

F.A.S.T. MONEY MOVE #1 – FOCUS ON THE RIGHT PEOPLE



F.A.S.T. MONEY
A 4-WEEK COURSE TO BOOST YOUR BIZ WITH FACEBOOK ADS

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***“Ain’t nothing wrong with the aim,
we just gotta change the target.” – Jay Z***

The biggest mistake solo entrepreneurs make when advertising their products and services is targeting too many folks at once. It makes the message wishy-washy, watered down and downright ineffective. By trying to talk to everybody, you end up having a conversation with nobody at all.

Let me break it down for you.

A few years back when I ran my first Facebook ad campaign, I made the rookie mistake of targeting men and women all over the globe ages 25 to 65+ who loved everything. Even though I knew this was a major marketing no-no, I figured what the heck because everybody and their mama needs great sales messages.

Here’s the number of leads I got from that ad campaign:

FIVE! And I spent \$50 to even get those. Just so you know, \$10 just to get ONE person on your email list is bad ... very bad. You see, even though every business *needs* great sales messages, every business doesn’t *want* them from me. And despite being the Million-Dollar Word Stylist, I don’t sling sentences for any and everybody.

Here’s the thing: Just like with any other marketing campaign, targeting the right audience for your Facebook ads is critical. And that audience is NOT everybody.

So if it’s NOT everybody, then who is it, Apryl?

I’m glad you asked.

Let’s start by talking about who is NOT likely the right audience:

Bad Audience #1: Family and Friends

Now, there’s nothing wrong with selling your products and services to family and friends. However, I’ve been in business long enough to know that family and friends are usually not full-price clients. They want the “hook up.” They want it “on the low.” They want to barter. They want to do everything but pay your rates.

And this is why I’ve labeled them a “bad audience.” Now, you can certainly advertise to them if you like not making as much money as you should.

Bad Audience #2: “Tag” Besties

“Tag” besties are the people you think to tag in your posts whenever you’re introducing a new product or service for sale. This group of people typically have high engagement, thousands of followers (or at least more than you) and know how to “get the party started” on Facebook.

I did some research on tag besties and discovered that about 85% of the folks you tag in these posts are ANNOYED as heck. They don’t want to be your tag bestie. They don’t want to get notifications every time you share this post. And because of this, they’ll likely never become buyers.

Oh and if you’re tagging them so their “friends” can see your post – that’s not a good idea either. You see, my grandma used to say “birds of a feather flock together.” So guess what? If I don’t like your post, my friends will probably not like it either, leaving you with no engagement and no buyers.

Alright, now that we got that out of the way, let’s dig into the good news – with more than 1 billion users, I’m willing to bet your buyers are hanging out on Facebook just waiting for you. Here’s some ideas on where they could be chilling out:

Your Facebook Fan Page

As long as you didn’t buy likes, participate in a gazillion “like parties” in Facebook Groups or rally all your friends and family to like your fan page, there’s a pretty strong possibility that the folks who like your page are potential buyers.

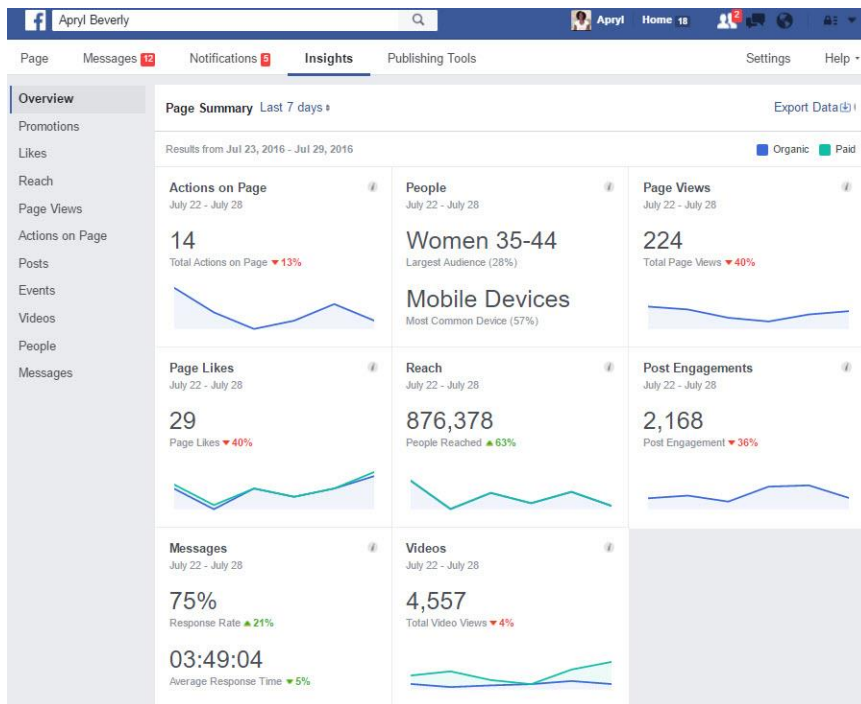
Heck, they already took the first step – smacking the like button. Here’s 2 ways to figure out who these lovely action takers are:

