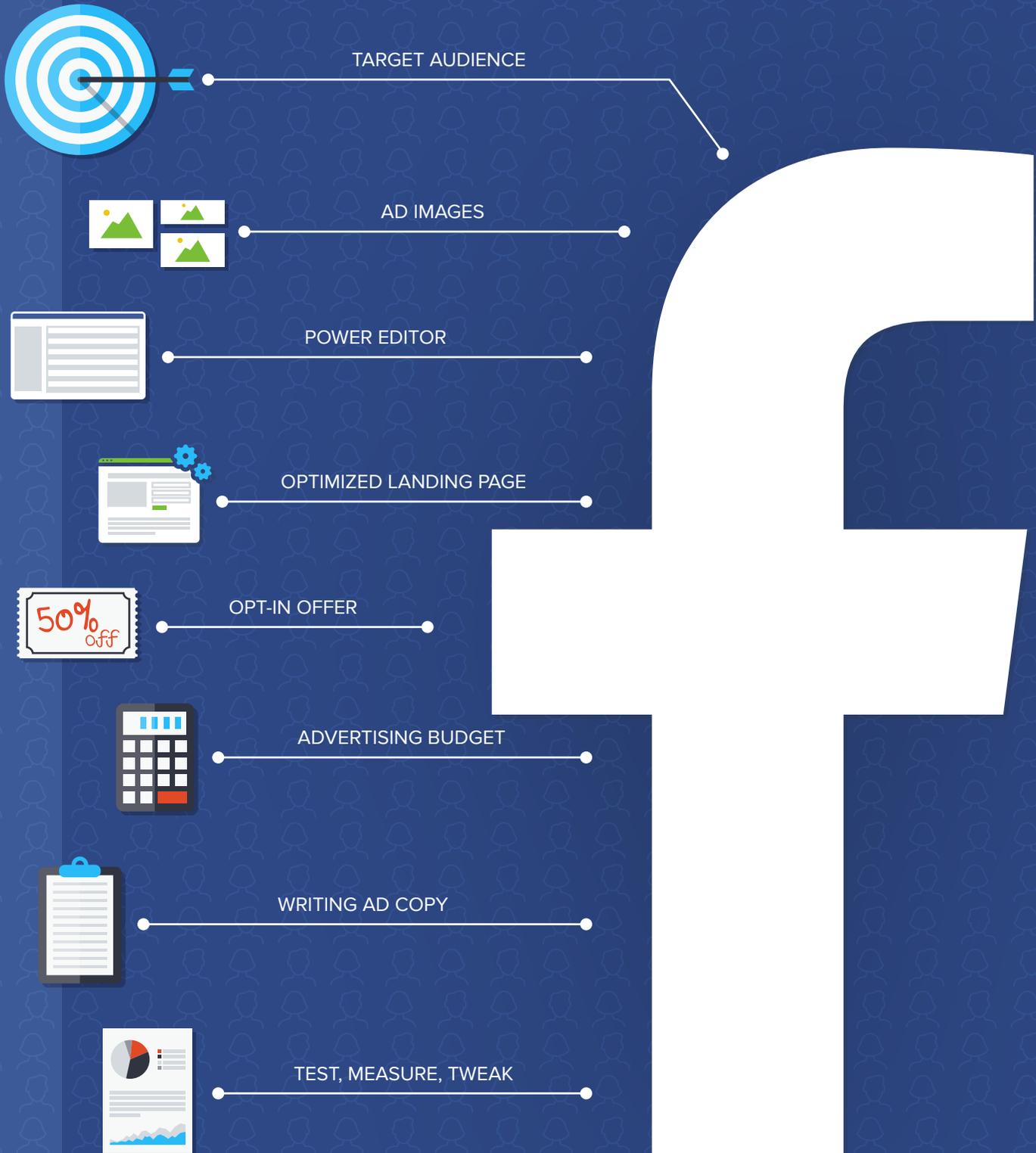


Capturing Leads with a Successful Facebook Advertising Strategy



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Over 900 million people sign into Facebook every day and, according to the **Pew Research center**, 71 percent of all online adults use the platform.

There's a great chance that most of your potential customers are part of Facebook's massive community.

Currently, Facebook offers the most comprehensive targeting functionality of all the social platforms. This, coupled with the fact that the platform is **one of the most affordable places to advertise**, makes it a great place to focus your advertising efforts. That being said, running Facebook ads alone does not guarantee success. To succeed, you'll need a strategic approach that includes eight key steps.



