

f the facebook advertising formula

HOW TO BUILD YOUR LIST WITH FACEBOOK ADVERTISING



Based on the "I have a website. NOW what?" course
By Allison Ross

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What this guide is not...

This guide doesn't show you how to navigate your way around Facebook's ad manager or to build profit-generating Facebook ads. It also doesn't give you a step-by-step breakdown of how to build your list or how to make money online using Facebook. If you've purchased this ebook, you'll have free access to the **BONUS MODULES – Facebook Made Easy, Facebook Ads Training Guide, and List Building Made Easy** – which covers the technical basics.

Instead, this ebook encourages you take off your Internet marketing hat for just a while and focus on your customer. When you see marketing from your customer's perspective, it makes it easy to see the big picture. And once you see the big picture, marketing becomes easy!

In the next couple of pages, you're asked to put aside all you've learnt about Internet marketing and list building. You'll be asked to think like a buyer. Why? Because if you don't understand how your potential customers make buying decisions, you won't know how to market to them. If you don't know how to market to them, you may as well be working for charity.

I've been a marketer for a number of years and I've watched, fascinated, the explosion of the Internet marketing industry. Initially, I struggled to transform my traditional-marketing thinking into the new rules around Internet marketing. In my quest to understand everything about it, I subscribed to every training, newsletter, programme or course I could lay my hands on. I absorbed all that my mind would allow me to. Information overload, to say the least!

So in parts, I'm writing as an email subscriber to all these lists. I'm writing as an observer of a community that I've come to know very well.

As a subscriber, my romance with Internet marketing is being seriously threatened. It's become clear that most list owners haven't taken the time to understand my needs and for that reason, will never convert me from a subscriber to a buyer; or from a buyer to a repeat customer. **It's obvious that the only reason they have me on their list is to send a link to yet another product launch, affiliate offer, or a bonus that normally has a price attached to it at the end.** This has become way too common in Internet marketing and I'm sure you know how it feels. Do you really want your subscribers to feel the same way?

If you have a current mailing list, take a look at your click-through rates. You'll probably notice that more than 90% of the subscribers on your mailing list don't respond. That's 90% of your list-building efforts that will never give you a return on your marketing investment. Isn't that reason enough for you to want to understand how buyers buy?

And if you're new to list building, this is your chance to build your list the right way the first time around.

About me

I'm an entrepreneur based in South Africa. As a small business owner, I understand that trying to build a sustainable business while leading a balanced life is an on-going challenge.

Through my journey, I was privileged to meet a number of mentors who helped me find my space in business. Through it all, I'm realising that business can be simple! And it is this simple process that I am sharing with you through this ebook.

In 2006, I completed a thesis that combined marketing, IT, retail, and psychology into one easy-to-understand view of marketing. It is this process that I share with small business owners who don't have the time, money, or interest in becoming marketing gurus...all they need are a few simple steps to get their businesses back on track.

I hope you find this information useful!

Warm regards
Allison



If you have any questions about how to apply this formula, or if you need assistance implementing the strategy, or if you'd just like to connect with me, please drop me an email or find me on Facebook or Skype.

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Introduction: Is your marketing glass half full or half empty?

As Internet marketers, we often try to fly before we can crawl.

We attempt to accomplish the near-impossible before understanding the basics. While this is great for learning our lessons hard and fast, it's also responsible for so many of our crash landings.

Perhaps you've been using Facebook to try to grow your mailing list and the results have been, well, disappointing. Maybe you have a business page, you have some fans, but it's not really getting you the traction in your business that you need.

The challenge is that with its latest changes, Facebook is making it even more difficult for page posts to reach fans. There simply is no quick-fix to getting droves of buyers to your website or sales page for free. The good news, though, is that with a user base of 1.35 billion people worldwide, chances are great that you'll find your buyers on Facebook. You just need to go about it in the right way.

Put "marketing" back into Internet marketing...

Perhaps, as Internet marketers, we place too much emphasis on finding the perfect product and sometimes forget that the "right product" is only right when it's sold in the right way to the right people. We often pick a product launch strategy without fully understanding whether it's the right strategy for the markets we're entering into.

I'm still an old-school marketer at heart so when all else fails, I go **back to old-school marketing basics**. One of those basics is the **Product Life Cycle** (PLC), which is a way of positioning a product in relation to its market.

Here's a quick illustration of the PLC using a drinking glass:

- The **Introductory** stage of the PLC starts with no users as the product is introduced to the market for the first time. Early adopters start to use the product.
- In the **Growth** stage, more and more people begin to use the product and early competitors come on board.
- In the **Maturity** stage, the market is saturated and competition is fierce.



Figure 1 - Illustration of the Product Life Cycle

Why something as simple as a PLC can make or break your online business...

- If you're launching a product in the **Introductory** stage of the PLC, you have to create the need for your product or service. When considering the illustration in figure 2, you're operating in a market where the **GLASS IS EMPTY**.