Option #1: Dig into Your Fan Page Insights

On your fan page, there’s a tab called “Insights.”

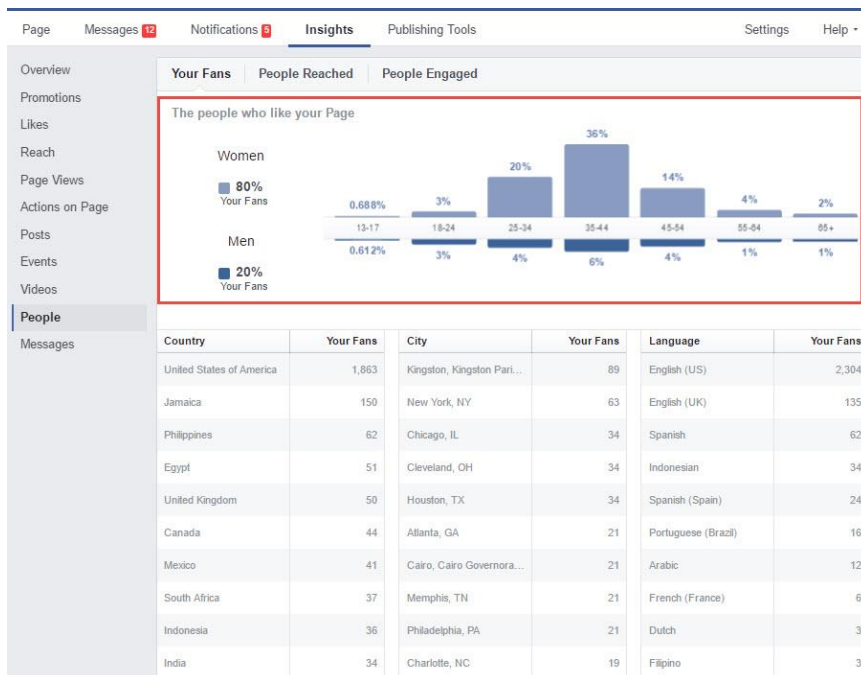


When you click it, you’ll see a page summary like this:



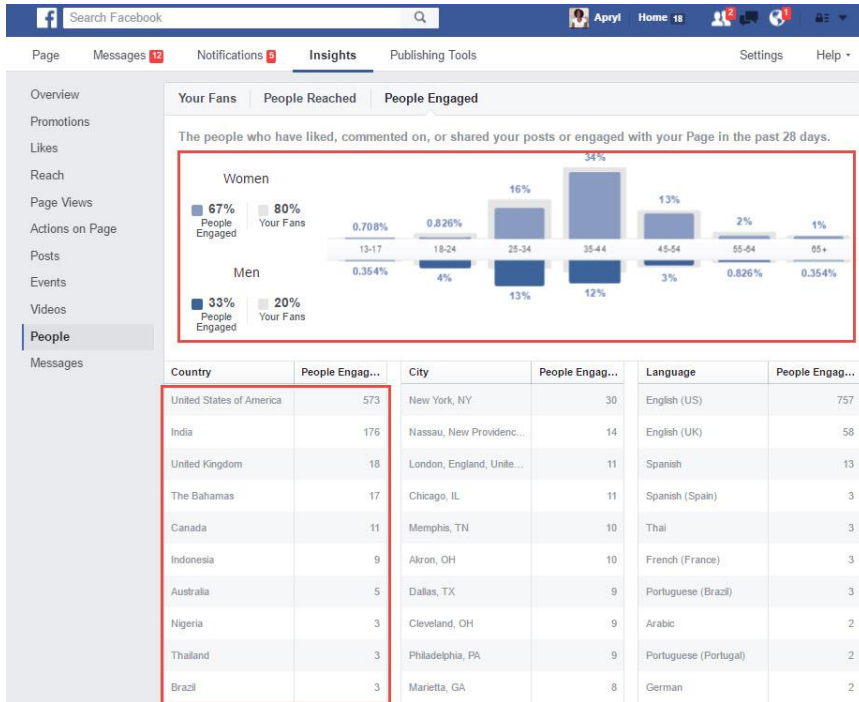
Would you look at that?! It's a breakdown of your largest audience, how they access your page **and** all types of other analytics about your page performance.

