FACEBOOK PAGE POST ENGAGEMENT ADS FOR SOCIAL BLAST

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Facebook Boost Post Ad

The secret ingredient to making your Facebook ad work is to target a VERY focused audience who is truly PASSIONATE about your niche.

Facebook allows you to choose who will see your ad by defining an audience using a number of selectors including:

- Geographic Location
- Gender
- Age
- Interests
- Miscellaneous Demographics like Relationship, Industry, Job, Income (in some countries)

Using a broad Interest – like "cats" – is simply that….too BROAD. Someone signing up to Facebook may fill in the Interests section with things they like but that doesn't mean they're REALLY passionate about that topic. I've said on Facebook that I like running but I haven't run now in years. If someone showed me an ad targeting a running product I wouldn't be interested.

The best way to target an audience on Facebook is to use Audience Insights to narrow down some demographic information about gender and age range and then **pair those details with a set of related Pages as Interests**.

Those related Pages should be ones that:

- Are all about your niche – they're designed to cater just to people who are absolutely fanatic about your niche, they talk only about your niche, they're seriously focused on your niche (people might like Hoover's Facebook Page but that doesn't mean they're neat freaks who are passionately into house cleaning – they might have liked that page only so they could stay up to date on information about their vacuum or so they could get a coupon – Hoover's FB Page isn't built for people who just absolutely love to clean house – it's built as a communication tool to sell their products)
- Have a large and active audience (lots of likes and shares on their posts)
- Show recent post activity
- Are available as an Interest in the Ads Manager

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You've done some of this kind of research through Audience Insights already to find Pages in your niche to Like with your page but now we're going to take it a step further.

You're going to build a spreadsheet of possible Pages to target with your ad by:

1. Spying on the competition
2. Spying on the Likes of people who are active on competing pages

This work is very tedious – just telling you now – and should take several hours. ;) However, very few affiliate marketers will take their research to this level and you will come up with an enormous possible list of interests as a result. This will help you in finding the MOST responsive audience.

There aren't even tools that can be as thorough as this manual method of research can be if you do it correctly. Tools that automate audience research on Facebook miss lots of Pages that make great targets for ads. These Pages hide from these tools because they have an About description that doesn't mention their niche and have a Facebook Page name that doesn't include an obvious word relevant to the niche.

THE SPREADSHEET

Included with this bonus is a spreadsheet called Facebook Ad Niche Research (see the folder called Facebook Ads – you'll find an Excel version, an Open Office version and a PDF version).

NOTE: You will only be working on the columns in SECTION ONE (columns A through F) for now.

For every Page that you find that meets the criteria discussed in the later section of this document you'll note the following on the spreadsheet:

1. Column A – the name of the Facebook Page you found related to your niche
2. Column B – whether or not that Page is truly targeting serious fans in your niche or not
3. Column C – whether or not the Page has recent posts
4. Column D – the number of Likes the Page has
5. Column E – average number of Likes per post on the Page

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6. Column F – rate of average Likes as a share of total Page Likes (formula is built into the spreadsheet)

NOTE: Rows 4-6 are EXAMPLES ONLY so you can see how to fill out each field. You can delete those rows or leave them there to help you remember how to use each column.

SPYING ON THE COMPETITION

Finding Facebook Page Post Engagement ads that your competition has run is one of the fastest ways to zero in on the Pages you can use as Interests for your own Facebook ads.

There are two methods I use to find these ads:

1. Use a Facebook URL search string
2. Look at the Facebook Page of the competition and try to spot posts they've obviously boosted for more exposure

FACEBOOK SEARCH STRINGS

If you log into Facebook and use it as your personal profile you can enter search strings that will cause Facebook to show you posts that include a word, a URL or a combination of words/URLs. (These searches don't work when you're using Facebook as your Page – only when acting as your personal profile.)

Here's the search string to look at Facebook stories mentioning a specific word:
http://facebook.com/search/str/WORD/stories-keyword/intersect

Here's the search string to look at Facebook stories mentioning Teespring.com and a specific word:
http://facebook.com/search/str/teespring.com+WORD/stories-keyword/intersect

Here's the search string to look at Facebook stories mentioning two specific words:

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http://facebook.com/search/str/WORD+WORD/stories-keyword/intersect

Teespring sellers targeting t-shirts and hoodies are a great source of information for many niches. To find Facebook ads that Teespring sellers have used to promote to cat lovers, you'd use the following search string: http://facebook.com/search/str/teespring.com+cat/stories-keyword/intersect

Let's start finding these ads:

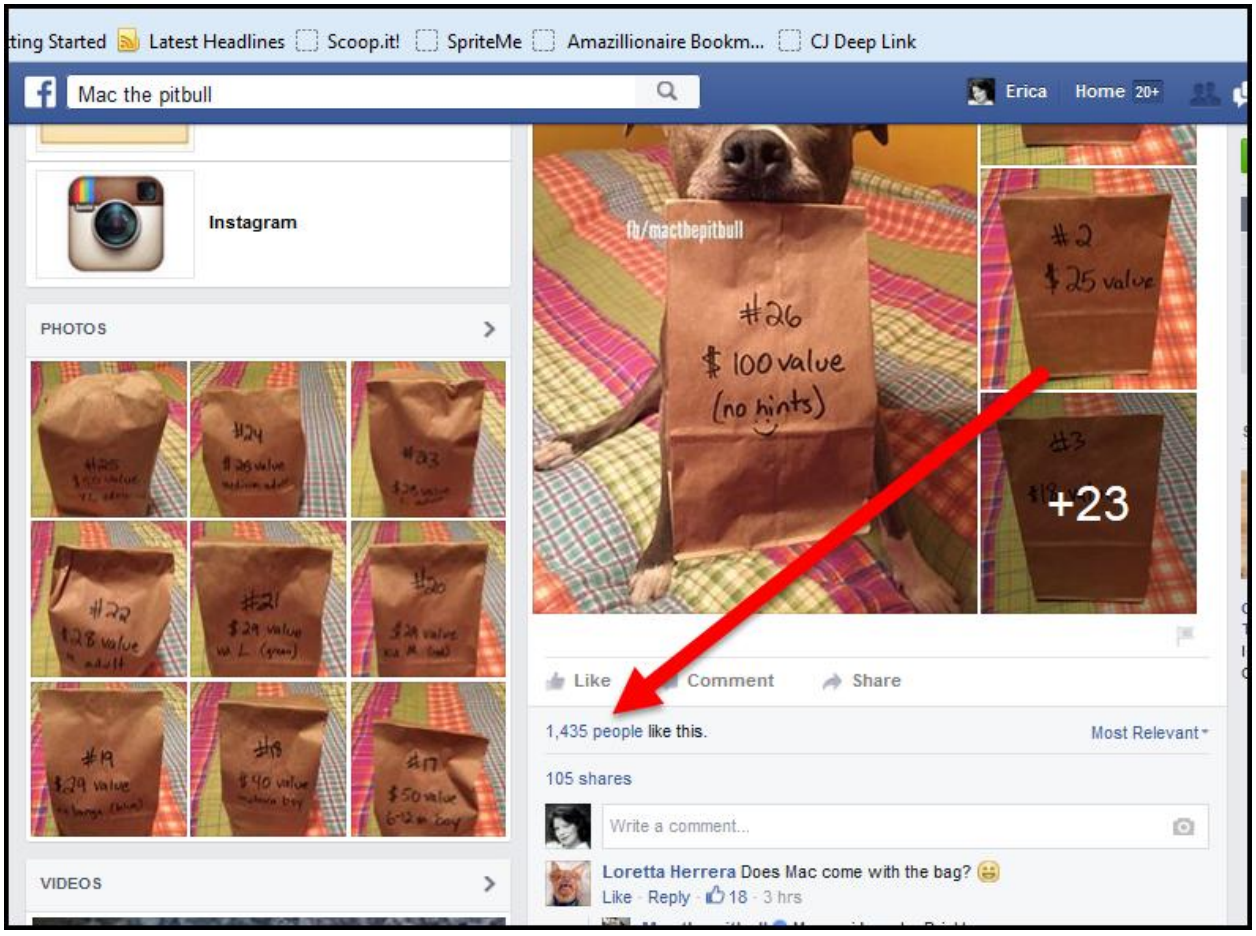
1. Log into Facebook
2. Paste the Teespring search string into the address bar of your browser but replace "word" with an actual word for your niche and hit enter
3. Facebook will show a list of stories that meet the search criteria. Scroll down the list looking for a post that features a picture of a t-shirt targeting people in your niche AND that has at least 300 Likes (the Likes count shows under each post)
4. Right click on the Facebook Page name for that post and open the Page in a new tab in your browser
5. Read through the About section of the Page, browse through their recent posts and determine whether or not the Page objective is to target ONLY people specifically interested in your niche. If not, close the Page and find another one to open from your list of Teespring.com searches. If it is truly targeting your niche AND has more than 10,000 followers, put the name of the Facebook Page in Column A on your spreadsheet and fill in Columns B-F for that Page on the spreadsheet:
    a. Column B – Put Yes or No as to whether or not the Page is truly targeting JUST people interested in your niche (I want you to really look hard at the page and its recent posts and make sure that it's only targeting your ideal audience – not a blend of people interested in your niche and something else, too)
    b. Column C – Note whether the Page has recent activity (latest post is less than a month old)
    c. Column D – Note the number of Likes (followers) the Page has
    d. Column E – Estimate (no need for an exact calculation) the average number of likes the Page gets for every post. Some

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posts are going to have lots of likes and some will have only a few. Just estimate in your head what the average likes are for all posts and put that number in your spreadsheet.

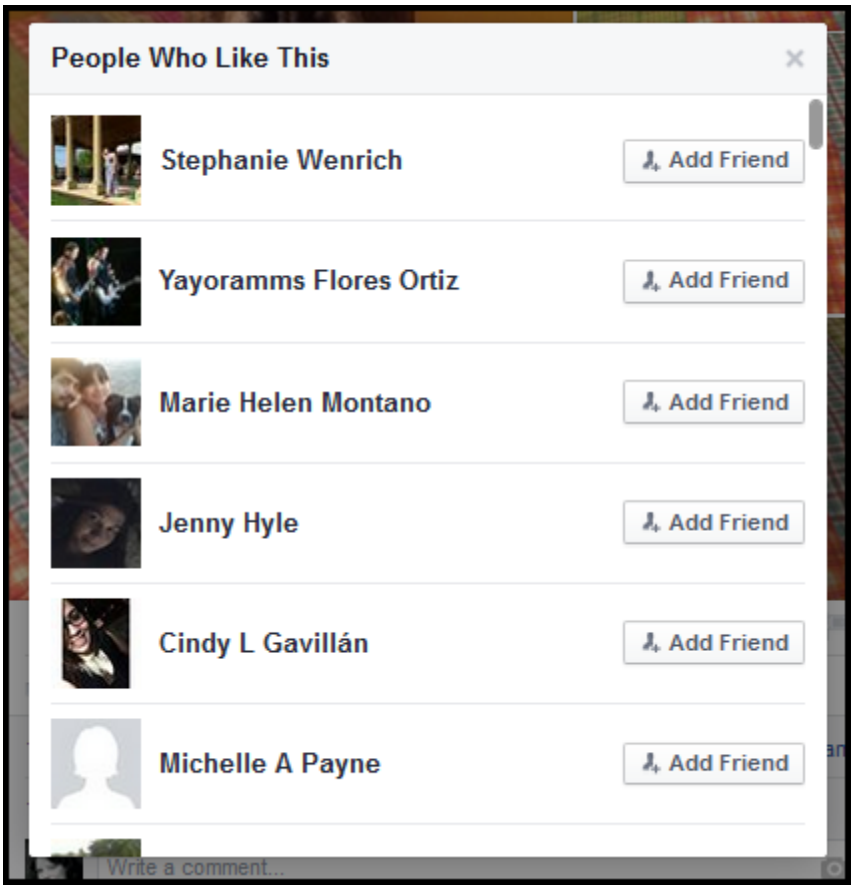
e. Column F – this field will automatically populate based on the formula I've already entered into the spreadsheet (it compares the average number of post likes to the total Page Likes to determine the responsiveness of the Page's followers)

6. Find a recent post on the Page that has a larger number of Likes than the average number of Likes for that Page's posts (it's possible that the Page paid to boost that post)
7. Click on the Likes link below that post



8. This will open a pop-up box with a list of names of people who have liked that post

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9. Right click on the first name on the post and open the profile in a new tab in your browser
10. Hover over the More link in the person's profile and then click on Likes (if there's no Likes option in the drop down list then close that profile and move on to the next)

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11. Scroll through the person's Likes looking for any Pages that might be related to your niche. Some may have a profile image that shows something related to your niche, some may reference a word related to the niche in the name of their Page. Every time you find a Page related to your niche, open it in a new tab in your browser. Add the new Page to your spreadsheet if it:
    a. Has 10,000 or more followers
    b. Is truly targeting JUST people truly passionate about your niche
    c. Is recently active
12. Go through a good 50-100 profiles from that same post to find more Pages related to your niche to add to your spreadsheet

Once you've exhausted searching for related pages using the Teespring search string, repeat the process with this new search string: http://facebook.com/search/str/**word**+shirt/stories-keyword/intersect (just replace "word" with a word for your niche)

