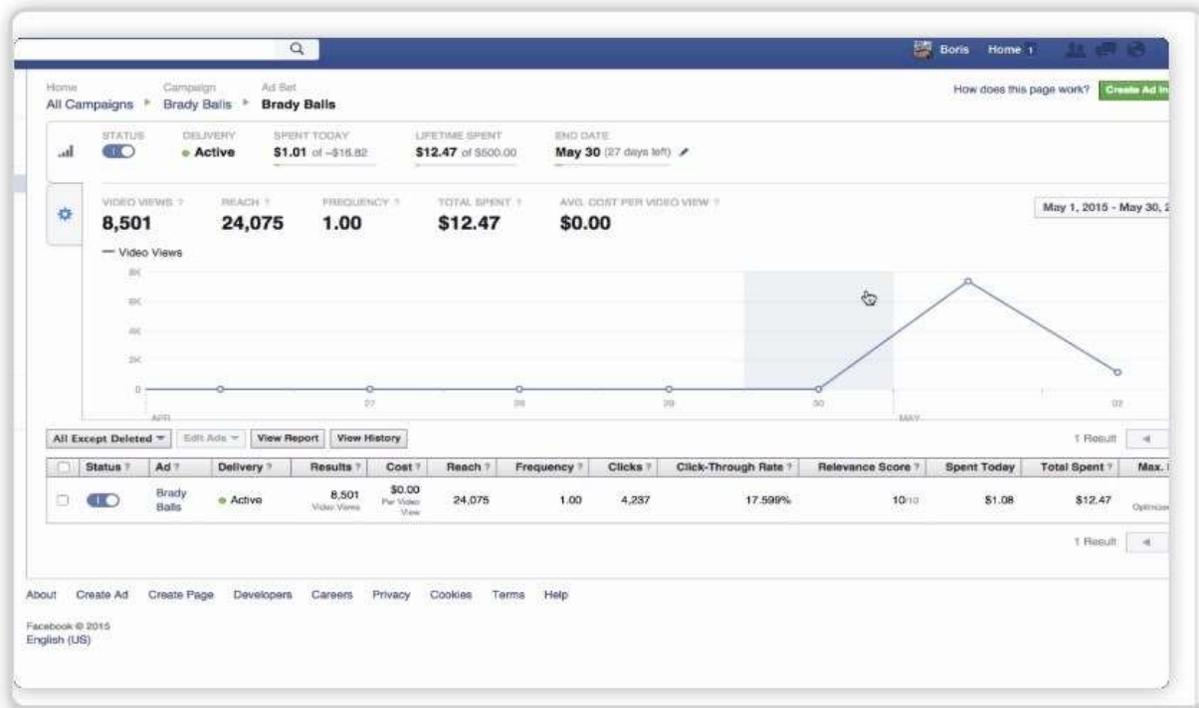


Module 4-6 – Facebook Video Ads Overview

September 14, 2015



Facebook Video Ads have three major things that should excite you

1. They are VERY cheap (less than a 1/10 of a penny per view)
2. You can send people to any page you want to from the video ad
3. You can collect retargeting pixels on every viewer – growing a huge list that you can market to.

TRANSCRIPT

Introducti

on To Facebook Video Views Ads

All right and welcome to this video. This is a very very exciting video because I'm going to reveal to you something that we are literally testing now. Something on the cutting edge, something that's really on the ground at the moment but will be coming out through the marketplace in full force quite soon. So I

just

wanted to give you a heads up and a vantage so you can jump on the strategy and explore it in full force and that's how to generate traffic using video ads. Now video ads are pretty new in the world of Facebook

advertising. And while they have been a round for maybe about eight plus months they haven't been really explored by many people and now that we're exploring them, we're seeing the absolute immense power

of video ads. So what does that mean? You may be thinking to yourself well my business has n

othing to

do with video and I certainly wouldn't even know where to begin with video ads. And let me tell you

something very simple which has to do with this strategy. Every single business out there can definitely

get traffic using video ads on Facebook a

nd if you do this right you'll get incredible results. So while we're not going to dive into this thing in full force because this is a course onto itself what I will give you is an

overview and then we also have a bonus video that will take you deeper in to this strategy because it is

so powerful. I believe it really does require its own course all by itself. So let's actually understand what

are video ads and how to generate traffic using these video ads.

