

Online Marketing Made Easy ^{w/} Amy Porterfield



Social Media | List Building | Content Marketing

The Online Marketing Made Easy Podcast with Amy Porterfield Session #92

Show notes at: <http://www.amyporterfield.com/92>

Amy Porterfield: Hey there, Amy Porterfield here. Welcome to another episode of The Online Marketing Made Easy Podcast. I'm so very pleased that you've tuned in.

I thought we would kick off the New Year with a topic that I think could be an absolute game changer in your business, Facebook ad targeting. When you master Facebook ads, specifically, when you get really good at Facebook ad targeting there is no doubt you are going to see some major shifts in the impact you have with your audience and a major increase in your revenue streams.

If you are super advanced with Facebook ads or you've been having amazing success with ads over the last few months or years then this episode is not for you. This episode is a really good fit for anybody that's just getting started with Facebook ads or someone who has been dabbling with ads and really wants to make a commitment to incorporate Facebook ads into your marketing strategy this year and you want to make sure you are going to go down the right path.

Maybe you've been running Facebook ads and have seen lackluster results. This episode will be perfect for you.

My goal, at the end of this episode, is for you to have a roadmap so that you know where you are going to focus. You will know what needs to be on your radar from the get go; you are going to dive deeper and learn a little bit more about "this or that" and you will have a roadmap so that you know what you need to do. That is my goal for this episode.

One of the #1 mistakes I see with my students who are just getting started with Facebook ads or have been dabbling in ads for a while is that they are targeting the wrong people. This usually happens for two reasons. Some of my students truly don't understand who their avatar is. They don't really yet know who this person is, their pain points, what keeps them up at night, where they spend their time online, what books they are reading, and what they want to focus on or what they need from my student.

Sometimes you just don't get your avatar. I'm going to be talking a lot about that over the next few months in my podcast episodes because I think it's really important to understand who your audience is and get very familiar with what they need from you. That's usually one of the challenges some of my students face when it comes to targeting. They just don't know who their avatar is yet.

There is a bigger subset of my students that know who their audience is. They know who their avatar is. They just haven't dug deep enough to understand them in a way that Facebook ad targeting could make a huge difference for them in their business. They haven't done the research and they haven't documented their successes and their losses in terms of running Facebook ads so they aren't really sure what's working. They are throwing a bunch of stuff to the wall to see what sticks and are then trying to focus on the stuff that sticks.

When you don't have a really solid Facebook targeting plan, it is really hard to keep up and follow along inside your own business.

In this episode I am going to touch on having a really simple (you know how I like it, simple and not fancy) Facebook ad targeting plan so that you can keep adding to it and in a few months you will have the most valuable resource in your business where you know exactly who your audience is, where they are spending time, and how to get in front of them with the perfect message. That's what an ad targeting plan can do for your business.

For anyone who has ever run Facebook ads in the past and has lost money, then you know the pain. Some of you might even be a little gun shy around Facebook ads because you've been burned. I will tell you that almost all of us, everyone I've ever talked to, has been burned one way or another with Facebook ads.

It's not Facebook ads' problem. They aren't doing anything to us. It's just that sometimes getting started with Facebook ads is a little clunky and confusing. You aren't really sure what you are doing and it is normal to lose a little money in the beginning. Don't be hard on yourself. Just know this episode will hopefully help you to never do that again. I just want to put it out there that I feel your pain. I've been there in my early months of learning Facebook advertising. My goal is for you to never go back there.

Inside my private Facebook group for my program, Webinars That Convert, a lot of students ask me about Facebook ads. I teach Facebook ads inside my webinars program. Facebook ads are a huge part of filling up webinars with quality people that genuinely care what you have to say.

When they start running Facebook ads, what will happen is they aren't seeing really good results so they will post their Facebook ad and a link to their webinar registration page in my private Facebook group. They will show me their ad and tell me it's not converting well. Then they ask why I think it is not working.

