

EFFECTIVE FACEBOOK ADVERTISING STRATEGIES

Cindy: Matt, it is so great to have you here and I know you have a lot to share. We're just going to dive straight in here. You've told me heaps about custom audiences for people who are doing Facebook marketing. Obviously Facebook marketing is where things are at if you want to try and build your audience or get a whole lot of traffic to things really fast. You're going to teach us some stuff.

Let's talk a bit about custom audiences. Lots of our audiences might be familiar, but your approach is a little bit different in the way that you use custom audiences. Why do you want to build them? How do you build custom audiences?

Matt: That's a really great question. Thank you, by the way, for the great introduction, Cindy. I absolutely love your podcast.

Cindy: Woohoo!

Matt: If you're listening and you're not subscribed, you need to do that right now. Make sure you do that before you go any further.

Cindy: Thanks, Matt.

Matt: Sure. It's awesome. What the thing is about custom audiences is we're going to talk about a couple of different sources. One is really adding that custom audience pixel to your website, your lead capture pages, your websites, and then dialing those in by url.

The other, though, that you can really take advantage of ... I'm going to make an assumption that everyone listening to this either has some kind of list. If you're maybe have a mom and pop shop and you just have a fishbowl where people write down their names and phone numbers, you can actually target people based on their phone numbers in a custom audience. The easiest way is just to simply import your email list.

Once you do this, now you really need to stand out in front of this audience. What happens is, right, you buy a product. You're on one list. Then you're like, "Oh, I'm getting emails," so you buy another thing. Pretty soon ... If I showed you my inbox, I don't delete emails, but I'm seriously on ... I have like, 500,000 emails in my inbox.

If you send me an email ... If I send me an email I may not even find it, right? You have to stay in front of your audience at all times. One of the easiest and most cost effective ways of doing this is, for example, if you sell software. A lot of people listening to this right now may be selling software, they're in the [inaudible 00:02:13] marketplace, or [inaudible 00:02:15] or whatever. If you're selling software, take your demo videos and start running those to your custom audiences.

If you're comfortable on camera, as you are, shoot videos and run those to your audiences. What happens is it's really interesting. It's like, Inception, right? People don't know how the ideas and concepts really get into their head, but they know they're in there. It builds like and trust, right?

Cindy: Exactly.

Matt: In the pick up community, right? What they figured out was if it takes 3 dates to get to the girl to come home with you, instead of trying to schedule Monday, Wednesday, Friday, and have a great weekend, what they would figure out is is that they would try to figure out how to have 3 dates all in the same night. Right? They'd go to the movie, they'd go to the vending machine at the hotel, they'd go watch a movie, you get ice cream. Whatever. The mind doesn't really think in timelines. It's like, oh, I've known this person forever as I've traveled from place to place to place.

When you start running multifaceted content ... They see a video of you, right? You're dressed this way. Then they see you dressed another way, or they start seeing your promoted posts. A piece of content that you're running to them on Facebook. All of a sudden they become more aware of you.

I'll give you an example of actually this at work. It was really interesting. I've had a client for years. They had literally 1 segment of their business they had not emailed this list in like, 5, 6 months, right? I said, "Okay, we need to sort of" ... They're going to start re-engaging with you. He sends out an email, like the open rates kind of sucked because in 5, 6 months people start, like, where did the guy go? Did he end up homeless? Right? Whatever it may be, right? This is an interesting marketplace.

We look at it. I go, "Okay, we got to fix this." Started running engagement campaigns. Videos, promoted posts, stuff from the fan page. What happened? The onslaught of ads actually led to doubling the opt-in rate because ... Then what happened was people were actually replying and saying, "Hey, it's great to see you back. I'm seeing your ads all over the place." Right? [crosstalk 00:04:33].

Cindy: That's funny because you say all over the place. I hear that often from people whose Facebook campaigns that you manage. They're like, "I can't escape Matt's ads. They are everywhere." That's what you're really good at. The thing is you're not even spending tons and tons of cash. It's just that you're targeting your audiences so powerfully so that when they're looking at these it looks like, it feels like, you're absolutely everywhere.

