

Scaling your ads overview and precautions

Five Dollar Posts Transcript Bonus By Rachel Rofé



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Okay guys, today in this week's training we're gonna talk about scaling up. Now scaling up is a very important topic because obviously the more you scale up, the more traffic you're gonna get, the more leads you're gonna build. And that's truly how to build a big business, how to build a sustainable business, how to build a business that's going to pay your bills long-term and generate enough income to sustain your lifestyle. You know, you have to be able to scale up and you have to find your winners, find your winning ads. And not be afraid to scale them up. And the thing about scaling up is you will lose a little bit of your percentage return on investment, a little bit of your ad effectiveness as you scale up because the more people you scale up to, you know you're gonna come into some less qualified people, less ideal people than the ones that you've been targeting on your primary interest thus far.

But scaling up works when you know your customer avatar, when you also know your funnel. When you have your funnel down pat, and when you know your average customer value for each person that comes to your site, then you can scale. So you know that goes back to the sales chart, the sales flow diagram that I keep showing. You know, once you have this down pat, once you have your numbers down pat, and it doesn't have to be exactly like this, but you wanna have a high average customer value so that you can be able to scale up correctly. So in terms of scaling there are several ways you could scale your ads.

The first is you could duplicate your ads, which is what I recommend. Duplicate your ads and then increase the budget on the ads. So you create a new ad just like the winning ad that you're doing now. Create a new one and then increase the budget on that new ad. Create a similar ad and increase the budget after you duplicate that ad. That's one way to scale. I'll go into that in detail and show examples of it in the next video.

The second way to scale is create a bigger lookalike audience. You know, you could tip the scale in that lookalike audience to be greater than two million. The further you go to the right on that scale, which I'll show you, the less targeted it becomes but the more people you target. So that's another way to scale.

And the third way to scale is just to focus on a broader targeting overall. You know once you have your ads down pat, the winning ads, and you have the winning landing pages and you have your funnel together, you could focus on targeting a broader market. That might be the ticket for you. That might be the way to target and the way to scale your ads.

But before we go into that, the thing that you have to know, before you do anything else related to scaling. Because scaling is gonna put you on the map. It's gonna put you on Facebook's radar. So you're gonna be watched more closely the more money you're spending with Facebook. So you wanna make sure that you're giving a good customer experience with your ads, this is not misleading or damn "scammy" in any way. And I'll show you my correspondence. I had one of my Facebook accounts actually shut down temporarily, but they added it back.

I'll show you the correspondence I had with them, and give you some examples of what they thought was misleading or even "scammy". And it's like stuff that as a marketer, you would never think like is that "scammy". Until you really think about it and put yourself in the shoes of the customer, the shoes of the regular average everyday Facebook

visitor who doesn't even want to see ads. And then he sees your ad, and what do they think of it? You know, you have to put yourself in their shoes. And I'll show you how Facebook thinks and what their feedback was in just one second.

So let's talk about what Facebook has to say about these landing pages. And they're real nit-picky with this stuff, but here is what they had to say. They were fine with, you know, register now and we'll send it to you for free. Register now, telling people what they're registered for, that's fine. What they weren't fine with were these teasers below. They said it was misleading so I have to change these up. You know, get the complete secret recipe click here. So you click it, and it brings you back to the top. They said that could be misleading, and they don't like the user experience even though, you know, it's marketing.

Click here for instant access, like this button right here. They wouldn't like that, like click here for instant access, it brings you back to the top also. But, you know, if it says click here for instant access, they want you to give instant access. Like whatever the button says, whatever the instruction says, they want you to give exactly that.

Here's another page that they critiqued. And this is, you know, the most innocent page. It has the actual content that they're looking for. But what they had to say about it. This part was fine, join recipe secrets and get instant access now. What they didn't like was it says free restaurant recipe cookbook. It has an image of a cookbook, but I do say you download the free cookbook sampler, right? But they're saying that the headline has to be consistent with everything else. So I can't call it a cookbook if it's a e-book. So you can't call it a book if it's actually an eBook because, you know, some people are just a little bit thick in the skull and can't figure it out. And they say, "Oh we don't like that customer experience."

The other thing they didn't like was, again, this button that says here, click here for instant access, enter your name and best email to continue. You gotta say, you know, if you're signing up for a newsletter, you gotta say, you know, enter your name and email, sign up for our cooking newsletter or whatever newsletter, and then we'll send it to you via email, something like that. You have to be more clear so that even the most newbie, even the most unsavvy internet person would understand the language and not be misled by it. So they didn't like that about this page.

And here is one of the ads that I've been running. They didn't like this ad either. The reason they didn't like the ad either was, first it says this free cookbook. They didn't like that, again, from the point that I just mentioned. And they didn't like the fact that it says, click the download button to get it now, because I'm sending them to a page where they have to sign up to get it. So if they click that download button, they don't actually get it now. So the button should say sign up, if you're asking them to sign up for an email newsletter.

So it should say, you know, join the recipe secrets newsletter which it does, register for this recipe secrets newsletter, we'll send you the restaurant recipes cookbook sampler for free. So again, you can't say cookbook sampler if it's an eBook. And you can't say download on this button if it's an actual signup. So those are some of the things they say could be misleading and, again, they're just nitpicking but you gotta do what they say. You know, you have to follow their rules because they can ban you for any reason at all.

So that goes back to what I was saying. And I was looking at some other things. Let me show you another example of stuff that is commonly done in internet marketing, but could be deemed misleading and you could lose your account for. So this good old ad from my buddy's a digital marketer. It says, download our free templates, but it doesn't say you have to sign up to download it. So you click that and now okay, you

misled. Now it's like okay, you told me I could download it, but where is the download button? All right, here is the download button, but if I click that download button.

Now you're asking me to sign up. Why do I have to sign up? You told me I could just download it. You never said anything in the ad about signing up so now I'm misled. You see the thought process behind that? You have to tell people, you can't just like have a button that says download, and you click that download button, and it gives you a signup, 50% complete. You know, that's misleading. And they could lose their account for that. Even, you know, these guys are the experts, but they could still lose their account.

So it just goes to show you that, you know, you have to put yourself in the shoes of the person clicking that ad. You have to assume that they're regular people. And you have to make sure that your ad is not deemed misleading or "scammy" in any way, any way at all. Because they will ban your account, they don't care. They're just looking to ban people's account. That's why you need a Business Manager account. That's why you need a Facebook Go account. That's why you need to speak to somebody over the phone who kinda has your back. Because the compliance department, the ad compliance department and the sales department are two different departments. They barely communicate with each other. They don't know what each other's doing.

You know, you could have a guy in the sales department trying to get you to spend more money with Facebook and your account could be banned. Your account could be disabled, but they're calling you up trying to get you to spend more money. So, you know, you gotta get the sales people on your side, and you gotta get them to convince one of their buddies over in the compliance department to not give you such a hard time cuz you're trying to do the right thing.

And that's why I say sign up for those business accounts, get yourself an ad rep, get yourself a Facebook Go account rep as I showed in the training and you should be all right.