

How To Use Facebook Ads to Dominate Your Physical Product Market



WHAT YOU'RE GOING TO LEARN...

- Why you need to get started in Facebook Advertising...TODAY!
- Why you need to pay attention to compliance & TOS
- How to create compliant landing pages
- Advanced segmentation strategies



WHO IS DAVID SCHLOSS?



- Started marketing online in 2007 from my college apartment.
- Focus on social paid traffic via Facebook, YouTube, Twitter, and various retargeting networks.
- Managed paid traffic for various seven / eight figure businesses and consulted with TV personalities and high-end brands in business.
- Spent over \$4 million on Facebook traffic alone for clients.
- Been interviewed by Smart Magazine, Ryan Lee, John Lee Dumas, Matt Wolfe, etc. on the topic of paid ads.

Why Advertisers Need To “Man Up” With Their Facebook Advertising

LISTEN UP...

- Learn how to craft your sales pitch to fit the industry, which should be solution-based benefits vs. feature-based (“look at me”).
- This market is searching for case studies and examples.
- Any piece of content or lead magnet that suggests something has been tested and generated results is a HUGE sign of interest.

LISTEN UP...

- Have your product be the part of the case study that helped get the results achieved. You can even offer a bonus for reading (hint hint).
- The crazy borders and arrows work because they stand out, but they also attract “bargain hunters”.
- If you want to stand out to the right crowd, use images with bold colors, dark backgrounds, or high contrast for the same effect.

How To Create Compliant Landing Pages for Facebook Advertising

UNDERSTAND THIS...

- These steps are very important to implement NOW to make sure your Facebook Advertiser account does not get shut down.
- Most of these steps come directly from Facebook so pay close attention and take notes.
- Here are the steps:

COMPLIANT LANDING PAGES

- The destination URL must function properly in all browsers.
- Facebook Ads are reviewed from a variety of international locations. Therefore, if you are advertising an external website that is restricted to people in certain regions, your ad may be disapproved.
- Ads may not direct to landing pages that trigger pop-ups or pop-unders when someone arrives upon or exits the page.

COMPLIANT LANDING PAGES

- Have you seen the landing pages that try to stop you from leaving? When you click that “x” in the top corner of the screen, a small pop up appears saying something like “Don’t leave!”
- These are prohibited to have on your landing page, and will result in them getting shut down. They tend to look spammy and annoy users.
- Do not manipulate the user’s behavior.
- Landing pages must clearly and accurately reflect the product or service being promoted in your ad. Do not mislead the user with images that are not about the end goal of the landing page:
https://www.facebook.com/ad_guidelines.php

COMPLIANT LANDING PAGES

- Video ads for products and services may not be allowed to play automatically.
- Add a Privacy Policy, Terms of Service, and other related legal information, easily accessible for the user to access.
- The user must be able to easily identify whom they are working and/or doing business with.
- Add contact information (best to have phone number, email address and mailing address) to your landing page.

COMPLIANT LANDING PAGES

- No outrageous claims or claims you can't prove on your ads.
- No fear-based ads and/or super hyped angles.
- Ad copy must describe and represent the advertised or sponsored brand or product in an accurate and non-misleading way.
- Ads must not make unsubstantiated claims, including but not limited to price, performance and results.
- Any claim made in the copy should also be reflected on the landing page.
- Make sure to be clear on what your landing page is providing for the user. No bait and switch.

COMPLIANT LANDING PAGES

- You know all those restrictions Facebook has for its ads for certain industries? Nothing on your landing page can break those same restrictions of content banned by Facebook.
- Make sure your site is up and running and you should be good to go.
- Malware, spyware, and automatic download all go on the users' computer and software without their consent and often without their knowledge.
- No software, programs, files, or tracking devices can be placed on a user's software without their approval.

“THE 7 STEPS”



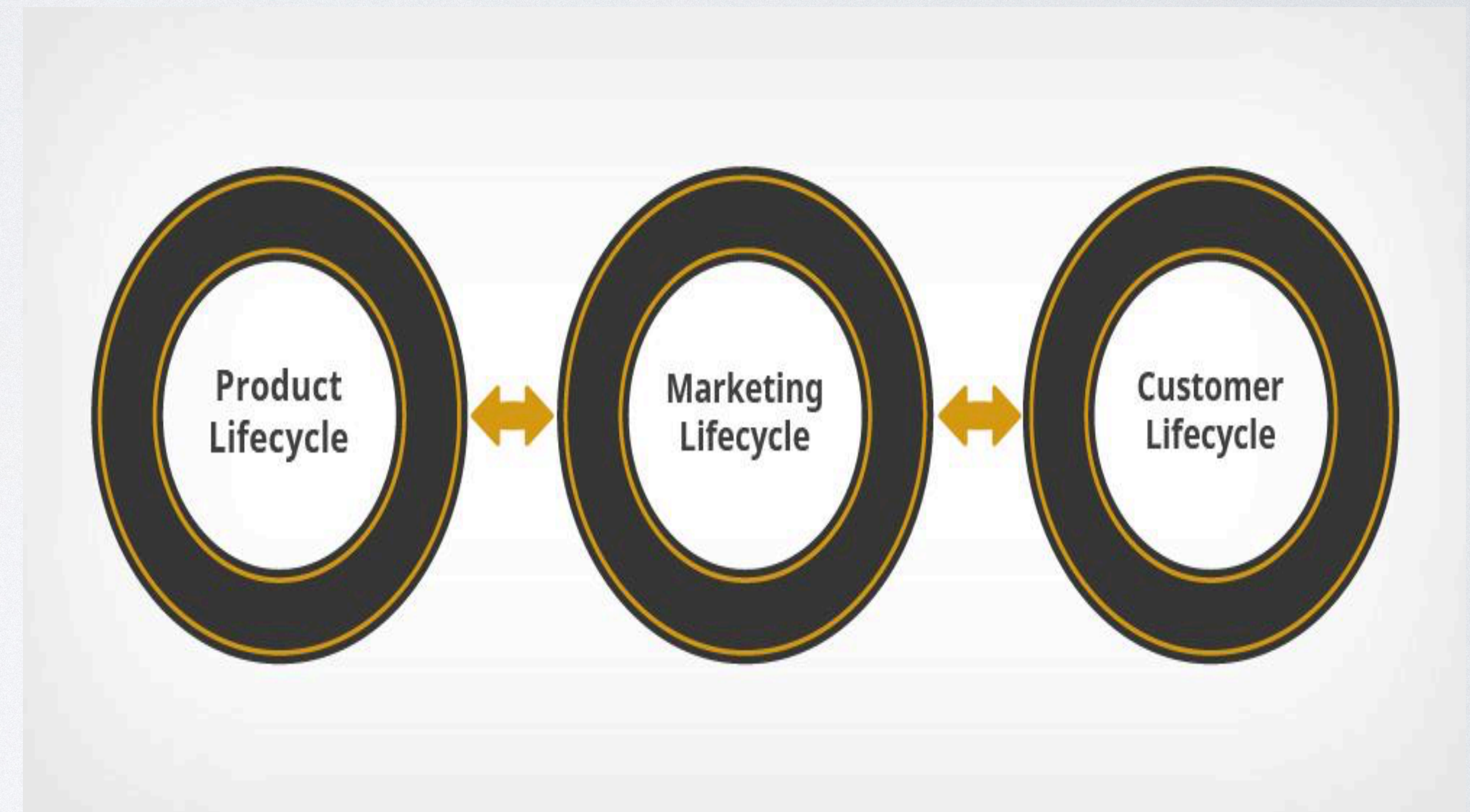
STEP #1: ALIGN YOUR OFFER WITH YOUR ADS

Point 1: Offer a solution to a problem -
Great solutions have perceived value

Point 2: If people are already talking
about similar products / services, you're
onto something already "hot"

Point 3: Keep it simple

Point 4: Understand the cost per
acquisition for new customers



STEP #2: UNDERSTAND YOUR AUDIENCE'S EVERY DETAIL

Point 1: What are your ad targets: interests? Websites? Brands?

