

Bonus: 6 Secrets for High-Converting Facebook Ads



Facebook ads... Love 'em or hate 'em, I know of no other way to spread your message faster, grow your list quicker, or sell more of your digital products than with Facebook ads. 👍

But if you've tried them and you're not getting the results you want, then try these 6 simple tweaks! These secrets will help lower your costs and improve your results when creating your next ad.

As a Facebook ads coach, I've helped dozens of ambitious online entrepreneurs achieve success with Facebook ads.

My clients are seeing phenomenal results! We're talking costs as low as \$0.01 per click and conversions as low as \$0.32 per email subscriber.

And I want to help you experience unbelievable results too. 🙌

In this bonus training, I'm sharing 6 secrets for creating high-converting Facebook ads. These are the tiny tweaks that can make a huge impact on your costs and results.

So let's get started!

1. CTA Button vs No CTA Button



This first secret involves the Call-to-Action (CTA) button. This is a great feature within the Ads Manager, and it gives you the option to choose a button to go along with your Facebook ad.

There are many different text options to help your ad stand out when using the CTA button. For example, you can choose “Learn More,” “Apply Now,” “Sign Up,” or even “No Button.”

My thought, though, is that just because Facebook offers this button as an option, doesn’t mean you *have* to use it. In fact, I only use the CTA button with certain campaigns and always leave it off a Traffic campaign ad.

When working with a lot of my clients, I'll set up a Traffic campaign ad that points to a blog post that's monetized (with ad placements, or [affiliate links](#)). The idea is to get more traffic to their website in order to make sales or realize more advertising revenue.

In this case, having a CTA button detracts from this goal, so my rule of thumb is not to use this button with a Traffic campaign.

Why? We want their blog post ads to fit into the news feed and look like regular articles that are being shared. We want the audience to see the ad and click, and having the CTA button can make it look overly salesy and more like an advertisement.

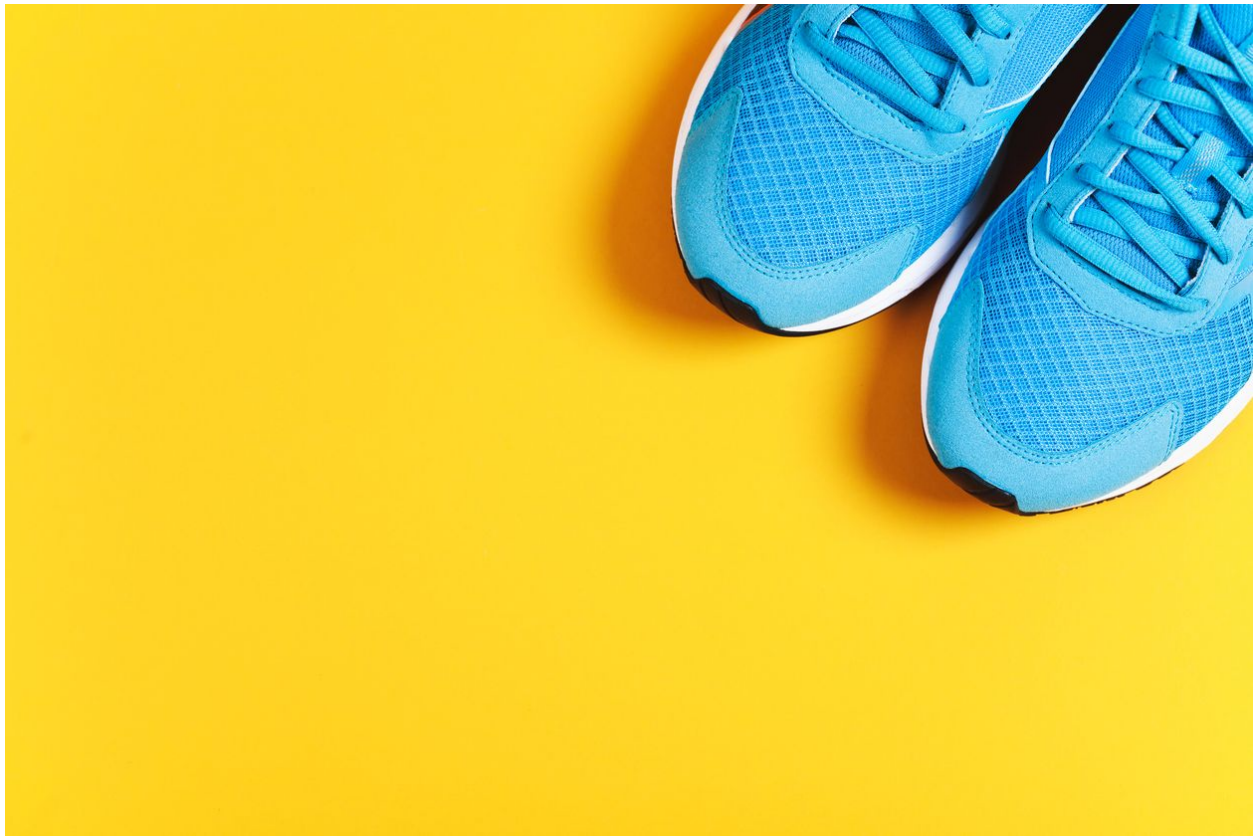
On the flip side, if I'm creating a Conversion campaign and I want someone to opt-in to an email list or sign up for a webinar, that's when I may use the CTA button. Most audiences on Facebook are used to seeing this type of ad, and prompting them with a button can help them take action.

