

The Most Effective Facebook Top-Of-Funnel Campaign Setup Using the Solutions 8 Matrix System

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We now turn the spotlight on the dynamic realm of Facebook ads (Meta Ads). Our mission is to morph the traditionally costly and erratic process of boosting engagement into a well-honed strategy that solidifies your brand's digital footprint.

As we dissect Facebook's precision-targeted methods, our narrative will highlight essential strategies for igniting substantial interactions across both the top and middle of the funnel.

By establishing a foundation of strong audience connections, we do more than prime the pump for effective lower-funnel campaigns; we lay the groundwork for enduring digital triumph in subsequent phases.

Quick Recap

Our strategic approach moves away from the traditional rush-to-sale, recognizing that today's consumers need time to evaluate and build trust with new brands. This shift underscores the importance of fostering long-term connections.

Debunking the Impulse Buying Myth

Contrary to the outdated belief of spontaneous purchases, our Matrix strategy uses Facebook Ads to foster initial engagement, setting the stage for deeper interactions and eventual conversions.

The Strategic Edge of Our Integrated Marketing Framework

1. Enhanced Ad Performance

Early engagement through Facebook and Instagram (Meta Ads) boosts performance, preparing the way for effective downstream interactions.

2. Cultivating Strong Brand Recognition

Essential for Google Ads, strong brand recognition ensures that potential customers recognize and seek out our brand, enhancing visibility with precision.

3. Maximizing Klaviyo for Email Marketing

Utilizing Klaviyo, we transform initial site visits into opportunities for sustained email engagement, keeping potential customers involved well beyond their first interaction.

4. Beyond the Click: Extending Engagement with Klaviyo

Our strategy extends beyond initial clicks, encouraging email list sign-ups and continuous engagement.

By broadening our engagement tactics, we foster deeper customer relationships and ensure lasting engagement, avoiding the limitations of narrow targeting.

Mastering the Top of the Funnel: Achieving Low CPMs and High Engagement

Let's get into the top of the funnel where our adept strategies consistently achieve remarkably low costs per thousand impressions (CPMs), even amid highly competitive industries. This stage centers on amplifying brand engagement and heightening awareness of the solutions our products bring to prospective customers.

TOF

BUILD ENGAGEMENT W/ BRAND & MAKE PEOPLE SOLUTION AWARE

OBJ: Post Engagement
AUD: Very broad single interest targeting/ Advantage +
BUDGET: Ad set
CTA: Shop Now to inc. potential buyers at any stage - product LP
CREATIVE: Fake UGC, Emulate several influencers
LIMITS: Up to 10 Ads - turn off at fatigue

NOTES:
Aspirational, not intrusive ads, but different enough to be aware of business. "this is the solution - USPs"

1 CAMPAIGN
1 AD SET
10 ADS

Influencer-Inspired Strategies for Brand Promotion

Drawing inspiration from the natural flair with which influencers promote brands—achieving vast reach and fostering inherent trust that frequently culminates in sales—we've embraced a transformative strategy: adopting this influencer-style promotion within our marketing efforts. By leveraging the dynamism of these engaged audiences, we've significantly bolstered our middle-funnel strategies, which we'll elaborate on soon.

Enhancing Engagement Across Platforms

At this nascent stage of the funnel, our focus is intensively on engagement. On platforms such as Facebook and Instagram, this involves not only traditional interactions such as comments, shares, and likes but also extends to link clicks, video views, and actions that enhance ad copy engagement. Each interaction with our posts and pages amplifies engagement, elevating awareness of the solutions our products offer.

Targeting and Content Strategies for Optimal Reach

We implement a broad, single-interest targeting approach to maintain a focused yet extensive reach. For instance, in a health and wellness ad campaign, we broadly target within this niche to attract a general audience interested in health solutions, setting our budget at the ad set level and prompting action with a 'Shop Now' button.

Our content strategy is predominantly characterized by user-generated content (UGC), sourced through platforms such as Social Chat or directly from our customers. We typically rotate up to 10 ads simultaneously, refreshing them as their effectiveness diminishes. These ads strive to be aspirational yet subtle, gently introducing our business solutions and unique selling propositions.