Point 2: What type of behavior do they represent?

Point 3: Dig deeper into your core demographics: moms, parents, ethnicity, language, net worth, income, etc.

Who are they?



What do you want them to do?



EXISTING AUDIENCES

1. Email list (complete list – buyers - webinar attendees – etc.)
2. Custom Audiences (website – launches – funnels – etc.)
3. Lookalikes
4. Interests



STEP #3: THE LANDING PAGE TRIFECTA

Point 1: Get tracking installed on all pages

Point 2: Make sure page content matches your ad copy

Point 3: Add social proof for credibility

Point 4: Make sure your landing page has a mixture of the necessary components to be successful: headline, call-to-action, bullets, screenshots, etc.



STEP #4: THE GTA METHOD

Point 1: Create copy for ads using your landing page

Point 2: Create images to use for ads

Point 3: Create the core elements of your ad: status, image, headline, and news feed description

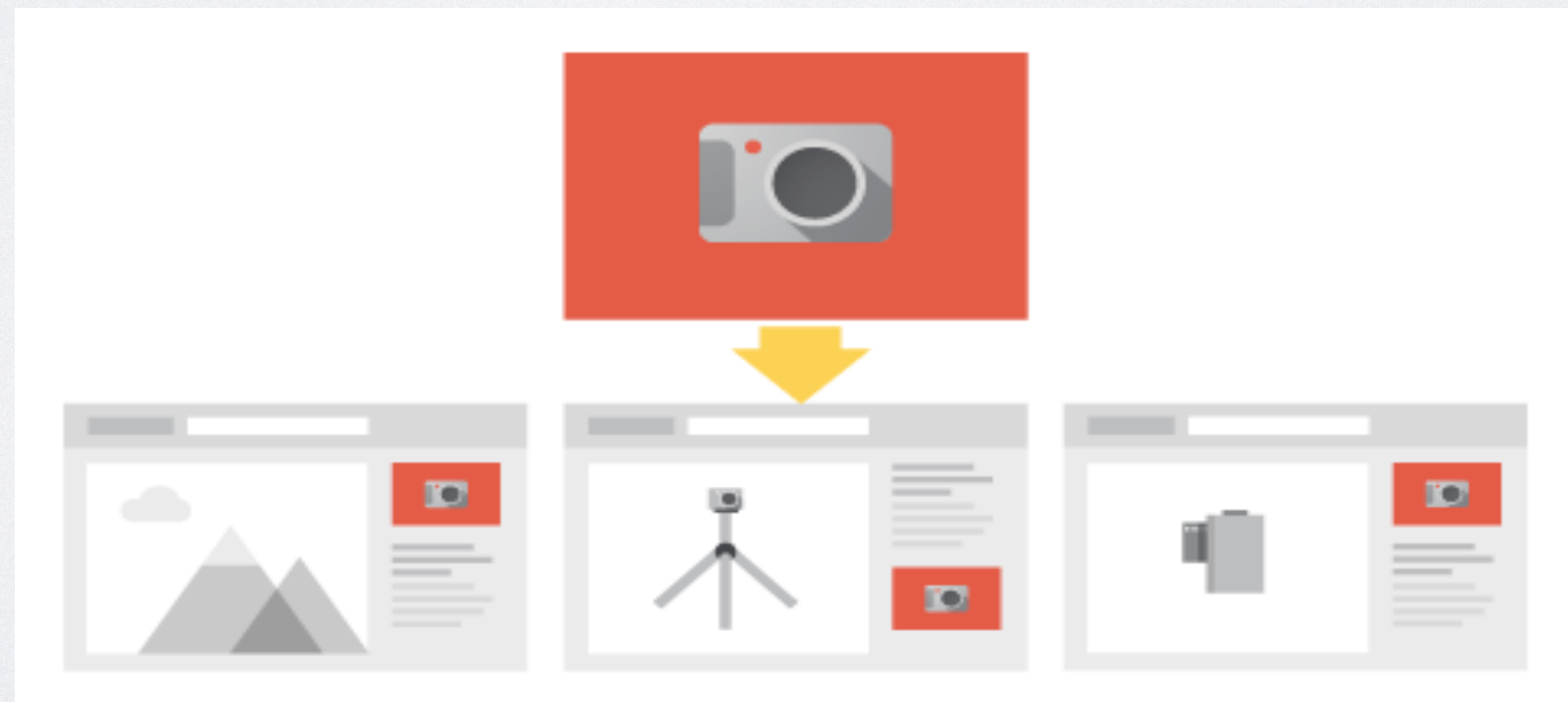


STEP #5: SETUP YOUR CAMPAIGN WITH SCALING IN MIND

Point 1: Choose your ad objective for the best results

Point 2: Determine a daily and short / long term budget

Point 3: Deploy ads with your objective in mind



STEP #6: ANALYZE YOUR METRICS

Point 1: Understand your numbers from the campaign, ad set, and ad level

Point 2: What are you willing to spend to acquire a paying customer?

Point 3: Keep ads active with a solid click-through rate AND acquire conversions

Point 4: Validate your ad feedback to keep your account active



STEP #7: SCALE WINNERS FOR LONG / SHORT TERM PROFITS

Point 1: Long term campaigns = scale slowly

Point 2: Short term campaigns start with a high budget, but scale in a shorter time span

Point 3: Check your metrics every couple days to make sure scaling is still profitable

Point 4: Campaign reformulation is advisable if cost per conversion goes up



GETTING STARTED IN FACEBOOK ADVERTISING



AUDIENCE TARGETING

- To make your ad more successful, it's important to target the ad to reach only the people who would find the ad copy most compelling.
- As you change your targeting preferences, note that the total number of people who might see your ad changes (on the right side of your screen).
- For the most impact it's best to target your ad to a small, focused audience – while making sure that the group is large enough to have a positive impact.
- There are more than 1 billion people worldwide on Facebook each month with billions of connections that form a digital map of people's real world networks of family, friends, coworkers, brands and even products.
- These connections all start with one person representing their true self on Facebook through a personal profile.

AUDIENCE TARGETING

- Facebook captures that information and shares it with you so your ad can reach the right audience.
- For an advertiser, profile data is a unique opportunity to reach customers like never before.
- Ads on Facebook are seamlessly integrated into the Facebook experience.
- When users are browsing Facebook and interacting with their friends' profiles, looking at pictures, Groups, Events or Pages, they see ads targeted according to their demographic information, interests and connections.