Identify Your Target Audience

Identifying your target audience is one of the most important steps in setting up your ad campaign. With more than a billion users on Facebook, it's absolutely critical that you target buyers who are likely to have an interest in your product or service. Otherwise, you might as well just post flyers on telephone poles.

Facebook offers comprehensive audience targeting that allows you to fine tune the market you want to reach with your ad. In order to take advantage of this extremely valuable resource, you must first become one with your target market by deep diving into their demographics, interests, and behaviors. Using those insights, create a Customer Avatar for your ideal customer. If you'd like to dive more into the subject of Customer Avatars, I created a [blog and free template](#) that you can download to help you gain clarity on who you should be targeting.

Facebook offers the opportunity for you to run ads for five different types of targeted audiences:

1. **Facebook Fans (and their friends):** If you've been working on building your community on Facebook this is a great group to target and best of all you don't have to do anything else to prepare to market to that audience.
2. **Your database of customers or subscribers:** This is a great group to target because they already know, like, and trust you so your cost per click is typically lower.
3. **People who have visited your website:** Through what is known as "retargeting," you can use tracking cookies to serve up ads to your website visitors when they visit Facebook.
4. **Targeted audiences by affinity:** Those who are most likely to be interested in your business because they are similar to your current customers or fans.
5. **Targeted Custom Audiences by psychographics and demographics:** The last audience allows you to target users who do not know you currently. But, you can target based on a large number of factors including: location, gender, behaviors, interests, and much more.

Creating a **Custom Audience** is the first step to reaching customers that already know you. To learn more about your current customers, upload your list using the Ads Manager, Ad Creation, or Power Editor to begin analyzing your audience so that you can target them.

To target people who have visited your website you must first install the Custom Audience Pixel on your site. Utilizing the Custom Audience Pixel allow you to optimize your ads for conversions, build audiences from your website for re-targeting, and provide you tracking conversions.

Lookalike Audiences are used to target people that are most likely to be interested in your business because they are similar to your current customers or fans.

Audience Insights is accessed through Facebook Ads Manager and gives you the power to make educated decisions and adjust your target audience based on your current customers or fans in real time.

To set up your Audience Insights you must:

1. Choose an Audience to start with. Facebook gives you the choice of "Everyone on Facebook" or "People connected to your Page."



2. Define your ideal target audience using Facebook's filters located on the left hand side:



The screenshot shows the 'CREATE AUDIENCE' interface with the following sections:

- Location:** A dropdown menu currently set to 'UNITED STATES'. Below it, a text input field contains 'All United States' and a '+ Country, region, or city' button.
- Age and Gender:** A dropdown menu. Under 'Age', there are two input fields: '18+' and 'Any+'. Under 'Gender', there are three buttons: 'All', 'Men', and 'Women'.
- Interests:** A dropdown menu with a '+ Interest' button below it.
- Connections:** A dropdown menu.
- Pages:** A dropdown menu. Below it, there are two sections: 'People Connected to' and 'People Not Connected to', each with a '+ Your Page' button.
- Advanced:** A dropdown menu with a right-pointing arrow.

3. Explore the data. Once you have created your audience you can begin to explore the data to understand more about your targeted group of people. Facebook provides six tabs within the tool:



4. Save and name your audience. After you have captured all of this data, you simple need to click "save" and name your audience.

Facebook's targeting options are one of the most powerful tools we have to reach our targeted audience today. Take the time to set up and explore all that Facebook has to offer.



Decide on an Advertising Budget

When businesses begin advertising on Facebook, they often do so with the intent to acquire new customers. While customer acquisition may be the ultimate goal there are steps that must take place before customer acquisition actually happens. The three steps to customer acquisition are:

Step 1: Gain awareness and introduce your brand to a **cold targeted audience**. You begin to build trust and establish authority by offering an irresistible offer (more on this in a moment) that provides an immediate perceived value to your cold targeted audience.

Step 2: Turn the cold audience into a **warm audience**. Warm leads know who you are and have likely opted into your irresistible offer or visited your website.

Step 3: Turn your warm audience into a **hot audience** by getting them to convert into a buyer.

In the previous section on “Identifying Your Target Audience” I mentioned that there are five ways to target your audience.

1. You can target your Facebook Fans. This would be considered a mix of warm and hot audiences because they know who you are and some may even be customers.
2. The second audience you can target is your database of customers or subscribers. This would also be considered a mix of warm and hot audiences.
3. The third audience is created from people who have visited your website. Again, these are warm audiences.
4. The fourth audience is targeted to audiences that are most likely to be interested in your business because they are similar to your current customers or fans. These would be the cold audience we talked about.
5. The last audience you can target is the one that you create as your Custom Audience based on demographics, geographic targeting, interests, and behaviors that you choose. This too, would be considered a cold audience.



