SCALE YOUR FACEBOOK ADS

The Expert's Guide To **Increase Revenue, Profit & ROAS**

STEVE BRUCE
AGENCY

Introduction

Hey it's Steve with Steve Bruce Agency.

I've spent the last 7 years creating, launching, and scaling Facebook ad campaigns for myself and other business owners. I've spent over 4 million in ad spend with Facebook ads and have scaled businesses to reach up to multiple 6-figure revenue months.

In this guide, I'll share the most important pieces that go into successfully scaling a Facebook campaign. By following my advice, you can successfully scale your Facebook ad campaigns and see a significant increase in revenue and ROAS.

I hope you find this guide helpful and I wish you the best of luck in scaling your Facebook ad campaigns!

-Steve

Results

Before we get started, I want to share with you some results that have been produced from following the methods in this guide.
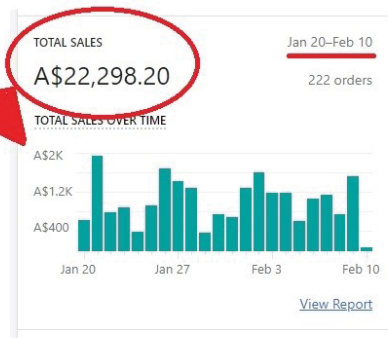

$100K GENERATED W/ 7.48 ROAS

$1,231.87 GENERATED WITH $149.14 IN AD SPEND

$3,451.43 in Ad Spend Generated $22,298.20 (6.46 ROAS)
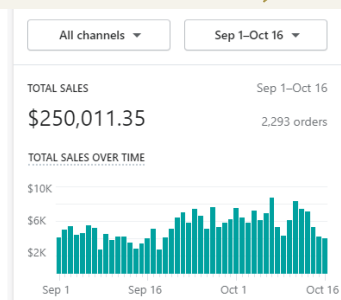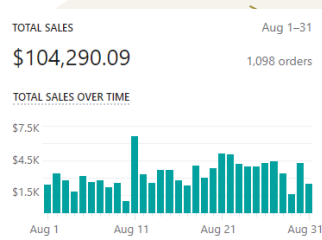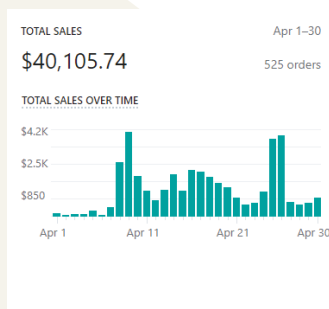
As you can see, if done correctly, scaling Facebook ads can produce some amazing results. Now let's get into how you can start scaling your Facebook ad campaigns like a pro.

01 Prepare To Scale
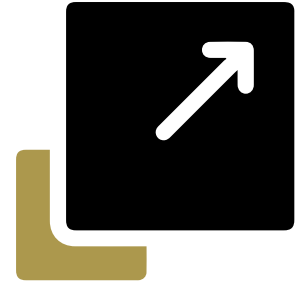
There are some important factors to consider when you are looking to scale your business with Facebook ads to determine if you are really ready to scale. These are things that not a lot of business owners think about until it is too late.

- Do you have enough product on hand to fulfill extra orders?

- Do you have enough cash on hand to pay your Facebook ads while waiting for payments to come in from sales?

- Do you know what the most popular product and most likely to succeed in your business is?

- Do you have the capability to handle an influx of customer support items (comments, questions, returns, etc.)

- Do you have any big problems at your current level that you couldn't handle if it were multiplied with more sales?

A question I ask all of my clients before we launch their campaigns is "How many sales can you comfortably handle in the next 2 to 4 weeks?". The beginner business owner will always say "As many as possible!" but they never consider the questions above.

No business can handle an unlimited number of sales. Even if you can fulfill the orders at scale there are many factors that are involved that will also scale.

Let's talk about something that is a big problem and part of every business: customer service inquiries. This includes questions about your product, refunds, returns, etc. If you currently receive 100 inquiries a month, that number doesn't stay the same when you increase the number of orders you get per month. In theory, those will also scale.

This is one of the biggest reasons businesses fail when they start to scale their Facebook campaigns. They haven't prepared for the other areas of the business that will be affected by an increase in sales.

