



MINDBODY Guide

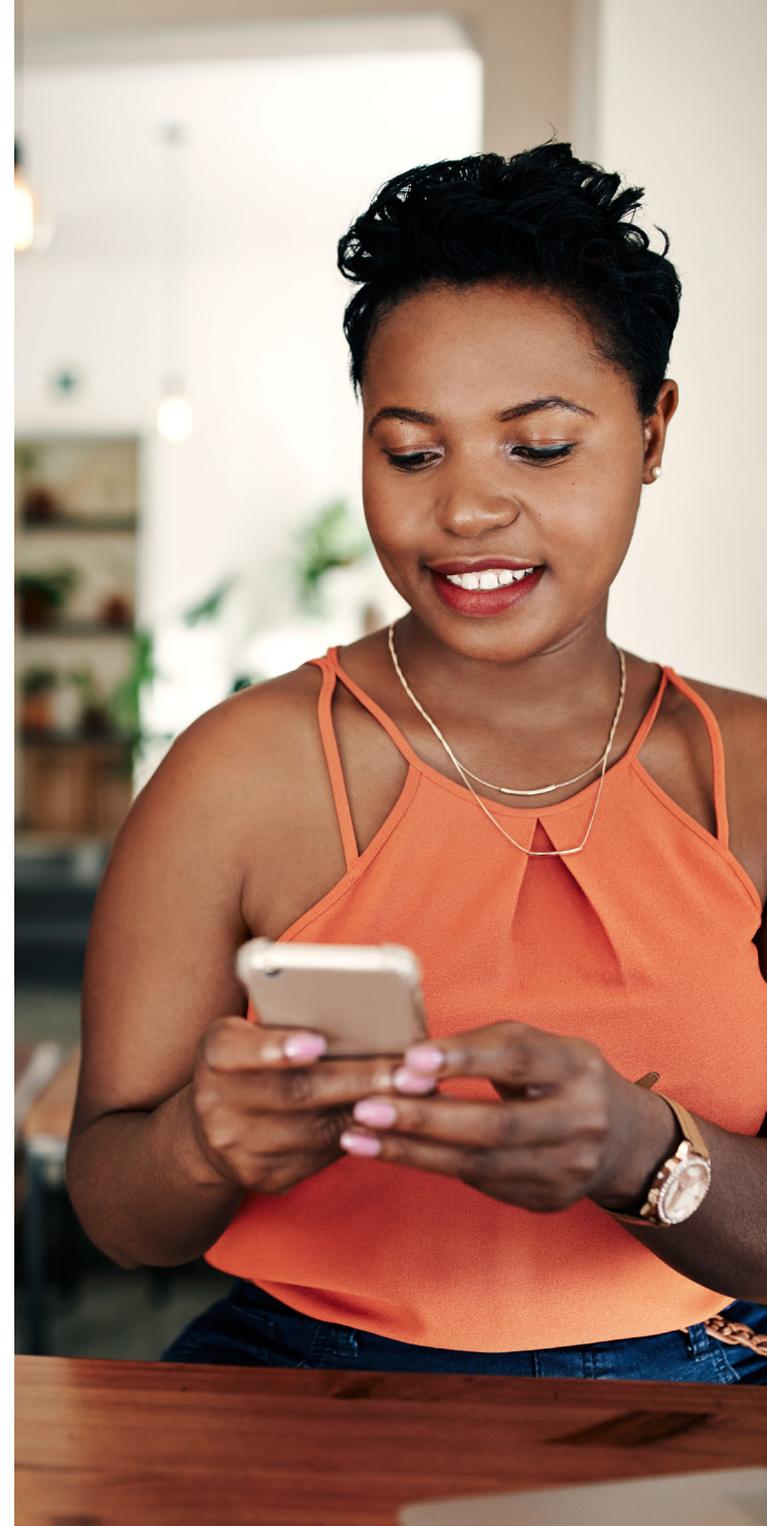
# How to Create a Facebook Ad for Your Fitness Business