Matt: Absolutely, and it works really well. Not only do I have some of those people on like, for example, an audience that has promoted a launch for me. They may have been on one of my other websites where I'm retargeting them straight from a website custom audience as well. I had a [inaudible 00:05:17] hit me up. He's like ... This has been going on for like, a year and a half with this kind of targeting. He said, "Dude." He goes, "I can't get away from your ads." Just like you said. I said, "Yeah, it's called a no escape campaign. It's impossible." He actually messaged me, same guy messaged me the other day. He's like, "Dude, I need to talk to you about Facebook ads. By the way, I still see your ads like, every day."

It's good for building our brand. It's good for building authority. It's also really good for keeping attention because a calendar really fills up in our market space. I mean, there was a day last year there were 21 new launches in 1 day. I can't even talk to all those people to figure out what they're launching and everything. I mean, the calendar is just like, crazy.

Cindy: Crazy. Yeah. No, it's absolutely insane. Also, when you get it really targeted and you've got your audience, the price actually gets quite a bit lower. You can control things a lot more.

Matt: Oh, absolutely. The other thing is that you will have people contact you directly. Instead of just engaging with your website and instead of just going there, they may hit you ... For example, say you're selling a product on how to ... Software, for example, or how to run Facebook ads. They may hit you up and say, "Look, I'm not really interested in buying another course. Can you do this for me?" Or "I'm not really interested in learning about launches. Can you just do this for me?" I don't want to do it, dude. That's the interesting thing as well, right?

Cindy: Yeah. You ran a lot of campaigns for a lot of people in the industry now. A few people, not you, a few people get banned from Facebook. Do you know how people can get ... Avoid getting their accounts banned?

Matt: Yeah. There's actually a couple of things. One of the things that has happened with people is scaling up too quickly, right? Say you have a $5 a day ad campaign and all of a sudden it's like, $20 a day, $200 a day. That's a big shift if you do that in 4 days, right? If you go from like, $5 a day to $200 a day, Facebook going to say, "Wait a second. We need to find out about this," because they want to make sure they get their money.

Outside of that, the tricky thing with Facebook compliance is they can't tell you. It's like a rep told me. I was having a conversation with a Facebook rep. They said, "Look, we know it when we see it." If you think back to like, the CPA campaigns for weight loss we were seeing a year and a half ago for the coffee bean, right? We were seeing fruits and vegetables and different kinds of food in a shape of human genitalia.

Cindy: Right. Yeah, that got a bit silly.

Matt: Now, in Facebook's defense, there is probably no one on the board that saw that one coming. Right? They probably do not have a policy actually against that, I would bet, until probably now. Right? They know it when they see it. Now, they've had to actually pencil that one in.

They don't want to come out and say here's what you have to do for compliance because the issue becomes we know marketers will work around that. A couple of other things really quickly is negative ads, right? Facebook, one of the things they want to is they want to keep it as sort of a positive environment as possible, right? It's one thing for you to say, how you can easily create eye popping, highly engaging videos that will engage your visitors from start to finish. Right?

Cindy: [crosstalk 00:09:06]. Yep.

Matt: Yeah. That's a little long and it may not fit, but they get the idea. It's different than saying "Dude, your videos suck" in all caps. Right?

Cindy: Right.

Matt: Totally different. You don't want to do that, no. Also, the outrageous claims, right? We've seen a lot of this before in sort of the product launch community and other spaces. For example, if someone says, "Hey, you can make $10,000 a day with this method with free traffic." Right? Or, you watch. In the next 30 seconds I'm going to teach you how to have Playboy bunnies stalking your house. You can't make those kind of claims on Facebook.

Outside of that kind of stuff, one of the biggest mistakes is that when people are running traffic to their website they don't have all the legal stuff in place. This is really simple. I'm not a lawyer, I don't play one on TV. I have watched a couple episodes of Law & Order. Outside of that, I'm not a legal expert, but the thing is you want to make sure you have privacy pages, about us, refund, terms of service, how the data is going to be used. I also add a disclaimer that basically is a long version of hey I'm not affiliated with Facebook, any of its networks, or partners. Blah blah blah.

Someone lands on that, they know it's not part of Facebook. It gives Facebook a little bit of a warmer, fuzzier feeling before they throw the ban hammer down on you. I mean, nothing's perfect. I mean, you can use all that and if you're running traffic to illegal stuff it's not going to help you any. That's some simple stuff people can do.

