

## Deeper Dive into Lead Generation and Purchase Ads

Hello, hello, everyone. I'm still working on my lighting here in my new house. Awesome. Super excited to have you guys here. Let's see who is here. Welcome. Welcome, Jennifer, Katie, Keith. Welcome, Nicole, Haley. Great to see you guys. Welcome, and just making sure that everyone can hear me and everything like that. Just put something in the chat to make sure everything looks good. I think it's all good from what I can tell, from what I can tell. Alright, I'm going to just get my slides started. I'm excited about today's presentation, you guys. I am excited about this. I always love... I love these because I get to do some new content, and I get to present things in a new way, so I love how this came out.

Hey, Katie. Great. You can hear me. Awesome. Sounds great. I know this is being recorded right now. We will have this up much sooner than we did last week. I'm going to share my screen with you. This is going to be a combination of presentation. I might do a little live demo too, depending on what kind of questions pop up here. But today, we're going to take a deeper dive into lead generation and purchase ads. When I say lead generation, sometimes that's a little confusing, because I'm going to talk both about the lead generation ads themselves and then also conversion ads and things you need to watch for in both cases.

I'm not going to dive as deep into the tracking issues that are coming up with the Apple changes. I'm going to have another presentation that's going to talk a little bit more about that, but I am going to talk about tracking and considerations there. Today, we're going to talk about the ad strategy and ad plan for leads and sales, and then I'm going to touch on the lead generation versus conversion ads. We'll go into longer campaigns, shorter campaigns and content sequencing, example, campaign design. It's going to be a little bit of a potpourri of all kinds of good stuff in here.

Let's talk about the ad strategy and plan. I talked about this a lot in the course and just getting the strategy together, because I think that's where a lot of business owners miss the mark. They just think that they're going to put up an ad, and that's all they need to do, but there really is a big puzzle to it because it depends on what your end goal is, the industry, what budget you have, what past history and resources you have available to you. I definitely think the main considerations for campaign design are audiences and creative.

Now, your objective and things are mostly going to be set. You're mostly looking for... Most people are looking for leads and sales, right? That's where I focus most of my ads. There can be other places where you might run a reach ad. You might run a video ad very sparingly, I think, for sure. I do have a client right now that we're running traffic ads, because the way her website is set up, we just can't do the conversions, and we have to do a different way of tracking that. You might run lead generation ads.

Again, that campaign design objective comes at the beginning. But then in terms of success, I think the audiences in the creative are going to be the more of the levers that you get to pull to make adjustments. Let's talk about conversion ads and what this looks like. A typical conversion ad could look like this, and this is still generating leads, because we got a free thing going to a website where there's a

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thank-you page where that free thing is then delivered. We have the ad itself. This is just an image, and it looks a little different with the three images underneath.

I like always trying to think of ways we can make images look different so that they're catching people's eye. Then it goes to the website where you got that sign up there, and you've got the Facebook base pixel code there, and then you've got the thank-you page. That thank-you page has to include either the lead pixel or a custom conversion. Now, with Apple's changes coming out, I'm focusing more on the standard event codes like leads or complete registration or purchases, because we're limited to eight events that we're going to be prioritizing. I'm not doing as many custom conversions.

I have a client, where we are maxing out on the limit, because we do want to track the sales of different packages they have differently, and so we are creating custom conversions for those. But actually, I think that we really don't have to be doing that. He wants to do that. I get why he wants to do that, but I think we could really just use the purchase amount and be able to know what they purchase, but that's beside the point. That's a type of conversion ad. There's a lead generation ad, and that's where the ad goes to the popup form, and then it can redirect to the website if needed.

This is great for when your website isn't great, you maybe want a quicker way for people to give you a lead. I definitely see that there's a higher intent and better lead quality with conversion ads, because they go to the website. You get a little bit more information. You get to customize what that page looks like. Lead generation ads sometimes happen where they call the lead, and they're like, "I never filled out a form. I don't know what you're talking about," because sometimes people don't even realize what they're doing. When they have this pop up, it auto fills their information, and they might not even have intended to fill out that lead form.

I feel like higher intent with the website with a conversion ad, but now with Apple changes, lead generation forms are going to become a little more trackable, a little bit more... We're going to be able to track within Facebook, and see all of the conversions. I used to not use lead forms quite as much lead generation ads, but now, I definitely am considering that a little bit more. Nicole's asking, "The lead form does give you an option for higher intent or volume." That's a good question. I've always used volume.

I've never tried higher intent. That is a good question. I should maybe test that out and see if I get better quality leads there with that, so good question. You can redirect to a website. Just to recap lead generation versus conversion, you've got the lead generation ad that requires that lead form. The conversion ad requires the pixel. You have to have one of those in order to track that way, and then you can also have a conversion ad, where you've got a sale sequence. That's where you're selling something directly on your website. You got the ad going to the website. People can add it to the cart. You've got the thank-you page.

