

# FACEBOOK CHEATSHEET TO EXPLODE AD CAMPAIGNS!

**STEP**

## #1 The Basics

**NOTE:** If you read through this entire Cheat sheet until the end and understand it, NOT memorize it, understand it - I am 100% confident in telling you that you could open a Facebook ad agency tomorrow.

**YOU BUILD FACEBOOK AD CAMPAIGNS IN THREE LEVELS:**

### **Campaign Level:**

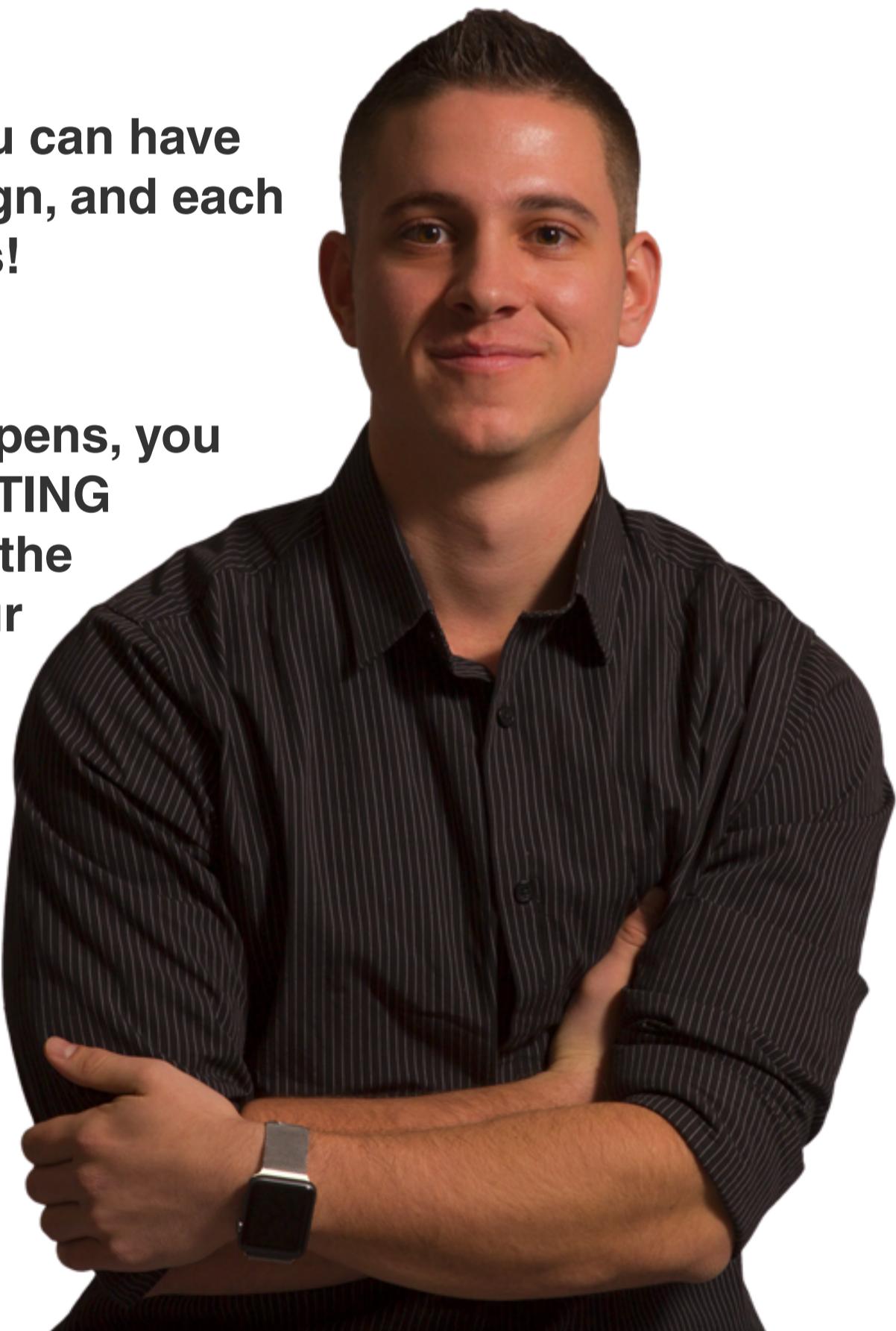
This is your highest level, you can have multiple Ad Sets per Campaign, and each Ad Set can have multiple Ads!

### **Ad Set:**

This is where the MAGIC happens, you can create DETAILED TARGETING here to only show your ad to the people most likely to buy your product or service!

