Melissa Storm presents...

# 10 THINGS I WISH I'D KNOWN BEFORE RUNNING MY FIRST KICKSTARTER ADS



#### My Ads Framework



- Audience: Cold, warm, lookalikes
- Performance: Let ROAS lead, then diagnose
- Scale: Strategic growth, not just more spend

Messaging. Audience. Performance. Scale



#### Lesson #1

### PRELAUNCH OPTIMIZATION IS CRUCIAL



- Strong ads can't fix a weak launch.
- Prelaunch lead ads fill your funnel before day one and give you momentum.
- Bonus: Lead ads can later map to backer income within a 28-day timeframe.



#### Lesson #2

#### LAUNCH AS YOU INTEND TO GO



- Run sales ads once your Kickstarter is live.
- Conversions may take a couple of days to report, so be patient and avoid making changes too soon.
- As a quick guideline, \$50 per day for every 100 prelaunch followers is a solid starting point.



# KNOW YOUR AUDIENCES (PLURAL)



- Your email list, past backers, and superfans behave very differently from curious strangers.
- Target them in separate campaigns and speak to each group with a tailored message.
- Do not be afraid to lean into the data. You can be a little creepy here.



## Lesson #4 TARGET LIKE IT'S 2025



- Keep ad set targeting fairly broad.
- Let your ad creative to do the heavy lifting.
- Drop an SEO-rich snippet of copy in the description box.
- Facebook's AI will see and use it for targeting, even if your readers will not.



## Lesson #5 PRODUCT IMAGES SELL IT BEST



- Nothing sells like clear, attractive product shots.
- In a world of sophisticated photo-manipulation and AI, backers want proof of the goods.
- People pledge with their eyes first and are more likely to add their \$\$\$ if the ad matches the product page.



### Lesson #6 PRE-SCHEDULE YOUR END DATE



- Always pre-schedule your ads to shut off when the campaign ends.
- This prevents overspending and avoids upsetting would-be backers who missed out.
- You can take care of this at the ad set level.



#### Lesson #7

#### DON'T POKE THE ANGRY ALGORITHM TOO MUCH



- Every tweak, whether budget, copy, new ad, or audience, kicks Facebook back into learning mode.
- Be intentional and give changes at least a couple of days to settle before judging results.
- This brings us to our next lesson...



# Lesson #8 SCALE WIDE, NOT TALL



- Instead of cranking budgets on one ad set, duplicate your winning ads into new campaigns.
- Using the ad's post ID is best if preserving creative.
- Change one thing for the new campaign: Either audience, image, or copy. But only one!
- This grows reach without disrupting learning. Raising budgets too quickly stalls (and sometimes even resets) progress.



### Lesson #9 EXPECT A PIXEL MELTDOWN



- Facebook's pixel will fail at some point (perhaps many points).
- Always double-check conversions with your Kickstarter dashboard tracking link for true ROAS.
- Be aware that reporting delays of up to a week are common across all pixel-based ads, including Shopify.
- With Kickstarter's short timeline, those delays feel especially stressful, so plan for it.



# Lesson #10 TWO NORTH STARS, NOT ONE



- Navigate by the light of two bright stars.
- Your eye-on-the-horizon goal keeps you moving forward, while your eyes-on-the-ground goal keeps you from panicking.
- That way, you won't be tempted to scale back or pause ads that are *actually* working well for you.



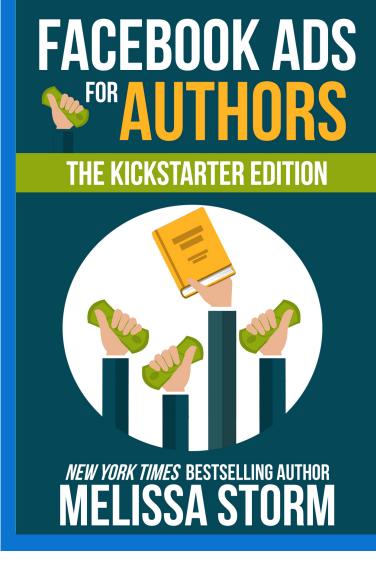
### Questions? HERE'S WHAT WE COVERED:



- 1. Prelaunch Optimization is Crucial
- 2. Launch as You Intend to Go
- 3. Know Your Audiences (Plural)
- 4. Target Like It's 2025
- 5. Product Images Sell It Best

- 6. Pre-Schedule Your End Date
- 7. Don't Poke the Algorithm Too Much
- 8. Scale Wide, Not Tall
- 9. Expect a Pixel Meltdown
- 10. Two North Stars, Not One





## Want to Go Deep? LINKS YOU NEED TO GET MORE

- Full walkthrough in my upcoming Kickstarter: <a href="https://www.novelpublicity.com/KickstarterAds">https://www.novelpublicity.com/KickstarterAds</a>
- Weekly reports and guidance in my author group: <a href="https://www.novelpublicity.com/Join">https://www.novelpublicity.com/Join</a>

Real campaign dashboards and behind-the-scenes walkthroughs coming up next in this presentation