Nine times out of ten I know it has nothing to do with the Facebook ad image, nothing to do with the Facebook ad text, or even where they are sending traffic. Nine times out of ten it has to do with whom they are targeting and how they are targeting.

My first question is always, "Tell me about your targeting."

That's what sparked me to dive into Facebook Ad Targeting 101 today. For those just getting started with ads or those who have been struggling with ads, I want to help you create a Facebook ad targeting plan. The best way I know how to do that is to break it down in terms of different ways you can target.

I also want to help you out with some resources to find more information and data about your ideal audience on Facebook. We're going to talk about different ways to target and different ways to understand your audience even more.

Before we dive in, a quick word about our sponsor. I want to thank our sponsor today, 99Designs. I am such a huge fan of this company because they can take care of all of your graphic needs. We are talking logos, social media cover images, website graphics, and so much more. So visit www.99Designs.com/amy and get a \$99 upgrade for free.

Are you ready to dive into your Facebook Ad Targeting 101 mini training? Full disclosure: I am going to cover a lot! I worked for hours and hours on this like I do for all of these little mini trainings and I have a lot of examples and insights to share with you. Don't worry, for this episode, you do not need to take any notes because I've turned this episode into a Facebook Ad Targeting Starter Guide. This episode is outlined for you already. Plus, I've added some extras in there to help you nail down your targeting strategy.

One of the extras I've outlined in the starter's guide is to help you create a quick Facebook ad targeting plan. You can go back to this plan again and again. It is super valuable. All you need to do is go to <http://www.amyporterfield.com/92download> to get the free Facebook Ads Targeting Starter Guide. You can also text the phrase 92download to 33444 to get the guide. Make sure to grab your copy. That way you'll listen to how I explain all of these details with targeting and then you'll get a nifty little starter guide to walk you through it and remind you of all of the details I'm going to give you when you actually apply it to your own Facebook ad campaign.

Let's go ahead and get started.

When you're just getting started with Facebook ad targeting the best way to look at things is this: Warm versus cold targeting. The more you can target a warm audience, the bigger conversions you'll see. You will make more money, you'll spend less in ads, and you'll just make a bigger impact overall. I think that's a given but I just wanted to put it out there to make sure we are on the same page. A warm audience is a great audience to target.

To get you started down the right path with your Facebook ad targeting I have broken things down into four targeting opportunities. Two of them are in the warm audience category and two of them are in the cold audience category. Don't get me wrong, a cold audience can still be extremely lucrative. I think most of my ad dollars have been spent to a cold audience.

Because of that, I have seen some huge results. A cold audience does not necessarily mean a non-responsive audience. But that's why targeting is so important. If you target smart then you can do some amazing things with that cold audience. Again, we all love to start with a warm audience and that's what we're going to do right now.

Targeting Opportunity #1: Target Your Own Audiences

This is also called custom audiences. There are a few ways you can do this. If you already have an email list of at least 1,000 people you can upload that email list to Facebook. Facebook will match your email list with their database. When they find a match, and they often do, they will put it in a bucket and you can target those people with your ads. That is really valuable. We do it every single day and these are our best leads, for sure.

They convert really quickly and they tend to become buyers a whole lot more quickly than anybody else we target. If you ever needed some encouragement to grow that email list, believe me, your Facebook ads are going to get a whole lot more powerful when you do.

Another way to target your own audience on Facebook is to target your own website traffic by placing a Facebook pixel on your website, then all of your web traffic can be tracked by Facebook. When Facebook gets all of the web traffic and they know a certain amount of those people are also Facebook users, they are going to serve your ad in the newsfeed to your own web traffic. That's pretty cool.

I'm not going to talk about pixels in this episode. I will down the road because there is actually a new pixel that is rolling out. It's called the Facebook pixel. It will take the place of the conversion-tracking pixel and the custom-audience pixel. And, Facebook says in mid 2016 you HAVE to start using the Facebook pixel. For those of you who are using something else right now, don't worry, you don't have to rush to it. But I think we should start talking about this new Facebook pixel.

