



## The Online Marketing Made Easy Podcast with Amy Porterfield Session #135

Show notes at: <http://www.amyporterfield.com/135>

**Amy Porterfield:** Welcome back to another episode of The Online Marketing Made Easy Podcast. I'm your host, Amy Porterfield. This is an extra special episode because it's time to bring my go-to Facebook ads guy and dear friend, Rick Mulready, back.

How are you doing Rick?

**Rick:** I love when you say it's an extra special episode. That pumps me all up.

**Amy:** Yes, you always get the extra special for sure.

**Rick:** I appreciate it.

**Amy:** My audience loves these. I get so much great feedback about these episodes when we come together and just talk about Facebook ads. And when I bring an expert on that always helps everything. So thanks for being here.

**Rick:** Absolutely. I have to tell you that on a daily basis most people I talk to all love you. Seriously.

**Amy:** Tell me more.

**Rick:** I know I have said this in the past, but I talk to people every single day that tell me, "I listen to Amy Porterfield and I get so much value from her," and all this other stuff. If you're not hearing that enough, I'm here to tell you I hear it all the time and I love it.

**Amy:** Thanks! Okay, I'm going to bring you on the show again next week. So thanks a bunch.

**Rick:** Absolutely. That's what I'm here for.

**Amy:** Today we're going to be talking about the five Facebook ad mistakes that most entrepreneurs make when they are building their ad campaigns, but before we dive in tell me about your weekend. You actually had a really fun weekend.

**Rick:** We went up to Portland, Oregon. Not Portland, Maine. Portland, Oregon. My wife and I went up there. We usually go up there in the summertime in July but we didn't make it up there this year and we decided to pop off to Portland.

We have a crazy two-for-one pass with Southwest Airlines right now that expires at the end of this year, so all of our travel this year, as much as possible, if we have been going together, is two for one so it is pretty awesome.

We went up there on Friday morning to Portland and stayed at our favorite hotel in downtown. We just had a blast. We went up there with no plans whatsoever. Except...They have the most amazing farmer's market in downtown Portland.

I'm gluten free and I have to tell you, there is one stand there that always has gluten-free hand pies. They do sweet and savory. I have a huge sweet tooth but I like the savory ones. They do a chicken and vegetable one that is to die for.

**Amy:** This is not sounding good.

**Rick:** As soon as we figured out that we were going to be going to Portland I thought, "Ah, hand pie will be in my future."

**Amy:** Okay, first of all, who calls it a hand pie?

**Rick:** It's a Portland thing. I don't even know.

**Amy:** I've never even heard of that.

**Rick:** It's like a little turnover thing.

**Amy:** That is so funny. It was chicken and vegetables and you thought it was delicious.

**Rick:** We got to the farmer's market right as it was opening at 8:30 in the morning on Saturday. We got there and it is just an amazing market. We started walking around and my radar is looking for this stand. We were walking through and we noticed that a lot of stands were in different places than they were before.

We were like, that was over there last time, this was over there. I was still in search of the stand. We went through the entire market and I didn't see the stand. There was an information booth about the market.

I went up there and asked the guy, I described it and he said, "Oh yeah, I remember them. They're not here anymore." Amy just looked at me and my face just went white. I was so disappointed so I had to settle for some other stuff.

**Amy:** No hand pies for you on this Portland trip.

**Rick:** No hand pies for me. I was Yelping it and doing searches. No go.

**Amy:** Well, just in case any of you have a farmer's market in Portland where you do hand pies, I'll give you Rick's address.

**Rick:** Seriously.

**Amy:** I am not surprised to hear you were there at 8:30 in the morning, the first people in there.

**Rick:** Oh yeah, we were there.

**Amy:** You were looking everywhere.

**Rick:** Oh yeah.

**Amy:** Yes, this is Rick's personality for sure.

**Rick:** We were all over it. But we had a great time. It didn't ruin my weekend. We had a great weekend and got back late last night and are ready for a great week.

