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Facebook ads funnel template

Facebook may no longer be the best or sexy social network on the block. This may no longer be where teens and tweens go to vent their anxiety. In fact, 71.1 percent of all Facebook users are over the age of 25. But you know what? It's bigger than ever. Recent data from Statista even shows that Facebook has 1.86 billion monthly users. And just look at how much it's still growing. This doesn't seem like slowing down to me – let alone the death of Facebook. This means that marketing opportunities are plentiful. I even think Facebook is one of the best places where you can spend your money. And I spend a lot! To show you why, let's just compare the price-per-click (CPC) of Facebook and the ultimate PPC juggernaut: Google Adwords. The average CPC on the Adwords search network is \$2.32. What about Facebook? The average CPC is only \$0.64! With a little jiggery and some clever moves, you can crush this number to an even smaller amount! That's where it should arouse the interest of most online marketers. Another thing I love about Facebook advertising is the wide range of options available. For example, you can create brand awareness, increase engagement, send traffic to your Facebook page, or go directly to the carotid artery to try to convert immediately. It really only depends on your specific goals and what you are trying to achieve. Just look at all the different marketing goals you can choose from. But here's the point: Facebook is a different animal than traditional PPC platforms like Adwords. In other words, Facebook is more than just buying clicks or impressions. When used correctly, Facebook has its own powerful sales funnel. Let me explain. With a different approach: Let me ask you a question. What's your goal when you sign in to your Facebook account? Is it to check your friend's updates, comment on photos and generally see what's going on in your network? Or are you signing up to search for products and make purchases? It's likely to be the first, not the second. You're going to see each other, not spend money. Here's a AaronZakowski.com video that shows us what most people spend their time doing on Facebook. As you can see, Facebook is more about socializing than about buying. They rarely make a purchase on a person's mind when they are browsing their Facebook feed. This means that Facebook's overall shopping intent is low. Sounds like a pretty stupid place to try to sell, doesn't it? Well, for some, yes. As a result, many brands are ultimately disappointed with their RETURN on investment. Maybe they are getting new followers, more engagement and so on, but it doesn't really translate into solid conversions. The problem isn't with Facebook. The problem lies in the approach that many marketers are taking: jumping gun by selling to someone who is not fully on board to buy. After all, you can't expect a cold lead to an immediate pull out of your credit card and buy it. They just aren't in the shopping mindset. You've shopping cycle before that, right? Face it. If someone is in the opportunity recognition phase, they probably won't pull out their credit card to make a purchase. But all is not lost. Because there are customers who are ready to buy. But for the vast majority of Facebook users who don't intend to buy, there's still a way to coax them into buying. How? The key to success with Facebook advertising is to develop a sales path first. It has to be reasonable, logical and take into account the fact that most Facebook users are not in buy now thinking. Having been told, I would like to introduce you to a step-by-step guide to creating a Facebook sales path. Here we go. Step 1 - Create segmented content To get started, you'll need to have several different forms of content. This could include an epic blog post, video, infographic, slideshow, webinar or eBook. It doesn't matter what specific path you take, as long as it's high-quality, engaging, and relevant to the specific product you're promoting. Just make sure it's on your website. This will be important later when you eventually re-attack the wires and work with them further down the funnel. For example, I could use one of my best blog posts from NeilPatel.com. Or my video. You'll need to have multiple forms of content to reach different audiences. A one-size-fits-all approach is usually not enough because you will have different people at different levels of the purchasing process. Some may be cool with very little interest in buying and are simply doing some research. Others may be warm and seriously considering buying right away. With a variety of engaging content, you'll make sure you have something for all the small niches in your audience. And once they're exposed to your content, they're in your funnel. Boom. Step 2 - Promote content to your warm audience What I recommend first to promote your content to people who are already warm. I am referring to people who have already been exposed to your brand in a particular capacity and who have expressed at least a certain level of interest. This will primarily be your existing Facebook fans, but may also include your website retargeting list. What you want to do is pay attention to the level of engagement and determine which content leads to most purchases. Here's an example. This video I did with Ryan Urban Bounce Exchange done pretty well. It has received more than 24,000 views and received more than 800 likes. Take the time to fully analyze the data to see what's best. The odds are, if your warm audience responds favorably to content, your cool audience will too. Step 3 – Target a similar audience Facebook has a term that it called similar audiences that look like your existing customers, visitors to your site or fans of your Page. In other words, they are people with interests, habits and behaviours that are similar to your current Audience. You might think of this demographic as a cool audience that could easily be warmed up to become viable leads. That's why they're the people you want to target. To do this, you'll need to go to the Facebook Ad Audiences section. Now click Create Lookalike Audience. Here's what's going to come up. Start by selecting a feed that can be a Custom Audience that hasn't been created with a data partner, pixel data, mobile app data, or fans of your Page. Anything that fits. Then choose a place and audience size that will consist of anywhere from 1 percent to 10 percent of the population in the country or countries of your choice. Keep in check that the smaller the percentage of audience size, the closer the Lookalike Audience is to matching your existing audiences. Then click Create Audience at the bottom. This lookalike audience will now be part of your overall cool audience, which will need a little warm-up. Step 4 - Promote your best content Remember the content that resonated most with your warm audience? Now you want to take this content and expose it to your cool audience. Whether it was a video, blog post, webinar or whatever, that's the content you want to promote. Ideally, you'll be able to move a significant percentage of your cool audience deeper into a Facebook sales path to become part of your warm audience. At this point, they will know