Cindy: Right, so keep it positive, keep it reasonable so it's not totally outrageous claims, and make sure that you are nice and legally doing everything above board.

Matt: Oh, absolutely.

Cindy: Yeah. I mean, if you're not doing shady things. I mean, I know some people that do get banned, though, and they're not doing anything shady. Sometimes just pushing the envelope a little bit because we're marketers, you know, you want to try and push it and just grab peoples' attention and stuff. Sometimes they'll just get fussy.

Matt: Oh, absolutely. Sometimes you have to push the envelope. The thing is is that even ... Sometimes your ads will either ... Even ads will get declined or sometimes your account can get flagged because of some sort of automated reason. You can appeal that and contact Facebook. Many times it's ...

I remember 1 example on the ad side. I remember ... I think it was Don Wilson that got an ad actually denied because it was a picture of a dog. It said, "You cannot sell alcoholic products on Facebook." Obviously there's a complete disconnect by whoever the Facebook rep was looking at that ad, or they were thinking about having a drink. One or the other. I don't know. Yeah, that's a ludicrous example, but it actually happened. Right?

I mean, obviously appeal that and get it fixed. Yeah, I mean, you can get ad declining for whatever reason. Sometimes you just have to appeal and have a human actually sort of review it or address it with a Facebook rep.

Cindy: Right. Let's talk just a little bit about targeting. When you go and set up an ad, there's a whole lot of different options there. You can set it up with desktop, mobile, and all of that sort of thing. How do you set up your ads?

Matt: Well, I like to target sort of desktop right hand side, desktop news feed, mobile right hand side, and mobile news feed all separately. The reason for that is is that what's interesting is we get a lot of engagement, for example, on mobile. Especially if there's a big product launch coming. We want to make sure we're hitting everyone's phones because almost all the traffic now, everyone's checking [inaudible 00:13:16] their email, they're surfing the web on mobile.

One of the interesting things, for example, a client of mine, almost all his buyer traffic that came from his emails were all desktop. Because we were using tracking links, we look and it's almost all the buyers were desktop. They would actually look at it, and same audiences would actually look at it on mobile, but they wouldn't have time, for example, to watch a 20 minute sales video on their mobile phone.

Cindy: Right. That makes sense.

Matt: They would have to wait until they get home. We would actually run like, news feed ads of hey this is coming. I have a cool bonus for you on the mobile side, and also on the desktop side, but also on the desktop that's where we would direct link. What we don't want to do is necessarily hit them on that specific list. We had data that basically said they don't buy this stuff all on mobile, so we only direct link to the offer when they were on their desktop.

Cindy: Okay. That sounds tricky. You have to set up like, 4 different campaigns? Is that what you're saying?

Matt: You can do just different ad sets so everything's just running separately. Yeah, you can just create, basically clone it, and just do everything inside of Power Editor.

Cindy: Okay. Yeah, yeah, yeah. That's easy enough.

Matt: Yeah. Yeah. I don't try to make it complicated, but it's interesting seeing the different behaviors. Every data sets different. For example, someone in the dating market's going to respond differently than someone in the software market that's looking to buy a software that is going to help them optimize, I don't know, their Facebook ads, for example. Right?

Cindy: Yep. Yeah.

Matt: You got to just [inaudible 00:15:01] behavior.

Cindy: The big thing at the moment. Have you had much experience with the Facebook leads? A lot of people are now sending people, because you can capture leads with like, the lead advertising thing. Have you played around with that much?

Matt: Oh. The really cool thing about that. Now you can actually do the ... Use videos for lead ads, which is really cool. One of the cool things about lead ads, especially with lead ads, is when you go after ... You can go after different marketers in the market, for example. For example, some of the biggest known marketers. If you could actually capture emails from a list, like Frank Kern, [inaudible 00:15:41], how much is that data worth? You know those people spend a lot of money.

You can actually run your lead ads to specifically target those audiences and capture those leads right off of Facebook. Add them to your auto responder or get them onto your go-to webinar. Sell them whatever you want. It's really cool and it's changing the way list building is done on a certain level. If you look back 3 or 4 years ago, the main way of list building was really you could do it with blogs and SEO and petty traffic, but really what solo ads, big media buys, that kind of thing.

