

“7 Signs Your Facebook Video Ad Campaign Will Succeed”

Special Report

If you've been paying attention to Facebook paid advertising, you probably have a lot of reasons to get excited. If you have ever run ad campaigns on Facebook, you probably already know first hand that the typical text and picture ad is simply not working anymore. Sure, a lot of people still click through, but the conversions are not as good as they were before.

Maybe a lot of this have a lot to do with banner blindness. Maybe people just got used to it. What is beyond dispute is the fact that advertisers such as yourself need to step up. If you want video marketing to truly pay off for you, you need to run the right kind of Facebook video ad campaign.

Unfortunately, this is easier said than done. A lot of people think that if they have a nice, cute, little video that works well on YouTube, it would automatically work well on Facebook. They learn in the worst way possible that this is not the case. You can't make any assumptions when it comes Facebook video ad campaigns. You really can't. There's just too much money at stake.

You have to have a solid game plan coming in, and this game plan must be self-adjusting. Put simply, when you put together a campaign, you should position yourself in a way where you learn from your mistakes quickly. Believe it or not, the secret to

marketing is to fail quickly. I know that sounds crazy, but it's true.

If you fail quickly, you know what doesn't work so you can then focus all that attention and energy, as well as financial resources on things that do. This is really just a rehash of the old concept of opportunity costs.

Make no mistake. For everything that you're doing now that isn't working, you could have used that same time to work on something that is working. Do you see how this works? Opportunities do cost, and that's why it's really important to fail quickly regardless of what you do with online marketing.

Here are seven signs that you need to be on the lookout for to see if your Facebook video ad campaign will succeed. If you see most of these signs or all of them, then there is a high chance that your campaign will take your income to the next level. At the very least, you won't be disappointed.

#1: Your videos' theme is already popular with your audiences

I can't emphasize this point enough. There are too many Facebook video marketers out there that think their cute little

video is so new and so earth shattering that people can't help but drop whatever it is they're doing and pay attention. If only things were that easy. In fact, in most cases, a lot of these ads that try to go for shock value or cute value flat out fail.

How come? They're simply too new, or they try to appeal to the audience, but they somehow drop the ball. It just doesn't quite make it. The reason for this of course, is the fact that the video producer is trying to come up with something new. They're self consciously trying to make an impact.

That all sounds great in theory, but when it comes reality, focus on what works. This is where reverse engineering comes in. Pay close attention to the current ad campaigns run by your competitors in your niche or market. What are they doing? Pay attention to the engagement levels of those videos.

Once you identify a competitor video that seems to kill it each and every time, copy it. I'm not saying you should lift the video. I'm talking about coming up with something that has the same theme that is already obviously popular with your target audience. There is absolutely no need to reinvent the wheel.

#2: Your video is easy to understand

I know you're trying to pack a lot of meaning into a short 30-45 to one-minute clip. I understand that, but the problem is when there is such a thing as information overload. You have to focus on the most important message that you have for your ad and stick with that. It is very tempting to try to pack as many details into an ad as possible.

But to tell you what, the more information you want the viewer to absorb and make sense of, the more likely that viewer will get confused. What do you think confused consumers do? That's right. They click away. The best videos, whether on YouTube, on websites, or on Facebook video ads, are easy to understand.

#3: Your video delivers its message quickly

People don't have all day when they're scrolling down their Facebook timeline. In fact, a lot of people have developed a habit of quickly scrolling through their timeline. Maybe they need to go back to work, maybe they're trying to do something else more productive. Whatever the case may be, this is a coping mechanism. You have to make sure that your video works with this coping mechanism.

How? Deliver your message in the first few seconds of your video. Now, I'm not saying that you should give the conclusion. I'm not saying that you should give away the farm, but that you should message or telegraph enough of the value of your message in the first few seconds, so the person scrolling through their Facebook timeline will at least give you a shot.

If they can't make heads or tails of what kind of message you're trying to get across, they probably would keep scrolling down. You lose. So do yourself a big favor. Deliver core parts or tease your message as soon as possible.

#4: Your value proposition is clear

Let me be clear. If you're not making videos to make money, then you have no business running a Facebook video ad campaign. You're not a charity. You don't work for the government. So there's really no good reason why you should come up with a video that has very murky or unclear value propositions.

The value proposition to the viewer must be clear. Are you trying to entertain them? Are you trying to touch their heartstrings? Are you trying to inform them? Be clear on what it is you're trying to

do. Because if you can't figure it out, don't expect your audience members to figure it out for you.

#5: Your video doesn't have distracting graphics or music

This is a very common mistake newbie Facebook video ad campaign marketers commit. They think that great music is going to make their message stand out. The same goes with their false assumptions regarding graphics. Let me tell you, the bottom line behind your video is a message.

