

# FB Ads



# for



# Niche Sites

On this guide you'll find everything you need to know to properly use Facebook Ads to capitalize on Prime day and any other special sale such as Black Friday, Cyber Monday and every Amazon affiliate favorite time of the year: Christmas Shopping Frenzy Season.

These events are time sensitive and being prepared before they happen is key here in order to fully exploit the massive earning potential of these dates. Hence, I've prepared a complete A to Z guide for you to use Facebook Ads to your advantage in these situations. Let's get right into it.

## 1. First things first.

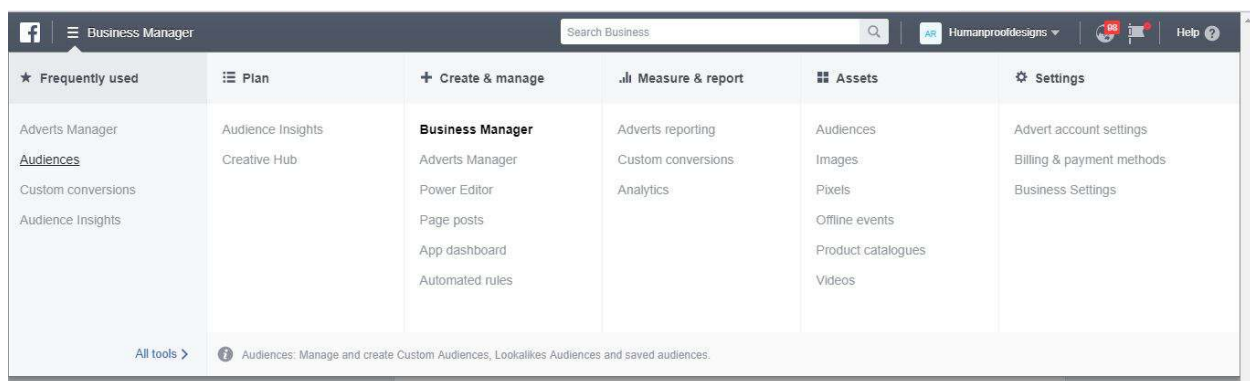
You need to have the Facebook Pixel properly installed in your website. [Here's Hootsuite guide on where to find the pixel and how to install it properly](#). You'll also need a Facebook page for your website and to create an account at <http://business.facebook.com>

Don't worry, it really is an easy process that won't take you more than a few minutes.

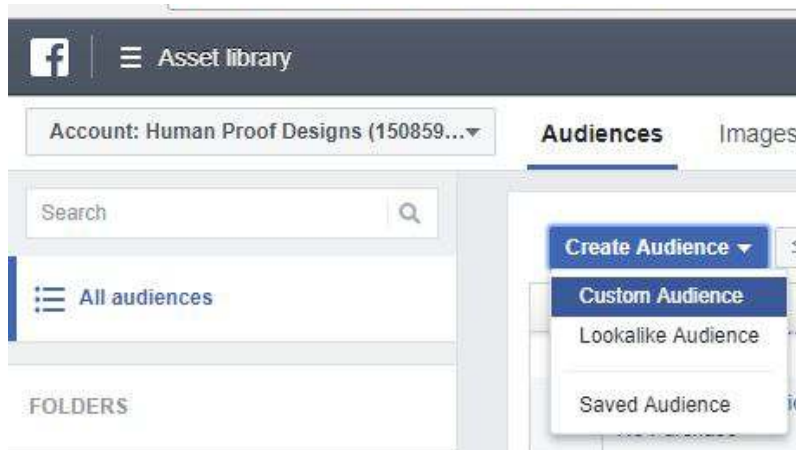
## 2. Creating audiences.

So, once your site has the Facebook pixel properly installed and checked with the [Facebook pixel helper chrome extension](#) you're going to create audiences based on your website traffic first. This means, you'll be creating a list of visitors inside Facebook and you can segment that list based on the topics of your site.

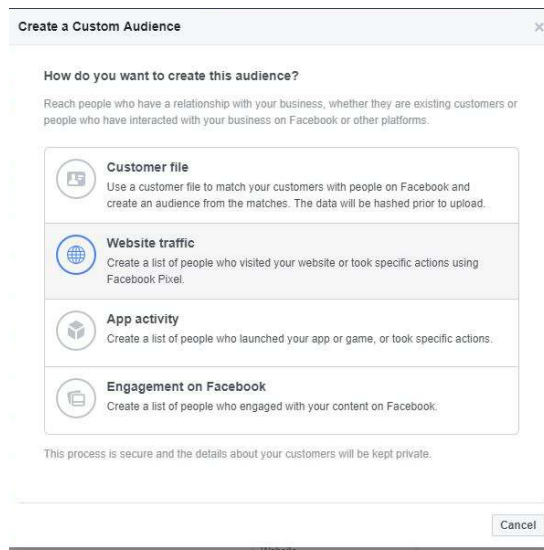
Inside your Facebook Business Manager you're going to select "Audiences"



