

# Social Media Fast-track

## Optimizing Your Social Media

### Objectives:

- 1) Setting Up Google+ Business Page
- 2) Automating Your Social Media
- 3) Facebook Group VS Pages
- 4) Attracting Fans With Connection Targeting
- 5) How To Generate Leads & Sales
- 6) Convert Clicks To Customers w/ Paid Advertising
- 7) Connecting Facebook to Twitter

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# Convert Clicks To Customers

## Pay Per Click

### *What Is It?*

Paid advertising that charges you every time someone clicks on the ad.

### *Why Is It Important?*

This is targeted advertising aimed directly at your customers that can generate traffic immediately. It is an extremely responsive and fast method for generating traffic to your website.

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# Convert Clicks To Customers

**Do you know who your customer is?**

**Do you know what your budget is?**

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# Convert Clicks To Customers

Objective 6 Convert Clicks To Customers

## Facebook Ad Benefits:

- ★ Access to users with similar interests as your current connections
- ★ Segment-able Audience
- ★ Referral Advertising
- ★ Easy to 'Like'
- ★ Kept within the social environment

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Step  
1


Go to your Page on Facebook.  
Click on "Create an Ad". It will open up your ads account  
and click on "Create an Ad"

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Sponsored


[Create an Ad](#)

**ContestBurner**



Build incredibly VIRAL fan pages fast & easy. Promotions run on ContestBurner bring you more traffic, more "LIKE"s & more customers.

**Learn from Frank Kern**  
inappropriatemarketing.com



... how to almost instantly transform casual browsers into raving fans and customers! Click to get started!

facebook  Flip Robison Home

Ads and Pages All Campaigns [Create an Ad](#)

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Step  
2a

Designing your ad. Select your destination, what type of ad, the destination tab, title, body, and image.

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Advertise on Facebook

1. Design Your Ad

Select Existing Creative Design Your Ad FAQ

Destination: REI RockStars [?]

Type:  Sponsored Stories [?]  Facebook Ads [?]

Story Type:  Page Post Ad [?]  Facebook Ads for Pages

Destination Tab: Welcome [?]

Title: REI RockStars [?] characters left

Body: [?] characters left

Image: [?] Browse... [?]

Preview: REI RockStars  
Your body text will go here.  
Like · Flip Robison likes this.

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Step 2b

Designing your ad. Select your destination, what type of ad, the destination tab, title, body, and image.

**Title/Hyperlink: 25 characters**  
**Image: 110px X 80px max**  
**Body: 135 Characters**

**Targeted Email Marketing**  
appexchange.salesforce.com  
Leverage the power of predictive analytics to get more effective sales leads directly to Salesforce. Try today and get instant results!



**Real Estate Marketing**  
reilandme.com  
AUSTIN - 4 FREE Hours of Invaluable Marketing Strategies to build a Real Estate Business, Sell Properties Fast, and Make more Money!



**The Best ROI Out There!**  
fiverr.com  
All Online Marketing Services for Just \$5. Check It Out Now!




**Free Kit—Profit w/o Banks**  
unlimitedfundingprogram.com  
Need real estate funds? Use other people's funding & credit. Free kit reveals all. [Order Kit]




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... how to almost instantly transform casual browsers into raving fans and customers! Click to get started!



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**First Choice Emergency Room**  
Emergency care with little or no wait. Just minutes from your home.



Like · 8,512 people like this.

**Investools**  
Daily market insights only for our facebook fans. Learn how to become a better trader!



Like · 22,967 people like this.

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**Step  
3a**

## **Ad Content**

**The Destination tab can be a Landing Page, Squeeze Page, Facebook Page, or Affiliate Link.**

**The Headline needs to capture the users attention. The image will lead them to your ad. This can be a testimonial or a question.**

**The Image is the most important item in your ad. You need to grab their attention from their daily routine. Suggestions are Celebrity, Shocking, Local and even your own photos.**

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### The Body of the Ad

- ◆ Focus on the characteristics of the audience you are targeting.
- ◆ Do not use a lot of uppercase letters.
- ◆ Speak to their hopes, dreams, aspirations, fears and frustrations.
- ◆ Add a call to action, such as, "Click Here" "Download Now" "Check It Out"

Step  
4

## Ad Targeting. Country, State, City, Zip. Demographics. Interests. Connections on Facebook.

2. Targeting Ad Targeting FAQ

**Location**

Country: [?]  ←

Everywhere  
 By State/Province [?]  
 By City [?]  
 By Zip Code [?]

