

Week 3 - Live Training

Five Dollar Posts Transcript Bonus By Rachel Rofé

Week 3 - Live Training

Okay, guys, Ron Douglas, Five Dollar Posts. Today we're on to week three, setting up your ads. We've gone through week one, initial setup and research, week two, your lead funnel, and now, week three, setting up your ads. We're halfway through the six-week course here, and next week, we're going to be going down to testing, tracking and analytics. Yes sir, setting up your ads, okay. Today, I'm going to talk about some quirky and expensive lessons about Facebook ads that you only discover once you run them. Just in general, there's going to be a lot of stuff you discover that I might not even remember to talk about, but you'll discover it once you start actually running ads and things happen. Facebook is not a perfect system, it's still a new platform and it's still a lot of funny, little quirky things that go on. I'm going to talk about some of them today.

But first, before we do that, let's review what we did in week three. In week three, lesson one was about the introduction and about PPE ads. I talked about PPE ads and how to get cheap traffic from them, what they're all about. We had your to-do items below, which was actually to start setting up some ads and placing your Facebook tracking pixel in order to track your conversions. So you put that on all your thank you pages and this video goes through how to do that. Lesson two was another continuation on the Facebook PPE ads, and I went into website click ads, and how to control, how much you pay per click, how to put your budget in, how to schedule them, and that lesson was lesson two. Lesson three, we went into retargeting, how to set up your retargeting ads, how to set up custom audience ads, I actually showed you a live example of doing it.

And video ads, and not just video ads, but many experts don't even know yet that you can create custom audiences, you can create retargeting lists right from the video ad, not even if someone clicks. Only if someone watches the first three seconds, Facebook will automatically create an audience for you, for that video ad. And I showed you how to do that in the Power Editor. You can create a retargeting list just of people who watched the first three seconds of your video. Facebook does it for you automatically, and there's a check box when you set up your video ad in the Power Editor, and that's huge. A lot of people aren't doing that. Lesson four, I went through some more examples of how to use the Power Editor, how to quickly scale your ads, how to duplicate ads, how to quickly edit a bunch of ads at the same time, you could only do that in the Power Editor, which is, I guess that's the name, right?

It's truly a Power Editor. It helps you edit your ads quicker. We went over how to do page like ads, which is important, you want to...what I tell people to do when they get started initially, run a small page like ad campaign, just to build your page up a little bit, just to show Facebook that you're not just out there trying to get cheap traffic and game the system, you're actually trying to build a community. You want to have your own page, you want to get some followers to that page, you want to grow some like ads. I think you need 100 followers at least, I believe it is, just to see the insights on your page, just to get that valuable research data on your page and about other pages as well. So, run a like campaign, season your account a little bit and then you'll get better results going forward.

We also talk about website conversion ads. They're similar to website click ads in the way you set them up, but you just tell Facebook, "Here's what I want to pay for conversion, and I want to send this ad...display this ad to people who are most likely to convert." You do that, once you have your pixel set up and getting some conversions already, so Facebook knows the type of people that convert to your particular offer.

And we talked about dark post ads. Those are ads that you could run that are dark post. Meaning they don't display to everyone who likes your page, they only display to people who are seeing those ads. It's just like creating a post on your own page but it's a post that doesn't get published to that page, it is only displayed to the people that are viewing the ads. The key for doing that is...the reason you do that is because you don't want to bombard people on your own page with ads, you just want them to see your content.

But I don't mind them seeing the ads, I don't run a lot of dark posts, I just run a lot of regular post and then I boost those posts, so I run ads straight to those posts. I don't care who sees it because the engagement is stupid low anyway on a Facebook page. That's my philosophy behind that. But a lot of people swear by dark post ads, it's just another way of doing the same thing. Lesson four, we went into...was that lesson four? Week three...okay, I have to update that. Lesson three and lesson four seem to be the same. Okay, lesson three was retargeting custom audiences and video ads. Lesson four, all right, that's it. Lesson four we went into the dark post ads and now we're onto the live training webinar. All right, the first quirky thing is setting your ads on a schedule gets you traffic quicker. So when you're running your ads, a lot of times Facebook will not give you the traffic you're looking for, will not give you traffic right away, so you want to schedule your ads.