Your advertising budget and results are directly affected by the type of audience you are targeting. The warmer the audience is the better results (and less advertising dollars) you will spend.

The information shared in this e-book is designed to help you acquire new leads (from a cold audience). I want to be clear on this point because I often see a disconnect between the strategy a business is implementing and the results they think they should be getting. To my point, I often see businesses running a lead capture campaign to a cold market and then questioning their investment because they are not converting direct sales immediately.

Now that we are clear that our goal is to capture new leads from a cold audience, we can move forward in setting our budget. To set an advertising budget you are comfortable with, you must start by looking at the number in your business.



Here is a quick list of numbers you should rummage up:

- How many new leads did you capture last year?
- What was the total number of new customers last year?
- What was your total revenue last year from new customers?
- What was your total budget spent on marketing last year?

Now that you have these numbers, let's do some quick math:

- Let's say you captured 2,400 new leads last year;
- And you had a total of 300 new customers;
- Your total revenue from new customers was \$100,000;
- And you spent \$10,000 on marketing;
- We can calculate from these number that your Average Customer Value (ACV) is \$333.33.
- Your cost to acquire a lead was \$4.16 (\$10,000 marketing spend divided by 2,400 leads captured);
- Your closing ratio was 12.5 percent (300 new customers divided by 2,400 new leads multiplied by 100 = 12.5 percent).

There are a lot of things that we can learn from these numbers, but for the purpose of this e-book we are going to pull out three of these important figures:

1. You are spending \$4.16 to capture new leads.
2. Your Average Customer Value (ACV) is \$333.33
3. You are closing 12.5 percent of your leads.

So, what do you do with this information you ask?

You should be willing to spend a minimum of \$4.16 to capture new leads. It will likely cost you less than that to capture new leads, but you should be willing to spend at least \$4.16 because you already are—though you (probably) didn't know it!

In this example, **I suggest a minimum of \$4.16 because that is what you are already spending**, but if you look at your lifetime customer value (LCV), you will likely conclude that it is probably worth spending a lot more than \$4.16 because of the lifetime value a customer brings to your business.

The best part of knowing your numbers is that you gain the confidence you need to set a comfortable budget for your Facebook advertising. Growth is a mathematical equation.

Let's proceed.

Let's say you want to gross \$200,000 this next year. If you are closing 12.5 percent of your leads, and your Average Customer Value is \$333.33, you will need to capture 4,800 new leads this year to earn DOUBLE of what you grossed last year!

You see, growth is a mathematical equation.

Here's the math:

	4,800	new leads
x	12.5	% conversion
<hr/>		
	600	new customers

	600	new customers
x	\$333.33	Average Customer Value (ACV)
<hr/>		
	\$199,998	(close enough)

And your cost to do this (in Facebook advertising)...

	4,800	
x	\$4.16	
<hr/>		
	\$19,968	in Facebook advertising

Creating awareness through advertising is only part of the success equation though. In order to capture leads, you must also have an irresistible offer that your audience is willing to give you their name and email in exchange for.

Next, we'll talk about how to create an irresistible opt-in offer for your targeted audience.



Create an Irresistible Opt-in Offer (Better known as a lead magnet)

Data suggest that 95 percent of visitors to your website won't buy anything on their first visit. If you use Facebook ads to drive traffic directly to your website without a way to capture those leads, you're wasting your money.

Presenting an irresistible offer with a lead magnet that your customers simply can't refuse is the key to capturing those leads.

Here is a checklist to help you create an irresistible offer:

- Identify a major challenge your ideal target audience is having that you can help them with. The key here is to identify one—and only one—challenge.
- Identify the best way to communicate the solution to that challenge is (video, eBook, Report, Training, Webinar, etc.). Make sure the information you are providing is easily consumed by your target audience.

- Make sure your lead magnet provides a desired end result. Although you are identifying one major challenge of your target audience, it's essential that you make it clear that you're offering a solution. In another words, you are promising them the desired result they seek.
- Ensure that your lead magnet has a high-perceived value and delivers on the value. If your lead magnet says it's a "Complete Guide," then it should deliver on that promise. If it doesn't deliver on the promise, you will hurt your brand's reputation and ruin the chance of closing the sale. Keep in mind, that this is your first chance to make a good impression. Demonstrate your authority and knowledge by delivering true value.

