The Business Owner's Guide to Making Money with Facebook

by: Duston McGroarty

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Before we dive in…

I think I'm safe in assuming you've heard of Facebook, right? Who hasn't?

But do you realize the opportunity available to business owners who use Facebook to attract new customers?

As of December 31, 2013, Facebook reports 1.23 billion monthly active users. Thaaaat's a lot of people.

As I'm writing this, it's estimated that the world population is 7.14 billion. That means approximately 17% of the world's population is on Facebook.

There's no question you can find people interested in what you have to sell on Facebook. They're there. The question is, how many can you find that will give you money?

Before we get into specifics, let me tell you a little about myself.

That's me *(Duston McGroarty)* in the picture above. My Dad and I have a very successful online business selling info-products in the gardening niche.

My Dad has been doing it for 15 years now and I've been with him for almost 4 years. Each and every day I'm up to my eyeballs in this stuff. You name it, I've done it…

…autoresponders, opt-in forms, squeeze pages, sales pages, self-liquidating offers, conversion tracking, site analytics, a/b

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split-testing, exit pop-ups, responsive site design, HTML5, CSS3, PHP, mySQL, upsell offers, downsell offers, surveys, shopping cart integrations, membership script installations…

…and the list could go on forever. It's safe to say I know what I'm doing.

We're always testing something, trying something new, switching offers around and optimizing our conversion rates.

The point is this…

I'm no smarter than you. I didn't go to college. I don't have a degree in "Facebook Trickery".

The only difference between me and you is, experience. Four years ago, I was in the same boat as you. Completely clueless as to how all this stuff works.

But I forced myself to learn it. I bought every how-to guide I could. I spent hours on late-night webinars learning from people who had already done what I wanted to do.

But more importantly… I took action. I did something. I screwed up a bunch of stuff in the process but I learned a heck of a lot from those screw-ups.

You can spend weeks on end reading everything you can find on Facebook but you will learn so much more by taking just 10 minutes and trying it out for yourself.

That's my little "pep-talk". I urge you to take what I have given you here and put it to use… NOW! Good luck!

Dream big. Take action.
Duston McGroarty

Part 1:
The Setup

Setup Your Business on Facebook

The absolute best way to get the most out of Facebook for your business is by setting up a Facebook Page.

You Can Setup a New Facebook Business Page Here: https://www.facebook.com/pages/create

You should see a page similar to the one below…
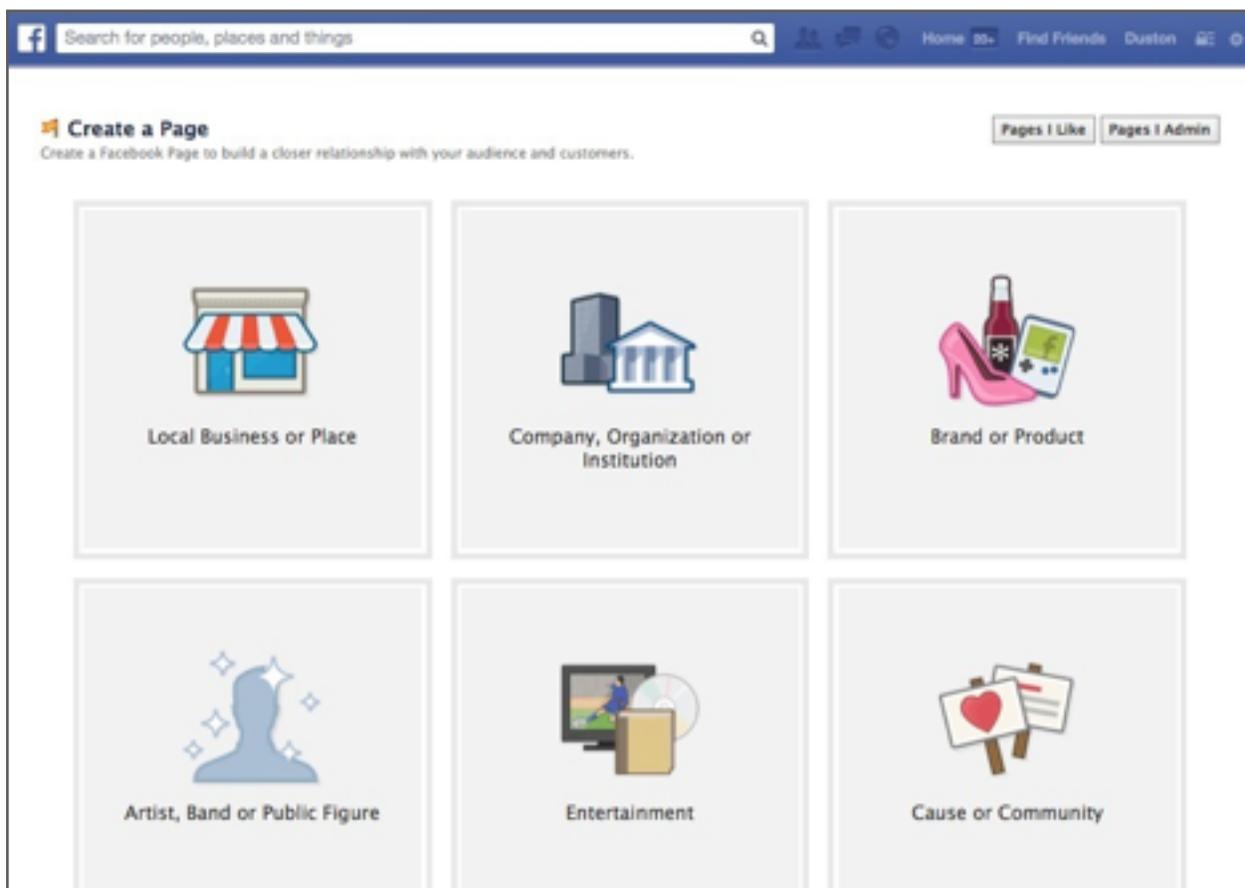
Choose the option best suited to your type of business. This is really just so Facebook can categorize your business in their database.

Once you make your selection, you'll need to choose a more specific category and you may need to include your company name or address. It just depends on your selection.

I want to stress the fact that you should try to complete as much as possible on your page.

For a number of reasons but most importantly, you want anyone who visits your page to find what they're looking for.

You want it to be a valuable experience to them. You want them to come back.

So, fill out as much information about your business as you possibly can.

Another benefit to completing your page is you can pick up visitors from the search engines if they're looking for something locally.

The image below shows our Facebook business page ranking in Google for "plants perry, oh"…

Mike's **Plant** Farm - **Perry, OH** - Garden Center | Facebook
https://www.facebook.com/MikesNursery ▾
Mike's **Plant** Farm, **Perry, OH**. 34270 likes · 75 talking about this · 5 were here. I'm Mike McGroarty and I am passionate about **plants**! My goal here is to introduce …

You never really know what you're going to rank for so include as much valuable information as you possibly can about your business.

I'll explain where to actually put this info in a minute.

