



5 Insider Facebook Ads
Strategies To Attract And
Convert More Students

Describe your experience with paid ads in **ONE** word.

Your Host For This Seminar



Herbert Gerzer

- Founder of Digital Advertising Agency for Language Schools & Education Businesses
- Over 13 years of industry experience
- Get More Students podcast + webinar series

Our Clients



Concrete strategies to **launch**
effective Facebook Ad campaigns for
your school.

Before we start...

Cold Traffic Ads



English School of Canada
Sponsored

We believe learning should never be cancelled. 📖

That's why there has never been a better time to improve your English skills. 📖

Whether it be chatting with new friends, boosting your career, getting into university or just expanding your language skills...



ESC-TORONTO.COM
Netflix and Meme or improve your English? 🤪
Online Classes. Amazing Prices. Flexible Schedules.

Learn ...

Website/ Landing Page



Learn English in Australia's Favourite City

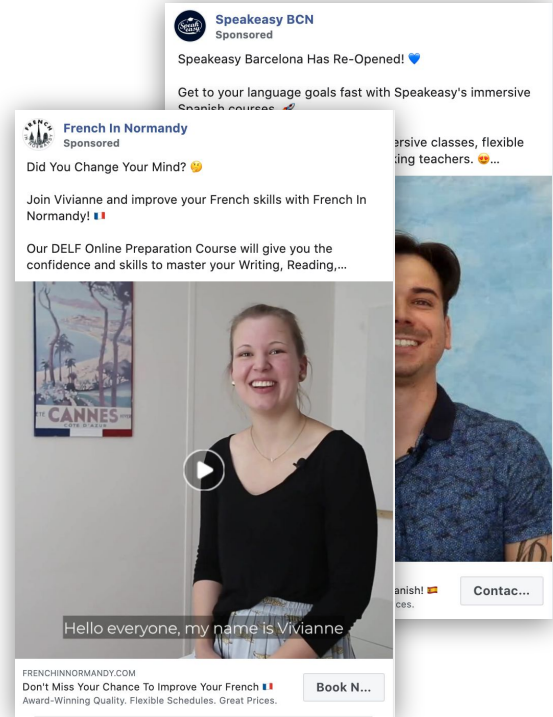


ABC Languages Melbourne has delivered English language courses in Australia for over 20 years. We offer a wide variety of English courses for all levels. Our curriculum is diverse and designed to balance conversational and academic English.

Our approach to teaching and course design ensure you receive a cutting-edge education in English. Not only are ABC Language's high-quality and caring teachers invested in their students, they are extremely passionate about developing their craft and helping students to achieve their goals. Come see what makes ABC Language one of the most trusted and in-demand English languages schools in Melbourne!



Retargeting Ads



Speakeasy BCN
Sponsored

Speakeasy Barcelona Has Re-Opened! ❤️

Get to your language goals fast with Speakeasy's immersive Spanish courses. 📖

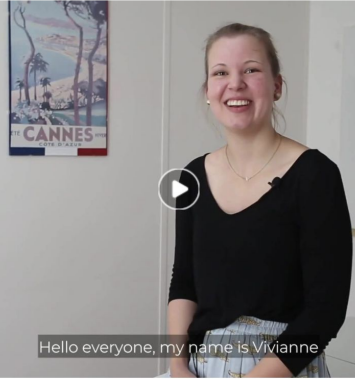
Immersive classes, flexible schedules, and amazing teachers. 🤗

French In Normandy
Sponsored

Did You Change Your Mind? 🤔

Join Vivianne and improve your French skills with French In Normandy! 🇫🇷

Our DELF Online Preparation Course will give you the confidence and skills to master your Writing, Reading,...



Hello everyone, my name is Vivianne

FRENCHINNORMANDY.COM
Don't Miss Your Chance To Improve Your French 🇫🇷
Award-Winning Quality. Flexible Schedules. Great Prices.

Book N...

Contact...

Now that you know the structure of your campaigns,
let's talk about targeting.

When it comes to Facebook Ads, the easiest win for language schools is using custom audiences to set up retargeting campaigns.



Achieving Omnipresence



Retargeting is the process of advertising to people who are already in your audience.

Who Can You Retarget?

