

Smart Tee Targeting

Manny Hanif

Welcome to my latest report on Smart Tee Targeting. In this report I am going to show you how you can use a simplified targeting process that will allow you not only to sell more shirts but also get cheap clicks.

The strategies in this report do not apply to Teespring only. The strategies can work with any Tee platform that you use.

In this report I am going to show you a step-by-step formula you can use that will make selling shirts easier.

In the end of this report I am also going to show you a loophole that I personally use to get cheap penny clicks/engagement without having to worry about spending too much money.

By the end of this report you will have learnt the following.

- How to simplify your targeting and apply the "Smart" formula for your Tee campaigns
- How to get cheap penny engagement/clicks
- How to create a targeted campaign that sells
- The "Daredevil" method that allows me to get cheap clicks/penny engagement/shares/sales for fun!

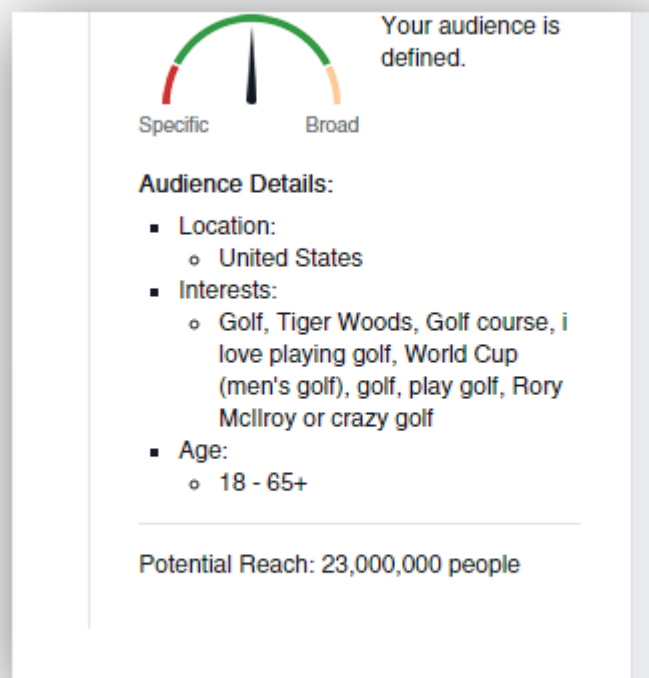
In the next section I am going to go through the process of using the Smart Targeting strategy.

The Smart Targeting Strategy

Before I go through the meat of this report I am firstly going to explain what the Smart Targeting strategy is.

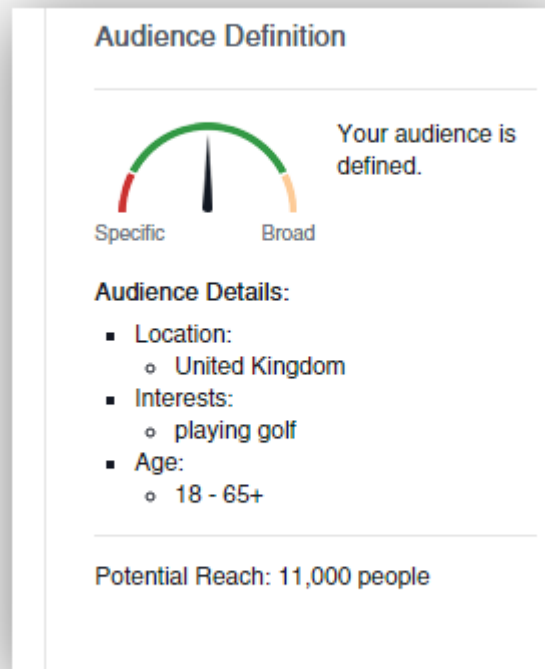
Smart Targeting is simply simplifying your "interests" for your Facebook campaigns so that you target one by one instead of using "lots of interests".

So for example, if you create a Facebook campaign your typical targeting process is to use several interests.



Here we can see that I have used several interests. The problem with this is that this won't allow me to see which interest is performing the best.

A better way would be to use ONE interest and then focus on optimising that interest.



So how do you utilise smart targeting so you get results like this?

View Report View History 1 Result

Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Relevance Score ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. P
Active	4,764 Post Engagements	\$0.03 Per Post Engagement	40,562	1.17	4,710	9.887%	10/10	\$33.37	\$124.15	Auto Optimized CPM	Optimize

Creative Edit Performance

The first thing you need to do is pick a decent niche.

I am sure you know how to go out there and look for a decent niche.

Here are several tools I use to look for niches so I can get inspiration.

- Pinterest
- Instagram
- EBay
- Teescover.com
- Teeview - <http://teeview.phatograph.com/>

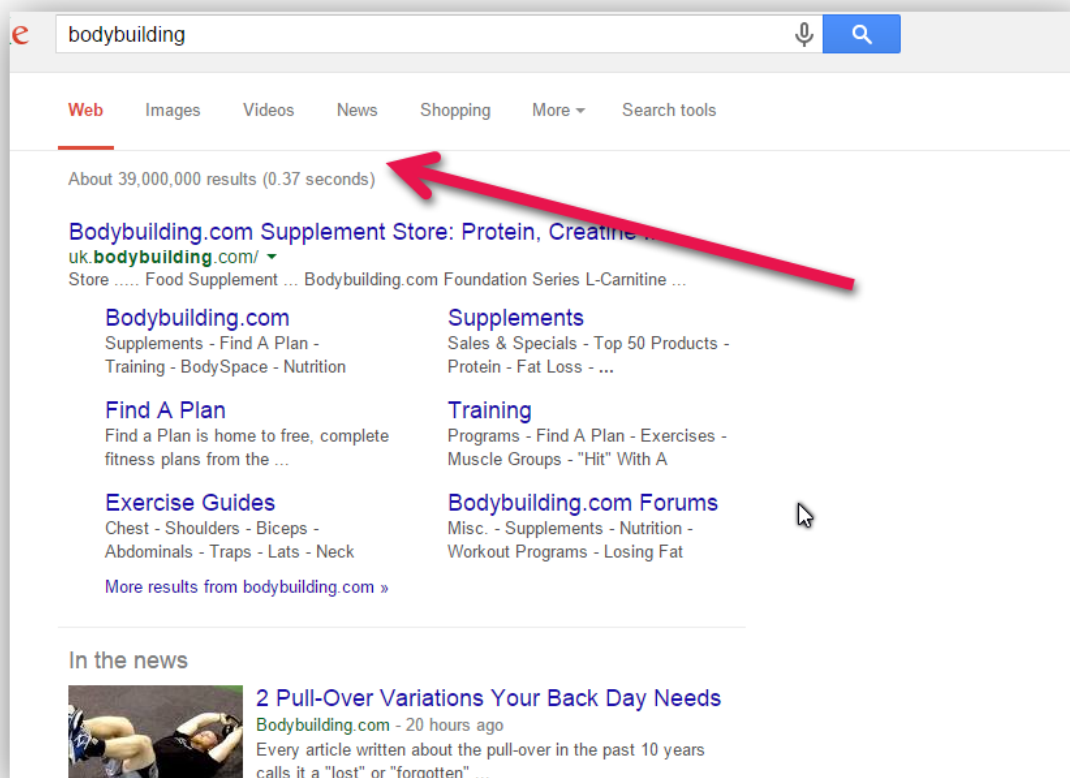
My ultimate favourite research tool has to be Audience Insights. This very tool allows me to find the "hungry" buyers and see exactly the WINNING interests that will allow me to create profitable ad campaigns for my T-Shirts.

https://www.facebook.com/ads/audience_insights

The first thing I am going to do is pick a niche so I can demonstrate this for example purposes.

In this case the niche I am going to focus on is "bodybuilding".