Ok, once you've selected the type of business you have, chose the closest related category and filled in any other fields, you'll be asked to add a description and your website.
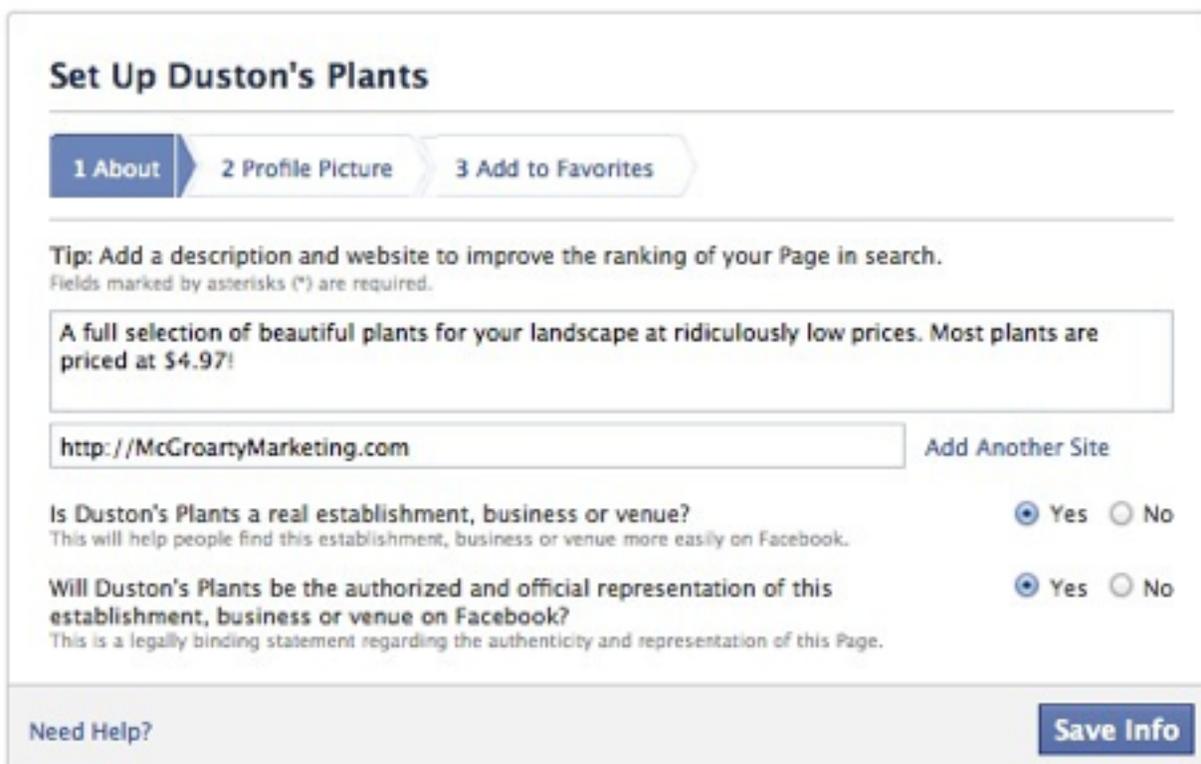
Set Up Duston's Plants

| 1 About | 2 Profile Picture | 3 Add to Favorites |

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

A full selection of beautiful plants for your landscape at ridiculously low prices. Most plants are priced at $4.97!

http://McGroartyMarketing.com   Add Another Site

Is Duston's Plants a real establishment, business or venue?   ⦿ Yes ○ No
This will help people find this establishment, business or venue more easily on Facebook.

Will Duston's Plants be the authorized and official representation of this   ⦿ Yes ○ No
establishment, business or venue on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.

Need Help?   **Save Info**

As you can see, the name of my business is Duston's Plants *(just for example purposes)*.

I've added a detailed description that not only explains what I do but also explains how my business is different than my competitors *(by selling low-priced plants)*.

Once you hit the **Save Info** button, the next step is to upload a profile picture. This is the little square image that will be displayed next to your status anytime you make a post.

This should be a unique image that clearly represents your business. It could be your logo, a picture of you, a picture of your business or anything people associate with your business.

This image should be a square and I recommend choosing an image at least 180 pixels wide by 180 pixels tall.

Once you've chosen your profile picture, click next, decide if you want to add your new page to your **Favorites** and then you're done with the basic setup.

You're now looking at your **Admin Panel** for your business page. It should look something like this…
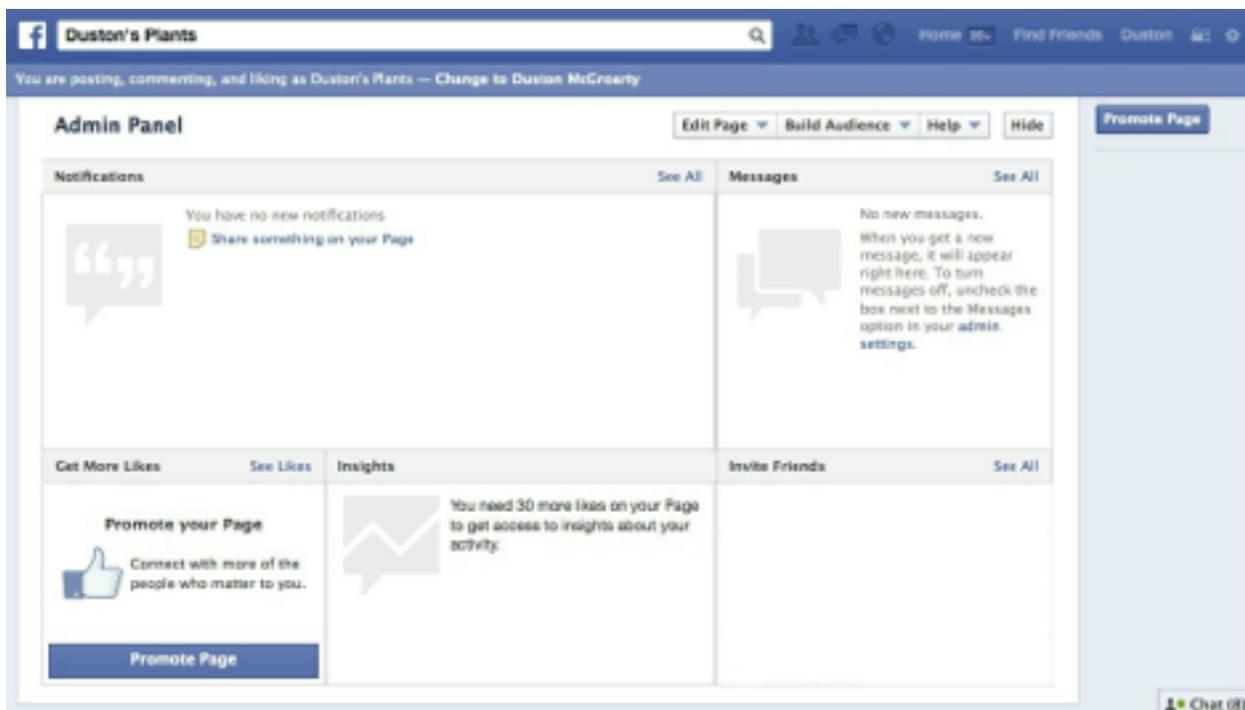
Advanced Page Setup

You now have the foundation laid for your Facebook business page. This is where most people stop.

That's good news for you. Because what I'm about to show you will separate you from the rest of your competition.

None of this stuff is hard, you just need to know what to do and what NOT to do.

Most people just start posting stuff on their page. Uploading pictures, plastering their deals all over the place and really just begging for business.

First of all, if you do that NOW… no one is going to see it.

The only people who see your status updates are the people who "Like" your business page.

AND… only about 16% of the people who like your business page will see your status updates. More about that later.

My point is, it's too early to worry about posting anything. Right now we need to complete our page as much as possible.

The beauty is, once we have this all set up, we don't need to mess with it anymore.

So, the next step is to upload a cover image.

This is the big banner image that is displayed at the top of your business page.

If you scroll down a little on your **Admin Panel**, you'll see a button to the right of your profile image that says **Add a Cover**.
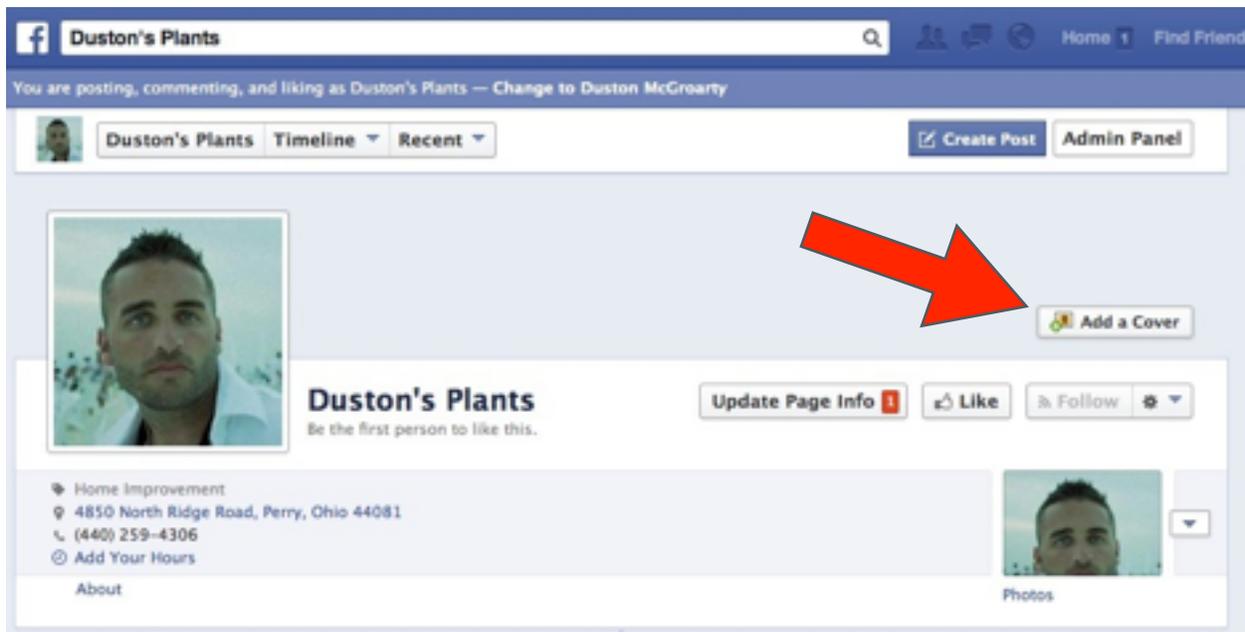
Here you'll be able to upload a cover graphic. Once you've chosen a graphic, you'll have the option to reposition it and then hit the blue **Save Changes** button.

