

How To Use Facebook Ads to Dominate Your Market

Social Ads



WHAT YOU'RE GOING TO LEARN...

- Why you need to get started in Facebook Advertising...TODAY!
- Why Advertisers 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 \$3 million on Facebook traffic alone for clients (\$3.5 million collectively across 4 networks).
- 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...

- If you have a friend, family member, or colleague in the IM / MMO / Biz Opp space, please share this information with them!
- You will save them a ton of money AND headache.
- You will probably save them from spending a ton of money on terrible ads.

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.

LISTEN UP...

- If you love having your face in ads, lighten up a bit, smile, and look natural! Have some fun with your ads.
- A picture of you on stage or in front of a whiteboard with a weird facial expression will create curiosity.
- Do this...you'll thank me later. =)

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”



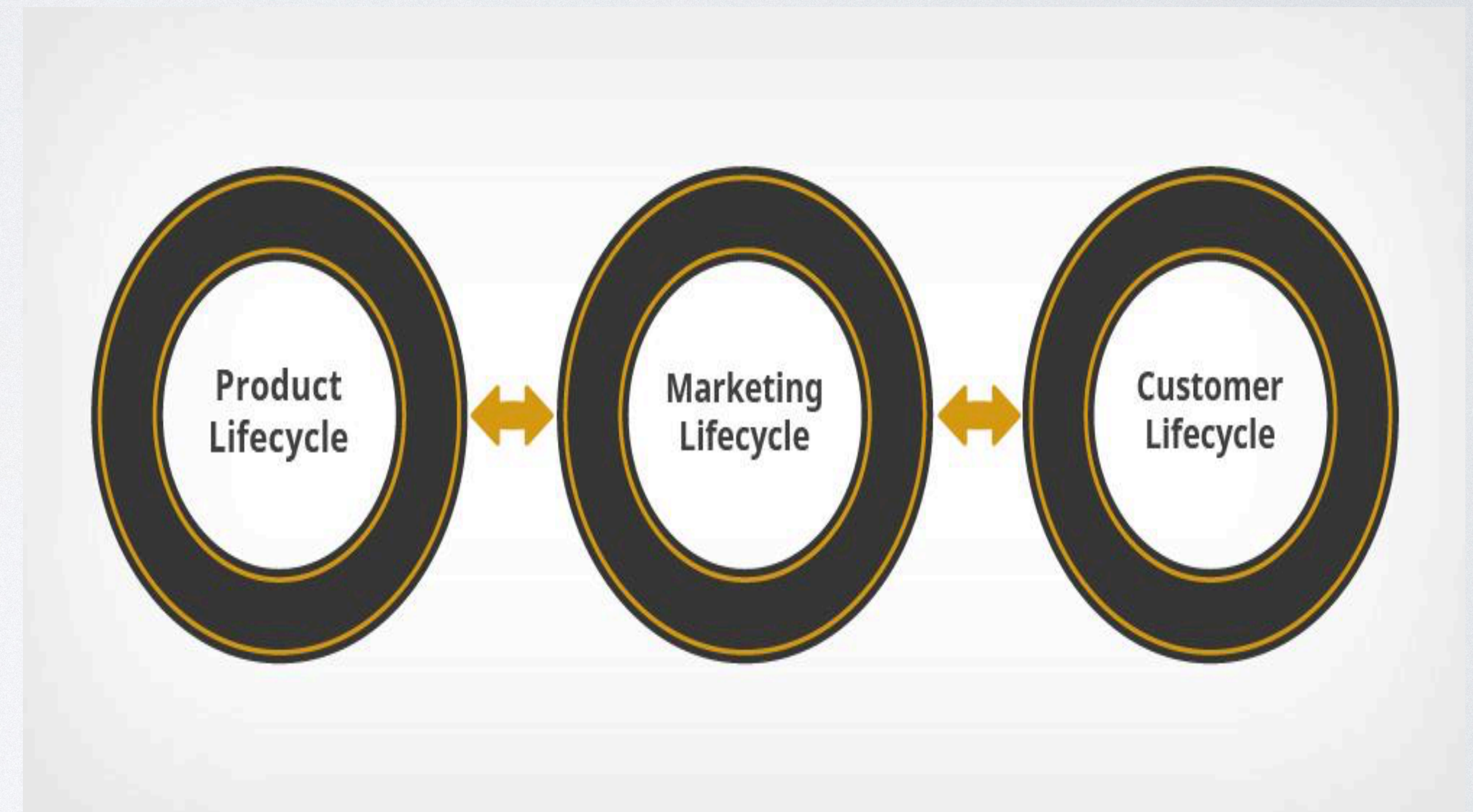
STEP # 1: ALIGN YOUR OFFER WITH YOUR ADS