### **Ad:**

This is what the customer actually sees, this is where you write your ad copy and choose your images or videos to actually show new potential customers!



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## *Facebook Vocabulary You Need to Know*

### Custom Audience:

You make a custom audience from pretty much anything, the two most common examples are from a customer file (email list), or website traffic (people who visit your website or specific web pages) these are important because you can get fancy with what you do with them...

For example you can create a custom audience of everyone who viewed your sales or order page but **DID NOT** view your thank you page (the thank you page only shows after a purchase) this means you can later retarget buyers who were close to buying but **HAVEN'T YET** for whatever reason!

For advanced tips on how to create custom audiences based on how much of your videos people have watched make sure to subscribe to my youtube channel, and join our Facebook group listed below where we consistently release the newest best content related to Facebook Ads!



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## *Facebook Vocabulary You Need to Know*

### **Lookalike Audience:**

A lookalike audience utilizes Facebook's almost unimaginable store of data on pretty much everyone on earth to create **NEW audiences** of people who are **SIMILAR** to another audience (or they look alike ;)

**For example** - let's say you have a facebook page where you're advertising your product or service, if you get 100 people from the USA to all like your page, you can create a lookalike audience of people in the USA who share a number of data attributes including age, education, and purchase history with those 100 people who liked your page!

Once you create lookalike audiences you want to set them to 1/10 (or the most accurate - make one you'll see what I mean when you go to make one) and then choose additional interests after you create a lookalike audience to even **FURTHER** target your audience for example you might make a lookalike audience of the 100 people in the USA who like your page, and then from that audience further narrow to only include people from your broad lookalike audience that **ALSO** like Tony Robbins!

You can also create lookalike audiences from people who purchase your product to create the most targeted possible lookalike audience, the more purchasers you have the more accurate the audience becomes!



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## *Facebook Vocabulary You Need to Know*

### **Facebook Pixel:**

Have you ever noticed that one day you'll be casually browsing your favorite micro pig clothing website, and then all of a sudden you have micro pig outfit advertisements all over your Facebook feed!! How does that happen?

Think of a Facebook pixel as an identifier - meaning when you visit a website, say [www.MicroPigOutfits.com](http://www.MicroPigOutfits.com) they have what is called a Facebook pixel installed in the HTML backend of their website hidden from your view! Facebook has ID's for each of its users so when you visit [www.MicroPigOutfits.com](http://www.MicroPigOutfits.com), that Facebook pixel fires and says YOU visited that website, and allows the owners of [www.MicroPigOutfits.com](http://www.MicroPigOutfits.com) to then retarget you with more ads because they know you've expressed interest in their fine Micro Pig Merch!

You can also get fancy with Facebook Pixels by creating custom audiences of users who visited only your order page, but did NOT view your Thank you page (which only shows after a purchase) this means you can retarget users who were close to making a purchase but didn't!



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## #2 What Type of Ads to Use

### Naming Your Campaign:

Name your campaign something specific, Name of campaign, date, strategy or experiment etc... don't be lazy here you will get confused when you start having hundreds of different campaigns!

### Example:

Micro Pig Sweatshirt | August 2017 | Retargeting Order Page Views

### Most Important Ad Objectives:

There are a ton of different advertising types but don't get overwhelmed, there are 3 main types of ads I use, and 99.9% of Facebook ad users can completely ignore all other ad categories.



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- **Post Engagement:** This advertising type is important to build what is called social proof (meaning your ad has likes, comments and shares), I like to show my ad to people who've liked my page, as they are more likely to like and comment on my ads; or third world countries with the interests I am going to target (as likes and comments from third world countries such as India are **SIGNIFICANTLY** cheaper) social proof is important
- **Traffic:** This is the **MOST IMPORTANT** method of advertising, it literally can drive **TRAFFIC** to anywhere, if you want to bring customers to your shopify store, to your affiliate link promoting someone else's product, your landing page where you give away a lead magnet (lead magnet think a cheat sheet or something of value people will give you their email for). Think of traffic campaigns as step two of your ad lifecycle (step one being post engagement to build social proof)
- **Conversion:** Think of conversion campaigns as campaigns you run once you know something about your customer. When you use your Facebook pixel you can set what is called event codes which signal that certain people took certain actions, for example: If you set an event code to tell your pixel any time someone added a product to the cart, or made a purchase, then you could later use this data to create conversion campaign **OPTIMIZING** for only targeting people who are most likely to also add to cart or purchase (again based on Facebook's insane amount of data!)



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## Ad Lifecycle:

I think it is important here to understand the logic of Facebook Ads and the lifecycle they take to be most efficient.

