



GAURAB BORAH
live your dreams

7 Unavoidable Steps To Get Dirt Cheap FB Traffic!

Gauraborah.com

Hey guys,



Gaurab Borah here, I don't want to waste a lot of your time telling you about who I am and what I do.

Here is a very short intro of mine...

I am a 24 year old guy from India, a full-time internet marketer making 5 figures per month. I am an expert in list building, email marketing, product creation, funnel creation, product launches. I also like to do a bit of CPA, Facebook marketing, YouTube in my free time. I have also coached numerous people to making full-time income online.

More about me here:

<http://gauraborah.com/about-me/>

Let's dive into the course now...

Hey guys, I am going to keep this short and to the point so you guys don't get confused.

I am going to tell you stuff that's working instead of giving you just theories.

First why is there so much of excitement about Facebook Video Ads, let me tell you some stats that I found...

Facebook Stats

Daily Uniques, Desktop: 45MM

Monthly Minutes, Desktop: 53

Monthly Minutes, Mobile: 182

YouTube Stats

Daily Uniques, Desktop: 24MM

Monthly Minutes, Desktop: 54

Monthly Minutes, Mobile: 31

So, do you get the idea? Plus there is more engagement on Facebook and there is more chance of getting your videos viral (Shares and likes) and get those extra views for Free.

More views, more eyeballs, more website clicks or leads, more money.

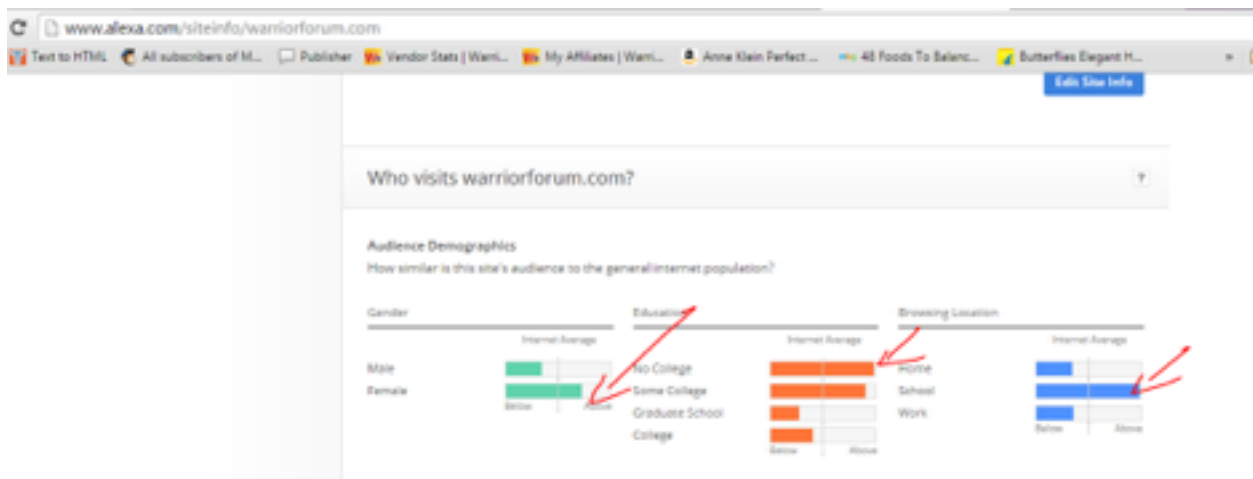
“This course is strictly about getting cheap clicks, likes, conversions, video views - you can use this strategy for anything.”

