

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

The Ultimate Guide To Using Facebook Ads For Affiliate Offers

It seems like everyone is on Facebook these days, and it's not just for keeping up with college friends or your crazy Aunt Sally either. There is a lot of business that happens on Facebook as well. You may even be considering using Facebook Ads as part of your next affiliate promotion. If so, this article is for you. Below I'll share with you 9 tips for running Facebook Ads for affiliate promotions.

The Ultimate Guide to Using facebook Ads For Affiliate Offers

Before we get into tips for using Facebook Ads for affiliate promotions, let's take care of a few housekeeping things.

First (and this is SUPER important): Don't EVER run ads directly to your affiliate link. You will get banned.

Facebook is all about user experience. They do not want to send people away from their site and you will get banned very quickly if you're sending traffic to your affiliate link.

Instead, you want to send them to your landing page. This could be a simple page where you presell whatever it is you're promoting...whether it's a piece of pre-launch content or the sales page...and invite them to click through to download it.

Or, even better, you can use this as an opportunity to grow your list by turning these people into subscribers of YOUR list, and then sending them onto the content or offer you are promoting.

But, no matter how you do it, don't send them straight to your affiliate link and make sure that all of your landing pages are compliant with Facebook's Ad Guidelines.

Advertising Policies

Overview

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Things You Should Know

1. Overview

Understanding Our Policies

Our Advertising Policies provide guidance on what types of ad content are allowed. When advertisers place an order, each ad is reviewed against these policies. If you think your ad was mistakenly disapproved, please let us know.

Common Points of Confusion

To help you build a compliant and user-friendly ads experience we've highlighted some common areas of confusion. Click the links below to learn more about each policy:

- Personal Attributes
- Sexually Suggestive Content
- Facebook's Brands

2. The Ad Review Process

Before ads show up on Facebook or Instagram, they're reviewed to make sure they meet our

Ok, now that we got THAT out of the way, let's go onto the 9 tips for running Facebook Ads for affiliate promotions.

1. Start hyper-focused, then expand

Whether it's Facebook, LinkedIn, Google or any other PPC (pay-per-click) advertising you do, you want to start off hyper-focused, and then expand from there.

When I was doing paid advertising in the insurance leads industry, when we entered a new market or tested out new keywords, we would only run ads from 1-4pm each day. Why? Because that is when our conversions were the highest.

This allowed us to get our best results.

Here are some examples of what I mean by being hyper-focused:

- Single moms, 25-34 who homeschool their kids and live in the south
- Male business owners, Married, 45+ with no kids at home
- Diabetic males, single, 30-49 in the United States

I'm not saying you have to be that targeted forever, but when you are starting out and haven't ran ads for an affiliate promotion before, you want to target the absolute best potential people, so be sure you start off hyper-focused.

Let me give you an example.

If you are going to spend \$100 per day on ads, and each click is going to cost you \$1 (just to make the math easy...).

Do you want those 100 clicks to be spread across the entire range of interest and likelihood of buying? Or do you want them focused on the exact person that is most likely to need and what that affiliate offer?

Of course, you want the people who are an exact match for what you're promoting...even if that means you only end up spending \$72 instead of the full \$100.

NOTE: Generally speaking, you want to avoid targeting people in college or under 25...unless the offer REALLY fits that niche -- because they typically don't have any money!

RELATED CONTENT: Not sure who to target? Watch this video on the 4 groups you should target with your Facebook Ads.

2. Get clear on the end game

What is your goal with this set of ads?

Is it profitability? In other words, you want to spend \$100 and make \$200.

Is it to support a friend? You don't care if you make any money, you just want to make your friend Joe \$10,000 in sales and break even...maybe even lose a little.

Is it to boost your standing on a leaderboard? I've done this in previous promotions where the difference in prize money between 3rd place and 4th place is \$10,000, so I'm willing to LOSE some money on my ads because I'll make it up in the prize money.

3. Know how much time you have

Are you building up page likes, which is a long-term strategy?

Are you promoting a product launch and you've only got 72 hours?

Are you trying to build your list?

There's nothing wrong with any of these goals, but you do need to be clear on how much time you have because that will greatly affect the strategy you will use.

Recommended Programs: [Click here](#) to see all of our recommended affiliate programs

4. Make your picture relevant and interesting

This is pretty self-explanatory. If you're promoting an offer related to fitness, have a picture related to fitness.

If you're promoting a productivity product, have a picture of a stressed out person.

Across most industries and niches, your best bet is to use red - border, background, text, etc.

However, as we'll discuss in a later tip, the ultimate solution for most things related to ads is to test it.

If you see someone else in your industry using another color, test it.

5. Tell them what to do

Never over-estimate people's ability to read between the lines and know what to do.

Don't get me wrong, I'm not saying people are dumb, they're not.

But if you don't tell them exactly what you want them to do, you will miss out on likes, subscribers, optins, sales, commissions, or whatever result you are going for.

Make it as simple as possible for them -- tell them exactly what you want them to do.

If you want them to click a link and sign up for a free training, make sure your ad says "click here to sign up for this free training".

Don't leave it to chance. Tell them what to do and be very specific when you do...because if you don't, you will lose some people, even if they are interested.



