

# SEM Coaching - 44

# Strategy for Increasing Facebook Page CONVERSIONS

Page CONVERSIONS



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# Introduction

- ❖ Facebook is an amazing marketing platform that can be used to generate low-cost leads
- ❖ By creating a lead gen funnel, you'll be able to reach out to targeted Facebook users
- ❖ What's important is the need to TEST and identify WINNING campaigns and ads
- ❖ And the key is to allocate small budgets to test your campaign and ads initially.
- ❖ Scale up when you identify WINNERS and quickly pause LOSERS
- ❖ Use the right tools to create landing pages inside and outside of Facebook and develop a simple conversion reports to monitor ad performance

# The Results

**noreply@infusionsoft.com**

12:53 PM

**To** [REDACTED] - FB Fan Page We...

A web form ([REDACTED] FB Fan Page)  
was filled out at: [REDACTED]/...

2000 ▶



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# Landing Page

**f Fabian Lim**

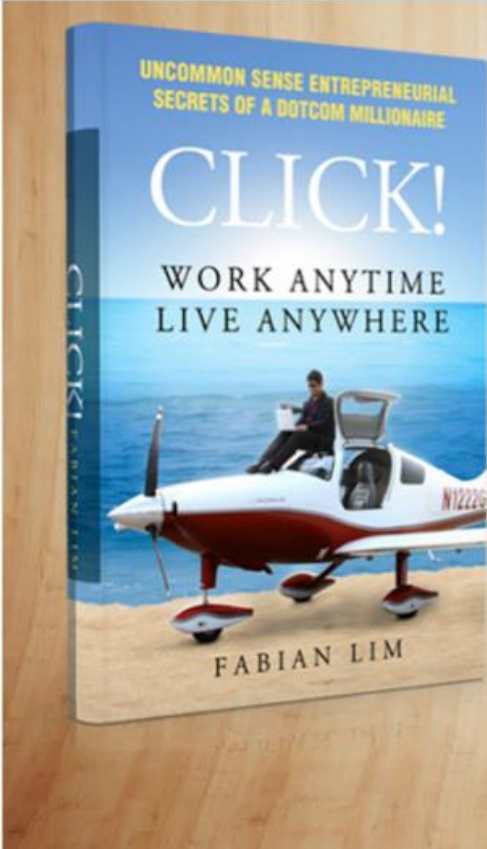
You are posting, commenting, and liking as Fabian Lim — [Change to Fabian Lim](#)

 **Fabian Lim** **Free eBook**

my FB campaign...

reemply@infocoremail.com  
A web form provided via FB Page.  
www.flib.net or at: www.infocoremail.com

👍 52 💬 2 📄 2

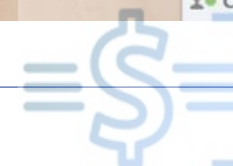


**FREE CLICK! LITE EDITION**  
(FULL VERSION IS AVAILABLE AT ALL MAJOR BOOKSTORES IN SINGAPORE)

**"How To EARN More, WORK Less AND ENJOY Life To The Fullest!"**

Please enter a VALID e-mail (NOTE: We are not able to deliver to SINGNET.COM.SG e-mail addresses). The download link for the book will be sent directly to your inbox.

Chat (155) EST.



# Landing Page Service

The screenshot displays the LeadPages website interface. At the top, the LeadPages logo is on the left, and navigation links for 'Templates', 'My Pages', 'Support', and 'My Account' are on the right. A left-hand sidebar lists categories: 'All Templates' (highlighted in blue), 'Sales Pages', 'Opt-In Pages', 'Webinar Pages', 'Thank You Pages', 'Upsell Pages', 'Launch Pages', 'Pre-Cart Pages', and 'Other'. The main content area features a grid of template cards. Each card includes a thumbnail image, a title, a 'Watch Tutorial' link, a green 'Use This Template' button, and icons for 'FB PAGE' and 'MOBILE RESPONSIVE'. The templates shown are: 'About Me Page', 'AdWords/PPC Ready Squeeze Page (from Juan Martitegui)', 'Basic Centered Squeeze Page', 'Basic Squeeze Page', 'Basic Squeeze Page (Aligned To The Right)', 'Basic Video Squeeze Page', 'Blank Page', and 'Co-Hosted Webinar Registration Page'. At the bottom of the grid, two more templates are partially visible: 'Domain For Sale' and 'Double Opt-In'.