Once you've exhausted searching for related pages using the word+shirt search string, go back to your spreadsheet and:

1. Bring up each new Facebook Page you added to your spreadsheet
2. Find a post on the Page that has received more Likes than the average for that Page
3. Click on the Likes link to look at the profiles of the people who liked that post

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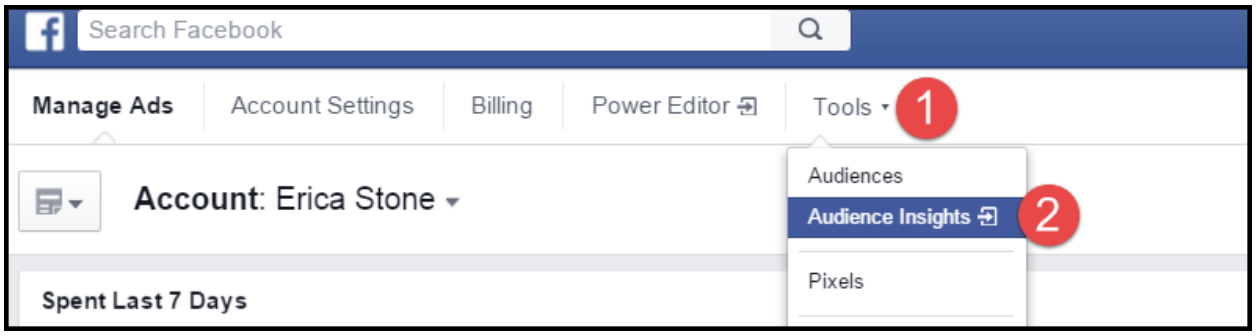
4. Analyze the Likes of at least 50 of those people looking for even more Pages related to your niche
5. When you've finished gathering Pages for your spreadsheet (try to get at 30-50), sort the data by the Responsiveness Rate column from high to low

Target Audience Demographics

You've identified a set of Pages to use as your Interests for your ad. Now, you need to define the demographics of your target audience: location, gender, and age.

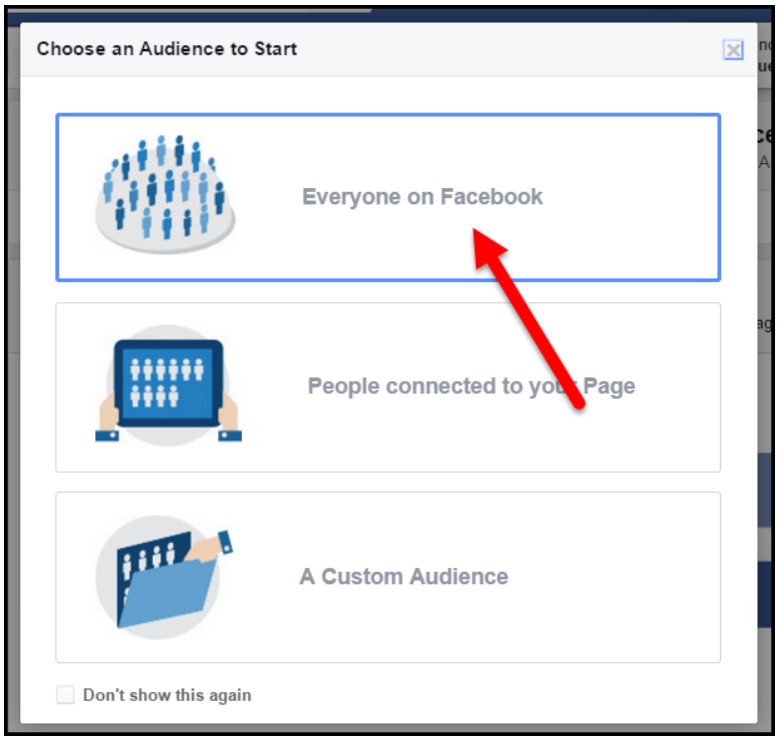
Collect demographic data and enter it into the second tab in your ads research spreadsheet with the steps in this PDF.

1. Log into Facebook
2. Go to Manage Ads
3. Click on the Tools drop down and select Audience Insights



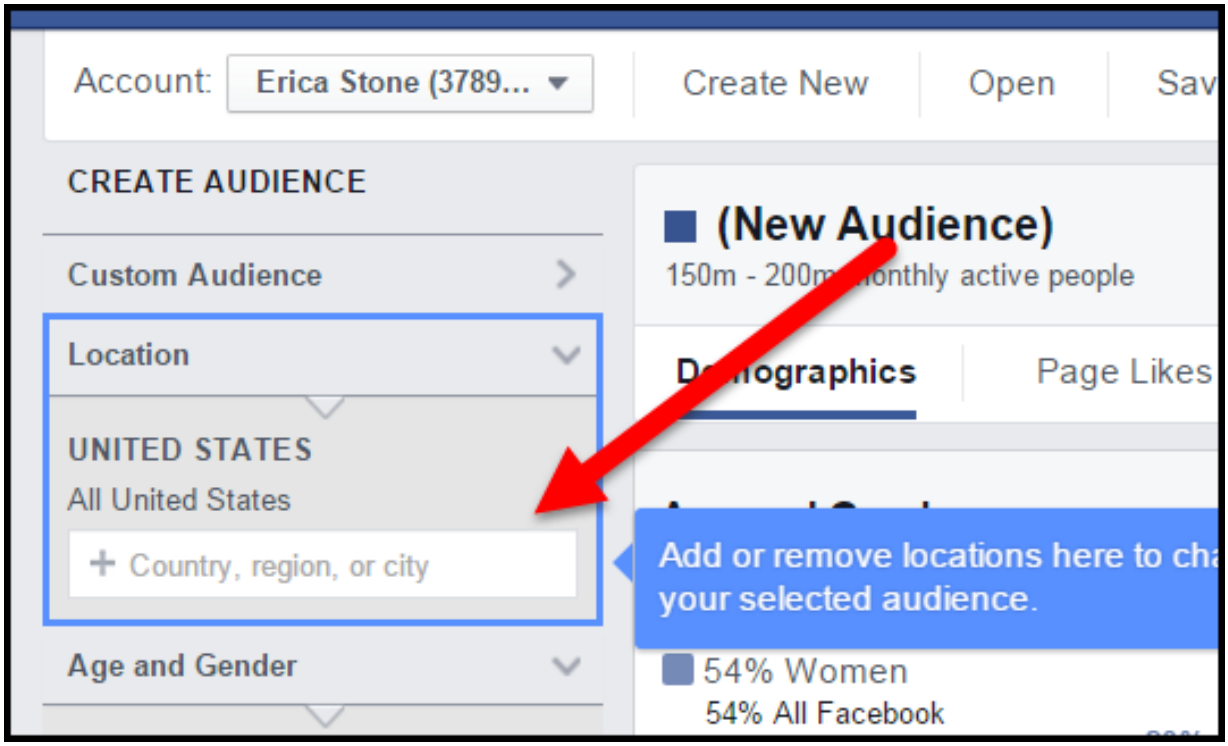
4. Choose a starting audience of Everyone on Facebook

