How To Create Facebook Ads to Drive Unlimited Traffic to Your Website
Here’s What We Will Cover

• What makes Facebook ads such a powerful source of traffic and what 3 key elements make for an Irresistible Facebook Ad
• Why it is important to use different ads for different types of FB traffic
• How to create compelling images for FB ads and what to write in the Image text for maximum impact
• A primer on buyer targeting and where to look for hordes of hungry, eager buyers for your offering
• How to write persuasive ad copy for a Facebook ad (hook & bait technique) plus 5 hooks that work like magic
• From zero to 300 subscribers in 3 days- complete case study and step-by step tutorial on how to set up a kick-ass Facebook ad for 3 types of traffic
Before We Start....
What’s With Facebook Ads?

One of the best paid traffic sources because:

- **Offer High level of Targeting**
- **Operate in a “social” setting vs a “promotional” setting like Google Ads**
- **Easy to Test Efficacy**
### Which Ads Work Best on Facebook?

<table>
<thead>
<tr>
<th>Focal Point</th>
<th>Brand Link</th>
<th>Tone</th>
<th>Reward</th>
<th>Noticeability</th>
<th>Point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Does the ad image have an obvious focal point?</strong></td>
<td><strong>How easy was it to identify who the advertiser is?</strong></td>
<td><strong>How well does the tone of this ad fit with the brand’s personality?</strong></td>
<td><strong>Does this ad reward you for reading it?</strong> <em>(Did you smile, learn interesting information, or have a positive feeling?)</em></td>
<td><strong>How noticeable was the ad on the page?</strong></td>
<td><strong>How effectively did the ad get its point across?</strong></td>
</tr>
<tr>
<td>Rated high</td>
<td>Rated high</td>
<td>Rated high</td>
<td>Rated high</td>
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<td>Rated high</td>
</tr>
<tr>
<td>341,083 people like Nine Lives of Chloe King.</td>
<td></td>
<td>Tide the season to “saf” vs. Wash your new holiday commercial featuring Trim’s “shake up Christmas” song.</td>
<td>Nike Women do it better. Join a global community of women dedicated to helping each other go beyond their best.</td>
<td>Black Friday preview exclusively for “E” fans! The official kickoff to the holiday shopping season is almost here. Get a sneak peek.</td>
<td>Southwest Airlines’ Fans Fly Free Sweepstakes. Enter for a chance to win two roundtrip tickets.</td>
</tr>
<tr>
<td>Rated low</td>
<td>Rated low</td>
<td>Rated low</td>
<td>Rated low</td>
<td>Rated low</td>
<td>Rated low</td>
</tr>
<tr>
<td>Introducing ProNutrients</td>
<td>I Made A Funny Video</td>
<td>Score With A Song</td>
<td>Genworth Celebrates</td>
<td>Dell XPS 15</td>
<td>Lexus Engineering Amazing</td>
</tr>
<tr>
<td>A select line of supplements designed to work with your multivitamin. New ProNutrients from Centrum helps make Nutrition Possible.™</td>
<td>To remind you to go to the Target 2-Day Sale, just in case the immensely low prices aren’t enough to get you there. Start 4am, Nov 26.</td>
<td>Play now for your chance to win a trip to Vegas to hang out with NBA Greats and other instant prices!</td>
<td>Like Genworth and share your story about being a caregiver.</td>
<td>See what’s possible now that TV and Internet are together at last. Click to experience the world’s first HDTV powered by Google TV™.</td>
<td>See how Lexus is engineering amazing with future-proof technologies and materials.</td>
</tr>
<tr>
<td>3,043,111 people like Chapstick.</td>
<td></td>
<td></td>
<td>1,125,361 people like Nike Women.</td>
<td>2,719,056 people like Toys “R” Us.</td>
<td>1,211,015 people like Lexus.</td>
</tr>
</tbody>
</table>
One More Thing...

