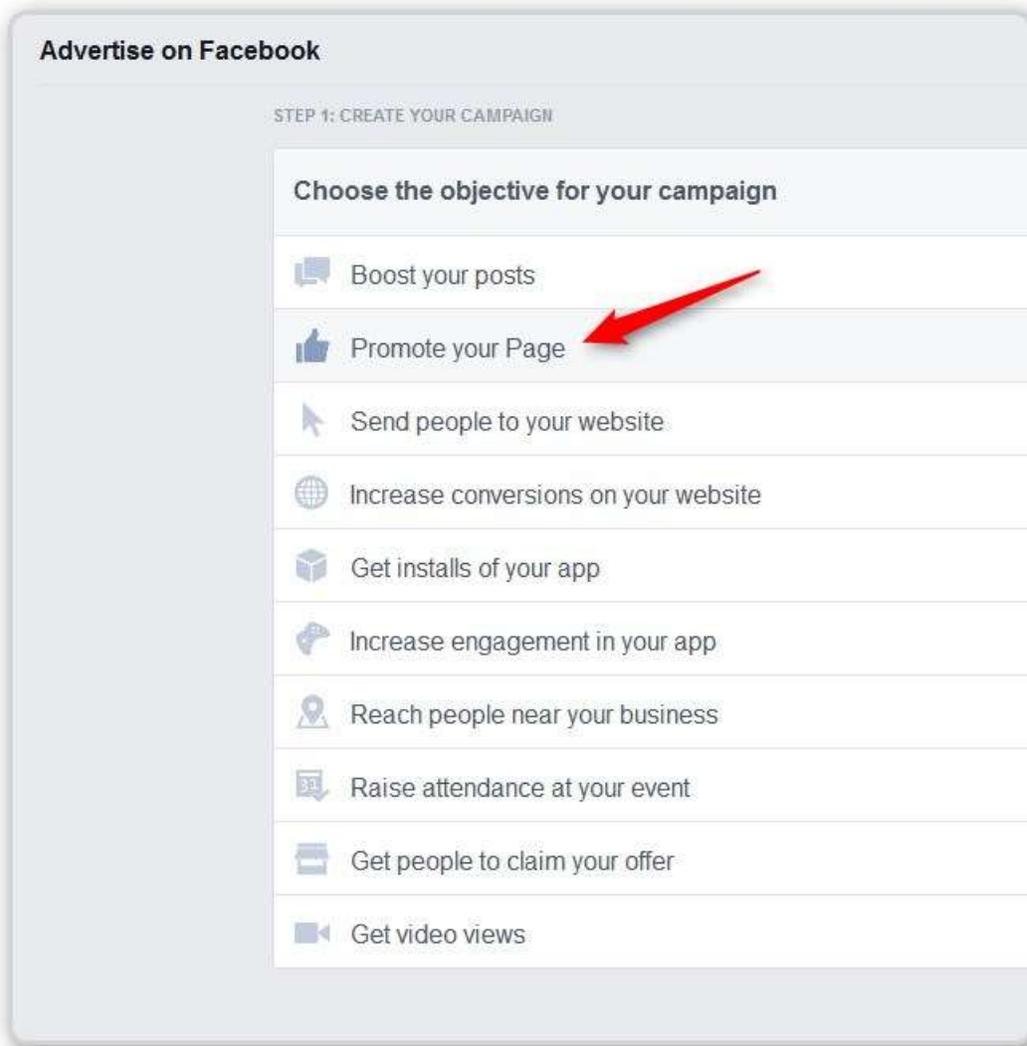


Module 4 – 2 – Using Facebook “Like” Ads

September 14, 2015

We are talking about Promote Your Page



A few years ago, the people on your Fan Page where yours. Posts you made there went to all you fans.

That has changed. Now your posts go to about 5% of you audience (unless they are liked, shared, commented on, or the holy grail – go viral)

You are going to create a page for your niche. There are tons of videos in YouTube on how to create a page. It is a super simple process.

