

3 STEP FORMULA TO THE PERFECT FACEBOOK VIDEO AD



DOMINATE WEB MEDIA
MORE TRAFFIC • MORE LEADS • MORE SALES

The 3-Step Formula

The best types of Facebook videos educate, sell and entertain. We refer to this as “edu-sales-tainment”.

All follow the same basic 3-part formula:



INTRO: STOP THE SCROLL, GET ATTENTION

Get the viewer to stop scrolling in their newsfeed and then click on the ad. This is in the first 3-10 seconds using some kind of “pattern interrupt” to implore the viewer to stop in their newsfeed and click the button to watch or unmute.

01

YOU CAN DO THIS IN 2 MAIN WAYS:

1. Use text overlays or subtitles to tell the same story visually, even if the video is muted.
2. Use text overlays to tell the viewer to “Click to Hear” your important message.

* INSIDER TIP

When in doubt go to the 3M’s: MOTION Moves the Masses.

(Movement especially in those critical first 3 seconds gets attention and can help create a better pattern interrupt.)



MIDDLE: USE THE EDIE FORMULA (EDUCATE, DEMONSTRATE, INFORM OR ENTERTAIN)

This is the “meat” of the video – about 90% of the entire video. Our best videos usually have at least two of the EDIE principles – and the most profitable videos (that go viral AND also generate millions of dollars in product sales) usually have all four. (Poo-Pouri, Squatty Potty, Dollar Beard Club, Dollar Shave Club, etc.)

02

* IMPORTANT:

How can you make your video more Shareable?

And being shareable does not mean it HAS to be funny.



END: PIVOT TO CALL-TO-ACTION

After the middle segment of the video, the ending is the time to “pivot” to the call to action. The call to action should be spoken in the audio as well as appear in the video. This can be a visual call to action banner which appears at the same time as the pitch.

03

Why People Share Things

Below are the 6 Principles of Why People Share Things, According to Jonah Berger, author of the great book “Contagious: Why Things Catch On.”



01

SOCIAL CURRENCY

Things that make people look good to talk about it.

02

TRIGGERS

Things that are cured by the social environment that make us reminded to talk about them.
(Current events, holidays, etc.)

03

EMOTION

When we feel or care about something we share it.

- Not all emotions trigger a lot of sharing.
- The 3A's - Awe, Anger, and Amusement trigger the most sharing.
- Vanity also triggers a lot of sharing.
- Non-sharing emotions: Sad or Contentment. People don't like to share videos that make them sad or just content.

04

PUBLIC

It's easier to imitate something you can see someone else already doing.

05

PRACTICAL VALUE

We like to share useful or valuable information.

06

STORIES

You may have heard the saying "Facts tell stories sell." Well, good stories also spread.

Reasons you want Sharable Content

As you can see, there are many ways to make a video shareable.

There's 3 main reasons to try to make it more shareable:

OBVIOUS REASON:

You get free views & clicks

NOT SO OBVIOUS:

You get rewarded by the Facebook ads algorithm and get insanely cheap views & clicks and way more impressions. And this is on an exponential scale not a linear scale - so in some cases you can see your cost per video view be 10-20 more or less than another video depending on the quality. (And when you're using the Website Conversions Objective, this equates to 10-20 times your conversion costs...)

ANOTHER REASON:

Chances are, if your video is shareable then you're making a good impression with the viewer and building an instant relationship. (You're making a deposit of "goodwill" or "relational equity" with the consumer.)



The EDIE Formula



EDUCATE

How can you educate the user about something that solves their biggest challenge or frustration, or helps them achieve their deepest desire?

01

This 6-minute video continuously educates while also seeding the next action, which is to register for a webinar.

>> https://www.facebook.com/?feed_demo_ad=6055720367468&h=AQBW9NiuWtwl-klt

This next one is a 9-minute video! With bad lighting. (Daylight was running out and soft box lights wouldn't work in the scene) And it generates new customers for under \$5 per customer...

It educates and gives some useful, recipe-like information that people like to share. ("The first 4 audiences we start every campaign with" which, in this video, is useful information for the end user. This exemplifies, practical value, the reason #5 - of why people share.)