- ✓ Website visitors
- ✓ Visited specific URL
- ✓ Add To Cart
- ✓ Contact/Registration Form
- ✓ Facebook + Instagram Engagers
- ✓ Newsletter subscribers
- ✓ Unconverted leads
- ✓ Past, present and future students

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' panel includes a 'Create Audience' button, a search bar, and filter options for 'All Audiences' (checked) and 'Expiring audiences'. Below this are filter categories: Status, Type, Availability, and Source, each with a dropdown arrow. A modal window titled 'Choose a Custom Audience source' is open, featuring a close button (X) and a subtitle: 'Connect with people who have already shown an interest in your business or product.' The modal lists two categories of sources: 'Your sources' and 'Meta Sources'. 'Your sources' includes Website, App activity, and Catalogue. 'Meta Sources' includes Video, Lead form, Instant Experience, Shopping, Facebook Wi-Fi, Customer list, Offline activity, Instagram account, Events, Facebook Page, and On-Facebook listings. At the bottom of the modal are 'Cancel' and 'Next' buttons.

How Can You Retarget Them?

- 👉 Push people to the **next step** in your sales funnel
- 👉 Showcase your **new online course** offer
- 👉 Set a **deadline** or offer a time-sensitive **discount or promotion**
- 👉 Use a student **testimonial**
- 👉 **Ask for the sale** by leading the prospect to enrollment and using the "Book Now" button

A simple example of retargeting is a registration-abandonment campaign



Sponsored
ID: 929038081294230

You only need to take one more step to conquer your IELTS exam!


Our 3 Keys IELTS course provides you with all the tools you need to score a 7 or higher. 🙌

- 📅 Daily study plan
- 📈 Score increase GUARANTEED
- 👤 Brought to you by industry experts
- 🏠 Everything can be done from home
- 👥 Private community (Facebook group)
- 🌟 100% money back guarantee

Thousands of students have achieved their dreams with our course. 🏆

Join today and get your hands on the most advanced and successful IELTS course out there. 🙌

To your success!

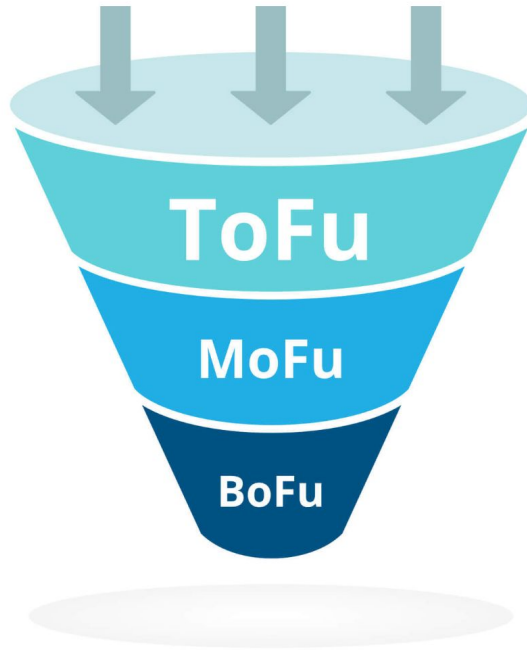
How did  help you? 🔍

www.3keysenglish.com
Forgot about your IELTS exam? 😞
100% score increase guaranteed

Learn More

Unless you're starting a brand new school or have no audience, you should always create retargeting campaigns first.

Look for possible leaks in your funnel.



Possible retargeting campaigns

People who visited a course page but didn't download a brochure

People who submitted the contact/lead form, but didn't sign up for a free consultation.

Free trial lesson user who doesn't sign up for a course.



Creating Scroll-Stopping Ads

VRUBEL
TIMOFEEVA
JOURNAL.COM

СРЕДИ ЭТОЙ СМЕРТНОЙ ЛЮБВИ.

MEIN GOTT. HILF MIR, DIESE TÖDLICHE LIEBE ZU ÜBERLEBEN.

Berliner Mauer
East Side Gallery
1961-1989

GOAL #1: Stop The Scroll

GOAL #2: Sell The Click

 **Redacted Page Name** [Like Page](#)

Sponsored

We have the best teachers, small groups.
Enroll now for our English courses!



Enroll now and learn English
Learn English with **Redacted Page Name**
[Redacted Page Name](#).COM [Book Now](#)

[9](#) [2 Comments](#) [1 Shares](#)

[Like](#) [Comment](#) [Share](#)

If you're just getting started, don't try to be too sophisticated or spend too much time and resources creating your ads.

Most of the time, you can get results with a **simple**
and **well-crafted** image or video ad.