Okay – Start an Ad to Promote Your Page

You will be asked to Select the Page (from those you Manage)

You will be asked for a Campaign Name. (These are exactly the same as we covered in previous modules.)

Let Facebook Tell Us Who To Target

Now – if you don't know your target audience, you are going to leave the Country, Age and Gender alone. (Let the Country default to the primary country where you will be marketing.)

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse

Create New Custom Audience...

Locations ⓘ United States
All United States

Include ▾ country, state/province, city, ZIP, DMA, address

Everyone in this location ▾

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...
More Demographics ▾

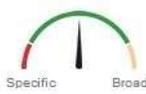
Interests ⓘ Additional Entries ×

Boxer (dog)
boxers
Child

Search interests | Suggestions | Browse

Behaviors ⓘ Search behaviors | Browse

Audience Definition

 Your audience is defined.

Audience Details:

- Location:
 - United States
- Interests:
 - Boxer (dog), boxers or Child
- Excluded Connections:
 - Exclude people who like Boxers - Children Forever
- Age:
 - 18 - 65+

Potential Reach: 84,000,000 people

#1 – Left this as United State

#2 – Left this as all ages

#3 – Left this as both genders

Now we want to target Interest we think will be relevant to our target market.

- Avoid those that hare huge – that is marketing to everyone. These large groups include most of the smaller groups (you don't see your reach going up as you add groups, but they include a lot of people who are not passionate).
- You can start with one of the large groups to get the suggestions rolling and then remove the big group.

- Avoid those that are political – like repeal legislation against Pit Bulls. These are not your passionate owner. They are passionate about legislation.
- The bold face Interest with a capital first letter are Categories Facebook has found and they dump a lot into that. The all lower case entries are more entries people have put in their profile or posts and are much more targeted
- Try <your keyword> and a space – click on any small to medium sized groups.
- Try “I love <your keyword>”

RUN THE AD FOR A MINIMUM OF 3 DAYS

Looks like a good minimum is \$10/day More will get you more data.

It takes one day for Facebook to figure out who is responding

Day two it begins to optimize

Day three is good data.

You can stop then and analyze the report to see what your target audience looks like.

Name Your Ad So You Can Tell What It Is

Put in Six Pictures -

Facebook will figure out the best and use that.

After even the first day you will be able to see which image is reaching the most people and stop the ones very with little activity.

Put something like “Are you a pit bull parent? Like Us” We are not saying “Owner” We want the passionate ones that feel their dog is their child.

They usually do not run the Desktop Right Column.

If you want to test it, start your ad and you will see “Create a Similar Ad”

Click on that, change the Ad Set Name and chose the Desktop – Right Column and turn off the other two. See how it does

Transcript

Facebook Page Likes Ads

All right. So very exciting times. Welcome back to the video and here we're going to cover promote your page.

Now

what is promote your page and why am I so excited about it? Well promote your page is

essentially like my page. You know you're collecting likes, you're collecting fans, you're collecting basically

people liking your page and your page

eventually has

howe

ver many fans you decide to grow by using

these ads. Now why do we care about it and why we're so excited about it?

Well if you know anything

about Facebook a little while back maybe two years ago maybe a little less essentially your fans belonged

to you.

So when you had a page with one hundred fans or one hundred thousand fans or a million fans

when you posted something on that page that post reach every single one of your fans assuming they

were on Facebook at that particular time. However we all know that that has changed drastically where

Facebook basically cut off your reach to your fans regardless if you've acquired them organically or

through ads you are reaching approximately five percent on average regardless again if they're your fans

or not. So F

acebook essentially forced us to promote to our fans even though we already have them to

