## 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



## 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.



## Convert Clicks To Customers

Do you know who your customer is?

Do you know what your budget is?



## 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



## bjective ന Conve rt Clicks 0 Customers

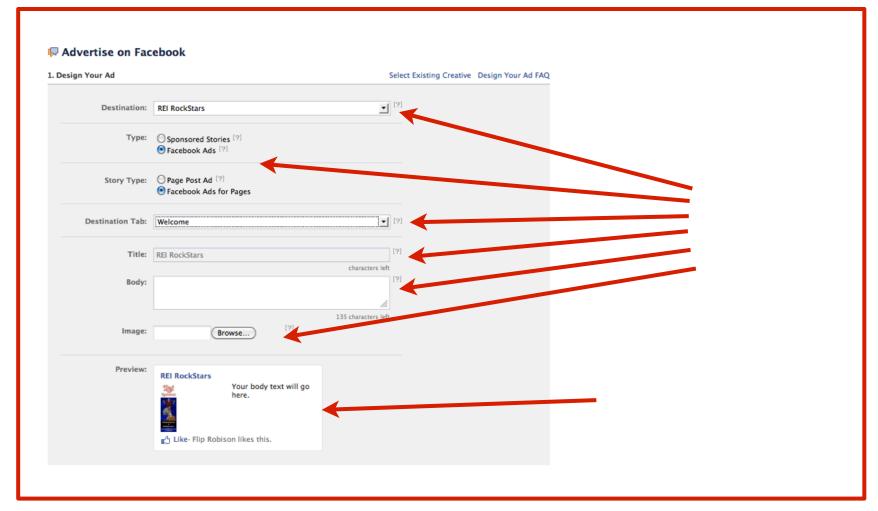
## Go to your Page on Facebook.

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





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





## bjectiv O ത ന 0 inve 큐 Clicks **5** $\Box$ ustome

## 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



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!



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] Sponsored

ContestBurner



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

Create an Ad

### Learn from Frank Kern

inappropriatemarketing.com



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

Create an Ad

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.



### **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.



### 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"

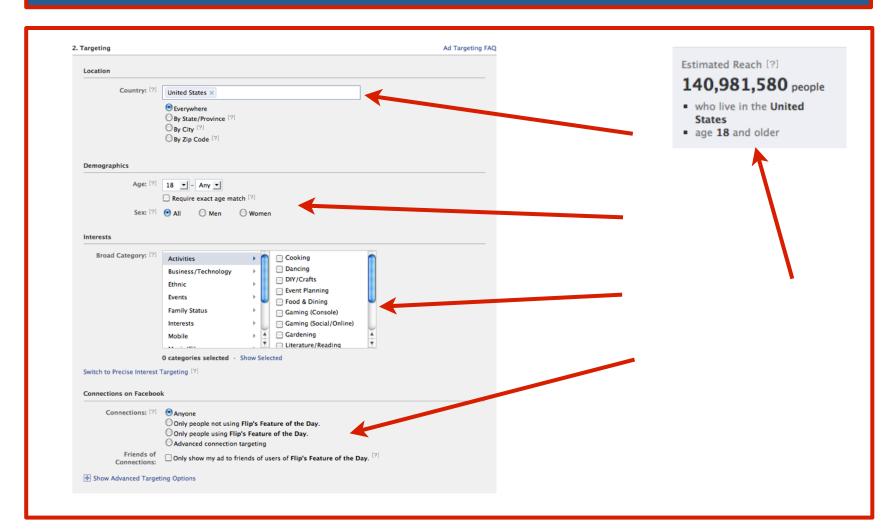


 $\bigcirc$ 

ustome

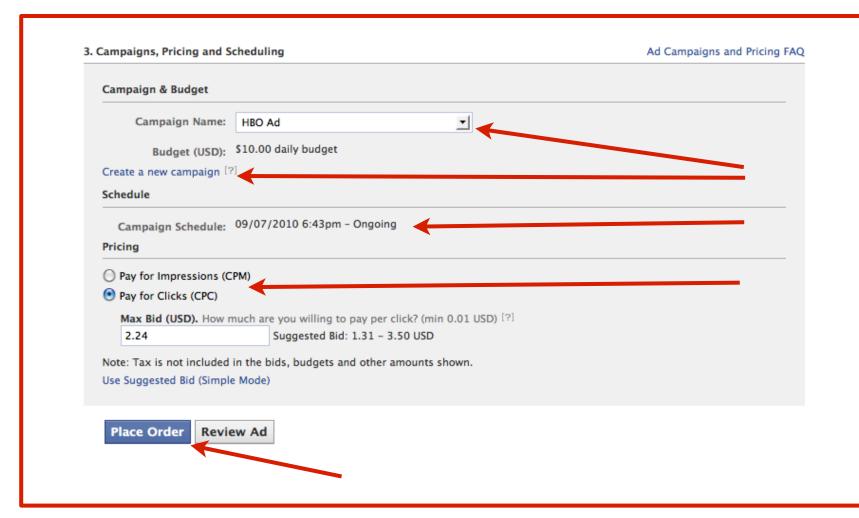
Step 4

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





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





## 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.



### 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**



#### / Edit

### Targeting

#### 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

### 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

#### 

### J €

#### Free Real Estate Training



Ad Preview

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

### 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



## Social Media Fast-track

## Next Video...

## **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

