Meta & LinkedIn Ads: Time saving tricks to boost productivity

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Introductions

Emil Ougendal

- Paid Media Account Director (Social Media)

- Runs ads across Meta, LinkedIn, Twitter, Pinterest and TikTok

- From Norway. Has lived across England for 15 years+

About Anicca

2007
Est

28
Crew

45+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

Agenda

- Hacks and tricks to save time when setting up ads and campaigns on Meta (Facebook/Instagram) and LinkedIn

- Account, Campaign, Ad-Set and Ad set-up duplication

- Copying and pasting ads and ad sets

- Custom columns and saving presets

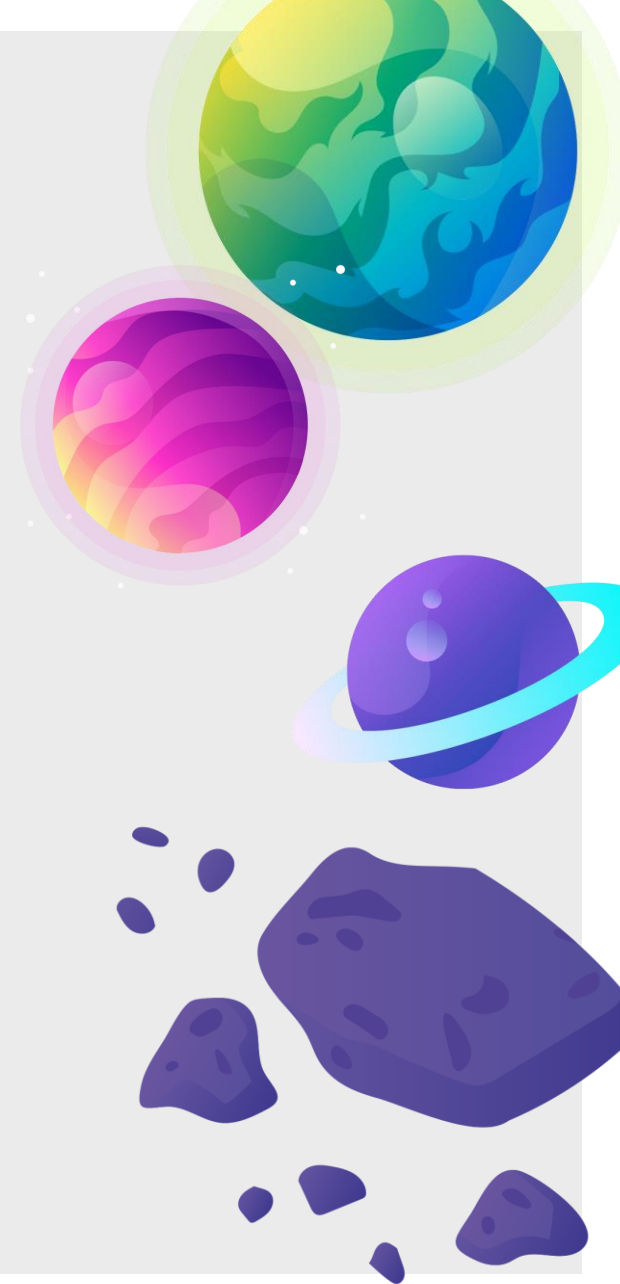- Pixel set up using partner integration
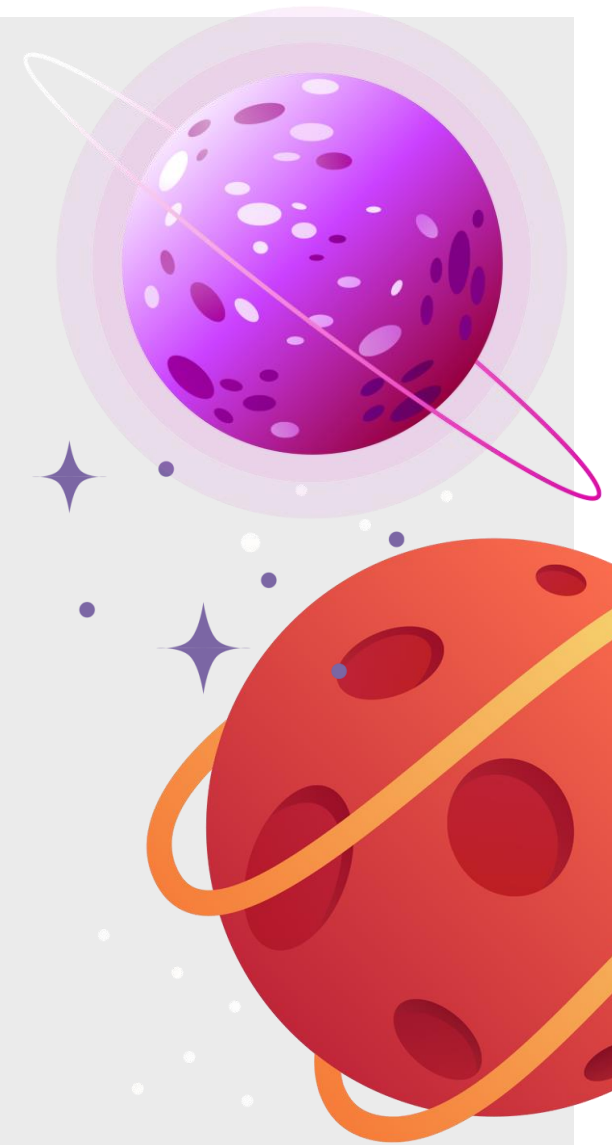
Account Set-Up:
Partner Integration

What's a Pixel/Tag?

- A pixel or a tag is the **connector between your website and your social media platforms**.

- Without a pixel or tag installed properly, you are most likely wasting money on your ads and you're unlikely to see any relevant results.

- You can install your pixels in a number of ways, some that require developer input that can make the process time consuming and take the control of the task out of your hands.

- There are, however, simplified ways that have been created to make the process easier and quicker.

Partner Integration

- Connecting your website to your social media pixel is essential for tracking and to optimize performance, however a common error that is made by professionals is that they opt for a manual option when it comes to the integration.