The first thing I do is head over to Google and type in this keyword and see what comes up.




We can see that over 39,000,000 results show up.

This shows that this is a very popular niche.


The next thing I do is head over to Facebook and see how many different pages there are for this niche.

Top | People | Photos | **Pages** | Places | More ▾




Bodybuilding.com ✓
 Vitamins/Supplements
 2,664,288 like this
 People also like MuscleTech, Muscle Pharm and other Vitamins
 Sekr Zerdazi, Abul ActionMan Hussain and 90 other friends like this

Like




Bodybuilding
 5.0 ★★★★★ (9) · Sports & Recreation
 3,073 like this
 People also like Titanium Modas, Peak Performance Products an...

Like




Bodybuilding
 Sport
 1,488,080 like this
 People also like Running, Boxing and other sports
 Abul ActionMan Hussain, Gary Weiner and 36 other friends like this

Like



BodyBuilding Tips & Tricks
 Health/Wellness Website
 1,153,346 like this
 People also like Gym Flow 100, Muscle & Strength and other Heal...
 Ronnie McKenzie, Karim Ait Ouazzi and 31 other friends like this

Like

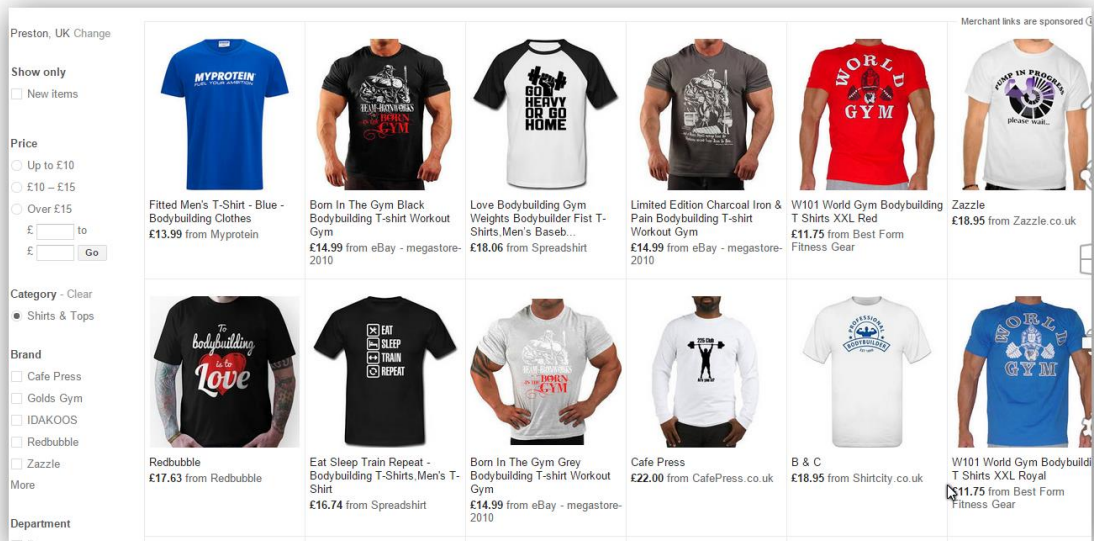


Bodybuilding Motivation | Quotes | Videos | P...
 Community
 704,284 like this

Like

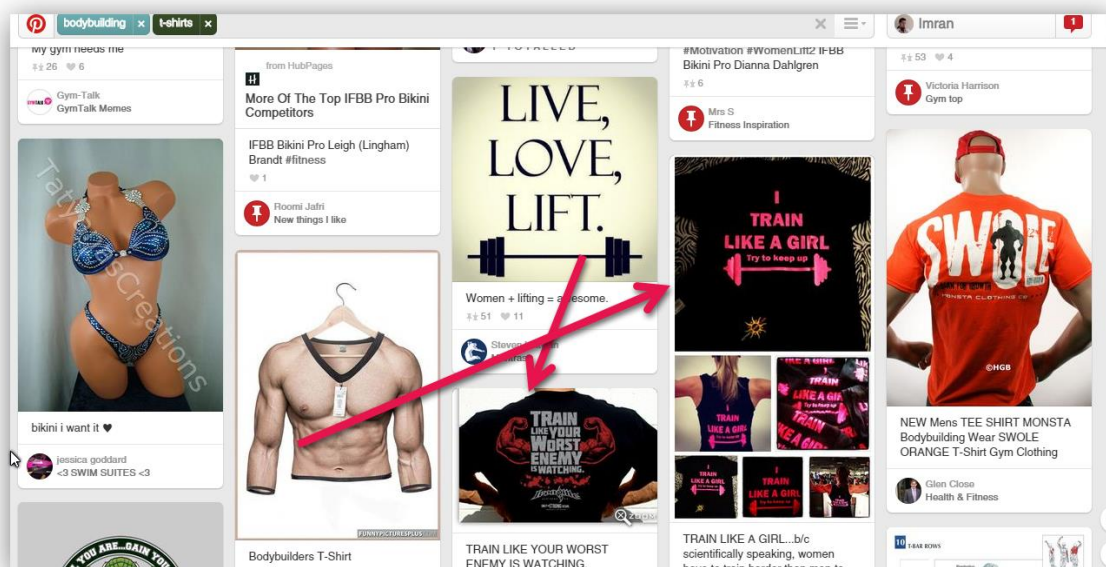
Next I am going to see what kind of shirts people wear in this niche.

A simple search on Google gives me the following information.



As you can see there are various different shirts in this niche.

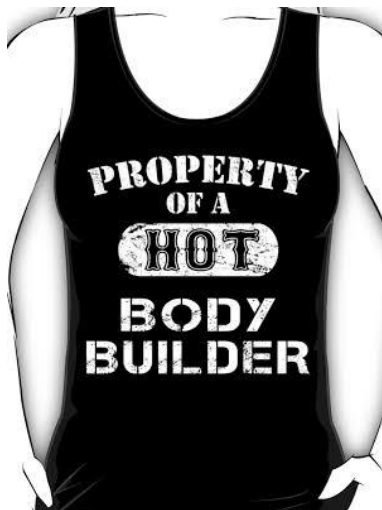
If we head over to Pinterest we can also see that there are lots of shirts towards this niche.



Assuming you have decided on the type of shirt you are going to sell the next thing to do is start planning your Facebook Ad campaign.

This is the most important part of your Smart Targeting. This is where you need to pay careful attention - if you do this wrong then this could mean your ad campaign will fail.

Here are examples of some body builder shirts.



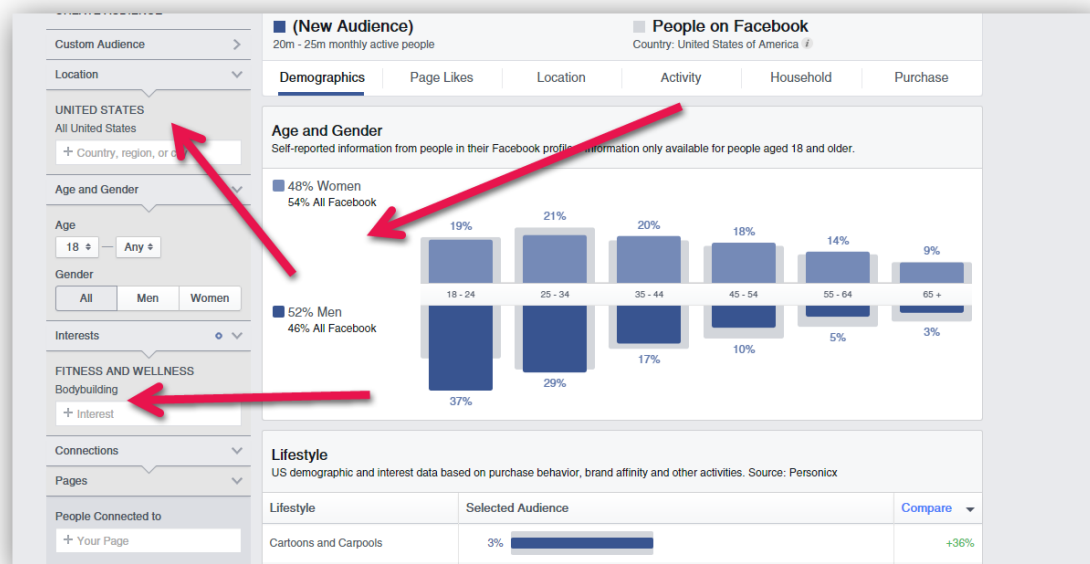


If I was to promote the above shirts I would apply the Smart Targeting strategy.

