# Script

Webinar title: *9 Reasons Why Your Business Should Advertise on Facebook and*

*How to do it Right*

**SLIDE 1**

Hi everyone, I see a number of you joining in now. If you’re here for 9 Reasons Why Your Business Should Advertise on Facebook and How to do it Right you’re in the right place and I appreciate you joining me today. We’ll get started here in just another handful of minutes. We’ve still got a bunch of people joining in and I want to give them a chance to get settled before we get going. Now is a great time if you’d like to get a drink of water, run to the restroom or finish up that last email. Whatever you need to do, you’ve got a few minutes to do it here, okay? I’ll be right back with you. Thank you.

Hi everybody, I see a lot more people joining in now. Thank you so much. We appreciate your time and attention in joining us here today. We have a number of people though still coming aboard so I’m just going to give it another few minutes before we get started. You have a great opportunity here just to run to the restroom, get a drink of water, do whatever it is you may need to do before we get going. I’ll give you another minute or two and we’ll get started. Thanks.

Okay everybody, let’s go ahead and get going. Again, I’d like to thank you for taking the time today to join me for this presentation. Today I’m going to show you the seven reasons why your business should advertise on Facebook and how to do it right. Facebook obviously is in the press in a major way every day and I think we’ve all been intrigued at how incredibly quickly it’s grown and become a part of the everyday culture.

You’ve probably all heard the stories about how somebody is making a lot of money with Facebook in one way or the other, but I think what often doesn’t get covered is how can the average small business take advantage of Facebook to market their products and services and what are the strategies to do that effectively. So that’s what we’re going to cover in this presentation today. I should be able to get through this presentation in about 30 minutes or so and then get you back to your workday.

Before we get started, just a couple of logistics. One, I will be recording this presentation so there’s no need to take real intense notes. You can sit back and relax and I’ll send out the recording so you can go back through it and cover anything that you need to cover again. Next and most importantly, there’s a question box below this presentation on your screen there. That’s where you can ask me any questions you may have and I would be happy to answer them.

I’ll definitely get to at least a handful of questions at the end of this presentation and anything that I don’t cover at the end here I will be sure that either myself or somebody from my team will follow up with you directly to make sure that we do get your questions answered. So, a great time now to turn off those cell phones, shutdown that email and give me your undivided attention and we will take you through how to advertise your business on Facebook.

**SLIDE 2**

So the first question is why Facebook. Why advertise my business on Facebook. There are all kinds of options for you in terms of marketing, obviously, so why should you invest your time and energy and money on Facebook. Well, the first answer is that there’s now over one billion users on Facebook which is roughly a fifth of the world’s population, which is just incredible when you think about it. I mean Facebook has been around less than 10 years now and, literally, it just seems like it’s taken over. It’s so big and it’s grown so fast, it really is amazing, but even more importantly than just its size, I really do believe that Facebook is a great example of the future of advertising.

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Why do I say that? Well, really it comes down to these three words – demographics, psychographics, and behaviors. Now, you’ve probably all heard the word demographics, but maybe not psychographics. Demographics is the information, kind of the data about somebody. How old are they? Are they male or female? What kind of income do they make? That’s demographic information. On the other hand there’s psychographic information. Psychographic information is more about that person. What are their interests? What are the things that they like? That’s the psychographic information.

And when I mention behaviors, I’m referring to the fact that Facebook has a history of your behavior online. What things have you liked, do you tend to buy stuff online...it’s a little bit creepy, but very powerful for advertisers like us.

As you can imagine, that data combined is very, very powerful from a marketing perspective. There are all kinds of advertising vehicles that you can use to market just on demographic data, but it’s very hard to advertise truly on psychographic information. Facebook is one of the only advertising platforms or channels that you have where you can really effectively target people based on both their demographic and their psychographic information - then combine those with the person’s behavior patterns - and that combination makes it a very, very powerful advertising option.

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Next is this number here. That’s 20 hours. The average American Facebook user spends 20 hours on Facebook each month. That’s incredible!.

