

## **Module 4 -7 – More Overview of Facebook Video Ads**

**September 14, 2015**

Shows some numbers – great numbers – and talked about how you could segment audiences using the very, very cheap Facebook Video Ads.

# TRANSCRIPT

## Facebook Video Views & Retargeting

All right and welcome to the second part of the video ads strategy where I want to show you a little bit different angle of the strategy. So as you could see the custom audience that were created of people who viewed this video, we ran this test for a very short time just to give you a little bit of a sneak peek. We ran this test and we've got positive results and I just wanted to share them with you. So basically we ran this video for pit bulls right for those leashes that we were selling and we basically created a video that has Caesar Milan. If you know him he's considered a dog whisperer and we basically ran a video and about seventeen thousand two hundred people watched this video. To view this and all and about nine hundred of them viewed this video through completion. So we have two different custom audiences that are separated general views versus those who completed the whole thing. So now we are able to put custom audiences to work by creating ads by clicking for example let's say we only want to go after people who just generally viewed the video, we basically just create the ad using this custom audience. That my friends is one of the most powerful strategies that Facebook has given us access to. It is incredible how far you can go by utilizing these strategies one layer on top of another. So you basically create an audience then you splinter that audience, then you build an audience on top of that audience and then you can basically mix and match. You can say only people who for example long listless and listless or not listless and so on. You would have possibly never connected with

those people but Facebook found them for you because they thought that they match really well with the audience that you collected, the better results they will give you. The concept and the strategy and the technique is still there. You're basically utilizing a very powerful, probably the most powerful website or database in the world as it relates to personal data collection agency if you want to call them that. You're

utilizing their power to give you a list of people who would match perfectly or close to it to the criteria of the people that you have collected at almost zero cost. Do you see the power behind this? This is amazing it will

revolutionize the way some people generate income and revenue. It will certainly change the nature of the game of advertising because of what the possibilities here are. You should definitely look into this and see what it is that you can do in terms of testing and practice and all that stuff for your own business.

Again we'll have a bonus video that describes this strategy in more detail but I just want really wanted to give you a sneak peek and let you know what is coming and what is already here and all the possibilities

that it will bring. All right so with that again I hope you've gotten a lot of information over this last module

where you've seen a lot of things that we can do and what we will do next is we'll jump into the Shopify

module, where we're

going to go over what Shopify is, how to structure it, how to set it up, the ins and

outs about them and of course we'll cover a lot of different apps and partners that we have partnerships

that we have put together and a lot of people that we work with a

nd a lot of apps that we basically not

only rejected but also accepted and we'll share all that information with you so your job with Shopify you

know putting an e

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commerce store together and utilizing the tools that are brought to you by  
all kinds of  
app  
s to make the e

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commerce experience that much better for you and your customer, all that  
stuff

we're going to share with you because we've gone through so many  
different apps, through so many

different partnerships, some good some bad and we stuck with th  
e apps and we stuck with the companies

that do produce really good results and we want to share that with you, not  
only the companies that really

work for us but some of the companies that may not have worked for us.

So stay tuned that's going to be

a gre

at module and I can't wait to share that information with you. So see you  
there.