So the first thing I am going to do is head over to Audience Insights.

https://www.facebook.com/ads/audience_insights/

The next thing you need to do is decide on the country you are going to target (in this case USA) and simply enter ONE main keyword that relates to your niche - i.e. Bodybuilding.



The first thing you to note from this is that there are 48% of Women and 52% of Men that are interested in this niche. Therefore, this tells me that when it comes to selling T-Shirts both males and females would be interested in the shirts (provided the shirt is aimed at them).

The next thing I do is head over to "Page Likes" and see what comes up.

20m - 25m monthly active people Country: United States of America ⓘ

Demographics	Page Likes	Location	Activity	Household	Purchase
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Top Categories

1	Health/Beauty	iHerb.com • IdealShape Up Challenge • WeightNot
2	Vitamins/Supplements	Isopure • Shredz Supplements • Cellucor • Muscle Pharm • Bodybuilding.com
3	Community	My Wall - My Picture - My Story
4	Shopping/Retail	The Vitamin Shoppe
5	Company	Avocados from Mexico • Abe's Market • Dick's Sporting Goods • Rogue Fitness
6	App	Ayurveda • I Deserve New Shoes
7	Cars	Alfa Romeo USA
8	Health/Wellness	Eat To Perform • BodyRockTV • Muscle & Strength
9	Food/Beverages	Rockin' Wellness Inc. • Premier Protein • Kettle Brand • Earthbound Farm
10	Magazine	Muscle & Fitness • Step to Health • 12 Tomatoes • Stylish Eve

[See All](#)

Page	Relevance ⓘ	Audience	Facebook	Affinity ⓘ
Rockin' Wellness Inc.	1	802.8K	1.3m	2.2x <div></div>
Alt_driver	2	970.7K	1.9m	1.9x <div></div>
Dwayne The Rock Johnson	3	2.9m	8.4m	1.3x <div></div>
Avocados from Mexico	4	598.2K	944.9K	2.4x <div></div>
Amazon.com/Fashion	5	1.1m	2.3m	1.7x <div></div>
The Vitamin Shoppe	6	534.3K	817.1K	2.4x <div></div>
CARiD.com	7	741.1K	1.4m	2x <div></div>
Spartan Race	8	1m	2.3m	1.7x <div></div>
Premier Protein	9	379.7K	497.5K	2.9x <div></div>
Muscle & Fitness	10	590.5K	1m	2.2x <div></div>

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At this stage we do not have enough data or know anything about our audience. However, look at this data we can see keywords that come up that relate to our niche.

These keywords are:-

Bodybuilding.com

Rogue Fitness

Critical Bench

Flex Bodybuilding

Therefore, the next thing I am going to do is take off the main keyword - bodybuilding and enter the above keywords and see if they appear on Audience Insights as "interests".

As you can see entering these keywords has given me more data under "page likes". The main thing you need to know is that if your page has an affinity of over 15 then you should consider targeting it for your ad campaigns.

Here we can see the potential "interests" we can target.

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance [?]	Audience	Facebook	Affinity [?]
Rogue Fitness	1	461.7K	621.8K	11x
Muscle & Fitness	2	576.4K	1m	8.5x
Bodybuilding.com	3	528.7K	1m	7.6x
Eat To Perform	4	479.7K	889K	8x
Muscle Pharm	5	311.4K	458.8K	10.1x
Cellucor	6	294K	420.8K	10.4x
Testosterone Nation	7	271.5K	362.1K	11.2x
FLEX BODYBUILDING MAGAZINE	8	201.2K	204.6K	14.6x
Jim Stoppani	9	227.6K	276.9K	12.2x
Shredz Supplements	10	259.8K	357.5K	10.8x
Muscle & Strength	11	285.3K	440.2K	9.6x
Flex Magazine	12	240.1K	321K	11.1x
Spartan Race	13	699.9K	2.3m	4.5x

I have noticed that if you target these interests "one by one" not only does the Affinity number change but also other related pages appear for your niche.

This is what happens when we enter these "interests" on their own.

CREATE AUDIENCE

Custom Audience >

Location

UNITED STATES
All United States
+ Country, region, or city

Age and Gender

Age
25 + Any +

Gender
All Men Women

Interests

ADDITIONAL ENTRIES
flex bodybuilding magazine
+ Interest

Connections

Pages

(New Audience)
150K - 200K monthly active people

People on Facebook
Country: United States of America

Demographics Page Likes Location Activity Household Purchase

Top Categories

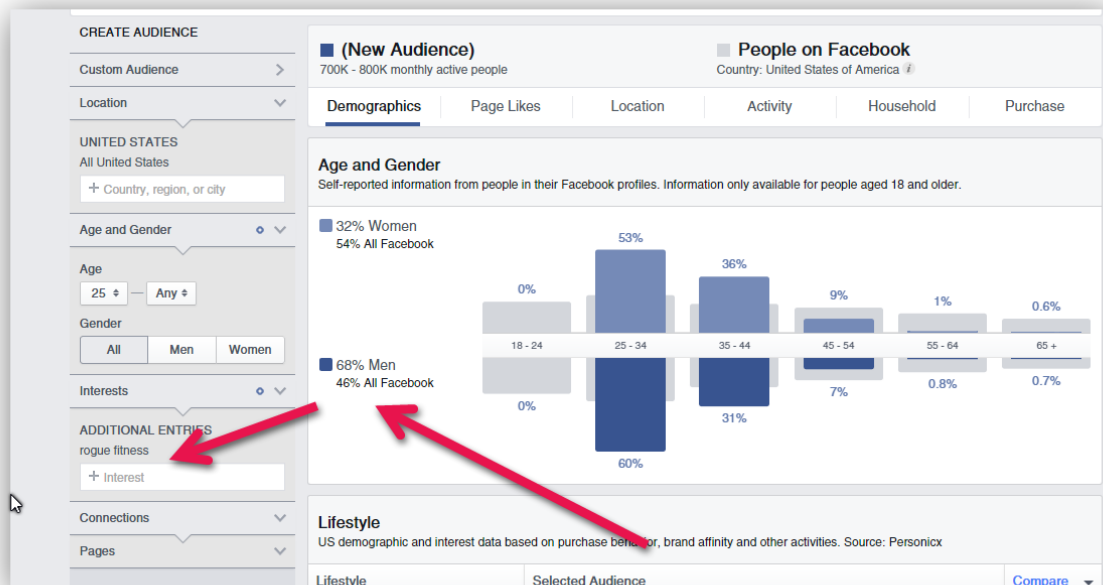
1	Media/News/Publishing	MuscleMag
2	Professional Sports Team	The Bodybuilding Nation • Strong Muscle
3	Magazine	FLEX BODYBUILDING MAGAZINE • Flex Magazine
4	Sports Event	Mr. Olympia LLC • Arnold Sports Festival
5	Sports/Recreation/Activities	Superfitness New & Used Gym Equipment
6	Athlete	IFBB-Pro Dennis Wolf - Official Fanpage • Branch Warren • Phillip Heath • Dorian Yates
7	Product/Service	Hammer Strength • Official Gaspari Nutrition®
8	Health/Beauty	Ronnie Coleman Signature Series
9	Recreation/Sports	Muscletime • Critical Bench • Bodybuilding
10	Business/Economy	Sizeupsupplements.com

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i>	Audience	Facebook	Affinity <i>i</i>
FLEX BODYBUILDING MAGAZINE	1	156.1K	204.5K	133.9x

Here you can see I have entered the keyword "Flex Bodybuilding magazine" and the Affinity score is over 133!

