

# KING KONG<sup>®</sup>

PRESENTS



# 12

## **WAYS TO FIND FACEBOOK GOLD IN 30 DAYS OR LESS**

Secret Facebook Targeting Methods That Unlock "Hidden" Audiences  
& 'Hyper Active Buyers' In 30 Days Or Less.



A stylized illustration of a treasure hunt scene. The background is a dark blue cave with jagged, dark grey rock formations. Several large, glowing yellow treasure chests are scattered throughout the scene, some resting on the ground and others hanging from the ceiling. Small yellow stars are scattered around the chests. In the bottom left corner, a grey metal structure, possibly a treasure chest or a piece of equipment, is visible. The text "LET'S GO TREASURE HUNTING..." is centered in the middle of the image, with "LET'S GO" in white and "TREASURE HUNTING..." in yellow.

**LET'S GO TREASURE HUNTING...**

If you're sick and tired of blowing your budget on Facebook ads that fall flat, look no further. In this report, we'll reveal our top secret targeting methods that will dramatically increase your conversions, unlock hidden audiences just waiting to be transformed from strangers to customers.

And what's even better is - these methods... They require almost zero effort on your part. No revamp of your copy, no increasing your posting to 10,000 a day... heck, you probably don't even need to change your offer.

Because these methods? They're not about changing what you're doing. They're about changing how you're doing it. We're talking about targeting.

Here's the truth: Facebook has 1.86 billion users, and hidden within those users are pockets of people ready to buy your product right now.

Think of your potential customers as gold nuggets. And they're buried in a huge field of gravel.

Create Audience Filters Customise Columns Create Advert Actions

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Lookalike (AU, 2%) - Website Visitors - Last 180 Days	Lookalike Custom Audience: Website Visitors - Last 180 Days	329,000	Ready	02/03/2017 10:31	--
<input type="checkbox"/>	Lookalike (AU, 2%) - Viewed Content - Last 180 Days	Lookalike Custom Audience: Viewed Content - Last 180 Days	320,100	Ready	02/03/2017 10:31	--
<input type="checkbox"/>	Add To Cart - Last 180 Days	Custom Audience Website	1,400	Ready	17/02/2017 14:38	--
<input type="checkbox"/>	Viewed Content - Last 180 Days	Custom Audience Website	8,000	Ready	17/02/2017 14:37	--
<input type="checkbox"/>	Website Visitors - Last 180 Days	Custom Audience Website	20,000	Ready	17/02/2017 14:37	--
<input type="checkbox"/>	Purchase - Last 180 Days	Custom Audience Website	300	Ready	17/02/2017 14:35	--



Most of Facebook users are gravel . . . they'll ignore or even block your ad for a host of reasons: they don't want or need your product, they can't afford it, or they're not ready to make a purchase.

But that's ok! The gravel isn't important. What's important is sifting through the gravel to find the buried gold.

Think of these methods as your sifters; they'll help you separate the gravel from the gold. And instead of wasting money

showing your ads to the people who aren't buyers, you can instead hone in on the people who are ready, willing, and eager to buy.

Stop doing what everyone else is doing and start using these proven targeting methods to tap into the profits you deserve - the profits that are out there just waiting for you.

Let's get started!



# 1) TAILOR YOUR TARGETING BY TEMPERATURE

If you want to maximise ad conversions, you need to consider how deep your gold is buried. If you've never gone after a certain piece of gold, it's going to be buried much deeper beneath the surface than a piece of gold you've been going after for years.

Your Facebook audience is the same way. If you show the same ad to someone who's never heard of you and someone who's been following you for 10 years, you're not going to get the kind of conversions you're looking for. If you want to make the most out of your traffic, you need to meet them where they're at and tailor your messaging to how familiar they are with your brand.

There's three kinds of traffic:

1. **Hidden treasure (cold traffic):** these people are buried DEEP and have zero clue who you are.
2. **A few layers down (warm traffic):** they've met you, they know you, but they're still not sold on you; there's still more digging to do
3. **Right under the surface (hot traffic):** this gold is right under the surface and within your reach; these people are already sold on you and are just waiting for the next opportunity to work with you.

The goal is to dig out as much of your audience as possible and bring them to the surface. But it takes time. You need to show respect to where your audience is at and tailor your messaging accordingly if you want to warm them up and bring all that gold to the surface.



## 2) ADVANCED IDEAL BUYER LOOK-A-LIKE AUDIENCES

You already know that targeting past buyers is a great way to drive sales.

But so does everyone else. And if you want to get a leg up on the competition, you've got to get creative and stay a step ahead.

Most advertisers target their previous buyers by uploading their buyer list to Facebook and creating a look-a-like audience. But if you want to find Facebook gold, you need to take things a step further.

A customer that's bought from you once is valuable. But a customer that's bought from you twice, three times, or 10+ times? They're two, three or ten times more valuable.


By segmenting your buyer list, you can create multiple look-a-like audiences based on purchasing behaviour and


tailor your messaging for each segment, increasing your conversions and driving sales.


Create a Custom Audience


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer file**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

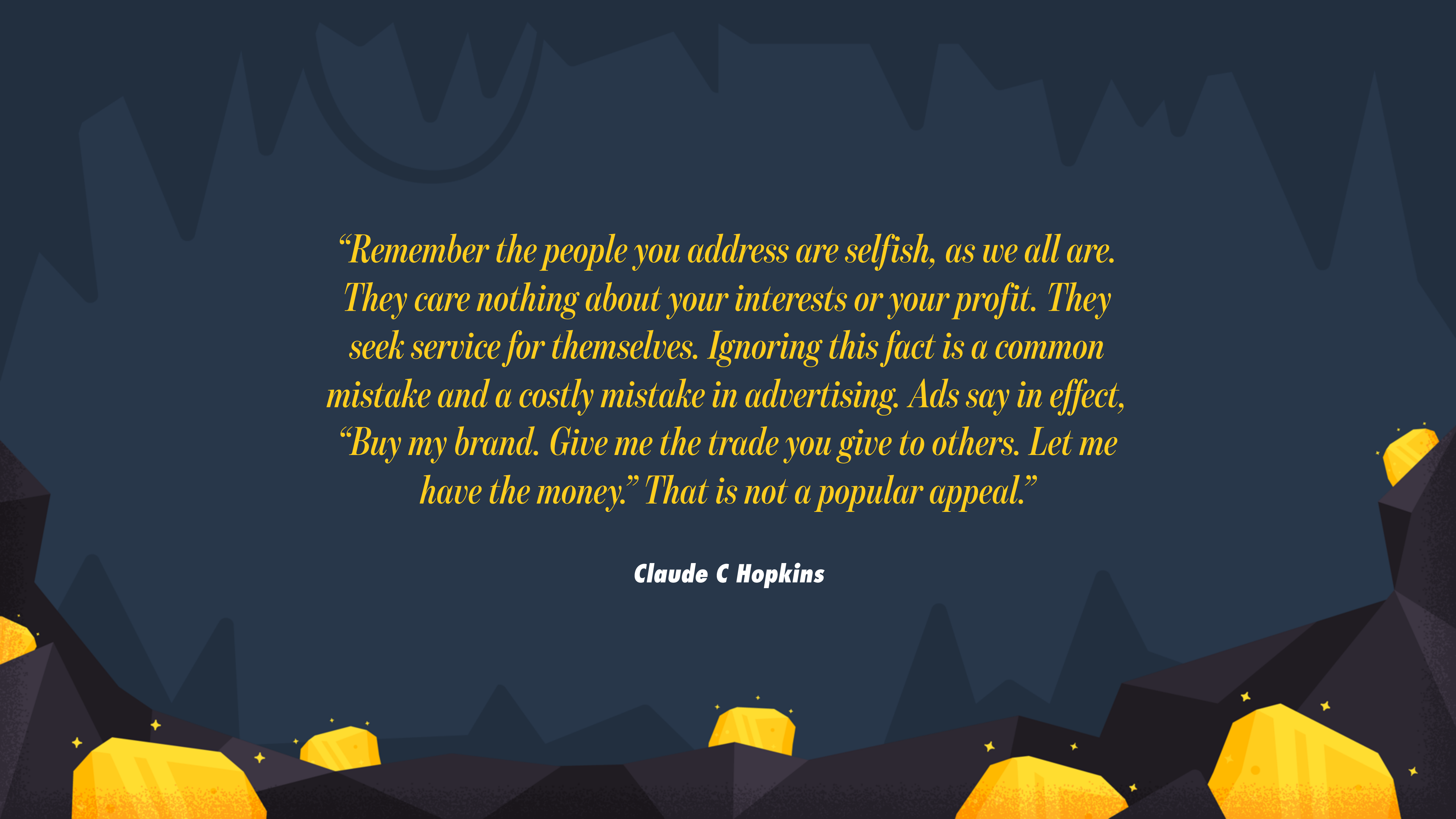
**Website traffic**  
Create a list of people who visited your website or took specific actions.

