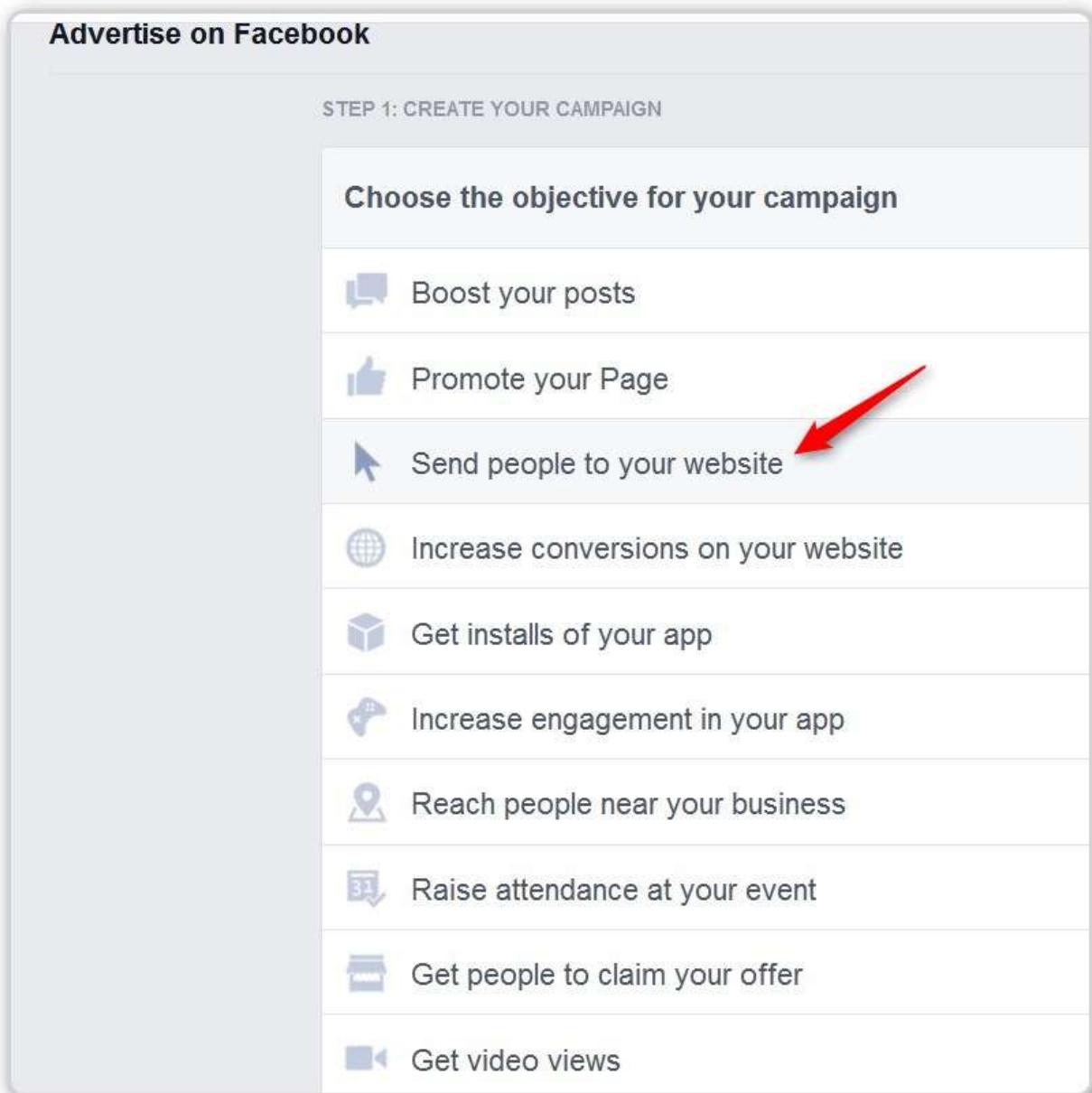


Picking a Product to Sell – Module 3 – Video 2

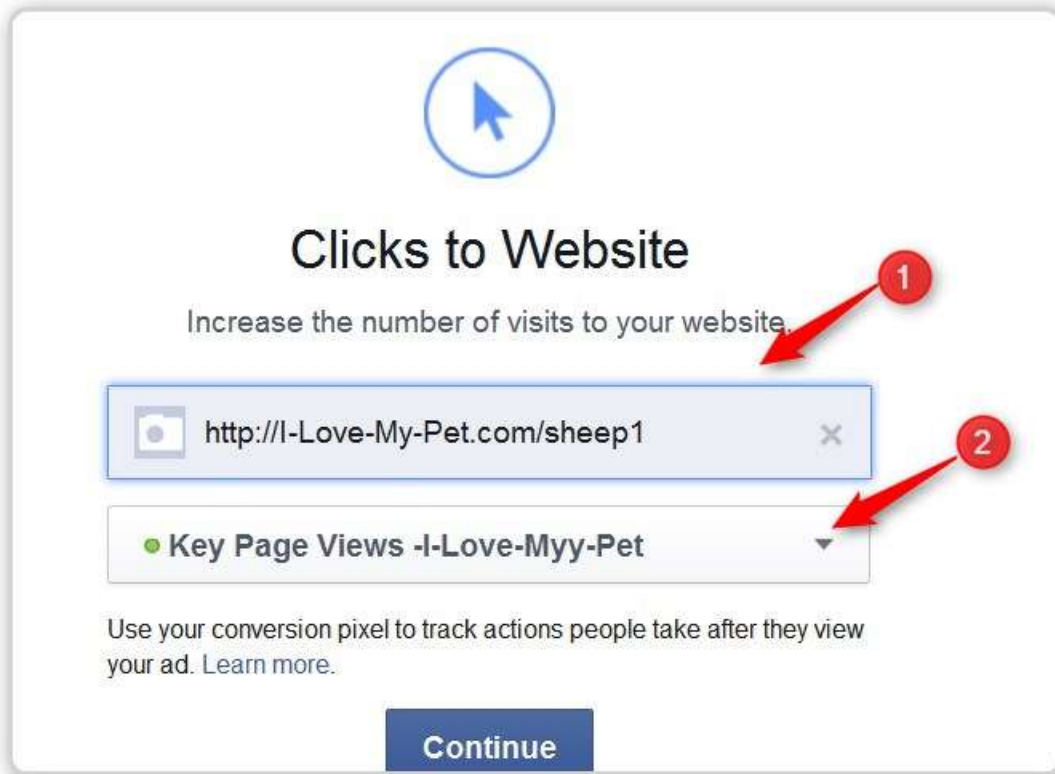
September 14, 2015

OVERVIEW – A Quick Look at the Facebook Build an Ad Screens

Starting with Send To Your Website type ad.



Once you click on the Type of Ad you want (Send People to Your Website), you will see this screen.



#1 – When you enter your URL, FB will check that it is actually a working URL.