When someone opts in to your lead magnet they are taking the first step in building trust with your brand. This is an important step in the sales process, so don't take it lightly. Be sure to deliver tremendous value to build your authority.



Design an optimized landing page

A landing page is often referred to as a “squeeze page,” “opt-in” page, “lead generation” page, “lead capture,” or “landing page”....ugh! Truthfully, they all mean the same thing. In the purest sense of the meaning, a landing page is a web page on your website that visitors land on (hence the name landing page) that typically (and ideally) has no global navigation. The idea behind a landing page is that it serves one purpose—“take me up on the offer I am presenting by opting in.” If there is navigation on the page, visitors can easily get distracted and be tempted to leave before they have opted into your irresistible compelling offer.

Your landing page is your opportunity to “sell your stuff,” persuade your visitors with your irresistible compelling offer, and begin building trust and authority with the visitor.

If you follow the advice provided earlier and target the right market on Facebook, and you create an irresistible offer geared towards that market, you will start to see people

clicking on your ads and visiting your landing page to learn more about your offer.

A strategically-developed landing page is more than a simple design and slapping on an opt-in button or form on the page. An Optimized Landing Page is one that visually engages your prospect, speaks to his or her desired result, and builds trust so that they are comfortable enough to exchange their contact information in return for your irresistible offer.



I have put together an 11-point checklist to help you optimize your landing page to give you a much higher chance of converting your visitor into a lead:

- 1. **Make a single offer.** The best landing pages have one specific offer and is clear about what that offer is.
- 2. **Set a clear call-to-action.** If a visitor can't figure out what you are offering (and what they are getting) in five seconds or less they will move on.
- 3. **Start with a compelling headline.** Be clear, concise, and grab their attention.
- 4. **Make sure there is no navigation.** There are two options on a landing page: opt-in or exit. To maximize conversions, you should eliminate your navigation bar.

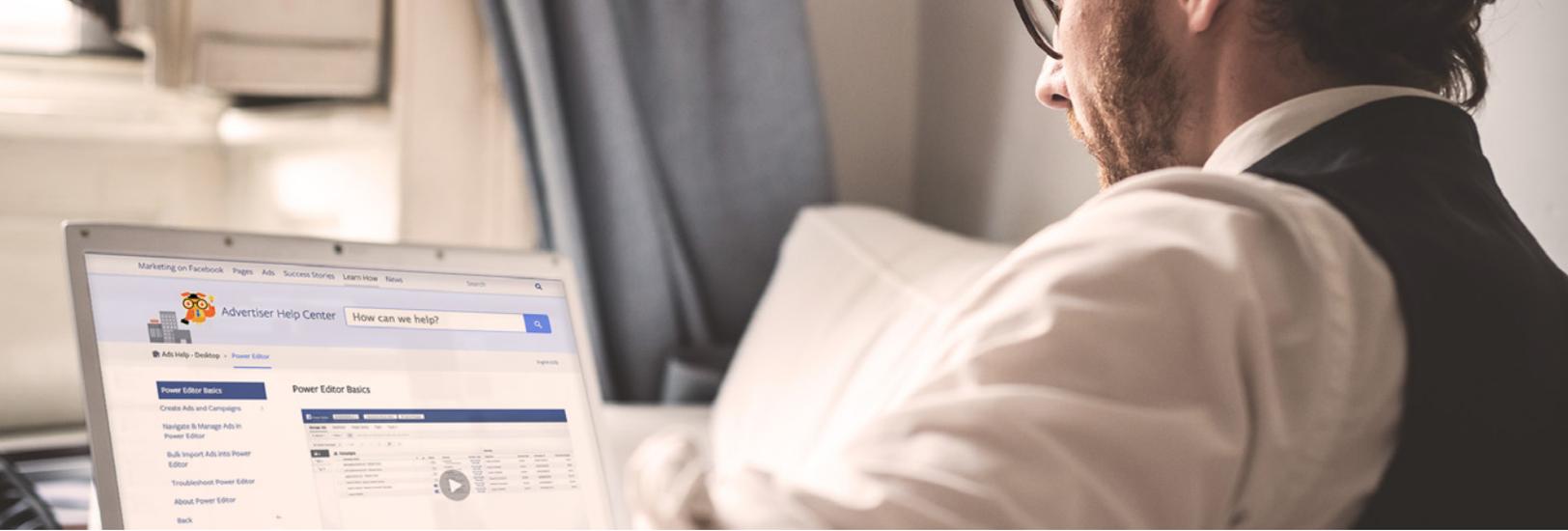
- 5. **Use visual cues.** A visual cue is an image used to draw the eye to the area you want them to look (arrows, boxes, etc). Rule of thumb: Less is more. Allow for white space and the eye to easily flow down the page to the call-to-action.
- 6. **Add social proof.** Use testimonials, “As seen on” logos, or opt-in numbers to let visitors know they are making a wise decision to do the same.
- 7. **Use video whenever possible.** Video has been known to substantially increase conversions on landing pages.
- 8. **Add “value points”** to illustrate the value they will be receiving for opting into your irresistible offer.
- 9. **Use contrasting color on your call-to-action button.** A contrasting color is one that is opposite your primary color on the color wheel. Your call-to-action button should be designed to stand out—not blend in.
- 10. **Limit form fields.** Don’t ask for information you don’t need. Make it easy for visitors to opt-in (by lessening the barrier to entry). You can always collect more information down the line.
- 11. **Add privacy policy and terms of service** to the bottom of the page. Facebook likes to see them and so do visitors. It increases trust.



