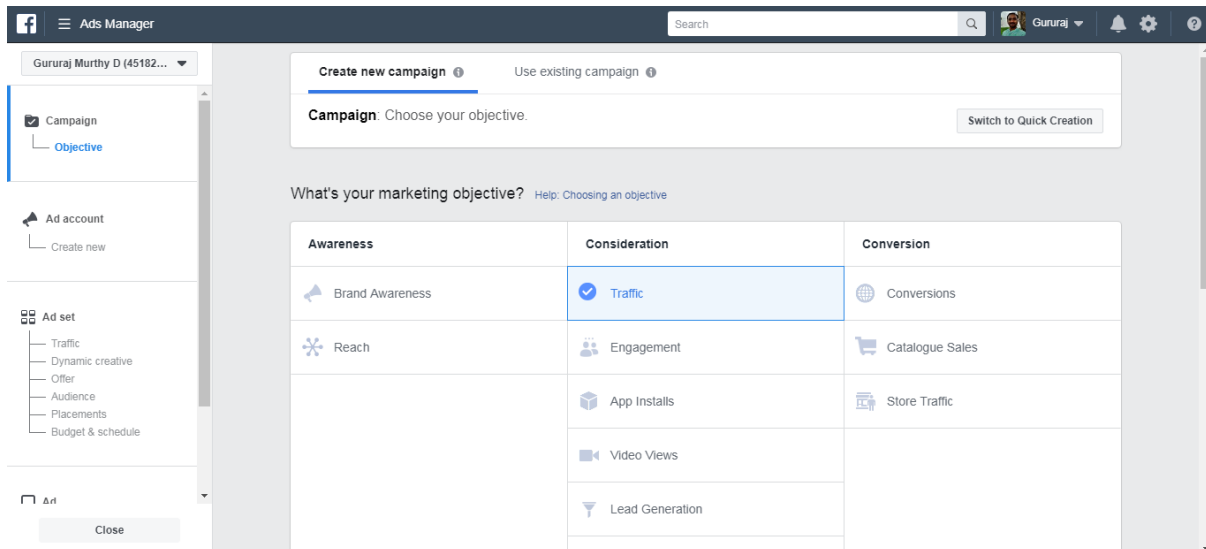
The personal ad account is connected to your Facebook profile, and you can create only one personal ad account from one FB profile. However, you can be the admin of multiple personal ad accounts.

Now let me show you the step-by-step procedure to create a personal ad account.

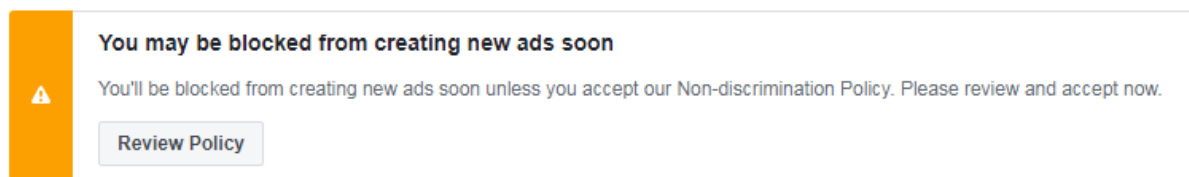
Click on the 'Create' button from the top menu of your FB profile, and then choose 'ad'.



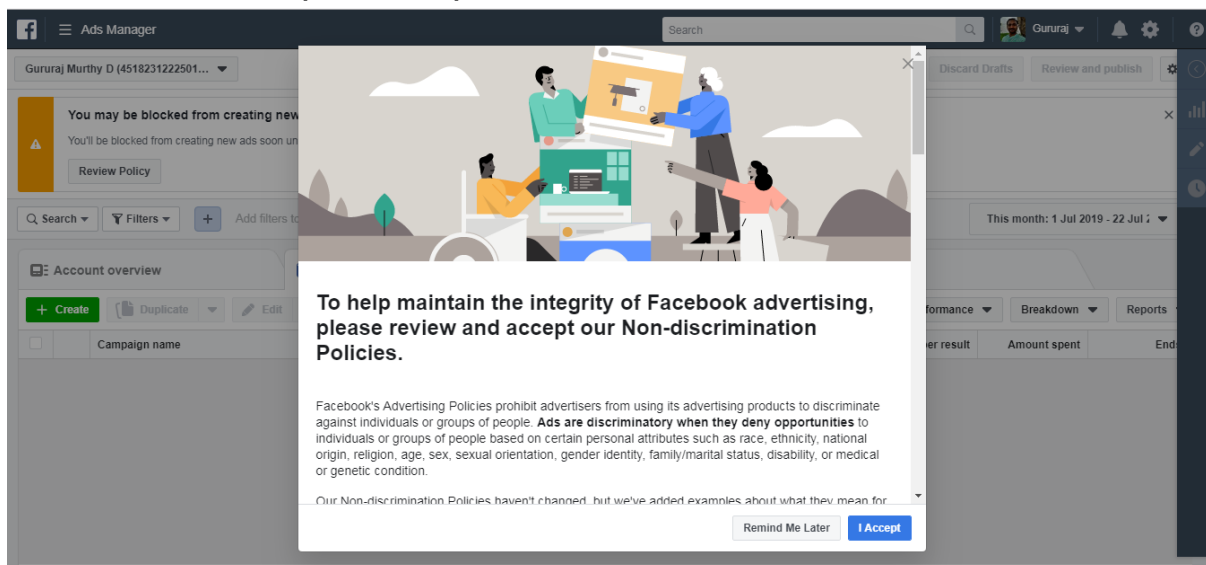
After a couple of minutes, you get the ad manager interface, as shown in the below screenshot.

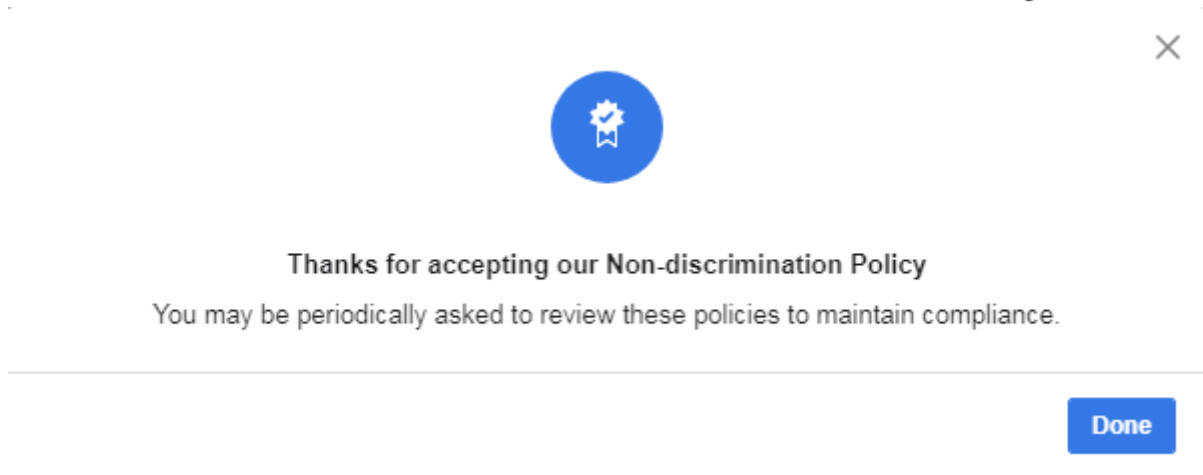


If this is the first time you are visiting the Ads Manager, you need to read & accept the non-discrimination policy. You see a notification something like the below one:



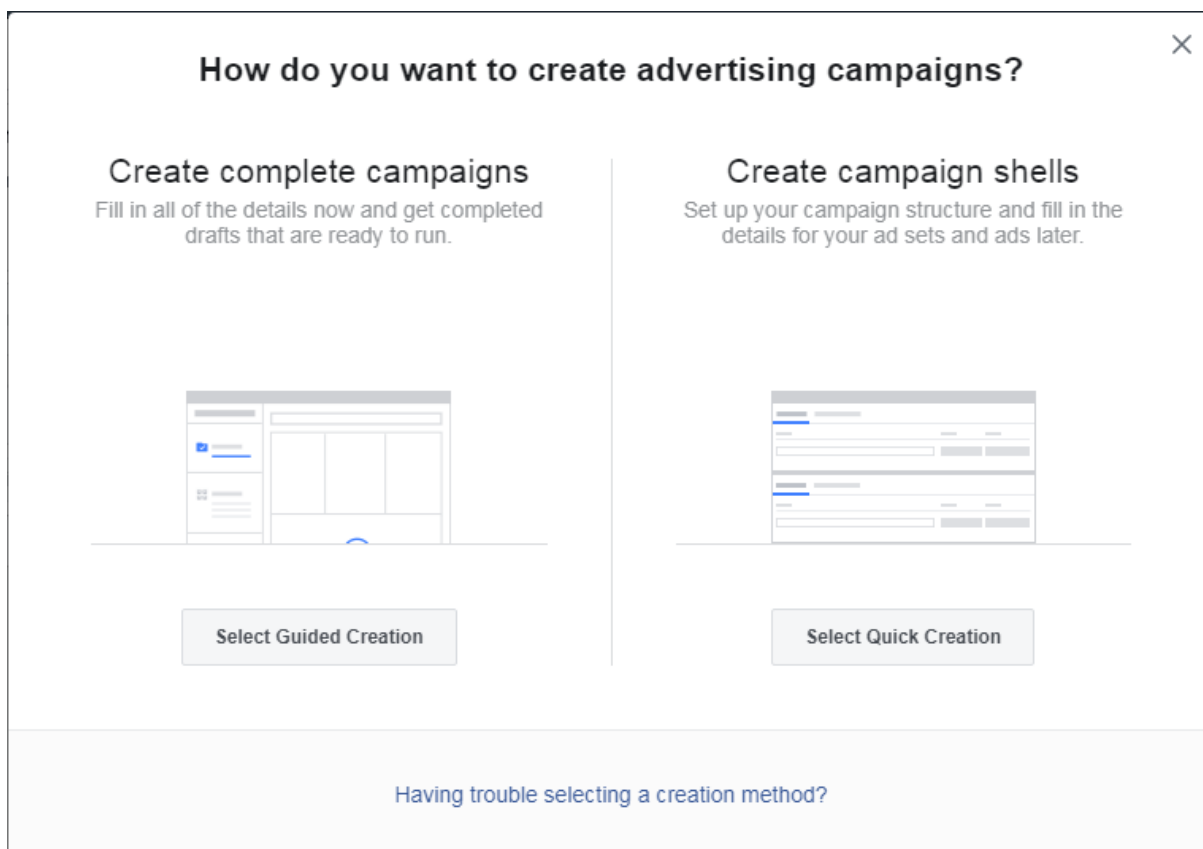
Click on "I Accept" and proceed further.



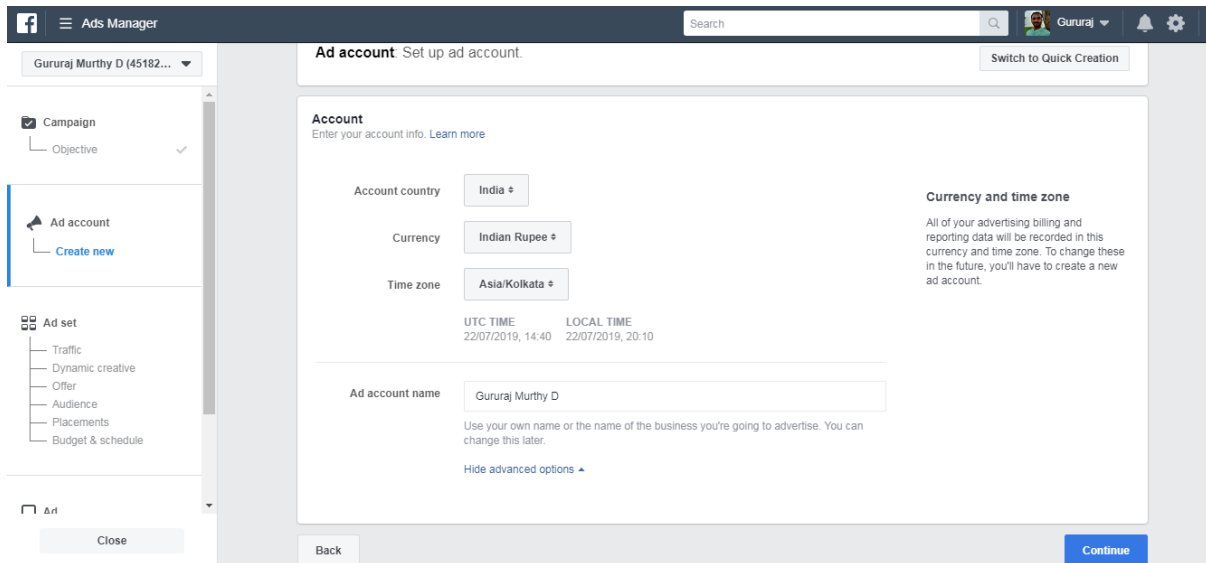


You are allowed to run ads only after accepting Facebook's non-discrimination policy. Hence finish it as soon as you get it without postponing.

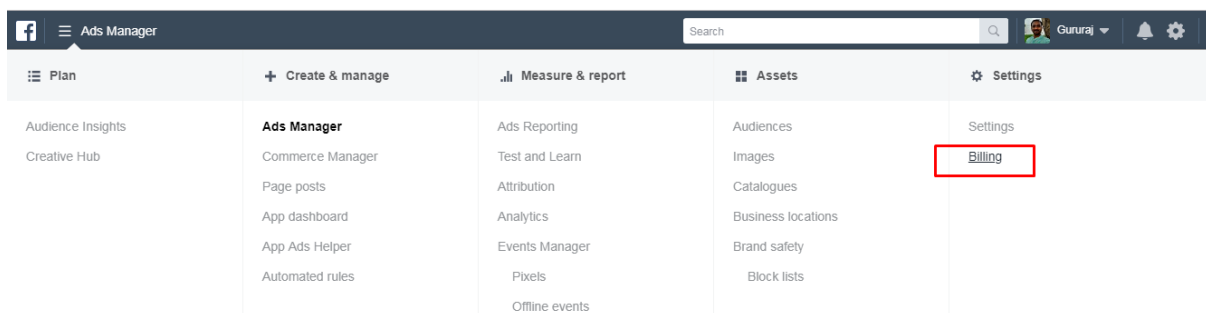
Click on "Select Guided Creation" if you see an option to choose the ad creation method.



