



Best practice Troubleshooting

Troubleshooting

To be able to end up with amazing Facebook Ads that bring you lots of clients, buyers, event participants and money, you need to constantly monitor and optimize your campaigns.

In this module, we will talk about the best troubleshooting techniques you can use to optimize your ads, how to recognize where the problem lies and how to fix it.

Troubleshooting

When your ads are not performing well enough you want to check three things:

1. Is everything actually working and set up correctly?

And then:

2. Do you have a low click rate? (CTR)

or

3. Do you have a good click rate (CTR) but people are not converting?

Technical elements

Triple-check that everything is working:

Are you looking in the right ad account?

Are you looking at the right date range in the Ads Manager?

Is your campaign active? Are all ads active?

Account overview | **Campaigns** (1 selected) | **Ad sets for 1 Campaign** | **Ads for 1 Campaign**

Search | **Filters** | **+** Add filters to narrow the data that you are seeing.

Updated just now | **Discard Drafts** | **Review and publish**

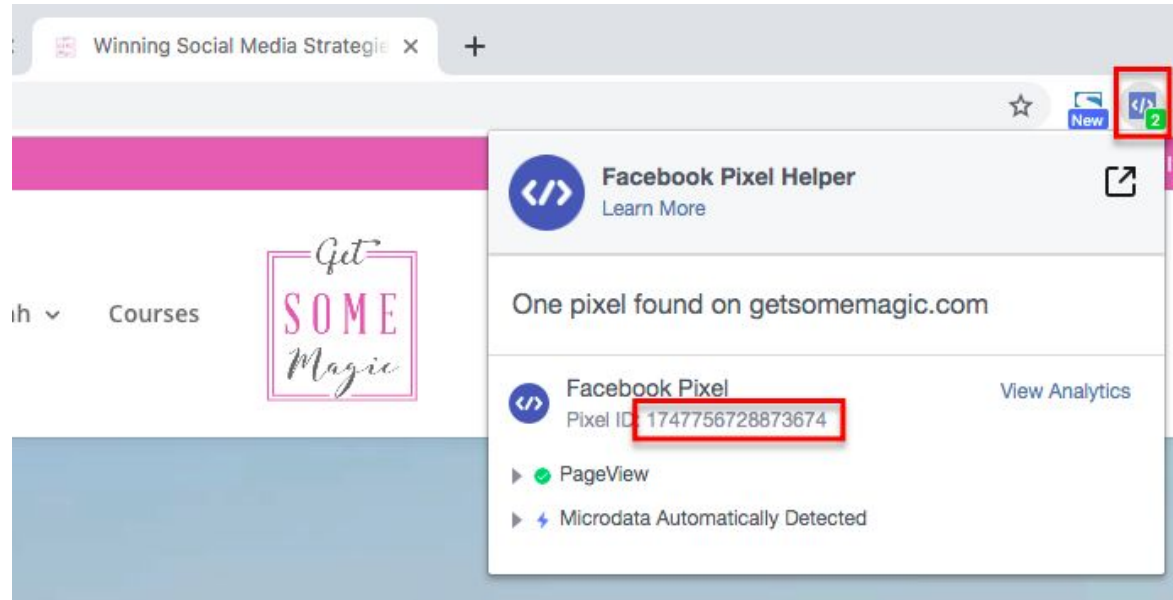
Last 7 days: 26 Mar 2019 - 1 Apr 2019
Note: Does not include today's data

	Ad set name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	CY-Ads	Cost per CY-Ads	CY-Landingpage-Tripwire
<input type="checkbox"/>	Lookalike (Euro area, GB and 2 others, 1%) - Sara...	Active Some text in image	€11.79	1,524	16	1.05%	€0.74	—	—	—

Technical elements



Have you installed the right Facebook Pixel? Is it working on all pages? (also on the thank you page?)