Expert Scaling Tip #1

Doubling the positives in your business (revenue, orders, sales) will also double the negatives in your business (refunds, complaints, questions).

02 Data Analysis

From now on, you do not want to think of your custom audiences as people.

Instead, you want to think of them as data on Facebook. Both in data quality and data quantity.

Quality: Low or high?

How do you determine if a custom audience is full of high quality data or low quality data?

Simple: run ads to the audience with your best performing creative and copy. If it performs above average in terms of cost per conversion or ROAS, then that shows it is a high quality custom audience.

Quantity: Small or large?

How do you determine if a custom audience is large enough to scale?

Simple: increase the ad spend for that custom audience. If the ROAS stays at a high performing level, then that shows the custom audience has a large quantity of high quality data.

Spending $5/day with a 5x ROAS is only $25 in revenue

Name	Type	Estimated Audience Size
Shopify - website customers custom audience	Custom Audience Customer List	43,200 - 50,900

Data Example 1 (High Quality, Small Quantity):

A custom audience of 43,200 to 50,900 past buyers gets you a 5x ROAS at $20/day but when you scale it to $25/day the ROAS drops to 2, then chances are that data is small in quantity.

Name	Type	Estimated Audience Size ▼
Brand Videos - 3 Second Video Views - 365 Days	Custom Audience Engagement - Video	661,000 - 777,700 ⓘ

Data Example 2 (Low Quality, High Quantity):

A custom audience of 700,000+ video viewers gets you a 3x ROAS at $20/day and when you scale it to $25/day the ROAS stays at 3, then chances are that data is large in quantity and has more scaling potential than just $25/day.

Expert Scaling Tip #2:

For maximum data quality, always set your campaign objective for the end results you want (sales, leads, etc.) and not a lower investment objective (traffic, likes, etc.).
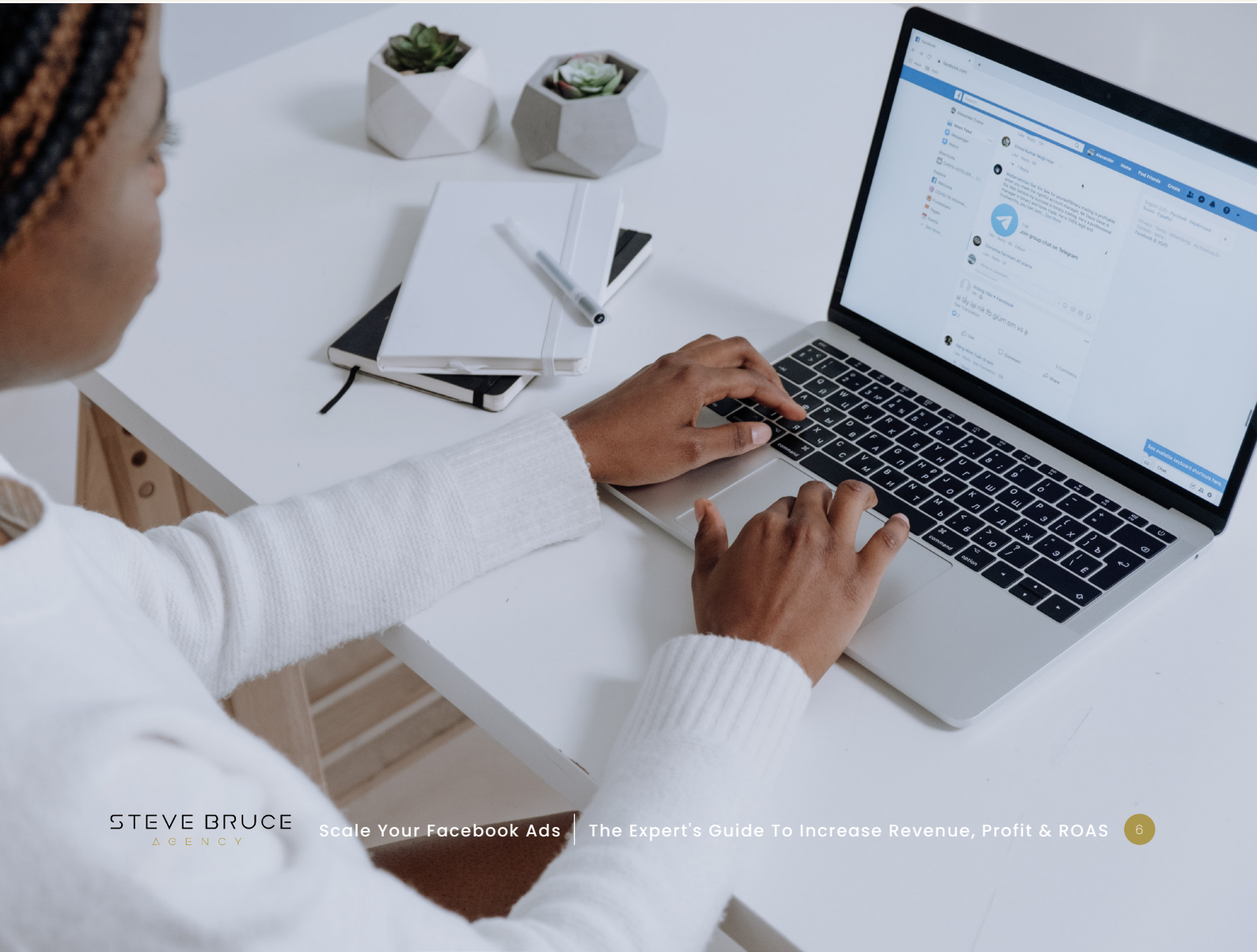
03 Capture High Quality Data

