Jeff Johnson's
Traffic and Leads™
Training Academy

MORE TRAFFIC - MORE LEADS - MORE CUSTOMERS - GUARANTEED.

TrafficAndLeadsTrainingAcademy.com

"Like & Engage" Cheat Sheet And Checklist

Note: **In order to get the most out of this checklist… You really need to** **watch this free** **training video first:** http://www.TrafficAndLeadsTrainingAcademy.com/video-1/

☐ **Step 1:**

Create a Facebook Page (or choose an existing Facebook page.)

- Make sure to brand your website URL in your Facebook page's cover photo
- Encourage your visitors to "Like" your page using arrows and strong call to actions in your cover photo.
- Fill out your "About" section with a benefit rich call to action to get your "Likers" over to your landing page where you can convert them into a lead.

☐ **Step 2:**

Post Engaging Content to Your Facebook Fan Page

- Monitor your Facebook page's "Insights" and take note of which posts are getting the furthers reach, and most amount of engagement – start posting more content like that to your Facebook page.
- Look at your competitor's Facebook pages and other popular Facebook pages in your industry. Take note of their posts produce the most comments, shares, and likes. Post similar content on your Facebook page.

☐ **Step 3:**

Choose "Create Ad"

☐ **Step 4:**

Click "Page Likes"

☐ Step 5:

Choose Your Facebook Page

☐ Step 6:

Upload an Image for Your First Facebook Ad

- Choose an image that you feel will be noticed by your target market. Next to your targeting settings, the images you use in your ads will have the biggest impact on your results. Choose your images carefully.
- Facebook will prompt you to upload up to 6 images. **Do not upload more than 1 image!** This will screw up your optimization. Create different "Ad Sets" for each image you'd like to test.

☐ Step 7:

Write Your Ad

- Get them to click the "Like" button or the image in your ad
- Use a headline that reinforces the spirit of the ad
- From "Landing View" select "Timeline" so they will b redirected to your Facebook page's timeline upon clicking your ad's image.
- If they click the "Like" button they will not be redirected to your timeline, and you want them to engage with your page so… add a call to action phrase on your image so they land on your timeline "Click This Image If You Agree!"
- In our experience benefit-rich ads do not work as well as ads that are simply getting them to "agree" to something so… get them to agree to something that the majority of your target market would agree with.
    - o A Little Extra Muscle Is Better – "Like" If You Agree
    - o Traffic Is The Most Important Part Of An Online Business – "Like" If You Agree
    - o The Bikini – Best Invention Ever! – "Like" If You Agree
- Higher Click-through Rates = Lower Cost Per Like, So always work on improving your CTR
    - o Split Test Different Images
    - o Split Test Different Headlines
    - o Split Test Different "Ad Text"

- - Split Test Different Targeting Options (different Markets and Interest, etc.)
  - Create Different "Ad Sets" for each ad component you'd like to test
    - It's one of the easiest ways to split-test your ads
    - It also helps improve the performance of your ads
  - Learn to use the Facebook Ads Power Editor… it makes creating multiple ads and other tasks easier.

☐ Step 8:

Target Your Audience

- Targeting the right audience will have the greatest impact on your results so split test different target markets when setting up your ads.
- Target people and celebrities in your industry that already have a lot of "Likes". Simply type their name in the "Interests" area of the audience settings.

☐ Step 9:

Set Up Your Campaign Pricing

- Never spend more than you can afford to lose!
- Start testing with a small budget. $10 is more than enough to determine if you have a winning or losing ad.
- Let your ad run for 24-48 hours before making an decisions.
- Once the "reach" numbers start to climb quickly, you know the optimization has kicked in.
- High cost, low reach = bad!
- Low cost, high reach = good!
- In your "bidding" settings, use Facebook's "Optimize for Page Likes" option.

☐ Step 10:

Click "Place Order"

- Cut your losing ads quickly and let your winning ads run.
- If you find an ad that works, scale it out by increasing your budget… and keep trying to improve!

Recommended Tools:

Here are some of the tools that we used in the training videos (and our business) to run the tests, build our lists, and sell our products and services:

- **Email Marketing and Ad Tracking:**

    – http://www.JJLikes.com/oapmg

- **Split Testing Software:**

    – http://www.JJLikes.com/vwo

- **Landing Pages (Email and Video):**

    – http://www.JJlikes.com/lpnsv

    – http://www.JJLikes.com/optimizepress2