

The things you want to test

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Here are some things that you want to test. First couple of things, ad copy and ad images. You have the opportunity to run different ads, and you could set up a different copy for each ad. So you want to test which one is the best. With your Facebook ads like, for instance, I'll give you an example. I run these two types of ads and little subtle changes like the way you format the question, "Want to cook like the restaurants?" Versus, "Ever wish you can cook like the restaurants?" That this what actually matches what's on the squeeze page that I have, but this one performed a little bit better. I don't know why, and also the description down below.

This one says, "Register for the newsletter, we'll send you our America's Restaurant Recipes cookbook sampler." This one has slightly different copy.

"100% off today, register for the Recipe Secrets Newsletter." Now you want to test different things. You want to see which ad works best, but the thing is when you're testing you don't want to test too many different variables because then you don't know which variable is working. I wouldn't go too crazy with the testing.

You want to test on a small scale, not waste too much of your budget testing, but you do want to test. You want to test different things, different headlines, different descriptions, and you want to figure out which one performs the best, And then use that as your control and you could try to beat the control. As I said, don't get too crazy with it.

If it's working for you, if it's getting results, if it's profitable, then go with it, and over time you could test some other different variables. As far as testing different images, for instance, with this I just tested a different

sticker image. With this one, I used the free download image here, and I tested that against this one down here, which is a different type of free download image which captures more attention in theory.

If I look at the test results, I want to see which one got the highest click-through rate and I was right. This one got a 3.969% click-through rate and this one got a 4.4% click-through rate, because I believe this thing captures more attention. Red and yellow colors seem to capture a lot more attention. That's what I did. That's what I do in terms of testing ad copy and ad images.

The next thing is testing ad interests. The interests are the pages that you're targeting. What I do in my system is I run \$5 for each ad, and I test a whole bunch of different interests, each with their own separate ad. And then from there you can get your report to determine which interests works best. I'll show you that when we get to the reports section, but when you run all the interests in the same ad set, is easy to pull up the stats for that ad set and look at all the different components, all the different interests that you're targeting and compare them against each other to see which ones are getting conversions, which ones are getting the highest click rates.

For example, Facebook gives a pretty good tutorial on how to set up your different ads. If you go to this page right here on Facebook, they show you how to structure your campaigns, so just a basic overview. They tell you, "Test different audiences, measure results, identify which ads work better." They say, "You can set it up, your main campaign, then you have your ad sets." Ad sets is where you set your scheduling, your budget, your bidding, your targeting and your placement.

Then you have your ads that go into your ad set, so you want to label these so that you know what they are and you want to group them together and organize them together. If I was running a single interest ads is what I like to call them. I'd have this ad set, called a single interest

a single interest ads, then I'll have all of my different ads that all target a different page or a different single interest.

Like I said, one interest for each ad and they tell you here, "Create separate campaigns for each objective." If you have an objective of clicks to websites, you want to have a separate campaign for clicks to website. If you want to have an objective of page likes, you want to separate your campaigns for each objective. And you want to separate your ad sets, the same overall targeting based on your customer profile for each ad set, But you could have each ad target a different interest.

Then below when you have multiple ads to optimize your creative, so that's just showing you that you want to test different ads and different images within those ads to see which ones are performing the best. Then Facebook tells you, "Reallocate your budgets." Whichever ad sets that are most effective, you reallocate your budget, you turn off the ads that are not performing and you keep the ones that are doing well.

They tell you, "Turn off your ad sets or your ads," instead of deleting them. If you delete an ad or ad set, you can't restart it. They want you to turn off, so just listen to what they tell you to do. Just turn off the ads instead of...Don't pause them even, just turn them off when you finish with them and they could always come back to them later.

Here's right from Facebook's mouth, "Constantly test your ads. You need to test out different types of ads over and over again before you get an idea of what works. Facebook makes it very easy. This helps us understand what's happening and act on it." I'll show you in a minute when we go on to tracking about how you test your different ad interests, but you also want to test your headlines and you want to test your offer.

For example on this page, here's the headline and the subhead. I want to test this versus a different headline. Maybe I'll change the question.

Maybe I'll reword this. You want to test it and have two different tests going on, so you know which control. You want to split test it, and there's a lot of split test software out there.

You could just have two separate pages and have two separate ads going to each page, but you just want to get the results to see which one is performing the best. And the more you tweak this, the better you get it performing well, the more money you're going to inevitably make. You also want to test your offer. Maybe you have this as an offer. Maybe you test something else as an offer. When they go to your OTO page, you want to test that OTO. Maybe you add more bonuses. Maybe you need to add more testimonials. Maybe you need to change the headline of that. Maybe you need to do something better to capture their attention. So these are all type of things that you can test.

When you test your offers, you're also testing your pricing obviously; the higher price, lower price. Maybe you add additional component to the front end product to make that convert better. Maybe you add an additional component to your upsell to make that convert better. You never know until you test these things and there's so many different things you can test.

You also want to test your follow-up, especially your email follow-up conversion. As I mentioned in the past, you want to have a separate email tracking link, a separate sales tracking link and conversion tracking link in each of your emails, so you know which emails are working and which emails need to be replaced. From this I can tell you that some of the smaller converting, smaller percentage sales emails in this funnel, I've gone ahead and I've replaced some of them and I've seen the numbers go up all ready.

Just by tracking all that, you'll know, "Okay, email six is performing a lot better than email two. Why is that? Maybe I need to change email two." These are some of the factors that go into making smart business

decisions in terms of how to tweak your funnel and how to squeeze every dime out of your marketing efforts, because sometimes that could be the difference between a campaign that's succeeding profitably and a campaign that's failing.

It sounds boring and cumbersome, but trust me nothing is more exciting than having a campaign that's tweaked profitably, that's converting positive ROI, that you can scale up and actually make money and pretty much command as much money as you want just by scaling up and throwing more money at it. How much would you make? How much would you spend if for every \$1 you spent, you made a \$1.35. That's a 35% profit margin right there. You would spend as much as you could possibly get your hands on, but that's the type of math and that's the type of decisions that you can eventually make if you keep tweaking your campaign and making it better and making it more appealing to customers.