



The Ultimate Facebook Marketing Guide

How to get more leads with Facebook Marketing



The Ultimate Facebook Marketing Guide. How to profit from Facebook Ads and Achieve Greatness.

In this Facebook Marketing Guide you are going to find answers to the following questions.

*Should you be using Facebook to market your product or service?

*Can Facebook give you the ROI (Return On Investment)?

*What are some best practices for Facebook marketing?

*How does Facebook Marketing compare to YouTube, Adwords, Twitter, LinkedIn and Bing?

*How to build custom Audiences and control your ad spend.

*How to set up your funnel and correct way so you can track your conversions.

Etc...

Those are just a few of the things we are going to learn...so lets get started.

To be or not to be on Facebook?

The short answer is yes! You definitely should be on Facebook even if it is for retargeting purposes only.

- 67% of the US population and 82% of the UK population is on Facebook
- Facebook is the most popular app on smartphones
- There are 829 million active daily users on Facebook
- You can build custom audiences and target groups

Facebook is a beast and the best thing of all is...

Facebook has to make money for their shareholders therefore, they are doing all they can to improve their advertising platform. It's only going to get better in the near future. After that, who knows what will happen.

It's a win win.

Word of Caution

- Don't let Facebook control your budget
- Don't be careless on your tracking and reporting
- Don't forget to check your progress at least once a week
- Run ads to specific landing pages that you can track
- Don't forget to tell your mom you love her... :)



Facebook Vs YouTube, Adwords, Twitter and LinkedIn



<input type="checkbox"/>	Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent Today ?	Total Spent ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ydraw - Video Views	● Active	24 Video Views	\$0.75 Per Video View	825	\$0.33 of \$2.00	\$18.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ydraw.com/facebook-landing-... - Website Clicks	● Active	28 Website Clicks	\$0.69 Per Website Click	893	\$1.10 of \$5.00	\$19.49
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ydraw.com/facebook-landing-... - Website Conversions	● Active	4 Conversions	\$9.83 Per Conversion	11,515	\$2.48 of \$10.00	\$39.34

Facebook Cost Per Lead (Last 7 Day Period)

Total Leads: 9
Total Cost: \$91.67

Cost Per Lead: \$10.18

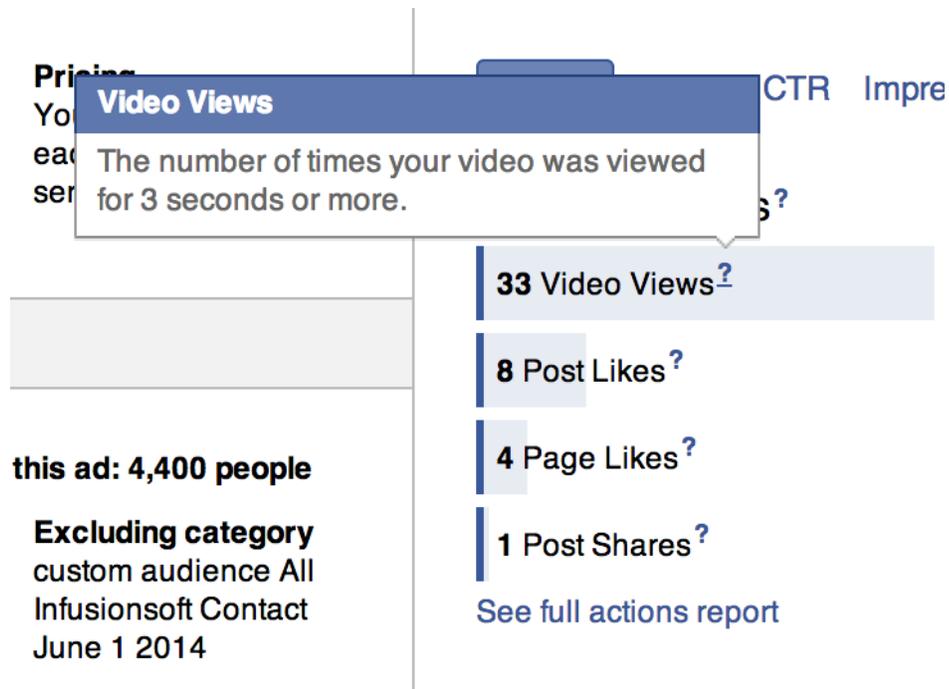
When we ran our Facebook ads we used retargeting and specific audiences. That is a big key to conversions.