#1 - Choose your audience wisely

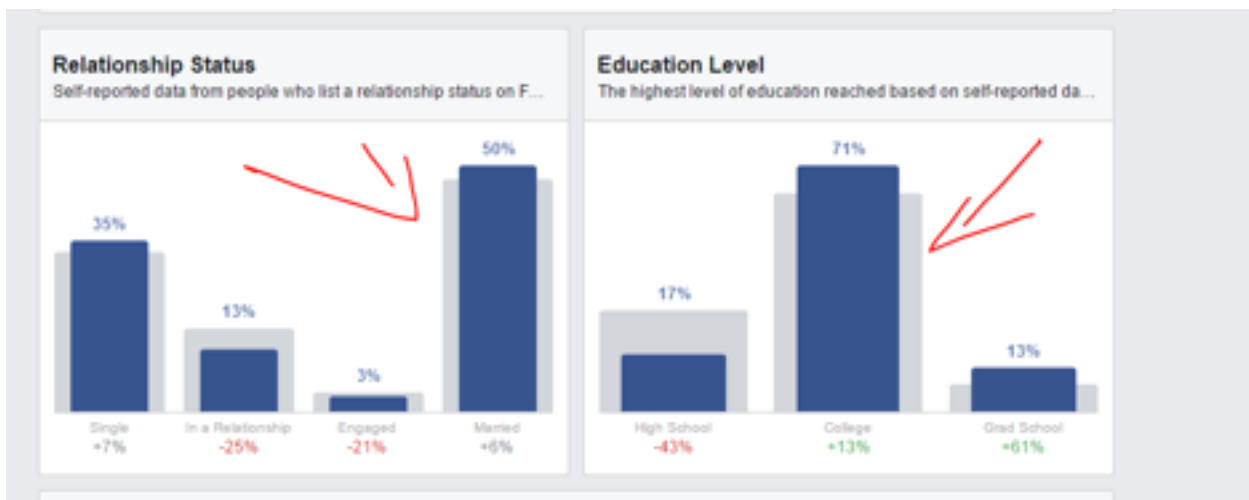
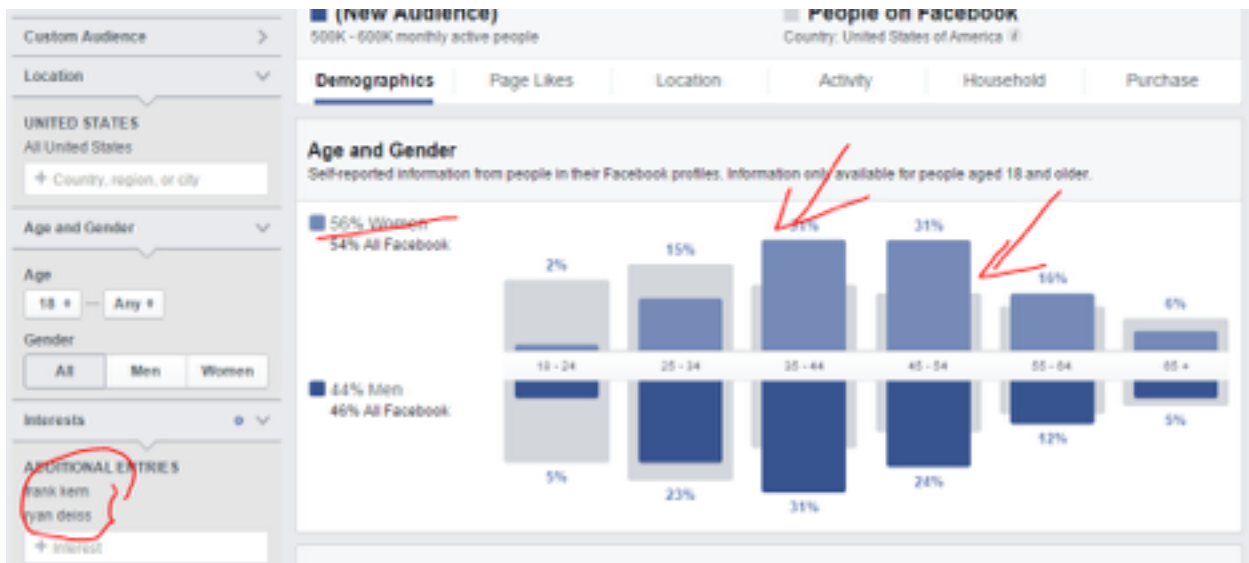
Before even starting your ad, you need to find your audience, what are their demographics, age, sex, what they buy, where they hang out, education, do these guys have money or not.