I'm not going to create an episode on it just yet, but I want to direct you to a really good episode about the Facebook pixel so that you can start educating yourself about how important this is. That pixel not only helps you create special custom audiences, it will also help you track any conversion you get from your Facebook ads.

This pixel is crucial. I want you to go to RickMulready.com/66. My good friend, Rick, just did an episode all about this and he will walk you through the process. He has some really good notes so that you can print them out and use them when you are ready to start using the new pixel.

Targeting your own audiences, I want to talk to you a little bit about this even further. I want you to make sure, if you haven't done this already, you must add the pixel to your website. If you want to take this one step further, I want you to add the pixel to any sales pages you have, opt-in pages, thank-you pages, any pages you have out there that you can actually target people with Facebook ads so that you get out in front of them again.

We have heard it again and again, kind of like Marketing 101, that people might not respond when they see your message the first time or the second time. Maybe the third or

fourth time they will start to pay attention. They might come to your opt-in page for your freebie. But they may be distracted or you may not have sold them on the idea of giving you their name and email in exchange for what you have to give away. They may say they will come back to it later.

When they see your ad in the newsfeed about the freebie it will be a lot more powerful in terms of grabbing their attention. There are a bunch of ways you can set this pixel up to track the different pages you have out there and then retarget that audience. That is really what it's called, retargeting.

This is important because I want to make sure you create as many warm audiences as possible when you are running Facebook ads. Let me give you an example of how I use it. This is something I teach inside my Webinars That Convert program. I set up blog posts around certain topics. During my webinar promotion I created two different blog posts around webinars: The myths of running webinars, the struggles of webinars, the benefits of webinars. It was all in these two blog posts.

I ran ads to the blog posts. I had a pixel specifically for those blog posts so that I knew the exact people that were going to those exact blog posts. I knew what they were interested in. When it was time to run the promotion for my webinars course, I sent out ads specifically to those people that visited those blog posts. Those were the ads that converted the best.

Let me tell you, it is really powerful when you dive in and get even more strategic with your pixels and how you set them up. That might be a little bit more advanced if you are brand new. But I at least want you to know the opportunities here. Learning about the pixel and learning about uploading your audiences to Facebook are really important. Remember, it's all about the warm targeting groups you can go after.

Targeting Opportunity #2: Targeting Your Own Facebook Fans

Targeting your own Facebook fans, of course, falls into the warm targeting group for sure. It's not as warm as your own email list and it's not as warm as all of the people that visit a specific blog post. I think that traffic is definitely more targeted. However, if people have become your Facebook fans and have engaged with your pretty regularly on your Facebook

Page, if you are constantly putting out good content, then you've got a warm audience and they are going to pay attention.

Here's the huge plus, you will almost always pay less with your Facebook ads when you target your own fan base versus, of course, a cold audience. Targeting your own fan base will save you a whole bunch of money. If you ever needed a good reason to focus on building your Facebook fan base, I think this is the #1 best reason to do so.

If you're just getting started with Facebook ads, I want to encourage you to run a "like" ad campaign where you are run a Facebook ad, and you can do some of the targeting I am teaching here now, but you are running an ad to get more Facebook fans.

If you're not in a promotion mode right now and are working on some project and you want to make sure you've got a really good targeting base to work with when you're ready to promote, one of the great things you can do right now is run a "like" ad campaign and build up your Facebook fan base with quality fans. Of course you will target them when you are ready to run some ads. That's a really easy way to target with your Facebook ad campaigns.

Targeting Opportunity #3: Target Other Facebook Pages

You have heard this one before. This is not anything new. But I want to talk to you about the importance here and some of the nuances that you want to pay close attention to. I have been running ads since 2010 and I've spent over half a million dollars on Facebook advertising. That's a lot of money.