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?



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

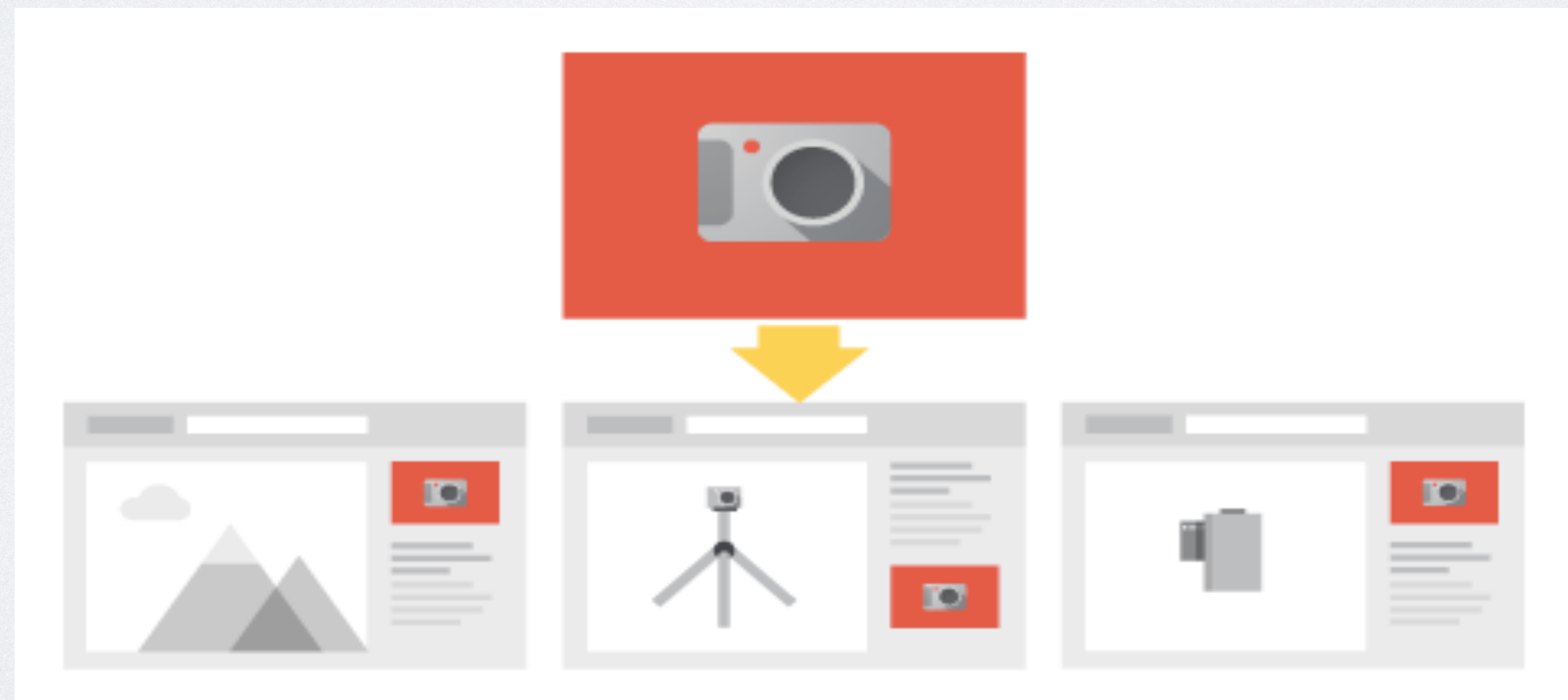


STEP #5: SETUP YOUR CAMPAIGN WITH SCALING IN MIND

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

- 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.