You want to start out with post engagement ads for **5-20** dollars to build some likes and comments and shares so that when other people see your ad already has some activity they are **MUCH** more likely to engage/click themselves!

The next step is to take these same ads and run them as traffic campaigns to drive clicks to your website, or landing page (where you have installed your pixel on ALL pages!) Once your pixel has some activity, when people view your content, add your products to cart, or purchase from you, you will then be able to retarget them based on those actions with custom audiences and lookalike audiences which is where the real profit comes from!!



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## #3 Defining Your Audience

### Defining your Audience:

This is where the profitable advertisers set themselves apart. Remember Facebook advertising is as much of an art as it is a science.

This is the area where you will can choose any custom or lookalike audiences you've created, or create an audience from scratch based on interests (interests would include fact based actions for example targeting people who like Tony Robbins Facebook page, or algorithm based, for example liking the interest cooking - but not specifically liking any Facebook page; this is an important distinction because Fact based is much more powerful!)

Interests, sometimes called narrows can be confusing, but think of them as ways of targeting people who are likely to be **INTERESTED** in your product based on other things they're interested in, for example someone who likes Tony Robbins, who also likes Tim Ferriss is quite likely to be interested in entrepreneurship.

An invaluable tool for finding related pages people are interested in which is **VITAL** for targeting, is a tool Facebook created called audience insights!



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## Audience insights:

There is a lot of info here, most of which can be ignored, the main thing you are concerned with is demographics can be interesting for split testing age groups and genders/geographic location, for example if you see that **72%** of your audience interested in your product are women, and live in Texas you probably want to target, you guessed it, mainly women from Texas in your ads!

But far the **MOST IMPORTANT** part of audience insights is the ‘Page Likes’ section, this will show you Facebook pages people like related to your interest, for example maybe you’re selling baby products you would search baby magazine in the interest section of Audience insights and it would show you a ton of other related Baby Facebook pages which you could then target as interests which will make your Ad only serve to people interested in multiple different baby related Facebook pages!



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## Google Trends:

Google is probably the best aggregator of data in the world, followed closely by Facebook, and utilizing the power of Google to gauge interest for any specific product is a vital activity! Let's say you are searching for cat jewelry on Google trends, you can then narrow it to only the United States, and scroll down and see the individual **CITIES** in the **USA** that are most interested in Cat Jewelry, and then only target those Cities in your Facebook campaigns to better target, with your other interest narrows, to get a super defined audience more likely to buy your adorable kitty necklaces!

## Placements:

Facebook is a business that wants to make money, you are a person/business that wants to make money. If you want to make money more than you want Facebook to make money **NEVER CHOOSE AUTOMATIC PLACEMENTS!!!!**

Normally I split test between Mobile and Desktop Facebook feeds, meaning I run one campaign only on mobile feeds, and one on desktop feeds (you can easily copy or clone ads and change one feature to split test when you've finished creating an ad).

**DESKTOP AND MOBILE FEEDS ARE NORMALLY THE ONE PLACEMENTS I USE,** and I have iteratively tested the heck out of this and trust me it's the best. For some products such as fashion or apparel, instagram works quite well, but generally I split test instagram as its own category.



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## Naming Ad Sets:

Similar to campaigns, you want to be specific with naming your Ad sets, this takes a bit of practice but try to get a convention down you stick to, it will save you a ton of time, I generally use the following schema

**“PRODUCT NAME | LOCATION | TARGETING TYPE | AGE | PLACEMENT”**

## Example:

**“Cat Jewelry | USA | Family Households 100k+ | 24-44 | Mobile + Desktop”**

## Summary:

**Campaigns - you pick Objectives and Ad Type**  
**Ad Sets - you pick Targeting (IMPORTANT STUFF)**  
**Ad - is what your Customers see on Facebook!**



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## #4 Creating Ads

Creating Ads seems like the easiest part but it actually can be quite daunting starting one from scratch! It's much **MUCH** easier to look at successful examples, I recommend first and foremost **START NOTICING** the ads shown to you on Facebook and what you think works and keep a file of ad copy and screenshots of the ads themselves in a folder you store somewhere safe!

The next methods I recommend are using the following two awesome resources!