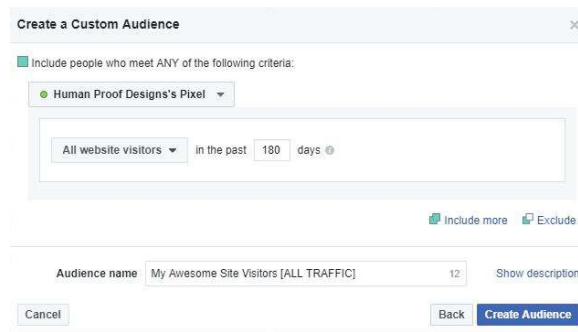
And then for your first audience, you'll select "Custom Audience"



Select “Website Traffic”



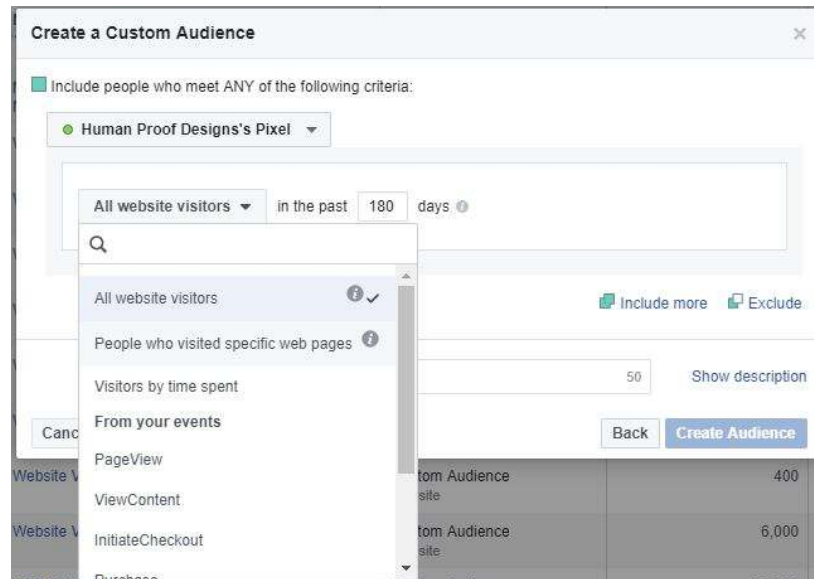
Then you’re going to select all visitors, 180 days (that’s the max you can track) and create your first audience. With this, every single visitor who has cookies enabled in their browser and is logged into Facebook will be added to that list. You won’t be able to see **who** is on it, but you’ll know **how many** and be able to show them ads. And that’s just what we need.



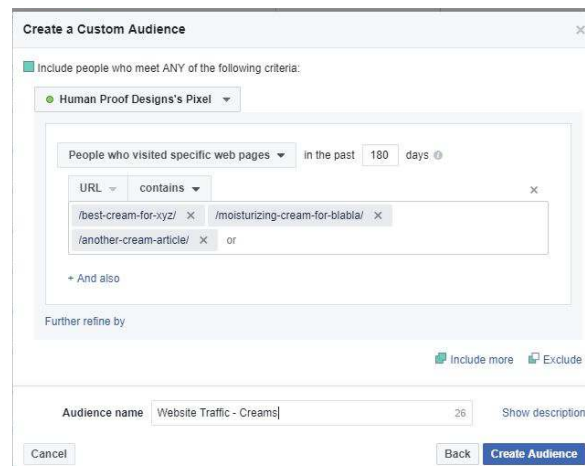
Give your audiences a VERY descriptive name. When you have 1-2 of them is no big issue, but once you have a few dozens, you’ll need a system.

Then you're going to do audiences based on interest or topics of your site. If your site talks about skin care, you may have articles about moisturizing creams, body washes, nutrition, vitamins... Specific interests inside the big "skin care" topic. Whichever segments you can imagine, create an audience for those. Let's briefly see how:

Same steps: Create custom audience, website traffic. Then



We're going to select "People who visited specific web pages" and add the URL of every article we have on that category or topic in this way:



We'll select "URL Contains" and then copy the part of the url **after** the <https://mysupercoolsite.com>. Press space, and keep adding the URLs. You may want to create a little excel spreadsheet beforehand to speed up this process. Remember to name your audience properly.

This interest-based audiences are great because you can show them ads that are specific to their interest. Imagine this audience we just made. How much more powerful will it be to show them an ad about the best deals in skin creams vs best deals in skin care?

### **We now more than ever demand specificity**

We want the content that pops in front of our eyes to be the **EXACT** information we want, not *something-broad-that-maybe-could-sort-of-answer-my-need-but-not-exactly-so-i-will-ignore-it*.