When figuring out whether or not you should use a CTA button, ask yourself this:

What do you want people to do with your ad?

Make your goal clear to your Facebook audience, but don't overly complicate it with an unnecessary button. Take time to determine if the CTA button is relevant to your campaign goals, and if it will help or hurt your ad.

2. Make Your Images Count



This second secret is all about finding the right image. I like to use stock photo sites for my ad campaign images, as well as the free Shutterstock library inside the Ads Manager.

The reason I like stock photos is because they're created by professional photographers and designers to stand out and create an impression. But I also don't want the photo to be too professional and look too much like a stock image.

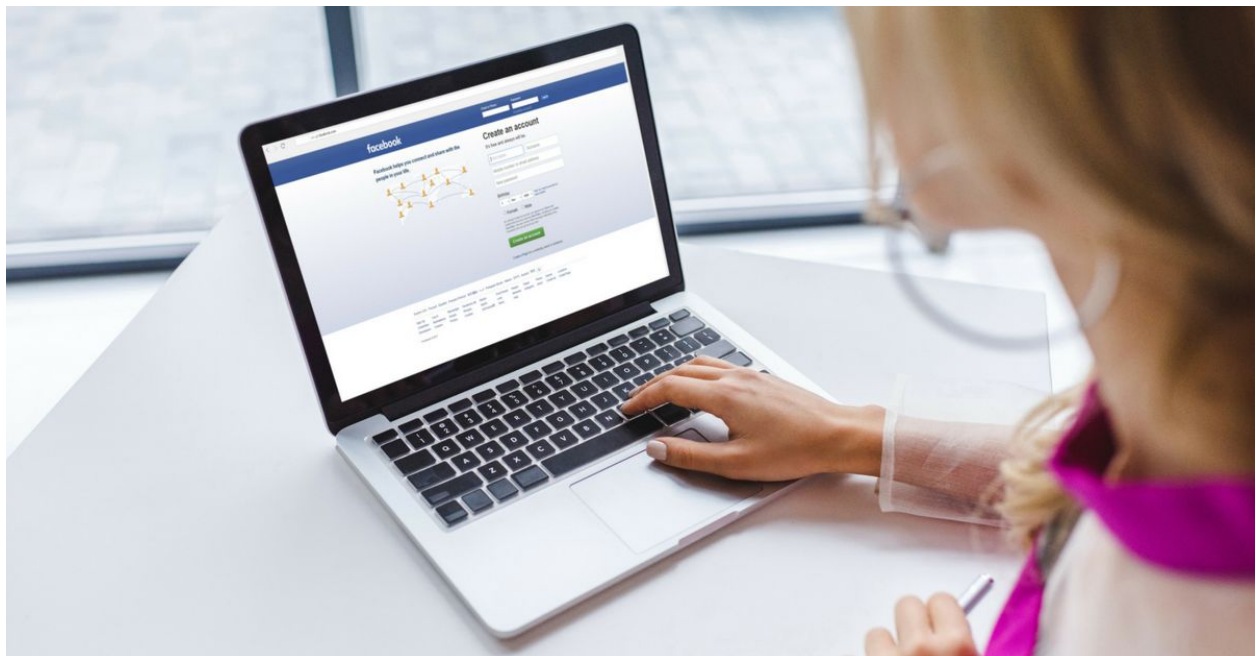
I want the image to have personality, bright colors, and contrast so it will stand out in the news feed. This can be a bright background, or just a white background with a bright accent color.

