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Fail Proof Your FB Ad Campaigns

How To Go **From Zero To 200,000** Followers On Facebook

How To Fail-Proof Your Facebook Ad Campaigns

Step #1. Awareness

First, you need to get people's attention. You do that through awesome content that makes them laugh or helps them solve some problem. Then you pull them back to your site.

You don't just want website traffic per se. But this website traffic will help you create a new custom audience.

For example, let's say you search for "Las Vegas Hotels." You click on one's website, like the Wynn Las Vegas. And then you go somewhere else without buying.

But everywhere you go, ads from the Wynn follow you around! Those are retargeting ads. They placed a little pixel on your device when you visited their site. And now they can send you follow-up messages to get you to come back to eventually spend some money.

That's exactly what we're going to do with custom audiences. They're like retargeting on steroids because you can see who visited which pages on your site. And then automatically send them ads for something related to what they just looked at.

So you might start out with something lighthearted to get their attention. Or a useful blog post.

For example, an ad from The New York Times [via HubSpot] has almost 5,000 likes, 600 comments, and 1,200 shares. One reason? It's a blog post talking about advice for people in their 20s, targeted and sent directly to people in their 20s.

In the early stages here, you need enough eyeballs to get fast, relevant data. [Facebook's own system will self-correct over time, so it needs a large sample size to work with.]

So you can target a fairly large audience of roughly 500,000 up to two million people at this point. [Smaller budget? Narrow that audience down even more — to as small as 10,000 if you're just starting out.]

You'll find this audience based on identifying interests [like people or brands they follow, etc.]. Then you can refine with demographic criteria [like location, age, gender, etc.].

Step #2. Consideration

The first campaign built up awareness for who you are. Now you can capitalize on that by sending those people offers that will transform them from strangers into leads.

We're going to create ads tailored to the folks who were just on your website. For example, if they were looking at something related to "new truck tires," you can serve them a new free eBook on new truck tires.

The point is to get some basic information from them for the least amount of money possible. Typically that's with some kind of lead magnet, like giveaways, a checklist, an eBook, or even a webinar.

Here's a perfect example of a HubSpot ad from Social Media Examiner. They're giving away a free eBook that covers all things Facebook for mobile.



Your audience targeting at this step should be easy, too. Simply send these ads to the custom audience of past website visits you just created!

If you have a large site, you can also limit that audience to the past 30 or 60 days to make sure you're only reaching the most engaged people. That way, your brand should still be fresh in their minds. And the right offer will still catch their attention.

Step #3. Conversions

You've built up attention and started generating leads. You've generated new attention and nurtured them over time. Now you just need to send them product offers that are too good to be true, so they hand over their payment info.

Do you sell high priced products or services? No problem. You, too, can sell using Facebook ads. You just need to scale down your offer, first.

Have you ever seen a Wall Street Journal ad to sign up for just a \$1 subscription? That's called a tripwire. It's a simplified version of the big product or service that you sell.

If you don't have one of these already, you can even 'splinter' off part of your product or service to create it out of thin air. These low priced versions remove a lot of the risk. So they shouldn't hesitate to buy. Once again, you'll target the brand new leads you just generated in the last step. They should be ready, willing, and able now.

This looks a little time-consuming because it is. But that's OK because it'll be worth the effort. The first campaign will bring people in. The second will warm them up. And the third will get them to convert.