

Week 5 - Live Training

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Hey, guys. It's Ron Douglas, once again, \$5 posts, training, coaching. Today we're on to week five. It's the live webinar for week five, "Scaling Up." Scaling up is arguably one of the most important parts of this process. The first part of the process, the \$5 ads, the finding the interest, the doing the research and all that stuff, it is the thing that leads you up to inevitably where you want to go, and that is scaling up.

So if you've gotten to this point, if you've gone through all the lessons, if you've made it to this point and done all the "to do" items, then congratulations, because most people don't even make it to this point. This is the real deal now. This is scaling up. This is how you grow your business, how you grow your leads. And inevitably what you want, the point you want to get to, all that research was led up to this point, to get you to scale up and really get some big traffic to build your list faster, to build your list bigger, to get leads faster, bigger, more leads. So it's all about scaling up.

And again, I keep referring back to this sales flow chart, but really, at the end of the day, it's all about...when you scale up, the thing to know about scaling up is, the higher you scale up, the more your numbers go off. But it doesn't matter, because the point of getting to that point, doing all the research, is to identify your customer avatar [SP], to know that your ads are converting, to know which ads are converting, to know which landing pages are converting, to know your average customer value.

So you start small, then once you know these things, you can scale up and increase your reach. You can broaden your audience. You can reach

more people. You can target broader interests. And I'm going to talk about that today. And it all goes back to this sales flow. If you have this in place, and if you know that you could spend x number of dollars to get a customer, then you're able to scale up. I wouldn't try to scale up until you get to the point where you know your numbers really well and you know how much you're going to make for every hundred people or every thousand people that visit your page and that get on your list and get into your funnel.

So there's several ways to scale up your ads. The first way is to duplicate your ads and increase the budget. Then you can create bigger look-a-like audiences, which I'll show you in a second. You could focus on broader targeting. And you could let Facebook optimize your ads and send you as much traffic as they can, and optimize your ads for conversions. And I'll talk about all four of those methods. But basically those are the four methods that I use. Those are the four methods you could use to scale up your ads, and they all go back to knowing your numbers for sure.

So the first thing you want to do, and I learned this lesson the hard way. This is what I meant to say. This is all stuff that I covered in the week five training in detail, so you can go through the videos. This is kind of like a recap of what week five was about. And I also talked about ensuring that you're giving a good customer experience that's not misleading or deemed "scammy" in any way. And I had a whole segment on a video, showing you some of the mistakes I actually made with some of my ads that I thought were pretty straight forward, and I thought that they were an Evergreen cooking market.

I thought that Facebook would like those ads, but all you need is people. First of all, people don't want to see ads on Facebook. You're surfing Facebook, you don't want to see ads. Most people aren't marketers. I like to see ads. Most people aren't me. Most people hate

seeing ads. They just want to scroll up and down and look at their friends talking crap on Facebook about their cat pictures or whatever.

So you have to ensure that you're giving a good customer experience that's not misleading or deemed "scammy," because what will happen is, inevitably people are going to complain about your ads. That's just part of it. They don't want to see your ads. People are going to say, "Hide all these posts." You're going to get negative feedback. And what happens is, when you get that negative feedback, it triggers an alert within Facebook where their system looks at your ads. I don't know if it's someone there that manually looks at them, which I suspect that it is, or if it's their system that just goes through your ads. But if they deem your ad to be misleading or "scammy" in any way, they're going to ban your account, no questions asked. That's just how it is now.

And I've had an account banned. I got the account back because it's ridiculous the reason they banned my account. But that's what happens. And it took me like three weeks to get it back. But the thing you have to know is your ads have to be as straight forward as possible. You have to write your ads and your landing pages so that even a ten-year-old could understand exactly what you're trying to say. And I go through that in the training videos.