When people are scrolling through the news feed the first thing that usually catches their eye is the image. So this is your best chance to make a great impression!

Darker images also do really well, since there can be a good contrast with the background or accent colors.

When looking for the best image, consider images that are eye-catching with bright colors or a contrasting design.

3. The Headline is Everything



When creating a high-converting headline, there has to be the “gotta-know” factor. This means that someone reading the headline won’t be able to resist clicking on the ad to find out more.

This can be a headline that’s astonishing, or controversial, or something that piques the reader’s interest. I like to draft multiple versions of my headline (that shares the same message), with different adjectives, and verbs. But I

always make sure it includes the “gotta-know” factor to entice and intrigue readers.

As someone scrolls through the news feed, they often see the image first and the headline second. Which makes this a super important tweak that can really help your ad campaigns convert the way you want them to!

The majority of Facebook ads get the most interaction and conversion within the mobile news feed. This is why it’s also super important to always look at your ad preview for “Mobile News Feed” to make sure the headline isn’t cut off.

Otherwise, you’ll just be wasting time coming up with a great headline that won’t work on the mobile app.

4. Lots of Text vs Just a Little



Now that a reader has stopped scrolling to look at your image and then read the headline, the next thing they look at is the description text above the image.

Going back to the example about the Traffic campaign driving readers to a blog post, you want to keep the text above the image super short. You don't want readers to engage with the ad or get distracted. You want them to click and read more on your website.

The idea is to pique their curiosity so they will want to learn more and make that click. So keeping it short and sweet in this instance is best.

However, if you're creating a Conversion campaign (for an opt-in, challenge, or webinar) then I usually suggest using longer text above the image.

In this case, you're going to be asking someone to not only hand over their email address, but take the time to actually watch the webinar, or enroll in the challenge. For this, I usually include a bit more text for readers to learn more about the offer, why I'm credible, and ultimately convince them to join in.

The very first thing I start out with is an attention-grabbing sentence as the first line of text. I keep this first sentence pretty short and positive, with the intention of keeping their attention as I move on through the rest of the text.

Next, I like to include bullet points of what they're going to learn, or what they're going to get, once they sign up and spend their time on this thing I'm offering. The goal here is to convince them with the ad and then keep the landing page short so they don't get distracted.

When figuring out when to use short text versus longer text, think about what you want your audience *to do* with the ad. Then adapt your text description accordingly.

In the end though, it's important to test out different versions of the text within different ads. In some cases, I've been surprised at what converts. I've had a couple different ads convert extremely well, even though there was a LOT of text in the ad. But they converted well because they drew the reader in and kept them engaged.

5. Try Emojis



Now this is a fun secret that I like to use when tweaking my ads. You're probably seeing more and more emojis on ads and other organic posts on Facebook, right? I know I have, and it's a fun little addition!

