



## 81 - Facebook Ads vs YouTube Ads - Which One Should You Use with Andrea Vahl

By: Ilana Wechsler

### Brief Background About Andrea Vahl

- She co-authored the book **Facebook Marketing All-in-One for Dummies** and was the **Community Manager for Social Media Examiner**, one of the largest social media sites, for over two years.
- She's also the co-founder of [Social Media Manager School](#), an online training course that has helped over 1400 students learn how to start their own business as a social media manager or consultant.
- Learn more about her on her website: <https://www.andreavahl.com/>



## Advantages of Facebook Ads in Terms of Targeting

- One of the challenges with Facebook targeting is that I feel like there's not as many keywords that you can pull from there's some limitations there.
- But Facebook has a lot of data.
- And they can, you know, you can also use a lot of the data that you have available to you such as seed audiences for look-alikes. That can be really good targeting, they have lots of different options for kind of expanding your audience in different ways.
- I think that one thing Facebook does really well is you have that combination of optimizing around your goal with pixel data, combined with targeting and and really kind of learning how to get the best results for you.

## Impact of the Recent iOS 14 Update with Targeting

- It's really going to come with things like when they're using look alike audiences of lead data that you have, because that lead data in front of the pixel is going to start falling off as the iOS blocks those pixels from tracking.
- The big thing is really going to be in the tracking piece of it, whether or not you're tracking that you're getting leads or purchases or things like that. But in the targeting piece, it's not going to come into play as much, I think.
- There's a lot of people thinking that, oh, if I just switch to YouTube ads, I won't have the iOS problem. But it's going to happen. That's really affecting all platforms 100%.



## Best Targeting that Works on Facebook

- It really does depend on the industry. So some of the clients that I work with in the b2b space can have really good luck with targeting by job titles.
- So if you are in b2b, and you know that you are trying to target the owners or the executives or directors, if you know the specific job titles of the people who buy your product service or software, whatever it is, as a business to business product, then you can target by job titles and and you know, optimize around that.
- If it's more of a consumer product, you might target things that look like audiences of people who have added something to the cart or purchased your product in the past. And you can do different ranges of lookalike audiences of Add To Cart in the past 15 days or look alike of purchase in the past seven days.

## Creatives: Facebook Ads vs YouTube Ads

- I've seen huge differences in the cost per conversion, and cost per sale. With different creatives, even within the same audience, you can, you know, you've got to be rotating them.
- That being said, I do have creative that performs well for, you know, a long period of time, you don't have to rotate it every three days, like some people say, you can keep creative that is still continuing to perform. But you've got to watch it. And you've got to bring new things into the mix.



## Image Ads vs. Video Ads

- I'm seeing a shift in Facebook, I used to always see images performing better with opt-ins and purchases, although purchases sometimes have video performing better. And again, it depends a little bit on the industry.
- If you're in the consumer space, b2c, where you might be demoing a product, then a video can do really well and help someone see that product in action.
- But in terms of if you're doing a lead, you're trying to get people as a lead magnet, you know, over to a lead magnet, oftentimes, the image is going to catch someone's eye. And you've got to just get that click over to that landing page.

## Ideal Video Ad That Works

- Yeah, people have people always ask about length. And I think you know, there is no perfect length.
- You know, in the speaking world, we say you can never, you can never be too long, you can know you could just be too boring. So you've got to have it be interesting and engaging.
- I mean, shorter is typically better, if you can make it pretty quick, so that you get right into the heart of the matter quickly. Because you got to, you've only got about three seconds to hook them with your, with your videos.



## Difference Between Facebook and YouTube Ads in Terms of Videos

- The big difference that I see in terms of creative on YouTube versus Facebook, is that on YouTube, your video is doing 100% of the heavy lifting of that creative, you have to have a compelling video.
- Because the difference on Facebook is you could have a video ad but above the video ad, you can have all this text, right? And explains it. And you cannot have that on YouTube.
- So on YouTube, I would call out my target audience, I would you know, say your business owner who is struggling to get Google ads to work for your business.

## Thoughts on Dynamic Ads on Facebook

- I have mixed feelings on that, because my feeling is that Facebook doesn't always optimize the right way. And oftentimes, they're picking a winner too soon. Definitely don't use dynamic creative in the testing phase, if you want to know how an image performs.



## Working Through Facebook's Issue In Split Testing Dynamic Ads

- You'd either have to set if you really do want a proper split test, you'd either have to set it up yourself, which is what I do, because it's an old school way of testing it, or you have to, you know, or you can use Facebook split testing tool as well.
- The other thing you can do is manually kind of turn things on and off if you want to do that.

## Long Copy vs. Short Copy in Facebook Ads

- I feel like long copy works really well, when you want to kind of explain things a little bit deeper or tell a story.
- I'm more often doing longer copy to get people kind of warmed up before they go over to the landing page where they have to, you know, opt in or maybe make a purchase.
- It is challenging, more challenging these days with Facebook's personality traits issue because you can't call out conditions, you can't assume personality traits that someone has to you know, Facebook will stop those ads or disprove them. So you have to write creatively.



## Offers that Works in Facebook

- I mean, you know, this is the holy grail with online advertising is what was drummed in me many, many years ago is an offer that converts, you can have the best targeting in the world, you're going to have the most slick creative, you don't have what people want, then no amount of good targeting and no amount of creative is going to make it work. So it is a critical, critical component to successfully advertising online.
- So it's a balance between like an offer that that is that is irresistible, has a good hook that has that is really interesting to someone versus something that is actually going to do a little bit more of the sales because on Facebook, it is more about lead generation because you're you're kind of trying to you the targeting is such that you don't know if someone needs a tennis racket right now even if they're interested in tennis.
- So you know that I think I like video content or webinars or something where they get to know you a little bit as an offer that will help them.
- Sometimes things like summits do really well, because there's a lot of info, you know, a lot of great information there packed in webinars can do amazing really well but again, they have to be titled, and offer some transformation that that person is going to want.