6. Start off with CPM (cost per thousand impressions)

I know, the first thing you're going to say is "Matt, how do you get 'cost per thousand' from 'CPM'?"

It's Roman numerals, I didn't come up with the acronyms, I just use them.

Anyway, when you start up focus on your CPM (cost per thousand impressions), then once you get refined you can switch over to CPC (cost per click).

That being said, I've had good luck with sticking with CPM because eventually, I'll have an ad that outperforms the market, so I'm better off paying per impression than per click because it ends up being cheaper.

At any rate, always start off with CPM and then switch to CPC later on, if it makes sense to do so.

7. Always set a limited time or a limited budget

You do not want to get surprised, so make sure that you set a budget for your campaign.

Whether that is a lifetime budget for a week of ads, or it's a daily amount, make sure you set those limits.

I talk about this in my affiliate marketing course, No Product No Problem. When you're running Facebook Ads (or any type of ad), only spend the amount of money that you are willing to have absolutely no return on.

If that's \$30, then you only spend \$30.

A lot of times, with that first \$30, you might make a \$20 return, and then you can reinvest that \$20 into a NEW ad, building upon your previous split test results.

Not sure what to promote? Get our free checklist to help you decide.

8. Try an internal campaign first

Start off with an internal campaign - meaning a campaign that keeps your audience ON Facebook such as getting someone to like your page.

By doing this your ads will get approved faster and Facebook will like you more.

Remember, Facebook's objective is to keep you in their ecosystem. It's better for Facebook if you stay on Facebook (naturally).

With that in mind, start with internal campaigns, and then, over time, you can move to external campaigns that send your audience to a landing page outside of Facebook.

9. Test, test and test some more.

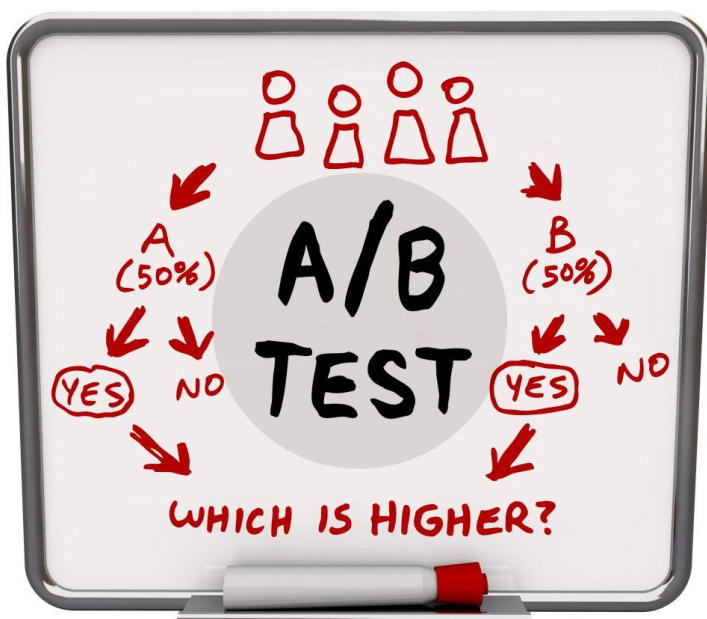
This is probably the most important tip on this list.

If you take NOTHING else from this article, make sure you understand and apply this.

Test - Everything. All the time.

Test early and test often.

You should ALWAYS be testing.



But please understand what I am NOT saying.

I am NOT saying don't run any ads until you have 30 different variations.

Start with between 2 and 5 images or two or three headlines, or calls to action and start testing.

Odds are one of them will outperform the others and you'll start to get some data and maybe even make some money.

Always be testing.

Here are some of the things you can (and should) test:

- Audiences
- Images
- Headlines
- Text
- Calls to Action
- Anything else you can think of.

The goal of this testing is essentially to say "Will this ad work better than this other ad?"

The great thing is, in most cases, you can get enough data within a day to make some decisions.

If you get 5,000 impressions to two different ads and one has 29 clicks and one has 5 clicks, then you know that the one with 29 clicks is the better ad.

I've said it many times, the reason I am so good at marketing isn't that I'm smarter than anyone else, it's that I'm willing to test everything.

The phrase that my team probably hears me say more than any other is "I don't know, let's test it."

The phrase my team probably hears me say the second most is "Well, that didn't work"...that's because I'm wrong probably 50% of the time...but I'm not scared to try things.

I'm not afraid to test stuff.

And if you want to have success with your Facebook Ads, you can't be afraid to test stuff either.

The key to success with Facebook Ads (or any kind of advertising) is testing early and often.

Test, test, test and then test some more.

When things aren't converting like you think they should, test to see if you can improve the conversion.

When your ads are performing well, test to see if you can get them a little better.

When you see a competitor's ad that's a little different, test yours to see if you can incorporate something you saw them do.

When you get tired of testing, test your tests. :)

So now you have the Ultimate Guide to running Facebook Ads for your next affiliate promotion.

Be sure to refer back to these 9 tips before running ads for your next affiliate promotion - you (and your ad budget) will be glad you did!