But before you upload anything, let me stop you.

You have very few opportunities on Facebook to be unique. To really stand out from the crowd of copycats.

This is one of those opportunities. Most people will upload some random wallpaper image of cattle grazing or of an Alaskan mountainside or of some sandy beach.

Don't do that. Please.

The cover image is **PRIME REAL ESTATE**. On a normal size computer monitor, the cover image covers **more than** half of the screen.

In the online marketing world, we call that area **"above the fold"**. It's the area on the screen people see *without* having to scroll.

Don't waste this space.

Instead, use it to your advantage. Ask yourself why someone is landing on your Facebook page. How did they get there? What were they looking for?

Whatever the answer is to that question, give it to them.

Take a look at the cover image I'm using here as my example...

First, let them know they're at the right place by including your business name somewhere.

But notice how it's not the most prominent part of the image. I included a free offer as the most prominent part of the image.

Why? Because people are coming to my page for plants. Why not give them a free one?

Giving a free plant away isn't going to cost me more than $.50.

But I know someone isn't going to pile everyone in the car, drive down to my business and leave with just their free plant.

They're going to buy more stuff.

Lets go back to the cover image. There are restrictions that Facebook has put in place for what you can and cannot use here.

They don't want the image to be mostly text. Don't go overboard. What I have there should be fine.

Updating Page Info

The next thing you should do to complete your page as much as possible is to **update your page info**.

You can find this option by scrolling to the top of your **Admin Panel**, clicking the **Edit Page** button and selecting **Update Page Info**.
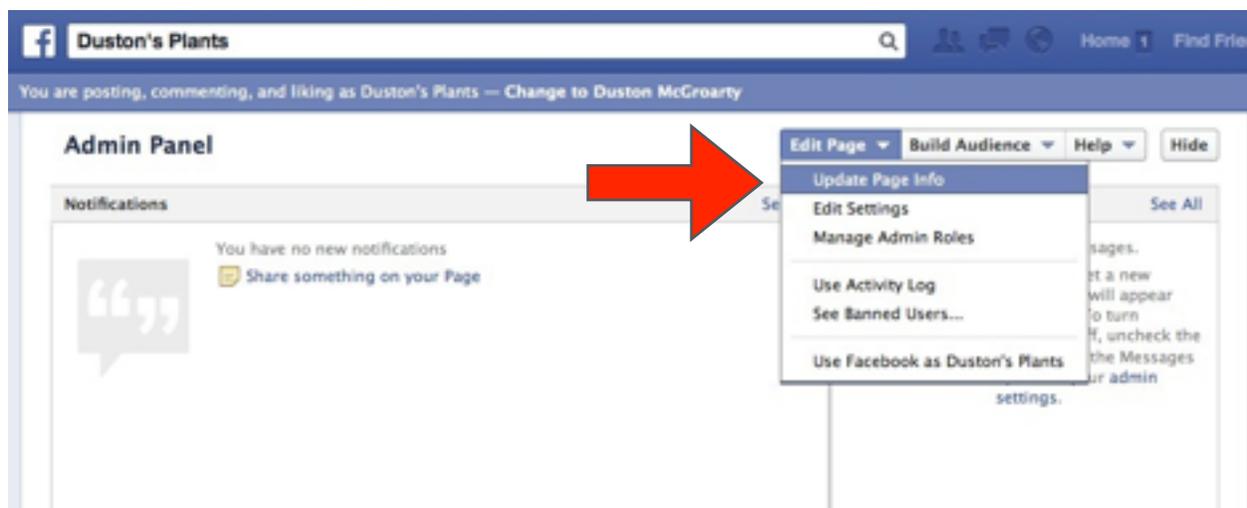
From there, anywhere you see blue text can be updated with information about your business.

One option I'd like to point out that's important is the **Facebook Web Address**.
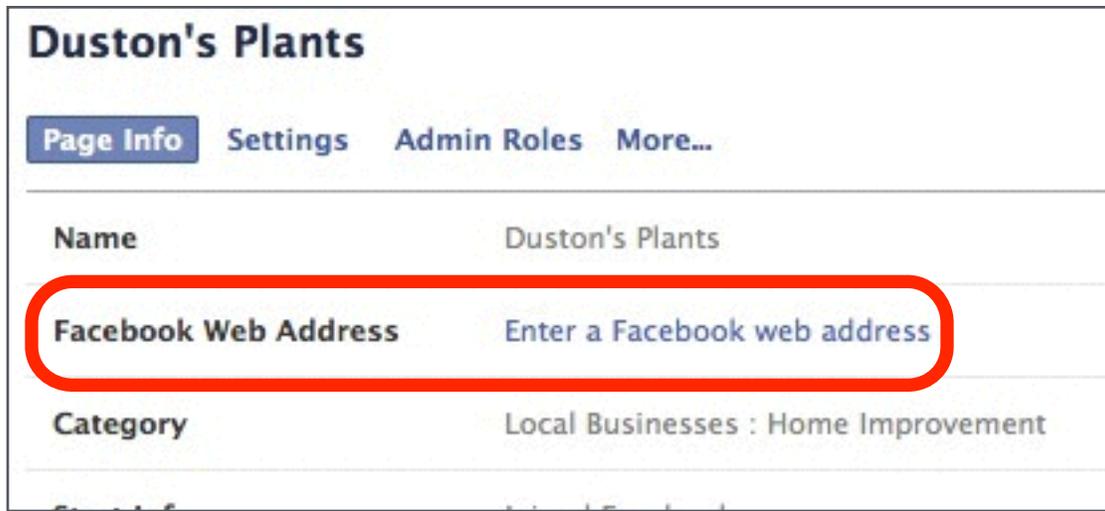
Before you can edit this option, you need to have at least 25 fans on your business page.

So, after 25 people have "liked" your page, remember to come back here and choose a web address.

Right now, this is what my business page web address looks like…

https://www.facebook.com/pages/Dustons-Plants/ 345358005602362

It's not an easy URL to remember. Once I hit 25 fans I'll want to choose something shorter and easier to type in like…

http://facebook.com/DustonsPlants/

There's one more place where you have an opportunity to make an offer… in the description boxes.

Depending on the type of business you're setting up, the short description box may or may not display on your main page.

Either way, I suggest including your website address *(preferably your offer address)* on the very first line of your **short description**.

You can edit this from inside your **Update Page Info** settings.

In some cases the short description is included right on your main business page below your profile picture.

It's just one more place to get your offer in front of someone.

That concludes the basic setup of your business page. As we go deeper into to monetization, I'll show you how to build out your page even more.

Part 2: Making Money

What's the point?

Why do you want your business to have a presence on Facebook?

What's the ultimate goal?

Many business owners can't answer that question. They don't know why they're there. They just know they need to be there.

Everyone keeps telling them they need to have a Facebook presence. So, they throw up a page, invite all of their friends to like it, write random and meaningless posts and eventually write it off as another waste of time.

I don't want that for you. Which is why I'm creating this guide.

You're in business to make money. That's what businesses do… make money. If they don't make money, they're dead in the water.

Facebook can be one of the biggest wastes of time on the planet… if you allow it to happen.

Facebook for business is not the same as Facebook for personal use. We're not logging on to "like" pictures, watch funny videos or to comment on Aunt Sally's status.

When you log onto to Facebook for business, it's for one purpose… to check your stats.

What's my CTR, how many clicks did I get, what's my ROI, which ad converts the best? Those are just some of the things you will be checking.

Many business owners get this backwards, which is why so many give up on it.

