What's going on guys, this is Mike Buontempo and I wanted to personally thank you for grabbing this Audiobook. I've marketed online for close to 10 years now. My very first course was around like 2008, 2009. I've marketed online since then so if you don't know me, I'm Mike Buontempo. I'm from Westfield, New Jersey and just a bit of a back story about me so you know where I'm coming from and I don't want to make it too long. I graduated high school in 2010, went to Virginia Wesleyan college to go play baseball. I'm a big baseball fan, I'm a big autograph collector as well. I collect autographs and actually how I got into marketing online is I used to send cards out to my favorite baseball players and I would get back three or four cards signed and I would sell the duplicates. That kind of led me down the rabbit hole to marketing online and Facebook Ads and all of that. I went to Virginia Wesleyan and I played baseball but I really didn't like school, I got bad grades in high school and then I started failing reports with English in college. I started making money online and I said, you know why am I doing this? Why am I wasting this time in college when it could be making money online? So I actually went home, dropped out of college.

For the first six months, I struggled, spent a bunch of money and finally, I hit it big with fan pages in 2010, and this was when you could post on your fan page and everybody would see it. So I was building fan pages up to a 100, 200, 300,000 people at a time, very, very quickly. When I was posting, we had CPA offers that we would promote and we would get paid anywhere from $5 to $30 for a lead. That took me to my first Million Dollars in revenue by the time I was 21. So that's a bit about my back story. I dropped out 19 years old and then by 21 I made my first Million Dollars with Facebook Ads and that was six years ago. I've marketed online close to 10 years now. We have an agency which focuses on Facebook Ads, Google Ads, YouTube Ads, Instagram Ads, and we scale companies with direct response marketing, with video ads and we also do all the copy. We regularly spend anywhere from $250 - $300,000 a month on advertising (We now spend $500,000 a month) for ourselves and our clients. We work with a bunch of well-known seven and eight-figure brands and influencers online.

Our clients include people in the Internet Marketing niche, the Real Estate niche, E-Commerce, Supplements, Fitness, just all over. That's a bit about the companies we've been marketing online. We have a whole team, literally a video team in-house, a copywriting team in-house, and you know, we run ads for ourselves. Like you've seen, if you have this audiobook, most likely you came in, you definitely came in from an ad. We advertise on Facebook, you clicked on an ad, you watched the video and then you came in. So if you are brand new to Facebook ads, here's what makes Facebook ads so great. You are able to target people by interest, demographics, age, gender. So let's just say you have, an investment product for, let's say you have a Real Estate Investment product for people and you go out and you find Real Estate for people. You can actually target people that, let's just say your demographic is 35+ Male, and they make over, you know, $100,000 a year. You could actually target those types of people, which makes Facebook so unbelievable. So you're able to start with a $5 a day budget and go up to as high as you want. We've had clients spending up to a $10,000 a day just alone on Facebook. You could start very small and you could go very large. There are advertisers out there that are spending Fifty to a Hundred Thousand Dollars a day. You can target people in their newsfeed. If you're on Facebook, I'm sure you've seen the newsfeed and mobile ads. If you're on a desktop, you could see the desktop newsfeed as well. You can target people on Instagram. Then you could also target people on the Audience Network, which is ads you will see on other people's sites and apps. I'm sure you've clicked on

an ad before and then you've checked out an app, let's say it's the ESPN app and next thing you know, you're seeing an ad from that company, that is actually the audience network. Facebook has some of the cheapest and most profitable advertising available now. So for a lot of niches, you know, the CPM, the cost to reach a thousand people is $15 to $20. In the more competitive niches, it's 30 to 40 bucks, but it's some of the cheapest advertising out there, and that's why so many people are on the Facebook wagon. Best of all, it's newbie friendly. Google and YouTube are a bit tougher to get set up and start working. There are a lot more placements. Their interface has gotten better, but Facebook is just a bit easier. We like Facebook. We do run Google and YouTube, but Facebook for a newbie, or for an intermediate marketer, a small business owner, Facebook is a lot easier to get set up with. Finally you're able to presell your visitors on Facebook a lot better because of all the text they allow you to use. You can write extremely long copy, story based ads, all stuff like that. You can presell them with benefits on what they're going to get if they attend the webinars. Then you could use video ads, you can use carousel ads. There's so much you can do with Facebook.

