

Hey, everybody. This is the Facebook Ads with a Twang Podcast. I'm your host, Ben Blackmon. And today, we're going to be talking about how to leverage your LinkedIn connections for massively successful Facebook ads. Here comes episode #55.

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Facebook Ads with a Twang is dedicated to take the often over-complicated process of creating simple, successful Facebook ads, breaking them down step by step in less than 10 minutes at a time. Let's get started.

Welcome, everybody, to episode #55. And I'm just going to be talking to you a little bit about how we're going to take our LinkedIn connections and really use them to create massively successful Facebook ads.

And before I get into that, I wanted to mention to you that I was reading this book. And in the book, there were so many—I mean I just can't even tell you how many amazing quotes there are that I was overwhelmed by them. I couldn't [00:01:06] fast enough. I couldn't highlight them fast enough. But there were a couple of them that really stuck out to me. And I wanted to share them with you. And I actually posted this on Facebook just a few minutes ago.

One of them said: "You can live your life by either playing offense or defense. It's your choice." And I think that's really good to remember because it's as true for Facebook ads as it is anything else. You could either stick it out there and see what happens, or you can constantly be worried about how much money you might lose or if it doesn't work right away, what are you going to do. Those are always our choices.

And I'm not saying you should just throw stuff out there and not plan. But what I am saying is if you don't put anything out there, it's going to be tough to make it a success.

The other thing—and this hits me close to home because I used to have one. What the gal was talking about was that "mullet wigs change everything." He said if you want to have a really great party, go buy 50 mullet wigs off of Amazon right now. That will change everything. And that is so true.

I used to have a mullet back in the day. Yes, that is true. I kind of miss it though, but anyway... that is so true!

I think that's just important not only just in life, but in our Facebook ads. It's okay to put our personality out there. It's okay to show people who we are. Facebook is not a business connection platform at all. It's

a person-to-person connection platform. It's an engagement platform. You're not connecting with a business, you're connecting with a person.

And so I think that's the mistake that a lot of people have in their Facebook images and copy and their business page and so forth. They're trying to connect their business to a person instead of person-to-person. So, you just might want to think about that when you're writing your copy.

Alright! So, let's talk about LinkedIn. And if you're not on LinkedIn, that's okay. You can still get some benefits from this because, at some point, if you do get on LinkedIn, then this will help you.

And this episode may not be for everybody insofar as it's really easier for people who provide a service—typically coaches, consultants, authors, speakers, course creators. That's typically who's going to benefit from this the most. But it doesn't mean it can't work for your business. You'll just have to listen to what I have to say and then make that decision.

Now, you may or may not know this—and I used to talk about this all the time. I don't know why I quit. But you can download your LinkedIn contacts which is pretty cool. So anybody that you've connected with on LinkedIn, you can download those contacts.

I went in on Google just a few minutes ago and typed in “how to download your LinkedIn contacts,” and the instructions from LinkedIn, those aren't right. So I'm going to create a short video on how to do this. It's not difficult. It's almost like LinkedIn doesn't want you to find it even though they provide it to you. I don't understand. But anyway...

Right now, it's still available even if you have just a free account (which is what I have).

We all know that successful Facebook ads really start with targeting. That's the key. And if you don't have the right targeting, it doesn't matter how awesome your ad is, how nice your video, how great your copy, how compelling your image. All that takes a back seat to targeting.

So, what we're going to talk about here is leveraging your LinkedIn connections for that purpose. You're actually able to take your contacts from LinkedIn and upload them into Facebook.

And so, one of the things you have to remember as you're moving forward and you're going to try this strategy, you want to make sure that the people that you're connecting with in bulk—and I'm not saying you can't connect with other people. But for the most part, the people are within your ideal audience or

close to it. So try connecting with those people as much as possible. You want to download your list readily so you can take a look at it and see if it does seem like it is at least mostly your ideal audience.

Now, you really have to have at least 500 connections of people who are your ideal audience before you want to upload it to Facebook. That's not an exact rule, but the reason is we're going to create what we call *lookalike audiences*, meaning audiences that look similar to those contacts. And the more information we can give Facebook, the better off your lookalike audience is going to be really similar to your ideal audience.

But we can also target our connections as well. Once we upload our LinkedIn contacts, we can actually run ads to them as well if that's what you want to do. That's fine. I really use it for lookalike audiences more so than marketing directly to them. But it really depends on what you're doing. Either way is okay.