UNDERSTAND AUDIENCE INSIGHTS

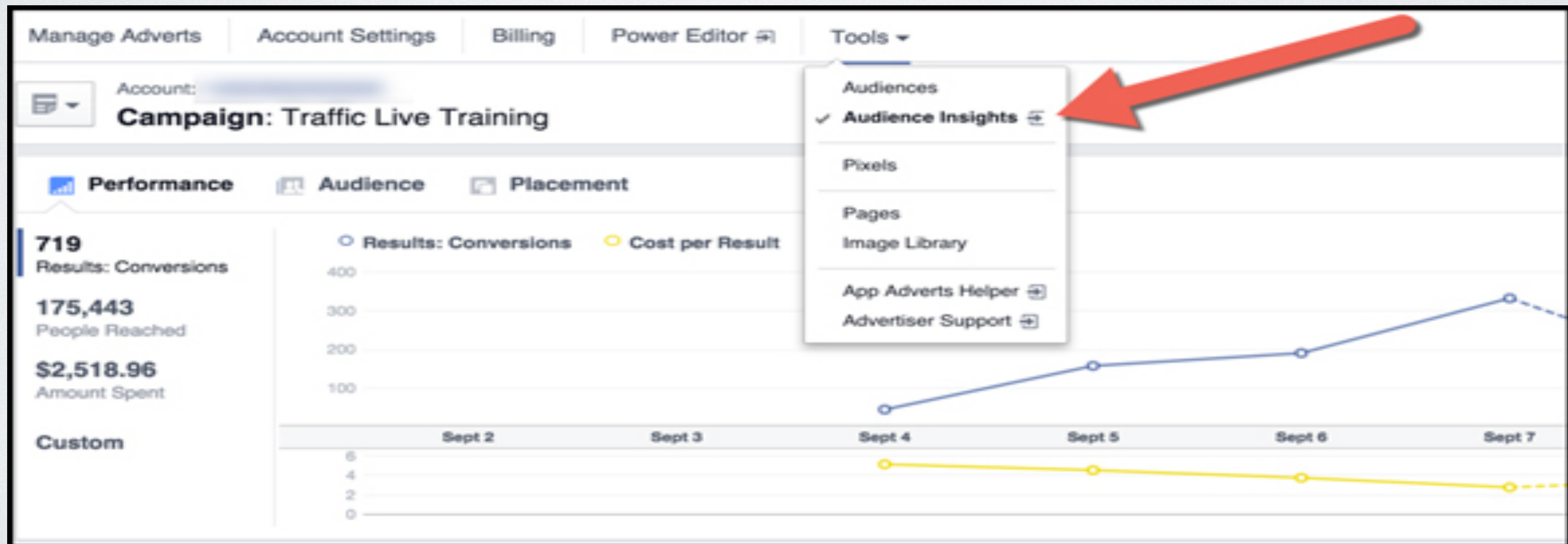
- Audience Insights allows you to do research on your custom audiences:
 - Email lists
 - Website visitors
 - Customer phone lists
- It also gives you interest targeting data including...
 - FB pages of competitors
 - Influencers in your niche
 - Or combination of both

UNDERSTAND AUDIENCE INSIGHTS

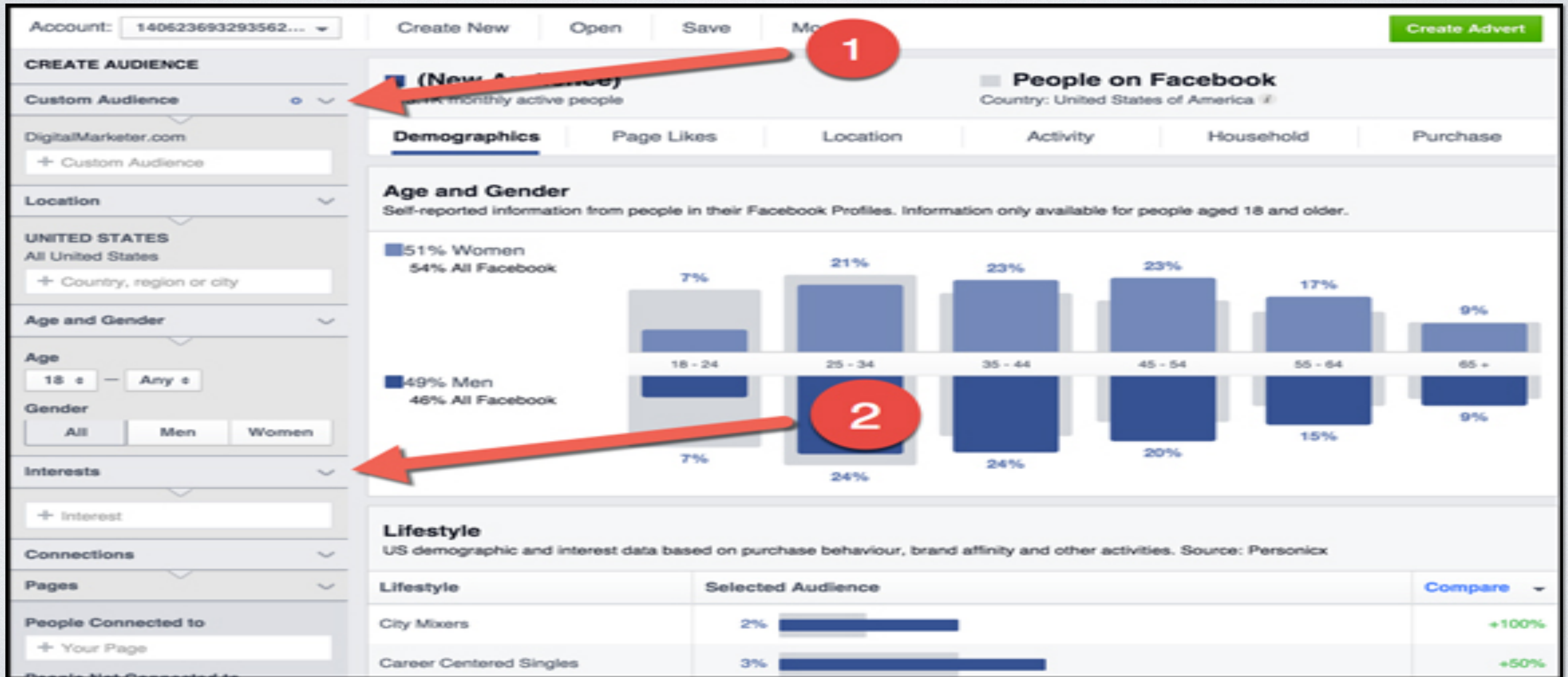
- Audience Insights allows you to leverage Facebook's data to discover other pages that your target market is most likely to "Like"... these are pages that you wouldn't have thought to target before.
- This allows you to find other people similar that"
 - Converted on your web pages
 - "Liked" your fan page
- It will allow you to do something very important in media buying — SCALE

USING AUDIENCE INSIGHTS

- You'll find Audience Insights on the left hand side of Ads Manager:



USING AUDIENCE INSIGHTS



USING AUDIENCE INSIGHTS

CREATE AUDIENCE

Custom Audience

+ Custom Audience

Location

AUSTRALIA
All Australia
CANADA
All Canada
UNITED KINGDOM
All United Kingdom
UNITED STATES
All United States