Now the one thing is the offer is everything on Facebook. No amount of great advertising will make up for a poor funnel and economics. So when I'm talking about a funnel, I'm talking about a sales funnel. A basic sales funnel can be, you have a lead page, which essentially you give out a free report for people who want to invest in Real Estate. You give out a free report and they give you their email. Let's say they give you their email, their name, and their phone number. Then on the second page, they are able to go through that report and then book a call. That is a very basic funnel. They click on the ad, they land on the landing page, which essentially collects the information. Then on the last page you're giving them that report and you're allowing them to book a call. When you are getting started with advertising, you want to make sure that you can research your competitors using SimilarWeb.com and see how much traffic they're getting. When we launch a new client, if you know, we're seeing their ads everywhere, we're going to take that URL and we're going to put it into a SimilarWeb.com. We're going to see how much traffic they're getting from Facebook, how much direct traffic they're getting from the search engines as well. If they're getting a ton of traffic from Facebook, if you see a site that's getting 100,000 visitors a month to a sales funnel, let's say to a sales video, the reason they're getting that much traffic is that their advertising's working. You want to model them, you want to see what they're doing, right? What does their sales video look like? What is the price that they're selling at or you know, if they're collecting leads, what are they giving out up front? What does that ad, so you kind of want to build, a swipe file of those ads? So for me personally, what I'll do is there's three lines on the top right of the ad. You can click and you can actually save the ad and you can add it to collections on Facebook. So we have collections of webinars, and agency ads. We have collections for Lead Gen, stuff like that, so when I need some inspiration, I can simply log on to Facebook and go see all the ads that are working well, all the funnels that are working well. If you have, let's say you have a low ticket offer, you went through my audiobook, $2 is definitely not paying the bills - I lose money on the $2 that I sold this audiobook for. If you have a low ticket offer that you don't have much margin on, you need to add upsells. So you can easily use something like ClickFunnels. ClickFunnels are great for newbies, intermediate people, even advanced marketers out there that want to get off the ground. You can actually sign up for ClickFunnels by going to https://partnerwithmikeb.com/Clickfunnels and that's a capital C, you can sign up and get a free 14-day trial.

Now for us, when we launch a brand new funnel, we map it out using Geru.com They just launched their 2.0 version and it's going to show you all the metrics you need to hit in order to be profitable. We usually like to do it on a worst case basis with poor conversions, high ad costs, just so we can see what we can work with. We want to see what's the worst case scenario? So let's say on this audiobook, we're getting 2% conversions on the front end. 5% conversions on upsell one. Then you know, only a few people are joining our agency for them to actually run our ads. Then what we'll do is, we'll actually go to the traffic column and we'll enter let's say $2.75 cents a click for Facebook. Now that's on the high side. Like I said, we want to put the worst possible metrics in there and see how bad it is. Then you're able to do other scenarios with better metrics and it really shows you a lot. It allows you to map out your whole funnel, the economics of everything and see if you're actually going to be profitable before you launch your funnel. So that's Geru.com. They're very good. I definitely would recommend you get that, especially if you're an intermediate or advanced marketer. It's a must-have. Then finally, the biggest advertisers out there are breaking even on the front end and they're making all their money on the backend. Okay, a lot of our clients do Free Book Funnels. They're breaking even or they're making a little bit of money on the front end. A lot of my clients will sell a free book. You've got to pay some shipping, like five to seven bucks for shipping. They'll have a couple upsells and then essentially they're going to sell their high ticket consulting over the phone. They're going to sell their services over the phone, and they're going to sell other products. Their goal is to spend as much money on the front end as possible to bring in a new customer in the door and they make the money on the backend because once you get that customer, it's a lot easier to sell them something again. If you're spending $5,000 a day on advertising and you're bringing in a 100, even more, 200 customers a day, that's 200 new people that you're able to essentially call on the phone, and offer your services.

Alright, so let's dive into Facebook's machine. Facebook is highly intelligent. They have artificial intelligence, which they use with their Pixel. Their Pixel allows you to build data with them and then Facebook is able to go out there and find people who are more likely to turn into a lead for you, and are more likely to turn into a customer for you. We have clients where we are literally able to do no targeting, no country targeting and automatic placements and Facebook has so much data on these clients, It can go out there and find the perfect customers for you. It gets more advanced by the day; I'm sure you guys have heard artificial intelligence, and that's what makes Facebook so great and Google is right there as well with them. So they're using their artificial intelligence to see Bob, who's 30 or 35+ who lives here, continuously opts into these types of offers. So we're going to show him this ad and he's most likely to opt in. They have all of these different tracking points. When people buy, when people opt-in and when people add to cart, when people buy, Facebook uses that information to target based on your conversion objective. Facebook has details on all these people have become a lead in the past 30 days, 60 days, 100 days, and they're going to show those ads to those best people. Now let's go over getting you set up correctly. When you get set up you are going to want to set up your pixel on all of your pages across your whole website. So when somebody visits your website they are going to essentially be cookied so you can retarget them with advertising. Then you can also feed Facebook data. Let's say you're running traffic to a page that collects their data and you send them over to a thank you page, what you're going to want to do is set up a Lead Pixel. Facebook will walk you through that and there's a bunch of guides on a YouTube on how to set that up. So you want your base pixel, you want your lead pixel as well. Then if you're doing purchases, you want to set that up on the thank you page as

well and you want to send the conversion value back to Facebook. Now if you want to get a bit more in-depth, and this is what we do for clients as well, you can use Google Tag Manager to set up better tracking and create custom conversions based on what your prospect's do. Case in point, we actually have an article that we advertise on Facebook and we're able to create Custom Conversions for how long people stay. We have a custom conversion for a minute, three minutes, five minutes, and then we're also able to see when somebody clicks one of our calls to actions, we make that trigger and add to cart conversion. Then you could set that up in your Facebook columns and you could see how your traffic is flowing through your website. So you could have a link click, they'll land on your page, landing page views, then can see how many people stayed on that article for a minute, how many people stayed on that article for three minutes, how many people stayed on for five minutes, how many people added to cart, and how many people actually book the call. You're able to do that with Google Tag Manager. If you are a newbie or intermediate, Google Tag Manager might be a bit too advanced for you, It took me a good amount of time to wrap my head around it. I would definitely hire a professional or get some consulting done on it. If you need some help, you could always email me, we do help people set that up. If you do want us to run your ads, we automatically throw Google Tag Manager in there as a bonus.

