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**BEGINNERS GUIDE TO**  
**SUCCESSFUL**  
*Facebook* **ADS**



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## The temperature of the audience:

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

**Cold** - People who've never heard of your client

**Warm** - People who've already come in contact with your client. 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 client's 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.

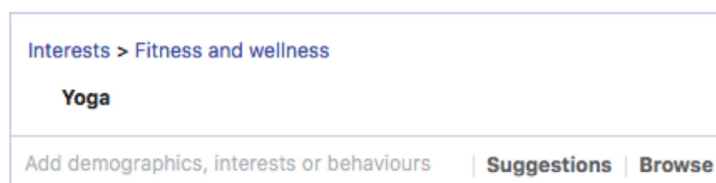
Yes, you have to start somewhere and your client might not have a warm (let alone hot) audience yet. That's totally fine, start with what you have.

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

Target people who like things that your client offers 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

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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

Does your client 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 one email address as a lead will bring you a lot of qualified leads in minutes.
- 2.  You can use the list to target your marketing for solutions to their problems and therefore make them to buy from you.
- 3.  No only using the list to target your ads is considered to you as they need to solve their own problem.
- 4.  When you build your list, you can target your content and solutions to their needs. This is the best way to build your list.
- 5.  It doesn't depend on the size of your list. It always starts with the you yourself!

**How to do it yourself**

**Step 1**

Start with the list you have. Use the magic of benchmarking to connect to your audience in general terms. Do not do this until you have built the opportunity to connect with you.

**Step 2**

Start a high value blog post in the marketplace. This is a compelling blog post that your audience will read. Make sure the blog post is only about you and the opportunity to make a connection.

**Step 3**

Target all of the people that haven't visited the link in your blog post. Target everyone that has visited you for the first time and exclude those that visited you multiple times. This is the best way to build your list.

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 your client doesn'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 client's expertise and build a connection with potential, future buyers.







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

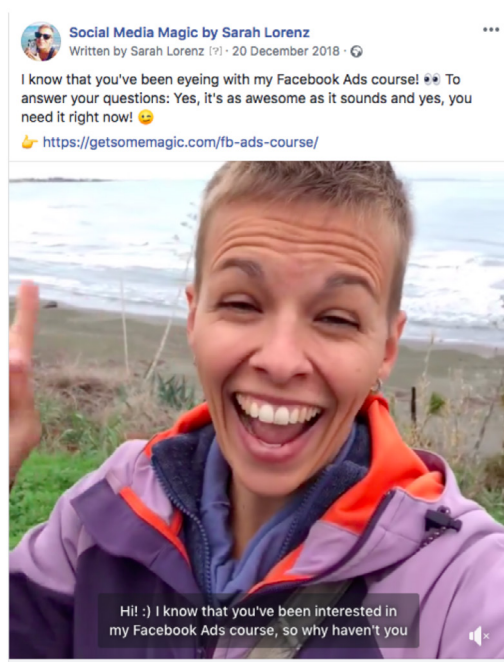
50 X

Add description

(Don't forget about GDPR. You need the permission from the users to upload their email address to Facebook. Ideally your client uses 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? Are you interested in becoming a Facebook Ads specialist? The truth is: No matter how well you work, how well you deal with tight deadlines, how reliable and responsive you are: If you're not a specialist you will not get your dream rates as a VA.

### **The good news:**

You can become a Facebook Ads expert in no time and offer your service to your clients. This will increase your rates immediately and give you the option to only work for clients and projects you love.

The demand for Facebook Ads experts is as higher than ever before! Business owners don't want to hire a large, anonymous agency and would rather have one person they like, can rely on and trust to run their ads for them.

All Facebook Ads experts I know have stopped accepting new clients, as they're all fully booked!

Now is your chance to get high-paying clients.

[HAVE A LOOK AT MY COMPLETE FACEBOOK ADS COURSE HERE](#)

## About Sarah

### Hi, I'm Sarah

and I help you to become a Facebook Ads expert so you can offer your service to your clients and earn much higher rates.

I studied economics and marketing and worked as a marketing manager for five years before becoming a freelancer and finally starting my own Facebook Ads agency, which I've been running for six years.

I've been invited as a speaker at various events and I'm running my own digital marketing event series.

With my specialization in successful Facebook Ads, I've helped my clients earn consistent 5-figure months and get 6-figure launches.



I managed to transition from being an underpaid freelancer doing all sorts of jobs for a frighteningly low hourly rate to an expert in my field where clients pay me 5-figure amounts per month.

This has allowed me to move from gloomy North Germany to sunny Cyprus where I now only work around 20 hours per week and spend my afternoons and weekends at the beach with my husband and 3 year old son. Let's make that possible for you, too!