Oh yeah, good. With this, we're tracking all the way through the funnel. We're seeing where they drop out of the funnel. This is also set up with that conversion ad objective there. Keith is asking what's the minimum audience size for good results with conversion ads? That depends on what you consider good results. When I do sales ads for clients and myself, often, I'm just using retargeting, so that's a very small audience, but we're still getting results. For example, just last week, I finished up a campaign for a client where we had \$6 per sale conversions for her membership.

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We were only targeting people who watched our videos, gone to our website, signed up for the webinar, engaged with our page. We were actually lumping all of the audiences into one. We ended up splitting out one audience, because we saw that it was doing better in some way. It was retargeting just fans only, and so we were retargeting fans only, which was I think about 15,000 people, and we're getting awesome results with that. We were getting \$3 sales with just retargeting our Facebook fans. Then we had the other ads where we were lumping all of that together, which probably would have been about...

It doesn't always tell you how many people that's targeting, so probably, I'm estimating about 40,000 people total in that other audience. I've had good results with even smaller groups. You can't retarget much smaller than like 2,000. I've tried doing... Some people talk about the retargeting people who have abandoned the cart. If they've gone to the add to cart page, and they didn't buy, so you could retarget people who land on that page, and then subtract out people who have purchased. But unless you're getting a couple thousand people to that add to cart page, then you're not even... The ad isn't going to even run.

I've tried that before with clients, and even though we're sending hundreds of people to that add to cart page, the ad just doesn't go anywhere. There's no reach, zero. We can set it up, but it doesn't actually run, because there's not enough people to target in that abandoned cart sequence. Nicole was asking, "For regular ads, do you recommend a minimum audience?" Typically, for a cold audience, if I'm trying to target a wider group for lead generations strategy, that would depend a little bit on if you were focusing on a local audience like I have with some clients, or we're still trying to get leads locally.

You can't really artificially inflate that number. You really just still have to focus on that local audience, and I've had some decent results even with 20,000 people. We've got some places that are smaller towns, or we know that people aren't going to travel more than 10 miles for this particular service, so we're just targeting a local area right around where they live, maybe by zip code. Even with 20,000 people, we still are getting leads. We're still getting good results with that. If we're talking countrywide, or we have maybe English speaking countries, then I'm looking more at targeting a million people.

If you live in a smaller country, again, you can't artificially inflate that if you're just focusing on that particular country. Usually, if we can have everything really pretty open and target a larger country like the United States, then I might look at a million to two million in those initial audiences that I'm testing. Your audiences, good segue here, audiences really are going to depend a little bit on the assets you have. How you structure the campaign, how you develop your campaign is going to depend on what you have available to you. For example, at the top here, we've got an audience where we're focusing mostly on keywords where we've got kitten rescue and cat protection.

Then we've got other keywords where we're targeting the ASPCA. We've broken that out into testing those different audiences, then also a retargeting audience. That top audience has something like that, and then on the bottom set of ads, we are able to do some keyword analysis, but also do a lookalike audience because we've been getting leads at a good enough quantity for the lead pixel to be able to create that lookalike audience. You have to bring together the assets you have available to you and see what makes sense in terms of creating this campaign plan.

If you have more audiences, so for example, if you have a lot of people going through a funnel, where they're starting the checkout process, then you're able to create a lookalike audience of people who

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have initiated the checkout or made a purchase or spent a lot of time on your site. If you don't have enough website visitors who even have spent that much time on your site, that seed audience may be too small in order to create then these lookalike audiences. Sometimes with brand new clients, brand new campaigns who we're starting from scratch, and we don't have a list. We don't have like videos. We have nothing. Then we have to focus more on keywords versus pixel events or lookalike audiences based on the assets that we already have.

Let me just put together some questions. Haley is asking, "Can you combine using keywords and custom audiences if your web visitors aren't over 2,000?" No, because what... Facebook just uses those keywords to narrow further the custom audiences, so if we were layering that on, it's like the Boolean operators, where in the custom audiences area, we're selecting that, and then if we layer on a keyword, it's saying only target people who are interested in yoga that are in this custom audience. Any keywords added to that is like narrowing further. I hope that makes sense.

For those of you who might be new, then that is also in the targeting section. Katie is asking, "Do you single out one keyword per test audience, and how do you really narrow down an audience?" We're going to go much deeper into targeting, I think, in the very next section, so I'm not going to spend a lot of time on all the targeting in this session. This is going to be a little bit more overview on that strategy, but we're going to do a deep dive into targeting coming up in another live training, and then I'll do live demo. We'll really talk about setting up that targeting and determining what to test.

Awesome. Here's a little bit more on targeting. You guys have maybe seen this slide before. I like to use it as an example, because it shows some of the different ways that Facebook pulls up keywords. For example, I could target fans of Mari Smith. I could target the fans of the National Speakers Bureau. Then if I start typing in Social Media Examiner, that comes up as both an interest which would be fans of Social Media Examiner, and an employer, which would be people who have put Social Media Examiner in their job titles, which it's funny because if you look at the job title one, there's a ton.