Structuring Campaigns for Maximum Impact

Our campaign structure is clear-cut: one campaign, one ad set, with up to 10 ads based on our creative capabilities. The aim at this stage is to cultivate warm audiences—those now acquainted with the solutions we offer. These audiences comprise:

- Engaged users from Instagram and Facebook
- Video viewers
- Recent website visitors
- Recent subscribers who haven't yet made a purchase
- Excluding anyone who has purchased in the last 30 days

This strategic activity at the top of the funnel is crucial for nurturing these audiences, priming them for more profound engagement as they advance through the subsequent phase of our marketing Matrix at the middle of the funnel.

Strategic Customer Re-engagement: Understanding the 30-Day Exclusion

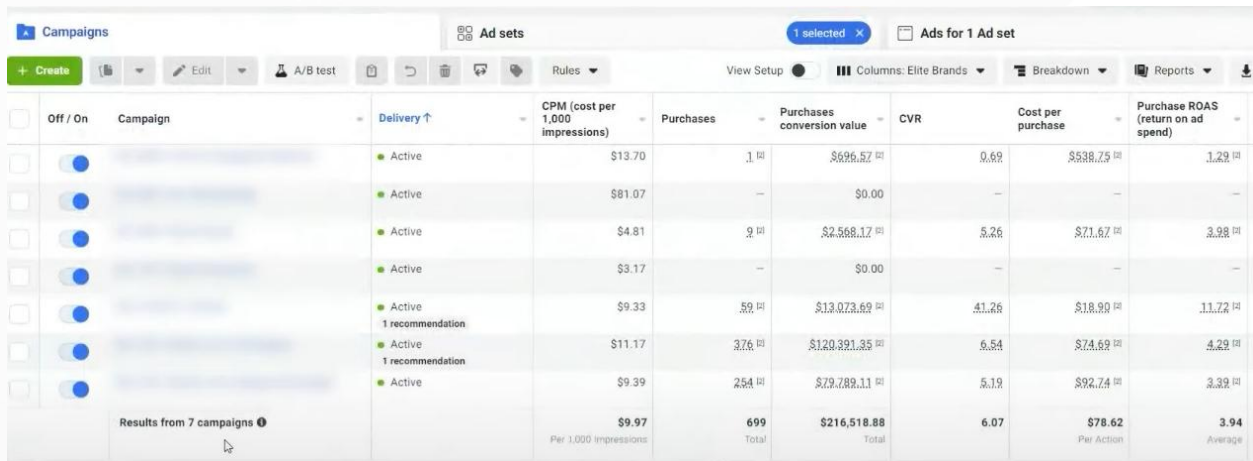
Why do we exclude purchases within a 30-day timeframe and not all the time?

Addressing the exclusion of recent purchasers from targeting, the strategy varies by brand. In this case, dealing with water filters, there's a rationale for not excluding all past purchasers indefinitely. Given the nature of the product, with complimentary items and the need for periodic filter replacements, it's strategic to re-engage customers beyond the initial 30-day window.

This period allows customers to assess the product quality, increasing the likelihood of considering additional purchases, thereby nurturing an ongoing relationship within our Matrix.

Transitioning to Deeper Engagement

As we journey within the Matrix System, we reach a stage where individuals begin to recognize our brand as a potential solution, thanks to their prior interactions. This familiarity lays the groundwork for augmented trust and further engagement in upcoming interactions.



The screenshot displays a Facebook Ads dashboard with a table of campaign performance metrics. The table includes columns for Campaign, Delivery, CPM (cost per 1,000 impressions), Purchases, Purchases conversion value, CVR, Cost per purchase, and Purchase ROAS (return on ad spend). The data is summarized for 7 campaigns, showing a total CPM of \$9.97, 699 purchases, a total conversion value of \$216,518.88, a CVR of 6.07, a cost per purchase of \$78.62, and an average Purchase ROAS of 3.94.