+ Country, region or city

Age and Gender

Age

18 - Any

Gender

All Men Women

Interests

ADDITIONAL ENTRIES
social media examiner
Social Media Examiner
social media today

+ Interest

(New Audience)
450K–500K monthly active people

People on Facebook
Country: United States of America, United Kingdom, Canada, Australia

Demographics

Page Likes

Location

Activity

Household

Purchase

Age and Gender

Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

57% Women
54% All Facebook

43% Men
46% All Facebook

5%
18 - 24

28%
25 - 34

32%
35 - 44

23%
45 - 54

10%
55 - 64

4%
65 +

7%
18 - 24

32%
25 - 34

31%
35 - 44

19%
45 - 54

8%
55 - 64

3%
65 +

Lifestyle

US demographic and interest data based on purchase behaviour, brand affinity and other activities. Source: PersoniX

Lifestyle	Selected Audience	Compare
City Mixers	3%	+170%
Hard Chargers	2%	+70%

USING AUDIENCE INSIGHTS

CREATE AUDIENCE

Custom Audience

+ Custom Audience

Location

AUSTRALIA
All Australia
CANADA
All Canada
UNITED KINGDOM
All United Kingdom
UNITED STATES
All United States
+ Country, region or city

Age and Gender

Age
18 — Any

Gender
All Men Women

Interests

ADDITIONAL ENTRIES
social media examiner
Social Media Examiner
social media today

(New Audience)
450K–500K monthly active people

People on Facebook
Country: United States of America, United Kingdom, Canada, Australia

Demographics

Page Likes

Location

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Household

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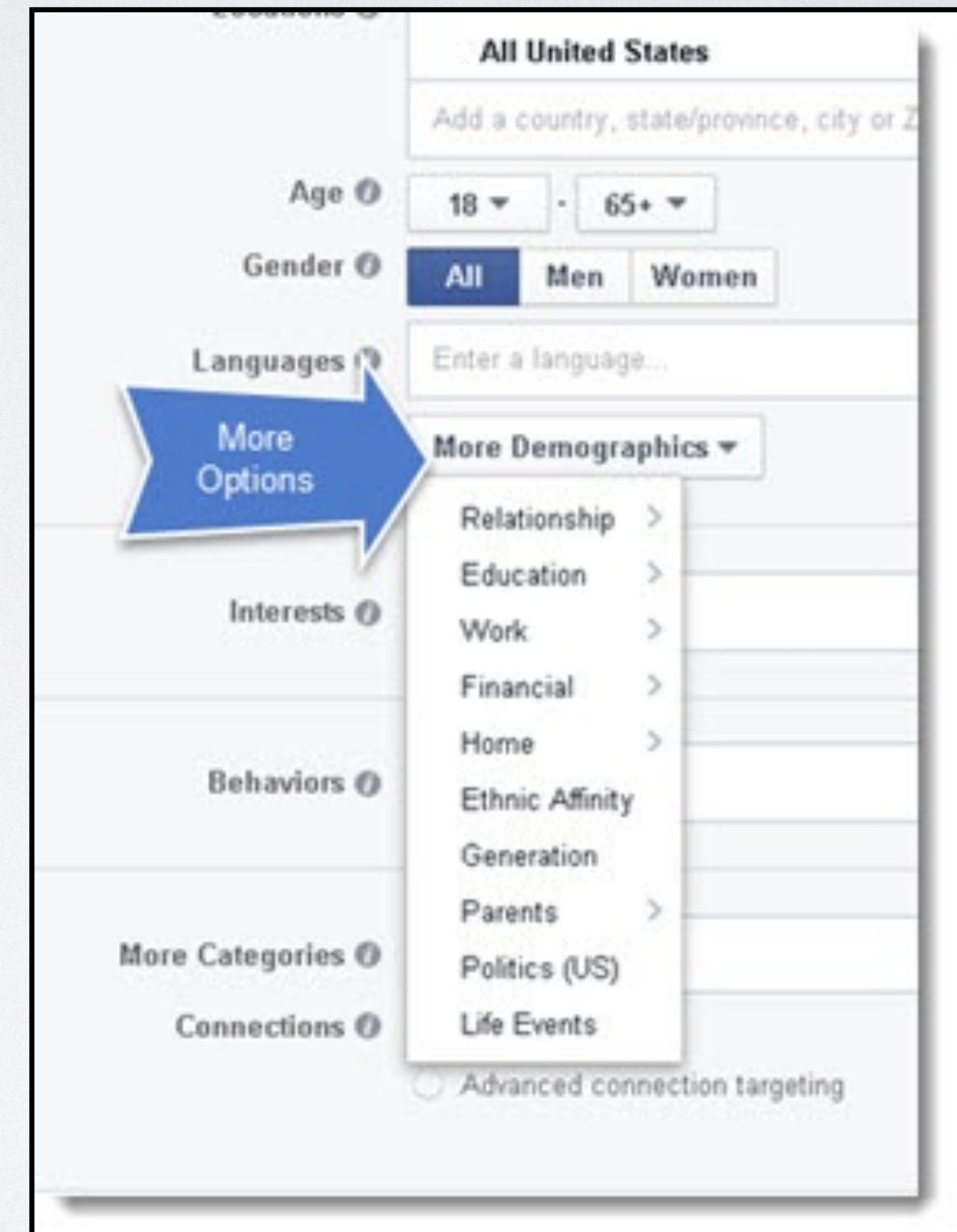
Top Categories

1	Education	jeffbullas.com
2	Non-Profit Organization	Social Media Club
3	News/Media	Social Media Examiner • Social Media Today • Mashable • Social Media • TechCrunch
4	Consulting/Business Services	Social Media Explorer • Life on Fire • Get More Momentum
5	Product/Service	Amy Porterfield • Digital Marketer • James Wedmore • Social Fresh • LKR Social Media
6	Writer	Darren Rowse
7	Software	Moz • LeadPages • Cision • WordPress • MailChimp • ShortStack
8	Business/Economy	Smart Passive Income with Pat Flynn
9	Internet/Software	HubSpot • Hootsuite • Marketo • Infusionsoft • Simply Measured
10	Media/News/Publishing	Inc. Magazine • Mashable • Fast Company • Entrepreneur • Advertising Age

See All

AUDIENCE TARGETING: LOCATION & DEMOGRAPHICS

- **Location:** Choose what cities, countries, and communities you want to target.
- **Demographics:** Choose people based on things like age, gender, education, and more. For example, you can create different ads to appeal to different age groups or genders.



The image shows a screenshot of the Facebook Audience Targeting interface. The 'Location' section is set to 'All United States'. Below it, the 'Age' range is set to '18 - 65+'. The 'Gender' is set to 'All'. The 'Languages' section has a text input field 'Enter a language...'. A blue arrow labeled 'More Options' points to the 'More Demographics' dropdown menu, which is open and shows a list of categories: Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. At the bottom, there is a checkbox for 'Advanced connection targeting'.

AUDIENCE TARGETING

- Targeting specific groups of people will help you get your ad in front of the people most likely to act on your Facebook ad.
- Set your target audience in the ads create tool. In the Audience pane, choose locations, age range, gender, languages, interests, behaviors, connections, or a custom audience.