And the way that you upload those, once you download those from LinkedIn, you upload those. You go into your Audiences section in the Facebook Ads Manager just like you would your normal email list. And the cool thing is that you'll be able to get better matches because you'll have the information. You'll have their first name, last name, email address, business name, that kind of thing. And you can ask Facebook to use all those items to match. And so that really helps you get more people matched which is extremely beneficial. Now, hopefully, you can already see the power in that.

Now, there are a couple of challenges—say you only have a few connections. Hey, that's okay. Don't worry about it. The solution to that is start searching for them and connecting with them.

So, in my case, if I'm wanting to target coaches, if that's my ideal audience, I can go in to LinkedIn—and if you have a more advanced account, pro level account or whatever, you can do even more in-depth searches. And you may want to do that. You actually might want to invest in a higher level account in LinkedIn so you can get those more in-depth searches of specific people in a company or job titles or whatever.

But for me, I can just type in “coaches.” And then, I select “people,” and I go in and I start asking to connect with them.

And when I can, I send a custom inbox message just saying, “Hey, I saw you on LinkedIn. I really like what you're doing. It looks like you're into some really good things.” And I want to make sure that they are. I want to look at that. I don't want to just say it. And if they are, I say, “Hey, I'd like to connect with you. Let me know what you think.”

You're not trying to sell them. You're not trying to get them to opt into anything or buy anything. You're just trying to connect with them.

Now, this is time consuming. So if you don't have time for that, that's okay. Just go ahead and send them a connection request anyway.

The other challenge you may have is if, like I said, the connections aren't a good match. Well, if they're 80% a good match—meaning 80% of your connections on LinkedIn are your idea audience—that's great. That's good enough. Facebook will sort that out when you upload them. But if they're not, then what you do is when you download your contacts from LinkedIn, you can go through and sort by certain things.

Now, it may not work for everybody. But like for me, I can go in and I can find everybody that has coach in their business name or their position in a company or a company name or email address or whatever. And then, I can sort those out. If they have coach in there somewhere, I want to sort those out. And those are going to be my ideal audience. Hopefully, that makes sense.

Now, the other thing I want to mention to you is that when you download this, you also get their email addresses. I'm not going to tell you whether or not you can email them or not or whatever. I mean I believe that you can from what I know. But I don't necessarily use that for mass emails.

And I'm not against cold emailing people. I don't see that as a big deal or some kind of bad thing. It's marketing. If you're not willing to cold email people, to me, that sounds like you're ashamed to market. You know what I mean? It's okay to put your message out there because somebody needs it. Most people won't, but some do. And so getting in front of them is important.

But that being said, you can use it. Just be cautious because it's tempting to take those emails and start blast emailing people. Don't! Don't do that at all. If you want to email people individually, that's okay. Custom email, that's fine. There's nothing wrong with that.

So here is what I want you to do as soon as you can. Go ahead and download your contacts. Go check out my video. You can go to OneFocusMarketing.com/episode55, and I'll have the video there. Download them. And take a look at it. It'll be in a spreadsheet. Take a look at it and see what information you have. See if you've just got a bunch of people in there that really aren't your ideal audience or maybe you have a lot of people who are. Go through and sort them or have an assistant sort them. Hire somebody to sort them or whatever it is depending on how many you have.

But you want to get to 500 contacts a minimum as soon as humanly possible. So start making those connection requests. Go ahead and make 5 today or 10 today and see what happens.

If you can, like I said, go ahead and message them. Message them in their inbox on LinkedIn and get connected.

And then, once you've done that, upload that stuff to Facebook. Let Facebook create your custom audience. Create a lookalike of that custom audience, run you some ads, and see what happens.

Alright! I know I threw a lot out there (and even some opinions that I have). So I hope you enjoyed it. If you would like to schedule a session with me to see if we're a good fit for working together, go to OneFocusMarketing.com/session. Schedule 30 minutes with me. Let's talk and see if we're a good fit. Even if we're not, I'm glad to talk to you about your Facebook ads or anything else.

The other thing is, if you need some additional help, you can join my closed Facebook group, *Funnel Strategies for Facebook*. The link will be in the shownotes.

Thanks so much! And I'll see you guys on the next episode. Talk to you soon.

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