

# How to get Highly Targeted Leads

*the easy way*  
with **Facebook ads**

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**FB Advertising**  
*Secrets*

*Andrea Vahl*

# A little about me...

I want to give you a little background about me and how I came to write this guide. I started using social media and Facebook several years ago to promote my own business. I saw how I was increasing my sales within the first few months of using Facebook.

I started helping friends and entrepreneurs learn how to use Facebook for business and watched as they increased their sales and formed profit-able joint ventures through Facebook connections. I wanted to help more people increase their business with Facebook and I decided to do some online social media tutorials.

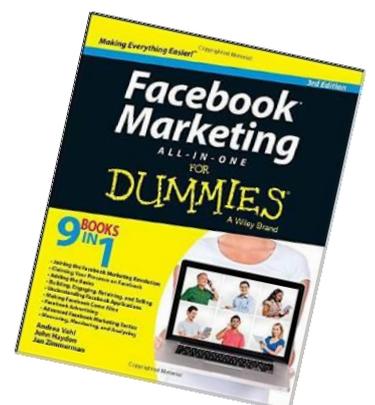
But I wanted to be a little different. I blended my improvisational comedy background with social media to create Grandma Mary, a Social Media Edutainer.

I am my own social media success story — through social media connections I was recommended to co-author Facebook Marketing All-in-One for Dummies. I was the Facebook Community Manager for Social Media Examiner and now I speak at social media events and facilitate workshops all over the country. You never know where that special connection or joint venture can come from and that's why I love social media!



To Your Success,  
Andrea Vahl

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# Do Facebook Ads Really Work?

Facebook ads work when you have the right goal, targeting, and test plan in place. On Facebook, you are targeting your ads by interests and demographics. But on Google Ads, you are targeting your ads by what people are searching on right now. So you need approach Facebook Ads differently.

Selling your products or services to a cold audience who may not need your products and services right now doesn't work.

You can use Facebook ads to bring in leads who might be interested in you product or service but need some nurturing. That's where Facebook really shines.

AND another FANTASTIC thing you can do with Facebook ads is to target your warm audience with a sales ad and that's how you can sell with Facebook. You are saving money by only showing your sales ads to people who have been interested in you before.

For example, you can create a Facebook ad for people who have come to your website, visited a particular page on your website, signed up for your email list, or other types of retargeting.

# Facebook Ads Targeting

One of the great things about Facebook Ads is that you can very specifically target your ads to your ideal client. If you know your perfect client is a female 25-35 year old homeowner in Akron, Ohio who likes yoga and the Red Hot Chili Peppers band you can specifically target your ad right to those people.

One thing that is different about Facebook Ads is that you can't target "buying" words like you can with Google Adwords. If someone is searching for "best deal on golf clubs" you know that they may be looking to buy golf clubs soon. That is why selling to a cold audience directly from a Facebook Ad is more challenging. You are going to be more successful by focusing on list-building and then using your e-mail messages to sell your product. And retargeting ads can be very effective for selling.

The screenshot shows the Facebook Ads targeting interface. It includes fields for Age (25-55), Gender (All, Men, Women), and Languages. Under 'Detailed Targeting', it shows 'INCLUDE people who match at least ONE of the following' with 'Social Media Examiner' selected. Below that, it shows 'and MUST ALSO match at least ONE of the following' with 'Income' selected, ranging from \$100,000 to \$500,000. The 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad'. The 'Audience Details' section lists location (Australia, Canada, United Kingdom, United States), age (25-55), and placements (News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed). The 'People Who Match' section lists income ranges and interests like 'Social Media Examiner'. The 'Potential Reach' is 25,000 people, and the 'Estimated Daily Reach' is 760 people on Facebook and 410 people on Instagram.