Don't focus on getting "likes"… focus on making money. If you're able to make money with this, the likes will pile up on their own.

"Likes" won't buy you groceries.

Why "Likes" Don't Matter

When your sole purpose for creating a Facebook page for your business is to make money, the number of "likes" you have goes out the window.

Here's why… *(this is a real example)*

We have a Facebook business page with 34,311 fans *(or "likes")* at the time of writing this.

Take a look at one of our recent posts for that page…

Notice the number I circled in red in the bottom left corner. 2,619 people saw this post.

But we have over 34,000 fans? Why did only 2,600 people see this? That's only 7.6% of our total fans.

Facebook claims, on average, only 16% of your fans will organically see your page posts.

Why? A few reasons… some people only get on Facebook once a month, once a year or may never come back to Facebook.

But the real reason is because Facebook wants you to pay for the rest of your fans to see your post.

Scroll back up to that last image. See that little drop down box in the lower right corner that says **Boost Post**? If you hover over that box, you'll see a drop down like this…

So, for $150 I can show this post to 33,000-87,000 people who either like my page or are friends with someone who likes my page.

But be careful here… just because they're friends with someone who likes your page doesn't mean THEY are interested in what you have to sell.

You need to really go after a target prospect anytime you're paying for ads on Facebook.

That's really the beauty of advertising here. Never before have businesses been able to laser-target their prospects so easily and with such little investment.

It's really a point in time where great opportunities lie for those who know what they're doing.

So… "likes" don't matter. Sure, they look good but you can't deposit them into your bank account.

Focus on using Facebook to make money and nothing else. The "likes" will follow behind.

Spend $1 to Make $2

If there were an endless supply of prospects you could buy for $1 and you knew each prospect would pay you back $2, how many prospects would you buy?

Silly question, right? Umm, a million, two million…

But for some business owners, this is the absolute truth and Facebook is the place selling the $1 prospects.

This is how **REAL** businesses operate. Let me give you an example using my "Duston's Plants" business…

After tracking my sales for one year, I know an average customer is worth $63.82 to me.

(Finding your average customer value is easy and it's a number you MUST know. Take your total gross sales for the previous year and divide it by the total number of customers who bought something during that period of time. If you haven't been in business that long or are just starting out, you can probably come up with a pretty good guess.)

Some people spent $400 on plants and some spent $5. The average is what you need to know based on how many customers you had in total.

My goal, as the business owner, is to get as many people as I possibly can to walk through the doors on a daily basis.

To do that, and still be able to make a profit, I figure I can afford to spend $10 to acquire each customer.

If you take that $10 and subtract it from my average customer value of $63.82, I'll still have $53.82 left over for overhead and other expenses and the rest goes in my pocket.

Now I have a budget that I can work with when I'm advertising. I'm not just throwing stuff at the wall and seeing what sticks.

I'd be extremely happy to pay $10 in advertising to acquire a customer worth $63 to me. Why wouldn't I be?

Here's something **extremely** important that I want you to never forget… the person who can profitably pay the most to acquire a customer wins.

Now, I didn't say… the person who pays the most… I said, the person who can **_profitably_** pay the most. Big difference there.

In other words, if you can afford to spend more money upfront to acquire a customer because you know that customer is worth a lot of money to you over the years, you will completely destroy your competition.

I'll get more into this in **Part 3**.

Advertising On Facebook

The fastest and easiest way to make money with Facebook is to do paid advertising.

It's easy and inexpensive to get started, it's trackable so you know whether or not it's working and it's extremely powerful.

You can spend as little or as much as you want doing this. We had friends spending $2 a day on ads. Larger companies are spending thousands a day.

It just depends on your budget and what you expect to get out of it. Obviously, for $2 a day, you can't expect a lot.

You can also set what's called a **lifetime budget** for an ad campaign. Maybe you want to do a test campaign and you're willing to spend $100 to test it out.

Once that $100 is gone, the campaign will end, your ads will no longer display and you won't be charged anything else.

It's really a great platform and incredibly flexible.

In most cases, you will be charged on a CPC basis. CPC stands for cost-per-click. Meaning, every time someone clicks your ad, you're charged your bidding price.

You bid a certain amount per click and you're competing with businesses who want to show their ads to the same prospect.

The highest bidder gets the best, and most frequent, position.

Your ad can be displayed in one of two places… directly in the news feed of your targeted prospect or in the right column ad block.

It's important to realize that the right ad column is not displayed to users on mobile devices.

The only way to reach those users is by displaying your ad in the news feed.

I'll walk you through step-by-step on how to create each of these ads and I'll also give you some tips to get the most bang for your buck.

Using the Power Editor

When running ad campaigns in Facebook, I highly recommend using Facebook's Power Editor.

The Power Editor is an advanced tool used to manage multiple ad campaigns across different Facebook accounts. But it's also great for managing one account.

And… it comes with features you can't get in the regular Facebook Ad Center.

As I go deeper into how to use the power editor, I'll explain more of these benefits.

For now, just think of the power editor as your advertising dashboard. It's where you'll go to create campaigns, create ads and check your stats.

Ok, let me show you how to get started with the power editor.

The Power Editor 101

The power editor only works in the Google Chrome web browser.

You can download Google Chrome here:
http://www.google.com/chrome

Once you have Chrome installed and running, you can open up the power editor by visiting this link…
https://www.facebook.com/ads/manage/powereditor

You'll be asked to login using your Facebook login info. After you're logged in, you'll see a box like this pop-up…
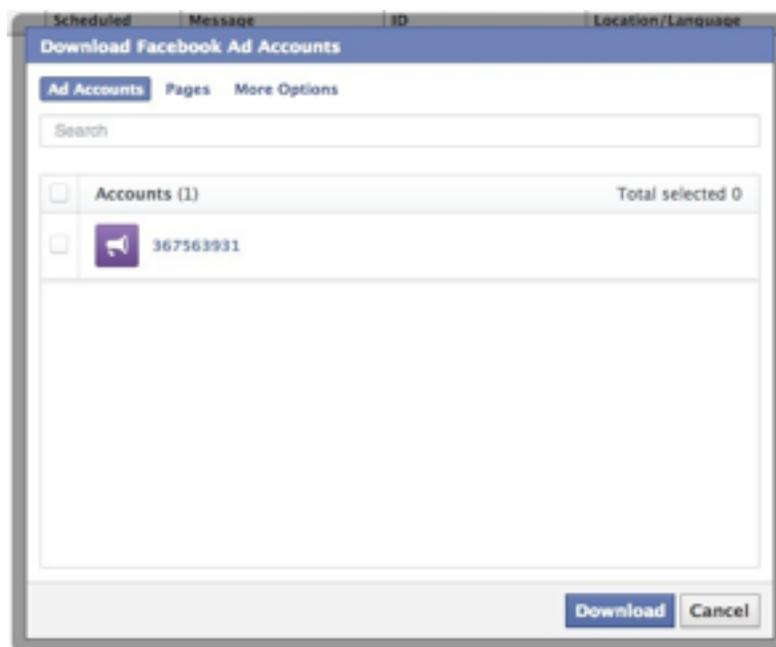
Choose your account and click the blue **Download** button.

Now, if you've never created any campaigns or ads in the past in the regular Facebook Ad platform, you probably won't have anything to import.

In that case, you can start by creating a new campaign. Click on **All Campaigns** in the sidebar on the left and then click **Campaigns** above the **Create Ad** button like you see below…

Then, click the **Create Campaign** button. Now enter a name for your campaign in the **Campaign Name** box below.

I usually keep campaigns separate based on what I'm selling or whatever the action is I want people to take.

So, in my "Duston's Plants" business, I might have one campaign for people who claim a Free Plant Coupon, one campaign for people who buy $50 worth plants for $25 and one campaign for people who enter their name and email in exchange for a guide on choosing the right plants for their landscape.

See how that works? Try to keep your campaigns as narrow as possible so you can really determine which ones are profitable and which aren't.

You don't want to have a bunch of different ads, selling different products or deals all under one campaign.

This will make more sense as we move further along.

Ok, you can see how I setup my campaign below…

Campaign Name	Free Plant Coupon
Type	● Auction Campaign ○ Fixed price Campaign
Budget (USD)	Daily ⬍ 10
Start	02/01/14 ✕ at 12:45 pm ✕ America/Los_Angeles
End	✕ at ✕ America/Los_Angeles
	☑ Run my campaign continuously from the start date.
Status	Paused ⬍

For now, keep your campaign type set to Auction. Once you're more comfortable with bidding and you understand how the platform works, you can try using fixed pricing. I recommend using Auction for beginners.