Let's dive into Custom Audiences now, Custom Audiences are essentially audiences that have visited your website, that watched your videos, and have taken an action on your site. When you go to a website and you put something in the cart and all of a sudden you start seeing that item for sale everywhere, they're usually using a Custom Audience. This is for retargeting and you could set up tons of different custom audiences. What we like to do for clients is set up our website visitors, and we will break it up in between 14 days, 30 days, 60 days, and 120 days. Each audience will get a different ad set, then from there an audience for Leads for Purchases, and Complete Registrations. We'll also do a Video View audiences, with Video View Audiences you can retarget somebody that's watched 25% of your video, 50%, 75%, 95%. You could also do three seconds, and 10 seconds. Let's say you were running a five-minute video ad and you're teaching in it, you're preselling them and somebody watches the full video ad they get presold, and for some reason or another, they don't actually opt-in, what you're able to do is your actually able to retarget that person without them actually clicking on your link and visiting your website. This is a very big piece to Facebook ads, we get very good cost per lead and cost per purchase on people who do watch our video ads, especially if you're the representative person. For a lot of our clients let's say they are promoting a free book offer they will shoot a two or three-minute video, essentially preselling people on why they should view, grabbed the book and then you're able to create those audiences. Somebody that's watched 50% of that video is going to be somebody that you want to follow around with ads. Again, the audiences that you're looking for are a website visitors, 14 days, 30 days, 60 days, 120 days, and then you're going to have a lead, purchases, complete registrations. Then you have your video view audiences; we like to do 25%, 50% 75% and 95%. Make sure you're splitting all of those up into different ad sets and the reason is some of them are going to do a lot better than the others. So you know if you have an ad set where people only viewed 25% of your video your cost per lead might not hit your KPIs, because they haven't watched enough. They're not presold enough and you're 95% video views might be doing a lot better. Let's get into setting up your first campaign. One of the biggest things that you have to do, especially when you start to scale out really deal with a ton of ad sets and campaigns. You want to make sure that you are naming properly. That's the very first thing. You're going to go in there, you're going to click create an ad. The naming for us, especially if we're

doing leads, if we're doing purchases, we're going to call it conversions, dash whatever it is. So if it's interests, if we're actually targeting interests, it's going to be conversions, dash interests. If we're doing images, it's going to be images, dash images. You want to be able to see when you log into your ads account exactly how each campaign is doing. You might have a campaign with images that aren't doing as well as your video ads. With that being said, we always like to roll out video ads. We just always found them to do a lot better than images. Sometimes the images do well, but if we want a sure thing, we like video ads. That's a little tip right there. If it's interests, you're going to do interest, if it's lookalikes, it's going to be lookalikes. If it's retargeting it's going to be retargeting and then whatever you're doing.

Now you want to do three to five interests at $20 to $25 a day. That's how we roll out most people. You want to test different interests in your niche. So for a supplement offer we had, a woman's supplement offer and you can go to audience insights, so if you go to the left of the ads manager and you click down on it, it'll open up audience insights and then you can search for people who would probably be in your audience. We searched Jenny Craig, Shredz, women's stuff like that and we found five more interests. At the start we went with five interests at $20 to $25 a day. You want to test a bunch of interests because some interests are going to do well and other interests aren't going to do well. You want to be able to turn off the interest that isn't doing well and keep the ones that are doing well. With a lot of people, the mistake is they will keep all of their interests in one ad set, and the problem is if, let's say one interest is doing very well, your KPI is $3 leads. Well, that winning interest might be getting you $3 leads, but the rest of them are getting you $10 leads and now you have to turn off that whole ad set. When you are setting it up, make sure that your ad set has one interest, okay? You want one interest.

Ideally, for us, we like to go as broad as possible. We like interests that have 500,000+ in the audience. That's three to five interests, $20 to $25 a day. When you go into there, you're going to want to set your conversion objective. If you want to get a lead, where they're filling out their name, their email, and their phone number, your conversion objective should be Lead. Then you set that up in your tracking. So that was getting set up correctly. We went over that previously in the audiobook, you want to set up your conversion objective because Facebook has data on these people. They know who's most likely to turn into a lead, who's most likely to turn into a purchase, who's most likely to complete a registration. You want to make sure that you're setting that objective. If you go out and you set it as traffic you're going to get a lot of traffic but you're probably not going to get a lot of leads. Do to Facebook's AI, they know their people very well. That's why they're able to go out there and show your ads to the best people so you can get leads, purchases ,and book calls. Make sure that you're choosing the correct conversion objective and then make sure that you're targeting the correct age. For broader offers, I like to go as broad as possible. We have a lot of free book clients. Essentially they sell a free book offer on the front end. They have a couple upsells. If possible, we want to go 18 to 65 plus because Facebook is going to have a bigger target audience to go after. If you have your one interest, let's just say it's Tory Burch, and you go 18 to 65+ Male, and Female you're, you're going to have cheaper CPM. It's going to be cheaper for you and Facebook's going to be able to go out there and target more people.
New Speaker: The more granular you get let's say you do Tory Burch 35 to 40, only female. It's going to cost more money because you're not able to go out there and target more people. Your CPMs are going to be higher. CPM is the cost per thousand. That means your cost per thousand people you reach. It might be 50 dollars to reach a thousand people. You want your CPMs as low as possible. You want your