Clearly, people are just putting Social Media Examiner in their job title maybe if they've written for them, or maybe just been to the event. I don't know why there's a lot of people who seem to have worked at Social Media Examiner when they really have a small team. Again, you're just typing those keywords in, and we'll, like I said, dive deeper into targeting coming up here in the next session or two. If you have a local campaign, then you are really not able to do a lot of keyword targeting. I don't put a lot of keyword targeting on my local campaigns. I rely a little bit more on the ad itself to pull in the right people, because I find that local campaigns...

Unless you're living in a big city like if you're in Chicago or LA or New York or something like that, then you might want to add some layering, but a lot of smaller cities, you don't want to narrow down too quickly. A lot of times, I'm just really focusing on... In this example, I am narrowing it down to parents because that is for this particular ad, we do want to just reach parents. That is a big thing there. But in another example, I'm just using a radius. Bloomfield Hills is a smaller town, so I'm just using a radius there of 10 miles because I know people won't travel much more than 10 miles for that service.

Let me see a couple questions. Katie's asking on geotargeting for a local audience. I was just actually mentioning that that, really, I think for sure, you're just going to pull in that local audience, ad you can do it by zip code. You can also look at people... Make sure you know if you want to focus only on people who actually live there versus people who have traveled there. There are some drop downs in there,

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too. But again, we'll get into that in some of the targeting. Let's talk about split testing then. When we're choosing our targeting, we might split test in this way. I think there was another question.

Molly said, "You went to elementary school in Bloomfield Hills." That's hilarious. That's so funny. Jennifer's saying... Jennifer has a question, "If you're targeting a million people, how big does your daily budget need to be versus a 20 to 40,000 people audience?" Your budget isn't nestler bound by how big it could be. It could be really large. You could have... I have a client where we're spending under \$1,000 a day on a one million size audience. You don't have to spend \$1,000 a day. It depends on if you're getting the right results. But if you do have a smaller audience, there is a cap.

I talked about this in the targeting section as well, or no, it's the budgeting section. You don't want to overspend for a small audience. If you have a 40,000-person audience, you want to keep that budget to probably 10, \$15 a day max, and there's a way to determine that reach. I go into it in the budgeting section. You don't want to... Because if your frequency gets too high, you're going to annoy people. You can see exactly what percentage of people you might reach in that day. I usually say keep that to about 30% of the full audience, so you can see, once you start upping the budget, it'll show you what percentage of audience you're going to reach.

You're never going to reach 100% of the audience because they're not all logged on every day or whatever, but you definitely want to watch that frequency with a small audience. I talked about this in the split testing section as well, but this is really just a quick overview on split testing your... designing your campaign. I'll show you some example campaigns at the end, so you can see how this goes and how I would design it. Obviously, I wouldn't have job titles in if I'm really looking at a B2C business, unless I really know what job titles people would have to be. But usually, job titles come more in a B2B type of niche.

Then I would know what job titles I'm trying to target there, possibly, but this is an example. Again, high value lookalike audiences, that's based on people who've purchased, your customers, if you have that available. Again, that depends on if you've got that asset, if you've got that list, if you have already had the pixel tracking some of those purchases, then you can create those high-value lookalike audiences. Maybe in the beginning, it would just be a lookalike audience of engaged fans, or a lookalike audience of people who have been to your website, or something like that, where it's a little bit lower value lookalike audience but still decent, because it's people who have connected with you in that way.

But the high value lookalike is really based on your core customers, so it's going to go out and find two million people who are like your customers or repeat buyers. That's it. Number two might be just testing some different interests and fan page keywords. We would narrow that down. We're not dumping every keyword we've ever thought of into one audience. We're being systematic about how we're building those audiences. Again, we'll talk more about that in the targeting section as well, and then we might just test a couple different images under there. This is just an example.

We talked about the different important pieces of success with the campaign, and one is going to be testing the different images, testing possibly different video. Here are some examples of some images I did for a client. Now, actually, we did some much more casual images of her too. This was all from the same photo shoot, the two images on the left. We tested some more casual photos, and those actually did really well. You've got to bring in that different creative to see what's going to convert there, and then we tested video. The video totally knocked it out of the park, was amazing and did really well.

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Again, this is just a casual video of her outside her RV, so that was really, really great. Usually, I'm only testing three to four images under each ad set, and I usually break video out by itself, because I want to see those results. I want to dedicate a budget to the video. I want to see those results. I know Facebook has made different recommendations to me from time to time on how I should test. But in the testing phase, I'm really wanting to isolate which things are performing well. In a perfect world, you would test only one video underneath each ad set, so you're reading Really isolating those results.

