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Welcome back! 😊

Like I said in the end of module 6, whenever you feel the need to make sure you still on track, just send me an email OR if you invest in the 1 on 1 Private Skype Chat Coaching just type in your message in skype.

Ok let's do this!

PHASE 2 – Click To Website (CTW)

First, if you don't have GIMP yet, get it now. It's FREE

<http://www.gimp.org/downloads/>

If you are a member of adfactory or any other facebook ad generator and you feel comfortable with it.

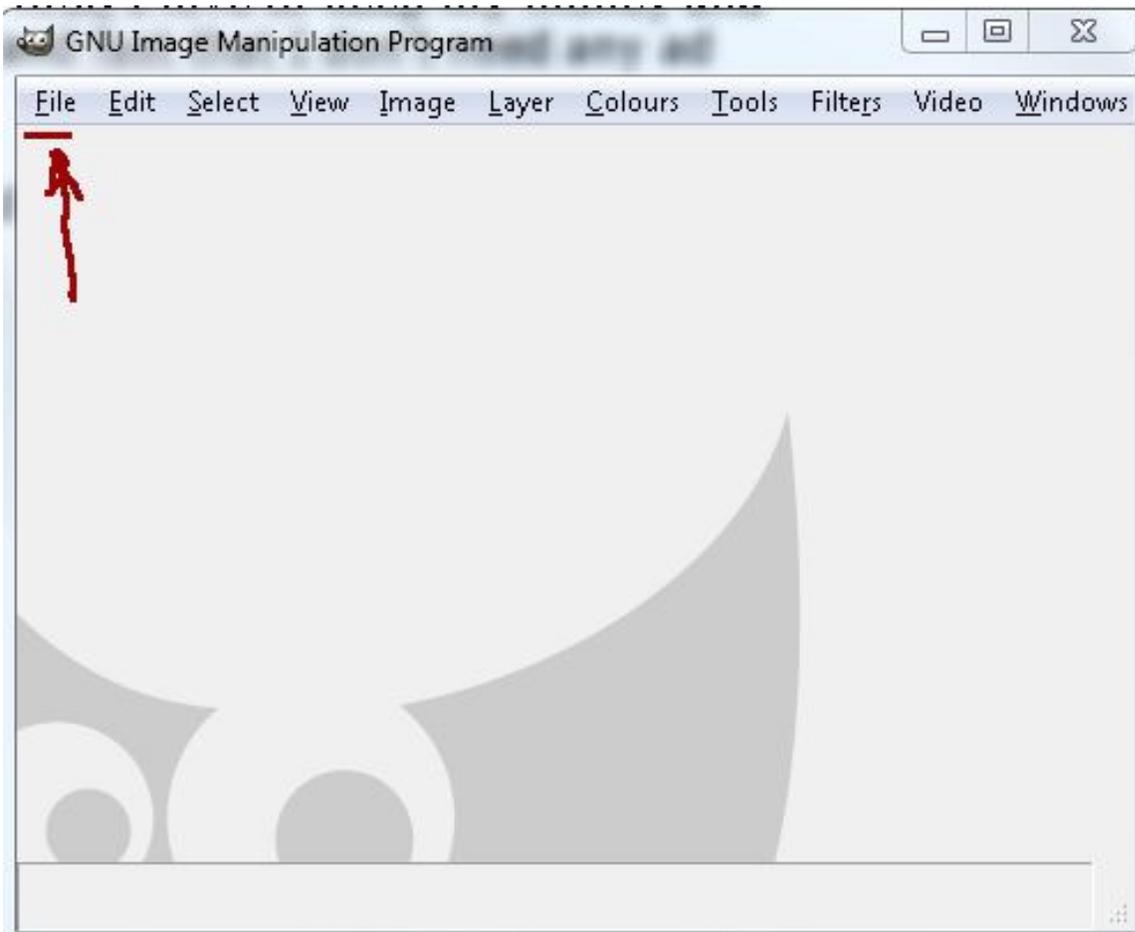
No problem with me.

Just follow anyways and apply what I'm teaching in your ad generator.

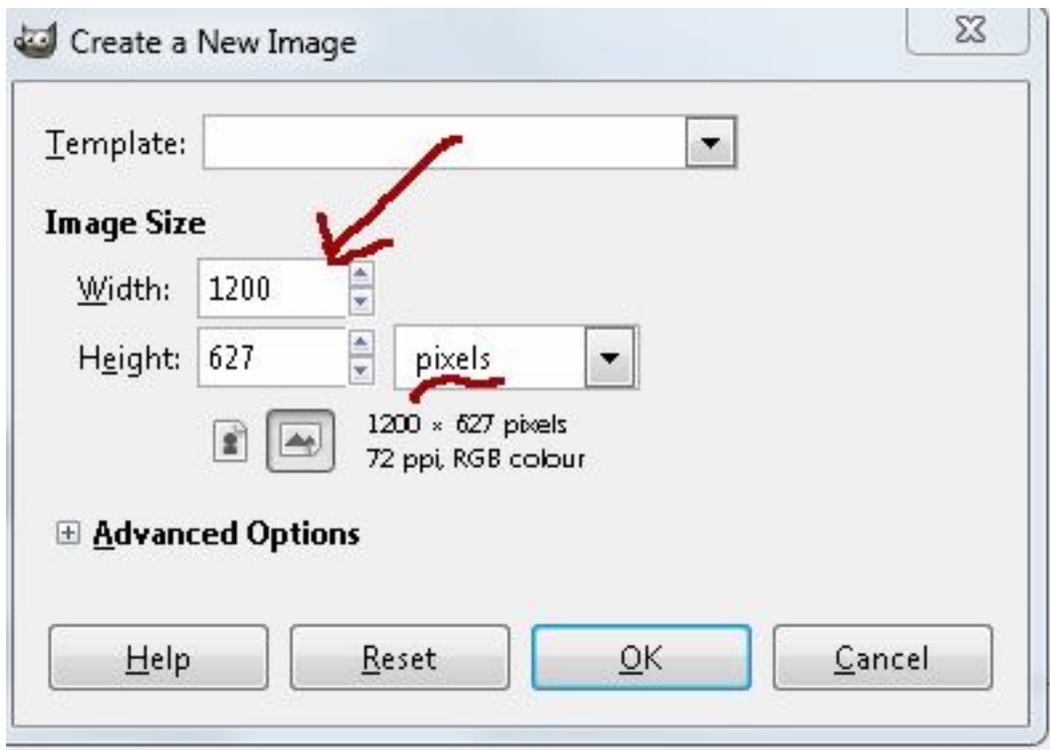
I use gimp because first, I love to keep my money and second it's so easy and fast that I don't need any ad generator.