CPMs 20 bucks, 30 bucks, as low as possible because that means get a higher click-through rate and you're going to get cheaper traffic in there. Now we're getting to audience placements. When we roll out a campaign, we like to use everything except audience network, native banner, and interstitial. All the other placements they work for us. Now the problem with audience network, native banner and interstitial are they just, they have a lot of lesser placements on there and you can't get rid of them really. There are some block lists, but we really just don't like audience network native. We've always found the cost per lead to be like anywhere from five to ten times more than the average, so we always get rid of that and we run everything else. We've run mobile newsfeed, and desktop newsfeeds. So you just want to click edit placements and get rid of the audience, network, native banner and interstitial, and you should be good.

Like I said before, interest targeting, you only want one at a one interest per ad set, you want to see which one is doing the best for you. After you get that you can actually go over to your ads, you can click continue and we like to roll out at least four to five ads for each ad set. The reason is Facebook is going to be able to rotate these as evenly as possible. We've found through our testing if you go over five to six is okay. If you go above those numbers, then Facebook's not going to be able to rotate them evenly and you're not going to be able the best ads. We like to roll out with four to five ads, four to five of our best ads for each ad set. As I said, we personally like video ads. If you can do video ads, test them out. But if you can't and you're just getting started in, the images are okay. So you can use high contrast images to make them pop out in the news feed. To get high contrast images you go to pixlr.com to edit your images and then you can make it high contrast and it's going to stand out more in the news feed. When it stands out more in the news feed, you're going to get a higher click-through rate, you're going to get cheaper clicks.

What we like to do is we like to test three regular ads, three regular ads might be a picture of the product, a picture of the spokesperson, and something that pertains to the real product. If it was a book, you take a picture of the book and you put it in with some texts, you might take a picture of the guru with the book, and then you might take a picture of a celebrity with a book. You do three regular ads and then we like to test weird photos. Something that you could make that matches with the ads. One of the ads that we like to roll out is like caricatures of like women. You could search caricatures of women on Unsplash.com they have royalty free images. You can also use google and just make sure that you go under usage rights and that you can actually use the image. We've found that crazy wacky images sometimes blow out just the picture of the product. They work because caricatures just stand out, mainly because you don't really see a lot of caricatures in the news feed. For your copy, you can do long copy, and use emojis in the copy. You can go to an Emojipedia.com and you can get emojis, make sure that you have some emojis at the top of the ad. For one of our clients, they help people get there. They're a book publisher. We ask do you want to become a published author? And two of the emojis are shocked faces. So we put one shock face, we asked the question and then another shock face. The reason is emojis just stand out. They get good click-through rates. We like to go with the emojis, a question and then we kind of go over the benefits of actually grabbing the product and preselling the product.

If we were doing a free book offer, we're going to presell them on what they're actually going to get in in the book. We'll go over benefits that they're going to learn from the book and we'll actually put the page number in the copy. Test long copy first, highly recommend that. The second thing is I would test short copies. So a lot of the short copy we'll ask a question, we'll put three checkmarks, benefits of actually getting the product and then we'll put the link right above the fault and then you'll have the image there. That's a little bit about the ad copy.

You want to make sure that you are tracking, in order to scale, you need to see where your leads are coming from, where your sales are coming from. If you're using ClickFunnels, you could actually go to the stats and see where all your sales and leads are coming from. If you're not using a tracking solution, you can use Google analytics and you can get that all setup. Google Analytics is free. If you need help with that, shoot me an email mike@mikebuontempo.com but it's easy to get set up. When you click on ad tracking, you're going to add UTM tracking. This is what we use. Campaign source is going to equal Facebook. So the source is Facebook, if we're using google, it would be google. If we're using YouTube, it would be YouTube. Now the campaign name, we like to do the interest that we are targeting. If we were using, let's say a Tory Burch, that campaign name would be Tory Burch and then the content is whatever the ad is. Let's just say we were using a picture of a book. It would be a free book image ad one. Then you're able to see how those actually do in your stats. You could use ClickFunnels, as I said, or Google Analytics. You can see how the leads go through how the sales go through. Now, one quick thing, when you set up your first ad set, you're going to want to do that first. You're going to submit it, then you're going to duplicate that ad set. You're going to want to make sure that you use the same page post id as your other ads. Now if you're new to this, this is a little advanced, but this is big because when you use the same page post ID, you're able to build up all the comments, the likes, and it's not going to be a new ad every time. You're going to actually click on that ad. After you submit it, you're going to click preview, then you're going to go to the top right and you're going to view the Facebook post at the end of it. It's going to have the page post ID. You're going to copy that, when you go out and you set up your new ads, you're going to use an existing post. You want to use an existing post, after you submit that first campaign, you're going to go back to your ad set, you're going to duplicate it, you're going to change the interest, and then you're going to use that same page post ID as your ad. You can build up all the comments, all the likes and the shares on the same ads. When we get a really good ad going, you know, we'll get 3,000, 4,000 likes, hundreds of comments, and hundreds of shares. When somebody sees that in your newsfeed you have that social proof, and people are going to say wow this got 3000 likes, what is it all about? Your CTR is going to go up as you build the social proof because people are naturally drawn social proof. They want to see what's going on. This has 3000 likes. Make sure you're using the same page post ID for each ad.

