



**Social Media
Breakfast
Madison**

Welcome!



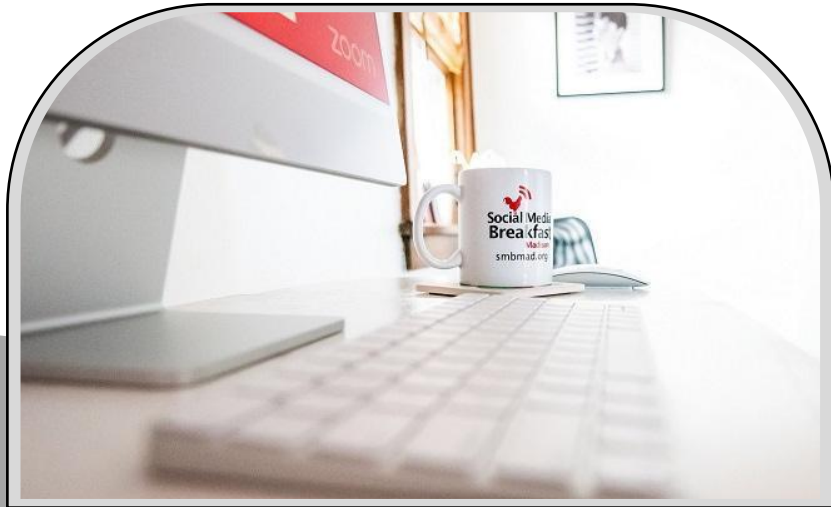
About Us



Our Focus:

Education: Learn about social media and digital marketing through presentations, panel discussions, and case studies.

Networking: We bring together marketers, PR professionals, students, entrepreneurs, and social media enthusiasts over coffee.



When We Meet

Third Wednesday morning of each month.

Where We Meet

Live Events at Dream Bank - Madison

Live Stream - on our Facebook page

Our Board of Directors



Josh Klemons



Sarah Hetke



Liz Boyd



Faith Dey



Gray Miller



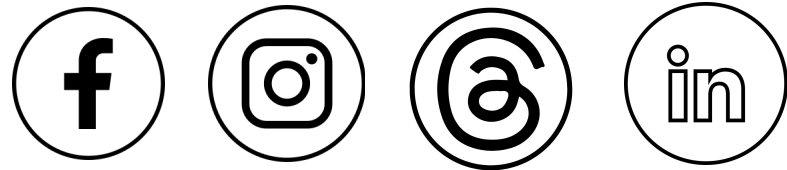
Dan Roe



Connect With Us



#SMBMAD



Scholarships



Want to go to a social media conference?

Need some professional development in the digital marketing field?

We can help send you there!

Learn more at smbmad.org/scholarships

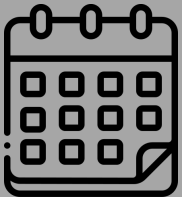


Let's Get *Social!*



 Social Media Breakfast Madison Presents:

Social Media Happy Hour



IN PERSON AT GARVER FEED MILL • September 26 • 5:30-7:00 p.m.

Save The Date!



Social Media Breakfast Madison Presents:

Hug Your Target

Harnessing the Power
of Brand Loyalists

*From the
Hiebing Team*



Liesel Olson

Senior Account
Supervisor,
PR & Social Media



Sam Bowers

Account Executive,
PR & Social Media

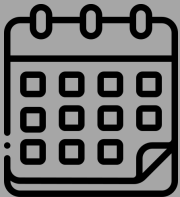


Lauren Schroeder

Senior Account
Executive,
PR & Social Media

September 20, 2023 at **DREAMBANK!**

7:30am - Coffee + Networking | 8:00am - Presentation, LIVE and Streaming on Facebook



November Event - Live Social Media Audits are back!