begin with. And that changed the game dramatically. Essentially the fans or the value of each fan dropped to almost nothing. However there's a different twist, a different angle to this that you can still use and gain very important data and this is exactly what we're going to dive in in this video. So basically what we're going to do is build a fan page, promote that fan page with likes and we're going to do that using a very generic if you will somewhat generic targeting. And the reason why we're going to do this is because we are going to use Facebook's reporting to show us exactly who to target. We're going to use promote your page ads to eliminate the guess work as to the age and the demographics of the people who we're going to be targeting as it relates to our niches, our product or anything that we're looking to essentially sell using Facebook ads. So how is this done? Well first of all obviously you need a product. You obviously need something that you know you're going to sell and you're going to create a page around that. So if we just took a stab at anything that went with the dogs for example we would be able to create a page before coming to the ads where we create a physical page on Facebook and I'm not going to go over how to create a page on Facebook it's very simple. If you still don't know it and you have never done it that's not a problem. All you got to do is simply Google how to create a page on Facebook and they will, there's so many you can go to YouTube. There are so many instructions blogs articles videos. There's just no need to spend our time on it when we got much more important and valuable work to do. So once you create a page on Facebook you

essentially are going to create a promote your page ad by clicking promote your page selecting you know let's say happy customer as one of the pages I had. It's essentially a very universal page for any product but let's say you're targeting dogs right. So you would leave the country to whatever country you want to target for example United States. You would leave the age exactly as it is open from eighteen to sixty five plus. You would leave the gender to all and that's the secret sort of the idea behind this ad because you are letting Facebook do the hard work for you, get all the information for you so that the next step when you are actually putting these ads together for the specific item and specific demographics you already have it and you have it from Facebook itself so you don't have to guess. If you do, do the research using the information we've already covered and will be covering in the future you can still do this to validate your research and you could still do this to essentially make sure that you are on the right path. However if you have no idea where to begin and you have no idea you know where to go with any of it, the best way to do this is really to come and ask Facebook. You know hey listen I'm going to spend a little money with you and I mean very little money and in return I'm going to get something absolutely priceless if you will or at least much much much more valuable than the amount of money that I'm going to spend with you Facebook. In return your going to tell me the exact demographics I should be targeting for my product. So again we're leaving the age, we're leaving the gender, we're basically looking to put the niche information here in terms of the targeting. So let's say we were talking pit bulls, that's a very popular breed

d, I don't know why dogs are on my mind today but we're going to work with that. So let's put something like pit bull, a general term here first and that's going to give us or at least that's going to give Facebook an idea to really suggest similar interests to us right. So keep in mind one thing, we do want to work with interests that are so large because interests that are that large typically cover many demographics many people and pretty much all age groups one way or another. That means thirteen million people means really that now we're really trying to reach everybody and we don't want to reach everybody because we want to reach the passionate people. Those people who are very interested in pit bulls who are interested enough to purchase things from them, whatever it is that we're going to be selling to them, they are going to be our best customers. And that's typically not everybody right. Even though we have thirteen million people here that supposedly like pit bulls that's not tight enough that's not specific enough. So let's try writing pit bulls and see what Facebook allows us to get. So pit bulls and parolees if you happen to know there's a show that people who like pit bulls are obviously going to be interested in. Now this is a T.V. show so it's something that we might consider adding to our interests and we're going to take away a large interest because we only use it to get a general idea. The next thing we're going to look at again pit bulls and parolees and that's the same show so let's add that. Pit bulls, that's too big ten point one million. I love pit bulls much better, one point nine million. We want the actual smaller groups because they are much more tight

, much
more
specific, much
more passionate
typically about the niche that we're r
eally trying to connect to right.
So there's another pit bulls and parolees group or some kind of
congregation on Facebook that's only one
hundred and forty five thousand that's awesome. We're going to add this
because that's a really you know
kind of pas
sionate group we might even take away the big ones because we found
something that's much
more off the main path so to speak right. It's still people who are interested
in this whole show because
pit bulls and parolees is a show but it's definitely off the
main path, so that means they're somehow much
more into this whole idea, into this whole show, into the whole pit bull thing
so let's see what else we
have.