Now we're going to go into actually setting up your video ads, For video ads, you would want to go through the same setup. You're going to do Conversions - Interests - Video Ads. Here's how we create ours, we use Camtasia 9, this is actually how I'm recording this audiobook right now. They rolled it out in 2018 so you'll probably get that. It's pretty much the same thing. We like to use a 1:1 ratio, so 1200 by 1200 it takes up more space in the newsfeed. For us, we like to test a red, green, or black background. It shows up well in the newsfeed, There are lots of guides on a YouTube for all the stuff that I'm talking about. You can learn on YouTube. I learned how to use Camtasia on YouTube. There are tons of free

guides. If it's new to you, it's okay. It's going to take you a bit to learn. So if we don't have any videos from the real person, say the spokesperson, the owner of the product what we'll do is we'll take one of the images from the person, we're going to add it to the video, and then we're going to add a headline that's going to grab attention. Then we actually animate the headline to jump around. It's fairly simple. We'll go like 15 seconds with the actual video ad because we want to be able to stick it in the Instagram story placement as well, because it's a very cheap placement and it's a very solid placement. If you're selling a simple webinar registration or a book, this can be great for you. You just want them to click. If you're selling them an e-commerce product, a widget, you want to make this video longer, and you want to show people using it. You want to show testimonials. If you're selling something I highly recommend filming something with your iPhone or having somebody film you, talk about the product doing two to three minutes if you can. We've found across our clients that we've scaled to a 100, 200, 300 sales a day, that a great video creative will crush an image creative all day just because you're preselling them on what they're actually getting. For one of our clients who does a free book, essentially they shot six different videos, preselling the book, telling them what they're going to learn, actually flipping through the book, picking out pages, showing them that it's a real product. So when you can show them, and prove that to them, that it's a real product, here's exactly what you're going to learn. We've found that you can cut your cost per acquisition by up to 50%. If you can't do that, then you're going to have to use something like Camtasia and you're going to have to use these simple video ads. When you're doing your video ad, make sure that you add a voiceover, we always add a voiceover. We use a mic called the Yeti. You can get a used one off eBay for 50 bucks. You could get a brand new one on eBay for like a $130 or Amazon, whatever you want. A solid sounding voiceover. That's how I'm recording this today and then you want to get a Knox Audio Pop Filter. I definitely would recommend you guys getting a pop filter as well. It gets rid of extra sounds when you are recording.

Now I want to dive a bit more into the long copy, I wanted to dedicate a whole chapter to it. When we start with a new client, we like to start with a long copy, and bullet points of the benefits they're going to get when they go over to the website. We like to ask a question. When you ask a question, it gets them to stop and they want to answer. The brain wants to answer that question. So are you an entrepreneur? Yes. Do you need to lose weight? Yes. Do you need to do this? Yes. You want the brain to stop for a split second. So they continue to read the ad. Then you could go into a story about the product or the founder of the product and how it came about. I've published books for 20 years and this is how it came about. I wanted to get my name out there and I wanted to have a presence I wasn't able to get published because of x, y, z, and this is what I did. Then you tell them a bit about the story and you go into the benefits of actually getting the book or getting whatever it is that you're selling. Like I said before, emojis help with click-through rates Emojipedia.com. You can copy and paste them into the text. When you're doing long copy, you want multiple calls to action to go to your website. We like to have the website URL be above the fold. When you're looking at an ad, you can actually click see more. We don't want the link under that. We want the link in the ad above the fold, so that's above the video or above the image. They can either click on that link or they can click on the image or the video ad to go go to the website. We've found that that's helped with click-through rates, having the actual URL above the fold. So if you'd actually like to see one of our ads that literally goes over the long copy that we talk about, the video ads you can go to partnerwithmikeb.com/long. This ad got thousands of Webinar Registrations, around when we launched. It was around like 3.5% CTR and sat around $3 and 25 cents

