

PPE Ads Continued and Website Click Ads

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Okay, so we're talking about PPE ads and a thing to know about PPE ads is they might take two or three days to get seasoned to actually revert to the price that it's going to inevitably be. So they might charge you high per engagement the first couple of days. You might see like 18 cents, 20 cents per engagement, but it kind of normalizes once Facebook recognizes that you have good content, and you start getting a lot of good engagement to that post, and then you can get like under ten cents. You can even get under five cents. I'll show you an example like this.

I need to turn this ad back on actually. Look at this, four cents per post engagement, and ended up getting over 12,000 clicks. And look at this. This is the key thing right here. Relevance score, ten out of ten relevance score. So if you look at some of these other stats, \$469 spent ended up getting 5,716 website clicks. So you could do the math on that. That's just the beauty of having a post per engagement ad that people like, because this ad got decent engagement. Look at that, 3,557 shares, and it's a very simple ad but the picture is the most important thing actually. You want to have a large picture just like this in your post that draws people in. Food does well. You need to know what type of pictures in your particular niche is going to attract that type of attention. That's what gets people attention, and then they start reading, "Okay, what is this about?" Get the full recipe.

So I had all these people clicking to my site, and then I get to retarget all of those folks with ads. So that's the beauty of PPE ads. And as I said, it may start out the post per engagement like 18 cents, 20 cents, 25. It could be higher, but then after it normalizes and after your relevance score gets registered and after you start getting people clicking and active in the ad, this ad actually normalizes. It could normalize below ten cents. Four cents is really good. And it says here this ad can be... I did this in Power Editor because Power Editor enables you to put multiple converging pixels. So I had a lead converging pixel and I also had a sales converging pixel on this one ad. So you can do that in Power Editor.

So now we're going to talk about Website Click ads and these are the ads that I use that... the true five-dollar ads. These are the ads where I've done my research. I've got my high affinity interests and place that I want to run one ad to each of those high affinity interest to see which ones are going to perform. And again you want to find high affinity interest that not everybody is targeting, which inevitably makes the ads cheaper because not everybody is targeting it. If everybody is targeting a certain interest, then Facebook's bidding system is going to bid that interest up higher. So you want to find little known high affinity interests that not everyone is targeting. So I'll show you exactly how that works from my research, what I came up with.

So I'm here in the ads manager. I have my list of high affinity pages that I want to target, interests that I want to target, that I had my assistant do the research for. So what I want to do now is I want to go to "Find potential customers for your business," want to get "clicks to website," and let's put in a URL to target. So with this, I'm going to send people directly to my tease page. It has a little bit of content on it as I reviewed before, but I'm trying to get them in directly into my funnel with these types of ads.

So I put my link there. I want to put a campaign name that I can remember when I see it. And for now, scroll down and I want to still target people in my customer demographic that I know about. I find that they do best. I want to still target women, but here I want to enter in... Let's enter in one of these interests. So let's try Recipe Corner. So let's put that one in and see if it comes up. Recipe Corner, we've got to target them. Okay, Recipe Corner has a potential reach within that category 28,000 people but that's fine. Anything over 20,000 is fine. That's fine for this category. You don't want to go too broad. We're going specific with these, because we're going to enter in a bunch of them. I might enter in 50 to 100 different ones in this, and I'm going to test them each with initial five-dollar campaign.

So you could scroll down here and you set this to "Clicks to Website." Actually, no, what you want to do is you want to set it... If you want to get pure just clicks, pay per click, then you want to set it just to "Clicks." Set that to "Clicks" and then let them determine the maximum. Okay, so they say 50. So just go with what they say. You're not actually going to pay 50 cents. You're probably going to pay less than that, but go with what Facebook suggests for now. The beauty of running these little five-dollar ads is even if Facebook wants to blow your budget and start charging you 70 cents per click or 50 cents per click, your max bid, they're only going to get you for ten clicks per day. So after a few days, you could see, "Is this working or not? Is this interest working?" and you can make an adjustment. So the most they can get you for is \$5 a day anywhere no matter what the click rate is.