- Instead of needing advanced analytics or developer help, the pixel can be **set up using partner integration** which makes the process extremely simple.
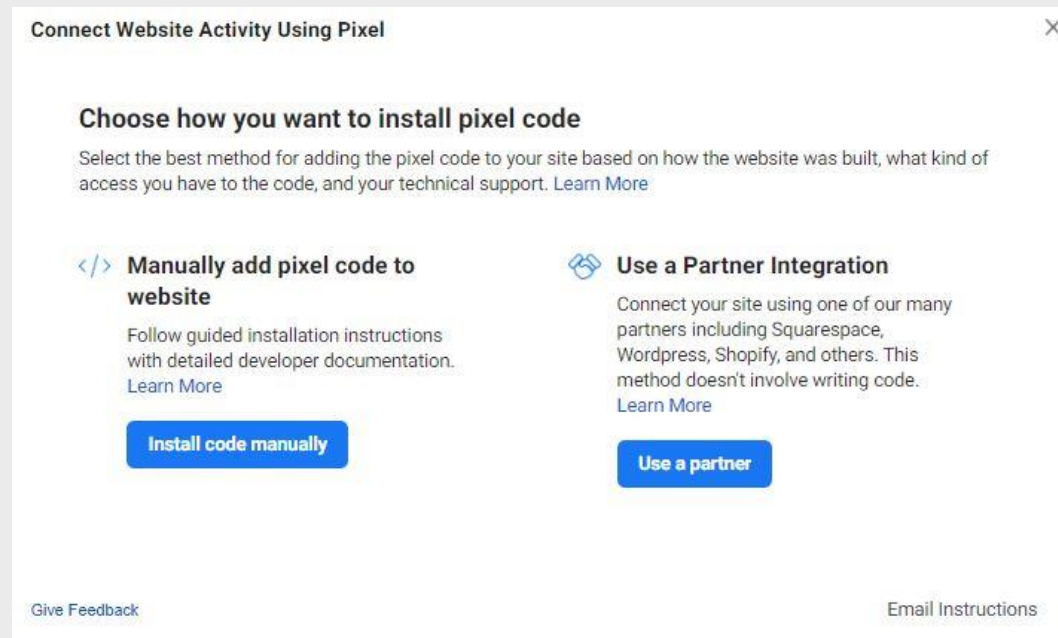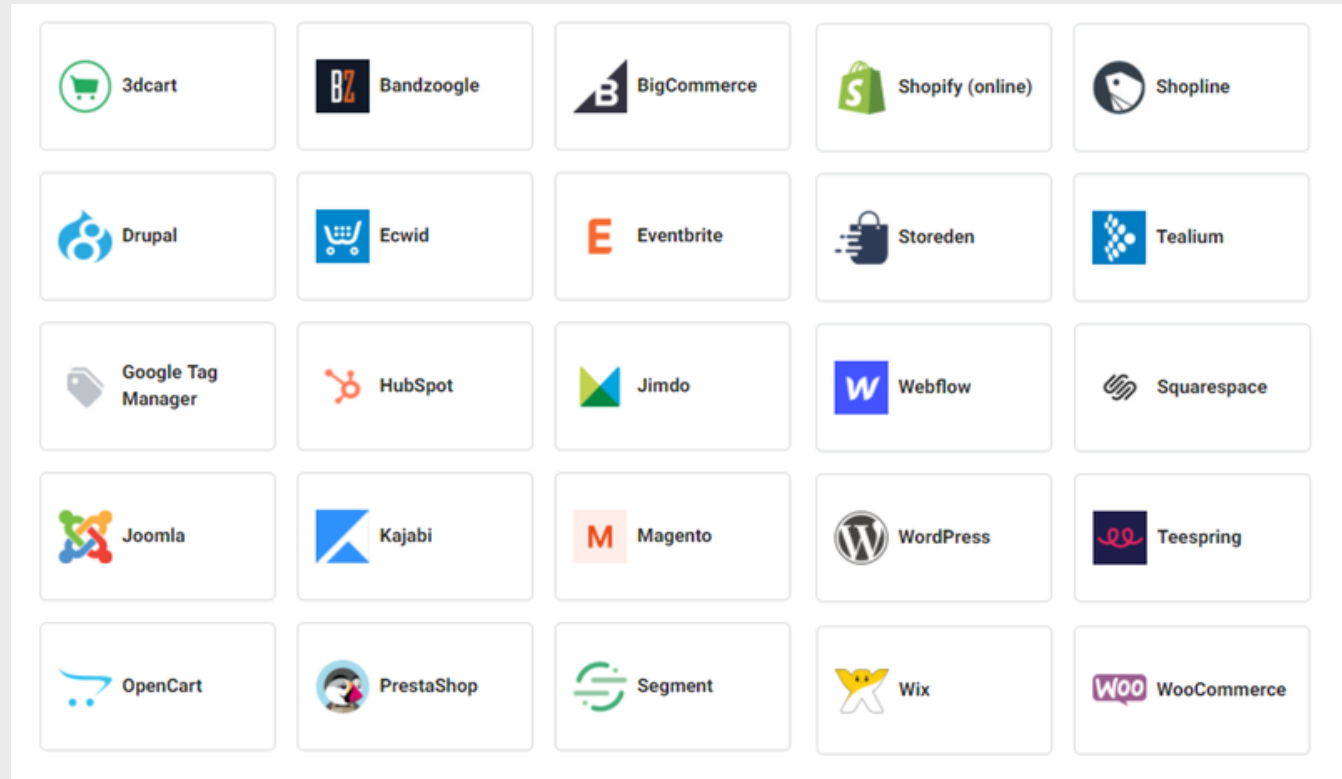
Partner Integration

What is a partner integration?

A partner integration refers to setting up your pixel **using one of the many available partners** that Meta has teamed up with.
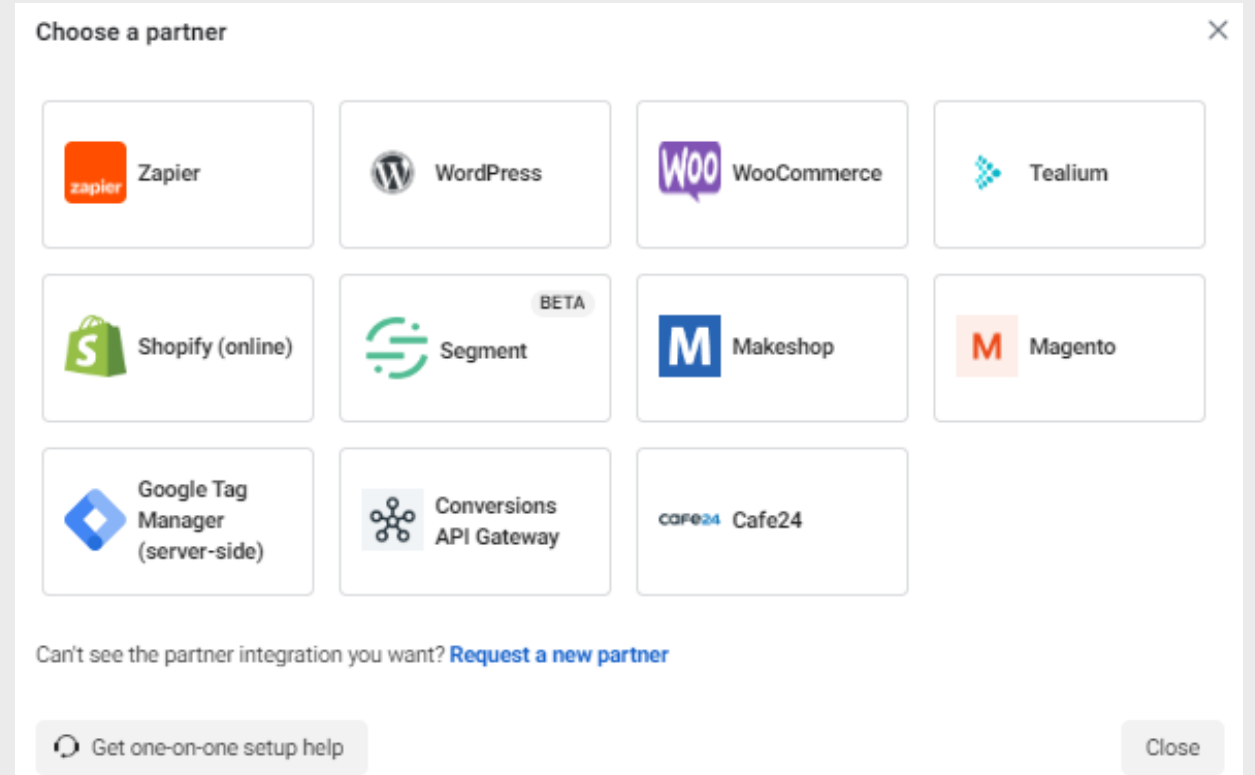
Some of the more common partners are:
- Google Tag Manager
- Shopify
- WooCommerce
- HubSpot
- WooCommerce
- Magneto
- Eventbrite