By scheduling your ads for a week or so, they know, okay this ad is going to expire so let me give this guy the traffic that he's looking for before the ad expires. It puts you on a priority list in terms of your ads being displayed and your ads being approved, because it's only a seven-day schedule. That's the first little quirky thing. Second little quirky thing is editing your ads while they're running creates problems with Facebook's system. This is not just theory. I'll show you an example. Facebook really said this, a friend of mine...let's see if I could find that PDF for you guys. Yeah, here it is. A friend of mine complained to

Facebook that the ads weren't being showed, weren't being displayed because they went from having a huge budget, a lot of ads being showed to not having many ads shown at all. Here was their response. This is directly from Facebook, Marilyn in Facebook Global Market Solutions.

She says that, "After reviewing the campaigns, the reason why your ad performance has declined is because the budget was edited in each campaign." It seem counter-intuitive, you can't edit your budget? It says, "For example, in campaign nine, the budget was increased and decreased a few times. What happens is this causes Uneven Delivery Pacing." Uneven Delivery Pacing, they're just making stuff up, right? Uneven...what the hell is that? To ensure that pretty much our system sucks and we can't keep up with people increasing and decreasing their budget. "To ensure consistent and predictable delivery of your ads, we recommend keeping the budget and status of your ads unchanged while your ad set is running. Changes to your budget or status of your ad can cause your ad to experience unpredictable or uneven delivery. Basically, you screw up their system when you edit it, when you change the budget or make any changes."

"When you change the budget in the middle of your ad set, our system can have difficulty adjusting the pacing of delivery to ensure that your budget is specifically evenly throughout the remaining of the budget period." Right, basically "Taking this action can cause your daily budget to deplete quickly or not spend completely." They either run up your budget really quick or they don't spend it at all. And when you turn your ad sets, so you don't even want to turn your ad sets on or off while they're running because their system can experience similar difficulty in effectively pacing the remainder of your daily or lifetime ads budget." Basically, don't change your ads while they're running. You could read this, I'll post a link to this in the Chat Box if you want read this on your own time but it gives some good insights about Facebook and what not to do. Let me post this in the Chat Box here. There you go.

Okay, in order to scale like to increase your budget or to change your ads, you could do that by duplicating the ads. Take the same ads. So what I would do is I run an ad for seven days or so, or three days or five days, however long you want to run the ad on a small budget, five dollars a day or however much you want to spend. Then when the ad expires, I let that ad expire and if that ad did well, then I'll duplicate it and increase the budget at the start of the new ad, right? So, I'll make the changes there and increase the budget there and that works better and Facebook's system knows to do the right thing. The next quirky thing is high relevance scores. A high relevance score will reduce your ad costs. A high relevance score will reduce your ad costs. How do they determine the relevance score of your ad? Well, it has a lot to do with the topic, the page that you're advertising on and the interests of those people on that page.

If you're advertising into a page and you have an ad related to basket weaving and you're running an ad related to basket weaving, and the ad has content about basket weaving, and you're running it to the Basket Weaving Friends group or "We love basket weaving" group, then that's relevant, it's highly relevant. But the other determining factor is, do people like that ad? Are people engaging in that ad? I think that's a factor of relevance, as well. I'll show you an example, and it's not just me preaching this, I just saw this on Facebook today. Alice Seba [SP], I'll reply to her later. Look at this guy, I just saw this on Facebook today, it says, "The moment you realize your post went viral and you get free traffic all day. If you give Facebook what it likes, it will only reward you." That's the game right there, in a nutshell. It's not hard to just serve your audience with relevant content and stay within Facebook's terms and conditions.

Look at this. This guy reached 273,000 people. He's got 28,282 clicks. I'm not exactly sure how much he spent, but it just goes to show you, with good content. Let's see some of the comments people are saying,

"Good work," "Bad ass," "Good work, bro." Look, okay, negative feedback. 49 people hit the ad, one person reported it as spam but that's not bad considering how many people saw that ad and how many clicks he got. It just shows you what Facebook is talking about. High relevance score, Facebook will tell you your relevance score right in the ad stats. If you go to your Ad Manager and look at Reports, that's where they'll show you for each ad that you run. I'll cover that next week in the tracking analytics but for each ad you run, they assign a relevance score right in the reports and they assign a...if the ad is getting a lot of complaints and I can add Feedback, whether there's high complaints, low complaints.