You first need to convince potential buyers they have a problem and that you have the solution to that problem. Although this gives you the opportunity to dominate in that market, it requires a huge marketing investment, often way beyond the budget of the average Internet marketer. If this is where you're going, make sure you have a huge spending budget!

- At the other extreme is the **Maturity** stage in which competition is rife and companies with the big budgets dominate. Here you're competing in a market where the **GLASS IS FULL** and you have to create an awareness of your product as a serious contender amongst competitors.

The cost of competing often rules out – and in many cases, wipes out! - a majority of Internet marketers in this stage of the PLC.

- Somewhere in between lies the **Growth** stage in which **most Internet marketers operate**.

In the Growth stage, **YOU CAN CHOOSE IF YOUR MARKETING GLASS IS HALF FULL OR HALF EMPTY!** In other words, you can adapt your budget and your marketing goals to either **create a need** in niches where there is little or no competition; or **create an awareness** of your product in markets that are already booming. Or both!

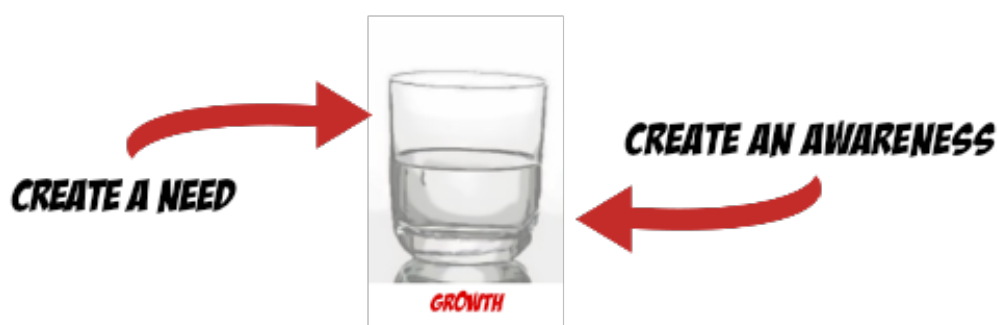


Figure 2 - Is Your Marketing Glass Half Full or Half Empty?

The following chapters show you the basics of creating a need or an awareness of your product or service; and how this crucial aspect of marketing fits into the **Facebook Advertising Formula**.

- In **Chapter 1**, I provide a brief overview of the gaps in some popular lead-generating strategies and how Facebook can bridge these gaps.
- **Chapter 2** encourages you to think like a buyer. When you think like a buyer, it becomes easier to market to your potential buyers.
- In **Chapter 3**, I give you a quick tip on how to act like a marketer.
- **Chapter 4** digs into the **Facebook Advertising Formula**.
- In **Chapter 5**, you're given an example of how to use the steps in the **Facebook Advertising Formula** to develop a list-building strategy for an **ebook on how to make money online**.
- This ebook ends with some **next steps** to take your Internet marketing to a completely new level.

Chapter 1: Why Facebook?

If you've been in the Internet marketing industry even for a short time, you've probably heard that "the money's in the list". To have a huge list of ready-to-buy subscribers is certainly every Internet marketer's dream.

So while it makes perfect sense for every online entrepreneur to want to build a list of ready buyers fast and furiously, it's also the most challenging task and where most new online businesses fail.

Here's why, perhaps... Consider some of the gaps in these popular list-building strategies - solo ads and affiliate marketing. And see how Facebook advertising can bridge these gaps.

Challenges with solo ads and affiliate marketing strategies.

1. You can't control your target audience.

When buying solo ads or using affiliates to sell your products, you have no control over who sees your offers as you're dependent on the sender's list.

When using Facebook advertising, however, you're able to specify age, location, interests, job titles, and a growing number of targeting criteria so that your ads are clear and focused. You can define campaign dates and durations and start and end campaigns as you feel fit so you have complete control over your advertising campaign.

2. Testing can be expensive.

Once you've paid for your solo ad, the deal is done. You're able to test and measure only once the results are in. And more tests mean more money, which can quickly deplete an already limited marketing budget.

With Facebook, you can monitor and adjust your budget on a daily basis as you test and measure different campaigns at the same time. You can cancel your campaigns at any time, and a big plus is that you're not billed upfront. This gives you a chance to test the waters before committing to any big spend.

3. Competition is crazy!

When you're using solo ads or affiliate marketers to sell your products, competition is intense. You're paying money to have your offer placed in the inbox of potential buyers, but so are your competitors.

Facebook advertising gives you the opportunity to grow your own list of subscribers that you won't have to share with your competitors.

4. You have no insight into your subscribers' behaviours.

Because you have no history with the buyers and subscribers you gain through solo ads and affiliate marketing, you're unable to personalise your newsletters according to their needs.

When you start to build your own list through Facebook advertising, you're aware of their interests because of the Facebook targeting options you choose. You can then segment your lists and write engaging content focused on the specific needs of your subscribers.