So maybe after reading this I will also save you a monthly fee!

Open your GIMP and click on File



Click New... then modify the image size to 1200X627



Ok now that we have the correct size for our facebook ad we will begin by creating the border of the ad.

Make your audience eye “bleed” sort of speak.

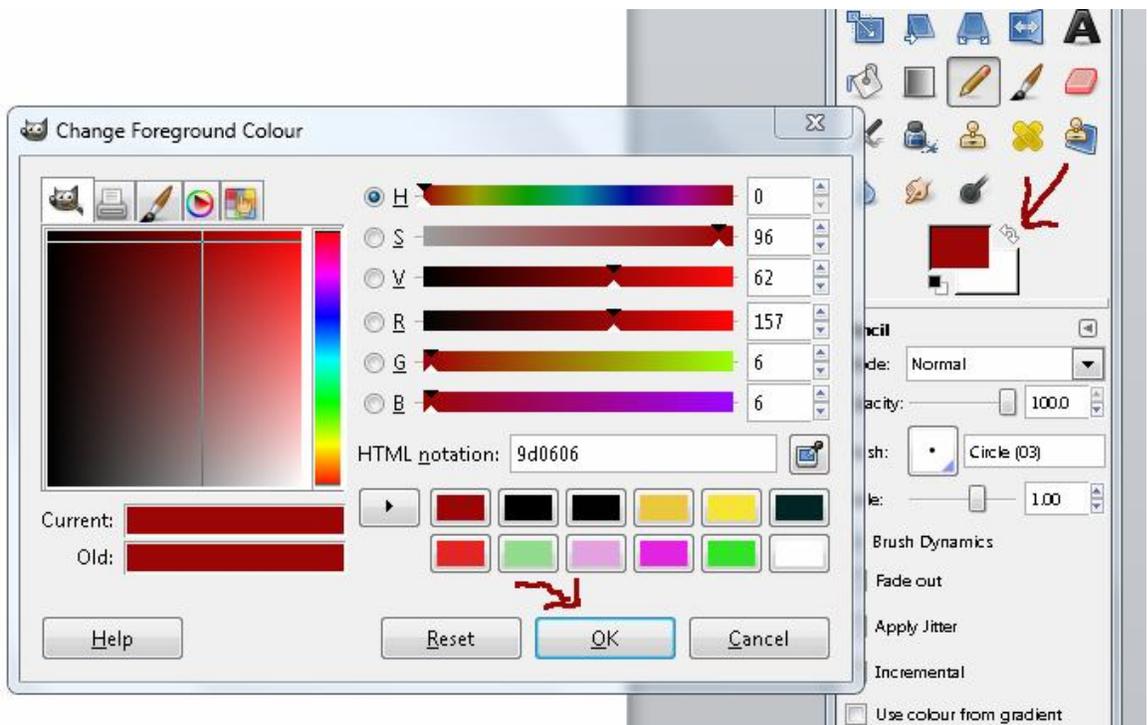
There is so much going on already on their timeline that you want to really stand out from the rest.

Here’s how I create my borders.

From the GIMP toolbox pane select the Bucket Fill Tool



Now in the GIMP toolbox pane click on the color selector.



Select your color and click ok

Then click anywhere into you image



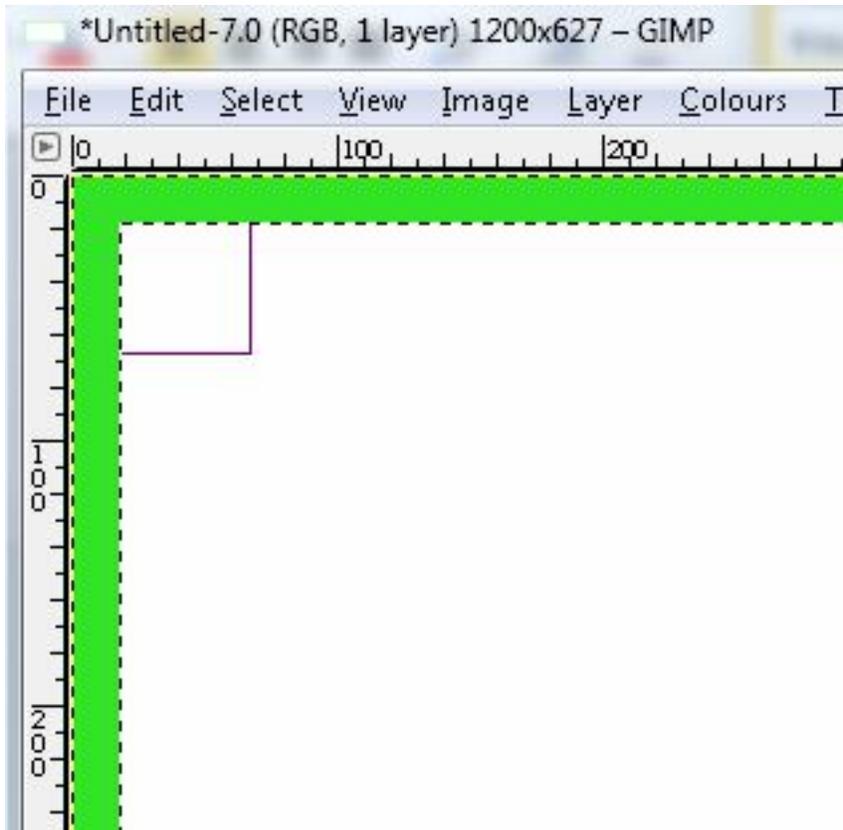
Then go back to the GIMP toolbox pane and select the Rectangle Select Tool



Go back to you image and select a rectangle almost the same size of your image but just a little bit smaller then click delete.

This will make the inner rectangle go white and leave a border.

