Speaker 1 0:01

So let me start off here with with a broad view. And I will actually show you something here now. But I want to show you sort of the simplistic way that I view this very complicated world. And it's essentially, can you see my screen right now? Guys? Yes. Okay. So essentially, every website, every business really has either a traffic problem or a conversion problem. Many have both. So if you think of it in that simple way, then it's it's easy to, you know, to conceptualize when anytime I'm approaching a new project, this is the the sequence that I go in first and foremost is needle movers. Needle movers are basically tried and true techniques and tactics that all things equal are either going to contribute useful traffic to the to the mix, or otherwise, generate conversions. An example of a needle mover that that when like, I've implemented it hundreds of times, and I've never seen it have a negative effect. And like, almost every single time that it delivers incremental gains is live chat, whether it's whether it's human man, or if it's a chatbot. If you have a website, and you're getting traffic, and you have like a contact form, say or you have a request a demo, or even if it's an E commerce site, bolting on live chat, and giving users the ability to interact with you directly, is never going to hurt the bottom line. So like that's one example of a needle mover, there's many others. But first and foremost is you want to look at the field of play currently look at the traffic that you do have and the conversions that you do have. And figure out ways to squeeze more to squeeze more traffic and more conversions out right off the bat. Doing so provides some momentum, you get the endorphins, you know you like with with a when you check something off your list, and there's nothing like implementing something one day going to sleep waking up the next day and seeing that it's starting to work. That's like, that's basically the feeling that I that I live for, I call it the pop, I live with a pop. So second is data and analytics. And we're gonna get to the social media part in a second. But the data and analytics is extremely important. My guess would be that 99% of you have Google Analytics on your website, my guess would also be that probably 99% of you are not using Google Analytics to its fullest capacity. Google Analytics is an enterprise level analytic software that completely changed the game, pre 2006, it was known as urgent and it was a software that was available only it was cost hundreds of 1000s of dollars and only large enterprise would use it. Google bought them in 2006, and released it to the world for free. And that's what really are, that's one of the main contributing factors that changed the game for a lot of people and really put online marketing on a map because before it was just server logs, all you could see was basically the pages the number of pageviews. And a separate report, you could see geographies. In a separate report, you could see device types and things. But there was no way to splice and dice and mix and match and create segments and do all these wonderful things that you can do with Google Analytics. So if you're not confident in your Google Analytics, like if you've just installed it, and you're not using any of the custom configurations such as goal conversions, jobs, JavaScript based events, advanced custom segments, or activating retargeting audiences, would be the main ones, definitely look into getting the data and analytics tight so that you can understand the impact of what it is that you're doing. Let me give you an example. So when you bolt live chat onto your website, if you don't do anything with Google Analytics, you'll have no way of knowing other than just every single time you get a ping from a live chat, you'll have no way of knowing whether it's working or not. So for instance, like, like one of the things say you bolt on live chat, and it's doing okay, but you want it to make it do better than you might test the standard message that you use. So for instance, a live chat pops up, you could say, Hey, how are you doing? Or you could use Jays thing that he talks about. And sticking point, which add brought you in today, you know, you can test that language, but you would have no way of knowing the number of impressions that that little chat box had received, versus the number of submissions unless you configure Google Analytics very specifically to track those two things. So that's one example. But data and analytics is very important. Third is customer journey. This is strategy. This I mean, this is a client facing document, but we will dive in learn about the business. You don't have to do that because you already know your business. But it is important to ask. I mean, you know who the buyers are, but where do they hang out online is a key. There's certainly some on Facebook, if you're a b2b. They're certainly on LinkedIn, but there are niche communities around even the