Facebook advertising is the perfect companion to run alongside your solo ads and affiliate strategies because, with a user base of 1.35 billion people worldwide, chances are great that you'll find your buyers on Facebook.

If you do it correctly, Facebook could even become your only list-building strategy.

But before we get into the **Facebook Advertising Formula**, let's first explore some marketing basics that every Internet marketer should know. Once you understand the basics, choosing a Facebook strategy – or ANY marketing strategy – becomes an educated decision instead of trial and error.

Chapter 2: Think like a buyer

The key to developing the right marketing strategy is to think like a buyer. You're a buyer so you know that buyers are complicated! When you're the seller, you're dealing with thousands of complex individuals just like you who expect you to satisfy their needs. So you better make some effort to understand them...

Just think about the last 5 items you bought. What car did you buy and why? How do you shop for your clothes, food, toys, and holidays? How often do you use the Internet in your buying activities?

Do you notice any patterns?

When it comes to using the Internet, there are 6 possible ways of shopping:

- Search offline and buy offline
- Search offline and buy online
- Search online and buy offline
- Search online and buy online
- Search online and offline and buy offline
- Search online and offline and buy online

When choosing your marketing strategy for your product launch, have you considered if the **marketing and sales channels** you've chosen are actually the **search and purchase channels** your potential customers would use?

Let's use **Internet marketing training** as an example.

While the majority of Internet marketing courses are taken online, there are certain circumstances where the needs are different.

For example, some people just hearing about the potential of the Internet may still prefer classroom-based intuition rather than an online course. However, they may still use the Internet to find a course in their area, or they could go to the local library to see what programs are running.

Alternatively, someone spotting an Internet-based work-from-home opportunity in the local newspaper may search online for recommended reading material, then buy the books in book stores to read when they're away from their computers.

IMPORTANT! No matter which search and purchase channels your potential buyers may choose, the decision to shop is always preceded by the realisation of a need or a want. If your marketing strategy doesn't include a plan to spark this realisation, you may be losing sales before you've even begun... If they don't know they need your product, why would they search for it?

And if you're targeting them only during their search, you may lose out to competitors who've already built relationships with them. To get it right from the start, you need to decide upfront if your marketing glass is going to be HALF FULL or HALF EMPTY because **creating a need for your product will require a different approach to creating an awareness** (as illustrated in Figure 2).

How do you buy?

Try this exercise on yourself. Suppose you've been handed \$500 to spend in any way you wish. Take a few minutes to decide what you'd buy.

Done?

- Did you know what you wanted to buy without further thought?
- Did you have to think first about what you needed most?
- Did you find that the money handed to you wasn't enough to satisfy all your needs and wants?
- Would you need more information on the item you've decided to purchase before handing over the cash?
- Would you even handle the cash or would you deposit the money into your bank account and pay by bank transfer?
- Or have you decided to save the money?
- Would you tell your friends about your purchase, or rant about the good or bad service?

Without you being aware of it, your mind followed a systematic approach to spending that money.

In a few moments, you've processed what you needed, why you needed it, where you'd buy it, how you'd pay for it, and how you'd feel after the purchase.