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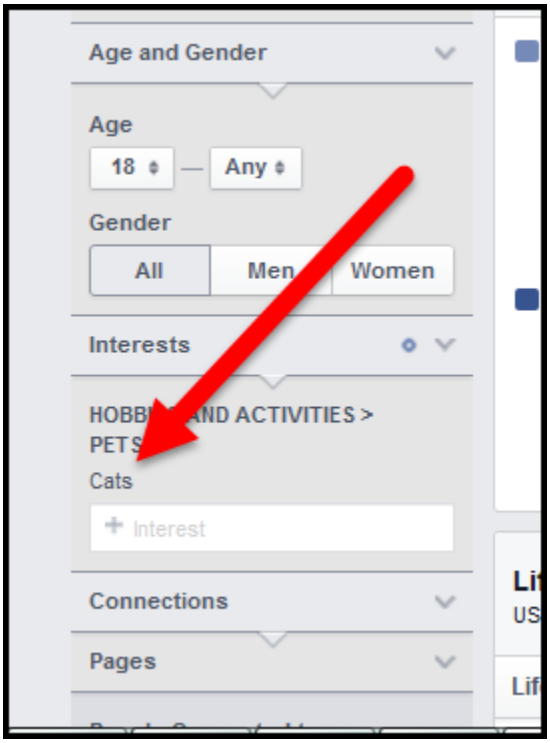


5. Decide which countries you want to research (United States, UK, and Canada, for example) and list the country names in Column A of the SECOND tab of your spreadsheet
6. Research one country at a time by putting ONLY that country in the Location box in Audience Insights (remove any other countries already in the box by hovering over the name and clicking the little x to the right of the country name)

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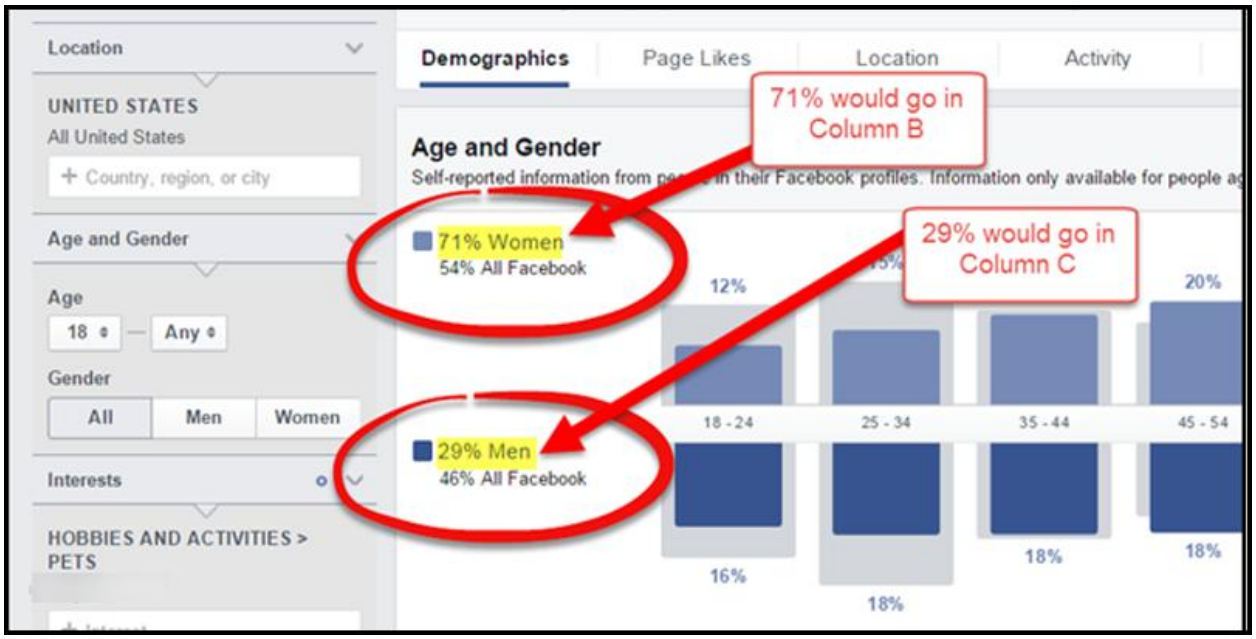


7. Scroll down to the Interests field and put in your TOP LEVEL interest (ie, cats)

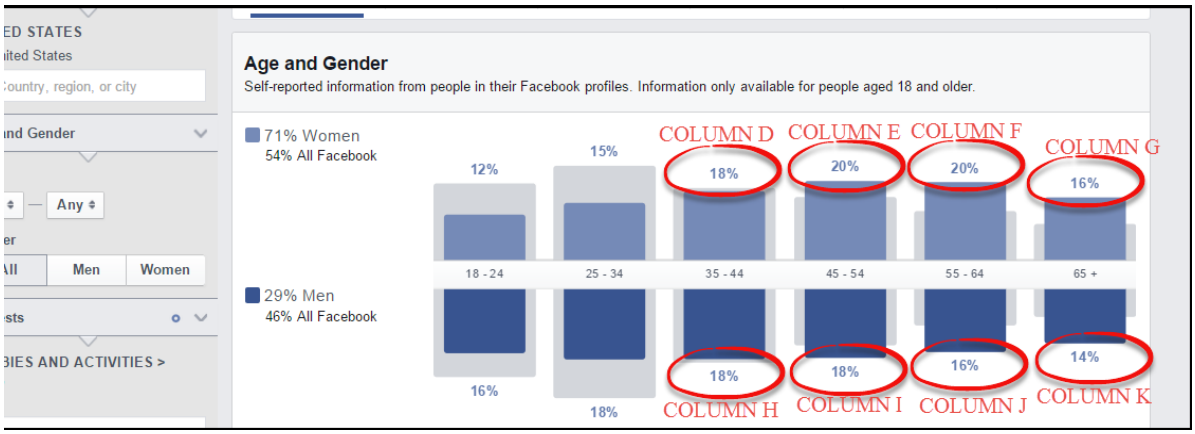


8. Enter the % of Women interested in your niche in column B of the SECOND tab of your spreadsheet and the % of Men interested in your niche in Column C