teeniest tiniest of little niches. The Internet is a vast place. I don't care how niche your offer is. There's some community out there that's actively talking about it right now. And I'm going to show you how to find that was in the second phase of this. But then here's four and five, which, which is my simplistic view in the world, either we got a traffic problem, or we got a conversion problem. Social media is generally about traffic, we'll talk about conversion on the on the third side of things. But then as you solve for these, so you got some quick wins under your belt, you're comfortable with your data set, you understand your users, their their hopes, fears, desires, where they hang out online, how you can reach them, you're generating high quality traffic to the site, you're converting it, then you want to move into what we call RG A's, which stands for revenue generating activities. And this is where you run your plays, you know, this is your day in day out playbook. So if paid media is important to you, like you know, paid social media ads, revenue generating activities are things like testing new ad concepts, testing, new targeting, revising, or otherwise updating your funnel, just basically running split test, testing out new bidding strategies, testing out different ad formats, so is the day in day out block and tackle activities that once you've got at least the bones of a strategy together, then you run these certain plays day in day out and you incrementally Continue, continue winning. And then seventh is when you get erased. So it's important to take a step back sometimes and look at the big picture. So but anyway, the reason for my telling you this is that if you forgot about all of this stuff, and just focus on either traffic or conversion, you're gonna win and you're gonna win exponentially. So moving on to social social to me is well, let me tell you one of my other fundamental beliefs, I believe that the world is a traffic store, all of the Internet is a traffic store, there's hundreds and hundreds of sources, different sources of traffic. Organic, I am a fan of organic SEO organic is just the distinguishing between whether you have to pay for a click or whether that click is generated at at no hard cost. But organic social is a waste of time by and large for most businesses, when you're doing it from your business page or your business account. So Facebook and LinkedIn want you to spend money on ads. So like if you are paying somebody or taking a lot of time to like, you know, daily or weekly update your your Facebook page or your LinkedIn page, it's probably not really worth the squeeze, because organic distribution is severely limited by by these platforms largely because they want you to buy as your business, they know that they want you to buy ads. So I would zoom in specifically to paid to paid social and think of it like a traffic store, I mean, just the same way you go to the grocery store to buy whatever fruits and vegetables you want, based on how much money you have. It's the same exact thing, it's a traffic store. So I would very much get,

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you know, get you get acclimated to the idea of purchasing traffic. The second thing that you want to do is the pixel. So once upon a time it was whoever basically could manually choose the best targeting manually set the best bid prices. And you know, basically whoever was most active in the platform, like watching things was going to be the winner. These days, it's all about pixel training. And I'll tell you why in a second. And creative good, strong creative, good strong offers, if you have those two things, and a lot of the technical details of these platforms become a lot easier. So let me show you what I mean by by pixel by pixel training. The thing with Facebook is they have over 5000 data points on on any individual user. So if you so when you go on to Facebook to log in, you can say hey, I want to target people that like cats. And then you can target that and that's fine. But you could also say hey, Facebook, this is what a successful outcome looks like on my website. Like I want people to visit this page, click that button fill out this form. And oh, by the way, unless they select this option like unless, like say that you're in the financial planning business, unless they select asset value, or investable assets of over a million dollars, I don't consider them qualified. So Facebook basically with the pixel gives us a platform in which to feed back to them business outcomes that we consider valuable. And then allow the machine learning and the AI to go out and find others that may very well be cat lovers. Most of them probably will but but they'll they'll match them also based on on other characteristics. Those are called lookalike audiences. So, you know, there could be a whole session on pixel training, but the idea is that you want to fire back events to Facebook

