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facebook

**SKYROCKET YOUR**

**NETWORK MARKETING  
INCOME**

**WITH** *Facebook* **ADS**



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## Why do Facebook Ads work?

Let's be honest for a second: Do you find it weird to send messages to all your new (or old) Facebook friends who mostly only get annoyed by you?

Are you lacking ideas on what to post on your Facebook profile or page?

Is your team not growing the way you would love it to grow?

Don't worry - this is something a lot of network marketers experience.

Right now you tell people (again and again) how amazing your company and the products are, how great the business opportunity is but it mostly feels like you need to convince them.

You're running after them.

What you're doing right now is called "organic" marketing. Meaning unpaid. It's totally fine to use these organic tools (and you should keep using the ones you like).

But there is a much easier way. One that makes people run after YOU and not vice versa.

The only thing you need to do is use Facebook Ads.

Facebook Ads have one BIG advantage over any other marketing:

You speak only to people who already have an interest in similar products that your company has to offer and a "work from home" business opportunity.

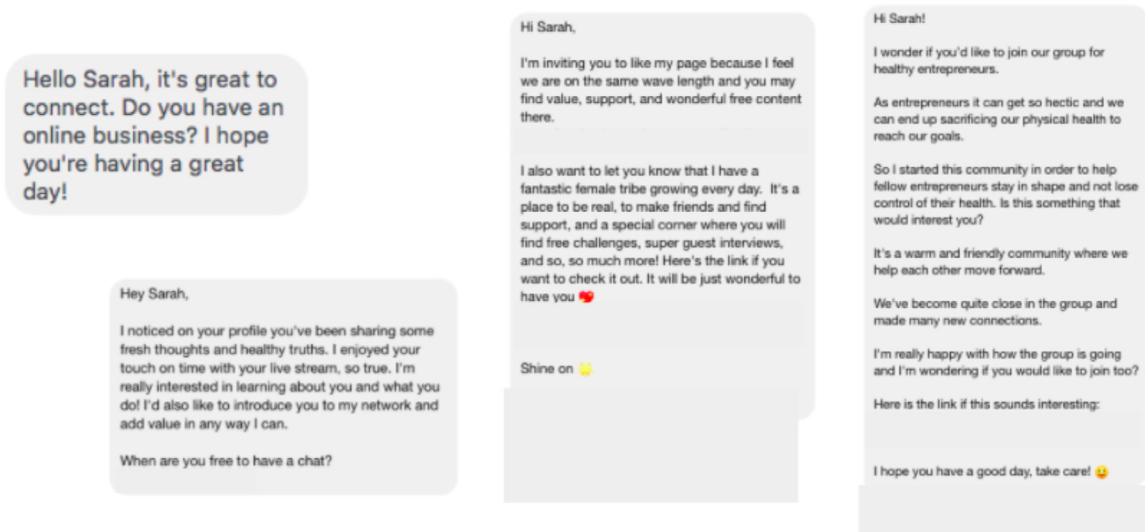
No more "I guess this person could maybe like what I'm about to write to her". Instead, you will know this as a fact.

This way, you spend much less time, grow your team much more quickly and it will feel a whole lot better.

Sounds great, doesn't it?

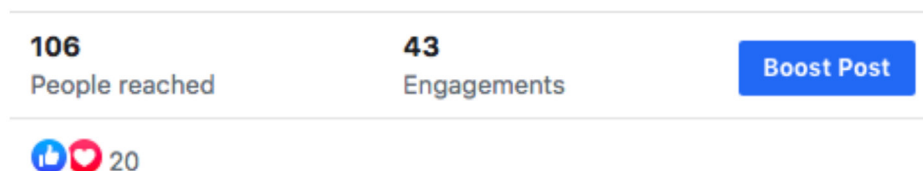
So let's dive right in.

## Stop relying on manual messages



- You're running after people
- You don't know if the person you contacted might be interested
- You hear a lot of "no's" or get unfriended
- It takes TIME

## Forget the "Boost post" button



Chances are if you've tried running Facebook Ads you used this blue "Boost Post" button. I like to call it "Burn your money" button.