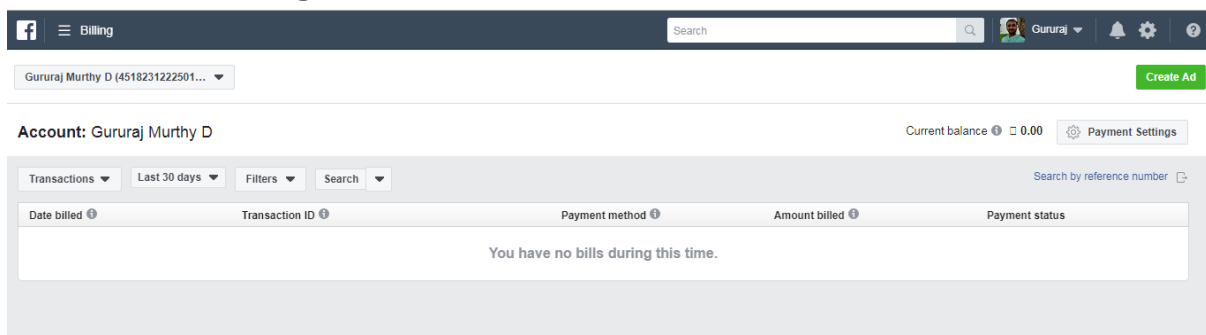
Complete the basic settings like selecting the country, currency and the time zone.



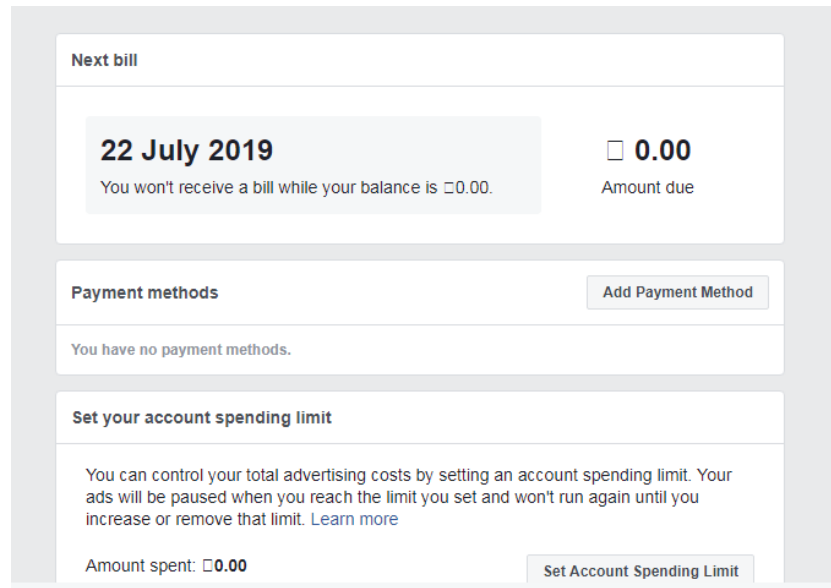
After completing the above step, click on the “Ads Manager” button from the left top corner and move to the “Billings” section.



After landing on the Billings section, click on “Payment Settings” button at the right.



Click on "Add Payment Method" to proceed further.



Next bill

22 July 2019
You won't receive a bill while your balance is ₹0.00.

₹ **0.00**
Amount due

Payment methods Add Payment Method

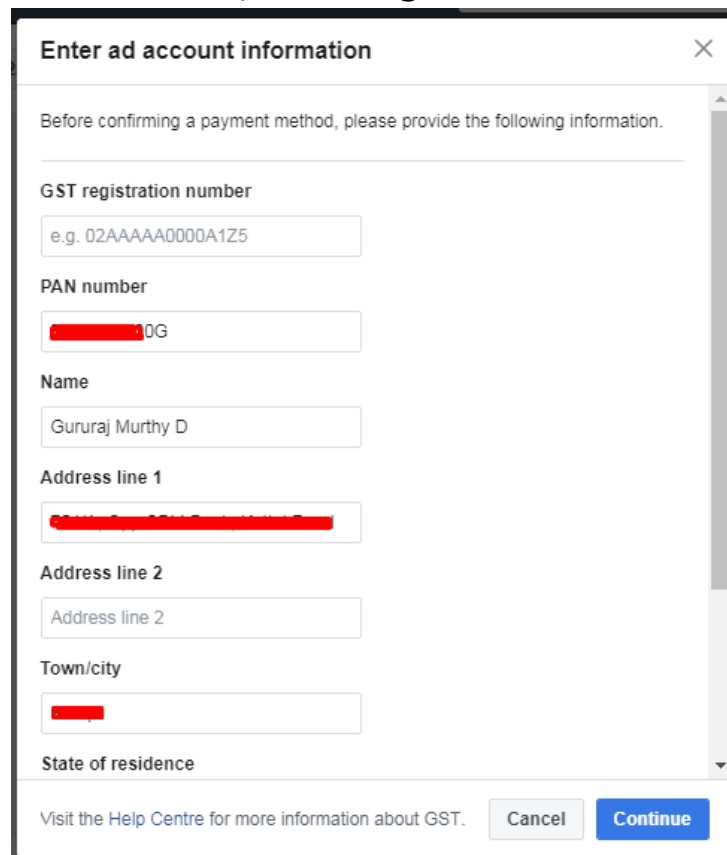
You have no payment methods.

Set your account spending limit

You can control your total advertising costs by setting an account spending limit. Your ads will be paused when you reach the limit you set and won't run again until you increase or remove that limit. [Learn more](#)

Amount spent: ₹0.00 Set Account Spending Limit

Now you need to provide basic details about you along with PAN details. Please note that providing GST details is not mandatory. You can skip it. However, entering the PAN is mandatory.



Enter ad account information [X]

Before confirming a payment method, please provide the following information.

GST registration number
e.g. 02AAAAA0000A1Z5

PAN number
[REDACTED]0G

Name
Gururaj Murthy D

Address line 1
[REDACTED]

Address line 2
Address line 2

Town/city
[REDACTED]

State of residence

Visit the [Help Centre](#) for more information about GST. Cancel Continue


Facebook's Personal Ad Account supports the majority of Indian Credit cards, Net Banking & PayTm. If you use a credit card, you get a bill once you cross the billing threshold. And if you don't have a credit card, you can use Net Banking or PayTm to add the amount to the ads manager.


When you are just starting, don't add more than Rs 1000 to the prepaid balance as we don't know when the ad account gets banned. For a couple of months or till you gain confidence, keep adding small amounts and run the ads.


Add payment method ×


Debit or credit card
Name on card

Credit or debit card number Expiry date CVV code
 MM/YY CVV

Net Banking 

PAYTM 




 Your country is set to **India** and your currency is **INR**. [Change](#)

 Your payment info is stored securely. [Learn more](#) • [Terms apply](#)

I selected PayTm and clicked on continue.

Below screenshots are self explanatory:

Add money and spend it on ads

-  You'll need to add money to your account before your ads can be displayed to your audience.
-  You'll never pay more than the amount you decide to add to your account.
-  Your payment information is always stored securely.

Add money to your balance

Add money to your balance using **PAYTM**. This balance is used for all your ads and you can add more money at any time.

Payment method **PAYTM**

Amount

Add money to your balance

Payment method **PAYTM**


Amount ₹100.00

Final Balance ₹**100.00**

Upon clicking the 'Make Payment' button, it will take us to the payment gateway.

Add money to your balance


100.00
100.00 INR



Please check to make sure your pop-ups are enabled and then click 'continue' to complete your purchase in the pop-up window

[Continue](#)

Payment Submitted



Thank you. Money has been added to your account. [Create ads](#) to help your business.


[OK](#)

You get this success message once after successfully adding the amount to the ad account.

Next bill

22 July 2019 **0.00**
You won't receive a bill while your balance is 0.00. Amount due

Payment methods [Add Payment Method](#)

 **Prepaid balance: 99.99**
Will be charged before other payment methods.

This completes the setup of Facebook personal ad account.