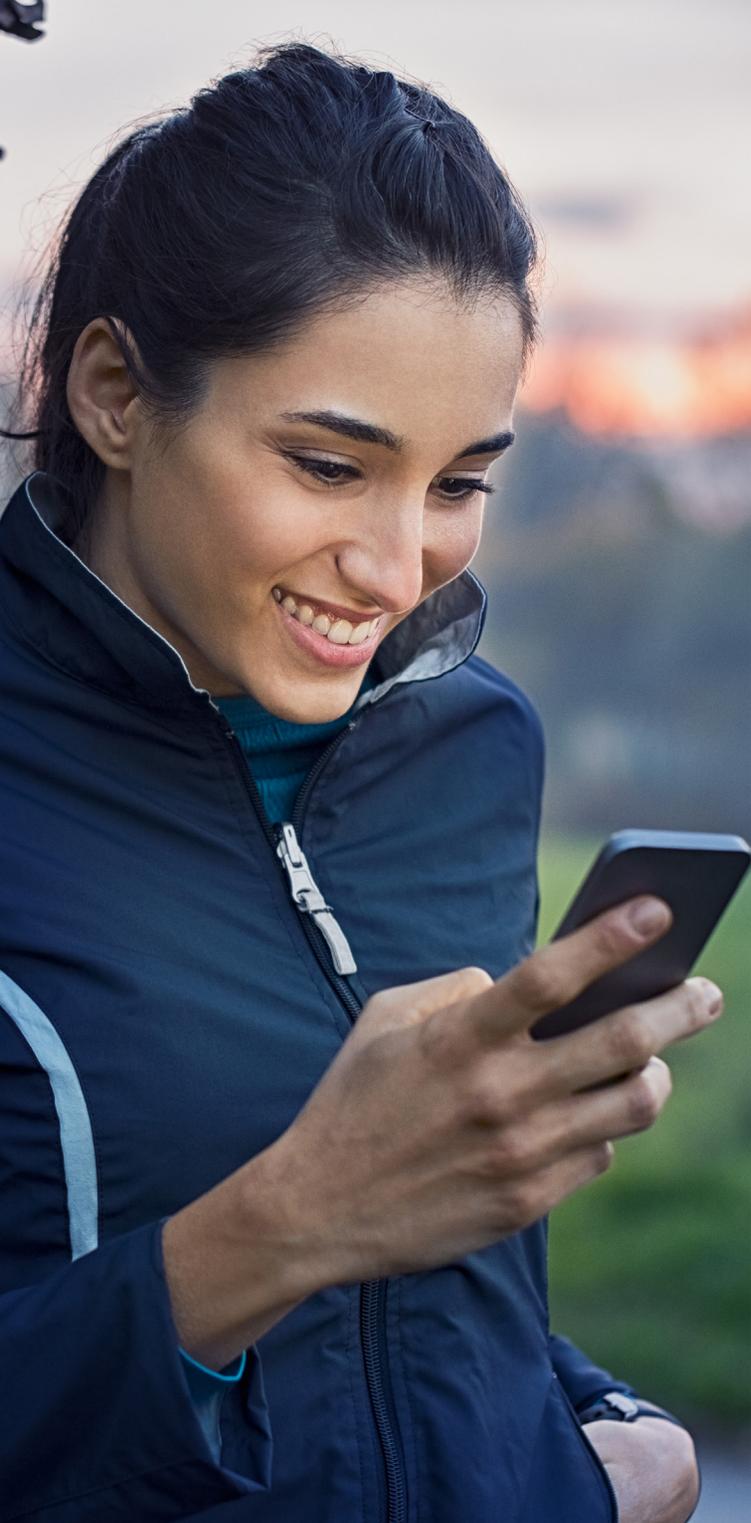
 MINDBODY®

# Introduction:

With [over 2 billion monthly active users on Facebook](#), the social media platform is booming. However, with [recent changes to its News Feed algorithm](#), Facebook has refocused on individual posts—posts of friends and family members—and less on content from businesses.

**What does that mean for your fitness business? It's time to pay-to-play on Facebook.** The good news is, creating an effective Facebook ad is easier than you think. And this guide will break things down from start to finish.





# Step 1: Get started

First, log into Facebook. In the upper right hand corner, select the "Create" drop-down and select "Ad." Once you're in Ads Manager, you'll choose your campaign objective.