CURRENTLY ACCEPTING
APPLICATIONS FROM
NON-PROFIT

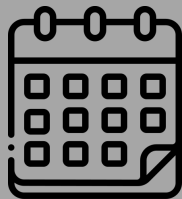
ORGANIZATIONS TO
PARTICIPATE IN
OUR ANNUAL
LIVE SOCIAL
MEDIA
AUDIT ON
NOV 15



Details and application at:

smbmad.org/non-profit-audit-application

Application deadline September 6



How To Get Involved With #SMBMad

Speakers

Now seeking Q1/Q2 2024 Topics and Speakers



Volunteers

- Blog Writer - write our event recaps (2-3 hours/month)
- Be a greeter or help out at our in-person events

Food Sponsor

Can your business provide food for our in-person events? We'll return the favor with influencer sponsorship perks!

Nonprofits to Spotlight

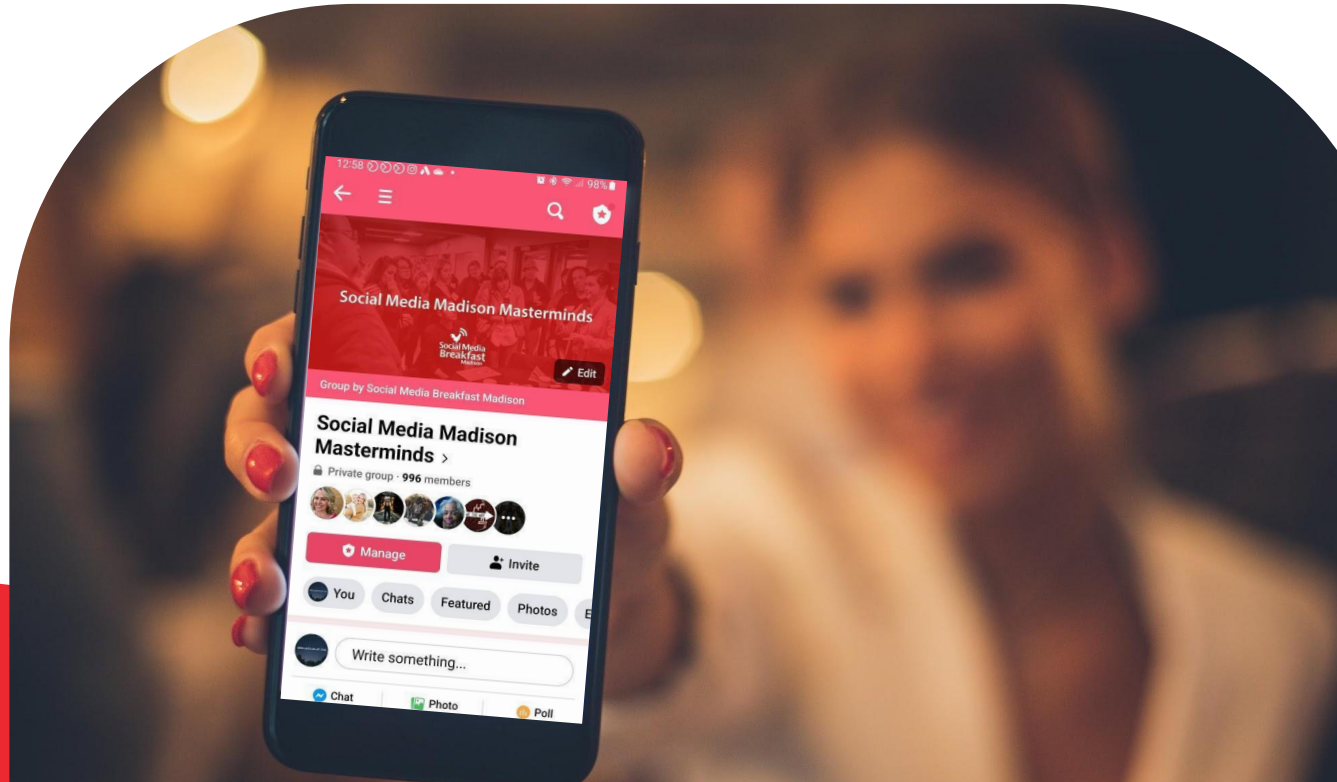
We love showcasing other local nonprofits. Let us highlight yours!