See the listing on the left? Those are all clickable links that give you even more data. Let's take a quick look inside "People":



Here, Facebook gives you the gender, age and location of your fans, the people you reach and the people engaged. This is pure gold!

Let's hop over to "People Engaged":

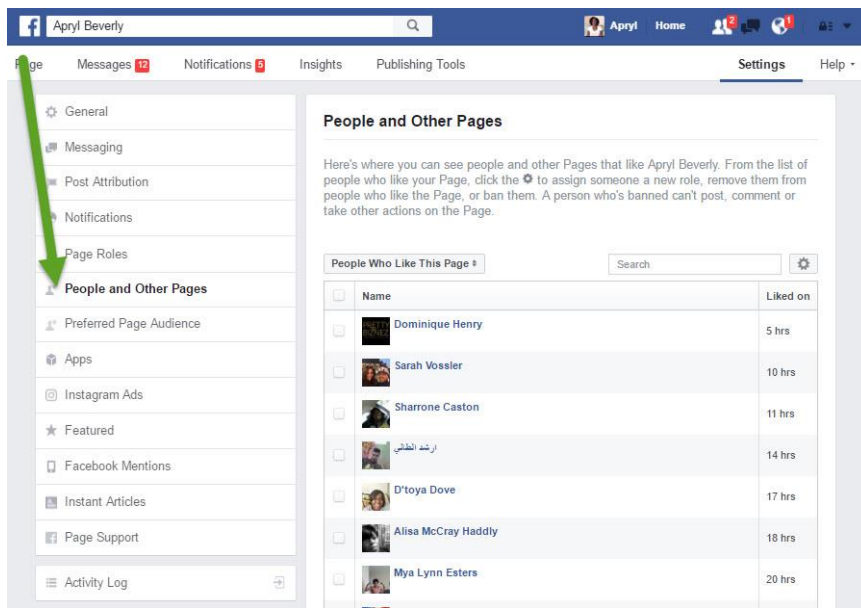


OMGeezus! Here, Facebook gives you the inside scoop on the people who actually engage on your page. It's one thing to "like" the page, but engaging with your posts is a whole new ball game. You see, Audience Insights gives you the power to discover data about your REAL audience before putting your hard-earned cash on the line.

You can also see a list of people who like your Page:



Once you click Settings, choose People and Other Pages:



Here, you'll see a list of the people who like your Page. According to Facebook, you may not see the names of everyone who like your Page because "people can control who can see what they've liked. You'll only be able to see the names of people who publicly like your page."¹

NOTE: Page Insights are only available if you have at least 30 likes on your Facebook Fan Page.

Option #2: Go Deeper and Check Out Audience Insights

With Audience Insights, you can learn even more about your target audience so you can not only spend you're ad dollars wisely, but also create compelling, relevant content that your audience loves.

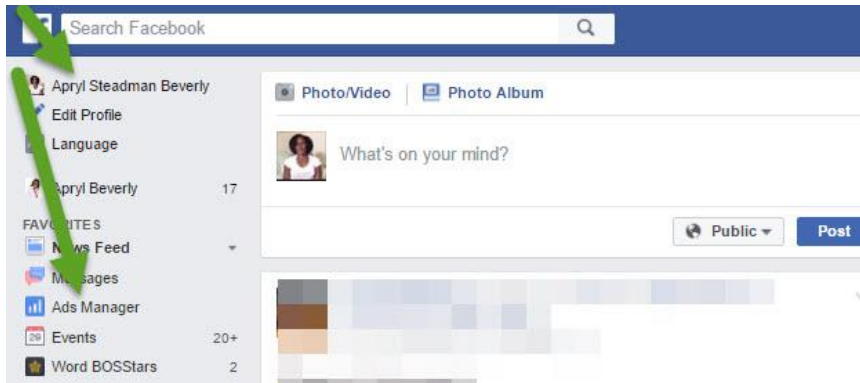
Here, you'll get:

- Demographic information about your target audience such as gender, age, relationship status and occupational roles
- Details about your audience's lifestyle and interests
- Buyer data such as online purchase information, which categories they're most likely to invest in, and location data you can use to run special location-based promotions or host events.