But sometimes, we just don't have time. We don't have the ramp up space for that, so we're testing three or four different images to see which one works. We can manually turn those on and off. Facebook isn't going to allocate the budget to those equally. I can see... Look at the differences here, \$1.50. You can see an interesting thing here that happened. It allocated most of the budget to the ad that was \$3.16. I don't have the budget numbers here, but I can tell because 94 leads came from that particular ad, whereas 11 leads came from the one that was actually doing the best. If I had been paying more attention, I probably would have turned that other ad off.

Maybe sometimes what does happen is that the ads switch and ebb and flow as you pull these levers and turn them on and off manually too, but unfortunately, Facebook doesn't always optimize these correctly. Let's see. Jennifer's asking how long you run a test. I usually would run a test for three to four days if possible. I mean, I have a client who only has a five-day window for ramp up, but we've done a lot of testing in the past. We've done a lot of testing. We know which works, and we're only running those ads for five days. A lot of times, I'm turning things off and on really quickly.

But if I'm starting from scratch, I would need three or four days as a ramp up to see which one is doing the best, and then I would start scaling the budget on the one that's doing best. Oftentimes, those results start petering out as you scale, so that's a whole nother thing. Jennifer's also asking, "Do I let go a few days?" Yeah, I let it go. I just actually saw this recently, where I was almost ready to turn the ads off. It was freaking me out, but they turned around after 48 hours. I was like, "36 hours, and they hadn't had great results. They were really like bombing." I was ready to shut them all down. But after 48 hours, they all turned around.

I don't know what it was. Facebook has been very volatile lately. They all turned around, and I got much better results from there. Definitely don't turn ads off too soon. But usually, you can tell within about two days how it's doing. That depends a little bit on the budget. If you're only spending \$5 a day, then it's hard to tell if that ad is doing well. Especially if the lead cost is around \$3, you're only getting one lead a day. You don't really know how well it's doing at that point. Let's see. Lots of questions, guys. This is awesome.

What's the minimum you should upload for a lookalike for B2B? Nicole is asking. I think you mean an email list upload, and in that case, I would need at least... I tell clients, "I need at least 200 names." B2B, sometimes I stretch it even a little bit higher to 300. Facebook needs a seed audience of 100 matches in one country of... I think it's 100. Is it 200? Now I'm getting confused. No, it's 100, 100 matches in one country. For B2B audiences, I tell people, "I need two or 300 people typically to do an email upload for my list." Yes, it's 100. Jennifer's confirming. Good.

Jennifer is asking, "When I scale the budget up, I'm scaling in the current ad," so I don't want to create a brand new ad if that current ad is doing well. I don't necessarily want to create a brand new ad. If I need to scale super fast, I might duplicate and create it at a really high budget with keeping the one add-on

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and making sure that it scales appropriately. Because if you totally, boom, quadruple the budget, it, a lot of times, tanks the performance of that one ad, and then you can't quite get it back. Scaling slowly is usually much more preferred. But sometimes, if that time isn't available, I'll duplicate and scale up high, and see if it still is at that performance while keeping the other one on to make sure that I can have that handoff.

Nicole's asking for, "What attributes would you recommend?" Name and email is totally enough. That's fine. If you have name and email and phone number, that can provide a higher match rate sometimes. Usually, that's all I ask of for my clients. My clients don't often have all that information. Especially if you're just doing lead generation, you're not always asking for a phone number in that case. Let's keep going. You guys are awesome. We're doing a lot of... You guys have a lot of great questions coming in. All right, so another thing, so a lot of times, I'm not testing text as much, but I have found some really great examples where it can make a big difference.

I would suggest if your ad is really not doing well, try testing the text, and seeing if you can get a little bit better, more compelling text if you're not getting good click-through rates. All right, so let's dive into... We still have a lot of content, guys. I have to maybe keep going here. Lead generation versus conversion ads, I want to talk about this because it can be confusing, and there's more information in the course itself. I'm also going to be... I'm redoing the lead generation section right now, so that's going to have more better information in there.

But with lead generation ads, this is where you get this lead popup form. If there's no landing page, if you don't have a landing page, sometimes your ad is the mini landing page for getting people to take the next step. In this case, you can see we've got all the points in there. We've got reviews in there, all in the text of the ad itself, and then they get that popup form, where they know what they're getting with that. Then from there, we make the phone call to get them booked. Here's another example. This lead generation ad does redirect to their website.

The thing I like about this, this is something new we're trying. This is actually giving us a pretty high cost lead, I mean higher costs than something for free, but this is really a sales ad. We're getting people who are interested in buying this particular package. It's a package deal that they're getting. Lead form comes up, and then we can redirect it to the website where they could buy, but if they don't buy, they would just leave that site. Whereas in this sequence, we're getting their name and their email so we can follow up with them before they even just go to the website and bounce off.