Facebook Pixel Installation

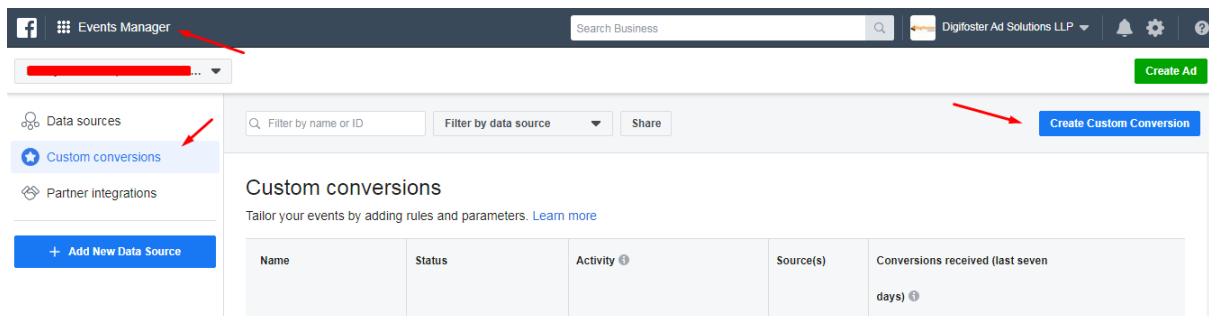
I have published a detailed guide on pixel installation on my blog. Kindly refer the below links to create and install FB pixel on your blog/website:

- [Facebook pixel installation on WordPress.](#)
- [Facebook pixel installation on Blogger.](#)

Setting up the Custom Conversion Event

Before launching the ad campaign, I created the custom conversion event, which helps to measure the number of people who fill the form.

Visit the Events Manager and enter the Custom Conversions section. Now click on the "Create Custom Conversion" button.



The screenshot shows the Facebook Events Manager interface. At the top, there is a navigation bar with the Facebook logo, 'Events Manager', a search bar for 'Search Business', and the user's name 'Digifoster Ad Solutions LLP'. Below the navigation bar, there is a dropdown menu for the selected business. On the left side, there is a sidebar with 'Data sources', 'Custom conversions', and 'Partner integrations'. The 'Custom conversions' section is selected and highlighted. In the main content area, there is a 'Create Custom Conversion' button. Below this, there is a table with columns for 'Name', 'Status', 'Activity', 'Source(s)', and 'Conversions received (last seven days)'. The table is currently empty.

You will get a popup asking to enter the details of the custom conversion event.

Create a custom conversion x

Custom conversions allow you to measure unique activities and optimise your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.

Include events that meet the following criteria

● Learn SMM Pixel 2 ▼

Website event All URL traffic ▼

Include All URL traffic events that meet the following criteria:

✕ Rule 1 URL

contains ▼

Add URL keywords

Add Another Rule i

Name Name your conversion 50

Choose "Lead" from the dropdown Add a description

Category Facebook chosen category (reco... ▼)

Value Enter a conversion value (optional)

Set the value that each of these conversions is worth to you to track your return on advertising spend. [Learn more](#)

Cancel
Create

In the above screenshot, there is a field called 'Value' at the end. Data entered in this field informs Facebook the purchase/sale value of this custom conversion. It is based on this data Facebook calculates the ROAS (Return on ad spend).

I have kept it blank since this conversion is a lead (subscriber) and doesn't include any transaction.

You can see a list of custom conversions that are associated with the ad account in the “Events Manager” section.

Custom conversions

Tailor your events by adding rules and parameters. [Learn more](#)

Name	Status	Activity 	Source(s)	Conversions received (last seven days) 
lead - fb trics ebook email list ID: XXXXXXXXXX 4	● Active Last received 3 hours ago		Pixel	861

You have 99 custom conversions remaining 

Now, whenever someone visits the thank you page, Facebook tracks it from the installed pixel and counts it as a new ‘lead’ conversion.

*Please note that the conversion gets counted whenever the URL associated with this custom conversion event loaded/triggered. It doesn't have to be associated with the Facebook ad alone. For example, you share the squeeze page on different social media platforms. Now, when someone fills out the form on the squeeze page, they get redirected to the thank you page. Facebook counts this as well in the custom conversion event. Check the Ad Manager's "Reports" section to see how many conversions are **associated with the ads**. Check Facebook analytics to see the total number of custom conversions that it has tracked **from all the sources**. Facebook Analytics (based on FB pixel) is similar to Google Analytics.*

Launching LPV Optimized Ad Campaign

What is the Landing page view (LPV) optimized campaign?

A landing page is nothing but a web page that gets loaded upon clicking the destination URL by the target users. It can be a homepage URL, a lead magnet URL, or a blog post that we want our blog readers to visit.

In this context, the squeeze page that I have created to get the subscribers is the 'landing page'.

And the Facebook ad that is optimized to get more views for the landing page is nothing but a Landing Page View optimized ad campaign.

Now, why am I choosing LPV optimized campaign instead of conversion optimized campaign?

Since I don't have many custom conversion events tracked by Facebook (that I just created in the last step), it will not get optimized properly if I directly select the conversion event as the ad objective. This might result in high cost per email subscribers.

When I launch an LPV optimized campaign, Facebook tries to get more traffic to my squeeze page, and slowly the custom conversion receives more events as and when people visit the thank you page (which is marked as a lead conversion) after they fill out the form.

For LPV campaign, the objective is "Traffic", and in the adset level 'Landing Page Views' needs to be selected under 'Optimization for ad delivery'

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
Brand Awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

Select 'Traffic' as the campaign objective

Optimisation and spending controls
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ **Landing page views** ▼

Cost control ⓘ

Schedule ⓘ

Ad set spend limits ⓘ

Landing page views
We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Link clicks
We'll deliver your ads to the people who are most likely to click on them.

Impressions
We'll deliver your ads to people as many times as possible.

Daily unique reach
We'll deliver your ads to people up to once a day.

requirements for this ad set, add them here.

In adset level, choose landing page views from the dropdown.

I continued the LPV optimized ad campaign until I got 75 leads (subscribers) tracked by the custom conversion event.

Unique link clicks	Landing page views	Link clicks	Cost per landing page view	lead - fb trics ebook email list	Cost per lead - fb trics ebook email list
122	109	138	\$0.19	76	\$0.27
122 Total	109 Total	138 Total	\$0.19 Per Action	76 Total	\$0.27 Per Action

If you observe the above screenshot, a total of

- 122 people clicked on the link, out of which
- 109 people landed on the squeeze page &
- 76 people filled out the form and got redirected to the 'thank you' page.

Here the cost per subscriber is \$0.27 (~INR 19), which is on the higher side. However, it is fine as I have just started the campaign and have not yet optimized it for conversions. I suggest you continue the LPV campaign till you get 75-100 custom conversion events tracked.

Points to Remember while Launching the Facebook Ad Campaign

1. Start the campaign from 00:00 instead of any other time of the day. Starting the campaign at the beginning of the day gives the system the whole day to distribute & spend the ad budget throughout the day.
2. Schedule the ads a day in advance since Facebook takes up to 24 hours for the campaign approval.
3. If you are launching the ad campaign for the first time, start with a daily budget of Rs 300 & above. You can alter it based on the response you get.
4. Choose 'daily budget' instead of 'lifetime budget' in the campaign. When you choose a daily budget, you ensure the budget gets spent each day equally until you stop the campaign. However, if you choose the lifetime budget for the campaign, you might see more ad spend on some days, and zero ads spend on some other days. It might as well affect the campaign performance & hence I do not recommend to go with Lifetime budget.
5. Ensure the target audience size is >10,000 for the campaign to start delivering the ads.
6. I highly suggest you have one more ad account as a backup, create & install one more pixel from the backup ad account on your blog/website. This way you can protect & use the pixel data in future even if the primary ad account gets banned.