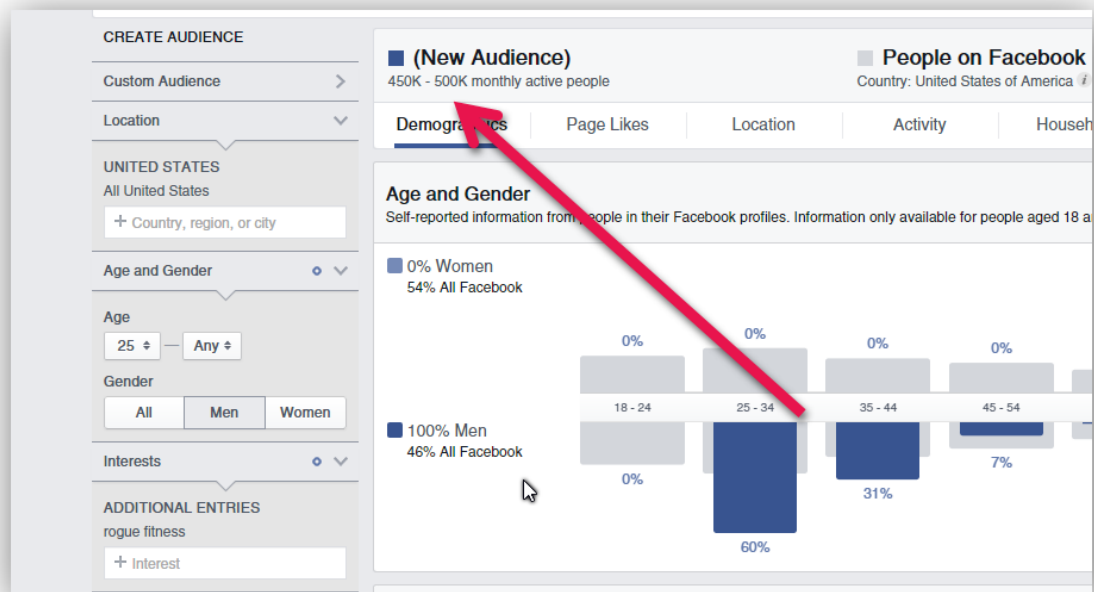
This is huge and this interest is worth targeting.

We can also see that the audience size for this keyword comes up to 150k-200k.



For the keyword "roque fitness" we can see that the demographics shows that over 68% of men are mainly popular for this keyword. Furthermore, I can also see that the audience for this keyword comes to 700-800k. So it makes sense to target "males" only for this keyword.

When we do that this is what happens.



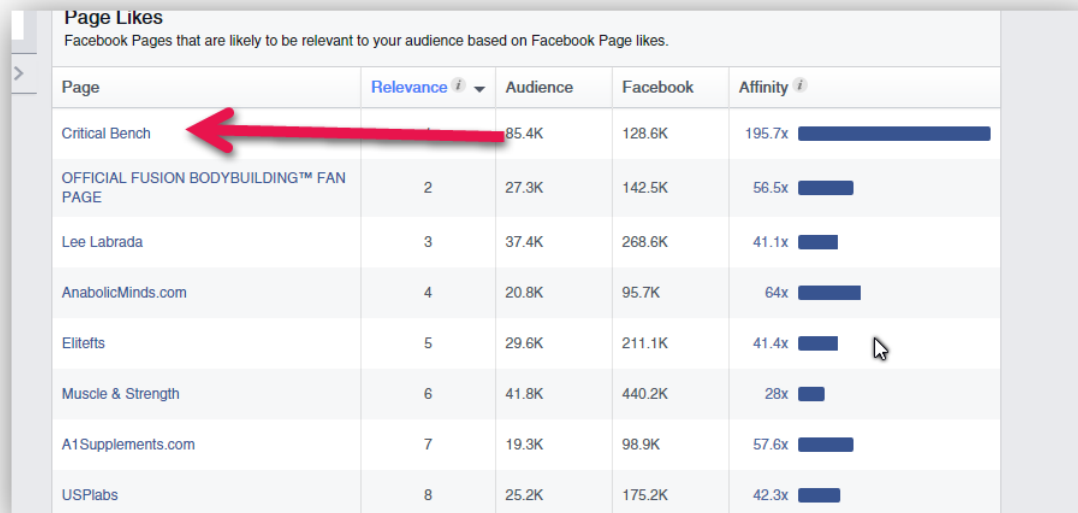
The audience size changes to 450k-500k which is more targeted.

We can also see that the Affinity is over 45!

Page	Relevance ⁱ	Audience	Facebook	Affinity ⁱ
Rogue Fitness	1	228.4K	621.8K	45.4x

A red arrow points to the '45.4x' affinity value in the table.

Here is another keyword - "critical bench".



The screenshot shows a table titled "Page Likes" with the subtitle "Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes." The table has five columns: "Page", "Relevance", "Audience", "Facebook", and "Affinity". A red arrow points to the "Critical Bench" row in the "Page" column.

Page	Relevance	Audience	Facebook	Affinity
Critical Bench	1	85.4K	128.6K	195.7x
OFFICIAL FUSION BODYBUILDING™ FAN PAGE	2	27.3K	142.5K	56.5x
Lee Labrada	3	37.4K	268.6K	41.1x
AnabolicMinds.com	4	20.8K	95.7K	64x
Elitefts	5	29.6K	211.1K	41.4x
Muscle & Strength	6	41.8K	440.2K	28x
A1Supplements.com	7	19.3K	98.9K	57.6x
USPlabs	8	25.2K	175.2K	42.3x

This keyword has also a very high Affinity.

In this case we can already see that these keyword interests that have very high affinity are going to be our MAIN interests that will comprise of hungry buyers wanting to buy your shirts.

I cannot guarantee that interests that fall under this category will always mean people wanting to buy your shirt but this method is a much better way of targeting then any other method.