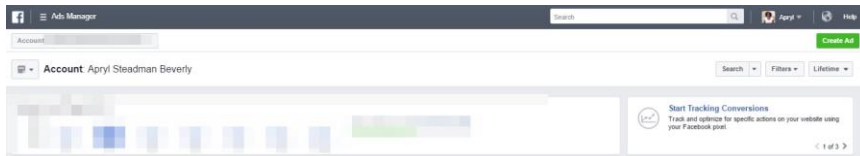
Let's take a look inside Audience Insights:

From your **PERSONAL FACEBOOK PAGE AKA FACEBOOK PROFILE PAGE**, go to the left sidebar and choose Ads Manager:

¹ Facebook.com. "Likes, Reach & Engagement." Retrieved from: <https://www.facebook.com/help/355635011174004>



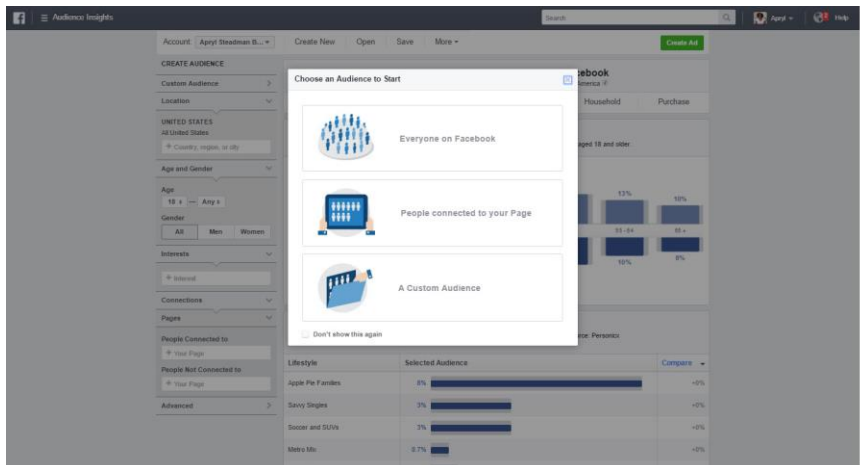
If you already have an ad account setup, you'll likely land on an ad summary page like this:



Here, you can either click the three-lined menu in the top left corner next to the words "Ads Manager" or type "audience insights" in the search bar in the upper right corner of the page.



From here, you'll land on a page that looks like this:



The options here are:

Everyone on Facebook: This gives you an overview of Facebook as a whole. The settings default to U.S., but you can change this to show data for other countries. (Note: some data is not available for countries outside the United States). Choose this option if

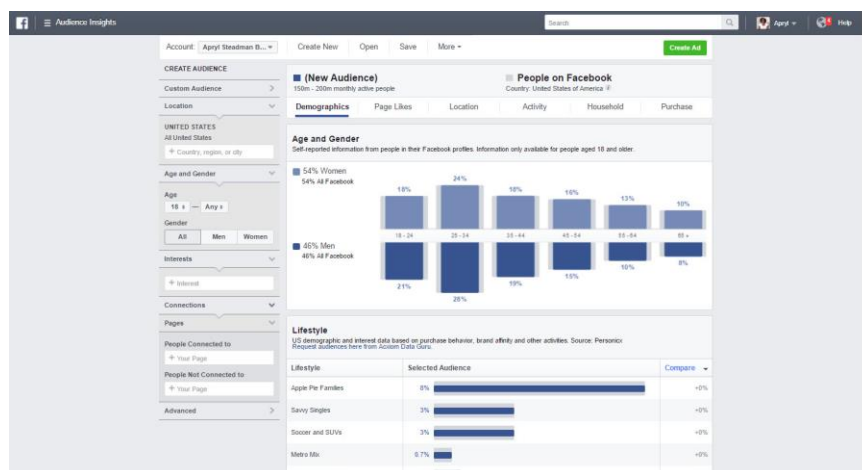
you want to gather data based on broad interests or competing Pages.

People Connected to Your Page: Here, you can examine your existing audience by choosing your own Facebook Page.