Like this:



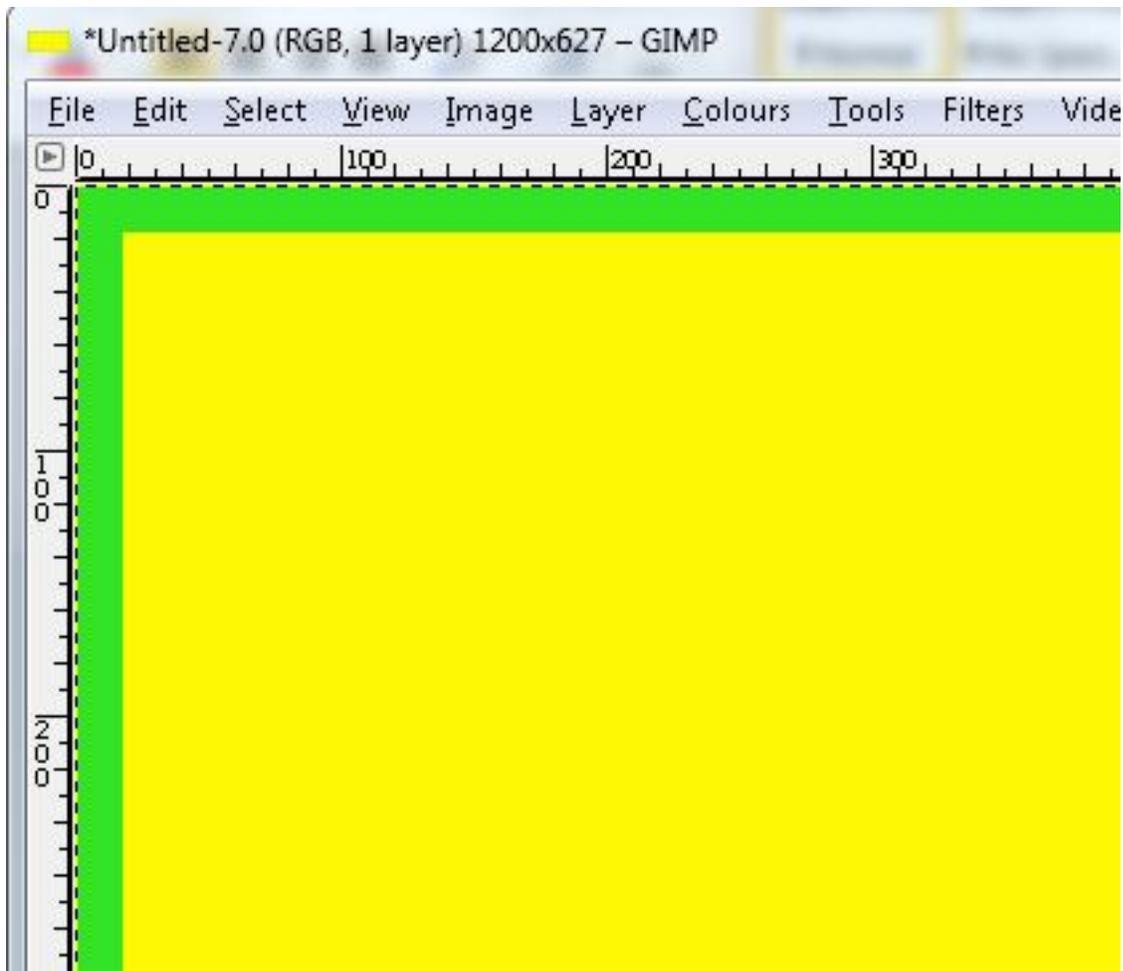
Double click in the green zone

Then go back to the GIMP toolbox pane and select the bucket fill tool again.

Still in the gimp toolbox pane select the background color you want.

And then go back to your image and click in the white zone.

Should look like this:



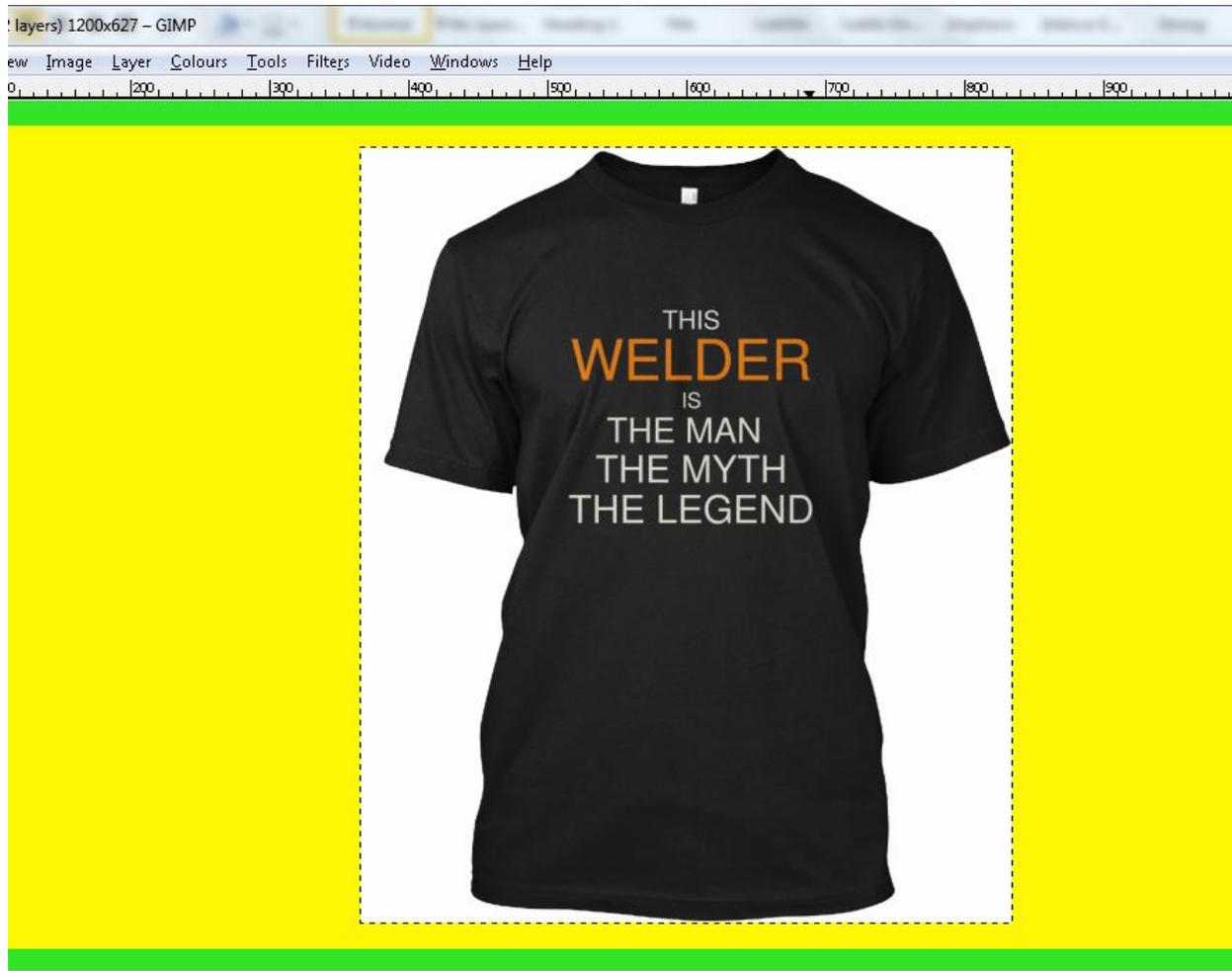
Ugly? Sure is!