Here are 5 tactics to create high-converting ads if you're short on time and budget

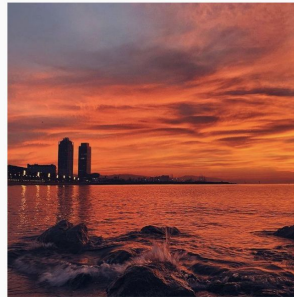
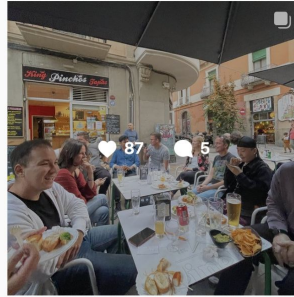
Hack #1:

Look at the open rates for your emails you've sent to your subscribers. Use **subject lines** with the highest opening rates in your ad copy.

| | Sends | Revenue | Conversion Rate | ▼ Open Rate |
|--------------------------------------------------------------------------------|-------|---------|-----------------|-------------|
| 👉🏻 Just signed up to this course! 👉🏻 Get your free trial now! | 8,390 | \$1.2k | 5.7% | 57.9% |
| 👉🏻 Sign up now! 👉🏻 Get your free trial now! | 7,184 | \$1.2k | 5.7% | 14.4% |
| 👉🏻 Sign up now! 👉🏻 Get your free trial now! | 6,938 | \$1.2k | 5.7% | 14.3% |
| 👉🏻 Sign up now! 👉🏻 Get your free trial now! | 5,883 | \$1.2k | 5.7% | 13.8% |

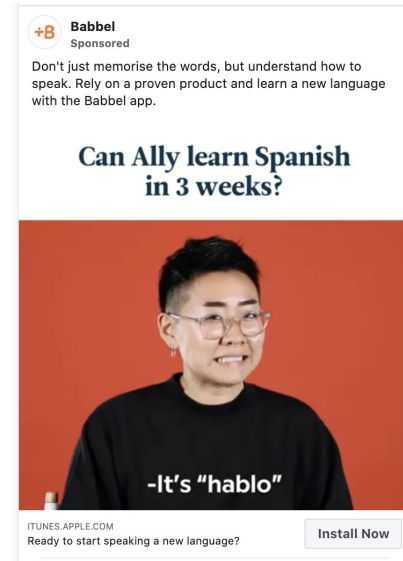
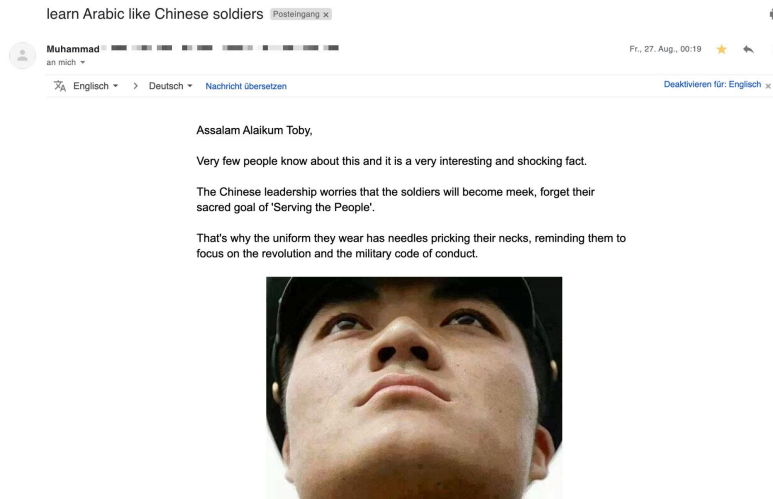
Hack #2:

Look at the engagement on your Facebook + Instagram posts. Use the top-performing **photos/videos** in your ads.



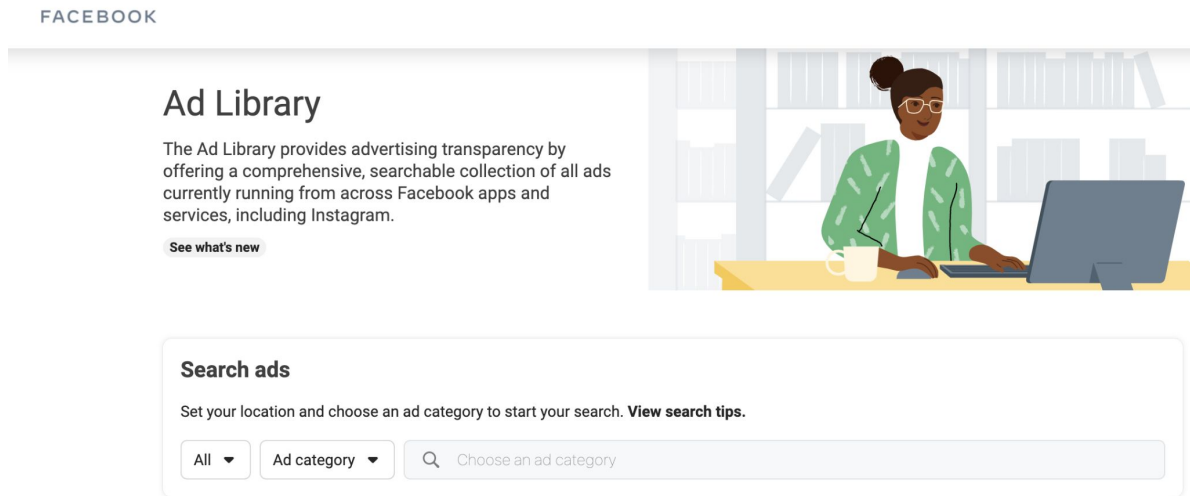
Hack #3:

Sign up to relevant schools and other businesses to get their **marketing emails**. Create a personal Swipe File and **take screenshots** of ads that get your attention.



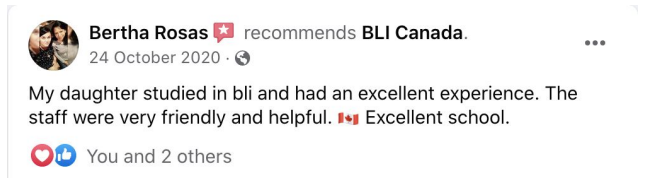
Hack #4:




Search for your competitors in the Facebook Ad Library. Looks for ads that have been **running for a long time**. These are usually the most successful!





Hack #5:

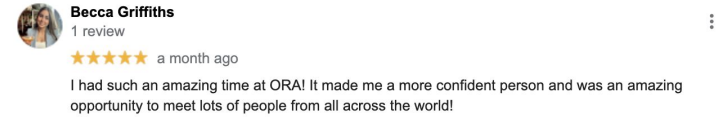
Take what **your customers say** and put it in the ad. Use the words you find in reviews, testimonials, interviews.




 **Bertha Rosas**  recommends **BLI Canada**.
24 October 2020 · 

My daughter studied in bli and had an excellent experience. The staff were very friendly and helpful. 🇺🇸 Excellent school.

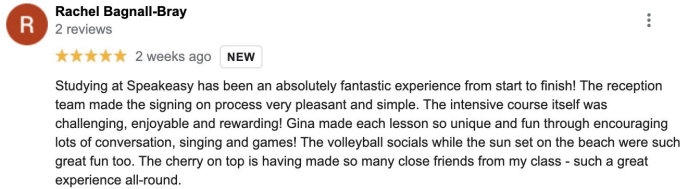
  You and 2 others




 **Becca Griffiths**
1 review

★★★★★ a month ago

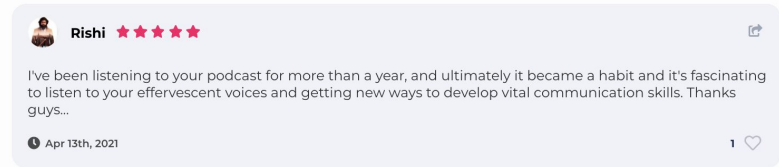
I had such an amazing time at ORA! It made me a more confident person and was an amazing opportunity to meet lots of people from all across the world!





 **Rachel Bagnall-Bray**
2 reviews



★★★★★ 2 weeks ago **NEW**

Studying at Speakeasy has been an absolutely fantastic experience from start to finish! The reception team made the signing on process very pleasant and simple. The intensive course itself was challenging, enjoyable and rewarding! Gina made each lesson so unique and fun through encouraging lots of conversation, singing and games! The volleyball socials while the sun set on the beach were such great fun too. The cherry on top is having made so many close friends from my class - such a great experience all-round.



