

Facebook Ads Overview

- ✓ Most Powerful Advertising Platform On Earth!
- ✓ Advertise to over 1.6 BILLION unique people
- ✓ Facebook has more data than anyone
- ✓ Ad Targeting capabilities are the best in history
- ✓ Ad Platform is driven by "Audiences" not Search
- ✓ Has greater scalability than other traffic sources
- ✓ More viral benefits than other traffic sources
- ✓ Does require a modified marketing approach
- ✓ NOT good traffic source for commodity products
- ✓ **REQUIRES a Facebook User Profile account**

Facebook Ads Success

- ✓ Micro-Targeting is absolutely critical
- ✓ Longer or More-step Buying Cycle
- ✓ Facebook Users don't want to be sold to
- ✓ Facebook Users need to be nurtured
- ✓ Content as a component of marketing is critical
- ✓ The more specific the approach the better!
- ✓ Specific benefit-driven marketing is the key
- ✓ Marketing at right 'point' in process is important
- ✓ **RIGHT OFFER + RIGHT AUDIENCE = SUCCESS**

Facebook Conversion Tracking

- ✔ Go To Module #1: The Foundation, Lesson #8
- ✔ Facebook now uses ONE PIXEL for all tracking
- ✔ Facebook will track NINE different 'events' within their conversion tracking: **View Content, Search, Add To Cart, Initiate Checkout, Add Payment Info, Make Purchase, Lead, Complete Registration**

Power Of The Facebook Pixel

- ✔ Tiny invisible image that's served on your pages
- ✔ Facebook is able to 'sync' this pixel activity BY USER ACCOUNT!
- ✔ Facebook is able to use this data to help us get higher conversions
- ✔ We are able to use this pixel tracking to serve ads to people based on how they have interacted with our marketing or web site
- ✔ Leveraging FB pixels the right way will maximize the ROI from every ad dollar we spend!

Facebook Ads Hierarchy

Campaigns → Ad Sets → Ads

Anatomy Of A Facebook Ad

Suggested Post



Rover.com

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👍 Like Page



Wouldn't you rather get \$20 off dog sitting than a new couch?



BOOK A SITTER
KEEP YOUR FURNITURE

5-star dog sitters near you

Every sitter and dog walker on the site has been hand-reviewed and approved by the Rover team, and 95% of reviewed bookings have received a 5-star rating.

ROVER.COM

Sign Up

👍❤️😂 384

21 Comments 82 Shares 

👍 Like

💬 Comment

➦ Share

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2016-04-26 20:16:04

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Garcinia Cambogia Natural Weight Loss

Receive Over \$10 in Savings When Using Code "GARCINIA30"

WWW.NUTRAHOUSE.COM



Cooking Light

2016-05-26 19:22:05

Who knew losing weight could be this healthy AND delicious?! Meet the Cooking Light Diet



Ready, Set, Summer!

Personalized weight loss plans

COOKINGLIGHTDIET.COM



Success Path

2016-05-02 19:53:58

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Build Wealth in 2016

Learn Tarek & Christina's Flipping Secrets - Make 2016 Your Best Year Yet! Seating is Limited, Register Today

WWW.SUCCESSPATHEDUCATION.COM



Jerry Norton

2015-12-30 17:49:58

Do you need help doing your first (or next) real estate deal? For a limited time, I'm allowing people to try "Flipster": The All-In-One REI Software That Makes Flipping Houses Easier, Faster, and Simpler Than Ever Before! Flipster finds deals for you, generates offers, gives you Proof of Funds, targets cash buyers... and so much more. Click here to get access for just \$1 - - > <http://bit.ly/1QdfYBc>

Properties

Add New Property Bulk Action Filter by Status 25 records per page									
<input type="checkbox"/> All	Status	Address	City	Sqft	Beds	Baths	List Price	Sold Price	
<input type="checkbox"/>	Sold	2311 Sharon Rd	Charlotte	3265	4	4	799000	740000	✖
<input type="checkbox"/>	Sold	6151 main st	clarkston	1528	3	2	120000	100000	✖
<input type="checkbox"/>	Active	1427 stanley blvd	oxford	3000	4	3	100000		✖
	Status	Address	City	SqFt	Beds	Baths	Asking Price	Sold Price	

Showing 1 to 3 of 3 entries

\$1 SOFTWARE TRIAL – Flipster: The REI Software That Makes Flipping Houses Easy, Fast, and Simple!