So the first thing is duplicate your ads and increase your budget. I talk about how when you first test out your ads, you want to run them on a seven-day scale. You want to run them for seven days, five to seven days, just to see if they're performing. And you want to test on a small scale, so \$5 for each little ad, and run it five to seven days to see which one of your ads. So you might have 100 ads in there, you run it and see which ones are converting. And then for the ones that are converting, you let it expire. I know it sounds counter-intuitive but Facebook doesn't want you changing your ads. And I did a whole segment of that in the videos to say why.

I had a letter straight from Facebook saying that when you change your ads, when you edit your ads, it causes a problem in their system where they might send you uneven traffic, or it just doesn't work the same when you all of a sudden go from \$5 to \$100 a day. So what you want to do is let those ads expire, and duplicate those ads, and then increase the budget on the duplicated ad. So I show you how to duplicate your ad, which is you just click the "create similar ad" button. And you do that for all of the ads that you run that are getting you results. So that's the first way to scale your ads.

Second way is to create bigger look-a-like audiences. And I show you an example of that on Facebook. And this was the actual audience that I created. So I created a look-a-like audience. So if you notice here, I have this audience...this is my throw-away account again, one of my throw-away accounts. And you need to have some throw-away accounts because if you get banned, you want to have several accounts. And you want to have several...here's a tip. If you have a page, make sure you have several different admin who are attached to that page. Not just one, you want to have several different...because what happens if you're an admin of a page and you're the only admin and then Facebook, for some reason, decides they want to ban your account, your Facebook account? Not just your ad account, they could ban your Facebook account.

And then you don't have access to your page. So if you have a page, make sure you have multiple people who are admin on that page. Just in case you get banned, you can go in and login from another account and you still have access and control over your page. So, where was I? So yeah, this audience right here, it only has 200 people in it. These are the people that visit my blog. So I created a custom audience which is basically a re-targeting list of people who have visited a page on my blog within the last 180 days. And it's only 200, but from that 200, I was able to create the first look-a-like audience which I showed in the training, and that's close to 2.5 million in size. And then I said you can

create an even bigger look-a-like audience, and this is the one I created. Now that's 4.8 million in size. And it's all based on this same initial re-targeting list here.

And I showed you how to do that. You create a new audience, and it can be a look-a-like audience, and then you select the source of that look-a-like audience. I show you how to do this in the training. And from there, you can just create a bigger look-a-like audience, so just sliding that metric over to create a bigger look-a-like audience. So that's the way you do that. Let's see, where were we? As I said, there's a specific video in the training showing how I did that.

You can focus on broader targeting, which is the next way to scale. So now that you know your numbers, now instead of focusing on individual page interests, you focus on broader targets. So say for instance in the cooking market, instead of focusing on a page like Simply Recipes, I would focus on everybody who likes recipes, but I would still apply my same customer avatar criteria to that particular audience. So I would say, "I want to focus on everybody who likes recipes on Facebook, but I want to narrow it down to people who are in the U.S., people who are 40 and older."

So you put your criteria in based on your customer avatar. People who are on desktop, or whatever it says that when you run your ads, whatever your Facebook reporting tells you that the demographics of the customers who bought your product are, then you use those same demographics. Target a broader audience but enter in those demographic categories when you run your ads.

And then the last thing is you can let Facebook optimize your ads for conversions. So instead of running "cost per click" ads, you run ads saying, "I let Facebook optimize my ads for conversion," and let Facebook do its thing. Because that's the function of...let me show you. That's the function of this criteria here, "Increase conversions to your

website." So you can run an ad like that, you can select your ad, you could select your pixel. And you only do this when your pixel has gotten a bunch of conversions, so that Facebook knows what type of people to send you. Because when you run your ads for website conversions, Facebook sends people to you based on your pixel, based on the type of people that have converted for you already. So that's how they decide who to show your ads to. So you want to do that after your pixel has been seasoned.

And then like I was showing you before, you can let them optimize it. So the way you do that is, optimize for website conversions, and get the most website conversions at the best price. So once you know your numbers, you could test this out to see if Facebook is going to send you. And you could test it out on a budget, maybe you do \$50 a day. Who knows, maybe you run it for a few days. But this is the way to just let them send you...and when you do this, you're going to be charged on an impression basis, but it's worth it if you're getting conversions. And it's worth it if Facebook is sending you the right type of people. Or you could also say, "Send me people but I want my conversions to be \$30 or less." So that's the target bid for the conversion.

