

Scaling with broader targeting and Facebook conversion

Five Dollar Posts Transcript Bonus By Rachel Rofé



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The next way to scale your ads is to focus on broader targeting. Once you know your customer avatar, once you know the age range, the device that the person is using, all the different details you could put into the Facebook ads, the country, the interests, you can focus on a broader targeting, not just individual page targeting, but overall targeting on Facebook just by qualifying that with some different classifications, different categories based on your customer avatar. I'm going to show you how that works.

When you set up your ad, you want to send people to your website. Let's choose a page here, choose your pixel and then you continue. Here in the interests section instead of targeting individual page interests, if you have your conversions down packing, is converting and you have everything tweaked, maybe you target the overall category. So for recipes, maybe I'll target just straight recipes, which brings me to 27 million people. But then you want to add, you have your broader targeting, the overall recipe category, but you still add your targeting in here in terms of your customer avatar. I know, again, is women. I know women over 40, or maybe I just do women over 35 just to make it a little broader, and that brings it to 17 million people I could potentially target.

Also I want people who speak English. It brings it down to 16 million. Down below, maybe I also know that most of my people are... Maybe I want to add the audience network, but I know that most of my

conversions come from mobile. If that's the case, I could remove right column and desktop. If I remove desktop, then you see that number go down again. Okay, now 16 million, so I guess desktop. Let's say I keep desktop just for illustration purposes and I remove mobile, and see what happens to the number. Now, the number is 9.6 million, so maybe more people buy on desktop. Maybe those are the type of people that open my emails the best. In some cases, I find that to be true.

People on mobile are just in a rush, scrolling through as they're watching their TV show, scrolling through as they're on the train commuting back home from work on their phones, maybe they don't have the right attention span I'm looking for. So maybe I'm looking for just desktops, so that brings it down to 9.6 million.

Basically what I'm saying is you should know this criteria about your audience. You should know these facts about your customer avatar based on the ads that you already ran, and based on the reports that we covered in last week's training that show you where is your customer coming from? What device are they using? How old are they? Put all those categories in. What are their interests? Are they men? Are they women? What language? What place? You put all that in there and you could target on a broader level, but you can still be specific with focusing on just the type of people that look like your customer. That's basically how you scale your ads by focusing on broader targeting instead of just individual page interests targeting.

The last thing which I didn't mention, but it's important also is you could test out letting Facebook optimize your campaigns, optimize it for conversions. The way you do that is when you create your ad, you choose "Increase conversions to your website." Again, you select your pixel and then from there you run your ad. What you want to do with the targeting ad is you want to get the most website conversions at the best price, and they charge you instead of charging you for click per click, they charge you per impression. You can pretty much let Facebook

optimize this campaign for you, or you could say, choose how much your conversion is worth to you. Conversion might be worth \$30 to me.

You could do it that way as well, but basically you're paying per impression, instead of paying per click and Facebook, the job of this particular feature is to send you traffic based on people who are likely to convert. Based on people who have converted to other similar offers or people who have converted in general. So they try to send you as much traffic based on people that convert, optimized for people that are likely to convert to your particular offer. So you test that out on me, and that's a good way to scale as well, but the thing is you have to only do that once.

Facebook has gotten a bunch of conversions to your pixel and your pixel is seasoned. Facebook knows what type of people to send you, to see your ad for this particular objective. That's how website conversion has worked and it's a good way to scale. You can put your budget in, how much you want to spend per day. Say you want to spend \$100 per day for this particular ad, you can do that and it'll show you how much traffic you're going to get from that. You want to spend a \$1,000 a day, it will show you how much traffic you're going to get from that. It's just another way to scale your ads and you have to look at your objective. How many leads do you want to build a day? How much traffic do you need to get to that number? How much are you willing to spend? What your conversion rate is? It all goes back to your testing and tracking, and knowing your numbers.

Once you know your numbers, you can scale this up and Facebook has unlimited traffic, really. You can get as much traffic as you need. What if you want to do that many? Let's see. Look at that. They could send you that amount of traffic daily, if you have the cojones to want to do it. Don't get crazy with it. Stay within your means. Don't set some unreasonable goal that you're going to be shot, because the higher you go actually, the more the system tries to meet that goal and the more

it...Doesn't discriminate with the type of people it sends you, the more liberal it gets in the type of people it sends you, in order to try to meet your goal.

Again, you could do it with a start and an end date and such a daily budget, so that you know how much you're going to spend and they won't blow your budget. They won't go beyond that, so you don't have to feel like they're just going to blow your credit card out of the water or something. That's it. That's how you scale your ads. Those are the different ways to scale your ads.

I'm here to help you guys. If you have any questions, please contact me and I look forward to working with people that are up to that point. If you're up to this point, congratulations. Most people don't even make it to this point. If you're at a point, at the stage of scaling your ads that means you have taken action. You have taken all the other steps and I'm proud of you. Congratulations. Congratulations on getting to this point, because you're taking action. You're getting it done and you're on the right path. If you're not to this point, then stick with us. Stick with the lessons, stick with the action steps and you'll get there as well and I'm here to help you guys.

I'll talk to you next time in the next lesson where we're going to talk about putting it all together. That's going to be week 6, talk to you soon.