

**The Facebook Ad Formula:
Getting Up to Speed**

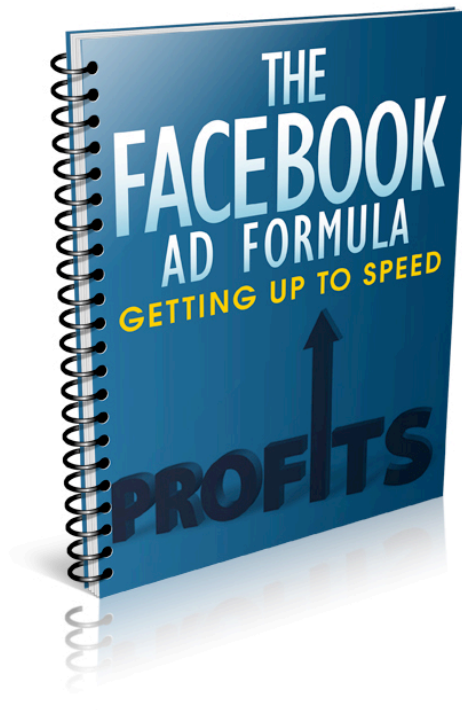
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A Note from Brian Bagnall

In recent years I've REALLY delved into the paid ad platform of Facebook that's known as Facebook Social Ads. I started working with Facebook Social Ads before there was even a public platform (GUI for your tech geeks out there).

This has given me plenty of education in the school of hard knocks. Now, I'm the leading expert on Facebook Social Ads.

Until now, I've kept most of my knowledge about the untapped potential of Facebook Social Ads to myself because I was busy making a killing on Facebook selling my own products (and those products of a select few friends and clients).

Now is the time to unveil my secrets!

The most important thing I can share with you is to let you know that if you read this and absorb it, it will allow you to take advantage of the information in the webinar event you are about to see – “The Facebook Ad Formula.”

I want you to note the webinar is NOT related entirely to what you are about to see here. This will simply help you understand some of the math we will go over on the webinar. On the webinar we will go through the numbers fast and this report will help you ACE that section and enjoy the learning much more.

You will learn tons on this webinar. I promise you will walk away with a breakthrough that you can use in your very own business right away. See you on the Webinar!

Brian Bagnall



Online Business Success

Facebook, Site Traffic and How to Make Money

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Introduction: Take a Walk on the Road to Success

Imagine that you signed up for a marathon. You simply don't sign up for a marathon the day before. You train. You work out. You take test runs before you even get to the starting line.

Even so, there is no guarantee that you will win. What is important is that you get there. Some people waltz over the line and go out for a beer after. Some people never get there at all. They collapse right in front of the finish line and never get up again.

Some people get to the finish line before you do. Success can be as far away and as elusive as a dream. Especially online. Since the Internet was born, people have been using it as a method, as a system for success.

Ordinary people have turned their simple ideas into a thriving Internet business. Do you ever browse those sites, notice the number of people who visit and wonder, *what is happening? What does their website have that mine does not?*

Many ordinary people have turned simple ideas into multi-million dollar success stories. The small business, the family business and even large companies have successfully increased their revenue through the use of the “virtual” storefront.

These days you can pretty much walk through the Internet the same way you used to walk through a mall. In fact, it's even better than any mall because you can find products and services from around the world, anytime and anywhere.



If you've decided to start your business on the exciting world of the Internet, then good for you. Maybe you already have and are tearing your hair out. Does it seem like *everyone else* is successful but you?

You can probably count the number of hits you get in a day, on one hand. Teenage blogs have more traffic than your website does. In the marathon of success, you are running way behind. You know that you will eventually get there, but eventually just doesn't cut it.

Well, I can help you turn your business around. I am the leading Facebook Social Ads expert. I know Facebook advertising inside and out, and have been doing it even before Facebook became a worldwide phenomenon.

You might be blinking at the page, asking yourself: "What do Facebook ads have to do with my success?" Well, read on.

Think your business needs help? I'm the perfect guy for the job. I have over 300 active clients. No business is too big or too small; I've helped small time businesses to Fortune 500 companies.

Imagine this. I started my first business with nothing but \$3000 in my pocket. Now I manage a successful multimillion dollar business that creates wealth for people like you. I *will* increase your revenue! It doesn't matter whether you are selling your grandma's cookies online or if you're pioneering a revolutionary new service.