How to find that,

- 1) **Alex.com** - Find a popular website in your niche, go to alexa and type the name, go to bottom and check.



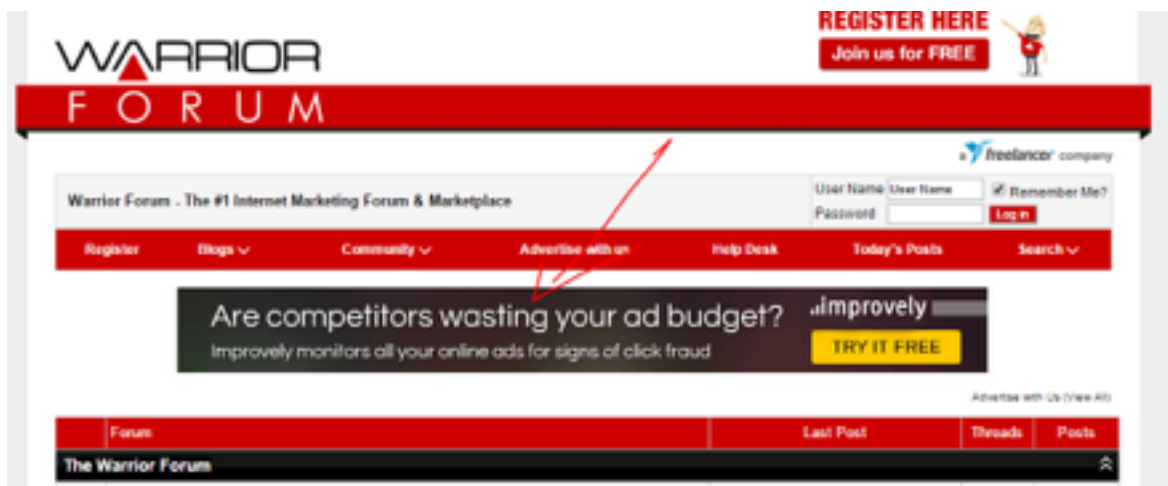
2) [Audience Insight](#) (Facebook) - Go inside your FB ads, find audience insight, in interest type your competitors, big brands, big names, websites of your niche. You can find a lot of data about your demographics there.

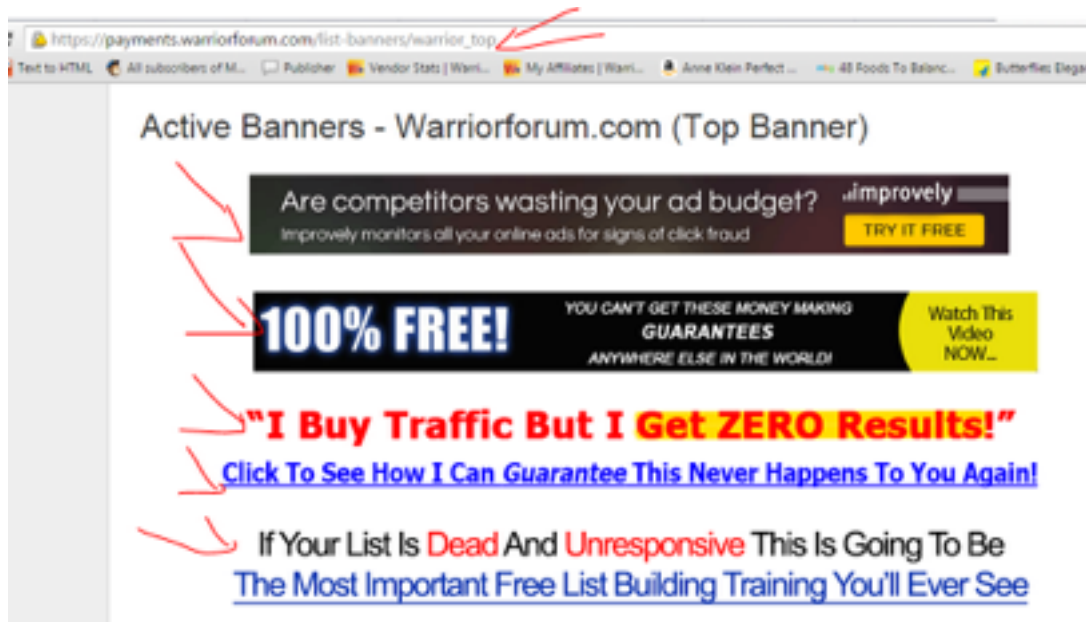


#2 Your offer should speak to your target audience.