Join Our Facebook Group!

Social Media Madison Masterminds



- Community
- Collaboration
- Education
- Networking
- Job Postings
- Upcoming Events



MSN • WIS • USA

FOR WARD FEST

AUGUST 21 – 25 • 2023

FF THE
FORWARD
FESTIVAL

forwardfest.org
[#forwardfest](https://twitter.com/forwardfest)

AUGUST 21 – 25 • 2023

FOR WARD FEST

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THANK YOU TO OUR SPONSORS!



Urban Land Interests



forwardfest.org

[#forwardfest](https://twitter.com/forwardfest)

Thank You, Sponsors!



**Forward
Festival**

Melissa Carlson | *Creative*





Nonprofit Spotlight: GiGi's Playhouse

GiGi's Playhouse Madison is a Down syndrome achievement center that provides free, educational, therapeutic and career development programming for people with Down syndrome.

GiGi's Playhouse serves around 360 families in Madison and surrounding areas and is in a huge growth state! They are providing more programming than ever before. Through the generosity of our community through grants, sponsorships and general donations, they keep their programming free for our families. GiGi's is also 99% volunteer run.

The organization does 3 major fundraisers a year: Dash for Down syndrome in April, Go FORE It Golf Outing (held August 7th), and the Generation G Gala coming October 13.

GiGi's Playhouse welcomes volunteers! Get involved at: gigisplayhouse.org/madison/volunteer



Down Syndrome Achievement Centers
educate. inspire. believe.

Madison, WI

Connect with Gigi's Playhouse at:

Facebook: @GiGisPlayhouseMadison

Instagram: @gigis_playhouse_madison

LinkedIn: gigisplayhouse-madison

Twitter: @gigis_madison

Website: www.gigisplayhouse.org/

Would you like to have your Nonprofit featured?

Submit your info at: smbmad.org/non-profit-spotlight-application



Social Media Breakfast Madison Presents:



What's Actually Working On Meta Advertising Right Now

(And what to do about it)

Andrew Foxwell

FOXWELL
DIGITAL

August 16, 2023 at **DREAMBANK!**

7:30am - Coffee + Networking | 8:00am - Presentation, LIVE and Streaming on Facebook

What's Actually Working on Meta Ads Right Now

(and what to do about it)

ANDREW FOXWELL, CO-FOUNDER, FOXWELL DIGITAL



- **ASCs**
- **Creative variety**
- **Testing recommendations**
- **What NOT to do**
- **Where folks get led astray**
- **AI update**



Advantage Plus Shopping Campaigns





Advantage Plus Shopping Campaigns

What is an ASC? What does it do differently?



Advantage Plus Shopping Campaigns

Search and filter Mar 7, 2024

Campaigns

[+ Create](#)

Off / On Ca

20

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Choose a campaign setup

Create your sales campaign using a tailored and streamlined setup, or manually build your campaign.

[Streamlined](#) [Tailored](#) [Best practices](#)

 **Advantage+ shopping campaign** ⁺
Maximize performance and find new customers.
Preset settings include automatic placements, lowest cost bid strategy and more.

[Manual control](#)

 **Manual sales campaign**
Create a sales campaign from scratch using the standard setup.

[Back](#) [Continue](#)



Advantage Plus Shopping Campaigns

Why run ASCs?



Advantage Plus Shopping Campaigns

**What can an ASC
bring to your account?**



Lattice

Learning is at the ad set level only. Ads had zero individual learning ability until recently when lattice was rolled out. The consensus was with the lattice rollout we'll now have the ability to retain learning across platforms, campaigns, and ad sets.