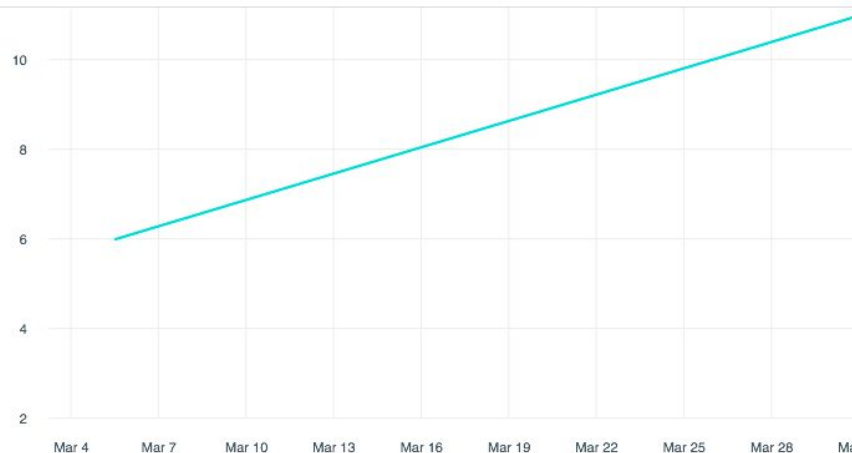


Technical elements

Is your Custom Conversion set up correctly (for the thank you page) and working?



Filter by name or ID		Filter by data
Custom conversions		
Tailor your events by adding rules and parameters		
Name	Status	
CY-100 ID: 422671141567150	● Active Last received: 1 minute ago	
100 freebie ID: 136340233675257	● Active Last received: 1 minute ago	
Checklist ID: 724115881132071	● Active Last received: 1 minute ago	
CY-Ads ID: 390689824671955	● Active Last received: 1 minute ago	
Magic Circle angesehen ID: 143055209702485	● Active Last received: 1 minute ago	
CY-Ad-Application ID: 256911745118516	● No recent conversions Last received: 1 minute ago	
FB Ads Salespage angesehen ID: 2049368908630983	● No recent conversions Last received: 1 minute ago	
Self-study productpage angesehen	● No recent conversions Last received: 1 minute ago	



Rules

Include events that meet the following criteria:

Source Sarah Lorenz's Pixel (Pixel) ID: 1747756728873674

Rule Include All URL traffic where URL contains getsomemagic.lpages.co/thank-you-100-awesome-questions/



Technical elements

Does your website / landingpage work on all devices?

Are there no popups? (as Facebook doesn't allow popups on a website)

Are the buttons on your website (still) working? (you have no idea how often I've had this issue with some clients)

100 AWESOME QUESTIONS THAT'LL GROW YOUR FACEBOOK PAGE

Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions that get people talking, build your authority as a coach, and get the high-end clients you've been dreaming of.

I will process your data in accordance with my [Privacy Policy](#). You may withdraw this consent at any time by emailing me at sarah@getsomemagic.com OR unsubscribing. Please tick the following in order to express your explicit consent for me to process your data in the following manner:

- ☐ I consent to get regular newsletters about social media strategy
- ☐ I consent to get emails about services and products
- ☐ I consent to allow my data to be used to personalize ads

GET INSTANT ACCESS!

Technical elements

If you're using a Conversion campaign: Have you chosen the right Custom Conversion as a goal at the ad set level?

CY-100-Funnel > Lookalike (Euro area, GB and 2 others, 1%) - Sarahs Besucher > 3 Ads

Active

Some text in image

...

Edit

Review

Ad set name ⓘ Lookalike (Euro area, GB and 2 others, 1%) - Sarahs Besucher ⚙️

Conversion

Conversion Event Location

Website

CY-100

×

App

Messenger ⓘ

Specific

Broad

Your audience is defined.