for a Webinar registration in the Internet marketing niche, which is very good. I have a lot of clients that are around six, seven bucks for the Internet marketing niche. If you're listening to this and you're in the Internet marketing niche you definitely know that. If you need some help writing your copy, you can actually book a call at partnerwithmikeb.com/bookagency. When we roll out our video ads, we like to do four to five of them. We will keep the copy the same. Now let's jump into retargeting ads. So retargeting is really where you're going to pick up a lot of your best results. These are the people who have already visited your website. They've engaged with your content, and they follow you. So that goes back to the custom audiences that we talked about. You can create these custom audiences of people whom you know have visited your website in the past 14 days, the past 30 days, 60 days, 120 days, and you can follow them around with your best ads. You could do people who watched 50% of your video, 75% of your video, people who added to cart but left, people who consumed a piece of content for a certain amount of time, buyers who bought your front end offer but didn't buy any of your upsells. Retargeting is a very, very big piece of the puzzle. You want to make sure that you're retargeting. The first ad that we do is a product walkthrough ad. It's kind of like a Billy Mays type of ad. If you go and watch Billy Mays stuff, it's where he shows that exactly how the product works. You show multiple demonstrations of it. For a lot of digital products what we'll do is we'll have the founder, the creator of the product essentially walk through everything that they're getting. Logging into the membership site, going over the modules, the videos everything. You want this video to be anywhere from five to 10 minutes and you really want to pre-sell whatever it is that they're getting. If you're doing a membership site, or you're doing a physical product you want to show them what it would feel like actually using the product. This tip right here can make or break a campaign. Some of our product walkthrough ads for clients crush it, like the $2 that you paid for this. I'll give a shout out to Justin Brooke. He really went over that in his email newsletter and I added it for clients. I added it for our own stuff and it really, really just kills it. Most people out there, they're just running their regular basic retargeting ads. If a client didn't check out product walkthrough ads show yourself actually using the product. Now the second type of retargeting ad that we run is a testimonial based ads. Especially if you're doing high ticket consulting, if you're doing, you know, a $997 Webinar, you want to create a testimonial. Video ads have someone who gets a specific result from your product. For a lot of our consulting offers when a client gets a specific result, let's say they make a $5,000 sale, what I will do with them is I'll say, " Would you be cool with jumping on a quick five to ten minute interview talking about your overall experience with our consulting and I'm just going to ask you guys five questions for feedback." You can use a Webinar service called Demio and essentially it would just be an interview with you and the person. You just ask them questions like what was the reason you joined this program? What was the reason you bought this product? What was the reason you almost didn't buy this product? What industry are you in before this? You could demonstrate that anybody can do this. You have to think about what is going on in your prospect's mind. That testimonial is going to get over each objection. Let's say the price is a big thing. You're selling a consulting offer for $10,000 you ask "Hey, listen what was this worth to you? Oh, well this consulting was worth $50,000." So essentially what you're saying is paying me the 10 grand, you got a five times ROI on that. Is that correct? Yes, I got a five times ROI. How long did it take you to get that five times ROI?" You want to think about the five objections that are going through your prospect's mind and then ask that in an interview type video with the person that you're actually working with. Finally, the third retargeting video that we run is a pitchman type video. The founder or the spokesperson of the company is essentially selling the product on camera going over the benefits. Why do you need to join

now? That can be anywhere from three to five minutes. On the retargeting side, I really like if you can get three of these specific types of video ads done, they're really going to help you. These retargeting ads have been worth hundreds of thousands of dollars, probably millions between all of our clients. Just for us, it's been worth hundreds of thousands of dollars because we run them before our clients are worth millions of dollars. We help all of our clients set that up. We walk them through the process. So that was retargeting. Again, if you have any questions, shoot me an email, mike@mikebuontemp.com. I'm an open book, I'm here to help. Now let's go over looking at the actual data. So you want to wait three to four days to see to see the winners. If you're at $25 a day you want to wait three to four days, see the winners. Your first two days might not be good, but your third day might do great. That ad set is good. We will turn off ads or ad sets that are costing four times more than our target CPA after you know, the three to four days. Let's say our target CPA's $5 a lead and the ad set has spent $100 and, and is at $20 a week. We will go into the campaign, turn off the losing ads, or most likely turn off the ad set. Then we will set up a new interest and new ad set. If something's on the fence and as you buy more and more ads you'll see some stuff is going to be on the fence. You see the CTR, the click-through rate is really good. The cost per click is good, but it's just not hitting your KPI yet. I usually like to wait anywhere from another day, two days and see where all of that goes. If it doesn't come down, if your target cost per acquisition doesn't come down, then you're going to pause it. But if it's in the middle where you think your targeted CPA is $5 a lead and this is at a box, but you see your CTR is 2.5%, your cost per click is good. I'm going to wait a bit more Facebook's pixel might find better people in that amount of time. Then I'll go from there. If it's in the middle, wait a bit longer and then go from there. When we launch, we're looking for at least at the bare minimum, three ads that are consistently hitting our set KPIs. We want usually four to five ads that are hitting our KPI's. That means that if one fatigues, we have another four or five ready to go. When you have a good ad that's consistently hitting your KPIs, take those same ads and duplicate them into new interests, you're going to duplicate them into new lookalikes. You're going to duplicate them into your retargeting. Make sure that you're going out there though, and you're consistently testing new ads so you can find the ones that are going to be winners. You know, sometimes we'll launch ads and they won't do that. The first batch of ads doesn't do well. The second batch of ads doesn't do well. Then the third batch ads they do great. We tested a new angle, we test a new video and it does great. So you're looking for four to five ads that are consistently hitting your set KPIs and you're going to be able to find those set KPIs in geru.com; I talked about that a bit before. You're able to map out all of your metrics and pretty much everything that you need to do to be profitable. So you can see what can I pay for a lead to be profitable? What can I pay for a sale in order to be profitable? Now let's jump into look-alikes. A lookalike audience is an audience that most likely matches the people who are in a certain audience of yours. You can make a lookalike of people who have become a lead. You actually go into audiences and you're going to go to the custom audience and you're going to create a look-alike. If you want to create a lookalike of people who have bought, let's say you're $6 book, you can go out and create a 1% lookalike and choose the country. It would be, let's say a free book buyers would be the audience. The country will be the United States. Then you could create a 1% lookalike of all the buyers of that. Facebook is going to go out there and find people who most likely will match that audience, what their demographics, their age, what they like, what they consume, etc. This will help you go out there and scale more and more. Now we will roll those best ads that we were just talking about to our lookalikes. You can do a 1% look alike, a 2% look alike, a 3% look alike, a 4% look alike and each percent is going to be a different ad set. Most of the time you're 1% look-alike is going to