Check out this blog on the [5 Keys to Rapidly Building Smarter Landing Pages](#) to grab some more tips on creating high converting landing pages.

Now that we're halfway through, let's do a summary:

- ☑ Identify your target audience—CHECK!
- ☑ Decide on your advertising budget—CHECK!
- ☑ Create an irresistible opt-in offer (Lead Magnet)—CHECK!
- ☑ Design your optimized landing page—CHECK!



Getting Started with Power Editor

Power Editor is a tool that Facebook designed to allow advertisers to create multiple ads at once and have more control over their campaigns with more advanced features. Power Editor is essentially a plugin that works with Google Chrome. You can access Power Editor at the top of your Ads Manager account. Once inside, you'll need to click to download Power Editor. Each time you want to work in Power Editor you will need to download all your data from your Ads Manager to create your campaigns, ads, and ad sets.

Power Editor has many great features such as:

- Earlier access to new features; controlled placement of your ad
- Better optimization based off clicks, post engagement, or impressions
- Bulk uploading from an Excel spreadsheet if you are running a lot of ads
- And the option to run an unpublished post (also known as a “dark post”)

An unpublished post looks like a regular page post, but it allows for longer text and it also includes a call-to-action button. This is probably the feature most favored that is offered in Power Editor that you can't get with your Ads Manager.

Facebook ad campaigns are structured into three levels: the campaign, ad set, and ad. The **campaign** is best explained as the objective that you are trying to achieve. The ad set is where you set your targeting and budget. The ads are the creative images (or video) you use to connect with your target audience along with your text and links.

Since you have already identified your target audience earlier and the budget you'd like to spend your next step is to set up Power Editor. Check out Facebook's **Power Editor Basics** for step-by-step instructions on how to set up and begin using Power Editor.



Creating Powerful Facebook Ad Images

Have you tried running Facebook ads in the past only to have it rejected because of your image? Check out [Facebook's Ad Guide](#) to get the specific criteria Facebook is looking for in your ad image size, copy, and the details on how many characters you are allowed in the copy.

Aside from Facebook's Guidelines on ad images, **here are four components of effective ad images:**

1. Your image (or video) must be **visually appealing**.
Ninety percent of information is transmitted to the brain visually, therefore to capture the attention of your target audience your image must be visually appealing and attention grabbing.
2. In addition to your image being attractive **it should also be relevant**. Facebook rates your ad on relevancy and gives it a score. The more relevant your ad image, ad copy, and landing page is to your targeted audience, the higher your score is—and the more favorably Facebook will treat your ad.

3. Much like your landing page, your image **copy should provide your targeted audience with an enticing, compelling, and irresistible value proposition.** Give the viewer a reason to click on your ad. Be sure to use only 20 percent text on your ad image, so Facebook doesn't reject your ad. Check out [Facebook's Grid Tool](#) to make sure you meet the correct guideline.
4. **Be clear and concise.** Tell the viewer what action you want them to take and why they need to take action now. Adding a sense of urgency into your copy will only help your conversions.

Here is a great example from LeadPages on the successful implementation of these four components:



The image they choose is visually appealing and relevant. They are offering an irresistible opt-in offer and are very clear on what you will receive and how to get it. This is a great example of an effective ad.