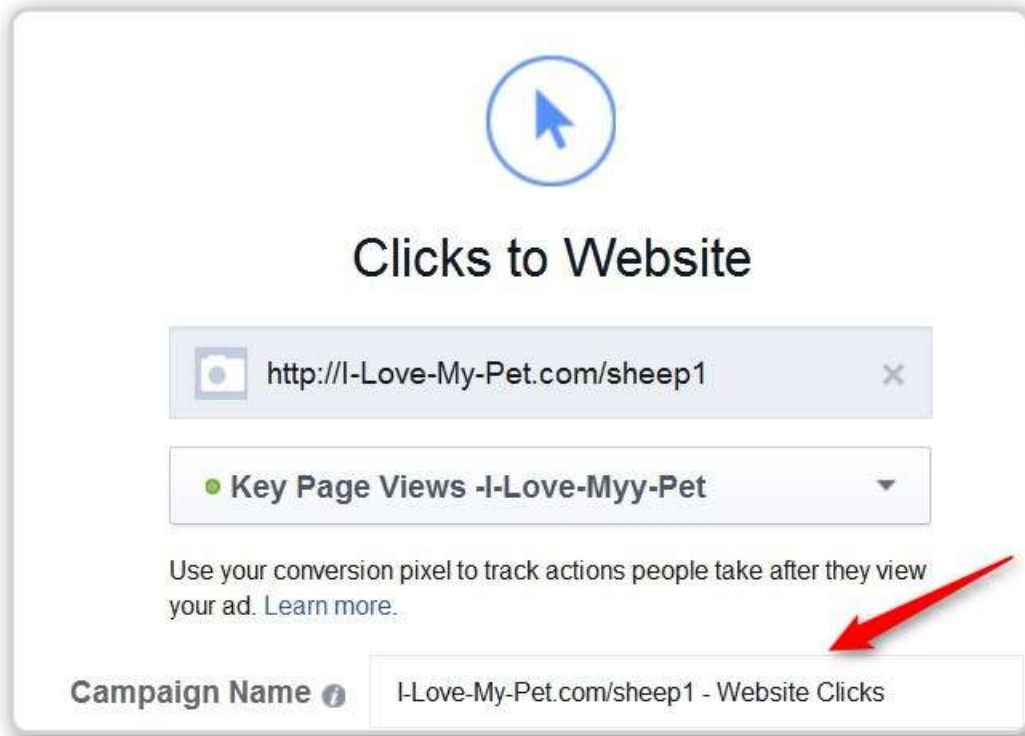
Pretty Link NOTE: I am adding something here to the training that Boris does. Instead of giving a link directly to the page in your website, I am sending the people to a Pretty Link. Pretty Link is a WordPress Plugin where you enter a short name (like the “sheep1” above and people are sent there and then they are automatically sent on to the real page (the target). Pretty Link does several things for you:

1. It counts (and shows you when you ask) how many people clicked on your link. This is a very accurate count.

2. You can change where the clicks are sent to by changing the target URL. You can manually send traffic to different pages if you want to try different ads. Your FB ad campaign can keep running.
3. The PRO version (about \$30) will automatically run these split tests for you and if one page is a clear winner it will automatically start sending all the traffic to that page.
4. You can use different Pretty Links and target them to the same page. (e.g. sheep1FB, sheep1Ggl, sheep1YT, sheep1Twt). The counts in Pretty Link will tell you at least how many people landed on the page from Facebook, Google, YouTube and Twitter in the example above.
5. Each Pretty Link Target URL could have `/?adtrack=FB` or `/?adtrack=Ggl`, etc. at the end of the target URL. It won't make any different to WordPress, but it will be forwarded to AWeber when people are automatically added to your List by PayPal. Now you have counts for visits to the page and by doing a report in AWeber looking for "adtrack=" in the URL people used to buy from you can tell how many purchased from each source.

The counts are HUGE. Knowing your conversion percentage is even larger in the long run.

After you click on the Continue Button above, you will be asked to enter a Campaign name.



Note: Facebook has three levels they want you to use when you are organizing your ads.

Level 1 is the Campaign Name

Level 2 is an Adset

Level 3 contains the actual ads

Example

Your campaign is about the Fishing Niche

You Adsets would be Fishing Rods, Fishing Tackle, Fishing Clothing, etc.

The individual ads under the Fishing Rods Adset would be all about Fishing Rods. Those under the Fishing Tackle Adset would be all about Fishing Tackle.

NOTE: There are many variations on how you organize things here. You will end up using one that makes sense to you and works for you.

For example ads in your niche would be quite different for men and women you might set up a Fishing Rods – Men Campaign and a Fishing Rods – Women Campaign. Obviously all the Adsets under the Men Campaign would be targeted to Men, etc.

After you fill in the Campaign Name, scroll down the page. You will see lots of options:

#1 – Custom Audience – If you have one it will be in the drop-down menu.

#2 – Location – the can be a country or a town or a zip code etc. The target that you can sell to and ship to will determine what you put here. For example, in the pet niche you may welcome US, Canada and UK people to Like your FB Fan Page. When you market, you will usually only be interested in Targeting those in the US, since that is all you can ship to.

#3 – Set your desired Age Range (again the Dog niche is known to be best targeted to Women 35 years and older. You could set that here.)

#4 – Gender

#5 – Language – usually leave it alone

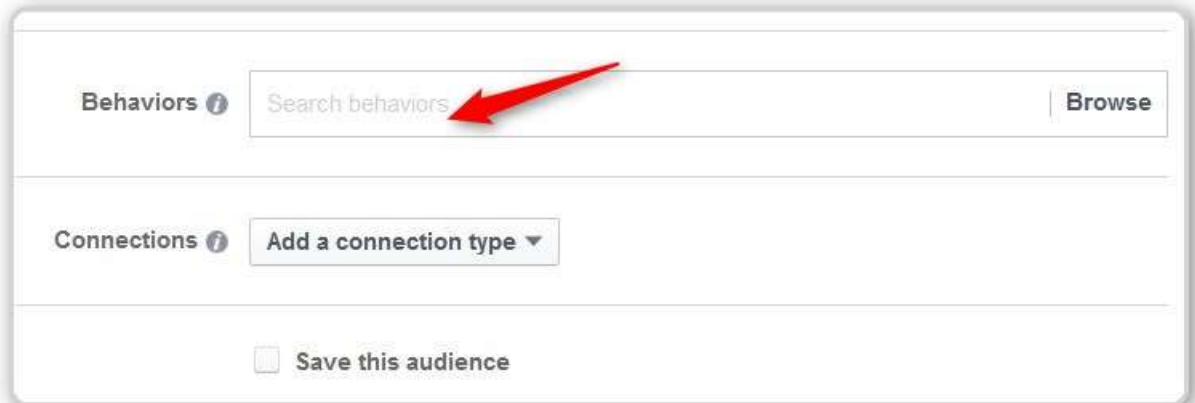
#6 – More Demographics we usually ignore