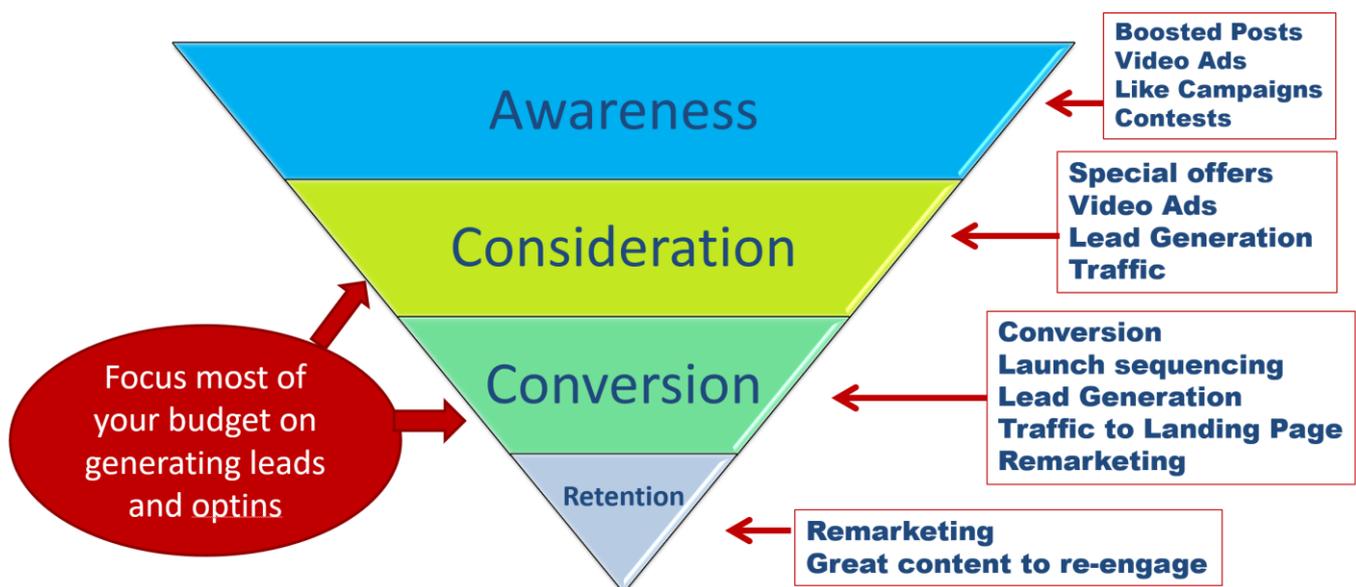
The screenshot shows a Facebook post from 'Pier 1 Imports' with a sponsored ad for outdoor furniture. A red box highlights the text: "Retargeting" ads show you things you've seen on a website. A red arrow points from this box to the ad. The ad features two pieces of furniture: a wooden cabinet and a black cabinet. A red box at the bottom right of the ad area is labeled "Local Ads". The post also shows engagement metrics like 'Like', 'Comment', and 'Share', and a list of people who liked the post.

