

Intro and PPE ads

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Ron: Hey, guys, Ron Douglas here. \$5 Post Training Coaching: How to Turn a Free e-book or Short Report into 500 leads a day with Little \$5 Ads on Facebook. All right. So today we're into week three, which is my favorite part. We're actually going to set up ads, some actual ads, and then, next week, I'm actually going to review the ads with you and let you know how they've done and how I adjust the ads. So next week's going to be tracking and analytics and all that stuff. But today, we're actually going to go through a bunch of different types of ads and I'm going to set them up live and put some money behind them and let them run.

So today we're going to demo PPE ads, website clicks ads, retargeting ads, custom audience ads, video view ads, power editor ads. Those aren't really separate ads, they're just ads that you run in a power editor. The power editor is a really powerful tool that you can use in Google Chrome. It only works through Google Chrome right now. And it makes it easier for you to set up multiple ads and I'll show you why. And then we're gonna show some different types of viral posts. So that should be fun.

So with these ads, the thing to know is each ad, it serves a different purpose. So PPE ads would be like ads you would run if you had some type of viral content. PPE ads are ads that Facebook serves to people who are most likely to engage with your post, to engage in your post, to like, to comment, to share your post. So they know, based on people's behavior of other ads and just on Facebook, they know everything about you, those are the type of people they share the ads with. So you have a good chance, if you have good content, of getting a lot of free,

organic traffic, a lot of cheap, viral traffic overall from these ads if you have really good content, because that's what Facebook wants to be all about. Those are probably Facebook's preferred types of ads because they get to charge you per engagement, but the more engagement you have the cheaper, they charge you. So they kind of show a lot of love to good posts, because they're all about the user experience or else people will just start using LinkedIn or Myspace or something, I don't know. So the other thing is website click ads. I'm gonna go through all of these, but let's start with PPE ads.

Okay, so one of the things I like to do is I'll go to post insights and I'll just sort this to see which posts are getting the most reach, which are going viral, getting the most engagement. Like this one, actually I've ran an ad to and you can see that it's gotten 39,000 views from the ad and then 33,000 just organically. So, occasionally, I like to boost a post that is getting good traction. So, I have my assistant make like a couple posts a day and then, each week, I'll go and it's good for your page to just to occasionally boost a post. Find one that's doing well without any ad traffic behind it and boost it.

So if you take a look at this post's results. This is the actual page I promoted in this example and this is that sandwich page again, which I was telling you about. The key thing about this is, even if they don't get this offer, they see it and it's in the back of their mind. They've seen this once before. So what you do is you put your retargeting pixel on this page and then you add these folks to your retargeting ads and then, when you retarget them, you send them to your squeeze page. So I retargeted these guys and I sent them to that free e-book page because they saw that once, and if they click that retargeting ad, the retargeting ad, I only get charged when people click it. So when they click that retargeting ad that means that like, okay, they were interested in this they just didn't sign up the first time.

So that's what I do with those retargeting ads. So I find viral posts like this and I'll run an ad to it. So I'll show an example. When you do a boost post, it's just like PPE as well and you get a lot of organic traffic, as I mentioned, if it's a really good post that people like. So I'll show you an example from my page here.

If you wanted to boost the post, like this one seems to be doing all right, you just click that "boost the post" thing right there, you select your pixel, whatever pixel you have that's tracking your sales, and you're limited with what you can do with targeting with this type of thing. So, I mean, you could just do people who like your page and their friends because you can usually get good results. That's the best part about having members of a page. You might not reach them too much organically if you don't pay for ads, but you can reach their friends through these ads and people tend to like things their friends like, so you get a lot of people signing up. That's a lot of credibility from that as well.

So you can choose how many days you can boost it for. You have your credit card there. You can choose your total budget and you can also choose some criteria through targeting. Now, you can pick any one of your customer audiences. You can target those to see this particular post. It's ad oriented, so you would have to go to the ads manager. So, that's basically how that works.

So the other type of PPE ad, you would go to the ads manager. And this type of PPE ad, you have more control of. So you go "create ad" and then you would choose "reach and engage people with your post." From there, you select your page and you would select the post that you wanted to target. So they give you a list of your posts. Let's say I want to target this particular post, and before you do that, you want to make sure you have Facebook's tracking pixel on your website so that you're tracking your sales, tracking your conversions.

So let's demo that right quick. You go to your ads manager and then from there on your ads manager, you go to "conversion tracking" and you can create a pixel. So, you can create a pixel to register leads or checkouts or registrations or adds to carts or other website conversions. So I want to do check outs. I want to name this recipeseekers.net, so I'm going to do RSN checkouts. So I have a buy one get one free offer, so I'm going to name that RSN BOGO checkouts.

So they give you this conversion script and what you want to do is copy that, put it into Notepad, and then, here, you want to enter in the value. So whatever the profit value per sale is. So I know I have profit value per sale of approximately 18 bucks for that particular offer. So I put that \$18 there. And you want to copy that, as it shows here, between the head tags of the page and you put it on the thank you page. So whatever page they see after they make a sale, you put that there.

So what happens is, whenever someone lands on this page coming from Facebook, they click a link on Facebook, they land on that page, that thank you page, it registers as a sale and you put the value in. So it tells Facebook, I had a sale valued at that amount. So that's how that works. And you wanna go put that on your thank you page. I'm going to put it on my thank you page. My thank you page happens to be an upgrade page, so what I wanna do is I wanna have one on my first thank you page that they see and I wanna have another pixel on the second.

So I have two up-sells. So right after they buy the first product they land on this page, which is the first thank you page and it's another up-sell. Then, if they take this up-sell, they land on another page and I want to have my conversion tracking on both of those pages, so it will register the initial sale and the up-sell sale.

So you would want to work with your webmaster, or if you do your own webmastering, make sure that the script is between the header tag,

right above the closing header tag. So this would be your closing header tag. And, as you can see, I've added that Facebook script with the \$18 price target there, \$18 conversion, right above the header tag.

And then, from there, you should be able to come back here and see the status as active, being that you landed on that page, it registers the pixel as firing up from that page and it shows it as active. So now, when you go back to your ads, you create the ad here, you choose "page post engagement," you choose your website, your fan page and then you pick the post that you want.

So, for this example, I'm going to select this post that they're pretty well, Panera Bread, asiago cheese bread. And then from there, what I typically do with a PPE ad is, being that they're going to send me people that are likely to engage, I just go with my general demographic for my customers that I know that's usually my demographic. And you can find this from competing pages, find what their demographics are. It's usually I know it's 40 to 65, women, United States, who are interested in recipes and cooking and I like to put this qualifier in "active credit card users" for behaviors and I want people that are not people who already like my page. So I'm going to exclude people who already like my page from that. So I enter in my page name there, exclude those people.

Let's just set this up as a test at \$5 a day. Actually, you know what? For this ad, let's just set this up at, let's give it \$20 a day. Let's see what it does. Then what you want to do is set a start date. I usually like to do one week. So today's 14, so let's do the 21st. So I'm going to spend \$140 total. So you can control exactly what you want to spend. You're going to "post engagement." Get the most engagements for the best price and you want to label the ad sent, the ad sent name. So I'm just going to put that "PPE Panera," just so I remember what it is. Then when you scroll down below, you want to open that up, the "advanced

options," and choose your pixels. So I'm going to choose that checkout pixel.

So I have two things going on here. I have my retargeting pixel on the landing page and I have my conversion tracking pixel on the sales checkout page, the landing page after they check out, which is the thank you page. From there, I can review my order, make sure it's right, and then place my order.