That message ultimately has to lead to extra money being put in your bank account. It's that simple. Forget about the rest. Everything must lead to that conclusion. Otherwise, you're wasting your time.

The problem is, a lot of people who make these types of videos get distracted by graphics, fancy pictures and great music. They forget their message. And what happens is they end up sabotaging themselves because their value proposition is buried under all this slick presentation.

Remember, you're not trying to sell the stake. You're trying to sell the sizzle. A load of difference.

#6: You have arranged for social proof of your video

Let me tell you, even if you have the best video on the planet, if people feel that they don't have the time to view it, you're out of luck. It really is that straightforward. Sadly, too many Facebook video marketers think that they just need to come up with a nice-looking video, run a campaign, assign a budget and hope for the best. It doesn't work that way.

Chances are, your video, as awesome as it is, is not going to get the views that it deserved because people don't know if it's any good. This is where social proof comes in. Which video would you rather watch?

Something that already has 100,000 views or something that just has 20 views? If you're really busy and you're just scrolling through your timeline, you probably wouldn't pay much attention to the video that only has 20 views.

So what? It talks about things that you're interested in. So what if it has a very attention grabbing headline? If the social proof isn't there, then you might feel that you're just a guinea pig. You might feel that you're the first person to take this video seriously. You're definitely afraid that since there are very few people that

have seen this video before you that you might end up wasting your time.

People go through this split-second decision making process. Remember, people are busy. They have other better things to do with their time. The last thing that they want is to be the first person, or to be part of the first group of people that actually pay close attention to your video.

I mean that sounds great in theory, but let's face it. Most of us are not curious. Most of us have better things to do. Most importantly, most of us would rather not waste our time.

Do you see the problem here? This is why a lot of Facebook video ad campaigns fail. When people look at their videos, people are not likely to share or click the "like" button, or leave a comment. How come? They think it sucks. They think it's tried and unproven. Now of course, a lot of this is not conscious. They only need to look at the number of views, and automatically a lot of these instant judgment calls come to mind.

So do yourself a big favor and dispense with all this unnecessary drama by arranging for social proof for your video. This is fairly easy to do. You can set up a launch marketing campaign so a lot of people can see your video post ahead of time to jack up the view count before your launch. You can run a soft launch. You

can even buy video views. Whatever you need to do, you have to do it so the social proof is there.

You don't want to find out in the worst way possible that people really are not all that excited about eating at an empty restaurant. That's really the key here. When you go to a new city, maybe for business, and you pass by a restaurant that serves the kind of cuisine that you like, just because they serve your kind of food doesn't automatically mean that you will rush in to the restaurant and order a meal. It doesn't work that way.

Chances are you're probably going to look around. You're going to pay attention to what's going on, and you would notice that there's no people there. With everything else being equal, what would you think in that situation? Chances are you probably would assume, deep down inside whether you could articulate it or not, that the food sucks. After all, there's nobody there.

Now, what would you think if the opposite was true. What if you were passing by and you see this long line of people looking to sit down and eat at Bill's Burgers? You're a big burger person, and your curiosity is peaked. After all, these people wouldn't line up and waste their time if the food was no good. So what is your first impulse? Assuming that the burgers are affordably priced, you probably will fall in line.

This is social proof at its most basic. It's all about assuring people that they're not going to be Guinea pigs. It's all about letting people know or qualifying them that they won't be wasting their time. You have to do the same with your Facebook video ad campaigns.

Don't think that the content itself will carry its way. It doesn't work that way. You might have a Facebook video that was directed by Martin Scorsese or Francis Ford Coppola, but it wouldn't matter. People wouldn't want to watch it because there are too few viewers.

#7: Your videos' production value highlights your message.

As I have mentioned earlier in #5, you cannot let the details of your video override its message. Remember, you're selling the message. Everything else is the vehicle for that message. Maybe today you're launching a video ad campaign. Maybe tomorrow you're launching banner ad campaigns. It doesn't matter. All those ad campaigns go beyond the form of the message. The focus should be on the message.

I make this point because the production value must highlight your message. In other words, it must serve your message. It

can't go over, and it can't go under. I've already talked about a situation where it goes over. Maybe the graphics are just too awesome or the music is just too amazing. The end result is the same. The viewer is distracted. They're not really paying attention to the product that you're selling. They just want to hear that song over and over again.

The same applies to your production values. It has to be minimal enough to just get to the message. It can't get below this point though, because it might seem too amateurish. On the other hand, you don't want to sabotage yourself by polishing the video too much so that it steals the thunder of the commercial message you're trying to get across.

The Final Word

Keep your eyes peeled on the seven signs above. If your video campaign on Facebook has at least half of these signs, you're definitely on the right path. My advice to you is to make sure that all seven signs are present so you can maximize your campaigns' chances of success.