

facebook



Advertising

October's Topic

Facebook

How to maximize your ad without blowing your budget

What's in the packet:

1. 8 steps to Facebook ads
2. Handout: 7 Ways to Generate Leads with Facebook Messenger
3. Handout: Why Your Lead Magnet Isn't Converting on Facebook
4. Leader Guide

Step 1: Ask these questions to open up the conversation

1. How many have attempted facebook ads?
2. How many times have you tried?
3. What were your biggest challenges?
4. These questions below are the most frequently asked when starting a FB campaign.

What's the main business goal you hope to accomplish through Facebook Ads?

Who is your target audience?

Do you have a lead magnet?

Do you have an effective sales process or funnel for new leads?

Is the Facebook Pixel installed on your website?

9 steps to Facebook advertising

1 - Choose one product/service that you want to sell

This is a crucial first step as it will dictate the rest of the steps that follow.

A lot of times when we run Facebook ads we want to promote our business in general and think that we can do that through a single ad, promoting our website or page. Then we hope that someone will click the ad and just happen to purchase something on our site.

In reality, Facebook ads are most effective when they're focused on promoting one offer product or service.

So get clear on that one product or service will be!

2 - Create one lead magnet that is related to that product/service

After you have chosen the one product or service, you want to sell through your Facebook campaign it's now time to mention that you're not actually going to promote that product or service directly in the ad.

Instead you're going to offer something Free that offers immediate value to your prospect and is related to your service or product in some way.

This is known as a lead magnet and many of you are probably familiar with what that is.

However not all lead magnets are created equal.

The most effective lead magnets solve one specific problem for one specific niche or target audience. Here are some examples of good lead magnet titles/themes:

Golf: "1 Tip to Drive 10 Yards Further"

Marketing Automation Agency: "25 Things That Every Mortgage Broker Should Automate In Their Business"

Guitar: "5 Guitar Licks You Can Learn In The Next 7 Days"

Local Restaurant: "Free Appetizer With The Purchase of Any Entree"

Gym: "7 Day Free Trial"

Here's a list of proven lead magnets from the Perpetual Traffic Podcast:

1 - Coupon

- Free Appetizer
- Free Tire Rotation
- Half off of something

It can be a code, "word", or an actual digital or physical coupon. "Tell us 'Facebook' to get half off an appetizer.

2 - PDF/Ebook/Guide

An ethical bribe :)

The highest converting lead magnet across various industries: a checklist, cheat sheet, or swipe file.

List your target market's greatest desire or problem, create checklist, cheat sheet, or swipe file to help them get it, and that's your lead magnet!

Splinter something off your core offer maximum effectiveness.

Get them a little victory that gets them closer to their ultimate goal (which also gets them closer to becoming a customer)

3 - Webinars

Best if you're selling something worth more than \$100 up to \$1K.

You want to make it seem like a live event, even if it is.

In this scenario, it's a free webinar.

The best part about webinars is that they are simple to create. They're the most similar to meeting in person so they can be effective.

The more you can follow-up between opt-in and the webinar, the more sales you'll make (this episode talks about that: <https://www.digitalmarketer.com/podcast/frank-kern-paid-traffic-campaigns/>)

Provide as much value as possible on the front end!

4 - Free plus shipping offer

Free book

Free product

Some kind of physical product

It's an impulse buy.

You have to show more in the ad in order for this to work. Show more value. Help people more. Provide more value.

5 - Your product

This is usually easiest to do if you have a warm audience.

If you're doing this to cold traffic, here is the process you MUST follow:

Using a Video...

1. Capture their attention (use captions, wave your hands, do something to get them to stop scrolling through their news feed).

2. Teach them something helpful that is directly related to your product (entertain, educate, inspire)
3. Pivot to your product as the easier solution to get what they want
4. Pitch your product in a way that shows them how it help them get what they want

This process will work well with warm AND cold audiences.

Big Key: the reason they start watching your video can't be just to buy your product, you have to provide real value up front and then present your product as the way for them to get it faster

Other Ideas:

1 - Take the most commonly asked questions that your audience asks you or your customers ask you and turn them into a guide, checklist, or cheat sheet.

2 - Use something from your main service or product offer that for free.

3 - Set-up a follow-up campaign in Infusionsoft and install the Facebook Pixel.

This next step should be pretty obvious but nonetheless I always include it because not every business owner does this.

Most of the success you'll have with your Facebook ads will come after the person gives you their name and email. It won't happen directly on Facebook through the ad itself.

Obviously if you already have a proven funnel or campaign that has converted traffic in the past. Then go with that winning campaign.

If you don't have a campaign built yet, just keep it simple. It doesn't need to be complicated. It just needs to ensure that no leads fall through the cracks. Something as simple as a tag and an email to the customer confirming whatever they just signed up for and a task for you to follow up with them is really all you need.