Targeting other Facebook pages is the strategy that we have used the most right from the get to. It is a strategy that allows you the most opportunities and experimentation. Targeting other Facebook pages is where I want you to put the most time and energy when it comes to research and experimentation.

I am going to talk to you about creating a Facebook targeting plan. All of the details you get from targeting other Facebook pages should definitely go into that targeting plan. This is where it's going to become extremely valuable. For my newbies, when you are setting up a Facebook ad you will come across a place that says "interests" in the ad dashboard.

Interest is the spot where you would type in certain Facebook pages that you want to target. You are essentially targeting the fans of those Facebook pages. Right from the get go, I have to say there will be many times that you try to type in the name of a Facebook page and it will not pop up. It is the most frustrating thing ever.

It's a Facebook glitch. I have heard a million different reasons for it but I have never heard one consistently so I'm not exactly sure why this is happening. But, you can't target every Facebook page on Facebook. Sometimes it is a hit or miss thing. That's why the research and experimentation in tracking it and a targeting plan is so very important.

I want to give you what I call a super tip. I will give you some tools to find out which pages you should be targeting, but before we get there, when you are targeting other Facebook pages you can put in a bunch of pages. Let's just say I was going to target Social Media Examiner and HubSpot and Digital Marketer. I input those to target.

When I put them all in at once I am looking for fans that are a fan of either one or all of those pages. They just need to be a fan of at least one or two or all three. However, Facebook just rolled out something over the last few weeks called "detailed targeting". With detailed targeting you can now input that you want to target people that like "this" page and "this" page. They would have to like Social Media Examiner and Digital Marketer in order for me to target them.

You have to think about, and experiment with, when this would be really valuable. You might want to do it in terms of having them like Social Media Examiner's Facebook Page and they also have to be interested in marketing (I am making this up). The "and" is really interesting. We have never had that capability before so just know it is called "detailed targeting" and you will see it as an option (or you will see it if you don't yet) inside the Power Editor inside your ads dashboard as well. Detailed targeting is pretty dang cool!

Earlier, I mentioned that I have a freebie for this episode. I didn't tell you that I have a list of ten questions you MUST be able to answer about your audience in order to fully optimize this interest opportunity (targeting other Facebook pages). I want you to grab the special guide and make sure you can answer all ten of the questions I pose in this guide about your audience. If you can't, in a minute I am going to talk about some valuable tools you can use to find out more about your audience. So stay tuned for that.

Before you forget, make sure you go to <http://www.amyporterfield.com/92download> to get the free targeting starter's guide; or, you can text the phrase 92download to 33444.

Before we get to the final targeting opportunity, I wanted to talk to you a little bit about how you would set up your ad when you are ready to run your campaigns. Specifically, I want to talk to you about how to set up your ads when you're targeting different Facebook pages.

My tip for you is that you set up one ad set for each targeting group. If you created a campaign and the campaign is just called Lead Magnet: Fall 2016. In the fall 2016 you are running a big campaign to grow your email list with a special lead magnet. Inside that campaign I want you to have multiple ad sets and in each ad set I want you to target just one Facebook page.

I want you to do that because if you put a bunch of Facebook pages into interests at the same time you will never know which one is converting well for you. I usually say if you can get a conversion (someone to join your email list) from \$1 to \$5 then you are golden and are doing really good. That changes based on niche and what you are doing. But if you want a benchmark, that's usually the number I use.

Let's say you are getting leads for \$3 from one ad set but you put in five different Facebook pages in one ad set. You will never know which one is really producing for you. My tip is to do one ad set and one interest group (one Facebook page, basically). Start the budget off really low and then watch it for 24 to 48 hours until you start to get some traction.

Right away (over the next few days) you will see which ones are converting really well and which ones are duds. They are either really expensive (but you have to give it a little bit of time to balance itself out) or are not converting at all. You pause all of those and hopefully you will now have a list of five that are converting really well.

