

FB Ads Mistakes Costing You Leads and Sales *(and how to fix them)*



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MARKETING

If you're new here...

Welcome!

My name is Amanda Kuchlenz

Owner, and Facebook Ads Strategist, and Coach with MomentumUp Marketing



Hey there, I'm Amanda, the heart behind MomentumUp Marketing. **I'm on a mission to transform the way coaches, digital creators, and small businesses strategically connect with their audience using Facebook and Instagram ad campaigns.**

With over two decades of experience, I've seen the power of strategic marketing firsthand. At MomentumUp, we're all about helping folks like you use **Facebook Ads to draw more eyes to your offers and put more Leads in your pockets.**

As the founder, my team and I specialize in coming up with personalized ad campaigns that cut through the noise and resonate with your audience. **Whether you're looking to scale up or launch something new, we're here to make it happen.**

Let's turn your business dreams into a reality, one scroll-stopping ad at a time.



Are your Facebook ads to your digital courses and coaching programs just not cutting it anymore?

Maybe you're just finding it more and more difficult to get enough registrations to your webinars, challenges, and workshops?

It's costing you more and more money to get people into your sales funnel, and it's cutting into your ROI! It all is just so frustrating and you feel like every time you try to scale your ads, the wheels just fall off...

As an ads manager to six- and seven-figure entrepreneurs in the digital space, I've been behind the scenes of countless course launches - and I've seen both huge successes and not-so-great launch flops.

Here's the truth - launch strategies vary quite a lot.

There's not always one single answer as to why some digital entrepreneurs succeed so quickly - and some take a lot of time. But I can tell you this: **The successful launches that I've been a part of as an Ads Manager have all involved meticulous planning, strategic budgeting, and detailed execution.** Everything from your emails and social media to your sales pages and funnels, to the automation and tech...all the way to your Facebook ads have to be considered.

One of the most critical pieces of any digital course launch strategy is your Facebook Ads. That's why I'm dishing the top mistakes that could be silently sabotaging your launch efforts, and help you learn how to fix them.



Are you making any of these mistakes?

1

No planning

Not knowing your timeline, budget, and strategy before launching.

Setting your budget, planning your ads, and creating campaigns on a realistic timeline helps to keep things organized. Create a document with all of your emails, social media posts, sales page copy and their corresponding URL's for quick reference.

No budgeting

Spending too little or too much and making spending decisions on a whim.

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Determine an overall budget that you're willing to spend using data from your last launch. If you know it's going to cost you \$5/registration to your webinar - then be prepared to spend \$500 on your webinar registration ads.



3 No layering

Not layering your ads to target cold, warm, and hot audiences.

This allows you **take into consideration where your audience is in your sales funnel**, and setup your retargeting correctly!

Not installing the pixel on your sales page and funnel.

Missing this really hits your tracking and retargeting capabilities!

Use the same pixel on your website, sales page funnels, checkout pages, and even purchase success pages. Use the Chrome plugin called "Pixel Helper" to confirm it's installed everywhere!



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Event Mismanagement

Not using the right events on your funnel pages messes with your tracking as well.

For example, **check that the “Completed Registration” event is firing** on your Registration Thank You page, or the “Purchase” event is firing on the Purchase Thank You page. Again, use the Pixel Helper plugin to confirm the events are there.

Disregarding cAPI

You're missing out on valuable customer data that could be passed through the API, and communicating valuable information that improves targeting and optimization.

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It's as easy as grabbing your Access Token in your Events Manager, and installing it. Almost every major course platform (Kajabi, Teachable, etc) has this option, as does most email service providers (ConvertKit, ActiveCampaign, etc). Go to your Events Manager Account, select Settings, and scroll down to “Generate Access Token” Grab that token and paste it into each platform you use if it's available.



Once Your Ads are Live:

7 Objective confusion

Have your campaigns been set up with the wrong Objective? This most definitely impacts performance. A great example of this is trying to run Engagement campaigns when you really want Sales.

For your campaigns, align **the ad campaign objective (Awareness, Traffic, Engagement, Leads, Sales) to match your objective for running the ads** in the first place. So that means, if you want SALES, you choose SALES. If you want people to register for your Freebie, choose LEADS.