**SLIDE 5**

That comes out to about 40 minutes the average American spends on Facebook every single day. That’s up from about 15 ½ minutes just a few years ago - and the number is growing all the time!

In certain markets it’s considerably more than that and certainly certain users it’s considerably more than that. I mean some people are glued to their Facebook all day long, but the reality is there are only a couple of other sites on the Internet that get more attention than Facebook.

For the most part, Facebook dwarfs just about any other site that you can think of in terms of the amount of time and attention that it gets from its typical user. That combination of the psychographic and demographic targeting, combined with the fact that you’re reaching somebody who’s giving quite a bit of time and attention to the environment that you’re advertising in, makes it, again, super, super powerful advertising and marketing platform.

**SLIDE 6**

Okay, so that’s at a high level why you should consider advertising on Facebook, but let me give you nine very specific reasons to advertise on Facebook that really are, I think, unique to Facebook. So, first—

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**1. Reach**

As I said, somewhere around a billion users are on Facebook. Well, that is 51% of all Internet users because, obviously, not everybody on the planet is an Internet user. Of those that are out there, Facebook has accounts with roughly 51% of them. That’s just incredible. The result of that is that there are a huge number of people in just about every group that you could possibly want to target. I mean you can literally reach any age group, male or female, living in just about any country of the world with just about any interest or hobby that you can imagine.

No matter who it is that you’re trying to target, you’re going to find them on Facebook and you’re going to find them in very large numbers and you’re going to have the ability to engage them in a variety of ways. So you’re not going to reach them with just one type of advertising, Facebook has several ways that you can advertise to people within Facebook that gives you just that much more reach and that much more engagement with their users. So, it really is hard to find, if not impossible to find, another advertising medium that you can use to target this many people.

Alright, next is—

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**2. Precision Targeting**

Not only are you reaching just large amount of people, but you can also target them very, very specifically. In fact, I’ve never seen any advertising platform that allows you to target as specifically and precisely as Facebook, which is one of the things that I think makes it most valuable and most intriguing for small businesses like us to take advantage of. We don’t have the money to waste on sloppy advertising, right? I mean if we run an ad in our local city newspaper, 90% of the people that are seeing that ad may not be a good customer for you, but you have to spend the money on them because you have to get that ad out there to everybody in that form of advertising.

Well, with Facebook you can target on very, very specific data. I mean look at this. You can target on their location, all the way down to the zip code or area code. You can target on their age and on their specific birthday. You can target based on their education levels, but you can also target on where they went to school and exactly what class they graduated from. You can target based on their social connections which, of course, the power of Facebook are the social connections. You can target based on the friends that they have, the groups that they’re a part of and the things that they associate with socially.

You can target on demographics, as I mentioned before, but you can also target on interests, on things like their favorite movie, their favorite restaurants, places that they like to travel. That’s all just incredibly valuable data that allows you to target very, very precisely and specifically and then relationship status. If you’re selling something related to relationship status, obviously, lots of industries are driven and purchases are driven in those industries based on whether or not somebody is married or engaged or single.

There really is almost no end to how creative you can get by targeting on these different factors and it’s not as if you’re targeting just on one of these factors. You can combine them to create a level of targeting that is just absolutely precise. For example, let’s say that you owned a children’s toy store in Springfield and you may want to target people who live in your city who are parents, you know who have children, who make a certain amount of money and maybe who have expressed interest in certain types of movies or Disney products or things like that. Well, you can get to that level of targeting on Facebook. Now your advertising spend becomes very precisely targeted and that leads to—

**SLIDE 9**

**3. Cost Control**

Advertisers in Facebook control how much they spend for each campaign and the budgets can be very low. You can spend as little as say $50 a day in Facebook. Obviously, you can’t spend that little doing television advertising or radio advertising or print ads in your newspaper or you’ll never actually get an ad run. With Facebook advertising you can control your budget down to a very, very small level compared to other advertising, but the most effective way of controlling your budget in Facebook is the fact that you have that very specific targeting.

