

Module 3-1 One Hour Launch FB Training

September 14, 2014

Ad Targeting Deep Dive

1. Look Over our 500k+ Facebook Account
2. Mastering Targeting with Audience Insights
3. Mastering Targeting with The Internet Mind That Knows It All
4. How To Avoid Failing In Facebook Targeting
5. The Ad Creation Process Which Nearly Guarantees Success
6. The Exact Type Of Ads We Use To Create High Engagement Ads
7. Reverse Engineering Successful Campaigns

TERMS



View Advertising Report [Export Report \(.csv\)](#) [Generate Another Report](#) [Schedule this R](#)

Report Type: Advertising Performance | Summarize By: Account | Time Summary: Lifetime

173,135,288 Impressions | **10,707,065** Clicks | **0** Actions | **6.184%** CTR | **\$580,385.04** Spent | **\$3.35** CPM | **\$0.05** CPC

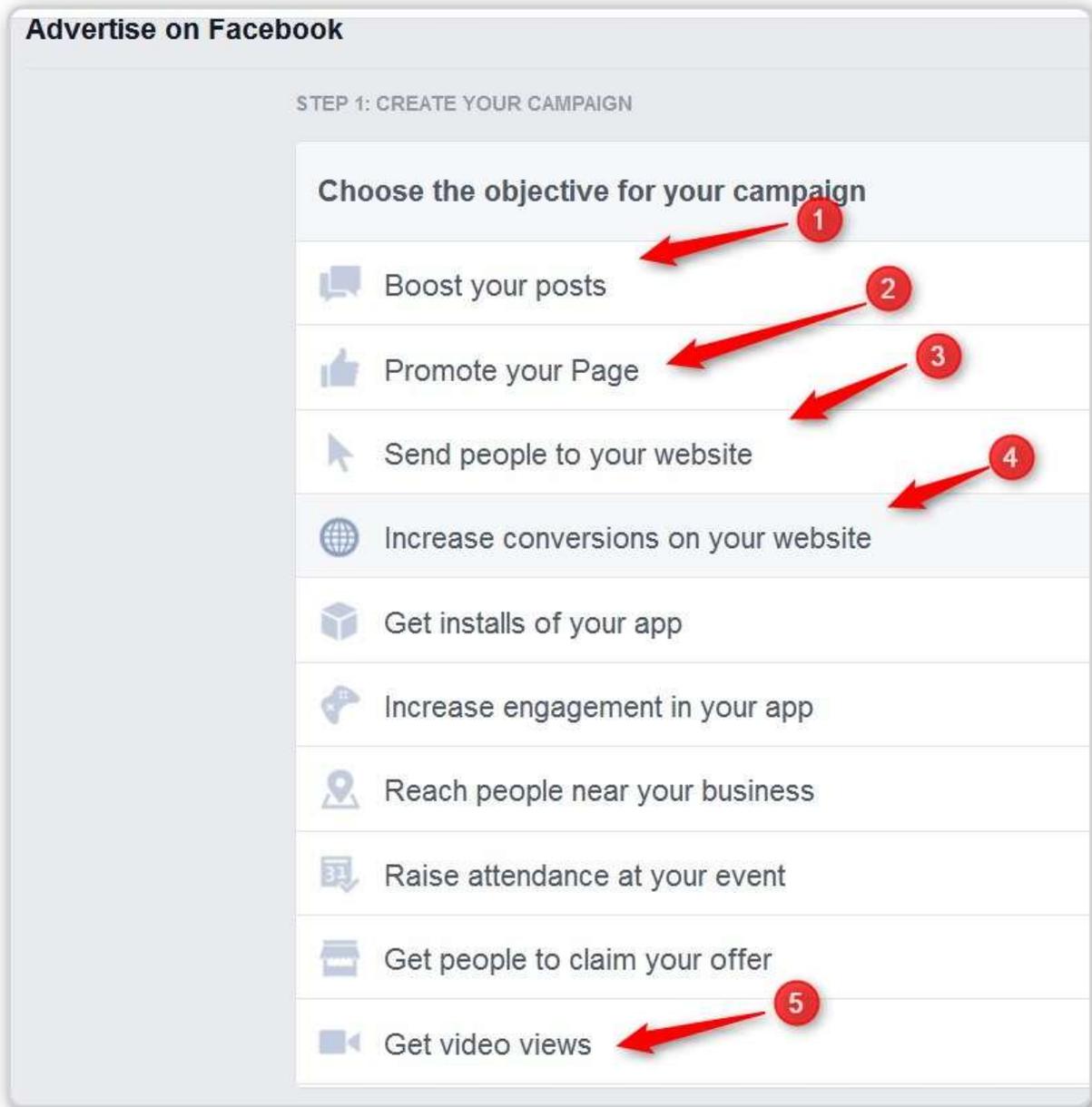
Date Range	Impressions	Social Impressions	Social %	Clicks	Social Clicks	Click-Through Rate	Social CTR	CPC	CPM	Total Spent
Lifetime	173,135,288	44,694,226	25.81%	10,707,065	2,893,943	6.184%	6.475%	0.05	3.35	\$580,385.04