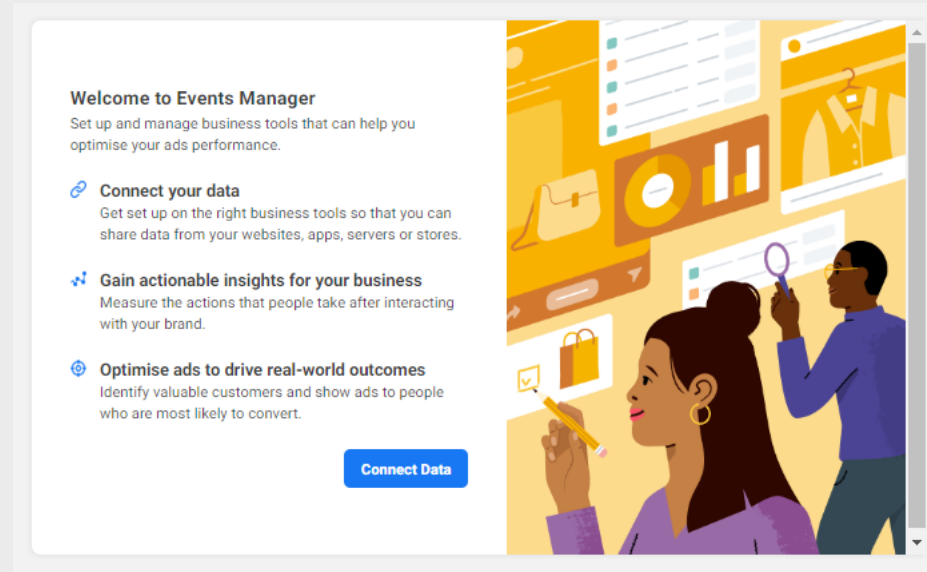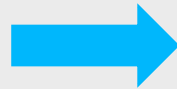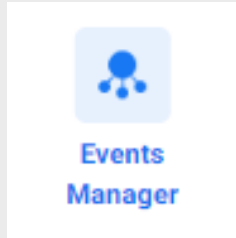# *Partner Integration*

API Partner Integration

- Meta are also encouraging people to set up Meta API integration.

- This is a more complicated set-up that will require technical expertise.

- The list of partners for this is limited to the ones on the right.

Choose a partner ✕

zapier Zapier	WordPress WordPress	WOO WooCommerce	Tealium
Shopify (online)	Segment BETA	M Makeshop	M Magento
Google Tag Manager (server-side)	Conversions API Gateway	cafe24 Cafe24	

Can't see the partner integration you want? **Request a new partner**

Get one-on-one setup help   Close
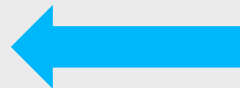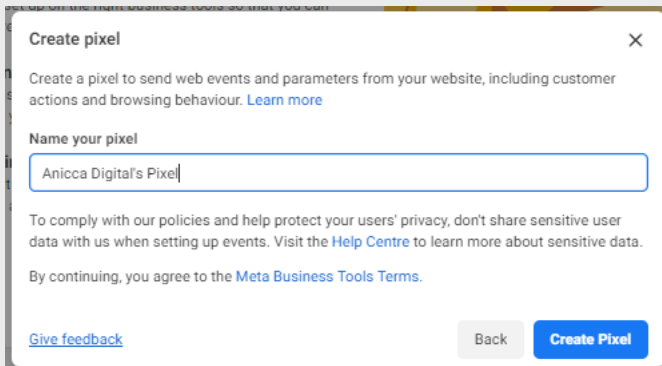
Partner Integration

How to set up

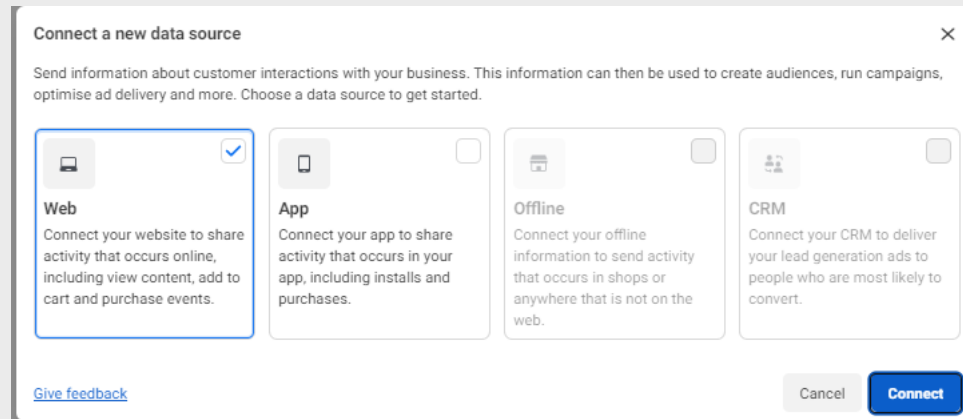In your Meta Business Manager, head to Events Manager
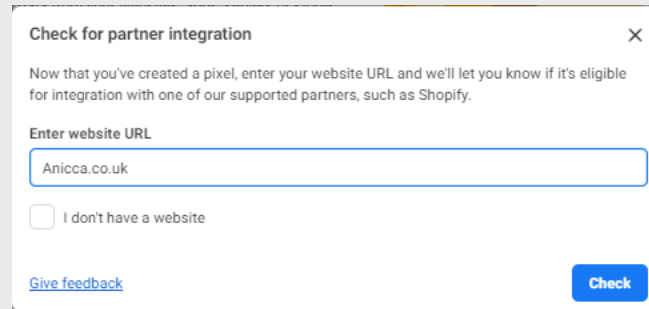
Click 'Connect Data'

Name your pixel

Select Web

Partner Integration
How to set up

Once you have done that, Meta will ask you to enter your website. This is where the partner integration part starts
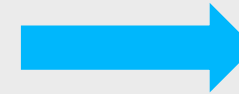
Check for partner integration ✕

Now that you've created a pixel, enter your website URL and we'll let you know if it's eligible for integration with one of our supported partners, such as Shopify.
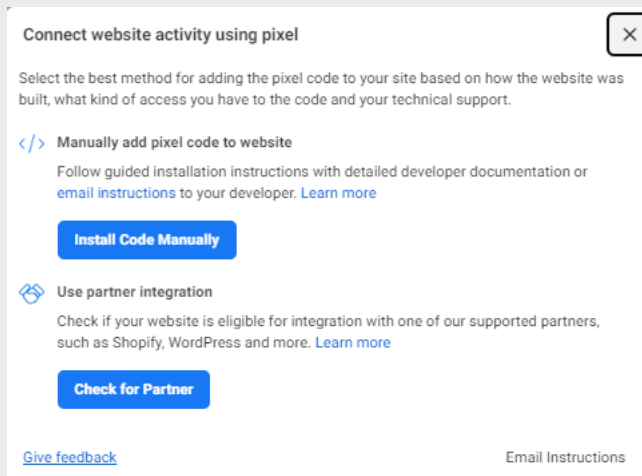
Enter website URL

Anicca.co.uk

☐ I don't have a website

Give feedback   **Check**

Conversion API and Meta Pixel is likely to become mandatory in the near future so this set-up is recommended

Connect website activity using pixel ✕

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support.