John Wanamaker famously said that half of his advertising was wasted. He just didn’t know which half. Well, with Facebook you do know which half because you can target your advertising so efficiently and you can see the results of that advertising so clearly that you can cut the waste and that leads to number four here—

**SLIDE 10**

**4. Cost Efficiency**

That precision gives you efficiency. Every dollar is now used for its greatest impact. You can measure every single ad and how it’s performing on getting the specific results that you want and you can cut back your investment in the ads that are not working and put more investment, shift more of that investment to ads that are working. So now dollar for dollar you’re getting very efficient advertising. You’re getting ads that work in front of the most precisely-targeted relevant audience for your products or services. So there really is no way that you can get more efficient in your advertising, which just means that you have to spend less to get the impact that you’re looking for.

Number five is—

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**5. Simplicity**

All of what I just described there may have sounded very complicated. But the amazing thing is that Facebook has done such a fantastic job of designing a really elegant user interface that makes advertising on their platform just super simple. If you have any experience with Google Adwords, you know that that can be a very complicated environment to advertise in. It’s very easy to go in there and just get lost in all of the detail of their advertising platform.

Facebook is exactly the opposite. Even though you have all of this laser targeting in Facebook, the interface to advertise couldn’t be any simpler. I mean, literally, it doesn’t matter if you have absolutely no experience in doing this type of advertising. You can get in Facebook and create a campaign just in a matter of minutes precisely targeting the audience that you go after. I think that simplicity is very powerful, you spend much less time trying to manage the system and more managing your advertising.

Reason number six is—

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**6. Interest Targeting**

We’ve talked about this before. The ideal selling situation is if you could have a one-on-one conversation with somebody that you know is the perfect candidate for your products or services. On the far other end of that spectrum is doing true mass market advertising where you’re running an ad on television or you’re putting an ad in a major newspaper or on the radio. You know that that ad is reaching tons and tons of people, but you also know that many of those people are not at all the people that are going to actually respond to your advertising.

So, ideally, if you could drive your advertising down to a more personal conversational level but still be able to do it to a huge number of people then you would obviously have just this amazing advertising vehicle. Well, that’s what Facebook allows you to do. It allows you to target your message down to these very small specific groups of people and then display ads to them in a manner that they’re customized and have the right approach to really resonate with that group that you’re targeting. It just makes every ad that you’re putting out there much, much more relevant and much more laser targeted to the audience that you’re going after.

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Let me give you an example of this and why this is so powerful. State Bicycle Company, a company you’ve probably never heard of, makes very high-end kind of hipster bikes. These are bikes that you’re going to see on like bike messengers in San Francisco, Austin or New York City. They cost thousands of dollars and your typical bicycle buyer is not going to be interested in one of these bikes, but for the right person this is kind of like having a Ferrari or a Porsche or something like that, right? It’s something that people are willing to spend more money on because these bikes really strike a chord with the right type of cyclist.

Well, as you can imagine, State Bicycle Company cannot just go do mass media advertising for these bikes. Your typical father is not going to see an ad for the State Bicycle Company in the Sunday paper, rip out the ad and go down to Walmart and buy a $3,000-$4,000 bike. This type of product cannot effectively be advertised in traditional advertising channels because it would just be incredibly wasteful. I mean they would literally go broke trying to advertise their products.

What they can do in Facebook, though, is they can target people that they know are likely buyers of their bikes. In selling these bikes for awhile, they know that their buyers like certain types of music, that they live in certain places, that they are a part of certain age groups. They were able to take all of that information and create these laser-targeted campaigns in Facebook. They targeted those things. They targeted the music groups. They targeted the specific cities, San Francisco, Austin, New York City, places like that and by doing so they were able to get massive sales from their Facebook advertising and just a huge ROI on the investment that they made.

Again, they’re not wasting any of that advertising budget in just any sort of mass media untargeted advertising. I think that demonstrates for a lot of you that have smaller businesses and maybe products that are focused on certain types of niches the power of using Facebook to target based on those interests to make sure you’re reaching the right people.