I'll show that next week in the...but you can see it right now if you go to your Ads Manager and look at the reporting for the actual ads that you're running. Facebook will actually tell you which posts it likes. One of the strategies I use is I'll have my assistant make a bunch of posts. She does a couple posts a day and then I'll look for those posts to determine which ones I wanted to boost or which ones I wanted to run ads to. I'll run ads to the posts that Facebook tells me it likes. Facebook tells me here, "That post is performing better than 90% of other posts on that Page. Promote to get even better results." It's telling you, "Promote this post." So that's the one I'll promote. But again, all of the posts I run, not all of them but the posts like that, the content posts that I run are always going to that same squeeze page, that same sandwich page where I'm getting opt-ins and I'm retargeting these folks because I have my retargeting pixel. I take all of my content, put it on pages like this where I'm retargeting.

You could do the same thing for anything it doesn't have to be recipes. You could have your free e-book offer or free offer above and then just have your main content right here. And run ads to get people to this page and they like those type of pages and they always get high relevance scores and you always get, because you're giving people exactly what they click to get. And then you're able to retarget them

and then you're also able to offer your freebie so that if anyone clicks that, they can get on my email list and get right into my funnel, right from there. You can see the comments as well, that helps with your ad relevance score, that helps with the relevance of the page overall that you're sending them to, and it helps bring more people, because when people comment, people see these comments. Their friends see these comments and it creates more traffic to your offer. All right, so that's that point.

The next point is focus on what they want to share, compelling content, nice pics, a believable free offer, funny stuff, viral videos. If you're selling jewelry or stuff like that, post pictures of what you're offering. You could post pictures and say stuff like, "Tag a friend who would like to buy this for you." Don't underestimate that that is huge. Post a picture of something that you're selling or post a picture of something for sale and say, "Tag a friend if you'd like them to buy this for you," and you'll be surprised, people just start tagging their friends, they'll tag their husbands, women will tag their husband or significant other and say, "Hey, buy this" or tag their girlfriend or whatever. But that's a good way to get engagement and get people to see what you're offering, as well.

The other thing is deleting too many comments. When you run post ads, ads based on a post that's on your page or based on a dark post, people can comment on those ads. And whenever you're giving out something for free, there's always some idiot that comments, "Nothing's for free." People are always skeptical of free stuff and people just want to bash your ad, people hate ads. Some people just don't like ads at all so they're going to make comments. Well, you don't want to delete too many of the comments. It's better to just address their comment directly and tag them with your reply and say, "Sorry you feel that way, if you have any customer service issues, we're available for you to answer any questions." Just be professional in your ad comments, as if you were commenting to a customer support query and you'll be surprised how much better that makes you look.

When you keep deleting comments, it looks suspicious, like you're running a scam, you don't want people to see the comments. You could delete a few of them but if you start deleting a lot of comments then Facebook flags your ad, flags that post as something to be suspicious of and then your ad costs go up. That's another quirky thing that you only learn by running ads. The other thing is you can just straight up get your ads account banned for no real reason. Maybe you logged in from some remote location and they think it's a scam. Maybe you're on vacation or something, there's so many reasons. Their system is so quirky that they could straight up ban your account. But the thing is, as long as you're following their Terms of Service, there's a good chance you can get it back.

But don't send, you should have...this isn't against their Terms of Service at all but, there's no reason, if you have a household where it's multiple people and...they tell you you're not supposed to have multiple Facebook accounts but you could have five people in your house using the same computer that all have different Facebook accounts. Like my wife, she has a Facebook account, my daughter has a Facebook account. They can't tell you that you can't use multiple accounts from one computer. You could run Facebook ads from one computer from multiple accounts as long as you have a different name for each account and a different credit card for each account. If they ban your account, I'll show you, I'll talk about that in a minute, but you can have multiple accounts.

But don't send questionable ads from your main account. When I say questionable ads, ads that people don't like is pretty much what...like weight loss related ads, ads with big, giant claims like, "You could lose 20 pounds this week!" or "You could get rich just by punching keys on your computer." They hate stuff like that because if you think about who's watching your ads, who's monitoring your ads, it's some dude at Facebook, sitting in a cubicle making 20 grand a year, two years out of

college or something that is miserable sitting there working at a desk all day, monitoring ads, he's like the ad police and he hates you. He hates people that make him...he doesn't believe those claims. I could tell you, I could make 10 grand just by sending out a couple emails. It is absolutely true but if I post an ad about that, even though it's true, I get some kid looking at my ad saying, "Oh, this is a scam," because he doesn't believe it. Most people don't believe that, but it's true.

