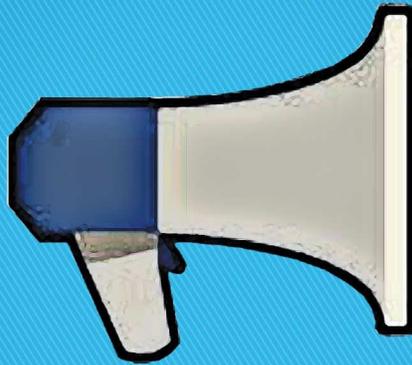


Network Marketers:
**DON'T BUY FACEBOOK ADS
BEFORE READING THIS 5-STEP GUIDE!**



facebook®
Ads

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Please share with your downline or any friends in MLM.

I. INTRODUCTION: *\$2.3 Billion*

April 2013.

That was when facebook overhauled its ad platform. A quick look at facebook's stock price shows a huge jump right at July 24, 2013, and those two dates are more closely tied than West Virginia cousins. The connection: profits from their changing ad strategy, rolled out in April, were announced at the end of 2013's Q2 (second quarter) on July 24.

Until then, facebook's ad program had been languishing. There was one of the most rapt audiences in the universe pointing their eyeballs at the site for hours a day, but the sidebar ad system wasn't showing obvious results, and conversion wasn't being tracked. There were still a lot of advertisers dumping in money, but they were getting ready to bolt.

But facebook made five significant changes that not only snapped the program back into action, but exploded growth. In 2013 Q4, ad revenue is estimated at \$2.3 billion.

Did you hear that? \$2.3 billion in advertising revenue in during just 3 months.

On top of just showing you best practices for posting effective ads, we're also going to include a crucial step for you MLMers: we're showing you how to post ads that avoid facebook's MLM ban.

Without further ado, let's jump into the nuts and bolts of turning facebook your primary lead-gen funnel.

II. WHEN & WHY *Ads are Necessary*

You DO NOT need facebook ads if your facebook page has as many LIKES as you want, if you're getting engagement on your posts through LIKES and SHARES, and most importantly, if you're getting as many sales as you want from leads originating on facebook.

Unfortunately, that's just not really possible anymore, thanks to facebook revamping itself as a well-oiled advertising machine. Now, you have to pay for that holy trinity (volume + engagement + lead funneling).

Facebook made a lot of excellent changes to their ad platform last year, but it was the best of times and it was the worst of times, because for the previous two years, they had squashed the reach of their pages by not showing posts to most of the people who LIKED the page.

Those sneaky bastards.

So even though you've finagled a LIKE, that user won't see most of your posts... unless you pay to "boost" that post. Even as we shake our heads in collective frustration, you have to appreciate that they have us by the shorthairs. And the good news is that now facebook ads are amazingly targeted, and finally effective.

III. WHAT FACEBOOK *Improved*

In January 2014, there were headlines about facebook that their ad growth explosion in the last quarter of 2013 was driven by the introduction of newsfeed ads and the growth in mobile ads, but that's such an oversimplification, it's not really even true.

They're saying this ad boost – this record \$2.3 billion in 3 months – was driven by changes in the user experience, but in reality, improving the advertisers' experience with better targeting tools and more ways to measure effectiveness was just as much a factor. It's just not as sexy a headline, and a much duller screenshot.

How do we know? Because we're big facebook advertisers, we help hundreds of big and small facebook advertisers, and we know how advertisers value different factors. Because we know how much each factor will make or cost us, and in the end, it's not about clicks, it's about making money.

1. *Newsfeed Ads*

Let's talk about the big, beautiful elephant in the room: newsfeed ads.

Facebook switching it up from ads only being available in the right sidebar to now being integrated into users' newsfeeds is the biggest change ever made to the platform.



Until April 2013, ad-averse users could zone out the sidebar ads to the right, but now they're sandwiched right between friends' posts, so they're totally unavoidable – EVEN for users who have never LIKED your page or had any distant connection to your business.

A great analogy for this switch is to think about different ways to advertise, big picture. For example, let's look at how a Mitsubishi Lancer is positioned in a variety of mediums:

- In a billboard ad, there would be a picture of the car along with short text boasting of speed and responsiveness.
- In a TV ad, the car might be shown in a darkened room, slowly spinning under a spotlight, while a narrator talks about speed, responsiveness, and safety features. Maybe there would be video cut in of the car taking turns on a windy road or on a racetrack.
- In product placement in films, Mitsubishi paid big bucks for a Lancer to be driven in "Fast & Furious" in exciting action scenes and in scenes where the tough guy gets the hot girl.

Out of these three ads, which is the most likely to be effective? Well, it's difficult to gauge, and every consumer is different. However, we do know that the first two are obvious pitching, but our guard is down for the movie. While we're relaxed, just enjoying being entertained, they're able to subliminally get us the message that Mitsubishi Lancers are fast, responsive and sexy. Newsfeed ads are the product placement of films. They're Jedi Mindtricking us left and right, and I, for one, want to get in on the action.