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9. Enter the % for women and men in each age range on columns D through M on the SECOND tab of your spreadsheet



10. Repeat steps 6 through 9 for the remaining countries on your list

Running the Ad Campaign

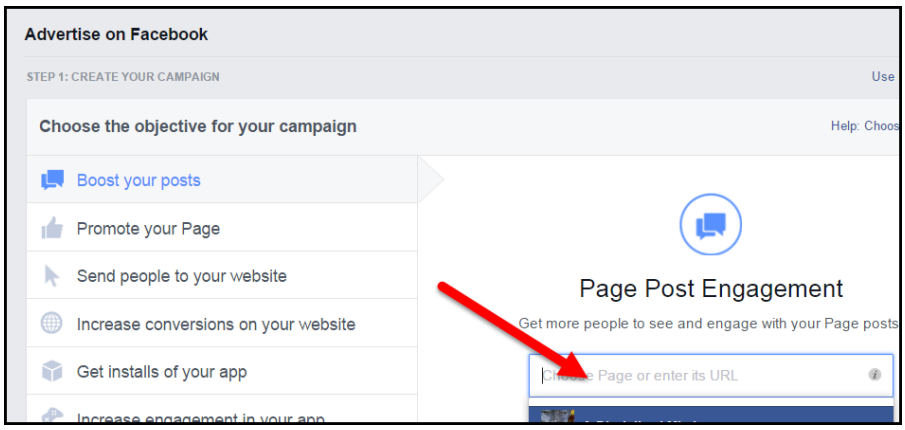
Once you've gathered your data, it's time to run a Page Post Engagement Ad (basically boosting exposure to the post you created).

While you can use Power Editor to do this, the latest version of Facebook's Ads Manager makes it just as fast to do this without Power Editor since you're only creating one campaign with a number of different audiences.

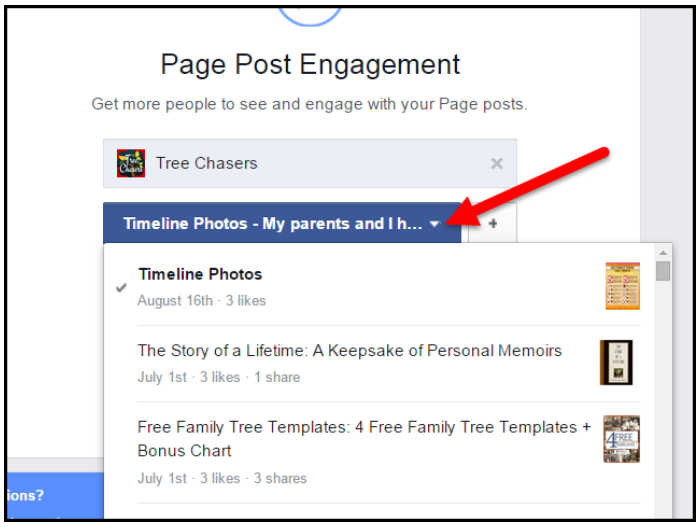
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To create your ad:

1. Log into Facebook and go to Manage Ads
2. Click on the option to Create Campaign
3. Choose the Boost Your Posts option
4. In the drop down box on the right hand side, choose the appropriate Facebook Page

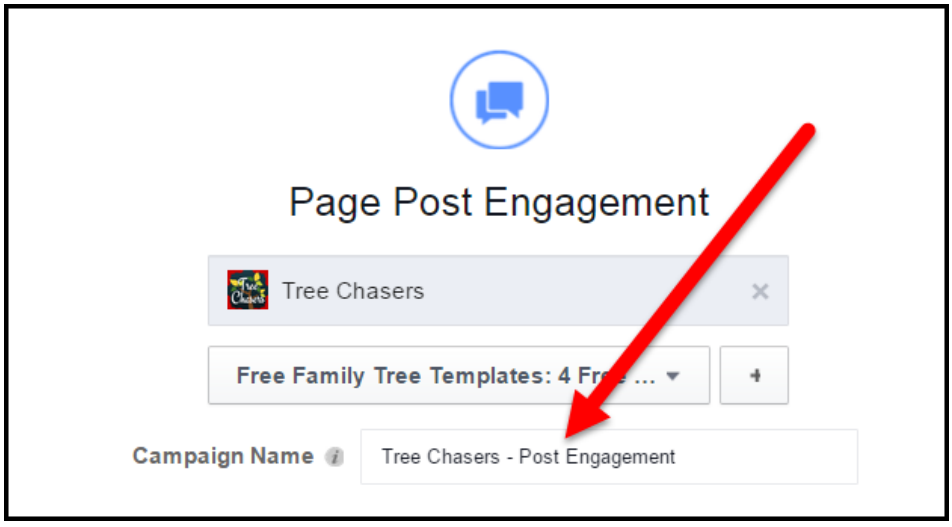


5. Use the drop down box showing your list of posts to choose the post you created as your ad

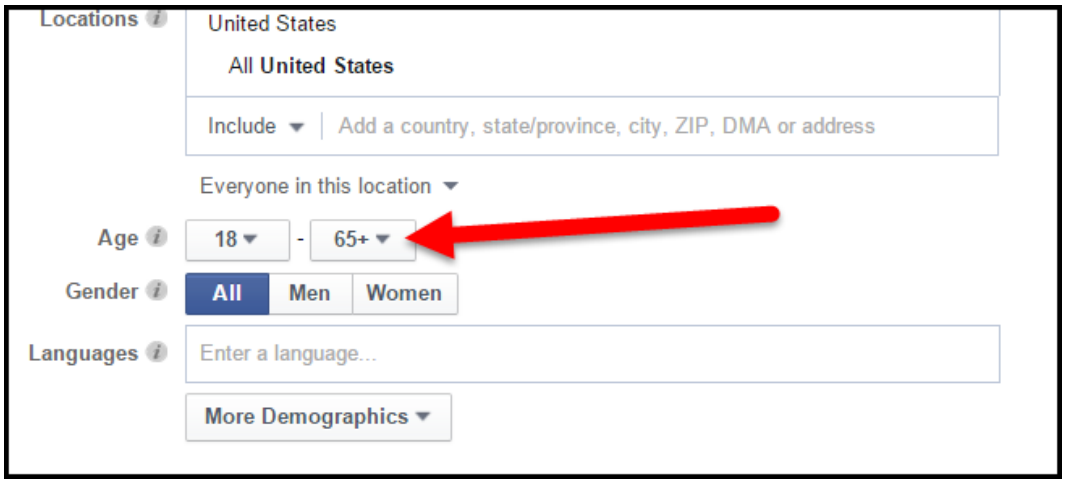


6. Click the Continue button
7. Change the campaign name if it will better help you locate this specific campaign in your overall list of campaigns

