NAMS

Novice to Advanced Marketing System

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FACEBOOK MARKETING 3.0: WORKBOOK

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Feed Your Funnel with Facebook Ads!

Here's something nearly every successful entrepreneur knows: keeping a funnel full of prospects and clients is the key to consistent income and a growing business.

Of course, that's easy to say. It's quite another thing to actually do. If you've struggled to build your mailing list, aren't sure what your conversion rates are (or what changes affect them), and don't quite know what entices people to buy your programs, don't get down on yourself.

Many, many business owners are in your same boat. They're making money— some might even call them successful—but they know it could be better. They realize that the money really is in the list, and that a plan for filling their funnel is critical to their long-term success.

If that's you, then you've probably read a lot of advice on funnel and list building. You've no doubt put some techniques into practice, such as:

- ✓ Free content creation: Blogging, podcasting, YouTube videos and other forms of content are great for getting attention, but it can be a long time in coming.
- ✓ JV partnerships: Working together to host a telesummit or free webinar is a proven method for building your list by "borrowing" someone else's audience. The only trouble is, if you're just starting out, it can be tough to find a willing partner.
- ✓ Book publishing: Nothing says you know your stuff quite like having your name on a book cover. But I think you'd agree that writing a book is definitely a long-term strategy—not to mention a massive time investment.

For fast, effective, and inexpensive funnel-filling strategies, today's top coaches and service providers are turning to our favorite social network: Facebook.

Facebook offers low-cost advertising that's highly targeted, and if done right, it can add massive numbers of qualified clients to your marketing funnel.

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Step 1: Your Outstanding Offer

As with any advertising plan, the first thing you must consider is your offer. While you can advertise paid products on Facebook and drive traffic directly to your sales page, you'll likely find your conversion rates are low.

A better choice is to create Facebook ads to promote a high-quality free offer that provides exceptional value to your ideal client. As the first step in your funnel, you want to make sure it:

- ✓ Perfectly represents your branding
- ✓ Offers valuable information your ideal client needs and wants
- ✓ Is perfectly clear, with each step matching the next so there is no confusion

There's no need to go overboard though.

The days of offering a 200-page eBook and 7-video training series as an opt-in incentive are over. Your readers are no longer looking for that much in-depth content right from the get-go. They simply don't have the time to make good use of it.

Instead, you want to offer them exactly what they need at this exact point in their journey.

For example, if your ideal prospect is just getting started in her coaching business, she's probably looking for help with technical set ups. She might not know which hosting companies are best, or which website solution will work for her. She might not know if she needs a shopping cart, or which one to choose if she does.

A simple one-page resources guide that shows the tools you use in your business will have far greater value to her than a long eBook that will take her a week to read.

Distill your information down into only the most relevant facts, then design an appealing PDF or worksheet, and your visitors will find just as much value in that—maybe more. You're still providing the same great information, but you're also saving them hours of time.

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Exercise: Design your offer

1. The biggest pain point my market faces is:

2. My market prefers to learn by (format):

3. I can help my market overcome their pain quickly with:

4. My market has responded well to (previous offers):

Remember though—this is only the first stop in your funnel, so you'll want to be sure you have a solid monetization plan that fits perfectly with your initial offer. Ideally, you want each step in the process to be exactly what your ideal client needs at that junction.

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Step 2: Monetize Before You Market

Creating a funnel is easy. At its most basic, you'll have a landing page, a download page, the incentive, and an email autoresponder follow-up sequence.

But if that's all your funnel is, then you're truly leaving money on the table.

The best funnels are fully monetized before you begin filling them, so that you can see a positive return on your investment quickly. And even though your initial offer might be free, that doesn't mean that you cannot earn revenue. Top marketers know that the key to growth is in passive income, and your opt-in incentive and funnel are the ideal vehicles for that.

You can monetize your funnel in a variety of ways, starting with your incentive. Using the example from Step 1, you could provide affiliate links to the various tools you're promoting. This is a proven method and can even earn long-term residual income on things like hosting providers, autoresponders, and shopping carts.