The next option is your budget, or how much you want to spend on this campaign.

You can set a daily budget or a lifetime budget. This is really up to you. Once your budget is met, your ad won't be shown again until the next day.

If you chose lifetime budget, your ad will be paused indefinitely until you choose otherwise.

If you want your campaign to run continuously using your daily budget, check the box below the end date like I did.

I like to pause my campaigns right out of the gate. To do so, just change the status from **Scheduled** to **Paused**.

The main reason I do this is to have control over the exact time when my campaigns go live. I like to monitor them at the beginning just to be sure everything is running smoothly.

When it's time to create your actual ads, the Facebook staff must first manually approve each and every ad before they can go live.

In most cases, they're approved within 24 hours but I've had some take up to 48 hours.

Either way, I want to be able to flip the switch myself. They could approve the ads at 2am and they could be running for 4 or 5 hours without me there to make sure everything is setup correctly.

Ok, when you're happy with what you have, you need to save your work. To do so, click the big green button at the top that says **Upload Changes**.

Think of the power editor as a separate piece of software on your computer *(even though it's not, it's really just another website)*.

Anything you add, edit or remove in the power editor needs to be uploaded to Facebook before the changes are actually made.

Once you hit save and everything is uploaded successfully, you should a see a message like this…
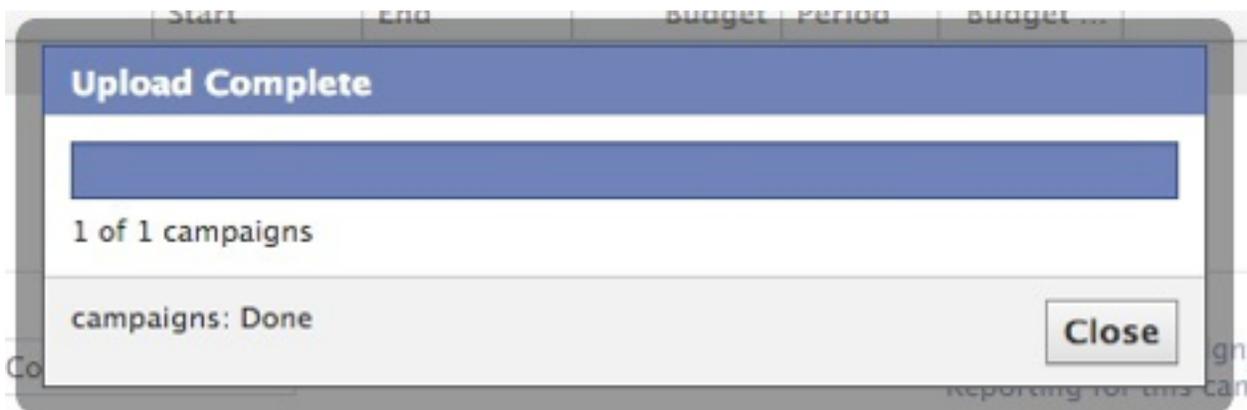
Just hit the **Close** button and you can move on to the next step.

Now we need to create a new ad inside of our new campaign. Click the **Ads** link above the **Create Campaign** button…

Then, click the **Create Ad** button. On the bottom half of the screen you'll now see a place to give your new ad a name.

If you've setup your campaigns like I told you to, naming your ads will be easy. Just use your campaign name and add a number to the end of it.

So, my campaign name was **Free Plant Coupon** so I will call my first ad **Free Plant Coupon #1**.

No one will see your campaign names or your ad names except you. They're just for your reference so you can determine what's working the best.

Next, from the drop down menu, choose what your main objective is for the ad. In my case, I want people to claim their free plant coupon from my website which I consider to be a **Website Conversion**.

I want someone to land on my webpage, enter their name and email address and get the coupon in return. That's converting a cold prospect into a warm lead.

They haven't yet given me money but they've raised their hand and shown an interest in what I have to offer.

A website conversion doesn't always mean a sale. It could be someone who filled out a form like I just described, someone who completed a survey, a quiz or a poll.

Ok, now that you've determined what the end goal is for this ad, it's time to actually create the ad.

This is where it might get confusing for you. Pay close attention…

Facebook Ad Types

Depending on what you chose from the main objective drop down menu, you might see different bullet points below it.

I don't have the space here to cover each and every option.

I'll cover one of the most popular, and effective, options which is **Clicks to Website**.

Under that objective are two options:

1. Page post linked to your website *(eligible for News Feed)*
2. Domain ad linked to your website *(Right Column only)*

Let me explain the difference between the two.

A page post linked to your website is just that… you can choose one of your posts from your business page and advertise that in the News Feed of potential prospects.

This type of ad can be displayed in the News Feed and/or in the Right Column block. It's your choice. *(remember, people on mobile devices are not shown ads in the Right Column block)*

The next option is a domain ad linked to your website. This was the first type of ad to ever be displayed on Facebook. Your only option for this one is to display it in the Right Column.

In other words, the only people who will see this type of ad are those using a laptop or desktop computer.

Before we move on, let me address something…

The Secret to Successful Advertising

If you can master what I'm about to teach you, you will be light years ahead of your competition…

The secret to successful advertising is understanding what's going on in the mind of your target prospect.

What are they thinking RIGHT NOW? Why are they doing what they're doing RIGHT NOW? What is it they're looking for?

I'll let you in on a little secret about Facebook… people are NOT there to buy. They don't turn on their computer, open up their internet browser and type in facebook.com with intentions of spending money.

They're there to mingle, to be nosy, to spy on their friends or enemies, to gossip.

Think of Facebook as a coffee shop. They go there to get away from it all, to relax, to chat with friends.

When people visit amazon.com, they're looking for something to buy. They're virtually shopping at the mall. They know going in that they want to buy.

Recognize the mindset of your prospect and tailor your message to match their state of mind.

Alright, back to posting an ad. Lets dive in to the first type… a Page Post linked to your website.

This should be selected by default if you chose the **Clicks to Website** objective.

Next, make sure your business page is selected in the Facebook page/place drop down menu.

The next set of options is in regards to the actual post you want to advertise…

Page Post

Create New Unpublished Post

(345708802233949) Photo ▼

Enter Post ID

Optional Url Tags

key1=val1&key2=val2

Conversion Tracking

☐ Track conversions on my website for this ad

If you want to advertise a post you've already made to your page, you can choose that post from the drop down menu.

If you to create a new post to advertise, click the **Create New Unpublished Post**.

If for some reason your existing post isn't shown in the drop down menu, you can locate it on your page, copy the **Post ID** and enter that number right below the drop down menu.

Since I have a brand new business page and haven't made any posts, I'm going to choose the **Create New Unpublished Post** option. Here's how that looks…
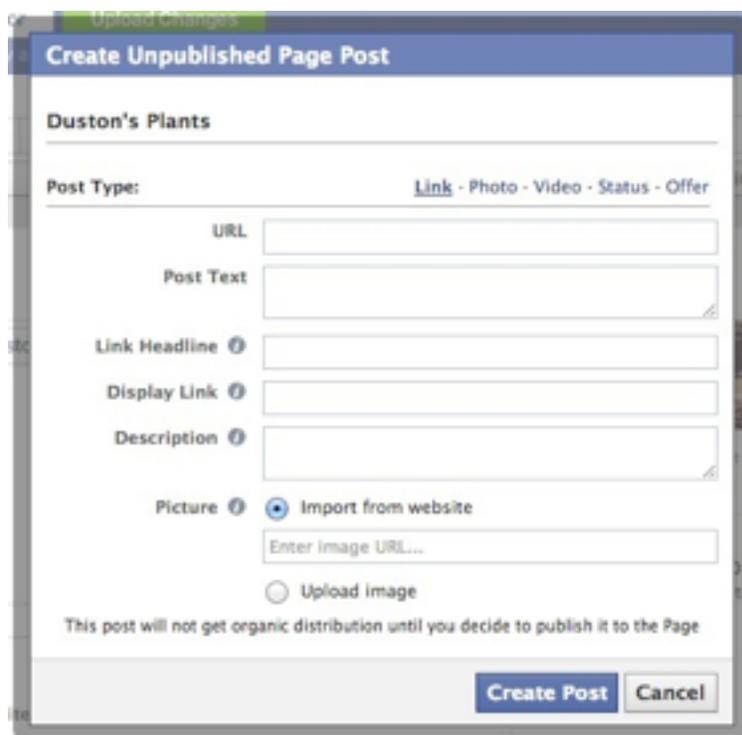
It's hard to see in that image above but there are 5 different options for the **Post Type**… Link, Photo, Video, Status and Offer.