</> **Manually add pixel code to website**

Follow guided installation instructions with detailed developer documentation or email instructions to your developer. Learn more

Install Code Manually
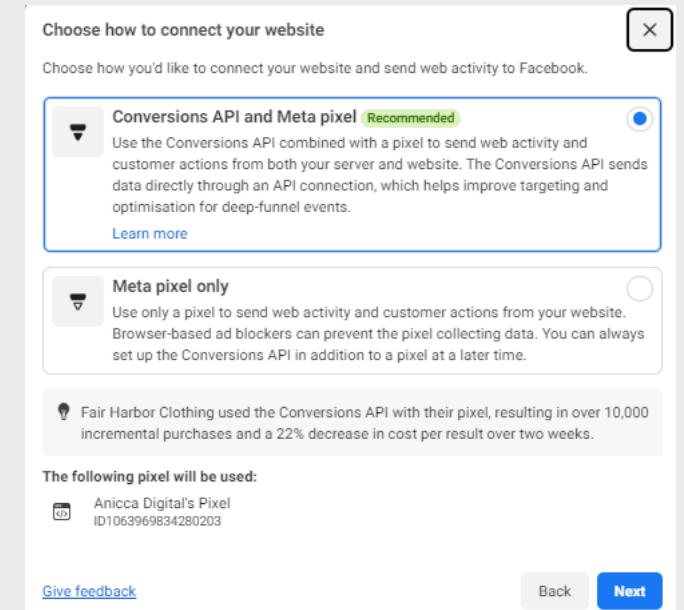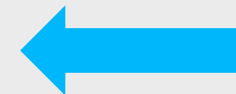
🤝 **Use partner integration**

Check if your website is eligible for integration with one of our supported partners, such as Shopify, WordPress and more. Learn more

Check for Partner

Give feedback   Email Instructions

The next step will ask you whether you want to install the pixel manually or using partner integration. That is where the list of partners appear.

Choose how to connect your website ✕

Choose how you'd like to connect your website and send web activity to Facebook.

▼ **Conversions API and Meta pixel** Recommended ⦿

Use the Conversions API combined with a pixel to send web activity and customer actions from both your server and website. The Conversions API sends data directly through an API connection, which helps improve targeting and optimisation for deep-funnel events.

Learn more

▼ **Meta pixel only** ◯

Use only a pixel to send web activity and customer actions from your website. Browser-based ad blockers can prevent the pixel collecting data. You can always set up the Conversions API in addition to a pixel at a later time.

💡 Fair Harbor Clothing used the Conversions API with their pixel, resulting in over 10,000 incremental purchases and a 22% decrease in cost per result over two weeks.

The following pixel will be used:

</> Anicca Digital's Pixel
ID1063969834280203

Give feedback   Back   **Next**

Partner Integration
How to set up

- Once you've selected the partner of your choice, a number of steps for completion will appear.

- For Google Tag Manager for example, you will need to **log into your GTM account through a pop up and select the tag manager you wish to connect through**.

- The whole process can take a matter of minutes to be completed if your GTM is set up properly.

- Once set up, give the pixel a while to process.

Connect your Google Tag Manager account to Meta ✕

How it works — Set advanced matching — Connect account — Verify account — Set up events — Confirmation

⚡ **Automatic events**

You won't have to manually set up events while connecting your account because we do that work for you. Once your pixel is installed, actions that customers take on your website will automatically be detected and shown in your Facebook Ads reporting. You'll always be able to configure or turn off automatic events. Learn more

⭐ **Try the Conversions API integration for Google Tag Manager**
The new setup will help you integrate both the browser pixel and Conversions API to your Google Tag Manager account.
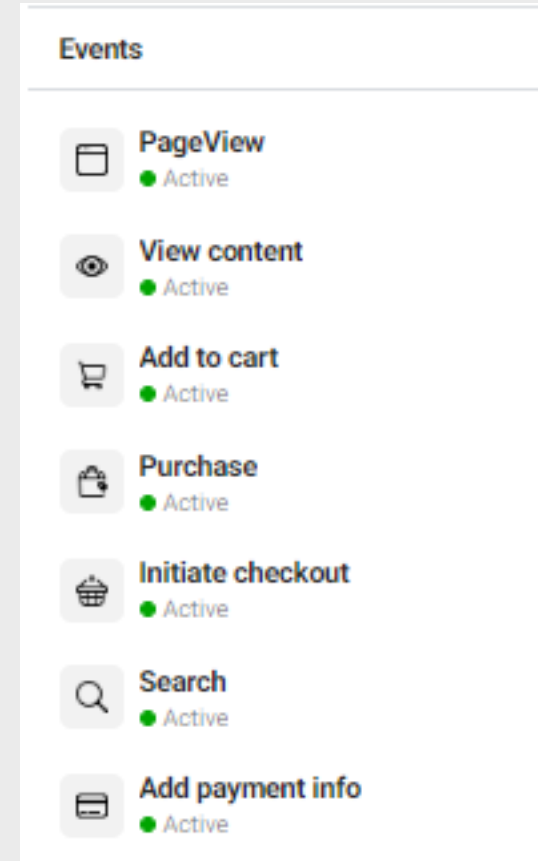
[↗ **Set up Conversions API**]

Give feedback   Back   **Next**

Partner Integration
Benefits of Partner Integration

- Beyond the obvious, which is the time saving aspect of the pixel set-up, partner integration also helps with your conversion set-up.

- Granted everything is set up correctly on the other end (e.g. on your website, Shopify, etc) Meta will **pull conversion events through** the integration.

- This means that you won't have to manually set up events such as:
  - AddToCart
  - Purchase
  - Lead

- You will also pull through important information like purchase value in ads manager

Events

PageView
● Active

View content
● Active

Add to cart
● Active

Purchase
● Active

Initiate checkout
● Active

Search
● Active

Add payment info
● Active

Campaign and Ad Set-Up:
Duplicating

Duplicating Campaigns, Ad Sets and Ads

- Duplications are a great way of **saving yourself from doubling up on work.**

- Setting up new campaigns, ad sets and ads can take a significant amount of time, so in an ideal world you don't want to do it all over again every single time you set up something new.