Another monetization method is through upgrades. For example, if your initial offer is for a "lite" version of a larger program, then your upgrade might be for the full product. If the full product is purchased, then the upgrade might be a one-time-offer (OTO) for a companion product or service.

Coupons work well for monetizing free content as well. For example, if your initial offer is a worksheet to help your potential clients solidify and clarify their branding, then a matching coupon offer would be for 50% off a coaching session with you. Give your opt-ins a chance to work through the worksheet on their own, then email the coaching coupon with an invitation to book an appointment. If they have questions or are struggling, your offer will more than likely arrive in their inbox at just the right time for them to take action.

Lastly, you might consider an additional free offer. If you're a coach who routinely conducts discovery sessions as a way to sell your coaching services, then an invitation to book a session with you is the perfect way to monetize your free content. While you won't collect cash immediately, a good percentage of those who book a discovery session will go on to hire you, so it's still a great option for monetizing your funnel.

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Exercise: Monetize your free content.

Affiliate Offer	My Unique Link

Upsell or Cross-sell	Link

Coupons	Product

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Step 3: Laying the Foundation

Beyond the monetization of your free content, you want to be sure you have your funnel fully mapped out before you begin driving traffic in earnest. While it's okay to not have all of the pieces finished yet (especially if you're planning a VIP day or other large-ticket product or service at the tip of your funnel) you should at least have the basics of the roadmap done.

The most profitable funnels all have one thing in common: They skillfully answer the "what's next" question with exactly the right product or service at exactly the right time.

To go back to our example from Step 1, say your prospect is in the beginning stages of building her coaching business. She's downloaded your new guide to getting started, and she now has a website up on the host you recommended, plus she's collecting emails through a form in her sidebar.

What's her most logical next need?

Based on what you know about your clients, you might feel her next step is:

- ✓ More traffic. It's difficult to build an email list without lots and lots of traffic.
- ✓ Better branding. A laser-focused brand effects everything from the colors and fonts on your site to the words you use in your emails, and it's not something that comes naturally to most people. Your client with the new website may need some help here.
- ✓ Program development. Not all coaching programs are the same and figuring out what to offer can be tough for a new coach. Your prospects may need your expert advice to create a solid program.

But don't stop there.

After helping your prospect get more traffic, what's her next need? Your funnel should be designed to answer that—and all her subsequent questions—at just the right time.

Keep in mind, too, that you can connect multiple funnels for a more complex, robust sales structure. Consider using tagging and list automation to move prospects and customers from one funnel to another based on their behavior and purchases.

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Exercise: Plan your funnel.

Funnel Step	Offer
Free offer	
Low-cost offer	
Mid-priced offer	
High-priced offer	
VIP offer	

Step 4: Your Target Audience

Before you can design an effective ad to feed into your now fully prepared funnel, you must first know who your ideal target audience is. The more clearly you can define this person, the more effective your ads will be, the higher your ROI will be, and the less you'll pay per conversion.

If you haven't yet developed your ideal client avatar, now is the time to do some work in this area. Start with asking yourself everything you know about your perfect client.

- ✓ Is she a new coach who has only just built her first website?
- ✓ Is she an established business owner looking to improve her conversions?
- ✓ Is she in her mid-20s or nearing retirement?
- ✓ Is she a mom or a single career woman?
- ✓ Does she have money to invest in her business and herself?
- ✓ Does she have a day job and is looking for a side gig, or is she self-employed?
- ✓ Where does she most often hang out online?
- ✓ What magazines does she read?
- ✓ Whose blog is she a fan of?
- ✓ What Facebook groups does she belong to?

These and dozens of other questions will help you determine exactly who your target audience is.

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Think about who you work with now. Are any of your current clients what you might consider "ideal"? Why or why not? What makes them different from the clients you want to work with?

If you're struggling to come up with your target audience, consider conducting a survey. A short questionnaire sent to your list members and shared on social media can provide valuable insight not only on who you're attracting to your business right now but will also let you know exactly what they need and want from you.