Audience Help: Choose Your Audience

Locations

Age -

Gender All Men Women

Languages

Interests | [Suggestions](#) | [Browse](#)

Behaviors | [Browse](#)

More Categories | [Browse](#)

Connections All
 Only people connected to Comfort Food Mama
 Only people not connected to Comfort Food Mama
 Advanced connection targeting

Audience Definition

Your audience selection is fairly broad.
 Specific Broad

Audience Details:

- Location - Living In:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on News Feed on desktop computers and mobile devices

Potential Reach: 172,000,000 people

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.

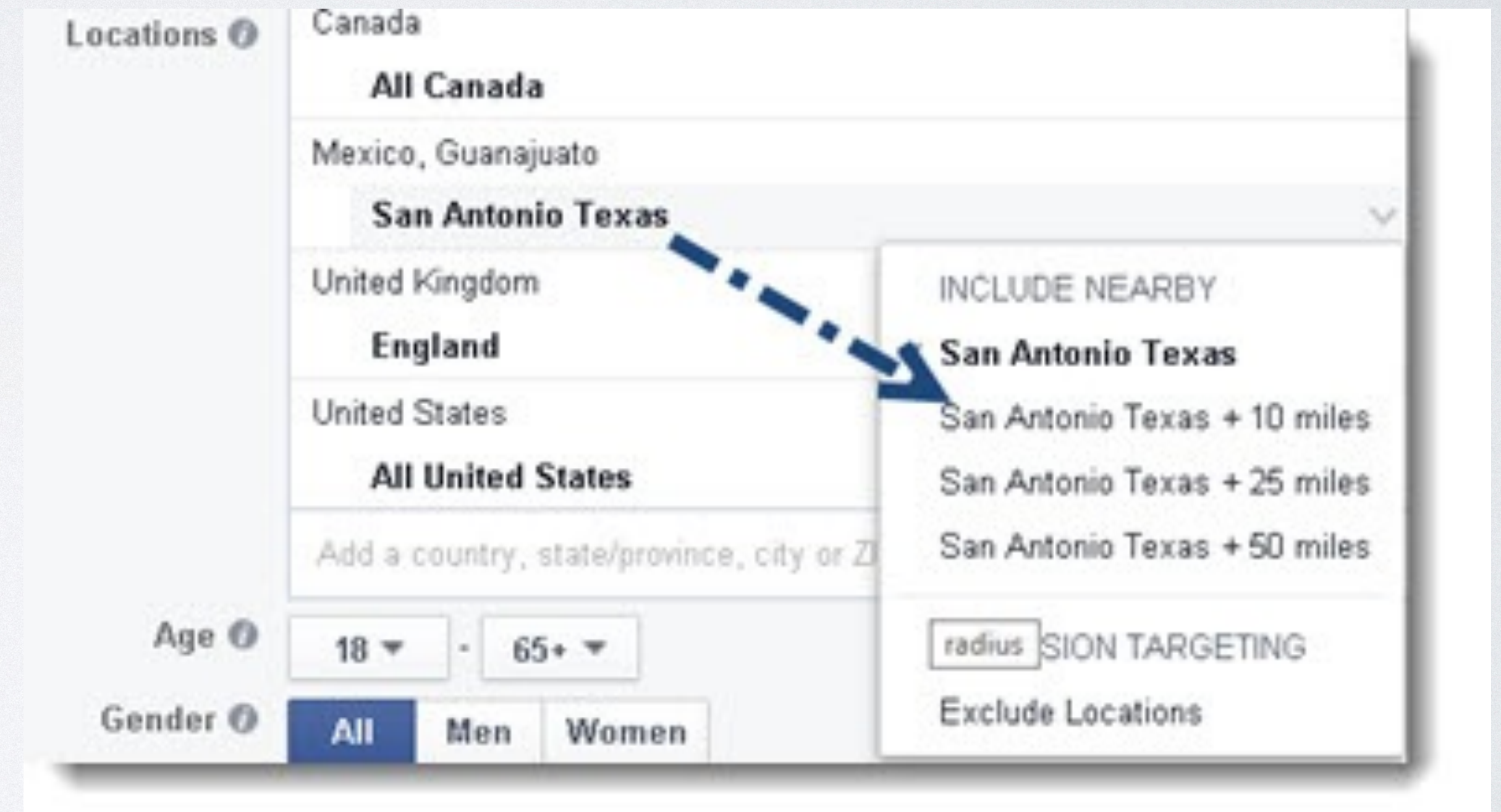


AUDIENCE TARGETING

- **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
 - Cities and ZIP codes

AUDIENCE TARGETING: LOCATION & DEMOGRAPHICS

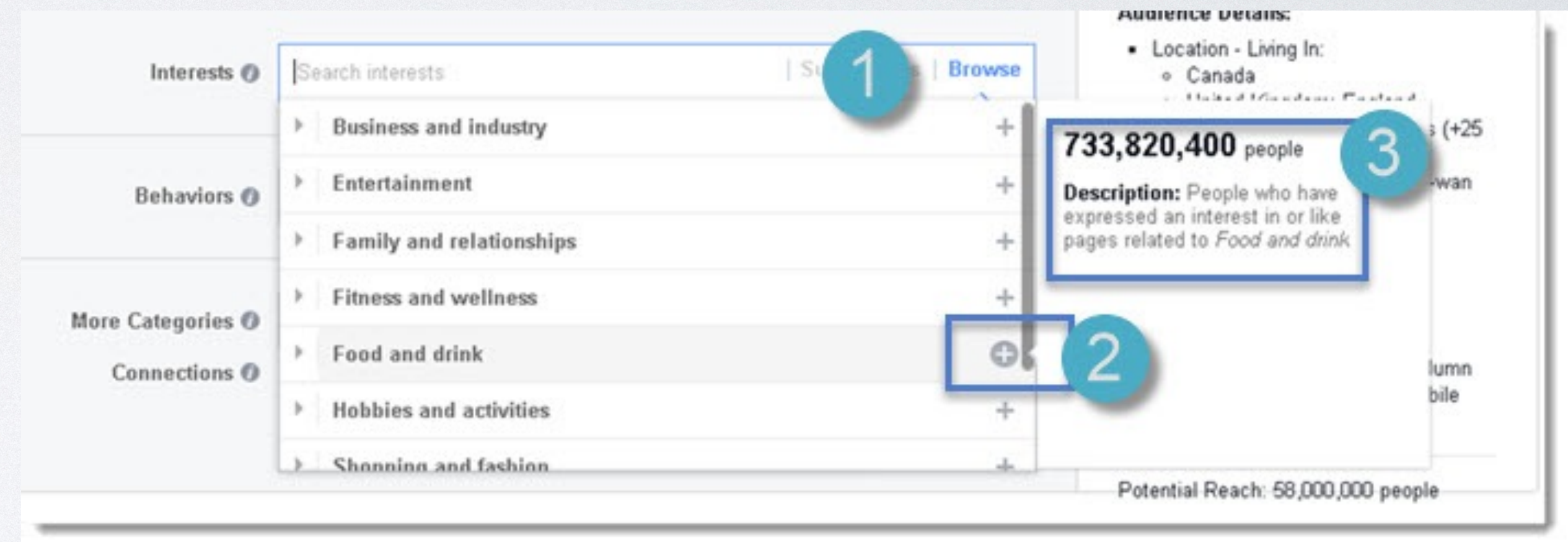
- You can target your ad to specific cities within a selected mile radius as well.
- Enter your country and city in the targeting section.
- Check the box next to the “Include cities within” and choose the radius you want to target from the menu.
- Click on the name for a drop box to appear.
- Choose 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 for 'INCLUDE NEARBY' with radius choices: 'San Antonio Texas + 10 miles', 'San Antonio Texas + 25 miles', and 'San Antonio Texas + 50 miles'. A blue dashed arrow points from the 'San Antonio Texas' text in the main list to the dropdown menu. Below the location selection, there are fields for 'Age' (18 - 65+) and 'Gender' (All, Men, Women). At the bottom right, there are checkboxes for 'radius' and 'Include Locations', and a button labeled '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