| Off / On | Campaign | Delivery | CPM (cost per 1,000 impressions) | Purchases | Purchases conversion value | CVR | Cost per purchase | Purchase ROAS (return on ad spend) |
|--------------------------|----------|----------------------------|----------------------------------|--------------|----------------------------|-------|-----------------------|------------------------------------|
| <input type="checkbox"/> | | Active | \$13.70 | 1 | \$696.57 | 0.69 | \$538.75 | 1.29 |
| <input type="checkbox"/> | | Active | \$81.07 | — | \$0.00 | — | — | — |
| <input type="checkbox"/> | | Active | \$4.81 | 9 | \$2,568.17 | 5.26 | \$71.67 | 3.98 |
| <input type="checkbox"/> | | Active | \$3.17 | — | \$0.00 | — | — | — |
| <input type="checkbox"/> | | Active 1 recommendation | \$9.33 | 59 | \$13,073.69 | 41.26 | \$18.99 | 11.72 |
| <input type="checkbox"/> | | Active 1 recommendation | \$11.17 | 376 | \$120,391.35 | 6.54 | \$74.69 | 4.29 |
| <input type="checkbox"/> | | Active | \$9.39 | 254 | \$79,789.11 | 5.19 | \$92.74 | 3.39 |
| Results from 7 campaigns | | | \$9.97 Per 1,000 impressions | 699 Total | \$216,518.88 Total | 6.07 | \$78.62 Per Action | 3.94 Average |

You're currently viewing five or six distinct groups in the above screenshot. Instead of amalgamating them into a single audience, we meticulously craft five separate custom audiences for precise targeting.

These audiences play a critical role at various stages within the Matrix System, exerting considerable influence due to their cost-effective results, facilitating swift growth. This foundational stage is vital.

For well-established brands familiar with Facebook advertising, we initiate this phase with a more conservative budget, with the aim to continually enhance these audience pools.

In contrast, newer brands may need a heftier investment at this juncture to build these crucial audiences, laying a robust foundation for future success within the Matrix System.

Over time, budget allocation for this segment tends to stabilize, generally representing about 10% of the total budget, though initially, it might be higher.

Optimizing Engagement: Strategic Audience Building

Let's take a closer look at the following example.

| Delivery ↑ | CPM (cost per 1,000 impressions) | Purchases | Purchases conversion value |
|------------------------------|--|---------------------|------------------------------|
| ● Active | \$13.70 | 1 [2] | \$696.57 [2] |
| ● Active | \$81.07 | — | \$0.00 |
| ● Active | \$4.81 | 9 [2] | \$2,568.17 [2] |
| ● Active | \$3.17 | — | \$0.00 |
| ● Active 1 recommendation | \$9.33 | 59 [2] | \$13,073.69 [2] |
| ● Active 1 recommendation | \$11.17 | 376 [2] | \$120,391.35 [2] |
| ● Active | \$9.39 | 254 [2] | \$79,789.11 [2] |
| | \$9.97 Per 1,000 Impressions | 699 Total | \$216,518.88 Total |

Our goal at the top of the funnel is to drive engagement. Despite the fiercely competitive auction-based ad environment in the health sector, we secure exceptionally low CPMs, enhancing the cost efficiency of our engagement efforts.

Remarkably, we've achieved a CPM of \$3.17 AUD, which is approximately \$2 USD given the current exchange rate. This competitive pricing advantage is instrumental in effectively propelling us into the following phases of our system.

Next, we'll move into the specifics and examine the settings designed to boost engagement, increase awareness of solutions, and encourage audience interaction.

The setup targets a broad demographic, spanning ages 18 to 65, with a daily budget of \$25. The chosen interest for targeting is "everyday health," allowing the algorithm to identify the most effective ad placements for maximum engagement.

Shifting our focus to engagement metrics, a \$500 investment has generated nearly 90,000 page interactions. Given a frequency rate of 2.6, this equates to an engaged, unique user base of over 30,000.

From a traditional marketing perspective, engaging 30,000 individuals for just \$500 represents a significant impact, emphasizing meaningful interactions that go beyond simple views, including likes, comments, shares, and video engagements.