>> <https://facebook.com/DominateWebMedia/videos/975583382477325/>



DEMONSTRATE

Show your product in use, show a transformation, or demonstrate solving a problem. (Show you can help them by actually helping them.)

02

This video produced by Karen X Chang is a perfect example of demonstrating.

>> <https://www.youtube.com/watch?v=z6oxpWICzrU>

Products that solve problems work well for this modality. For example, a tool or software that saves you time, money or a headache is perfect for a demonstration. However, an important (and often missed) element to winning with this style is making sure you bring attention to the problem your product or service solves first.

This video does a great job of doing this:

>> <https://www.youtube.com/watch?v=FP9vrH548kU>





INFORM

Give people an "Aha Moment"
Try and make your audience aware of a problem they might not realize they have.

03

Example: informing people about foods popular culture might believe are healthy but are actually causing you to gain weight, lose energy, etc.

Or try and make your audience aware of a solution they might not realize exists.

Example: How these 11 superfoods can transform the way you feel every day, and that you can get them all without spending \$300 at the grocery store.

>> <https://www.facebook.com/VegetableJuicing/videos/989895737732299/>



ENTERTAIN

If you can entertain and make people feel good, laugh, or smile, they will watch your video over and over, and share the heck out of it.

04

A well written, produced, and directed film keeps people captivated and glued to their seats for two hours. When you sit through a great movie, you disconnect from reality and all the craziness of the outside world...

The most viral videos entertain people more than anything. How can you put just a little extra effort into making your short minute video a little more entertaining?

The best and most profitable videos have all four of EDIE's principles. Dollar Beard Club, Poo-Pouri, Squatty Potty, and Chatbook are a few examples:

DOLLAR BEARD CLUB

(Used a proven formula introduced by Dollar Shave Club for their first big video, but have produced several more home runs since with their own authentic style.)

>> <https://www.youtube.com/watch?v=bU64GI0Aj3A>

POO-POURRI

>> <https://www.youtube.com/watch?v=ZKLnhuzh9uY>

SQUATTY POTTY

>> <https://www.youtube.com/watch?v=YbYWhdLO43Q>

-Chatbook

>> <https://www.youtube.com/watch?v=PTTs7ewuDY8>



Content Types

When doing video ads on Facebook, there are two main content types you can use to affectively get an opt in or sell your product. They include:



ADVERTORIALS

3-6 minutes is the sweet spot. However, we have 6-12 minutes videos doing exceptionally well too.

3-6
MINUTES

EXAMPLE:

<https://www.facebook.com/204882222567/videos/10153171899197568/>



SHORT "DID YOU KNOW"

Usually about 13-30 seconds long.

13-30
SECONDS

EXAMPLE:

https://www.facebook.com/?feed_demo_ad=6029557472475&h=AQAX7mQcwBatxkug



TRADITIONAL COMMERCIAL STYLE

About 30 seconds - 3 minutes in length.
Most videos you see follow this style and can be highly affective.

30 SEC.
3 MIN.

Video Ad Tips

Some helpful tips when creating the video include:

01

An introductory pattern interrupt gets people to stop in their newsfeed and watch the video. Show motion, wave your arms, flash a button on and off to get attention. See the examples above as well as this one here:

[see next page]



Visit DominateWebMedia.com for More Facebook Ads Trainings & Resources



02

The middle section of the video is where you educate with an eye towards the eventual call to action. Teach them something really helpful and useful - this ideally should be something that they really need.

03

In the middle, hit on a major pain point - but teach them how to resolve that pain point. The best videos include a solution that is either counterintuitive or something they had likely never thought of before.