Number seven is—

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**7. A/B Testing**

Anybody who’s done any advertising online knows that one of the most powerful things about advertising online is that you can do quick and easy tests of one ad versus another ad to find out which one is performing better and then cut your losses on the weaker ad and raise your investments in the stronger ad. This is something that’s very hard to do in traditional advertising; again, going back to that quote from John Wanamaker – I know that half of my advertising is wasted. I just don’t know which half. Well, by doing these simple A/B tests you can determine which of your ads are wasteful and you can put your money behind the top-performing ads.

This is an example of an A/B test. You can see here that these two ads look pretty much identical, but they are quickly doing tests of different language to see what their audience will respond to.

So, you can do simple tests like this very, very quickly and efficiently in Facebook that will give you data to tell you how you should be advertising to your market, which ads are most effective and where you should be putting your advertising dollars; again, something very hard to do with traditional advertising.

Okay, so that’s your seven reasons to advertise in Facebook. I’m going to give you actually one more, one bonus reason and this is a really, really powerful one—

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**BONUS: Social Proof**

Social Proof, what do I mean by that? Well, Facebook is obviously a very social network. I mean its power is that it drives all of these social connections and gives us a way to interact with your existing social connections as well as easily make new ones based on our interests. Well, we all know the power of social proof in determining what products or services we buy. If we see our friends like certain types of products, we’re more interested in those products. If we have a business colleague of ours that uses certain services at their business, we’re probably more likely then to try those services at our business. That social proof aspect is powerful and that’s really at the heart of what makes Facebook so powerful.

Well, 68% of Facebook users say a friend’s referral would increase their chances of purchasing a given product or services. With Facebook friends-of-fans targeting, you can advertise to the friends of your fans. What do I mean by that? What I mean is that if I have a Facebook page for my business or for my products in Facebook and one of my customers ‘likes’ my page, they’re now a fan of my page, I can advertise to their friends. I can say hey, to all the friends of John out there, John likes our products and services. Maybe you should come and check them out as well. So now people viewing our ad will see that someone they know is already a fan of your brand.

This is social proof and it’s incredibly powerful and this capability is really pretty unique to Facebook. I mean there are other social platforms that you can do a similar type of advertising, but none of those platforms have anywhere near the reach that Facebook does. Facebook is unique in that it has so many people on its network that this type of advertising becomes very powerful. In fact, let me just share with you some of the math. The average Facebook user has 130 friends, so if you advertise to the friends of your fans and let’s say that you have 100 fans, you now have the ability to reach 13,000 of their friends. Imagine that. Imagine if you could have your customers go out and refer your products or services to 13,000 of their friends. Obviously, that would be incredibly powerful marketing for your business. Well, that’s exactly what you can do with friends-of-fans targeting in Facebook.

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Alright, reason number 9 is a HUGE one. Mobile targeting.

Mobile internet usage has surpassed desktop usage, meaning more people are now accessing information, searching, and being entertained while they are on their phones and on the go.

80% of Facebook’s daily users are now on mobile, and 30% of all ecommerce purchases are now happening on mobile devices - and that number is growing quickly.

So you HAVE to be targeting mobile users with your ads, and Facebook is uniquely designed to give you this opportunity.

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Alright, so that’s nine reasons. I hope that you can see now the power of using Facebook advertising and why you should use Facebook advertising for your business compared to some of those other advertising options. Let’s talk about best practices because, just like anything, there are kind of tricks of the trade in getting the bang for your buck that you’re looking for in Facebook advertising, so let’s go ahead and talk about those best practices that you should make sure you’re utilizing.

The first one is—

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**Create an Awesome Facebook Page**

Your Facebook page is kind of like your home in Facebook. It’s the equivalent of your webpage out on just the worldwide Web, right? It’s important that you get this right because everybody that’s checking you out is going to see this page, so there are a few guidelines that you want to consider. One, you want to make it visually appealing. Facebook made their timeline changes which allow you to have a much more visual experience inside of Facebook. You want to take advantage of that. There are all kinds of data that shows that people are more engaged by images than they are by words, which is exactly why Facebook made those timeline changes-- to make those engaging pictures more of the experience and keep people in Facebook even longer and keep them more engaged. So, you really want to make sure that you have a visually appealing page.