#1 – CTR – Click Through Rate - Percentage of Clicks to Views

#2 – CPC – Cost per Click

#2 – CPM – Cost per 1,000 views (impressions)

TYPES of Ads in Facebook



These are the ones they cover

#1 – Just sends people to your website – click on it and go straight to website

#2 – You want the people to do something when they get to your website – conversion tracking - click on it and go straight to website

#3 – Promote your post – shows people your post (it is an ad) - here if they click on the image, the image gets larger and they can comment or share. They must click on a link inside the text area to get to the website.

#4 – Promote Your Page – works to get likes to your page

#5 – Promotes a video

Most of their posts are BOOST YOUR POST. They are cheaper (you keep people inside Facebook unless they take the second click.) People can comment and share which lets you go viral and you DO NOT pay for those impressions. It takes longer to get traction, but it is cheaper and often much better.

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Transcript

From Webinar that I summarized above.

Overview & Introduction To Facebook Ads

All right and welcome to E

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commerce Arbitrage How to Get Started in E

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commerce Without Risking a

Penny, Module 3. You made it, congratulations. Quite a lot of people as we know in statistics with books

courses or audios just pretty much anything that's out there, stop after Chapter One. There's a huge drop of rate after module one or chapter one or you know in any medium there is a first step then after which a lot of people drop off. But here we are in module three so I congratulate you that you made it th is far

and this is a pretty exciting module because in this module we're going to cover Facebook ads. And it's with Facebook ads that we generate the sales and the profits. Even if we have a perfect product even if we have the perfect landing page and than k you page if we're using micro funnels or if we're using the sales page we have you know everything is perfect without the traffic or otherwise known as eyeballs that get to see the product that you're selling and you're not going to have any results. So

this is why this module was very exciting and as a matter of fact, the next three modules are going to be about Facebook and we're going to cover it in many different ways. We're going to take a very deep dive and basically walk through together step by st ep. So get buckled in so to speak, we're about to dive in to Facebook. So what

is ad targeting deep dive? Well the first thing we're going to do in this module is to look over our five hundred plus thousand account Facebook account, essentially that we've spent in the lifetime of using Facebook ads.

Not everything was spent for the current business that we are in and the e -

commerce store that we're but life long experience with Facebook ads that we've had has generated at least five hundred plus because we have several Facebook accounts but the account that I'm going to show you is going to have somewhere between five fifty to six hundred thousand spent and all kinds of stats that we're going to see

that it generated. So we do have a little bit of experience with Facebook ads and we're going to pass that along to you. We're going to pass everything that we know to you so you can generate amazing results for yourself in your business as well. The second thing that we're going to cover is mastering targetin

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with audience insights. Now that's a tool that Facebook developed that allows us to use a lot of information and get a really nice head start to get an idea who to target and why we should target them.

All right so number three will be mastering targetin g with the Internet mind that knows it all. Then of course I'll reveal what that Internet mind is all about when we get to it. But for now let's just leave it at that and we'll see when we get to this how interesting it will be to use this internet mind th

at knows it all

in conjunction with the Facebook targeting. The fourth thing that we're going to cover is how to avoid failing in Facebook targeting. This is probably the biggest reason why people say Facebook doesn't work.