**App activity**  
Create a list of people who launched your app or game, or took specific actions.

**Engagement on Facebook**  
Create a list of people who engaged with your content on Facebook.

This process is secure and the details about your customers will be kept private.

Cancel



*“Remember the people you address are selfish, as we all are. They care nothing about your interests or your profit. They seek service for themselves. Ignoring this fact is a common mistake and a costly mistake in advertising. Ads say in effect, “Buy my brand. Give me the trade you give to others. Let me have the money.” That is not a popular appeal.”*

**Claude C Hopkins**



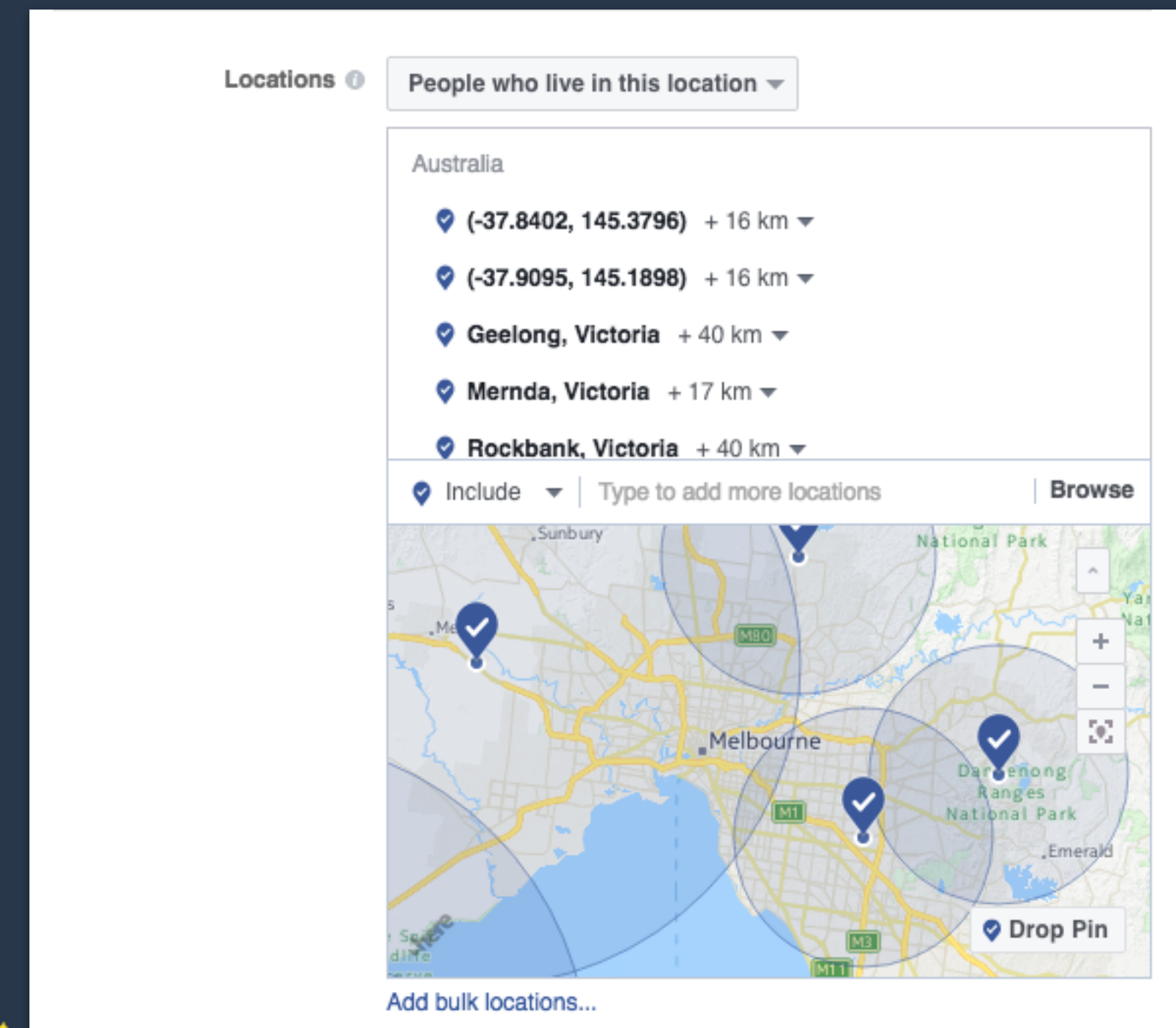
### 3) LASER FOCUS ON LOCATION

If the majority of Facebook is gravel and you're looking for gold, you don't want to waste your time, energy, and money showing ads where no gold exists for you and your brand. Geotargeting allows you to limit your ads to the location that's most likely to turn up gold for you and your offer.

For example, if you're selling a video series that's filmed in English, you'd want to focus on serving ads in English speaking countries. Or if you're selling a local service, you'd only want to show ads to people in your own city and surrounding areas.

Facebook's location targeting features let you laser focus the area your ad is shown to. You can target by country, by postal code... you can even target your ads based on the proximity to your address, which can help drive customers into brick-and-mortar shops or location-dependent business.

Laser focusing the location where your ad runs will keep you from wasting money showing ads to locations that have zero gold for your taking.