The screenshot displays the Facebook Audience Targeting interface. On the left, the 'Audience' pane contains several selection categories: 'Locations' (set to 'United States' with a sub-option 'All United States'), 'Age' (range '18 - 65+'), 'Gender' (selected 'All'), 'Languages' (input field 'Enter a language...'), 'Interests' (search bar), 'Behaviors' (search bar), 'More Categories' (search bar), and 'Connections' (radio buttons for 'All', 'Only people connected to Comfort Food Mama', 'Only people not connected to Comfort Food Mama', and 'Advanced connection targeting'). On the right, the 'Audience Definition' section features a gauge showing the audience is 'fairly broad' (needle near the 'Broad' end), and 'Audience Details' listing: 'Location - Living In: United States', 'Age: 18 - 65+', and 'Placements: on News Feed on desktop computers and mobile devices'. The 'Potential Reach' is stated as 172,000,000 people.

AUDIENCE TARGETING

- **Interests:** Reach people with certain interests, hobbies, or the Pages they like on Facebook.
- **Behaviors:** Set this to find people based on their purchasing behaviors and device usage.
- **Connections:** Reach people who are connected to your Page, event, or app.
- **Custom and Lookalike Audiences:** You can create a custom audience using email addresses, phone numbers, or mobile advertiser IDs.
- **Location Targeting:** You can target up to 25 countries per ad.
- You can target any combination of locations including: Countries and cities, states and cities, or cities and ZIP

AUDIENCE TARGETING: LOCATION & DEMOGRAPHICS

- You can target your ad to specific cities within a selected mile radius as well.
- Enter your country and city in the targeting section.
- Check the box next to the “Include cities within” and choose the radius you want to target from the menu.
- Click on the name for a drop box to appear.
- Choose the distance from San Antonio that you want to include in your target location.
- This would be the mile radius.



The screenshot displays the Facebook Audience Targeting interface. The 'Locations' section is active, showing a list of countries and regions. 'San Antonio Texas' is selected, and a dropdown menu is open, showing options to 'INCLUDE NEARBY' locations within a specified radius. The radius options are 10 miles, 25 miles, and 50 miles. A dashed blue arrow points from the 'San Antonio Texas' text in the main list to the dropdown menu. Below the location list, the 'Age' range is set to 18 - 65+, and the 'Gender' is set to 'All'. The 'radius' button is highlighted, and the 'Include Cities Within' checkbox is checked.

Locations
Canada
All Canada
Mexico, Guanajuato
San Antonio Texas
United Kingdom
England
United States
All United States
Add a country, state/province, city or ZIP code

Age 18 - 65+

Gender All Men Women

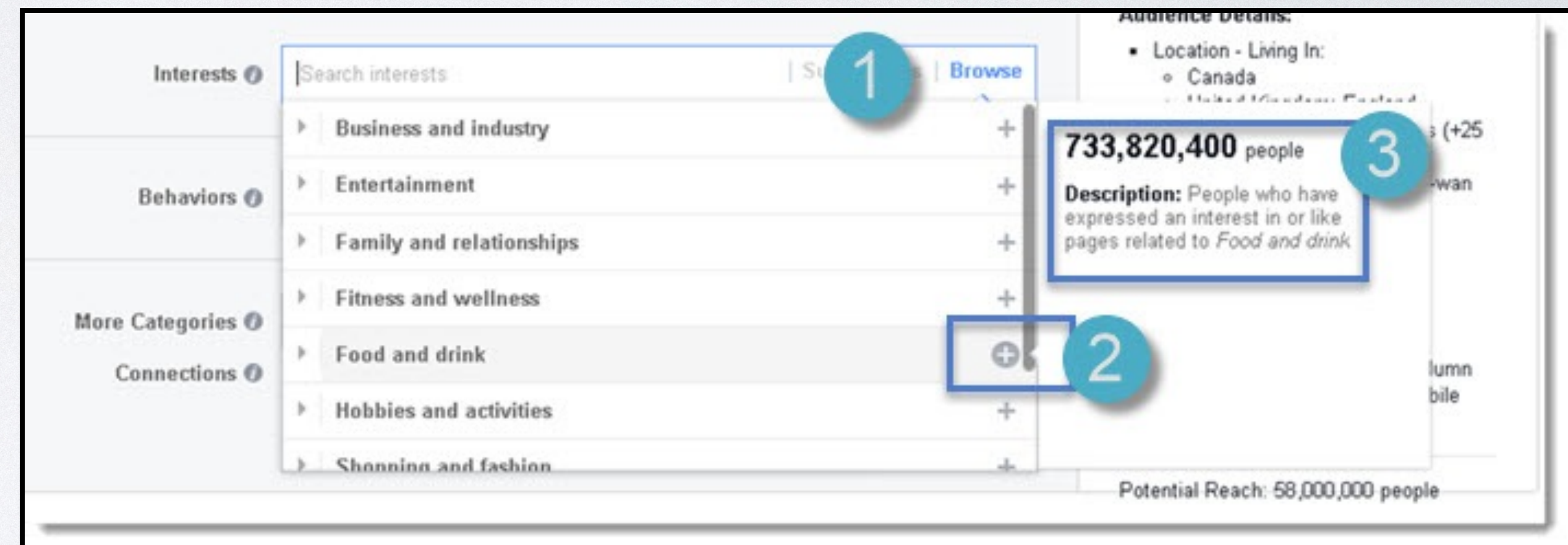
radius INCLUDE NEARBY

- San Antonio Texas
- San Antonio Texas + 10 miles
- San Antonio Texas + 25 miles
- San Antonio Texas + 50 miles

Exclude Locations

AUDIENCE TARGETING: AGE, GENDER, & INTERESTS

- **Age & Gender Targeting:** Choose the minimum and maximum age range of the people who will consider your ad to be relevant.
- Choose “All” under Gender unless you are specifically targeting men or women.
- **Interests Targeting Options:** Click on the Browse tab in the Interests field. This opens the most popular categories.
- Click on the + sign to see the number of people who are interested in the category.