Every niche has their lingo, like only a person in IM knows what SEO is, what CTR means etc. Learn, research, go to forums, look for threads with discussions, see what kind of words they use. When you speak their lingo, they trust you more.

One of the best way to get ideas for your Ads is to again go to popular forums and see the kinds of ads people are running on those sites. Doing just that will give u a lot of idea.





#3 Target Single Interest - Low budget

A huge mistake a lot of people do is they add all the interests in a single ad. Don't do that.

Instead create a new ad set for every interest (make sure each interest is at least 50k-100k, If not then add 2-3 interest together)

Keep the budget low at \$5 each ad set. What I do is I create 4-6 ad sets with different single interests and let them run for a whole day.

Next day I see which interest performed well, I keep them running and pause the low performing one. I add more interests and repeat the same thing till I have 8-10 well performing ad sets.

Status	Ad Set	Delivery	Results	Cost	Reach	Budget	Spent Today	Total Spent
<input type="checkbox"/>	Reading US - W - 18+ readingroom	Inactive	414 Post Engagements	\$0.08 Per Post Engagement	5,139	\$10.00 Daily	\$0.00	\$34.07
<input type="checkbox"/>	Reading US - W - 18+ bookpageclubgit	Inactive	414 Post Engagements	\$0.08 Per Post Engagement	5,143	\$10.00 Daily	\$0.00	\$33.98
<input type="checkbox"/>	Reading US - W - 18+ novelbrands	Inactive	400 Post Engagements	\$0.07 Per Post Engagement	4,664	\$10.00 Daily	\$0.00	\$34.08
<input type="checkbox"/>	Reading US - W - 18+ vintagebooks	Inactive	135 Post Engagements	\$0.11 Per Post Engagement	2,148	\$10.00 Daily	\$0.00	\$14.50

Other important thing is, Facebook takes 3-4 days to optimize your ads, so let your ads run for 3-4 days and your CPC or Cost Per View will come down slowly.

#4 Targeting

I like to keep the audience big whenever possible. Like 1,000,000 that really helps in getting cheapest clicks, engagements, views

Audience: 1,000,000 - 2,000,000 - \$5 daily budget

2,000,001 - 5,000,001 - \$7 daily budget

5,000,001 - 9,000,000 - \$9

Whom to target?

I get this question tons of time about whom to target. They have the offer, they got the ads created, but they are not sure about whom to target.










Here is a list that will be helpful

- 1) Celebrities in the niche
- 2) Books, Authors
- 3) Websites, Forums, Blogs
- 4) Products, Brands
- 5) Associations, clubs, events

Use Audience Insight - Page Categories and Affinity Score. Click on those links and see if they are related and add them to your interests. Repeat the same with each new interest.

The screenshot shows the Facebook Audience Insights interface for a 'New Audience' of 500K-600K monthly active people in the United States. The 'Page Likes' tab is selected and circled in red. Below it, the 'Top Categories' section lists various interests with associated page names. Red arrows point to 'Nexiva' in the Telecommunication category, 'Small Biz Ahead' in the Product/Service category, and 'Cheetah Learning' in the Education category. The left sidebar shows filters for Location (United States), Age and Gender (Age: 18+, Gender: All), and Interests (frank iern, ryan deiss).