You can create an information product like this and make some videos on your screen and post them on a WordPress blog and give people access to it and then have a Facebook group or a Google group. That's exactly what I'm doing right now, isn't it? I'm just recording my screen and talking, and sharing what I know. But the information that I'm sharing is hugely valuable but if I tell a regular person that you can do that and make tens of thousands of dollars, they think I'm crazy. No way, you can't do that. People don't believe it until they actually see the money coming. I went on a tangent there but that's my main point is, you can get your ad account banned for no reason at all, it's just a quirky Facebook thing. If you have your main account, use that for the ads that are really, really evergreen, not risky at all.

I'll go into Facebook Terms of Service for you, read that Terms of Service. Before you run Facebook ads, make sure you read their Terms of Service and be aware of it when creating your ads. Let's have a look at some of the points in Facebook's Terms of Service. You saw that. The Facebook's Terms of Service, you want to read this. You can Google it, you can go directly to this link but you definitely want to read this, things you should know, you want to read Prohibited Content, these are surefire ways to get your ad banned. Prescription drugs, illegal drugs, tobacco products, unsafe supplements "as determined by Facebook at its sole discretion," look at that. Unsafe, how do they know, they're not the FDA or whatever. But hey, "as determined by Facebook in its sole discretion." Your supplement is unsafe. They just hate weight loss pills in general or supplements or anything that focuses on that stuff.

Weapons, ammunition, explosives, adult products, and then your content can't violate any copyright, trademark, privacy or other proprietary rights. Adult content, you can't have your ads too sexually suggestive, right, especially if you're targeting a Christian group, something like that. You can't have sensational or disrespectful or excessively violent content even though you might get a large amount of clicks. Look at this, you can't even show a shocking car accident, what's that about? They show worse stuff on the news, I was seeing on the news, they had this guy getting shot in the back and they just kept looping the video over and over again about this dude who got shot in the back by a cop, that's shocking to me. You wake up in the morning, first thing you see is some dude getting shot in the back and they're just looping it over and over again with some weak disclaimer.

Content that asserts or implies personal attributes, a person's race, ethnic origin, religion, belief, age, sexual orientation, you don't want to use their stuff. If you were targeting black men or Christian women with personalized tee shirts, you don't want to run an ad like that, they're cracking down on tee shirts in general, I guess. "Buy this tee shirt," people were killing Facebook, people were running tee shirt ads on Facebook, killing it, making millions. They were running ads like, they'll find a bunch of people named Greg in a certain group or Facebook page and they'll scrape all the people named Greg off that page, all the people named Johnson off that page and then they'll upload that group, that list of people with those names to Facebook as a custom audience. And they'll run ads just to those people named Johnson and the ad will be selling a tee shirt saying "It's a Johnson thing. You wouldn't understand." People seeing that tee shirt are like, "Wow, it's a Johnson thing, that's a tee shirt that speaks directly to me," and the people were buying those tee shirts like crazy. But some people started complaining, how do people know my name is Johnson, "Buy this shirt, Greg"? How do people know my name is Greg? They started complaining, so

Facebook made this rule about it. It's just some of the things with Facebook.

Before and after images, avoid before and after images. What the heck, you can't show a before? You should be proud of your success or proud of the success of the people that you trained if you're a trainer, right? But you can't show before and after images? Give me a break! Look, this image focuses on healthy habits rather than physical attributes. Facebook is really trying to clean it up because they don't want complaints and stuff, then they're just becoming more aggressively against marketers? What's wrong with that, that's a good picture but hey, that's just what it is. Read all this stuff, alcohol, restricted content, dating, lotteries, pharmacies, supplements, you can't run ads related to that stuff. You could do...the way you do it, the way you get around that if you're selling supplements is you run an ad or make a post that has really good content, a post like this, look, that goes to a presell page, "Three healthy food lies that reveal why your kitchen is full of fat-storing ingredients."

This is what you call a presell page. It's content. It has exactly what it says it has, the three healthy food lies. So, step one, stop trusting food labels, step two, avoid saturated fats, step three, stop using fake health foods. It gives good content, it enlightens them, but this is nothing but a glorified sales page with content on it and then on the next page, you click that next page and then it takes you to the sales letter. It could be a sales video, it could be a sales letter. What they did was they just put a page in between, this is called a presell page to warm people up for that offer with good content that they're going to share. You could run Facebook ads to a page like this all day, "Three healthy food lies reveal why your kitchen is full of fat-storing ingredients, all day long. But it's extremely effective with warming the people off for the offer and then getting them to the next page and what you have your sales page from there. That's really an advanced tip and that's what a lot of the big earners are actually doing.