Alright great, what's next? Well, if you've created a deals page in your site (which I hope you have) then create a retargeting audience for visitors who have seen that page in the exact same fashion we've done above. In that way, you'll be able to remind the people who saw the deals page that hey, it's there! And it's getting updated with more and more cool deals!

This is specially powerful if you're sending your organic traffic to the deals page through sidebar widgets and a hello bar or promo ribbon and then you re-target those visitors on Facebook.

### **3. Sending people to an opt-in page.**

Let me put this straight before from the beginning just so that understand how important this is:

### **You should be doing this part year-round.**

We're essentially talking about creating a page dedicated solely to capture leads. Email details in exchange for a free guide, checklist, blueprint, template... something valuable that a particular audience will want to download and will gladly give you their email information in exchange for it.

If you already have a **lead magnet** or any sort, create a **squeeze page** for it. Here's an example of one of ours: [13 Backlink Strategies For Amazon Affiliates](#)

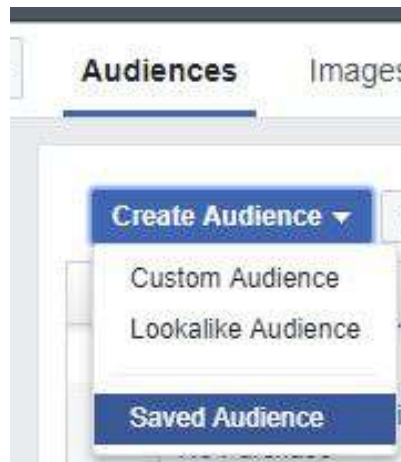
You'll see how the only possible actions for anyone landing there are either leave the page or download the guide. Check it, not even the logo works. Just the opt-in. Hence "*squeeze*".

Once you have your lead magnet' squeeze page ready, we're going to create a saved audience inside Facebook. This is an interest & demographic based audience that Facebook will populate with users, to which you'll be able to advertise your lead magnet to capture emails from cold traffic (people who have never heard of your before). You'll then send emails to those contacts telling them about the super awesome deals of Prime day (or any other similar event)

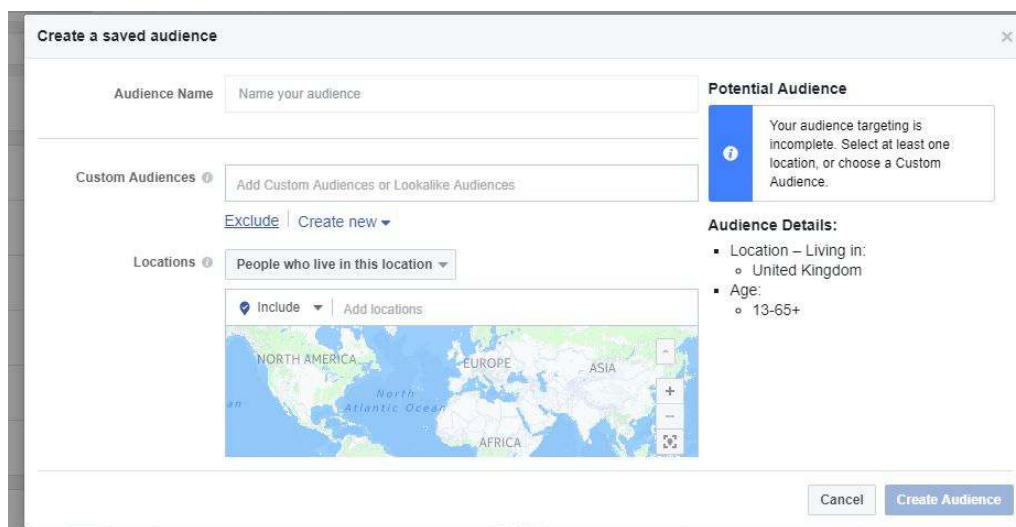
So, how do we create this audience?

## 4. Targeting

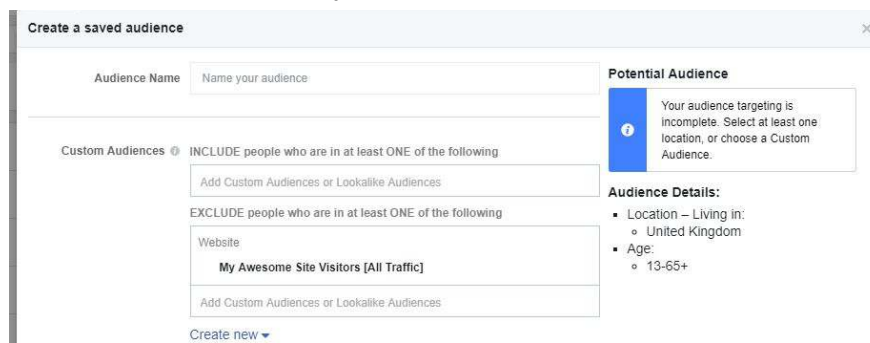
Let's see how to create a saved audience and how to target to get the BEST results.



