

Troubleshooting Fb ads & funnels (cheatsheet)

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Introduction

Use this cheatsheet to troubleshoot issues with your Facebook ads and funnels. Before consulting this cheatsheet you should have completed all modules in: Week Five - Fractal Facebook evolution. If you haven't followed our process/methodology step-by-step then this cheatsheet is going to be of little value. Make sure you follow the process step-by-step and then refer to this cheatsheet after four days of live testing with your campaign. Work through this process sequentially to identify your issue and fix it.

Instructions

1. My Facebook ads are not getting approved

If your Facebook ads are getting disapproved make sure you watch the module in Week 5's Facebook training titled: "Facebook's book of law". Watch that video in full to ensure that you're following all the rules. If you are following the rules then check why your Facebook ads were disapproved within the Facebook platform, they will give you a reason. Delete the disapproved adsets from within your ads account and then edit/adjust your ads templates to comply with Facebook's rules/feedback. When done launch your Facebook ads again by repeating the process. If they are disapproved again repeat this step over until fixed.

2. My Facebook ads are not receiving any impressions

In order for Facebook ads to start receiving impressions you have to leave them for 10mins to 24 hours before Facebook's algorithm will start providing impressions. This timeframe varies between countries, day of the week, time of day, age of ad account etc. If you haven't waited 24 hours, you must do that first. If you have waited 24 hours and you still have no impressions then check all of your settings are correct, things like: Adset daily budget at least \$10, Ads are approved, Targeting is correct, Placements are correct, Fanpage is connected, Conversion objective is correct, Bidding is set to auto etc. If 24 hours have accrued and you've checked that all your settings are correct, something is wrong and you need to delete all adsets within your campaign and launch your ads again following our process outlined in the program.

3. **My KPI's are outside of the student benchmark range**

If you have setup your Facebook campaign correctly, truly waited for four entire days without touching anything, reported your numbers within our Paid attraction metrics spreadsheet and compared your KPI's with our student benchmark KPI's to find that you are outside of the benchmark range then the following information will help you identify the root cause:

4. **My Facebook ads are not receiving any clicks**

If your ads are not receiving any clicks, first make sure that they are receiving impressions, if they are not receiving impressions then go to #1 on this list and troubleshoot the issue there. If your ads are receiving impressions but not receiving clicks then first check all your settings to make sure they are correct and align with the training covered in the "Ad & audience templates" and "Campaign Genesis" modules. If your setup and settings are in alignment with the training then you want to check how many impressions you have in total compared to the 0 number of clicks. If you have impressions above 1,000 and clicks at 0 or near 0 then there's a high chance Facebook cutoff traffic to your ad because it didn't evoke a response from the audiences you selected. Delete all your adsets and launch your campaign again following our launch process. If the same issue occurs again then you have a serious issue with your messaging and audience selection and you need to go back to the drawing board to come up with new ideas/angles. If this happens chances are you haven't followed the instructions in the training step-by-step and/or tried to launch ads on Facebook without first establishing a proof of concept.

5. **My Facebook ads are not spending anywhere near the daily budget I set for them**

If you experience this issue then go to #4 and follow the instructions there since this is a byproduct of the issue described and solved in #4.

6. **My cost per click (CPC) on Facebook is out of KPI**

If your cost per click (CPC) is out of KPI then take a look at these metrics: Relevance score, CTR and Cost per 1k impressions. All of these metrics are interrelated and together they form the nature of your CPC. Is your CTR outside of KPI or within KPI? If it's outside of KPI then go to #7 to solve this. If it's within KPI then there's a high chance your specific audience on Facebook is costing more money to target than the average audience. Determine whether your Quality score is inside/outside of KPI, if it's inside then these CPC numbers you're experiencing may be normal for your niche. If it's outside of KPI then your niche isn't resonating with your ads well enough to make it efficient to advertise to them. If this is the case you need to test additional ad angles, images and audience interests.

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7. **My click through rate (CTR) on Facebook is out of KPI**

If your click through rate (CTR) is outside of KPI then you want to take a look at these metrics: CPC, Relevance score and Cost per 1k impressions. If your CPC is within KPI but your CTR is outside of KPI then this can be ok and nothing to worry about. If your CPC is outside of KPI along with your CTR this means that your niche isn't resonating with your ads well enough to make it efficient to advertise to them. If this is the case you need to test additional ad angles, images and audience interests.

