



STUDENT ATTRACTION INTENSIVE

Week Six
PAID ADVERTISING



WELCOME TO

PAID ADVERTISING

Week Six

It's time for you to master Facebook and Instagram advertising. This week our Social Media Strategist, Tracy Morgan will be walking you through the exact strategy you need to follow when it comes to executing your Facebook ads.

In the training, you'll be seeing Tracy's screen as she gives you the exact steps to take! No guesswork here, it's all laid out for you.

ADDITIONAL RESOURCES TO ACCOMPANY THIS WEEK'S COACHING CALL

**STANDARD EVENTS VS. CUSTOM CONVERSIONS - THE DIFFERENCE BETWEEN
THESE TWO, AS WELL AS HOW TO FIND, CREATE & INSTALL THEM.**

PART 1

PART 2

HOW TO SET UP YOUR "SEND MESSAGES" AD

PART 2



WEEK SIX CHECKLIST

DAY 1

- Context setting
- Why I like FB Ads for small businesses
- Mindset - testing, science experiment, etc
- Ecosphere + what you'll need to have for your digital foundations
- You'll need to buy traffic
- Essential Bits
 - Strategy
 - Audiences
 - Ads
 - Components
 - Goals + metrics
- Objective pyramid
- Campaign mapping

DAY 2

- What exactly IS a pixel
 - Base vs. specialized
 - Use Pixel Helper
- Set up + install your pixel
 - Copy/paste
 - Specialized pixels
 - WordPress - PixelCat
 - Squarespace
- Email service providers
 - Key activities -building your email list via lead magnet or webinar

- Open rates
 - Augment what's going on with your Ads
- Landing Pages/Optin Forms - CK, MailChimp, Kartra or others
 - Confirmation pages
 - Place pixel! Both on LP and confirmation page
- Auto responders + Sequences
 - Deliver the goods
 - Use sequences to warm, nurture, sell
- Process review
 - Landing page
 - Opt in
 - Thank you/success
 - Add traffic to top end with an Ad
 - Build your list - segmentation + tags to keep it all straight
- Create custom audiences
 - Website visitors
 - General 180
 - Specific to landing page
 - Engagement
 - FB
 - Insta
 - Video Views
 - Email list
 - Upload
- Other audiences
 - LAL
 - Value & quality of LALs



DAY 3

WTF is a funnel?!

Review layering strategy

Lining up the offer with the appropriate stage of the funnel

Amplify

Activate

Ask for the sale

Your offer

Amplify

“Boost” - and why not to

Why you can

The proper way to get a boost of an existing post

Doesn't need to be an existing post - can just create an ad talking about your perspective, your unique approach to solving this problem, simply teaching something useful

Purpose is to build a pixelated audience like Video Views, or a blog post (maybe has an opt-in embedded, but that's not the true purpose here)

Use that now-more-familiar audience to move to the next stage of the relationship

Activate

Lead magnet - guide or checklist, etc

Webinar/workshop

Discount/free something/trial - bricks & mortar

Ask

If retargeted at the bottom of the funnel, could send to sales page

Retargeting sales page viewers with testimonial ads that send traffic back to sales page to buy after overcoming objectives

Overview of the platform

Get to BM

Direct link

Yes you do need BM if you're going to use custom audiences... and you better bet you are!

Timeframe

Mostly use lifetime, last 7 days, yesterday

When active, looking for trends

Afterwards, looking for opportunities

Tabs - over and down

Filter by selection

Click on column headings to sort

Quick creation vs. guided

Conversion event location - specialized pixel we talked about before

Budgeting per ad set

Audiences

Where to find Custom

Look-alike Audiences

Saved Audiences

Once you've hit “publish” - what do we do next?



DAY 4

Thinking about organic social

- Not about followers or likes

- About engagement - always create excellent engage-able content

- Learn how from the experts

- Can grow organically but it takes more time

Making the most of your time organic posting

Leverage what's working now

- FB Lives

- Stories

Targeting your most ideal audience

- Create ICA

- Use Audience Insights, google search, listening in groups online

- Really focus on “where they are now” with pain + struggle, and “what’s going to be possible for them” once they adopt your way of doing things.

- Use these to create Saved audiences that you can test

A simple strategy anyone can follow

- Create consistent content each week - via FB Live video

- Share the link to your live via email, social posts, etc

- After 24ish hours, see if you’re getting good engagement

- If not, “boost” it out to more of your existing warm audience to get more social proof + engagement

- Then, once it has some action, create an ad sending this Live out to cold audiences to start building those new VVs

- Do this consistently each week with a small budget to grow, grow, grow your Custom Audiences

- Then, retarget new video views + warm audiences to get them to activate (sign up for email list or register for webinar, etc), narrowing audience to not include those who’ve already acted

- You’ll also share this activation step organically, too, everywhere + way you can



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