A good survey:

- ✓ Is short—no more than 10 questions. It shouldn't take your readers more than a few minutes to fill it out.
- ✓ Offers a mix of multiple choice and essay style questions.
- ✓ Provides an incentive. Consider offering survey respondents a bonus gift for their time, or—if it works in your market—providing a compilation of the responses. For example, your market might be highly interested in how much other coaches earn, so offering to share a summary of the results can be very enticing.

You can easily conduct a survey using Google Sheets, SurveyMonkey, or even using a plugin such as Formidable or Gravity Forms on your website. Ask your blog readers, list members, and social media followers to share their thoughts through the survey, and you'll instantly know more about your target audience than you may have thought possible.

Not only that, but you'll have far greater insight into future programs and service offerings that will resonate with your market, making product creation (and funnel mapping) a breeze!

You can use what you know about your ideal client when creating your Facebook ad. For example, you'll choose:

- ✓ Her demographic (age, sex, marital status, etc.)
- ✓ Her interests
- ✓ Her language and location
- ✓ Her hobbies
- ✓ Her political views
- ✓ And many, many other options

Obviously, you do not have to use all of this information to narrow your audience. As you build your audience when creating your ad, Facebook will show you your approximate "reach" as you add more and more information. The ad manager will also give you direction as you go with a helpful graphic that tells you if your audience is too broad or too narrow.

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Exercise: Get to know your ideal audience.

In as much detail as possible, write out your target audience details. Include things like age, marital status, number of children, hobbies, books and movies she loves, where she vacations, how much she earns, and any other information that will help you target the right people with your ad.

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Step 5: Landing and download Pages

When you're running paid ads, your landing page is critical to your success. It's often the very first encounter a new reader has with your brand, your personality, and your content.

And you have about three seconds to make a great impression.

Just like with your ad (which we'll cover in more detail in Step 7) you have only a few words to make a compelling offer. The good news is, your landing page has a lot more space and flexibility than your ad does, so let's take advantage of it.

You'll most likely want to use a landing page creator such as LeadPages or ClickFunnels. While you can create landing pages with just your WordPress website—or even with an HTML page you make with Dreamweaver—you'll have a much easier time and see better results with a drag-and-drop tool designed just for this purpose.

Both LeadPages and ClickFunnels integrate with all the most common autoresponder services, so all that's left for you to do is create your copy, add an image to represent your offer, and plug in your autoresponder code.

You may also include:

- ✓ A video. Some people have great success using video-based landing pages, so if you're comfortable with video, you may want to test this.
- ✓ Social sharing buttons. Encourage your visitors to share with their friends and colleagues.
- ✓ Viral offers. Services such as UpViral encourage subscribers to share your offer by allowing them to earn "points" for each time they share. Once they earn your specified number of points, they receive a special bonus—typically an additional download or training of some kind.

Your download page is similar in that you want to be sure you are consistent with your branding and style (LeadPages and ClickFunnels makes this easy), but it's also valuable real estate when it comes to funnel building. It's the perfect place to make your next offer, and since your new subscriber is excited about you (after all, she just opted in) now is a great time for a small upsell.

Look back at Step 2 and your monetization plan. What would be a good fit for your download page? Consider:

- ✓ A paid offer
- ✓ An exclusive coupon
- ✓ An invitation to a private group

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- ✓ A discovery session offer

Remember, keep in mind "what's next?" and the perfect offer for your download page will be clear to you.

Exercise: Design your landing and download pages.

Landing page:

Headline (keep it short and benefit driven):

Bullet-point benefits:

1	
2	
3	
4	
5	

Graphic representation of your offer (eBook cover, video placeholder, etc.)

Social share buttons? (Yes/no)

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Download page:

Headline (keep it short and benefit driven):

Graphic representation of your offer with a download button.

Upsell offer:

Social sharing buttons (yes/no)

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Step 6: Your Email Autoresponder

Once your new subscriber has opted in, she'll receive an email message from you. Of all the emails you send, either as a part of an autoresponder series or as a broadcast, this is the one that will have the highest open rates— sometimes in excess of 75%—so it pays to put some thought into what you want to say here.

Just like your download page, you could make another offer. Again, your new subscriber is primed to take action, so now is a good time to tell her what her next step is.