Use different **ad types** for different **traffic type**:
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– Cold Traffic- No clue but have the potential to buy from you
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- Warm Traffic- know your brand (website visitors, FB fans or subscribers)
One More Thing...

Use different **ad types** for different **traffic type**:

- Cold Traffic- No clue but have the potential to buy from you
- Warm Traffic- know your brand (website visitors, FB fans or subscribers)
- Super Hot Traffic- Customers recently bought from you (less than 3 months ago)
Facebook Ad Performance By Industry

Average Click-Through Rate

1. Telecommunications: 0.92%
2. Publishing: 0.79%
3. General Retail: 0.50%
4. Entertainment: 0.44%
5. Health And Beauty: 0.43%
6. Other Online Services: 0.39%
7. Automotive: 0.30%
8. Sports: 0.29%
9. Travel And Leisure: 0.26%
10. Consumer Packaged Goods: 0.26%
11. Clothing And Fashion: 0.25%
12. Finance: 0.24%
13. Food And Beverage: 0.22%
14. Technology: 0.21%
15. Non-Profit: 0.21%
16. Deals: 0.17%
17. Gaming: 0.11%
18. Advertising And Consulting: 0.07%
19. Dating: 0.03%

Source: Salesforce-Social.com Facebook Ads Benchmark Report, January - March 2013, Global
How to Create Ads that Actually Get Clicked

- A compelling image
- Ideal Buyer Targeting
- Persuasive Ad copy

An Irresistible Facebook Ad
Create Compelling Images

– Use images that inspire:
  • Action
  • Curiosity
  • Relatability
  • Fantasy
  • Laughter
  • Happiness

– Text no more than 20% of the total image
– Image size 1200px X 627px
– No nudity or dirty words
– Make sure there is a strong focal point
Create Compelling Images

Click-through rate- 2.2%

And then she said something about a quickie...

Click-through rate-3.1 %
Create Compelling Images

- Happy faces
- Funny or cooky pictures
- Cartoons
- Kids (with interesting captions)
- Meme style pictures
- Images depicting the life with you perfect solution
- Hero shots
What Makes For Great Image Text

- A Strong Value Proposition
- A Strong Call to Action
- Scarcity
- Urgency
- A punch line relevant to your offering
- “FREE”
- Qualifying the Target Audience
How to Create Ads that Actually Get Clicked

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An Irresistible Facebook Ad
Ideal Buyer Targeting

Who Are They?

Where Do They Hang Out on FB?
Ideal Buyer Targeting - Who

• Age, social status, education etc.
• Where do they live (countries, cities, even zip codes)?
• What keeps them up at night (specific to your offering)?
• What are their red hot burning pains?
• What sort of statements would they use if they were to ask someone about their problem or google it?
• What’s preventing them from getting to the solution?
  What are their biggest barriers to solving their pain?
• If they don’t buy from you, where else do they go?
  What are the alternative solutions?
• Where do they hang out online social media channels, blogs, forums etc.
Ideal Buyer Targeting - Where on FB?

Create a Master list of all sites they are interested in and target the relevant Facebook pages. Use these sneaky tricks:

• Take the one site they are interested in and go to similarsites.com to get TONS of others

• Google their most annoying pain point and see which sites turn up on the first 2 pages of Google (other than wiki/ eHow or other multi-topic sites)

• Go to Facebook and do this search “Pages liked by people who like x”
How to Create Ads that Actually Get Clicked

- A compelling image
- Ideal Buyer Targeting
- Persuasive Ad copy
Persuasive Facebook Ad Copy

What’s Your Hook?

What’s The Bait?
What’s Your Hook?

Your hook is an ad for your ad.

• People Want MORE (prestige, pleasure, money) from their lives...from their actions, their jobs, their relationships.