## Should you boost a post or create an ad in Ads Manager?

The short answer: It depends on your goals. [Boosting](#) is a less complicated way to improve reach and engagement on existing posts. Ads, on the other hand, are usually tied to long-term objectives like lead captures, website traffic, and sales. We cover boosting posts in our [Step-by-Step Guide to Facebook Marketing](#).

# Step 2: Decide what campaign objective fits your goal(s)

From engagement and video views to lead generation and conversions, Facebook offers many advertising objectives to achieve your goals.

• **Traffic:** Send more people to a page on your website, like your schedule or FAQ page.

• **Engagement:** Increase engagement on a particular post, grow your Page likes, or promote an upcoming Facebook event.

• **Lead generation:** Get more people to view your video content.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 <b>Lead generation</b>	
	 Messages	

• **Conversions:** Get people to take valuable actions on your website, like purchasing a class package or booking a class. You can even use the [Facebook pixel](#) to track and measure conversions.

# Step 3: Get targeted with your ad set

When designing your ad, you'll need to decide whether you want to reach:



A smaller, more targeted audience

or



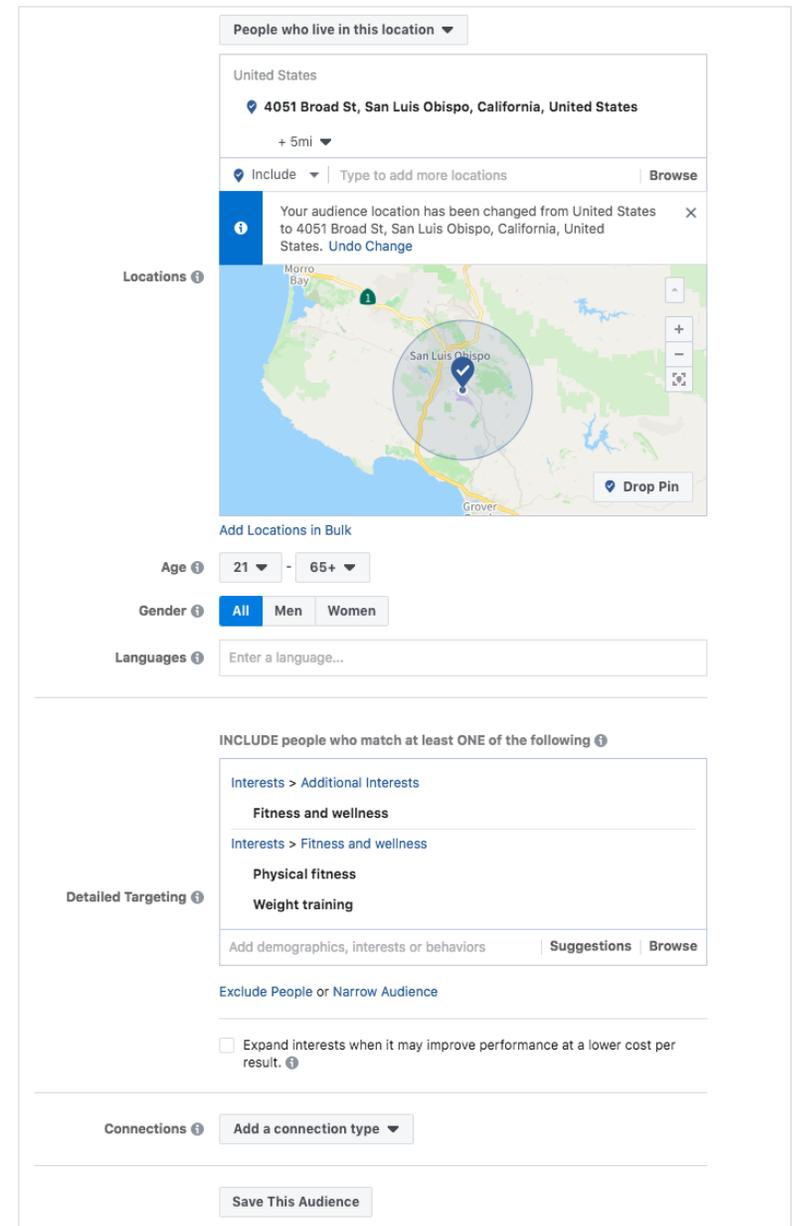
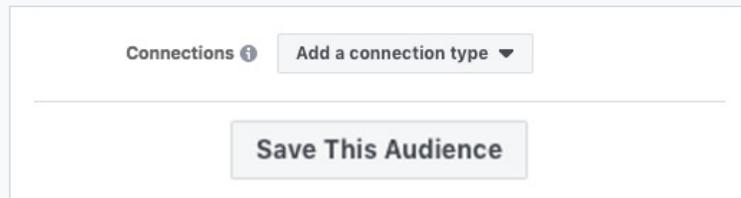
A larger, broader audience