**Run your ads to specific audiences that you created or that have visited your website. **

Caution!

I am not a big fan of Facebook video ads.

Facebook considers a video view when someone watches 3 seconds of your video. That's robbery!



Compare that to YouTube's 30 seconds. The numbers just do not make sense. But things can change any day.

Cost Per Video View Facebook \$.75 (3 seconds)
 Cost Per Video View YouTube \$.09 (30 seconds)

Success is found in the numbers...Don't miss the small details that can cost you a fortune.

A lot of bigger corporations spend millions on Facebook advertising and they don't even look at the numbers.

Great example is the video views. If someone watches 3 seconds of your video, you will be charged.

You know how I mentioned that I left Facebook advertising for awhile? This was the reason. Their numbers just were not making sense and I felt like they were focused on taking

customer money without providing a good service. Also, I saw a lot of bogus clicks and views.

I have since returned with a vengeance. And I have a lot better control with my Facebook Ads. I will explain what I did a little later on in this guide.

YouTube Cost Per Lead (Last 30 Day Period)



Views	View Rate	Avg. CPV	Total cost	Clicks	CTR	Conversions	Conv. rate	Cost / conv.	Converted views	View conversion rate	Cost / converted view
1,329	8.43%	\$0.06	\$85.77	133	0.84%	5	0.38%	\$17.15	5	0.38%	\$17.15
9,983	9.37%	\$0.09	\$928.58	613	0.58%	42	0.42%	\$22.11	40	0.40%	\$23.21
11,312	9.25%	\$0.09	\$1,014.35	746	0.61%	47	0.42%	\$21.58	45	0.40%	\$22.54

Total Leads: 47
Total Cost: \$1014.35
Total Cost Per View: \$.09
Total Visitors: 746

Cost Per Lead: \$22.54

YouTube is still one of my Favorite avenues to capture leads.

It's the second biggest search engine and I can target specific videos and keywords.

If you are interested in YouTube marketing I would suggest reading our Ultimate Guide To YouTube Marketing.



Adwords Cost Per Lead (30 Day Period)

3,414	1,744,507	0.20%	\$0.53	\$1,816.67	1.2	17	\$106.23	0.50%	0	\$1.04
339	33,616	1.01%	\$3.67	\$1,244.55	4.3	15	\$82.53	4.45%	0	\$37.02
3,075	1,710,891	0.18%	\$0.19	\$572.12	1.1	2	\$283.96	0.07%	0	\$0.33
3,414	1,744,507	0.20%	\$0.53	\$1,816.67	1.2	17	\$106.23	0.50%	0	\$1.04

Total Leads: 17

Total Cost: \$1,816.67

Cost Per Lead: \$106.23

Adwords is where you are going to get your most qualified leads.

Think about it...

You have someone who is actually searching for your product or service. They are shopping and looking to buy.

The cost is a lot more but as long as the ROI is there you should be running ads on Adwords. I also like to use retargeting with Adwords.

Caution!

- Google continues to change the rules and continues to increase the cost per click
- Adwords can be very expensive and very competitive
- Fraudulent clicks (eliminate this with ip exclusions)

- Use exact words and phrase match

Twitter, LinkedIn



I have yet to see any results from LinkedIn or Twitter. Like Facebook, Twitter and LinkedIn are under the gun to start producing results for shareholders. Their advertising platforms are going to get better.



I will keep testing and let you know when I start seeing actual results.

How to Create Facebook Ads The Right Way

Back in 2012 a video came out on YouTube about Facebook click fraud. It was awesome! It was a perfect example of what not to do with Facebook.

The number one take away is:

You have to build and target custom audiences.

Meaning you build off of your current email lists, contacts, and you use your website visitors.

“The most relevant audience is your actual customers. When you create Facebook ads, you start with them. The further you get away from that center, the less confidence you should have in the results.”

