

# **Week 4 - Live Training**

**Five Dollar Posts Transcript Bonus By Rachel Rofé**

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Hey guys, it's Ron Douglas. How to Turn a Free Report, free e-book, 500 leads, \$5 ads on Facebook. I've said that so many times now, I'm getting annoyed by it. Testing, Tracking, and Analytics is today's presentation. Then we're going to go into some Q&A. First, I should cover a quick recap of what I taught in the trainings this week.

Things that you want to test: ad copy, ad images, ad interests, headlines, offers, email follow up, and conversion. These are all things that you can test easily, through Facebook or right through whatever tracking tool that you're using, but these are the important things to test. You want to use the best possible ad copy, the best possible ad images. You want to focus on the ad interests that are converting. You want to focus on the right headlines, test different headlines.

Headlines are probably one of the most important things to test, because headlines are the first thing that people see, not just the headline in your ad, but the headline on your landing page. It's probably the easiest thing to test. You just keep everything else the same and send traffic to a page with two separate headlines and see which one comes out the best. Whichever one turns out the best, in terms of conversions, that's the one you keep. Use that as your control and then test it again against another conversion. You want to keep tweaking until you optimize your campaign because one little percentage increase in conversion or opt-in rate could make a huge difference and could really mean the difference between a winning and a failing campaign.

You want to test different offers too. An offer is one of the main things that make people buy. Do they like your offer? You could be the biggest New York Times best seller. Trust me. I've just tried to sell stuff just based on my own credibility and, if people don't like your offer, they are not going to buy.

The main thing is people have to see themselves succeeding with what you're offering. They have to see themselves being better off after they buy what you're offering. If they can't do that, they're not going to buy it. I don't care who you are. Donald Trump could try to sell me something right now, but if I don't see myself succeeding with it, I'm not going to pull out my money and give it to him. I don't care. Sometimes, it even works against you. Screw you, you big time billionaire. I'm not giving you a dime. So really, you've got to focus on the benefits to the person that you're selling to and that's what matters.

Your email conversion follow up is another thing. I showed that example in your emails. Your follow up series is huge. You want to put a tracking link in each of those emails and you want to determine which one is converting, which one is performing, which ones are not performing. Then, you want to switch out the ones that are not performing and tweak those as well. So, that's some of the other things that you want to tweak.

These are the main things that I like to test and track. So, things to track and analyze. Your opt-in rate, your opt-ins. How many opt-ins are you getting? what is the opt-in rate? Your sales and return on investment. Individual ad performance, which ads are performing, which ads are not performing? Your sales conversion, EPC, Earnings Per Click. For every 100 people that click your site, how much do you make? If 100 people click to your website and you made \$200, then your earnings per click is \$2 per click. If 100 people visit your site and you made \$50, that means your earnings per click is \$.50 per click. So, you have to know that number because that determines how much you can spend per

click. So, if you have an earning per click \$1 per click, you know you could spend up to \$1 to get people to your site. It's just math.

The math, as I said in the training, this is really the important thing. A lot of us are creative types and want to build flashy looking fancy websites and want to write compelling stuff and want to do videos and be entertainers and all this type of stuff, but if the numbers aren't there, you're going to go broke quick. So, you've got to have a numbers guy, or you have to be a numbers person. And it's not that difficult. It's just a matter of getting in the habit of tracking.

So, I talk about your follow ups, the value of a subscriber and a customer. You want to know, once you get a customer on your list, what is the value of that customer, long term? A simple way to measure it, say if you have a list of 10,000 people, a list of 10,000 subscribers or a list of 10,000 customers, and, at the end of the year, you've made \$100,000. You know that each one of the people on your list is worth an average of \$10 to you, because you have 10,000 people, you made \$100,000 that year. So, each one is worth \$10 over the course of that year. So you know that if you spend up to \$10 to get a subscriber or a customer, over the course of the year, you're going to make that money back. If you spend a lot less than \$10, which \$10 is a lot of money to spend, even if you were getting \$1 clicks and you had a 33% opt-in rate to get a subscriber, it would only cost you \$3 per click. So, you know that, if, over the course of the year, you made \$10, you'll make a profit.

A lot of people actually run their business like this. It's just a matter of, can you float that amount of cash flow and that amount of capital for a period of time to make your money back? Over the course of the year, you keep promoting stuff to these people and eventually you average out to be more than you spent to get that lead, on average. So a lot of people run their business knowing they're going to take a loss on the first month or the first couple of months, and knowing they'll make their money back over time, maybe have a line of credit. That's big

business stuff. That's how you scale into the seven figures and eight figures. Not everybody is built for that, but it just gives you an example of how some people are doing it.

