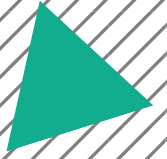# Q&A LIVE CLASS

FB/IG ADS WITH JACK PAXTON

From baptiste: I heard different things about choosing objectives, and what I understand is you need a certain amount of traffic before optimizing for conversions... Could you explain why you recommend using Conversions right away?

Jack: FB buckets users into converters, clickers and engagers. You want to target the converters. The people FB thinks is most likely to complete conversion events. If you are just looking for engagements and traffic you can use those campaigns but I'm assuming you are after conversions.

From Yishi Zuo: I'm interested in setting up / launch ads based on email targeting. I've heard that all you need is a few hundred emails and FB will find look-a-like audiences. Can you talk more about this?

Jack: 100 is the minimum but I would suggest 1,000 to get a solid audience to make LAL's from. FB will also not have a 100% match rate on your uploaded lists.

From Fréderic Spiessens: Would you recommend a softer conversion goal (e.g. add to cart) instead of a hard conversion (e.g. purchase) to get to 50 conversions quicker?

Jack: I would split test both, one optimized to view content or carts, then the other to purchases. A lot of the time we find that even if the purchase event are not at 50 a week. It still does better in terms of CPA and ROAS than those optimized to lower conversion events.

From Suvasini Raghavan: How can a lookalike audience be built based on email/ph.no?

Jack: You can upload a csv list into the FB audience section within your ad account. You can also connect your email service provider if it's someone like Klaviyo that has a direct integration and pull in email lists and segments to make audience from.
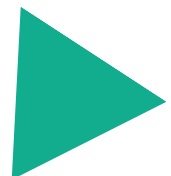
From sunandhasridhar: Could you please explain the beginner audiences point (on FB audience slide) once again.

Jack: Start by building the simples audience first. People who visited youR website in the last 30 days. I'd make audiences for 30 and 180 day periods to start with so I can easily include and exclude people based on audiences. For example, 180 days is everyone FB has data on who completed that event so if you want to exclude all your customers you could set up an ad set that targets the audience that visited in the last 30 days but exclude people who purchased in the last 180 days. This will make sure you are only targeting people who have not already converted.

From Corinne: Are you recommending FB Business Manager for Freelancers as well? Thks :)

Jack: Yes, everyone should set up their own business manager. Brands and contractors, it makes getting access much easier.

**From Yinqing Quan: Why do you recommend 1000 people in the seed list to create a lookalike?**

Jack: Yes, but 100 is the minimum and it also depends on how valuable the audience is. So 1000 emails from your email list will be good but 200 of your highest value customers would probably be better so just understand that the higher the quality of the audience, the better the LAL will usually perform.

From Sam Hunter: How much would you potentially be competing against yourself (and driving up CPCs) if you use the same targeting in multiple ad groups or campaigns?

Jack: Not a huge amount, we usually run overlapping campaigns for promotions, max 2-3 weeks. The people in both audiences are usually the highest converters but I wouldn't recommend it long term as our FB reps always tell us not to do it.

From Pradip Lal: Can you create lookalike audiences from uploaded lists?

Jack: Yes
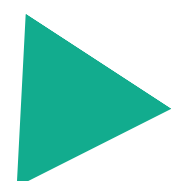
From Suvasini Raghavan: What if my list has a mix of personal and professional email ids? how does look alike work then?

Jack: You should try and separate and segment your list into the leads that are similar so the content you show them resonates with them.

From Paul Smit: How would you suggest to split budgets over: (1) prospecting versus retargeting and (2) Lookalike audiences versus interest-based audiences?

Jack: This is constantly changing but you start off with more remarketing budget, then it shits to prospecting as you scale.
Start = 80% REM & 20% PROS
Growing = 50% REM & 50% PROS
Scaled = 20% REM & 80% PROS

From Matt Kennedy: What if you are launching a new product, no one knows your brand, is running giveaways and quizzes at top of the funnel still right? And won't giveaways drive loads of unqualified traffic?

Jack: Yep, we have a lot of users in Vyper that use this giveaway tactic to build an audience. Just make sure the prize is attracting the right person and you are doing lots of remarketing as people who enter giveaways are not always ready to buy so you need email drips and remarketing ads to nurture them into the purchase.

From Lauren Bauman: Is there a way to remarket on FB to someone who was served a display ad on Google or watched a Youtube video ad (but didn't visit your site)?

Jack: Unfortunately, the two platforms do not share data so the only common place you can pixel that person to remarket to is if they go to your website.

From Rahul Bura: IG: We're a local brand but want to get 10K followers to unlock the swipe-up functionality in IG stories. I could just grow by targeting outside our addressable market but is it worth it? Rather have engaged local followers we can actually get ROI from?

Jack: I would suggest trying to still grow a relevant audience otherwise your organic reach will go to 0 pretty much. The system works in a way that 1-3% of your followers see your content, if they engage, IG will show it to the next %. If you have unengaged followers, the content never gets seen by more than 1-3% of your followers.Use giveaways (Vyper), cross-promotions with other accounts, tagging relevant people, places etc.

From Yinqing Quan: What about portrait asset for feed? Does that work well?

Jack: I would suggest keeping portrait (1:1.9) to stories and then using square (1.9:1) ratios in the feed. Here's the sizes - https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic

From saketh basavaraju: For a SaaS product focused on SEO optimization what type of ads will work?

Jack: You spend so much time creating good content, run ads to your top content to generate more traffic, awareness, and hopefully backlinks. You can then remarketing your blog traffic to take the next step to create an account, book a strategy call or join a live demo or something.

From Pradip Lal: Is there a place/page which has FB Ads best practices you could recommend?

Jack: We publish some good examples at - https://topgrowthmarketing.com/paid-ads-library/

We also have a bunch of free learnings at JackPaxton.com and at my course at GrowthHackers University - https://university.growthhackers.com/p/facebook-instagram-ads-accelerator