- Founders member Mark Chambers





Setting up an Advantage+ / ASC campaign

- **10% is a good starting point on customer cap**
- **Depends on the brand and if current customers make repeat purchases and their value to the brand**



Advantage Plus Shopping Campaigns

- **Only 5 active ads, split ASC by either ad format (static, video, carousel,...) or creative angle**
- **Provides more control and allows us to optimize better the budget**



Advantage Plus Shopping Campaigns

I've also found success running catalog ads in Advantage Plus campaigns. BUT, what I've seen is if you have catalog ads in an ASC they will eat all the budget, so they need their own ASC.

I've also commonly found that ASC will pick 1 ad and throw all the budget to that one. In those instances if I have other ads I feel good about I'll drop them into a 2nd ASC to make sure they get spend.

Creative Variety





Creative Variety

Use a mix of “ugly” ads, branded statics, short videos, and longer storytelling videos of the same concept.



Creative Variety

Awareness Messaging

Brand Aware

Save £5 on your order

Loved by you, restocked by us

Smallest audience, lowest Cost Per Purchase, highest return

Product Aware

Freja Bone Broth, high quality ingredients, loved by over 3,000 customers

Sweet spot
we want to focus on

Problem Aware

Ditch the Juice Fast, fast with Bone Broth and say goodbye to fatigue

Unaware

"Did you know that collagen is the secret ingredient to unlocking your inner radiance? Freja Bone Broth has 17 grams per pack!"

Biggest audience, most education needed, highest Cost Per Purchase, lowest return

Thanks to Phil Kiel from our membership for this





Creative Variety

Freja Foods
Sponsored ·

Help promote a healthy, happy gut with the nutritional power of bone broth. [...see more](#)

frejafoods.com
Start feeling your best with Bone Broth [Shop now](#)

The unique identifier for this specific ad.
ID: 631995915056068

- Limited edition flavours
- 11-packs of popcorn
- Free shipping to urban addresses

DRBUGS.CO.NZ
Limited edition flavour inside!
11 packs of popcorn including a brand new choc drizzled mystery flavour. Get a spread of our classic favourites an... [Shop now](#)

Freja Foods
Sponsored ·

Help promote a healthy, happy gut with the nutritional power of bone broth. [...see more](#)

Discover a Happy Gut with **Bone Broth**

Aids Digestion Improve Gut Health

Boosts Metabolism

frejafoods.com
Start feeling your best with Bone Broth [Shop now](#)





Creative Variety

THESE CHANGED MY SENIOR DOG'S LIFE




"I saw an instant
improvement"

- Lindsay G.


"These changed
my dog's life"

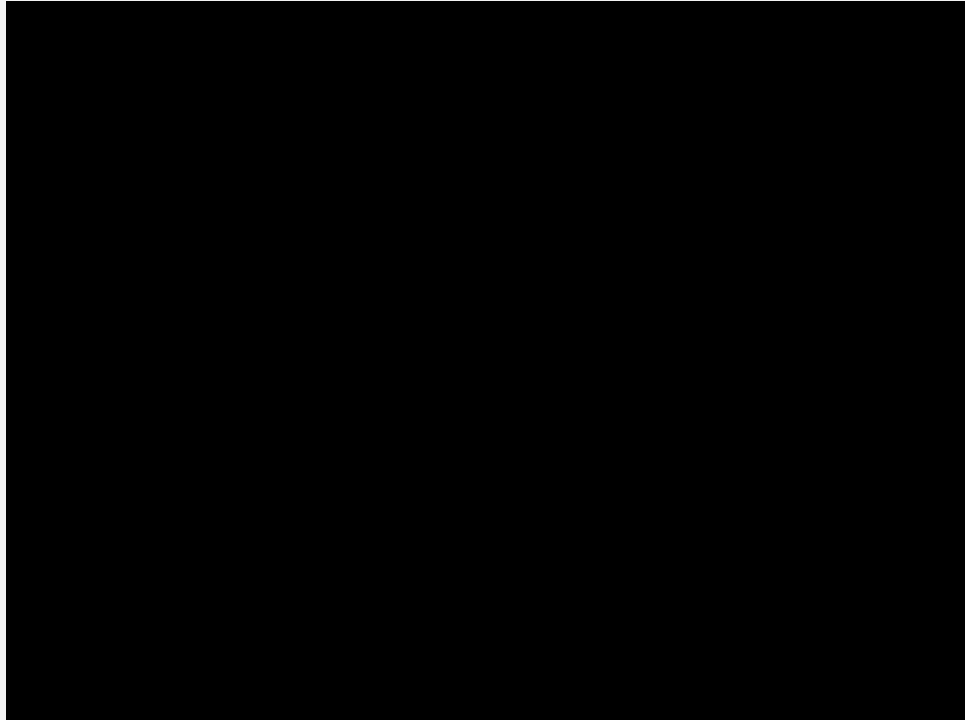
- Autumn S.