Your customers are interested in Your landing page [Get ideas](#) [More](#)

Available network inventory (Weekly) ?

100M – 500M Cookies 10B+ Impressions

AGE

Age Group	Percentage
18-24	16%
25-34	20%
35-44	18%
45-54	12%
55-64	10%
65+	6%
Unknown	18%

GENDER

Gender	Percentage
Female	45%
Male	46%
Unknown	9%

DEVICE

Device	Percentage
Desktop	26%
Mobile	60%
Tablet	14%

[Ad group ideas](#) [Individual targeting ideas](#) Available network inventory: ON [Download](#)

[All ad groups](#) [Keywords](#) [Interests](#) [Topics](#) [Placements](#) [All placements](#) [Sites](#) [Mobile apps](#) [Videos](#) [Add all \(37\)](#)

Ad group	Contents	Cookies / wk ?	Impr. / wk	
iOS Apps 1	Mobile apps: All Apps > Apple App Store > Food & Drink	500K – 1M	10M – 50M	»
Sites/Channels 1	Sites: joybauer.com, healthydietbase.com, dietanalytics.com...	1.5M – 2M	50M – 100M	»
Videos 1	Videos: durianriders (YouTube Channel), daradubinet (YouT...	250K – 300K	150M – 200M	»
Android Apps 1	Mobile apps: Paleo Diet Plan (Google Play), by Health Exper...	2.5K – 3K	45K – 50K	»

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	
thepaleodiet.com	
healthydietbase.com	
dietanalytics.com	
agirlworthsaving.net	
myhealthmyfood.com	
themilitarydiet.com	
paleodietfoodlist.net	
diet.com	
17ddblogger.com	
paleotrack.com	
pepperplate.com	

72 mobile apps

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

22 videos

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

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			\$1.00 – \$1.50	50K – 100K	500K – 1M	»
thepaleodiet.com Show similar placements			\$0.00 – \$1.00	40K – 45K	500K – 1M	»
healthydietbase.com			\$0.00 – \$1.00	50K – 100K	1.5M – 2M	»
dietanalytics.com			\$0.00 – \$1.00	15K – 20K	100K – 150K	»
agirlworthsaving.net Show similar placements			\$0.00 – \$1.00	10K – 15K	500K – 1M	»
myhealthmyfood.com			\$0.00 – \$1.00	5K – 10K	40K – 45K	»
themilitarydiet.com			\$0.00 – \$1.00	100K – 150K	1.5M – 2M	»
paleodietfoodlist.net			\$0.00 – \$1.00	3.5K – 4K	10K – 15K	»
diet.com			\$0.00 – \$1.00	15K – 20K	100K – 150K	»

BROAD TARGETS

- Associations
- Foundations
- Federations
- Societies
- Clubs
- Forums
- Websites / Blogs
- Magazines
- Newsletters
- Amazon Best Sellers
- Authors
- Events
- Festivals
- Conferences
- Competitions
- State / City Specific Topics
- Subscriptions

CONNECT WITH ME



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



- david@rampify.com