One thing you might want to do is experiment and group those five together. Here is something I know a lot of my students struggle with so pay close attention. This might be something you struggle with. Let's say you are targeting a Facebook page and the audience size is 10,000 people. We will talk about audience size a little later too, but let's say you are targeting this Facebook page and the audience size is 10,000. It is doing really well.

Your conversions are really good so you decide to put more money to the ad campaign. You want to add \$50 more per day because it is converting great. Then, all of the sudden, instead of \$3 per lead you start to pay \$8 per lead just by adding more to the budget.

The challenge is, because there are only 10,000 people that you are targeting you will blow through that 10,000 list really quickly. You can't really scale it. So when you add more money to it you increase your budget and the audience size can't handle the budget so you are just going to see a larger cost per lead. Instead of doing that I want to encourage you to group some of your interests together that are actually working for you.

When you do that, make sure you group like interests together. It is great to group Social Media Examiner and Digital Marketer together but I wouldn't group Social Media Examiner and the Today Show. That would be a weird grouping. But I would group Inc. Magazine, Entrepreneur Magazine, Fast Company, Success Magazine. That would be an awesome grouping if each of those pages were actually converting well for you.

As you can see, there is a lot of experimentation. The one thing I want you to do is get a really big list together of the pages that you are going to target. We are going to talk about that when I talk about some tools that will help you do just that.

Targeting Opportunity #4: Creating Lookalike Audiences

A lookalike audience is basically you taking a custom audience that you have and then asking Facebook, who knows everything about us (It's kind of scary, I know), to find an audience that is really similar to your own audience you have already created.

I might upload my email list and then ask Facebook to find more people similar to the likes, interest, and psychographics of your own email list. What happens is that Facebook sends back a huge lookalike audience, usually a million or more. That is fine and we will talk about audience size as well.

But if you want to get a little bit more strategic with that I like to do some layering. Let me talk to you about layering. I actually learned this the first time through [James Wedmore](#). He told me about this and I thought it was cool so we have been doing it inside my business as well.

If you get a lookalike audience that is a million people you can use the lookalike audience to target but the people also need to have at least liked one of several Facebook pages. I would then add Social Media Examiner, Digital Marketer (I keep using them as examples) and pages that would have some alignment. That way the lookalike audience gets even more targeted.

We have seen some really good success with this and I think it is really worth looking into so that you can narrow down your targeting a bit more. It is something to think about. And if you want to experiment, run some ads to that lookalike audience without layering and then run ads to the lookalike audience with some layering and see which one converts best.

Be patient with yourself. This isn't all going to fall into place. It's not all going to make perfect sense until you get in there and get your hands dirty and experiment and try it out. My goal is just to give you a roadmap and I've got notes on this. I've created a starter's guide for you so don't stress out. Just know I want to give you a bunch of examples so you start to see where you want to go with your Facebook ad targeting.

One last thing about lookalike audiences, when you upload a custom audience and ask Facebook to turn that into a lookalike audience, you need to have at least 100 people that will match Facebook's data base in your custom audience in order for them to turn it into a lookalike audience. That is just a little word of advice.

We've explored the four targeting opportunities: Targeting our own custom audiences, targeting other Facebook pages, targeting our own fan base, and targeting lookalike audiences. So, you are clear about your opportunities for targeting. Now, I want to focus on the most important factor to targeting smarter and that is knowing our audience.

You have heard this before, you know I've talked about it a million times. If you've been in any of my programs, you know I talk about the importance of understanding your avatar, your ideal audience. But, when it comes to Facebook ads, we've got money on the line and that's why I really want to stress the importance here.

I have two research tools that should become second nature to you. I want you to use them all the time when you start to dive into Facebook advertising. The good news is that these tools are super easy to use. Thank goodness, right? You know me, I'm not a techy girl. I

don't like any overly sophisticated tools. These tools are pretty easy to use, very easy to use, in fact, and you will get the hang of them right away.