Potential reach: 490,000 people ⓘ

Estimated daily results

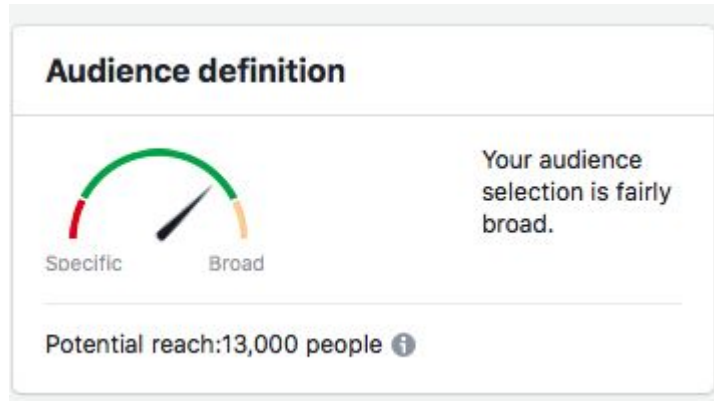
Based on 1-day click conversion window

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Technical elements

Is your audience big enough?

(This is only a problem if your campaign does not get any reach or if your daily budget does not get spend. In general, a specific audience is not a problem as such).





Technical elements

Only once you've made sure everything is working from a technical perspective can you see your actual numbers.

Find out which of these two things is true for your campaign:

- People are not clicking
- People are clicking but not converting

Ad name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)
 Insta-ich	● Not delivering Campaign is off	€2.89	4,917	19	0.41%	€0.14
 Insta-Screen	● Not delivering Campaign is off	€11.62	19,919	88	0.45%	€0.13
▶ ⚠ Results from 2 ads ⓘ		€14.51 Total Spent	24,836 Total	107 Total	0.44% Per Impre...	€0.13 Per Action

Low click rate (CTR)

When you discover your CTR is low and your cost per click (CPC) is high this could mean different things for example:

Your “hook” is not good enough

What is a hook? Your hook is your freebie, webinar, event, product. And I know that this is hard to hear but: You might need to improve it.

Before you start changing your ads or your audience's or anything in the Ads Manager, check the following things:

Low click rate (CTR)

- Does your freebie / blogpost / event / product solve your potential client's top 3 biggest struggles?
- Does it support your potential clients to get to their top 3 most urgent goals?



Low click rate (CTR)

When you're promoting a freebie:

- is it easy to digest? (within 20-30 minutes while getting instant value)
- does it represent your branding and image?
- does it give a chance to get to know you more?
- would your potential clients pay for the freebie because its quality is so good?
- does it help you getting one step closer to selling your end product?






Low click rate (CTR)

When you are completely sure that your freebie / blogpost / event / product is perfect (and please be honest here!) there are two other possible explanations for a low click rate:

1. **Your audience is chosen wrong**
2. **Your ads are not attractive enough**
3. **A combination of both**

Have a look at the Relevance Score of your ads. If it's below 7 then I would start with changing the ads and leaving the audiences for now.

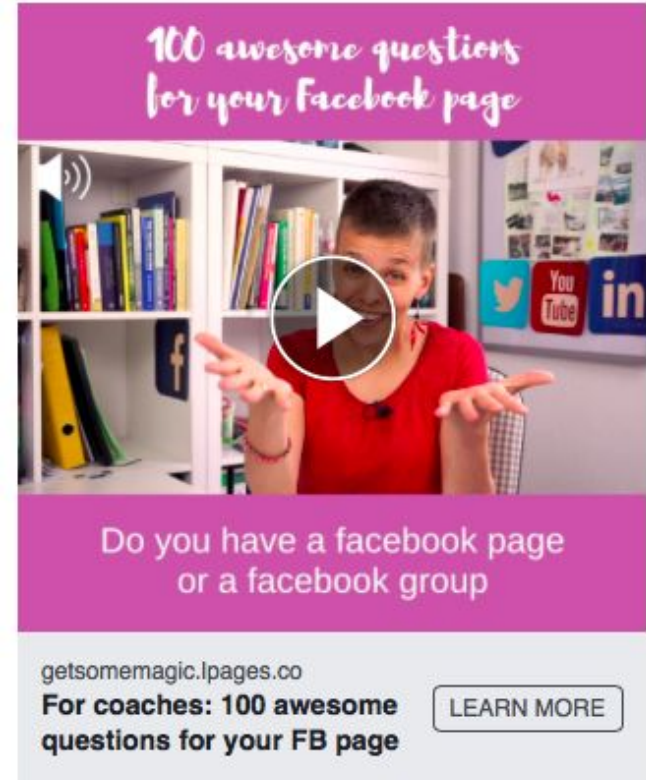
	Ad name	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	FB Ads 2019 Danke	Cost per FB Ads 2019 Danke	Relevance score
	 Crazy Video	€43.34	3,824	78	2.14%	€0.53	48	€0.90	9
	▶  Results from 1 ad ⓘ	€43.34 Total Spent	3,824 Total	78 Total	2.14% Per Impre...	€0.53 Per Action	48 Total	€0.90 Per Action	