• People Want LESS (pain, dissatisfaction, mediocrity, unpleasantness)

Give them MORE of the First
Give them LESS of the Second
and
You Have a Killer Hook
Hooks That Work Like Magic

1. Look What I Found Headline
   New products, discoveries and theories

   Proven techniques to master negotiation
   Groundbreaking laser hair removal

2. Twist the Knife with a Painful Question
   What you offer solves a massively painful issue

   Can’t Spend Another Summer in Sweats?
   Lost everything in the Stock Market?
   Passed over for promotion AGAIN?
Hooks That Work Like Magic

3. Bark a Command
Want immediate action and a voice of authority

- Click now for a free consult
- Stop everything and take action
- Get your debt under control!

4. The Big Information Promise
Promises some insider or secret information and people click over to satisfy their curiosity or need to be part of an inner circle

- Secrets to always getting a yes!
- The best kept beauty secrets
- Get the inside scope on how to improve your credit rating
Hooks That Work Like Magic

5. Is that You?
Qualify your ideal buyer in a way that is unmissable

Suck at public speaking?
Hate doing dishes?
Do you suffer from flustered mom syndrome?

6. An Unlikely Life Lesson or Question
Say something that defies common logic and people click over due to curiosity factor (AKA The Upworthy headlines)

What my obese mom taught me about healthy living
Can we REALLY trust our Governments?
What About Ad Copy/ The Bait?

The explainer text or ad copy should be a continuation of the promise made in the headline...never a new promise or a new claim but reinforcement of the previous one. Some guidelines to keep in mind:

- Ad copy can hint at the tool or medium of delivery
- Ad copy can reinforce the promise through authority figures
- Ad copy can give a few reasons to believe the claim made in the headline
- If using mystery in headline, Do NOT give it away in the ad copy.
The Don’ts of Facebook Ad Copy and Some Bonus Tips
The BIG Don'ts of FB Ads

• Avoid blind headlines - the kind which mean nothing unless you click over to the landing page.

• Don’t try to be overly clever or cutesy. Get your point across as quickly as possible

• Assume a grade six reading level and keep big words to a minimum (unless your ideal buyer is a college professor)
The BIG Don'ts of FB Ads

• Never send FB ad traffic to a sales page, unless:
  • You use retargeted ad
  • You use custom audience of your existing subscribers
  • You offering is less than 20 dollars and offers massive value (in other words, a no-brainer)
Bonus Tip- Use Power Words

Words like the list below are proven to trigger immediate action and as cheesy and overdone as they sound, they do work:

- how to
- now
- announcing
- introducing
- it's here
- just arrived
- an important announcement
- revolutionary
- miracle or miraculous
- easy
- simple
- powerful
- the truth about
- compare
- bargain
- hurry
- last chance
- magic
- offer
- quick
• Test different words to say the same thing
• Test entirely different copy altogether
• Test one set of target audience against another
• Test one hook against another
• Test different ad copy with the same headline and vice versa
• Test one image against another
From Zero to 200 Subscribers in 3 Days
Case Study
Case Study- Health Coach

- Industry: Health & Fitness
- Opt-in Offer: 3 day Course that Helps Manage Cravings
- Ideal Buyer: Working mother in her 30’s who is frustrated with herself and her lack of control. Worries about the slow weight gain and her unhealthy eating habits but can’t seem to get a grip on her cravings.
- Websites and Pages: Fitness Magazine, Women’s Health and Prevention.com
Case Study- Health Coach

• Hook One: Curb Those Cravings
• Hook Two: Take Action Now!
• Hook Three: Conquer Those Cravings for Good!
• Hook Four: 3 Day Cravings Solution
• Hook Five: Stop Hiding Behind Sweats
• Hook Six: Are You Stealing Candy?
Case Study- Health Coach

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Case Study - Health Coach

The Hook

• Are You Stealing Candy?
• 3 Day Cravings Solution

The Bait

• Overcome your Cravings and Stall that Sneaky Weight Gain in 72 hours
• If you think all those size zero celebs don’t have cravings, you are wrong. They do! And this is how they overcome those pesky cravings
Deciding on the Ad Type

• Cold Traffic: Targeted Ad

• Warm Traffic: Retargeted Ad

• Hot Traffic: Custom Audience Ad