

og in or sign up
https://www.facebook.com

facebook

BEGINNERS GUIDE TO

SUCCESSFUL

Facebook **ADS**



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The temperature of the audience:

Before you plan any Facebook Ads campaign for your business you want to find out how warm existing audiences already are. There are three main temperatures:

Cold - People who've never heard of your business

Warm - People who've already come in contact with your business. They might have read a previous Facebook post, been to their website, downloaded a freebie or participated in a webinar.

Hot - People who've showed an interest in buying. Usually they've been to a specific salespage.

Retargeting:

When it comes to pitching your end product or service you want to do this only to people who are already warm or ideally hot. (A cold audience doesn't have the connection and trust yet to purchase something through Facebook Ads.)

This means, you need to warm people up to make them as hot as possible.

How?

Start with building a cold audience.

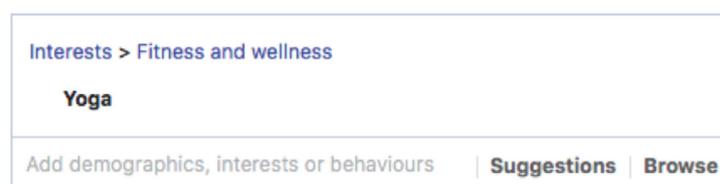
Yes, you have to start somewhere and you might not have a warm (let alone hot) audience yet. That's totally fine, start with what you have.

Find public figures and similar brands and target people who like them.

Target people who like things that you offer AND who like other things related to that.

For this use the "narrow down" function when creating the audience.

Detailed targeting ⓘ Include people who match ⓘ



Interests > Fitness and wellness

Yoga

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or **Narrow audience**

This is an example of interests a yoga studio could target:

Detailed targeting ⓘ Include people who match ⓘ

Interests > Additional interests

- Healthy food
- Healthy Life

Interests > Fitness and wellness

- Physical fitness

Add demographics, interests or behaviours | **Suggestions** | **Browse**

and must also match ⓘ ×

Interests > Fitness and wellness

- Yoga

Add demographics, interests or behaviours | **Suggestions** | **Browse**

Don't be too specific with age and gender:

Even if 75% of the buyers are normally male, you don't want to exclude females from your ads.

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Warm-up strategy #01 - Blog

Do you have a blog? Brilliant, then show a relevant blog post to your cold audience.

Every click on those ads shows: “I have an interest in that topic” (regardless if they actually read the whole blog post).

Bonus tip: Include a lead generation box to collect email addresses directly in the blog post.

Get a checklist to help you with your email list building - for FREE!

How to build your email list - the right way

How it works

- 1. Looking at each line email address as a lead will bring you a lot of quality leads at once!
- 2. You can use the list to target leads for solutions to their problems and therefore make them to buy from you.
- 3. No only using the list you can get an extended to you to they could be other they can also email you.
- 4. When you get your list you can use it to target leads and subscribers that you want to reach. You can use it to target your leads.
- 5. It doesn't depend on the size of your list. It always works with them you wanted!

How to do it yourself

Step 1: How to get your list - use the magic of Facebook to connect to your audience in general. You can do this with your own account or by using a service like [Leadpages](#).

Step 2: How to get your list in the Facebook - create a compelling message with your offer. It could be a free trial, a free consultation, a free audit, or a free report. It could be a free trial, a free consultation, a free audit, or a free report. It could be a free trial, a free consultation, a free audit, or a free report.

Step 3: How to get your list in the Facebook - create a compelling message with your offer. It could be a free trial, a free consultation, a free audit, or a free report. It could be a free trial, a free consultation, a free audit, or a free report. It could be a free trial, a free consultation, a free audit, or a free report.

Your Name

Email

Get your Checklist!

Prepare blog post retargeting audience

Later you want to speak to all those people again who've read the blog post. So you want to prepare this warm audience.

Create a Custom Audience

Use your sources

- Website
- Customer list
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Sarah Lorenz's Pixel

People who visited specific web pages in the past **30** days

URL **contains**

getsomemagic.com/building-list-collecting-leads or

Warm-up strategy #02 - Facebook post

If you don't have a blog but likes writing long posts on their Facebook page then you can use the same strategy for this.