Remember the goal here is to capture the attention. Make your ad stand out!!

Ok now open the niche folder. Remember the shirt image we were using in the phase 1?

We are going to use it here too!

Open the folder and drag/drop the shirt image into your gimp ad image.



In the gimp toolbox pane select the scale tool

Click on your shirt.

Make sure to click the "chain" so the image keeps the same ratio.

Then click on your shirt and hold and drag to the right slowly you will see your image grow in size.

You want to get a bigger and better view of what's on the shirt.

It doesn't matter if your shirt goes over the edge of your ad...

When scaling, you will need to center your shirt image again.

You can release your click and check for the + sign in the middle of your shirt.

Click on it and hold then you will be able to center your shirt and scale it again if you feel that it still too small.

When you're happy with it click on the scale button

This is what it should look like at the end.



Don't like the white around your shirt? Me neither.

Here's the quick fix to that.

Now go back to the gimp toolbox pane again and select the Fuzzy Select tool. Also called "The Magic Wand"



Go back to your ad image and click inside the white zone around your shirt.

You will see the contour blink then click on delete.

It will make the white disappear by magic!



Now you can click on file/save as/ and save your ad in your niche folder with a name like this CTW_GY.png

In phase 2 we also are going to test border colors and background colors so you will have to do this process again.

Naming your creative by the color of the border (G=Green) and the color of your background (Y=Yellow) will make everything much easier for you later.

Create the ad for every niche you want to push into phase 2.

You can also create many color variation if you want but personally, I prefer to wait until I'm finished testing the ad copy.

This is it!

In theory if you've been following me so far you should have a shirt and 2 other style.

While testing to get the best ad you will also need to split test with other styles.

Shirt & hoodie, shirt & long sleeve, hoodie only, 3 styles together, etc...

Remember that phase 2 is dedicated to find the best ad image and copy for crushing it in phase 3.

Make sure you really do your homework here!

If you plan on being lazy here and just put an ad on facebook, get a little bit of a custom audience (100 clicks to website) and then push it in phase 3 right away just to see if this will work like I say it will, you're doing a mistake.

Same mistake I did.

If you plan to do this right now, it's because you're planning to push a campaign to phase 2 with a breakeven ROI or even with a loss.

You're a little bit nervous and you want to test the water first isn't it?

If this is your case, please shoot me an email asap and give me as much detail as possible so we make sure to put you back on track ok?

Ok, let's move on with the CTW ad creation process.

Go to your facebook ad manager and click on power editor.

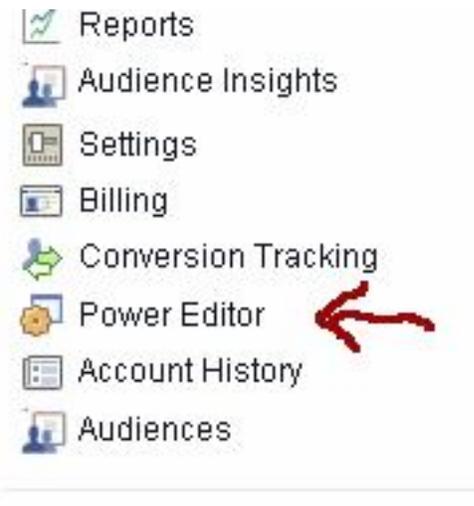
Yes the power editor.

Why?

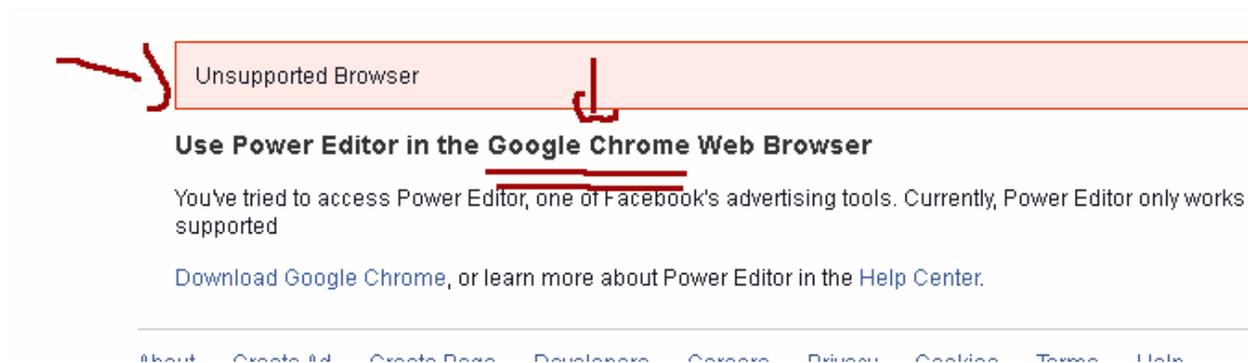
Mainly for the fact that I can put a lot more stuff in the ad copy than the usual ad manager let me do.

The number of allowed characters in PE gives us an advantage so why not use it 😊

Ok click on power editor.



If you got this error message:



You'll need to download or open PE with Google Chrome

<https://www.google.com/chrome/browser/desktop/index.html>

When you open power editor it will prompt you to download all the content of your current facebook ad manager...