The highest quality data that you can run ads towards is your own custom audience of people who have taken some form of action in your business. And the way that you grow these custom audiences is by creating a capture campaign.

This is what a lot of people call a "prospecting" campaign, then they fall into the "remarketing" campaign, etc.. But what makes a capturing mechanism different from a prospecting campaign is that you set up a campaign with the goal of just filling up your custom audiences with a lot of high quality data.

With a capture campaign, there are a lot more exclusions and there are ads that are meant to get the smallest engagement (either a click, a like, or a video view) for them to become captured data. When someone sees your ad, you don't want to rely on them to buy the first time they see your ad. They might not be in the right place or time to buy it! They could be driving or working out at the gym when they see your ad.

So you want to capture that data (or the person at the gym who is looking at your ad but is too busy to buy) and capture it with as little effort as possible. If they do as little as click "read more" on your ad, or they watch your video for a few seconds, then that data is captured. As you probably know, retargeting audiences will give you a higher ROAS than a cold audience, but they don't scale as well. This is how you scale retargeting audiences, you capture data more effectively and set lower barriers for them to become part of your custom audiences.

Here are the requirements for your capture campaign:

- ABO or CBO - either can work, depends on ad account behavior but I prefer CBO.

- Set the campaign objective to be conversions optimized for the purchase event.

- If using interests for targeting, use the most relevant interests to your brand or interests that have worked well in the past.

Expert Scaling Tip #3

The lowest cost method for growing a custom audience is by using video ads and excluding 3 second video views from your capture campaign. You can capture high quality data points for under $0.10 each! For every $0.10 you give to Facebook, it captures another unit of data and it has to keep finding new data to fill your custom audience with.

04 Nurture Your Data

With the data that you capture, you must have a variety in your advertising to properly nurture them towards the buying decision. Here are some ways to add variety in your advertising:

- 4 to 10 different creatives going towards the same audience
- 2 to 6 different ad copy and headline variations (each highlighting a different benefit)
- 2 to 4 different products
- 2 to 4 different offers (discount code, free shipping, etc.)

The way you nurture your data is to create a nurture campaign.

This campaign is what most would consider a "retargeting" campaign. However, the difference with this one is that we aren't trying to target anybody with a hard discount code or force the sale. We want to nurture the data with a quality variety of ads and angles that will encourage people to make a purchase.

Here is how a typical nurture campaign is configured:

Campaign	Budget
05/30 - Nurture Campaign - Conversions	$100.00 Daily

Note: budget between campaigns will be explained in a later section.