## Interest-Based Audiences:

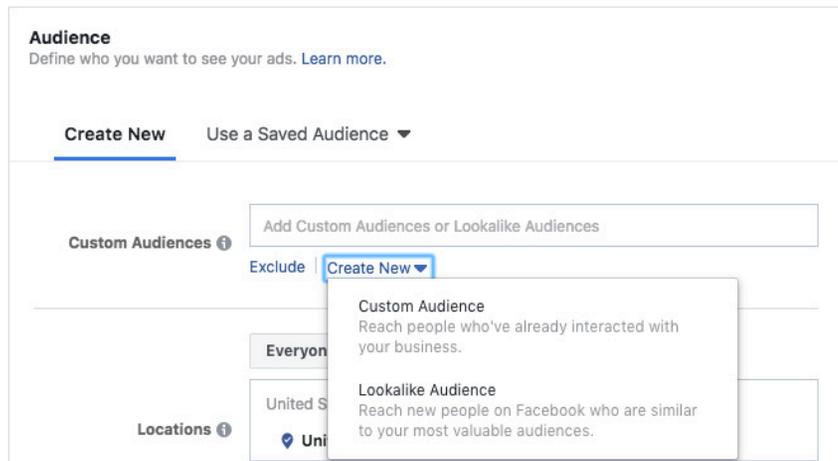
Interest targeting is especially helpful when you're looking to reach new customers. You can target customers based on hundreds of factors, including: location, age, occupation, relationship status, interests, and behaviors. You can also exclude interests using the same categories.

### Tip:

Don't forget to hit the "Save This Audience" button to easily retrieve what you've created for future ads!



## Custom and Lookalike Audiences:



Another advanced targeting option is using Custom or Lookalike Audiences. These audiences leverage the information of existing or prospective customers.

Custom Audiences use specific details from those who have a previous relationship with your business, like customers or contacts.

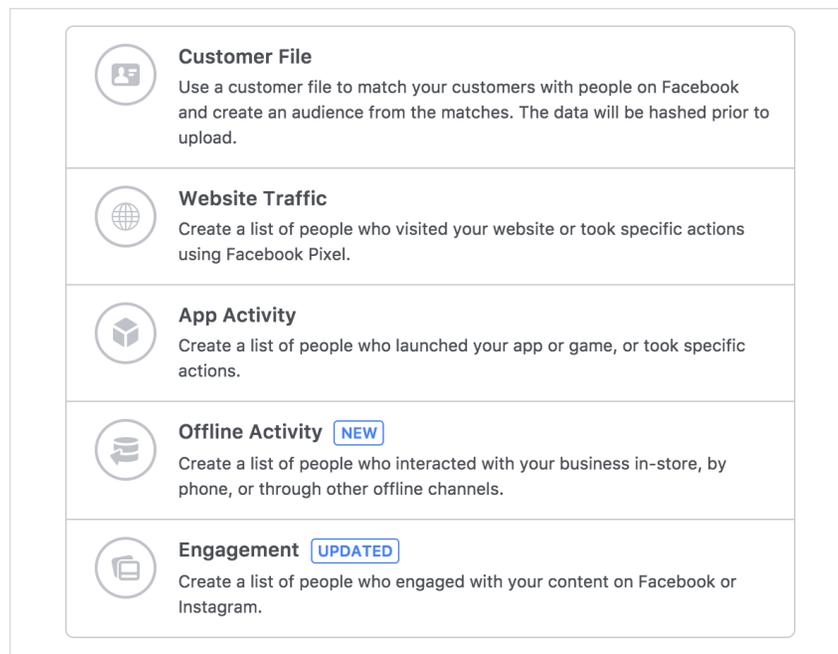
Some examples of Custom Audiences are:

- An imported email subscriber list
- Website visitors tracked with a [Facebook pixel](#), including:
  - All website visitors
  - Visitors by device
  - People who visited specific web pages
- Facebook users who've previously engaged with your Page or content

### What is the Facebook pixel?

The Facebook pixel is a small snippet of HTML code that can be added to your website to track customer activity. When someone visits your site and takes a specific action, like visiting a certain page or completing a purchase, the Facebook pixel is triggered and reports this information back to you. With this pixel data, you can better track the results of your Facebook ads—and target those customers with customized ads.

For example, the pixel can track individuals who've visited the "What to Expect" page for new clients on your website. You can then use this data to serve a targeted ad highlighting your Introductory offer.



**Create a Lookalike Audience**
✕

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

**Source** ⓘ

[Create new](#) ▼

**Location** ⓘ

**United States**

[Browse](#)

United States was added by default because it has the largest number of people in your source audience.

**Audience Size** ⓘ

**2.1M**

0 1 2 3 4 5 6 7 8 9 10 % of countries

Resulting audiences	Estimated reach
Lookalike (US, 1%) - McAlister Training	2,130,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options](#) ▼

Lookalike Audiences are a great way to reach new people who are connected to your Page or are included in a saved or custom audience.

For example, you can build a Lookalike Audience based off individuals who are similar to those who've visited your website.

Regardless of how you decide to target your audience, there are a few targeting dos and don'ts to keep in mind:

### Do's

- Know the demographic of your target audience (review your [business plan](#) for a refresher).
- Experiment! Also, remember to save your audiences with names that are easy to remember so you can keep tabs on which audiences are performing best.

### Don't

Target too broadly. Consider your ad objective and target accordingly. It might be appropriate to have a large, interest-based audience if you want to build general brand awareness of your fitness brand. On the other hand, if you're hoping to convert customers, it makes sense to use a smaller, more targeted custom audience.

For example, retarget recent website visitors using the Facebook pixel.

# Step 4: Determine your ad placements

Facebook will automatically decide which placements will perform best, but if you prefer to manually select or remove certain devices or platforms (like Instagram), this is where you'll update your ad.

## Placements

Show your ads to the right people in the right places.

**Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)



# Step 5: Set your budget and schedule

Your budget is the specific amount of money you want to spend to display your ad content. First, consider whether you want to run your ad based on a daily or lifetime budget.

- **Daily Budget** - the average amount you'll spend on an ad set or campaign each day.
- **Lifetime Budget** - the maximum amount you're willing to spend over the lifetime of your ad set or campaign.

To figure out how much to spend on your Facebook ad, you'll need to consider your goals and how much you've [budgeted to marketing](#). Some experts recommend [working backwards from your revenue goals](#) to decide how much to spend per action (e.g., cost per website conversion or cost per lead).

Next, decide if you want to run your ad continuously or if you prefer to select the ad's start and end date. [Some experts](#) say it's best to run a Facebook ad for at least three to four days. Need a last-minute or one-day promotion? [Boosting](#) a post might be a better fit.

For more optimization preferences, select the "Show Advanced Options" drop-down.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ **Daily Budget** ▼ \$20.00  
\$20.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ  Run my ad set continuously starting today  
 Set a start and end date

**Start** [Calendar] Nov 20, 2018 [Clock] 12:00PM  
**End** [Calendar] Dec 4, 2018 [Clock] 12:00PM  
(Pacific Time)

Your ads will run for 14 days. You'll spend no more than \$280.00.

Show Advanced Options ▼

# Step 6: Create your ad

Now for the creative magic. Your ad text and imagery will convey your message and encourage your audience to take action. In general, an effective ad is made up of a few important parts: the ad headline, text, and creative. Here's a quick list of dos and don'ts to make sure you knock it out of the park:

## Do:

- Use a simple and clear ad headline that grabs attention. Keep your headline to forty characters or less.
- When writing your post text, keep your target audience in mind. What questions do they have? What do they need to know to take action?
- Include a description if you need extra space for price, promotion details, etc. Keep your description to twenty characters or less.
- Make sure your ad messaging (and visual) is consistent with your target audience.
- Use branded images that stand out and clearly show your services.