Check the box and click download

The screenshot displays the 'Download Facebook Ad Accounts' interface. At the top, there is a blue header with the text 'Download Facebook Ad Accounts'. Below the header, there are three tabs: 'Ad Accounts' (which is selected), 'Pages', and 'More Options'. A message states: 'All active campaigns will be downloaded. Also download campaigns modified:'. Below this message is a dropdown menu set to 'All campaigns from the start of time (most data)'. There is a search bar with the placeholder text 'Search'. The main content area shows a table with one account listed. The table has a header row with 'Accounts (1)' on the left and 'Total selected 0' on the right. The account listed has a selection checkbox, a purple megaphone icon, and the ID '346152...'. A red arrow points to the selection checkbox. At the bottom right of the interface, there are two buttons: 'Download' (in blue) and 'Cancel' (in grey). A red arrow points to the 'Download' button.

You will then see the download page...

Downloading

- Accounts: ✓ **1**
- Ad Images: ✓ **0**
- Ad sets: **0**
- Ads: **0**
- Campaigns: **0**
- Connection Objects: **33**
- Custom Audiences: **41**
- Labels: ✓ **0**
- Pages: **48**
- Rate Cards: **161**
- Saved Target Group: **2**
- Timezone Offsets: ✓ **67**

Downloading: ratecards Dismiss

Let it do its thing.

Once finished it will look like this:

Power Editor 346152325 Download to Power Editor Upload Changes
This account Last downloaded a few seconds ago

Manage Ads Campaigns Ad Sets Ads

+ + ↶ ↷ 🗑️ ↺ 🏷️

	Status	Campaign Name	Delivery
	<input type="checkbox"/>	We Are Welders - Post Engagement	● Inactive Campaign is Off
	<input type="checkbox"/>	[REDACTED]	● Inactive Campaign is Off

- FILTER BY CAMPAIGN

- ▶ Recently Changed (2)
- ▶ Not Uploaded (0)
- ▶ Active (0)
- ▶ Scheduled (0)
- ▶ Paused (158)
- ▶ Completed (0)
- ▶ All (158)

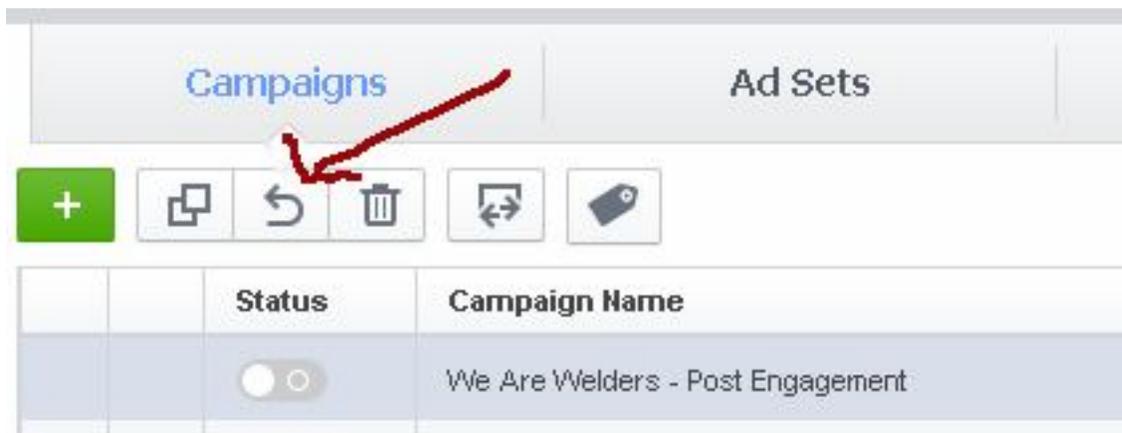
+ FILTER BY AD SET

You may have more or less stuff in the campaign panel but remember that every change that you made here will be replicated in your ad manager page.

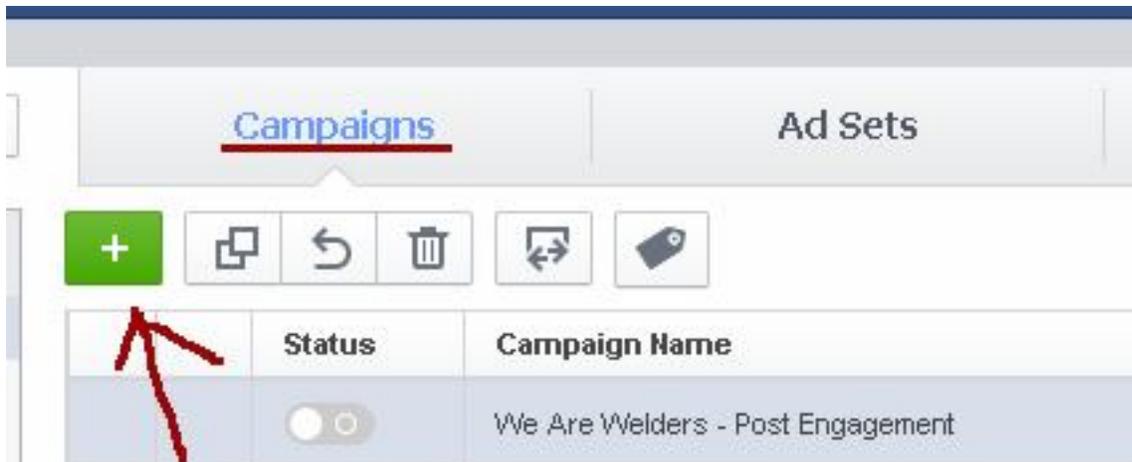
In other words, if you delete something here, when you will upload your new stuff it will also delete it in your facebook ad manager.

If you do something wrong don't panic, just click on the revert button.

It will undo your last action.



Ok make sure you're on the campaign tab and click the GREEN +



You will see this window:

Create Campaign ✕

ENTER NAME, BUYING TYPE AND OBJECTIVE OF YOUR NEW CAMPAIGN

Name	<input type="text" value="WELDER_LEGEND - Phase 1 CTW"/>
Buying Type	<input type="button" value="Auction ↕"/>
Objective	<input type="button" value="Clicks to Website ↕"/>