So far, the followup has been challenging. We're testing this as a different model. The cool thing is we've got that name and email to connect with them, and then hopefully get them in. There are other different things that they could sell them into if this particular package isn't right for them, so it's an option. Lead generation ads use a lead form, and that lead form is in your Facebook page area under the publishing tools. What happens is the leads go into the back-end of your page. You can automate it with some tools like Zapier to then get that lead into your system a little more automatically, but the other way of doing it would be to download all these leads at the end of the day, and then follow up with them or manually import them into your MailChimp or your email newsletter system, whatever you're using.

Molly's asking, "Do emojis work for business audiences?" Yes, I absolutely use emojis for business audiences. It's a little eye popping color. You don't have to use all the smiley face weird things, but

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there's lots of emojis out there that can attract attention. It depends on your brand, I think, too, for sure. Lead generation ads, here are the steps. First, you're creating that lead form in the publishing tools area of the Facebook page. Then you're connecting the lead form in Zapier if you want automation, so if you want the lead form or the lead information to be automatically texted to you or emailed to you, or automatically ported into MailChimp, you would set it up with Zapier, which is a paid tool.

Otherwise, you would have to download the leads manually. Then you're creating that lead generation form and selecting that particular lead form. Here's what it looks like super quickly. We've got the publishing tools area, and the nice thing is you used to not have drafts, so you had to publish things, but they've got the forms library. If you start on a lead form, and you know all the ways you want to customize it, you can have it as a draft, and you can have it in there, or you're creating the new lead form. It's having that pop up. You can duplicate an existing form if you have multiple different offers or things like that to make it easier with some of the settings, and then in Zapier, this is step two...

In Zapier, you can then go in and say, "Hey, whenever we get a new lead in this particular form, I want you to do this." Maybe it's email. Maybe it's port that automatically into MailChimp or whatever your CRM system is, or maybe it sends you a text. I like this, because it's fun. If you have a client, and all of a sudden they're getting texts all the time for new leads, they get pretty excited. Then when you create the ad, you're going to write the ad as normal. You're going to have normal text. A lead generation ad looks like a lot of different ad. It looks like a normal ad, except when you click the signup, that's when the popup form shows up.

You're writing the ad just like you normally would and creating it, but then you're just saying, "Hey, the form is going to be here. This is the form that I just created," so when they click the sign up button, you're going to pull up. That form is the one for them to fill out that will automatically be connected to Zapier, and then you're getting that lead. Let me just see what questions we got in the chat. Nicole's asking, "Does it automatically capture all leads for lead forms that come after the initial Zapier setup?" What's happening is once you have the lead form set up, and you have the ad running, and you got the leads coming in, Zapier is saying every single time it sees a new lead in that lead form, it's doing the action that you set up.

If you said, "Let's set it up as an email thing, where you'd send the email," that would be automatically done anytime it got a new lead. If it's, "Let's just port it into a particular list in my email system," you can set that up, and it's just automatically running all the time. But again, that is a paid tool. I'm doing this myself, and I encourage you to do this is, is thinking outside the box for some of this. The Apple iOS changes coming down means a loss of tracking for conversion ads. Anything that's using the Facebook pixel will have a little bit of a loss of tracking there.

It's not going to mean that things aren't going to happen. People still will opt in to get leads. They still will buy things. It just won't be tracked in Facebook in the same way. I might be thinking more about lead generation ads. Maybe it's a consultative sale. Maybe it's booking something in a different way or maybe in a coupon. I saw a good idea for someone who said they were going to have a coupon, or they get the coupon, but then the redirect was going to automatically go to a special page on the website where the coupon was already pre-loaded, so it's a page that just says, "Hey, the coupon has been applied. But it right now."



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They're getting the lead, and they're also hopefully getting the sale with that tactic. I'll share more tactics as I hear about them. Now, let's talk about conversion ads. Conversion ads are happening on a website where you have the Facebook pixel installed. It can be on different types of websites. It could be your own website. This one happens to be on WebinarJam, and so the ad goes to the webinar sign up on WebinarJam, and then the thank-you page is there, where people have signed up for that particular webinar. We're tracking all the way through, and we've got that lead pixel set up on that thank-you page in Webinar Jam. It's very easy to do.

Now, we're tracking the fact that whatever the lead cost is, and we're testing the different audiences there. The big thing with conversion ads that I find people get really hung up on is you need to make sure it's set up properly. You need to know what your conversion event is. You need to already have that installed. Again, the Facebook pixel training has all this information in the course. I talked about getting that pixel installed, troubleshooting the pixel. I want to just reiterate it here. A lot of times, what I'm doing is going through the funnel and seeing, "Okay, what is the very next page I land on after I give them my email, and does that particular page have the Facebook pixel on it, have the right pixel event, standard event, or does it have a custom conversion on it?"