based on valuable actions of a website at the very simplest form that's or at the very simplest level, that's basically when somebody fills out a form or somebody makes a purchase. So you have to be pumping that data back to Facebook, so that Facebook knows what's good and what's not. Ironically, it used to be like we have like Amazon has a client of ours, they spend over a million bucks a month on Facebook, it used to be that a large and like a very large account, in order to run it effectively, you would have to have dozens of different campaigns and hundreds of different ad sets. But more and more simplicity is the key. So action item is if you if you don't have a Facebook business page set up, you will need that in order to in order to run ads. So get a Facebook business page set up, get your business manager set up. And we can talk about these things in a minute. But the business manager is essentially sort of the headquarters of where the advertising takes place. You'll set up your ads account and then basically just just get in there and start running some campaigns. But make sure to have the pixel on your website it needs to be it needs to live across all pages of the website. And it needs to fire a conversion back to Facebook when something useful happens and I can drop a link in here I mean, if you if you search for this, there's a lot of people selling little little courses. But you don't have to buy a course I mean, you can basically just look at like I love just looking at at the standard Doc's like these Doc's will tell you all you need to know. So you don't have to buy any specific course most of the best information is already right here. Yeah, alternatively, we're not alternatively but in addition to that, so Facebook has different ad formats, you could have a simple ad with an image, you could have a video ad, they have carousel ads, where we're displays multiple different products. If you're an E commerce, what you want to do is set up what they call DSA, or DPA, dynamic product ads. So you need to you need to generate a feed of your products, which is an XML file that has all the basic metadata the name of the product, the price of the product, you can include a description, you can include the quantity that you have left in stock, all the meta data around your current inventory. And then what you want to do is set up de pas or dynamic product ads, whereby Facebook will automatically serve up serve up ads featuring the products that users have either visited in the past, expressed interested in the past or otherwise, Facebook believes those are the most useful ads. Oh, sorry, I dropped the link in the panelists area, Brian, if you want to share with the group. Sure. So yeah, on the E commerce side, especially if you have a high, a high number of SKUs. You don't have to mess you don't have to create 6000 different ads for 6000. different skews just create one dynamic product ad campaign with multiple different ad sets with different either different creative or different targeting in those ad sets. Let Facebook do its thing. But if there's certain focus products, like certain very high margin products, or certain good entry level products that sell through the back end products at a high rate, then you can and should set up individual campaigns. For those. Facebook heavily prefers video in the algorithm. The majority of the available inventory on Facebook is video based, but they penalize videos that are 30 that are longer than 30 seconds. That said it's not a huge penalty. So sometimes long form video can work. Rule of thumb is that the more expensive your offer, the more information you have to provide. So if you're say that you're selling something for, you know, 5000 bucks to individuals, that's a good chunk of change for a lot of for a lot of folks. So you need to you need to do the selling. So don't let the 32nd maximum video deter you from doing a long video, but just test a shorter one that clicks through to the landing page where you do the education versus the long form video on Facebook. The good news about the long form video on Facebook. So Facebook provides dozens of very, very useful metrics and feeds them back based on based on any campaign. One of the most useful ones is video views. And it will categorize between 100% views 75% 5025 So one of my favorite techniques is basically to say okay, we don't really know who our audience is, let's say that we have a very low traffic website that doesn't register many conversions. If you're registering less than 50 conversions a week then it really dampens the pixels ability to learn and and the machine learnings ability to find better prospects. So in a world where you have not that much budget or not that many conversions, something that you will want to do is do When a nice long form video, maybe two minutes, three minutes, four minutes, five minutes, however long, you aren't really let it run, put 50 100 bucks a day behind it for a few days, let it run. And then what you can do is basically

say, hey, Facebook show me users that have watched 50% or more of this. So it's basically by default, grabbing that useful selection of users. And then you can do one of two things, you can either target that group,