You should include freebies and offers, if appropriate. If you have something that you can give away or share with your visitors, it could be coupons, it could be free information that you can give them, something like that, people really respond to those types of offers. So anything that you can do to put some sort of freebie on there and engage them in that way will really benefit you.

Next, you should be ready to engage. If you’re going to have a Facebook page and you’re going to focus on this type of marketing, again, the power of Facebook is that social aspect. So if somebody is going to make it to your page and like things and comment on things and be ready to engage with you, you need to be ready to engage back. So be ready to jump into that conversation with people and make it a truly social experience.

The more that you can do these types of things, the more engaged your fans are going to be. The more engaged your fans are, means the more time they’re spending on your site, the more they are liking your products and your services and your messages that you’re putting out there. The more that you’re able to do that, the more that you’re able to leverage Facebook’s advertising capabilities. Facebook advertising is not just about sticking up an ad. It’s about engaging in that social community and they’ve got these really powerful ways of allowing you to do that. Well, the more fans you have and the more engaged those fans are, the more you’re going to be able to take advantage of those powerful capabilities.

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Let me give you an example here of a really well-executed Facebook page by a small business owner.

This is a really neat story...this is an Irish Pub in California that has been a massive success, largely because they built up an audience of nearly 4000 Facebook fans BEFORE they ever opened their doors. They run lots of specials and party promotions through their Facebook page to keep their audience engaged and their bar full!

I think some other brands that you’d recognize are really good ones to go check out. Starbucks has a fantastic page and they do a really nice job of engaging people on their Facebook page. So, think about some of your favorite brands and go and check out their Facebook pages if you haven’t already. Now when you go and check them out, do so with a little bit more of a critical eye. I mean take a look at the things that they’re doing well and maybe the things that they could improve upon and take some of those lessons back to your own Facebook page as you start planning your advertising on Facebook.

Alright, next is—

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**Do Your Research**

Again, Facebook has this incredible amount of data and incredible targeting capability. You want to be able to use that to your fullest advantage, so the first thing I recommend that people do is to dive into Facebook Audience Insights.

Audience Insights is Facebooks tool that allows you to dig into their massive database of user data, to get specific information about the audience you are targeting.

This is a cool way really of spying, to some extent, on your customers. I mean you’re not spying on them on an individual level. You’re spying on them as a group and getting to understand okay, who is a customer of my business. What are they interested in. What are these people up to every day? You can use that information to then build more targeted campaigns in Facebook.

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Let me show you real quick the kind of data I’m talking about. This is a screenshot from Audience Insights and this is showing the results I got returned when I did a search for people who live in America and like ‘Organic Foods’.

So maybe I have an organic foods product, or I’m opening a new restaurant...something like that.

By using tools like Facebook’s Audience Insights tool, I can learn a great deal of information about an audience I want to target. Facebook is telling me that 85% of my audience is women, that they are very likely to be married, college educated, and even work in certain fields. This is all information I can now use in my ad targeting.

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So can get really specific about who it is you are targeting.

Examples of the type of data you can get that you can use to target are:

* Is it men or women
* Are they professional
* What age group
* Where do they live
* What products do they currently use
* What types of cars do they drive
* Do they like Oprah or not

These are the types of things that you can literally target in Facebook so you can get down to this level of detail in you’re targeting of your campaigns.

Next, a best practice in advertising is—

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**Tell the Visitor What to Do**

You want to include a clear call to action that you want your audience to take in the body text of your ad, and you should test taking advantage of the call to action buttons in Facebook.

So you can see over on the right-hand side an advertisement for Jasper’s Market. Both ads are very similar, but the ad on the right includes a ‘Shop Now’ call to action button.

You may think, well geez, that’s not a big deal. How is that going to make much of a difference in my advertising? Well, it’s been proven over and over and over again that by having specific directions in your advertisements you’re going to get much, much, much better response and much more action taken by visitors. So, that could be:

* Click here
* Learn more
* Join us
* Enter your email address
* Buy now

Those types of things are specific directions where you are telling the visitor what to do and they are very, very effective in getting more response from your ads.