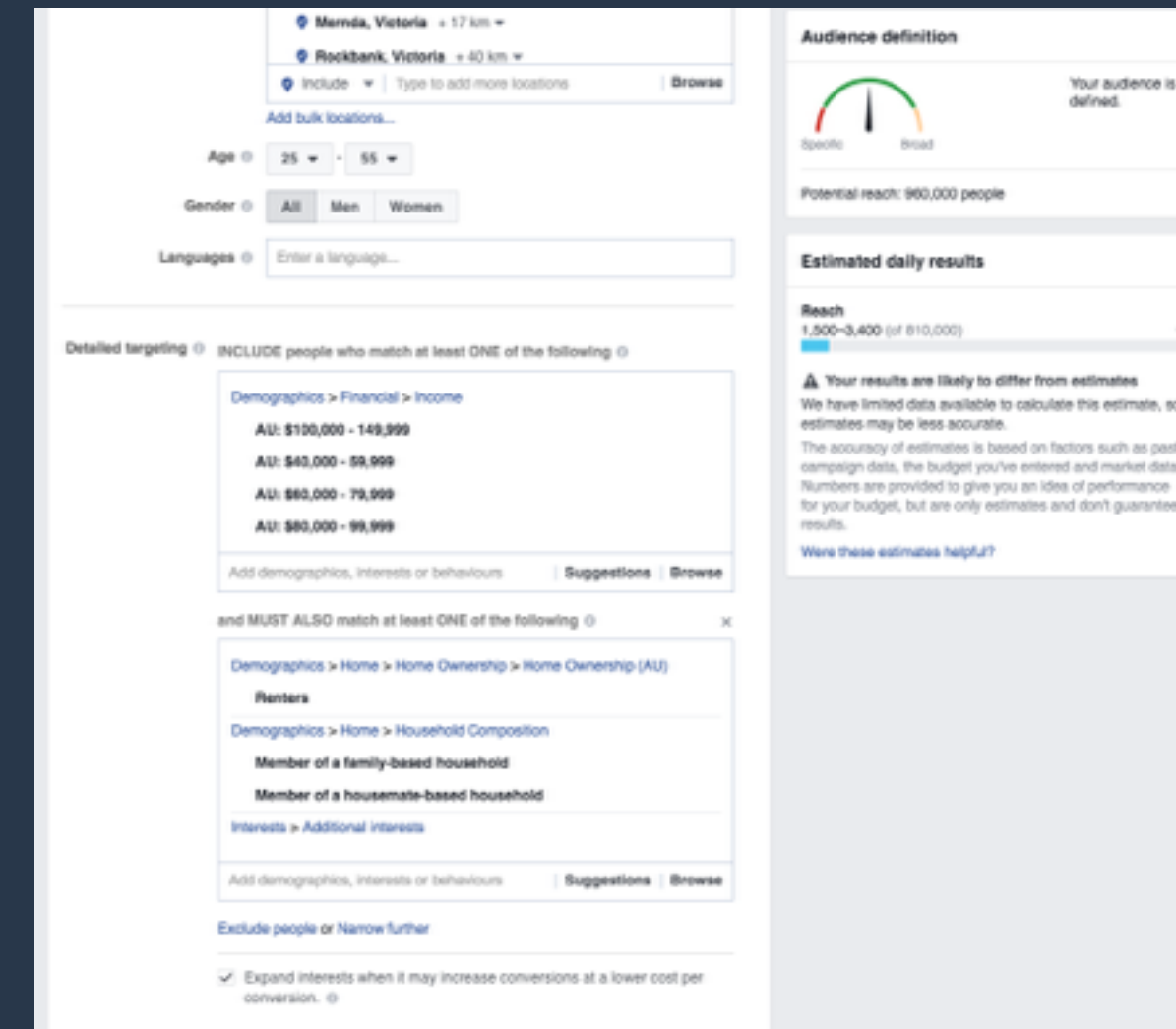


## 4) GO BEYOND AGE AND TARGET A GENERATION

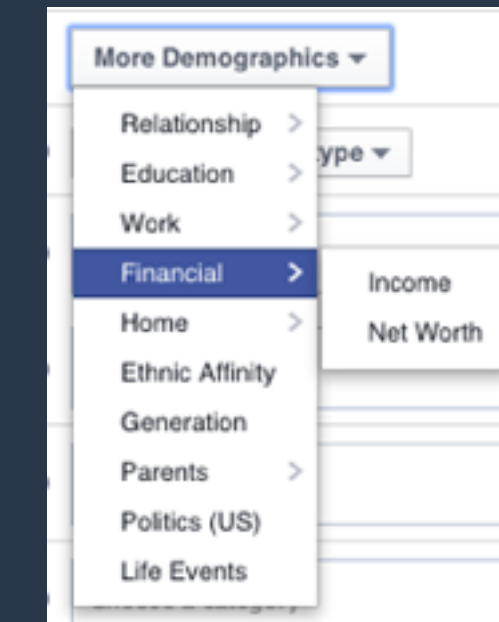
It's one thing to target by age. But if you're just targeting by age, you're missing out on an opportunity to appeal to a generation.

Back in the old days of Facebook advertising, your only option for targeting a specific age group was manually setting the demographics. But now, you can target by generation. And when you combine this with other targeting parameters (like income, education, or interests), you've got a seriously powerful tool on your hands.

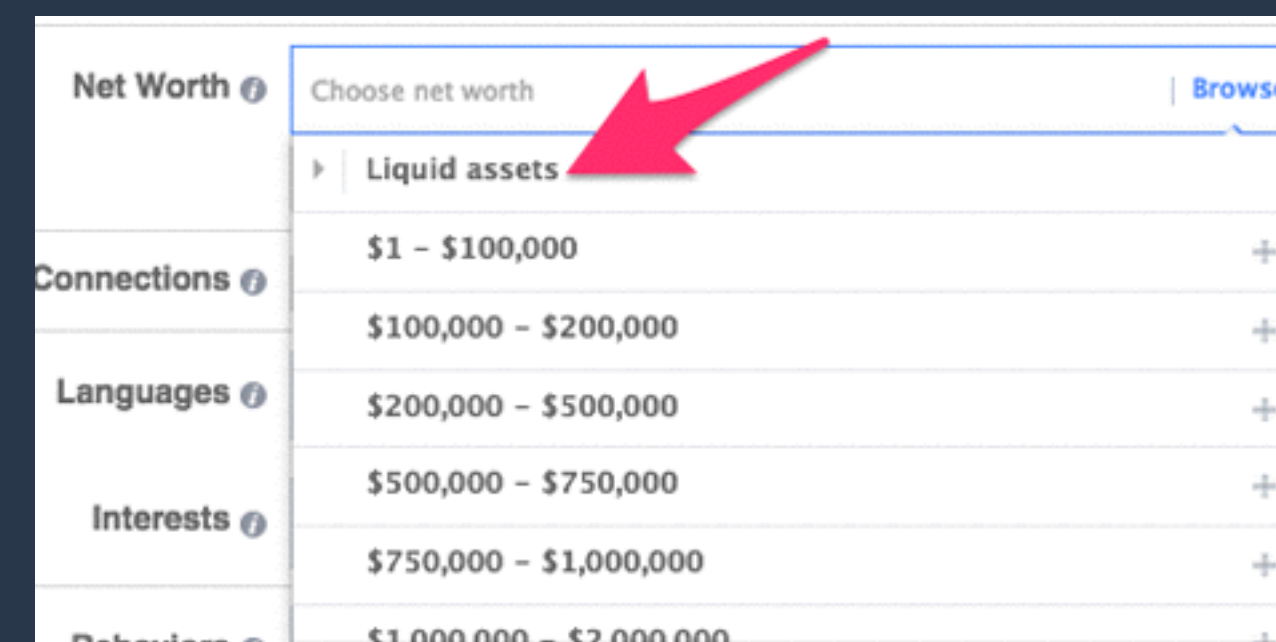
If you've got a universal product or service, you can tailor your messaging to connect on a deeper level with each generation (we'd suggest limiting the use of "YOLO" to the millennial crowd). Or if you're more of a fit for a specific generation, you can target that generation and then further segment your audience by other parameters to niche in on your ideal customer.



The image shows a Facebook Ads targeting interface. On the left, there are filters for location (Merridale, Victoria), age (25-55), gender (All), and languages. Below these, there's a section for 'Detailed targeting' with a dropdown menu set to 'Demographics > Financial > Income'. It lists four income brackets: AU: \$100,000 - 149,999, AU: \$50,000 - 99,999, AU: \$60,000 - 79,999, and AU: \$80,000 - 99,999. To the right, the 'Audience definition' section shows a gauge and 'Potential reach: 960,000 people'. Below that, 'Estimated daily results' shows a reach of 1,500-3,400. A warning message states: 'Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate. The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?'



The image shows a 'More Demographics' dropdown menu. The menu is open, showing a list of categories: Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. The 'Financial' category is highlighted, and a sub-menu is open showing 'Income' and 'Net Worth'.



The image shows a 'Net Worth' dropdown menu. The menu is open, showing a list of net worth ranges: \$1 - \$100,000, \$100,000 - \$200,000, \$200,000 - \$500,000, \$500,000 - \$750,000, \$750,000 - \$1,000,000, and \$1,000,000 - \$2,000,000. A red arrow points to the 'Liquid assets' option at the top of the list.