Why? Because it only gives you very limited options:

- You can't split-test
- You can't evaluate your numbers properly

## Use the Ads Manager instead

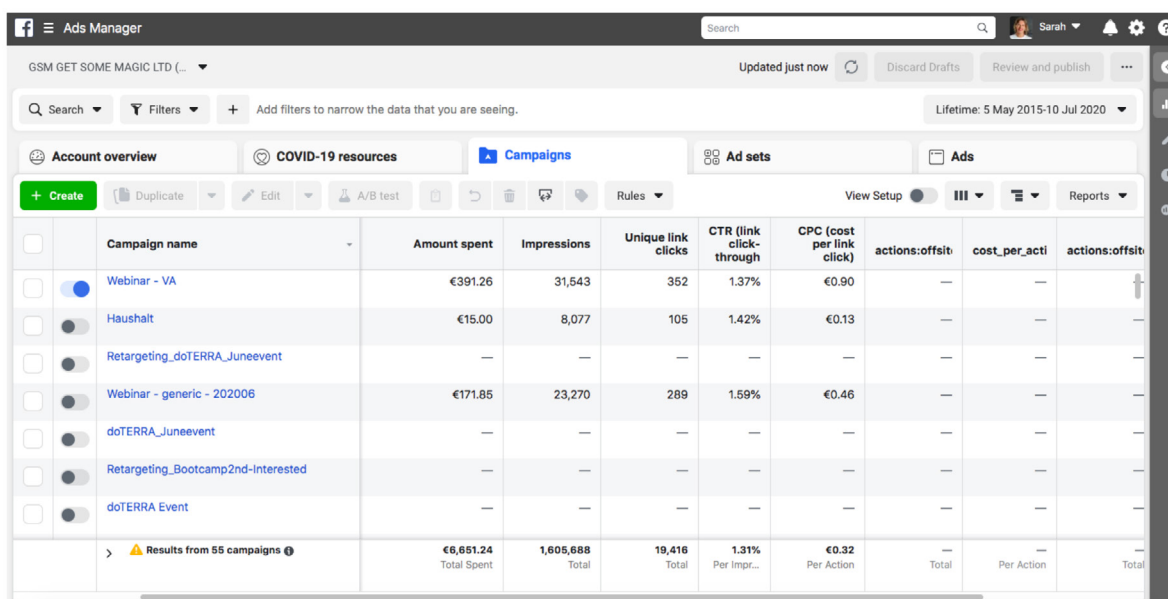
Instead, you want to use what is called the Ads Manager. This is the place where you create all your audiences and ads.

### How to access the Ads Manager:

Type facebook.com/adsmanager into your browser - this is the easiest way to access your Ads Manager

Don't use a mobile or tablet to create ads but always do so on a computer

The Ads Manager might look scary but once you know your way around it really is not as complicated as it looks.



Campaign name	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	actions:offsit	cost_per_acti	actions:offsit
Webinar - VA	€391.26	31,543	352	1.37%	€0.90	—	—	—
Haushalt	€15.00	8,077	105	1.42%	€0.13	—	—	—
Retargeting_dotERRA_Juneevent	—	—	—	—	—	—	—	—
Webinar - generic - 202006	€171.85	23,270	289	1.59%	€0.46	—	—	—
doTERRA_Juneevent	—	—	—	—	—	—	—	—
Retargeting_Bootcamp2nd-Interested	—	—	—	—	—	—	—	—
doTERRA Event	—	—	—	—	—	—	—	—
<b>Results from 55 campaigns</b>	<b>€6,651.24</b> Total Spent	<b>1,605,688</b> Total	<b>19,416</b> Total	<b>1.31%</b> Per Impr...	<b>€0.32</b> Per Action	—	—	—

## Split-testing

You ALWAYS need to split-test different things because this is the only way to improve your results.