So, testing tracking and analytics. These are the tools you can use. Your Facebook reporting, your individual sales stats, shopping carts, auto-responder stats, click trackers. As I mentioned, the click tracker that I used, the one that has the most features for the best affordable price, in my opinion, you can find that at [rondouglas.com/clicktracker](http://rondouglas.com/clicktracker).

So, those are some of the things that I like to track and that's basically what I covered in this week's lessons. So, going back to the sales flow, obviously you want to track everything in this sales flow. And this is just a model sales flow. It doesn't necessarily have to be your sales flow, but you want to track everything. You want to know your opt-in rate, how many people got your free product. You want to know how many people are clicking your ads. You want to know if your follow up series is working. You want to know if your one time offer is working. Out of everybody that opts in for your freebie, how many of them are actually taking your one-time offer? How many of them are actually joining your membership, if you have a continuity program? How many of them are actually buying your high ticket offer? How much money does this make you, for each person that comes into this funnel, your earnings per click for this entire funnel? These are the things you want to know with testing and tracking.

Let me show you an example of this that I actually saw today. I follow Digital Marketer. They've got some really good content. So they had this ad. Want to generate more leads and sales for Facebook? Download our Facebook ad template library today. So, it had this image, a nice looking image. Notice the bright colored background, the guy's hair. Everything stands out. These colors stand out and they catch your eye. This is all intentional. Even the widgets and their logo stands out. So, this ad catches your attention.

Copy and paste these seven proven Facebook ad campaigns to create low cost, high converting ads on demand. Click here. So, it's a call to action. Click here, copy and paste, download. They tell you what's going to happen after you click. You're going to download them and then you just copy and paste. So they make it seem easy. Right? Copy and paste, click here to download our template library today. You can say today. You can say now, but you want to have that call to action. Once you click that, it takes you to this page, Ultimate Facebook Ad Template Library.

It has consistent colors, consistent little widget there, and then it has a download now. They didn't have a call to action button. That's surprising. I would add a download now button there. You could add that to your ad, but they didn't have that. So, that's fine. It tells you a little bit about what you are about to get and then it has a testimonial there. Then, you click that download now button, and then it takes you to to 50% complete. Enter your email address below and get click to get instant access button. Instructions on what you do.

They have the email only. I like to do name and email, but email only tends to get you more subscribers, even though you have less data, because you don't have their name. So, the value of that subscriber is a little bit less, but it gets you more subscribers. So you've got to test which ones work for you. They have their privacy policy there. We value your privacy. We'll never spam you. So, that's how they set that thing up. You click it. Instant access and then it takes you to this page.

I like the way they did this here. They have this, important, read the letter below before you use the Facebook ad template library. Please allow 10-15 minutes for delivery. So they tie this in, this ad. They tie this letter in below with the Facebook ad template library that you're about to get. It's kind of like instructions. Before you get that template library, you should read this letter below and then, within 10 to 15 minutes,



you should expect to get the Facebook ad library template that you signed up for.

So, it's telling them, what you signed up for is coming, but it's is important that you read this below before you get it. So, it's kind of positioning this letter, this sales page, as a critical part of the freebie that they signed up for, as instructions that will help them with the freebie that they signed up for. Even though they don't say that specifically, that's the impression that you get, by the way they worded this and I really like the way they worded this. It makes you want to read the letter.

So they have the headline here. So this is one of the things you can test, a different headline. This secret Facebook campaign generated 23,247 leads in less than 30 days. So, it has a specific time, less than 30 days. It has a specific number of leads, and it has a benefit for you learning this secret Facebook campaign, secret campaign. I don't know how secret it is, but the Facebook lead machine. So, they gave it a brandable name there and it just makes you curious. Okay, what is this about? And they show you proof right here of how many leads they generated in 30 days. I mean, anybody could generate leads at an average of \$1.96 per lead. That's no secret campaign, but it makes you want to read the rest of this. It looks nice. Are you leveraging Facebook for traffic and leads or just talking about it? It has a sales letter.

At the bottom, they have an offer for execution plans. Usually, these execution plans sell for \$47 but, for a limited time, I'll let you have instant access for just \$7. So, they make a great offer, \$7. Wow, \$7? This is a no-brainer.

