



# **FAST TRACK YOUR FACEBOOK PPC SUCCESS**

By : Miles Beckler



# STEP 1 – SETUP YOUR FUNNEL

- » “Ninja” tools not necessary... Even HTML pages work fine!
- » Do you have more time than money? Want control?
  - ▶ Use Wordpress & Thrive Themes Landing Page Builder
- » More Money than time?
  - ▶ Clickfunnels
  - ▶ Leadpages
  - ▶ Instapage
  - ▶ Unbounce



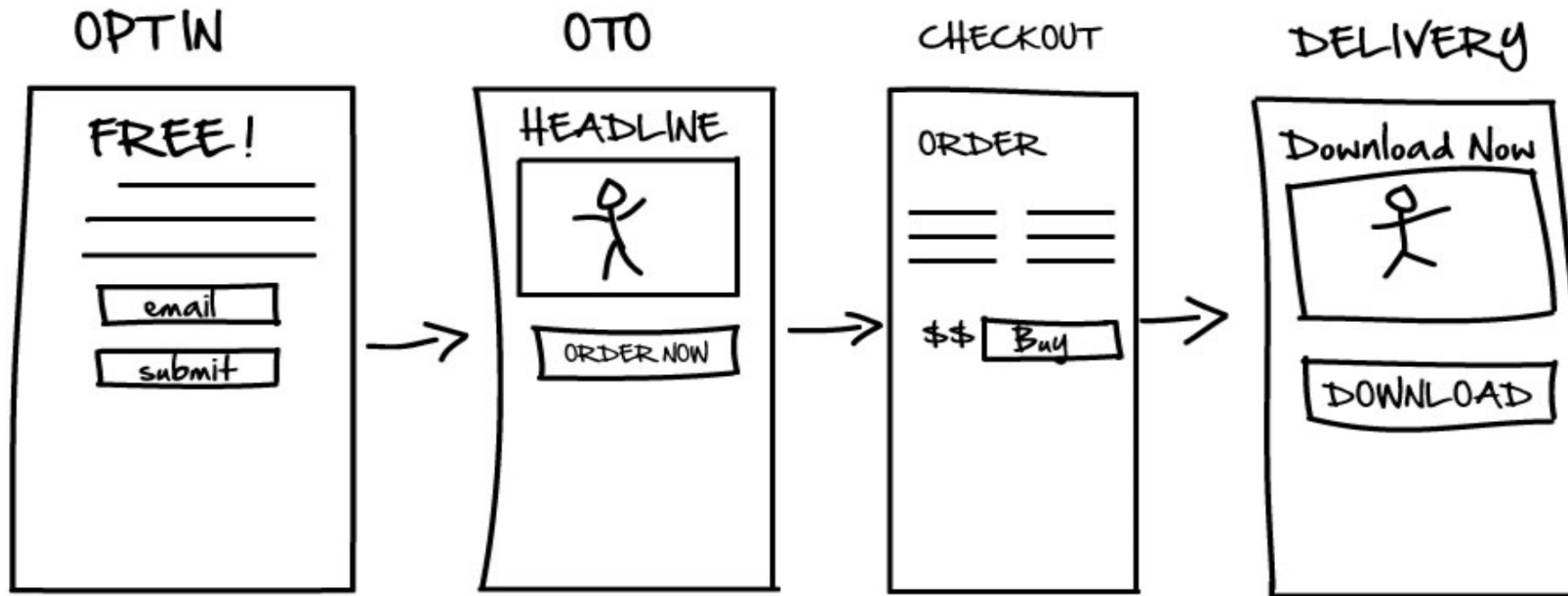
## CONTENT & PAGES NEEDED



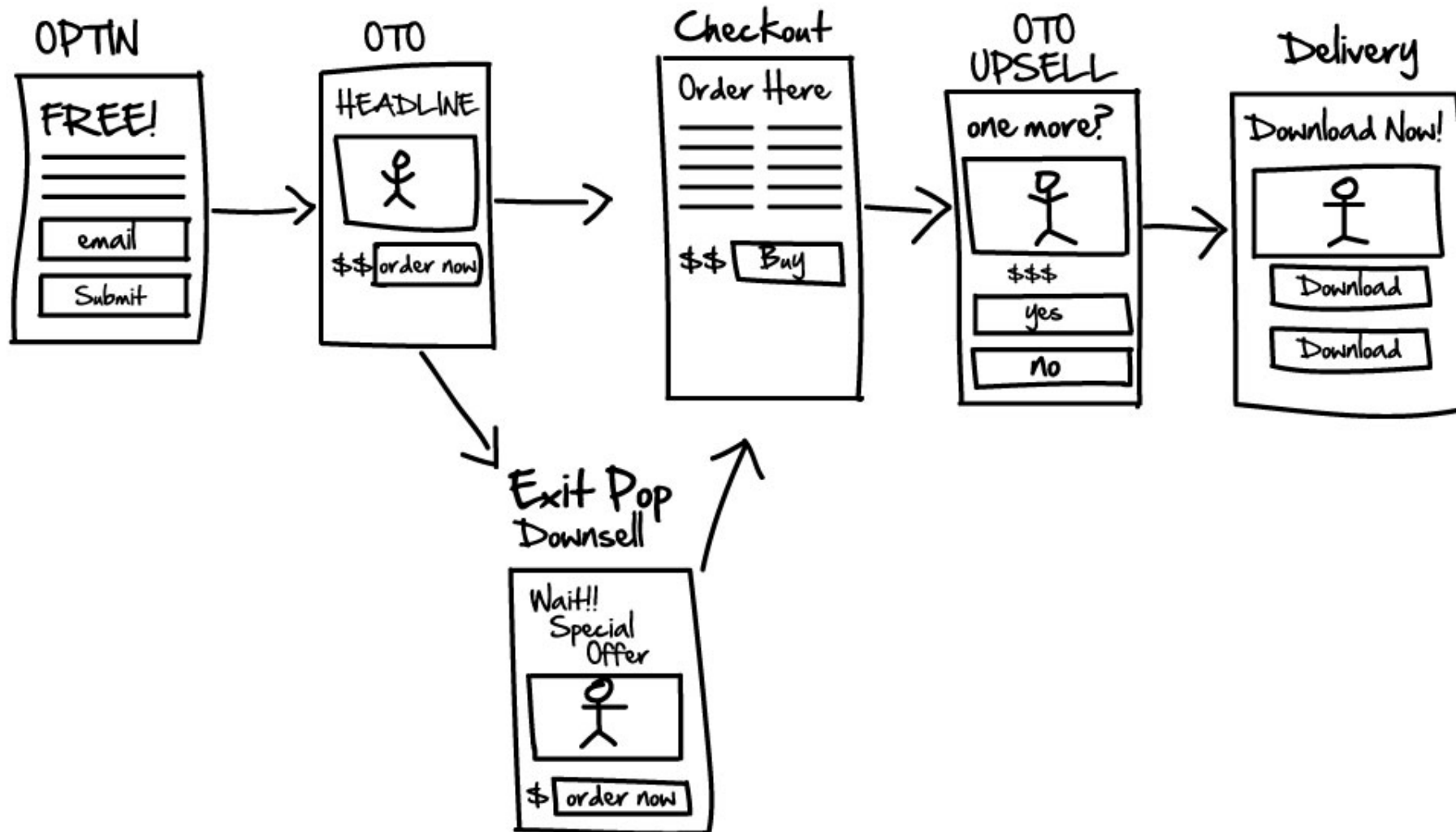
- ✓ Opt-In page
- ✓ Lead Magnet
- ✓ OTO Sales Page
- ✓ Checkout Page
- ✓ Delivery Page
- ✓ Back End Of Funnel



