

Module 4 -1 – Overview Advanced Facebook Ads

September 14, 2015

Ads Optimization & Retargeting

1. How To Optimize Targeting Using Like Ads?
2. How To Use Facebook Reports To Gain Amazing Insight?
3. What Is A Conversion Pixel & How To Use It?
4. What Is A Retargeting Pixel & How To Use It?
5. How To Generate Traffic Using Video Ads?
6. How To Set Up Retargeting Using Non-Video Ads?
7. How To Set Up Retargeting Using Video-Ads?

Transcript

Overview Of Facebook Ads Optimization

All right and I hope you're feeling excited. We are now in module four of E-commerce Arbitrage How to Get Started in E-commerce without Risking a Penny.

So in this module we're going to take it to a very,very different level. We're going to cover amazing things about ads optimization and retargeting.

Basically once you have a certain level of ad performance, now you want to take it to a very different level. A level where you can perfect and enhance your results and also go ahead and retarget your customers even those who have purchased from you before and essentially you go after of course customers who have not purchased and all. At some point if you show and this has been proven by years and years of marketing and all kinds of mediums but if you have at least seven points of contact there's a higher chance of the customer or your future customer basically a prospect becoming a customer with your brand, with your product because they feel a little bit more trust worthy of it because of the times that they've seen an ad or have seen or heard something about your brand or product. So this is where your business is going to of course exponentially explode if you will. So let's actually talk about what we're going to cover in this module and then actually go ahead and cover that.

1 Using LIKE Ads

And the first thing is how to optimize targeting using like ads. This is going to be pretty interesting!

Certainly when I started using this, this really helped us because this really took the guesswork so to speak out of the targeting. Almost every ad that we put up is now successful because we used certain methods and strategies and this is certainly one of them. This is going to really really

help you dial in your targeting using one of the best possible agent if you will of information of source of information out there when it comes to this and that's Facebook.

2. Using Facebook Reports

And how to use Facebook reports to gain amazing insight into the targeting and all the information that you'll be using in your ads. This is very important because if you're not using this information you're missing out on a ton of very valuable information and statistics and analytics and just insight as to what it is that you need to do, who it is that you need to target, the age, the gender, the specific keywords, all of that stuff is going to be laid out for you if you use these strategies and techniques.

3. Using Conversion Pixels

The third thing is what is a conversion pixel and how to use it. I think there's a lot of maybe information out there. Also it seems like there's a lot of confusion out there about the conversion pixels.

4. Using Retargeting Pixels

And of course about the number four which is a retargeting pixel. So these are two different types of pixels that are used for different types of reasons and I think some people don't even go this far or go this way because they feel it's a little bit too sophisticated or too difficult to understand, they're not sure what it is and how to use it and certainly do not understand the difference between them. Those who do understand it and do know and use them today, will see examples of our live ads that are running today that have performed really well because of the information that we're going to be learning and utilizing exactly in this module and I'll show you those live examples of course as well.

5. Generating Traffic Using Video Ads

The next thing is how to generate traffic using video ads. This is very very new guys, very cutting edge. This is literally something that's baking in the oven right now. There's a few marketers out there that are kind of testing this idea. We certainly are. It's literally as new as it gets. I mean we're

testing it as we speak we have a lot of interesting results to bring you and while this is a whole other course on its own, this is a whole kind of a subject that we can make a whole course and probably will be making a whole course on its own, I just want to give you an introduction to this. I want to give you a little bit of a well not even a sneak preview, a pretty substantial introduction of what this is and how this can be highly effective for your business regardless of what kind of business you're in.

5. How to set up retargeting with non-Video Ads

And how to set up retargeting using non-video ads

6. How to set up retargeting with Video Ads.

and how to set up retargeting using video ads. A lot of ground to cover, I am very, very excited.

Close

This stuff really really makes a huge difference in any business and if you can buy what you learned in the last couple of modules with this stuff you can certainly take your business to a very different place and this can take your not only marketing but also customer service and everything that you do with your business whether you're drop shipping or you're dealing with physical products or you're dealing with digital products or you are a brick and mortar business; this stuff can take anything that you do to a very different place and the beautiful thing about it is it's not a one to one where you for example you spend an hour a day of work and it gives you one unit of something in return whether it's one order or one customer or whatever the case may be right.

This is something like one to fifty or you know you'll see again in examples that I'll provide you but again this stuff is highly flammable. When I say flammable of course I'm joking meaning it's highly potent and has a huge potential. There you go. All right so with that let's actually jump into the first video of How to optimize targeting using like ads and then how to use the Facebook reports as it relates to those like ads to gain amazing insight. And then we're going to jump into the conversion pixel and so on. So let's get started with the first video. Let's jump on the internet and head over there.