#7 – Interest – we will talk about a lot

#8 – This is a summary of what you have chosen so far. Check this to see that you actually chose what you intended to. (Your eyeballs will pick up mistakes if you give them a chance.)

#9 – The number here is the estimated size of the audience you can reach. 184,000,000 is WAY TO BIG.

Scrolling down further there is Behaviors which we will use as well.



The screenshot shows a section of the Facebook Ads targeting interface. It features three main components: a 'Behaviors' section with a search bar labeled 'Search behaviors' and a 'Browse' button; a 'Connections' section with a dropdown menu labeled 'Add a connection type'; and a checkbox labeled 'Save this audience'.

Below that is the budget and type of ad you want to run section

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ
\$5.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.
 Get the most website clicks at the best price
 Set the amount a click to your website is worth to you

Ad Scheduling ⓘ Run ads all the time
[More Options](#)

Delivery Type ⓘ - Show your ads throughout the day - Recommended
[More Options](#)

[Hide Advanced Options](#) -

Estimated Daily Reach

1,300 - 3,400 people

0 of 130,000,000 ⓘ

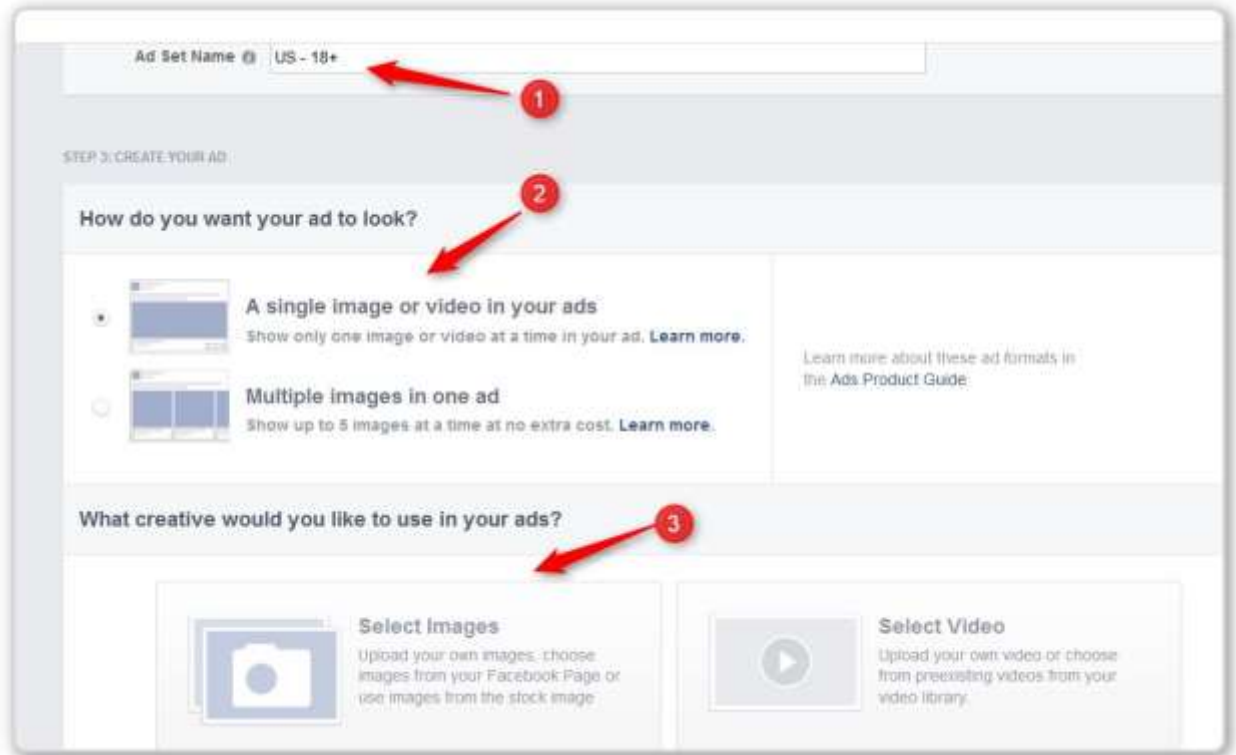
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

#1 – How much you want to spend – we will usually start with \$5 per day.