- In this section you will learn how to use copy/paste and duplications to build new:
  - Campaigns/Campaign groups
  - Ad sets/Campaigns
  - Ads

Ad Duplication

- The most common use of duplications comes from ads.

- **Example**: You build an ad from scratch that you're using for prospecting. It could be a carousel ad that has taken a significant chunk time to upload and double check, and you've finally launched it to your attribution/interest target audience.

- But now you want to add it to your lookalike ad set/campaign.

- Instead of starting all over again, you can **copy the full ad and paste it into the ad set**.

- This can also be done to multiple ads and ad sets at the same time.

Ad Duplication
How to: Meta

Tick the ad(s) you want to duplicate and click the 'Duplicate' drop-down.

Select copy.

If you want to duplicate the ad into the same ad set click duplicate.

Also found underneath the ad if you hover above it

+ Create **Duplicate** ▼

Duplicate

Quick duplicate   Ctrl + D

Clipboard

Copy   Ctrl + C

Paste   Ctrl + V

See Copied Items

All products - Catalogue Sales ✎
📊 View Charts   ✎ Edit   📋 Duplicate

Now tick the ad set(s) you want to add the ad(s) to and click the drop down again.

You will see the 'Paste' option appear

+ Create **Duplicate** ▼

Duplicate

Quick duplicate   Ctrl + D

Split Audiences

Clipboard

Copy   Ctrl + C

Paste   Ctrl + V

See Copied Items
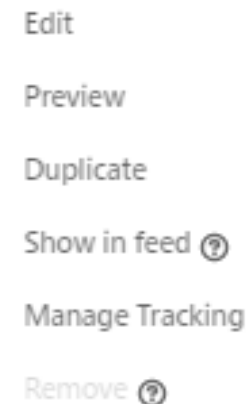
Ad Duplication
How to: LinkedIn

- On LinkedIn it works slightly differently. If you want to use an ad from another campaign you select 'Browse Existing Content' when creating ads.

Create new ad   Browse existing content

- If you want to duplicate and ad, click the three dot drop down and select duplicate.

- You can then make any necessary edits and the same can be done if you select existing content and want to make edits to the ad in the new campaign.

Edit

Preview

Duplicate

Show in feed ⊙

Manage Tracking

Remove ⊙
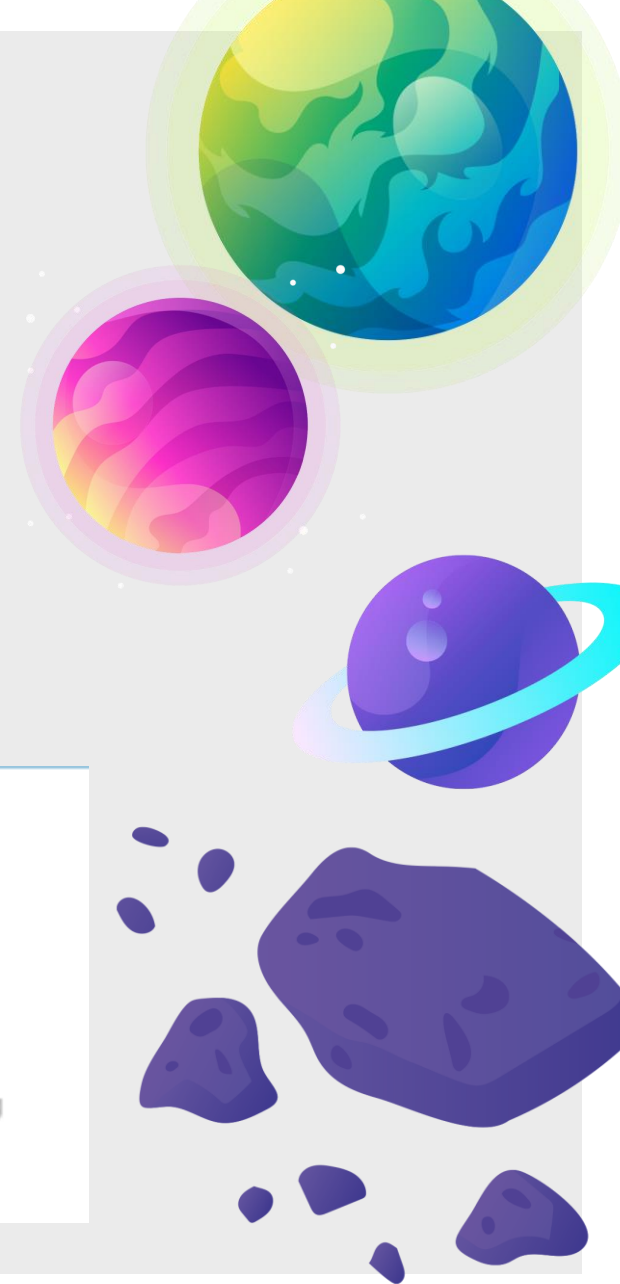
Ad Duplication
Next Step

- Once the ads have been pasted/duplicated/added from existing content, you can **make edits to the parts you want to change** instead of starting from scratch.

- So you may want to **change the tracking parameters** (explained later) or alter the captions slightly.

- In some cases you may be testing the creative, then you simply change the creative and leave the rest.

When duplicating ads it is even more important to quality check your ads because any error will be carried through to the other ad sets.

Ad Set/Campaign Duplication

- There are a few different scenarios where you may want to duplicate or copy over ad sets. Some are:
  - You want to run the **same ads but change the targeting**
    - E.g. Same ads but different targeting
  - You want to use the **same targeting for a different campaign**
    - E.g. You want to run a traffic campaign as well as a conversion campaign
  - You want to **test different objectives**
    - E.g. See how optimising for AddToCart compares to Landing Page views
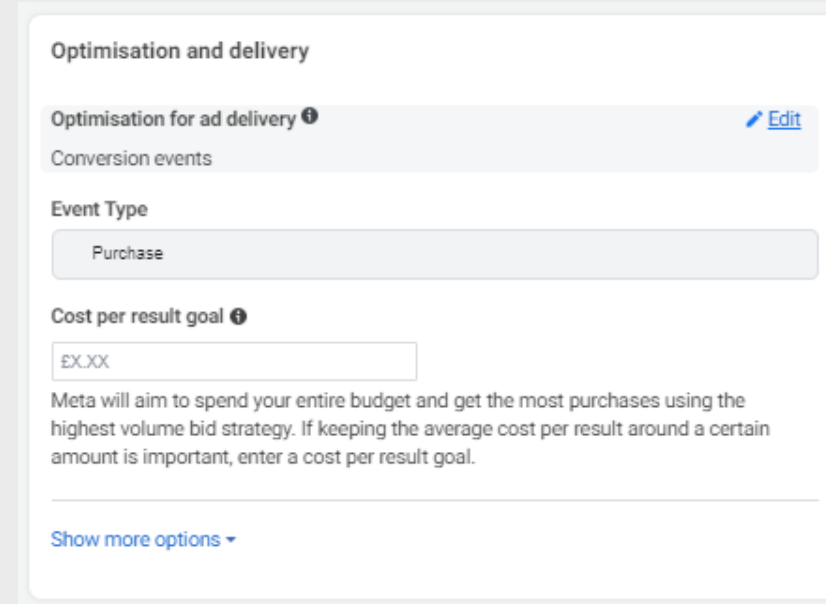
Ad Set/Campaign Duplication
How to: Meta

On Meta, ad set copy and pasting, as well as duplication works the same as on ad level. As does campaign manager.

