



What's Working Now In Facebook Ads

Where Facebook is at now

With all the scrutiny following Cambridge Analytica, Facebook is working to regain the trust of the general public. This has entailed shifts on the platform that greatly affect advertising and marketers. These shifts are largely aimed at improving user experience and have changed what is effective when advertising on Facebook.

Be relevant

Facebook currently scores ads on relevance, 10 being the highest score, one the lowest. The higher your score, the cheaper it will be to advertise, and the more reach you will get. So ads that are obviously ads, aimed at a cold market, will cost three to four times more to run than ads with a higher relevance score.

Social proof is weighty

The relevance score is determined by a number of things, among them the number of reactions and comments an ad gets. Negative reactions are also weighed, so being marked as spam or being hidden will go against your score. The click-through rate benchmarked against other ads targeting the same audience is taken into account as well.

Social proof weighs heavily, especially shares and the share to reaction ratio. Five shares against 10 reactions is a 50 percent ratio, which is very positive (anything over 20 is very good), and will give you low cost to run ads and a lot of volume.

Be personal

Ads today on Facebook shouldn't look like ads. Gone are the heydays of robotic copy and slick creatives. You want your ads now to blend in, to look like a post from a friend. These are what people engage with, want to share. Make ads that:

- tell a story
- are conversational
- give something of value worth sharing
- use personal-looking, non-professional photos



Give a human aspect to commodities

The personal touch works as well for companies as for personal brands. You can inject social proof through testimonials and storytelling, comparing a customer's life before and after they used a product. Pick the juicy stories, the ones with big transformation. People want to relate to other people.

Run with winners

An easy source of ad material can be your Facebook page. Look for the organic posts that have the most reach and turn them into ads. Leverage what's already working.

Make stuff that gets shared

Video is a winner when it comes to shareability, because it can deliver standalone value.

Longer ad copy that tells a story or comes across as conversational is also very shareable.

Controversial topics are shareable. They needn't spark strong negative reactions, just differing opinions or strong interest in the subject matter.

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