# Simple Self liquidating offer

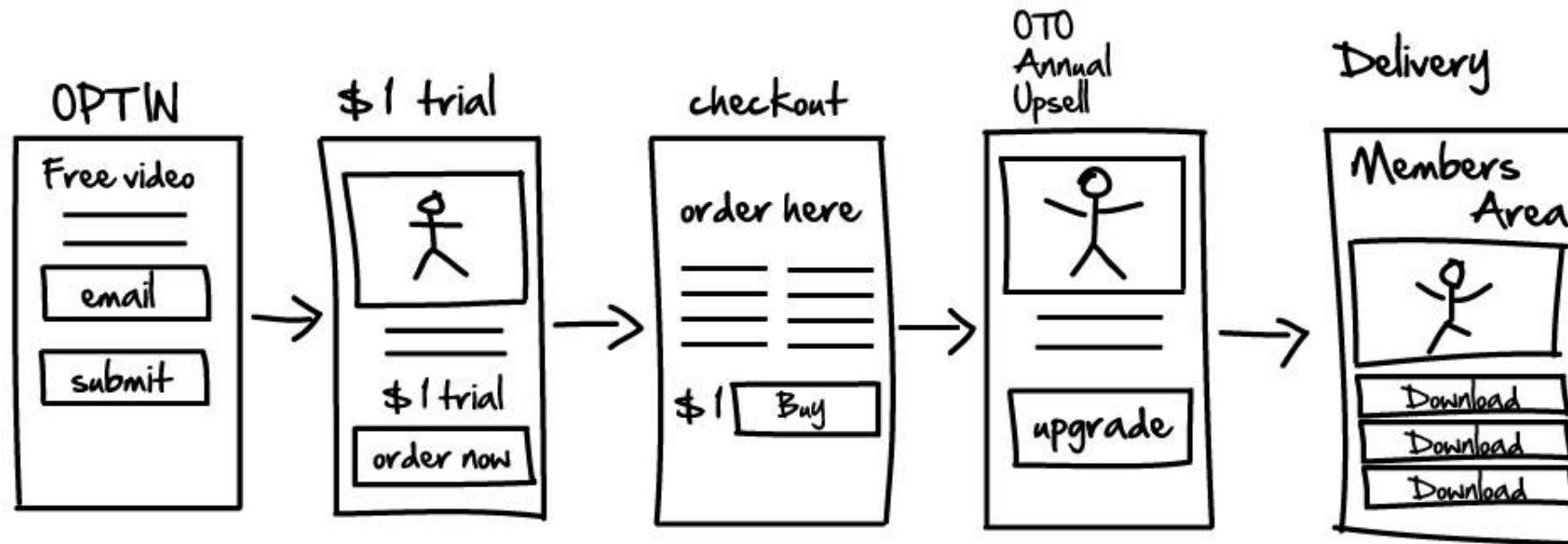


# Advanced Self Liquidating offer





# Membership Funnel



# YOUR FACEBOOK PIXEL



- Nomad WARNING : Facebook watches your IP address!
- Create Your Pixel in Ad Manager -> Tools -> Pixels
- Install pixel as-is to every page outside the funnel (your blog)
  - And add pixel as-is to your opt in page!
- Customize the pixel for each step of your funnel



# CUSTOMIZE YOUR PIXEL FOR YOUR FUNNEL



- Google “Facebook Pixel Implementation Guide” for the how-to guide
- Optimize the pixel for:
  - Leads ..... On your OTO page
  - Initiate Checkout ..... On your checkout page
  - Make Purchase ..... On your delivery page



# CREATE YOUR FACEBOOK CUSTOM AUDIENCES



- » Create a separate custom audience for each custom pixel
  - » Audience, Leads, Initiate Checkout, Customers
- » Upload your current customer list as a custom audience
- » Upload your current subscribers list as a custom audience
- » These will be used for targeting, re-targeting and look-alikes...

# LOOKALIKE FACEBOOK AUDIENCES



- Can Start when your audience has 1000+ records from 1 country
- Add these to successful campaigns to expand audience
- Split test by duplicating ad set and showing to lookalike only
- You can also test removing the interests in look alike audience

# TARGETING YOUR AUDIENCE FROM SCRATCH



- » Who already has your audience? ...Lets swipe theirs!
  - ▶ Amazon Kindle Best Sellers
  - ▶ Search for top blogs in your niche on Google
  - ▶ Top podcasters in your niche
  - ▶ Search Facebook for “Pages about \_\_\_\_\_”
  - ▶ Clickbank best sellers (CBEngine.com)
- » Make a list of author names, brand names, blogs, book titles, etc.