So they just want to build a list of customers. So they not only want to build a list of people who are opting in for free, they want to build a list of customers. They tell you here, literally, you can have one of these fancy coffees at Starbucks, so they compare it to a real, live thing.

Compare it to a real world thing, give it value. \$7, the price. Compare it to something real world that you would spend \$7 on. That would be like one Corona beer at the bar or something like that, a fancy coffee at Starbucks. The choice is yours. Click add to cart. You can spend that on Starbucks or you can access a proven plan for turning Facebook into an ultimate lead machine. Add to cart.

Or, it says, I'm not ready yet, you get the download. So, if you're not ready yet, then you get the download. Then, it also has an offer here on the download page to upgrade to Digital Marketer Lab. So, you see how they go through that whole process. And I'm sure their tracking every part of it, but it's just the basic thing here. You have a direct ad. They're going to be re-targeting me, I'm sure of that. When I landed on that page, they give a sample of their product for free and then they have that one-time offer and they offer me to join their Digital Marketer Lab membership. They're going to hit me with emails following up. I'm sure of that. I probably already have an email in my inbox and, eventually, they're going to high ticket sales that come with that. So, that's how the pros are doing it and that's what works.

So, let's go into this presentation. We're talking today about split-tests and stuff. So I found this presentation to be interesting, Three Easy Steps for Simple Facebook Ad Split-Tests. So split-tests helps determine the best content, elements, headlines, copy, images, to randomize experience. Ideally, if you're using Click Magic, what it does is it splits up the traffic. So if you are sending 1000 clicks through that Click Magic link, it will send 500 clicks to version A of your page and 500 clicks to version B of your page, to split up your content. Then, you can analyze the stats on both versions. You know it's equal because it's coming from the same traffic source and it's splitting it, split-testing it. It's splitting up the traffic. That's why they call it split-tests.

Three easy steps for a simple Facebook test. You can test images, headlines, texts and more. The first thing you want to test is your



images. So when you do your Facebook ads, you set up your Facebook ads, you can put up to six images. So you can split test, just through Facebook, up to 6 images. Facebook will tell you which one of these images are performing the best. So after you run your ads, Facebook will create a different ad for each of those images. Each image will create a different ad through your ad set and you can monitor how your target audience responds to each image.

So, these are all, the six different ads, you look at your stats and it will tell you. You want to focus on which ones are getting clicks at the cheapest price and have a good click through rate, but you also want to focus on which ones are not getting complaints, which ones have a high relevancy score. So Facebook gives you all that in the Facebook reporting section.

You want to select the winning ad and they tell you that you want to focus on the click through rate. The click through rate is the magic number. So, this one had the highest click through rate, but it only had one click at \$0.39. So, actually, I would focus on this one. This one had the second highest click through rate, but it got you 24 website clicks. The ones that are just ridiculous, you want to turn them off. This one got 1 click at \$0.51, so it's much higher than the other ones. So you want to turn that one off. You make that inactive. This one got \$0.91 per click.

You want to look at your conversions, too. Sometimes you can get a high per click, but, if it's converting, then you keep it on. So another column you would add into your Facebook report is conversions. You would want to keep that on, if it's converting. If it's not converting, it's just getting ridiculous high per click rate, then you deactivate it. So, pause the ads that aren't winning, as I said.

So then you refine the winning ads. You take the winning ads and you create a similar ad, based on that winning ad. Facebook makes it easy

for you to create a similar ad. So you create a similar ad and then you change up some things. You change up the headlines. Here's some things you can change. You could test another element. You could change the headline, you could change the text, you could change the call to action button. You just want to create a similar ad and run that against that first ad to see if you can even improve the conversion. Test headlines, copy, or call to action and that's pretty much it. That's how you test different Facebook ads and different images on your Facebook ads.

I thought this was very cool, too. This thing on Wishpond I found, 50 A/B Split Test Conversion Optimization Case Studies. I'm not going to go through all 50, but I'm going to take you through some of the ones that I thought were really good. They say that by adding FAQs, social proof and statistics, it increased the conversion 11.5% for this keva.org campaign. This was the original, why does Keva works. Change your life for as low as \$25. This was the value added information. They added FAQ, they added social proof and statistics to this page and it boosted the conversion. You can see the statistics, you can see the FAQs. So, consider doing that with your product, and testimonials as well. They have these testimonials on the side here. So consider that, when you have your sales page, that you want to do that as well. As I said, it increased their conversions by 11.5%.