Low click rate (CTR)

Make your ads more specific

The best thing about Facebook Ads is that you can be very, very specific in your targeting. Use this for creating your audiences AND for your ads copy. Make sure that the viewer of your ad thinks “OMG, they totally mean me!”.

For example: Instead of saying “For all mums”, say “for all mums in Berlin” or even “for all toddler mums in Berlin” or “for all mums in Berlin who love yoga”.



100 awesome questions
for your Facebook page

Do you have a facebook page
or a facebook group

getsomemagic.lpages.co
**For coaches: 100 awesome
questions for your FB page**







LEARN MORE

The image shows a Facebook advertisement. At the top, a pink banner contains the text '100 awesome questions for your Facebook page' in a white, cursive font. Below this is a video thumbnail featuring a woman in a red shirt sitting in front of a bookshelf, with a large white play button icon overlaid. To the right of the bookshelf, social media icons for Twitter, YouTube, and LinkedIn are visible. At the bottom of the ad, another pink banner contains the text 'Do you have a facebook page or a facebook group' in white. Below the pink banners, on a light grey background, is the website 'getsomemagic.lpages.co', the text 'For coaches: 100 awesome questions for your FB page', and a 'LEARN MORE' button in a rounded rectangle.

Low click rate (CTR)

Try different images / videos

Your image or video is the first thing people notice about your ad. If you're having a low click rate and relevance score and you've already made the ad text more specific, I recommend trying different images and / or videos.

Ad name	
	Video-lang
	VideoTestimonialCarousel
	Foto ich Umzug
	VideoSnippet-Texttopics
	Foto ich Kamera
	VideoSnippetvideooohnelila

Low click rate (CTR)

Are you speaking your audience's language?

And by that I don't mean "English" or "Greek" but: Do you use words your audience uses? Do you use emojis they're familiar with?

Is your ad copy attractive, specific and non-salesy?

Remember: People will stop scrolling and click on your ad when they are highly appealed by it. This won't happen with a text that sounds as if you're trying to sell something ;) This will only happen with a personal, honest, friendly and interesting text.

Low click rate (CTR)

Have you optimized your ads but you're still getting a low click rate? Then it's time to have a look at your audiences.

What is the “quality” of your audience?

The closer they are to a proven audience the better. Meaning the quality goes in this order:

(Website visitors (who haven't bought yet) and were on your sales page)

(I put this in parentheses because the quality here depends on the question why they haven't bought yet - is it normal that people want to think about it after seeing it?)

Lookalike of people who bought your end product

Lookalike of people who bought your tripwire

Lookalike of people who got your freebie / signed up for your webinar / read your blogpost

Well set-up and specific Profile-based audience

Low click rate (CTR)

Whenever you're working with a Lookalike ask yourself: What is the quality of the source?
For example: The Lookalike of your Facebook Fans depends 100% on how "good" your Facebook fans are. Are they people who buy from you?