The easiest way to do more real estate deals is by leveraging tools and software like Flipster. This gives you everything you need to flip houses for profit...

[CLICK HERE TO START YOUR TRIAL](#)



TrustBasket.com

2016-06-11 03:57:40

Grow your own organic food at home balcony. Pick up our ready made grow kit.

BUY THE KIT



GROW EASY



Online Gardening store

Free Home Delivery. Best customer reviews

WWW.TRUSTBASKET.COM



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How to Stay on the Right Side of Copyright



Copyright Webinar – Register For Free

Tuesday, 28 June 2016 at 11:00 am - 12 noon (SGT)

ENGAGE.GETTYIMAGES.COM



Lower My Bills

2016-06-19 16:37:02

Did you know 30 year mortgages are a rip off for homeowners? Those who owe less than \$300,000 on their home can use the President's once in a lifetime mortgage relief program. The program is totally free and doesn't add any cost to your refi. The bad news is that it expires later this year. Everyday people are filling this form before 2016 ends. Will you take advantage?



Enter zip; calculate new payment. Can't hurt to look.



HubSpot

2016-05-13 01:29:03

It's a great big internet out there. Conquer it step-by-step with the newly updated "Essential Guide to Internet Marketing."



The Essential Step-by-Step Guide to Internet Marketing

Download HubSpot's free ebook, "The Essential Step by Step Guide to Internet Marketing." Learn the 6 essential steps to internet marketing success.

EDUCATION

Suggested Post



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Aaron Sorkin Teaches Screenwriting

Learn from the Academy Award winner.

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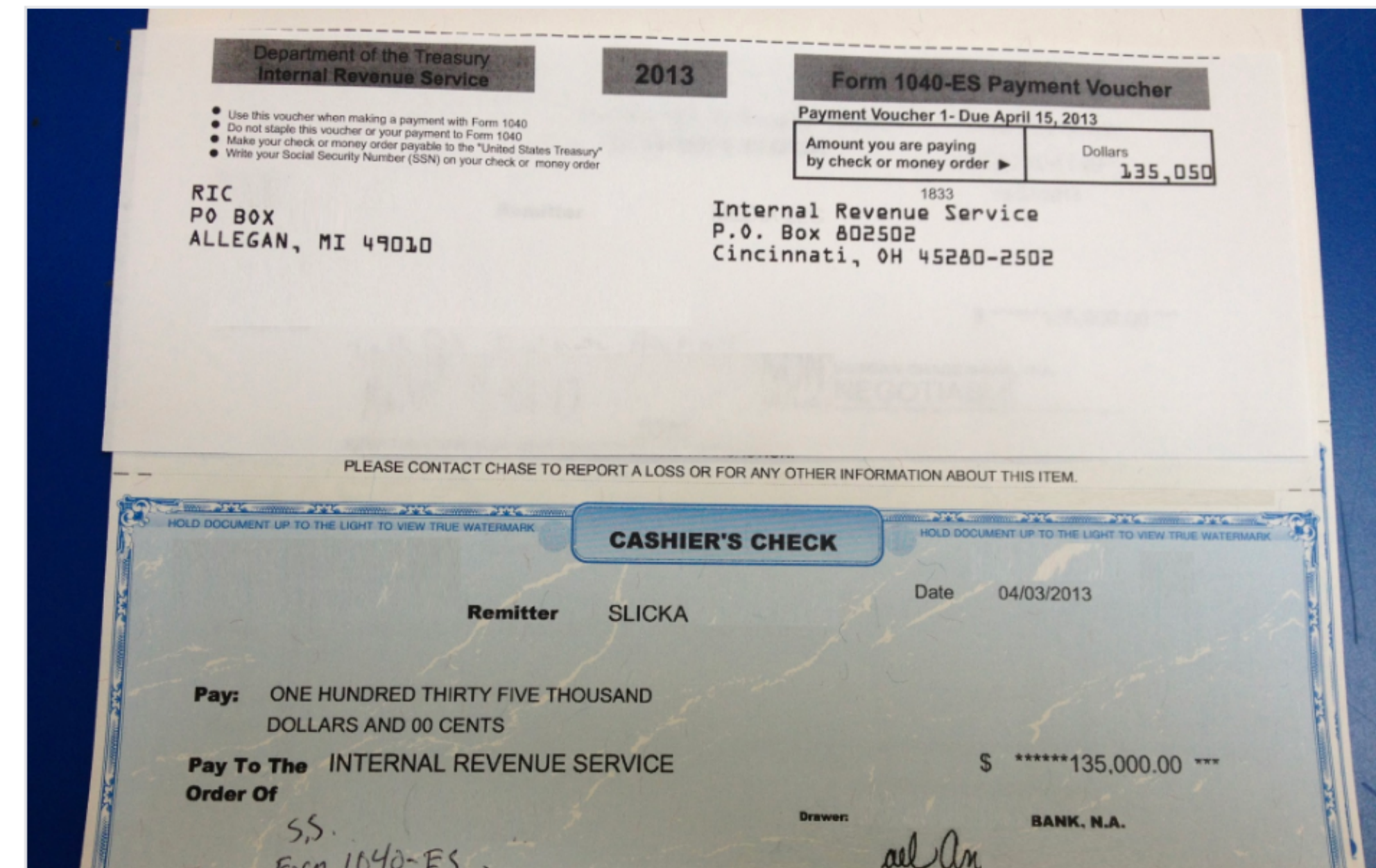
 Share