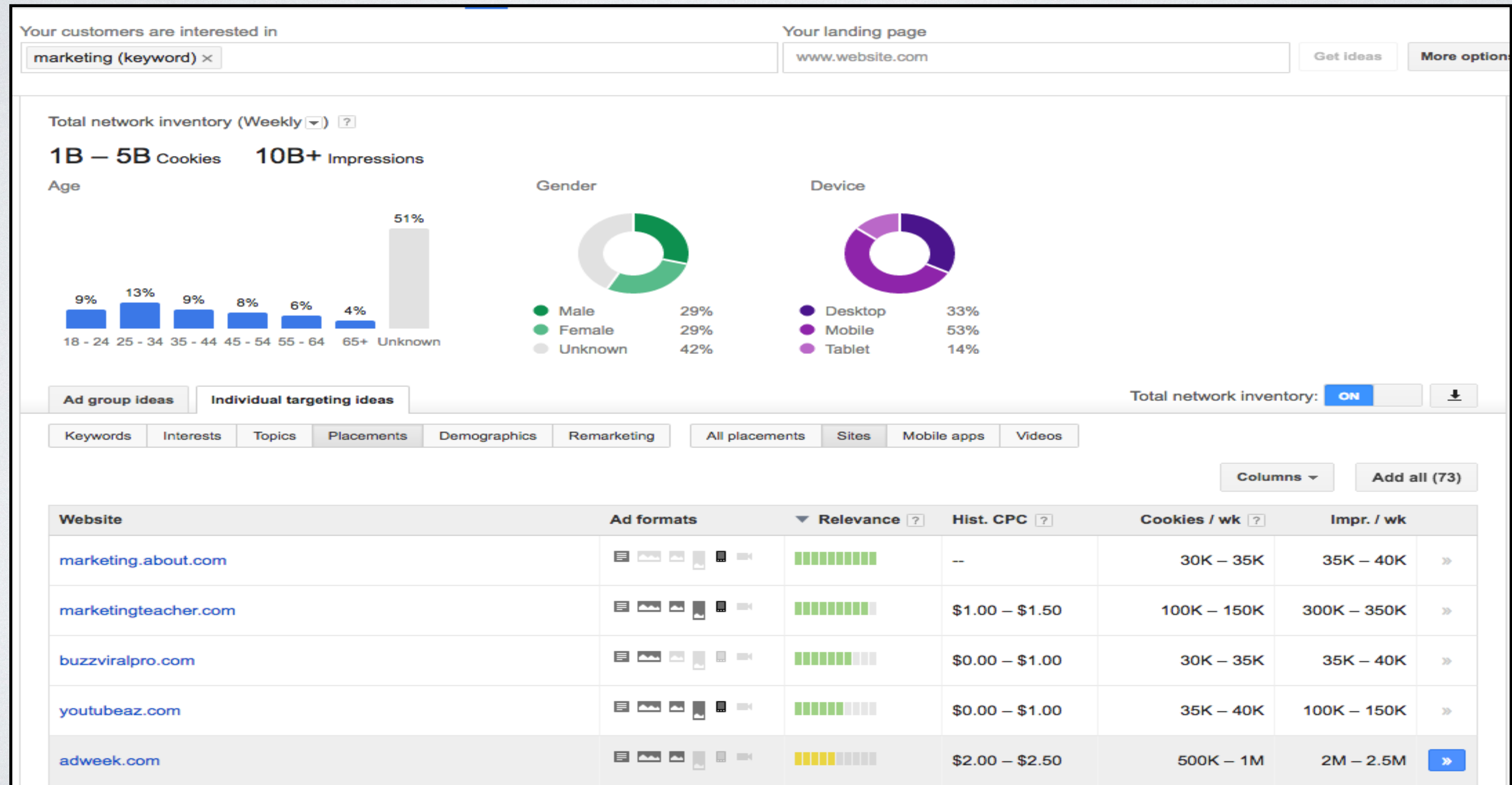
AUDIENCE TARGETING: AGE, GENDER, & INTERESTS

- Choosing to enter terms into the search box will allow you to find millions of additional attributes and get suggestions based on the terms you enter.
- You can choose to target multiple categories or keywords from Interests and Behaviors.
- For example: If you choose the categories fishing and hiking, you will reach anyone who likes either fishing or hiking, not just people who like both.

AUDIENCE TARGETING: CONNECTIONS

- **Connections Targeting:** Use this to control whether your ad is shown to people who are already connected to you on Facebook.
- You may choose to show your ad to anyone, only people who have a connection with you, or only those who don't have a connection with you.
- It can also be used to show your ads to friends of people who have connected with you.
- The more specific your details are the more effective your Facebook ad will be. Once you create the audience profile for your ad, you're ready to set a budget and begin tracking.

MY FAVORITE RESEARCH TOOL



MY FAVORITE RESEARCH TOOL

Ad group ideas

Individual targeting ideas

Available network inventory:

ON

↓

Keywords

Interests

Topics

Placements

Demographics

Remarketing

All placements

Sites

Mobile apps

Videos

231 websites

Placement	Relevance
joybauer.com	<div></div>
thepaleodiet.com	<div></div>
healthydietbase.com	<div></div>
dietanalytics.com	<div></div>
agirlworthsaving.net	<div></div>
myhealthmyfood.com	<div></div>
themilitarydiet.com	<div></div>
paleodietfoodlist.net	<div></div>
diet.com	<div></div>
17ddblogger.com	<div></div>
paleotrack.com	<div></div>
pepperplate.com	<div></div>

72 mobile apps

Placement	Relevance
All Apps > Apple Ap...	<div></div>
Paleo Diet Plan (Go...	<div></div>
All Apps > Google ...	<div></div>
Paleo Diet Recipes ...	<div></div>
All Apps > Apple Ap...	<div></div>
Paleo Diet Recipes ...	<div></div>
Paleo Diets & Recip...	<div></div>
Paleo Food List - Is ...	<div></div>
Paleo Diet Food Lis...	<div></div>
Keto Diet Guide (G...	<div></div>
Food Planner (Goo...	<div></div>
Primal Feed (Googl...	<div></div>

22 videos

Placement	Relevance
freelea (YouTube Ch...	<div></div>
missyanyibeautynlife ...	<div></div>
durianriders (YouTu...	<div></div>
liferegenerator (YouT...	<div></div>
rawsomehealthy (Yo...	<div></div>
easytoberaw (YouTu...	<div></div>
crystalbeauty9 (YouT...	<div></div>
rawvanaeng (YouTub...	<div></div>
ninaandranda (YouT...	<div></div>
foodnsport (YouTube...	<div></div>
anniejaffrey (YouTub...	<div></div>
dombower (YouTube...	<div></div>

MY FAVORITE RESEARCH TOOL

Ad group ideas

Individual targeting ideas

Available network inventory:

ON

Keywords

Interests

Topics

Placements

Demographics














































Remarketing

All placements

Sites

Mobile apps

Videos

Website	Ad formats	▼ Relevance ?	Hist. CPC ?	Cookies / wk ?	Impr. / wk	
joybauer.com	    	<div><div></div></div>	\$1.00 – \$1.50	50K – 100K	500K – 1M	»
thepaleodiet.com <div><div></div>Show similar placements</div>	    	<div><div></div></div>	\$0.00 – \$1.00	40K – 45K	500K – 1M	»
healthydietbase.com	    	<div><div></div></div>	\$0.00 – \$1.00	50K – 100K	1.5M – 2M	»
dietanalytics.com	    	<div><div></div></div>	\$0.00 – \$1.00	15K – 20K	100K – 150K	»
agirlworthsaving.net <div><div></div>Show similar placements</div>	    	<div><div></div></div>	\$0.00 – \$1.00	10K – 15K	500K – 1M	»
myhealthmyfood.com	    	<div><div></div></div>	\$0.00 – \$1.00	5K – 10K	40K – 45K	»
themilitarydiet.com	    	<div><div></div></div>	\$0.00 – \$1.00	100K – 150K	1.5M – 2M	»
paleodietfoodlist.net	    	<div><div></div></div>	\$0.00 – \$1.00	3.5K – 4K	10K – 15K	»
diet.com	    	<div><div></div></div>	\$0.00 – \$1.00	15K – 20K	100K – 150K	»

COMPETITION TOOLS

<http://SimilarWeb.com> – use for insights into properties traffic breakdowns

<http://SimilarSites.com> – use for researching relating sites for ad placement

<http://HealthHeadlines.com> – use for headline copy ideas

<http://HowLifeWorks.com> – use for advertorial-based website look and feel

<http://SocialBakers.com> – analytics research tool to find top performing pages

<http://FanPageKarma.com> – analyze and find the most popular posts on any FB page