"Slipping
no more"


"Walking with
confidence"

- Robyn M.

Dr. Busy's
ToeGrips
Dog Nail Grips





Images with Text Overlay

- **Focus on the message! Benefit the ad account + audience, being very pointed with the message, and remove all doubt about what you're selling / why someone should buy it**
- **This also benefits the media buyer because reduced variables, quicker to deliver, focused attention on the copy (within the image) = improve the marketing, not the media buying**

What You Should Test



**First and foremost:
when testing, HOW
will you measure
success?**





Testing Success

- **Often, creative will be measured by “soft metrics” alongside conversion metrics. Our suggestion is to pick a “king KPI” such as conversions.**
- **And then use soft metrics and conversion metrics to inform what’s resonating.**



“Hard” Reporting Metrics

ROAS

or MER
from Third
Party

CVR

rate
(LPV to PUR
%)

**CPA/
CAC**

(3rd Party &
Click based
Meta)

AOV

from ads
only or
account
wide

**ATC to
PUR
Ratio**

CTR

should be
correct in
platform

Frequency

CPM



“Soft” Reporting Metrics

**Thumb-
stop
Ratio**

(3-sec VV ÷
impressions)

**Hold
Rate**

(Thruplay ÷
3-sec VV)

AWT
(Average
Watch
Time)

**Engage-
ment
Rate**

**% of
spend/
delivery**

**Total
Social
Proof**

**Click
Quality**

CTR

*note this is
listed as a
hard & soft
metric



Testing Structure Ideas

What we are testing in the ad account

- **Creatives/messaging based on different angles/funnels**
- **Ex: Static Image with 3 variations of different text overlay each portraying a different angle**

Destination/Landing Pages

- **Listicles (i.e. 5 reasons why)**
- **UGC advertorial paired with whitelisted UGC creator ad**

Audience

- **Still finding wins with interest stacks (These are bigger audiences, 10M+ where I am using the interests as guardrails)**



Testing Structure Guidelines

Testing Ad set

- **Exclusions: Klav pur List + Pixel 180d pur + 60 WCA**
- **Targeting: Can you increase that size to 20M - I like to use interest stacks like broad BUT using the interest as guardrails.**

Tests

- **Use same attribution window across ad sets in testing.**
- **Focus on one testing variable per ad set (As Barry was saying)**
 - **Ex: Statics with a certain angles vs another angle**
 - **Ex: Videos with a certain angle vs. Another angle**

Once you have SUPER clear direction on the angle/type of creative, then you can implement the \$CC campaigns



Testing Timelines

Another big mistake we see is giving a new ad 1-2 days to work and turning it off if it doesn't. If possible I like to let ads run for a week these days to give them a fair shot.



