

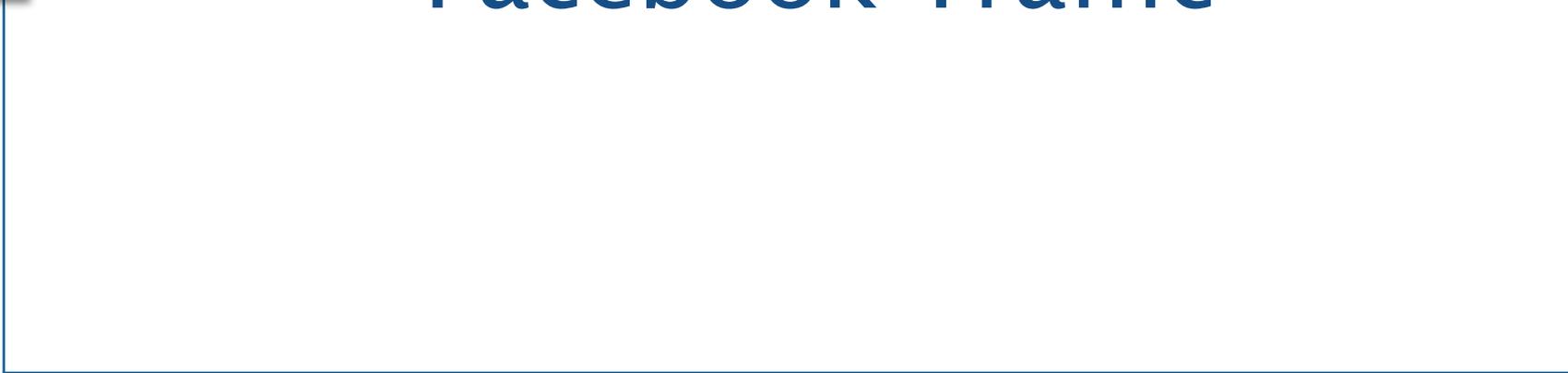


MODULE 4

SEGMENT 1



Investment Traffic
Facebook Traffic



In This Class

Why Facebook?

- Types Of Ads
- Demographics
- Images
- Best Practices
- Ad Campaigns
- Walkthrough A Facebook Ad Purchase

Why Facebook?

Easy To Understand

- Easy To Target
- Your Target Audience Is Most Likely On Facebook
- Can Start With A Very Small Amount Of Money
- Test Your Opt-In Page Before Buying A Solo Ad

Types Of Ads

- Newsfeed Desktop: Highest Converting But Is The Most Expensive
- Mobile News Feed: Lower Conversions But Is Usually Cheaper
- Sidebar: Poorest Conversions But Is Usually The Cheapest

Demographics – Your Audience

Find A Business that Is Just Like Yours

- Competitors
- Large Brands
- Celebrities In Your Niche
- Websites, Publications & Magazines In Your Niche
- Type Of Person
 - Age, Gender
- Interests
 - Political Preference, Buy Online, Like Activities In Your Niche

Types Of Images

Controls Your Click Through Rate

- Plain Text
 - Make Sure Your Text Is Less Than 20% Of The Entire Image
 - Use A Big Headline
 - Include A Call To Action
 - Easy To Understand Text
- Professional Images
 - Could Use Your Brand
 - Leads Into The Opt-In Page Better
- Crazy Images
 - Higher CTR But Usually Lowers Conversions
 - Can Create Bad PR
- Logical Image
 - Blur Out What You Are Going To Give Them
 - Data

Best Practices

Try To Use As Much Of The Same Language From Your Opt-In Page On The Ad.

- Avoid Using Big Words
- Emphasize The Benefits
- Use The Words Opt-In Or Download Across The Ad & Opt-In Page
- Use A Call To Action

- Don't Over Hype The Results Or Guarantee Results
- Don't Use Before & After Results
- Don't Promise Make Money Schemes
- Don't Promise Huge Results In A Short Period Of Time

Best Practices Continued

Start At Above The Max Bid

- Try To Get Audiences Between 30k-100k
- Don't Put Play Buttons On Your Images
- Don't Use Offensive Pictures
- Become More Focused With Your Opt-In Page & Ad
- Make It Very Clear & Plain

Walkthrough A Facebook Ad Purchase

- Create A Facebook Page
- Ad Manager

Let's Review

Why Facebook?

- Types Of Ads
- Demographics
- Images
- Best Practices
- Ad Campaigns
- Walkthrough A Facebook Ad Purchase