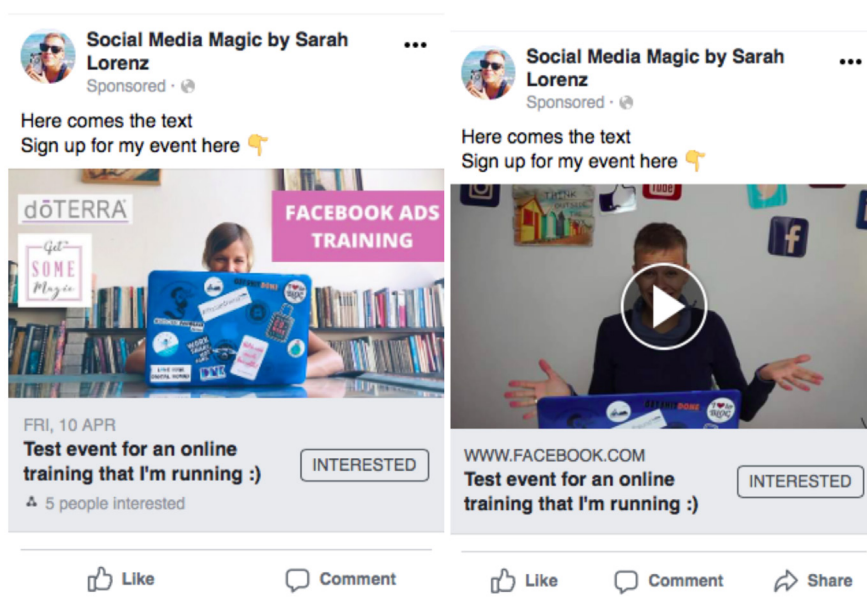
I've run Facebook Ads for clients for over 5 years now and I'm still surprised sometimes on what works and what doesn't. You can never be sure.

### Things you should split-test:

- Different ad images
- Different ad texts
- Different ad headlines
- Different audiences

Here is one example of split-testing one image against one video. The text above the image / video as well as the headline should stay the say.

**Remember:** Always only split-test one element at a time



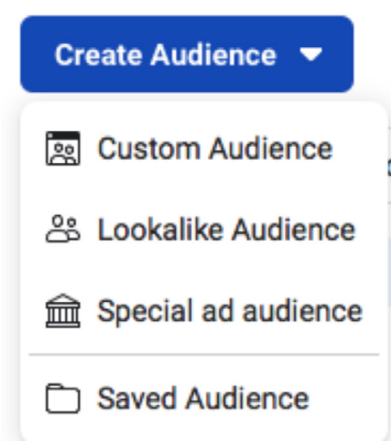
### Split-test different audiences

Not only should you test different elements with the ads but I also highly encourage you to split-test different audiences against each other.

**For this, it's important to understand the different audience types:**

We have three main audience types:

- Custom Audience
- Lookalike Audience
- Saved Audience



## Custom Audience:

People who already know you, for example, who:

- have engaged with your Facebook page or Instagram
- have watched a video of you
- have clicked “Interested” or “Going” at one of your previous events
- you have their email address

## Lookalike Audience:

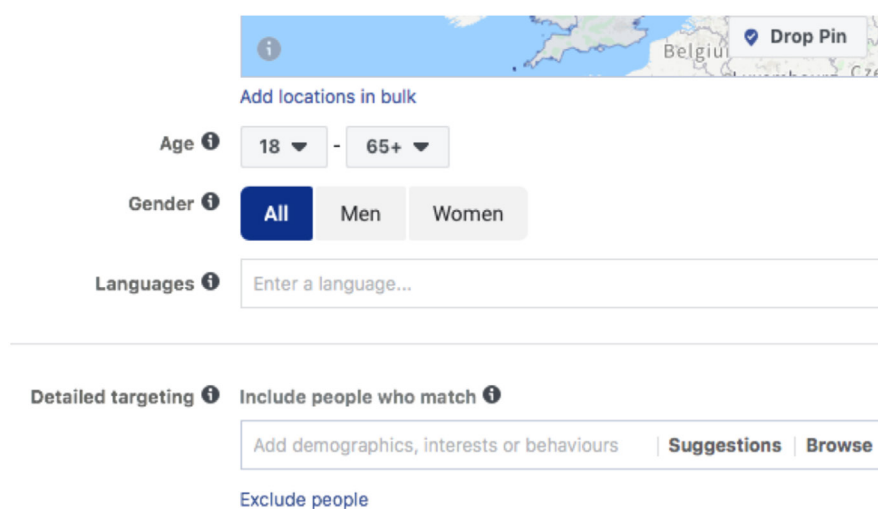
People that are very similar to a group of people that already know you (meaning: They are similar to a Custom Audience).

