

**WebFire Presents: Wednesday Marketing Webinars**

**What We've Learned from  
Spending Hundreds of Thousands  
of Dollars Advertising on Facebook  
(and freebie offer at the end)**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a  
Live Training and/or Q&A Call for Our  
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Now let's move onto our training for this week where we'll talk about what we've learned from spending hundreds of thousands on advertising on Facebook...



# Overview for Today

- Facebook Ad Tips
- Freebie Tool Giveaway to Help
- Q&A
- Cash Giveaway



# Facebook Tips

- **Never assume that you know your market**
- Lots of advertisers will THINK that they know their market, but they never dive into their stats or really research it to see.
- For instance, one expert thought his market was younger guys in their 20's and 30's, but it turned out that it was people well into their 50's and 60's. (cool cable example)
- In another instance, one person thought that men would be their target market when it was really the women buying more (and in other cases it has been the complete opposite).



# Facebook Tips

- **Don't assume you know where your best customers are**
- Often times marketers think that their best prospects might be local to their country or from the U.S. or some other “big economy” country, and although often times the larger countries have lots of prospects, they can be very competitive and drive up your advertising costs...
- You should look for other countries that might also speak English but might not be among the top big economies in the world, as chances are that even a smaller country can have enough prospects to drive your marketing at a fraction of the cost (\$8 lead vs. 50 cent lead example).
- Even within a given country like the U.S., not all locations are treated equal, and people rarely dive down into the stats (ways to do that)



## Facebook Tips

- **You absolutely have to grab their attention and have a great offer**
- You only have a second or two to grab someone's attention, so make sure that your ad stands out, is easy to read (a big one), and has a clear and concise message that clearly tells them what your offer is and why they should get it.
- Despite Facebook often suggesting that text in an image doesn't help, we've found the opposite to be true as long as the message is clear and precise (examples).
- Use the image and the text to clearly repeat your offer (examples).



# Facebook Tips

- **Make links obvious and plentiful**
- Most ads will just have the default “learn more” button go to their page...
- However, you’ll want to make sure that you have your link in the “text” field of the ad (above the image).
- Repeating the link twice in that text area might look weird, but it can also increase your click through rates.



# Facebook Tips

- **Encourage and monitor comments**
- For some ads, it can make sense to encourage people to comment, as this can help reduce your ad costs (reasons why).
- However, you should monitor ALL comments in all ads, as a few bad comments (and you'll always get some – examples) can discourage others from taking action.
- Hide instead of delete comments (why).



# Facebook Tips

- **Major differences between optimizing for leads vs. sales**
- Although you should almost always ideally try to get leads (reasons why...), there's a major difference between optimizing for leads vs. sales...
- Often times optimizing for sales will get sales for a decent chunk less, but your leads might be 3x to 8x the cost.
- Even the best time of day to advertise can vary depending on your targeting (examples...)
- Closely monitor and test both options, and take into consideration your price points (when to use one over the other...)



# Facebook Tips

- **More mass appeal typically equals cheaper ad costs**
- The more mass appeal your offer is, the cheaper it'll typically cost to advertise.
- Likewise the more broad you can advertise to with good results while still getting sales (examples).
- Targeting super specific can get very costly in a lot of cases, but it can work if you really know your audience well (most don't).



# Facebook Tips

- **Free plus shipping / handling and impulse purchases can be awesome!**
- Any “impulse” buy is typically something under \$20 where someone doesn’t have to think much, and these can be far easier to get sales faster.
- Free plus shipping (test \$3.97 to \$9.97) can be great, but you absolutely have to have a good funnel and backend.
- With a good funnel and backend, it’s okay to breakeven on day 1 (why that works...).



# Facebook Tips

- **Know your lifetime value and stats!**
- How much is a lead or sale worth to you on day one?
- How much is it worth to you a month later or six months later?
- Knowing these numbers will let you spend more to acquire more leads and sales more quickly than your competition can.