What to do if you're banned? If you're banned from Facebook, if you're within their Terms of Service, you can appeal it via email or you can appeal it via their site and then you could try to speak to someone, a Facebook rep, at this number: 800-601-0077. Try getting in contact with somebody at that number and see if they can help you. Tell them that you want to scale your ads, you want to spend a lot more money with Facebook but you're not clear on why you were banned and you read the Terms of Service and you're just trying to do the right thing. You're promoting your evergreen offer that's good for the community, good for the user experience and you don't understand, you believe that it might be something quirky with their system that caused the ban, can you please help me.

Have that discussion with them and they'll point you in the right direction. If you're not within the Terms of Service, then I would say go read this, rondouglas.com/blog/gofbadsbanned. Read that, that takes you to a really good post on what to do and what not do if you're banned, if your ad account is disabled. Watch this video, I get some really good advice. What he says is, if you tried to do this stuff, creating ads for dating, relationship or any type of singles website, making ads for an affiliate marketing program, a third party advertising opportunity, they could ban you for that. You don't want to send directly to an affiliate link, you want to send to a presell page like the one I showed you. Try to get links for make money online, work at home, email collection, list building, investment.

List building is questionable but hey, I guess he knows better than me. List building, investment or finance-related page, also a related page to that. You've got to make your page evergreen. You can't have something that seems too difficult to believe with exaggerated claims and stuff like that. Promote a website with a forwarded URL. You don't want to have a forwarded URL in your ad, you want to send them right to a page on your site, like a presell page. Use Facebook ad coupons that you bought

from Fiverr, I don't know about that, I've never done that before. Create a new Facebook account, yeah, that's another thing, when you create a new Facebook account, you don't want to immediately make ads with it, you want to let it marinate a little bit, let it get seasoned, maybe make some posts, maybe create a page first. Run a like campaign to it first after it's been seasoned a little bit.

Submit ads on behalf of your client for their page or website. You could do this only if you have Business Manager and you're managing the ads in their account. Don't try to do that from logging into their account directly, use Business Manager. Did I show you guys Business Manager? Hold on, I'll show you that in a second. Employ two or more separate accounts to make ads for the name page or website within a short period of time. Use Business Manager, again. If you did any of those things, then you're probably not going to get your Facebook ads account back. If you didn't, then he shows you some other things you could do but you could try to call that number and appealing. Here's where you appeal, where is it? Here's Business Manager, Business Manager you just go to business.facebook.com.

Here's where you appeal your ads, if your ad account was banned, you go here, [Facebook.com/help/contact](https://facebook.com/help/contact), you go to that link, that's where you would appeal. You could Google this easy and find it, how to appeal my ads, how to appeal my ad account ban, rather. It's safer to use Business Manager to run your ads from, it's just a quirky thing. I guess they have more trust that you're a business, you're a real business that's managing ads for others instead of just a scammer trying to get some quick traffic to an sleazy offer. If you're running Business Manager, your ad account is a lot safer. So I would advice running your ads from Business Manager, signing it with a Business Manager account, business.facebook.com. Presell pages, I went into that, presell pages are the safest landing pages. Make sure it's good contact on your presell page. The game is all about building up audiences you control, getting

that cheap traffic from really good content, getting them to a page where you could pixel them and create an audience from them.

Create a custom audience, create a retargeting audience, upload your own audiences to create custom audiences, upload your own list. It's all about audiences you own, that's really the safest way and the cheapest way to advertise. So you can get cheap clicks like I showed in the ads tutorials by sharing good content, getting people to a page, getting people to a presell page, people to a sandwich page and then pixel them, getting them on a custom audience and then running ads directly to them after they've visited your page. Or running ads directly to people who have viewed your video, if you run a video ad. You can get video views for one to two cent per view and then anybody who views it, you can target those people with an ad because Facebook will automatically create that custom audience based on the views, as I show on the video tutorials.

That's it for today's training. I'm going to jump into some Q&A right now. If you guys have any questions, you can enter it into your questions box. Let's see, what else did I want to show you guys? I showed you that sandwich page, showed you what to do if your account is banned, showed you where to go to get Business Manager, business.facebook.com. Here's a good example of a squeeze page giving out a free e-book. And this is an ad you would run, you would run them to this page after you've already pixelated them and you've got them on a custom audience. You would send them back to a page giving out a free e-book like that. What to do, where to go to appeal a disabled account, what not to advertise, and I went through all the trainings. We're going to stop the recording here and we're going to get into some Q&A.