Rank	Category	Page Likes
1	ENTREPRENEUR	ILove Network Marketing • MLM Success Stories & Tips • All Brown
2	Consulting/Business Services	Sandi Krakowski • Life on Fire
3	Business Person	JasonNybackfan • Michelle Peocosolido • Savvy Network Marketing Women
4	Health/Medical/Pharmaceuticals	ALPROLIXB [Coagulation Factor IX (Recombinant), Fc Fusion Protein] • Ubiquinol
5	Telecommunication	Nexiva
6	Product/Service	Amy Porterfeld • Small Biz Ahead • Digital Marketer • Discover Network
7	Education	Mike Klingler • Cheetah Learning
8	Internet/Software	PeopleFluent • HubSpot • Infusionsoft • UserTesting • Marketo

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance ⓘ	Audience	Facebook	Affinity ⓘ
MLM Success Stories & Tips	33	19.3K	22.7K	30.2x 
Mark Harbert	86	11.9K	14K	30x 
Ryan Deiss	70	15.2K	21K	25.6x 
I Love Network Marketing	28	25.1K	35.7K	24.9x 
Frank Kern	37	22K	32K	24.4x 
Michelle Pescosolido	15	34.9K	51.1K	24.2x 
Life on Fire	49	18.6K	27.5K	23.9x 
Kate McShea	25	28K	41.6K	23.9x 
LeadPages	76	16.1K	24.2K	23.6x 

#5 Scale Out Don't Scale Up

Once you have found a few good adsets, don't increase the budget to like from \$5 to \$50. This will only result in you paying more as Facebook will think that you have good budget and they will start charging you more.

Do it step wise, 1st day \$5-\$7, \$7-\$10, \$10-\$15, \$15-\$20.

Add more interests and again repeat the above steps you'll do fine. Target people according to the device (mobile, computer) they use, age groups, sex, countries - keeping the same interest.

Save all the interests that's performing well for you to use later.

	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?
W - 20-25 elle18	● Not Delivering Campaign is Off	2,034 Post Engagements	\$0.03 Per Post Engagement	38,135	\$7.00 Daily
W - 20-25 revlon	● Not Delivering Campaign is Off	2,053 Post Engagements	\$0.03 Per Post Engagement	38,677	\$7.00 Daily
W - 20-25 avon neutrogena dove	● Not Delivering Campaign is Off	1,603 Post Engagements	\$0.03 Per Post Engagement	33,694	\$5.00 Daily
W - 20-25 olay pantene tresseme	● Not Delivering Campaign is Off	1,656 Post Engagements	\$0.03 Per Post Engagement	33,896	\$5.00 Daily
W - 20-25 garnier	● Not Delivering Campaign is Off	1,702 Post Engagements	\$0.03 Per Post Engagement	31,322	\$5.00 Daily
W - 20-25 loreal	● Not Delivering Campaign is Off	1,892 Post Engagements	\$0.03 Per Post Engagement	36,460	\$7.00 Daily
W - 20-25 lakme	● Not Delivering Campaign is Off	2,003 Post Engagements	\$0.03 Per Post Engagement	37,197	\$7.00 Daily
W - 20-25 maybelline	● Not Delivering Campaign is Off	1,878 Post Engagements	\$0.03 Per Post Engagement	35,746	\$7.00 Daily
W - 20-25 study abroad	● Inactive	830 Post Engagements	\$0.04 Per Post Engagement	19,379	\$5.00 Daily
W - 20-25 gmat gre toefl	● Inactive	899 Post	\$0.04 Per Post	19,758	\$5.00 Daily

#6 What matters the most is ROI

One thing you should understand that some niche will cost you more than other. But it doesn't mean you should stop running your ads. What matters the most is ROI's.

Even if you are paying \$1 per click/view but you are making \$200 every \$100 then you will keep running those ads right.

#7 Retargeting is must

Make sure you have a retargeting pixel on your landing pages. No matter what make sure you are retargeting. These lists are super targeted as they have already shown interest in your ad. And when you run ads to them they are much cheaper, highly targeted and convert way lot.

Remember an average person needs to see something atleast 7 times before they buy it and retargeting does the same thing.

Once you have a huge re-targeting list, you can keep promoting related offers to them. Make sense?

I hope you really enjoyed this short report. Not implement these tactics into your Facebook marketing and I am sure you'll get if not great, better results than what you were already getting.

All the best,

Gaurab