- In adset, under detailed targeting, you see an option to expand the detailed targeting that you have selected. As given by Facebook, if we enable this option, FB shows our ad to people beyond the target audience that we select, and checks if it can get us the results at less price.

Detailed targeting ⓘ Include people who match ⓘ

Interests > Business and industry > Online

Social media marketing

Add demographics, interests or behaviours | Suggestions | Browse

and must also match ⓘ ×

Interests > Business and industry > Online

Online advertising

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow further

Expand your detailed targeting to reach more people when it's likely to improve performance.

[Learn more about detailed targeting expansion.](#)

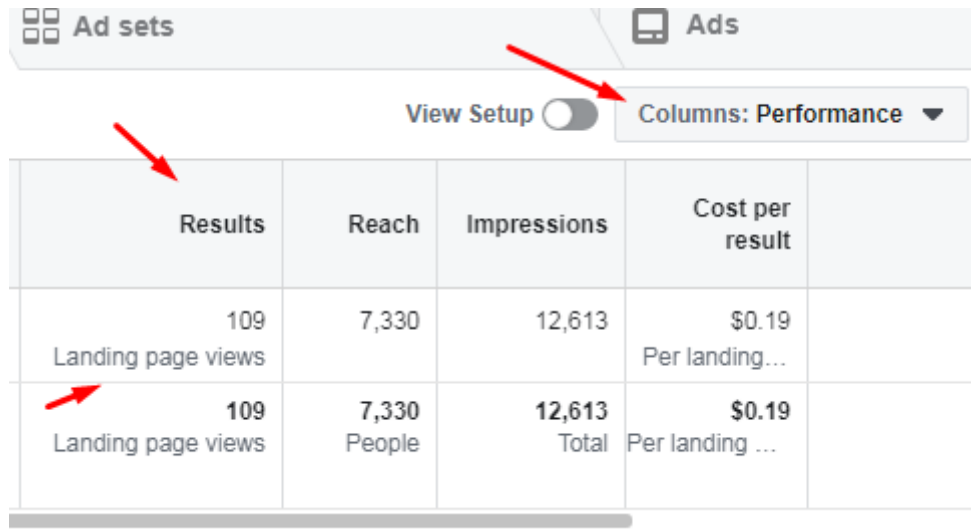
Enable this if you are running conversion campaigns (that involves a transaction) as it doesn't matter who buys the product. The goal is to get the products sold.

Don't Enable this if you are running traffic ads, lead ads, or any ads that don't involve a transaction. This is because we don't want to dilute the target audience quality, which in turn might affect the quality of the leads or website visitors - even if the cost per the result might reduce. *I didn't enable this in my campaigns for this same reason.*

- Placements: Select "Automatic Placements" when you launch the campaign for the first time. You can remove the placements when you optimize the ads later based on the performance data.
- Use "Download" as the Call to Action button in the ad since you are giving the lead magnet (ebook) in downloadable PDF format.

Columns Customization - For LPV Campaign

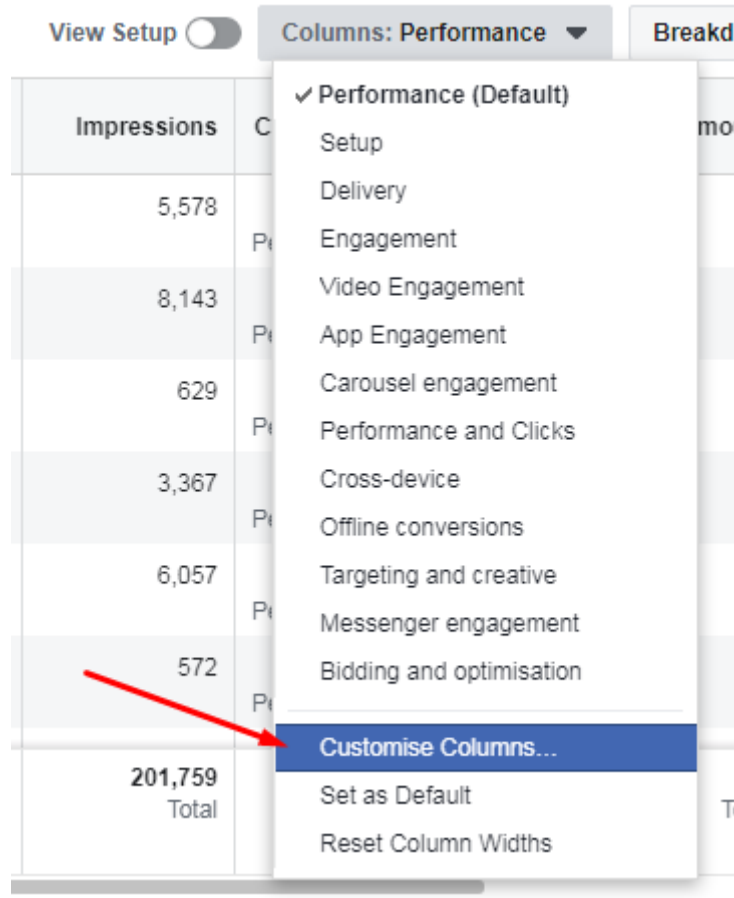
Since the number of landing page views (LPVs) is the metric that is optimized in the LPV campaign, the results column in the ads manager shows the total number of LPVs that I get from the campaign.



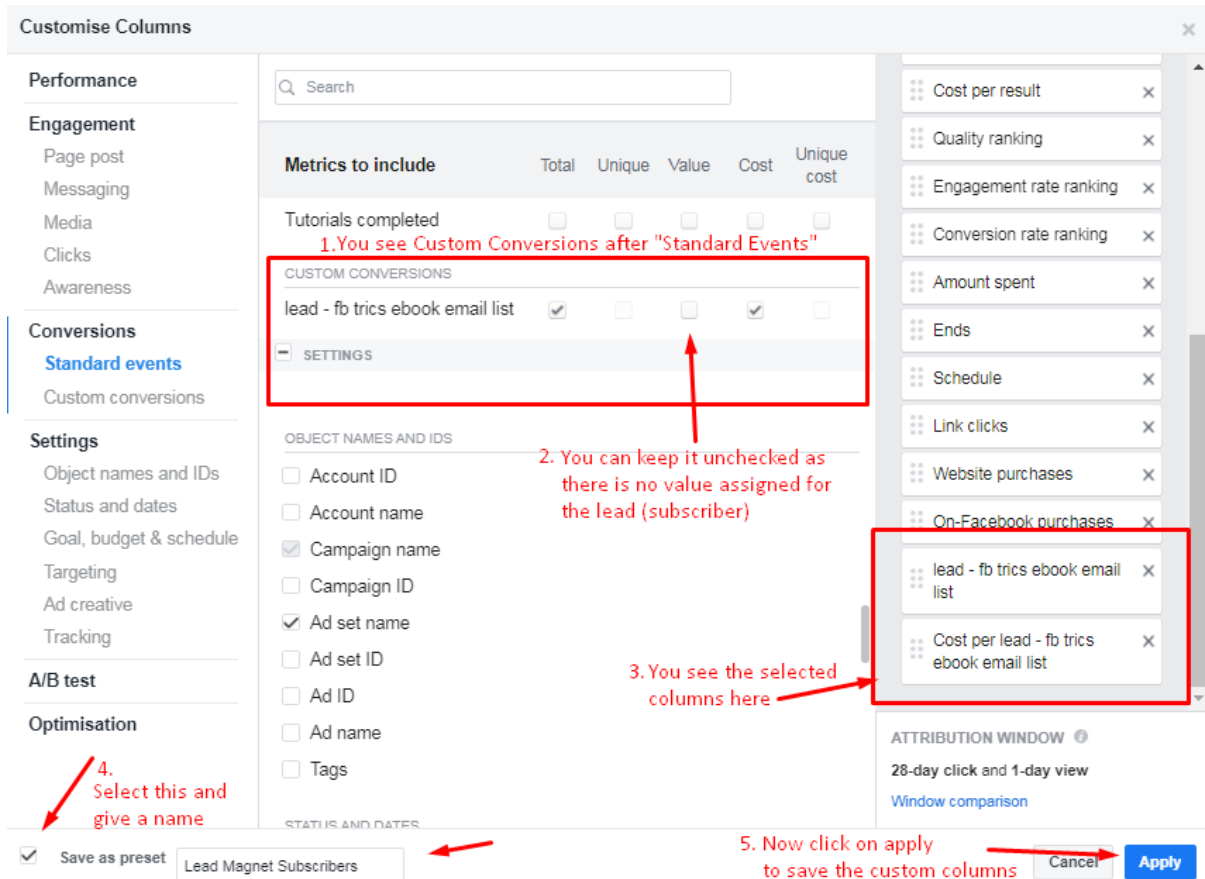
Results	Reach	Impressions	Cost per result
109 Landing page views	7,330	12,613	\$0.19 Per landing...
109 Landing page views	7,330 People	12,613 Total	\$0.19 Per landing ...