They're not targeting the people properly which means the sales are not generated in as much volume or at all and they end up leaving Facebook and essentially saying well you know Facebook is just not for me.

I believe that Facebook is essentially for everybody because Facebook is one of

the amazing sources of

traffic one of the largest source of traffic today that anybody can find reasons to use for their own business

regardless of what that business is and what it's all about.

So the next thing is going to be ad creation process which nearly guarantees success. And in this part walk

you through the process that we use all the time that allows us to have a very high probability of success

with Facebook ads because of the way that we utilize Facebook, because of the way that we think and

because of the way that we create these ads. And number six is going to be the exact type of ads we use

to create high engagement ads. Now you can create all kinds of ads on Facebook and we'll cover that of course but the type of ads that actually create high engagement is really going to help you and it's really a way to utilize Facebook you know in its best possible way. It's not the only way but it's certainly a great way to do to do just that. Now Number seven is going to be reverse engineering a successful campaign.

Essentially what we can do is take a product and we're going to walk through the whole thing together.

We're going to choose a product and then we're going to reverse engineer how to choose that product, why we're going to maybe splinter that product into a sub

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niche if we if we can and how we're going to generate an ad or many ads for it to generate sales for this product. So we have a lot of work to do this is very very exciting this is kind of the secret sauce of the whole thing because w

ithout targeting as I mentioned before we're not going to get anything done. So this is important

and this is also guys a skill that I firmly believe that if you really understand and if you really master and learn you will most likely have always an opportunity to generate income on the Internet in any way, shape or form. This is that kind of skill. Yes things change over time. Even Facebook changes over time.

But if you really understand the concept if you truly understand what and how to use such a tool like a

Facebook ad then you can take that knowledge to so many different ways that you're almost certainly not going to be left without an income or some kind of business generating revenue using these tools and knowledge. So with that said let's actually jump in to the inter

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webs and take a look at our campaign

before we do anything else. You know the five hundred plus thousand dollar account and I also wanted to let you know that we're going to be spending most our time on the internet. This is not going to be slides and text and pictures and this is going to be live. I'm actually going to create things and come up with things live right in front of you this is not rehearsed or practiced. We're going to go through this altogether from scratch as if because it's true I have absolutely no idea what we're going to be selling. I have no product in mind, I have no niche in mind. There's absolutely nothing that I have in mind much like maybe a lot of people who don't even know where to begin. So we're going to go from the exact moment of basically generating a random idea all the way to putting an ad together and the reasons why and everything in between. So with that said let's jump on the Internet and see what this is all about now. This is one of our accounts. This is one of the biggest accounts that we run. You do have many other accounts but as you can see to date in the lifetime of this account we have generated five hundred and eighty thousand plus dollars in spending basically Facebook generated revenue. We of course spent that money. Over that course, we've generated an average of 6.14 click through ratio. If you don't know what that means I'll go over that in just a few moments. The average cost per click is five cents and the number of clicks that we've generated is just over ten point seven million, number of impressions is over one hundred seventy three million and then we can break this down in terms of social impressions and so on and so forth. So we do have a little bit of experience with Facebook. We do have a little bit of knowledge because of testing that we have created all throughout the lifetime of this and other accounts that we run and that's essentially what we

want to pass down to you. Now before moving on this CTR, I'm going to just mention what some of these things are just in case you're not familiar with them this year. The CTR is to click through ratio which is essentially when people see your ad what percentage of them will click on that ad. Now this is a pretty nice C.T.R. considering this is again a pretty big account where we have generated a ton of clicks as you can see and a ton of impressions. The C.P.C. is essentially what is it costing us over all the accounts on average every time somebody clicks which is about a nickel. As long as those clicks are basically giving us a larger number than a nickel, hopefully a substantially larger number, we are of course in profit. So this is what these terms essentially mean CPC, C.P.M. is cost per thousand impressions. So basically every time we show a thousand or somebody sees our ad a thousand times not someone but an ad is shown I should say a thousand times we pay \$3.35. So with that in mind let's actually jump into a different account of ours and start working with this whole Facebook thing and understand what this is all about. Because if you have ever been inside Facebook you know that there is a ton of different apps that Facebook basically allows you to run. The first one is send people to your website and they keep changing the names of these ads but the functionality stays the same. So basically the first one to send people to your website. The second one is to increase conversions on your website, then you know have your boost your post, promote your page, get installs on your app, increasing engagement, reach people in near your business this is pretty new, raise attendance at your event, get people to claim your offer and get video views. Now we're not going to cover all of these because we simply don't need all of them for

