

Hey, everybody. This is the Facebook Ads with a Twang Podcast. I'm your host, Ben Blackmon. And today, we're talking about using Facebook Live for your Facebook ads. Here comes episode #32.

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

Welcome, everybody, to episode #32. I'm going to be talking about how to use your Facebook Lives for amazing Facebook ads.

But before I get started, I just wanted to share something with you that happened today that was pretty awesome I thought. You may or may not know that I have two kids. My oldest son, Jayce, and then my youngest son, Evan. And even is autistic. And he's mostly non-verbal. I mean, he can talk some. But you can't really communicate with him back and forth and that kind of thing. And he's a happy guy, so don't worry about that. He's a good boy.

Anyway, we were at the local trampoline park this morning. And he was just having a good time, laughing and jumping and everything. And this kid came up to me and asked if he could play with Evan. And I've had this happen a lot over the years, and it's hard for me to answer. Well, he can try and play with him, but Evan is probably not going to communicate back or interact with him. And I tried to explain that to the kid. I was like, "You know, Evan's autistic. He can't really communicate that way." And the kid said, "Well, that's okay. I work with special needs kids at my school." And I thought, "Wow! That kid came over for the specific reason to play with my son because he knew."

And I just thought about that in life. How cool that would be if we all kind of did that every now and then, if we just gave a little bit of our time to help somebody or to interact with somebody that may not get that chance very often.

So anyway, it worked out real well. Evan didn't really play with him much, but he did just a little bit. And sometimes, just a little bit makes all the difference.

So anyway, I just wanted to share that win in my life. And now, I'm going to go ahead and talk to you about Facebook Live.

So, with Facebook Live, we're not going to be talking about how to promote your Facebook Live like before it happens. But what I'm going to be talking about is running Facebook ads after you've already completed the Facebook Live. That's where we're going to come in with this.

So, a couple of things. One, why should you do Facebook Live anyway? Well, it's really powerful. And it allows you to connect with your audience in ways that a podcast, for example, or a blog or whatever can't really do. And it's even better than just regular video because people know you're on there live. They get a chance to interact with you. And that's why Facebook Live is really good.

Not to mention the fact that Facebook puts priority on live video, meaning they put it higher in the newsfeed, they consider it more relevant. The longer it goes on and the more people that watch, the more relevant it is and so on. So Facebook Live is a really, really good thing.

And if you're one of these situations where you just don't like to be on video and stuff, I understand. I'm not saying you have to do this. I'm just saying if you can figure out a way to start doing Facebook Live, it's really going to help your business.

Now, I get asked this question. Where can you do or where *should* you do your Facebook Live from? You can do it from your personal page. You can do it from your business page. You can do it from your group. You can do it from other groups really for the most part. But what we're going to be concentrating on is doing it from your business page.

And the reason is because if you do it for your business page, then you can share it to your personal page or you can share it to your group if you have a group (if you don't have a group, don't worry about that). But your business page is really where you're going to want to do your Facebook Live.

And what can you do with it though once you've actually gone live? Well, you can do a couple of things.

One, you can promote your product or service, which that sounds good, right? You can ask people to buy. You can ask people to opt in. You can give a coupon. Whatever it is, you can promote it. Provide them a link or something like that and get people to sign up or whatever it is that you want them to do.

Another thing you can do with Facebook Live is you can repurpose it. You can actually download that video, and then use it for whatever you want. Maybe you put it on your website. Maybe you package it up and put it in as a product offering and a course or a bonus or something like that. You could put upload it to YouTube, whatever you really want to do with it. So that's a really good thing that you can do with the video.

And then, another thing that's really good is you can retarget people. So people who have watched the Facebook Live, say they watched 3 seconds or 10 seconds, 25% or 50%, whatever it is, you can set up an audience to actually run ads to those people.

And that's what makes it really good about sharing it from your business page. And what I mean by that is, if you have a group as an example, and say not all the people in the group are on your email list, but you want to be able to run ads to those people because they obviously signed up for your group, you want them to see your ads, and since you can't run ads actually in the group, how can you reach these people?