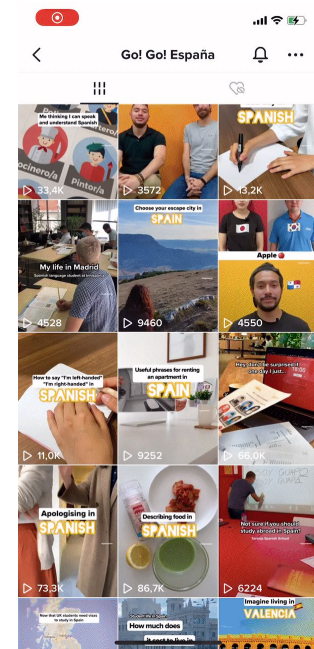
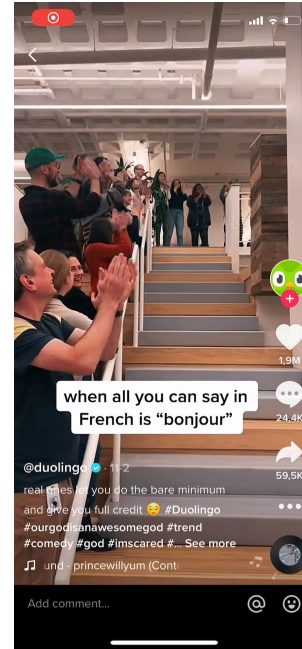
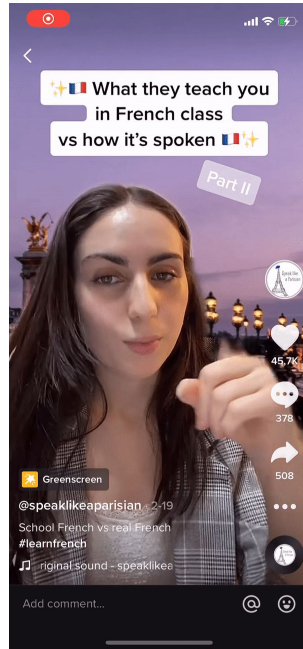
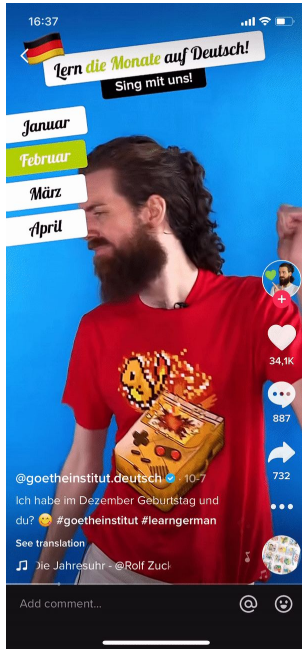
 **Rishi** ★★★★★ 

I've been listening to your podcast for more than a year, and ultimately it became a habit and it's fascinating to listen to your effervescent voices and getting new ways to develop vital communication skills. Thanks guys...

 Apr 13th, 2021 

Bonus Hack:

Search TikTok for **trending** audio, hashtags, videos and challenges.



Writing Copy For Clicks

1. Use a **HOOK**
2. Don't be afraid of **LONG** copy
3. **CALL OUT** users problem/desires
4. Present **BENEFIT/SOLUTION**
5. Use **YES** questions
6. Make it about **THEM**
7. Use **SHORT, SIMPLE** words
8. **ONE** specific Call To Action
9. Include student **TESTIMONIALS**
10. Create **EMOTION**

 **Speakeasy BCN** ...

We know you can't wait until things return to normal?! 🍷

When restaurants, bars, parks and clubs re-open.
When you can get together with friends. 🍷🍷
And enjoy the warmer weather.

Until then, Barcelona's favourite Spanish school is still OPEN and ONLINE. 🏆

Speakeasy's immersive courses and qualified, native-speaking teachers are waiting for you.

Prices start from only €52 per week (+€40 registration fee), with classes to suit any "work-from-home" schedule. 🕒

That's why there has never been a better time to work on your Spanish skills. 🇪🇸

So, what are you waiting for? 😊

Courses for all levels start EVERY Monday! 🌟

Hook to capture attention

Use of appropriate emojis

Video of real online class



SPEAKEASYBCN.COM

Memes and Netflix or improve your Spanish? 🇪🇸

Learn From Home. Best Prices. Flexible Schedules.

[Learn More](#)

Fun, cheeky headline

Current and relevant ad copy

FRENCH IN NORMANDY
Sponsored
ID: 673515289921764

Join Sabrina and improve your French skills with French In Normandy! 🇫🇷

Our DELF/DALF Online Preparation Course will give you the confidence and skills to master your Writing, Reading, Speaking and Listening. 📖

Students LOVE our:

- ✅ Native-speaking DELF/DALF teachers
- ✅ Flexible evening and weekend courses
- ✅ Personalised, individual learning program
- ✅ Correction of all your work and daily feedback
- ✅ Affordable prices starting at only €570

And with a student pass rate of 97%, we know what it takes to succeed in your DELF/DALF. 🙌