(I told you there are tons of different ad types available!)

But if you want clicks to your website, the best way to accomplish that is with the **Link** option.

From there, fill in the fields with your desired ad copy, headline and image and click **Create Post**.

The key to making News Feed ads work is to make them compelling. They have to capture the attention of the prospect.

Think about how people are using Facebook. As of a few months ago, 48% of Facebook's traffic comes from mobile devices.

And, if you've ever seen someone using Facebook on their phone, you know how it works.

It's a game of scrolling. Scroll, scroll, scroll until something catches your eye.

That makes our job as marketers difficult. We REALLY have to stand out.

The most effective way I've found to do that requires two important pieces:

1. A hyper-targeted audience
2. An eye-catching image

The first piece can be accomplished fairly easily with Facebook's audience options and the unique features of the power editor. I'll get into audience options shortly.

The second piece to capturing your prospect's attention can sometimes be tricky.

Images. There are rules, laws and copyright infringements involved with images.

My advice? *(I'm not a lawyer. Don't take what I say as legal advice.)* **Use your own images.**

If you know you took the photo, you know it's not copyrighted by someone else.

Now, that being said, there are tons and tons of stock photo sites online who sell royalty-free stock images for commercial use.

I won't name any here, just do a Google search.

Another option is to use Wikimedia Commons. Be sure to read about reusing content outside of Wikimedia: http://commons.wikimedia.org/wiki/Commons:Reusing_content_outside_Wikimedia

Here's the thing…

Grabbing an image from a stock photo place or wiki commons is fine BUT… it's not gonna be unique.

It will never be so closely matched with your offer as it would if you were to take your own picture. It doesn't have to be professionally done. In fact, an amateur looking photo will be more effective than a professional looking stock image.

You don't want your ad to scream "I'M AN AD!"

That's what all the big dumb companies do because they see the other big dumb companies doing it. Just because everyone does it, doesn't mean it works.

Perfect example, yesterday was the Super Bowl as I'm writing this. Millions and millions of dollars were spent on 30-second ads that were displayed during that period of time.

Not hundreds, not thousands… MILLIONS of dollars. For 30 seconds of time.

I can bet with almost 100% certainty that less than 5% of the companies who ran an ad yesterday have no clue whether or not the ad itself generated any sales.

Why? Because the ad agencies who create these ads don't care about ROI. They care about aesthetics.

They pitch their ideas to the execs of big companies and call it "brand awareness".

Don't try to copy big brands. They don't advertise to make money. When you're this early in the game, you have to focus on getting a positive ROI.

If you're not a big brand, people don't care. They don't want to see your logo or your company name.

They want to know what's in it for them. Period.

Your image should reflect that benefit. It should be a single benefit, not seven. Don't try to sell more than one thing at a time.

You will end up selling none of them.

Here are a few good examples of page posts linked to a website…

Christine Kane: Uplevel You · Suggested Post   👍 Like Page
FREE VIDEO TRAINING

Free video training reveals the exact steps to take to hit $100K (and beyond) in your business this year. (Without giving up your realness...or your soul.)

http://thecashflowcode.com/fb...
See More

CRACKING THE **CASH FLOW** CODE
Hit $100K (and beyond) in your business this year!
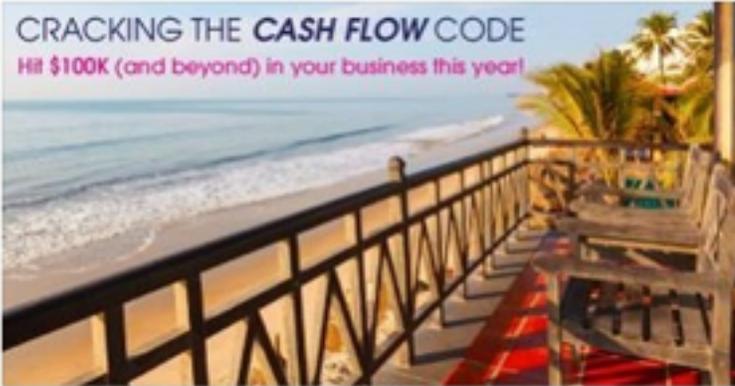
The Cash Flow Code
Hit 100k (and beyond) in your business
Free video training reveals the exact steps to take to hit $100K (and beyond) in your business this year. (Without giving up your realness...or your soul.)

Like · Comment · Share · 👍 63 💬 4 📄 17 · 🌐 · Sponsored

Right out of the gate I know what I'm getting… FREE VIDEO TRAINING. Followed by a clear offer of what will be covered in the video training.

The image is okay. I would test this against a screenshot of the video *(including the play button)*. The play button will increase clicks and reinforce the fact that I'll be watching a video.

One last thing I want to point out about this ad that's important… she included her link within the first 5 lines of the **Post Text**.

That's important. Anything below that 5th line will not be shown unless the user clicks the **See More** link.

Here's another one…

Something I'd like to point out about both of these two ads… remember how I said earlier in this guide, you should advertise to make money not to get likes?

Both of these ads include a **Like Page** button in the upper right hand corner. People can "like" your page without even clicking on your ad. BUT… you will be charged a click if someone "likes" your page this way.

Let me talk about this second ad a bit. They a clear offer that includes a free trial and the benefits of using their product are clearly stated.

But there's something ***secretly working behind the scenes*** with this ad and it's called retargeting.

Earlier today I visited the KISSmetrics website and left without signing up.

Retargeting provides you with the ability to display ads to users who visited your site but did not complete your desired conversion.

And, these ads are shown to these users on Facebook. Retargeting is a bit advanced. I'll cover that in more detail in **Part 3**.

What I want you to understand now though is, the ad you show to people you're retargeting should be different from the ad you show to a cold prospect.

It comes back to what I said earlier… tailor your message to speak to your prospect's current state of mind.

If they've already been to your site and DIDN'T convert, it's going to take a different message to get them to come back a second time.

Tracking

Once you're happy with your ad, there's a section below the **Page Post** section called **Conversion Tracking**.

You want to check the box that says **Track conversions on my website for this ad**. Another line of text will drop down instructing you to **create a tracking pixel**.

Let me briefly explain how tracking works. In most cases, a cookie is placed on the user's browser when they click your ad.

If that user reaches your desired conversion page, your tracking pixel recognizes that cookie and marks that as a conversion.

Remember, a conversion doesn't have to be a sale. It can be a newsletter signup, a free offer signup, etc.

All that's required for this to work is a "thank you page" where you can embed your tracking pixel.

A tracking pixel is really just a few lines of code that you embed into your page that's invisible to your visitors.

A thank you page is the page users are sent to AFTER completing your desired action.

So, if I'm selling an ebook and someone decides to buy it… they click the order button, they're sent to my shopping cart to enter their payment info and after they hit the order/submit button, they're redirected to a thank you page. A page that thanks them for their order.

In terms of tracking online, this is the easiest way to know when you've made a sale… when someone lands on your thank you page.

The same goes for a free offer signup. When someone enters their name and email address to receive something for free, they're redirected to a thank you page that thanks them for opting in.

The thank you page is where your tracking pixel should be embedded.

In Facebook, after you click the **create tracking pixel** link, you'll be taken to another page that explains how to install your pixel. From there, click the green **Create Conversion Pixel** button.