There are also various free campaigns in the Infusionsoft Marketplace that you can use. Also check out dripscripts.com for free, instantly accessible campaigns.

To install the Facebook Pixel on your website, follow the steps from Facebook:

<https://www.facebook.com/business/help/952192354843755>

3- Research what others businesses in your industry are offering for lead magnets and do

something similar for yourself. [This video](#) breaks down how you can borrow from what other companies are doing with their Facebook ads.

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3 - Decide how you want people to opt-in to your campaign

The two options here are to use a Landing Page or a Lead Ad

If you already have a landing page that you know will work then go ahead and use that. Obviously you want to make sure that it's connected to your campaign and Infusionsoft.

If you're comfortable building a landing page but don't have a landing page yet then feel free to build the landing page and use that.

And finally if you don't have a landing page and don't want to build a landing page your best solution will be to create what's called a Lead Ad, Facebook's native tool that will allow people who see your ad to opt in to your offer directly within the Facebook News Feed.

One caveat here is that it will not send that lead information to Infusionsoft directly without the help of a third-party plugin. Some of the best ones to use (in order of cost per month) are Zapier, My Fusion Helper or Plus This.

4 - Choose one audience to promote the lead magnet to

This next step involves one of the biggest mistakes that I see businesses making when they run ads on Facebook: They try to promote their offer to too many different audiences.

It's an innocent mistake and one that all of us have made at one point or another. But making this one small shift in your campaign will make or break the success of your ad.

If you're not sure who your target audience is or if you have multiple target audiences

that you could show your ad to, just list them all out on a sheet of paper or whiteboard and choose one that makes the most sense. Perhaps the one that gives you the highest profit margins, the one you like working with the best, the one that's most prevalent on Facebook.

At this point it's crucial that you choose one audience for your offer.

If it's easier, feel free to take this step even before you create your lead magnet.

5 - Write the copy

The copy for your Facebook ad doesn't need to be complicated but it does need to speak to the pains or desires of your target audience. Hence why it's so crucial that you choose a specific audience for your ad.

The more specific your audience is the easier it will be to write the copy and the easier it will be to create your image or video in the next step.

Here are some simple steps to follow to create your ad copy:

- 1 - List out 3-5 different pains that your audience is experiencing and how your product/service can solve them.
- 2 - List out 3-5 desires your target audience has and how your product/service helps them achieve those desires.
- 3 - List out 3-5 reasons why someone would object to buying your product/service or to downloading your lead magnet
- 4 - Specifically for your lead magnet ad, it's important that you strictly focus on the benefits and the desires related to your lead magnet and not your actual core offer or product or service US. Unless they are the same thing which they're probably not. Because at this stage of your campaign your only goal is to get them to opt in for your lead magnet.
- 5 - Follow these best practices or Ad templates to help you write your copy:
 - Call out your target audience
 - Know who you're talking to... Cold, Warm, or Hot Traffic?
 - Ask a question
 - Be specific: Tell them what to do and what they'll get for doing it
 - Make it personal: Imagine your speaking to one person, not a whole

group of people.

- Always focus on what's in it for them: Avoid words like “us”, “we”, or “our”...Use words like “you”, “your”, etc...
- Imagine the person reading your Ad has a sticky note on their forehead that says... “What's in it for me?”
- Anticipate and resolve concerns that may arise with your offer

Copy and paste template:

Use your answers from Steps 1-3 above to customize this:

How to get [Desire] so you can [Reason Why] without having to [Reason Not To Buy]

6 - Create the image/video

Creating the image or video can be simple at first but follow these best practices:

- Try to limit your text to no more than 20% of the image. [Use this free tool](#) to measure the text quantity in your image.
- Real photos tend to perform better than stock
- Your image should “speak” to your target audience and/or offer
- Follow the steps [in this video](#) get ideas for your image
- If you don't have a designer, build your ad images in [Canva](#) for free

The image of the video is really one of the most important aspects of the Facebook Ad because it will be what first grabs your prospect's attention as their scrolling through the News Feed.

If you're super pressed for time and just need to an ad launched asap, you can use stock photos. They're not ideal (like was mentioned above) but they're better than nothing at all!

The best part is you can get them for free through a partnership that Facebook has with shutterstock.com where you can use free stock photos while you're creating your ad. You'll see the option to select stock photos when you get to the image selection portion of your ad creation process.

7 - Determine your budget

The minimum amount of money that you want to spend on your ad is \$5 a day. If you can spend more than that even better. The main benefit to spending more money is that Facebook will show your ad to more people at a faster rate, whether or not your lead magnet is effective, you'll either generate leads faster or you won't generate leads and you'll learn that faster so you can move on to another offer and continue testing until you find what works. A general rule of thumb is to not spend more money than you can recover from without seeing an immediate ROI. When in doubt just start at \$5 to \$10 a day and you can always scale up or down from there.