So now
that we are closer so to speak to our niche, now as you could see the
suggestions that
Face
book is offering are much more into what it is that we're looking for. So pit
bull chat would be
awesome. People who are probably sitting on forums or something of that
nature and chatting about it
that's exactly who we are looking for. So pit bulls org

, n
inety
two thousand. Perfect. Again very small group
that has to do with the niche or even sub

-
niche that we're discussing right now. Now you may notice that
this three point one million hasn't changed. The reason for that is because
we have large interests

,
keywords that cover large groups of people that essentially overtake
everything else which is why we may

want to remove them as good as they are because we have better more targeted keywords if you will. I may even consider removing this one because remember we have that smaller one and now we're back to one point six million which is great. It's a smaller group but it's a much more targeted group and again much more passionate group typically as it relates to this sub group of the dog niche which allows us to communicate with them in a much better way because we're going to be able to convert them into customers as we move forward with this process you know and latest steps much easier rather than people who are you know a little bit on the outside circle kind of like the pit bulls versus love them right. I hope I'm passing along the idea here. So let's try pit bulls again, see what we come up. Pit bulls with the space. See how about I love, there we go so we have I love pit bulls. This group, this group, this group, this group, that's money, this group, this group, perfect this is exactly what we're going to. I love pit here we go. Now we are in a one point eight and that's a great number. We don't want to go too high we don't want to go too low. Somewhere in the ballpark of say half a million to two million is a good place to start. Now we have all these kind of entries all these keywords, we can definitely start going forward in terms of what we're trying to achieve and remember this is a page like campaign with only one purpose. We're trying to get a demographic that will respond well to our cause so to speak right. So look our age is wide open, we're going from the absolute minimum to the absolute maximum. We're covering all the genders. So right now we're not in the tight spot, we're not targeting everybody who is really really passionate

about pit bulls or you know any niche that you're working with because we're speaking to everybody in the sense of the age and the gender. We do not want that but we don't necessarily know what's the best age group maybe it's nineteen or thirteen or fifteen. We don't know where to begin we don't know where to end and we don't know if it's men or women who are more responsive to what it is that we're going to be trying to sell and most likely if we're going to be using the pit bull example, we're obviously going to sell stuff that relates to owners of pickles. So we really want to tighten our targeting and we're doing exactly that with this page like camping. Because the next thing we're going to do is scroll down and leave let's say the ten dollar per day here and this number is really more about what you're comfortable with. I would suggest a minimum of ten dollars and a maximum of probably fifty no more than fifty dollars per day. It's really up to you where you're comfortable and you want to here is the key you want to run this thing for a minimum of three days okay. Now the way that statistics work and that's exactly what we're doing here we're collecting data and statistics and we're going to be analyzing them after we collect it, is the more data you have the more accurate it is. So minimal that you want to run this thing is for three days. So you figure if it's ten dollars a day your budget is going to be somewhere in the ballpark of thirty dollars if it's going to be fifty dollars a day obviously it's one hundred and fifty dollars. So the more money you spend typically the more data you collect because you'll be able to reach more people, so your statistics will be more accurate. However you can start with ten dollars a day and run it for three days. Why three days? Well the first day

Facebook really tries to gauge what it is that you are trying to say to the target that you're trying to reach and because of that they're really trying to spend as much as possible looking to kind of connect with as many people as possible and see how they respond, do they click, do they like the page, do they like the ad itself, all those things; is their engagement with it in one way or another. Based on that information Facebook then takes that and tries to communicate it only to the groups of people who are much more responsive.

They do it on their own, that's what they're so great, that's why this method works because we're really using Facebook's own amazing algorithm to bring us that data that we're going to be using later when we reach out with a product to sell to these people right. Right now we have no idea if it's what age group and what gender and that's exactly what we're asking Facebook to do. So on day one they're being fairly aggressive. The algorithm is being fairly aggressive to collect data. On day two it balances out, on day three it balances even more and so on. So you want to be there for at least three days to get more accurate information because if you stop after day one; first of all you're going to be spending the most money with getting the least amount of data back. Because again they're going out to shop around to see who's responding best to your ad and number two is again two days is just not quite enough to collect that data especially at the ten dollars a day level so you want to be at three. If you want to go further you may want to stop at about maybe five to seven days to get much more accurate data but again you don't have to. You will get enough of an idea on day