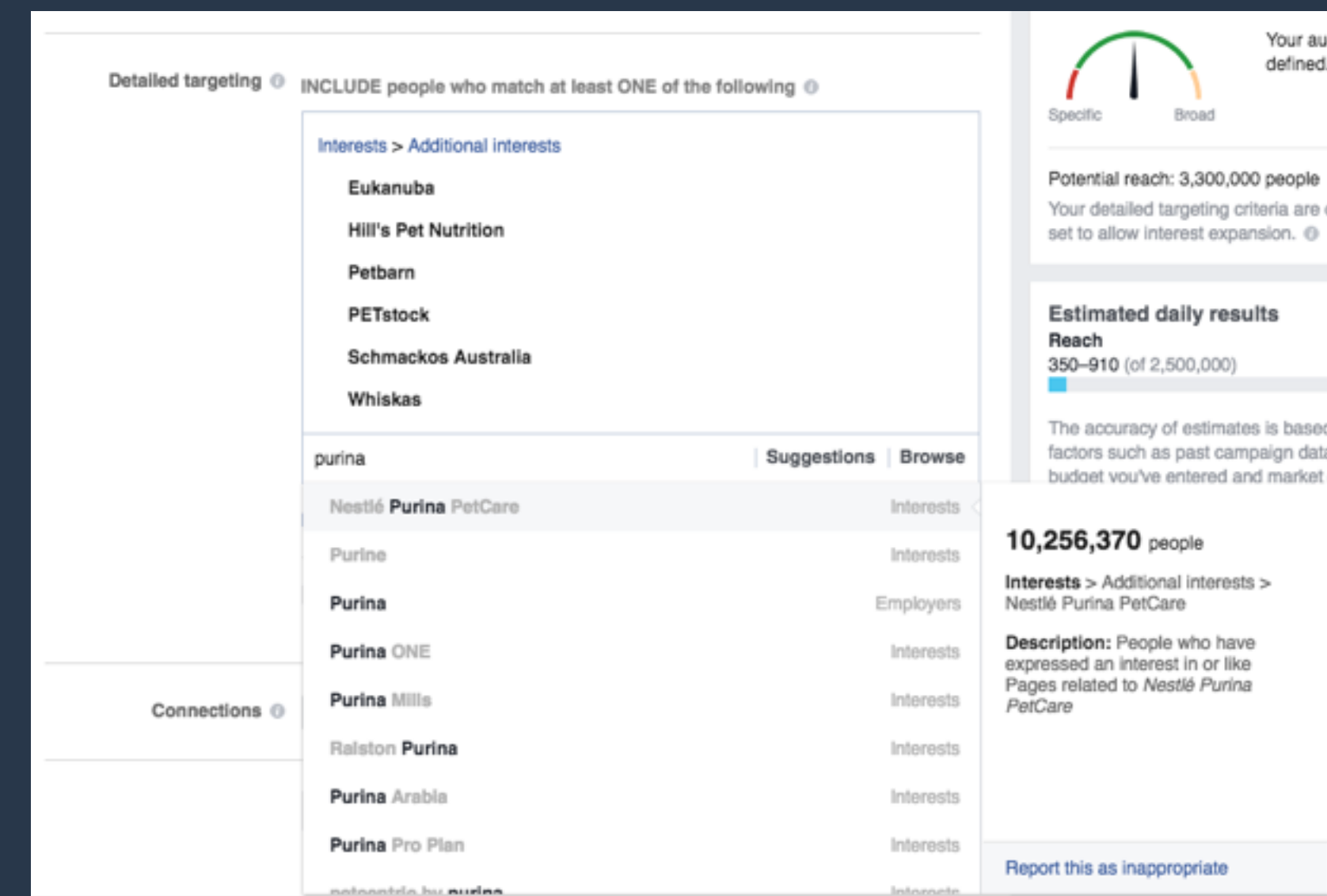
## 5) GO AFTER THE COMPETITION

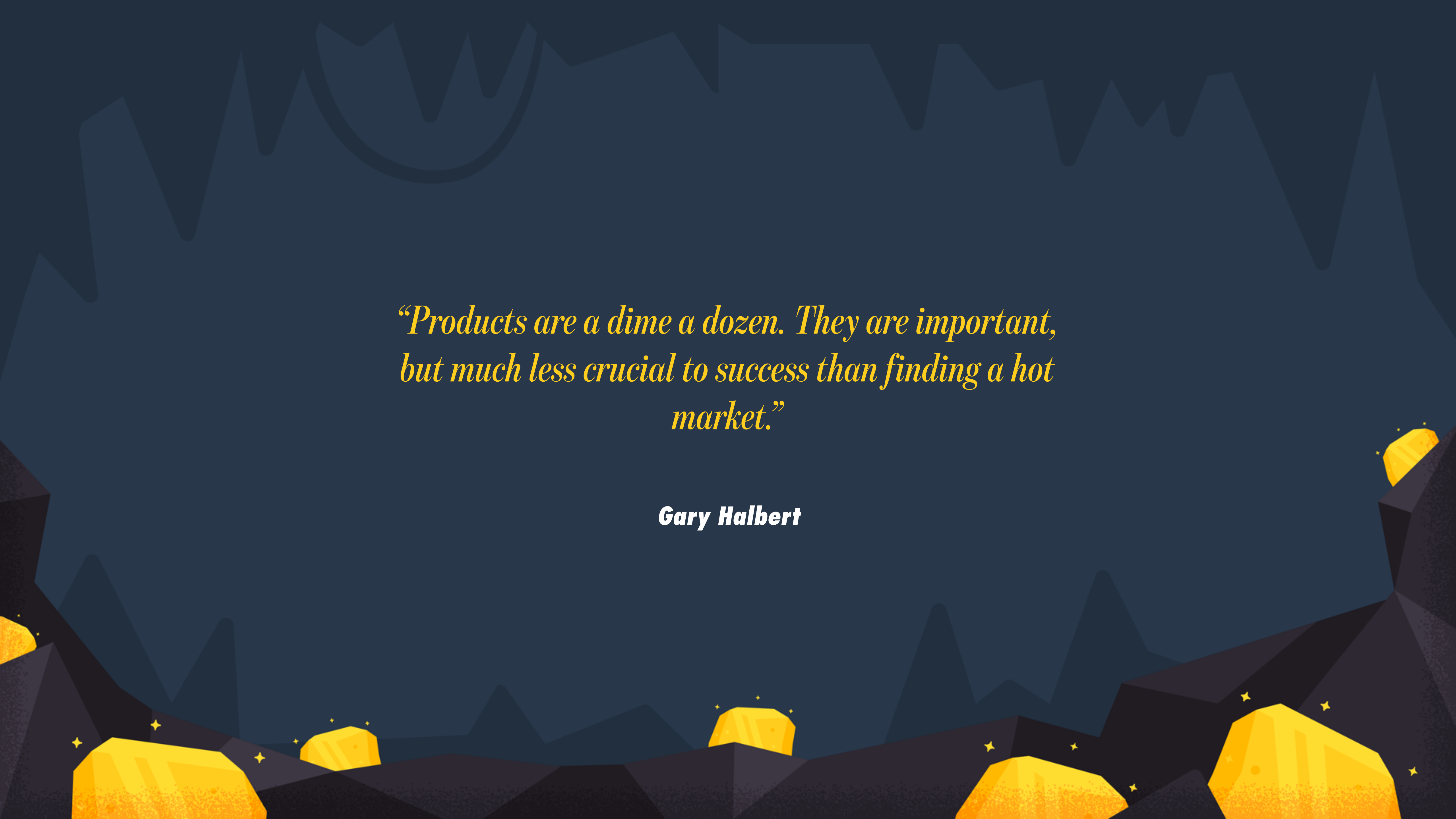
The competition for Facebook gold is fierce. And one of the best ways to get a leg up on your competitors is to START with your competitors.

By targeting the audiences of your main competitors, you're putting your ads in front of people who are already interested in what you're selling; if they follow one of your competitors, it means they're interested in your niche. All you have to do is convince them that your product or service is better than the competitor they're following and then - BOOM! - new customer.

It also doesn't hurt that by targeting your competitors audiences, you're potentially migrating customers from your competitors business to your own, which will give you a competitive edge in the market. Just remember to play nice - even though it's completely ethical to target your competitors audiences, you don't want to gain the

reputation of someone who trashes the competition in their ads.



A stylized illustration of a dark cave. The background is a deep blue-grey. At the top, there are several dark, pointed stalactites hanging down. The bottom of the image shows dark, jagged rock formations. Scattered among these rocks are several bright yellow, glowing, faceted rocks that resemble gold nuggets. Small, faint yellow stars are also scattered around the glowing rocks. The overall mood is mysterious and treasure-hunting.

*“Products are a dime a dozen. They are important,  
but much less crucial to success than finding a hot  
market.”*

**Gary Halbert**



## 6) USE LIFE EVENTS TO YOUR ADVANTAGE

Getting married, having a baby, starting a new job... these major life events are a big deal, and just like any other big deal, people LOVE to share it on Facebook. Major life events are also a great time to get in front of new customers; according to The Power of Habit, consumers going through major life events typically shift their shopping patterns, presenting a unique opportunity for new brands to gain loyalty and drive revenues for years to come.

Now you can capitalise on people's love of over sharing and their openness to new brands during transitional times by targeting Facebook audience's based on recent life events.

If you really want to mine that Facebook gold, you need to find a spin for your product or service that relates to the recent life change of your audience. So, for example, if you were selling a course on productivity and targeting it

towards people who recently had a baby you could centre your ads on how your course helps parents take control of their time so they can spend less time working and more time relaxing with their family.