Instead now with flex targeting ... Let me mention this really quickly. Flex targeting is really cool. With flex targeting inside of Facebook, you can basically say, "I'll go into power editor and say, okay, I want to target people who like Tony Robbins. Okay, cool." Everyone knows that probably that's listening to this. Also, you can say, "Okay, if they like Tony Robbins and they like Frank Kern and they like Star Wars and they live in San Diego." [crosstalk 00:16:55].

Cindy: That is pretty targeted, yep.

Matt: Right. Now [crosstalk 00:16:59].

Cindy: And you're a certain age. Yeah.

Matt: Yeah. Right between the ages of 18 to 25, or 40 to 65. Whatever. You can target that specific. You can actually drill it down so you can customize your offers specifically for that highly targeted group of people. It's making what was sort of big data's sort of demographics 5 or 6 years ago available for sort of everyone to really drill down so they can have super laser targeted ads and generate leads.

If you know that person likes Frank Kern, Tony Robbins, and Star Wars, and they live in San Diego, it's a totally different type of lead than one you're going to pick up, for example, off a YouTube video or off a Twitter or off your own custom audience more than likely, or even off a solo ad. Then, once you have them in auto responder, you can write an email sequence specifically tailored to only those people. Basically they're going to feel like you're talking directly to them.

Cindy: Yeah. No, they'll totally get it. You can do some segmenting because then you can build in ... If you know that they like Star Wars, for example, you can build in a whole lot of analogies, marketing analogies, to what. You don't have to clearly state that that's why they're on the list, but you actually just connect with them and they identify with you better.

Matt: Right. You may say something like, how to use the force in your email marketing, right?

Cindy: [crosstalk 00:18:29]. We could have a whole lot of fun with that.

Matt: Oh, absolutely. Absolutely.

Cindy: Don't go to the dark side.

Matt: But they have cookies.

Cindy: Exactly. Oh, dear. Moving along. I know that tons of people make mistakes with their Facebook ads. You've called out a few. Every now and then you [inaudible 00:18:52] it over and you go, "Ha ha. See what this person's doing." Do you reckon for these people you could, for our people who are listening to the 7 Figure Furnace podcast here, you could just go over a few mistakes that people can avoid when they're running ads?

Matt: Well, absolutely. A few mistakes I see people making. You'll see them running, for example, paid posts for like, their ecomm store or for their personal brand through a coach or [inaudible 00:19:16] expert speaker. Whatever it may be. They'll start gathering comments in the thread, right? One of the easiest things you can do is simply reply to those comments.

If you don't want to reply to the comments, just have a VA go in. Like, reply, like, reply. People are chronically bored, right? Who was it? I think it was Henry David Thoreau that said, "The mass of men lead lives in quiet desperation." Right? People are bored. They're looking to engage, right?

Cindy: That's why they're on Facebook in the first place.

Matt: Yeah. I mean, think about it, right? We're talking about so much automation coming to our society where you'll take your automated car to the grocery store to check out at an automated teller. The robot answers the door when you go home. People are looking for personal engagement. Now you go to dinner with people and you got to try to figure out a way to engage a conversation so they stay off their phone.

People want to feel engaged. They want to feel listened to. They want to feel like they matter. Replying to people, commenting, engaging on conversations are absolutely one thing. By not doing that, they feel ignored. Why should they further engage or pay attention to your ads when they actually respond and you do nothing with that?

Another thing that people do are the ads are so loud. It's one thing to get attention, right? I run some high attention getting ads, as you know. It's another thing to look like they belong on the Las Vegas strip. Right?

Cindy: We were told probably maybe 12 months ago, maybe even 2 years ago, that the way to get your ads clicked in Facebook is to make them stand out. [inaudible 00:21:06] stand out. People would get told to stick rainbow colored borders around it and just mismatch the colors. Red and pink together look awful. You're saying don't do that anymore.

Matt: It depends on what you're going for. I like running attention-getting ads for some of my stuff, especially if I have to rely on getting attention very the course of a next month. At the same time, that's a bit completely different model than most people are working on. What they need to do is they need to blend in. They need to look more [inaudible 00:21:41]. If you need to ... A good example is people need to understand exactly what you're advertising. If you're a speaker, for example, [inaudible 00:21:54] experts. Take a look and see does your ad stand out as an ad? Sorry.

