

*Melissa Storm presents...*

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



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# My Ads Framework

- **Messaging:** Copy, images, offer, page layout
- **Audience:** Cold, warm, lookalikes
- **Performance:** Let ROAS lead, then diagnose
- **Scale:** Strategic growth, not just more spend



**M**essaging. **A**udience. **P**erformance. **S**cale

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# 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.



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## 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.



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# *Lesson #3* 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.*

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# Lesson #4

## TARGET LIKE IT'S 2025

- Keep **ad set** targeting fairly broad.
- Let your **ad** creative 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.



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## 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.



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## *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.



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## *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...



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# 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.



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# 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.



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# 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.



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# *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

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# FACEBOOK ADS FOR AUTHORS

THE KICKSTARTER EDITION



NEW YORK TIMES BESTSELLING AUTHOR  
**MELISSA STORM**

*Want to Go Deep?*

## LINKS YOU NEED TO GET MORE

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

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