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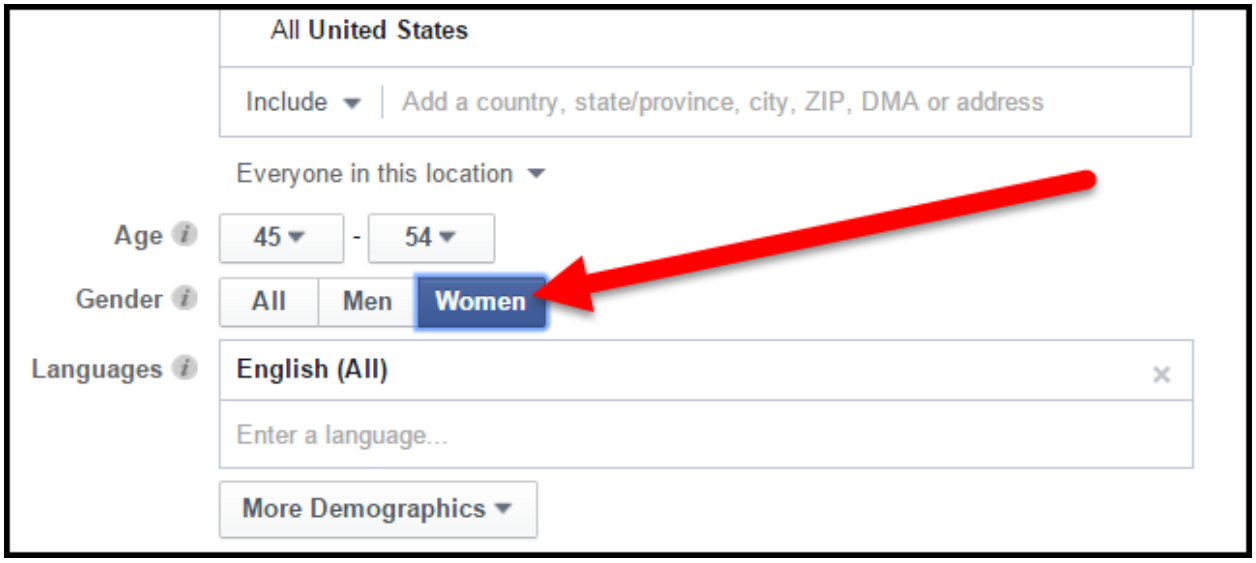


8. Scroll down to the Locations box and choose ONE country to target (your country of origin will show by default – if that is NOT the country you're going to target with the ad then make sure to remove it and then add the country you want by starting to type the name until it shows in the drop down box – click the country from the drop down box to enter it into the Locations field)
9. Double check the Locations box and make sure it shows only one country and that it is the country you want to target
10. Scroll down to Age and enter ONE age range – whichever age range for the country you're targeting that had the highest percent showing on the demographics tab of your spreadsheet



11. Double check that you have listed the correct age range
12. Scroll down to Gender and refer to the Demographics tab of your spreadsheet to decide whether to target just women, just men, or both. If one gender had more than 60% of the interest, then I'd focus on just that gender to start with

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13. Scroll down to Languages and enter the languages you want to target.



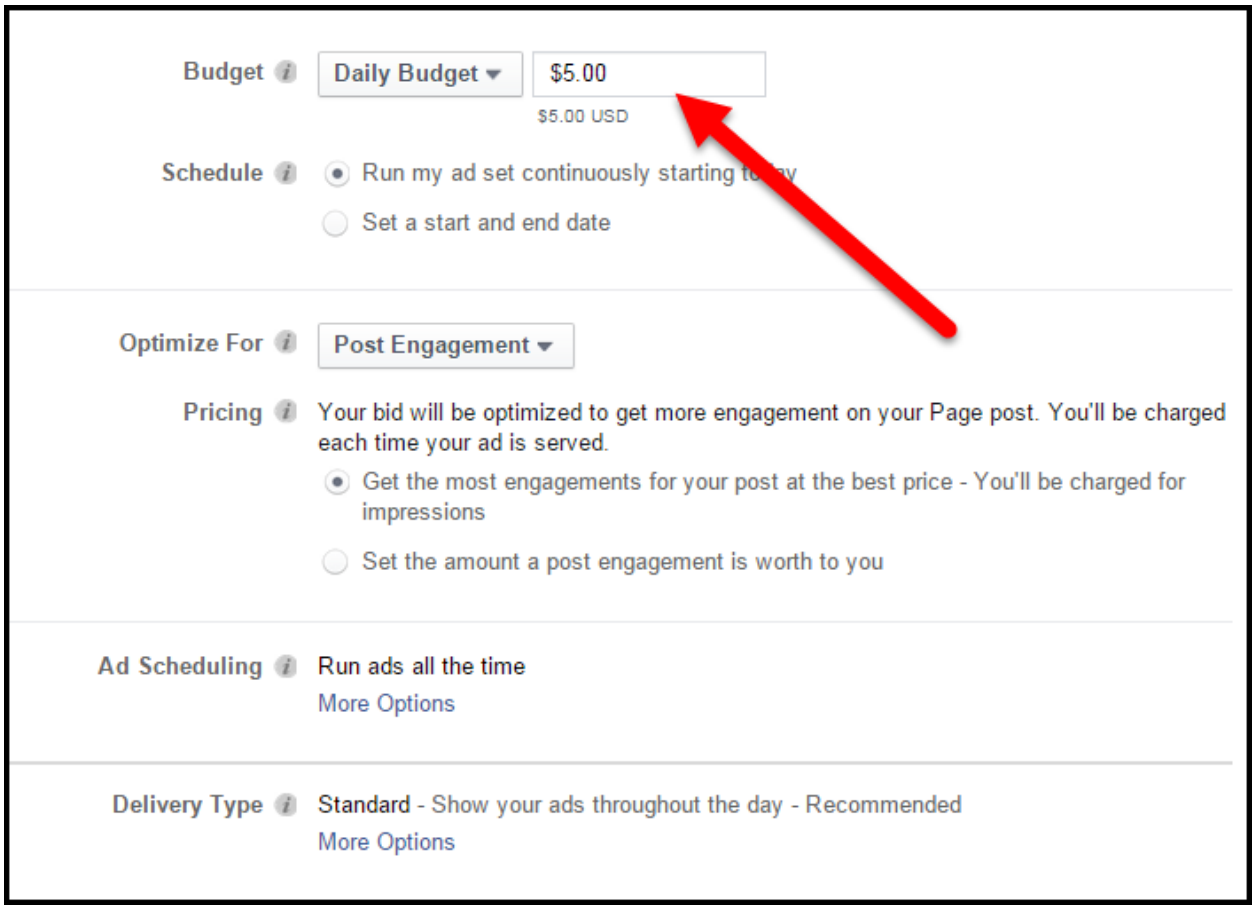
14. In the Facebook ad creation screen, scroll down to Interests field and enter the FIRST Facebook Page from your spreadsheet for the country you're targeting – the Pages have been sorted by the Responsiveness Rate from high to low so you can start off by targeting those that seem the most active