Winning Combos

- **Testing ABO (~40% of daily spend)**
 - **Broad Statics**
 - **Broad Videos**
- **Scale CBO Cost Cap (~30% of daily spend)**
 - **Top 2-3 Audiences**
- **ASC (0-5% existing customers) (~15% of daily spend)**
 - **3-5 ads (Cycling in if Frequency ever gets above a 2.5)**
- **ASC (0-5% existing customers) (Historically Top Performers or by product funnel - hand selected usually) (~15% of daily spend)**
 - **3-5 ads**
- **Remarketing DPA (~3% of daily spend)**
 - **30d lookback (Varies based on sales cycle)**
- **Prospecting DABA (If applicable based on your product offering) (~5-10% of daily spend)**

What Is Not Working





Shops

- **Administrative issues with setting up and running Shops, particularly in relation to Facebook's order processing system.**
- **While Facebook offers credits for shops, they may not fully support or back up the system, leading to administrative headaches.**



Small Audiences

- **Hyper-targeting small audiences used to be effective, but it no longer works due to higher opt-out rates and difficulties in reaching these niche groups.**
- **Campaigns targeting small audiences tend to burn out quickly, making consolidation and broader targeting strategies more effective.**



Too Many Variants

Having too many variants, such as multiple text, image, and video options, with a limited budget makes it difficult to run statistically significant tests for each variant.



Creative Inaction

Not trying new creative hooks, angles, and approaches can hinder success in the current advertising environment.



What People Talk About But Doesn't Actually Work





Lookalike audiences

- **The effectiveness of lookalike audiences has significantly decreased over time.**
- **Source audiences, particularly pixel-based audiences like purchase events and add-to-cart events, have degraded in quality due to issues with tracking, mainly related to the lack of browser-based cache data for users.**
- **Large ones like 10% lookalike clusters comprising multiple audiences can still work.**



Shops

- **As stated earlier, while there is a lot of discussion about Shops, they are not working effectively for everyone.**
- **They need to be properly optimized and customized.**
- **Shops cannot be relied upon as the sole part of an advertising strategy. The perception of flawless performance from Meta might not reflect the reality for everyone.**



Things Other Than Conversions

Driving traffic to landing pages, getting add-to-cart events, or generating video views can be part of an advertising strategy, but they may not lead to significant conversions, especially with low budgets.

Where Most Folks Get Led Astray





Thinking too small

- **Thinking too narrowly and focusing on minute details.**
- **Instead of relying on tiny, incremental changes, they should consider broader strategies and understand that creative is a crucial lever for success.**
- **Over-thinking about specific audience segments and remarketing windows may not yield the desired results, and consolidation is now more important than micromanaging small aspects.**

Reporting

- **Getting lost in reporting without a clear understanding of the metrics that truly drive business results.**
- **People often focus on superficial metrics like comments or clicks instead of aligning their reporting with their specific business goals.**

Not Thinking Like Marketers

- **In the early days of Meta, advertisers could get away with launching subpar ads to landing pages and still see success.**
- **The new approach means thinking like marketers by considering the awareness levels of the audience (problem-aware, solution-aware, brand-aware) and tailoring the ad copy and creative variety accordingly to resonate with potential customers effectively.**

AI Update





Changes to your catalog

- **In Meta's world, changes to your product catalog in e-commerce are made without necessarily seeking your permission.**
- **These changes can include modifications to text, color backgrounds, copy, images, and videos.**
- **As a result, your ads may look different than what you originally intended.**



Modifying Ads w/o asking

- **This includes not only catalog-based changes but also adjustments to static images and copy.**
- **The purpose of these modifications is to present ads to the target audience in ways that Meta's AI believes will result in higher conversion rates.**



Working Now

Q3 accounts don't look like Q4 accounts

If Q3 isn't your biggest quarter, then your account shouldn't be in its biggest form:

- Consolidate campaigns/ad sets/creative
- Hibernate for the quarter and focus on efficiency + test/learn with the spend, date that's available
- Scale back with account/campaigns with intent, rather than defeat!

Scale up the account in Q4 from a position of strength (A+ per creative format for example - that's likely paused now)



Thank You!



[FOXWELLDIGITAL.COM/SMB](https://foxwelldigital.com/SMB)

andrew@foxwelldigital.com