about your brand and should have at least some interest in a potential purchase. Step 5 - Effective remarketing So here's the thing with advertising on Facebook. You just can't expect a large number of people to go from being part of your cool audience to being super-skilled leads that are chomping on a bit to buy. That's just not how it works. In most cases, your cool audience will need to be exposed to your brand several times before it's actually ready to buy. So how to effectively prepare them and move them on after the funnel? One word - remarketing. And Facebook is the perfect network for it. Step 6 - Using the Facebook pixel One of my favorite Facebook ad features is the pixel. Here's how it works. Facebook pixel When you add a pixel to your site code, use it for remarketing and bring visitors back to complete your purchase. Here's how to get started. Click Tools from the top menu and Create Pixel. You're going to see this. Click Next. It then asks you if you want to use Integration Manager or tags, or if you want to copy and paste the code. I prefer to just copy and paste the code myself, but choose what makes the most sense to you. Facebook then creates a basic pixel code. What you want to do is copy and paste it into your site code. This can be a bit tricky if you have limited code experience. If so, I recommend checking out this guide from Facebook for all the details. It will guide you step by step. Just be careful when you squeak the new code because you want to spoil the original coding of your site. Step 7 - Remarketing with video Now there are many different remarketing techniques. When it comes specifically to Facebook, I like to use video to move people further down sales routes. You may have even seen some of my videos floating around Facebook. So let's say someone has checked out a blog, video, guide, etc. They've already been exposed to my brand, and they may already have some interest. What I wanted to do is show them a video ad to make a deeper connection and encourage them to visit my landing page. This allows them to put my face behind my mark and generally helps to connect the dots. I could say something like: Thank you for checking [X content], but you're missing out on some of the key information that's available on my landing page. Note that I'm not beating them over the head to make a purchase right away. I'm just encouraging them to delve a little deeper and learn more. I found it to be an effective way to move them further down the funnel or on my landing page without being too salesy about it. Step 8 - Remarketing again At this point you will perform some conversions. But of course, not everyone is going to convert. So what to do? I suggest you create another remarketing ad to reach those who didn't have a conversation and encourage them to sign in to your email list. For example, your ad might say something like: Thanks for checking out [the X site], but you did sign up for our [free trial, free eBook, or whatever]. As long as you have a solid offer, a large part of those leads that no convert will continue and opt-in. From there, they're on your email list, so you can keep them warm until they're finally ready to buy. Step 9 - Warm up potential customers even more Well, so you motivated part of the audience to sign in. That's great, but it's not enough. Just think about it. Roughly 25 percent of people who sign in actually open your emails, so you're still losing about 75 percent of the would-be sales. So let's say someone visited a free trial or eBook page but didn't. I recommend creating an ad explaining all the benefits of the product for them to alleviate any concerns or skepticism they may have. This could include providing testimonials, further explaining the characteristics of your product, mentioning prominent personalities or brands that have used your product, and so on. Just what makes sense to create more credibility for your brand and get people to believe that your product will actually do what it's supposed to do. Step 10 – Tough Sales But there's one more step involved in selling Facebook's journey. That's when you go to the carotid artery with a hard sell. This is where you want to place your attention on individuals who have used the free trial, downloaded your eBook, etc. but never went to your final checkout page. I found that the best approach for The segment of your audience is to create a personalized video ad that says something like: Thanks for checking [X content], but for some reason you didn't buy [X product]. Then go for a hard sale with an excellent sales report on why they should buy it. At this point, all your leads should be familiar with your brand and warm up about as much as it will. They're ready to buy. Illustration of Facebook sales trips I know I covered a lot of information and your head can be spinning. But let me recap by crashing into a visual funnel. All this leads to the final and most important stage of all. Here are the main steps of the process. Get started by creating segmented content for your existing warm audience to see what they respond most to Create a similar audience (cold audience) that includes people with the same interests as your warm audience Promote your best content for your cool audience Part will turn into part of your warm audience and some will buy a Facebook pixel for remarketing targeting to those who haven't bought finish four stages of remarketing, where you're targeting where you're targeting, where you're targeting those who initially don't convert to maximize conversions When they're done right, you'll gradually move potential customers deeper through Facebook's sales path. With each stage, they gain knowledge of your brand and interest in your product. This is important because most people just aren't ready to buy right off the bat. In fact, it can take significant exposure to your brand and product for some time before they are comfortable enough to make a purchase. Efficiency through automation The great thing about setting up this type of sales path is that it is largely automated. Once you've created several different remarketing ads for individuals at different stages of the sales journey, it's pretty much hands off at this point. That's good, because you can spend your time tuning existing content and developing new content that will bring even more people to your Facebook sales journey. Since then, you've simply optimized your campaign and maximized conversions. Conclusion In my opinion, Facebook is one of the best platforms for putting exposure to your brand and can be incredibly effective for increasing sales. But in order to do this, you first need to understand the psychology behind reaching the average Facebook user. You need to understand that getting someone to the point of purchase is very much a process that takes time. When you create a Facebook sales path like this, you can step by step move leads into the purchasing process and provide them with all the information they need to know to make an informed purchasing decision. It's just a matter of patience and allowing Facebook to do its job. The best part is the level of automation that comes with creating basic content and remarketing ads. You have a sales route in place for your Networks? Networks?