**Amy:** I think that's a great thing that you went on just a little weekend getaway with your wife. I asked him, "Did you see anybody, did you meet up with old friends?" He said, "Nope, just the two of us the whole time. Just a quick little trip." I think that's fun.

**Rick:** Yeah. We went up there with no plans other than...They have great coffee and we love coffee. They have great food up there and we just kind of walked around to get some fall weather. That's exactly what we did. It was awesome.

**Amy:** I love fall weather, which we are having zero of here in Southern California.

**Rick:** We got back here and it's 75 today.

**Amy:** That's so frustrating. Okay, so I know some of you that are super serious about Facebook ads are wanting us to stop talking and get to the good stuff. I understand. I get that. I just wanted to hear about Rick's quick little weekend.

We are getting right to it. We're talking about those common mistakes that we see most people make with their Facebook ads and hopefully the goal of this episode is to help you sidestep these mistakes so that you do not have to make them. But if you've made them in the past, Rick has some suggestions, insights, and feedback to help you bounce back from some of these mistakes.

Let's go ahead and dive into the first one. Rick, what is it?

**Rick:** I made a list here and have actually come up with six but two are going to be combined together. The first mistake I see people make is that they think there is one way to make this all work. Like there is a right way and a wrong way.

A lot of that has to do with the offer that they make. They want to know, "Should I make this offer?" They want to know what they should offer their target audience in order to get them to purchase or join the email list or whatever it is. They think there is one right way to do it.

If people get nothing outside of this episode here today I want people to get that you have to test different things. There is no right or wrong way when it comes to putting your Facebook ad strategy together from an offer standpoint.

I know you have a lot of students, Amy, that ask you the same type of questions that I get. They want to know, "Is this the right thing to offer my target audience?"

You know your target audience better than anybody, hopefully, so you know what their pain points and challenges are and what special skill or knowledge you have that you can help them with. It's using that knowledge and using the knowledge about your target audience to figure out what kind of offer makes sense for your specific target audience.

Often times people think there is a right way and a wrong way to do this and then they think they are going to go with “this” whatever “this” is. Let’s say we are doing a webinar on such and such topic.

They have decided to do a webinar but it’s the topic that’s the initial offer. The topic with the webinar. Let’s say the webinar flops. It’s not necessarily the fact that the webinar itself was a flop. Maybe it was the topic, the offer they were making to get people onto the webinar.

You just have to try something new. It’s that mindset of trying different things out to make it work. It’s not going to be one thing set in stone that is the right way or the wrong way to do it.

**Amy:** I like that. I do think experimentation is the name of the game here. Understanding what’s going to work for your audience, just running Facebook ads, and if the Facebook ads don’t work it’s not always that you are doing your Facebook ads wrong. Would you agree with that?

**Rick:** Absolutely, yes.

**Amy:** So you could be actually following everything that Rick says about how to put a Facebook ad campaign together; or, if you’re in my Webinars That Convert program I walk you through step by step how to do your Facebook ads, and you might not be getting leads on your webinar and may think that something is wrong with your ads.

You may feel you aren’t targeting right, you aren’t setting them up right, something isn’t going right. It could be that the topic of your webinar is not resonating with your audience and they’re not excited enough to actually hand over their name and email to get on your list.

**Rick:** Absolutely. When it comes to the offer, the offer is going to be so critical to make your entire strategy work. If it doesn’t work the first time you have to go back to the drawing board and try something else. But this really comes down to, as I mentioned before, understanding your target

audience, knowing what they need, knowing what their pain points and challenges are, and how you can uniquely help them. That is what you use to craft your offer.

**Amy:** A few things you could do, to kind of back up a little bit...To be really clear, when we say “offer” we’re not talking about always selling something. It might be the right topic for your webinar or whatever it is you’re offering them to do from your ad.

Let’s just say that you’re thinking the topic of your webinar is off or a guide isn’t really resonating with your audience and you’re not really sure why. There are things you can be doing consistently to start collecting the data.

One of the easiest things you can do is when people do join your email list you ask them to reply back to that first email with one of the biggest challenges they are facing right now or whatever it might be that you want to ask them.