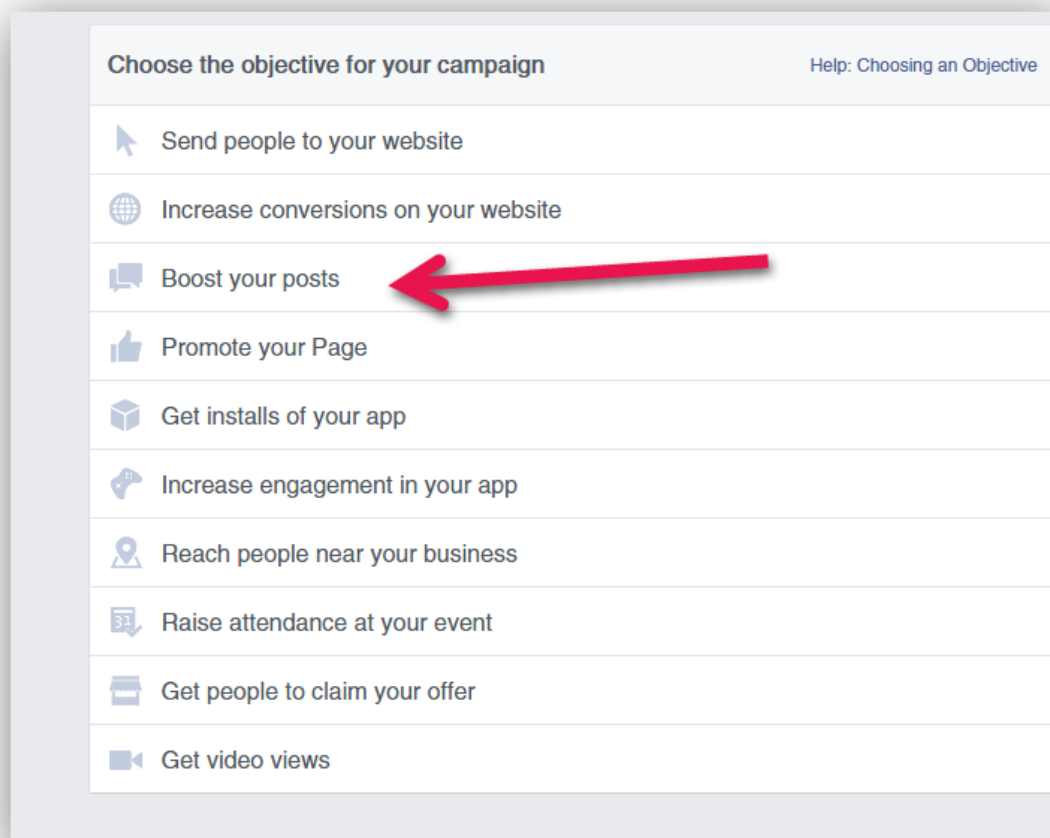
In the next section I am going to show you how to go about setting up your ads based on your Smart Targeting interests.

Setting up your Ads

Once you have made a list of the main interests you wish to target (I recommend have at least 5-6 interests that have a high affinity), the next thing would be to make sure you have your conversion tracking pixel and retargeting pixels ready.

If you do not know how to set up a conversion tracking pixel you can always consult Teespring University group where there are a ton of free content that shows you how to do this.

Once you click on "create ad" the next thing you should do is select the type of ad you are going to run.



In this case the type of ad I am going to run is "boost post" i.e. Post Engagement Ad (not to be confused with "boost your post").

The screenshot shows the Facebook Audience Definition interface. On the left, there are several input fields: a location field (empty), an age range field set to '25 - 65+', a gender field with 'Men' selected, a language field (empty), and a 'More Demographics' dropdown. Below these are 'Interests' and 'Behaviors' sections, each with a search bar. In the 'Interests' section, 'rogue fitness' is listed under 'Additional Entries'. On the right, the 'Audience Definition' summary shows a gauge indicating the audience is 'Specific', and lists the defined details: Location (United States), Interests (rogue fitness), Age (25 - 65+), and Gender (Male). The 'Potential Reach' is listed as 500,000 people. Three red arrows point from the left side to the right: one from the age range field to the 'Specific' gauge, one from the 'rogue fitness' interest to the 'Interests' detail, and one from the 'More Demographics' dropdown to the 'Audience Definition' header.

Here the first thing I am going to do is run the ad for "Rogue fitness". We have already done our research on this interest and therefore, I am going to target males from the age group 25-65.

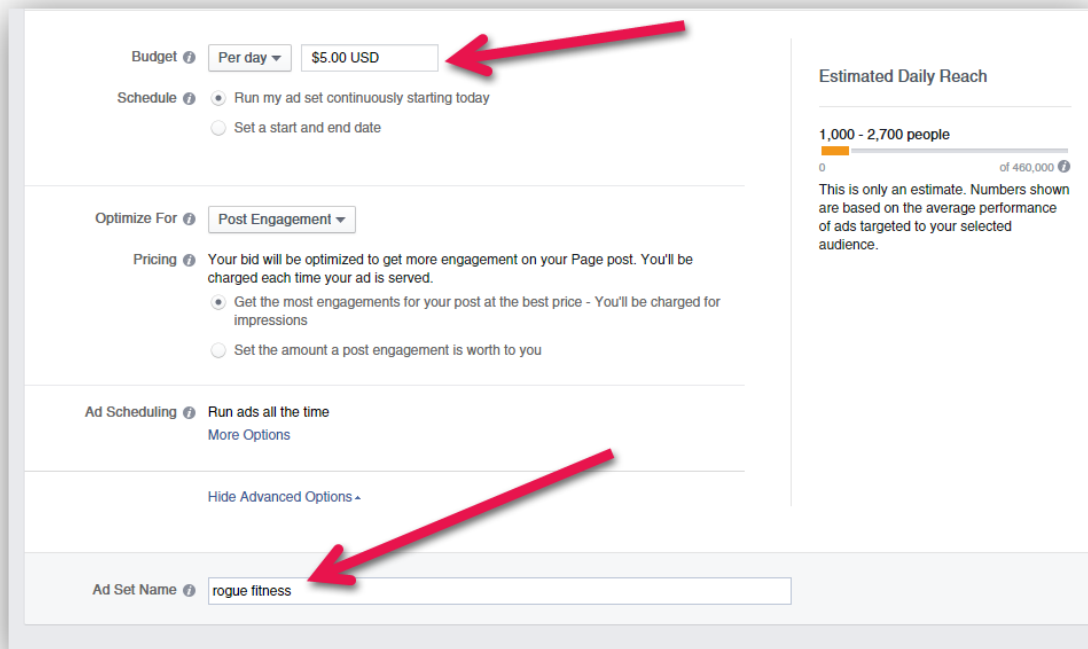
The next thing we are going to do is set a budget.

When it comes to budgeting I have been testing this and have set budgets from \$10-\$25.00.

However, over the last 6 months I have been using a \$5.00 starting budget on my ads and I have found that this is just as effective as a \$25.00 budget.

Because I am based in the UK I set my ads from midnight so that the Facebook algorithm takes this into account and runs my ad accordingly.

The timing of your ads is crucial because if your ad goes live before midnight (in the middle of the day), you might have a better response the following day.



The image shows a Facebook Ads setup interface. A red arrow points to the Budget field, which is set to \$5.00 USD. Another red arrow points to the Ad Set Name field, which contains the text "rogue fitness".

Budget ⓘ Per day ▼ \$5.00 USD

Schedule ⓘ ☒ Run my ad set continuously starting today
☐ Set a start and end date

Optimize For ⓘ Post Engagement ▼

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.
☒ Get the most engagements for your post at the best price - You'll be charged for impressions
☐ Set the amount a post engagement is worth to you

Ad Scheduling ⓘ Run ads all the time
[More Options](#)