04

Use visuals wherever possible to reinforce your educational message - these really help to drive your point home:



05

Make the ending call to action a "pivot" from what you just informed the audience on. A good pivot is like this:

“

If you enjoyed this tip/resource/step by step process, then you will love our (insert product name) where I teach you even more tips that will (benefit). All you need to do is simply click the link in this post or in video to grab your spot/register/sign up

”



06

Show the Call to Action at the end of the video in a banner that reads like this:
"Click the Button or Link in this Post to (your call to action)"



07

Make sure the audio at the end of the video reinforces the call to action on the screen.
This should also say: "Click the Link in this Post or On This Video"

Video Ad Copy Tips

01

Use questions in your headlines where appropriate
(see below ad copy examples).

02

Use brackets in your headlines where appropriate
(see below ad copy examples).

03

Insert a "naked URL" at least twice in your ad copy so people
can click to your landing page before the video ends

04

Reinforce the content in the video in your ads.
This may be done using Short, Long or Long-ass copy:

Short Copy

[Brand New Video Tutorial]

5 Steps To Crush It With YouTube Ads. If you're looking to get leads & customers, then these 5 steps will guide you on exactly how to create YouTube ads that sell: <http://tombreeze.com/masterclass-presentation-optin/>

To grab the full 75 minute masterclass of Tom, live on stage speaking to 600+ people in London, where I share more strategies, case studies and split test winners then click here: <http://tombreeze.com/masterclass-presentation-optin/>



Long Copy

The fastest way to improve any traffic campaign is to have a proven, repeatable system that turns your audiences into a tribe of loyal, hyper-responsive customers.

7-Step Formula: www.DominateWebMedia.com/Email-Machine

And my friends over at Digital Marketer have created an amazing resource and a case study that will help you do exactly that. Ryan Deiss has created a “copy and paste” 7-Step formula that you can start using right now to turn leads into both loyal evangelists AND buyers. (i.e. Create goodwill and generate sales!)

P.S. You also get access to the “B X D + C formula” that almost guarantees you higher open rates, clicks, and sales.

Start getting better results with your Traffic campaigns just like Graham talks about in this video
>> www.DominateWebMedia.com/Email-Machine

Long Ass Copy

After spending over \$10 million on Facebook Ads over the last 7 years with agency & coaching clients, and currently averaging over \$600k/mo in ad spend (see video), I share my #1 Lesson learned in this video...

Also in this video: See the FIRST 4 Targeting groups (Ad Sets) you should start every campaign with.

To help you generate that crucial momentum, I'm giving away a FREE physical copy of my book - the world's #1 Bestselling book on Facebook Advertising (Plus \$4.95 S&H) AND Free access to my 7-Day Facebook Fast Start Boot Camp...

So, basically for the same price as a cup of coffee, you're getting:

Gift #1 - Physical copy of “Ultimate Guide to Facebook Advertising” which retails for \$17.95 on Amazon and is rated 4.5 stars.

Gift #2 - Video Training on “How to Choose the Right Campaign Objective”

Gift #3 - Video Demo on “How to Find the Perfect Target Audience”

Gift #4 - Video Demo on “How to Boost your Post for Quick Momentum”

Gift #5 - Video Training on “How to Use the Power Editor”

Gift #6 - Video Training on “The 4 Key Custom Audiences” for Every Campaign

Gift #7 - Video Training on “Your First 4 Ad Sets” (Targeting Groups)

Get it all here >> www.DominateWebMedia.com/free-book-2

Top 4 Fast Start Questions I get asked:

1. Is this all REALLY Free?

>> Yes! You get immediate access to the Facebook Fast Start mini-course, which includes 6 videos plus a 5-Step Jumpstart Execution Guide. We also ship you a physical copy of the “Ultimate Guide to Facebook Advertising” book. We just ask you to help cover SOME of the purchase & shipping costs. (This is a big book and it costs us much more than \$4.95 to ship...)

2. How do I access my trainings?

>> When you click the link in this post it will take you to a sign up page; after you fill out the information and hit submit, we will send you an email with login instructions. It's that simple. The book is shipped out to you via First Class mail.

3. Is this Training for Beginners or more Advanced Facebook Advertisers?

>> Both. If you're a beginner, then this training is perfect for you. If you're an intermediate or advanced advertiser, this training is still an awesome template for you to use for all new campaigns moving forward...

Get it here: www.DominateWebMedia.com/free-book-2