Continually collecting data over time beyond just listening on social media or sending out a survey, you can always be collecting data. One thing we do with my webinars now is when you opt in for a webinar from a Facebook ad, if you do opt in you will land on a confirmation page.

It asks you...Let’s say the topic of the master class they signed up for was about webinars so we would say, “If you’ve never done a webinar what has stopped you?” We give them three or four options and they choose the one that best fits them.

I am always getting feedback. So, if for some reason, I got feedback different than I thought I would that would help me change things the next time around. Maybe you’re just collecting data now because next time you could do it differently.

Those are just some thoughts about how to start collecting data so that next time you can change things and experiment in a different way.

**Rick:** I forgot, Amy, that we actually did this. We are actually doing this right now. We put this into play last week into our current webinar registration for the local business course that we just started offering here in October.

I forgot that you had done this. We are challenged with trying to figure out more. We want to know more about the people that are attending the webinar.

**Amy:** Exactly. Yep.

**Rick:** We wondered what if we just did exactly what you just said. I had completely forgotten you had done this. I wondered what if we just added simply two questions to the thank-you page after people register for the webinar.

We didn't really know how to do it from a technical standpoint. Your audience, I'm sure will connect with this here. Both you and I always say we're not techie people. Here's a perfect example.

**Amy:** I would love to know how you did this.

**Rick:** All I know was that I wanted to collect data once people registered. I asked my team if we could embed an Infusionsoft form in it, could be embed Survey Monkey in there? How do we get people to answer two simple questions once they register?

In the essence of not wanting to figure this out from a big technical standpoint and also wanting to get this set up as fast as possible, all we did was put a link on the thank-you page. I forget the language but it said something about answering two questions. I just put it in capital, bold



letters to click “here” to answer two quick questions so that we could better help them.

It linked to a Google form and was very simple.

**Amy:** Did people do it?

**Rick:** I have hundreds of responses. I wondered why I hadn’t done this in the past.

**Amy:** Amazing.

**Rick:** The two questions I asked were: What is your business? I wanted to know what kind of local business they had; and, what’s your biggest challenge in growing your business? That’s all I asked.

**Amy:** Perfect.

**Rick:** In the information I have, not only do I have what industry they are in but I also have what their challenge is. I saw it come across and thought it was gold. Like you were saying before, Amy, the more information we can have about the people we are trying to help, we can help them better.

**Amy:** And then help more people beyond that.

**Rick:** Absolutely.

**Amy:** The people that might not have signed up but that we now have more information to get in front of them.

**Rick:** Because you also start to see patterns of what people are struggling with. Especially too, as far as the niches go, you can see some patterns with niches. Realtors are having challenges with such and such and you get to see patterns and how you can help other people.

**Amy:** That's exactly what I was going to say. Two things about what you said, I love that you kept the technology really simple. I would have never suggested you do it that way and you had success with it. That's awesome.

We did a whole custom thing and it cost money and time so I would not suggest that to my students just starting out, so I love that you went the easier route.

You also start to see patterns, like you said. On your webinar you can use some of that information. For me, lately we've been seeing a lot of people in the photography business signing up for my webinars course. We can maybe use photography as one of the examples in my webinar to resonate with a larger percentage of those who got on.

You could start crafting your webinar around some of that feedback as well.

I feel we could get off this podcast episode and that would be super valuable, especially for those that are doing webinars with Facebook ads, but we've got even more for you guys.

What's the second common mistake that you see with entrepreneurs building their businesses with Facebook ads?

**Rick:** Another big mistake that I see people make is choosing the wrong objective. The objective is so critical and it's the first thing you do when you set up your Facebook ads campaign. You click create campaign and it's the first thing you have to choose, the objective.

Then you name the campaign. That's all you do at the campaign level but this thing has been very interesting for me because it's been a good exercise in that we are so close to everything and sometimes we can oversimplify things in our mind.