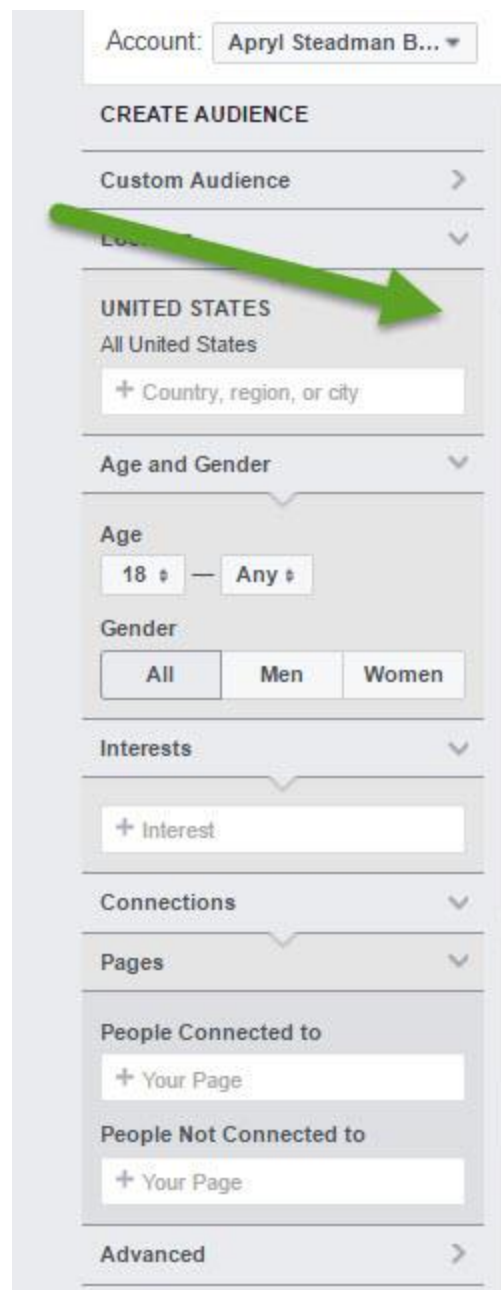
A Custom Audience: If you're already using Facebook Custom Audiences for advertising, you can select an existing audience here. To create a Custom Audience, you'll need to upload a list of email addresses. Once you do that, Facebook will match those email addresses with user accounts. If you have a list of at least 1,000, this is a really powerful tool you can use to gain insight on the demographics and behaviors of people you know are already interested in your products and services.

Since, we already looked at some of the data available for "People Connected to Your Page," let's focus on the first option throughout this lesson. However, the process is the same if you were to choose "People Connected to Your Page or "Custom Audiences."

When you select "Everyone on Facebook," you'll land on a page like this:



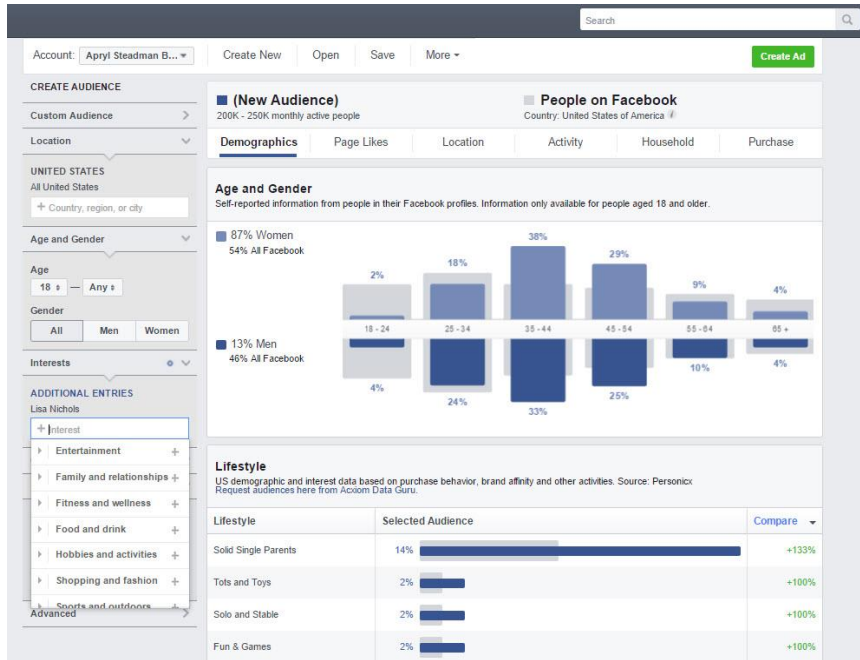
As you can see, it looks a lot like what we saw on the Page Insights tab.