But I should know how many people are actually filling the form on the squeeze page to know the actual number of subscribers that I am getting from the ad campaign.

If you observe the above screenshot, columns related to the 'Performance' would be selected by default. To see the number of subscribers, I need to create a customized column here.



I just need to click on the small triangle adjacent to the 'Performance' and select 'Customize Columns' option.



Customise Columns

Performance

Engagement

Page post

Messaging

Media

Clicks

Awareness

Conversions

Standard events

Custom conversions

Settings

Object names and IDs

Status and dates

Goal, budget & schedule

Targeting

Ad creative

Tracking

A/B test

Optimisation

Search

Metrics to include	Total	Unique	Value	Cost	Unique cost
Tutorials completed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CUSTOM CONVERSIONS					
lead - fb trics ebook email list	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
- SETTINGS					

1. You see Custom Conversions after "Standard Events"

2. You can keep it unchecked as there is no value assigned for the lead (subscriber)

3. You see the selected columns here

4. Select this and give a name

5. Now click on apply to save the custom columns

Save as preset: Lead Magnet Subscribers

Cancel Apply

Here I need to select the Custom Conversion that I have created using the thank you page URL. As highlighted in the above screenshot, I have selected & added the total number of leads, and the cost per lead parameters to be included in the columns.

Now I saved the custom columns so that I can have this in the 'columns' dropdown through which I can see the number of custom conversion events tracked (subscribers).

View Setup Columns: Lead Magnet Subscriber ▼ Breakdown ▼ Reports ▼

Link clicks	Website purchases	On-Facebook purchases	lead - fb trics ebook email list	Cost per lead - fb trics ebook email list	
138	—	—	76	\$0.27	
138 Total	— Total	— Total	76 Total	\$0.27 Per Action	

New Columns with Custom Conversion Results

As you can see in the above screenshot, I got two new columns in my ads manager through which I can see the number of subscribers.













Launching Facebook Ad with Conversion Objective

Once I received 75 custom conversion events (i.e. subscribers), I stopped the LPV optimized ad campaign and launched a new campaign with conversion as the campaign objective.

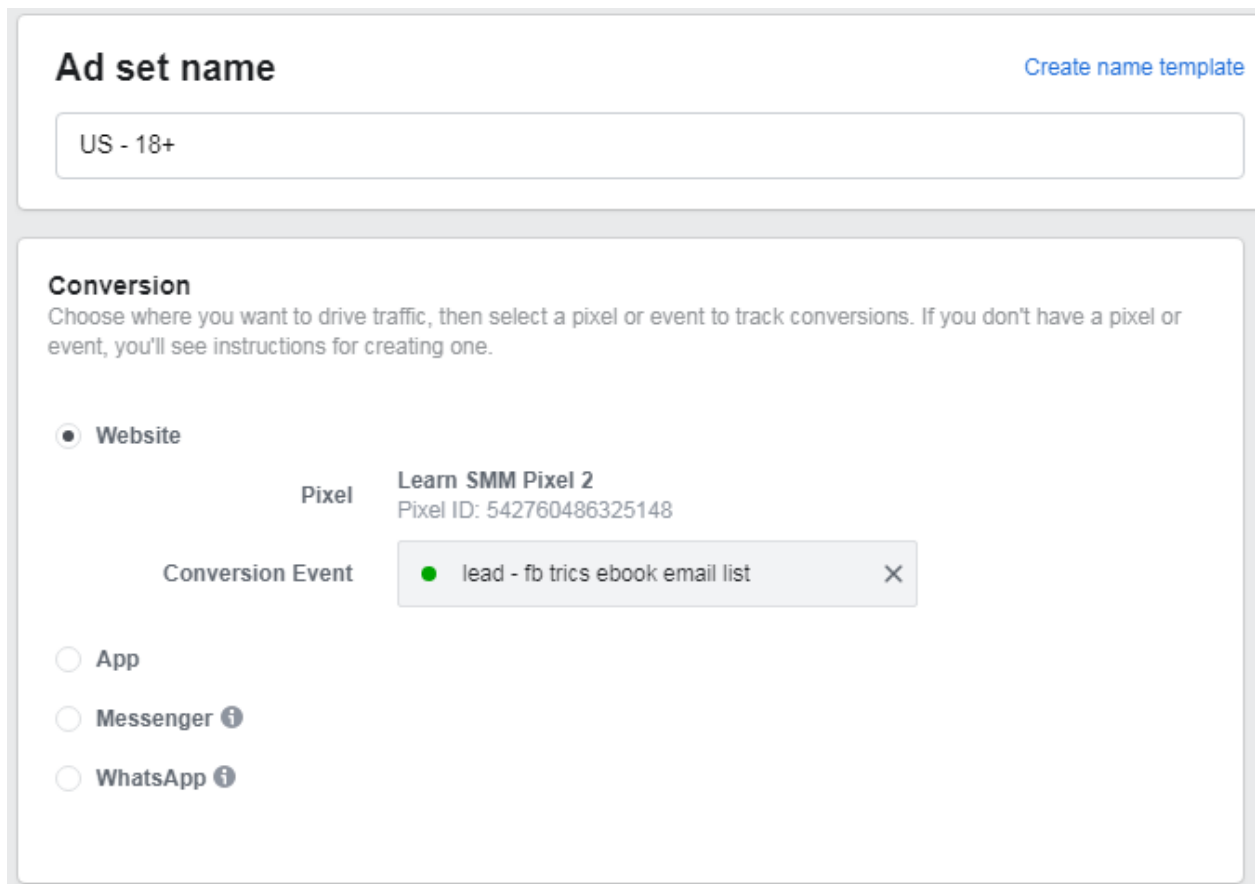
The conversion objective campaign is optimized to get maximum subscribers within the daily budget allocated. I have not made any other changes to the campaign apart from the objective. The Ad copy, target audience and everything else I have kept as it was in the LPV optimized campaign.

I selected 'conversions' as the objective while launching the new campaign.