# Facebook Tips

- **News / blog post vs. opt-in page vs. sales page**
- News posts or blog posts that you advertise typically will get the cheapest clicks, but they'll get less leads and sales, so you'll need to qualify them well and use this only if the strategy makes sense (when it can make sense...).
- Opt-in pages typically will get the cheapest leads, but the clicks will be a lot more and you have to have a really good opt-in page (hint – the simpler the better in most cases – examples).
- Sending the traffic straight to a sales page typically only makes sense if it's a super cheap price point ... and even then you'd want to test that vs. an opt-in page first.



# Facebook Tips

- **Placements and where to advertise within Facebook**
- You'll want to test this yourself a lot, as this can vary by niche, but different types of placements for your ads can have drastically different results.
- For instance, for one business we helped, only 15% of their ad spend was being spent on "desktop right side ads," yet those were making the majority of their sales (this isn't the case for others).
- In another example, mobile ads were getting much cheaper clicks but they weren't converting as much on day one (so more important to follow-up with the leads).



# Facebook Tips

- **Test many ad sets and at least a couple clones of each if you have a larger budget**
- You'll want to test many ad sets instead of just one or two big ones (despite what Facebook might say) from our personal experience (and that of others).
- Even identical ad set clones can have vastly different results (here's why that might be...)
- Ad sets can go from good to bad overnight, but don't necessarily give up on them immediately (if it lasts for a while, try reducing the ad spend and waiting a couple days to see what happens).



## Facebook Tips

- **Use custom audiences, lookalikes, and retargeting**
- Custom audiences are where you can target only people that already have some kind of a relationship with your business (like a visitor, a lead, a sale), and since these are typically your best of the best, you can get really good results selling more stuff to them.
- Lookalikes are based on custom audiences, which is where Facebook can target people that “look like” your targeted custom audience. (If you do this, you can target much more broadly or even not at all and still get great results – examples)
- In all cases, you’ll want to also do retargeting of your leads, people who don’t buy, people who watch a portion of your videos, etc., as they’ll be the ones most likely to know you and buy from you.



# Facebook Tips

- **Don't grow too fast...**
- If you have a really, really good ad set, leave it! (here's why...)
- Try a clone of the really good ones, or try increasing the budget of just the "good" (but not really, really good) to see what happens...
- If budget is under \$100 a day, double until you get to \$100 ... if at \$100 or more, increase by only about 20% and wait a couple to a few days to see what happens (and increase or decrease by similar amounts going forward).



# Facebook Tips

- **Most importantly – know your data!**
- The difference between doing great and doing horribly at Facebook ads often times comes down to whether or not you know your data.
- That's why we decided to help you all out by giving you access to a "lite" version of one of our tools that can automatically analyze your ads for you.
- If you decide that you want to use its more advanced features like having it automatically optimize and manage your ads, you can upgrade at a discount there as well.



# Example of Free Report

## BREAKDOWNS AND BEST VALUES

### LEADS

Your cost per lead during this period ranges from **\$0.04** to **\$0.67**.

Your average cost per lead during this period is **\$0.25**.

**Leads for 25¢!**



Your cheapest leads during this period come from ads positioned here: **newsfeed, other**.

Your cheapest leads during this period come from **men aged 45-54**.

Your cheapest regions for leads during this period are (cheapest first):

Louisiana, Missouri, Kansas

Your cheapest days and hours for leads during this period are:

Monday 11am to 12pm, 8pm to 9pm

Wednesday 12am to 1am

Thursday 7pm to 8pm

Saturday 2pm to 3pm

# Example of Free Report

## PURCHASES

Your cost per purchase during this period ranges from **\$3.39** to **\$10.17**.

Your average cost per purchase during this period is **\$6.08**.

**\$6 Sales! Crazy good**

Your cheapest purchases during this period come from ads positioned here: **newsfeed, iphone**.

Your cheapest purchases during this period come from **men aged 65+**.

Your cheapest regions for purchases during this period are (cheapest first):

Alaska, South Carolina, Arizona, New York, Illinois

Your cheapest days and hours for purchases during this period are:

Tuesday 9am to 10am

Thursday 6am to 7am

# Special Freebie Offer to Help Analyze Your Ads with a Free Report Tool:

→ [AutomatedAds.com/register](https://AutomatedAds.com/register) ←



Any other questions???

(cash giveaway  
right after)



WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



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