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FACEBOOK VIDEO ADS THAT CONVERT

All the steps to create video ads that convert amazingly

WWW.ALESSANDRODIRUSCIO.COM

1 START WITH FACEBOOK LIVE

Book a day per week to run a Facebook Ad on a specific topic.

Write down a list of keywords to remind you what are the aspects you need to cover, and if you have viewers, get into a Q&A.

Don't worry if you don't have any viewers at the beginning, just practice to get better with your presentation skills. Viewers will come thanks to this strategy.

Don't forget to announce your Facebook Live Session on the header of your Facebook Page.



2 PROMOTE YOUR FACEBOOK LIVE

At the end of the Facebook Live, promote it for at least 3 days to a cold audience. Set your marketing objective as "Video Views" cause your goal is to put your video in front of as many people as possible.

Search for demographics, interests and behaviours that should be in line with your possible audience.

You don't need to spend too much this promotion, 10\$ per day will be enough.

Remember that your goal is only to reach new people.

	Consideration	Conversion
	Traffic	Conversion
	Engagement	Category
	App Installs	Store
<input checked="" type="checkbox"/>	Video Views	
<input type="checkbox"/>	Lead Generation	
<input type="checkbox"/>	Messages	



Video Views

3 RETARGET THE ENGAGED AUDIENCE

After a few days promoting your Facebook Live, when you will have collected enough data, stop your promotion and create a custom audience on Facebook.

You will target the people who watched at least 10 seconds of your live.

This time I set the Marketing Objective to "Conversion", cause this is my target now.

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

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

Conversions

Get people to take valuable actions on your website, in your app or in Messenger, such as adding payment information or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

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Create a new campaign, and click on "Create New" on the Custom Audience field, and choose "Custom Audience".

Audience
Define who you want to see your ads. [Learn more.](#)

Create new Use a saved audience ▼

Custom Audiences [Add Custom Audiences or Lookalike Audiences](#)

Exclude | **Create new** ▼

Locations [Everyone](#) [United Kingdom](#) [United States](#) [Include more locations](#) [Browse](#)

Age 18 - 65+

Gender [All](#) [Men](#) [Women](#)

Potential Reach: 43,000,000 people [i](#)

Estimated daily results

Reach
2,000-7,900 [i](#)

10-second video views
360-720 [i](#)

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.

[Were these estimates helpful?](#)

Then choose "Engagement" in the popup window

Create new Use a saved audience ▼

Create a Custom Audience [x](#)

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer file**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website traffic**
Create a list of people who visited your website or took specific actions using Facebook pixel.
- App activity**
Create a list of people who launched your app or game, or took specific actions.
- Offline activity** [UPDATED](#)
Create a list of people who interacted with your business in-store, by phone or through other offline channels.
- Engagement** [UPDATED](#)
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

[Cancel](#)

Audience size
Your audience selection is fairly broad.

Potential Reach: 43,000,000 people [i](#)

Estimated daily results

Reach
2,000-7,900 [i](#)