From there you can make all necessary changes. Common ones include:

- Changing the **audience**
- Changing **placements**
  - E.g. original ad set was for Facebook only,
  - new one is for Instagram only.
- Changing **attribution window**
  - E.g. from 7-day click + 1-day view to 7-day click only
- Changing **optimisation for ad delivery or event type**
    - E.g. from purchase to AddToCart

Optimisation and delivery

Optimisation for ad delivery ⓘ   ✏ Edit
Conversion events

Event Type

Purchase

Cost per result goal ⓘ

£X.XX

Meta will aim to spend your entire budget and get the most purchases using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options ▾

Ad Set/Campaign Duplication
How to: LinkedIn

- On LinkedIn, campaign duplication works slightly different from ad duplication.

- You can duplicate the campaigns from the main **Campaign Manager view** by selecting the three dots next to the campaign you wish to duplicate.

- Once duplicated you can make any relevant changes to targeting, ad format etc. and have the option to select what ads you want to include.
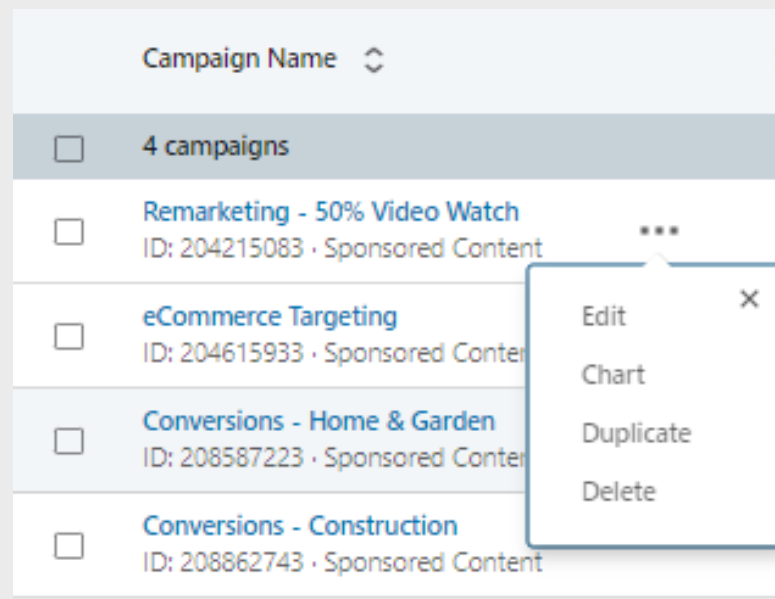
LinkedIn does not allow multiple ad formats in one campaign. E.g. single image, video, carousel.

Customising Views and Saving Presets

Customise Columns
What are we referring to?

When talking about views, custom columns and presets, we're referring to the view you use you analyse campaigns, ad sets and ads in ads managers

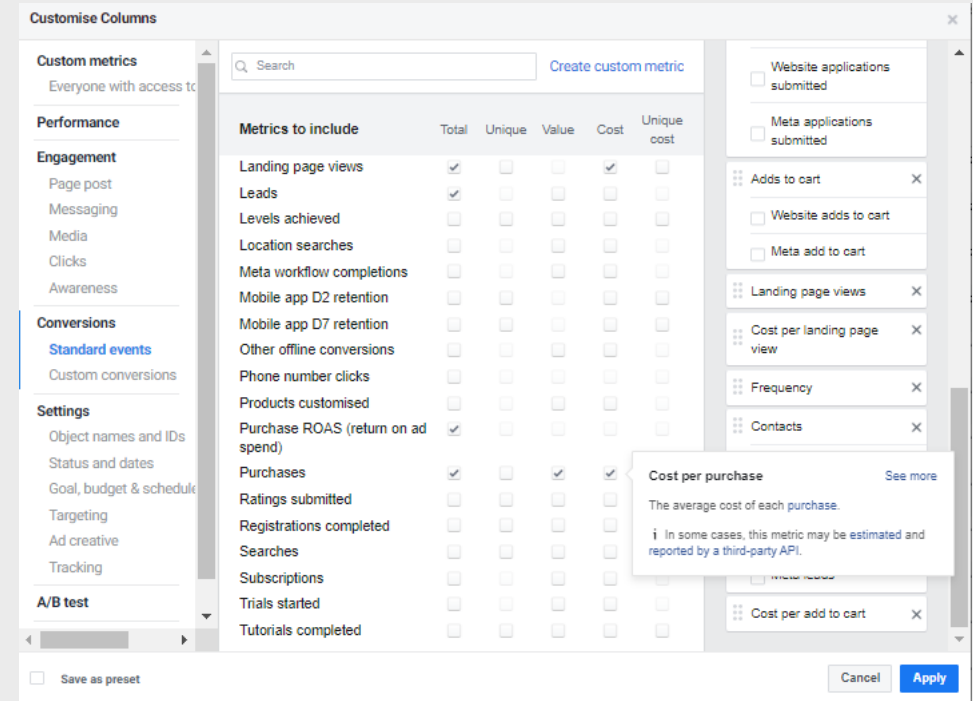*Also applies to LinkedIn, TikTok, Pinterest and Twitter*

Customise Columns
How to

In Ads Manager:

Click 'Columns' and select **customise columns** from the drop down.
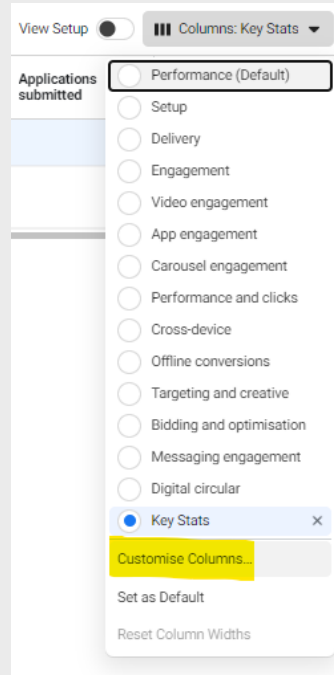
You will then be presented with all the different pieces of information you can to include in your preset.

For e-commerce you're likely to want to look at purchase data, for example.
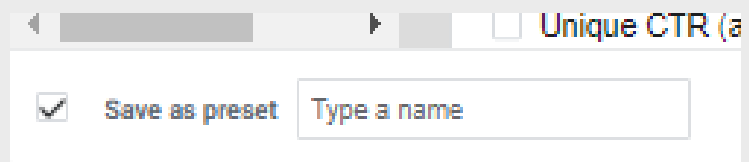
Customise Columns
LinkedIn view
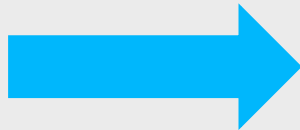
Saving Presets
How to

Once you've selected your columns you can click '*apply*'.