So you could do it that way as well. It'd be a little bit safer. And you could also enter in your demographics as well. But when you do the website conversion ads, you don't necessarily have to do that because Facebook knows, based on your pixel, what type of people to send you. And it's all based on testing too. You have to definitely test this type of stuff out for sure.

So that being said, let me go to a presentation that was really good. And I'm going to give you my feedback on this presentation. But it was one of the best presentations I've seen, and it's from AdEspresso. AdEspresso, I highly recommend them as a Facebook advertising management tool. A very good tool to manage your Facebook ads and make it less cumbersome for you. So go through their presentation, I'm

gonna put my two cents into it. They say "50% of Facebook experts never created a campaign," which is true. So they tell you, "Make sure you do your own testing." For sure. Always test everything. Never assume anything. Just like I was telling you with the website conversion ads, you want to make sure you test those out for yourself and don't necessarily assume.

Okay. Next slide. Facebook vs. Google. It talks about the difference between Facebook and Google. Google is good for people who are searching exactly for what they're looking for. They enter in the search result. But somebody that uses a razor, for instance, they're not necessarily going to be on Google searching for "shaving" or "razor," they're just going to buy razors. So if you want to get your ad in front of them, Facebook may be better than Google because you can get your ad in front of them. Google is dependent on them actually searching, so there might be very little search volume for someone searching for those type of things. And in that case, it's better to use Facebook than Google.

You talk about ad design. You want to create buyer persona, so this goes into what I was saying about knowing your customer avatar and knowing what they perceive as high value. You want to add social proof to your ads. In these ads, they show 40% of B2B companies joined HubSpot. So they have that social proof. Join Hubspot's 6000+ users and start today. All right, lead generation software. So they put that social proof. And whenever possible, you want to do that in your ad. Like here, they have this crazy looking picture which grabs your attention. Join this guy. "7000+ attendees from around the world this October." So that's that social proof there as well. And this would show some of your friends that "liked" that page. And Facebook does that for you automatically.

This ties into what I was saying about your landing page definitely be consistent with the ad wording and design. It should have a consistent

experience so that they don't have to think, "Am I on the right page?" or "What is this page?" It should look just like your ad.

And they talk about addressing the elephant. And the elephant, in this case, is the person's emotions. So it tells you that the man is sure he's in control, but when he and the elephant disagree which way to go, guess which direction they go? They'll go the direction of the elephant. So the elephant is our emotional side and our subconscious. It's our impulse-buying mechanism. It's our habits. It's the things that trigger us emotionally, and that's the elephant. We might not even be aware of it. So don't just limit yourself to the product's features. Motivate the elephant, the person's subconscious, the person's emotional side, with images and copy that engage them emotionally, and you talk about the benefits that they're going to get.

As I said in the last week's training, the more you can help them envision themselves achieving a certain goal, or solving a certain problem with your ads, the more they can envision that emotionally, the more they're going to say to themselves, "Oh, this must work. Let me go ahead and get that." So you want to trigger those emotions with benefits and with their perception of if they get this product, it's going to do their desired outcome for them.

So the ad's placement. It talks about some of the things I mentioned about newsfeed ads. Newsfeed ads get the highest click-through rate and engagement because they're right in the newsfeed. And they're great to drive sales and leads and can generate additional organic results. Additional organic results meaning other people seeing these ads in their newsfeed organically, instead of just people sharing the ad, people "liking" it and then their friends seeing those ads being shared and "liked," and then you get organic traffic from those ads as well. So that's what newsfeed ads are for. They're the most visible ads.