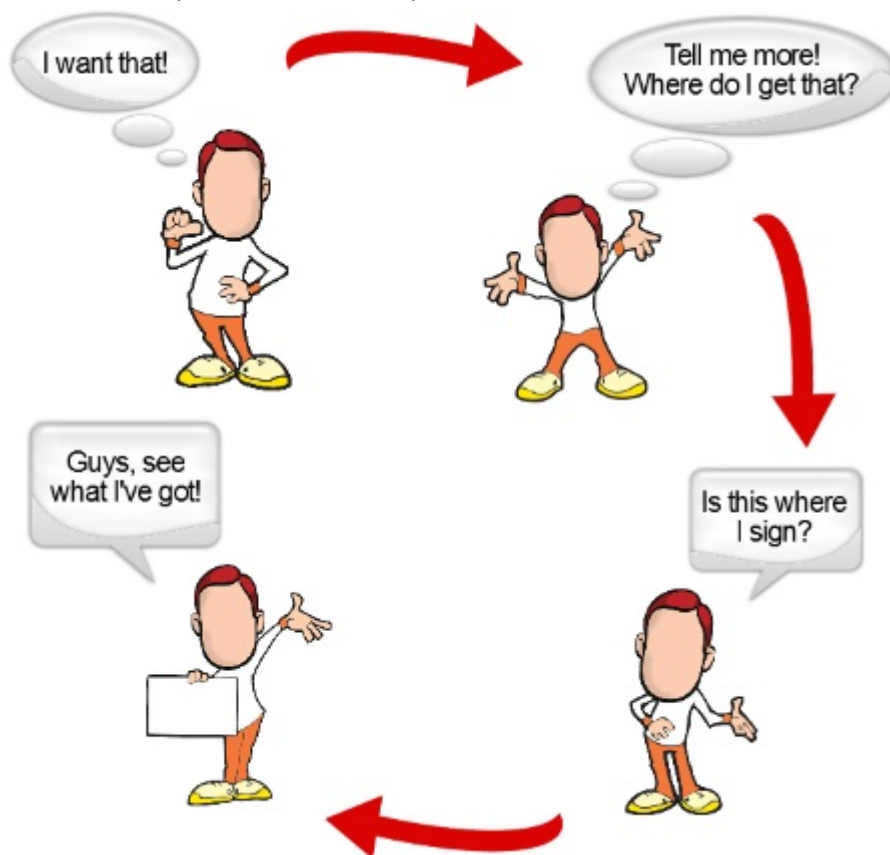


Figure 3 - The Buyer's Cycle

If you'd like, choose a few more products or services and see how your buying behaviour would differ from one product to the next. Are there any obvious differences in channels from one product to the next?

In **Table 1 – The Big Picture of Marketing** – you'll find a list of possible channels that could be included in your buying decisions.

BUYING BEHAVIOUR		INFORMATION SEARCH AND PURCHASE CHANNELS		
		Traditional Media	New Media	Other Websites
1	I want that!	Newspapers Radio TV Billboards Brochures Flyers Vehicle branding Business networking Trade shows	SMS Newsletters Solo ads Social media	Banner ads Blogs Articles Forums Relevant links Videos Listings on directories Search Engine Marketing
2	Tell me more! Where do I get that?	Newspapers Radio TV Billboards Brochures Flyers Vehicle branding Business networking Trade shows Telephone directories Contact numbers Helpdesk	SMS Newsletters Solo ads Social media	Banner ads Blogs Articles Forums Relevant links Videos Listings on directories Search Engine Optimisation Search Engine Marketing
3	Is this where I sign?	Point of sale system, manual invoicing or debit/credit card facility	Bitcoin Virtual vouchers Facebook shopping carts	Credit card payments Instant bank transfers Store credit Third-party payment processors
4	Guys, see what I've got!	Business networking Telephone support Helpdesk	SMS Newsletters Social media	Forums Chats Social media

Table 1- The Big Picture of Marketing

How do your customers buy?

Consider your potential customers. When they decide to spend money on any product or service they follow the same buying process, so this is a good way to help you to get inside their minds. Take some time to imagine the different channels your potential buyers would use to secure your product or service. Note how many different scenarios you could create.

What this shows is that no two buyers buy the same product in exactly the same way. If you're using a blanket strategy to sell your product, you could be making some crucial mistakes...

- Firstly, the strategy you've chosen may not be the channel your target market may have chosen so they may not see your marketing messages.
- Secondly, you could be rubbing your customers or subscribers the wrong way by delivering the wrong message at the wrong time using the wrong media.
- Thirdly, you could be missing a niche in which you could completely dominate because everyone else is too busy competing in the "popular" niches.

Chapter 3: Act like a marketer

Once you understand how your potential buyers are likely to behave, developing your marketing strategy is easy. **You simply set a goal for each step of their decision-making process, and then you choose the appropriate marketing channels to support those goals.**