# Facebook Ads Funnel

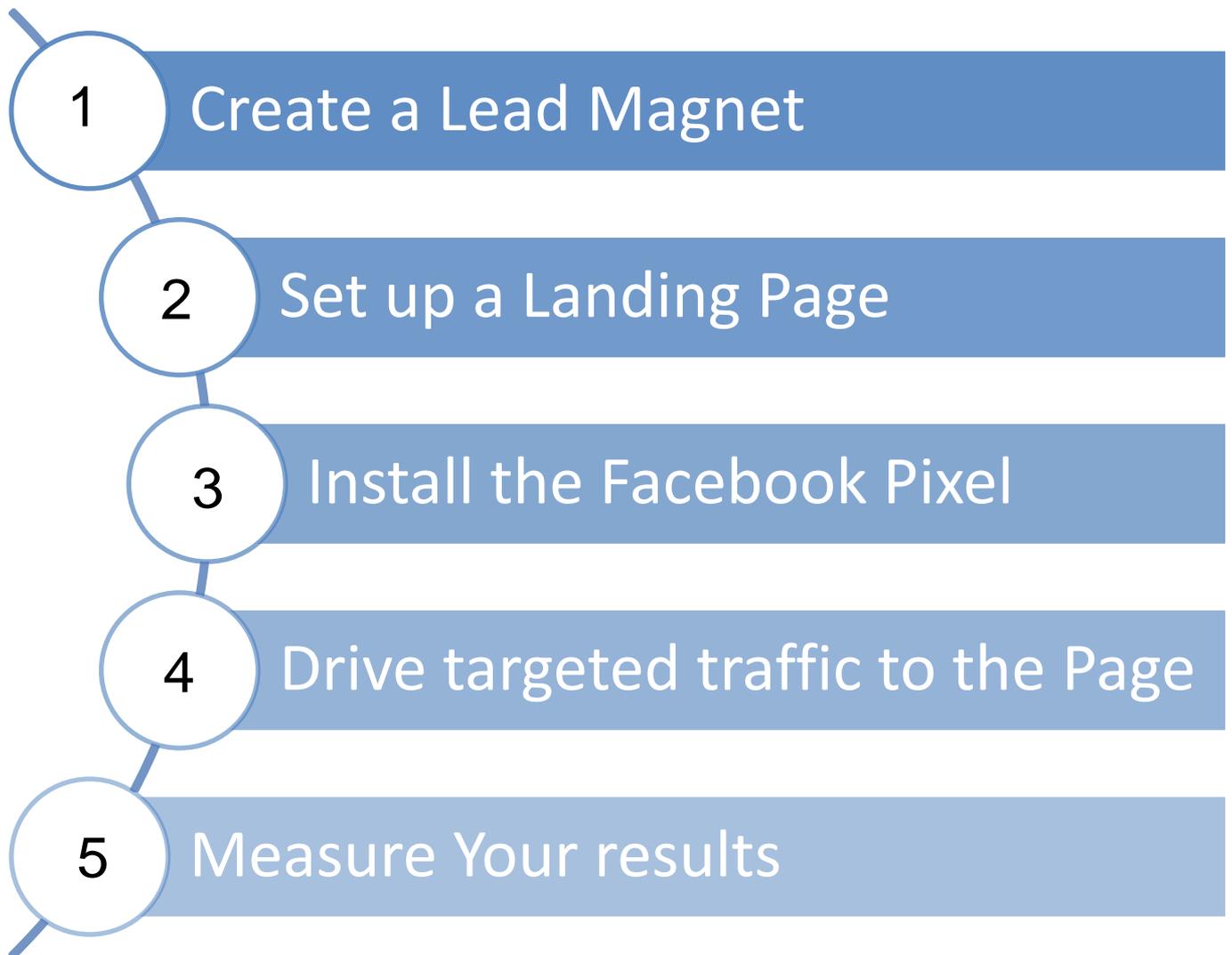
I like to look at the types of Facebook Ads that you can run as a Funnel of Familiarity, if you will. You are moving people down the funnel where they first get to know you into an eventual sale. I'm recommending that people spend most of their Ads budget on getting people connected to their email list and jumping over the Facebook Like Ads.

Getting people to Like your Page is ok, it shows social proof, but if you have a good free offering, it's better to get people straight onto your list. And now with Facebook's reduced organic reach, it's more important than ever that we "own" our audience.

## Facebook Ads Funnel



# How to Get Leads With Facebook



How do you get Leads from Facebook? You need to have a good reason for someone to give you their information and typically that involves a “lead magnet”. A lead magnet can be a coupon, an ebook, a webinar, a free call, or something of value that your potential customer would want.

A Landing Page is just a website that is more free from distraction where you will showcase the lead magnet.