What is that event code, so I can optimize my ad around that event code, and make sure that I'm tracking through that process? This is the WebinarJam, just an automated page here, but you can set the Facebook pixel to that page so that it's tracking. Then what's happening is that particular conversion event is set up as a lead, and so when I go into set up this ad, I'm making sure that that conversion event matches in my setup with whatever conversion event is happening on that very next page after the signup or after the purchase. I'm seeing that it's lead here, so I'm selecting lead when I create that ad.

If you're not sure what's going on, use the Facebook pixel helper to be able to see what's really happening. This is an example where I have created a lead pixel on this page. This is actually happening on one of my opt-in pages for Facebook advertising secrets. I have a starter kit kind of thing here. No, this is something different, ads manager train. Anyway, so on that thank-you page, I have the lead pixel installed with the standard event code, and then I also have the custom conversion tracking that as well separately. Now, again, Facebook, Apple iOS changes are going to steer me more towards using just the standard event codes rather than all these custom conversions, but it's there from before anyway.

You can see both. If you're having trouble, know it like saying, "Why isn't this working?" You can go into the events manager in your Facebook ads area and take a look at that particular standard event like the lead pixel. Now, I can look and see at all the URLs, all the places where that lead pixel is firing, because there's a couple of things that happened. I talked about this in the troubleshooting section that sometimes people have installed too many of that pixel, that particular code all over the place, and now it's firing a ton of times, and that's going to throw off your stats.

I think Katie Horner was just talking about this too, where she had lots of events firing, and it was tracking all these events, but she only had two actual purchases. That means something weird is going on with where that event code or how that pixel is set up across that funnel, and our data is only as good as the way we've set it up, so we have to make sure our setup is correct. Sometimes I'll just go through the funnel as a normal person like would, and look at that pixel helper and say, "Okay, is that standard event code somewhere twice? Is that why it's over counting and why my stats look like I've got 50 leads when I've only got 25?"

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Some of that can help. Let's take a look at the chat questions. Chat. Chat. Molly says, "Great idea about the coupon page. Awesome." Nicole says, "For ecommerce website, what do you recommend?" I've been getting purchases, but it's \$30 on a \$50 product. If that's the case, you really just have to keep testing because it's just too high, especially because if it's a product, if it's an actual product, you've got overhead there. I'm guessing it doesn't cost nothing to make or ship or whatever it might be, so you have to get that purchase price down.

It could be a matter of optimization. It could be a matter of testing. A lot of times, that's what I find. Katie is asking, "I'm confused about where you put the event code on the ad to track it." Actually, let me just go ahead and pull this up. Let me just see if I've got... No. Let me go... I'm in my events area. If I go into my ads manager, and I go to create... Oh, darn it. I'm not sharing screen anymore. Let me do it. Thanks, Jennifer. I know Jennifer's keeping me on board. If I pull it down, I keep thinking it's sharing the whole screen.

I'm going to go ahead and create a new conversion ad just from scratch to take a look at that. If I could select conversion ad, and I hit continue, ad let's just do it with my top 10 blog posts, opt in, top 10. This is a lead magnet I have here, and people enter their name and email here. I'm going to create a conversion ad around it, top 10. I keep all this the same, new ad set, and it's at the ad set level. That's where I'm setting it. Next, let's just hit next. There we are. It's right at the top here, and this is where it shows up, right under the pixel.

Now, here's something interesting is it defaults to this custom conversion I have. That's not what I want, so you have to watch this carefully, and make sure you're selecting the right conversion event. In this case, it would be lead. But actually, let me see if I have a custom conversion for this one. No, I don't. Lead, so I'm going to select lead, but I'm going to just go ahead and verify that it is actually a lead. I'm just going to put in my name and email because I can't remember what my thank-you page is for this one. I think it's just like top 10 thanks or something like that.

Here it is. This is my thank-you page. It's pretty simple. It's actually a pretty basic page. I did that on purpose to still have information about navigating around here. People can click here to get it. They'd click here to get it. This is an open page on my site. If I look at the pixel helper, I can see that the lead is here. I set this up using the event setup tool. Their lead pixel is firing when I opt into that particular page, so I would then make sure I'm choosing lead here, and then I would go in and choose my audience is normal, and everything else.

All the ads that I'm setting up underneath this particular ad set are going to be optimized around leads, and then when I go to... Actually, let me see if I've ever run top 10. Did I run... I think I have. Oh, no, I haven't. Here it is. I have run campaigns around the top 10 blog post. I was getting \$4.63 per lead. I was trying ABO versus CBO in this case. If I drill down into that, I can see the different keywords I was targeting. This is just so interesting, because you look at this. I was doing some lookalikes here, and then I had lookalikes here, and it was like \$9 per lead.