#2 – An estimate of how many people you will reach with this budget.

#3 – Here we chose Clicks to Website in the beginning. In their experience it is best to optimize for the same thing you chose in the beginning.

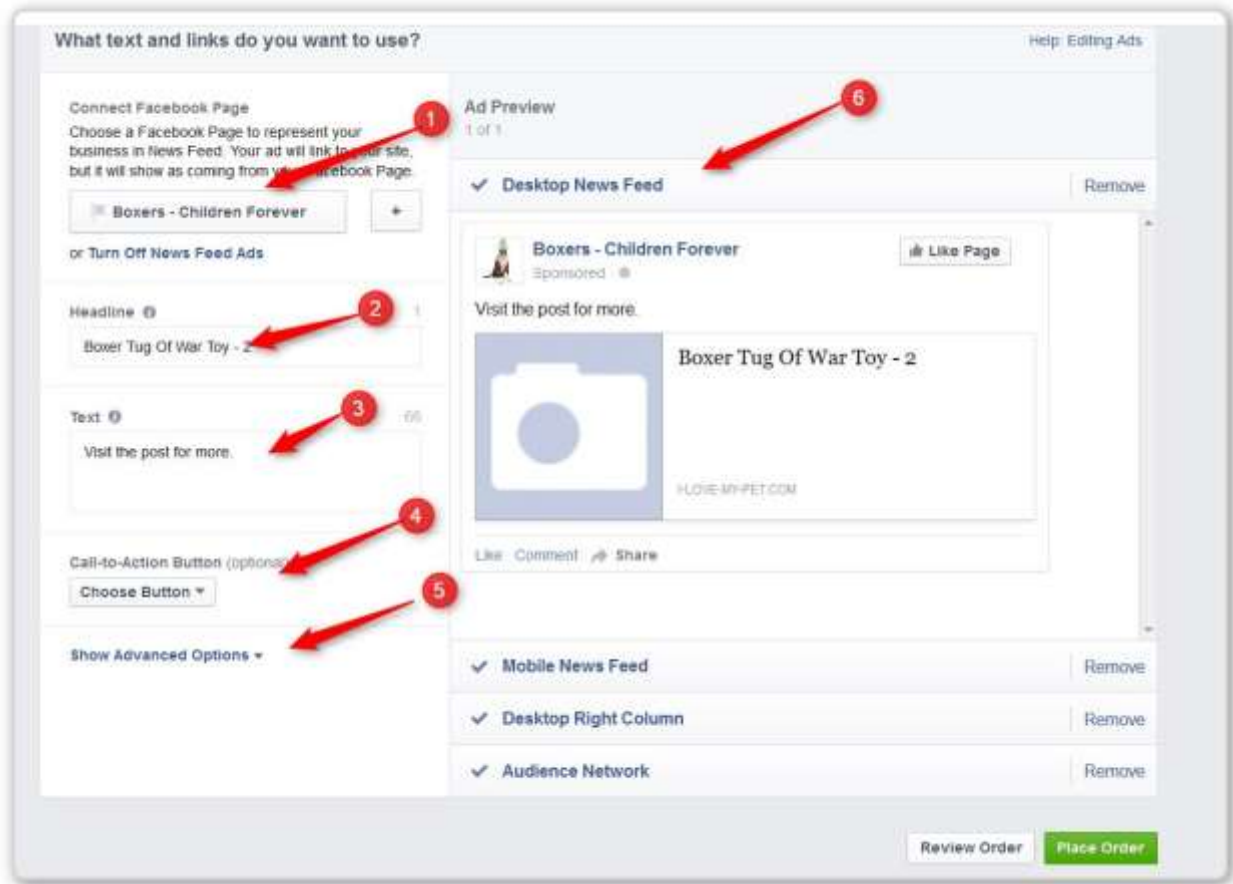
Below that is the AD SET NAME! and a place to choose the images you wish to use.