1. Set your marketing goals

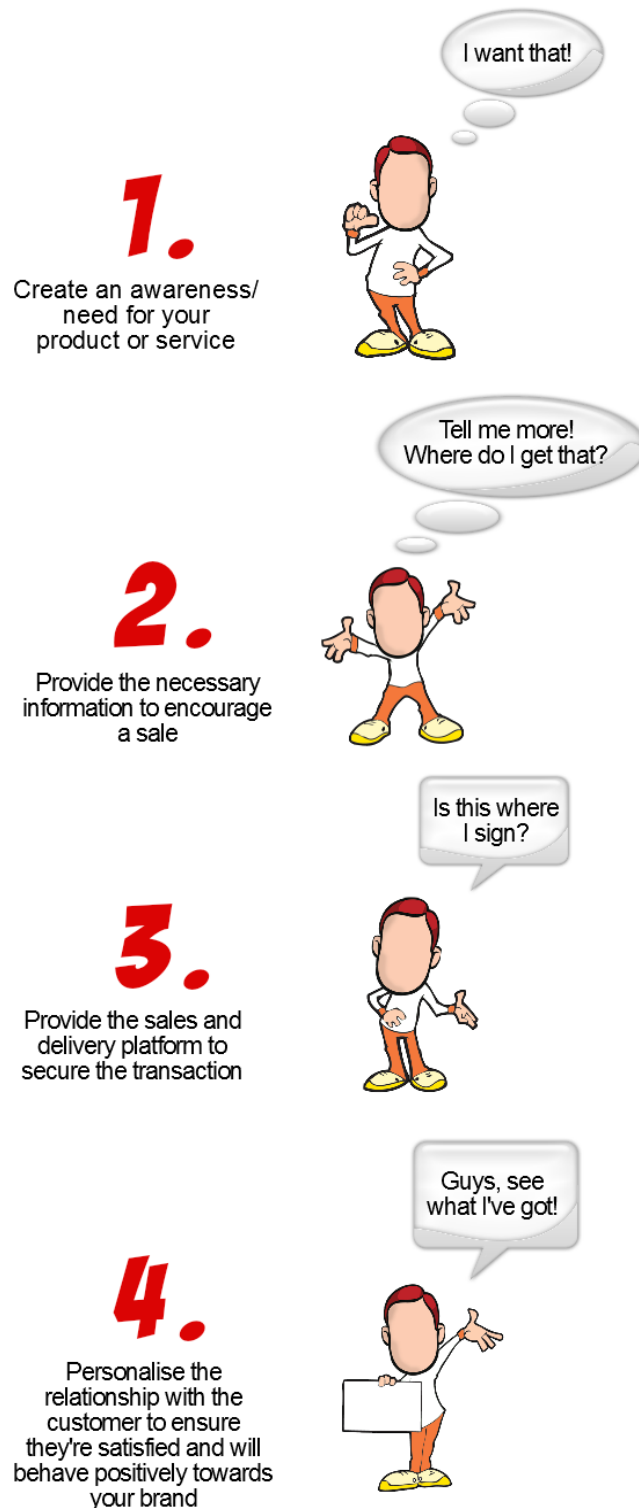


Figure 4 - Set Your Marketing Goals

2. Choose your marketing channels

This takes some work. Knowing that your potential customers use a number of online and offline channels when deciding to buy, you may have to do some research as to which ones are more applicable to your product or service. This could be as simple as a few online surveys.

You also have to consider your skill levels. If you're an Internet marketer who's not keen to learn any skills related to offline marketing, it makes sense that you'll invest your time and effort into online marketing platforms.

For this example, let's say you've decided to target potential buyers who do not already know they need your product or service. So you **CREATE A NEED** for your offer using a select few online marketing channels that you know potential buyers use. Through your research, you found that some of the locals would like the option of telephone and walk-in support so you're making that available as well but only for a limited number of hours per week. Based on these decisions, Table 2 represents your overall list-building strategy.

BUYING BEHAVIOUR		INFORMATION SEARCH AND PURCHASE CHANNELS		
		Traditional Media	New Media	Other Websites
1	Create a need for your product or service		Solo ads Social media	Blogs Forums Videos Listings on directories Search Engine Marketing
2	Provide the necessary information to encourage a sale		Newsletters Social media	
3	Provide the sales and delivery platform to secure the transaction			PayPal
4	Personalise the relationship with the customer to ensure satisfied and will behave positively towards your brand.	Telephone support Helpdesk	Newsletters Social media	Forums Social media

Table 2 – The Chosen Marketing Channels for Building Your List in this Example

Figure 5 shows the flow of your list-building strategy as described in Table 2, and how it aims to build your subscribers and buyers list.



Figure 5 - Flow Diagram of Building Your List

Chapter 4: The Facebook Advertising Formula

If you've decided to use only Facebook advertising as the platform for creating a need or an awareness of your product, the amended flow diagram would resemble **Figure 6 – The Facebook Advertising Formula**.



Figure 6 – The Facebook Advertising Formula

The power of Facebook advertising is that you can target potential buyers right down to their **location, age, gender** and **languages**. You can also target them based on their **demographics**, for example:

- Relationship status, such as single or married.
- Education, education level and fields of study.
- Work information, such as employers, job titles, and industries.
- If you're targeting the US, you can target Facebook users by their income, net worth, home type, and home value.
- You can even target parents by the ages of their children!

What makes Facebook advertising particularly useful is its ability to target advertising campaigns based on the **interests and behaviours** of Facebook users. This allows you as the Internet marketer to create an awareness (or need) for your product only to people who are interested in it and who fit the profile of your target market.

The following pages demonstrate how you can apply the **Facebook Advertising Formula** to build your mailing list in any industry.

Step 1: Create a need or an awareness of your product or service

The secret to the **Facebook Advertising Formula** lies in its first step.

Here you ask the three most important questions you'll ever ask about your potential customers....

1. Who are they?
2. How would they know they need my product or service?
3. What else could they possibly be interested in?

Then you simply brainstorm as many possible answers for each of these questions.

Say you're selling toothpaste. Table 3 is an example of a possible brainstorming session around potential toothpaste buyers.

Who are they?	How would they know they need my product or service?	What else could they possibly be interested in?
Health-conscious adults; Parents with young children; Adults with dental health issues; Brand-conscious housewives; Price-conscious housewives; Appearance-conscious adults;	They ran out of toothpaste; They were given a discount voucher to try a new brand; Their dentists recommended a particular brand; Their friends recommended a particular brand; Their teeth were becoming discoloured.	Healthy eating; Exercise; Discounts; Couponing; Healthy living; Sport and outdoor activities; Family activities;

Table 3 – Example of Brainstorming Potential Toothpaste Buyers

Remember that there are no right and wrong answers! This exercise is simply to get you to think about how your potential buyers might behave. And with the detail that Facebook allows, you can be as specific as the location, age, gender, job, etc. when specifying who they are.