However, if you're likely to want to view the metrics regularly you'll want to save the view.
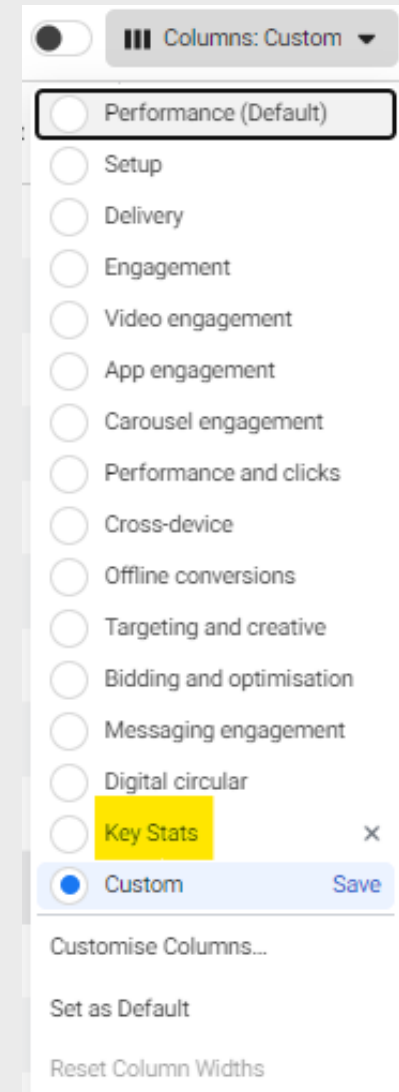
To do so, simply tick '*Save as preset*' and name.

Once you've save the preset, you will find it in the column drop down.

Extra hack:

If you want to save the same preset for separate ad accounts in your business manager, select your saved preset in account one, move to ad account two and save the column named 'Custom'.
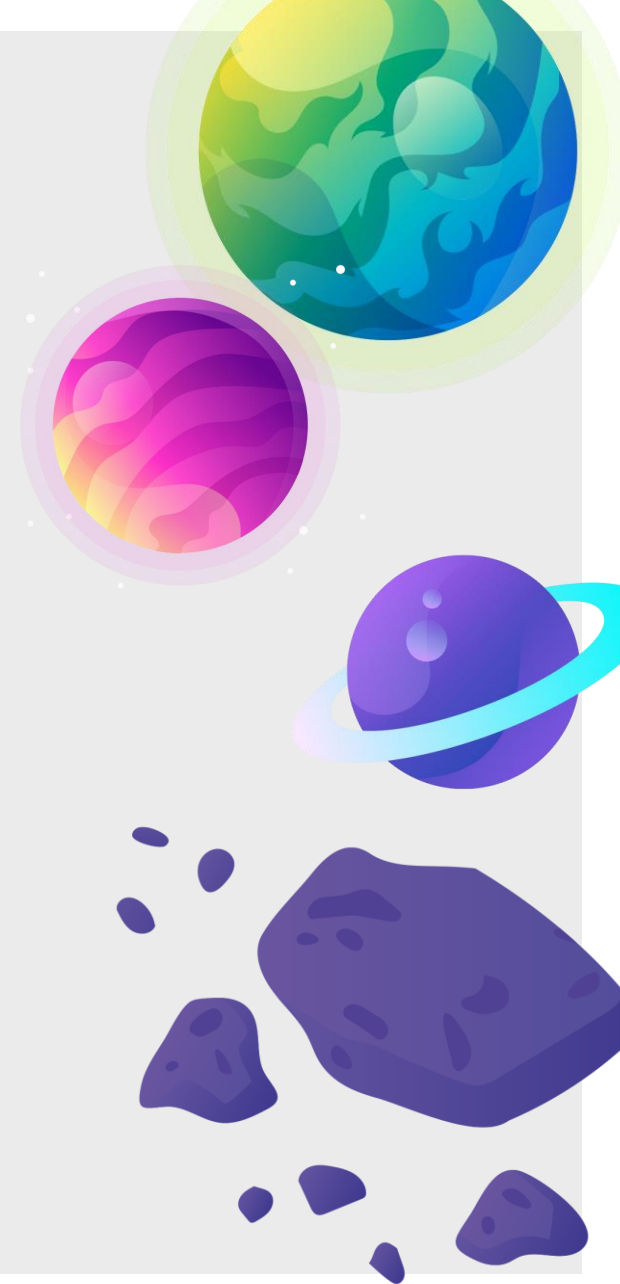
Checking URL Parameters

Checking UTM Parameters

- Another nifty Meta trick involves URL parameters
  - URL Parameters are codes added to the end of you URL for tracking purposes

- In some cases, you may want to check or change multiple URLs. On a large scale this can become an extremely time consuming task if you have to click onto every single ad to see.

- Instead there is a trick that allows you to see all the URL parameters listed next to the ads so you can efficiently **look for errors and differences**.
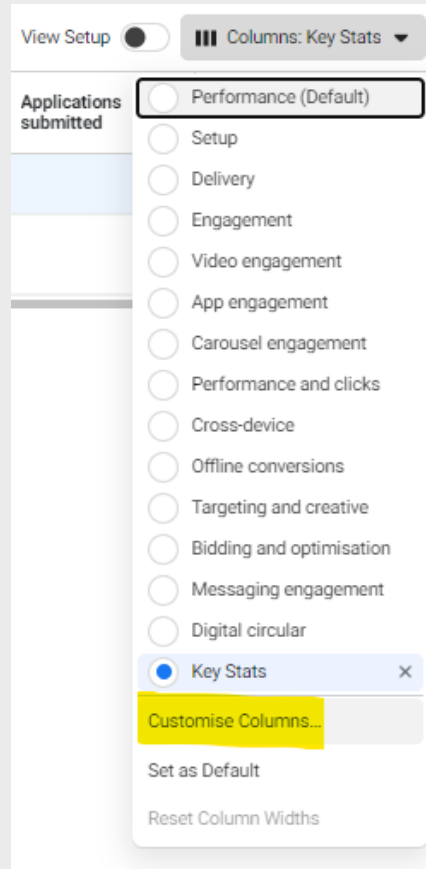
Checking UTM Parameters
How to