Right-hand column ads, those have low performance and low price, but they're really good for re-targeting. So you could test out some ads. You're going to get a lower price on those ads. And if someone clicks those ads, you know they're really serious, because people mostly ignore these ads. So if someone actually sees that ad on the right column and click it, you might get a higher-qualified person as well, because they're actually looking on this column like "Wow," that caught their eye, instead of just overlooking it like most people do.

Mobile newsfeed ads are good for app installs and engagement. Tough to get website conversions. I agree. Mobile newsfeed, whenever I run mobile ads, they're always tough to get website conversions. But some people swear by them, but for my market...and again, it goes back to testing. You have to test it for your individual market. For my market, I prefer desktop newsfeed, honestly. And I find that those get the best quality subscribers, the least distracted subscribers, the people likely to look forward to your emails through desktop. But you could test it with mobile if you have a mobile-related product or something that's catered more towards a younger crowd, I would say. Definitely test it as well. I find that iPads do well, but not really cell phones, per se, for my market. But I also get conversions with them too, so I can't rule them out completely. It goes back to testing.

So the ads targeting, you want to have your custom audiences. I talk about that. Custom audience, they say give the best targeting right now. And interests, they say used to be the best option. But I still like interests. It depends on the interests. Actually, you definitely have to test all this stuff, like I was saying. It's saying it's less effective these days due to spam and like buying, but it really depends on the market that you're in. I assume that AdEspresso is more like in the internet marketing, make money online, or blogger-type market, people with websites or people that run Facebook ads. So some of this stuff would be relevant to the market that they're talking about, like, the interests

might not be as effective, but for other niche markets, I feel that they still are.

And then behaviors and advanced demographics. You want to know purchase behavior. You get a huge amount of targeting options, and I went through some of these. So you could target people by their purchase behavior. Are they active credit card users? Their travel intent? That's another one. Depending on the type of product that you have. Household income, very useful for business to business companies.

So how do we find which interests to target? They talk about you can use Graph Search. And I didn't talk about Graph Search because I just focused on audience insights, which kind of gives you the same metrics, the same research. But let me show you Graph Search as well. So, say for instance, you just go to your regular Facebook...and this is Graph Search. You can enter in something like, "Pages 'liked' by people who 'like'" and then put a certain page name. Or you could put your own page name. "Pages liked by people who like 'recipeseconds.net, restaurant, secret recipes.'" You could put any page name and you could find the other pages that people "like," who "liked" that page.

So then it pulls up Graph Search, you go to "pages," and it will give you a list of all these different pages that you could potentially target. And you just pick out the ones that seem most relevant to what you do. And then from there, instead of that page, you could enter in "Pages 'liked' by people who 'liked' some of these other pages." So let's say "Pages 'liked' by people who 'like' Food Network," and then it'll give you a whole nother [SP] list of pages.

So this is how you could come up with additional interests to target. Keep putting in these different pages. And the broader you go...like, a big page like "Food Network" obviously is going to bring you just random pages, right? "Whole Foods." "Maya Angelou." So the less

popular the page, the more niche-specific. You don't really necessarily want to go with the big pages. You can go with the smaller pages. So I like to use that example of "Simply Recipes" will pull up more targeted results. Because everybody likes "Food Network," but not everybody likes "Simply Recipes." People that like "Simply Recipes" are probably more targeted to the particular niche than anything else. So that's just some ways you can do additional research with that.

So it shows you Graph Search. Bidding for ads. Always track conversions, I go into that. They say, "Optimize CPM nowadays is usually the best choice." And that's pretty much just letting Facebook run website conversion ads optimized for how many...CPM is cost per thousand. So they're sending you optimized CPM. It's not really cost per click, it's CPM. So you're bidding for impressions. Don't bid too low. You may not reach enough people, and generally you will get what you pay for. That's for sure also, don't bid too low. You could use their suggested bid that they give you when you do optimized cost per CPM, optimized CPM. It says, "To train optimized CPM, conversion goal should generate at least 25 conversions per day." So this goes back to what I was saying about you want to let your conversion pixel with Facebook become seasoned. Get a bunch of conversions before you start using optimized CPM.