I'm considered one of the top experts in my field.

I can help you finish that marathon in record time. This book and the accompanying webinar will teach you how to increase revenue



substantially by making simple changes and utilizing an advertising tool so easy you'll be surprised that you ever overlooked it.



Chapter I: Why You Need A Business System

One of the biggest mistakes first time business owners make is to create a business without putting any thought into the system. A few learn it along the way. Most simply fail.

Before you even start, you need to ask yourself some questions:

- Do you know what specific product or service you need to provide?
- Is there a need or can you create a need for this product or service?
- Will you or do you have customers?
- Is there a market for your customers?

Defining a Business System

The broad definition of a business system is a procedure or process that uses a method of delivery to get the goods/services to customers in a certain market.

Taken literally, this can mean that an ice cream truck is a business system. It delivers the product (ice cream) straight to customers in a certain market.

However, this definition can be broadened or narrowed according to your need.

Do not confuse a business system with a business *type*. Keep in mind that the definition above is the most basic of definitions. There are many different ways to define a business system.



An inventory system, for example, is a mini-business system within the business. It is a vital part of the system, but many people take it for granted. They tend to think of business systems as one or two working models that they *need* to implement. Many businesses fail because they copy systems that have been perfected for other businesses and apply to their own without doing the necessary research.

There are four necessary steps to take when starting or even changing a business.

Research. Information gathering, surveys, and other tools to collect the necessary data needed for your business.

Planning. Analyzing and using this data for a plan of attack. This can mean anything from planning an internal company party to an overall goal planning session for large companies.

Execute. Executing your carefully researched and planned attack, doing what needs to be done and making no excuses.

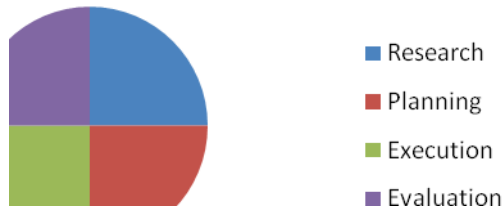
Evaluate. Taking data from what has been done and checking to see if you're getting the results you want.

For many business owners, they skip right to the execution phase without giving it a second thought. And, what's more, they think of the process as a linear process that ends after execution.

It is important to think of the process as a circular (and never-ending) one. Research affects planning and planning affects execution. Execution can also affect planning, like when emergencies occur.



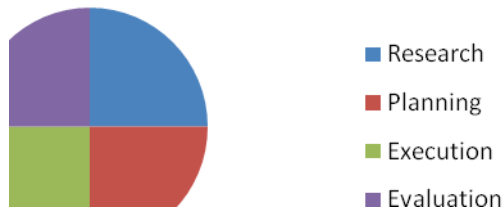
Defining Systems



Keep in mind that this is the basic idea. It's up to you to know how much time to spend on certain aspects, like research or planning (based on your niche).

So your system may look something like this.

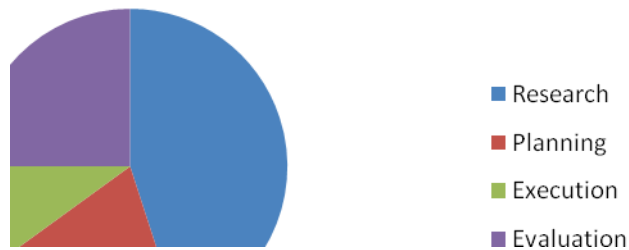
Defining Systems



Or it may look something like this:



Business System Plan 2



Business Plan 1 divides each segment almost equally. Business Plan 2 spends a majority of the time on research and planning, which can make execution easier.

Do you know why franchising is so successful? It's because the business system has been tried, tested and proven. Franchises have a system in place that already *works*. Think 7/11—the quintessential model of the perfect franchise.

Not only is the franchising model itself a system, but their product arrangements, employee hiring methods, the self serve model are all business systems within the system. The great thing for the franchise owner is that they do not have to think about anything—everything has already been set in place for them.

Internet startups or virtual stores are one example of a business system with many little business systems incorporated in them too. The online stores you visit every day probably have some of these features.

It has products to sell and a nifty info bar that tells you that if you like this product, you should check this one out too! And by the way, you can have them both for reduced shipping. To protect your money



and identity, we use online services like PayPal besides regular (secured) credit card payment.

All of these are systems to help ensure the sale and/or the customer's satisfaction.