Create a Lookalike Audience

1 Select your lookalike source ⓘ

Social Media Magic by Sarah Lorenz

Create new source ▼

Good CTR but people don't sign up / buy

When you're getting clicks on your ads but people aren't signing up or buying your product this is very likely because of your landingpage or sales funnel.

First, check the comments under your ads. Do people complain about anything?

If there is no hint in the comments, possible reasons can be:

No message matching

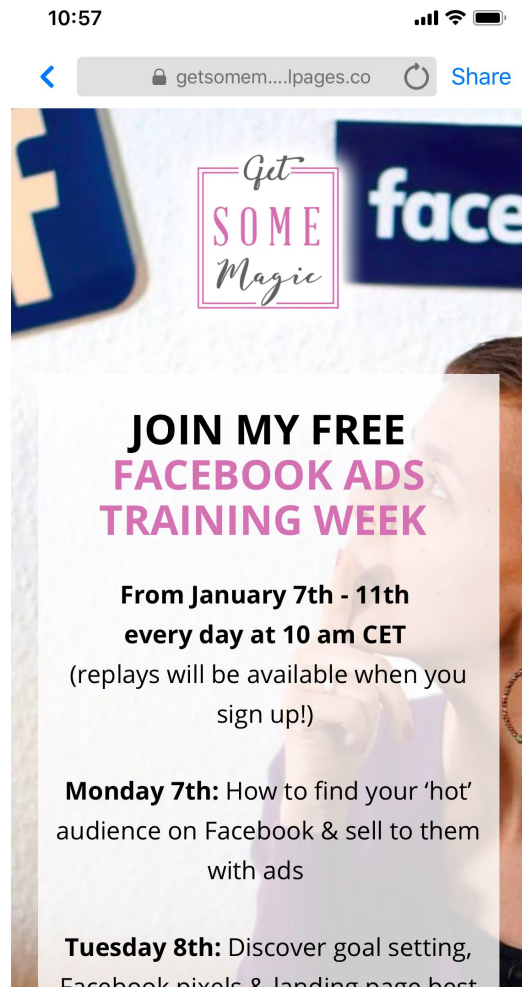
The text on your website / event etc. might be too different to the text you're using in your ads.

Good CTR but people don't sign up / buy

Landingpage not set-up in the best way

Check again if your call to action is super clear. Do people see immediately what you want them to do?

What does the page look like on the phone?



Good CTR but people don't sign up / buy

Does your offer still sound appealing on your landingpage / website?

Are you using testimonials, case studies, screenshots etc. to show that your audience needs to have your thing right now?

The image shows a Facebook post for 'Daria Zest', a Success Coach & Business Mentor. The post features a testimonial from Sarah, who is a social media expert. The testimonial text reads: 'Sarah is one of the most knowledgeable social media experts out there. I trust Sarah to train my team to be on top of all social media changes. If you realize how important social media is for your business (which you should), then I definitely highly recommend to hire and learn from Sarah. She's is very knowledgeable and with her kind personality she creates an experience like no other.' The post also includes a photo of Sarah, a woman with curly hair wearing a white dress with a black belt. Above the testimonial is a blue button that says 'Subscribe in Messenger'. Below the testimonial is a screenshot of a Facebook comment from a user named 'Social Media Magic by Sarah Lorenz'. The comment says: 'Social Media Magic by Sarah Lorenz Woohoo!! 🥳 Of course it works 😊 Nah, so proud of you!'. The comment has 1 like and 1 reply. The reply says: 'Thank you! I'm so excited now, you ROCK!!!'. The post also has 5 likes and 2 comments. The background of the Facebook post is a light blue gradient.

Subscribe in Messenger

Daria Zest
Success Coach & Business Mentor

Get SOME Magic

Sarah is one of the most knowledgeable social media experts out there. I trust Sarah to train my team to be on top of all social media changes. If you realize how important social media is for your business (which you should), then I definitely highly recommend to hire and learn from Sarah. She's is very knowledgeable and with her kind personality she creates an experience like no other.

is 🥳 feeling excited.

