

## **In this session you will learn:**

- How to create an ad to get inexpensive page likes with The “Global Ad Secret” Facebook Ad technique.
- **Grow Inexpensive Likes First with Facebook Ads**
  - First turn browsers into ‘fans’ by getting them to ‘like’ your page, THEN turn fans into Customers.
  - It’s extremely important to FIRST establish credibility through social proof.
- **Avoid this Common Mistake: Paying Way Too Much For Your Page Likes**
  - 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.
    - 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
    - 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.
    - 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.
  - Here’s how to avoid the mistake:
    - Instead of targeting a small sector, here is the full list of countries I advertise in:
      - 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

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

- Scroll down – click ads manager or go to settings (cog icon), scroll down and go to create an ad.
- Put what you want the ad to be for
- ‘Get more page likes’ ad
- Upload a photo. You can select multiple photos to upload.
- Put in your headline – use the Pattern Interrupt short headline.
- For the text, put in something simple.
- Uncheck ‘sponsored stories’. This means it will not show in the news feed, just the right hand column.
- Enter in the countries you want.
- Select your age range
- Select women
- Select what ‘likes’ you want (precise interests)
- Select whatever language you want

- Set your Campaign Budget
- Run continuously
- Change to advanced pricing
  - Optimize for clicks
  - Manually bid for clicks
    - Change your pricing to reflect how much you are willing to pay per click.
    - I always start with \$.09 and reduce 48 hours later to the average bid
  - **Ad complete! That is the 2 minute ad. They will start running as soon as they get approved.**
  - **In 48 hours, one of those will be the winner, and I will pause all of the other ads.**
  - **Be sure to edit your maximum bid to match your cost per click to reduce your costs.**
  - **After 2 weeks, change the photo and other things as the ad does not perform as well.**
  - **Test 3 Versions of your Facebook Ads**
    - Every ad you create is a marketing test
    - Most of your marketing won't work
    - 9 out of 10 ads that I make do not work well
    - Keep testing until you find the "right" combination, then test some more.
  - **Step 1: to create your ad go to <https://www.facebook.com/ads/create/> or click on Ads Manager from your news feed (home screen):**
  - **Then click the Green Create An ad Button:**
  - **Step 2: Click Page Likes to create an ad to grow your page likes**
  - **Step 3 Put in up to 6 Viral Photos.** We will get into detail about how to find which photos are most viral in Session 8 where you will learn the photo album stack. For now you can google "Royalty Free Nature Photos," "Free Yoga Cat Photos," "Free Inspirational Photos," or any royalty free photos you think your customers will love that will spread virally. Here is an example of 6 that I have used that have worked well for getting inexpensive likes from people who like yoga around the world.
  - **Step 4: Create a "Pattern Interrupt" Headline & Text**
    - Headline Example: "LIKE" Yoga?
    - Text Example: "LIKE" if you love Yoga
    - Uncheck Sponsored Stories and click "Remove" from the news feed ads. The Right Column ads will get us the least expensive page likes.
  - **Step 5: Choose your Countries:** Here is an example of the up to 25 countries that I like to advertise in to get

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

- One easy way to find your list of countries:
  - Google Search for “list of countries per capita GDP” and use the Wikipedia link that comes up
  - Be sure to search because you may not think of the countries that have the highest GDP
- **Step 6: Specify Age, Gender and Precise Interest Targeting.**
  - When doing these global ads to get inexpensive page likes, I only advertise to women over age 21
  - Half of my customers are men, half are women, but remember we’re not trying to get customers in Step 1. We’re trying to get inexpensive social proof. We will get customers in Step II when we filter our customers out of our large page.
  - One thing that is certain – if you have a choice between 100,000 women and 100,000 men on your page, choose women.
  - Women are much better behaved than men on Facebook.
  - Include keywords that relate to your product.
  - Filter by the language you want, even if that language is not the first language of the countries you have selected.
  - Choose your age group.
  - Use big, broad categories to make sure you hit millions of people. I shot for 40 million.
  - When doing this, I tend to get inexpensive likes.
  - Leave the ‘interested in’ set to all
  - Relationship status as all
  - Be sure your language filters are set correctly.
- **Step 7 – I like to check “only people not connected” to my page.** Interested in all, and all in the relationship status. Then I filter with English, and anyone for the education.

- In the lower right hand corner, you can see the suggested bid.
  - When you have a low suggested bid, Facebook knows that your cost per click and your cost per like are going to be low
- Scrolling down further, you will see a campaign budget.
- You can do any amount of money that is comfortable for you and your budgets.
- If you want 100,000 likes the way we did, I recommend \$100 a day.
- If that's not in your budget or is not comfortable, don't do it.
- When you want to get ads out before a product launch, it is fine to edit your campaign budget.
- **The 'likes campaign' is different than driving traffic to your website.**
- **Bidding and Pricing**
  - Bidding: Bid For Clicks
    - Pricing
    - Manually set your maximum bid for clicks (CPC) This is where you get charged against your campaign budget for the clicks you get. Set a price per click – \$0.09. I always start with \$.09 USD, don't worry yet about the suggested bid. If you place order and your ad does not run after 12 hours, then come back and increase the bid to \$0.19
  - **Review what you learned about creating an ad to get inexpensive likes to get you cost-effective social proof:**
    - We are trying to first grow our page to 10,000 or more real, Facebook likes with fans from all over the world
    - You understand that these are NOT necessarily customers. We will filter our customers from our large fan base when we drive targeted traffic from our page to our website AFTER we grow our fan base.

- We use photos from that test well from photo album pages.
- In Neuro-linguistic programming, we call this a “Pattern-Interrupt.”
- If you look at the ad, it looks the same as the other ads for my other business.
- Test your photos first, using the ones that have gotten the most likes.
- Use those as thumbnails for your ad
- Use a small amount of words – “Like business?”
- Simple Ad Rules
  - Always try to use a Viral Photo
  - How? Get the photo through your photo album sack.
  - Test them by posting lots of photos on your Facebook wall. The ones that get the most likes are the ones you want to use.
- “Pattern Interrupt”
  - Short headline and text
  - Brief questions are great
- Target up to 25 countries to get target audience over 20 million