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions 
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	

And in the adset level, I selected the custom conversion event that I have created using the thank you page URL.



The screenshot shows the Facebook Ad Set configuration interface. At the top, there is a section for the 'Ad set name' with a text input field containing 'US - 18+' and a 'Create name template' link. Below this is the 'Conversion' section, which includes instructions: 'Choose where you want to drive traffic, then select a pixel or event to track conversions. If you don't have a pixel or event, you'll see instructions for creating one.' Under the 'Website' radio button, the 'Pixel' is set to 'Learn SMM Pixel 2' with a Pixel ID of '542760486325148'. The 'Conversion Event' is set to 'lead - fb trics ebook email list'. Other options like 'App', 'Messenger', and 'WhatsApp' are listed but not selected.

These are the only changes I made in the new campaign optimized for conversions.

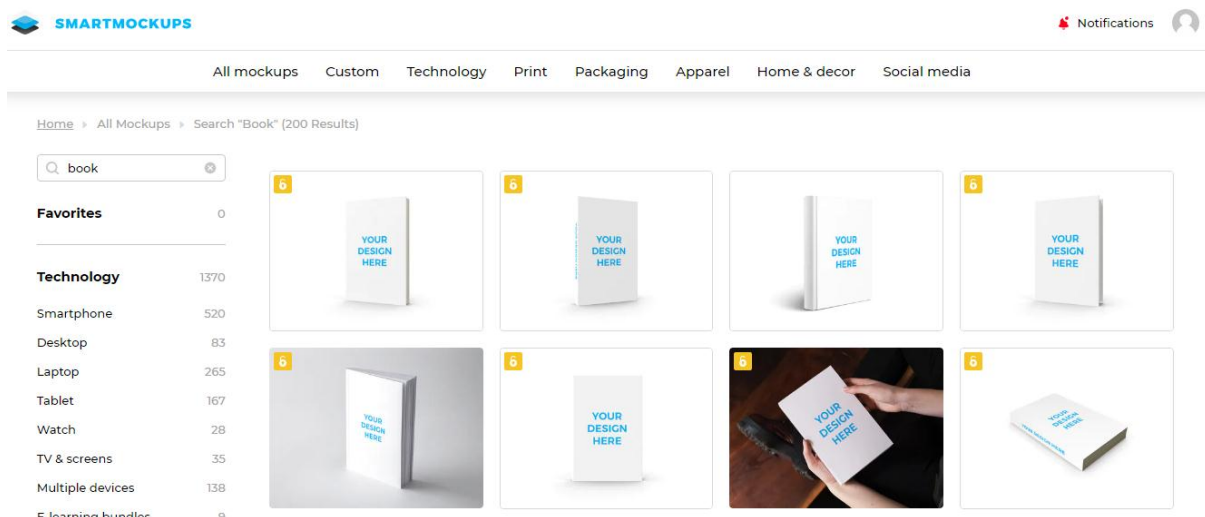
With this campaign, Facebook's algo understands that I need more conversions. Using the custom conversion events tracked, it shows the ad to people (in my target audience) who it thinks are most likely to fill the form integrated on the squeeze page.

Optimizing Facebook Ad Campaign

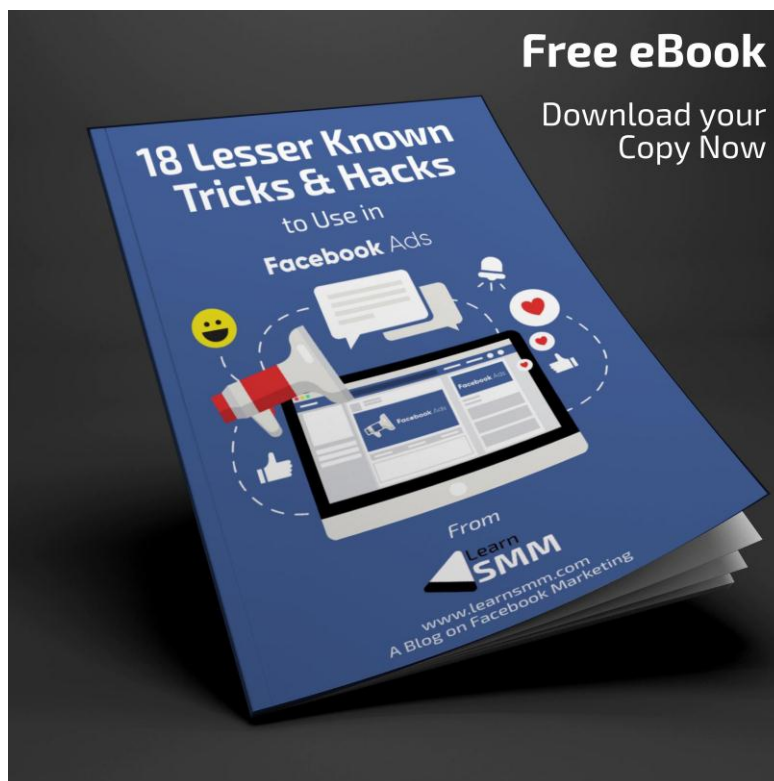
I continued the conversion optimized campaigns till I got ~1200 subscribers, after which I improvised the ad creatives using the [Smartmockups](#) tool.

Unique link clicks	Landing page views	Link clicks	Cost per landing page view	lead - fb trics ebook email list	Cost per lead - fb trics ebook email list
162	133	164	\$0.10	95	\$0.14
60	58	62	\$0.11	43	\$0.14
969	984	1,142	\$0.09	795	\$0.11
300	290	322	\$0.06	251	\$0.07
1,371 Total	1,465 Total	1,690 Total	\$0.08 Per Action	1,184 Total	\$0.10 Per Action

[Smartmockups](#) is an amazing tool that helps you to create professional mockups for ebooks, gadgets, t-shirt mockups, etc.






Below are the mockups that I designed using [Smartmockups](https://www.smartmockups.com/) tool:





Did you observe the difference in the quality of ad creative that I created using the free mockup tool & the one I created using [Smartmockups](https://www.smartmockups.com/)?

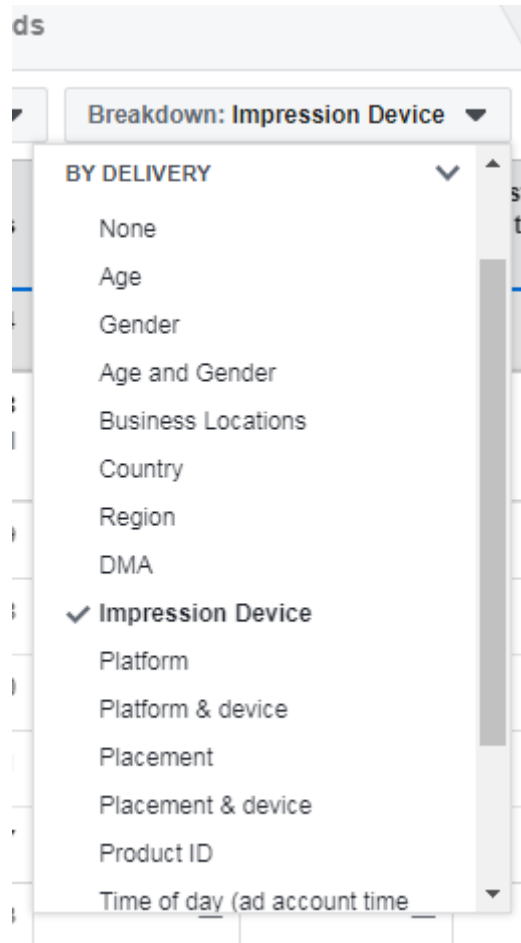
Now I launched a split test campaign to check if I can reduce the cost per result with any of the latest ad creatives.