Run an **Engagement campaign** and show one or multiple relevant Facebook posts to your cold audience.

Then create a retargeting audience out of those people.

Use your sources

-  Website
-  Customer list
-  App activity
-  Offline activity

Use Facebook sources

-  Video
-  Instagram business profile
-  Lead form
-  Events
-  Instant Experience
-  Facebook Page

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Page:  Social Media Magic by Sarah L. ▾

Everyone who engaged with your Page ▾ in the past days ⓘ

Warm-up strategy #03 - Video

Video is the most consumed medium.

Use it to build trust, show your expertise and build a connection with potential, future buyers.

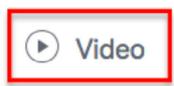
Post interesting, relevant (and ideally short) videos on your Facebook page or use existing videos and show them in a **Video View campaign** to potential future buyers of your end product.

Create a retargeting audience out of all the people who've watched at least 25% of one of those videos.

Use your sources

-  Website
-  Customer list
-  App activity
-  Offline activity

Use Facebook sources

-  Video
-  Instagram business profile
-  Lead form
-  Events
-  Instant Experience
-  Facebook Page

Create a video engagement Custom Audience

Engagement ⓘ People who have watched at least 25% of your video
[Choose videos...](#)

The next step: Freebie

Now you can use those warm retargeting audiences that you've created before and pitch to them. Ideally you don't pitch the end product or service right away but lead those audiences to another freebie in between.

This could be a PDF freebie, a video series or a webinar.



Now create a retargeting audience out of all the people who've signed up with their email address for the freebie.

Use your sources

 Website

 Customer list

 App activity

 Offline activity

Use Facebook sources

 Video

 Instagram business profile

Upload the email list here.

Create an Audience From a Customer List

1 Add customer list

Show tips

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

Download List Template (.csv)

Add a list in CSV or TXT format

Drag and drop your file here or Upload File

Copy and paste

2 Name Your Audience

Name your audience

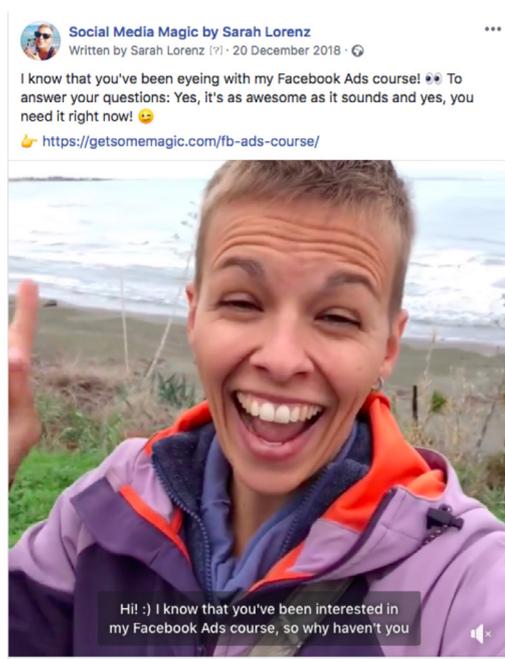
50 X

Add description

(Don't forget about GDPR. You need the permission from the users to upload their email address to Facebook. Ideally you use an extra checkbox for this on the landingpage)

And finally: The end pitch

Now you can retarget all of those people: All retargeting audiences (all warm audiences) and also everyone who's been to the specific sales page (the hot audience).



THE DETAILS

Do you want to learn the details of how exactly you can build all those campaigns and audiences? Let me show you how to run Facebook and Instagram Ads that sell your offer every single day.

The fastest way to scale your business is through social media ads.

GET STARTED TODAY

About Sarah

Hi, I'm Sarah

I'm an expert in Facebook and Instagram Ads that compel people to get out their credit card as soon as they see your ad.

With the knowledge the participants of my various workshops, events and courses have gained, they were able to earn consistent, 5-figure months and get 6-figure launches.

I've created an online course and lots of free resources to be able to impact even more clients by not limiting myself to only 1:1 packages. Let's start running your Facebook Ads today!