Sign up now and pass your DELF/DALF with French In Normandy! 🇫🇷

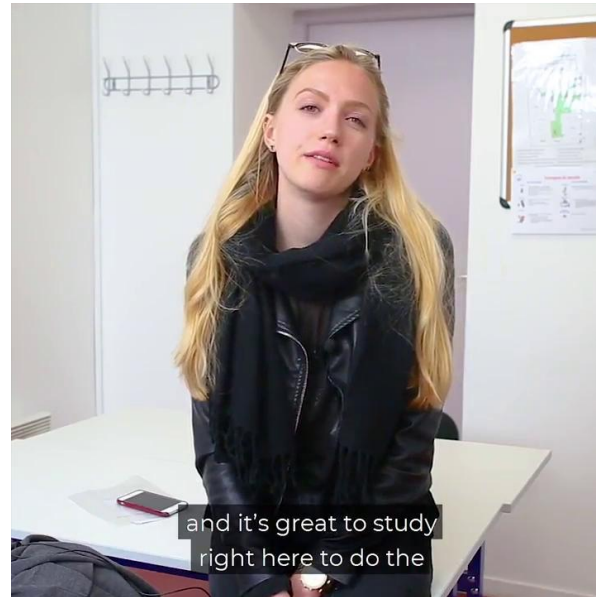
List features

Proof

Ask for the sale

Make it about them

Short video testimonial with captions



FRENCHINNORMANDY.COM
Pass Your DELF/DALF Exam With French In Normandy 🇫🇷 [Book Now](#)
 Award-Winning Quality. Flexible Schedules. Great Prices.

Headline with desired outcome

Finally, remember to always create several ad variations by changing a single variable at a time (e.g. copy, creative, headline, CTA, etc.)



Real World Examples



Speakeasy BCN
Sponsored

Wondering if it's possible to travel to Barcelona to study in face-to-face Spanish classes? 🇪🇸

Yes, it is!

Even with the current travel restrictions, you are permitted to come into Spain if you are enrolled in a Spanish course for the duration of your trip. 🇪🇸

This can be as little as one week and as long as one year.

So, contact us today so we can advise you about your specific situation and begin your journey to Barcelona! 🇪🇸



Is It Time You Learned Spanish? 🇪🇸 [Learn More](#)

Intensive Courses. Best Prices. Flexible Schedules.

👍👍👍 102 4 comments 7 shares

Speakeasy BCN
Sponsored


Things are heating up at Barcelona's favourite Spanish School 🇪🇸

Our highly qualified and experienced native-speaking teachers are the key to our success and the reason why 99% of our students recommend Speakeasy. 🇪🇸

But be quick! Only LIMITED spaces in each class available. 🇪🇸

And you can book with confidence with our flexible start dates.

So enrol now for one of our intensive Spanish courses and start your language learning journey today. 🇪🇸



Are you coming to Barcelona this summer? 🇪🇸 [Contact Us](#)

Intensive Courses. Small Groups. Unbeatable Prices.



BLI Canada

Si necesita mejorar sus habilidades de inglés académico o francés y lograr su objetivo de mudarse a Canadá, contáctenos. 🇨🇦🇫🇷

Durante más de 40 años, BLI Canadá 🇨🇦🇫🇷 ha ayudado a MILES de estudiantes de más de 50 países a hablar con confianza.

Si buscas trabajo, estudias o vives en Canadá o simplemente buscas mejorar tu nivel de inglés o francés. 🇨🇦🇫🇷

Nos encantaría compartir con usted más detalles sobre nuestros programas en persona.

Haga clic para encontrar el programa de inglés o francés que mejor se adapte a sus necesidades y comience su viaje a Canadá hoy mismo. 🇨🇦🇫🇷

Haga clic para encontrar el programa de inglés o francés que mejor se adapte a sus necesidades y comience su viaje a Canadá hoy mismo. 🇨🇦🇫🇷



¡Empiece hoy mismo su viaje a Canadá!

BLI.CA
¿Quieres estudiar inglés o francés en Canadá? 🇨🇦🇫🇷
Calidad confiable. Grupos pequeños. Dos ubicaciones increíbles.

Apply Now

BLI Canada

"One Of The Best Decisions I Have Ever Made In My Life!" 🇨🇦

This incredible IMMERSION language school in Canada has helped thousands speak French AND English like a natural...

- ✓ In-Person AND Online French + English
- ✓ TEF / TEFAQ Exams
- ✓ Evening Courses (Work AND Study!)
- ✓ Schools In Montreal + Quebec

Don't miss your chance - learn more today! 🇨🇦

<https://bli.ca/>



Canada is waiting for you...

BLI.CA
Study English Or French In Canada 🇨🇦🇫🇷
40 Years Of Experience. Best Prices.

Learn More


👍❤️ 384

18 shares

Oxford Royale Academy

Don't miss your chance to study in the world's most prestigious institutions in summer 2022. Oxford Royale Academy's award-winning summer schools offer students the chance to live and study in iconic centers.