8 - Launch your Ad then monitor and optimize

After you launch your ad, it's usually best to wait at least 48 hours before you look at the results. You can look at the results sooner if you want to but don't make any changes until it's been running for at least 48 hours.

Ideally you could wait even a little bit longer because you need to give Facebook enough time to show your Ad to enough people. This timeframe can obviously change depending on how much money you're spending on the campaign as well.

The numbers below are a good starting point to determine how your campaign is performing. Now keep in mind these are not hard and fast rules these are just general guidelines. If you've run Facebook ads before then you'll just want to compare the numbers of this campaign to previous campaigns and then decide if the numbers are good or bad for your business.

If you've never run Facebook ads before then treat this first campaign as a sort of Baseline campaign where your goal is to learn as much as you can about what sort of cost you can expect for each type of action in the campaign

CTR (click-through-rate)

- > 1% = good
- < 1% = do some tweaking

CPC (cost-per-click)

- Under \$1 is generally good.

CPL (cost-per-lead)

- Ideal value depends on your ROI

To improve your numbers make one of the changes below in the following order:

1. Image/Video
2. Headline
3. Body Copy
4. Target Audience
5. Offer

It's crucial that you only make one change at a time so you know what variable is having an impact on your results.

Really the most important metric of all is going to be whether or not people are converting to customers. That will happen in Infusionsoft as long as you're tagging all of your leads with a specific tag and/or making sure that you assigned the Lead Source automatically to the leads that come in through Facebook.

7 Ways to Generate Leads with Facebook Messenger

Chatbots have been around for a while, but recently they have gained popularity when Facebook allowed branded chatbots onto its Facebook Messenger app. When you hear about any new trend in marketing techniques or channels, the first thing you want to do is figure out how beneficial this will be for your business.

These days, brands use email, text messages, social media, and websites to facilitate most marketing campaigns. With Messenger, all these methods can be effectively combined into one channel.

Facebook Messenger is a hidden marketing gem

Facebook Messenger, as of July 2016, hit the 1-billion-user milestone—and still counting. Reaching your audience just got easier with a 100 percent deliverability rate, unlike your Fan page posts. With numbers like these, this channel can't be ignored for marketing.

This new marketing channel is an exciting opportunity to experiment and connect with your audience. Brands can also enjoy fewer competitors, less ad fatigue, and potentially exponential returns on the marketing investment. An automated messaging chatbot can be a dynamic and powerful tool that can help with your marketing and promotions.

So how do we take advantage without getting too overwhelmed? And how do we come up with a strategy for your Messenger

chatbot? We'll go over a few ways to help with these questions.

Don't over think it

The first thing that I always suggest is don't over think your approach. Which always sounds easier said than done—but does work. Ultimately your Messenger strategy should be focused on extending and assisting any of your current and future marketing campaigns or initiatives. Creating funnels based on user engagement can help with building a customized experience for your potential leads. Whether you are promoting a product or just looking to help build your subscription list, chatbots can make marketing.

What are some chatbot marketing ideas?

A lot of the same techniques used in the digital marketing space can be brought to your chatbot channel. Determining what your campaign goals first will help decide which strategy can be the most effective. You might have to try a few different techniques as well as combinations to get the results you're looking for. Here are a few examples you should consider for your campaign.

7 Facebook Messenger marketing examples

1. The traditional lead capture method is an option. Creating messages to capture emails to help build your contact list. Allowing users to opt-in to

become subscribers enables successful notification delivery. These lead capture messages can also allow downloadable content as an incentivized action.

2. If you're looking for more active engagement (as well as gathering audience data), you might want to try running a quiz, assessment test, poll, or survey as a marketing campaign. With these concepts and some creativity being able to segment and funnel your audience becomes a lot easier.
3. Online advertising is an integral part of most marketing campaigns—and being able to combine your advertising campaign with Messenger can be extremely effective. If you're running any Facebook or Google ads, arrange for your chatbot to be the landing page. Facebook has an ad unit option which allows the ability to integrate with Messenger, i.e., enabling Messenger to become a full native experience for the user.
4. Bring some traditional methods to your Messenger brand as well. Allow users to get or download discount codes or coupons for your product. Having content with value for your audience can help initiate engagement.
5. The Messenger experience for your audience can be more than just a landing page. Have your audience engage with your chatbot and obtain information about your product. Of course, you don't want to overdo the amount of information, but this gives your potential lead a few more options of engagement.
6. Does your product or brand create new content (blog posts or articles) on a regular basis? If so, then allow the content to be accessed or scheduled

to be delivered to your audience through Messenger.

7. Try using one of the most successful and engaging forms of marketing and promotion—running a contest. Build and grow your list of subscribers by having a giveaway sweepstakes.