Ad Set

05/30 - Instagram Page Engagement - 365 Days

05/30 - Facebook Page Engagement - 365 Days

05/30 - 3 Second Video Views - 365 Days

05/30 - Website Visitors - 180 Days

Expert Scaling Tip #4:

The amount of nurturing needed from one brand to another will differ. some brands that get most of their sales after 3 ad impressions from one person, some might be as high as 7, and some might be as low as 1 (heavy impulse buyers). For most brands, their typical "impression to buyer number" is probably gonna be somewhere in that 3-7 range. Let's just say for example, your "impression to buyer number" is 5. This means your goal is NOT to generate as many impressions as possible, your goal is to generate as many 5th impressions as possible.

05 Set Budgets & Launch

The two campaigns that have been created (capture & nurture) need to have the right budget distribution for optimal performance. However, there are many factors that will determine what the right amount of budget for each campaign is.

- The quality of the custom audiences
- Number of purchases on the pixel

- The quality of the custom audiences
- Number of purchases on the pixel

What I do for each initial campaign launch is the following

- Determine total daily ad budget
- Allocate between 60-80% towards the capture campaign
- Allocate between 20-40% towards the nurture campaign

So for a $100/day budget, I would do about $75/day towards the capture campaign and $25/day towards the nurture campaign.

After a week or two of results, I will analyze the performance. Ideally we want to increase the budget for the nurture campaign to where the spend is higher than the capture campaign. If the nurture campaign has a very high return on ad spend and is getting conversions at a low cost, then there is probably room to scale that campaign higher. Then I might do a 50/50 split of budget between capture and nurture.

Launch Budget Allocation

Budget Allocation

1 - Capture Campaign — 75%

2 - Nurture Campaign — 25%
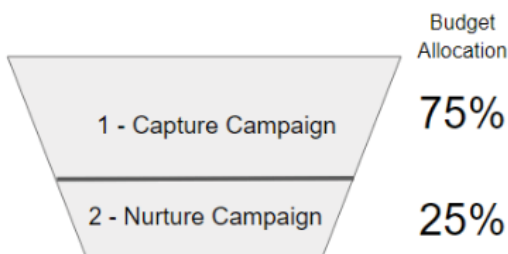
Optimized Budget Allocation

Budget Allocation

1 - Capture Campaign — 50%

2 - Nurture Campaign — 50%
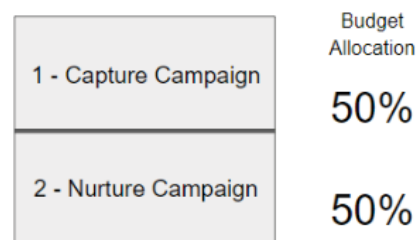
Expert Scaling Tip #5: If you use video views as your method for capturing data, then you can scale your nurture campaign very quickly.

Determine Your Winners

After running a decent amount of ad spend for a week or two towards your campaigns, winners within your campaigns will start to reveal themselves.

Winners that will be revealed can include one or many of the following:

- Winning product
- Winning video ad
- Winning image ad
- Winning headline copy
- Winning campaign setup

- Winning ad setup
- Winning interest audience
- Winning lookalike audience
- Winning custom audience targeting

Something to always keep in mind when determining your winners is that sometimes an element will appear to be a winner but it is really just luck. Before determining a winner, you must have enough ad spend and consistent results towards that element.

Winner Example: An audience that has performed above average over the last 5 to 7 days and has multiple conversions attributed to it. This has enough evidence to determine that as a winner.

Non-Winner Example: An audience that only spent $1 so far and got a $50 sale, generating a 50 ROAS. This audience doesn't have enough evidence to determine if it was luck or not.

Expert Scaling Tip #6:

Just because a certain element isn't performing well today or didn't perform well yesterday, or the day before, that does not always mean you should turn that off. There is no specific performance or number of days or a rule for implementing this strategy, but here's a scenario to consider: if you've been running a campaign for a couple of weeks and analyzing it for the current week shows that it isn't performing well, but when you compare THIS week to LAST week you can see that the TREND is going upward. It might be worth leaving that campaign on for another week to see if it continues to trend upward. Maybe Facebook is taking a couple of weeks to properly learn and optimize.

07

Scale Your Winners

Scaling in a nutshell can be explained in this sentence: discover winning elements in your marketing strategy and spend more on those elements OR find similar elements that could be as effective.

Here are different winners you can scale by

finding similar elements:

Scaling With New, Similar Products:

When you have a winning strategy for one product, it is likely that a similar product that you sell will perform similarly, if not better, using that same winning strategy. This is a good way to launch a new campaign for a similar product without going through the same trial and error that you did for the first product. Use the winning audiences, ad copy style, creative style, and campaign structure.