BROAD TARGETS

- Associations
- Foundations
- Federations
- Societies
- Clubs
- Forums
- Websites / Blogs
- Magazines
- Newsletters
- Amazon Best Sellers
- Authors
- Events
- Festivals
- Conferences
- Competitions
- Subscriptions
- “Click Here to Subscribe”
- Community

FINDING SIMILAR PAGES AS INTERESTS

David Schloss

Edit Profile

FAVORITES

News Feed

Messages

Photos

Ads Manager

Saved

Sale Groups

pages similar to rolex

Top

Latest

People

Photos

Videos

Pages

Places

Groups

Apps

Events

SEIKO

Seiko

Company

Similar to ROLEX, Prada and 20 other Pages

1,046,732 like this

Like

GUCCI

Gucci

Company

Similar to ROLEX, Prada and 112 other Pages

15,221,737 like this

Message

Like

Louis Vuitton

Louis Vuitton

Company

Similar to ROLEX, Prada and 108 other Pages

18,380,273 like this

Message

Like

Calvin Klein

Calvin Klein

Company

Similar to ROLEX, Gucci and 72 other Pages

11,184,295 like this

Like

adidas Originals

adidas Originals

Company

Similar to ROLEX, adidas and 302 other Pages

27,193,823 like this

TRENDING

The Mummy: Tom Cruise and Annabelle Wallis Photographed Shooting Film

Miami-Dade County Fair & Exposition: Worker Dies at Site of New Fair Attraction, Police Say

Cameron Diaz: Actress Discusses Relationship With Her Husband, Benji Madden, in Interview

Michelle Beadle: ESPN Reporter Says She Feels 'Dirty' After Network's Interview With Greg Hardy

Warner Bros.: Company Moves Up Release Date for 'Wonder Woman,' Pushes Back 'Jungle Book'

Allen Iverson: Retired NBA Player Says He Wishes He Could Take Back Famous 'Practice' Rant

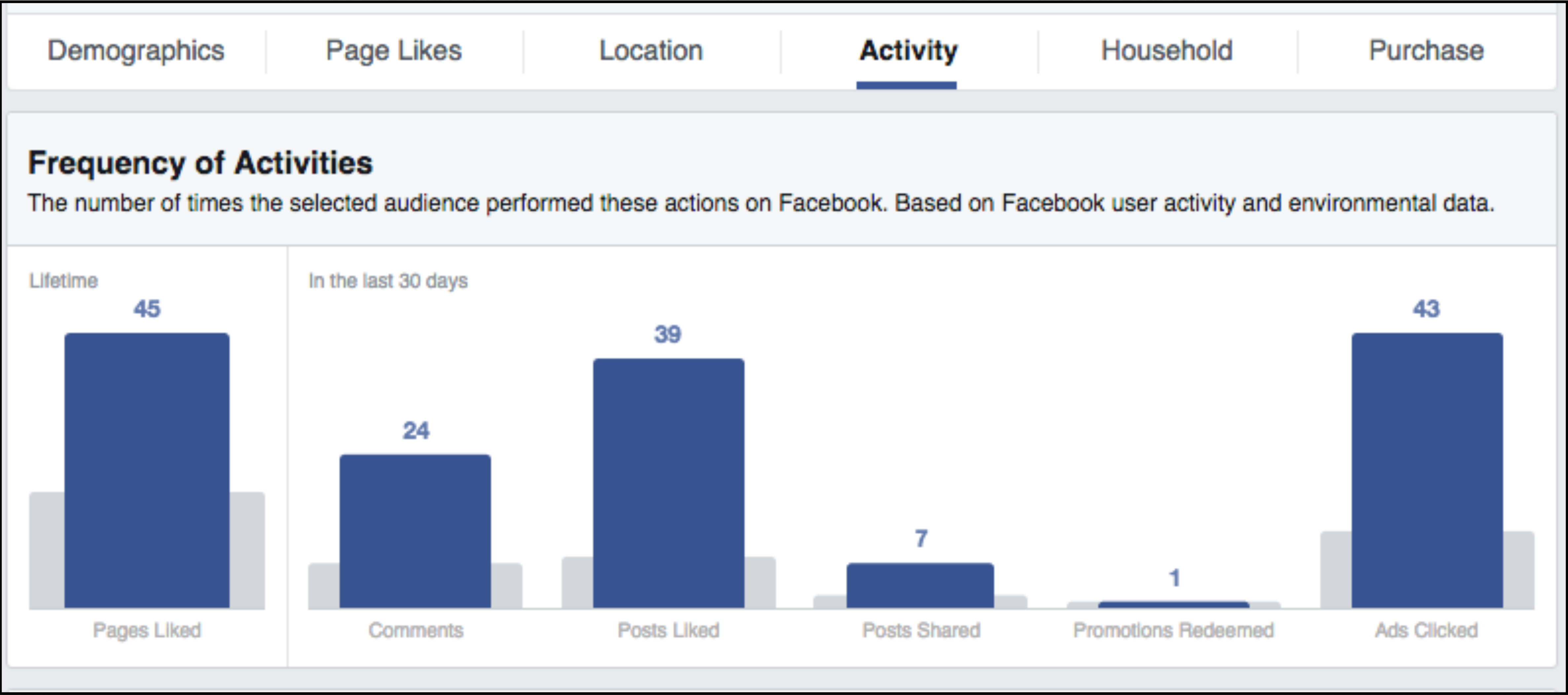
Rick Scott: Video Shows Florida Governor Being Yelled at by Customer in Gainesville Starbucks

Bayonetta: Spanish 'Super Smash Bros.' Community Considering Banning Character From Competitions

Doc Rivers: Los Angeles Clippers Coach Says He Will Be 'Very Happy' When Kobe Bryant Retires

Amy Schumer: Comedian Criticizes Glamour Magazine for Featuring Her in Plus Size Issue