So the next thing you want to do is you want to add an image. I usually test two or three different images in one ad and they'll split test and show... Their system will automatically show the image that's performing the best over time. So I'll put like two or three different images. What's cool with this system is you can actually use images from their library and they give you images. If you go to stock images and say if I wanted to type in food, they give you a bunch of different

images you can choose from and you can pick a few different ones and they will load all those images up for you. So actually have the image. You could get images done. You can go to any of the stock sites like Bigstockphoto or iStockphoto. You can go to Fiverr and get your Facebook ad images created for you. There's many places you could do it.

It's probably best that you become a little bit handy with Photoshop as well. You could do it on your own. You don't have to pay somebody or you could just use the ones in their library. They have some good ones. You put in different keywords. They actually come from the stock photo shops as well. But I have an image on my computer that I'm going to upload and use. So it's this image right here. It has that big yellow free download which grabs attention. You can't miss that, right?

The page I want to use, recipesecrets.net. Okay, so I selected my page, put my headline in there. With my headline, I'd like to start out with free. That grabs attention right there, "Free secret recipe e-book," or free whatever e-book, then I'll start out with the same question that you'd see on that landing page, "Ever wish you can cook like the restaurants? Get the secret recipes for free here," and then I'll have the free download. And I like to use this button here that says "sign up" because that's what I want people to do when they get to the site. So I want to kind of manage their expectation.

So Facebook also puts this like page button there in every ad, so you get people just liking your page just because you're running an ad and they see it. And then you open up toggle list advanced. I like to put like further details down there for the people that actually read this type of stuff so they know exactly what they're getting. I'm telling them this is a free-sampler version of the e-book. So I'm giving away this e-book and I'm putting my tracking pixel on there that I created in the last video. Everything looks good.

And over in this side, Facebook actually shows you what it looks like. So that's what it looks like in a desktop newsfeed. That's what it looks like in mobile. That's what it looks like on the right column. So the thing about this is as you're running these ads, you look at your stats. You can go and look at your conversion stats. And if you noticed that mobile is converting and desktop is not converting, then you could switch these off. You could switch and hit the remove button. If I noticed that right column is not converting, hit the remove button and it would no longer display on the right column.

So after you run these ads for a while, you'll get a sense of what's converting whether it'd be desktop, mobile, right column, or whether it'd be one of their partner networks. From running my ads, I can tell you that I get a lot from desktop but I also get mobile too because mobile includes iPads as well. Right column, not as much but I don't get a whole lot of clicks from there anyway so it doesn't cost me a lot of money just to show it. It's kind of like free branding from my site.

And again I can scroll back up here if I wanted to test another ad against that. Let's put this other ad in there also and Facebook will automatically split these two different ads for you. You could put up to six different ads if you want to do that as well, but I found that this one converts better because it kind of grabs more attention. But let's just see. I'll test it again. And that's it.

And when you finish, you review your order. Everything looks good. I'm targeting that interest, Recipe Corner, and I want to place the order. And then you do the same thing and I would do this for all of my different interests, for each one. And what you can do is, I'll show you. After you place the order, you can duplicate this ad and that's the easiest way to do it and create a similar ad. So you create a similar ad. And the only thing you really have to change is that interest. So you would go edit ad set and you would change the targeting. So you would change it from Recipe Corner, you take that out and then you put your next interest in

and then save that. And you just do that one by one and it's the quickest way to do it other than using Power Editor. And, yeah, you just put the interests in and run a separate ad, \$5 for each, and then when we do the testing and tracking, we'll come back and we'll see which one of these ads are actually working. It's gonna be a bunch of them that's working, a bunch that are not working. So hopefully that's clear and I'm here to help you guys if you have any questions.