From the ancient prestige of Oxford to the modern scientific dynamism of Cambridge. Learn from the world's finest tutors and let the inspiring surroundings invigorate your mind. We have helped over 25,000 students from around the world achieve their goals. Join us in 2022 so you can achieve yours. Find out more about our summer programs for an experience of a lifetime.




OXFORD-ROYALE.COM
Summer School 2022 At The World's Leading Universities
Inspirational Courses. World-Class Teachers. Authentic University Life. [Apply Now](#)

68 3 shares

Oxford Royale Academy

Get an early taste of excellence on a two-week Oxford Royale Academy summer school in 2022.

Live and breathe undergraduate life at Oxford University or Cambridge University. Choose career-related subjects and discuss them in-depth with our expert faculty. Over 25,000 students of all ages have accessed unparalleled opportunities to improve their academic performance, discover new passions, and explore fresh ideas for their future development. Find out more about our 2022 Summer Schools today!



TO NEW POSSIBILITIES


OXFORD-ROYALE.COM
Oxford Or Cambridge In Summer 2022?
Exceptional Courses. World-Class Teachers. Authentic University Life. [Learn More](#)

ih International House World Organisation

Explore the world. 🌐
Learn the local culture.
Make lasting connections. 🤝
And prepare for your global future.

Learn a language abroad at one of International House's schools in more than 40 exciting destinations around the world.

Find your own reason to learn a language in 2022 and start planning your study abroad adventure today! 🌟



ih International House

Create your own story.
Where will you study abroad?

Nice, France

IHWORLD.COM
Your Ticket To New Opportunities 🎫
Over 40 Destinations. 18 Countries. 5 Languages.

[Learn More](#)

ih International House World Organisation

Explore the world. 🌐
Learn the local culture.
Make lasting connections. 🤝
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Learn a language abroad at one of International House's schools in more than 40 exciting destinations around the world.

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IHWORLD.COM
Your Ticket To New Opportunities 🎫
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[Learn More](#)



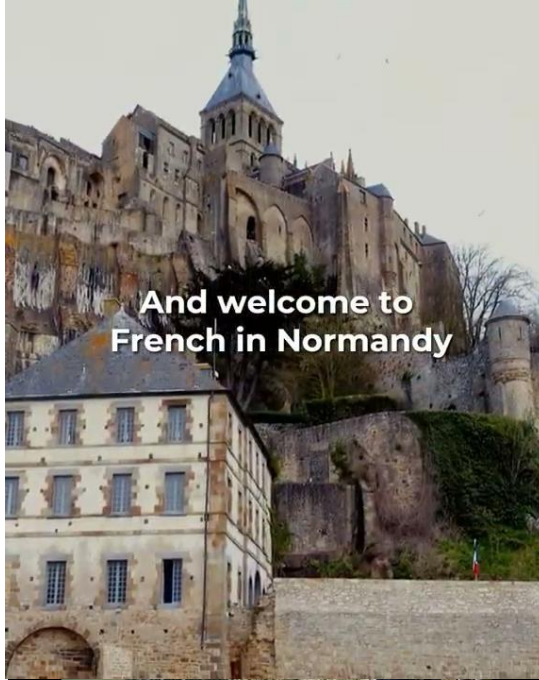
French In Normandy

Still Want To Improve Your French? 🗣️

This is YOUR ticket to Rouen 🇫🇷 - and it's right on the table for you to take...

In case it slipped your mind (life can get hectic), our "Best in France" courses put you where French language REALLY happens. ✅

Restart your journey by clicking "Learn More" 😊



FRENCHINNORMANDY.COM

Learn French In Normandy This Summer 🍷

Join Us To Live & Learn In Rouen

[Learn More](#)



French In Normandy

- ✅ Sign up for the DELF/DALF exam
- ✅ Pick up a copy of a dusty phrase book from the 90s
- ✅ Read a million blog posts about grammar that don't really tell you much
- ✅ Stay up sweating the whole night before
- ✅ Watch as the people you studied with EXCEL because they got real world practice

Or...