When a campaign is well-planned – following Yooby's blueprint for success – click-through rates tell the story in black and white.

- A good sidebar ad focusing on lead gen usually gets a CTR of .03%-.10%.
- A newsfeed ad will get a CTR of 1.0% on average, but a good one will often get 5.0% or more.

That means newsfeed ads drive about 100 times the clicks that a sidebar ad does!

This is a completely integrated advertising strategy, and it's a phenomenal tool for your arsenal, but you have to think about its context to get good results. But that means you have to design your sidebar ads and your newsfeed ads totally differently and have different strategies for each, to go along with their individual looks.

If you took a high-performing sidebar ad and popped it into the newsfeed, it might do terribly. Why? Because an aggressive hard-sell strategy works much better in the right sidebar than it does on a user scanning for happy updates.

2. *Custom Audience Targeting*

Facebook introduced a fantastic new tool for advertisers: custom audience targeting. If you have contact lists – of emails or phone numbers, for example – you can upload that list to facebook and create a custom list to target with ads.

If you have purchased random contacts who may or may not have any interest, don't use this tool. However, if you collected emails through an opt-in, so these are at least somewhat interested leads, I cannot emphasize how effective this tool can be for you.

Facebook has email addresses for all of its users and phone numbers for many of them, so facebook will take about an hour to match your information to their user list, then formulate a targeted list for you to use when you see fit. Don't expect to get 100% matches, even for email; hope for about 50% of your list to show up on facebook, and the younger your lead pool, the higher that number will be. You can use this list sometimes and other lists you create through specific interests at other times, but this is one option for you.

3. *Facebook Retargeting*

Positive spin: Hallelujah, facebook finally worked in retargeting!

Negative spin: Big brother is watching. Big brother knows everything.

Whichever way you spin it, understand that facebook knows the websites users have recently visited, and now advertisers can specify that ads should be shown to those (probably warmer) users.

If you have decent website traffic, this is the best advertising tool for you on facebook.

4. *Partner Categories*

Remember that big brother note from Change #3? Well, it's not just your online behavior that's being tracked and targeted, either. Facebook finally partnered up with the three biggest consolidators of offline spending data, and they've worked that into ad targeting. These three companies - Axciom, Datalogix, and Epsilon – know pretty much everything about you that can be tracked through a bank account or a credit card.

Want to target a woman, 40-45 years old who's a homeowner, drives a BMW, is involved with animal rescue charities and likes to garden? No problem. Creepy or fabulous, take your pick.

One caveat: it's only currently available for U.S. advertisers.

5. *Facebook Conversion Tracking*

Facebook ads had been painfully nebulous until recently, but you can now set conversion goals and immediately see how each ad is tracking. This is something Google really had a leg-up on facebook until recently, but it's now an even field.

YOU MUST TRACK YOUR ADS

If you don't track your ads, you're throwing money away. Because even if you think you know your target audience, you need to run two different campaigns with the same ad and ever-so-slightly different audiences. The numbers won't lie, and you should continue to tweak your audience as well as your ads.

Take full advantage of this great tool and set multiple conversion goals per ad, looking at opt-ins and sales, so you can decisively understand how the ad is working for you.

IV. POWER *Editor*

Facebook, for some odd reason, has made audience targeting infinitely better using Power Editor, a free add-on tool that most advertisers don't know about. This is obviously much better news to those of you who haven't been spending ad dollars.

Of course, you need to have a facebook page set up and your credit card details in place for the cost of future campaigns. Money can't buy you love, but it can buy you leads.

Before you start creating any ads, go to <http://facebook.com/powereditor> then select all of your ad accounts, and hit **DOWNLOAD**.

Power Editor will load, and now you're cooking with gas.

V.GUIDE TO POST *Effective Ads*

We're going to walk you through creation of a really good ad, start to finish. Big picture, we're going to be doing a little one-two punch: a newsfeed ad with content marketing.

1. *Create and host content marketing*

If you haven't been using content marketing to beef up your facebook ads, you should be. If your ad is basically saying, "**Click here for an amazing company!** Check us out, we have amazing products!" you're probably not getting amazing results. Even if you're really using far better adjectives, if you're not offering takeaways and being a little more creative than just pitching yourself, you're not going to get where you want to be with facebook ads.

Instead, offer the user something, like a list of top tips or a free guide / study / report... something that your target market would respond to. To make sure you're only paying for the right clicks, make it specific enough that only your target market would want it.

Create your piece of content marketing and PDF it. Then create a landing page through Yoobly's CRM so visitors will be driven to put in their contact info to download or be emailed this PDF. If you're not a Yoobly student, you can put this PDF on your website or your blog, if you don't know how to create landing pages, but **be sure** you have a clear call to action to put in contact details before that PDF is accessible.

Once you have this landing page, website or blog URL created, copy that URL – you'll need it during the ad creation process.

2. *Create your ad*

- a. Open up Power Editor, and click **CREATE AD**. Name it something obvious for you to recognize it, understanding the public will never see this name.