be your best one because it's going to find the people that are most likely like that ad with 1%. It's the best people in that audience. When you go to a bigger percentage, 2% or 3% it's going to be a larger audience, but it's not going to be as tight. When we're scaling, we're going to make lookalike audiences have 1% 2%, 3%, 4% and then 10% of the main aim. Like I was saying, if it's purchased, we're going to make local likes of that audience. If it's booked calls, which would be a complete registration, we're going to make lookalikes of that audience. Lookalikes really help you scale. Now let's jump into scaling. When we scale somebody, when you go to the ad set, you want to make sure that you bump the winning ad sets by 20% each time you raise the budget. You do not want to go out there and raise it 100%. So case in point, let's say we're running an ad set at $100 a day. You don't want to increase that budget to $200 a day because Facebook is going to throw the algorithm out of whack. Facebook's algorithm is looking to find you the best people in, in that budget. They're going to show the ad to the people most likely to convert at $100 a day. If you go to $200 a day, Facebook has to relearn everything. If you bought it for 15 to 20%, it's still going to be okay, and it's not going to throw Facebook's algorithm out of whack. Now, if you want to scale faster, what you can do is you can duplicate the winning ad set. You click, you check the ad set, you click duplicate, and then you can duplicate it to whatever budget you want. You don't really want to screw up winning ad sets. Let's say we had that ad set at $100 a day, we can duplicate that out and we can make it $200 a day, $300 a day, whatever you want. However you do not want to go in there and just up the budget by more than 20%. We've found that it screws up Facebook's algorithm and it's no good. It's going to make your KPI's go way up and you're not going to like what happens. Make sure that you're taking the top ad creatives, whether that's videos, your images, your best interest targeting, and sets for these and you're duplicating them out. If you're at $25 a day, duplicate them again, do another one at $25 a day to do another one at $50 a day. What we typically like to do though is we will do three to four times the starting budget. So let's say if we started with $25 a day on all of our ad sets and the best ad soon is hitting all of our KPIs, we can duplicate this out to $100 a day and see how it does. Then what you're going to do is your going to test new interests and lookalikes using the winning ads and make sure that you're hitting the target KPI's. If you have any questions on this, shoot me an email and I'll answer any questions you have. Let's dive into our webinar now that did five times ROI and this is really going to be a treat for your ladder, you guys. We spent close to $200,000 on ads. We produced over $1 million in sales and counting for this funnel. It was for a business consulting offer that we launched. We had three packages, essentially $8,000 for two months of consulting, $15,000 for a day in our office, and then $25,000 for a year of consulting plus a day in our office. People would attend a Webinar, then they would book a call and then someone on my team would close them on one of those packages. We launched multiple ads essentially for this. Our angle took a look at one of our most successful sales funnels etc. We did the Webinar like an hour and a half long. I told them my whole story, how I dropped out of college, how I came to be a marketing, and I got them to bond with me. I told them everything that we were doing wrong with our funnel initially and then how we fixed it. Then essentially I sold them on if you want to work with me one on one, go and book a call. Somebody on my team would a book them in. We launched with video ads, essentially me preselling them on attending the Webinar. They would click the ad, it would go to the registration page, they would opt in. Then the thank you page would say congrats, thanks for opting in and some more information. On that page, I had a video of myself, a video of myself preselling them on attending the webinars. It's one thing just to get people to register, it's another thing to get people to actually attend the webinars. You need to pre-sell them on why they should shoot at 10. So I had a video, I'm telling

them what they were going to learn, and some testimonials. We had a 15-minute timer on the page, people would click on the Webinar and the Webinar was every 15 minutes. A lot of people ask like what was the reason you never just sent them to straight to the Webinar. We actually tested that and we found that 50% more people would finish the Webinar if they had to wait the 15 minutes. If you have to wait for something you're more inclined to actually watch. Delayed gratification. People would register, they'd have to wait 15 minutes, and then it would redirect over to the real a Webinar. We set this funnel up using click funnel. Clickfunnels has an automated webinar funnel that you can set up. Now to get into the nitty-gritty, we set up Google tag manager to track people who had opted in, who had attended, who watched 50% of the Webinar, who saw the offer, people who added the cart, and then people who booked a call. As I talked about at the beginning of the audiobook, you can set up custom conversions for people who attended, people who watch 50%, people who saw the offer. For people who had attended we just set it up for people who visited a certain page which was forward slashed room. Then for the 50% of the Webinar, we set up a timer on Google tag manager to drop a custom event. Essentially that would hang the custom conversion of people, watched 50% of the webinars. When you set up the columns on Facebook, you could actually see how the traffic flows throughout your webinar. You can see well we got let's say a hundred clicks, 35 people registered 20 actually attended the Webinar, 10 watches, 50%, saw the offer and 4 people actually booked a call. So you could kind of see where the drop-offs are while you're in your Facebook ads. Then another thing you could do as well is your able to actually see if people are attending your webinars. If they're not attending your Webinar, you know, you should see at least 30% should be attending your every 15-minute webinar if not higher. We were around 40%, which is in the niche it's good. If you're in another niche that isn't so saturated with Webinars, you should have higher results; 50, 60, 70% should attend. In the Internet marketing niche, everybody does webinars. 40% was okay; if you're at 20%, 15% are only attending the Webinar, you need to add a video preselling people on why they should attend and not actually leave the page. Again, if you need help setting up Google tag manager, you can book a call with us https://partnerwithmikeb.com/book.