One of the things you want to do is make sure it doesn't necessarily look like an ad. If you think back ... If you close your eyes and think back to a post you saw yesterday, can you remember if it was an ad or not? If you can't and it could be confused from between a sponsored ad and someone actually posting it on Facebook under the personal brand then that's a very good sort of native example for like, a coach.

Now, with that in mind, there are some sort of services that really aren't targetable on Facebook. I mean, I've sent you a couple of examples for these. I mean, I saw an offer the other day. A woman was actually coaching, was building a business coaching women on how to run their businesses using their menstrual cycle. I'm not making that up. Remember the ad?

Cindy: It was horribly awful and scary. It was horrible.

Matt: I'm sitting here thinking like ...

Cindy: I'm sorry if whoever did that is listening now, but oh man.

Matt: Here's the thing. They need to change their model because I started thinking. I'm like, if she asked me who do I target? I would be like, "I don't know." Who says that's how I want to run my business? I don't know. There are some things that probably just don't work.

Another example is, for example, you look at the ecomm space, or even software. How many times have you seen an ad where instead you're really curious as to what it is, but they use a little, tiny picture?

Cindy: Yes.

Matt: Right? Then you try to blow it up and you realize they took a 50x50 image and are running it. It's like, dude, that doesn't ... No, that doesn't work.

Cindy: No, it's got to be high quality.

Matt: High resolution images.

Cindy: Yeah.

Matt: If people want a good source of free, royalty free images that they can use for ads, they can go to unsplash.com. I mean, that's a really good ... Those are free.

Cindy: Yep. I found a new one recently called Pixabay that I've been using sometimes for some really great quality images. You still have to be able to go and put the title over it I think. What was the one that you just mentioned, Matt?

Matt: Unsplash.

Cindy: Unsplash, yeah. Unsplash lets you actually put the text on it and stuff, doesn't it?

Matt: I don't know if they do or not.

Cindy: Oh no? Okay.

Matt: I mean, you can just drop it into Keynote or PowerPoint and take a screenshot and be done with it. I mean, it doesn't have to be super fancy.

Cindy: A high tech version, yep.

Matt: Yeah, absolutely. If get an ecomm product, like a t-shirt or cuff links for example, anything, just make sure it's a high resolution image. Another thing is make sure they are not ugly links in the ad. If I see your ad, I should be able to sort of remember it if I don't click on it. I can't tell you how many times this happens to me because I'm super ADD. I'll see an ad. I'm like, "I'm going to click on that." I'm reading a post, I go to click on the ad, and it's gone. If I could've seen the domain and it's not like ...

Cindy: [crosstalk 00:25:24]. Yeah.

Matt: Right. It's not like, 7rbr549trx.com. I'm not going to remember that, or it's like, this.com/blahblahblahblahblah. Dude, no one's going to remember that. Make sure you use a simple link. Also, this sounds really simple, make sure your pages actually work.

Cindy: Oh my gosh. Can I tell you what happened to me this morning? I saw an article and it looked interesting. It was clearly an ad, but I thought, you know, I'm going to click it. Clicked it. There was no page there. There was nothing there. I went back. I waited for it to load again and I clicked it again. Now, here I am, this poor person has had to pay twice for this ad because I'm trying to access this article that looked interesting that I wanted to read and there is no page there. Yeah, that sucked.

Matt: Well, exactly. I wonder how many times people will click on it, then they'll see it on their phone and click on it. Anyway, it'll drive people crazy. Then after you get it fixed, they see the ad. They're like, "Oh, no. You got me the first time. You're not getting me again."

Cindy: Not wasting my time again. No.

Matt: Well, I mean, I know these sound like really simple things, but we see these happening all the time. Another thing is not asking questions on your fan pages, right? People want to engage. For example, if you have a page in a specific niche, you can ask questions. Based on those answers, you may get ideas, concepts, slogan ideas, whatever, to create t-shirts, necklaces, pendants, bracelets. Whatever it may be that you can turn around and sell to those fans. Especially if you see the same language appearing over and over and over again.

It also builds your engagement. As you get likes, shares, and comments, it's going to help you build your engagement. You're going to pay a lower [inaudible 00:27:22] for those ads. Then, it's going to help you overall. It's going to help you actually get more engaged customers, right?

Cindy: You do. What do you do if your audiences is very, very small and you're just starting out? You end up posting questions and no one answers. There's just crickets. Do you have any [crosstalk 00:27:40] getting people to actually start clicking and stuff?