PRO TIP: *Test Multiple Designs. I would recommend that you come up with at least four different ad designs. Test two different images and two different text variations to see which version offers the best conversion.*



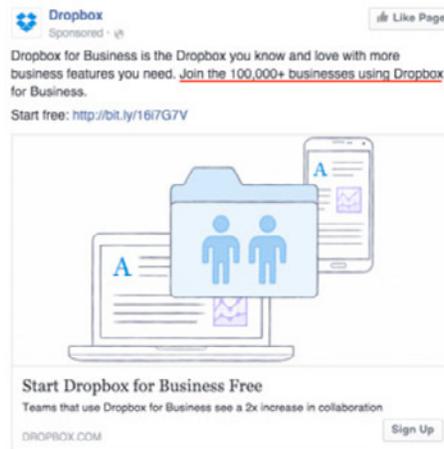
Writing Your Ad copy

Truthfully, Facebook makes writing ad copy pretty simple with their [Cheat Sheet](#). This cheat sheet will not only help you in crafting your ad copy, but also your lead magnet title and landing page copy.

Here are a few tips to optimizing your conversions with your ad copy:

1. **Speak directly to your targeted audience** to capture their attention. Put yourself in your audience's shoes and talk to them on their level.
2. **Be clear.** People are busy and don't have time to try and figure out your offer or message. Your ad copy is not the time to be witty. Be clear on what you are offering and the benefit they will receive.
3. **Keep it short and sweet.** This ties in with the previous point made that people are busy. Keep your message focused on the one thing you want your audience to take away.

4. **Use images (or videos)** that connect your text to your ad image.
5. **Use a clear call-to-action.** Let them know exactly what their next step is.



Focus your ad copy on benefits instead of features. Features are the details about the product or service being offered. Benefits answer the question “What’s in it for me?”

Notice how DropBox doesn’t share how much storage a user gets for free, instead they share that “Teams that use Dropbox see a 2x increase in collaboration.” This is a perfect example of focusing on the “What’s in it for me” vs. features.

Writing ad copy that connects and converts is an art and a science, and it requires testing and measuring to really optimize your conversions. As I stated before, it is essential that you split test your copy and headlines.



PRO TIP: Add Social Proof to show that others are interested in your products or services. Using social proof can reduce the fear that your audience may have in moving forward. Here is a great example of how Dropbox uses Social Proof to provide immediate credibility.



Test, Measure, Tweak, and Keep Moving Forward

Here's the bad news...

You probably won't nail the right offer, landing page, ad image, and copy the first time around. My word of advice is to be patient. Be willing to test, measure, and tweak until you get your funnel where you are happy with it.

Testing your funnel requires that you adjust one area at a time. The first item to measure is your compelling offer. I would suggest that you launch your offer to your existing list first. If they opt-in you are on to something.

Next, launch your compelling offer on Facebook. Start with a small budget (say, \$10 a day) and see if you get people to click. If you are getting viewers to click but not opt-in, you need to adjust your landing page.

If you are getting views but no clicks, it could be your image, copy, or offer. Adjust one thing at a time until you are seeing the results you want. Don't change your image, copy, and

offer all at once because you won't be able to pinpoint what is affecting conversion.

I like to start out with four to six ad images and then work my way down to one or two. Your clicks will tell you which images are converting highest.

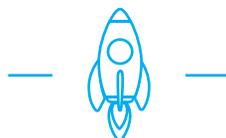
Once you have your images vetted, then work on your ad copy. Again, change the headline until you see conversions rising; then work on the body of the copy, etc.

When your ad copy and image gets you clicks, then work on your landing page and follow the checklist I gave you earlier to ensure you are optimizing it.

Once you are happy with the number of leads you are capturing, the key is to then ensure you have a back end sales process that you walk your prospects through to complete conversion (i.e. "the sale"). But that's a conversation for another day.

Well, there you have it! The complete 8-Step guide to launching a successful Facebook ad campaign focused on lead generation for your business. I hope that you feel empowered to begin your Facebook ad campaign with your Irresistible Offer.

As I said before, growth is a mathematical equation. That should be very exciting news for you to hear because you now have the formula to skyrocket your growth.





Misty Kortes

Misty Kortes is a passionate entrepreneur and business owner who has empowered many small businesses to succeed when it comes to marketing their business. With her formal education in Marketing, over two decades of speaking and training, and more importantly her real-life, in-the-trenches business experience, Misty knew she had to share her insider secrets to success with other small business owners. Compelled by a strong desire to share her expert experience and knowledge, Misty created “[Your Marketing Coach](#)” a marketing firm that empowers entrepreneurs to succeed in marketing and accomplish their dreams.

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