

Attract Customers Now – Fast Start 2 – Creating Your Facebook Ad

In Fast Start Session 2 You will learn:

- How to get inexpensive page likes with The “Global Ad Secret” Facebook Ad technique.
 - Get cost effective social proof by getting 10,000 likes on your facebook page
1. Order of Customer Attraction
 - a. Step 1 – build that social proof with inexpensive Facebook ‘likes’.
 - i. This technique doesn’t work for everyone – not everyone needs 10,000 likes, or 100,000 likes.
 - b. Once you’ve established social proof with at least 10,000 fans, refine your social targeting.
 - i. To start, you want to be very broad initially so that they can be inexpensive.
 - c. Drive traffic from your Facebook to your website.
 - d. Nurture your leads by adding value.
 - i. You get instant feedback on the value of your posts – if you get no likes, your fans did not value that.
 - ii. If you follow the photo album stack techniques we teach, you’ll find out very quickly what kind of photos your fans like, which will help lead to more traffic and more customers.
 - e. Convert your customers with online chat and sales pages.
 2. Cost Effective Social Proof
 - a. Our Costa Rica Facebook page, one of the largest Costa Rica Page’s in the world.
 - i. This was the page that was responsible for the traffic that we drove to our website.
 - ii. Grew from 0 likes to 200,000 likes in a matter of 4-5 months.
 - iii. The cost was 6,000 in Facebook ads, which is about .03 per like.
 - iv. Because of the momentum we built, all of our growth is 100% organic – we don’t spend any money.
 - v. Drove targeted traffic to our website, and out of 200,00 likes, we got 2,500 email address, and out of those we only got 20 people to fly to Costa Rica to fly down to look at the community for invents purposes. Out of those 20, we got 7 customers.
 1. While that doesn’t sound great, those 7 customers yielded 1.5 million in sales.

www.facebook.com/costaricaviews



- b. Our Yoga page – we have the largest yoga page in the world.
 - i. Using the exact same technique, using the ads – we’re going to cross a million likes in the next couple of weeks.
 - ii. We’ve spent 12,000 in Facebook to get those ads.
 - iii. If we wanted to spend the money, we could have grown that number faster.
 - iv. Once you get over 100,000 likes you start to grow organically, IF (BIF IF) you’re posting valuable content.
 1. Every post we do is considered a test.
 2. Most of the posts don’t get lots of likes, but those that do, we post more of those.

www.facebook.com/costaricayoga



www.facebook.com/likebret



3. Grow Inexpensive Likes First with Facebook Ads
 - a. First turn browsers into ‘fans’ by getting them to ‘like’ your page, THEN turn fans into Customers.
 - b. It’s extremely important to FIRST establish credibility through social proof.

Avoid this Common Mistake: Paying Way Too Much For Your Page Likes

- c. When I talk to people, when I'm talking to customers when consulting, when I tell people this technique, people say "But wait a minute, those people are never going to buy from me!" I tell them try to laser targeting just those you think will buy.
 - i. On a targeted Facebook ad, \$51 dollars was spent for 3 'likes'. That's \$17.00 per like!!!! That's Crazy, but that's exactly what lots of inexperienced entrepreneurs do on facebook ads.

The screenshot shows the Facebook Ads Manager interface. At the top, it displays the date range (Mar 20 - Mar 24), filters (Last 7 Days, All Except Deleted), and a 'Full Report' button. Below this, a summary row shows: Actions: 23, Campaign Reach: 10,563, Frequency: 4.5, Social Reach: 724, Clicks: 45, Click-Through Rate: 0.094%, and Total Spent: \$50.95.

Name	Status	Actions	Ad Reach	Freq.	Social Reach	Clicks	Click-Through Rate	Max. Bid	Avg. Price
Bret Gregory - Likes - Ad	On	20	10,355	6.4	612	36	0.080%	Auto	\$1.08
Bret Gregory - Likes - Ad 1	On	3	818	3.3	194	0	0.317%	Auto	\$0.71

Below the table, there is an 'Ad Preview' section for the ad 'Best Facebook Marketing'. The targeting section shows the ad targets 126,340 people, with a list of criteria including: who live in the United States, who live in Los Angeles, CA, age 18 and older, who like #Small Business, #Stephen Covey, #Tony Robbins, #Ken Stambaugh, #Entrepreneurship, #Robert Kiyosaki, #Facebook, #Jim Rohn, #Leadership, #Zig Ziglar, #Think Grow Rich, #Jack Canfield, #Marketing, #Anthony Robbins, #Startup Company, #Date Campaign, #Entrepreneur, #Small Business, #Online Marketing, #Business, #Management or #SUCCESS (magazine), who are not already connected to Bret Gregory, and who are in the category Small Business Owners or the category Technology Early Adopters. The performance section shows 3 Total Actions and 3 Page Likes.

- ii. If you only advertise to people in expensive countries like The United States, Canada, and Western Europe you will likely pay way too much for your page likes.
- iii. If instead you advertise to US, Canada AND many other countries around the world in the same ad you can dramatically decrease your cost per like.

d. Here's how to avoid the mistake:

- i. Instead of targeting a small sector, here is the full list of countries I advertise in:

1. Australia, Brazil, Canada, Switzerland, Germany, United Kingdom, India, Italy, Japan, Mexico, Netherlands, New Zealand, Luxemburg, Qatar, Norway, Peru, Philippines, Russia, Sweden, United States, South Africa

4. To start creating an ad, click the F (Facebook icon) next to search bar on your Facebook page.

- a. to create your ad go to <https://www.facebook.com/ads/create/> or on your home page Scroll down – click ads manager or go to settings (cog icon), scroll down and go to create an ad.
- b. Put what you want the ad to be for
- c. 'Get more page likes' ad
- d. Upload a photo. You can select multiple photos to upload.
- e. Put in your headline – use the Pattern Interrupt short headline.
- f. For the text, put in something simple.
- g. Uncheck 'sponsored stories'. This means it will not show in the news feed, just the right hand column.
- h. Enter in the countries you want.
- i. Select your age range
- j. Select women
- k. Select what 'likes' you want (precise interests)
- l. Select whatever language you want
- m. Set your Campaign Budget
- n. Run continuously

- o. Change to advanced pricing
 - i. Optimize for clicks
 - ii. Manually bid for clicks
 - 1. Change your pricing to reflect how much you are willing to pay per click.
 - 2. I always start with \$.09 and reduce 48 hours later
- p. Ad complete! That is the 2 minute ad. They will start running as soon as they get approved.
- q. In 48 hours, one of those will be the winner, and I will pause all of the other ads.
- r. Be sure to edit your maximum bid to match your cost per click to reduce your costs.
- s. After 2 weeks, change the photo and other things as the ad does not perform as well.
- t. Test 3 Versions of your Facebook Ads
 - i. Every ad you create is a marketing test
 - ii. Most of your marketing won't work
 - iii. 9 out of 10 ads that I make do not work well
 - iv. Keep testing until you find the "right" combination, then test some more.