You could also take this opportunity to help her learn more about you and your business by encouraging her to actually consume the content she's just received. Far too many free downloads are never even opened, let alone acted upon, and when that happens, your funnel is ineffective.

It's far better if you can encourage your readers to use the content you create. You can do that simply by asking a question or pointing out an important section. For example, you might say:

"Don't miss the worksheet on page four. It will help you outline your next coaching program quickly and easily!"

Now you've piqued her interest with the promise of a worksheet, and she's more likely to read through the rest of your guide—and to take action on your suggestions there.

Exercise: Plan your follow-ups.

Email #1 (immediately following opt-in)

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Email #2: _____ days after opt-in

Email #3: _____ days after opt-in

Email #4: _____ days after opt-in

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Email #5: _____ days after opt-in

Step 7: Choose Your Ad Style

Whew! Now that you've spent some time developing your opt-in incentive, defining your audience, and mapping out your funnel, it's finally time to get down to business with Facebook ads.

Nowhere is it easier to reach millions of people with just a few dollars spent, and coaches and service providers alike are discovering that the return on investment for these ads can be very good indeed.

But you do have to put some thought into what kinds of ads to create which audiences to target, and—of course—good copywriting.

To start, you'll need to determine the type of ad you'll run. Facebook offers plenty of choices, such as:

- ✓ Page likes. Your ad will prompt people to "like" your business or fan page.
- ✓ Website visit. This ad asks people to click through to your website or landing page.
- ✓ Boosted posts. This ad is simply a Facebook page post which you're paying to show to a greater audience.
- ✓ Reach a local audience. This ad is ideal for brick and mortar businesses who want to get the word out regionally.
- ✓ Get people to claim your offer. While this looks like what you want, it's really designed for retail stores promoting a coupon or other discount.

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- ✓ Lead ads. This new type of Facebook ad makes it easy for people to sign up for your offer, because Facebook will automatically fill in their information with the click of a button. The downside is your prospect will see only your ad—not your landing page. So your space is extremely limited.

While each ad type has its place, for filling your funnel, you will most likely choose either website visit or lead ads. And while lead ads are an exciting development, you might find that the standard website visit is easier to manage, simply because you'll have one more chance (your landing page) to entice people to give up their email address.

As we'll see in the next section, copy space is extremely limited on Facebook ads. You have only a few words to make a compelling offer, and that can be tough. With the additional space a landing page offers, you can add video, more benefits, or a graphic representation of your offer, all of which can help with conversion rates.

Exercise: Determine your ad style.

What's the primary purpose of your ad? This will determine which style will work best for your needs.

My ad will:

- ☐ Promote my free gift to help fill my funnel [Website visit]
- ☐ Drive traffic to a blog post or other content [Boosted post]
- ☐ Encourage page "likes" [Page likes]
- ☐ Allow people to subscribe with one click [Lead ads]
- ☐ Find an audience for my local business [Claim my offer or Find a local audience]

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Step 8: Copywriting matters

The 17th century mathematician, Blaise Pascal, is often quoted as saying, "*I would have written a shorter letter, but I did not have the time*."

If you've ever tried to write short form copy, then you know this is true. With just a few words, it's difficult to:

- ✓ Get a reader's attention
- ✓ Let her know she's your target audience
- ✓ Explain your offer
- ✓ Make it compelling enough to get the click

But that's exactly what you need to do with Facebook ads. You have less than 300 characters (that's just over two Tweets) and one image to make your case, and for most people, that will take some effort.

Start by paying close attention to the ads you see in your Facebook feed. Take screenshots of them and save them in a "swipe" file. As you notice each one, ask yourself:

- ✓ What about this ad captured my attention?
- ✓ How do I know I'm the correct audience?
- ✓ What is the offer?
- ✓ Why is it compelling (or not)?
- ✓ Which words specifically make me want to click?

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Think about the image as well. What makes it eye-catching? Does it contain text or not? What do you like about it? What do you dislike?

The more ads you study, the better you will be at creating ads that work for your business.