Create the Custom Audience first and then create a Lookalike audience

## Saved Audience:

Personally I really don’t know why Facebook calls this “Saved Audience” as all audiences can be saved. I like to call this Profile-based Audience or Interest-based Audience.

This is the audience where you select things like age, gender, location, interests, and demographics.



The image shows a screenshot of the Facebook audience targeting interface. At the top, there is a map with a location pin and the text "Drop Pin". Below the map, there is a link "Add locations in bulk". The "Age" section has a dropdown menu set to "18" and another dropdown menu set to "65+". The "Gender" section has three buttons: "All" (selected), "Men", and "Women". The "Languages" section has a text input field with the placeholder "Enter a language...". Below these sections, there is a "Detailed targeting" section with a toggle switch for "Include people who match" (which is turned on). Below the toggle, there is a text input field with the placeholder "Add demographics, interests or behaviours" and two buttons: "Suggestions" and "Browse". At the bottom, there is a link "Exclude people".

## So, how do you test different audiences now?

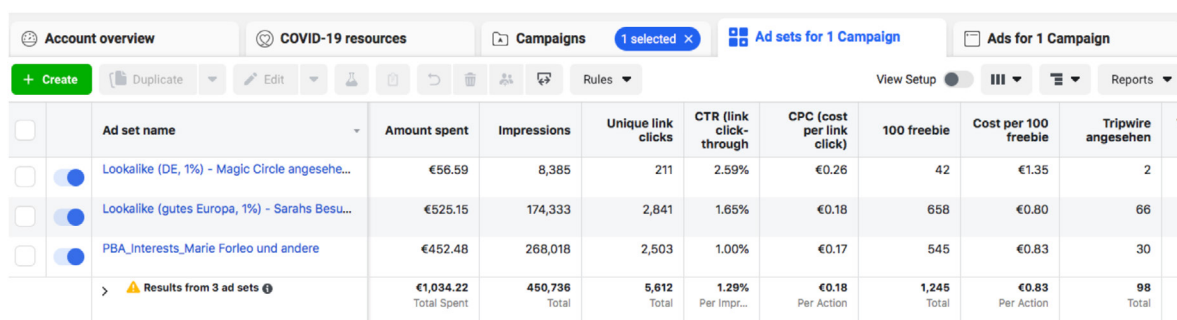
Chances are when you're only just starting, you can only work with a Saved Audience. Which is fine, do that.

As soon as you can add a Lookalike Audience as a second audience and then split-test those two audiences against each other.

## Evaluation

It's not enough to just create your ads and then never look at them again. You want to understand what actually worked to learn from this and to implement this knowledge for your current and all future campaigns.

This means you should always look at the numbers and learn from them!



Ad set name	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	100 freebie	Cost per 100 freebie	Tripwire angesehen	Ti
Lookalike (DE, 1%) - Magic Circle angesehe...	€56.59	8,385	211	2.59%	€0.26	42	€1.35	2	
Lookalike (gutes Europa, 1%) - Sarahs Besu...	€525.15	174,333	2,841	1.65%	€0.18	658	€0.80	66	
PBA_Interests_Marie Forleo und andere	€452.48	268,018	2,503	1.00%	€0.17	545	€0.83	30	
<b>Results from 3 ad sets</b>	<b>€1,034.22</b> Total Spent	<b>450,736</b> Total	<b>5,612</b> Total	<b>1.29%</b> Per Impr...	<b>€0.18</b> Per Action	<b>1,245</b> Total	<b>€0.83</b> Per Action	<b>98</b> Total	

One number I always look at is “CTR”. CTR stands for “Click-through rate” and shows you how many % of all the people who saw your ad clicked on it.

I look at the CTR of different audiences to see which one performed better as well as the CTR of different ads.

Other numbers depend on the type of campaign you're running. If your goal is to get Event responses then of course that is what also you look at. If you want people to reach out via Message you check the numbers for “Messaging conversation started”.