The list of possible answers is easily as long as the number of people who have teeth! As a marketer of toothpaste, do you think that you can deliver the same marketing message to all these different people and expect winning results? Rather unlikely.

As an entrepreneur, do you have an unlimited marketing budget that will allow you to run separate marketing campaigns targeting each possible buying scenario? That's rather unlikely, too.

This is where the fun begins... You mix and match the answers from the brainstorming sessions into different scenarios until you find the ideal buyer profiles, expanding on possible interests where it's appropriate. And then you choose only the profiles that suit your business and your budget.

Say your budget allows you to target two buyer profiles, for example:

- **Health-conscious parents with children between the ages of 0 and 3** who would take referrals from their friends when it came to the health of their children. They could also be interested in family activities; clothing for toddlers; quick-and-easy nutritional recipes; child-care facilities; and baby-sitting services.

- **Price-conscious adults** based in the US with **dental health issues** whose dentists referred a particular brand. They could also be interested in healthy eating; discounts; couponing; and personal make-overs.

When you have a clear idea of your potential buyers and their demographics, interests, and behaviours, your Facebook ads will allow you to drive only the right people to your opt-in page.

If, for example, you've targeted **health-conscious parents of toddlers** as above, you could advertise a free report on the 5 top foods that build strong teeth in children because you know it speaks to **their** needs.

If you've targeted **price-conscious adults with dental health issues** as above, maybe offer a discount voucher because you know it speaks to **their** needs.

Step 2: Provide the necessary information on your opt-in page to encourage subscription

Your opt-in page should deliver on the promise in your Facebook ad campaign, which is in this case a free report or a discount voucher depending on your selected buyer profile.

Step 3: Provide the necessary information in your newsletters to encourage a sale

When you follow steps 1 and 2 of the **Facebook Advertising Formula**, you're building a list of subscribers who you know very well because you've attracted exactly who you wanted. In your follow-up emails, you can provide information customised to their particular problems and demonstrate ways in which your product or service will solve that problem.

Step 4: Provide a buy-now button to secure the transaction

Some subscribers will take longer to convert to buyers than others so your follow-up emails should always be a good balance of informative and sales copy. Always have a link to your sales page for ease of purchase.

Step 5: Personalise the relationship using the appropriate platforms

Make sure you keep your buyers happy by providing support on the platform they're most comfortable with. You may not be able to provide all possible options because of time and budget, but providing your customers with 2 or 3 options allows them the freedom to choose which of the available options suit them best.

By following the 5 steps in The Facebook Advertising Formula, you'll have something that very few Internet marketers have before launching their online products... A LIST-BUILDING STRATEGY!

Chapter 5: Step-by-step example of the formula being used to develop a list-building strategy

Although this guide doesn't cover the technicalities of Facebook ads or building your list, as a buyer of my ebook, you've been given free access to the **Facebook Made Easy, Facebook Ads Training Guide, and List Building Made Easy** training guides that will help you implement your marketing plan.

To get the most out of the BONUS TRAINING MODULES, first apply The Facebook Advertising Formula to plan your own product or service before digging into them. In other words, first develop your list-building strategy.

Here's an example of how I would use the **Facebook Advertising Formula** to develop a **list-building strategy** for an **ebook on how to make extra income online**.

DISCLAIMER: In the following pages, I walk you through my thinking when setting up a Facebook ad campaign using the Facebook Advertising Formula. I'm in no way dictating your marketing strategy or how you should conduct your communication with your potential buyers. This walk-through is simply to demonstrate how Facebook's targeting can impact your overall list-building strategy.

Let's assume I have a marketing budget of \$100. I can choose to run either a once off solo ad campaign for \$100, or a Facebook campaign of which I'll spend \$5 a day for 20 days. In this case, I choose to run a Facebook ad.

Step 1

First, I would brainstorm who my potential customers are, how they'd know they needed my product or service, and what else they could possibly be interested in. See the examples in Table 4 for my brainstorming session.