Next—

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**Appeal to Self-Interest**

Highlight any benefits, sales or similar specials your business is offering that would be beneficial and would appeal to the self-interest of your visitor. So here’s another one again. ‘Do you love shoes? Get gorgeous shoes delivered to your door, just $39.95 with free shipping and a 50% off welcome offer.’ So free shipping and that 50% off welcome offer are going to be appealing to that shoe shopper and hopefully get them to click on that ad versus just seeing it and going by without taking action. So appeal to the self-interest, mention any specific offers you can, any deals, discounts, things like that the viewer can take advantage of.

Next—

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**Use Eye-Catching Imagery**

In fact, an image is the first and most important piece of a Facebook ad. Facebook ads are meant, to some extent, to just kind of hide in the background while you’re enjoying Facebook. Facebook has been very clear that they don’t want to really bother their Facebook users with too many ads. They don’t want the ads to be too much of a distraction from the overall Facebook experience, so you literally have to draw somebody’s eyes over to the ads if you want to get their attention and the way to do that first and foremost is an image.

People are very visually oriented and will get pulled over to your ad by an image much more effectively than they will to words. The words are very important as well, once you’ve got them there, but it’s the image that gets them there in the first place. So, again, going back to our high heels example, these bright colors, you can see that this would be an image that would definitely draw somebody’s eyes over. In fact, there are certain types of images that are proven to work better than others. Attractive women draw more eyes than just about anything else, pictures of babies, pictures of pets. These are all very, very effective advertising pictures.

If you pay close attention to ads in Facebook here over the next week, you’ll see that people will use those images even if they have nothing to do with their products or services and that’s just proving the point. Those images draw people and then it’s the words that keep them there. So always look for evocative pictures, uncluttered images, not stock images. You’re actually better off if you use just some real image taken with your own camera. Ideally, the images are relevant, but as I just said it’s certainly not always necessary. Consider close-ups of people, white backgrounds to really make the colors of your image pop and something branded if you can. If you’ve got a strong brand that you can use in your ads then absolutely take advantage of that.

You can see here that Amazon is using very bright, clean images. Amazon is a great advertiser to study by the way, because they spend a TON each year on ads!

Alright, next—

**SLIDE 26**

**Use Time Prompts**

Create a sense of urgency in your ads to encourage people to take action right away. Again, advertising is all about getting people to take action so you can build that into your campaign. You can build offers. ‘Act now, the offer ends in the next 24 hours so take action today.’ That type of thing will, again, encourage response and will actually bump up the effectiveness of your ads.

Next—

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**Pique their Curiosity**

There are all kinds of data on what works best in Facebook to get engagement.

One thing to test is asking questions with your ad copy? Questions get people automatically answering, and therefore engaging in your ad.

The other major thing is pictures. People absolutely love pictures. We’re very visually oriented. I’ve included a picture ad from one of the largest advertisers on the internet, LowerMyBills.com.

I’m sure you’ve seen some of their ads. They are absolutely famous for using crazy pictures that make no sense in their ads - like this one - because they have proven to get huge results.

So test your pictures!

Next—

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**Test Multiple Offers**

As I said, you should always be split testing and trying different things so test coupons, test asking someone to like your page or test using some sort of event invitation to invite them to do something. Maybe have an open house at your store or to attend some sort of training event that you hold online via a webinar or things like that. You should always test different types of offers because what you’ll find is that certain offers will get dramatically different responses than others.

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**Use Sentence Fragments**

In this very small advertising space that you have in Facebook is no place to worry about having really proper grammar. You will actually get more effectiveness with short choppy sentences. I think they’re a little bit jarring to people in some way because they’re not these full sentences and you can really kind of quicken the pace of the reading. So, just an example down here that says, ‘Great gifts, half price. Great deal, buy now.’ You’ll see this type of thing in Facebook ads and there’s a reason for it. Again, that choppiness kind of draws your attention. It’s different than what you’re used to seeing and in marketing different is good. So don’t worry about having perfect grammar in Facebook ads. Use sentence fragments, make it short and choppy and it will actually be more effective.