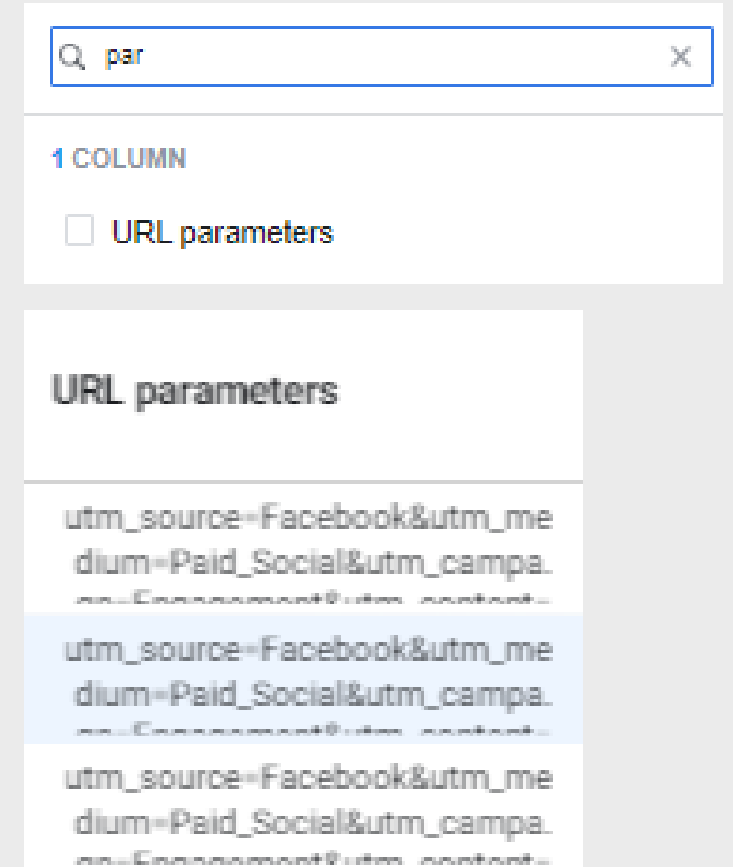Repeat the first steps from saving customised columns.

In Ads Manager:

Click 'Columns' and select **customise columns** from the drop down.

Then you type in parameters, or URL and 'URL Parameter' should appear.

Tick the box and apply.

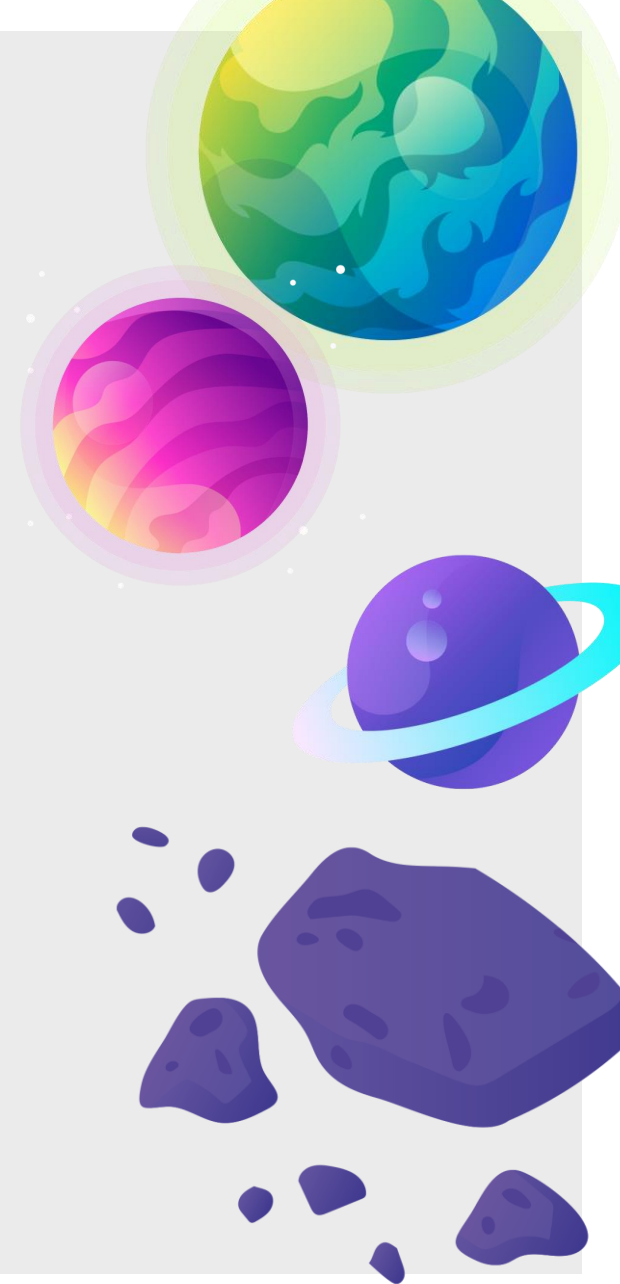All the URL parameters will then appear in your ads manager.

Don't Double Up on
URL parameters

Adding URL Parameters

- When adding URL parameters to your ads, people often add them to every link in the ad set up.

- HOWEVER, you only need to add it to the bottom 'URL Parameters' box because it **automatically applies** it to the other URLs.

- For a carousel ad, this method is particularly useful as it saves you from adding the same parameters up to 10+ times.

- There will be cases where you want to add individual parameters to different areas, but in general this should help save time.

Adding URL Parameters
How to

The box can be **found at the bottom** when creating an ad. And looks like the below:

This section also has a builder which allows you to add sections instead of writing the code out. An example is displayed on the right.

Thank you

enquiries@anicca.co.uk

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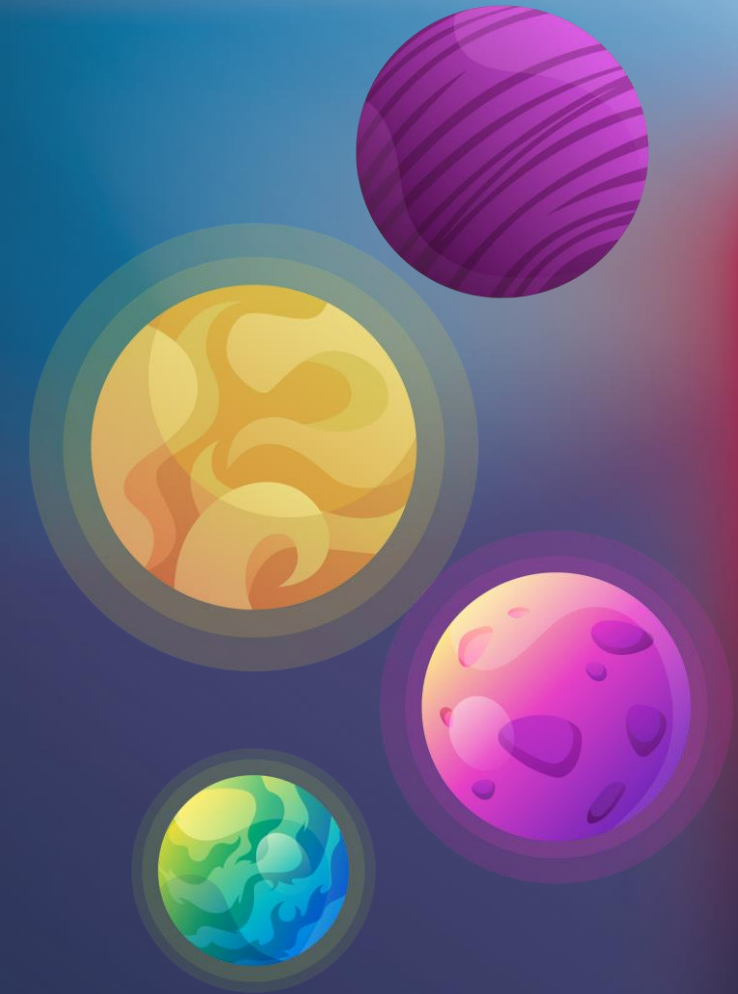
Questions?

P.S. Please leave me a review!