## Don't:

- Use blurry, or low-quality images.
- Add too much text to your image. Facebook only allows 20% of your image to be text. Double-check your text-to-image ratio using the [Facebook Overlay Tool](#).
- Forget a call to action, or CTA, to your ad (e.g. "learn more" or "sign up"). Make sure customers know what specific action to take.



**Ad Name** ⓘ Intro Month Special ⚙️

---

**Identity**

**Facebook Page**  
Your Facebook Page or Instagram account represents your business in ads.

Fitness Connection ▾

**Instagram Account** ⓘ  
Select an Instagram account to represent your business in your Instagram ad. To manage available Instagram accounts, contact your Business Manager admin.

Fitness Connection ▾

With these dos and don'ts in mind, you're ready to tackle your ad. First, make sure your Facebook Page is selected (this is especially important if you're an Administrator of multiple Pages). Also, be sure to link your Instagram account; it's easy to [set up](#).

Next, decide which format will best convey your message. There are several ways to display ad content.

**Format**  
Choose how you'd like your ad to look.



**Carousel**

Create an ad with 2 or more scrollable images or videos



**Single Image**

Create an ad with one image



**Single Video**

Create an ad with one video or turn images into a video



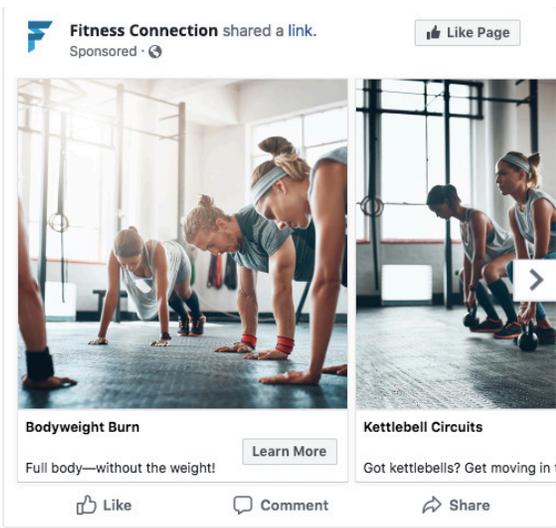
**Slideshow**

Create a looping video ad with up to 10 images

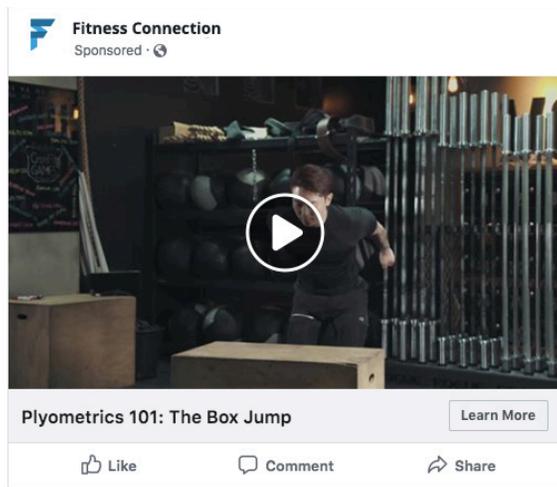


**Collection**

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)



When does a carousel post work best? Showcasing multiple services or products, explaining a process, or telling an interactive story to engage with users.



Videos work great for brand awareness objectives and showcase your style of training to curious customers.



A picture is worth a thousand words. Use high quality images of your clients, services, and products to showcase your brand well.

**Tip:**

Facebook's [Advertising Policies](#) determine what photos and videos are appropriate. For fitness businesses, it's important to keep this in mind. Be careful with showing too much skin in a photo (e.g. close-ups of body parts like abs or legs). Using before and after photos is prohibited.

Next, fill in your headline, description, and destination URL (when applicable).

Finally, check the Ad Preview tab to see what your ad will look like across different mediums, like "Desktop News Feed," "Mobile News Feed," and/or "Desktop Right Column."

