

**Finding your customer avatar, finding
viral content ideas, and researching
the competition**

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Okay, once you've created your custom audiences from the list you already have, the next step, you want to identify your customer's avatar. Sometimes for my videos, I just like to go to Google and I'll type in whatever and funny after it come up with some stuff. I thought this was hilarious. "I can't believe there are so many privacy risks involved in broadcasting my entire life on Facebook." It's basically what you're doing on Facebook, what everybody's doing on Facebook, is supplying advertisers with information. And this is good for you as an advertiser because you know everything about these people. It's scary how much you know and how much you could target these people based on...which makes Facebook the most unique advertising platform pretty much ever, ever created because you could advertise based on anything about someone. And I'll show you examples.

So when you're identifying your customer avatar, the better you know them, the better you'll be able to advertise to them. The more you know about the person you're advertising to, what makes them tick, what their demographic information is, the more you'll be able to produce ads that really grip them. The more you'll be able to produce free content that lures them in, that gets them into your funnel. So you want to know their age range, their relationship status and I'll show you how to get all the stuff right on Facebook. Their location, whether they're male or female. Is your customer more likely to be a male or

female? Like in the cooking market, obviously it's going to be more females than males. The income level, affluence, home ownership. All this stuff you can learn.

Devices, what device they use. I learned that a lot of my customers are either on a desktop or on iPads. A lot of my customers don't necessarily buy from cell phones or android devices. They're mostly on iPads and desktops. So I could target iPads and desktops when I run my ads. You want to know their interests, what pages do they like, what are they interested in, what do they like, what do they dislike, what associations are they part of? What needs, desires, problems, fears, hot button items? You know, you want to know all of this stuff. You could learn this stuff by searching Facebook and seeing what posts are going viral and looking at your competitors pages. So the more you know about them, obviously the more money you can make from them and the better you could target your ads so you're not wasting money with ads that are not properly targeted. Which is the big thing to help you get the lowest costs per click possible. The type of content they engage with is another big thing.

So let's go over to audience insights and I'll show you some of the things you could learn. So you go back to Facebook. You have those custom audiences that we can analyze. You go to ads manager and then from there, you go to audience insights. No, I don't want to add my phone number. They're trying to get even more information from me. So you can do a custom audience. So let's look at one of those custom audiences we just uploaded. Let me X out of this nonsense. Custom audience. So let's look at that video forward list. So that list wasn't ready yet. Let me look at another list. How about this one? Customers from Facebook ads. Okay. Now if you look here, this is audience insights and Facebook will tell you everything. They'll tell you that 79% are women. So you want to jot down all this information just so you know. And you look at the age ranges. I can tell here that the majority of my people, my customers are between 45 and 65. You see that age range

right there? I could tell you that a lot of them are suburban seniors or...let's see. Apple pie families. These are different categories that they'll tell you about. You know, lavish lifestyles.

I can tell you that their relationship status. Most of them 49%, actually 70% of my audience is married. Their educational level, 61% college. So you wanna know all this stuff, you want to jot all this stuff down. And you could look at what jobs, what industries they're in. Okay healthcare, medical. So you see the value of uploading your customer list or the value of running ads on Facebook and learning more about your customers as you're running these ads. You want to learn everything about them. You want to know what pages they like. Facebook will tell you what pages they like. They tell you their location. I know a lot of my people, most of my people, well this is just the US. So you could sort it globally, as well. But a lot of my people, let's see...Chicago, New York, Houston. So it's pretty much spread out evenly. Activity. Device users, tells you what devices they use. All right. So it tells you about their household status, whether they're home ownership. You know, 72% are homeowners. Household size, I mean everything you ever need to know about these people. The type of things they purchase. You know, they purchase clothing, they purchase food and drink. Obviously. Food and drink because they're likely to be working moms or stay-at-home moms. Subscription services which is good. That's a good sign too. Subscription services which means I can get them to subscribe to things.

So these are some of the things you can learn from your customer list. So what you want to do also, if you don't have a customer list you want to identify your competitors. Identify your five top competitors in your market and you want to look at them as well. So I know that one of my competitors is Simply Recipes. First of all, you could put in your own page. Right, put in your own page first. So if I put in Recipe Secrets, it's one of my pages. And I go to page likes. It will tell me the affinity, you know so the next closest one is Just a Pinch Recipe Club. So it tells you who your competitors are based on your own page. But if you don't

have your own page, you have to do a little bit more digging, a little bit more research to see. Look at whatever niche that you're in. Look at what pages you belong to in that market. You should easily be able to find the top sites in that market and then you can enter it in.

So let's just use Simply Recipes. I would enter Simply Recipes in as an interest. And they would tell me all the demographics and all the information for them, as well. So when you're running ads, the closer you can get to the ideal demographic of the customers who are gonna buy your stuff...you want to target and kind of zoom in to those demographic details when you're advertising. So when you're advertising, like if you know that your customers are between 45 and 65, and if you know they're in a certain state or a certain country or if you know that they like a certain page, you could drill down and identify and target your ad specifically to those people. And the more targeted you get, the better your performance is gonna get. And the cheaper you're gonna get as well with your ads.

So what I want you to do is make a list of all these things and fill it out. What is your target customer? Answer all of these questions about them. What devices they use? What interests? What needs, desires, problems? And you do this, you'll learn a lot more about your customer.

So let me show you another thing you can do. You can find a type of content they engage with. So to run Facebook newsfeed ads, you have to have your own page on Facebook. And it's really easy to set up your own page. You should already have one. And when you have your own page, Facebook gives you tremendous amount of insight on competing pages. So they'll tell you...if you go to insights, they'll tell you what pages you should watch. And you could look at what pages to watch and you can see what content on those pages is going viral. You can also add in pages to watch. So, let's say if I want to click...if I click any of these links it will show me this weeks top posts from those particular

pages and I could look at the content and look at the comments. You could check out the comments and see what people are saying.

See, P.F. Chang's chicken lettuce wraps. Okay. I know that people like this particular recipe. Look how many shares it got. So I can create similar content. So you use this as a valuable research tool. It kind of spies on your competitors for you. Let's see my buddy, Todd Wilbur. Let's see what his top posts...He does a lot of silly jokes because he's a corny son of a gun. Look at this. Intersection of the week, Inyo and Butte. He's still talking about season one of the TV show that he had that got canceled. This guy hates me. Carrabba's top dish, chicken Bryan. Oh, I love that dish from Carrabba. Yeah, look at that. So it'll show you the top posts from your competitors and you want to use that to do your market research as well. And from there, you know what kind of freebies you might be able to offer or what kind of content you might be able to offer to get people to your page. And that's valuable insight. So make a...jot down some different ideas based on this research that I'm showing you.