Your New Rate

2016-06-06 20:19:08

Homeowners Who Have Not Missed A Payment in 1 Year Better Read This...



Haven't Missed a Mortgage Payment in 1 Year? You're in for A Big Surprise

Homeowners are in for a surprise in 2016. If you own a home, read this immediately.

MORTGAGE.YOUR-NEW-RATE.COM

Which FB Ad Model To Use?

- ① AD → Lead Capture Landing Page
- ② AD → Sales Page
- ③ AD → Webinar Registration Landing Page
- ④ AD → Content With Lead Capture
- ⑤ AD → Content Without Lead Capture (Retargeting)
- ⑥ AD → Page Post

Facebook Ad Success Tips

- ✓ Clear and well-communicated Call-To-Action
- ✓ Image & Copy compliment each other
- ✓ CTA offers an INSTANT GRATIFICATION element
- ✓ DON'T offer '3-Day this or 7-Day that' content
- ✓ Use Display URL to your benefit (like with AdWords)
- ✓ Ad should match your TARGET AUDIENCE
- ✓ Include SOCIAL PROOF wherever possible
- ✓ Use a similar 'Look & Feel' with your Landing Pages

Naming Your Campaigns & Ad Sets

Campaign: Project + Goal + Version

Ex: Flipping - OPT - Video4

Ex: Flipping - BUY - Sales2

Ad Set: ProjectCode + Objective + BidType

+ Device + Location + Language + Age + Interest + AudCode

EX: FLOPVID4 - WC - OB - US - EN - 20-35 - Hockey - CAUD1

Your Core Strategy

Primary Goal #1: Discover the highest targeted audience parameters possible.

Primary Goal #2: Discover the most effective marketing PATH or process for turning Facebook users into money for your business.

How To Achieve This...

Primary Goal #1: Go SINGULAR with Ad Sets as much as possible and test many different audiences.

Primary Goal #2: Test different paths and approaches and maximize results each STEP of the way to get the best return overall.

Facebook Ad Fatigue

An important thing to watch out for is 'ad fatigue' where users get tired of seeing the same ads.

Facebook gives us stats on "reach" and "frequency." This is how many unique people saw an ad and how many times it was seen.

Email List Supplementation

If emails we send to our list are only opened by 15% of the list, how can we reach the other 85%?

ANSWER: Facebook Ads via FB Pixel tracking and/or Custom Audience.

Engagement & Quality of Likes

Engagement is critically important on Facebook. It's part of their "EdgeRank" formula that decides what gets displayed in the newsfeed.

FOCUS: The QUALITY of your Likes will determine your engagement.

Setup A Custom URL For Your Page

There are TWO core reasons for people to buy likes for their Business Page...

1) SOCIAL PROOF - to make their Page look more important because it has a bunch of likes.

2) To Qualify For A Custom URL

Once you get over 25 Page Likes you can get a custom URL. Go to www.facebook.com/username

Now you can have a username for your Facebook profile

Easily direct friends, family, and coworkers to your profile with a Facebook username. You will not be able to edit or transfer this username once you set it.



facebook.com/on

Check Availability

Create Page @username

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

Page:

--- Pages



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facebook.com/on

Check Availability

Create Page @username

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

Page:

--- Pages



Check Availability

Sorry, this page isn't available

The link you followed may be broken, or the page may have been removed.