Research Tool #1: Audience Insights

Have you heard of audience insights already? It's a pretty powerful tool. Right now I think it's probably THE most powerful tool for anybody running Facebook ads. As a beginner with Facebook ads, or someone who has just kind of dabbled but hasn't seen big results, it will help you to better find who your audience is and where they are spending time.

It is definitely my #1 go-to tool and it will help you fill out your entire Facebook ad targeting plan. Remember the plan I am going to give you all the details to in the giveaway? The plan is simple and when you use audience insights it is really quick to fill out.

As you become more advanced in your ad targeting, what you can do with audience insights will become even more powerful. For example, we just did this with my business, you can upload your entire email list and inside audience insights Facebook will actually tell you all about your email list based on the fact that they match the people on my email list to their database.

They will tell me, on average, what Facebook pages they visit, how they spend money online, where they live, the ratio of male to female, all of their likes, their interests. It is kind of crazy. That's what audience insights does for you. It gives you information about your potential audience.

Again, when you get more sophisticated and you grow a really big email list you can upload your email list into audience insights and get all of that detail. I don't know the exact number and I don't think Facebook has ever come out with it, but I have noticed that you need a pretty big email list in order to get those amazing results. That's just another reason list building should be at the top of your list.

But, until you have a really big email list, you can use audience insights this way: You could go to audience insights and if you already have a lot of fans you can ask Facebook to show you pages that your own Facebook fan base has frequently liked. That is the most powerful. They will give you a list of categories and then Facebook pages that your audience has also liked.

Right there, you are going to add those pages to your targeting plan. We are going to get a list of pages that you can experiment with. In the targeting plan I'm going to give you we will have a holding area where these are the pages we haven't checked yet but are going to try; and, then we will have an area of pages that do really well; and, you will have a holding area of pages that didn't pan out so well. That will be in the targeting plan.

When you use audience insights all of the pages you learn about will go into the holding area. You don't have to have a lot of Facebook fans to make this work. You can go in and type Social Media Examiner (Sorry guys, I guess I am using you a lot today) into audience insights. Audience insights will then tell you about people who have liked Social Media Examiner...what else they have liked, what other pages they have liked, their interests.

If you find pages that are really aligned with your ideal audience you can start to get amazing information. Again, I think the most powerful thing in audience insights is to help build your list of other pages you are going to target. It is a must, for sure.

One little caveat to that is that when you put in a page name and it gives you a bunch of other Facebook pages to target, it doesn't mean they will pop up in interest. Remember, I said earlier that it is really frustrating when you try to target a Facebook page and it doesn't pop up in interest inside the ads dashboard? Just because it pops up in audience insights, it doesn't mean it is going to pop up in interests. It is maddening but I just wanted to let you know that in case you get stuck and think you are doing something wrong. It's not you. It's Facebook.

Research Tool #2: Suggested Interests

This has gotten better and better over time. This used to not be one that I talked about. Actually, this might be the first time I have talked about it here. I will soon put it inside my Webinars That Convert program so any of my students listening, believe me, when I update that ads video you will get all of this information and then some. One of the coolest tools to use is the suggested interests inside your ads dashboard or Power Editor, wherever you are setting up your ad.

When you go into interests and type in a Facebook page, right when you start to type in, notice what other Facebook pages Facebook is suggesting to you. If you can't make one

page work (you put it in and it doesn't populate; therefore, you can't target it) Facebook will give you some other suggested pages that you can target.

Because Facebook has put a humongous effort in really understanding their audience, their suggested pages have been pretty powerful lately. This is something I want you to pay attention to. I don't want you to just take it at face value and since Facebook suggested you target the page you put your money there. I want you to document those pages that are popping up in suggested interests and I want you to put them in the holding area in your targeting plan and I want you to research them.