A pop-up box should appear where you can add a name for your tracking pixel and select a category for it like you see below…
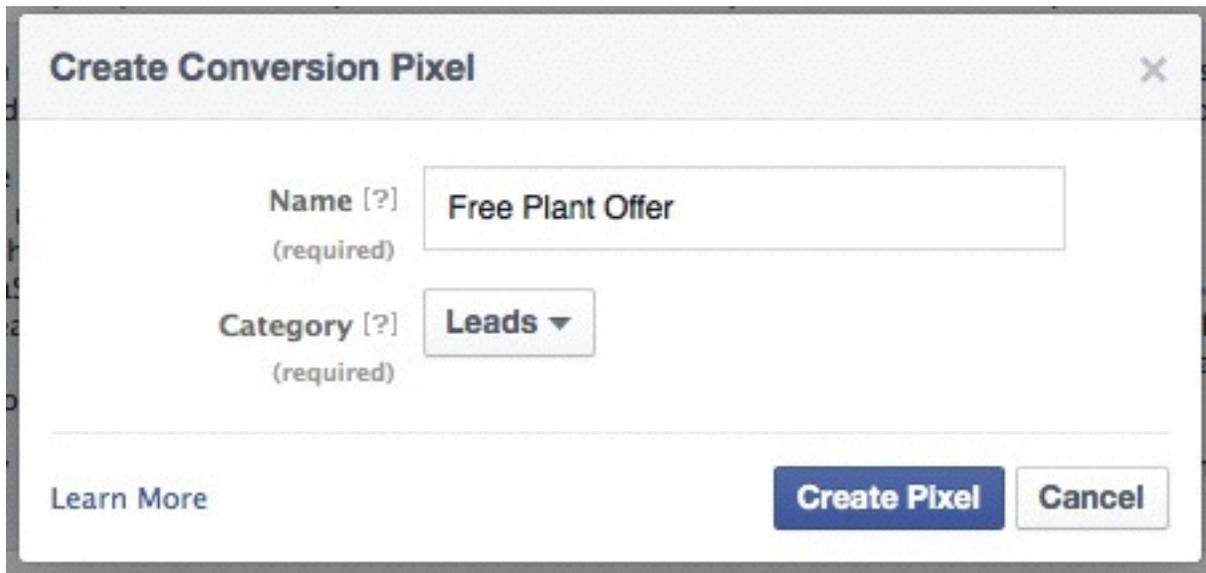
Create Conversion Pixel

Name [?]
(required)

Free Plant Offer

Category [?]
(required)

Leads ▾

Learn More

Create Pixel   Cancel

Once you've entered what you want here, click **Create Pixel**.

Another box will appear with the code you need to copy and paste into your webpage.

This code should go between the <head></head> tags on your conversion page.

Once you've added the code and someone has visited your page, the status of your pixel will change to **Verified**.

Now, when you go back to your ad click the conversion tracking checkbox, you'll see your new conversion tracking pixel listed below.

(NOTE: If you have a unique offer, like a special coupon, that you can track by counting the number that are returned to your store, you don't need to worry about conversion tracking online.)

Your next option is **Placement**. Where your ad will be displayed inside of Facebook.

This really depends on your offer, the demographic that you're targeting and the action you want them to take.
Just remember, people on mobile devices don't see the right column ad block.

Below placement is **Mobile Devices**. If you want to target people

on specific mobile devices, you can do so here.

That's it for the **Creative** part of your new ad. Now it's time to move on to the **Audience** options by selecting the **Audience** tab…
This is where you really need to know who your target prospect is. Because you can really narrow the focus of your ad to only be shown to those people.

So, in my case, I don't want to show my ad to people across the entire United States. I only want local people.

Here's what I've selected so far…

Location

United States, Ohio

Perry + 50 mi

Add a country, state/province, city or ZIP

Age

26 ▲▼ — 34 ▲▼

Gender

◉ All

◯ Men

◯ Women

I entered the city where my business is located and changed the radius to 50 miles. I also narrowed the age range down to focus on the younger generation.

This is what I would do if I were really going to run ads for this

Potential Audience ⓘ
74,000 people
- Who live in Perry (+50 mi), Ohio, United States
- exactly between the ages of 26 and 34 inclusive

business. I would probably create ads and maybe even offers specific to different age groups.

Young couples speak a different language than older folks and they both have different reasons for buying.

That's important to remember. WHO is it you're speaking to?

As you start filling out your desired audience, Facebook displays your potential audience based on your selections so far. Here's what mine looks like…

There are approximately 74,000 people who live within 50 miles of Perry, OH who are exactly between the ages of 26 and 34.

Note that this number is the estimated number of people your ad will reach over a 30 day period of time.

Lets keep moving.

This is where the true power of the **Power Editor** comes into play…

The next thing I'm going to do is narrow my focus even more by only targeting homeowners.

Categories

Homeowner ✕ | Search categories

PARTNER CATEGORIES

▼ Home

   ▼ Home Owner

Homeowner	69,204,500
Recent homebuyer	634,200
Recent mortgage borrower	1,868,400
Renter	31,141,100

▶ Home Type

▶ Home value

FACEBOOK CATEGORIES

Why am I doing this? Well, I know who my target prospect is. I know who buys plants and who doesn't.

It's rare that a young single person will come in and buy plants. In most cases they don't live in a house by themselves. They live in an apartment or condo.

I want to target people (preferably couples) who live together, in their own home, who need plants for their landscape.

This is the real beauty of advertising on Facebook. Inside the **Partner Categories** drop down menu, there is an endless amount of options for you to target people.

You can literally find your exact target prospect with only a few clicks of the mouse.

Never in the history of advertising has it been so easy to get your message in front of the perfect prospect.

Take a look at my final audience segment…
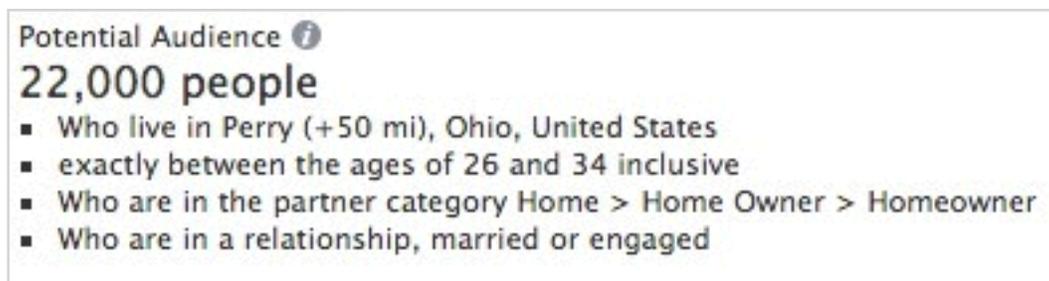
Potential Audience ⓘ
22,000 people
- Who live in Perry (+50 mi), Ohio, United States
- exactly between the ages of 26 and 34 inclusive
- Who are in the partner category Home > Home Owner > Homeowner
- Who are in a relationship, married or engaged

I can really go even narrower than that. Another option in the **Partner Categories** is to target people who have **Recently Purchased a Home**.

If I were to do this, I would create a separate ad and make my message appeal to new homeowners. Something like… *"Get a FREE Plant for Your New Home!"*

The possibilities are endless with what you have available inside the power editor.

Now we're on to the last step of creating our ad… **Optimization & Pricing**.

Until you're comfortable with the way bidding works, I suggest only bidding on a CPC basis (cost per click).

It's the least confusing way to bid. Just choose a **Max Bid Per Click**. Facebook gives you a suggested bid range based on who else is paying to advertise to those same people.

I suggest pricing your bid directly in the middle of this suggested range.

This isn't permanent. You can change it at any time. But if you bid too low, your ads will rarely be displayed and you won't get any clicks.

To determine if your campaign is going to be profitable, you need to give it some time to generate clicks and to get some conversions.

I'd like to see at least 100 clicks before I start making any assumptions about the campaign.

Once you've hit that 100 click threshold, you can start to adjust your ads, your CPC bid price and maybe even your targeting.

You also want to be sure your tracking is setup properly and displaying accurate results.

Don't be quick to say, "this isn't working, I'm shutting it off".

Facebook advertising is a tricky animal. It sometimes takes a week before they start showing your ads to a significant amount of your potential audience.

If you've followed my advice so far, chances are good that you'll have some decent results.

Part 3:
Increasing the Profitability of Your Facebook Campaigns

Step 1: Campaign Optimization

The first obvious step to increasing the profitability of your campaigns is to tweak each and every part *(one piece at a time)*, slowly increasing your conversion rates.

Do this on a per ad basis. This is why back in **Part 2**, I suggested you name your ads… **Ad #1, Ad #2** and so on.

It keeps everything clean and simple to manage.

If necessary, setup a spreadsheet to track the progress of each campaign. It can sometimes get confusing trying to look at everything from inside the power editor or from inside Facebook itself.

While it's important to have all of that info they give you at your fingertips, sometimes you only need to see a few numbers to make an assessment.

Things like **Ad Reach, Frequency, Avg. Price and Objective** just aren't necessary to determine which ad is a winning ad.

In reality, only two numbers are needed… **Total Spent** *(per ad)* and **Number of Conversions** *(or the conversion rate)*.