Next—

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**Land in the Right Spot**

What I mean by this is that when somebody clicks your ad, you want to make sure that you are taking them to the right place. When I say the right place, I mean you could literally drive that person anywhere. You could drive them to a web page off of Facebook or you could drive them to your page within Facebook. There are really unlimited opportunities there, so you want to make sure you drive them to some place that’s relevant and has the best chance of converting.

You want to drive them to a page that ideally has a real tight message match, right? If I clicked on an ad advertising discounted shoes, I should be taken to a page about discounted shoes. If there’s too big of a gap between the ad that I clicked on and the page that I ended up on then, obviously, it’s going to be a little confusing to me and I’m not likely to actually engage with your brand. I’m more likely to just kind of click back and get out of there. So focus on that message match, focus on getting the conversion you want on that next page, whether it’s to get them to opt-in to a list or to get them to buy something. Whatever it is, make sure the page is really designed around accomplishing that.

What has been found is that, ideally, what you’re doing is you’re driving them to a Facebook page. Facebook likes it if you keep the user within Facebook so ideally, if you can, drive them to a Facebook page first and then once they’re on your Facebook page you can do whatever you want with them. You can have links to your website if that’s what you choose to do, but statistically it’s been demonstrated that you’re going to get better results if you are driving people typically to a Facebook page first.

So, speaking of those results, you’ve got to make sure you—

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**Track Your Results**

Again, the power of Facebook and the power of online marketing is that everything is tracked, so you’ve got to use those analytics to your advantage. You should be looking for the major factors that tell you whether your advertising is working such as click-through rate. If your click-through rate is too low then you want to say okay, let’s pause and figure out what we’re doing with this ad that we could improve.

The real secret to that is to run multiple ads at a time. So, typically, I’ll run at least 10 ads in my campaign to start. Rather than guessing what’s going to work or what’s not, I’ll just throw up a whole bunch of different ideas and let them all run at the same time and see which one outperforms the other. It’s hard to know from the beginning which one is going to work. I mean you’re always surprised in doing these ads to see which ones are actually most effective. So run a bunch of ads at the same time, study the analytics, look for the data that tell you which ad is more successful and then, again, put more of your budget behind that ad.

It’s important in Facebook that you—

**SLIDE 32**

**Show Restraint with Your Advertising**

As I mentioned before, Facebook doesn’t want your advertising to stick out like a sore thumb. They don’t want it to mess up the user experience and they’re very, very thoughtful and careful about that. I mean Facebook could be making a lot more money for a period of time here if they just started blasting ads all over the place. There’s lots of advertising things that they’re not currently doing, but they’re smart and they know that hey, we don’t want to screw up the user experience. If we do, people are going to leave and start using Google Plus or some other social network and we’re going to lose that long-term advantage that we have.

So, keep in mind, Facebook doesn’t want you to be too aggressive. Also keep in mind that people aren’t necessarily in a buying mindset when they’re there. They’re there to hang out and engage in conversation with their friends, so be kind of gentle with them. Don’t club them over the head with really aggressive advertising. Facebook actually wants you to and they’ve said this very publicly, they want you to focus on longer-term advertising and longer-term conversations with your audience.

Facebook actually believes that they are changing marketing and advertising and the way it happens in the long term here and I believe that they’re right. As I said, I think it’s the future of advertising. They want you to focus more on multiple little touches that over time develop the type of relationship that you want with that user that will then get them to become a customer. So don’t be too aggressive, show some restraint in your advertising in Facebook.

Next—

**SLIDE 33**

**Don’t Give up Too Easily**

We covered a lot today and it can be easy to be overwhelmed. It can be easy to think oh, man, my campaign is not working. I should throw in the towel. Well, I would encourage you to not give up so easily. Stick with it because I’ve seen Facebook advertising work in just about every single industry out there. It really comes down to having the right strategy. So if your advertising doesn’t work, take some of the advice that we covered today and step back and take a look. Does your ad stink? Be honest. Could you create a better ad? In most cases, yes, particularly if you’re not doing a lot of split testing. You know there’s a better ad out there somewhere, you’re just not putting enough effort into trying some different options.