- b. Your first option after starting to create your first ad is to choose what kind of objective you have for your ad. There are valid arguments for each, but one of our favorites is **WEBSITE CONVERSIONS**. That doesn't mean sending users to your homepage – dear God, don't send people to your homepage unless it's a landing page – but it is sending people to a page on your site, and then determining if they do what you want once they get there.

You're going to be sending click-throughs to a landing page, the address of which you'll have after you finish Step 2. Just put in a placeholder for now, which you can update later.

- c. Click **CONVERSION TRACKING** and **LEADPIX**

If you know how to update the HTML of your website, **pop that pixel code right into the head.**

If you don't know how to and you're not a Yoobly student (and you're being silly and not coming on board the most amazing course for Network Marketers in the universe), then you need to choose **CLICKS TO WEBSITE** instead of **WEBSITE CONVERSIONS**.

d. Choose **PLACEMENT – NEWSFEED (DESKTOP & MOBILE)** only if the landing page you created is web-optimized. Test it on Apple and Android devices before you pour ad money into it!!!

If you are not sure if your landing page is mobile-friendly, choose NEWSFEED (DESKTOP ONLY).

3. *Design your ad*

Scroll about halfway up the area you've been working on and click CREATE NEW UNPUBLISHED POST.

- **Post Type** – At the very top, the default type of ad is a LINK, and that's exactly what you want. Now fill in your bits and pieces.
- **URL** – Paste in the URL of the landing page you created with the opt-in for the content marketing piece.
- **Post Text** – Write compelling copy specifically promoting this PDF. Cater it to your audience. Also, see our notes in #5 about avoiding the MLM ban.
- **Link Headline** – Make your headline as short and appealing as possible. This is the text that will hyperlink to your landing page.
- **Description** – Optionally, use this as text area. However, the ideal word count for the entire post is 100-250 characters, so keep it simple.
- **Picture** (upload image) – Upload an image that will attract your audience, and try out a wide variety of different images with the same text, then can the least effective ones.

For sidebar ads we suggest skewing the angle a bit and putting a bright border around the image. However, **for newsfeed ads**, which we're doing today, the approach is completely the opposite: you want to blend into the rest of the user's posts and just appear like an interesting post. Don't ever try to use sexual or violent photos – facebook will likely terminate your account.

Click **CREATE POST**.

4. *Select your audience*

It's audience targeting time! Click **AUDIENCES** on the left hand side near the top, then click on the campaign you just created.

- a. If you have an email or phone list to import, click **CREATE AUDIENCE**, then from the drop-down list, select **CUSTOM AUDIENCE**.

- b. If you do not have a list to import, you're about to have some real fun. After you've clicked on the campaign you just created, you'll see **PARTNER CATEGORIES** come up below it, and the three data companies we mentioned before listed below. Starting with Acxiom, click on the triangle beside it and select any items that represents your target market. You'll see the number of people in each category immediately to the right.

You'll notice each item you click on showing up in a list. Just to the left of that list is a drop-down menu you should give some thought you. By default, the setting is to target ANY of these categories, but you can also target people only if they belong to ALL of these categories, which is a much more specific, smaller list.

Keep in mind that there is no limit to how many facebook ads you can run, and a specifically-targeted audience is your best ad weapon, so make the extra effort and create many ads with very specific audiences, then figure out which ads are most and least effective.

5. *Avoid the MLM ban*

Facebook bans any ad that obviously promote MLMs, and that will affect the text and the link URL you use.

Don't test these guidelines we're giving, either, because if you do get caught by facebook with ads for an MLM, you can get your ads account suspended or even terminated.

- To get around this ban, don't reference anything about joining an opportunity or working from home.
- If you've been given a landing page to use from your company, facebook will probably ban it. Facebook has a long list of known MLMs, and if you have a URL starting with any of those domains, the link will be banned, and it'll be a Seinfeld moment: No ads for you!

You need to set up your own website and create landing pages for that site.

6. *Tweak your ad*

Google and facebook are the world's two biggest internet advertising platforms, and it's important to remember that these are ever-changing businesses. Probably the most expensive mistake you can make in business today is to set up advertising and let it run without scrutinizing and optimizing it.

Because people are often inherently lazy and negligent, that's exactly how many facebook campaigns are being run, so their loss is your gain. By following Yoobly's advice and maximizing the benefits of facebook's recent improvements, you can get more effective leads for cheaper.

Use Power Editor, click on CONVERSION TRACKING on the left hand side at least once a day and make adjustments based on results.

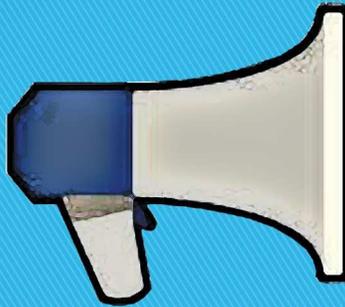
Don't get personal: the ads you particularly like don't matter – only keep the ads that show results for the cheapest possible click-through rate. Judge ads purely by conversion numbers, optimized daily, and you'll do beautifully.

7. WE'RE HERE TO HELP!

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