Click on “Saved Audience” and let's make sure we serve this ads ONLY to cold traffic. Hence, click on “Exclude” underneath the Custom Audiences field:



And exclude the “All Visitors” audience you did before. It will look like this:



We do this so that as soon as someone visits your site , they get removed from the saved audience (but added to a retargeting audience to which we'll be showing different ads. Smart huh?)

Then demographics... pick the countries you have amazon associates links enabled for. Let's say for the sake of arguments you only use Amazon US links.

Create a saved audience

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Website

My Awesome Site Visitors [All Traffic]

Add Custom Audiences or Lookalike Audiences

Create new

Locations

People who live in this location

United States

United States

Include | Add locations

- My Awesome Site Visitors [All Traffic]
- Location – Living in:
  - United States
- Age:
  - 13-65+

Then pick 18-65+ as age range unless you know the exact age range of your target audience (imagine your site is on hearing aids, you may want to keep the age range on 40-65+ to target seniors and their sons who are likely to be the ones shopping online). Same for gender, select “all” unless your site is gender-specific (for instance, lingerie or beard grooming).

Then language you can select the one that applies, for this example we'd do English or leave it blank. If your site were about latino quinceañera (sweet 15) party accessories, you'd select “Spanish” (all) for instance (and so would be the language used in your ads)

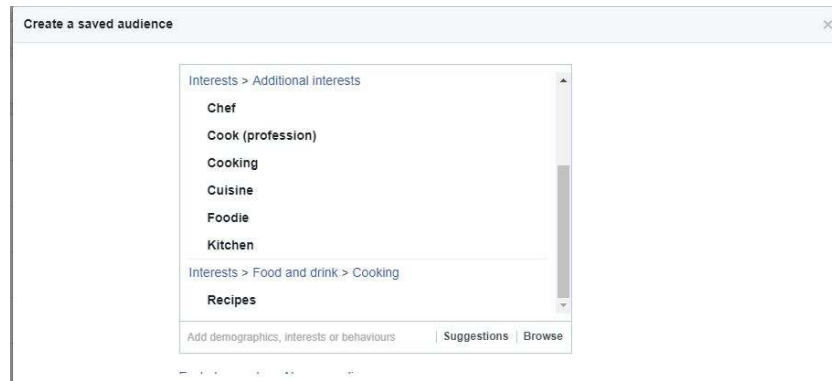
Alright so we have the basics on place. Age, location, gender, language... but this alone won't work.

Getting the next part right will set the difference between having a super successful campaign or failing, so pay attention.

We're going to add as many interests as we can think about for as long as they make sense with our lead magnet offer.

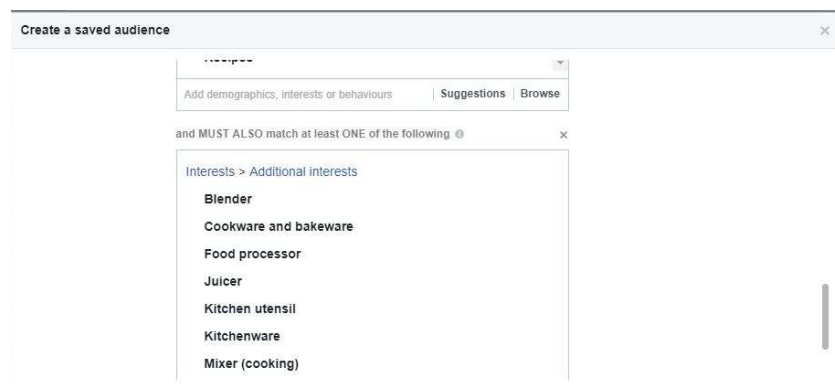
Let's say for this case that i'd be promoting **a guide about the uses of standing mixers.**

First we go generic. Make sure you have “Suggestions” clicked and add the most generic thing you can think of. For me is “Kitchen” (impressive, I know)



Then FB will spit a lot of interests and jobs etc around that. I pick all the ones that are still generic.

Then, we're going to click on Narrow audience and go a bit more specific. In this case, we'll add every interest that has to do with kitchen appliances and cookware.



So now we have people who like cooking AND cookware, mixers, blenders etc (so we could say, they're more seriously into cooking than just the people with just one of the first batch of interests) but we won't stop there.

We'll narrow down again with another interest. The more interests a person has, the more likely they are to find our guide/checklist/blueprint useful and download it.