So let's look at some of the other ones here. And I will post a link here for you guys to check it out, but it's really interesting stuff that you could actually go through on your own. Let me post a link to you guys in the chat box there. Because I'm not going to go through all of these, but you can look at it in your own leisure.

Changing the subject line of an email increased click through rate by 2.57%. So what you can do, when you send out a blast, like a broadcast email to all your subscribers, the best thing you can do is send out a little test ad to just a small segment of the list. Not your whole list, a

small segment of your list, and have two different subject lines. With all the auto-responders now, you can send out two different versions of the same email to the same list. You can say send out 50% of the emails to this list, 50% of the emails to this segment of the list. All the auto-responders have that built in, where you can send it to a segment.

So, you send it out, send two different versions of the subject line. See which gets the best open rate. You could even send out two different versions of the actual email, the email body inside, when they click and open it, to see which one gets the best conversions. Just by doing that alone, before you send out the broadcast to your entire list, you can have a huge increase in how much money you make from that particular email. Trust me. I've done it. It could be a difference between making \$1,000 and making \$3,000. It could be huge, just by testing a small little test like that with just a little segment of your list before, because most people are lazy. They just boom, send out a broadcast to their whole list, but that's a wasted opportunity because you didn't test the subject lines to see which one is doing better. You can really test that with a small segment of your list before it goes out to the entire list.

Personalized banner, I don't really care about that. Changing the copy of a Facebook ad increased Facebook likes from 0 to 70. This is version A. Do you run Facebook ads? Like us for pro tips on how to improve your Facebook ad campaigns today. Version B: Do you run Facebook ads? Like us for daily tips on how to improve your Facebook ad campaigns. So, what is the difference between? One is pro tips and the other one is daily tips. Wow, that's interesting. So, pro tips got 70 Facebook likes and version B, daily tips, I guess people don't want daily emails. It sounds spammy, like oh, you're going to give me daily tips, but I do like pro tips. I guess pro tips out performed daily tips, I would imagine, for that reason. Exactly, people don't like being spammed. Telling them that they will getting a daily tip is basically warning them they'll have to sift through emails. So they don't want all those emails.

A more clear and direct call to action increases clicks by 49%. So, call to action is huge. Look at these different ads. The original button was just a shopping cart with a plus. This one had an actual call to action, add to cart, telling people what to do. This one just says plus cart. So, add to cart was the winner, obviously.

Replacing a guarantee with a trust symbol increased conversions by 107%. The trust symbol, they added this trust symbol there, authorized dealer site. Which one did the best? Let's see. Version A guarantee, never beaten on price, 100%. Version B was the winner, Seiko authorized dealer site. So it added that authority. Yeah, I'd imagine that authority from Seiko would sell this watch better on Express Watches, because it seems like the real deal.

Replacing an image with a video increases conversions by 12.6%. Wow, that's a huge conversion increase. So, a video is more engaging than a photo. People want to get more information from the video instead of just from a photo and it gives you an opportunity to provide more details. That's a good way you can use video. You can have the thumbnail image right in the video as well. So if you use the same image, but when they click it, they'll see the thumbnail and they'll click it and they'll see a video.

Using an image instead of a blank background resulted in a 7.46% higher conversion rate. They used an image instead of a blank, because that looks ridiculous. Of course. That image looks professional. Some of this stuff is obvious and some of it is not. Some of this is like, I can't believe that that would increase anything.

Showing an image with a desired outcome increases sign-ups by 89%. So let's see what is the desired outcome. I can't even read this stuff. A man with a sold sticker. They took away this image and put an image of a guy with a desired outcome. I guess the guy was trying to sell his

house. The second picture worked well because it showed prospective clients their desired outcome. If you sign up with us, we will sell your home. It shows them, here's what will happen. We will sell your home and it shows a guy holding a sold sign. So, show them the desired outcome that they're going to get, an image of the desired outcome when you sell your product.

Adding the incentive for free shipping increased orders by 90%. So people love free shipping. You could even increase your price, add the shipping into your price and then offer free shipping and it will increase your conversion rates.

Let's see some of the other. I'm not going to go through all of these. Changing the copy in one bullet point. The bullet points are especially important in your copy. Changing the placement of testimonials increased downloads by 64.53%. Wow, that's amazing. The placement of the testimonials. So, which one do you think won in that? Let's see. We wanted to see if conversions would increase by changing the placement of testimonials. Call to action. It doesn't even say which one won. Oh, okay. Here we go. Breaking up the testimonials into sections, two above and two below, increased conversions by 64.53%. Look at that. They took the "get the book for free," this one converted better. They put two testimonials above it and two testimonials below it and then they put that get the book for free. So, I can see how that would increase conversions, but wow, 64.53%. That's good to know. When you're running campaigns, that's vital to know. I mean, look at that. All they did was break it up into above and below and this one converted much better. Amazing stuff.