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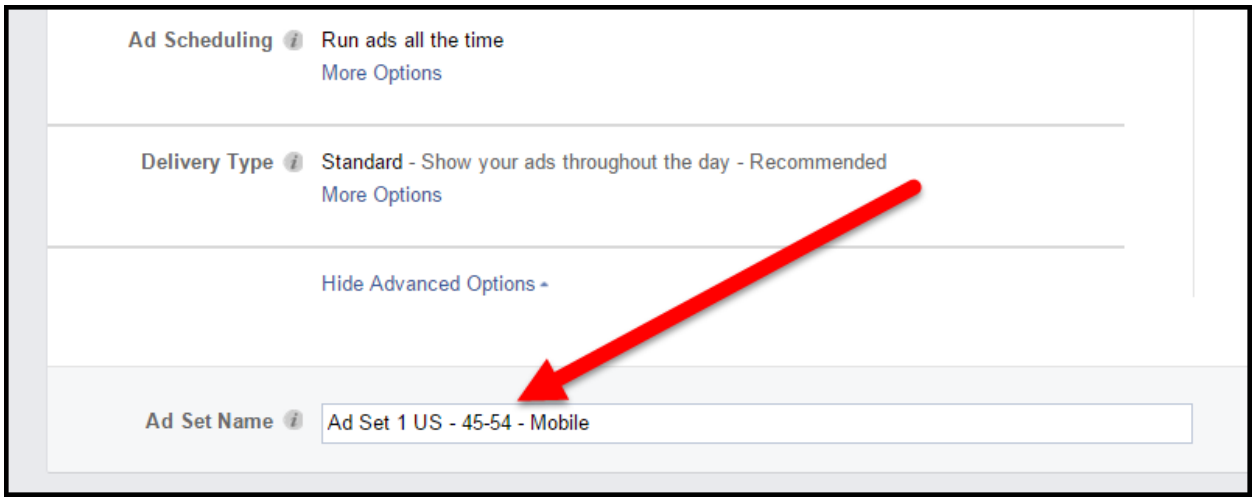


15. Once you've entered your first Interest, check the Potential Reach on the right. As long as it is below 50,000, add the second Facebook Page from your spreadsheet as another Interest. Keep adding Interests from your spreadsheet in order from top to bottom until you reach 50,000-100,000. If you hit that number with just your first Interest, that's fine. You'll just test the other Pages in a future Ad Set.
16. On the research tab of your spreadsheet for this country, put a #1 in the Priority column for any Interest that you listed in the ad set up – this will help you keep track of which Pages you have targeted and in which Ad Set
17. On the research tab of your spreadsheet for this country, put the date you're creating this ad in the Tested column – this will help you keep track of when you targeted each Interest
18. When you've finished entering Interests, scroll down to the Budget section in your ad creation screen, make sure Budget is set to $5/day (the default and the minimum you're allowed to run). Leave all other settings in that section at their defaults.

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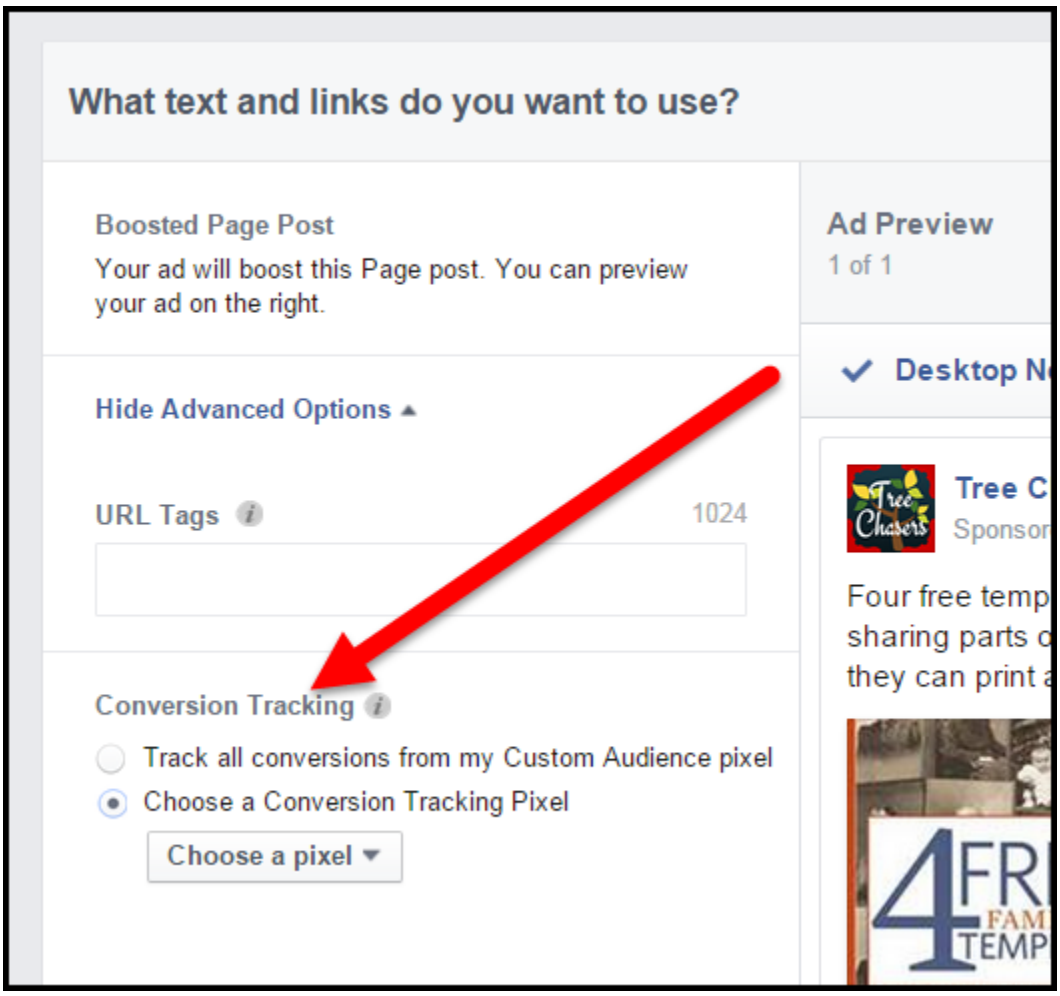
19. At the bottom of the Budget section is a field for the name of this Ad Set – change the title to say "Ad Set 1" in front of the country and age range default title and "Mobile" after the country and age range default title