10-second video views
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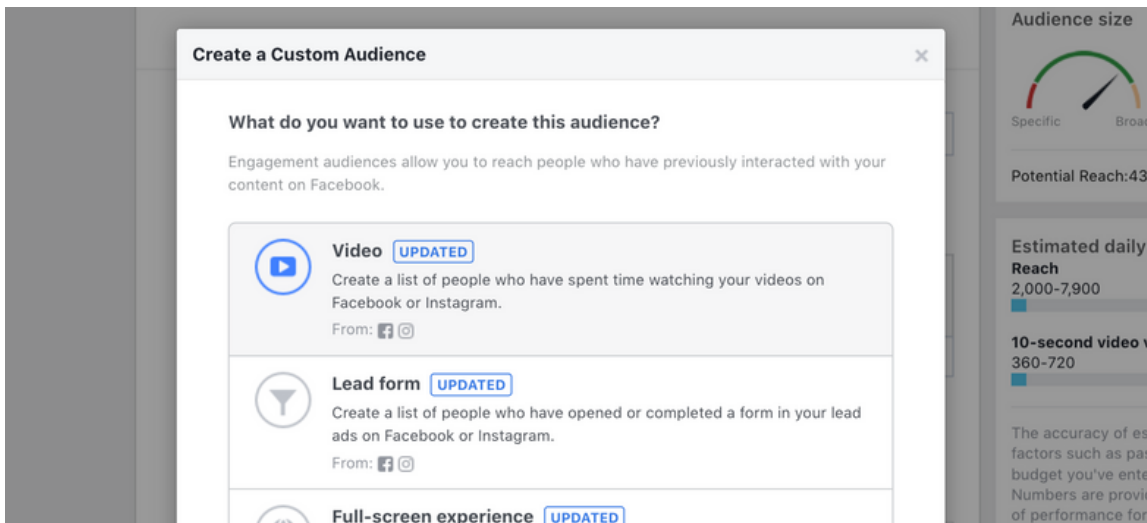
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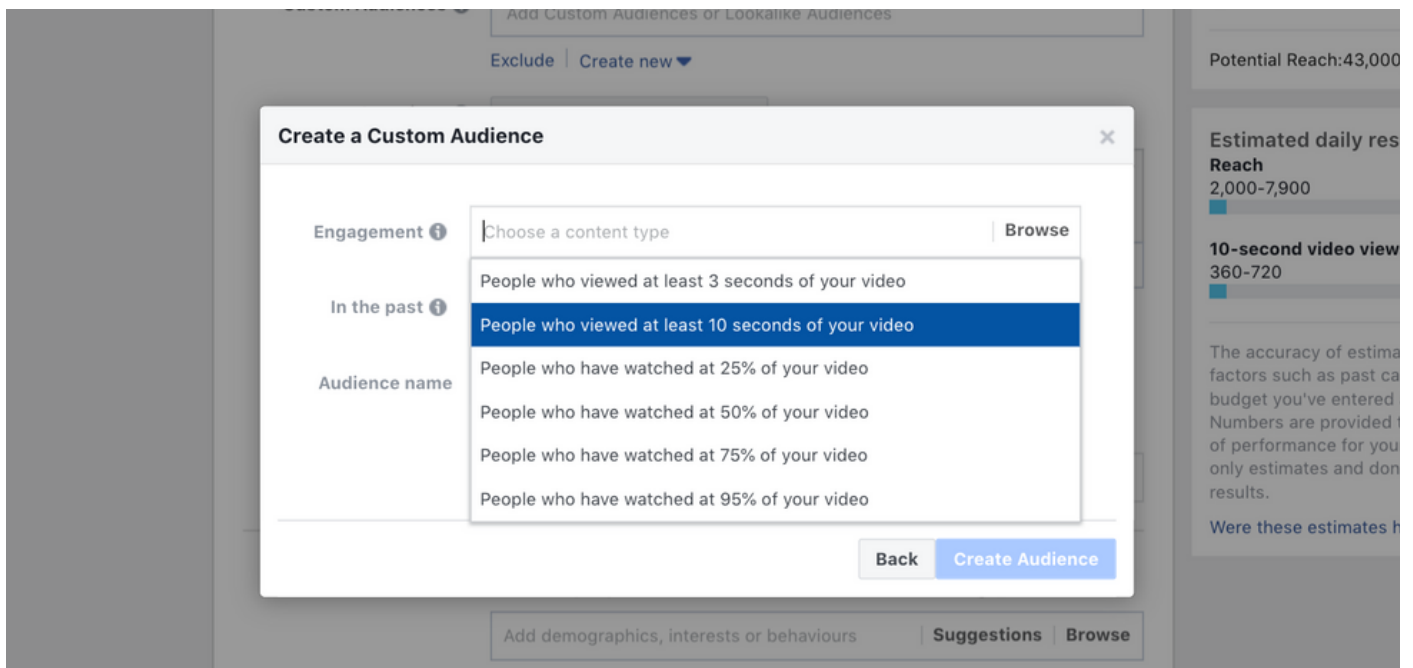
Placements

FACEBOOK VIDEO ADS THAT CONVERT

Then click on "Video"



In this last screen, you'll be able to choose the audience who watched at least 10 seconds of one of the videos you promoted.



4 PROMOTE A SHORT CLIP FROM YOUR FACEBOOK LIVE

The plan is to retarget this audience with a 50-60 second clip from my longer facebook live. Be aware that the clip needs to be relevant by itself.

In this case, I add a button with my call to action.

The screenshot shows a Facebook post from Alessandro Di Ruscio, a sponsored post. The post content includes:

- Text: "How can I make passive income for real? 60 seconds to show you the easiest way!"
- Text: "Download my A to Z guide here <http://bit.ly/10CoursePlatform>"
- Video thumbnail with text: "HOW TO REALLY MAKE PASSIVE INCOME"
- Video player showing a man speaking.
- Text overlay on video: "A lot of people ask me 'Ok, i can upload my course, but how can I find traffic?'"
- Text: "HTTP://BIT.LY/10COURSEPLATFORM"
- Text: "How to Really Make Passive Income"
- Text: "Learn how to create a evergreen stream of income into..."
- Button: "Learn More"

The right sidebar shows page statistics:

- Very responsive to messages: 90% response rate, 4 mins response time
- 1,096 likes +1 this week (Veronika Portnova and 3 other friends)
- 1,098 follows
- See Pages Feed: Posts from Pages that you've liked as your Page
- 2,363 post reach this week
- 973 video views this week

The bottom sidebar shows community and about information:

- Community: See all
- Abdullah Albayrak and 3 other friends like this
- Invite Friends button
- 1,096 people like this
- 1,098 people follow this
- About: See All
- Typically replies within minutes
- Send message
- http://www.alessan... Promote Website button
- Personal blog