There's a lot you can pull from those two numbers. No matter what offer you're sending traffic to, you should always have two ads running. One control piece and one trying to beat your control piece.

Here are just a few things you can try changing to beat your control piece:

- Ad Image

- Ad Headline
- Ad Call-to-Action
- Ad Body Text
- The Landing Page Layout *(there's a lot to test here too)*
- Details of Your Offer
- Adding an Expiration Date
- Making the Offer a Limited Quantity

That's really just a small list of things you can try. Facebook is always changing. Advertising on Facebook is a never ending game of strategy.

Even as I'm writing this, something new has been added to the Power Editor. Another new feature, not available four days ago when I started writing.

An **<u>EXTREMELY</u>** powerful feature that I'll talk about more next.

Just understand that this isn't something you setup once and walk away from. You need to focus your energy on making this work for you.

If you can't, or won't, spend the time on it… find someone that will do it for you. There's people out there that will do that.

Just be sure that their main objective is the same as yours… to increase the ROI of your advertising dollars.

Step 2: Retargeting

Like I mentioned early on in this guide, retargeting is used to display ads to people who visited your site **without** completing your desired action.

If you're like most business owners, you might immediately turn your nose up at this tactic. You think to yourself, if they didn't convert the first time, they're not interested.

That's where you're wrong.

Think about something you've recently purchased. How many times did you do a Google search on the product? How many reviews did you read? Did you go to a local store and pick it up, touch it, feel it, did you test it out?

Here's my point…

Not everyone buys the first time they were introduced to a new product/service.

It can sometimes take 5-7 different points of contact before a prospect turns into a customer.

The buying process that happens inside the mind of humans is complicated. It's been the focus of hundreds of study groups. Millions of dollars a year are spent on researching the buying habits of human beings.

Don't give up after an initial contact with no sale.

Retargeting can help you do this on autopilot. Someone left your site without buying? Show them an ad with a discount offer or the same offer bundled with a different product.

Someone left your squeeze page without giving you a name and email for your free offer? Show them an ad for a different free offer.

Someone bought your initial offer but not your upsell offer? Show them an ad for a different upsell offer or a bundled upsell offer.

But how does this work? Am I paying for two different clicks from the same person?

Yes.

But don't think of it like that. Stop thinking of the 50 or 60 cents you're paying per click. Think of the $150 or $250 you're missing out on by not showing them a second ad.

Think about that. Your first ad was relevant enough to that person for them to click it the first time. They were interested. As long as your ad wasn't confusing or misleading, that's a targeted prospect.

You've already invested money into acquiring that prospect. Don't give up on them too fast. It's easier to convert a warm prospect than it is a cold prospect and the cost is minimal *(as long as your average customer value is there)*.

Before this week, retargeting was only available through 3rd party companies like AdRoll or PerfectAudience.

These companies still provide that service but Facebook has just rolled out the same feature inside their Power Editor.

It's done using something called **Custom Audiences**. We haven't talked about Custom Audiences and I won't go too deep into it, it's an advanced strategy that isn't really fit for this guide.

But I will tell you how it works with retargeting.

From inside the power editor, you can create a custom audience of people who have visited your website *(using a tracking pixel similar to the conversion tracking pixel)*.

Then, you can display specific ads to only that audience. You can create an unlimited number of custom audiences, meaning you can show retargeting ads to an unlimited number of people based on which page they landed on from your site.

The 3rd party companies charge for this service *(on a per-click basis)*. Facebook is now providing it for free.

Step 3: Increase Your Customer Value

This may seem kinda obvious but so many business owners skip right over it.

It's WAAAAY easier getting money from customers than it is prospects. Makes sense, right?

Customers already know you. They know the quality of your products/services. They trust you.

Those are major barriers to have to break when selling to brand new prospects.

But so many business owners focus all of their time and energy on getting new people to "walk through the door".

When you're trying to increase revenues, always ask yourself this one question…

> *"Where can I make the most money*
> *as quickly as possible?"*

Usually the answer to this question always involves your existing customer base. It may only seem like a short-term solution but in reality, you can integrate this strategy into your sales funnel.

Whatever it is you decide to sell to your existing customers should become a permanent product that you offer on the backend of your sales funnel.

Even if only a small percentage take you up on this offer, it's still increasing your average customer value.

And, what happens when you increase your average customer value? You can spend more money to acquire new customers.

Remember what I said early on in this guide…

The person who can profitably pay the most to acquire a customer wins.

Not only will you knock your competition off the map in Facebook, but if you have a profitable campaign there, you can have a profitable campaign almost anywhere online.

We call that **Scaling** in the online world.

When you take a profitable campaign in one online platform and paste it into another online platform like Google AdWords or Bing/Yahoo PPC or Youtube Ads.

Step 4: Get Cheaper Clicks

I put this one last because I don't want you to focus on it too much. Getting cheap clicks is not really that important.

Getting highly targeted leads is what's important.

So, once you've really honed in on your target market and you're seeing great results, you can test this strategy.

I'll preface this by saying it doesn't work for every business and I'm making no guarantees that it will work for you. I stress the word *test* in the previous paragraph.

It's been proven in the past to work but like I said earlier, Facebook changes constantly.

You used to be able to get cheaper clicks when advertising on Facebook by sending traffic to a page inside of Facebook.

In other words, Facebook is going to charge you more money by directing **THEIR** traffic to a page outside of Facebook *(like your website)*.

Makes sense, right? They're running a business just like you. Would you want your traffic leaving your site to go somewhere else? No. Neither do they.

So, they "reward" advertisers who keep their advertising traffic inside Facebook. In most cases, the traffic is directed to a Facebook business page.

Here's my **WARNING**:

Do NOT send your paid traffic straight to your Facebook business page.

The trick to making this work successfully is to send the traffic to what's called a **Tab** on your Facebook Business Page.

Here are what tabs look like…

What I've outlined in red above are the **Tabs** on your Facebook page.

From that little drop down arrow on the right you can add new tabs. But what I suggest you do is to take your existing squeeze page or landing page *(from your site)* that's already converting prospects into leads profitably and turn it into a tab on your page.

Yes, you can do that! Is it easy? Not really, but good things in life never come easy, right?!

There are some Facebook "Apps" to help with this but I'll say this again, Facebook changes constantly. What works for me today may not work for you tomorrow.

McGroartyMarketing.com

There are tons of Apps that allow you to create your own tab where you can embed one of your web pages… but the two that I have used are WooBox and PageYourself.

Just be sure that when you create your Facebook ad that you select the tab that you want to send the traffic to, otherwise it will all go to your main business page.

Hopefully by now you understand why just sending the traffic to your main business page is NOT a good idea.

There's no clear path for the visitor to take. There are too many choices/options for them. Too many things to click on.

The visitor should always know the path you want them to take on your site. It should be clear to them what action you want them to take.

They clicked your ad for one specific reason. Don't complicate the process.

Another Way to Lower Your CPC

There's another way in which Facebook rewards advertisers with a lower CPC *(cost per click)*…

By increasing your click-through rate *(or CTR)*.

The CTR of your ad is calculated by taking its number of clicks divided by its number of impressions.

Impression is just another word for a view. When someone is shown your ad, that's considered an impression.

So, if one of your ads has 2,000 impressions and 100 clicks, the CTR is .05, or 5%.

Typically, the higher your CTR is, the lower your CPC goes. It goes back to what I said earlier about Facebook being a business.

If you're getting a lot of clicks, Facebook wants to make sure you're taken care of.

Remember, every time someone clicks one of your ads, Facebook makes money… from you.

They want to take care of customers *(you)* who spend a good amount of money with them. The more clicks you're getting, the more money you're spending.

Again, this isn't nearly as important as getting your offer in front of the right person.

Saving 5 cents a click on your ad isn't going to make or break your campaign. It's just an added bonus later on.

Conclusion

I covered A LOT of ground in this guide. Truth is, there's still a lot more to cover.

I left out custom audiences, paid offers, TONS of possible apps for your business, groups, upload external lists, advertising to someone else's list, and more.

But… what I did include here is the foundation necessary for your business to thrive. I gave you everything you need to start attracting profitable leads from Facebook.

All those other things I just mentioned? Those are add-ons. Things you can do AFTER you've created profitable campaigns. Things you can do to scale your business.

You need to learn to walk before you can run. Master the basics and move on to the other stuff later.

Most business owners never go further than creating a Facebook business page. It won't take much to outperform your competition.

Just keep trudging ahead!

Dream big. Take action.
Duston McGroarty