Scaling With New Offers:

This can include a discount, special, or sale for your business. If the offer can generate a lot of desire for your target market, then chances are it will have a very high scaling potential. Might be best to test it with your custom audience first to see how it performs before scaling it to more audiences. For this, put the offer on your best or one of your best products.

Scaling With New, Similar Targeting:

If you have a winning element that is tied to an interest or a lookalike audience, you can test out a very similar audience to it. If you have a winning interest that is "health and fitness" then you could try "workout" or "gym" or "nutrition and wellness". If your best audience is a 2% add to cart Lookalike audience, then you can try a 1% or a 3% or a 2% initiate checkout, etc.

Scaling With New Creatives:

The safest way to launch new creatives with success is to do more of what's already working right now, don't try and scale a completely new creative out of nowhere. Consider the type of creatives that are winning right now and the style of it. It could be carousel, square images, Instagram story videos, UGC, product photos, etc. This is going to vary from industry to industry so when you hear things like "UGC creatives are the best" take it with a grain of salt and only take into account what is performing with you and your campaigns. So a very simple implementation here, if a certain creative is performing well then create more that are similar to it but slightly different. If your best creative is a UGC video made by a woman, then find another woman to make a UGC video for you. If your best creative is a product photo with a white background, then create a creative that is a product photo with a white background but showing the product from a different angle. The main idea here is to use new creatives in order to prevent ad fatigue and/or recapture attention from your target market.

Top 3 Scaling Methods

Everything up to now will give you exactly what you need to effectively scale your Facebook ads and by follow these simple steps:

1. Fill your custom audiences with high quality data

2. Create very high budget campaigns towards your high quality data

3. Keep putting your best ads in front of your high quality data

Repeat steps 1 through 3.

These 3 steps will work with any Facebook ad account to scale it to maximum revenue and profit without relying on scaling hacks.

Before sharing step-by-step methods for scaling Facebook ads, you must know that anything beyond these 3 steps will vary from one ad account to the next.
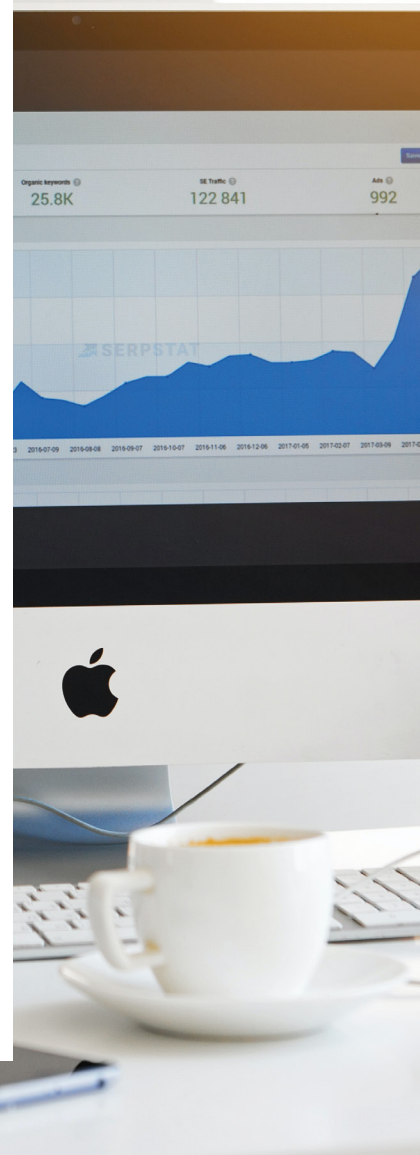
Expert Scaling Tip #7: There is not any one "best way to scale" that will work for everybody. You must keep trying different methods to see what works best for your ad account and business.

What most people don't mention when they share a scaling strategy is that they only got it to work one time with one ad account. They set up a campaign and implement a random strategy that generates a 10x ROAS in 3 days. Chances are they just got lucky.

Now that you understand the importance of setting strong foundations with scaling Facebook ads and the potential for success to be nothing more than just getting lucky, you will never look at a scaling hack in a desperate way like so many others do.

I'm sure you've seen the conversations on social media or Facebook groups.