Who are they?	How would they know they need my product or service?	What else could they possibly be interested in?
Start-up entrepreneurs; Struggling website owners; Passionate hobbyists/artists; Stay-at-home mothers; Stay-at-home fathers; Single parents; Newly graduated students; Bored retirees;	They're heavily in debt; They're struggling to make ends meet; They have no access to money; They read about the opportunities on the Internet in industry-specific newsletters, blogs or newspaper articles; They've discovered gaps in their skills; They've realise the opportunities for personal growth; They want to buy luxury items; They need to pay for basic items; They're looking for work-from-home opportunities; They seeking alternative career options; They want extra income;	Lifestyle trends; Computers; Internet marketing; Holidays; Elearning; Meditation; Latest news; Latest industry trends; Latest work-from-home opportunities; Luxury cars; Music; The Beatles/U2/John Mayor/etc.; Rock/Classical music/etc.; Day-care facilities; Art galleries; Sport; Celebrity gossip; Recipes;

Table 4 – Example of Brainstorming Potential Buyers of How to Make Money Ebooks

Notice that when I brainstorm, I'm very specific about who they are. See, for example, **start-up** entrepreneurs and **struggling** website owners.

The more descriptive you are in your brainstorming, the clearer the mental picture of your potential buyers. And the clearer the mental picture, the easier it would be to have a conversation with them almost like talking to an old friend whose problems you understood.

Next, I would mix and match the contents in the different columns until I find buyer profiles that I could possibly work with. For example:

1. **Start-up entrepreneurs** who have discovered gaps in their skills. They're also interested in Internet marketing, latest industry trends, and sport.
2. **Bored retirees** who want to buy luxury items. They're also interested in music, lifestyle trends, holidays, and luxury cars.
3. **Passionate artists or hobbyists** struggling to make ends meet. They're also interested in music, rock, and lifestyle trends.
4. **Stay-at-home moms** who want extra income. They're also interested in celebrity gossip, meditation, and recipes.
5. **Struggling website owners** who have discovered gaps in their skills. They're also interested in Internet marketing, latest news, and holidays.

THIS IS WHERE I DECIDE IF MY MARKETING GLASS IS HALF FULL OR HALF EMPTY.

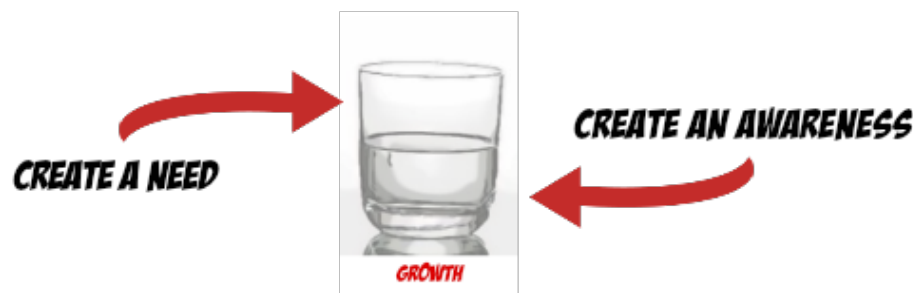


Figure 7 – Is my marketing glass half full or half empty?

If I chose to target start-up entrepreneurs who are already interested in Internet marketing; or struggling owners who have discovered gaps in their skills, I'd be entering into a very competitive market. I'd be choosing to operate in an industry where the glass is already quite full. So I'd immediately know that the bulk of my marketing budget and efforts would be allocated to competing with others vying for the same buyers.

If I chose to target passionate artists or hobbyists struggling to make ends meet, I'd be choosing to operate where the glass is relatively empty. I'd immediately know that the bulk of my marketing budget and efforts would be allocated to creating a need.

Say that from this list of 5, I choose to target passionate artists or hobbyists struggling to make ends meet. Because of Facebook's targeting, I'm able to define my target audience to a ridiculously specific level.

In figure 4, you see that by specifying that my ad should target only **male musicians and guitarists** based in the **United States** between the **ages of 30 and 50** with an interest in **rock music**, I get a potential reach of **9,400** people.

The screenshot displays the Facebook Audience Definition interface. On the left, the 'Custom Audiences' section includes a search bar and a 'Browse' button. Below this, the 'Locations' section shows 'United States' with a sub-selection of 'All United States'. The 'Age' section is set to '30 - 50'. The 'Gender' section has 'Men' selected. The 'Languages' section has a search bar. The 'Job Titles' section lists 'Musician' and 'Guitarist'. The 'Interests' section shows 'Entertainment > Music' and 'Rock music'. On the right, the 'Audience Definition' section features a gauge showing the audience is 'Specific'. Below the gauge, the 'Audience Details' section lists the targeting criteria: Location (United States), Interests (Rock music), Job title (Musician or Guitarist), Age (30 - 50), Gender (Male), and Placements (on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps). At the bottom right, the 'Potential Reach: 9,400 people' is highlighted with a red circle.

Figure 8 – Set Your Facebook Buyer Profiles

Sometimes you'll find that your preferred criteria won't yield a large enough potential reach. In this case, my initial criteria for the job title "Musician" yielded under 1000 results so I expanded this field to include guitarists. This grew my potential reach significantly to 9,400.

Next, I need to decide on the content for my Facebook ad.

This is where marketing becomes really interesting because there are no right or wrong answers, just a lot of guesswork a lot of the time. Because I know who I'm targeting, guessing becomes easier. I'm targeting musicians and guitarists who are struggling to make ends meet, so I'm guessing that the following message would appeal to them.