	Ad name	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 16.02.202...	178 lead - fb tri...	6,688	11,708	\$0.10 Per lead - fb t...
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 16.02.2020 - ...	146 lead - fb tri...	6,834	11,921	\$0.12 Per lead - fb t...
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 16.02.2020 - ...	166 lead - fb tri...	6,232	11,478	\$0.10 Per lead - fb t...
> Results from 3 ads		490 lead - fb trics...	19,560 People	35,107 Total	\$0.10 Per lead - fb tri...

However, I didn't see any reduction in the cost per result. But I was able to decide which ad creative to continue using in the campaigns.

Now I had nearly 1700 subscribers & a large amount of data to analyze and optimize the ads. So I checked the performance data to see where all the cost per result was high.

It is possible to breakdown the performance data based on age, gender, region, placements, impression device, etc.



Performance Breakdown by Impression Device:

Results from 5 campaigns	\$144.32 Total Spent	2.39 Per Person	1,474 Total	1,574 Total	1,828 Total	\$0.09 Per Action	1,261 Total	\$0.11 Per Action
Device: Android Smartphone	\$128.78	2.39	1,317	1,407	1,629	\$0.09	1,131	\$0.11
Device: Android Tablet	\$0.41	2.51	5	7	8	\$0.06	6	\$0.07
Device: Desktop	\$6.00	1.85	62	60	70	\$0.10	54	\$0.11
Device: iPad	\$0.20	1.84	1	1	1	\$0.20	1	\$0.20
Device: iPhone	\$8.92	2.02	96	99	117	\$0.09	69	\$0.13

Cost per result was higher for subscribers from iPad and iPhone devices.

Performance Breakdown by Region

Results from 5 campaigns	4.32 Spent	2.39 Per Person	1,474 Total	1,574 Total	1,828 Total	\$0.09 Per Action	1,261 Total	\$0.11 Per Action
Delhi	1.04	2.46	348	364	414	\$0.09	297	\$0.10
Haryana	0.00	—	—	—	—	—	—	—
Maharashtra	5.88	2.36	409	426	504	\$0.08	334	\$0.11
Karnataka	5.85	2.15	274	290	342	\$0.12	214	\$0.17
Tamil Nadu	2.67	2.57	138	150	180	\$0.08	140	\$0.09
West Bengal	3.48	2.84	136	141	168	\$0.10	115	\$0.12
Uttar Pradesh	1.47	2.12	23	24	27	\$0.06	18	\$0.08

Cost per result from Karnataka region was \$0.17 which is higher than the average cost per result of \$0.10

Performance Breakdown by Gender

Results from 5 campaigns	\$144.32 Total Spent	2.39 Per Person	1,474 Total	1,574 Total	1,828 Total	\$0.09 Per Action	1,261 Total	\$0.11 Per Action
Female	\$18.38	2.22	182	183	213	\$0.10	153	\$0.12
Male	\$125.48	2.41	1,285	1,383	1,606	\$0.09	1,102	\$0.11
Uncategorised	\$0.46	4.45	7	8	9	\$0.06	6	\$0.08

There is no much difference in the cost per results based on gender.

Performance Breakdown by Age Group





Results from 5 campaigns	\$144.32 Total Spent	2.39 Per Person	1,474 Total	1,574 Total	1,828 Total	\$0.09 Per Action	1,261 Total	\$0.11 Per Action
18-24	\$3.15	1.62	17	13	17	\$0.24	8	\$0.39
25-34	\$92.56	2.38	967	1,009	1,180	\$0.09	795	\$0.12
35-44	\$35.60	2.58	366	415	467	\$0.09	344	\$0.10
45-54	\$11.82	2.55	116	126	153	\$0.09	103	\$0.11
55-64	\$1.19	3.01	8	11	11	\$0.11	11	\$0.11

Cost per result from the 18-24 age group was \$0.39 which is higher than the average cost per result of \$0.10

The analysis revealed that getting subscribers from iPhone, iPad placements were costing me above the average. And it was the

same with the Karnataka region and audience in the 18-24 age group.

Now I relaunched the ad campaign with the new set of ad creatives and custom placements & target audience.

	Ad name	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 29.02.2020	73 lead - fb ...	4,616	5,646	\$0.11 Per lead - f...
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 28.02.2020	135 lead - fb ...	6,332	8,389	\$0.07 Per lead - f...
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 26.02.2020	55 lead - fb ...	6,034	6,057	\$0.15 Per lead - f...
<input checked="" type="checkbox"/>	 FB Tricks eBook Lead Conversion 21.02.20...	503 lead - fb ...	41,672	52,512	\$0.12 Per lead - f...
> Results from 4 ads		766 lead - fb tri...	50,513 People	72,604 Total	\$0.11 Per lead - fb ...

Above are the results I got after optimizing & launching the new campaign(s). And in total, I got 2550 subscribers from Facebook ads, as shown below:

Unique link clicks	Landing page views	Link clicks	Cost per landing page view	lead - fb trics ebook email list	Cost per lead - fb trics ebook email list
71	53	73	\$0.16	38	\$0.22
162	133	164	\$0.10	95	\$0.14
58	57	60	\$0.10	42	\$0.14
969	984	1,142	\$0.09	796	\$0.11
300	290	322	\$0.06	251	\$0.07
122	109	138	\$0.19	76	\$0.27
3,148 Total	3,398 Total	3,961 Total	\$0.09 Per Action	2,623 Total	\$0.12 Per Action

There is ~2% error in Facebook's reporting (which is quite common) due to which the total leads shows as 2623.

Closing Points on Facebook Ads

1. The cost per result keeps increasing as the campaign gets older. I am saying this based on my observation. So it becomes inevitable to keep testing new target interests and check if you can find the target audience through which the cost per result (cost per subscriber) can be kept as low as possible.
2. Optimizing the campaign is a must (once in a while) to find and fix the underperforming placements/age group/region/devices etc.
3. Consider retargeting the LPV audience if the conversion rate from LPV to Leads is less than 30%. In my case, the conversion rate from LPV (~3400 people visited the squeeze page) to leads/subscribers (2550 people became subscribers) is ~75%, and hence I didn't launch the retargeting ad campaign.
4. If you are a blogger or an affiliate marketer, try to get the email subscriber at an average cost less than INR 10 - considering India as the target country. I am saying this purely on my experience helping bloggers and affiliate marketers in list building. However, for business owners, the cost per subscribers varies on various factors, and you need to decide how much you can spend to make profits out of it. Testing different interests, ad copies, ad creatives would help you to decide the best price to acquire new subscribers.
5. Please ensure you install at least two pixels (both from different ad accounts) on the squeeze page to retain the pixel data even if one of the ad accounts get banned.

Useful Links

1. [Use this form](#) to contact Facebook if your ad account gets banned due to **payment issues**.
2. [Use this form](#) to contact Facebook if you have an **issue with your Facebook page**.
3. [Use this form](#) to contact Facebook if your **ad gets disapproved** without a genuine reason.
4. Facebook also offers live chat support for selected advertisers based on the ad spends. [Click here](#) to see if you have live chat support to use when required.
5. Ad creatives with > 20% text reach to fewer people. [Use this tool](#) to check the percentage of text overlay.
6. For queries on GST [follow this link](#), and for TDS queries, [follow this link](#).
7. Please take time to check [these advertising policies](#) to understand and adhere to them to avoid the account ban or any other complications.
8. [Refer this article](#) to check the accepted payment methods based on country.
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