20. Scroll down to the next section called "What Text and Links Do You Want to Use" and select a conversion pixel option. If you created a

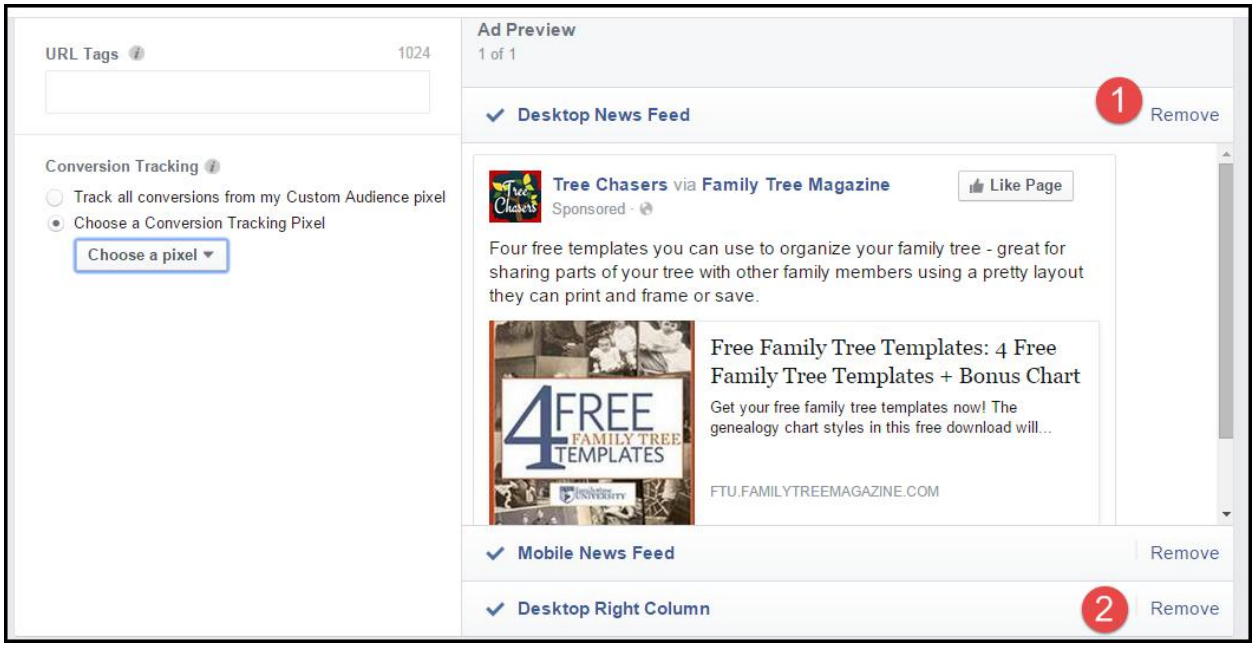
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single pixel for this campaign you can select the option to Choose a Conversion Tracking Pixel and then select it from the drop down list



21. In the Ad Preview section to the right, click the option to REMOVE the Desktop and Right Column ads – you only want to run Mobile at this time. In my experience the cost per conversion is lowest for Mobile ads.

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22. Review ALL of your settings:
    a. Right country?
    b. Right language?
    c. Right gender?
    d. Right age range?
    e. Right Interests and Potential Audience between 50,000-100,000?
    f. Did you rename the Ad Set?
    g. Did you select a conversion pixel?
    h. Did you remove the Desktop and Right Column ads?
23. When you're ready, click the Place Order button



24. A pop up box will confirm that your ad is being reviewed AND will give you the option to create a similar ad. Choose the option to create the similar ad

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25. You'll return to an ad creation screen and all of your settings from above will still be in place. This time, though, you want to Edit the Audience and change the age range to the second highest percentage age range from the demographics tab of your spreadsheet for the country you're targeting.
26. Scroll down to the Budget section, make sure it still says $5/day and then change the Ad Set name by just modifying the age range in the Ad Set title to the age range for this group
27. Review all of your settings and then click the Place Order button
28. Again, you'll see the option to create a similar ad – go ahead and click that option
29. Change the Audience but this time you're going to change three things:
    a. Change the age range back to the first age range you targeted
    b. Change the Interests to pick up where you left off in your spreadsheet and keep adding new Interests from your spreadsheet until you reach a Potential Audience size of 50,000-100,000
    c. Change the Ad Set name in the Budget section to "Ad Set 2" and the correct age range
30. Note a #2 in the Priority column for all the Interests that were included in this second Ad Set and note the date you created the ad in the Tested column
31. Review your order and then click the Place Order button
32. Once again, choose the option to create a similar ad but change the following two items:
    a. Change the age range to the second age range you're targeting for this country
    b. Change the Ad Set name to reflect the correct age range
33. Review your order and then click the Place Order button

This should give you 4 ads targeting two age ranges for the targeted country and a selection of the most responsive Pages from your spreadsheet.

Continue running each ad set until you've reached 5-10% of the potential audience for that ad set. Once you've reached 5-10%, compare the results and stop the lowest performing ads (those with the fewest clicks to your website). Continue running the one or two best performers and then set up a new campaign targeting a different audience – another country, different age ranges from your spreadsheet, or a different group of interest.

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Again, let those ads run until you've reached 5-10% of the potential audience and compare the results to the initial set of ads. If the new ads are performing better than the old ads, turn off the old ads.

Keep testing new ad sets against your winning ad sets. Campaigns usually reach a peek and then performance starts to decline. Turn the ads off once they start to decline and/or reach a Frequency of 2.5 to 3.

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PinFabulous Affiliate – Forget Google! Build thin sites LOADED with Amazon affiliate links and go straight to Pinterest for buying traffic! This super-simple strategy takes very little effort and is great for beginners and advanced Amazon affiliates alike.

PinPlosion – Struggle to get Pinterest followers? Learn how to find active Pinterest users and gain hundreds of followers a day for free. No software, nothing to buy and beginner friendly. This does not include ViralWoot but gives you a way to save your ViralWoot seeds for pure pin promotion while still growing your Pinterest followers.

Extreme Review – The Amazon super-book! **Step by step** instructions for setting up your own authority-style Amazon review site - everything from finding great niches to doing competitive analysis to growing your affiliate marketing site so it dominates the search engines. This is NOT just any review site method!

Hobby Master – Add at least 3 income streams to your wallet with a hobby site that promotes Adsense, Amazon, and Clickbank products. Get detailed instructions for finding hobby niches, building your site and creating content. Build a solid business from a single topic with easy to follow instructions.

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