Person 1: "What is working for you guys with Facebook ads?" (asking this question out of desperation)

Person 2: "I launched a carousel ad towards a 4% lookalike audience and it got a 5x ROAS last week" (notice how they didn't ask any background questions before providing advice)

**Person 1:** "That must be the secret to all of my problems! I will try it now."
**Person 1 then tries the same campaign and gets a 0.4 ROAS.

The scaling methods I am going to share with you require the following:

- Winning target audiences
- Winning ads
- Winning product and/or offer
- Custom audiences with 10's of thousands of high quality data

Scaling Method #1

Wins Campaign

Risk

1 2 3 4 5 6 7 8 9 10

RISKY   SAFE

Effectiveness

1 2 3 4 5 6 7 8 9 10

LOW   HIGH
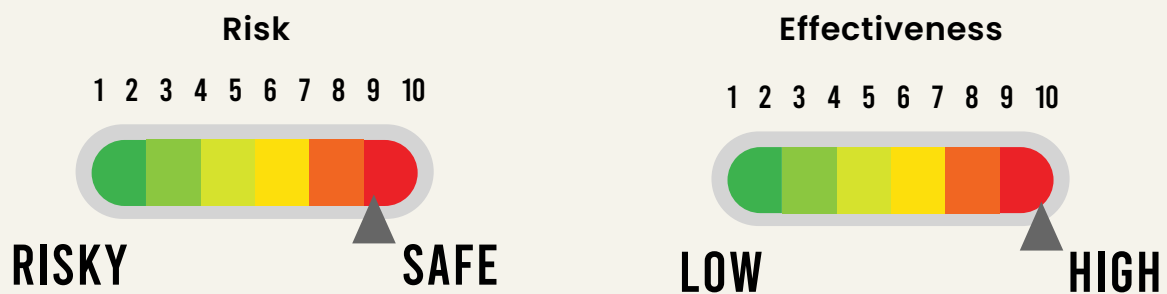
A Wins Campaign is my go-to method for scaling campaigns in Facebook because the risk is low and it can work very well when it is done properly.

This method takes the best elements of any campaign and focuses all of the budget on them. Depending on your ad account behavior, this method may or may not perform very well.

Expert Scaling Tip #8:

The way that your ad account performs under certain setups is known as "ad account behavior" and is very important when considering how you set up your campaigns. For example: some ad accounts perform better with 5 ads per ad set whereas others will perform very well with only 1 ad per ad set. Some ad accounts can perform well with lookalike audiences instead of interest targeting.

A good time to implement this method is where you have a campaign that has a lot of ad sets and ads in it, but the majority of the results are coming from a few ad sets and a few ads.

How to make a wins campaign

1. Duplicate an existing campaign that is performing well

2. In the new campaign, delete the ad sets that aren't performing well

3. In the new campaign, delete the ads that aren't performing well

3. Keep the budget the same as the original campaign

Example:

Original campaign

Notice how all of the purchases are only coming from 3 of the ad sets

Wins campaign

Important: do not turn off the original campaign. You want to keep it running as a backup and safety precaution in case the wins campaign doesn't perform well.

Expert Scaling Tip #9: It can be a safer action to duplicate a campaign and make the changes on the new campaign instead of making changes to the original campaign. Making changes to a good campaign can run the risk of having the performance be interrupted with the change. A general rule of thumb is: if it's performing well, don't touch it.

20-30% CBO Budget Increase

Risk

1 2 3 4 5 6 7 8 9 10

RISKY   SAFE

Effectiveness

1 2 3 4 5 6 7 8 9 10

LOW   HIGH

The success of this method is heavily dependent on the way that an ad account reacts to making budget changes on a campaign. Sometimes a campaign can perform well for an entire week and then a small increase in budget causes the campaign to decline in results and never perform well again. But as long as you don't make over a 40% increase at one time, you should be fine.