The screenshot displays the Facebook Audience Definition tool. On the left, the 'Detailed targeting' section is expanded, showing two criteria: 'Behaviours > Anniversary' (with sub-options: 'Anniversary in 61-90 days', 'Anniversary in 31-60 days', 'Anniversary within 30 days') and 'Demographics > Life events > Anniversary' (with sub-options: 'Anniversary in 31-60 days', 'Anniversary within 30 days'). Below these, there is a section for 'and MUST ALSO match at least ONE of the following' with options like 'Behaviours > Travel > Destinations (AU)', 'Prefer International Travel', 'Demographics > Relationship > Relationship Status', 'In a relationship', 'Married', and 'Interests > Additional interests'. On the right, the 'Audience definition' section shows a progress bar indicating the audience is defined, with a 'Potential reach' of 53,000 people. Below this, the 'Estimated daily results' section shows a 'Reach' of 460-1,100 (of 50,000) and a warning that results may differ from estimates due to limited data.

# 7) WEED OUT THE TECHNOPHOBES (OR EMBRACE THEM)

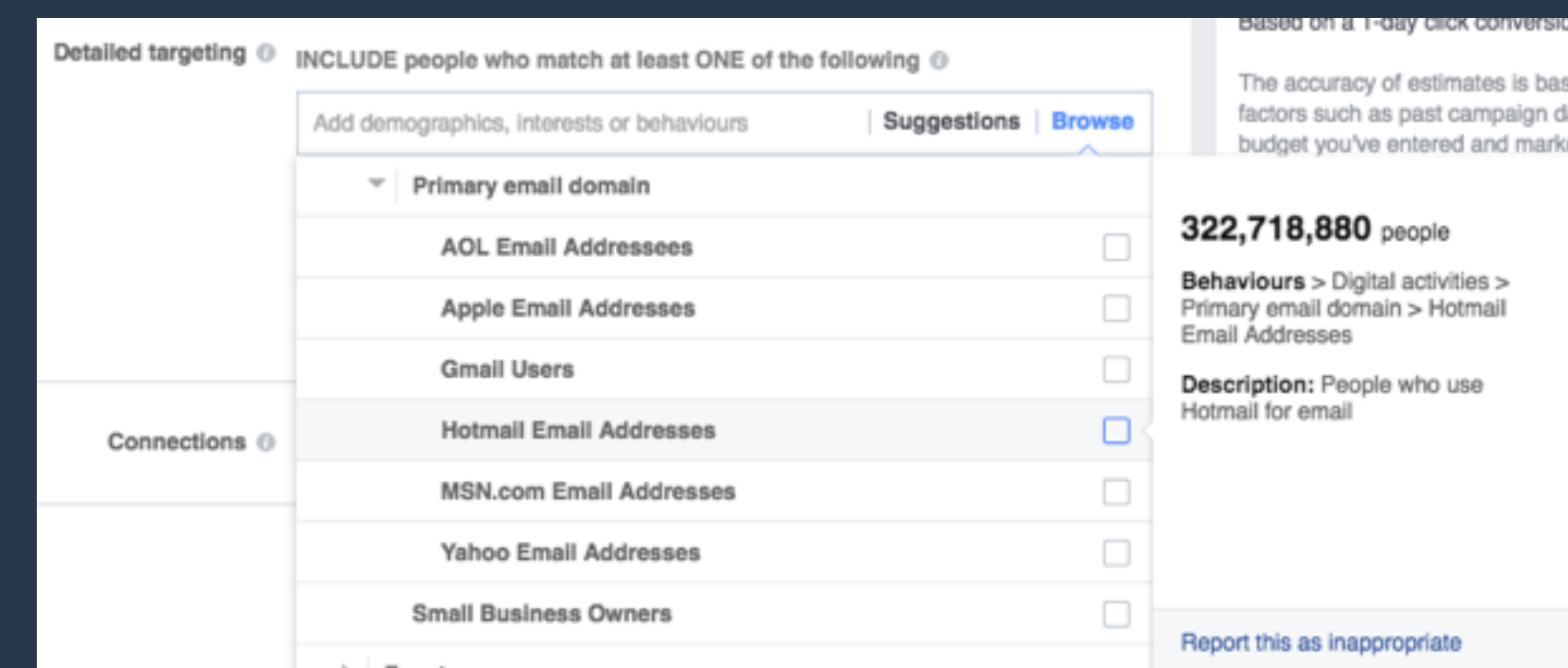
There's no denying that a large percentage of Facebook users are.... technically challenged. You know the ones we're talking about; the ones that send chain mail PMs or are still accessing Facebook with Internet Explorer.

Depending on what you're selling, this demographic of Facebook users can be gold OR gravel. If what you're selling is in any way technical, showing ads to this audience is a waste of ad spend (Facebook gravel). But if your product or service is specifically targeted to the technically challenged, then this audience will deliver serious results (Facebook gold).

Now, you can weed out technophobes - or hone in on them specifically - by targeting based on their rate of technology adoption.

Early adopters? They're your tech savvy crowd. Late adopters - and those still rocking a hotmail.com email address? Safe to assume they belong to the technically challenged group.

If you're going after both tech junkies and noobs, no worries! You can still use this feature to tailor your messaging to make sure you're speaking the right language for each segment of your audience.





## 8) TARGET PEOPLE PRONE TO PAY

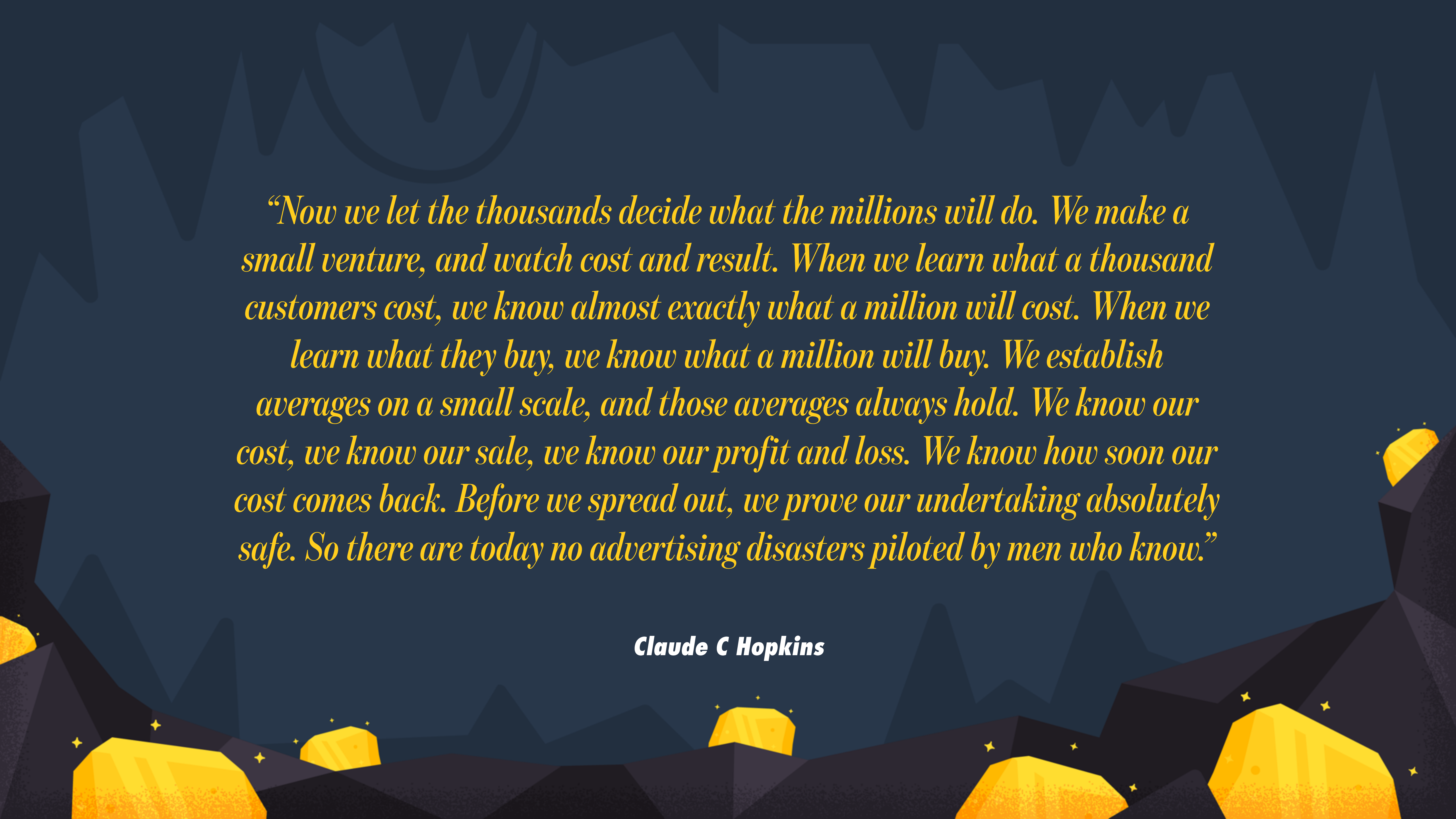
When it comes to finding Facebook gold, you want to hedge your bets and go after the audiences most likely to convert into customers. So why not target people who are **ALREADY** spending money on Facebook?