We think, of course it's that. But objective is one of those things that a lot of people trip up over so it's been really interesting for me because it's sort of forced me to go back and really explain this a little bit differently and really harp on getting this part right.

We talked before in the first mistake, right or wrong. Granted, there is no set right or wrong on the objective because you can test different things. However, when it comes to choosing your objective you do want to choose the objective that most aligns with what the goal of your campaign is.

What I mean by that is if you're looking to get people to register for your webinar there is an objective called "increase conversions on your website." On your website simply means on your landing page, on your website, wherever you are looking to get those conversions.

If you are looking to get people to register for a webinar or opt in for something or download something then your objective is going to be to increase conversions.

When you choose that objective you are telling Facebook's algorithm to show your ad to as many people within the target audience that I'm about to set up who are most likely to take this action, meaning convert on your website.

Facebook's algorithm has all of this data about its users so it knows the tendency of people. I get all excited about this, can you tell?

**Amy:** I like it.

**Rick:** My voice just got all pumped up here. Let's just say you have a potential audience reach of a million people. You're not going to reach all million people because not all million people are most likely to take whatever action you are choosing as the objective.

If your objective is conversions, not all million of those people are most apt to take that action. Does that make sense?

**Amy:** It does. Definitely.

**Rick:** Okay, so the other one a lot of people use is to send people to your website. These are the two that most people get kind of mixed up. They think, logically, that they want to get people to their landing page to register or to download so that is the goal or objective.

This objective, “send people to your website”...By the way, Facebook has sort of categorized these objectives into three different columns now: Awareness, Consideration, and Conversion.

Consideration is how the sales funnel is set up. Your awareness at the top. The middle of your sales funnel is consideration and the bottom is the conversion. I know you talk about this a lot, Amy, if you want to send people to a blog post so that they can consume that content and warm them up so that they can opt in to a freebie within that article then you would do “send people to your website.”

That is your objective. That’s your goal of the campaign. Yes, the ultimate goal is to get people to opt in. But the first objective of your campaign is to get people to your content and get people to the blog post.

You would choose the objective “send people to your website” because, again, you’re telling Facebook’s algorithm when you have your ads you want them to show your ad to as many people within the target audience who are most likely to take this action, to click on your ad to go to your website.

**Amy:** That part was really insightful to me when I sat down with you and we went over this just recently because I was thinking that if I send people to a blog post that has an opt in then maybe the objective should be to get that opt in.

You are saying that initially you just want as many eyeballs on that blog post as possible because you can retarget that traffic and that's what's extremely valuable.

**Rick:** Yeah, because when you retarget those people then your objective is increasing conversions on your website. That is a different campaign.

**Amy:** Yes.

**Rick:** At that point your goal is to get people to register or opt in so at that point your objective will be to increase conversions. The other thing people get mixed up on this is that I'm running a video, shouldn't my objective be video views?

My recommendation here is that even though you're running a video, if the goal of your video ad is to get people to register or to opt in for something then use the "increase conversions on your website" objective.

If your goal is more of an awareness or branding play (as we used to call it) to get as many eyeballs on the video as possible then you don't really care what action they take. "Get video views" is the objective that you want to choose for that.

Most people that listen to the podcast here are the people that want people to take an action. Whether it's sending people to your website or getting increased conversions on your website, even if you're going to be using a video, still choose the objective that aligns with the goal of your campaign.

**Amy:** Yes. Good. That was a good one. I think that offering some clarity around that is really important. Moving on to Mistake #3.

**Rick:** The next mistake is not testing enough. I know that you had a question in your Facebook group about this recently. Do you want to read that?

**Amy:** I will. Katarina says, “A friend of mine says it’s better to test the same ad over and over again without creating a new one because you don’t want to lose the social signals like the likes and shares on that ad. Is this true? When I test an ad I always create a new campaign for each target audience and then test ad image and ad copy, etc. for each of these ads separately. Each ad starts without any social signal.”

**Rick:** This is such a great question. A lot of people have this question and I agree with what Katarina is saying as far as how she normally approaches this. When she tests an ad she always creates a new campaign for each target audience.

