

**WebFire Presents: Wednesday Marketing Webinars**

# **What We Learned After Spending 7 Figures on Facebook Ads**



# 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.



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Now let's move onto our training for this week where we'll reveal what we learned after spending 7 figures on FB ads...



# Overview for Today

- What We Learned
- Tips and Examples
- What We've Done
- Q&A
- Cash Giveaway



# What 7 Figures in FB Ads Has Taught Us...

- A lot of what some Facebook experts say out there either simply isn't true, is very misleading, or was accurate at one point but not another...
- For instance, some will say that video ads are always better than images.
- Others will say that you need very exact targeting to pinpoint your target market's interests and the like.
- Lots of others vouch for manual bidding vs. automated.
- Many claim that you can get insanely cheap clicks or leads.



## What 7 Figures in FB Ads Has Taught Us...

- We've found that a lot of those "for sure" things are very, very dependent upon other factors and often NOT the case in testing.
- For instance, with a lot of our offers, targeting more broadly with little to no targeting of "interests" tends to get far cheaper results (although we utilize lookalike audiences and the like well, which can often help a lot).
- We've also found that automatic bidding can work quite well in larger volume, while some manual bidding strategies are hard to scale up (examples).
- And those dirt cheap clicks and leads that others talk about? A lot of that often times is them RETARGETING prospects and doesn't take into account the original costs to get those prospects to be retargeted (example).





# What 7 Figures in FB Ads Has Taught Us...

- We've also seen a lot of changes happen over time with Facebook ads...
- For instance, with several of our ads, despite how Facebook would say that it's better to have no text in your ad images, we found at the time that the best ads tended to have some text in them to alert the users to what the offer is (like "FREE WHATEVER!").
- However, almost a year later, we're starting to find that some images with no text in them have been performing better, despite how they were horrendous a year ago!



## What 7 Figures in FB Ads Has Taught Us...

- Or for another example, at one point we were seeing much better quality traffic on non-mobile traffic and on the desktop right side ads...
- Over time, we noticed better performances often coming up with the opposite – on mobile and not on desktop right side.
- We've also seen growing trends where Facebook pays more attention to the comments in your ads (why you have to respond to them and be attentive, hide bad ones instead of deleting them, etc.).
- That's why it's always important to test constantly, and to follow people who test A LOT, as things can change (what works at one point won't necessarily work that way a few months later).



# What 7 Figures in FB Ads Has Taught Us...

- Your offer **MUST** be super enticing and ideally an impulse buy (nothing over \$20) – (Although there are some exceptions...)



# What 7 Figures in FB Ads Has Taught Us...

- And you need something to get them to take action now (limited time deal, special discount, limited supply, etc.).
- **SPECIAL 50% OFF DEAL TODAY ONLY!**
- **50% Off for the Next XX Hours!**
- **LIMITED TIME DEAL: 50% Off!**



# What 7 Figures in FB Ads Has Taught Us...

- The money is made almost entirely on the backend from upsells, e-mail offers, etc..
- You need to have a better, longer funnel with multiple offers (example of mistakes I've seen with clients...).



# What 7 Figures in FB Ads Has Taught Us...

- Free plus shipping / handling offers can work great as good impulse buy front-ends! Here's why...
- Let's say your goal is to make \$5 (just for the purpose of this example...), there's three different options here to get you \$5, but here's what most people typically think of them...



# Option #1: \$2.50 Product with \$2.50 S/H



# Option #2: \$5 Product with Free S/H





# Option #3: Free Product with \$5 S/H



# Some Other Key Takeaways

- For Facebook ads, absolutely use pixels and optimize for leads first and later sales (you want at least 50 or so of each to start getting good data).
- Know your data and your target audience (it might not be who you think...).



## Some Other Key Takeaways

- The images you use on your ads often can make HUGE differences in the ROI that you get (they need to stand out and summarize what your offer is well).
- Use links in the text and description as well of your ad (why that helps).
- Especially for small audiences, images occasionally need to be refreshed to newer stuff to stand out.
- The more broad your offer is, the more mass appeal you'll have (and likely the cheaper your results will be).



# Some Other Key Takeaways

- Ad strategies will change depending on what and who you're targeting ... and this is even more true on the price point that you're selling.
- Methods for cheap vs. expensive offers (impulse purchase techniques vs. warming them up with case studies and content to retarget later).



## Some Other Key Takeaways

- Know your competition!
- Research them, check out their offers and comments, etc.
- Mimic what works – don't try to be 100% new and unique if it's unproven...
- Test the easy way first (Aliexpress.com and free offers) vs. the harder way.
- Try giveaways (cheap leads).
- Test a variety of ad techniques from straight to sales page, opt-in page, giveaway page, content page, video page, etc. to see what works.
- Test a variety of different front-end and upsell offers until you get the true winners.
- And most of all, **KNOW YOUR NUMBERS!**



## What Have We Done With Our Knowledge?

- We've grown multiple seven figure businesses over the years through paid ads, including ones in completely new niches to us.
- One client we took from around \$6k / month to over \$100k / month in half a year ... then to over \$250k / month a year later ... then to over \$300k / month ... and then even to \$500k / month two years later with our help.
- Another client runs some of the biggest events worldwide, and we helped reduce their cost per registrant so much that they were able to run five additional events the next month after initially hiring us to help them with just one or two. (And even better, they didn't even realize how much untapped revenue they had in their backend.)
- A member of a mastermind of ours we helped to show how they were wasting about 80% of their Facebook ad budget on ads that weren't getting them results, while they were ignoring the 20% of the ads getting the majority of their sales for a TON less!
- We have a track record of helping others with their ads, and just as importantly their offers and funnels (something others simply don't help with, despite its importance!)
- We have a couple spots open to help others, so we thought we'd reach out here first to see if anyone might be a great fit here...



Interested in having us help advise you on your offers, funnels, and ads? Or even have us run your ads for you?

We have a few options for you ranging from just a one time consulting to basic ongoing consulting to even full fledge ad management.



This isn't cheap, and it's not for everyone  
(it's not under a grand for the cheapest  
option).





But if you have a business or an offer that we think is a good fit, and that you think could use some help, reach out to us to see if we think we could get you awesome results...



Simply send an e-mail to [brian@webfire.com](mailto:brian@webfire.com) and list off what your business / offer is, what ads you've tried in the past, the results that you've gotten, what your funnel (if any) is, and what your current revenue has been, and we'll take a look and schedule a call if we can be of help to get you awesome results!



Any other questions???

(cash giveaway  
right after)



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