three. So on day three you would stop this ad. But before we even stop it , let's actually continue creating it. So obviously the asset name is going to be one of your niche is, let's say pit bulls, page likes, you know US, US people or people who live in the United States eighteen and older. Now the picture obviously has to be about what it is or who it is you're trying to reach so in this case it would be good to have a pit bull picture. And the page itself by the way should be about the item, the niche or whatever it is that you are trying to down the road sell as well. So for example if we're going with pit bulls , I know I have a page somewhere with pit bulls. I love, there you go. That's from olden days from way way before. So that will make more sense for this ad and if you don't have a page that is relative to your niche then create one. It's very simple. As I already mentioned to you you know go to Google or YouTube and figure out how to create a page. It's literally a couple of steps, a couple of clicks and you're good to go. You don't need anything except a picture on the page, you don't need fans, just create it and then use this page like promotion to generate this ad. So when it comes to pictures it's best to set up maybe two not two but maybe three four or five pictures. The reason being is because Facebook allows you to create, add up to six images and you don't know which image people will respond best to. Let Facebook do th

e hard work. Put six images of your own liking that you feel you will do best and then Facebook will run them and see which one performs best and start using that one to reach the most people with the key words that you have selected. You'll be able to pause the rest of them only after like day one because you'll see one ad has reached a thousand people and has generated let's say one hundred clicks and the other ad has reached three people right. So there's no point in running that ad simply pause everything else except the top performing ads and if it's more than one then leave them and then go from there. By day three you should only have you know the absolute best ads running and you'll be able to use that statistic better when we go into the reports and I'll show you all about it. So like I said add multiple images let Facebook do the hard work. In the text you may want to write something like Are you a pit bull parent. Right. Why not an owner? Because again we're trying to reach the more passionate people you know those who look at their pit bulls as their kids. That's exactly who you want. So that's why we're relating to them in their own language by saying something like Are you a pit bull parent? Then, now we're telling them exactly what to do like us . That's it , very simple you don't need to fill this whole thing out. Are you a pit bull parent? Then like us. Basically you're saying are you the person who belongs to the niche that I'm trying to sell to? If yes then like this page so I can sell to you. That's essentially what you're doing and it's very very simple you're asking them if they answer yes internally in their head you tell them then that's what you need to do, like

our page. That's it
, very
simple very straightforward. Now next thing is you
have these types of ads.
Desktop newsfeed, m
obile newsfeed, right column.
Typically we run the desktop and the mobile
separately from the right column only because our experience in our case
has generated pretty low results
when it comes to right column. Y
ou may have different results so I suggest you test it. So we typically and
I'm just sharing with you what we do, we typically shut off the right column
and run with these. Now if
you want to test you simply place this order and then you create a similar a
d by clicking this button and
you will come down here rename the ad set change the ad set by saying
create new ad set and you want
to separate the ad sets between for example the right hand column and
everything else. So you would
say something like right
column just for your own notes so to speak so when you look at the ad
set you
will see that this is right column right away.
Now this is going to be a separate ten dollars that's running on your right
column ad in addition to the ten
dollars a day that y
ou're running on the other ad.
If you don't feel like you want to do this then don't. I'm
just explaining to you what the options are and how to set it up. So
everything else stays the same except
you add the right
column
and you remove the other two that
way this ad set will only have the right
column ad running and you will know how it performs separately from the
other newsfeed ad okay. So
you again place this
order, then
you would click continue and you have those ads running as soon as
they're approved

. Basically inside one campaign, you have two different ads, one for the right column and one for the newsfeed. So typically we run the desktop and the newsfeed together in one ad we don't separate them but again you may want to test this for yourself as well. Now obviously I'm not going to run these because this is just an example so I'm going to pause the campaign I'm going to pause the ads but the idea is again to run it for three days. So what happens in three days? Well let's actually stop this video and in the next video we're going to pick up from here and see what exactly we need to do, three days after running or five days or however many days you want minimum of three after your stop this and you want to get the data in order to use it for further campaigns in order to generate sales. So let's head over to the next video where we're going to do just that.