**Demographics**

Age: [?]  -  ←  
 Require exact age match [?]

Sex: [?]  All  Men  Women

**Interests**

Broad Category: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Ethnic	<input type="checkbox"/> DIY/Crafts
Events	<input type="checkbox"/> Event Planning
Family Status	<input type="checkbox"/> Food & Dining
Interests	<input type="checkbox"/> Gaming (Console)
Mobile	<input type="checkbox"/> Gaming (Social/Online)
	<input type="checkbox"/> Gardening
	<input type="checkbox"/> Literature/Reading

0 categories selected · Show Selected

[Switch to Precise Interest Targeting \[?\]](#)

**Connections on Facebook**

Connections: [?]  Anyone  
 Only people not using Flip's Feature of the Day.  
 Only people using Flip's Feature of the Day.  
 Advanced connection targeting

Friends of Connections:  Only show my ad to friends of users of Flip's Feature of the Day. [?]

[Show Advanced Targeting Options](#)

Estimated Reach [?]  
**140,981,580** people  
▪ who live in the **United States**  
▪ age **18** and older

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Step  
5a

## Ad Campaign info. Name, Schedule, Pricing, then click on "Place Order"

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### 3. Campaigns, Pricing and Scheduling

[Ad Campaigns and Pricing FAQ](#)

#### Campaign & Budget

Campaign Name: HBO Ad

Budget (USD): \$10.00 daily budget

[Create a new campaign](#) [?]

#### Schedule

Campaign Schedule: 09/07/2010 6:43pm - Ongoing

#### Pricing

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) [?]

2.24

Suggested Bid: 1.31 - 3.50 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

[Use Suggested Bid \(Simple Mode\)](#)

Place Order

Review Ad

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Step  
5b

**Ad Campaign info. Name, Schedule, Pricing,  
then click on "Place Order"**

**CPC - Cost per click      CPM - Cost per 1000 ad impressions**

**Start with CPC so you can Test, Track, Tweak!!**

**.1 CTR is the best**

**.05 CTR is great**

**.03 - .05 is good**

**If your ad is not getting at least .03  
than it is time to hit the drawing  
board.**

***Time to make the switch from CPC to CPM.***

**- Facebook likes this as it is guaranteed money  
for them and it should give you a better ROI.**

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## Ad Campaign tips

### *Campaign Tips*

- ✓ Test everything. Image, Header, Body
- ✓ Switching from CPC - CPM (watch carefully)
- ✓ Split test your ads
- ✓ Fine tune your ads. Cars -> Ford -> Mustang, F150
- ✓ Test ads for different areas. West Coast / East Coast
- ✓ Test ads for different age groups

# Examples of Ads created in Facebook

Objective 6 Convert Clicks To Customers

## Ad Preview

[Edit](#)

### Get out of the Rat Race!



Millionaire real estate investor develops cutting edge software that makes real estate investing easy. Just released & over 1000 sold.

[View on Site](#) - [Create a Similar Ad](#)

## Targeting

This ad targets 302,180 users:

- who live in the United States
- exactly between the ages of 18 and 50 inclusive
- who like napoleon hill, rich dad poor dad, robert kiyosaki or think grow rich

Suggested Bid: \$1.08 – 2.52 USD

## Ad Preview

[Edit](#)

### Free Real Estate Training



Brand new Realtor increased her business ten fold. Take the free training to learn how she did it.

[View on Site](#) - [Create a Similar Ad](#)

## Targeting

[Edit](#)

This ad targets 190,800 users:

- who live in the United States
- exactly between the ages of 18 and 45 inclusive
- who like national association realtors, real estate, real estate associate, real estate broker, real estate buyers agent council rebac, real estate inner circle, real estate sales, real estate sales agent, real estate salesperson, realtor, realtorbroker or realtors mastermind
- who are not already connected to Listing Rx

Suggested Bid: \$1.49 – 3.27 USD

Close

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# Social Media Fast-track

## *Next Video...*

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