Speaker 1 15:30
separately in its own category, but what I would generally do is create a look alike audience based off of that group, so you can say, Hey, we got, let's just say we got 1000 video views, Facebook will count a video view after three seconds of those 1000 video views, and say 500 of them watched or completed 25%, another 200, completed up to 50%. And then a very small number went to 75. And then a tiny number finished at all, you can say, Hey, show me the ones that did create a an audience, they call it a custom audience of users that have viewed 50% or more of a video, then it'll create that for you to populate it, it'll be a small audience. And then you select that audience and you say create lookalike. When you create a look alike audience, Facebook is basically mashing together all 5000 data points of all of those hundreds of people, the seed audience, when I say seed audience, those are the individuals that have watched 50% or more of that video is going to be small. If your seed audience is less than a few 100 people, then you need to keep running it more until that seed audience is like at least 1000 people. And then you want to create a look alike. And when you create a look alike, Facebook will say to what percentile Do you want to match. And you can select a percentile between 1% and 10%. A 1% look alike is as close is basically facebook saying we're trying our hardest to find people just like this to the 99th percentile versus a 10% look alike is Facebook saying we're going to kind of match this up a little bit. So what I like to do is I like to create look alikes of different concentration. So I'll generally do like a 1% of 5% and a 10%. Just to keep it just to keep it easy. Because the there'll be overlapping. So the you know the one, the 10% will be this big the 1% will be within it. And the law generally, unless you're selling something very niche II, the larger the audience and the more leeway that you give Facebook within the context of like, Hey, we're we're training the pixel and we're feeding back and piping back to Facebook, what's useful for for us from a business outcomes perspective. Generally, the larger the audience, the more latitude you're giving Facebook, the longer it'll take for your winning ads to burn out, and the more you'll be able to spend productively. So that's why you might think like, hey, I want to only do the 1% look alike, because I want people that definitely love cats, I would suggest setting up a separate campaign where you basically have three different ad sets. For each of the, for each of the concentration factors, one, five and 10. Or, I mean, Facebook is getting so good these days at understanding business outcomes with a well trained pixel, you could even just lump all three of them and into the same group and it wouldn't really matter. There's Facebook and Google for that matter and LinkedIn. One thing that you'll notice is more and more. They're, they're introducing new features, which on the surface, take a lot of the work out of the process. But you always want to be very, like don't just blindly like, like, you'll be in Facebook, you'll be running a campaign and you'll get like an alert, hey knew there's SeaBIOS or campaign budget optimizers. And that's where you don't set any budget at the ad set level, you just set budget at the campaign level, and you let Facebook do all the work. That's all well and good. CBOs do work. But they're these platforms, you got to understand they're built by the smartest computer scientists and engineers and UX folks at the largest and most profitable companies that the world has ever known. And they're designed specifically to separate advertisers from their money and draw and they drive, you know, the vast majority of revenue for these massive, powerful and profitable companies. So you always want to take their, their automations and their new features with a grain of salt and test them and just because if you it's really easy to spend a lot of money and sort of lose your shirt, basically is the idea so so just Just be careful with what you're doing. Make sure that your conversions are being tracked appropriately. And you know and tread cautiously. So put As this as your ad right here, normally, a user would expect to click on that. And then to go to a separate website. Lead ads is where you basically skip your own landing page, you allow Facebook to be your landing page. And upon the click of this ad, the user will be presented with a form in basically real time at a low lightning fast. One of the big problems with landing

pages is that they some, they sometimes take a long time to load, especially within the Facebook app. So like within the Facebook app, if it takes two or three seconds for that landing page to load like that most users are gone by that time, they're saying like that people have such a lack of attention span these days. So the way that a lead ad works is basically right on click, I'm playing this right now watch their right on click is going to render this beautifully designed conversion experience, it pre populate Facebook will pre populate whatever data they have on that user. And generally, you're gonna get leads for like half of the cost of this. The downside of lead ads is that sometimes people don't really realize what they're doing. So if you're manually following up with these leads, you will get a higher rate of like, What are you talking about, I didn't fill out any form, leave me alone. However, the volume and the dramatically higher rate of efficiency in terms of cost per lead, oftentimes outweighs that. One other issue with lead ads is that it won't naturally connect to your CRM. So if you're using HubSpot, or Facebook or what have you, you have to set up the connection. Luckily, there's this tool called Zapier, which is, which is a nice very useful tool where you can you can zap quote unquote data from one thing to another. So So within Zapier, you can, you can basically come come within here, and somewhere along this area you'll find search, when you come to Zapier, just search Facebook, here's their Facebook, lead ads, zap. So this allows you to essentially take the data from the Facebook lead ad and and move it over into your CRM, and there's at three different connections. So probably that will, one of those will suit your fancy.

Speaker 1 22:26
I'm going to show you something else cool real quick on Facebook. So they're obviously under a lot of scrutiny there. I think, today or yesterday, they're testifying in front of Congress in the Senate, one of their big pushes is on transparency. So any Facebook page that's running ads, I'll just think of or I'll just look at one randomly.

Speaker 1 22:59
So you can go to any page, any of your competitors pages, any potential partner pages, what not. And you can see all the ads that are running. So this is Duolingo. This is just a random language learning app. But right here under Page transparency, if you come to see all and then you scroll down, it says ads from this page, and you go to say go to ADS library. You can see so it shows you Hey, they're running 29 ads here, the ads that they're running in the US you can change between active and inactive platform, etc. Then you can basically see all the exact ads. So you can use this to swipe ads, you know, to get to get inspiration for your ads, you can use it to spy on your competitors. You can even click through and see what their landing pages are. So these guys are driving directly to the App Store's so, so there's a lot of competitive intel that can be gleaned in that way. Awesome. Now, let me move on here. Well, do we know approximately what the breakdown of the audiences between b2b and b2c? So I go to LinkedIn.