"Big break around the corner? Don't give up! You can support yourself and still follow your dream..."

And I know they're interested in rock music, so I can make a fairly good guess that of the 9,400 people I'm targeting, a fair percentage would be interested in signing up for a free report that profiles 5 rock musicians who use the Internet to sustain themselves while waiting for their big breaks.

Of course, not all of the 9,400 males I'm targeting would be struggling musicians who want to know more about money extra income, but I can be sure that those who do respond pretty much fit the profile. And I know I'm more likely to develop a rapport with them because we "speak the same language".

The remaining steps of the **Facebook Advertising Formula** become a simple matter of continuing the conversation.

Step 2

The opt-in page should reinforce the marketing message as stated in the Facebook ad with a simple sign-up page.

Step 3

Because I've decided to operate in an area where the glass is half empty, I know that I'm dealing with Internet users who are perhaps not the most Internet savvy. So instead of immediately pushing my make-money-online book, the best way to build a lasting relationship and establish myself as an industry expert is to introduce them to Internet marketing in a slow-and-steady way.

For example, in a follow-up email series, I would showcase blogs owned by musicians so that they're able to see the power of Internet marketing. I would highlight short articles on blogging and Internet marketing so that they become comfortable with the terminology. I would offer short tutorials so that they start to feel empowered by using Internet marketing.

I would then offer them the opportunity to make extra money online by using the tools in my ebook.

This may seem to be a long-winded process compared to the immediate results of solos ads. The aim of using Facebook to build your list, however, is so that you have a list of responsive subscribers who trust you, who relate to you, and will buy your products. This level of intimacy just cannot be achieved through solo ads and affiliates.

Step 4

From my pool of subscribers, I will assume that some would be inclined to buy sooner than others so throughout my email series, I would have links to my sales page. Because I know I'm dealing with buyers in the US, I'm confident that PayPal would be sufficient to facilitate all my transactions.

When, however, I'm targeting buyers in my home country, South Africa, I'd have to consider alternative payment processing platforms because PayPal isn't fully supported in this country.

Step 5

Finally, because I know I'm dealing with buyers in the US, I know that the preferred method of communication is email, forums, online chats, Skype and Facebook so I wouldn't need to make myself available by telephone or provide on-site support.

Happy customers become your biggest Facebook fans and will spread the word, so it's the perfect vehicle to quickly establishing yourself as an authority in your niche.

Summary

Based on my marketing budget of \$5 dollars a day for this particular profile, the daily estimated Facebook reach is between 530 to 1400 people per over the 20-day period.

If my ad underperforms during this time, I'd be able to tweak my variables on a daily basis until I found the variables that worked. For example, I could change the gender, age, and location of who I'm targeting. I could change the job title to include different profiles within the music industry. And I could introduce other interests, such as jazz.

Compare this to spending the \$100 on a once off solo ad. Although with a solo ad I'd be certain of the number of clicks delivered to my opt-in page, there'd be no determining the number of clicks that converted to subscribers and the number of subscribers that converted to buyers.

With Facebook advertising, I have complete control over who sees my ads; I can stop the campaign at any time; I can change the variables depending on what works and what doesn't; and I understand the needs of my subscribers. **Most importantly, I'm able to build rapport with my subscribers because I know their needs. So for me, Facebook advertising wins hands down when it comes to building a list of responsive subscribers.**

You can use this **Facebook Advertising Formula** for any product or niche. Depending on your budget, test multiple campaigns until you find the combination of demographics, interests and behaviours that are most responsive to your ads. Once you have a winner, simply upscale the ad to increase traffic to your opt-in page. Or target similar niches to build any number of responsive lists!

Next steps

Now that you understand the theory, working through the training in the Bonus modules should be a breeze! As part of this bundle, you have access to step-by-step instructions on how to build your presence on Facebook from start to finish, and how to use the benefits of Facebook to build a highly responsive mailing list. The Bonus training includes:

1. Bonus 1: Facebook Marketing Made Easy (PDF)
2. Bonus 2: Facebook Ads Training Guide (PDF)
3. Bonus 3: List Building Made Easy (PDF)
4. Bonus 4: Cheat Sheets for Bonus 1, 2 and 3

With the training in this bumper package you'll learn not only **how to build your list with Facebook advertising**, but you'll also learn how to dominate marketing and crush your competitors. You can finally make the move from a struggling Internet marketer to a winning marketer.

If you're one of those learners who prefer video training, read on to see what I have in store for you...

Many small business decision-makers make the mistake of thinking they need to master all aspects of online marketing to be a success. While this may be true if you want to be a marketing guru, you're often limited by financial and time constraints.

The good news for you is that once you master Facebook advertising, it will be the perfect tool to complement your other marketing efforts and take your business to a completely new level.

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