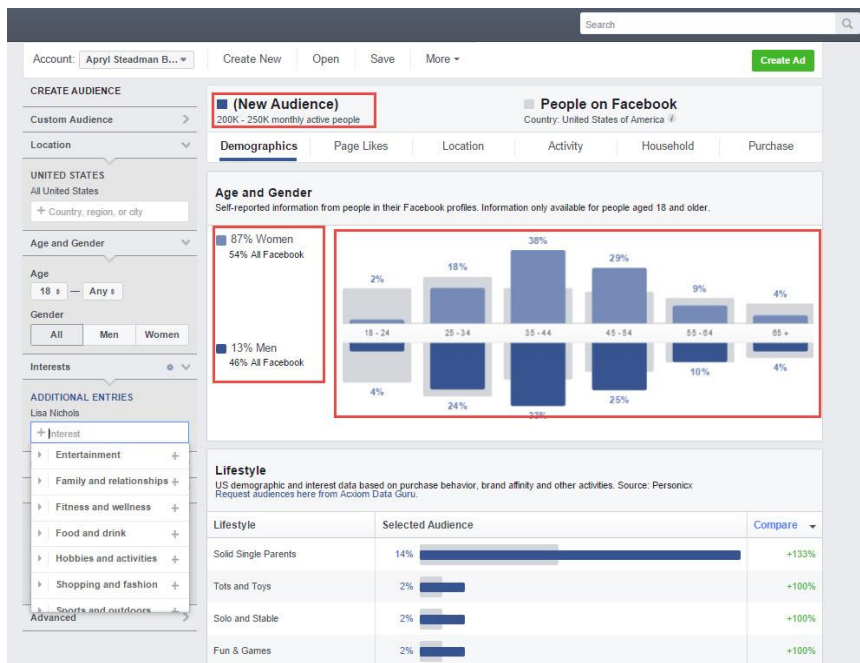
Now, remember I said the default is the United States. You can easily change this by hovering over the section until a tiny “x” appears. Simply click the “x” to remove the United States and add any country you want. You can also add countries, regions or cities by typing them directly in the “+ Country ...” box.

If you move down a bit, you’ll see a place where you can search by interest groups or specific pages. Now, not all pages will appear. Nobody has cracked the code on when Facebook lists a page for targeting purposes – some pages with 30,000 likes may appear while others with only 3,000 likes may be searchable. The best advice I can give is to do some preliminary research and have a list of 10 competitor and interest pages you know your audience likes.

So here's what happens when I target all men and women in the United States between the ages of 18 – 65+ who like Lisa Nichols' Facebook Page:



We see that she has a monthly active audience of 200,000 to 250,000 people. The data also reveals the gender and age breakdown of people who like her Page:



Now, you can play around with all sorts of segmentation by clicking on the left-hand menu. For example, if you want to only see data on women, you can choose this option

on the menu. You can also do this for age, relationship status, language, occupation title and so much more.

We won't go through every tab, but you can check out Facebook Audience Insights (<https://www.facebook.com/business/news/audience-insights>) for details on all the tabs and how to best use the tool.

Where Does the Data Come From

According to Facebook, data is pulled from two primary sources:

- **Self-reported from Facebook users:** This data is collected as folks share on their personal profiles. It analyzes Facebook likes, relationship status, job, birthdays, education level, and so on.
- **Third-party analytics:** Facebook relies on companies like Acxiom, Epsilon and Datalogix to report on purchasing behaviors, household income, home market values and more.

Now, Social Media Examiner advises that when reviewing third-party data that we pay attention to the percentage of audience matched at the bottom of each chart. This external data is matched to Facebook user IDs and the chances of getting even close to 100% are very low.”²

How to Use Insights Data

You can use this data to not only hit the right audience with your ad campaigns, but also to build buyer personas and to create content your audience wants to read.

Now, here's the juicy fact: Targeting the RIGHT people can result in a staggering 60% or more decrease in your ad costs.