12 September at 14:28

OMG Sarah.. This stuff really works!!!! 🥳 I posted something personal on my Biz Page today and I got more like than I have in 3 months....

5 2 Comments Seen by 16

Love Comment

Social Media Magic by Sarah Lorenz Woohoo!! 🥳 Of course it works 😊 Nah, so proud of you!

Like · Reply · Commented on by Sarah Lorenz [?] · 1d

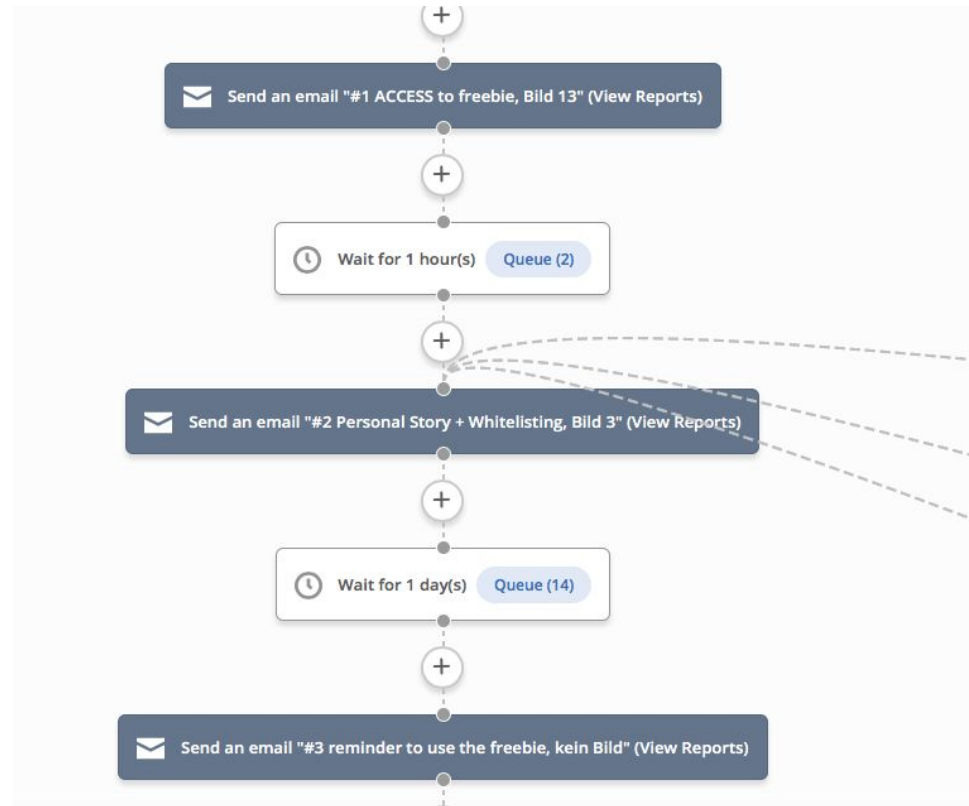
Thank you! I'm so excited now, you ROCK!!!

Like · Reply · 1d

Good CTR but people don't sign up / buy

Unclear sales funnel

Do you have a sales funnel that leads people towards your end product? Then you'll need to check all the data there.
What is your opening rate of the emails?
Is your message clear? Are you promoting your end product well enough?



Good CTR but people don't sign up / buy

No retargeting

Make sure to use Facebook's amazing retargeting option (especially when people are not converting).

Retarget website visitors and email subscribers to make them take the next action step.

Constant optimization

Don't get stressed out when a campaign is not working. Keep calm and have a clear look at all technical elements and numbers.

From every single campaign, ad set and ad you'll be able to learn valuable insights that will help you improve all future campaigns.

You're already far ahead of your competition. Keep going! :)



HOMEWORK

**If you ever think a campaign is not performing well
keep coming back to this PDF (and video) and go
through it step by step.**

Now it's your turn

You can do this! Have fun! 📶😊