Making a 20-30% increase in spend on a campaign is a very safe scaling method in most cases and doesn't rely on much luck to make it work. It isn't my preferred method of scaling because of how slow it can be but it is a good method to implement for beginners.
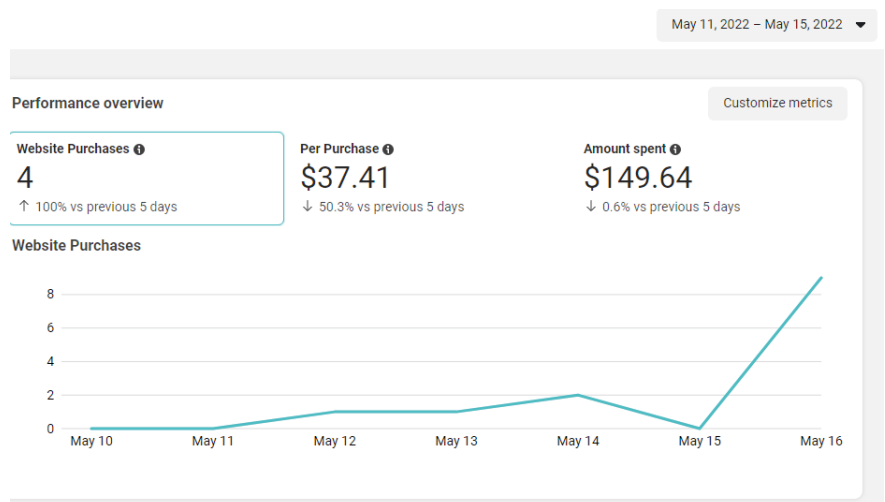
A general rule of thumb with this method is: increase budget by 20-30% at 8-10am if the last 3-5 days (not including today) are showing good results.

You want to be very observant in the behavior of your ad account from making these changes and always cater towards that. If scaling your campaign every day causes a decline in results, then maybe just scale it once a week.

One of the hidden benefits of this scaling method is that a campaign that is performing good could perform even better with more ad spend because it has more ad spend to give to each element in the campaign (ad sets, ads, etc.)
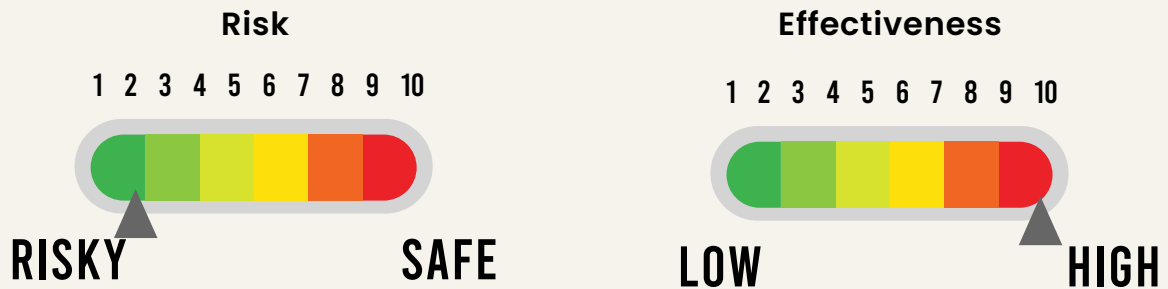
Here is a campaign where I scaled it from $30/day to $35/day and it resulted in a very high increase in performance:

This increase in ad spend allowed this campaign to give enough budget to more elements and result-ed in more purchases.

May 11, 2022 – May 15, 2022 ▼

Performance overview

Customize metrics

Website Purchases ⓘ
4
↑ 100% vs previous 5 days

Per Purchase ⓘ
$37.41
↓ 50.3% vs previous 5 days

Amount spent ⓘ
$149.64
↓ 0.6% vs previous 5 days

Website Purchases

8
6
4
2
0

May 10   May 11   May 12   May 13   May 14   May 15   May 16

The Scatter Method

Risk

1 2 3 4 5 6 7 8 9 10

RISKY   SAFE

Effectiveness

1 2 3 4 5 6 7 8 9 10

LOW   HIGH

The theme of this method is high risk, high reward. Use this with caution as you can lose a lot of ad spend if it doesn't work properly. If it doesn't work properly, then use a safer scaling method.

When you implement this method, you are essentially scattering the targeting you do within a single audience and trying to find the most profitable sections of that audience.

Have you ever had an ad set that typically gets 3 conversions a day all of a sudden get 10 in one day? This is because Facebook found a profitable section in that audience and keeps on finding buyers in it. The Scatter Method allows you to force this to happen and then capitalize on that section of the audience.