Go check out the pages, find out what people are talking about on those pages, what's the point of the page, who their audience is. Do a little homework and if you like what you see then go ahead and do some experimenting with targeting those pages. But, let me tell you when you start to target Facebook pages and they are not popping up for you and you get really frustrated and then you see that you've got more suggestions, it makes you feel a whole lot better.

I want you to pay attention to the suggested interests when you are literally typing in the page names when you are setting up your ad. It is really valuable. Again, those two tools are audience insights and the suggested interests when you are setting up your ads.

We are moving into the final stretch. Before I wrap things up, I want to talk to you a little bit about audience size when you are targeting. I get this question a lot. A lot of people will ask how big their audience should be when they are targeting. The way I set it up for you here, especially if you are just starting out, I encourage you to do one ad set with one Facebook page to target. When you do it that way you will have pretty small audiences.

The goal for you is to have 15 or 20 different Facebook pages you are experimenting with. You might have 20 different ad sets each with really small budgets daily. You will want to run them for a few days and see which ones do the best. When you do that you will cancel/pause a bunch of them. Maybe you will have five that are converting really well. Each of those five might have 5,000 or 10,000 people in each of the audiences.

I then want you to experiment with grouping them together. Sometimes it works and sometimes it doesn't, depending on whom you are grouping together. You have to play around with this. But, at least experiment with a grouping. If you get one really strong

audience that has a million people in the audience, you are giving Facebook something to play with.

They can now reach a whole lot more people and you will likely see a whole lot more conversions and the cost per lead will go down. So it's important to focus on trying to find a bigger audience but you're not going to start there. I just wanted to let you know it's okay if you have a bunch of ad sets with smaller audiences in them. But eventually your goal is to form bigger ad sets that have 500,000 and hopefully up to a million so that there is something really good to play with.

If you are a local audience, obviously these numbers do not apply to you. Your numbers will be considerably lower. But I'm talking to the people that are either global businesses or are reaching specific countries. Then you can play with numbers that big.

To wrap things up, when it comes to Facebook ad targeting, those who really kick some serious butt are those that are patient and experiment and test and experiment and test and experiment and test a little bit more. I am telling you, if you can just be patient with yourself and really test this out you could see amazing results.

When you are experimenting and testing you will come across some Facebook pages that are going to convert like gangbusters for you. That is when I want you to make sure you are documenting the entire journey, what's working, what's not working, and what you still want to test out (the pages you haven't tested yet that you want to put into the ads dashboard to see what they do for you). That's what the Facebook ad targeting plan is all about.

Inside my Facebook Ads Targeting Starter Guide I have outlined that plan for you. I have also summed up everything I have just gone over here with some links to resources and some more tips and strategies to help you out. It's a really valuable guide. It's not too long.

When you are ready to run ads I want you to print it out and have it next to your computer. To get your hands on it go to <http://www.amyporterfield.com/92download> or text the phrase 92download to 33444.

Before we wrap up, a quick word about our sponsor. Finally, I want to thank our sponsor, 99Designs. You know when you market online it is really difficult to stand out from all of

that online noise clutter. How do you do it? I think you do it through impeccable branding. That includes your logo, your social media cover images, your website, and everything in between. At 99Designs you can get anything designed in just a week for a startup-friendly price.

To give you a little something extra, when you go to www.99designs.com/amy you will get a \$99 upgrade for free. That upgrade makes your design contest stand out from all of the others and bumps you to the top of the list so more designers can see your contest. So make sure to check out www.99designs.com/amy.

Now let's jump back to our podcast. Thank you so much for being here with me today. I know I covered a lot. That is why I promised to put everything in those notes in the starter guide. Don't worry, it's all there waiting for you if you want a good refresher. Thanks again, for being here. I cannot wait to connect with you again next week. Bye for now.

Show notes at: <http://www.amyporterfield.com/92>