

Duplicating ads to scale and creating broader look-a-like audiences

Five Dollar Posts Transcript Bonus By Rachel Rofé

Duplicating ads to scale and creating broader look-a-like audiences

So the first way to scale your ads is simply to duplicate your ads, and then increase the budget on the new ad. The reason I say that is because Facebook doesn't really want you editing the existing ad that you have, and we set up those existing ads to run on a schedule, so they ran for maybe 7 days. Now you want to duplicate those ads, and I'll show you how to do that.

So let's assume that you have an ad running that is doing well. This one got me 1,634 conversions, reached 102,000 people for \$1,000, 65 cents per conversion, so that's a pretty good performance on this one. I like this ad so I want to duplicate this ad. I'll show you, you just click, create similar ad. You click the "Create Similar Add" button, and then from there it lets you create a similar ad, and it tells you this ad is using the same settings as the previous ad you created. You can update any field but understand that impacts the performance. So you don't really need to update many fields and you just increase the budget. You edit your ad set, instead of \$5 a day, maybe you want to increase this to \$100 a day, depending on your budget and depending on your performance.

The thing to keep in mind is if you spend \$100 a day and you're making \$105 a day, then you want to increase that budget as much as possible. If you could spend \$1,000 a day and make \$1,050 a day. As long as you have that cash flow coming in to pay off that credit card by the end of

the month, and you're making that revenue in, scale that thing as big as possible. Don't be afraid to spend money to make money, is the whole key to scaling your ads. You can't be afraid. Don't be scared. You have to spend some money to make some money with paid ads. Just think of all the leads you'll be getting. If you could break-even and get 500 leads a day, you're doing wonderful because you know you're building that long-term asset and at the end of the day, you're going to have those leads. You're going to be able to sell other things through those leads and it's a value asset.

You're going to be able to generate your own traffic from your email list, without having to spend a lot of money on paid advertising anymore. You get to a point where your list, every time you send it out, you're generating 1,000 clicks or 2,000 clicks. You know the value of each click and you know that you're going to make money from it, so it's a long-term investment. You have to start thinking as an investor, an investor in an asset, and that asset is your email list, your audience, and your following.

So you adjust your budget. You can still keep it as optimized for clicks, but I'm also going to show you how to change it to let Facebook optimize your campaign for you. They tell you here for most advertisers, optimizing for objective usually performs better. So you know obviously they want you to spend more money and they want to be in control of optimizing your campaign for you, and in control of how much you spend, really. I'll talk about that in a second, but if you have a lot of conversions, Facebook becomes a machine for you, becomes a machine that knows the type of people that's going to get you conversions and it tends to send you those type of people.

So the way I set this up also, is I know this range here is 8 cents to 23 cents, and I know that I make a lot more than 23 cents per click. So I just put it at 50 cents, but they don't actually charge me the 50 cents. They'll charge me whatever the top bid is, and if I'm getting a good

conversion rate in terms of click through rate and performance of the ad, I'll pay even less than that. So I just put a high bid because this is such a low range and I know I want to get as much traffic as possible with this ad. So then you click save, and you're off to the races.

The next way you can scale your ads is by creating bigger, more broad look-alike audiences. Before we talk about that, first let me just say what I showed you with duplicating your ads, you want to do that with all of the ads that are converting well, that are converting at a positive return, or that are getting a decent click through rate, getting a decent cost per click that can convert for you. All the good performing ads you want to increase the budget that way, duplicate them. So its not just that one ad, every ad that you have that is doing well for you, you increase your budget. So the bigger look-alike audiences.

So as an example, here's what you would do, say for instance, you know one of your custom audiences, and again this is my throwaway account, so I'm not showing my main account. But one of your audiences that you're collecting from your website, is this one. So you check the box, and you go to actions here, you create a look-alike audience based on that. So you know that's the source. You know you want to target whatever country you get conversions in. And what you do is, instead of just creating a look-alike audience of 2.4 million, maybe you scale this over and do 4.8 million. That's how you scale. Once you have your conversions down, once you know your ad is doing well, you can create a look-alike audience based on the people that visited that page on your site, and you can move it over all the way up to as many as 24 million people.

The thing is, the further you go to the right, the less targeted it becomes. So I would test, maybe 4.8 million first. Then you do that, you create the audience from that, and then you can run ads directly to that audience once its ready. See and then from there, they're added to the top here, and you'll see it updated here later on, once that audience is

actually ready to go. Right now being I just did it. It's not ready as of yet. Once it's ready, what you do is you just check the box and create an ad to target that particular audience. So that's another way you can scale your ads to a bigger audience.