Optimal Video Length for Maximum Engagement

With video content, we aim for a minimum duration of 30 seconds to foster meaningful engagement, ideally extending close to a minute or at least 50 seconds. This duration offers a sweet spot, allowing for broad placement across networks without the constraints often associated with longer videos. Achieving a 50% viewership rate, particularly for videos nearing a minute, signals substantial viewer interest.

Leveraging Video for High Engagement and Low CPMs

The analysis of video engagement metrics indicates that the majority of interactions stem from viewers who engage with at least half of the video. This robust engagement level, combined with cost-efficient CPMs, highlights the efficacy of utilizing video at the top of the funnel to vividly demonstrate how our brand's solutions address customer needs, effectively conveying our value proposition through visual storytelling.

| Video plays at 25% | Video plays at 50% | Video plays at 75% | Video plays at 95% | Video plays at 100% | Video plays |
|-------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|
| 116,204 | 85,921 | 64,777 | 50,381 | 47,060 | 144,478 |
| 15,636 | 11,026 | 8,349 | 6,530 | 6,142 | 28,070 |
| 131,840 Total | 96,947 Total | 73,126 Total | 56,911 Total | 53,202 Total | 172,548 Total |

Strategic Ad Frequency and Budget Allocation

The strategy of ad frequency—repeated exposure to the same ads—echoes the traditional TV commercial model familiar to many. This repetitive approach ensures consistent messaging and reinforces brand recall.

At the ad level, we allow the algorithm to take the reins in budget allocation, typically favoring ads that succinctly showcase our product’s features and benefits through engaging, concise videos.

Despite their short length, these ads prove impactful, prompting the algorithm to prioritize them due to their effectiveness.

These videos cleverly depict the problem our product solves, featuring influencer-style delivery, engaging music, and captivating visual overlays to draw the viewer’s attention.

Engagement and Conversion: Building a Path Through Ads

Engagement levels are high, with ads sparking substantial interaction and garnering positive endorsements, such as 2,000 reviews lauding the product.

Other ads utilize a review format, encouraging users to try the product backed by a 100% money-back guarantee to bolster credibility.

Educational content also plays a pivotal role, providing deep dives into the product's benefits, while another ad spotlights an ambassador actively using the product, enhancing its relatability and appeal.

This strategic engagement at the top of the funnel effectively guides users toward becoming mid-funnel audiences, smoothly transitioning them deeper into the buying process.

Integrated Marketing System: Harmonizing for Consistent Growth

Exploring how Google Ads, Meta Ads, and Klaviyo harmonize showcases the strength of our integrated system, a testament to its efficacy. It's crucial to view the performance of our system as a whole, rather than isolating Facebook's success.

This holistic approach brings about a level of stability and consistency vital for any business, steering clear of the unpredictability that often accompanies standalone strategies.

The beauty of this integrated system lies in its ability to deliver steady growth and reliable performance, a much-desired outcome for any brand owner. Consistency, rather than erratic peaks and valleys, is what we aim for and what truly propels a business forward.

Actionable Checklist

Create Engaging Content

- Develop engaging content, including user-generated content (UGC) or educational videos, with a minimum length of 30 seconds.
- Ensure the content focuses on making potential customers "solution aware" rather than pushing for immediate purchases.

Optimize Campaign Settings

- Choose the objective of your campaign as "Post Engagement" to maximize engagement and awareness.
- Optimize placements to reach your audience where they are most likely to engage.

Set Budget and Schedule

- Allocate a budget for your top-of-funnel campaign based on your objectives and audience size.
- Schedule your ads to run consistently to maintain engagement over time.

Monitor and Adjust

- Regularly monitor the performance of your ads, focusing on metrics such as engagement rate, video plays, and click-through rate.
- Adjust your content or targeting if needed based on the performance data to optimize results.

Integrate with Other Platforms

- Integrate your Facebook campaign with other marketing channels such as Google Ads and email marketing to create a cohesive customer journey.
- Use retargeting strategies to engage with audiences who have shown interest but haven't converted yet.

Evaluate Results and Iterate

- Analyze the overall impact of your top-of-funnel campaign on brand awareness, audience growth, and conversions.
- Use insights gained to iterate and improve future campaigns, refining your targeting, messaging, and content strategies.