Jon Loomer

Step 1: Create Your Ad

When you create your ad you will be asked what goal you want to achieve. Do you want traffic, conversions, video views, likes, etc.

What kind of results do you want for your ads?

Clicks to Website
Website Conversions
Page Post Engagement
Page Likes
App Installs
App Engagement
Event Responses
Offer Claims
Video Views

Website Conversions
Promote the actions you want people to take in response to your ads.

<http://ydraw.com/facebook-landing-page-ex>

Facebook Landing Page

No pixel selected

LEADS

- ✓ Facebook Landing Page
Active

I will usually build ads for Website Conversions.

Facebook will then ask you to choose your landing page and conversion pixel.

Earlier I mentioned the fact that I did not have confidence in Facebook tracking. To combat this, I built a totally separate landing page and Thank You page. This is where your marketing funnel comes into play.

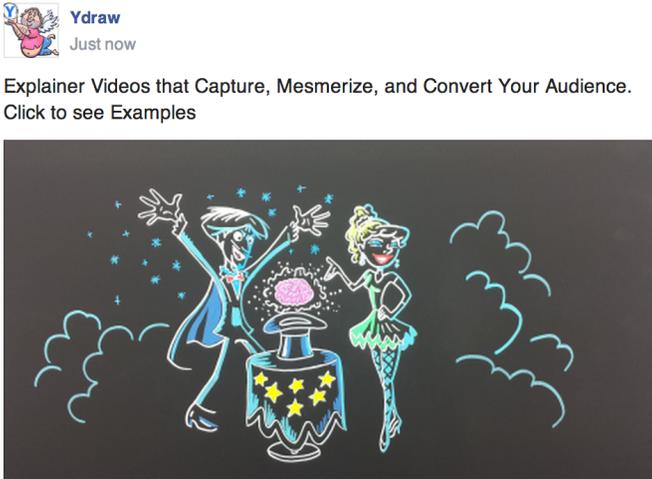
You will want to build a funnel that is dedicated to Facebook Lead Generation only.

Step 2: Design Your Ad

Just follow the instructions and make sure you create a nice customized image.

Do

- Create a strong headline
- Design a custom image that is unique and will capture attention.
- Place Call To Actions throughout the ad



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Step 3: Create Your Audience. ****Important****

This were where things can get tricky. Your custom audience is what will make or break your ads. So we suggest you do the following.

1. Create an audience with Facebook Retargeting (website visitors).

Facebook will give you a simple code that you will need to place onto your website. This will allow you to run ads to people who have visited your website.

Once you have a nice list Facebook will allow you to build a look-a-like audience from the list.

You can learn more about retargeting your visitors here:

[How Retargeting Can Be Used to Nurture Leads](#)

Another post about Custom Audiences:

[Facebook Retargeting Has Finally Arrived – Facebook Ads](#)

2. Create an audience from you current contact lists, CRM, email lists, social media accounts, or phone contacts.

If you can capture an email address, Facebook will allow you to upload those emails into their system. They will start running your ads to your contacts.

Say you have a list of 500 contacts on LinkedIn. You can take that list of people and upload them into Facebook. Facebook will track down their Facebook accounts so you can start serving them ads.

You can get pretty creative and you can also run some very specific ads since you know where the audience came from.

Think...Minority Report where Tom Cruise walks down the street and the billboard message would change and run ads according to his interests.

You can do this with Facebook.

You can also target age, gender, languages, interests, behaviors, etc.

Don't run Facebook ads without building a targeted audience.

Finally, let your Facebook ads run.

You are now ready to place your order. Hit the green button and let your ads fly.



Place Order

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PS: Here's a little trick that you will want to apply to your ads. I call this the Duplication Method.

Step 1: Create your ad (set a very low budget)

Step 1a: Make sure the ad is approved first

Step 2: Create 8-12 similar ads

Step 3: On day two check and see what ad has the highest conversion, click through rate, or website clicks.

Step 4: Pick the highest converting ad and turn off all the rest.



Do You Need Help With With Your Online Marketing?

We can help! Yinc will help grow your company by generating leads, nurturing those leads with campaigns and finally converting those leads into happy customers. We'll do it all for you.

get started today