8. **My Relevance score (REL) on Facebook is out of KPI**

If your relevance score is outside of KPI then you want to take a look at these metrics: CPC, CTR and Cost per 1k impressions. If CPC is within KPI but your Relevance score is outside of KPI then this can be ok and nothing to worry about. If your CPC is outside of KPI along with your Relevance score, this means that your niche isn't resonating with your ads well enough to make it efficient to advertise to them. If this is the case you need to test additional ad angles, images and audience interests.

9. **My Cost per 1k impressions (CPM) on Facebook is out of KPI**

If your Cost per 1k impressions (CPM) is outside of KPI then you want to take a look at these metrics: CPC, CTR and Relevance score. If your CPC is within KPI but your Cost per 1k impressions (CPM) is outside of KPI this can be ok and nothing to worry about. If your CPC is outside of KPI along with your Cost per 1k impressions (CPM), this means that your niche isn't resonating with your ads well enough to make it efficient to advertise to them. If this is the case you need to test additional ad angles, images and audience interests.

10. **My Cost per lead (CPL) is out of KPI**

Before determining your CPL you must have at least 100 link clicks from your Facebook ads, if you don't you must obtain that first before judging this KPI. If you have 100+ link clicks then you may proceed:

If either your CPL is outside of KPI this may be due to poor funnel conversion rates, poor Facebook ad performance rates or a combination of both. The first thing we need to identify is whether this problem is rooted within your ads, your funnel or both.

Is your CPC within KPI but your CPL is outside of KPI then chances are the issue is with your Funnel's landing page. If your ads are receiving clicks this is a signal of market interest but if these people are abandoning when they hit your landing page this means they are no longer interested. This is probably due to a messaging disconnect between your ads and your landing page. Make sure the messaging/look/feel is consistent between your ads and your landing page and then test again. If you clean this messaging disconnect up and try again with another 100+ link clicks and observe the same issue again, chances are your ads are getting clicks from the wrong people and they have no interest once they hit your landing page. If this is the case, this means that your niche isn't resonating with your ads well enough to make it efficient to advertise to them. If this is the case you need to test additional ad angles, images and audience interests.

11. **My Cost per survey application (CPS) or Video conversion rate (VCR) is out of KPI**

Before determining your CPS you must have at least 100 optins/leads from your Facebook ads, if you don't you must obtain that first before judging this KPI. If you have 100+ optins/leads then you may need to check whether your CPL is inside/outside of KPI. If your CPL is outside of KPI then this will be effecting your CPS significantly. Your best course of action is to work on your CPL and get that within KPI before attempting to judge/solve this CPS metric. If you have 100+ optins/leads from your Facebook ads and they have come at a CPL within KPI then you may proceed:

If your CPS is outside of KPI but your ROI is still 2:1 or above then this might not be an issue to worry about since your campaign is still profitable. If ROI is above 2:1 then you may proceed to troubleshoot this issue and improve your KPI's. If your ROI is below 2:1 then you definitely want to proceed to fix this issue:

If you have 100+ leads and your CPL is within KPI but your CPS is outside of KPI this means that your value video is not resonating with your audience. This is probably due to inconsistent messaging between your ads/landing page and your value video. If people see your ad and click on it they are signaling interest in the message, if those people then see your landing page and optin they are further signaling interest in the message. If those people then abort your funnel at the value video stage, chances are your value video has inconsistent messaging with your ad/landing page. Observe your ad/landing page messaging and compare it with the messaging of your value video. Where are there disconnects? Hypothesize about how you can make your value video more in alignment with your ads/landing page and then edit it and try again with another 100+ optins. If this problem persists you need to keep iterating your value video until you can get your CPS within KPI.

12. **My Call show up rate (SUR) is out of KPI**

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Before judging this metric you need to have 20+ calls scheduled with ScheduleOnce through your funnel. If you don't have 20+ scheduled calls you need to obtain that first before judging/solving this. If you have 20+ scheduled calls and your SUR is outside of KP, are you making ROI of more than 2:1? If you're making ROI >2:1 then you don't really need to worry about your SUR metric but you can proceed to troubleshoot this if you want to improve your numbers. If your SUR is outside of KPI and ROI is less than 2:1 then proceed:

The first thing to check when it comes to SUR is the max timeframe you're allowing between scheduling a call and the actual call itself. If this is any longer than four days, this is your issue. You must set this to a max time window of four days so that you can strike while the iron is hot.