[Hide Advanced Options](#) ▼

Ad Set Name ⓘ rogue fitness

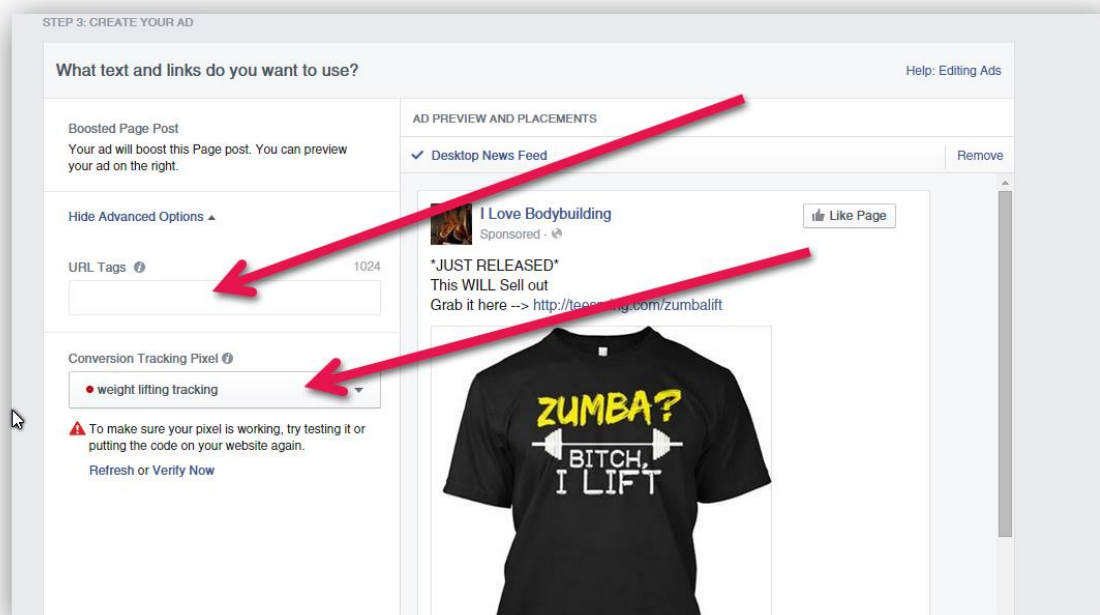
Estimated Daily Reach

1,000 - 2,700 people

0 of 460,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Where it says Ad Set Name make sure you name it the same as the interest you are targeting. So for example, in this case I am going to call my Ad set "rogue fitness".



The next thing to do is enter your URL Tags (this is optional but great for tracking purposes).

Then enter your Conversion Tracking Pixel - this is the pixel that will track your sales.

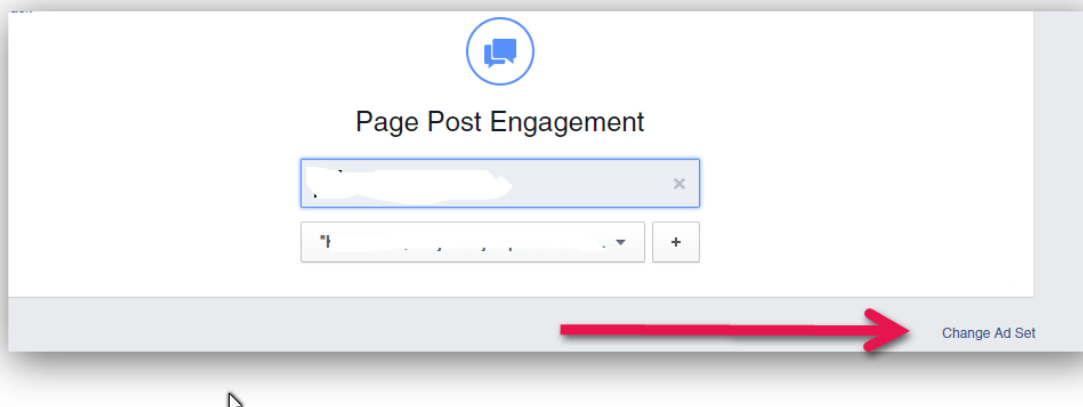
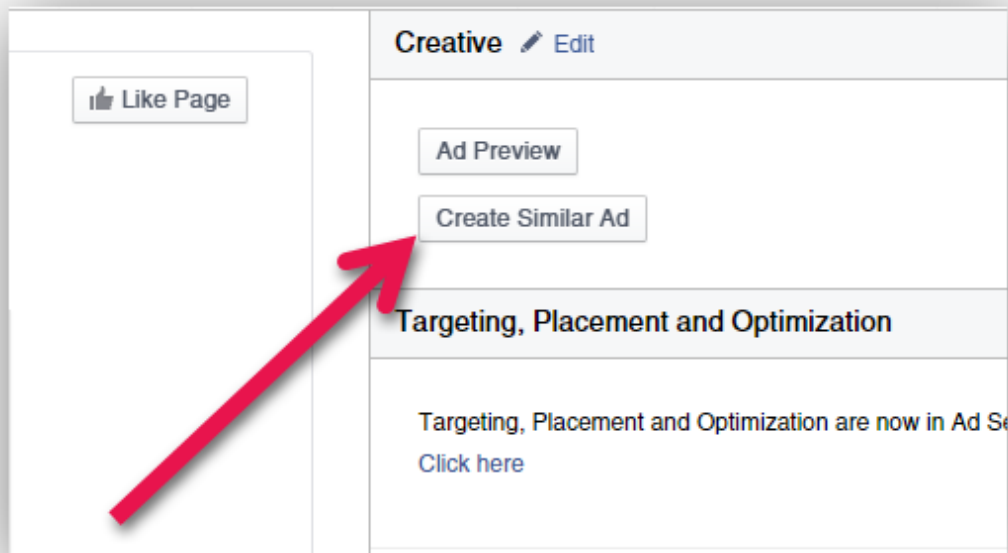
The next thing to do is create your ad and then wait for it to be approved.

For the other interests you do everything the same - i.e. create the ad the same format. However, when creating your ads make sure you create 1 Ad for Each 1 Ad set.

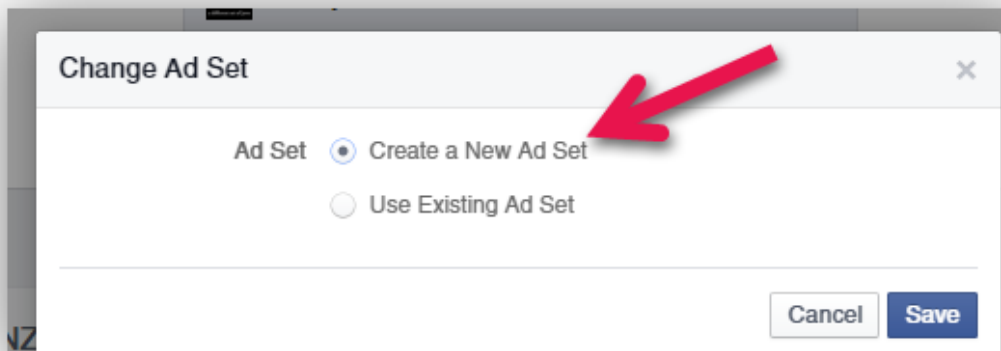
So for example, for the keyword "rogue fitness" we create one ad.

For the next keyword - i.e. critical bench we create another ad set.

Make sure you click the "create similar" ad button when creating the ad so that it keeps all the settings the same except for the "interest" section that you can change.



You also need to make sure that you click on "change Ad set" and then scroll to "create new ad set".



This will then set up your ad in a separate ad set.

So for example, you will then end up having something like this.

Ad Set 1 - Interest 1 (Rogue Fitness)

Ad Set 2 - Interest 2 (Critical Bench)

Ad Set 3 - Interest 3 (Flex Bodybuilding)

Ad Set 4 - Interest 4 (Bodybuilding.com)

By doing this you are applying the Smart targeting strategy.

Here is a simple formula I use.

High Affinity Niche Page + INTEREST = PPE Ad

In the next section I am going to reveal a crazy "loophole" you can use to get penny clicks, lots of organic shares and sell even more shirts.

This "trick" is going to be revealed for the first time in this report.

Are you ready to learn this trick?

Please head over to the next section where I will reveal this trick.

I call this the **Daredevil Method**.

The Daredevil Method - **How to use a simple** **loophole to get penny** **engagement/clicks**



I use this method as an emergency or when I think I need to spread my shirt to widely across Facebook to lots of users in a short space of time.

The first thing I do is make sure I use all the principles I discussed in Smart Tee Targeting.

The next thing you need to do is again focus on the niche you wish to use.

For this example, I am going to focus on the pit bull niche.

The first thing I am going to do is head over to Audience Insights and use the Smart Targeting strategy of looking for the main 4-5 keywords I can target one by one.

In this case I have identified the following keywords that have **high affinity**.