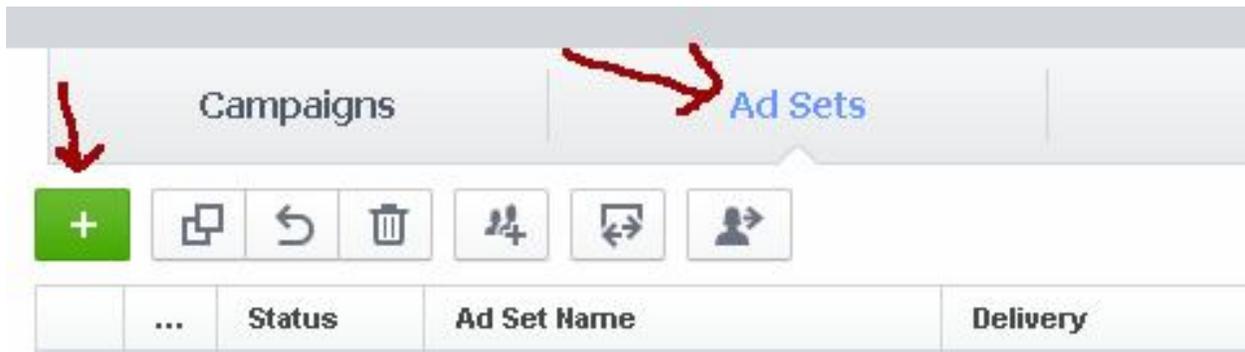
Enter the name of the campaign NICHE_CONCEPT Phase 2 CTW

It's important to enter phase 2 in the name because you will also use CTW in phase 3.

Buying type; leave it to auction. This will tell facebook that you want them to optimize the traffic to get clicks to your teespring campaign.

Of course leave the click to website option since this is what we want.

Ok now select the AD SET tab and then click the big green +



In the USE EXISTING window type the name of the campaign you've just created.

In the name ad set window, type the name of the facebook interest which brought you the most sales in phase 1.

Create Ad Set ✕

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing Create New

WELDER_LEGEND - Phase 2 CTW

NAME NEW AD SET

Name Ad Set Welder certification

Click on create

Now in the bottom of the page this is where you will define who your best buyer is for the interests.

First you will need to enter your budget.

Since this is the first ad we will test we will leave it at \$10/day if you only get 1 interest to work with (would be surprising) you can even go with \$20 to start with.

+	<input checked="" type="checkbox"/>	Welder certification	<input type="checkbox"/> New Not Uploaded	WELDER_LEGEND - Ph...	CA	Any	All	01/12/2015
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Creating Ad Set Welder certification

Objective Clicks to Website

STATUS DELIVERY

BUDGET & SCHEDULE

Budget

Schedule Start
America/Los_Angeles

Schedule End Don't schedule end date, run as ongoing
 End run on:

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

Potential Audience
Potential Reach: 19,200,000 people

Next you will really get into defining your best money making audience with all the demographics you've got from phase 1.

AUDIENCE

Age: 18 - 65+

Location - Living In: Canada

On the next windows:

Edit Audience

Saved Target Group

Custom Audiences [Browse](#)
[Create New Custom Audience...](#)

Locations
All United States

Age -

Gender All Men Women

[More Demographics](#)

Connections All Advanced connection targeting

Languages

Interests
Welder certification

Potential Audience
Potential Reach: **28,000** people

Targeting Details
Location: United States
Interests: Welder certification
Age: 34 - 45
Gender: Male
Placements: on News Feed and right column on desktop computers, Mobile Feed and Third-party

If not by default, enter united states.

For the interest "Welder Certification" I have determined that my best buyers were in the 34-45 age range so I set the age range accordingly.

Most of my buyers for that interest were men. So I selected men.

The interest was Welder certification. So of course I entered that interest in the interests box.

If you take a look at your top right you will see that my potential audience is 28,000 people so far.

This is a great audience given that this 28,000 people are my cream of the crop!

Now scroll down the page a little bit, you will now want to select the best placement.

For this interest it has been determine that all the buyers were coming from their mobile.

So remove everything except the mobile placement.

PLACEMENT

Mobile News Feed

All mobile devices

Only when connected to Wi-Fi

Desktop News Feed

Desktop Right Column

Partner Mobile Apps

OPTIMIZATION & PRICING

Optimize For **Clicks to Website**

Pricing

Get the most website clicks at the best price
You will be charged for impressions

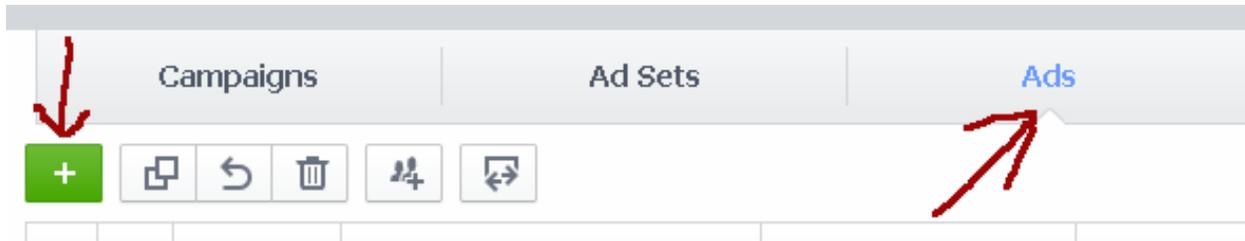
Set the amount a click to your website is worth to you

Optimization & pricing leave the setup as is.

We're now done for the ad set setup.

Let's do the ad now.

Click on the AD tab and click the green +



You'll get this window:

Create Ad ✕

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing

Create New

CHOOSE AN AD SET FOR THIS AD

Use Existing

Create New

NAME NEW AD

Name Ad

Select the campaign name, then select the ad set which is the name of the interest we are targeting.

Next create a name for this ad so you can use the name of your ad image you created earlier.

CTW_GY

Click on create

Then this is how I setup the ad...

The image shows a screenshot of the Facebook ad creation interface. On the left, the 'Facebook Page' section is visible, with a dropdown menu set to 'We Are Welders'. Below this, there are options for 'Create new or edit' and 'Use existing post'. The 'Website URL' field contains 'http://teespring.com/LGNDENG'. The 'Text' field contains 'Are You A Welder? Then This Is For You!'. The 'Link Description (News Feed Only)' field contains 'Limited availability, get yours today.'. The 'Headline' field contains 'WANT ONE? CLICK HERE!'. On the right, a preview of the ad is shown, featuring a black t-shirt with the text 'THIS WELDER IS THE MAN THE MYTH THE LEGEND' on a yellow background. The ad text matches the fields on the left. Red arrows and numbers 1 and 2 point from the interface elements to the corresponding parts of the ad preview.

#1 I select the niche fanpage we have created in the beginning.

#2 I enter my teespring campaign url OR my pretty link.

#3 I create a first draft of what a winning ad copy could be.