So before we actually jump in, let me show you th

e results that we've been getting in terms of the cost if you will. As you can see this is, well you may not see that this is a video ad by default but as you can see it says video views right over here, which means essentially this is a video ad because there's no other way the Facebook ads manager will track video views as a result unless you use video ads. So let me give you a quick overview of the numbers. So basically you have twelve thousand forty seven cents spent as of this ad, since the beginning of this ad and it has generated eight thousand five hundred and one views. And if you do the numbers you will see that this basically has generated each, the view of each cost to be under two even under one and a half pennies not pennies, one tenth of a penny. Okay so it's between one and two tenths of a penny per video view. It's incredible what you are able to generate. As you can see the cost per video view is shown as zero and the reason for that is because Facebook essentially averages out your costs and if this cost would have been at least half a penny per view you would have seen a cost of one penny because it would average it out to the next penny. But this is lower than half a penny per view. It's actually like I said lower than two pennies, two tenths of a penny per view. It is incredibly incredibly cheap. It's almost as free as it gets because look if you get under a half a penny per video view and we're getting probably well not probably but we're getting half of a half a penny per video view which is as close to zero as you can probably get you know you're doing something amazingly correct. Now you would say okay so I don't understand, what does that mean right? So we're basically generating video views at a very very low cost.

So what does that mean

, how do I even generate traffic from it and how do I do anything with that information and what does that mean for me? Well what it means for you is once you have people watching your video here comes the big secret sauce as I like to call it, here co

mes the big secret, now

that you have your viewers of that video eight hundred and five viewers of that video, in a matter of less

than two days by the way and you're paying practically nothing for them to view this video what do you

think you're able to d

o with these viewer? Well there's several things that you're able to do. One thing

that you can do is send that traffic off of that video to any page you want and you can do this in many

different ways and again I'm not going to dive into this and you know go through step by step as we've

done with previous videos but I'm just giving you an overview so you can understand the power of this.

So you have eight thousand five hundred one people viewing this video and you can use that to send

people who are viewi

ng this video to a page of your choice. That's number one. Number two is you can

pixel every single one of those people which is why we just discussed the retargeting aspect. You can pixel,

cookie or track every single one of those people, put them in a sp

ecial custom audience list and then advertise to them knowing that they are interested in the subject that was shown, discussed on this video.

So think about it, at practically zero you're putting together lists of people and these lists do not have to

st

art or stop at eight thousand people. These lists could be as big as millions of people. They can be as big

or as small as you want them. And when you retarget if you remember in a previous video, you don't need

to go through the targeting anymore because you already collected the audience that you were looking for in the first place, so now you're just basically putting up personal ads in front of them. Something that's much more personal to them something that's much more targeted to them. You don't need to think about retargeting anymore, you just need to put the product in front of them that they would most likely consume. So think about it, not only can you send incredible amounts of traffic to any page on your website or any page on the Internet, you can send them anywhere on the Internet through the videos. You can also retarget them and go after them in a very specific highly customizable way knowing what they already like because they've consumed your video they must have liked it. So can you really see the power behind this strategy? Imagine having access to unlimited highly targeted traffic that you can send anywhere on the Internet whether it's your page whether it's somebody else's page, whether it's a product, a blog, YouTube video you name it, you can send them there and you can retarget them and send them to a very specific product that would be very much in line with the subject of the video. Now you can not get traffic like this from Facebook that costs practically zero in any other way. And the reason why is because yes you can get page likes at a very low cost. It is possible to this day to still generate fan page likes at less than a penny per click but the difference between the page likes and video views is quite substantial. It is much more difficult to direct traffic off of your fan page compared to off of your video. It is all so much more difficult to make a fan page go viral as opposed to a video. So there's many

other aspects to this as well but as I mentioned we're going to have a bonus video in this course where in the bonus section which speaks about in more detail as to how this process works. But I really just wanted to give you an idea as to how and what is possible today and what we are generating and working on today.

Because imagine that the cost of traffic is close to zero, what can you possibly do with that?

The amazing possibilities are just endless and the way that you use this is also you know as endless as your own imagination. And it's very very powerful, it is very strong and it's coming to the marketplace very soon. There's going to be a ton of people talking about this but we just happen to be in the early stages because I'm sure just like you know the phrase Great minds think alike just as much as we've kind of

uncovered this method and strategy, I'm sure there's other people who have come across this and are working on it as well so I'm sure this is going to be coming to the market soon but I really wanted to give you an advantage because I really want to give you at least an inkling, a sneak peek into this powerful method and in the bonus video you'll see a lot more on that. But this is going to give you a very serious edge if you utilize this correctly you can go very very far and I really wanted to bring t

his to you you know

in terms of just share this with you because it's so powerful.

And in the next video what I will do again as a little bit of a sneak peek is show you how this is possible

basically that you know we can now use these custom audiences fr

om let's

say this video or any other

video and go after them and target them in so many different ways. But at least I'll show you at least one

to give you an idea you know what that looks like. And essentially just show you what the other

possibilities and strategies are out there. So with this let me end this video and I will see you in the next video where we're going to look at the same strategies from a little bit of a different angle right so I'll see you there.