Campaigns Set Up with the Wrong Performance Goals

By choosing the wrong goal, you are hindering Facebook's ability to find people who are most likely to take that action.

Choosing Link Clicks as a performance goal is strictly discouraged. If you are looking for people to take action on your website to register, download, or purchase - you will want to choose "Conversions" or "Purchase"



9 Overlooking CPMs

Your Cost per Mille - or CPM - is how much it costs for your ad to be seen by 1,000 people. If this number is over \$100, you're really in trouble. Depending on the niche you are in, aiming for \$25-\$30 CPM as a solid benchmark.

The higher the CPM, the more it will cost you to get in front of people. **You can lower your CPM's by testing new ads and targeting options.**

10 Not checking your CTRs

Link Click-Through-Rate lower than 1% indicate too low engagement on your ads.

Solve this by testing new Ad Copy with different messaging or format to grab attention. Or, swap out an image ad for a video. **Testing is important!**



11 Raising ad budget too fast

Generally raising your budget more than 20% a day will cause the system to experience difficulties.

Wait a full 24 hours after making budget increases, until you see that the full budget is spent in a day (for example: Budget is \$100, but only \$98 was spent) before raising it again.

Ad testing extremes

Balancing between testing to many or too few ads impacts your campaigns negatively.

Tip: If your budget is only \$10/day, only test two ads at a time. Alternatively if you have \$100/day to spend, you can test 4 or more ad variations to your campaign. It's not a hard and fast rule, **just keeping in mind to keep it balanced.**

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Bad audience targeting

Using the new Advantage+ targeting can be great - in most cases, but this is a very broad audience. Facebook can have trouble finding the right person to click your ad if it's not setup right.

If you are using broad targeting like Advantage+, **align your ad copy with your ideal customer.**

No data tracking

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Without daily (or weekly) tracking to analyze your ads data and conversion rates, you could be missing out on valuable decision-making for your campaigns.

Use some sort of tracker to keep your numbers. I recommend tracking your CPM's, Click Thru Rates, and Conversion rates daily. Looking at this data daily help you to see trends, what's working and what's not...and making educated decisions on how to manage your ads.



Post Launch

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Visibility gaps

Not “nurturing” between launches has consequences in the long-term.

Don't let people forget about you once your campaign launch is done by running lead ads to build your email list, or Video View/Awareness ads to keep you front and center of your ideal clients mind.

List Building

Overlooking the importance of building your email list between launches.

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Choosing “Link Clicks” as a performance goal is a huge no-no. If you are looking for people to take action on your website to register, download, or purchase - you will want to choose “Conversions” or “Purchase”



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Hasty hiring

Hiring out to an expensive ad manager or agency before you are ready. For a lot of entrepreneurs who've launched once or twice, it would be best to spend the money you'd put out to hire someone into your ads instead.

Doing your own ads not only increases your revenue margins, but **there's also tremendous value in learning how to run your own ads.** Not only will you have valuable insights to your ideal customer, you'll also learn the ways they want to purchase from you and your messaging will become clearer. This all leads to higher conversion rates and better launches in the long run.

No launch debrief

Debriefing your launch will help you see the methods that worked for you, learn what didn't work, and sets benchmarks for your next launch.

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Tip: Document your leads, registrations, attendees, and purchases. Look into your sales conversion rates, as well. All of this is valuable information telling you where you can improve next time, as well as strategically plan your ad spend and sales projections when you are ready to scale.

Whoa... Got all that?

I know that's a LOT of information, and I'll bet you're feeling some of the weight of these common missteps.

In my upcoming Launch Ignitor Masterclass, I will show you the proven ad strategies that will change how you look at your Facebook Ads forever. **I want to teach you how to say goodbye to "Ad Uncertainty" and hello to getting more eyes on your offers and sales in your pocket!**



Join me and learn the steps you need to take before your next launch so you see your conversion rates soar, your registrations explode, and sales become an effortless success.



[Join The Masterclass](#)

Thank You!



Thank you for reading through this download of important information about running successful Facebook ads! I'm always thrilled to help small businesses and entrepreneurs like you grow their business with Facebook Ads.

Ready for your next step?