Working without a business system is like going into battle naked. But working with a business system that is too rigid is like pitting guerilla warfare against nuclear weapons. You have to learn to adapt, use and perfect your business system to suit the ever changing business climate.

You Need One, Can't Live Without One

Business systems also provide a soft place to land on in case you fall. Let's say your business is audited by the Internal Revenue Service. If your accounting system is good, you should come out of it unscathed. Your accounting practices are just one of your systems.

Business systems also provide a framework for many aspects of your business. Think of your business as a human body—when one system fails, everything goes haywire.

The important thing to remember about business systems is first, they are infinite and second, that you can change them to suit your ever changing business needs. It's also important to think of them as levels and as means to an end, whatever your end goal may be.



Chapter II: Facebook

A Very Brief Background of Facebook

Take a look at one of the most successful, if not the most successful, Internet social networking platform today. Founded by Mark Zuckerberg in 2004 with his buddies at Harvard, Facebook is the leading social networking site today. Forget MySpace and Friendster, everybody who is anybody is on Facebook. Nowadays, Facebook has over 500 million users all over the world.

It has become as natural as breathing to check your Facebook, to friend, to like someone or a post or simply to clutter up your day by repeatedly checking Facebook.

Create a profile, add your interests, connect with friends via chat or share photos, videos, music and notes. Users can also update their status regularly and tell people where they are and what they are doing. A News Feed feature allows users to view what other people are doing the moment they log in.

Other features include the Events feature (kind of like virtual invitations with instant RSVPs), Marketplace and the application feature, which most users use to play games or add tweaks to their profile page.

Facebook is also interfaced with a lot of other social networking sites like Tumblr, Twitter, StumbleUpon and allows people to share posts, sites they love and even cross post from one platform to the other.



Even before Facebook started tweaking and redeveloping its software, companies and advertisers started to see and use the potential of Facebook as an advertising platform.

The first rule of advertising is that the best way you can secure customer loyalty is through word of mouth. And what's better word of mouth than a status saying *I Love This Product! Video! Artist! Pair of Shoes! Etc.*

Advertisers and companies can set up pages for free and use Facebook as a way to promote new products and events. It's an easy way to get information to a captivated market of literally millions of people.

Facebook Ads

If you have a Facebook account, you probably log in and check your profile at least once a day. You also probably ignore the ads on the right side of the screen. These are the famous Facebook ads.

Facebook ads help you build your brand without needing to resort to expensive advertising campaigns. One great feature is that they are fairly simple to learn. The second is that you can enter a variety of different markets and niches without having to step out of your own office (or more accurately, step away from your computer).

Facebook Ads. Work like any mainstream classified. They are straight up advertisement, often branded with links to external sites, Facebook applications or the Facebook page itself.

Here's an example of a Facebook Social Ad:





That little like button at the bottom, next to the thumbs up, is one of the most important features of a Social Ad. It will show up on the user's profile and in their news feed when a user clicks the "Like" button.

A key factor of how these ads work is that they are interconnected with user profiles. You determine the target market. Take wedding businesses, for example. A normal advertisement in a magazine would only impact about 1% of the readers, those who are actually engaged or in the process of getting engaged. Facebook filters ads in such a way that they only show up to users that are actually engaged (those that are most likely to click on them).

So, if your profile says you are not engaged, then the wedding advertisement would not be shown to you. This is the reason why these advertisements are effective. They cater directly to the market you need for your business.

Facebook advertisements can also reach different targets depending on your specifications. You can select by age, where they went to school, what jobs they have and most especially, the interests they list in their own profile.

Okay, you might be asking: *"But wait... I have gone on Facebook and seen ads posted that have absolutely nothing to do with me!"*

That's right. It's actually pretty common to find ads displayed to you that you never would have been interested in. That's how you spot



the marketers that don't know what they're doing. This is also why you need to read and find out how to get the best return on your Facebook ad investment, and what you can do to direct traffic to your business.

Chapter III: Your Online Business and How to Make It Work for You

Why Online?

Putting your business online may be the smartest business move you make. If you already have a tangible business, like a store that you run from 9-5 every day then it is a viable way to expand your market without adding to overhead (or at least not very much).

Online businesses are virtual stores. Customers can stroll in any time they like, no matter where they live, what time zone they live in or what currency they do business in.

Elaine is starting an Internet business selling homemade plush toys. Her product is a hypoallergenic stuffed toy, made with all natural fibers that appeals to kids and people with allergies. She names the business NoSneeze.