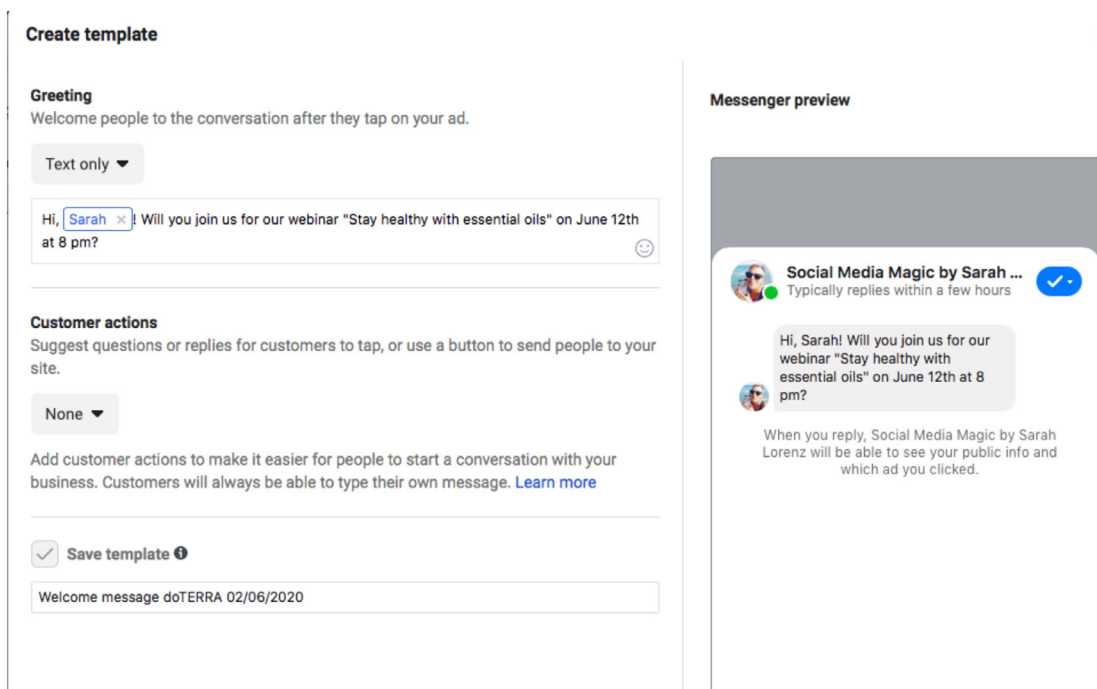
## Retarget

This is a very important step!

Speak again to people to remind them of you.

**For example:** Speak again to everyone who clicked “Interested” for your Facebook event and remind them in a second ad to sign-up for a ticket (even if the event itself is free)

I like using a Messages campaign for this and set up the first message people see like this:



The image shows two side-by-side screenshots from the Facebook Ads interface. The left screenshot is titled "Create template" and shows the configuration for a Messenger message template. Under "Greeting", the text "Hi, Sarah! Will you join us for our webinar 'Stay healthy with essential oils' on June 12th at 8 pm?" is entered. Under "Customer actions", the "None" option is selected. A "Save template" checkbox is checked, and the name "Welcome message doTERRA 02/06/2020" is entered at the bottom. The right screenshot is titled "Messenger preview" and shows how the message will appear in a chat. It features a profile card for "Social Media Magic by Sarah ..." with a blue checkmark and a status of "Typically replies within a few hours". Below the card is the message text: "Hi, Sarah! Will you join us for our webinar 'Stay healthy with essential oils' on June 12th at 8 pm?". A note at the bottom states: "When you reply, Social Media Magic by Sarah Lorenz will be able to see your public info and which ad you clicked."



## The details

Do you want to learn the details of how exactly you can build all those campaigns, audiences, and ads? Let me show you how to skyrocket your network marketing income through Facebook ads.

**GET STARTED TODAY**

## About Sarah

### Hi, I'm Sarah

I'm an expert on Facebook and Instagram Ads that skyrocket your network marketing income.

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 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!



## These course participants couldn't be happier

"This course has been the best thing I have invested my time and money into in a long time."



"The response I've been getting since starting this training is incredible!!"



"I have fallen in love with fb advertising with this course!"



"I'm finding this course really useful."

