The Nitty Gritty of Facebook Ads

☑ **Facebook Business Page:**
You must have a Facebook business page set up before you can create an ad. All pages are connected to personal Facebook accounts.

☑ **Website:**
I'm assuming you have a website that is thoughtfully designed. It needs to be easy to use and attractive. However, it's not necessary to have a website to have a Facebook page, but know that people go to your website first then your Facebook when they hear about you.

☑ **Setup your Facebook Pixel:**
Your pixel is code that you install onto your website to track your visitors and the pages they went to. This data is then used to create lookalike audiences in Facebook and to target actual visitors with your ads. Think of your pixel as warm calling instead of cold calling. You're targeting those who are already interested in your products or services. *If you don't control your website, you need to have the person who does install your pixel.*

☑ **Decide on your brand personality:**
You need to use your brand personality as a filter for all content you post on your page. Fun & quirky? Educational? Expert & an authority? Relation & nurturing?

Post guidelines—native, authentic, funny, relevant, and interesting.

Include your face and your staffs' faces.

Create your own content and curate other content.

Use pictures and videos.

☑ **Start collecting content:**
Collect both pictures and create videos regularly. Use the next 90 days to shift your mindset and view everything through the idea, "Can I use this for Facebook?" Use the list of post ideas below.

☑ **Decide if you're bringing people into your store and/ or building an email list:**
If you're bringing them into the store, showcase your work or products. Local radio and Facebook ads work really well for my local clients. If you're building an email list, you need to create an opt-in freemium like a quiz, a cheatsheet, how-to guides, infographic, coupons and deals, etc. (see opt-in ideas below).

☑ **Create opt-in freemium:**
Use canva.com to create an attractive resource or create a quiz at tryinteract.com. If you don't know how, hire it done.

☑ **Signup with MailChimp**
You can use their landing pages to your opt-in for your ad, too.

☑ **Know your ideal customer:**
If you don't know who you're targeting, your ads will flop because you won't be speaking to the right audience. Interview current happy customers and new ones by asking these questions:

1. Why do they do business with you?
2. What three benefits do they get from you?
3. How do they feel when they do business with you?

You can use those responses in your ad script, too.

Homework for Next Class

☐ Setup Facebook pixel (ASAP)
☐ Start collecting content—both pictures and videos (use a teleprompter if you need to). Have 10 pictures/4 videos
☐ Create opt-in freemium or hire it done (using canva.com or tryinteract.com for quiz)
☐ Setup MailChimp account

View your business as a media company first and what you do second!

Setting Up Facebook Page

1. Go to facebook.com/business and click down arrow and "Create a Page" in the top right hand corner.
2. Choose "Business or Brand" or "Community or Public Figure" by clicking on "Get Started."
3. Name your page and select category.
4. Put in your physical location. If you're by appointment only or work out of your home, you can check "Don't show my address. Only show that this business is in the City, State region."
5. Put your phone number in there so customers can call you.
6. Add a profile picture (I recommend a good one of you not a cartoon character, your pet, or a poorly lit picture).
7. Add a cover photo. This can be an outside picture of your location, you and/or your staff, your product or service, upcoming events, etc. It needs to be beautiful and well designed (use canva.com to create graphic).
8. You can add online booking now through Facebook if you want customers to book appointments with you.
9. Click About on the side and fill in your information like business details, phone, website, email, etc.
10. Make sure you fill out "Edit About" and add two to three sentences of what your business is about.
11. I highly recommend that you fill out the "Our Story" on the right side as well.

Great examples of this information done right include:

- Jenna Kutcher
- Lighter Side of Real Estate
- Jasmine Star
- Cotton Patch in Alvarado TX

The main thing is you want to speak to your customer. Use pronouns like "you" for your customer and "I" and "me" for yourself instead of "we" unless you own a business with staff.

Speak to the problems they need you to solve and the person they want to be after using your product or service.

Setting Up Facebook Pixel

1. Go to Facebook and click the down arrow on the top, right on Facebook page.
2. Click Manage Ads.
3. In the next window, click Facebook Ads in the top left corner (if you see a message to "Go to Business Manager," click that first).
4. Click Pixel.
5. If you don't see Pixel, click All Tools at the end of the little menu window and then click Pixels under Events Manager.
6. If you've not yet created your Pixel, you'll be asked to do so.
7. Click Create Pixel and go through the very quick and easy process.
8. If you've already created a Pixel, you need to verify you're in the right FB ads account with the right pixel for those of you with multiple FB ad accounts.
9. Click the name of the Pixel under Data Sources. For example, mine is "Genius Comm Pixel."
10. Click Setup and then Install Pixel.
11. You can Connect a Partner Platform like Wordpress, Squarespace, Wix, etc., Manually Install the Pixel Yourself, or Email Instructions to a Developer.