# THE GOLDMINE: FB'S AUDIENCE INSIGHT TOOL



- Ads Manager -> Tools -> Audience Insights -> Everyone On Facebook
- Add your competitors list to 'Interests' in left sidebar
- Most relevant first, try to build 100k – 300k+ hyper-relevant audience
- Click on 'Page Likes' Tab to find interests to grow your audience



CREATE AUDIENCE

Custom Audience >

Location v

UNITED STATES  
All United States

Age and Gender v

Age  
18 — Any

Gender  
All Men Women

Interests v

ADDITIONAL ENTRIES  
Tony Robbins

Connections v

Pages v

People Connected to

People Not Connected to

Advanced >

(New Audience)  
2m - 2.5m monthly active people

People on Facebook  
Country: United States of America i

Demographics

Page Likes

Location

Activity

Household

Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

68% Women  
54% All Facebook

18%  
18 - 24

38%  
25 - 34

30%  
35 - 44

12%  
45 - 54

1%  
55 - 64

0.5%  
65 +

32% Men  
46% All Facebook

20%  
18 - 24

44%  
25 - 34

25%  
35 - 44

10%  
45 - 54

1%  
55 - 64

0.6%  
65 +

Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix  
[Request audiences here from Acxiom Data Guru.](#)

Lifestyle	Selected Audience	Compare v
Career Building	5% <div></div>	+69%
Shooting Stars	4% <div></div>	+67%
Kids and Clout	3% <div></div>	+63%
Spouses and Houses	0.8% <div></div>	+60%

Fast Track Your Facebook PPC Success

@MilesBeckler

Location

UNITED STATES

All United States

+ Country, region, or city

Age and Gender

Age

18 — Any

Gender

AllMenWomen

Interests

ADDITIONAL ENTRIES

Tony Robbins

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Non-Profit Organization	The Napoleon Hill Foundation
2	Business Person	Mark Cuban • Arvin Lal
3	ENTREPRENEUR	Gary Vaynerchuk • Barbara Corcoran
4	Organization	Female Entrepreneur Association
5	Book	Think and Grow Rich
6	Website	The Law Of Attraction • Motivation • Forbes • Smarter Networker • Real Estate Investing
7	Public Figure	Tony Robbins • Robert Kiyosaki • Brian Tracy • John C. Maxwell • Zig Ziglar
8	News/Media	Business Insider • ForbesWoman
9	Company	Melanie Duncan
10	Author	Jim Rohn • Dr. Wayne W. Dyer • Deepak Chopra • Tim Ferriss • Dale Carnegie

See All

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance <i>i</i>	Audience	Facebook	Affinity <i>i</i>
The Napoleon Hill Foundation	13	46.5K	108.4K	13.2x
T. Harv Eker	18	42.8K	101.3K	13x
Bob Proctor	9	59.8K	154.1K	11.9x



# CREATING YOUR CAMPAIGNS



- » Always use Facebook's Power Editor, not the ad manager.
- » Start simple – “Clicks To Website” campaign first
- » Take your time at the Ad Set level... This is the engine room!
  - » Enter your ‘Interests’ in ‘Detailed Targeting’ area – Add 30!
  - » Include Your Look Alike Audiences
  - » Exclude Your Customers, Subscribers & Lead Visitors



# PLACEMENTS, OPTIMIZATION & PRICING



- Start With Mobile & Desktop Newsfeed only
- Pricing : Clicks To Website -> Manual Bid
  - ▶ If the estimated CPC is too high go back to Audience Insights & dig deeper
  - ▶ You can lowball their bid!
- Advanced Delivery – Choose Accelerated when Low-Balling

# CREATING YOUR ADS



- » Ad Image : 20% Text max, free Shutterstock images
- » Display URL : Add a second call to action here
  - » Click The Download Button Now
- » Text : This is above the image. I like questions or stating problems
- » Headline : below the image, answer the question or solve problem



**Ask-Angels.com**

Written by Miles Beckler [?] · April 15 · 🌐



Is today an "I could use some help from my angels" kind of day? ❤️



## Help Is Here! Get Your Free .MP3 Angel Message Now!

Join the more than 60,257 people who have used this powerful free angel message and get help from your Angels, now! Simply click the Download button...