If you've got a paid app or are selling directly through Facebook, listen up: Facebook now allows you to create audiences of people who or using or have recently used the Facebook payment platform to process purchases. And as they say, past behaviour is the best predictor for future behaviour, so chances are if they're already shelling out money on Facebook, they're more likely to shell out money for **YOU** as well.

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | [Browse](#)

	Console gamers	<input type="checkbox"/>
	Early technology adopters	<input type="checkbox"/>
	Event creators	<input type="checkbox"/>
	FB Payments (all)	<input type="checkbox"/>
Connections ⓘ	FB Payments (higher than average spend)	<input type="checkbox"/>
	FB Payments (recent)	<input type="checkbox"/>
	Facebook Page Admins	<input type="checkbox"/>
	▶ Internet Browser Used	<input type="checkbox"/>
	Late technology adopters	<input type="checkbox"/>

The background features a dark blue, stylized mountain range with sharp peaks. In the foreground, there are several bright yellow, angular rock formations. Small white stars are scattered across the scene, particularly around the rocks and in the sky area.

*“Now we let the thousands decide what the millions will do. We make a small venture, and watch cost and result. When we learn what a thousand customers cost, we know almost exactly what a million will cost. When we learn what they buy, we know what a million will buy. We establish averages on a small scale, and those averages always hold. We know our cost, we know our sale, we know our profit and loss. We know how soon our cost comes back. Before we spread out, we prove our undertaking absolutely safe. So there are today no advertising disasters piloted by men who know.”*

**Claude C Hopkins**

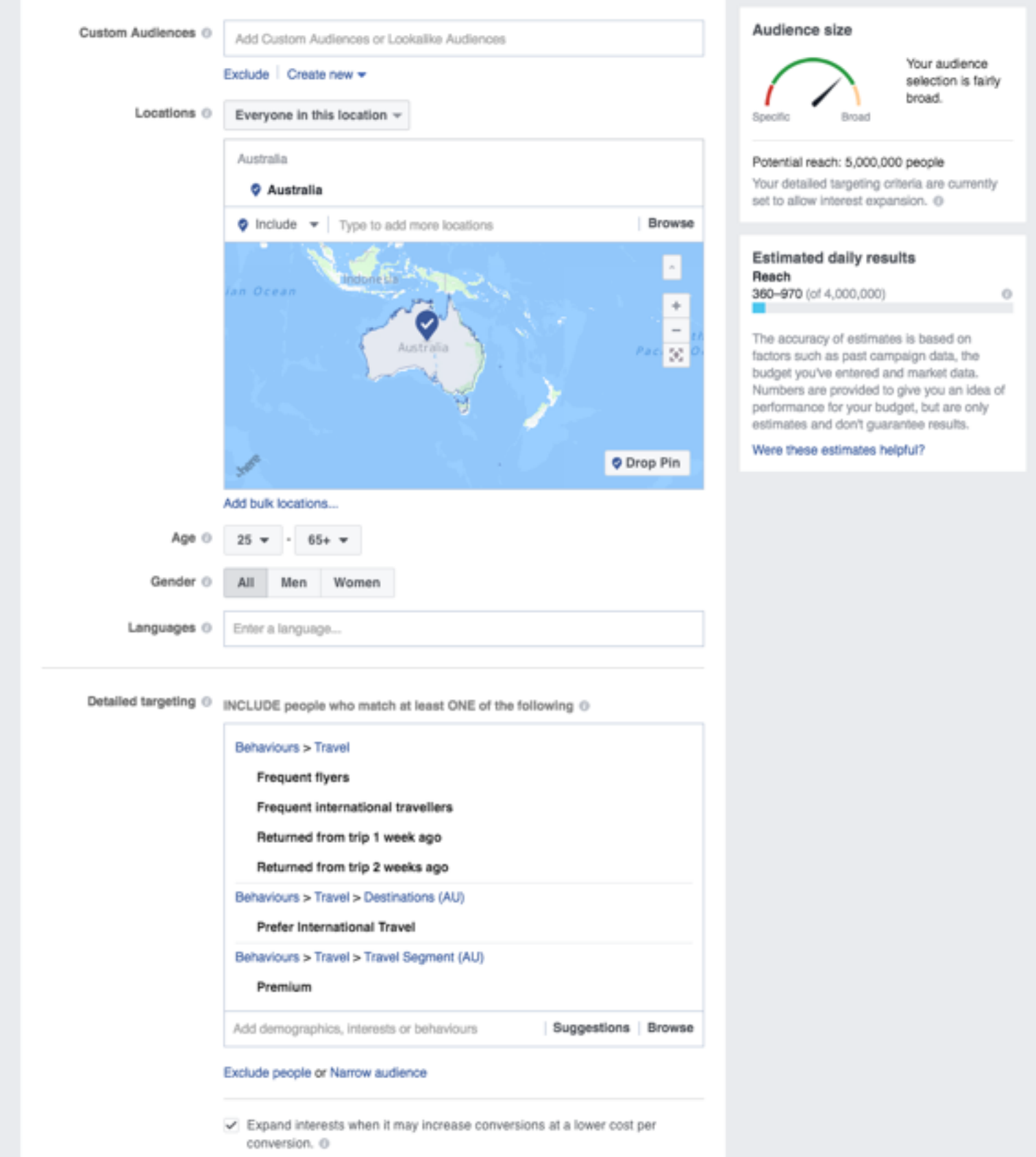


## 9) KNOW WHERE PEOPLE ARE GOING AND WHERE THEY'VE BEEN

You can tell a lot about people based on where, when, and how they travel. And thanks to Facebook, you can serve them targeted ads based on their travel preferences.

Facebook offers all sorts of targeting option based on travel. Not only can you segment your audience by type of traveler (like business traveler) or frequency of travel, you can target people based on WHEN they traveled, which can give you valuable insights into how to tailor your messaging.

So, for example, let's say you own a financial services company. You could target people who had traveled in the past 2 weeks and serve them a custom ad detailing how to get their finances back on track post-vacation.



The screenshot shows the Facebook Custom Audiences targeting interface. It includes sections for Custom Audiences, Locations (with a map of Australia), Age (25-65+), Gender (All, Men, Women), Languages, and Detailed targeting. The Detailed targeting section lists various travel-related behaviors and preferences. The Audience size section shows a potential reach of 5,000,000 people. The Estimated daily results section shows a reach of 360-970 (of 4,000,000).

**Custom Audiences**

**Locations**

Australia

☒ Australia

☐ Include

**Age**  -

**Gender** ☒ All ☐ Men ☐ Women

**Languages**

**Detailed targeting** ☒ INCLUDE people who match at least ONE of the following

- Behaviours > Travel
  - Frequent flyers
  - Frequent international travellers
  - Returned from trip 1 week ago
  - Returned from trip 2 weeks ago
- Behaviours > Travel > Destinations (AU)
  - Prefer International Travel
- Behaviours > Travel > Travel Segment (AU)
  - Premium

☒ Expand interests when it may increase conversions at a lower cost per conversion

**Audience size**

Your audience selection is fairly broad.

Potential reach: 5,000,000 people  
Your detailed targeting criteria are currently set to allow interest expansion.

**Estimated daily results**

**Reach**  
360-970 (of 4,000,000)

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Or let's say you own an insurance business. You could target people who travel frequently to advertise your traveler's insurance packages, knowing it's something they need and want.

When you know where people are going and where they've been, you can use it to your advantage to focus your ads, tailor your messaging, and drive conversions.





