

Scaling Bootcamp

Overview & Getting Started



Hello!



*I am **Tanner Stolte &
Samantha Melhorn***

We are here because we love Facebook Advertising.

1

Why Give it Away?

Let's start with the foundation of why.

*“Facebook is a dating game, and
it’s time to put yourself out there.”*

“



It's a **social** network

- People are not here to be sold
- You are entering a social environment
- There must be some courtship before we ask them to marry us.
- Your lead magnet becomes that first opportunity to ask for their number.

2

Who Needs Your Help?

Define Your Audience

- Know who you're serving and what they need
- Internal Review:
 - Facebook Insights
 - Google Analytics
 - Comments/Reviews/FAQs
 - Upload lists and let Facebook help
- External Review:
 - 3rd party spy sites (spyfu, buzzsumo, similarsites)

2

What to Give Away?

Would they pay for it if it wasn't free?

- Personal information is digital currency
- Does the offer hold enough value that they are willing to exchange their personal information for it?
- Can they get immediate use from it?
- Does it speak to or solve a specific pain point?

3

Define Your Targeting

Targeting Your Ideal Audience In Facebook

Warm Traffic

- List Uploads
- Website Traffic
- Offer Retargeting

Targeting Your Ideal Audience In Facebook

Cold Traffic

- Interest Groups
 - Stacked Interests
 - Stacked Gurus
- Lookalike Audiences
 - Target people *exactly* like your ideal client
- 3rd Party Data

4

Let's Spend Some Money!



We live and die by **the data**

- You need data to tell you what your audience thinks of your offer.
- More Data = Better Decisions
- Start with \$500 to get a good pool of data to assess
- This small test budget also lets you work out the kinks in your funnel.



We live and die by **the data**

- If this is your first time on advertising on Facebook expect to test, A LOT!
- Keep Media, Market, Message in mind
- Your numbers are going to be relative to your outcomes
- Your funnel is an entire system that works in unison, the data will tell you where the holes are.

2,200,000,000

Your Market Is Out There
(Facebook *Monthly* Active Users)



This week's homework

Complete your Research Checklist ->
<http://bit.ly/scaling-bootcamp-1>

Next week: Setting Up Your Ad in Facebook





Thanks!

Any **questions** ?

You can find us In the LS Mastery Group

- ◉ ismastery@linkedselling.com