CLICK DOWNLOAD FOR YOUR FREE .MP3 ANGEL MESSAGE

**Download**



# AD TIPS



- » Read “Great Leads : The Six Easiest Ways to Start Any Sales Message”
  - » By Michael Masterson
- » Split test images first. One ad copy set and 4 or 5 images
  - » Duplicate the ad in Power Editor, choose very different images
- » Then split test ‘Text’ second and ‘Headline’ third.
  - » One change per ad test
- » Give FB a couple days to ‘Find’ your best clicks...

# TRACKING YOUR PERFORMANCE – KPI'S



- » When your Average Order Value > Cost Per Customer, you've won!
- » When your Lifetime Customer Value > Cost Per Customer, you're close
- » Customizing your Ad Manager display
  - ▶ Click the Columns:Performance button -> Customize Columns...
  - ▶ Customize them and click 'Save As Preset' box, then apply
  - ▶ Click the Columns again -> Set As Default

# COLUMNS TO ADD TO YOUR CUSTOM REPORT...



Ad Name	Amou... ⓘ	Link Clicks ⓘ	CPC.. ⓘ	CTR.. ⓘ	Leads ... ⓘ	Cost p... ⓘ	Checkout... ⓘ	Cost p... ⓘ	Rel... ⓘ	Pos... ⓘ	Neg... ⓘ
 Is Today... AA-Lead...	\$1,893.44	6,240	\$0.30	2.88%	3,023	\$0.63	282	\$6.71	9	High	High

- ✓ Name
- ✓ Amount Spent
- ✓ Link Clicks
- ✓ CPC (Link)
- ✓ CTR (Link)
- ✓ Leads
- ✓ Cost Per Lead
- ✓ Checkouts
- ✓ Cost Per Checkout
- ✓ Relevance Score
- ✓ Positive Feedback
- ✓ Negative Feedback

# SPLIT TESTING



- » Minimum 1 week & 1000 visits (500+ conversions preferred)
  - » Testing data is highly volatile with low numbers, calling a test early is #1 risk!
- » Test your opt in page copy and sales page copy (headlines)
- » Campaign level tests: CPC vs. oCPM vs. Lead Ads
- » Interests tests
  - » Duplicate ad sets and put large interests in separate ad set, group small ones



# MORE SPLIT TESTING...



- » Ads – Image, Text, Headline, CTA, Description
- » Placements, devices, gender, age
  - » You can mine this data from the 'Breakdown' button in Ad Manager
- » Test winning headlines, descriptions and images from area to another
  - » When you find winning ad headlines, test as headline in Opt In page, etc.
- » The more congruent your message is through your funnel, the better

# SCALING YOUR CAMPAIGNS



- » WARNING: Facebook loves wasting your money & scaling is tough!
  - » Track your success while scaling very closely
- » Method #1 – Increasing your campaign budget
  - » Go slowly – Maximum 20% budget increase at one time
  - » Monitor your KPI's for 2-7 days for drastic increases in CPC, CPL, CPA
  - » Continue to increase in 20% increments until numbers reach your max KPI
- » Method #2 – Duplicate Ad Sets

# ADVANCED RETARGETING



- » Customers who add to cart but didn't buy...
  - ▶ Include 'Initiate Checkout' audience & Exclude 'Make Purchase' audience
  - ▶ Special offer coupon
  
- » Subscribers who did not buy OTO
  - ▶ Include Leads & Exclude Initiate Checkout Exclude Make Purchase
  - ▶ "3 Reasons Why" campaign
  
- » High ticket special offer to customers
  - ▶ Include Customers and include Make Purchase, Exclude leads, visitors
  - ▶ Webinar registration, VSL, membership trial offer