the purp

oses of what we're doing but we will be covering some of them. Now with some of these and

we'll go over this in more details in the near future in the future modules and videos, we're going to

actually share something with you that's ground

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breaking that y

ou may have not heard about from

everybody else we certainly haven't and this is something that we are literally testing now and it's working

really really well and you're going to be among the first to see this in action to hear about it and to test it.

And again it's been really awesome the way it's been working for us and I can't wait to share this with you.

Now some of these they may look simple and they may look you know like this is you know old school so

to speak but we use it in the very different

way in a very effective way that eliminates a lot of guesswork

and allows you to be almost set up for success without failure at least in the targeting aspect of setting up

ads. Now again as I mentioned we're not going to go over every single one of them b

ut what we will be

covering is the send people to your website, the increase conversions on your website, boost your posts,

promote your page and get video views. These are going to be the types of ads that we will be covering

and we will of course start w

ith send people to your website. You may be using only one but you need to

know about what these other types of ads do as well. Because Facebook changes all the time, they bring

out new products all the time as a matter of fact they've just released someth

ing new that's still so new

that most software out there, most anything that has to do with that particular product called the

Facebook product ad catalog which allows you to create dynamic product ads is very new. There's a lot of

software, a lot of people, a lot of scrambling together to put this stuff, test this stuff on. This is not listed here. This is in a completely different space. It's actually in a business account which this is and that gives you a whole slew of other options. Yes but without getting too confusing and without going too far off, let's actually start step by step, very simply.

The send people to your website is a way that you can generate an ad that allows you, let's just say Google is our URL, that allows you to send traffic to the URL that you'd like and if your website happens to be Google, congratulations. But whatever the website is, whatever the page that you want to send traffic to, you would basically use that clicks to website ad. If you want to generate an ad which when people see you on their news feed they essentially when clicking on the picture you get taken to your website. So if Google for example a clicks to website Facebook ad, you'll get an idea and if we go to images for example I just wanted to give you a quick idea this would be a clicks to website ad. So you would have some kind of text, you would have a picture and if somebody clicks anywhere on this ad, they get immediately taken to the website that you are trying to direct traffic to. Now here you can have a conversion pixel which is a whole separate thing. We're not going to cover in this module because that is an advanced way of using Facebook ads and retargeting and all that stuff. We will cover it, just not in this module. So essentially this ad allows you to do just that. Send clicks to your website whatever that website is okay. The next one is very very similar it's almost the same thing but it allows you to track also conversions. It's basically sending people to your website to take a specific action like signing up to a newsletter and using a conversion pixel to measure your results.

So in this case let's say you were sending people to your website or landing page and you want them to either buy something or sign up to something or whatever the case maybe, some kind of action to be taken. You also use a pixel that Facebook provides you to measure who did what. Essentially behavior marketing or pixeling your prospects and customers. What that means is certain people will come to your website and leave, certain people will come to your website and take the action you want them to and by allowing yourself to measure and pixel those people meaning cookie those people or kind of track those people, that's essentially what you're doing, you're tracking them. Hey Johnny came to my website and didn't do anything where Lori came to my website and purchase something. So now I can speak to Johnny in one way and run ads to Johnny in one way by saying hey Johnny you know you forgot to buy something or you forgot to sign up or maybe you're showing some incentive like a five percent discount go ahead and purchase it. Where Lori is now a customer so you want to maybe offer her something for sale that is complimentary to what you already purchase so that allows you to really take behavior marketing to the next level and use the retargeting the pixels and all that good stuff that we'll cover later in a way that will boost your sales tremendously. So essentially both, in both cases, your ad looks similar to this one where you have a space which is pretty large which is taken up by a picture and you have a headline a little bit of a description and then any time somebody clicks on it, they get taken to that website. The next type of an ad is boost your post ad and what that means is essentially as we covered in the examples in modules earlier you select a page that