# Facebook Ads Flow



Here is how your Facebook Ads will flow

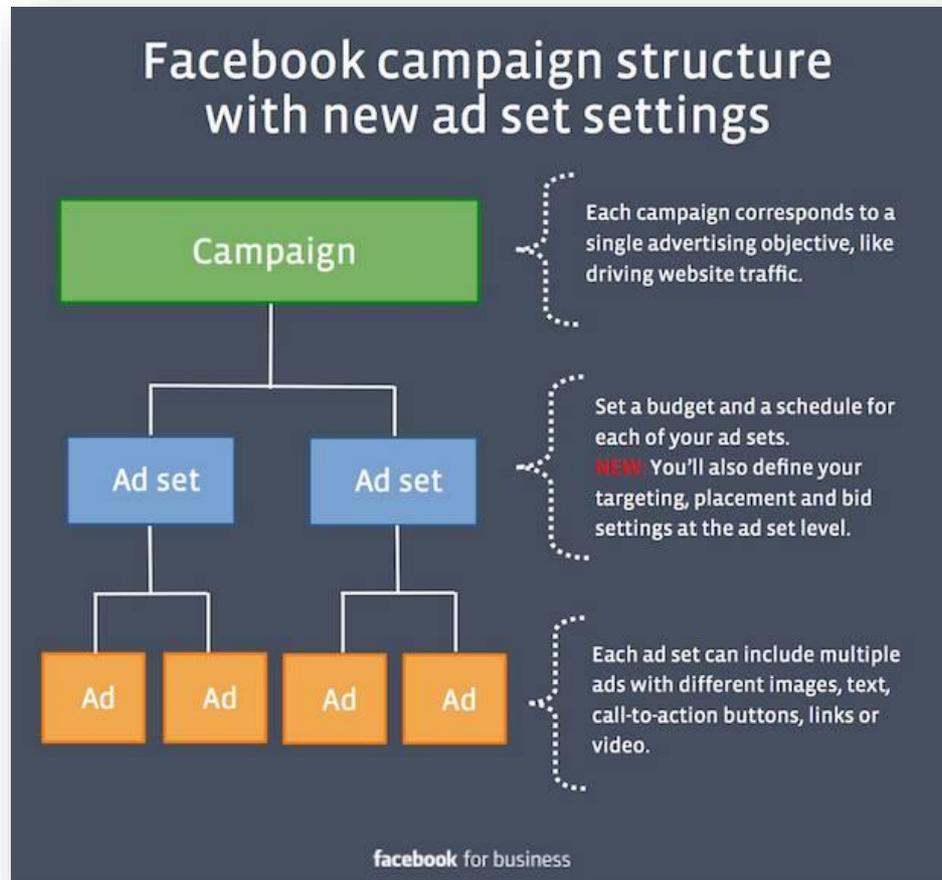
You create the Facebook Ad that sends traffic to the Landing Page where you talk about your Lead Magnet.

Then once they give you their email address, you will direct them to a Thank You page that tells them how to get the Lead Magnet (or gives them access to the lead magnet directly on the page).

You can ask for a phone number if that is part of your lead generation strategy but it typically reduces the number of leads you will get.

Ideally your lead magnet will be something valuable but also promote your product or service. And you can follow up with people in your email newsletter or email sequence.