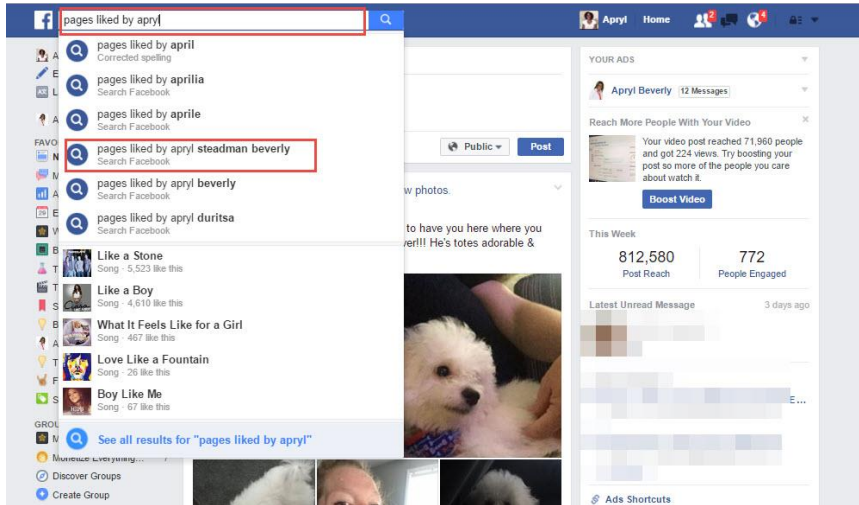
Can't Access Insights?

Now, as far as I know Audience Insights is available to everyone who has a Facebook ad account. You don't have to run ads, but you will need an account setup to use the tool. If you need guidance on setting up an ad account, watch this 2-minute YouTube video: <https://youtu.be/fannypoXJxs>.

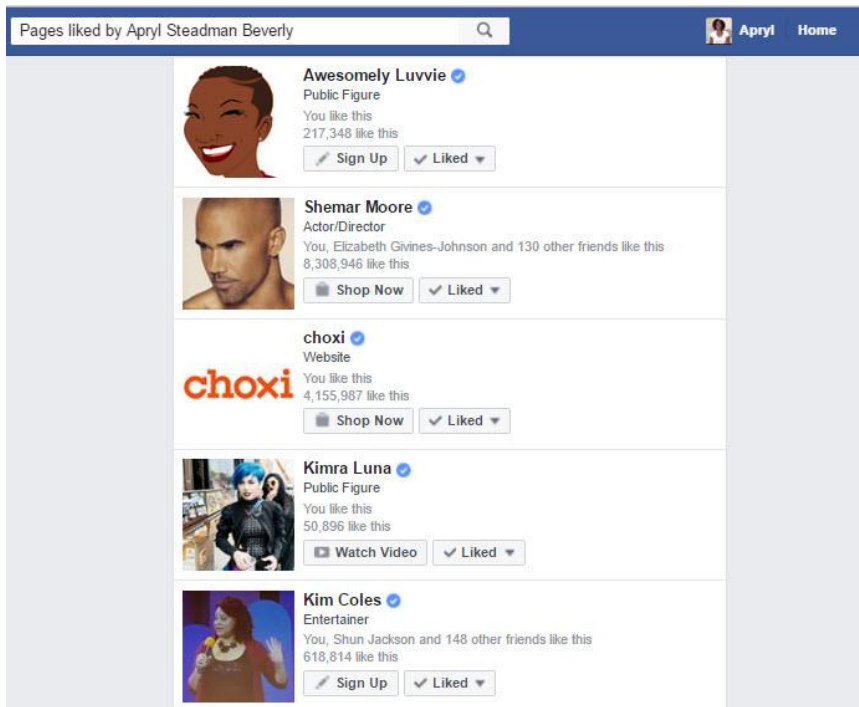
If you still can't access Insights, we'll need to create a manual buyer persona by seeing what your existing clients like on Facebook. To do this, create a list of 10 to 20 clients you absolutely LOVE working with.

Do a search in Facebook to find pages they like and cross-reference pages liked between all 10 to 20 clients until you get a core list of common pages liked. Write these down as we will use them to create your buyer persona.

² Rosales, Francisco. “How to Use Facebook Audience Insights: What Marketers Need to Know.” Social Media Examiner. June 2014. Retrieved from: <http://www.socialmediaexaminer.com/facebook-audience-insights-for-marketers/>



Here, you can get some data to create a buyer persona. Now, this will not be as great of an estimate as if you were using one of the Insights tools, but it's better than starting with nothing.



Doing this could ultimately help you create a targeted ad audience that looks like this:

The screenshot displays the Facebook Audience Definition interface. On the left, a map shows the selected geographic locations: The Bahamas, Canada, United Kingdom, and United States. Below the map, the targeting criteria are set as follows: Age (27 - 47), Gender (Women), and Language (English (All)). Under 'Detailed Targeting', the 'INCLUDE' option is selected, and the following interests are listed: 'Awesomely Luvvie', 'Awkward Black Girl', and 'Black Girls Rock!'. On the right, the 'Audience Definition' section features a gauge indicating the selection is 'fairly broad'. Below this, 'Audience Details' lists the same criteria as the left panel. The 'Potential Reach' is shown as 860,000 people, and the 'Estimated Daily Reach' is 1,500 - 3,900 people on Facebook, which is 0% of the 580,000 total potential reach. A disclaimer at the bottom states: 'This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.'