How to do The Scatter Method:

1. Have at least 3 winning audiences and 2 winning ads

2. Create an ABO campaign that has 1 ad set per audience

3. Duplicate each ad set 3 to 5 times (you should have 9 to 15+ ad sets)

4. Set the daily budget on each ad set to be $100-400/day

5. At 8am, turn off ad sets that are not profitable

6. At 12pm, turn off ad sets that are not profitable

7. At 5pm, turn off ad sets that are not profitable

8. At midnight the next day, turn all ad sets back on

Here's an illustration of how the idea of finding different sections of an audience:
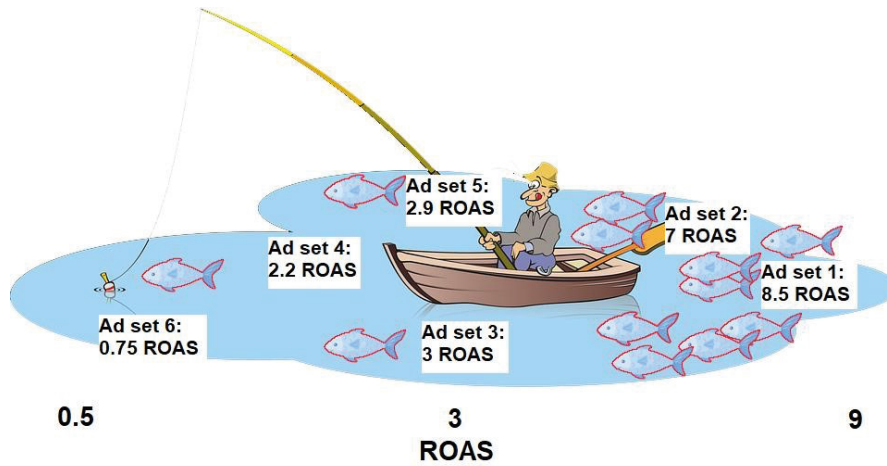
Notice how the area to the right of the fishing pond is where all of the fish are. After spending enough money on these ad sets, you'll recognize that you are not in a good part of the pond, so you turn off that ad set.

Here is what you would do at 8am or noon when you turn off ad set 6 and 4:
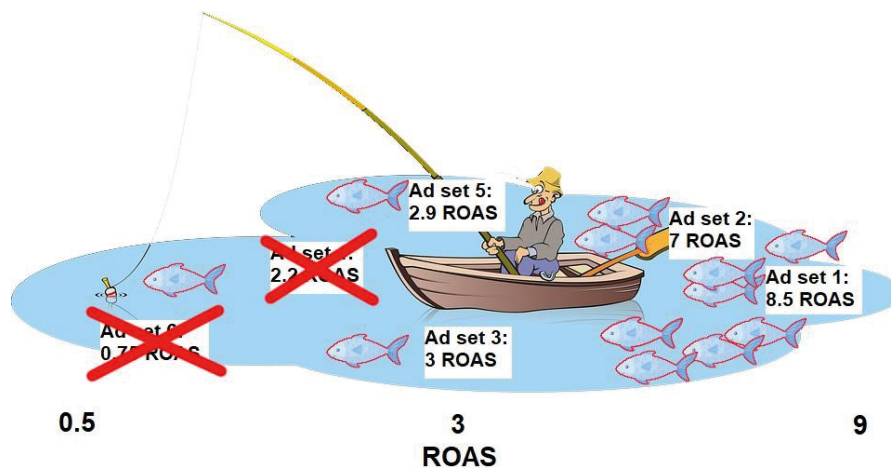
Expert Scaling Tip #10:

Be sure to check on ad sets even after you've turned them off because oftentimes there will be a delay in the results being populated in the Facebook ads manager. This is known as "attribution delay". You might turn off an ad set at 8am but then at 8:30am Facebook shows that there are 2 purchases from it. Turn that ad set back on and check in again at 12pm.

What's Next?

Now that you know how to scale Facebook Ads with success, it's time to put your knowledge to the test.

If you'd like to speak with me about having me customize this scaling strategy into your business, then I'd love to talk to you.

To set up a Facebook Ads Strategy Call with me, follow the URL below to apply:

www.SteveBruceAgency.com/Apply

Hope to speak to you soon!

- Steve

STEVE BRUCE
AGENCY