Doesn't have to be perfect but this is the one I usually use.

Then...

Display Link ⓘ

Enter the link as you want people to see it in your ad...

Image



1200 × 627

Select Image

Reposition Image

Call To Action ⓘ

No Button ▾

Show as a media player ⓘ

Optional Url Tags

ctw=GY_weldercertification

Use a Conversion-Tracking Pixel ⓘ

Use Existing Pixels

Create Pixel

TheLegend_Mechanic ● Active

Display link. Leave it empty. By default if you're using a teespring url it will add teespring.com automatically and if you're using a pretty link its going to display your domain name.

Select your image from your niche folder

Call to action NO BUTTON. If you add a button, it looks too much like a corporate link. Personally I never use button.

Optional URL tags this is where you will add the variable who will be pass to your teespring analytics.

Hopefully at this point you will have more than one interest to target but you also might want to get into serious split testing, like running multiple ads under the same interest at the same time.

Adding a variable is the only way you can keep track of where the sale really came from.

For this example I used: `ctw=GY_weldercertification`

But you might have heard other talking about this: `?var=` or `var=`

It's basically the same thing.

First, nobody will see that, this is only for your own analysis purpose.

You can use anything for the first 3 letters. `CTW=`, `VAR=`, `TAG=`

You can even use 2 letters like: `kw=`

You could probably use more than 3 letter words but I never tested it yet.

If one of you experimented it with more than 3 letter just let me know how well or bad it went for you!

So here's an easy example.

Let's say I have 3 different ad running in the same ad group (interest)

Under welder certification I have a Green border and yellow back, a Red border and Green back and a purple border with a yellow back.

I would give each ads their own variable like this

CTW=GY_weldercertification
CTW=RG_weldercertification
CTW=PY_weldercertification

This way in my teespring analytics each time a sale is made I will know exactly from which ad it came from so later I can scale it up even more!

Last, select the corresponding conversion pixel and you're done!

Well, almost 😊

This was for only 1 interest if you have 3 different winning interest, they will also have their own winning demographics.

So you will need to create another ad for them.

Don't start from the start; It will create too many campaigns.

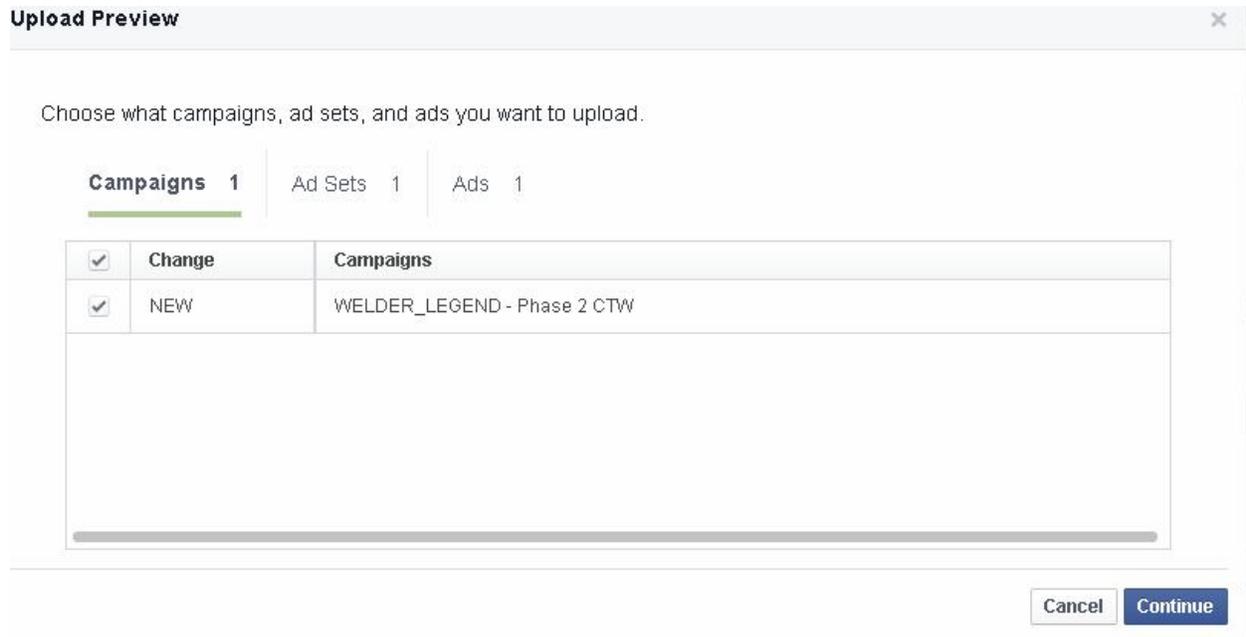
Create your ad for your next interest at the AD SET Level.

When you're done with your first niche you can go back at the campaign level and start over again with your next niche.

If you have any problem here, just let me know real quick and we will sort that out.

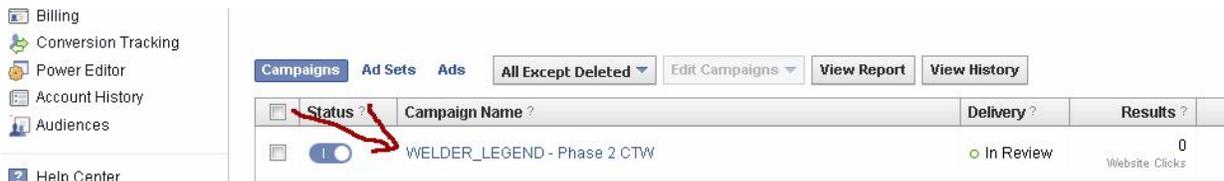
When you're done with every niche, click on upload changes.

You will see this confirmation window



Click on continue, facebook will now ad your change to your facebook ad manager

Here:



It's now in review and will soon be approved.

TEESPRING ANALYTICS

Go to www.analytics.teespring.com

You will be able to get all the data from every of your teespring campaign.

The interface is easy to understand so I don't think I need to explain everything EXCEPT the Variable window.

GET Variable Data

Note: Orders that have been cancelled or refunded are not removed from the data below.

Key	Value	Total Views	Total Orders Placed	Total Shirts Ordered	Total Conversion Rate
CTW	GY_weldinggoggles	4	0	0	0.00%
utm_source	retargetingTA	3	0	0	0.00%
utm_medium	retargetingTA	3	0	0	0.00%
p	1	3	0	0	0.00%
utm_campaign	TAretargeting	3	0	0	0.00%
ctw	GY_weldercertificati...	3	0	0	0.00%
var	Carbonarcwelding	2	0	0	0.00%
p	3	1	0	0	0.00%

Remember in the power editor when we entered the variable while you were creating your ad?