**Adespresso shows examples related to any search strings (if you use adblocker which everyone does, opening this link in an incognito works like a charm ;)**

<https://adespresso.com/academy/ads-examples/>

**Swiped.co - Shows Ad example for Facebook ads, you can also look at sales copy when you do generate your email campaigns, landing pages simply by choosing them from the drop down menu! I personally follow a guy who sells hundreds of millions of dollars worth of ecommerce products every year named Ryan Deiss, and read the notes from the Swiped.co teams they annotate on his campaigns, you can learn a lot mimicking the success of others!**



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<http://swiped.co/>

**Some of my favorite models are the free plus shipping model where an item costs you 2 dollars to purchase and ship from AliExpress and you tell the customer its a FREE item and they only pay 6.99 in shipping, which means you net 4.99, even with a free item ;)**

**[FREE GIVEAWAY] - Free plus shipping model (great for drop shipping)**

**TODAY ONLY - Simulates scarcity makes people think if they don't click now they will never get the offer!**

**Also use some 😊😊 Emojis 😊😊, they incite emotion, and are eye catching, don't be afraid to throw them into your ad copy and headlines!**



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## #5 Retargeting

The final step of Facebook advertising is utilizing the magic of retargeting. Up until this point you've build tens or even hundreds of ads (the more the better) split testing on age, location, interests, and pausing poorly performing ads, and scaling the spend of your ads performing well!

The next step is to build your retargeting campaigns and optimize your current campaigns. This is the most advanced and important aspect of Facebook marketing, and I go over it **IN DEPTH** on my YouTube Channel so make sure to come check out my videos there on it for step by step tutorials, you can find the link to subscribe below if you're interested!

### Conversion Campaigns:

Conversion Campaigns show their power here - because as you collect more and more pixel data, you start to amass more and more data points to retarget your customer base with, and form lookalike audiences based on a ton of different types of custom audience combinations (like video view percentage, people who like your Facebook fan page, people who purchase your product or service, all website visitors and **SO** much more!)



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Generally conversion campaigns start out more expensive per click than traffic campaigns, but as your pixel information grows Facebook's algorithm gets better at matching more and more data points to find other people who are more and more similar to people who HAVE taken action or caused a specific pixel action to fire such as adding to cart etc...

## Quiz Time!

Would you rather create a conversion campaign for 100 people who visit any page of your website, 10 people who add your product to cart, or 1 person who actually purchased your product or service which conversion type should you create your ads for?

(Remember each of these events is able to be tracked by placing the appropriate Pixel Event codes which I explain on my YouTube Channel!)

The KIND OF correct answer is the 100 people who visit any page of your website, because the more data points you have, the more accurate Facebook will be able to target other people who share a variety of attributes with the people who did visit your website, the MORE correct answer is all three because with Facebook split testing means PROFIT!



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**How long should I let an ad run?  
When should I stop it?**

You can tell a lot about an ad for **60 dollars** of ad spend, I generally set brand new ads to **20 dollars** a day and let them run for 3 days, at which point I review the results!

So that is everything about setting up awesome facebook ads but it's really just scratching the surface of what is possible with Facebook ads!

If you are interested in seeing me show a campaign where I turned **\$262** into **\$11,000** profit then do two things...

## STEP #1:

Subscribe to my channel and click the little bell icon that appears AFTER you press subscribe so whenever I release a brand new video on exactly how to make thousands and thousands of dollars profit using Facebook Ads, you'll be the first to know!

### Subscribe:

<https://goo.gl/j02esf>



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## Step #2:

Leave a comment letting me know **EXACTLY** what you want me to make my next video about on any of my YouTube videos!

**BONUS: Top 2 Ways to Make money starting TODAY using Facebook ads!?**

### **#1 Affiliate marketing:**

Watch my video on how one of my students made **\$30,000** affiliate marketing!

<https://www.youtube.com/watch?v=-WI0hvHPcDk>

### **#2 Dentist doctor method:**

Use the following funnel to do location specific Facebook ad campaigns to market for your local doctors and dentists, I have personally made 10's of thousands of dollars offering to bring them free leads upfront and then once I show them the power of Facebook ads, we worked out a deal that I would run their monthly ad campaigns bringing them new clients for a retainer fee of **2,000 dollars per month** (which they were easily making and much more in downstream income from their new clientele!) If you guys want me to make a video on exactly how to do this leave me a comment on my Facebook Advertising video letting me know!

**Discounted ClickFunnels >> <https://goo.gl/PptMLh>**  
**Doctor/Dentist Funnel >> <https://goo.gl/krKUw3>**



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## #3 *Drop shipping method:*

Use a basic funnel to automatically dropship products from Aliexpress to your end customers with no website!

Clickfunnels handles all the payments and hosting and domains for you, all you do is plug and play your product information into the prebuilt funnel below!

**Discounted ClickFunnels >> <https://goo.gl/PptMLh>**

**Dropshipping Funnel >> <https://goo.gl/nHDd6V>**

