



# 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?

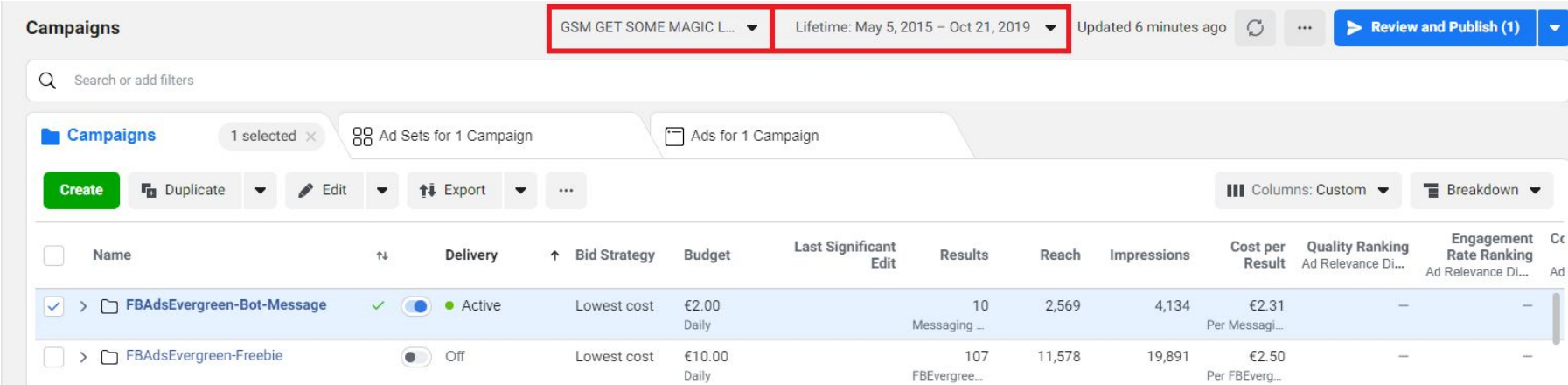
# Technical elements

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?



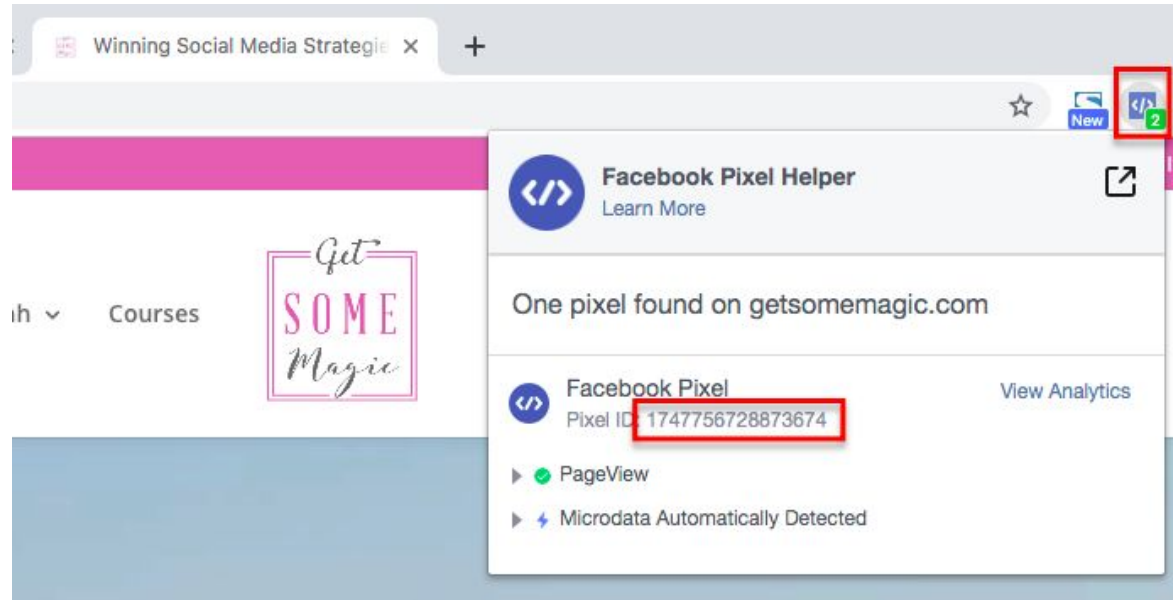
The screenshot shows the Facebook Ads Manager interface. At the top, the campaign name 'GSM GET SOME MAGIC L...' and the date range 'Lifetime: May 5, 2015 – Oct 21, 2019' are highlighted with a red box. Below this, the 'Campaigns' tab is selected, showing a list of campaigns. The first campaign, 'FBAdsEvergreen-Bot-Message', is selected and its details are shown in the table below.

