

Paid Facebook Ads

AN INTRODUCTION TO BUYING ADS ON META



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THE BUSINESS ANMIAL PODCAST!



Get ready

THINGS YOU NEED TO KNOW AND UNDERSTAND BEFORE YOU
SPEND MONEY

Let's be clear ...

1. Buying an ad does not mean it will get seen or convert.
2. You will have to compete with other advertisers.
3. Bad ads, like bad posts, don't get traction — ads still must be about customers.
4. Paid ads take a while to work, you must keep at it to get results.

Do you know your reasons?

You need a goal.

You need an objective.

Ask yourself:

- Sales
- Brand awareness
- Recognition
- Education

MORE ABOUT THIS WHEN WE “GET SET”

Conversion or Leads?

Immediate conversion business depend on customers making a sale without a lot of consideration or assistance.

- Products
- Low investment services
- Subscriptions

Lead based business depend on customers to interact for a period of time before purchase or to work with a sales person before purchase.

- High dollar items
- Professional services
- Items or services that require a long term customer time investment

How much is a lead worth to you?

Cost per lead in online advertising from \$1 per click to \$600 per click. That's a lot of wiggle room.

Figure it out?

- How much is a sale worth to you?
 - Example: if you're selling a 10,000 product with a 80% profit margin, you can spend a lot more per lead than if you had a \$10 product with an 80% profit margin.
- How much is a customer worth to you?
 - Example: if you sell a \$10 product 10x a month to a customer, you can spend more than if it's just a one time sale.
- What does a customer lifetime constitute for your business?
 - Example, a real estate agent may fall into the high lead value arena, but (unless it's commercial or investment) that may be the lifetime value of that lead *whereas* a low investment product that is used daily over multiple years may have a higher value than you might think.

What do you consider a conversion?

Does it take an exchange of money?*

Does it take a click? **

Does it take a brand impression? ***

* what is the value of that sale?

** will that click become a lead?

*** will that impression become a click?

Lead Based or Conversion Based

**YOU MUST BUILD A
DATABASE!**

(which means you'll need email
marketing!)

What is your marketing budget?

... and how does online marketing fit into the larger picture?

Typical marketing budgets run from 4% to 24% of gross desired revenue. I recommend at least 15. Products generally require a higher budget than services

Only part of that budget may be for online marketing. Other items in your marketing budget may include direct expenses (ie, printing, events, signage, etc), employees, research, analytics and more.

A word about your target market ...

1. Online marketing works best when it's targeted.
2. You must KNOW your target market to market the right customers.
3. You can have more than one target market, but you should separate create ads and budgets that are specific to each target.
4. When your target market is narrow, and your ad is designed to reach them specifically, it will be more successful.

What you should know about your target market ...

Demographics such as age, gender, education, income level, location.

Personality such as style, attitude, cultural connections.

Intrinsic traits such as values, religion, vision, desires, motivations.

Affiliations such as groups, organizations, social channels, networks.

Set up and install your technology ...

Why now? Because it takes a while to build up data!

1. Install your pixels. Facebook and Google have pixels.
2. Set up your email marketing.
3. Set up your Google Search Console and Analytics so you can track trends.
4. Set up your channels and ad accounts with social channels.

Meta Pixel

Add a piece of code to your website that lets you measure, optimize and build audiences for your ad campaigns.



Overview

Case Studies

Introduction

What is the Meta Pixel?

The Meta Pixel is a piece of code on your website that can help you better understand the effectiveness of your

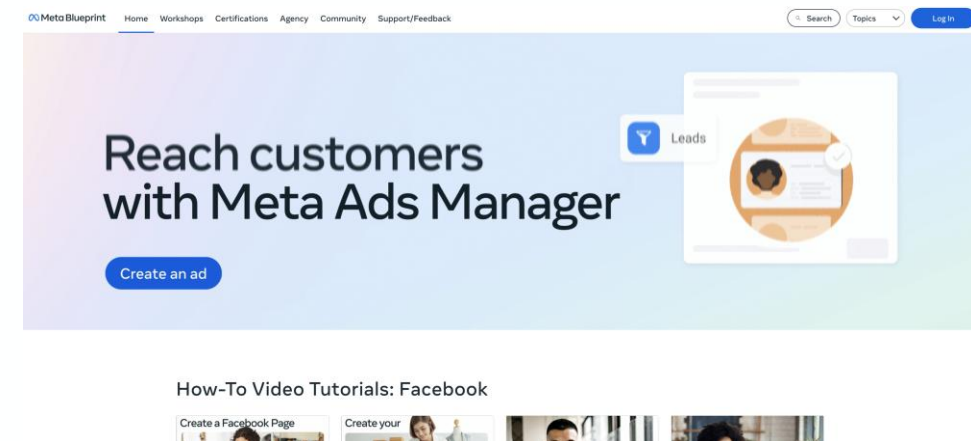


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