Also, a quick look at the top of the targeting page tells us we have 6.3 million users in our audience. Still super broad. We want to narrow it down to less than 1M



**Create a saved audience**

**Audience Name**

**Potential Audience**  
Potential reach: 6,300,000 people

**Custom Audiences** INCLUDE people who are in at least ONE of the following

EXCLUDE people who are in at least ONE of the following

Website

**My Awesome Site Visitors [All Traffic]**

**Locations**

**Audience Details:**

- Excluding Custom Audience:
  - My Awesome Site Visitors [All Traffic]
- Location – Living in:
  - United States
- Age:
  - 18-65+
- Language:
  - English (All)
- People who match:
  - Interests: Cooking, Recipes, Foodie, Cuisine, Chef, Cook (profession) or Kitchen
  - Field of study: Cooking or cooking/chef

So, what are standing mixers good for? Baking, between many other uses. Let's find baking-related interests and keep narrowing down!

**Create a saved audience**

and MUST ALSO match at least ONE of the following

**Cake**

**Cupcake**

**Pastry**

**Baking**

**Desserts**

Great, now we're more and more specific. Still 4.3Million so let's add another interest (we narrow down again) let's go for alternative uses of a mixer and see what comes up.

**Create a saved audience**

**Desserts**

and MUST ALSO match at least ONE of the following

**Cheesecake**

**Guacamole**

**Mashed potato**

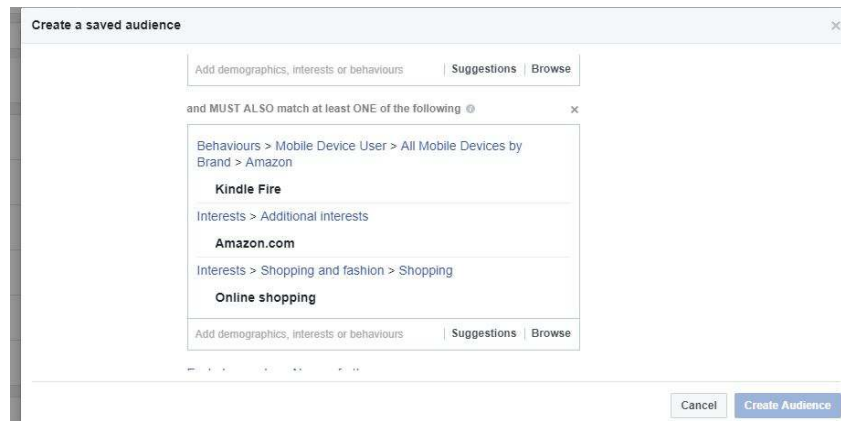
**Meatball**

**Meringue**

Yes, you can target ads to people based on their interest towards mashed potatoes and meatballs. What a time to be alive.

So, after narrowing further to those, we have an audience of 780,000 people. Everyone inside this audience has at least 4 different interests that match the uses of a standing mixer. I'd say

they're quite interested. Now, for the final trick, we'll add Amazon.com and online shopping to their interests to make sure they are likely to buy stuff at Amazon.



Alright, 730,000 people in our audience. See why it was important to take the non-shoppers out? Now, give your audience a name, click create audience and let's move forward.

## 5. Add Event pixel to the success page.

For Facebook to be able to optimize ad delivery according to your conversion goal (opt-ins), you need to be redirecting people to a thank you/success page once they opt-in and then add an extra piece of pixel to that specific page.

So create a separate "Thank you" page (with instructions to download the guide for instance) and make sure you do NOT send traffic to that page in any other way. Then you're going to add the following piece of code to the standard Facebook pixel ONLY on that page ([read this to know where to](#))

```
fbq('track', 'Lead', { } );
```

So that everytime someone opts-in, they get redirected to the thank you page, then the FB pixel event will trigger and both you and FB will know that you got a lead. This is very important for you to know what your cost per lead is and for Facebook to be able to optimize your ads. Make sure to run the Pixel Helper again to confirm that the event "Lead" is being triggered properly.

Now that you have your pages ready, pixelated, and an audience ready to show ads to, let's get them rolling!

## 6. Creating Ads.

For your ads, you need two things: Creative and Copy. For the creative, use Canva. Create an account and then create a design, choose "custom dimensions" on the top right and do 1200x628 px which is FB's right size for a single image ad.