Before she begins, Elaine considers a few pros and cons for an online business. For her, a virtual store means less cost for both production and overhead, a business that is forever open, a chance to manage her own hours and, if her business is set up right, an immediate response for delivery or customer needs.



The cons are *she is not there to say hello*. She can't put a salesperson right next to the customer to help the customer with the buying process. Example: *"Hey, I bet your daughter would really love that stuffed animal. It's actually our most popular item."*

Her website has to do all the talking for her. Second, she needs to make sure she has a *working, beautiful* site that does not scare customers away and is easy to use.

Let's say Elaine has already established NoSneeze successfully and operates a store from her hometown. She automatically has a customer base. Maybe she already has some national exposure through ads or a publicized write up on her business, then the brand already has the makings of loyalty.

However, pretend that the opposite is true. Let's say that Elaine decided to go online and maybe open a small store later, if she makes a profit. Her customers have no brand loyalty. They have no idea what she looks like, who she is and if the dolls are actually what they say they are. There is a factor of distrust that factors into online transactions.

The Technical Terms

Leave Elaine to contemplate her dilemma for a bit. Now, take a look at some terms that will help you understand the "technical" aspects of a virtual storefront.

Impressions. The number of times your ad is shown. Keep in mind that this is the number of times that your ad is shown and NOT the number of people that have been shown your ad. The same person can be shown your ad 3 times and that would count for 3 different impressions.



Clicks. The number of times a prospect actually clicked on your end.

Click Through Rate (CTR). This is a method of measuring how successful your ad is. Let's say that Facebook show's Elaine's ad 1,000 times (1,000 impressions). Let's say that 10 people actually click on the ad. Her CTR is calculated by dividing the number of clicks (10) by the number of impressions (1,000). That means the ad has a 1% CTR.

Cost Per Click. The amount paid by you (the advertiser) to Facebook every time someone clicks on your ad. The model is known as pay per click, because you only pay Facebook when your ad is clicked. So, if nobody clicks on your ad, it doesn't cost you a penny.

Number of Opt-ins. The number of people that opt-in to your email list. If your main objective is to collect leads, you want to send people to a page with an opt-in box. The number of people that give you their name and email address is the number of opt-ins.

Opt-in Rate. This refers to the percentage of people who actually opted in to your email list. One of the keys to marketing on the Internet is to get more people to sign up and get a higher opt in rate. To get your opt-in rate take of people that opted in to your list and divide it by the number of people that actually visited your opt-in page. Example: If 100 people visited your opt-in page and 20 of them opted into your email list, then your opt-in rate is 20%.



Gross and Net Profit. Profit = the amount of money tht you make (after expenses). Gross profit is the total amount you make in sales, without taking into account expenses. For every sale she makes, Elaine makes a gross profit of \$50.

After Elaine deducts how much she spends on fabric, stuffing and material for her business, she is left with \$20. So her profit at this point is 20\$.

In order to increase revenue and know more about online business, Elaine also has to understand how her site can generate sales for her NoSneeze toys.

Analyzing Your Website

This means understanding how basic elements of your online business can generate more sales and consistently increase the number of sales you make per day.

Site Traffic. In real life, people hate traffic. But if you have a website, it's your best friend. You dream of it. You want people to have traffic jams and collisions on your site! This involves the number of visitors you get and how many pages they actually visit. Controlling, analyzing and measuring your traffic can give you a reasonable idea of what pages people visit, how long they stay and what parts of the page (hits) visitors often linger on.

Many people often notice that people do not linger on sites. The highest portion of traffic is often on your home page (the main page), with hits and visits getting fewer the deeper you go into the website. What a good business needs is for visitors to continue into the website and not leave. For this to happen,



you need to provide reasons for people to stay on your site longer (quality information that the visitor wants).

Free Stuff. Incentives and freebies are always a good way to get people to a website and a reason to help them stay. Naturally, people like to get things for free. You can give away a free report or an mp3 of an interview you did that provides the prospect with valuable information. The concept of “free” is very powerful. It would seem counterintuitive (from a business aspect) to give things away for free. But the idea is to get people on your list by giving them something valuable for free and then sell them things once they are on your list. Giving away things for free helps create a lot of customer loyalty too.