She doesn’t need to necessarily create a whole new campaign each time. You can create different ad sets with different target audiences and have different ads in each of those ad sets for the target audiences. You don’t necessarily have to create new campaigns.

The point of what she’s saying here is that she tests different things against different audiences. I do recommend that you do that. The first line of her question she says, “A friend of mine said it’s better to test the same ad over and over.”

This goes back to our first point. There is a mindset out there of people saying, “Do this. This is what works.” This is the perfect example of that. There is no “this works” so the thing I see people do is not test enough.

Or, they are testing too much and I see this a lot too, you and I have talked about this as well, people start testing so many different things all at the same time that they get lost in it all and have no idea what’s even going on.

I know that the Facebook algorithm is set up to have you put multiple ads within an ad set. Let's just say I'm targeting fans of you, Amy. We're targeting Amy Porterfield and I want to test three different ads against your audience in Facebook.

The way Facebook is set up you would put all three of those ads within the same ad set. The problem with that, and we've tested this so many different ways to see what works and what doesn't, the problem with it is that Facebook "declares" a winning ad way too soon for my liking.

Let's say we start an ad at 5 a.m. and we're running three ads all within the same ad set targeted to your audience, Amy. By 10 a.m. Facebook has already pretty much declared a winning ad of those three.

So Facebook puts all of the delivery emphasis on that one ad and then pretty much nothing against the other two. In reality, we've seen that it doesn't give enough time to truly figure out which ad is performing the best.

A little bit of success with one of the ads causes Facebook to automatically run with that one and it doesn't give any love to the other two. I would rather see people start with two ads. You have your ad set that's targeting Amy Porterfield with one version of an ad and the same exact ad set targeting Amy Porterfield with a different version of an ad.

You can then run two ads and they are running equally against the same audience. You run that for three to five days and see which ad is going to be performing better. You can then get a more true "winner" of the ad and then you can rotate the other ad in that you had to stop the one that was not performing well, rotate the new ad in, and try to beat the one that was performing the best. Does that make sense?

**Amy:** It does.

**Rick:** That's the way I approach testing. There's no right way to say "this is going to work" but we do know that you have to test in order to see what is going to perform the best.

When you are testing don't change up five different things about the ad when you are testing one against the other. If you are running an image ad then don't change the copy, the image, the headline, the call to action completely in the new ad. Then you won't know what is working for you.

If you're going to run an image ad, for example, have everything be the same and then just change the image so that everything else is the same, the headline, the ad copy, the call to action. Everything is the same except for the image. Now you know if one is performing better against the same audience you know what the deciding factor is. It is likely the image because that's what you changed out.

**Amy:** That definitely makes sense. It does get a little bit confusing about how to test and when to test. But I think breaking it down this way definitely will keep it a little more cleaner and will make sense.

**Rick:** The other thing on that, just to finalize that point here, I do like to test an image ad versus a video ad.

**Amy:** I remember you saying that to me one time.

**Rick:** You can do the exact same thing. We are targeting fans of Amy Porterfield with an image ad and targeting the group; then, the same exact target group with a video ad. We are now testing whether the image ad is performing better than the video ad or vice versa.

**Amy:** We recently did that big test. I'll be reporting back. Rick and I will do an episode where we can breakdown some of my new Facebook ad endeavors with this last launch, a lot of video ads. Are you up for that?

**Rick:** Yeah. I love it.



**Amy:** Okay, good. We'll talk about that. What is Mistake #4?

**Rick:** People don't give their ads enough time to run.

**Amy:** Oh yes!

**Rick:** This aligns with what we just wrapped up there as far as testing goes. I have a lot of people in the group that will post and tell me they launched their ads this morning and they can't tear themselves away from watching the Ads Manager. It's like sitting at the gambling table, they think, they are glued to it.

I totally hear you. I get that. But you've got to give Facebook's algorithm time. You have to let the algorithm work for you. I like to say to let your ads run for at least 72 hours before you make any changes to your ads. You have to give the algorithm time to get your ads in to the overall algorithm, get it delivering, get some data, and all that stuff.