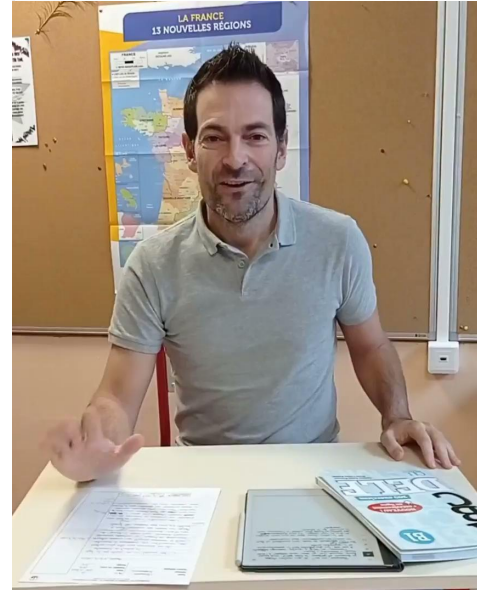
Find our language courses and ACE your exam. (We'll show you how learning French works in the real world) 🌍

DISCLAIMER 1: We're consistently voted the best French language school in France

DISCLAIMER 2: Our courses get you practicing in-person or online to give you that "edge" you couldn't find from general French training

DISCLAIMER 3: 99% of our students pass their DELF/DALF exam

Click "Learn More" to find out more about our courses. 🙌



FRENCHINNORMANDY.COM

Our Students Pass Their DELF/DALF Exam. Are You Next?

Join Us To Live & Learn In Rouen

[Contact Us](#)



ENGLISH SCHOOL OF CANADA

English School of Canada
Sponsored

¡Creemos que el aprendizaje no debe ser cancelado jamás! 🇨🇦
Es por esto que no ha habido una mejor oportunidad para
mejorar tus habilidades en el idioma Inglés. 🇨🇦

Desde conversar con nuevos amigos, impulsar tu carrera,
ingresar a una universidad o simplemente expandir tus
habilidades en el idioma. 🇨🇦



English School of Canada
Sponsored

Alcanza tu puntuación objetivo en el IELTS con el curso de
preparación online de ESC con nuestros profesores
canadienses. 🇨🇦

A nuestros estudiantes les encantan nuestras clases
inmersivas, horarios flexibles y precios increíbles. 🇨🇦



English School of Canada
Sponsored

Improve Your English With Toronto's Award-Winning Language
School! 🇨🇦

Get to your language goals FAST with ESC Toronto's English
programs and award-winning Canada-based teachers! 🇨🇦

Students love our immersive classes, flexible schedules and...

English School of Canada
Sponsored

We believe learning should never be cancelled.

That's why there has never been a better
English skills. 🇨🇦

Whether it be chatting with new friends,
getting into university or just expanding your



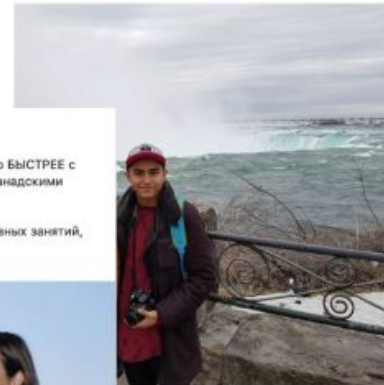
ESC-TORONTO.COM
Netflix and Memes or Improve your English? 🇨🇦
Online Classes. Amazing Prices. Flexible Schedules.

Learn ...

English School of Canada
Sponsored

Supera il tuo esame IELTS con il programma online di
preparazione all'esame IELTS dell'ESC di Toronto e con i
prestigiosi insegnanti canadesi! 🇨🇦

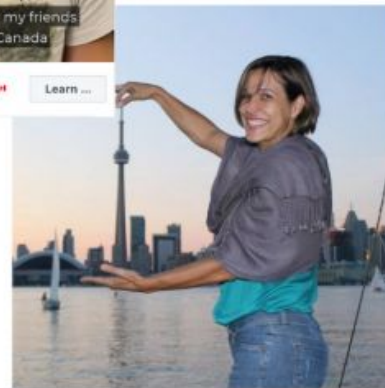
Gli studenti amano le nostre classi coinvolgenti, gli orari
flessibili e i prezzi straordinari. 🇨🇦



English School of Canada

Улучшите свои навыки в изучении английского БЫСТРЕЕ с
ESC Toronto и лучшими канадскими

преподавателями. Благодаря поддержке от наших интерактивных занятий,
удобного расписания и отличных цен. 🇨🇦



ESC-TORONTO.COM
Не упустите свой шанс прокачать свой английский!
Онлайн занятия. Отличные цены. Удобное расписание

Apply ...

IELTS Online! 🇨🇦
or Flessibili, Prezzi Incredibili.

Apply ...

Result: Increased direct enrollments from 2%
to over 20% in 18 months

Your action steps

- Build retargeting campaigns for every stage of your customer journey. Find those leaks!
- Create attention-grabbing ads by “spying” on ad copy and creatives
- Prioritise video content creation (UGC!)



Vielen Dank!

hello@herbertgerzer.com

www.herbertgerzer.com