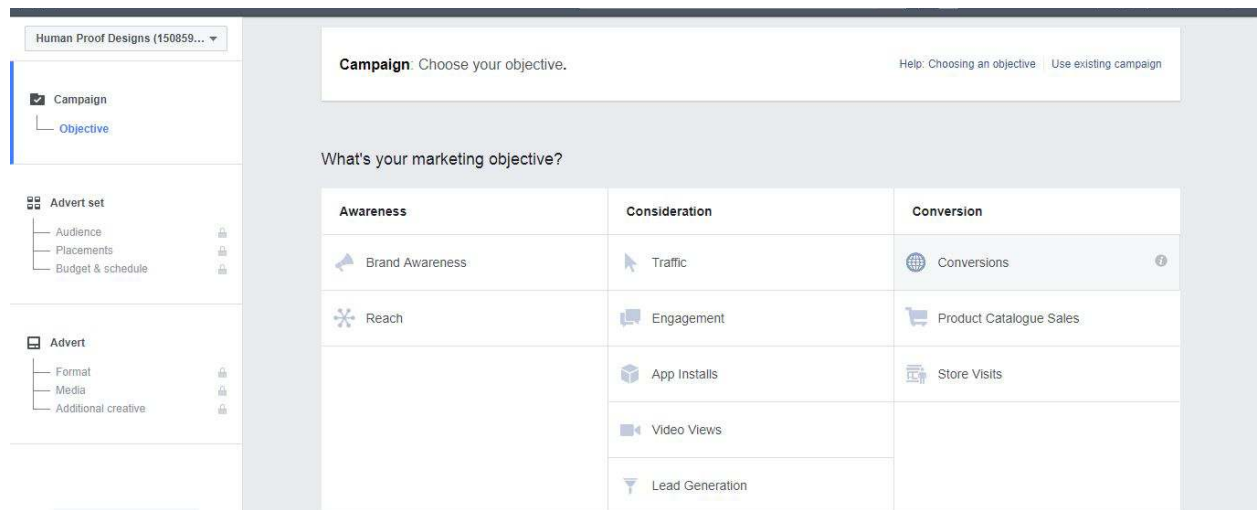
Few rules: Don't use any logos you don't own. [Don't use a lot of text](#) and follow this guidelines to pick the right images. [1](#) and [2](#)

Then, let me show you the process:

Go to adverts manager and create a new campaign



Select Conversions as goal



Name the Campaign



## Conversions

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

☐ Create split test: Use this advertising campaign to test advert set strategies [NEW](#)

Campaign name

[Continue](#)

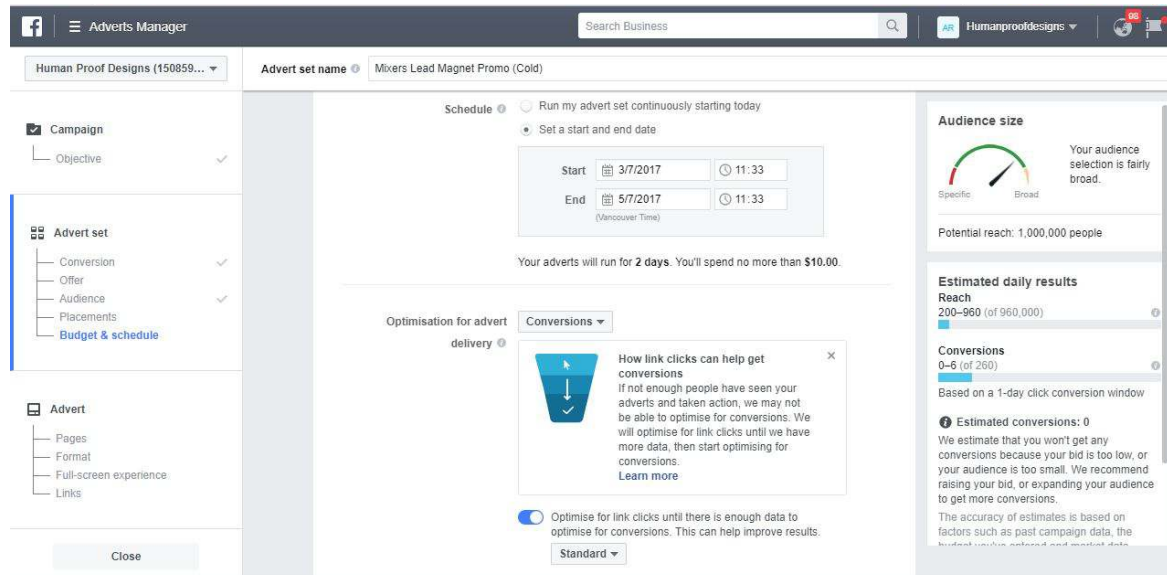
Name your ad set and select “Lead” as Conversion goal

Then select “use a saved audience” and pick the one you created before as the target audience

You can do automatic placements at the beginning unless you know that you specifically don't want to display your ad on Instagram or somewhere else.