The second thing to check when it comes to SUR is the quality of the survey applications you are receiving and the amount of survey applications you are rejecting due to quality and lack of fit. If you're accepting any survey regardless of quality and fit, then your SUR will resemble this and the true problem lies with your sloppy acceptance policy of survey applications. Tighten up your acceptance policy and decline applications from people you know are a poor fit and/or are time wasters due to the nature of their survey responses. If you are vetting your survey applications and SUR is still an issue then proceed:

The third thing you want to check when it comes to SUR is the success/confirmation page after your survey page in your Fragmentation funnel. If this page doesn't resemble the template/example provided in the program then you need to adjust it so that it does.

The fourth thing you want to check when it comes to SUR is the flow of your funnel and the technology used to assemble it. Make sure that your funnel works end to end on both desktop and mobile by testing it thoroughly. If tested and working correctly how does it look on desktop and mobile? If it doesn't look the best and the user experience is poor then fix it. If user experience is ok, what technology are you using to power this process? You should be following the proven process in the program and using ClickFunnels, ScheduleOnce and ActiveCampaign bolted together seamlessly. If you are not using any of these tools or have adjusted our proven process in anyway then this will be the cause and you must fix it. If you are using all our recommended technology and have it setup the correct way, are you utilizing the Email reminder and SMS reminder features within ScheduleOnce to remind prospects of their upcoming appointment? If not, you definitely want to make use of these tools.

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13. **My call conversion rate (CCR) is outside of KPI**

Before judging this metric you need to have 30+ calls completed and all of them should have been derived from your Fragmentation funnel and your Facebook ads. If you haven't completed 30+ calls yet then you need to do that first before judging/solving this KPI. If you have completed 30+ calls, is your ROI greater than 2:1? If it is then you don't need to worry too much about this KPI, however you can proceed if you want to improve your numbers. If your CCR is outside of KPI and your ROI is less than 2:1 then proceed:

The first thing to check when it comes to CCR is your survey application policy and how many survey applications you reject. If you are loose with your survey applications and accept anybody regardless of response quality and fit, this will reflect in your CCR in a significant way. You must tighten up your survey application policy if this is the case before judging/solving your CCR metric. If your survey application policy is in order and you're rejecting applications that are low quality and not a good fit then proceed:

If the above paragraphs did not identify your CCR issue, any of the following could be true: No proof of concept established, Lack of following the script or Lack of sales call practice.

If you don't have a proof of concept established you must establish one using organic methods and following the training program as it is prescribed to you. If this is you, go back and fix this now. If you're not following our Alchemic conversion script then study this training video again, print out the script and follow it more closely. If you haven't practiced sales calls with other members of the program then you will want to do this right away so that you can gain more confidence, challenge yourself and gain feedback so that your performance improves on the real life sales calls you're having with your niche/market.

With sales calls and CCR, practice makes perfect and nobody achieves true "mastery" until they've clocked 100 calls or more. Most of our 7 Figure students have done 1,000+ sales calls before cracking that 7-Figure milestone and this is a testament to that fact. Stick at it, practice, practice, practice and remember to record all of your sales calls and listen to them to gain feedback about what does/doesn't work so that you can iterate and improve.

14. **My Cost per acquisition (CPA) is outside of KPI**

Before judging your CPA it's important to solve all previous metrics (1-13) covered on this cheatsheet. CPA is a function of all of the previous metrics combined into one and if any of them are outside of KPI they will be reflecting in your CPA figure.

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15. **My Return on investment (ROI) is outside of KPI**

Before judging your ROI it's important to solve all previous metrics (1-14) covered on this cheatsheet. ROI is a function of all of the previous metrics combined into one and if any of them are outside of KPI they will be reflecting in your ROI figure. If you have resolved all other metrics (1-14) covered on this cheatsheet and you are still experiencing an ROI that's out of KPI, you may proceed:

If all of your metrics are within KPI except for ROI then this can be any of the following two things: Poorly priced offering and/or Hyper competitive market.

If your offering is not priced at \$2,000+ then this is an issue and it's going to reflect in your ROI metric big time. You must hike your prices and price at a bare minimum of \$2,000 or more. Ideally, services/products/programs should be priced at \$3-5k so that you can absorb advertising costs and still maintain a high ROI metric.

If you're in a hyper competitive market then your ROI metric may be reflecting your lack of differentiation compared to other products/services on offer from other participants in this market. To make improvements to your ROI metric you need to differentiate your offering and/or optimize your other metrics to new heights in order to escape the competition and carve out a profitable position of your own.