<http://www.MyLeadPages.info>



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# Case Study: Click Book Lite

## FB App Page Landing Page Average Cost Per Lead in Singapore is \$1.56


<input type="checkbox"/>	Name	Status ?	Page Likes ?	Ad Reach ?	Freq. ?	Clicks ?	Click-Through Rate ?	Max. Bid ?	Avg. Price ?	Total Spent ?	Cost per Page Like ?
<input type="checkbox"/>	Fabian Lim - Ad		74	49,169	23.9	562	0.048%	\$0.50 CPC	\$0.41 CPC	\$227.86	\$3.08

**Ad Preview** [Edit](#)

**Targeting** [Edit](#)

**Performance**

**Free Book Reveals**



How To Earn More, Work Less and Enjoy Life To The Fullest! Free Download.

14,582 people like Fabian Lim.

[View on Right Hand Side](#) · [Create a Similar Ad](#)

**This ad targets 80,000 people:**

- who live in Singapore
- between the ages of 18 and 45 inclusive
- who like #T. Harv Eker, #Tony Robbins, #Robert Kiyosaki, rhonda byrne, #Anthony Robbins Foundation, #Jim Rohn, #Motivation, #Zig Ziglar, #Donald Trump, #Self-help book, #Oprah Winfrey, #The Secret (book), #Think and Grow Rich, #Rich Dad Poor Dad, #Dale Carnegie, #Napoleon Hill, #Self-help or #Personal development
- who speak English (UK) or English (US)

Suggested Bid: \$0.51 – 2.72 USD

[Close](#)

**Actions**

**728 Total Actions?**

429 Page Photo Views?

146 Registrations? (Conversion)

74 Page Likes?

79 Other Actions?

[See full actions report](#)



# Case Study: Click Book Lite

## Promote Page Post Average Cost Per Lead in Malaysia is \$1.60

<input type="checkbox"/>	Name	Status ?	Actions ?	Conversion Value ?	Ad Reach ?	Freq. ?	Clicks ?	Click-Through Rate ?	Max. Bid ?	Avg. Price ?	Total Spent ?	Cost per Action ?
<input type="checkbox"/>	Fabian Lim - Ad		454 Conversions	\$0.00	87,024	68.4	4,337	0.073%	Auto Optimized CPM	\$0.12 Optimized CPM	\$742.51	\$1.64 Conversions
<div> <div> <b>Ad Preview</b> <a href="#">Edit</a> </div> <div> <b>Targeting</b> <a href="#">Edit</a> </div> <div> <b>Performance</b> </div> </div> <div> <div> <p>4,353 54 188</p> </div> <div> <p><b>This ad targets 56,000 people:</b></p> <ul style="list-style-type: none"> <li>who live in Malaysia</li> <li>who live within 50 miles of Kuala Lumpur, Kuala Selangor or Penang</li> <li>between the ages of 18 and 45 inclusive</li> <li>who like #T. Harv Eker, #Tony Robbins, #Robert Kiyosaki, rhonda byrne, #Anthony Robbins Foundation, #Jim Rohn, #Motivation, #Zig Ziglar, #Donald Trump, #Self-help book, #Oprah Winfrey, #The Secret (book), #Think and Grow Rich, #Rich Dad Poor Dad, #Dale Carnegie, #Napoleon Hill, #Self-help or #Personal development</li> <li>who graduated from college</li> <li>who speak English (UK), English (Pirate), English (Upside Down) or English (US)</li> <li>who are not already connected to Fabian Lim</li> </ul> </div> <div> <p><b>5,311 Total Actions?</b></p> <p>3,476 Page Photo Views?</p> <p>468 Link Clicks?</p> <p>454 Registrations? (Conversion)</p> <p>913 Other Actions?</p> <p><a href="#">See full actions report</a></p> </div> </div> <div> <a href="#">View on Right Hand Side</a> · <a href="#">Create a Similar Ad</a> </div>												



# Facebook Page Conversion Strategies

# FB Conversion Strategies

- ❖ Always Test, Test, Test!
  - Age
  - Gender
  - Precise Interest
  - Location
  - Ad Image
  - Ad Headline
  - Landing Page Type
    - Page Post vs Page App vs Outside FB
- ❖ Offer a Valuable Bonus
- ❖ Ask for E-mail Only
- ❖ Pause Ad if Zero Conversions After 3 Consecutive Days
- ❖ Most importantly: Monitor conversions on a DAILY basis
- ❖ Create a simple conversion report and monitor manually.