Leads. Generating leads is an important part of marketing online. You generate leads for your business by advertising to your customers in places where you that they hangout (related websites, etc.). This helps to generate hits to your own website. Ads are just one way to generate leads. You can also make your website search engine friendly (SEO).

The best leads come from satisfied customers who spread the word about your business. There is nothing like happy customers willing to give you free advertising.

Upsells and Downsell. One of the reasons Amazon.com is so successful is because they suggest products that you might like (based on what others have liked) based on what’s in your shopping cart already. For example, If you put a CD into your shopping cart, Amazon will suggest about 5 other CD’s that similar users bought (taking into account the items that are already in your cart). If you add a camera to your shopping cart,



Amazon's system will automatically suggest accessories for that camera.

Affiliate Programs. Also known as associate programs, other websites will pay you to refer them customers. Some affiliate programs will pay you per lead or click. Others will pay you only when someone you referred buys one of their products.

You may think that this idea is simple, but you can make tons of money being an affiliate for other people's products. You also can't always offer your customers everything they need (because your business needs to have a focus). So it's great to be able to offer your customers products or services that can help them (that you can't offer).

Affiliate programs are also great to use if you don't have your own products or services (yet). You can build your list and offer the people on your list affiliate products that they would be interested in. As you create more of your own products and services, you can phase out the affiliate products.

Sales. As with any business, the core component of your website is the sale. Without it, you won't make any money.

You know you have a great product but the trick is getting people to realize it too (so they buy). Sales happen when your website meets the following criteria:

- a) gets traffic
- b) gets the right kind of traffic
- c) gets people to stay and browse your website
- d) gets people to opt-in and
- e) has a good follow-up sequence that encourages people to buy.



All of these factors contribute to a successful sale.

Samples and free trials also do a great job at driving up sales. It gives customers a taste of the product and if it's a really good product, it often leaves your prospect wanting more.

No matter what technique you use, getting leads and sales should be the core of your business.

In order to make a successful website, Elaine has to know all of these and plan accordingly so NoSneeze will be a resounding success.

Chapter IV: How Site Traffic Makes You Money



The core of your website's success depends on the amount of and the quality of the traffic you get. The Internet is the only place in the world where you actually want traffic. In real life, you would hate it.

There are many reasons why your blog, website and business is simply not getting enough traffic. Nowadays, it's hard to catch a person's attention. Unlike stores, where there are physical tangible things, a customer can simply decide that she doesn't like your website design and move on to the next website without much putting much thought into it. You usually have just a few seconds to capture your prospects attention.

The next problem is the fact that your competition is only a click away. If they do not like your price, they can simply close your website and start searching around until they find the best price. People have short attention spans. If your site doesn't grab your prospects attention and hold it, you'll lose the sale.

What am I Doing Wrong?

Take a look at your website. Ask yourself the following questions.

- Is it obvious, at first glance, that I'm a business? Do my customers immediately see my product or service without having to click around?
- Does my website have any traffic at all?
- When I Google my product, where does my website rank? 2nd, 3rd or 540th? Keep in mind that people will *never* click on every single link. They will look for the first one that suits their needs.
- Am I getting enough exposure on and offline?
- Am I exploiting social media to help me promote my product? Do I tweet, Facebook or use blogs?



“Hey”, you say. “I get a lot of traffic every single day. But my sales are still down.” If that’s the case, then ask yourself these questions:

- Are you getting the right kind of traffic?
- Are the people that visit your website within your target demographic?
- Did you put in the research to see precisely which demographic your product appeals to?
- Are you using the correct sort of media to promote your website?
- Is your message clear the moment your page loads?
- Does your page take too long to load?
- Are there simply too many places to go on your site (confusing)?
- Does the website look like it was designed in the 1990s?
- Do customers need to scroll down to see your product?
- Is your content engaging? Well written? Full of life?
- How long does a customer stay on the site?
- Where do they go? What pages do they ignore? What pages do they linger on?

Be honest with yourself. You may be in love with the design of your website, but if it’s hard to load, ugly or simply uninteresting, you’re driving your customers away. Where are they gonna go? *Straight to your competition*, who probably have better designed websites than you.

If you are attracting the wrong kind of traffic, it is like having browsers in your store who simply never buy anything and cost you money every minute they stay there.



Making Your Customers Stick

The key to conversion (sales) and staying power is stickiness.

A wonderfully designed website, with easy to see products and the right traffic is a good step towards creating stickiness for your website. You want your website to stick like glue.