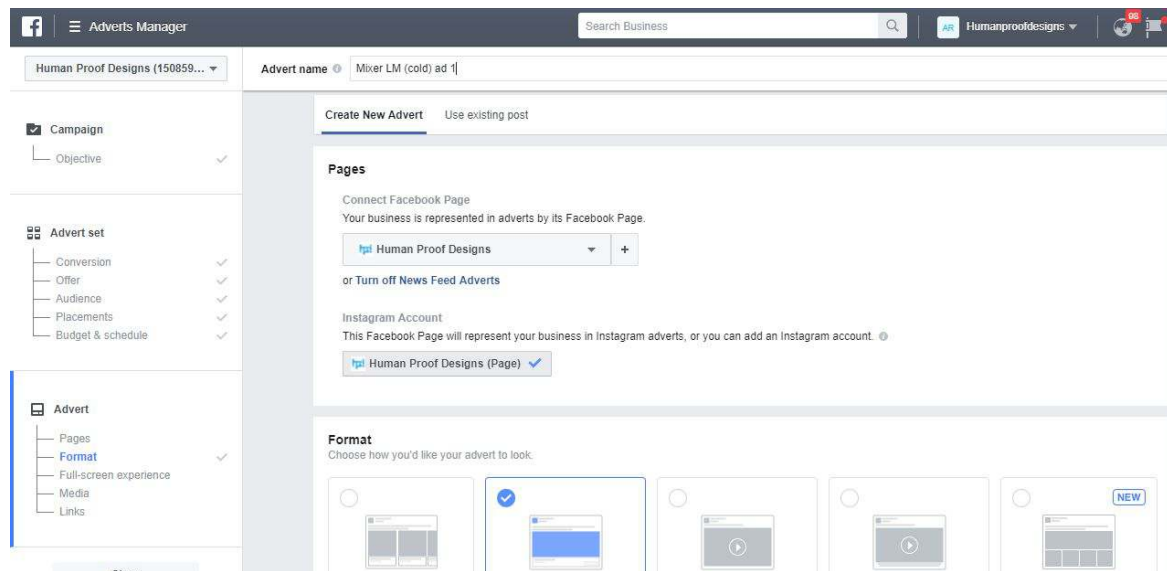
Budget, select whatever you're comfortable with, but to begin with I like to do \$5, run for 24h and see what's going on.

Then select "start and end date" and run for 48h first. Ongoing ad sets tend to die and Facebook won't consume the whole budget. If you haven't ever received traffic to the page, then select optimize for clicks, then conversions. Exactly as it is on the image

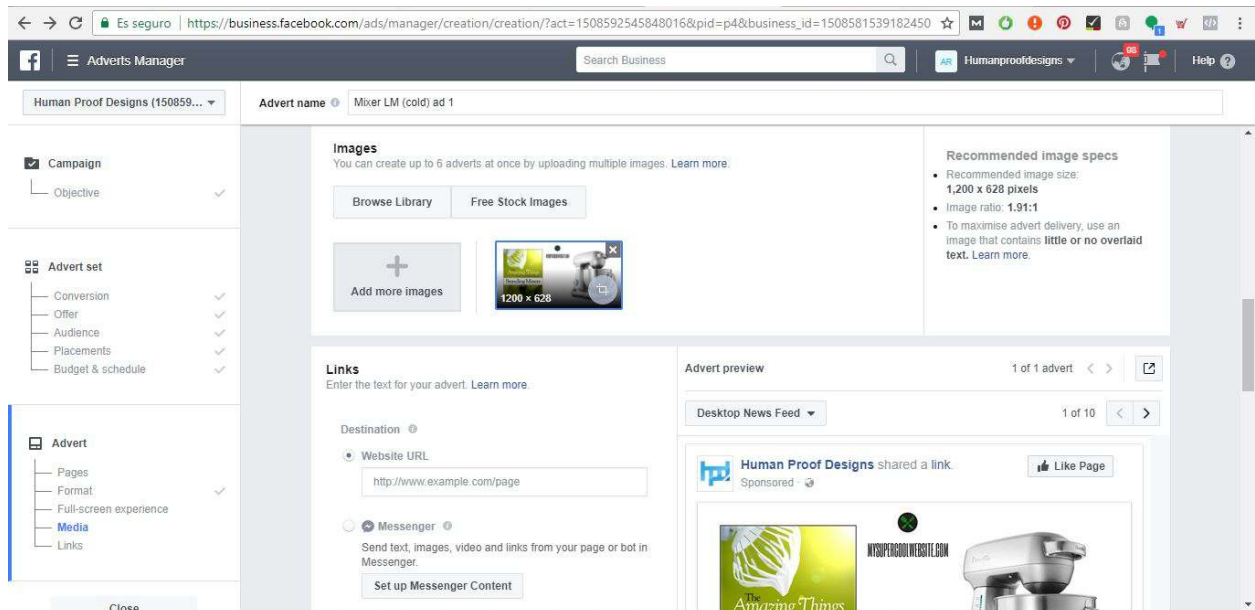


Set bid at automatic and click continue.