# 10) TURN FIRST-TIME BUYERS INTO REPEAT CUSTOMERS

Potentially the most valuable gold on all of Facebook is hiding in an unexpected place: your customer list.

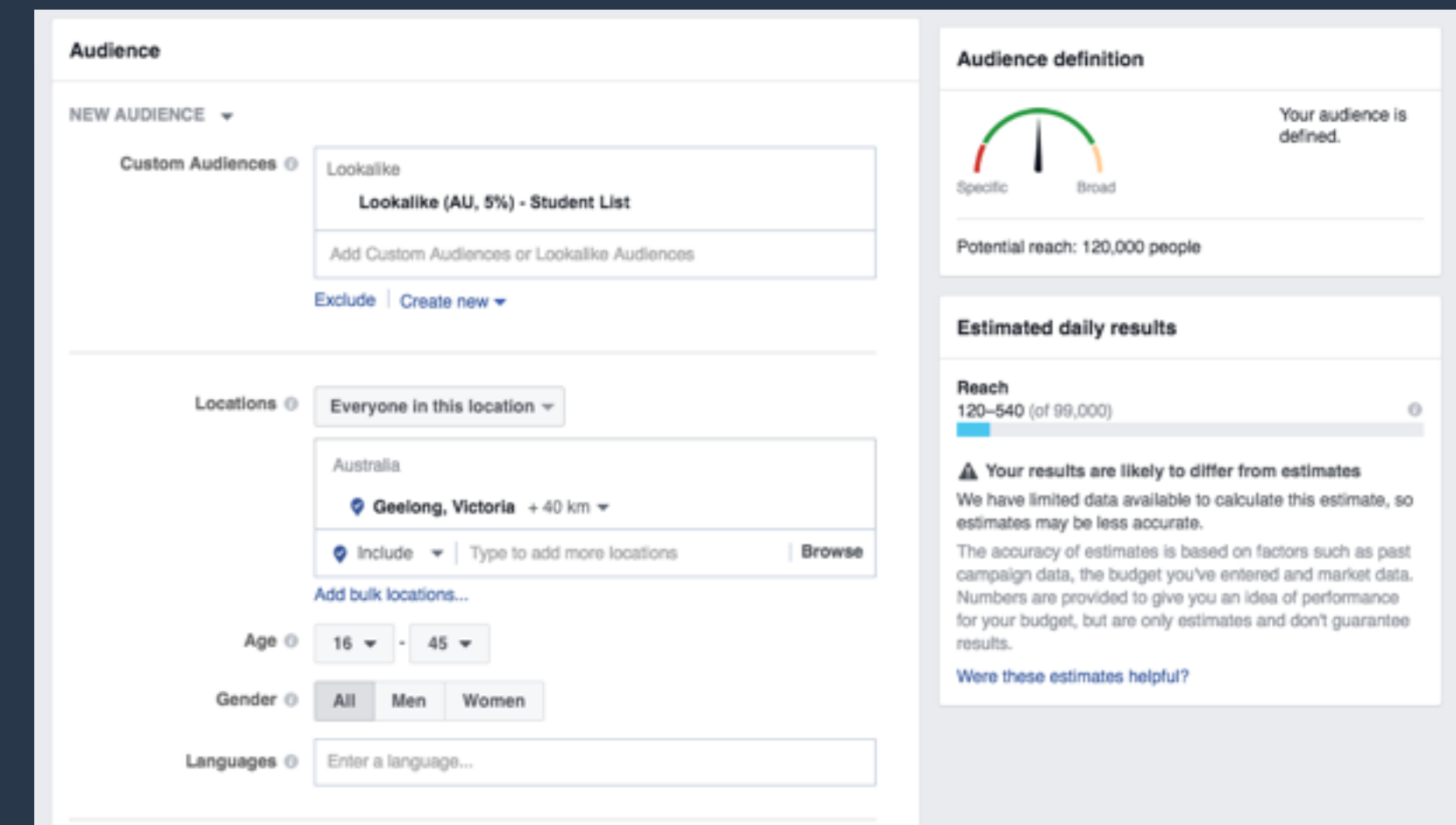
We've already talked about the value of repeat buyers. But if you really want to strike gold, use Facebook to single out first time buyers and move them from the "one and done" category to a life long customer.

And how do you do that? By showing them you've got their back.

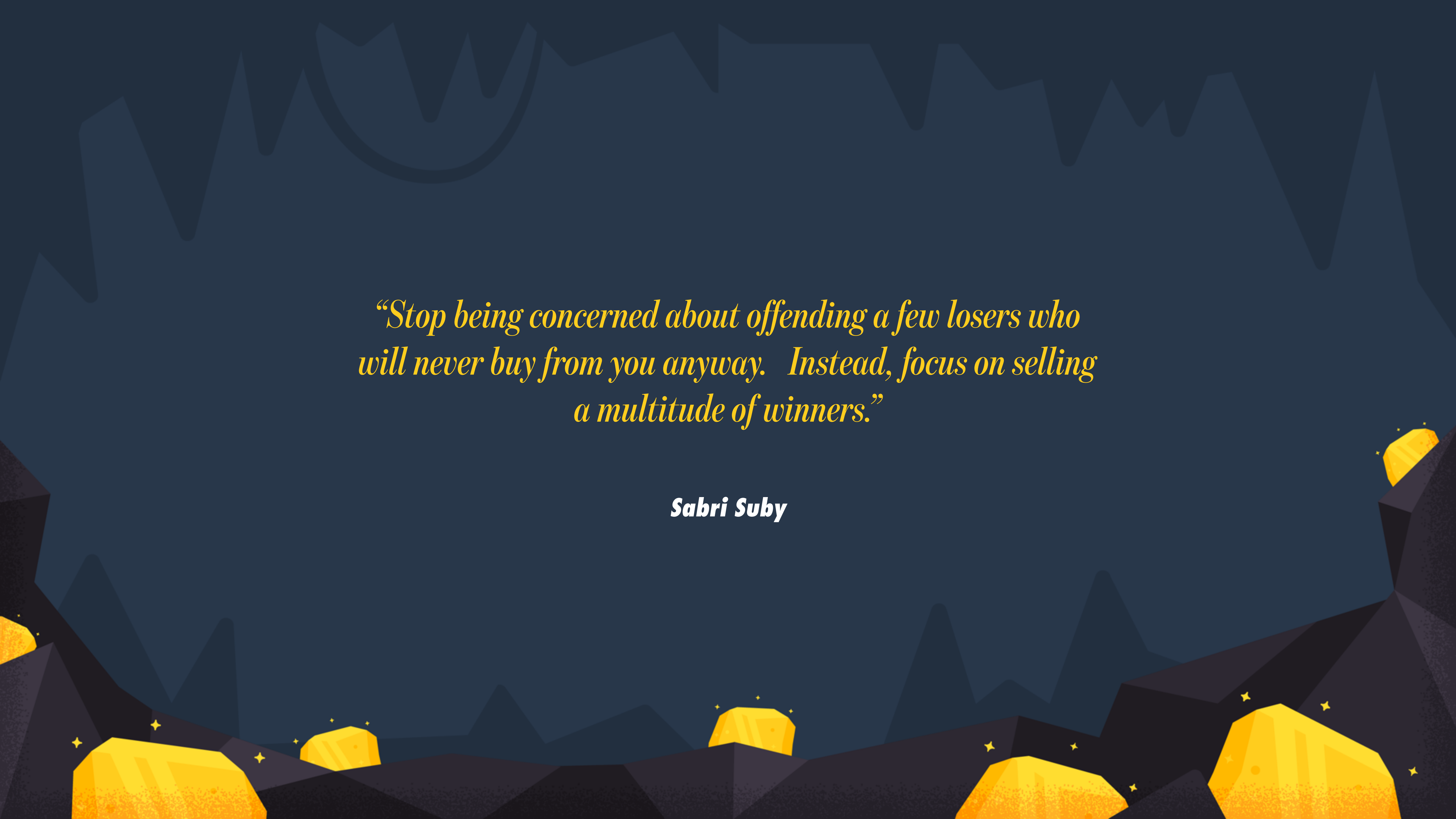
Create a custom audience of one-time customers and then target them with follow up messaging focused on how to get the most out of their purchase. Send educational materials with tips and tricks on how to best use your product or service. Send videos you know will resonate and help them reach their goals. Focus your messaging on them, not on getting the next sale.