These are just a few examples of how you can use a chatbot with Messenger to help in bolstering your lead generation campaigns. This might be a trial and error process discovering which strategy works best for your company but will be well worth the investment in the end.

Sir Drafton is the founder of Bitbot.ai, which is an all-in-one marketing platform for brands or business leveraging Facebook Messenger.

Why Your Lead Magnet Isn't Converting on Facebook

Facebook is not your website, so don't treat it like an extension of your website. This is the big reason why lead magnets that may work on your website underperform on the Facebook. Before I show you what you need to do for Facebook lead magnets, it's good to get a better understanding of the Facebook platform and why lead magnets fail on it.

Facebook 101

Do you know the only product that a Facebook user buys on Facebook? The product they are buying is connection. Whether it is their friends' children, silly dog videos, or memes, Facebook is about connection.

What currency do users use for connection? Their attention. It is the rarest commodity in the world, we are so permeated by distraction, information that only the courageous among us are able to hold the attention for more than eight seconds. Alas, [we have been leveled up by goldfish.](#)

RELATED ARTICLE:

[How to Create Lead Magnets: A Step-by-Step Guide](#)

Lead magnets are a great way to capture the information you need from potential customers....

So here we are with our silly e-book that is north of 70 pages that seems to be

performing relatively well on our website, and when we run the numbers on Facebook we are gasping for air wondering how conversion rates could be so low with such a highly-targeted audience. You need to know about content velocity.

Dealing with content velocity

On your website, how frequently are you changing your content? Are you fighting with memes, cat pics, and other competitors posting next to your own content? Of course not. On Facebook, the velocity of what is going on in the newsfeed is warp speed. It's a wormhole of new content, and users are training themselves to be scanners and glean the signal (that which they want to connect with) from the noise.

If you are overtly salesy, you are filtered. If what you offer takes too long to read or implement, you are ignored. If you are like every other boosted post or ad, you are ignored.

I asked [Nicholas Kusmich](#), a leading Facebook ad expert, how he is able to repeatedly get such high ROI's on his Facebook ads for clients. He states, "The reason we get the highest ROIs in the world is because we deeply understand how to generate high-quality leads and turn them into sales quickly. We understand social psychology, social buying behavior, and the 90 percent of the principles and processes that happen below the surface." Nicholas knows that the heart of

the strategy is a high converting lead magnet that follows four social keys.

Four social keys to highly performing facebook lead magnets

1. Specificity = connection

You should be micro-targeting for each ideal customer avatar's demographics and psychographics.

Think swim lanes. Each customer avatar should be in their own swimming lane, and the lead magnet should be micro-targeted to them. The messaging and the landing page should match as well.

Microtargeting down to the avatar and alignment of messaging and all elements for their swim lane (Facebook ad or boosted post, landing page, lead magnet, and all the messaging around everything) drives connection. Your prospects will know that you understand them and that you speak their language. You know their problems, and you know what their solution is. Interestingly enough, what happens when you feel connected? That amazing word that is very important to all relationships and marketing: Trust is built.

2. Immediacy of consumption and results

We want to escape the filtering mechanisms that occur as Facebook consumers navigate the content jet stream. To catch attention, you need something highly consumable. Checklists, case studies, guides, and tools perform well on Facebook.

Length-wise, we are looking for a few pages (three to five max). We need to remember that the language we choose connects directly with them exclusively. The immediacy

of consumption is only valuable if the results are immediate as well. What can you provide them now that gets quick results? If it can provide a quick win and can be immediately implemented, make sure it's in there.

3. Urgency

You can generate better conversions by incorporating some urgency in your post. By adding time sensitivity to the post and letting the user know that there is a looming deadline, they will feel the urgency to act and get the lead magnet. You can say something in the post mentioning how at the end of the week the download will be gone so you'd better get it now. Now I wouldn't have urgency on every single lead magnet. Checklists and guides would be better at the urgency pitch whereas I have never seen or implemented a case study lead magnet with an urgency pitch.

4. Shareability

You want to provide value with your lead magnet and to have it shared. What do we share? We share that which we feel is valuable. What is valuable? That which is personalized to us and that we can get immediate benefit from.

So, if you have followed immediacy of consumption and results, and really dialed it in on specificity = connection, inevitable shareability will occur. We want a certain type of sharing to occur. Sharing to a general audience is one thing, but ideally, we want them to share to "lookalikes." If we have an awesome lead magnet for the pianist's, we want someone to take our post and drop it in a Facebook group for pianists. The more specific you are in your targeting and the alignment of the message, the more likely that the sharing will be strategic.

If you follow these four steps, you'll see your Facebook ad conversion rates dramatically improves.

Suresh Thakoor is a marketing and sales solutions architect and co-founder of the marketing and sales consulting firm, [Ananda Solutions](#).

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