CHECK AUDIENCE ACTIVITY

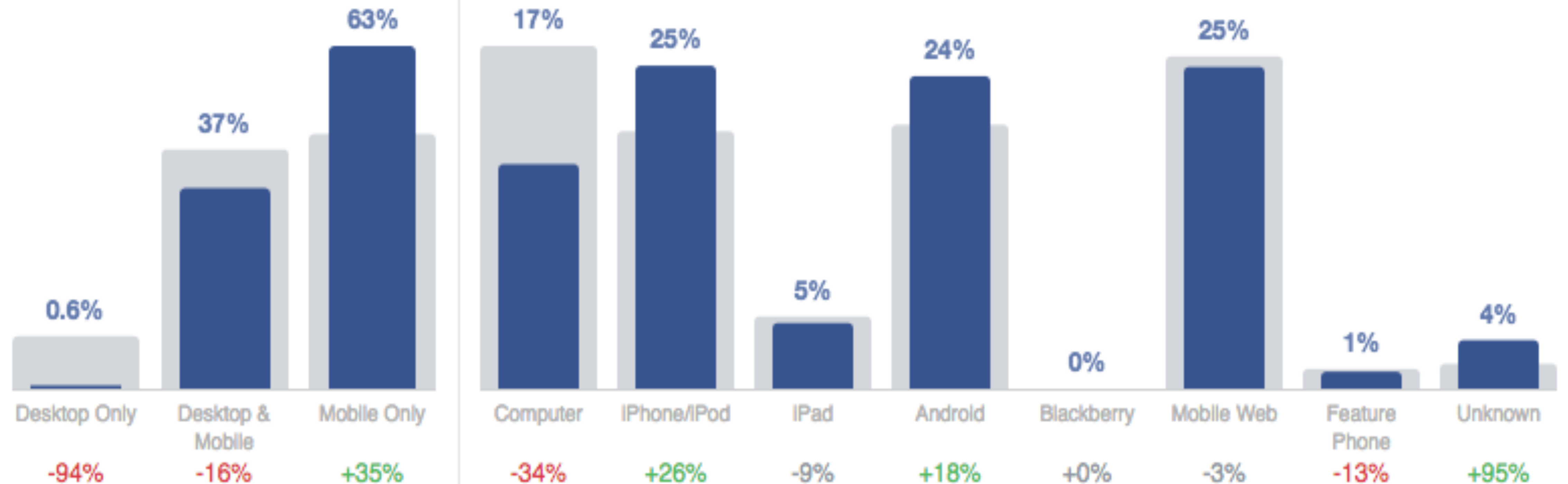


CHECK DEVICE USAGE

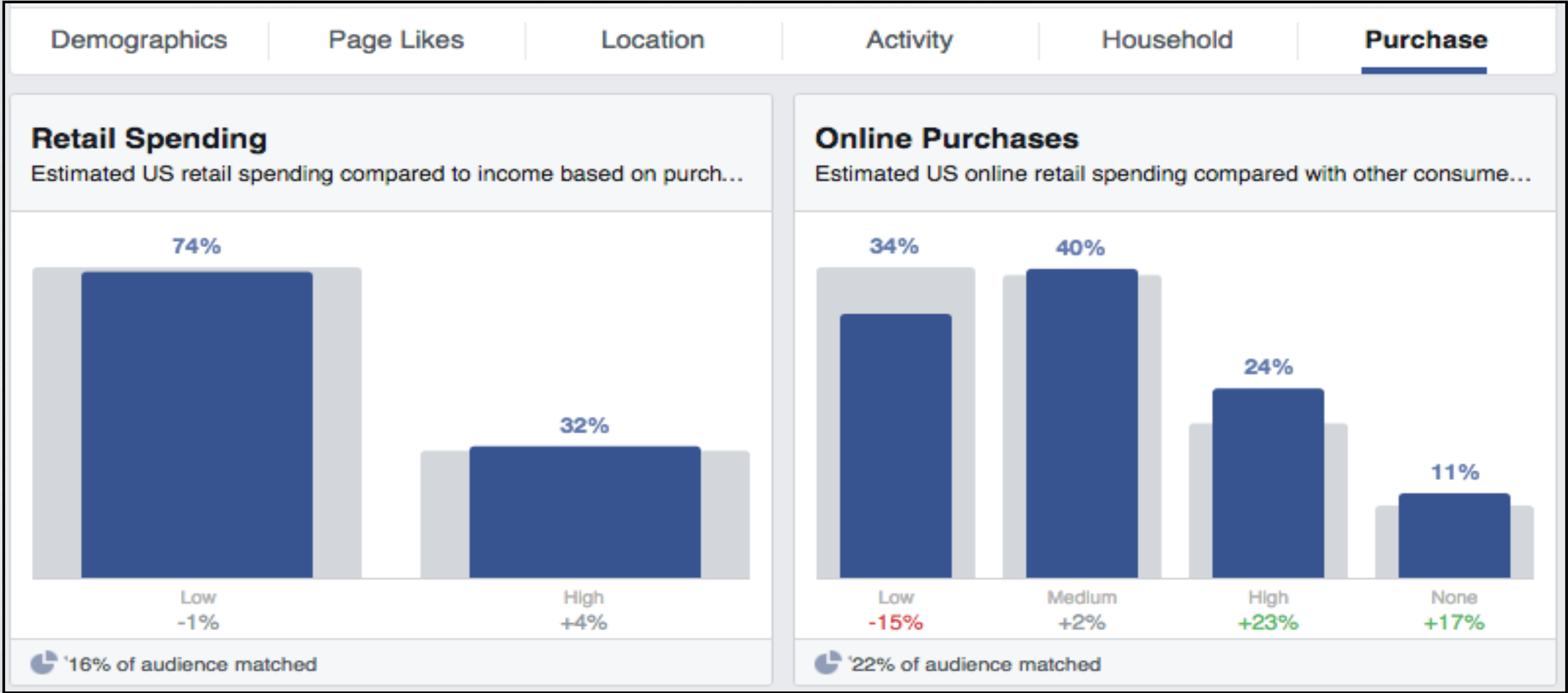
Device Users

All Devices Used ▼

How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.




CHECK ONLINE PURCHASES



THIRD PARTY DATA

- Shopping for a new car? Ever input your household income during a survey?
- Companies like Acxiom collect this data on you from tons of websites and resell it to companies like Facebook as "Data Enhancement" so that Facebook can offer better targeting options to us, the advertisers.
- Most of what you'll find under the Behaviors targeting category is actually third party data from Acxiom, Datalogix, and Epsilon.
- You can either search for a Behavior by typing, or click the box to start browsing. Hovering on categories will give you a more in-depth description, as well as the data source:

THIRD PARTY DATA

Behaviors 

Search behaviors

Browse

▶ Automotive

▶ B2B

▼ Charitable donations

All charitable donations +

Animal welfare +

Arts and cultural +

Cancer Causes +

Children's Causes +

Environmental and wildlife +

9,897,000 people

Partner Categories > Acxiom (US)
> Charitable donations > Animal welfare

Description: (US only) People in households that donate money to animal welfare

Source: Consumer self-reported data

Understanding Retargeting & Why You Need to Implement It Now

UNDERSTANDING RETARGETING

- Understand retargeting:
 - An internet user visits your site.
 - The user leaves your site and as they browse other websites, your ad displays on those sites.
 - Your retargeting ad gets their attention and brings them back to your site.

UNDERSTANDING RETARGETING

- Retargeting is a part of your sales cycle.
- Retargeting ads get clicks to your offer or lead page
- Provides more ownership than paying for each visit*
- You can segment retargeting lists and traffic

UNDERSTANDING RETARGETING

- TWO key metrics:
 - CPP (Cost per pixel) - $\text{media cost} \div \text{number of pixels}$
 - VPP (value per pixel) - $\text{Income generated} \div \text{number of pixels}$
- Your media budget should be focused on driving targeted traffic to your content.
- When a user visits your site, always have a retargeting pixel available.
- Use retargeting ads to show your offer or lead page.

UNDERSTANDING RETARGETING

- Retargeting lists have multiple purposes:
 - Save on advertising costs
 - Boost conversions
 - Promote content
 - Branding

UNDERSTANDING RETARGETING

- What does this mean for you?
 - Start using retargeting if you haven't already done so.
 - Retarget on ALL channels available to you.
- Use retargeting to your advantage to get more sales and cheaper traffic back to your website.

QUESTIONS?



CONNECT WITH ME



- <http://facebook.com/schlossy>



- david@rampify.com