# Facebook Reporting – Conversion

# FB Conversion Strategies

## Example Facebook Ads Conversion Report

Campaign	Period	Clicks	Conversions	Likes	Conversion rate	Cost	Cost/Conversion	Click through rate (%)
Fabian Lim-CliteBookLite-Entrepreneurs-SG-18-45	Last 28 Days	489	121	65	24.74%	199.17	1.65	0.046
	Last 7 Days	149	39	13	26.17%	60.28	1.55	0.064
	Yesterday	22	6	4	27.27%	8.66	1.44	0.037
	10-Jul	26	6	2	23.08%	10	1.67	0.091
	9-Jul	25	6	1	24.00%	9.92	1.65	0.068
	8-Jul	23	9	3	39.13%	9.65	1.07	0.102
	7-Jul	24	8	1	33.33%	10	1.25	0.042
	6-Jul	15	2	0	13.33%	6.3	3.15	0.044
	5-Jul	14	2	2	14.29%	5.75	2.88	0.062
	4-Jul	24	3	4	12.50%	10	3.33	0.080
	3-Jul	13	1	4	7.69%	5.55	5.55	0.031
	2-Jul	13	6	2	46.15%	6.13	1.02	0.032
	1-Jul	18	6	1	33.33%	7.87	1.31	0.030
	30-Jun	14	1	1	7.14%	5.8	5.80	0.022
	29-Jun	13	1	2	7.69%	4.71	4.71	0.036
	28-Jun	13	2	1	15.38%	5.78	2.89	0.044
	27-Jun	20	8	3	40.00%	8.2	1.03	0.054
	26-Jun	16	5	3	31.25%	7.08	1.42	0.038
	25-Jun	19	5	2	26.32%	8.33	1.67	0.040
	24-Jun	26	4	3	15.38%	9.28	2.32	0.067
	23-Jun	18	4	2	22.22%	8	2.00	0.043
	22-Jun	13	7	3	53.85%	5.32	0.76	0.026
	21-Jun	23	9	1	39.13%	9.94	1.10	0.032
	20-Jun	28	8	3	28.57%	10	1.25	0.088

# Facebook Ad Strategies

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# FB Ad Strategies

- ❖ Budget
  - Keep it small initially @\$10/day/campaign
- ❖ Targeting
  - Create multiple campaigns to target different interest groups and/or demographics
- ❖ Location
  - Use city location targeting e.g. Within 50 miles of Kuala Lumpur
- ❖ Connection
  - Only people not connected to [Page Name]
- ❖ Pricing
  - Use Optimized CPM (default)
- ❖ Scheduling
  - Switch off ads during weekends and before/after office hours

# Case Study: FabianLimPage

## Audience Targeting

### Targeting

 Edit

This ad targets 380,000 people:

- who live in Malaysia
- who live within 10 miles of Kuala Lumpur or Penang
- between the ages of 18 and 50 inclusive
- who like #Lean Startup, #Entrepreneurship, #Business plan, #Venture capital, entrepreneur magazine, #Angel investor, #Startup company, local business, #Entrepreneur, #Fast Company (magazine) or #Business
- who are not already connected to Fabian Lim

### Targeting

 Edit

This ad targets 300,000 people:

- who live in Singapore
- between the ages of 18 and 50 inclusive
- who like #Lean Startup, #Entrepreneurship, #Business plan, #Venture capital, entrepreneur magazine, #Angel investor, #Startup company, local business, #Entrepreneur, #Fast Company (magazine), #Business or #ASME
- who are not already connected to Fabian Lim



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# Questions?