This is why it is so important to do so.

Under the Key column you can see our 3 letter acronym CTW And its value GY_weldinggoggles and GY_weldercertificate

Can you see how easy it will be for you to know exactly where all your sales came from?

When you have this kind of information it comes very easy to know where to put your money on to scale it up and make your sale number explode.

You have a clear vision of what's going on and where!

UPDATES

It took quite a while to have my CTW approved but finally I got them running this morning.

Here are the results so far.

	Welding Goggles	● Inactive	3 Website Clicks	\$0.67 Per Website Click	←	400
	Weld Quality Assurance	● Inactive	3 Website Clicks	\$0.50 Per Website Click	←	316
	Welder certification	● Inactive	3 Website Clicks	\$0.51 Per Website Click	←	262

With my initial reach of 250+ I determine that I should test another image ad (Border color & Background color) because the green and yellow is obviously not working FOR THIS NICHE.

Maybe it would be the best image ad ever in another niche.

So it's not because it didn't work here that you should never test it again.

Test, Test, Test!

This is how I edit the image.

I create another image ad just like I shown you in the beginning of this module then I go to the power editor again.

Download your account to power editor.

Now go to the ADS tab and highlight the ad you want to modify.

Then click on select image. Choose your new image.

Upload Changes

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. A red arrow points from 'Ad Sets' to 'Ads'. Below the tabs is a toolbar with icons for adding, cloning, undo, delete, share, and refresh. The main area contains a table of ads with columns for Status, Ad Name, Delivery, Ad Set Name, and Campaign Name. A red bracket highlights a group of three ads, and a red arrow points to the 'Select Image' button in the 'Image' section of the ad details below. The 'Image' section shows a thumbnail of a t-shirt with the text 'THE WELDER THE MAN THE MYTH THE LEGEND' and dimensions of 1200 x 627. Below the image are buttons for 'Select Image' and 'Reposition Image'. The 'Call To Action' section shows a dropdown menu set to 'No Button'. On the right side, there are options to 'View on Right Hand side', 'View post permalink with comments', and 'Open Power Editor with this ad selected'.

Status	Ad Name	Delivery	Ad Set Name	Campaign Name
<input checked="" type="checkbox"/>	Post: ***JUST RELEASED** Will No...	<input type="radio"/> Inactive Campaign is Off	The Welding Institute - US - 21+	We Are Welders - Post...
<input checked="" type="checkbox"/>	Post: ***JUST RELEASED** Will No...	<input type="radio"/> Inactive Campaign is Off	Weld quality assurance - US - ...	We Are Welders - Post...
<input type="checkbox"/>	Post: ***JUST RELEASED** Will No...	<input type="radio"/> Inactive Ad is Off	Gas metal arc welding - US - 21+	We Are Welders - Post...
<input checked="" type="checkbox"/>	Post: ***JUST RELEASED** Will No...	<input type="radio"/> Inactive Campaign is Off	Welding goggles - US - 21+	We Are Welders - Post...
<input checked="" type="checkbox"/>	CTW_GY	<input checked="" type="radio"/> Active	Welder certification	WELDER_LEGEND - Ph...
<input checked="" type="checkbox"/>	CTW_GY	<input checked="" type="radio"/> Active	Weld Quality Assurance	WELDER_LEGEND - Ph...
<input checked="" type="checkbox"/>	CTW_GY	<input checked="" type="radio"/> Active	Welding Goggles	WELDER_LEGEND - Ph...

Headline ⓘ
WANT ONE? CLICK HERE!

Display Link ⓘ
Enter the link as you want people to see it in your ad...

Image

1200 x 627 ✓

Call To Action ⓘ
No Button ▾

View on Right Hand side
View post permalink with comments
Open Power Editor with this ad selected

This time, all 3 interests was too expensive so I will change the image for all 3 interests but if the ad is working in one niche and not in the 2 others, I would make the change only to those which the ad is not performing.

Make sense right?

How about a secret trick of the trade?

I never make changes on a running facebook campaign.

I always duplicate my campaign in power editor and then make the changes I want then I upload it to facebook.

This way I can wait for my modified campaign to be approved while the other one still runs and get traffic.

This way I get no downtime in my traffic.

As soon as my new campaign is active I go back to the old one and I pause it.

If I need to make any other changes I will go back to power editor and edit the paused one and upload it to facebook and wait to be approved.

Unless the results you got were pure garbage like \$1+ per website click, at this stage it won't kill you to get a few expensive clicks and you won't stop the momentum of your campaign.

That was a quick trick. You can use it or not 😊

What you want to do in phase 2 is to build the perfect ad.

One ad that drives lots of clicks and makes lots of sales.

Always monitor you ROI (EXPENSES VS REVENUE)

Make sure you got 150%+ ROI in phase 2

Also keep phase 2 running until you see a continuous decrease in your ROI

Here's a free and easy to use tool to calculate your ROI

<https://www.easycalculation.com/mortgage/roi-calculator.php>

The image shows a web-based ROI calculator interface. At the top, it says "Calculate Rate of Return on Investment (ROI)". There are three input fields: "Initial Investment" with the value "59", "Return Amount (Earnings)" with the value "280", and "Return on Investment" with the value "374.58". A red arrow points to the "Calculate" button, and another red arrow points to the "Return on Investment" result. The result is followed by a percentage sign "%".

Field	Value
Initial Investment	59
Return Amount (Earnings)	280
Return on Investment	374.58%

In the above example I would have spent \$59 on ads and make \$280. Click on calculate and the result would give me an ROI of 374.58%

I think I would keep a campaign like that... you?

Keep monitoring but not too much because it NEVER goes in straight line it's ALWAYS ups and down what you want to look at it's the general curve over a day or 2.

As long as you got a positive ROI scale your campaign by scaling up your budget a little bit every day. 10 to 20 then to 40 then to 80.

Monitor your ROI if it goes down for a few hours it's ok but if it goes down for the whole day, go back a notch on your budget and monitor again.

If you need guidance, just let me know.

Drop me an email with your questions or if you have the skype option just log in for a quick chat I'll get you back on track right away!

This conclude Module 7

See you in the next one!