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking
FBAdsEvergreen-Bot-Message	Active	Lowest cost	€2.00 Daily		10 Messaging ...	2,569	4,134	€2.31 Per Messagi...	—	—
FBAdsEvergreen-Freebie	Off	Lowest cost	€10.00 Daily		107 FBEvergree...	11,578	19,891	€2.50 Per FBEverg...	—	—

# Technical elements



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

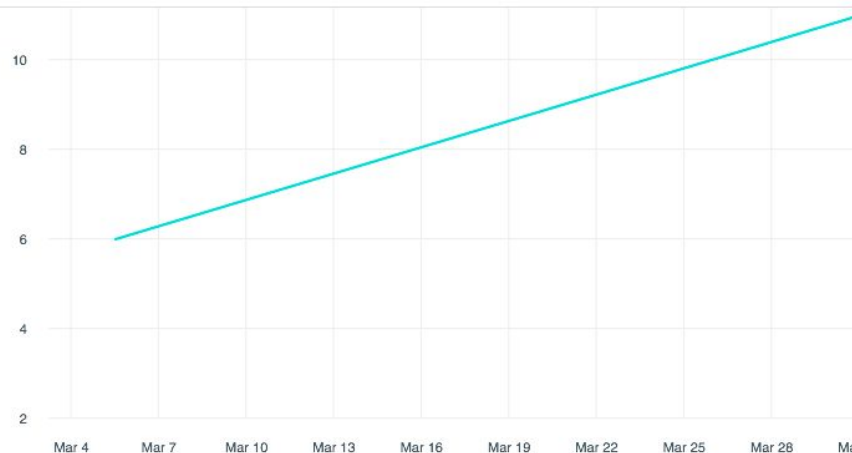


# Technical elements

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 received Last received: 1 minute ago	
FB Ads Salespage angesehen ID: 2049368908630983	● No received Last received: 1 minute ago	
Self-study productpage angesehen	● No received 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](mailto: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-Bot-Landingpage > Lookalike (AT, CH and 8 others, 1%) - Email Liste 18.12.17 > 1 Ad ID: 6106155892076 X

Summary | **Edit** | Chart | Inspect | History

### Ad Set Name

Create name template

Lookalike (AT, CH and 8 others, 1%) - Email Liste 18.12.17

### Conversion

Conversion Event Location


☒ Website
 

CY-100
X
i

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

☐ App
 ☐ Messenger i

### Audience Definition



Your audience is defined.

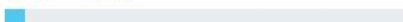
Potential Reach: 600,000 people i

### Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach i

378 - 1.1K

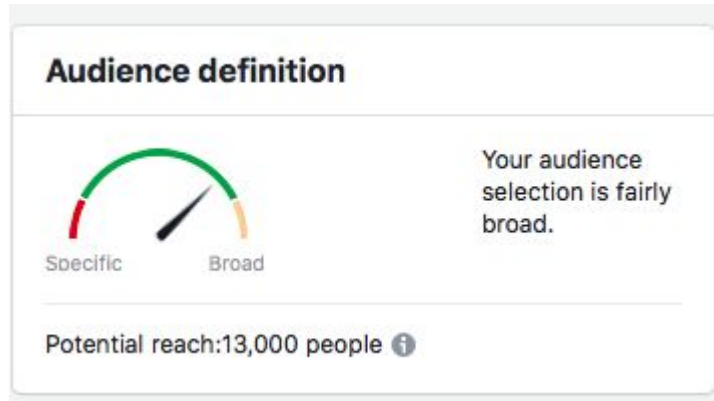




# Technical elements

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

Campaigns

Ad Sets

Ads




Create

Export

1-200 of 325

Columns: Performance and

Breakdown

<input type="checkbox"/>	Name		Spent	Ends	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking ↓ Ad Relevance ...	Conversion Rate Ranking Ad Relevance Di...	Impressions	CPM (Cos per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click- Through)
<input type="checkbox"/>	 Marios Ansatz	<input checked="" type="checkbox"/>	€3.84	Ongoing	—	—	—	3,446	€1.11	3	€1.28	0.09%
<input type="checkbox"/>	 GIF	<input checked="" type="checkbox"/>	€0.41	Mar 9, 2018	—	—	—	31	€13.23	—	—	—
<input type="checkbox"/>	 Foto von mir	<input type="checkbox"/>	€4.10	Mar 9, 2018	—	—	—	304	€13.49	1	€4.10	0.33%

# 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 Quality Ranking of your ads. If it's below average then I would start with changing the ads and leaving the audiences for now.