Now you create a new ad. Upload the image you created on Canva

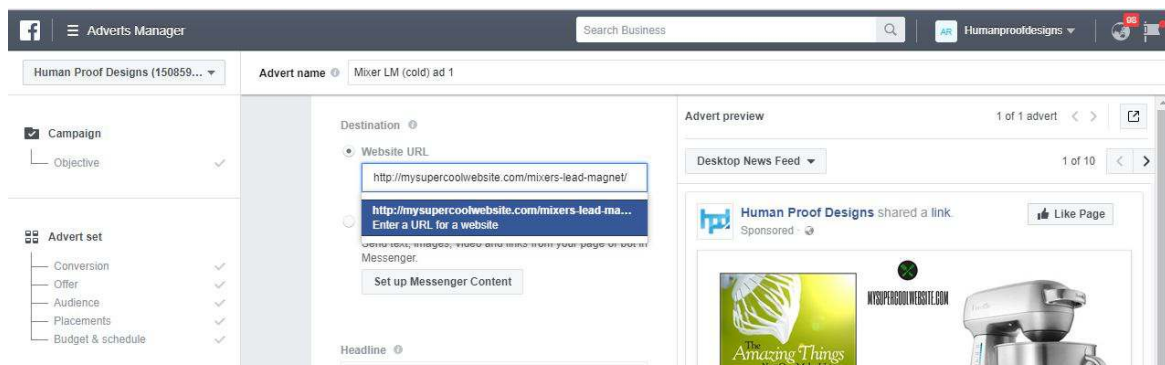


Single image isn't necessarily the best type of ad, but by far the simplest so let's stick with this for the moment.



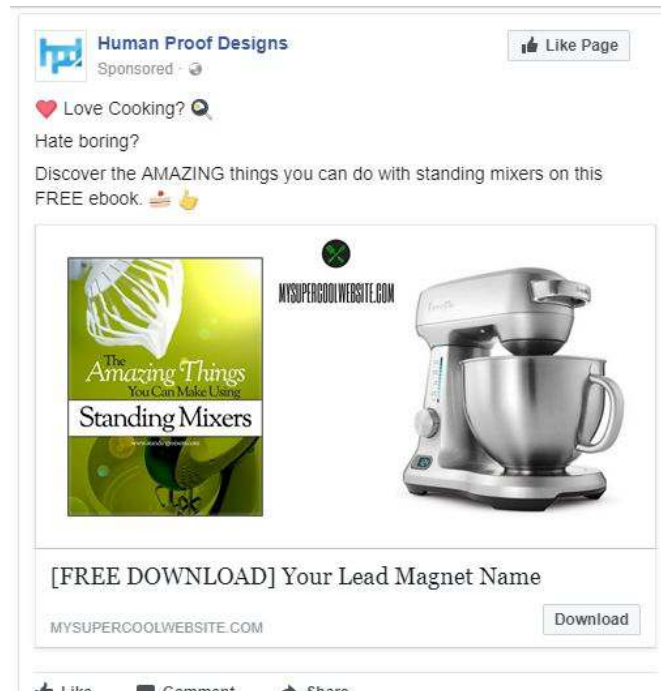
Select add more images and upload your picture. It will automatically load on the preview.

Set up the target URL (I strongly suggest you use UTM codes here. You can [use this tool](#) and add “source=facebook, medium=ad, campaign=your-lead-magnet-name, content=ad1” (or 2,3,4 etc for ad variations))



For the copy, try to get a bit creative. Ask them if they like what you KNOW they like. [Use emojis](#), remark the words FREE DOWNLOAD and use the “Download” button.

You can later copy the ad with the power editor and change the copy around, maybe create a different image and run a copy with that too. One of those ads will become a winner and then you can turn the others off. Here’s how it would look like finished.



Click on “Place order” sit back, and relax! Time for your ad to go live. Give it 24h before you check it back and you’ll see how many people have seen the ad, clicked on it and how many leads you have got. You will typically want to wait up until you have 25 conversions from a single ad. That’s when optimization is at peak. If your cost is too high then, your targeting is probably wrong (meaning, your offer isn’t relevant to them). If your ad is spot on and you’ve chosen your targeting right, you’ll get leads at a good price.

## 7. Ads to your “Deals” page.

Now that you know how to set up a complete ad campaign, you can create ads and target your segmented audiences letting them know that you have a selection of Amazon’s prime deals in the exact topic they’re interested into and that they only have to click to see them!

You’ll then be sending traffic to your deals page and hopefully sending people on full buying mode to Amazon from them.

You can use saved audiences like the one we created with multiple combined interests to promote your deals page as well. Just make sure that the copy speaks straight to them. If your saved audience targeting is women aged 20-30 who just had a child with 2-3 interests in parenting, your ad could talk about “The hottest deals for first time moms”.

## 8. Wrapping up.

The most powerful way to leverage cold traffic is to use it to grow your list.

Whether you're sending people to a squeeze page or to a deals page that has opt-in forms around it (sidebar, lightbox etc) you want to grow your list as much as you can.

That's people's attention you can claim at any time by simply sending them an email.

Use it to email your list about Prime Day deals, Black Friday and Christmas, the next hot Clickbank product that they would love to try and thank me next January.