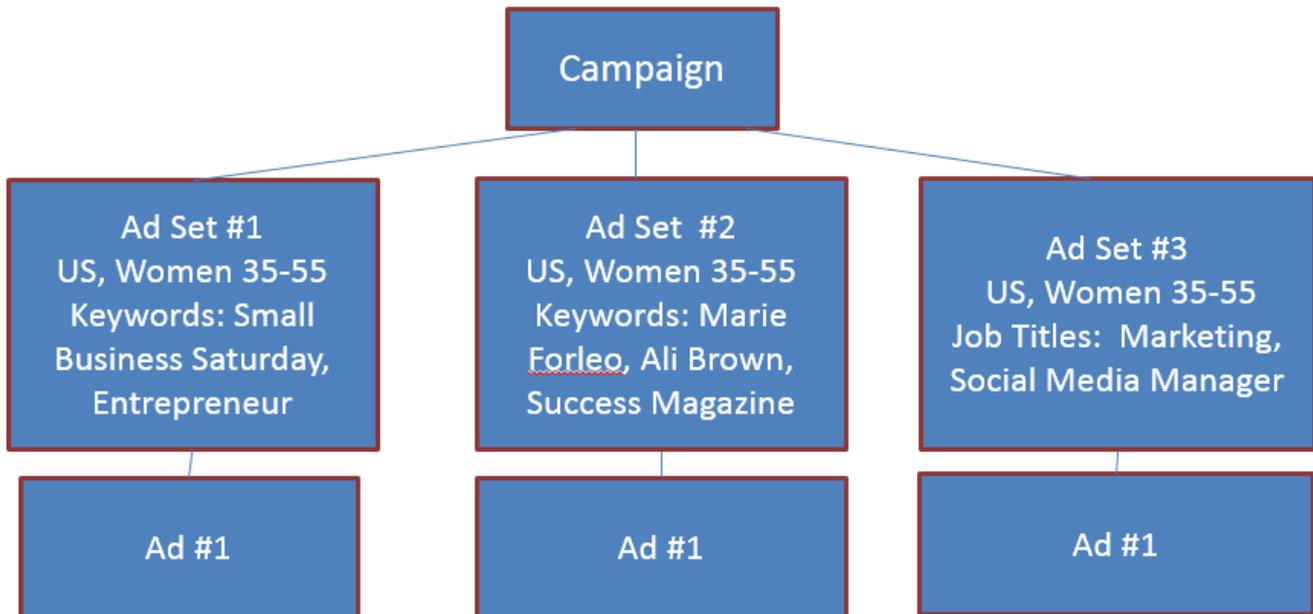
# Facebook Ad Campaign Structure



When you are creating a Facebook Ad campaign, it's important to know how the structure works so that you know how to set up your testing.

Split testing your ads will be one of the biggest ways you save money on your Facebook Ads.

# How can Split Testing your ads help you?



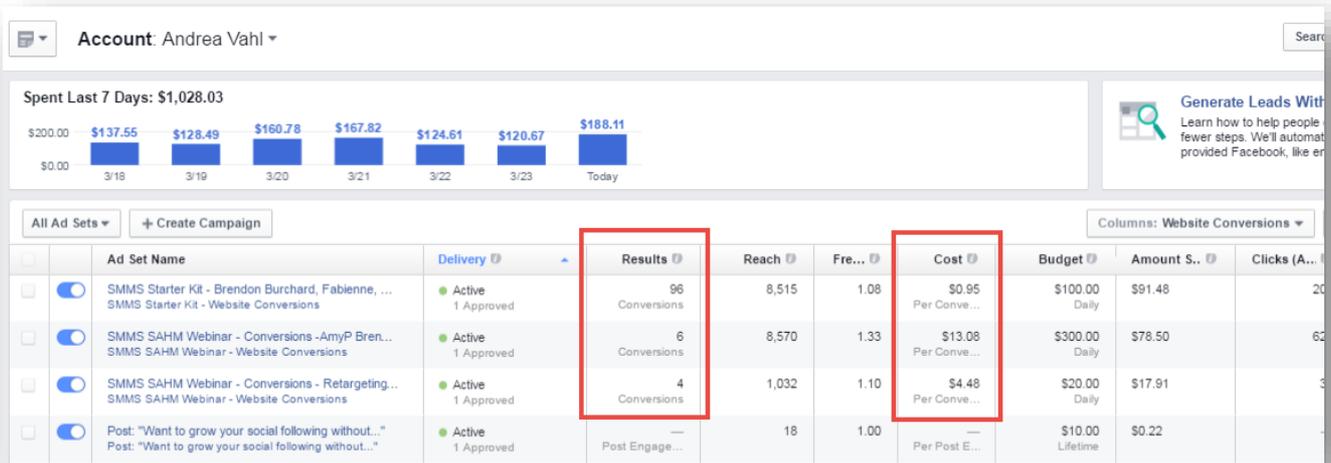
Split testing is the act of changing one thing at a time, testing that change, and then evaluating which change delivered better results.

With Facebook ads, you will start out with just guessing which demographics, images, and text will work best. You have to isolate the changes so that you know which change contributed to the cheaper cost per click.

Often people give up on Facebook Ads too early because they haven't done enough testing thinking that they won't work for them.