you want to know where you have the post the actual physical post that you want to promote. And if we actually jump over to that specific page fish hook and sinker that I created a while back which has pretty much nothing going on and it, my internet seems to be a little slow, but so this is a regular page that I created, has nine likes, there's nothing here really. This was for testing purposes only and as you can see, this is a post. I created it for the sole purposes of running a page post ad which is what we're doing. Boost your posts essentially means you're going to have this post act as an ad and you reach the people that you want to by putting all kinds of targeting inside Facebook as we go on to the next screen where you'll see all kinds of targeting options and that will allow you to have people see more people see this ad and of course if they click on it or on this link they get taken to a page that you want them to. So essentially there's a difference between these two in several ways. A, if people would see this post on their news feed and click on this picture, they would see something like this. As a page post ad they would be taken to an image, a large square image and the description right over here and the link would be over here. So for them to actually click on that link they would either have to click right over here or they would have to do it from inside the description of the image meaning they would take it with two clicks for them to get to this page where they would click this link if they chose to. So that's sort of a disadvantage of this ad compared to the clicks the website or the increase conversions to your website. However the advantage is that people get to engage with your ad. We'll cover this later but basically the engagement you generate is going to bring you massive power so to speak and advantage. So the other difference is that this page post as it used to be called the page post or boost

your post ads is also typically cheaper meaning that cost per click the C.P.C. that you remember was approximately five cents on average five cents on our account, that cost per click generally speaking as a rule of thumb is cheaper for any page post versus a clicks to website which is basically they click and they get to your website. Now it's important to understand why the clicks or the boost your post ads are generally speaking cheaper than the clicks to website. The main reason why is because Facebook is charging you less to show an ad that's going to keep the people inside Facebook because remember they don't have to click this picture and they are still inside Facebook and it's only when they click this ad that they leave but they can also share comment and like this ad which will mean that they are doing something that Facebook wants them to do which is an action inside Facebook a social interaction, by liking commenting or sharing. Another something an advantage if you will that occurs when people like comment and share your ad aggressively or in large numbers, the ad cost goes down. Because Facebook looks at it in this way, look you're helping them produce the social content that they are all about which is you know liking sharing and commenting on other people's posts and information for that they reward you by charging you less. Now when you send people outside of Facebook by using the clicks to website or increasing conversions on your Web site ads you immediately take them out on Facebook and on to your website. So Facebook charges you more because you're taking them outside of their area which they're not a big fan of that is the main difference why this occurs. Now it doesn't mean you should always use boost your post ads, it just means that you need to understand the reasoning because once you understand the platform and

the concept of how this platform operates why it rewards you for some actions and maybe even punishes you if we can use such a word by charging you higher prices, why it occurs, how it can work toward your advantage and how it can work towards your detriment. Basically if you have some kind of a product where a profit is so large that even paying a higher clicks to websites to Facebook generates more traffic more sales than you obviously want to use this because these two who typically generate more traffic to your page. Also they generate more clicks to website which is essentially clicking and going over to your website. Where boost your post may generate a lot of clicks because every single time somebody comments shares or likes this post Facebook looks at it as they click. However they are not going over to your website and if they're not on your website they cannot buy your product. So these are things that are very important to understand before we move on.

Now with that said let me actually jump on this screen and tell you that for the most part we use boost your post ads and not the send to you website or the increase conversions on your website. Now we do have and use these in certain cases and I'll talk to you more about these in the future module but the typical ad that we run is a boost you post because it creates the additional engagement with the Ad believe it or not even though it's an ad not a regular posts. People do share it assuming it's a good product and it's a good ad because share it, like it comment on it and create just free exposure for this ad and while it does take longer to build up and the exposure and traffic and sales than for example the send the people to your website ad, it is quite effective and has worked very well for us and you just need to understand

that this is a little bit longer off the ground it takes off a little bit longer and of course you have to watch it and see as the engagement so to speak peaks out so you may want to refresh the ad and again I'll cover this in the future module. I just wanted to be transparent and let you know, while we do use these as well for the most part these ads that we run are boost your post ads. So with that we're going to end this video here. And the next video we're actually going to go inside each one of these and go through how to set them up and how to run them. So I'll see you in the next video.