Frequently Asked Questions

How do I add the Facebook pixel to my website to build a custom audience based on my past and future website visitors?
Please check out this article on installing pixels on third-party platforms: https://www.facebook.com/help/328988437301229

 When I create my ad, I receive an error message that says "Tracking Pixel Unverified or Inactive." How do I fix this?
Simply visit your Thank You page (that page on which you placed your tracking pixel). This will cause the pixel to fire, letting Facebook know it is active.

If you are not using LeadPages, MailChimp or another landing page on which you can place the FB pixel, you need to select Traffic for your Campaign Objective in Ads Manager.

I accidentally chose the Conversions objective, but since I'm not using LeadPages, MailChimp or another landing page on which you can place the FB pixel, do I need to change to Traffic. Do I have to build all of my ads again?
You will have to create a new campaign with the Traffic objective. But if you duplicate the existing campaign (selecting the Traffic objective, instead), Ads Manager should pull in the Ad Sets and Ads associated with the campaign so you don't have to create them again.

When I try to create a Lookalike audience based on my email list or website traffic, I receive an error that my audience size is too small.
Facebook needs to match at least 100 emails/website visitors with their associated Facebook user profiles, in order to build a Lookalike audience, based on the Custom Audience you have created.

Until your audience is large enough, you can use the other targeting methods to find your ideal customers!

I'm not getting conversions. What gives?
Be sure to test at least 2-4 different images, each time you set-up a Campaign. You should also test 2-4 different audiences at a time, to see which audiences perform best for your business and your offer.

Your goal should be a minimum of 2% CTR for your ad image. If you are not achieving at least 2%, it's time to tweak your ad image and/or your offer.

You want at least 20% conversion rate on your email collector form. If you are not achieving at least 20%, be sure your messaging is congruent from your ad to your email collector. Reiterate the offer and explain that users will have to enter their email address in order to receive the freebie offer.

If you are using MailChimp, but not using LeadPages, it's possible that users have subscribed but have not completed the double opt-in.

Let your ads run for 48 hours, and then assess the results. Pause the audiences and images that are not performing well.

Facebook isn't letting me set my Daily Budget to $1/day?
Because of competition during certain times of the year, if you have chosen Traffic as your Objective at the Campaign level, you may receive an error at the Ad Set level when you set your Daily Budget to $1/day.

You can still have a $1/day budget; however, you would have to choose a manual bid, and also choose to get charged for impressions. If you have chosen auto-bid, the default is $2.50.

Your daily budget must be at least twice your bid, thus you will receive the error that your Daily Budget needs to be at least $5/day.

If you choose to be charged per click, the budget needs to be at least 5X the manual bid. Thus, you can have a $1/day budget, but the least amount you could put in for a manual bid is $0.20.

How can I choose audiences to target for my ads?
Be sure to check out the Customer Profile worksheet in the Downloads section in Module 3, Lesson 1. This exercise will help you brainstorm targeting options for your ads.

A couple of other helpful tips: check out Facebook's Audience Insights tool here: https://www.facebook.com/ads/audience_insights. If you already know a few Facebook pages you'd like to target, you can enter those into the Audience Insights tool and Facebook will show additional pages those users are also following.

If you know a couple of keywords your ideal clients might use when doing a Google search, you can use those to identify businesses (Interests based targeting) you could target with your ads. For example, say your customers like boho chic clothing, type "boho chic clothing" into the Google search. The first few businesses that pop up include Mod Cloth, Free People, LuLus and Gypsy Outfitters. You could create an Ad Set targeting users who have expressed interest in each of those business pages.

Why should I place an ad, rather than boost a post?
In most cases, when you are trying to collect email addresses or encourage prospective customers to purchase from you, you will want to place an ad rather than boost a post for a few reasons:

1. When you boost a post, the post will obviously show on your business page, thus over time you will over-saturate your existing fan base with similar messaging.
2. It's best to have promotional type messaging set-up as an ad so you don't hurt your organic reach. In January 2015, Facebook created a new rule regarding overly promotional posts. Ads are, of course, promotional in nature. If Facebook sees that you are consistently placing promotional type content on your business timeline, they will reduce your organic (free) reach significantly over time.
3. Facebook always releases its newest targeting options first in Ads Manager, so you won't be able to take advantage of them when you boost a post.
4. When you boost a post, you aren't able to optimize for a certain action, like conversions. So, you are not allowing Facebook to get your messaging in front of users most likely to sign-up for your offer or purchase from you.
5. You aren't able to control your bid...so you can't tell Facebook how much you are willing to spend for each action.

How can I make my ad inactive?
You set the schedule at the Ad Set level, so you can go back in to Ads Manager, go to the Ad Set level and near the top you will see the start and end dates you set up when you created your ads. If you change the End Date, just be sure to click Upload Changes or Review Changes (depending on the version of Ads Manager you are using) to send those updates to Facebook.

You can stop your ads at any time in Ads Manager. In the Delivery column you will see a toggle. Move it to the left to make your ads Inactive.

Why were my ads approved and then disapproved?
Your ad can be initially approved and then disapproved because it goes through multiple levels of review at Facebook.

If you'd like more explanation on why your ad was not approved, you can reach out to the Facebook Policy Team to better understand why, or appeal the decision if you believe it was a mistake,
here: https://www.facebook.com/help/contact/1437105629875062/?ref=u2u

Why am I receiving an error when I try to upload my ads?
When you click Upload Changes or Review Changes in Ads Manager, if your ads contain errors, you will see a message explaining the error. If you feel that your ads are set-up correctly, there's a chance Ads Manager has displayed the message in error. If this is the case, go ahead and click the checkmark beside "Try to Upload my Ads with Errors." After your ads are finished uploading, go to Ads Manager to see if your Campaigns/Ad Sets/Ads are Pending Approval. If they are not, you can reach out to Facebook Support directly to resolve the
issue: https://www.facebook.com/business/resources/