Split test your ads, split test lots of different images first because those are so important in getting people to pay attention, but don’t give up so easily. Go out there and look at other people in your industry, what they’re doing to have success and be really thoughtful about your strategy. Like I said, I’ve seen Facebook advertising work in just about every industry by this point.

**SLIDE 34**

Alright, those are my tips. At this point I’d love to open it up to any questions you have…

And...

**SLIDE 35**

I also want to let you know that we can help. This is what we do for a living and I would certainly be absolutely happy to help you in developing a Facebook marketing strategy. If there’s currently something you’re doing on Facebook that you don’t think is as effective as it should be, we can certainly analyze that and see if we have any suggestions for you. Or if you’re starting from scratch and you realize you’d like to have a helping hand to help get you through the Facebook advertising process as efficiently and effectively as possible, well then we’d like that opportunity as well.

So, certainly not a high-pressure sales pitch and I hope you enjoyed the education you got today, but if you need anything, you have any other questions, we’d be glad to help and have a conversation with you and see if it’s a fit to work together.

**SLIDE 35**

Alright, on that note I’m going to answer some of the questions. Let’s see here, we’ve got a few that came in that I’m sure I can cover. One person asked—

**My ads aren’t getting good click-through rate, what should I do?**

That’s a great question. If your ads aren’t getting good click-through rate then there’s just something about them. They’re just not compelling to the people that are seeing them, so I have a handful of specific suggestions for you here.

I would start with testing different images. Again, images are so important to getting people to actually notice your ad and take action on them. It’s the number one factor in getting someone to see your ad and actually click through, so images would be the first place that I’d test. I’d take one ad and I would change nothing but the image and I would come up with 10 totally different image variations and run them all and see what happens. I think you’ll learn a ton from that.

Next, from there definitely consider what offer you have in your ad. If you find an image that seems to be more compelling and is getting people’s attention, certainly consider what the offer is. Is there something that you can do to make that offer more intriguing, offering some sort of discount, a freebie or something like that.

Then, finally, I’d just say if all that is still leaving you a little bit stumped and not getting the results that you’re looking for then I think it probably comes down to targeting. Are you really showing your ads to the right people and can you get more precise with that targeting? So I hope that helps you there.

**What are examples of good offers to put on Facebook?**

Well, we covered this a bit before. I think, again, things like coupons, anything that you can give away for free; anything where you can give somebody a good discount, invitations to exclusive events or opportunities, things like that. All those types of things work really well. Just depending on your business, you’ll have to kind of think through what specifically will work best for you.

Oh, here’s a good one. Somebody says—

**I’ve seen contests run on Facebook. Is that something that we can take advantage of through Facebook advertising?**

Yeah, contests on Facebook are a very, very effective form of marketing. Facebook is experimenting with some different capabilities that are native to the Facebook marketing platform to run basic contests and surveys and things like that that you may have seen, but really the best way to do that is to use some third-party applications out there that allow you to run those contests very easily. They integrate with Facebook and allow you to do that.

You do have to be really careful I will say, because there are some very specific and really pretty aggressive laws around what kind of contest you run and how the specific rules around those work. So I do definitely recommend that you get some good advice on that and use an application that is designed to make sure that you’re following all the rules so you don’t get yourself into any hot water there.

I know I promised I’d keep it here to around 45 minutes and I’m over that. I’m actually closer to an hour so I’m going to go ahead and let you get back to your day here at this point. Again, I’d just like to encourage you if you have any additional questions or you feel like there’s an opportunity to take advantage of Facebook at your business, we would certainly be thrilled to have a conversation with you and see if there’s a good fit for us to maybe help you.

Thank you, again, very much for your time and attention today, we really appreciate it. There are a few outstanding questions that came in. I will get back to you here in the next 48 hours or so to make sure that we answer them. Thank you very much again for your time and attention and take care.