This is how you move your traffic from warm to hot - by making it about them, not you. And once they're heated up - and only then - should you hit them with additional purchase messaging.

And then? That repeat customer gold will come rolling in.



The screenshot shows the Facebook Audience creation interface. On the left, under 'NEW AUDIENCE', the 'Lookalike' option is selected, showing 'Lookalike (AU, 5%) - Student List'. Below this, there are fields for 'Locations' (set to 'Everyone in this location' with 'Australia' and 'Geelong, Victoria +40 km' selected), 'Age' (16-45), 'Gender' (All, Men, Women), and 'Languages'. On the right, the 'Audience definition' section shows a gauge indicating the audience is 'Specific' and 'Your audience is defined.' Below this, 'Estimated daily results' show a 'Reach' of '120-540 (of 99,000)' with a warning that 'Your results are likely to differ from estimates' due to limited data.



*“Stop being concerned about offending a few losers who will never buy from you anyway. Instead, focus on selling a multitude of winners.”*

**Sabri Suby**

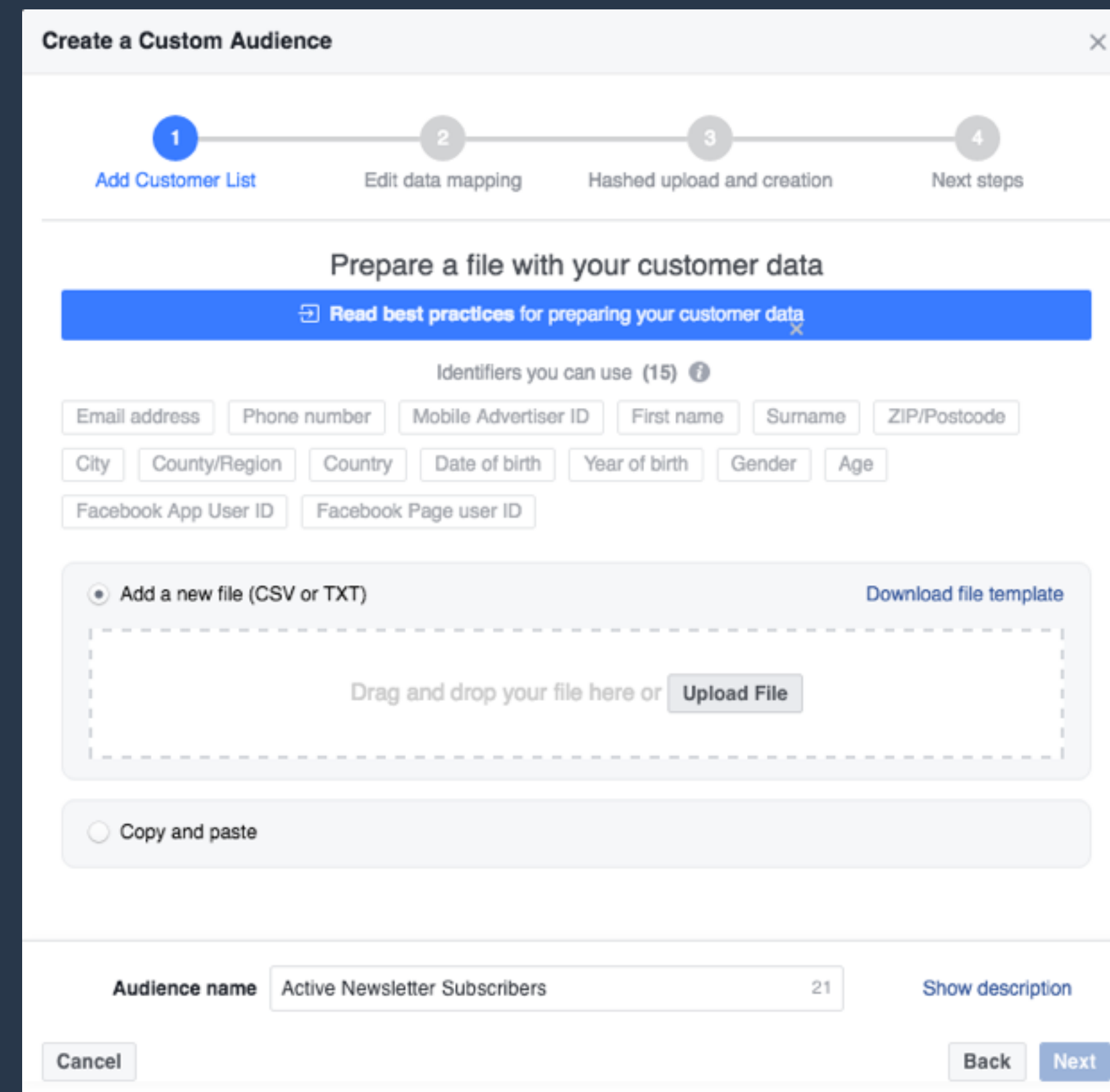


# 11) ENGAGE YOUR EMAILS

You already know your email list is one of the most powerful tools in your marketing arsenal. But if you dig a little deeper into the specifics of how your subscribers behave, there's even more gold to be found.

Pull up your email marketing platform and take a good, hard look at your email opens. Are there any patterns you can see emerging?

So, for example, maybe there's a portion of your list who always clicks on data-driven reports. Or another that's particularly interested in hearing testimonials from your past customers. Or another that refuses to open your emails, no matter what you send. Whatever the case, when you dig deep into your email opens, you'll notice different segments of your audience engaging in different behaviours. And that's intel you should use to your advantage.



The screenshot shows the 'Create a Custom Audience' window with a four-step progress bar: 1. Add Customer List (active), 2. Edit data mapping, 3. Hashed upload and creation, and 4. Next steps. Below the progress bar, the heading 'Prepare a file with your customer data' is followed by a blue button labeled 'Read best practices for preparing your customer data'. A section titled 'Identifiers you can use (15)' lists various fields: Email address, Phone number, Mobile Advertiser ID, First name, Surname, ZIP/Postcode, City, County/Region, Country, Date of birth, Year of birth, Gender, Age, Facebook App User ID, and Facebook Page user ID. Two options are available for adding data: 'Add a new file (CSV or TXT)' (selected) and 'Copy and paste'. The 'Add a new file' option includes a 'Download file template' link and a dashed box for file upload with an 'Upload File' button. The 'Copy and paste' option is currently inactive. At the bottom, the 'Audience name' field contains 'Active Newsletter Subscribers' with a character count of 21, and a 'Show description' link. 'Cancel', 'Back', and 'Next' buttons are located at the bottom of the window.

Create custom audiences based on your email list's behaviour and then serve them specific messaging based on those behaviours. People not opening your emails? Remind them of what they're missing and serve them an

ad featuring some of your best content. Got a new ebook you want to circulate? Serve it right to the portion of your audience you know is most likely to open it.






## 12) TIGHTEN YOUR COPY

No matter what strategy you use to find Facebook gold, you're going to come up empty handed if you're messaging is off.

Your messaging is the most important part of your advertising strategy. If you don't have the right message, it doesn't matter how targeted your audience is - your ads will fall flat.

As you're segmenting your audience, dig deep and figure out what makes each audience tick. What are their pain points? What are their problems? And most importantly, how can you solve those problems?

The more targeted your messaging, the more your audience will feel like you "get" them - and the more gold you'll mine as a result.


 **King Kong Co.**  
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If you're not hitting that \$1,000 figure, your campaigns are probably underperforming... and your business is probably losing tens of thousands every month to your competitors as a result.... [See more](#)

**ADWORDS SECRETS GOOGLE WANT HIDDEN**  
★★★★★



**[FREE REPORT] Reveals 12 Insider Trade-Secrets To Double Sales & Profits From Your PPC Campaigns**

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# BOOK YOUR FREE FACEBOOK ADS HEALTH CHECK AND 30-MINUTE STRATEGY SESSION

**WARNING:** Before you claim your free strategy session you must understand that this is only for people serious about rapidly growing their profits and have at least \$2000 per month to spend on Facebook ads. Our goal is to **maximise your sales**. And to do that we need to grab your customers' attention, delve into their emotions and trigger those deep psychological triggers that make them want to BUY. If the idea of that makes you squeamish then you should close this page and get on with your day. But if you *are* ready to kick your business into overdrive and skyrocket your profits...

**BOOK YOUR FREE STRATEGY SESSION NOW**