I talk about custom audiences. They also talk about custom audiences. You can upload lists of emails. You could do lookalike audiences, very similar to yours, custom audiences from your website. I just showed you how that works. Extremely effective. So they say this is extremely effective up to 180 days of data. The more users you have in your audience, the better the lookalike will be. So that's true also. If you have a big audience, Facebook knows, okay, it could pull data from a lot of people to know, "This is exactly the type of lookalike audience I want to build based on those people." So Facebook's system works better if you have a larger audience to base your lookalike on.

So I talk about some of that type of stuff. I talk about re-targeting people who put a product in their cart but never checked out. Excluding from your targeting users who are already your customers. And there's two ways to think about this as well. When you think about re-targeting and excluding your customers, there's two ways to think about it. The first way is, if you exclude your customers, you don't run ads to people who are already customers. You don't run the same ad to people who already bought what you're promoting in the ad. So you want to exclude those customers from your re-targeting. But the catch-22 is, if you keep those customers in and the customers see that ad again, there's a chance that the customer's going to comment on that ad if it's a newsfeed ad, or a dark [SP] post. There's a chance that the customer will comment on that ad, saying, "Hey, I bought this product and I like it."

So that's the type of social proof you need to get those other people who are seeing that ad to want to buy. So it's a catch-22. You want to get those testimonials from customers. You could test both ways, but it's two different ways of thinking about it. Personally, I kind of like to keep the customers seeing the ads again so that they can come back and comment, especially when I run re-targeting for cost-per-click ads. If the customer's already bought, he's not likely to click the ad again because he doesn't want to go to the website, so I don't worry about the customer's already seeing that ad and clicking again. And there's a potential that that customer could give you a review.

So key metrics you should keep an eye on. They talk about the different changes. 1990 - if they watch, they will buy. 2000 - if they click, they will buy. 2010 - if they buy, it's working. 2012 - if they like it...then what? 2013 - it's time to track revenue. So it shows the evolution of metrics to monitor. And it's really all about your click-through rate and your conversion rate. So if the problem is with your click-through rate, then there's a problem with your ad.

So if you're getting a low click-through rate, there's a problem with your ad. And this all applies to scaling. This is the type of stuff you need to be able to analyze when you're scaling, so it's definitely relevant to this week's training. If there's a problem with your conversion rate, then it's a problem with your landing page. So then you have to tweak your landing page. So you have to look at click-through rates and conversion rates to determine if the problem is your ad or if the problem is your landing page.

Frequency. I talk about that in the training. Shows the number of times, on average, a unique user has seen your ad. A high frequency can...so try to keep your frequency below five. So in your reports, it shows you the frequency of the ad. If your frequency is below five, then you're good. If your frequency is over five, then you might want to change up the ad because a lot of people have already seen that ad, or find new targeting for the ad.

So how to use Facebook ads for your startup? For a business-to-consumer company? They talk about if you're selling straight to consumers, target the emotional side of your users. Send traffic to a landing page. Try to close the sale quickly. You could optimize for engagement, which means you could put up a PPE ad and try to make that post go viral. And you get a lot of comments, a lot of engagement, which gets you a lot of organic traffic. So I talked about all that stuff in the training.

If you're a business-to-business company, you want to generate leads, so you give away content in return for emails. You can do this business-to-consumer as well, but they recommend this definitely if you're a business-to-business company. And then you want to re-target, and target niche audiences.

So they say, "The holy grail is building a growth engine" that drives visitors, promote blog posts and popular content to your website, and

then you re-target them. You do that to a broad audience, you re-target those folks, and you want them to recognize your brand. So you drive visitors, you generate leads. You convert those leads into customers, and then you get them to love and promote you and recommend you to their friends. So that's the holy grail of Facebook ads. And then you improve and repeat. So you get visitors, you get leads, you get customers, and you turn those customers into evangelists, into people that's going to share what you're offering with their friends. In a nutshell, that's what it's all about. So with that said, we're going to open it up now for questions, and I guess I'll go ahead and stop the recording right here.