#1 – Ad Set Name – This is something you will want to fill out. He likes to start the name with something that reminds him of the campaign name.

#2 – Choose Single Picture or Up to 6 Pictures

#3 – Choose where to get the pictures. You can supply them or they have a lot of stock images that you are free to use – for free.



#1 – Choose the Fan Page that this ad will be attached to (looks like it is coming from.)

#2 – Your headline

#3 – The text paragraph

#4 – Choose the button you want (e.g. Shop Now, Sign Up Now, etc)

#5 – Advanced Options – leave for now

#6 – Choose where you are going to display the Ad (Desktop newsfeed, Desktop right column, and/or Mobile)

NOTE: Clicks to Website and Website Conversions are very similar. The only real difference is the way you use the Conversion Pixels.

The rest of the screen is always the same, regardless of which kind of ad you choose since that is how Facebook sets up all of its ads.

LIVER WALKTHROUGH – Reverse Engineering a FB Ad, starting with finding a product.



Just like he did in the original module, he started with Watchcount.com

He showed where you could

#1 - select a Category or

#2 - Show Me What is popular.

#3 - In the end he entered DOGS into the Keywords fields.

You want to start Broad and then drill down more and more.



The Top Item Looked Good

#1 – 9,000 sold

#2 – Free Shipping – that’s good

#3 - \$4.99 (They can double the price and still be in the “easy to say yes” impulse buying range.

Went to eBay and did a quick check



#1 – (Can’t see it) – Hot product – 3 sold in the last hour - Check

#2 - More than 10 available – Check

#3 – Lots sold – over 9,000 - Check

#4 - Price is low including Shipping (Free) – Check

#5 – Is not “Auction only” – Check

#6 – Good Reviews – Check

#7 – Shipped from USA – Check

Important Point: Even though this is a Dog Product, we are NOT going to sell it as a DOG Product. That is too broad. We need to work down to a smaller audience.

He looked in the description to see what makes this different/unique. It said for dogs over 35 pounds. He looked up (in Google) “Most Popular Dog Breeds” and chose one that is over 35 points and is probably a real handful to walk. This leash is designed to help with strong pullers who are large dogs.

We splinter off a breed that matches the criteria of large and strong puller.

Important Note: If that works, we can duplicate the ad for another breed and we have two successful sales funnels working. Do it again and you have three, etc.

Prove the product with one breed and then scale up with 2, 3, 4, 5 or more with the same supplier. We need to think this way. One product with multiple audiences – a real winner.

Click on #3 – which is the 9,000 Sold – this is a link – see how many were sold recently.

(1799)	US \$4.99	1	Apr-16-15 12:28:47 PDT
15 (★)	US \$4.99	1	Apr-16-15 12:08:20 PDT
(853)	US \$4.99	1	Apr-16-15 12:03:23 PDT
(641)	US \$4.99	1	Apr-16-15 11:42:25 PDT
(2)	US \$4.99	1	Apr-16-15 10:43:02 PDT
(3)	US \$4.99	1	Apr-16-15 10:13:01 PDT
446 (★)	US \$4.99	1	Apr-16-15 09:56:06 PDT
238 (★)	US \$4.99	2	Apr-16-15 09:30:36 PDT
(731)	Sold as a special offer	3	Apr-16-15 09:24:23 PDT
1264 (★)	US \$4.99	1	Apr-16-15 09:24:18 PDT
(356)	US \$4.99	1	Apr-16-15 09:15:43 PDT
318 (★)	US \$4.99	2	Apr-16-15 09:11:41 PDT
(277)	US \$4.99	1	Apr-16-15 09:09:02 PDT
91 (★)	US \$4.99	1	Apr-16-15 09:06:51 PDT
(456)	US \$4.99	1	Apr-16-15 09:05:58 PDT
(567)	US \$4.99	1	Apr-16-15 09:03:15 PDT
(41)	US \$4.99	1	Apr-16-15 09:01:32 PDT
(000)	US \$4.99	1	Apr-16-15 09:00:34 PDT
(8)	US \$4.99	1	Apr-16-15 08:59:54 PDT
208 (★)	US \$4.99	1	Apr-16-15 08:59:09 PDT
(20)	US \$4.99	1	Apr-16-15 12:42

Looking at the date there were lots sold today. Another good indicator that this is a great product.

13:20

Now he looks for an edge

Answers the questions “why will people buy from you where it is half the price on eBay?”