## Quality Ranking

A ranking of your ad's perceived quality. Quality is measured using feedback on your ads and the post-click experience. Your ad is ranked against ads that competed for the same audience.

This metric is an [ad relevance diagnostic](#) and does not apply to campaigns or ad sets, only ads.

i This metric is [estimated](#).

### About This Metric

This ranking reflects your ad's relative performance in the [ad auction](#) for the date range you've selected. Your ad can receive the following rankings, where average represents the 35th to 55th percentile:

- Above average
- Average
- Below average (Bottom 35% of ads)
- Below average (Bottom 20% of ads)
- Below average (Bottom 10% of ads)

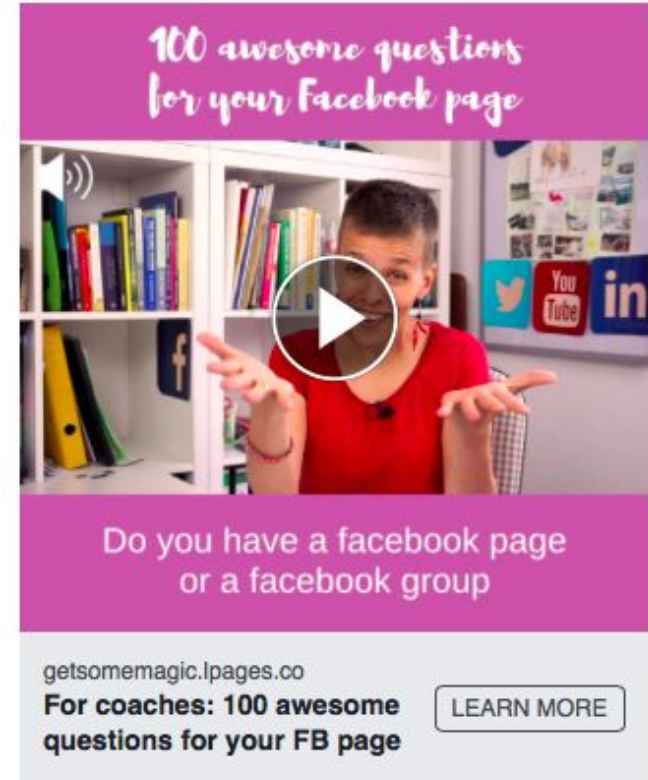
A quality ranking of Below Average (Bottom 20% of ads) means that your ad's perceived quality was among the lowest 20% of ads competing for the same audience. At least 80% of ads competing for the same audience were perceived as higher quality.

# 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 ad features a woman in a red shirt gesturing with her hands in front of a bookshelf. A large white play button is overlaid on the video frame. The background includes social media icons for Twitter, YouTube, and LinkedIn.

# 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**

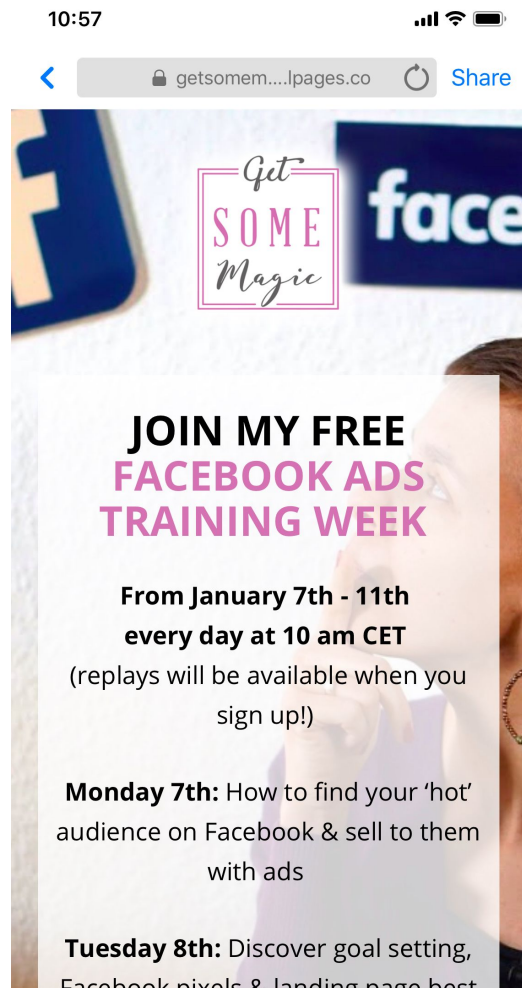
The text on your website / event etc. might be too different to the text you're using in your ads.