We know “Apyrl Steadman Beverly” and other clients you work with are women between the ages of 27 to 47. From your manual search, you also know your female clients like Awesomely Luvvie, and because of that she might like Awkward Black Girl and Black Girls Rock! Fan Pages. By looking at your client base, you also know your clients primarily reside in the United States, the United Kingdom, Canada and the Bahamas.

Once we put all that together, we’ve created a targeted audience of 860,000 people on Facebook. Now, we’ll dig into this more later, but I just wanted to show you where we’d end up when we tap into the Power Editor in F.A.S.T. Money Move #4.

We know Apyrl Steadman Beverly and other clients you work with are women between the ages of 27 to 47. From your manual search, you also know your female clients like Awesomely Luvvie, and because of that she might like Awkward Black Girl and Black Girls Rock! Fan Pages. By looking at your client base, you also know your clients primarily reside in the United States, the United Kingdom, Canada and the Bahamas.

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If you need more help crafting your buyer persona, check out my book, [*Shots Fired! How to Write Copy That Pierces Hearts \(And Opens Wallets\)*](#). There, you’ll find an entire chapter on how to develop your unique customer profile.

Your “Bust A Move” (BAM!) Exercise:

At the end of every lesson, I’ll assign you an exercise to apply what I talked about to create your own compelling Facebook ads. No worries though, I won’t be checking your

homework because I believe in the “honor” system. If you do the work, you’ll be honored with more clients. If you don’t, well ... let’s just not think about that.

On to the exercise ...

Create an outline of your buyer persona. (Note: you might have more than one.) Write down the data you found on your Facebook Page and while analyzing data in the Audience Insights tool and outline the types of buyers YOU want to attract.

Once you have a general idea of the WHO, I want you to go back and refine the bio by including the pain your audience is experiencing and how your product or service soothes that pain. You can talk to existing clients or if you already have an in-depth knowledge of your clients’ pain, go ahead and write it down.

Why do this? Because there’s really no possible way to hook one let alone thousands of leads on Facebook (or anywhere else) if you have no idea who your products and services are intended to serve.

Here are some questions to help you craft your buyer persona:

- Gender?
- Age?
- Race? (If it’s a major factor for your product/service)
- Profession?
- Annual income?
- Highest education level?
- Marital status?
- What social media platforms does she/he use?
- What frustrates her/him most?
- What is her/his most urgent crisis right now (as it relates to your offering)?
- How does your offering address the urgent crisis in #10?

Start crafting your buyer persona today. If you wait until after you talk to clients or prospects, procrastination will have set in and you’ll probably never finish the exercise.

Your BONUS “Bust A Move” (BAM!) Exercise:

Now, if you really want to tap in to the power of Facebook ads, you’ll need to install a “Pixel” on your website. Facebook defines a Pixel as:

“ ... a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns.”

Now, let me break this down for you:

I recently purchased a brand new BMW X5 that I custom built on the BMW website. This mean, I was spending a ton of time on their website – picking out leather options, comfort features, and so on. Now, guess what happened every day I logged into Facebook?

A BMW ad was in my newsfeed. So essentially, the Facebook Pixel allows you to “stalk” everybody who visit your website and uses Facebook.

So is installing a Pixel on your website important? Heck YESSSS!

Now, I’m going to leave the techie talk to the experts. Here are a few videos to help you install the Pixel on your website:

How to Create a Pixel: <https://www.facebook.com/business/help/336923339852238>

Now, I hired a developer to install my Pixel before I realized you can download a WordPress plugin called “Header and Footer.”

Here’s a tutorial from Advertisemint: <http://www.advertisemint.com/how-to-add-the-facebook-pixel-to-a-wordpress-site/>

If you have something other than a WordPress site, you’ll need to hire a developer or Google a few tutorials to figure this out. If you’re using LeadPages, here’s a great tutorial on adding the Facebook Pixel there:

<https://support.leadpages.net/hc/en-us/articles/203521710--How-To-Add-Third-Party-Tracking-Codes-To-Your-Leadpage>

Now, once you’ve installed the pixel, it will track visitors for every page on your website. In F.A.S.T. Money Move #4, we’ll talk about how to create “Conversions” that allow you to target audience from specific pages.

And that’s a wrap for F.A.S.T. Money Move #1!