Well, if you run a Facebook Live on your business page, you share it to your group, whoever watches that Facebook Live, you can set up a retargeting audience. And I'm going to talk to you about how to do that here in just a few minutes or where you can go for some resources on that. But now, you have an ability to get to some of your group members that maybe you weren't able to get to before.

But there's more to it than that. I mean, you can retarget anybody who watches the video.

So, let's talk about what makes a successful Facebook Live. And the first thing is amazing content. You really have to have just amazing content for each Facebook Live. You don't want to make it kind of good or sort of good or just random thoughts. You want to make it really powerful within your niche. If you don't, then the relevancy of your Facebook Lives are going to go down and Facebook's not going to push it out in the newsfeed.

And then, the other thing is you want to make them really consistent. You want to try to run Facebook Lives the same time hopefully every week. If you can't do it every week, every other week, or however often you can do it. Wednesdays at 3 o'clock, whatever it is, do it consistently every week.

Next, you want to have a call-to-action, meaning on the Facebook Live, you want to direct them to do something. So make sure you have that planned out ahead of time.

The best way to do Facebook Live is to plan it out the whole month. So you'd pick one day, you'd sit down, and you hammer out all the topics, whatever your opt-ins are going to be or whatever your calls-to-action so that you have them ready and you're not doing it the day before or the day of.

And then, something that you really need to do when you start doing Facebook Live is you want to remind your audience. You want to remind your email list. You email them and say, "Hey, it's coming up." You want to remind your audience and your groups and your business page. Maybe you put that as your header

image, whatever it is that you want to do, so that people know that you're going to be live, so you can have people on there consistently.

One of the biggest challenges that people have with Facebook Live is they say, "Well, people don't show up." And so let me talk about that for just a second.

I was listening to a podcast that a friend of mine had recommended. And a couple of people were being interviewed. And they're really great at Facebook Live. They gave some amazing tips. It was a really good podcast.

But one of the things that they said was that they're able to run Facebook Live and get amazing results all organically. They don't have to pay for anything.

And I thought about that for a minute and it occurred to me that, you know, that's great that they're able to do that, but most of everybody else may not be able to because maybe they don't have nearly as big a group as these people have or nearly as big a following.

These people have a huge group, a huge following. So it's easy for them to run a Facebook Live and get people to interact that way. Facebook is going to see that as more relevant and push it out in the newsfeed more and more often.

But if you don't have that, that's okay. That's what we're talking about here. We're talking about running ads to Facebook Live.

So, what you end up doing is when you run a Facebook Live, all you'll do is, once it's over, you go into your ad level, and you can actually select that video. That will be an option in your ad to select that video as your ad. And then, of course, you run it to your targeting audience, whoever you normally would be targeting for your ads.

And then, the powerful thing about that is that you can then retarget, as I said before, the people who viewed the video. And you can do it by segment—3 seconds, 10 seconds or whatever. And so, you can create an audience of people who watched the video.

And it's a lot easier to get in front of people that way because a lot of people won't click on the ad and opt in, but they might watch some of the video. Those are prime people for your target audience.

So, I know all that might sound a little complicated. And so what I've decided to do is I'm going to create two videos. One video is going to be how to set up a Facebook Live. I'm going to show you exactly what I

just said about selecting it at the ad level when you're creating an ad. And then, the second one, I'm going to show you how to build a retargeting audience and how to select that retargeting audience in the ad set so you can run more ads to them.

So, for both of those videos, all you'll do is you'll go to OneFocusMarketing.com/episode32. And right there, I'll have two videos for you that you can check out.

Now, if you have any questions or anything like that, join my closed Facebook group, *Funnel Strategies for Facebook*. And I hope this was really helpful. If you have any additional questions—because I know there's a lot here—please, join the group. Jump in and ask questions, and I'll be glad to answer them.

I'll talk to you guys soon. And we'll see on the next episode. Thanks!

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