I didn't probably run this long enough. Actually, it only got two leads. It's not really super significant results here, but I got \$4 per lead versus \$9 per lead, so that's pretty huge. I probably stopped these a little too early. It's not super significant results there, so hopefully that's helpful. I get off on a tangent. All of a sudden, I'm creating campaigns. I'm, all of a sudden, working my job here. Let me just make sure my screen sharing is on. Can you guys see this? Actually, let me just do a new share to make sure it's

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really clear. It's probably not there. It is. We still have a lot of materials, so I'm going to make sure... We're running out of time.

I think I'm going to just keep going and make sure we get through the content. The other thing I wanted to mention about tracking, and especially with purchase tracking... I'm going to get into this more when I talk about the conversion API copy. That's becoming... I think it's easier to install now. It's been around for a while, but it's getting easier due to the fact that Facebook is plugging these server side event tracking, but I use ThriveCart in my checkout system, and there's lots of sites like this that are shopping cart sites like ThriveCart, Infusionsoft, Kajabi, things like that.

A lot of those already have this Facebook tracking built in the ability to add your Facebook pixel, so it's tracking the purchases. Here's an example of ThriveCart, where I can add my pixel ID, but they've also got this conversion API access code easily set up as well, so it's going to give me improved tracking from my ThriveCart purchases. When people go through my shopping cart system, and give me money, I'm going to get better tracking with that. If you're using some type of shopping cart, check that out. Shopify, they have it. It's just easy. Usually, what you have to do is take a look at your particular site and just look at their help files on how to set it up.

They usually have very good help instructions on where to put your Facebook pixel. If they have the API integration in there, they will hopefully have documentation on that. Now, let's talk about longer campaigns, shorter campaigns, content sequencing. This actually just came up in the Facebook group, so I'm super excited. Short campaigns, it might be just a webinar. Maybe just running some up freebies for a little while, or maybe we're just trying to get some new leads. Hold on. I have to take a sip of tea. Maybe we have a webinar, where it's a very time bound thing there.

There could be longer campaigns or multiple promotions, where we've got a huge summit, and we're trying to get leads leading up to the summit. We're getting leads on the summit or sales on the summit. Maybe we're selling recordings after the summit. Maybe it's just a much bigger promotion in that way. We might divide up our strategies for those larger campaigns a little bit more differently. There can be different timings as we're going into this. If we're doing a smaller promotion with an ebook or a checklist, you can run that for five to seven days to get an idea of the response.

Webinar ads, you might need to run. Webinar ads, unless... I'm usually suggesting 10 days max. I think 10 days or more's... I'm limiting that a little bit more to 10 days max. People forget about the webinar you want them to attend. Getting people to actually come live can be a big thing, because people don't always listen to the recordings. But like bigger events, you're going to need a little bit longer ramp up, a little bit longer promo. Of course, in person events, oh God, I hope they will happen soon. 30 days more. Then purchases ecommerce, that can be ongoing, right?

We can have specials and promos happening all the time, so that's the timing you need in terms of testing. Then usually, I might use the first segment of that for testing three to five days, or we're testing different audiences, and then we're scaling the ones that are working, shutting down the ones that aren't. If we're thinking of sequencing, there's different ways you can sequence. You can sequence different topics. I just had someone who did this docuseries, where each day, they had a different topic, and so we were running ads each day, but we were mostly retargeting people who had signed up for the whole thing with the content for that particular day, but you can also think about video ad sequencing to really warm up an audience.

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I might have three different videos, and maybe it is more of a sequence, or maybe I'm just trying to boost them all in a different way. I say boost, but I might set that up a little bit different way optimized around video views or something like that, but it may also be on the page as well. I might say, "I want only people who have watched video one to see video two, only people who watched video one and two to see video three," or it could be just like, "Let's just warm up the audience with all this video content. Put all the audiences into a custom audience to retarget, and then retarget anyone who's seen any of those videos."

You can set those up in different ways depending on the content, depending on the type of audience and your goal. More often, I'm trying to come up with larger retargeting audiences, not smaller retargeting audiences usually. Here's how it works in the ads area. If you created a video, I would then go in, and I would definitely want to boost that video first before creating an audience around people who watch that particular video. I would make sure that video has a good sized audience, at least 1,000, hopefully 2,000 or more. Then I would create that audience, and I would name it such that I knew what it was.

Then I could just select only the people who watch that audience, and now I can use that audience to show my ad just to people who have watched video number one in that sequence, for example. With that, because it's a small audience, I wouldn't be able to spend more than 10 bucks, 15 bucks on that if it's an audience of a couple thousand people, so you have to be a little bit wary of that. It looks like we're definitely going over guys. I hope that's okay. Where'd the chat go? I lose the chat now. Hold on.

It's down here somewhere. It's because I adjusted my windows, and it got all funky. The chat disappeared. Katie is asking about this screen. Bigger. Let me just make sure that I am... Let me make sure I'm sharing the right thing. Oh, I know what is happening here. I'm sharing the wrong thing. Sorry. There we are. Let me go back, and just really quickly roll through that. We've got the video ad sequence to warm up the audience. It can go to the retargeting ads for the thank-you page, and then we are choosing the right video. We've got that video that we're picking there. We're editing the videos, choosing just that particular video, and making an audience of just the viewers of that one video.