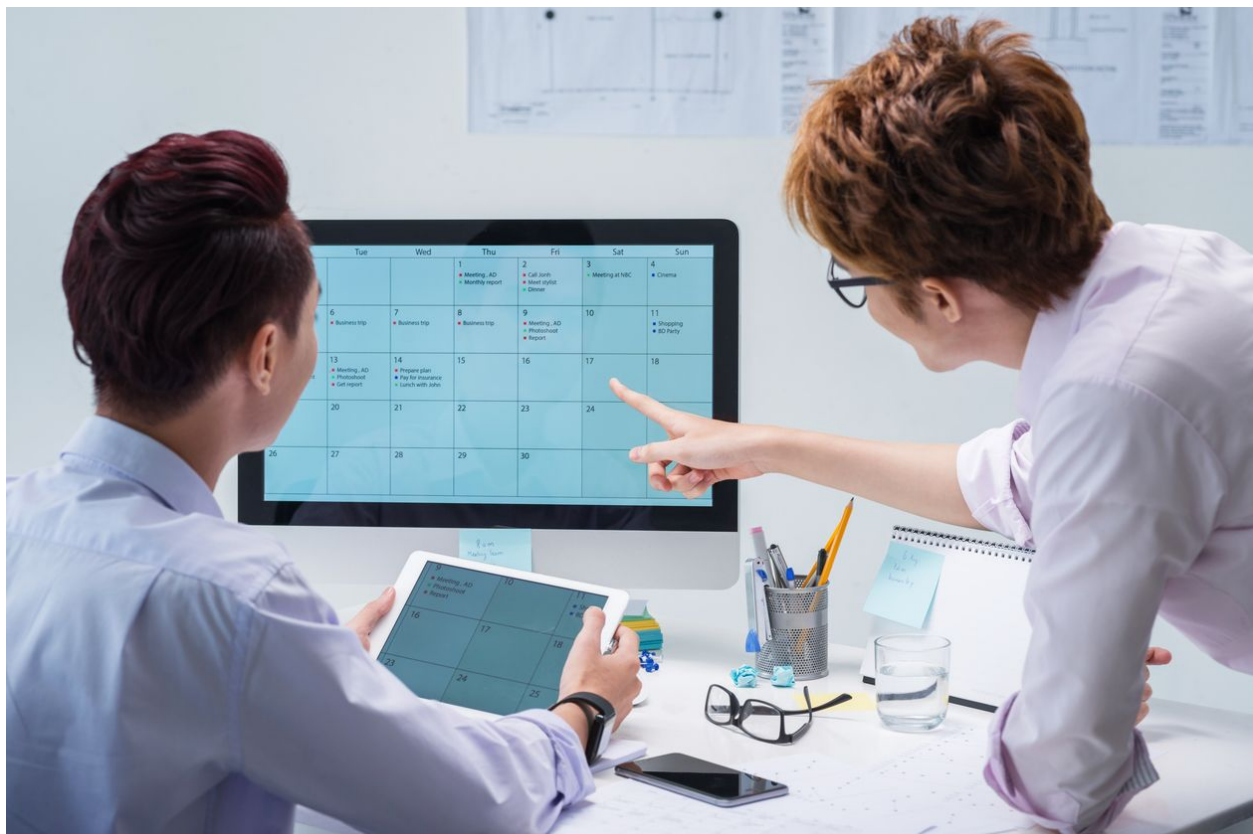
I've been experimenting with emojis inside my ad copy, when appropriate. **My rule of thumb though is to not use too many!** Less is more in this case. Think about who your audience is (the younger the audience, the more emojis you can include).

I recommend just using 1-2 emojis within your ad copy to make it fun and a little more eye-catching. This is especially helpful if you put the emoji near the first sentence so it's easily seen as a user scrolls through their feed. But only include them if it makes sense for your Conversion campaign.

When it comes to Traffic campaigns, I may only include 1 emoji at most. And often times I don't use emojis at all since I don't want to distract the reader too much.

To find emojis for free, I like to use [Emojipedia.org](https://emojipedia.org). This site makes it really easy to search for any emojis you want to use. When you find a few you like, you can simply copy and paste to use them wherever you want!

6. Test, test, TEST!



This final secret is to take everything I just talked about and bring it all together. Implementing all of these little tweaks will help you create high-converting Facebook ads. But the idea is to constantly test and strive to improve your ad spend and conversion.

No matter what I've said here, though, my best tip is to test, test, test. Even with all the advice I share, and the rules of thumb that I implement for my own Facebook ad campaigns, it's still important to test these tips out for yourself.

There's always something new to test:

- Images
- Headlines
- Emojis
- Text
- Buttons
- Audiences
- Offers
- Ad formats
- The list goes on!

If something's not working, try something different! Over time as you test all of these aspects you'll be able to really hone in on what resonates with your audience the most.

You'll be able to **find the perfect formula that works well for your audience** and what doesn't. This will ensure that you're not wasting money or time with Facebook ads.

Even with all my experience as a Facebook Ads Coach, I'm often surprised by what works and what doesn't!

Now go get started testing and tweaking your Facebook ads!

Checklist: 6 Secrets for High-Converting Facebook Ads

- ☐ Decide on a call to action button (or not!).
- ☐ Find eye-catching images.
- ☐ Come up with a compelling headline.
- ☐ Know when to use a lot or a little text.
- ☐ Try including emojis in your ad copy.
- ☐ Test and tweak, then test some more!