Positive Pit Bull

unexpected pit bull

pitbullsorg

The next thing I am going to do is apply the Dare Devil method.

This simply involves adding 4 English speaking countries that will have POTENTIAL buyers.

What are these 4 countries?

United Kingdom

Australia

New Zealand

Canada

These 4 countries will have potential buyers that will want to buy your shirt REGARDLESS of shipping!

I have sold shirts to these countries.

Here is PROOF!

ALL SALES

SALES BY LOCATION

Country	Items Sold
United Kingdom	33
United States	13
New Zealand	4
Australia	1

VIEW ON MAP

ALL SALES		SALES BY LOCATION	
Country		Items Sold	
United States		22	
United Kingdom		18	
Canada		4	
Australia		2	

[VIEW ON MAP](#)

So what happens when we enter these countries on Audience insights?

Does the affinity change?

AUSTRALIA
All Australia

CANADA
All Canada

NEW ZEALAND
All New Zealand

UNITED KINGDOM
All United Kingdom

UNITED STATES
All United States

+ Country, region, or city

Age and Gender

Age

18Any

Gender

AllMenWomen

Interests

ADDITIONAL ENTRIES

pitbulls.org

+ Interest

Connections

Pages

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Website	Pitbulls.org
2	TV Show	Pit Boss • Pit Bulls and Parolees
3	Non-Profit Organization	Bruised Not Broken • Pit Bull Rescue Central • Our Pack, Inc. • BAD RAP
4	Animal Breed	Pitbulls
5	Community	I Love My Pit Bull
6	Pet Supplies	Pit Bulls and Itty Pitties • Petco • PetSmart
7	Public Figure	Cesar Millan
8	Media/News/Publishing	I Love My Dog
9	TV Channel	Animal Planet

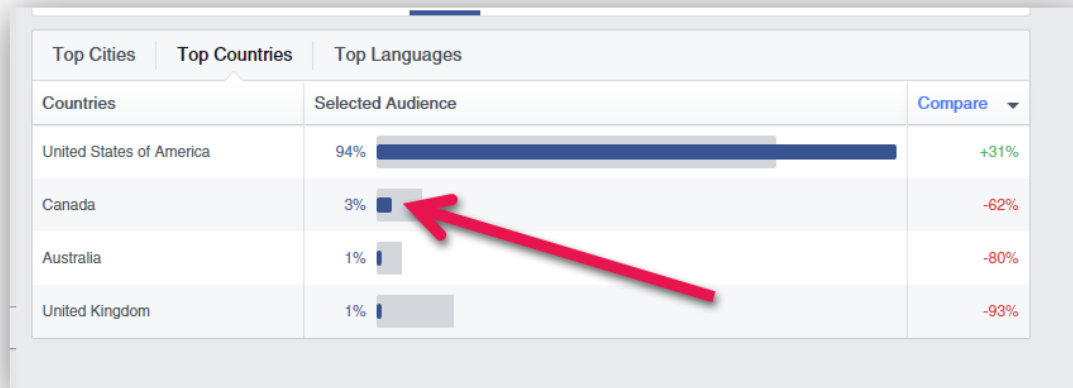
Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

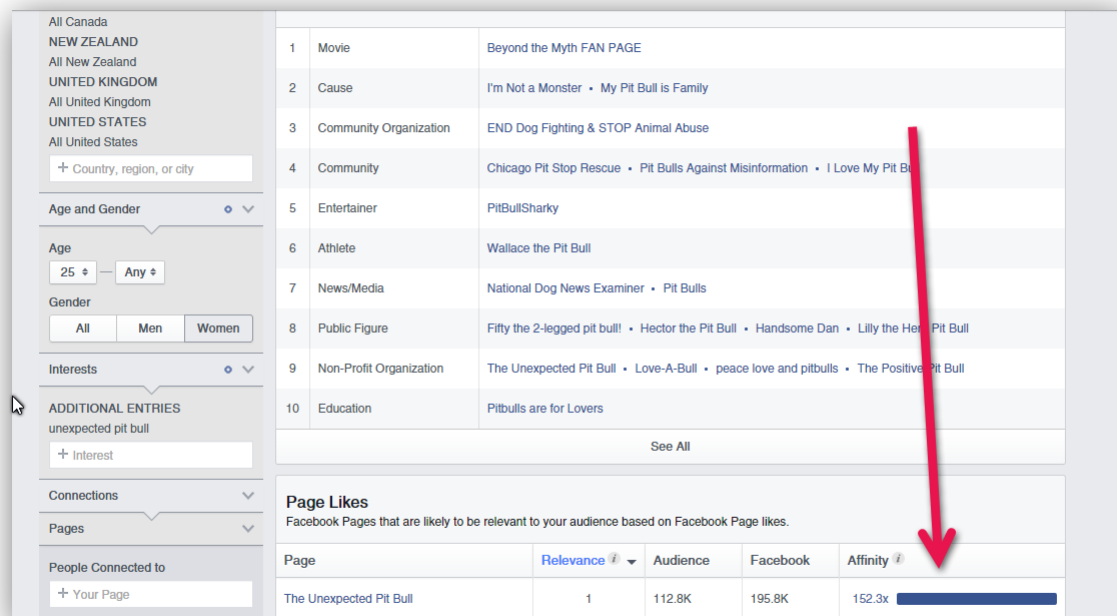
Page	Relevance	Audience	Facebook	Affinity
Pitbulls.org	1	48.7K	72K	452.7x

We can clearly see here that the affinity now is well over 400. This is extremely high which means we should be focusing on

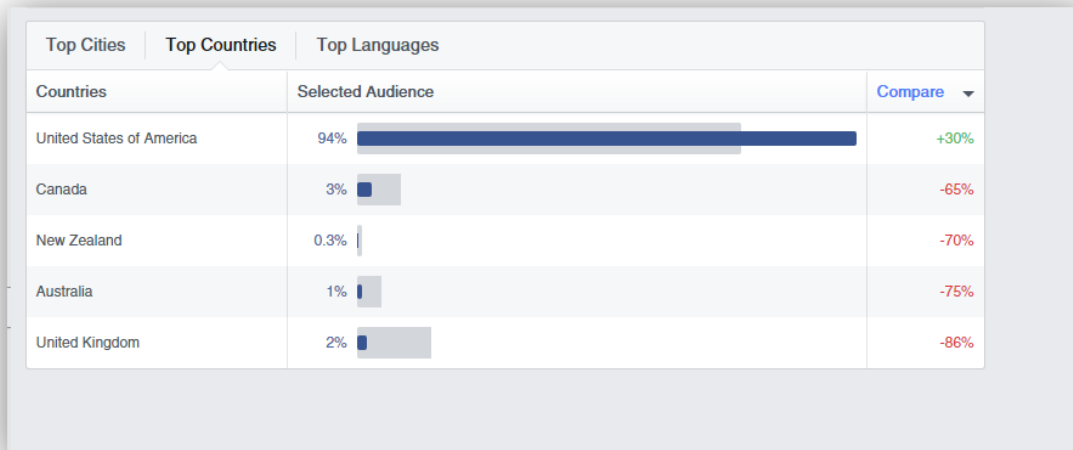
targeting this keyword along with the 4 countries we just entered.



For this keyword we can see that over 3% of our audience is based in Canada.