Typically I split test the demographics first. I go into more of my split testing strategy in my [full Facebook Ads course](#).

# Measuring Your Results



Ad Set Name	Delivery	Results	Reach	Fre...	Cost	Budget
Facebook Page Checklist - US CAN AUS UK - Amy Porterfield - Image of book Facebook Page Checklist - Website Conversions	Recently Completed	67 Conversions	3,493	1.23	\$1.27 Per Conve...	\$25.00 Daily
Facebook Page Checklist - US CAN AUS UK - Boom Social - Image of book Facebook Page Checklist - Website Conversions	Recently Completed	60 Conversions	2,156	1.18	\$1.42 Per Conve...	\$25.00 Daily
Facebook Page Checklist - US CAN AUS UK - Mari Smith - Image of book Facebook Page Checklist - Website Conversions	Recently Completed	62 Conversions	3,532	1.63	\$1.38 Per Conve...	\$25.00 Daily
Facebook Page Checklist - US CAN AUS UK - Social Media Examiner - Image of book Facebook Page Checklist - Website Conversions	Recently Completed	40 Conversions	2,781	1.48	\$2.13 Per Conve...	\$25.00 Daily

When you are split testing your ads, you can easily see which ad is performing best and giving you the best cost per lead in the Facebook Ads reporting area.

Then you can stop running the ads that are more expensive and save money. You can see that there can be huge savings when you test multiple variables!

# Your Next Steps



The next thing you need to do is to plan your Facebook lead generation strategy. Do you have a Lead Magnet in place? If that's stopping you, remember that it doesn't have to be anything earth-shattering. Just take a look at what your customers are asking for. It could be as simple as putting together a few valuable blog posts into one ebook.

Then start experimenting with Facebook Ads and split testing. You'll find out that when you test at least two different ads, you get valuable information about what audience does better.

Even if you don't have a lead magnet in place you can start testing the audiences with something as simple as a Like campaign to grow your Facebook Audience. The important thing is to take ACTION!

# Join me in Facebook Advertising Secrets!



Of course there is much more strategy that goes into Facebook Ads. If you want to go further and shortcut your learning process, I encourage you to join me in my full Facebook Ads course at [www.fbadvertisingsecrets.com](http://www.fbadvertisingsecrets.com)

I know you picked up this training for a reason. You have a cause, a product, or a service to promote. Something that deserves more visibility. Facebook ads are a perfect vehicle to reach the right audience, at the right time, with the right message.

When you master Facebook ads, you become someone who knows how to turn on the tap of traffic to get more reach, more leads, and more sales. My training and private Facebook group is the perfect place to help you do that!

[www.fbadvertisingsecrets.com](http://www.fbadvertisingsecrets.com)

# Join me in Facebook Advertising Secrets!

The course includes

- A unique blend of Facebook Ads strategy for a variety of industries, tactics with specific recommendations on how to execute that strategy, and a private Facebook Group.
- Each section consists of videos, reference articles, MP3s, and downloads.
- Bonuses including Power Editor training, Instagram Ads training, a course completion certificate test, several ebooks, and a Google tracking supplement.
- The private Facebook Group where I participate to answer your questions, help you troubleshoot issues, and provide extra tips is PRICELESS!

The course is geared towards beginner and intermediate Facebook advertisers.

When you are finished with the course you will know how to:

- Research and find your perfect keywords
- Set up an eye-catching ad that gets results
- Successfully split test your ad to save money on your campaign
- Use the Facebook Pixel to track your ads
- Create custom audiences and retarget your ads in a variety of ways
- Create Instagram Ads
- Understand the Business Manager

You get one full year of access to the course, the updates and the Facebook group with the option to renew access at the end of that time. I've worked with hundreds of different kinds of businesses so I use those real-world results and techniques in the strategy I provide in this course. The course comes with a 30-day no-questions-asked money-back guarantee so there is no risk to give it a try. Give your business the visibility it deserves and join me in my [Facebook Advertising Secrets course](#). Hope to see you on the inside!