People often times don't let the ads run long enough and then they start making decisions on what to do and what not to do with the ad. But you have to give it at least 72 hours before making any decisions on the ad. This is whether you're just launching the ad for the first time or you have made changes to the ad and you've restarted it.

I don't want to go too far down this other path here, but I've seen this more and more, the question of wanting to make a change to the ad, should you make the change while the ad is running?

For example, you want to change out a headline that you want to test. Should you just go in there and edit the existing ad and change it out? No. Stop the ad. Duplicate it and then make the change you want and restart that ad.

When you ad starts Facebook's algorithm is setting it up based on the ad you are starting off with. If you make any changes midway it messes with the algorithm. That's the other thing, when you make a change and restart the ad again, your 72 hours starts at that point too.

Whether you are just starting and ad for the very first time or you've made a change and you're restarting something, give it enough time to get into Facebook's algorithm to start delivering before you start to make any changes to it.

**Amy:** Okay. That's a good one, 72 hours is kind of what we're going with.

**Rick:** Yeah. That's not hard and fast but I would say 48 hours minimum. I like to let stuff run for at least three days.

**Amy:** Okay, cool. And the final mistake. Give it to us.

**Rick:** It's the stats. Not looking at the right stats. What I mean by that, I hear from so many different people who want to get webinar registrations or people to opt in for a free download. Then they come back and say their CPM is X.

They start spouting off these other stats they are looking. I ask them what the objective of their campaign is and they say, "Conversions. I want people to opt in or register." Then I ask them what their cost per lead is. They have to go digging for that but yet they know what the CPM is.

I'm not making light of this because it's really important to understand. But my point is to look at the metric that is most aligning with the objective you're choosing. If your goal is to get webinar registrations or opt ins or downloads then your #1 metric you want to be looking at is your cost per lead.

You don't want to focus on CPM. I'm not saying that CPM isn't important. I'm saying the first step you want to be looking at is your cost per lead.

Likewise, if your objective is to send people to a blog post so that you can retarget them then your objective would be to send people to the website. In that case the stat I want to be looking at first and foremost is cost per click.

You then start looking at it from there. What is your click-through rate? You can look at other things from there too. But look first and foremost at the stats that align most with the objective you are choosing. Then, based on what you're seeing there, you can look at what I call troubleshooting metrics like the click-through rate and relevant score and conversion rate on your landing page and that sort of thing.

Know the initial stat you want to look at and then use the other stats to help make the decision on the health of your ads and the kind of changes you want to make.

**Amy:** Perfect. That would make sense for sure. Speaking about metrics for your Facebook ads, Rick and I did an episode called How to Organize and Analyze Your Facebook Ads. We did dive into some more specifics around looking at your ads at a deeper level and understanding some of those metrics.

If you go to <http://www.amyporterfield.com/127> you can get even more details in that area.

Rick, thank you so much for your time. I think understanding these five mistakes and knowing how to sidestep them is so valuable. Thanks for being here.

**Rick:** Absolutely. I think one final word about that is that we use the word "mistakes." Yes, they are mistakes but it's all just a learning process. You just have to keep testing on these things.

If you "mess up" on the objective it's okay. You'll quickly figure out that maybe you should try a different objective, for example. It's all about

testing. There are really no “mistakes” with what we are doing with Facebook ads. But just sort of use these things where we see challenges of people not getting the results they want often tying back to what we have been talking about here today. Just keep testing.

**Amy:** Awesome. Thanks again, Rick. I cannot wait to have you back.

**Rick:** Thank you so much, Amy. This has been a blast.

**Amy:** There you have it. Hopefully you found some tips and strategies as you navigate the sometimes very choppy waters of Facebook advertising. I hope you will join me next week for Episode #136. It’s all about creating content for your next promotion.

It will be free content that will not only help you build up your email list but find your ideal audience. We’re doing some content creation next week and I would love to see you there.

Until then, have an amazing week. Bye for now.

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