Mobile friendly landing pages increased leads by 256%. Yeah, so you definitely have to have a mobile friendly landing page. Make sure your landing page is mobile friendly and I actually covered that in the group. I gave you guys a tool that you can use to make sure your ads were mobile friendly. It's somewhere on Google. I sent out the link for it. Test



mobile friendly. Go to the Google Mobile Friendly Test and you enter the URL of your landing page and it will tell you if your landing page is mobile friendly. So, let's see. I actually want to see if one of my landing pages here is mobile friendly. So, I have one here that I use. Let's see if this Panera Bread landing page is mobile friendly and if not, I have to change it. Type in the URL and it will analyze it. So you want to do this with all your landing pages to see because, if it's not mobile friendly, then Google may penalize your site because they're coming after non-mobile friendly sites right now. 85%. So, let's come back to that.

Changing the headlines increased sales by 6.4%. So, yeah, you want to test different headlines. Let's see some other ones. Removing reference to pricing increased signups by 31%. Version A has the price, just \$1 per month. Version B, beta for free today. So, I guess it's for free today.

Here's another one where they had the price here. Determining the right price point for your target audience is important. Try testing different price points to see which one works best. Removing pricing improves beta signups. So instead of \$1, they just had it for free. It says here that free converts better than \$1, or the way you word it. This might have been free and then \$1 per month, but the way you word it, people don't want to see the money. If you're going to make it a free trial, say free trial and don't even put how much it is until you have to show them the details on the shopping cart.

Let's see what came up with that. Yep, boom. Awesome. This page is mobile friendly. All right. That's what it looks like on mobile. So, yeah, use this tool. Make sure your page is mobile friendly. Let's see, what else?

Conveying a clear message increased sales by 41%. Obviously, you want to be clear. When you create a landing page, you want to be as clear as possible. You want to show it to like a kid and say, what do you think you're going to get from this page? What does this page mean? It has to



be that simple, because people are scrolling, they're surfing, they're distracted. They don't have time to really focus on your page. They just like going through it real quick. So, your headline has to capture them and it has to be stupid simple, what they have to do. The more complicated, the more they have to figure out what it is. It has to be plain vanilla, crazy simple, what you want them to do, with a call to action that they can see, because they're not in an analytical state of mind. They're in a surfing state of mind and they're just going from one page to the next. So your page is just a distraction from them getting to their next page that their planning on looking at. So, you have to be stupid simple.

Let's see. Additional information. Another call to action. Here we go. Changing the subject line increases open rates on emails. Of course. You definitely want to test that.

Cleaned up registration page led to more newsletter signups. Let's see. Version A had it like this. Then Version B was the winner. So what did they do to clean it up? They changed these four elements: gave information about what to expect, moved the text right to make it easier to read, they put here what to expect. So, above get the latest wildlife news, and here, they tell them what to expect. Our newsletters are jammed packed with the latest wildlife news stories plus ways you can take action. So, here it tells them what to expect. Any time you can help the person that's visiting your page, project, imagine what it will be like after they take your desired action, that helps to improve conversions. Whatever you do, like it showed above, like the man with the house being sold, and if people can imagine that desired result, it's always going to help your conversions.

So, you guys can go through these things on Wish Pond. It's very critical stuff. I think it's like sexy stuff, man. I love going through stuff like this. It's not for everyone, but you really should get into the habit of finding this kind of stuff interesting and looking into it and seeing what works

and what doesn't work, because small, little changes like that can dramatically improve your conversions.

All right, guys, I guess we'll open it up for questions now. I'll stop the recording and thank you guys for coming online. Hopefully, you got some good stuff from this. It was some critical tips, some really vital stuff that you can use for your own testing and your own campaigns. And the thing about split-testing is, it can be expensive. You've got to get traffic in order to split-test. So, the more you can learn about split testing and other people's result and know what to test, know that you should have that desired result, know that you should have specific benefits in your headlines that people are going to see, knowing this stuff helps you to save a lot of money. Even a lot of stuff that we went through today can help you save a lot of money on split-testing and help you make more money with your campaigns. Until next time, we'll talk soon and now we'll open it up for questions.