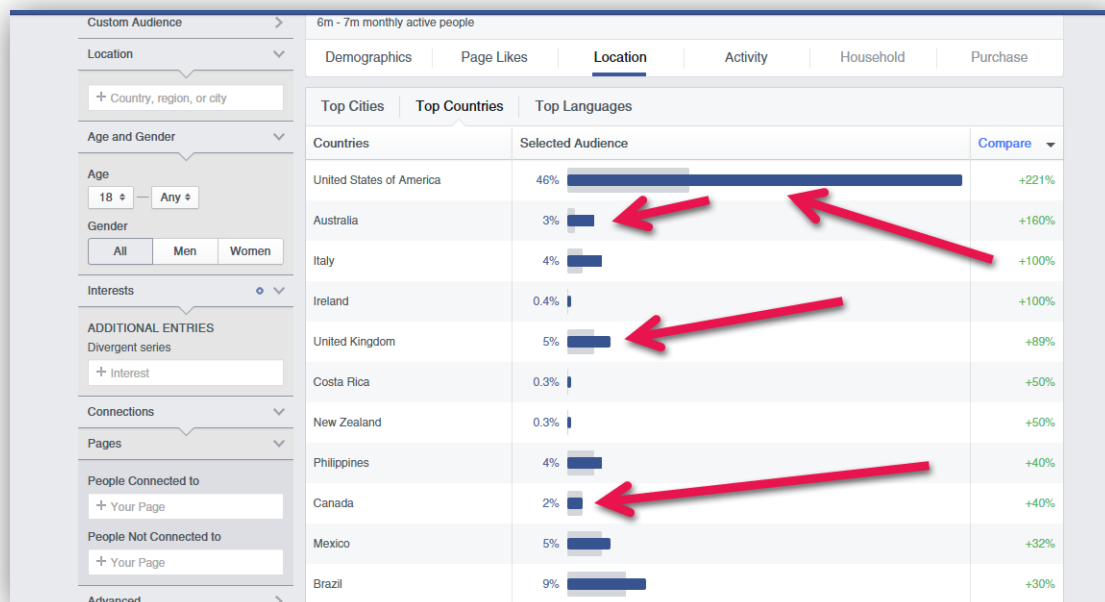


For the keyword "the unexpected pitbull" we can see that this too has a very high affinity once we enter these 4 countries.



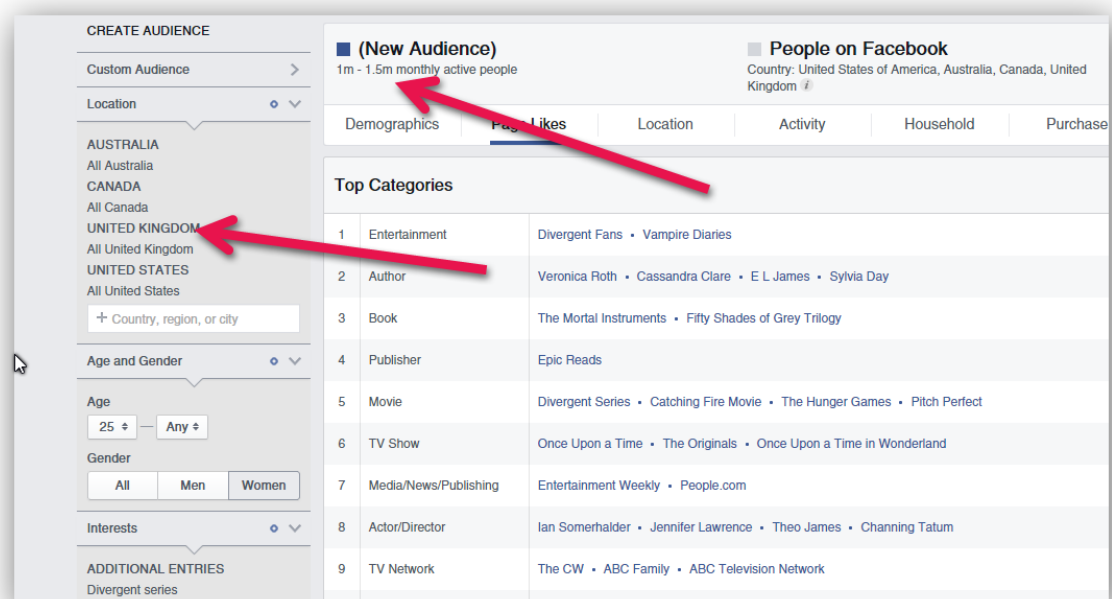
However, it would make sense to add these countries if your Facebook audience is from all over the world. In the case of the movie niche this is quite common.

For example, sometimes what I do is enter the main keyword I wish to target and then the name of the "top countries" that would be interested in this niche. For example, if I type in "Divergent series" as a keyword on Audience Insights I can already see that there is interest from these "top countries" also.



Since we are mainly targeting English speaking countries I can already see that Australia, Canada, and United Kingdom is listed on there.

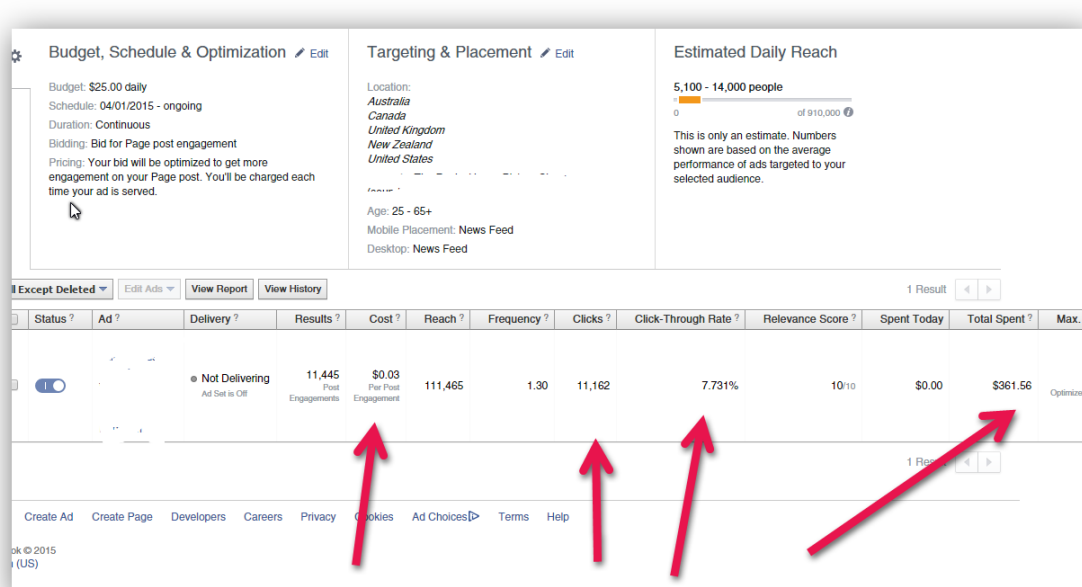
In this case we can enter these countries and also our interest we wish to target.



You should also notice that if your audience ever hits over 1 million you can still go ahead and target your keyword.

I have found that this is a LOOPHOLE. If you enter other countries and target in MILLIONS you can still get great engagement on your ad, lots of shares and of course lots of sales!

Here are stats from a recent campaign I did.



This campaign had 200% ROI - And you can clearly see I used the Daredevil method on this.

So just to summarise and make it clear this is what you need to do to apply the Dare Devil method.

1. Choose a niche for your potential T-Shirt

2. Look for high Affinity pages - use Smart Targeting method on Audience insights and find 4-5 main keywords you wish to target.

3. Target the following English speaking countries for your niche.

USA, Canada, Australia, UK and New Zealand

(You can choose other English speaking countries too but I focus on the ones that would contain my audience for my niche).

4. If your audience is over 1 million you can still run your ad

I hope you enjoyed this report. I have also a special bonus video section where I have several videos where I expand on the strategies discussed in this report.

I also have a FREE webinar on **10th June 2015**. You can sign up to the webinar by heading over to

<https://attendee.gotowebinar.com/register/3458628541252639746>

Please head over to the bonus section for my free complimentary videos on Smart Tee Targeting.