Nothing beats a spiffy, professional looking website. Design your own or make the investment and get someone to design it for you.

Your website design is also crucial when it comes to having people find your site (if the right keywords and tags are used). Once your customers land on your website, it should be easy to navigate.

Anyone who has ever had the misfortune of navigating a poorly designed website knows that frustration builds quickly and the end result is usually the prospect clicking the “back” button and not buying your product.

Easy to use websites are a blessing to customers and business owners alike. The easier the website is to use, the more likely the customer will follow through with buying your product. If you’ve ever wanted to pull your hair out because you were trying to buy something on a website and you couldn’t get through the credit card verification process, you know how this works.

Assisting Your Sales

When you use the correct kind of sales copy on your site, in your emails, in your newsletters and in your advertisements, your business will be successful. Billions of dollars are spent on advertising campaigns—mainly because they work.



Make sure your copy is attention-grabbing, detail oriented and interesting. Most importantly, you have to convince your prospects to buy.

Always provide the following for your customers: free helpful information, testimonials from other satisfied customers and information about who you are. Many customers are bright, suspicious and have the education to make informed decisions.

Another way to build customer trust and drive up sales is to remove the risk. Privacy statements, a way to pay without divulging personal information (like PayPal) and money back guarantees all work to let your customer know that you are concerned about their security and their satisfaction with your product.

The key to increasing sales and profit is to get the *right* traffic to your website. You can get people to your site by using Facebook ads, search engine optimization or whatever advertising medium you prefer.

It also means getting people to stay long enough to make a decision to buy your product. Asking the right questions and following these tips will ensure that you do.



Chapter V: Take The Webinar!

Lost?

By now you should have a solid idea of how to improve traffic to your site, as well as a better understanding of Facebook ads and how they work. You may even be checking Facebook right now.

Maybe you feel a little confused or feel like you need more information. Maybe you're feeling like you need a little more clarity. Well, I have great news. I'm going to do just that.

I'm going to be doing a special webinar to help you through the confusing aspects of advertising on Facebook. On the webinar you'll get even more in-depth knowledge about how marketing works so you can start watching your profit soar.

What You Will Get

The webinar will cut through any remaining confusion and help you through the process of getting your ads up and running on Facebook. I'll take you by the hand and we'll go step-by-step through the exact process that I use to make over a \$300K using Facebook as an advertising medium.

I'll teach you how to create an ad with eye catching visuals and how to determine the right images to use. I'll teach you how to choose the best revenue generating keywords for your ad that will grab your



customer's attention and cause them to click on the ad. This will be a no fluff webinar!

I'll show you how to choose the right demographics based on your target market and product. We'll also cover how to know who your customers are down to the nitty-gritty detail and you can use the information you gather from Facebook to better promote your product.

You'll learn how to write profit-grabbing headlines and excellent advertising copy. Forget passive voice, active voice is the way to go. You will know exactly what to say and how to say it best.

We'll also cover a few of the best bidding strategies to get the most out of your investment.

Not only will you learn about the ad process itself, you'll also learn where exactly to send traffic to generate the most sales. You'll learn how to find the weak points of your website and what to do about them!

You'll also learn how to test and track your site traffic and increase profits with minimal effort. You'll learn everything you need to know to take your business to the next level using Facebook.

You should jump on this webinar even if you feel comfortable advertising on Facebook. You're guaranteed to walk away with information that will alter your life forever.

Sign up for the webinar today and start making money with Facebook Advertising!



In Closing...

OK – Now I threw a lot at you there. But the bottom line is I want you to really learn a lot from the webinar event we are having. And I don't want you to miss it or for it to be over your head.

It is O.K. if you do not understand everything. I don't always get it the first time myself. But the fact that you made it this far means to me that you have what it takes for success and I bet YOU will get the most out of this event we are doing for you.

Make sure to mark the date and time and set a reminder on your Alarm Clock on your phone, as well as adding it to your calendar. Heck even put a post-it note on your screen.

I really feel this will be the best information I have ever given in any event or medium. And as you can see this free report was powerful but it was to help you fly through the webinar event when you are on live.

Also, the webinar event will be much easier than what you read here. But you were able to consume this at your own pace. The webinar will move fast so I wanted to prepare you.

I look forward to the webinar event and seeing your name in the box next to mine. You will be blown away by “The Facebook Ad Formula.”



Sincerely,

Brian Bagnall