Matt: I mean, yeah. You can promote that post to a better audience. A lot of times it's the audience, right? For example, if you look, you may run an ad to 1 audience. I mean, it's absolute tumbleweeds, right?

Cindy: Right.

Matt: On a recent affiliate campaign I was running, I mean, I was paying like, something like ... When I start the campaign, I look at it initially. It's like ... I change the interest, change audiences. I went from basically paying 60 cents a click down to 15 cents in a matter of hours because there was a totally different engagement with the new audience. It wasn't a fit for whatever reason.

For me, I like to fail fast. I joke that I can't even spell SEO because, to me, it takes way too long, right? I used to try to learn SEO back in the days where you'd have to ... All right. What you do is you post your back links, you update this, you do that. Now you got to wait 30 days to see if you rank.

Cindy: I know. You've already forgotten that you posted that. How much stuff have you done in the last 30 days?

Matt: Right? 30 days from now. I work. I don't know. I never waited 30 days to find ... That was just it, right? I mean, I got to put Post-it notes around my house to remember to eat. I'm not going to remember I optimized my blog for a 7 word SEO post or something like, 30 days ago. That just exhausts me to think about, right?

Cindy: Right, right. Oh my gosh. Yes. Do you have any last final words of advice or anything else? Before we move onto that maybe, do you have anything else that you can share about things that they shouldn't do with their ads?

Matt: Well, I mean, the thing is be patient, but be patient fast.

Cindy: I'm sorry. How? Be patient, but be patient fast.

Matt: Right. What was it? Anyway, I was trying to remember a quote and I can't right now. Coach [inaudible 00:29:58] used to say, "Be quick, but don't hurry." Be patient fast meaning this. Think long-term. You can make money with Facebook. You can figure it out. It will work for you.

At the same time, you need to constantly be testing your headlines, your ad bodies, you news feeds, your images. You need to be testing everything. Be patient. Know the payoff at the end of 30, 60, 90 days, or even 7. At the same time, you need to be testing things. Sometimes even the most ridiculous things will actually be your best converter.

I will give you a prime example for a client last year. He's like, "Let's use my pictures in the ads." I'm like, "Okay. Let's do that." I said, "I'm going to split test it." I actually split tested his picture versus a cartoon of a random-looking creature because I told the cartoonist, "Draw something weird." They did. Here's the interesting thing. The person that they knew, the picture that they recognized, had half the click through rate of the cartoon.

Then, I went and ... Because where they were located, I had a grumpy-looking bear, like an Australian drop bear, actually drawn up. I had the client saying, "There's a bear around here." A bear and this guy re going back and forth, right?

Cindy: Right.

Matt: It was complete nonsense, right? It engaged that audience because it was a very specific audience of like, 4,000 people. It got their attention. I actually got a couple of Skype messages. People are like, "What are these ads about? They're so weird." I'm like, "Perfect. That's exactly what I was going for." Over 30 days, if you know something's coming up in 30 days and you got to keep it, you've got to come up with things.

Cindy: Yep, and keep the audience interested and actually connection with you, which is what you're after, right? Engagement.

Matt: My brain's totally ADD and random, so I know typically if it'll help keep my attention, it should keep theirs.

Cindy: Well, that's awesome. Thank you so much for being here, Matt. Do you have anything? I pretty much sucked you dry of all sorts of information. Thank you for your help. Do you have any final words of wisdom?

Matt: That's it pretty much. As I said before, if you haven't, go ahead and subscribe to 7 Figure Furnace.

Cindy: Thank you.

Matt: If anyone wants to hit me up, I don't have a website to give you or anything for Facebook stuff. It's something I do internally. You can hit me up on Facebook at FBMatt.CO. That'll take you straight to my personal Facebook profile. You'll see a guy in a blue shirt, so that's how you'll recognize me.

Cindy: Or if you get totally stuck and you can't remember or find that, come over to 7figurefurnace.com. Look for the presentation with Matt. Leave us a comment there. I'll make sure that he sees it and then he comes over and says hi and gets in contact with you. Thank you so much for being here, Matt. I'll catch up with you again soon.

Matt: All right. Thank you for having me. It's been a lot of fun.

Cindy: Okay. Bye.

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