Ad Preview 1 of 1 Ad

Desktop News Feed 2 of 15

**Fitness Connection**  
Sponsored · Like Page

Get them off the couch and into your gym (not the other way around!)  
An Intro offer they'll remember - one month for only \$30



fitnessconnection.com  
**One month for only \$30**  
For a limited time only. Sign Up

Like Comment Share

Ad Preview 1 of 1 Ad

Mobile News Feed 1 of 15

**Fitness Connection**  
Sponsored · ...

Your best offer, their best effort! Get them into class for under \$1 day. the rest is up to you!



fitnessconnection.com  
**One month for only \$30** SIGN UP

Like Comment Share

Ad Preview 1 of 1 Ad

Instagram Feed 7 of 15

Instagram

**Fitness Connection**  
Sponsored · ...



Sign Up

Like Comment Bookmark

**Fitness Connection** Get them to move ...everything else around to come see you. Intro offers starting at \$30

# Step 7: Take it live

Select "Confirm" to send your ad to Facebook for review. Once it's been approved, it will run according to the schedule you specified. Congratulations—you've officially created an optimized Facebook Ad!

Review

Confirm



## Tip:

Was your ad denied? Check out the [Facebook Advertising Policies](#) for more details, including how to submit an appeal.



## Step 8: Review your results

Once your ad is running, be sure to check how your ad is performing. While in Ads Manager, head to the “Insights” tab. The stats you’re checking will differ depending on the campaign you’re running, but you can start by tracking:

- **Frequency:** the number of times each person has seen your ad. Pay attention to this number so you don’t bombard your audience with any one ad. Some [experts](#) say the optimal ad frequency is between 1 and 2, with a decline in effectiveness after 3.4.
- **Amount Spent:** how much you’ve spent on running your ad. Make sure you’re yielding your desired results for the budget spent.
- **Link Clicks:** the number of people who’ve clicked on your ad (this won’t be relevant if there isn’t a link in your ad).
- **Cost Per 1,000 Impressions:** the average cost to show your ad 1,000 times. You’ll see that some audiences have lower CPMs, which is worth tracking when selecting audiences for future campaigns.
- **CTR (Link Click-Through Rate):** the percentage of people who saw your ad and clicked to your website. This is calculated by dividing Link Clicks by Impressions. [The average CTR for the fitness industry is 1.01%.](#)
- **CPC (Cost-Per-Link Click):** the average cost of each click from your ad to your website. [The average CPC for the fitness industry is \\$1.90.](#)

## To pull these numbers:

1. Head to Ads Manager and click on the Columns tab.
2. Select Customize Columns.
3. Search and select the performance metrics you want to see.
4. Click Apply.

For even more stats support, head to Facebook's guide to [measuring results in Ads Manager](#).

The screenshot displays the 'Customize Columns' interface in Facebook Ads Manager. On the left, a dropdown menu is open under 'Columns: Performance', showing various categories like Performance (Default), Engagement, Conversions, Settings, Split Test, and Optimization. The main panel is titled 'Customize Columns' and features a search bar with 'CPC' entered. Below the search bar, two columns are selected: 'CPC (All)' and 'CPC (Cost per Link Click)'. On the right, a list of 9 selected columns is shown, including Ad Set Name, Reach, Frequency, Impressions, CPM (Cost per 1,000 Impressions), Amount Spent, Link Clicks, CTR (Link Click-Through Rate), and CPC (Cost per Link Click). At the bottom, there are buttons for 'Cancel' and 'Apply', and a checkbox for 'Save as preset'.



**If you're looking to position your fitness business for success, MINDBODY can help.**

Want more educational resources, including guides, checklists, webinars, conference presentations, and online courses? Visit [business.mindbody.io/education](https://business.mindbody.io/education).

**Here's how to schedule a guided tour:**

Located in the US? Visit <https://www.mindbodyonline.com/fitness> or call 877-755-4279

Located in the UK? Visit <https://uk.mindbodyonline.com/fitness>, or call 0203 514 1894

Located in the AU? Visit <https://au.mindbodyonline.com/fitness> or call 1800 082 989