# 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

If you're getting a few conversions you should check from which devices they come. Do they all come from desktop but none from mobile devices? That's usually a sign that something is wrong with your website.

Campaigns											
Ad Sets											
Ads											
Columns: Custom Breakdown: Conversion Device											
<input type="checkbox"/>	Name	Delivery	Results	Reach	Frequen	Cost per Result	Budget	Amount Spent	Ends	Schedule	
<input type="checkbox"/>	> Lookalike (AT, BE and 7 others, 1%) - Li...	<input checked="" type="radio"/> Campaign Off	71 FBEvergee...	8,081	1.78	€2.49 Per FBEve...	Using cam...	€176.52	Ongoing	Sep 6, 2019 – Ongoing	
	Conversion Device: Other		—	—	—	—		—			
	Conversion Device: iPod		—	—	—	—		—			
	Conversion Device: Android Tablet		1	—	—	—		—			
	Conversion Device: iPhone		21	—	—	—		—			
	Conversion Device: Android Smartphone		47	—	—	—		—			
	Conversion Device: Desktop		2	—	—	—		—			
	Conversion Device: iPad		—	—	—	—		—			

# 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 landing page for 'Get SOME Magic'. At the top right is a blue button that says 'Subscribe in Messenger'. Below this is a testimonial from Sarah Zest, a Success Coach & Business Mentor. 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.' To the right of the text is a photo of Sarah Zest, a woman with curly hair wearing a white dress with a black belt. Above the photo are two small pink hearts. Below the testimonial is a screenshot of a Facebook post. The post is from 'Social Media Magic by Sarah Lorenz' and says 'Woohoo!! 🥳 Of course it works 😊 Nah, so proud of you!'. It has 16 likes and 2 comments. The comments section shows a user saying 'Thank you! I'm so excited now, you ROCK!!!' and another user replying 'Like · Reply · 1d'.

Subscribe in Messenger

**Sarah 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

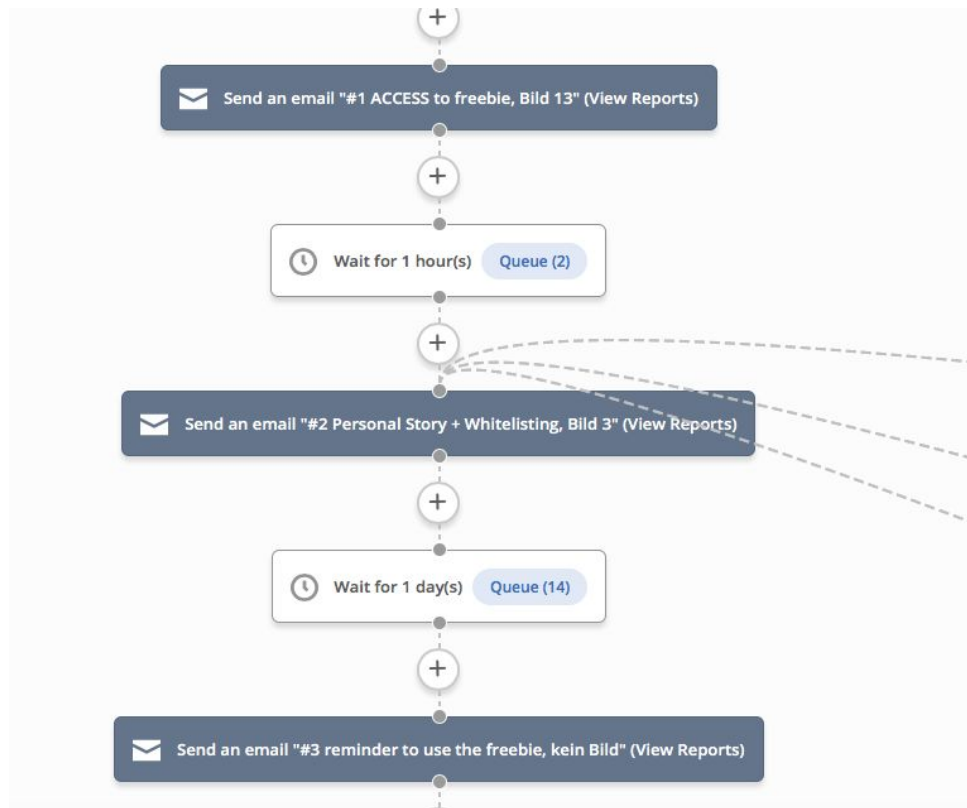
Thank you! I'm so excited now, you ROCK!!!

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! 📶😊