While entire volumes can be written on how to write effective copy, it may help to remember a few tips:

1. Speak your market's language. If you used a survey in Step 4, pull out those answers and use the same words your readers are using to describe their needs.
2. Find the biggest benefit. If you're offering a resource guide, why? What will your reader gain from it? But don't stop there. Find the benefit of the benefit, and your sales copy (because that's what this is) will convert well.
3. Fulfill your promise. If you've ever clicked on an ad for shoes only to land on a page full of jewelry, then you know about unfulfilled promises. Don't do that to your readers. Make sure that the information on your landing page is an expanded version of your ad.

Pro tip: Pick up a copy of "Words that Sell" by Richard Bayan. It's a thesaurus for copywriters, and when every word counts, it's an invaluable resource.

Exercise: Lay out your ad.

Using the following worksheet and recommended character counts, create your ad.

Website URL. Where clicks to your ad go.

Image. Must have less than 20% text for ad approval.

Pro tip: Bright, eye-catching graphics will always work best. Avoid using images that portray your readers pain, and instead focus on the outcome she will receive. (i.e. Don't choose an image of a sad, overwhelmed business owner. Instead use an image of a happy woman lounging on the beach. That's the outcome she wants.)

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Headline (25 characters or less**). Appears below the ad image:

Text (90 characters or less**). Appears above the ad image:

News feed link description (200 characters or less**). Appears below the headline.

** Recommended character counts only. Some ads may show more, while others may show fewer. Always test your ads to determine exactly what your market will see.

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Call to action button. Choose one.

- ☐ No button
- ☐ Apply Now
- ☐ Book Now
- ☐ Contact Us
- ☐ Donate Now
- ☐ Download
- ☐ Learn More
- ☐ Shop Now
- ☐ Sign Up
- ☐ Watch More

Display Link. Appears below news feed description.

Step 9: Test and Tweak

After your ad has been running for a few hours, you'll begin to see some meaningful stats in your ad manager. You can choose to view stats by campaign, by ad set, or by individual ad. If you're just getting started with advertising, you'll most likely be running only a single ad, so it makes sense to view those stats.

You'll see plenty of numbers here, but what you really want to pay attention to is:

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- ✓ Your CTR (click through rate) to your link. Facebook counts and tracks all clicks on your ad, whether it's to like your page or check out your offer, but the one that really counts is the CTR to your landing page. The higher the percentage the better.
- ✓ Your CPC (cost per click) to your link. This is how much you are charged each time someone clicks through to your landing page. The lower the cost the more effective your ad is.

If you find that your CTR is low, then it's time to take a look at your message to market match. Is your target audience interested in what you're offering? Is your ad copy failing to clearly show the benefits of your offer? You should aim for a CTR of 2% or greater.

Your CPC is closely related, and a high number likely means you have a message to market mismatch.

Ideally, you'll want to tweak your ads to improve your stats but use caution here. Don't change out your entire ad at one time. Doing so will leave you no way of knowing what was working and what wasn't.

A far better choice is to change one thing at a time. For example, create an ad with a new image, and test that against your original. If it performs better, then try changing the headline and test again.

A systematic approach will allow you to see exactly what works with your audience –and what doesn't. And remember, you can create multiple ads within a single campaign and run them simultaneously, so you can see which ones perform better, then turn off the ones that aren't working.

Exercise: Check your stats!

Download the Excel Spreadsheet and track your conversion stats.

	A	B	C	D	E	F	G	H	I
1	**Campaing Name & Content**	**# of Impressions**	**# Of Clicks**	**Conversion %**	**# of Optins**	**Conversion %**	**Total Spent**	**Cost Per Opt In**	**# Of Sales**
2									
3	Updated 1/24/2018								
4	**Campaign Name - Email Autoreposnder Magic**								
5	4 Part Email Series - Cold Traffic Mobile Only	1637	65	3.97%	48	73.85%	$67.50	$1.41	0
6	4 Part Email Series Retargeting to Anyone Who Did not opt in	160	11	6.88%	9	81.82%	$30.50	$3.39	0
7	Retargeting to Anyone Who Has Opted in No Purchase (Changed to mobile only on 1/24)	70	0	0	0	0	$6.48	0	0
8									

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