3 Ways To Create A Facebook Ad

- ✓ Boosting A Page Post
- ✓ Ads Manager
- ✓ Power Editor

Must Balance CTR & Conversion

- ✔ Remember that all that matters is ROI per campaign.
- ✔ It's very easy to get high CTRs on certain ads BUT...
that doesn't always produce solid conversions.
- ✔ You need to TEST until you create ads that produce a solid balance of CTR, conversion, and ROI.
- ✔ **Always stay focused on your cost per lead and cost per sale.**

Two Groups That See Our Ads

- ① People that have never visited our Web Site before (or not within the last 180 days.)
- ② People that have visited our Web Site within the last 180 days.

Who The Heck Is Your Target Customer?

- ✓ Create several PROFILES on your target customers
- ✓ "Step on the other side of the counter."
- ✓ If you were your target customer what Pages would you like on Facebook?
- ✓ What products & services would you buy?
- ✓ What books would you read?
- ✓ What demographics would you fall under?
- ✓ What other interests would you have?

The Power Of Audiences

- ✔ Facebook Ads are driven by “audiences” – i.e. what group of people our ads are shown to.
- ✔ Every ad we run, we must decide what audience the ad will be shown to. **Many targeting options...**
- ✔ GENDER (Men/Women)
- ✔ AGE (13-65+) Selectable by each year
- ✔ LOCATION (Country/city/region/postal code/more)
- ✔ LANGUAGE

The Power Of Audiences

- ✓ INCOME LEVEL
- ✓ EDUCATION LEVEL
- ✓ RELATIONSHIP STATUS
- ✓ INTERESTS – What pages they like, etc.
- ✓ BEHAVIORS – similar to interests but based on FB activity and other services connected to FB
- ✓ MORE... Politics, Ethnicity, Life Events, Profession, Parental Status, Home Data, and more!

The Power Of Audiences

- ✔ CUSTOM AUDIENCES! Any of our web pages that they have visited (where a FB pixel fired.)
- ✔ MORE CUSTOM AUDIENCES... we can upload email or phone lists of our customers or leads!
- ✔ LOOKALIKE AUDIENCES! Facebook will try and create an audience based upon our Custom Audience data.
- ✔ THE ABILITY TO **EXCLUDE** BY THESE OPTIONS!

Audience Targeting Mistakes

- ✓ Biggest Mistake: **GOING TOO BROAD** (Max: 200,000)
- ✓ Combining too many demographics or psychographics
- ✓ Confusing an interest for an interest related to your product or service. **Common mistake related to famous people, TV shows, etc.** EX: Fans of "Flip This House" aren't necessarily people interested in products related to house flipping. EX: Fans of "Roger Federer" aren't necessarily interested in tennis instruction.

Initial Ad Settings

Format

Choose how you'd like your ad to look.



A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)



Multiple images in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

No Button

Apply Now

Book Now

Contact Us

Donate Now

Download

✓ **Learn More**

Shop Now

Sign Up

Watch More

Learn More ▼

Split-Testing Facebook Ads

- ✔ If you put more than one Ad within an Ad Set, Facebook will automatically run a split-test and they will automatically optimize impressions based on the ad they decide is the “Winner”
- ✔ **DON'T LET FB MANAGE YOUR SPLIT-TESTS!**
- ✔ Don't test Ads by putting them in the same Ad Set. Instead create a 2nd Ad Set targeting the same audience. You determine when to stop the test.

Bid Strategy

- ✔ Choose CPC and not CPM
- ✔ Start out with a higher bid and slowly lower it IF it's not yet profitable.
- ✔ Try and bid 1-5 cents ABOVE the highest recommended CPC price, if possible.
- ✔ You won't lose impressions unless you drop your bid price BELOW what your average CPC price was.
- ✔ REMEMBER: Losing money initially isn't a bad thing.

Optimize & Expand!

- ✓ Keep testing to lower your CPC rates
- ✓ Always try to discover new Audiences
- ✓ Spend more money on what's working (70/30)
- ✓ Stop losing campaigns without getting emotional
- ✓ Keep an eye on AD FATIGUE based on reach
- ✓ Expand by offering new types of "Lead Promises"
- ✓ Play "Detective" to find those Micro-Targeted areas
- ✓ Prioritize Campaigns based on B/E like AdWords