Now you need to test your Pixel in Google Chrome.

1. Open Google Chrome.
2. Type "Facebook Pixel Helper" in search and click "Facebook Pixel Helper - Google Chrome."
3. Click "Add to Chrome."
4. Once installed, you'll notice a tiny icon (like this: </>) in top right corner of Google Chrome.
5. Go to the website where you installed the Pixel and if installed correctly, this icon will turn blue when it finds a pixel on your site. You can click it to see the Pixel is there and operating correctly.

Facebook Post Ideas

1. Your blog posts
2. Business culture
3. Curate other people's content
4. Questions (can get engagement going)
5. Product/business videos
6. Customer review/testimonials
7. Quick tips & advice
8. Memes or GIFs
9. Contests
10. Holiday Posts
11. Pics from business events
12. An answer to a commonly asked question
13. Infographics
14. Links to free resources
15. Podcast episodes
16. New job listings
17. Introduce staff
18. Staff photos
19. On this day in history posts
20. Unusual facts
21. Even promotion
22. Live videos
23. Image scrambles (scrambled or zoomed in so close you have to guess what it is)
24. Inspiration quotes
25. Company Accomplishments
26. Ask for Customer Feedback
27. How-to videos
28. Product reviews
29. Images or videos of your product
30. Music playlists
31. User content (pics and posts of your customers posting your stuff like some swag)
32. Any office upgrades (deco, equipment, etc)
33. Company news announcements
34. Weekly series, show, or training
35. Case study of one of your customers
36. A survey or poll
37. New product/ event promotion
38. A fill-in-the-blank post
39. Share a statistic
40. Reshare your top performing posts
41. Promote your partners posts
42. Interesting industry research
43. Give something away for free
44. Pose a problem and ask for advice
45. Facilitate a discussion or debate
46. Tell a story
47. "Comment to receive" post (for opt-ins instead of asking for email)
48. Quick win posts (like 3 things you can do today to improve your relationship; #1 tool you can download today to increase your followers; one simple trick you can use to close more sales)
49. Personal posts (vacay, pet, seasonal photos)
50. Q&A's (live video)

Opt-in Freemium Ideas

- ☐ **How-to guides:** Always popular. Include screenshots to make it even better.
- ☐ **Quizzes:** Everyone likes to learn about themselves, which is why this is one of the best ideas. It uses the law of curiosity, too. I added 1,000 people to my email list using a quiz in one month.
- ☐ **Template:** These are documents where people can simply input their data like media kits, resumes, etc. like all of the items on **canva.com** are templates. You can create your own valuable templates for your target customer in your niche.
- ☐ **Checklist/Cheatsheet:** These are great! A checklist or cheatsheet of actionable steps that solve a problem or achieve a specific outcome are great!
- ☐ **Swipe file:** A swipe file is a collection of tested and provide advertising and sales letters or emails. It can be email headlines, before and after pictures, event marketing copy, portfolios, sales pages, signup forms, scripts, etc. Really anything that requires good copy for marketing and sales.
- ☐ **Resource library:** These are the resources you use in your business or hobby. It can be apps and software, equipment, courses, etc. It's really anything that people ask you, "How do you do that?"
- ☐ **Coupons and deals:** Make sure on these that you have a sense of urgency like EXPIRES TONIGHT! or Limited Seating.
- ☐ **Infographic:** The brain processes visual faster. Break down your how-to or other relevant information into an infographic.
- ☐ **Spreadsheet:** Spreadsheets are great because the formulas, formatting, etc. are all set up. Many of us don't know how to do any of that! Real Estate agents, bookkeepers, Facebook marketers, etc. all benefit from spreadsheets. Really anything that lets your potential client to plug in numbers in a well-designed, attractive spreadsheet is golden!
- ☐ **Video training:** If you decide to create a series of videos on one topic, keep them under 10 minutes. How-to's are great for these!
- ☐ **Course:** This is similar to video training except you have a well-designed workbook or worksheet to go along with the training. You can create slideshow recordings or live videos with you go over the material.
- ☐ **E-book:** You can organize a bunch of blog posts on the same topic and turn into a free mini-book. You can use any topic for a book idea. But e-books don't do as well because many don't like to read or don't feel they have time.
- ☐ **Challenge:** It can be a 30-day list-building challenge, 5 day food challenge, 7-14 day fitness challenge—really anything that gets people hash-tagging, sharing, and building community and any length of time. Don't exceed 30 days though.