Jay Abraham 24:15
Do you know that right, I think you should show LinkedIn just because I think that there are people here that are targeting business to business and I think it'd be very useful. Yeah, please do.

Speaker 1 24:26
Yes. Okay. Yeah, I want to real quick before doing that. Because this is a big thing with LinkedIn as well. I started this off by saying that Facebook, organic is a waste of time. But there's a caveat to that. It's not a waste of time. If if you post from your own personal account, you can post about your business you can post about anything but posting from your own personal account, you will get significant distribution and you will get significant engagement. So if you can be the type have a Facebook user that doesn't necessarily just use it, you know, to hang out with your family and connect with high school buddies. But if you if you actually

develop connections that are related to your, to your business, and then you begin posting organically, you'll get significant free traffic that way. However, if the if you're the type that you know wants to keep business and personal separate, and you have already this, like, family and friends based Facebook following, you can always set up a separate account, you know, for business, but it can it is very useful to organic when posted from your personal profile, not your business page. LinkedIn is I think, I think the wild wild west in some ways. So I was obsessed with LinkedIn for the better part of 2017 2018, I built up a following and actually got several million views and I in just a just a few months, I wrote up a pretty detailed document about it, which I'm happy to share. But I want to talk about fate about LinkedIn organic, because I think it's a huge opportunity. With LinkedIn organic, the idea is that basically, they saw how Facebook was monetizing their newsfeed. And making so much like a high portion of Facebook's revenue comes from actually the ads on the newsfeed. LinkedIn historically did not have a newsfeed. But in in 2016 2017, they redeveloped their entire site to put that newsfeed front and center. But what happened was people weren't really that familiar with it, or they didn't really adopt it very quickly. So there was a shortage of folks creating high quality content on LinkedIn on LinkedIn. LinkedIn wants you to spend a lot of time there, they want to be considered the source of news. So LinkedIn posts, which are lengthy and contain value in and of themselves, as opposed to LinkedIn posts that are short and link out to other third party sites, the value laid in longer form posts tend to do much, much better, because all things equal on LinkedIn and on Facebook, from an organic perspective. Remember, this LCS stands for likes, comments, shares, that's really what the algorithms are driven by. So so there's a lot of organic LinkedIn things that I could go into. But by and large, the biggest component is LCSW. So basically, the more likes you get, the more comments you get, the more shares you get, the more distribution that you're going to get. And time is of the essence. So what I do is kind of a little cheat, it's kind of a little hack in a way as I have a group of collaborators across the country, and even across the world, whereby we'll post onto LinkedIn, and we'll text each other like, hey, you know, go like my LinkedIn post. Because the velocity with which you begin accumulating likes, comments and shares is really important. If hours go by, before you get a single like, or a comment or share than LinkedIn is going to be like, Hey, this is no good. You know, let's, let's forget about this one. But if you begin getting likes, comments shares, immediately, it's a very good sign and LinkedIn will begin distributing it. Both LinkedIn and Facebook will first distribute to your inner circle to people that it thinks are closest to you. And if your post doesn't do well, there, then you're dead in the water. But generally, your post will do well there because there's people that you know, and people don't like you, and they're gonna, they're gonna like comment, share, then it'll move out a layer and it'll continue moving out layers as far as long as that post continues doing well. So but check this out. So one thing on LinkedIn when you're when you're doing it organically, you can, it'll show you, you know, the number of likes, comments, shares, this one was a dud, but it got 1000 views. And to put that into context, our website gets like 20,000 views a month and some of that is paid traffic. So I put up this real quick poll, and boom, I got 1000 views, but just watch this. Here's another just stupid little post 1600 views. Another stupid one. 2000 views 6000 views on this. And you know, we could keep going back but I'll show you some of my Yeah, it doesn't. So after a year, the analytics will go away. So if you if you're so inclined to track you probably should and I'll show you my tracking doc that I would use and I can share all this j if you want me to share this up, I'm happy to ya know,

Jay Abraham 29:56
they're loving it.

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So this is a Oh, this is just like a new ideas, Doc. So once you're posting constantly ideas, if I see something that's doing really well, or that I think is clever, I'll case it. K stands for copy and steal everything. I think the best artists are,