Again, we want to have at least a couple thousand people. If you've boosted it around video views, you're going to get that. Some of this is like, "Okay, making sure you're choosing the right audience in the first place if you're retargeting them, so it all cascades from there." But you can retarget just the people who have just watched that particular video. All right, so now, let's talk about some example designs of different campaigns, and talk about that. If I had a client with a small campaign with just one freebie, and then going into the sale, so it could be maybe the freebie is a series of videos, or maybe it's a webinar or maybe it's an ebook.

I break it out in this way. If we had a smaller budget, I'd maybe choose three different audiences to break the first part of the campaign up into with a few different images underneath each one, and they'd all be the same. I see how they performed. I would maybe choose retargeting if they had a big enough retargeting audience, or maybe I'd choose three cold audiences in that case. I would get some opt ins, and then we'd have the sales page afterwards if they were launching something, for example. I then retarget people to the sales page, who had already opted into this free thing, or maybe we're also in their warm audience from other things promoting this sales product or the course or the product or whatever it might be.

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If it was something, it was limited time, we might have a closing soon, or a last call or something like that, where we'd have that ad run for a couple days as well. Then, if we had a larger campaign where we had more assets available to us, we might try different optimizations. We might try different audiences. We might try a lot more lookalikes. Actually, this is skewed a little bit more towards lookalikes, but I'm trying some different optimizations here. I'm trying to optimize around the final purchase in this sequence, also just optimizing around the leads, the registrations in the sequence.

Trying videos, trying images, so there's lots of different ways you can set up campaigns, which makes it challenging. Then, again, this is focused on lookalike audiences, but I might also test keywords. In this case, actually, we had a combination of lookalikes and keywords that were really our best performers in this whole thing. If we had multiple pieces of content, we might say, "We've got an ebook. We've got the summit. Then we've got the sales, and maybe we've got a video opt in or training or something like that." We might split it up in this way, and it might be a lot larger.

We might be using a mixture of keywords, lookalike audiences, things like that. If you don't have a large budget, you can't split things up this finely. You've got to have a smaller amount of things that you're testing. With budgets of \$10,000, \$20,000, then you can test lots of things. Then scaling, what was my point here? Scaling with this, we might be like... If you've really got a lot of a big audience, then you can start more finally putting a point on, "Let's just do the past 10 days of purchasers. If we've had at least 100 people who have purchased in the last 10 days, we might do something like that."

If it's 30 days, it has to be 30 days or 60 days. Now, you're using those different seed audiences to scale in different ways. That's something I'm doing right now with a client, where we're trying to scale up really quickly, because this is a busy season for them, and so we're really just adding audiences all the time. We're not necessarily ramping up the budget so quickly in one particular ad set. We're just really scaling wider and up. He has a question. Let's see. Yep, that was it. Great. We made it. 302, that's great. Perfect.

Keith is asking, "I'm launching a campaign for a video on demand. The net profit per purchase is \$20. How much would you budget for a split test trial to a warm audience of at least 4,000 people?" 4,000 people is... If we're using retargeting only in that case, I wouldn't necessarily split that all up. I would probably lump that all into one group of 4,000 people. Splitting 4,000 people into two groups to split test is not ideal. Instead of splitting the groups up, I might test different images versus video. You can almost let Facebook optimize in that case. I wouldn't necessarily dedicate a budget just to one image or one video.

I might do ad set budget optimization for a little bit, and then maybe switch it to... Unless there's a time bound thing there, but I might test just video and just images in one ad set images, and video in one ad set, and split the budget up that way. Now, the thing that I would say is if you know the conversion rate of what... You've got the net profit. If you have some history of how that sales page converts, then you can start figuring out where you need the purchase price to be, because you don't want to spend... If the profit's \$20, that means you probably have... You can spend up to \$20, and get breakeven, but of course, the goal isn't breakeven.

It depends on how that page converts and how well it does. I would think that you probably need to be more at \$10 per purchase to give some margin for the actual profit on the ads. It becomes kind of a math equation at that point. If you have any data on it, that helps for conversion costs, but sometimes,

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it's like that math equation. If train A is going at 50 miles and... This sales page converts at 3%, and cost per click is so much. That's the kind of word problem I think we need in math.

I mean, sometimes it's also a little bit of a baseline seeing where things end up, just doing little tests at maybe \$20 to \$50 a day or something like that to see how things start shaking out and seeing if you can scale from there. Anyway. All right, I hope that was helpful, everyone. This was fun. Again, we'll get this recording into our recordings area. If any of you who are watching the recording has any questions, let me know. I'll just be making announcements when new content gets updated in the course, and I'm looking forward to seeing you guys in the group. All right, thanks, everyone.