Like I was saying before, you can set these up as custom conversions in Facebook and you'll be able to see how they flow through the funnel. We use long copy with images to launch. My best ad was a black and white photo of me sitting on my dodge viper. To be honest with you, it was a bit douchey, but it brought in leads at $4 to start. It was very good with a high click-through rate. We tested some direct videos as well. So me essentially telling them what they would learn on the Webinar, why they should attend. These sat around $6, $7 a lead, but they were launched in the fourth quarter, which generally has higher CPMs. That's another little tip. If you're launching in the fourth quarter it's around the holiday season. Big brands are dumping their budget. You're going to see higher CPMS, higher costs. Our retargeting sequences are really what made this campaign work. We generally saw 2% of people who attended the Webinar or book a call. Let's just say a hundred people registered, two of them would book a call. We picked up another 10% of book calls from retargeting and our followup emails. That's why I'm talking about retargeting; your followup game really has to be on point. If it's not, a lot of your campaigns are going to struggle. We tested five different testimonial ads, each one in a different ad set at $10 a day. We could fully see the best ones. One of my best testimonials is from a Russell Brunson., if you don't know who he is, he's the CEO and Co-founder of click funnel and that brought in book calls for $12.

In the regular funnel, if you went to the ad, actually attending the Webinar, and then going to a book call, it was $150 to get a book call. Without the retargeting, this campaign really wouldn't have done that. Going back to the testimonial videos, each time a client would get a specific result, like a big sale, I would ask to interview them for a testimonial. I would do these videos on Demio a Webinar service and then I would record it. Then finally we ran a product walk-through of the membership site. They would get access to when they joined the course overview, the layout, this picked up book calls for $25. So like I talked about before, people want to see what they're getting and that's why Billy Mays videos work so well and why he was so highly paid and highly sought after for a lot of these infomercials. We ran these ads to three different audiences. We ran to people who had watched 50% of the Webinar people who saw the offer and people who had actually added to cart. An add to cart was somebody that clicked book a call. They landed on our calendar page. Another big piece of the campaign was segmenting the people who had watched 50% of the Webinar and saw the offer in our email follow-ups. Click funnels do this to a point, but you can't see the stats of these followup emails. We don't really like using ClickFunnels for the emails. We recommend using plus this with the active campaign as you can tag the people that have watched 50% of the Webinar, it was saw the offer and then you could put them in a sequence focusing on pushing them back to book a call. If you want help with this you could book a call with our agency@partnerwithmikeb.com forward slash book agency. We can help you get this all set up with pluses and active campaign. So after someone booked the call, we had them fill out an application to see if they were qualified. Then finally we sent them to a homework page to further indoctrinate them with testimonial videos. I had a professional video kind of talking about my heroes, my journey. How I dropped out of college, how I struggled for six months, and then how I had my big breakthrough. I learned this from Russell Brunson working with him directly. You want to put people through an emotional story so they bond with you. When somebody gets on the phone, and Brunson told me this too, and this is a really big tip for a lot of you guys. Their dollar per book call went up, I believe he said five times. So when they added this video, they were at like 400 dollars and then they went to $2,000 a book call for everybody that would actually watch the hero's journey because he did a video with his wife essentially talking about how they couldn't have a kid and their whole journey. He said when he added that video, it completely changed the metrics because now people were bonding with him. They wanted to join his consulting as they felt for him. That really made a huge difference in the campaign. After somebody books a call with you, try to have a story, a professional story about why you do what you do and that that's going to help your earnings per book call go up. Then we also focused on having them do an inbound call as we found it to be worth four times more than our outbound calls. Our inbound calls were worth around $1,200. So if somebody clicked our ad, they watch your Webinar, they booked a call, they fill out an application, and then they inbounded call us, they're ready to go. They wanted to join immediately. The closing rate on that was like 80%. You really want people to inbound call you. Even if you're a one-man team, I highly recommend throwing a phone number on there and saying, hey if you want to get started, you can call us right away. We might be available. Then on the first email, you want to offer to have them inbound call you as well. After someone books to call, we put them in a complete registration audience. We run video views ads. Video views are an objective you can set up on Facebook ads. We ran video views, ads of testimonials of current clients, which further presold them for their call. If they booked the call and they say they booked a call on Saturday and we don't do calls on Sunday, you want them to see testimonials of people talking about, how they work with you a

what the results were. Then we had an email followup sequence that segmented people who booked calls. So you can set this up with a Zapier and essentially you just set up Rufo. We would have it sent over to Zapier and then it would take them from one automation and bring them into another automation, which essentially presold these people more. The first email was an inbound call. Then the next three were all different video testimonials. Now, by the second email, they should have already had their call. Some of these people might be on the fence. You want to continuously pre-sell them, okay? You want to continuously sell them on joining you. You want to send them more testimonials, more stories, more case studies, etc. We ended up paying around all altogether, with the retargeting, with the emails and the ads around $65 a book call. Then our book calls were worth anywhere from $250 to $300 a piece. That's really good metrics. Our cleanup campaign, after 45 days of someone attending our Webinar, we started running retargeting ads for them to sign up for a trial of ours. There's only so much of the market, that wants to actually join an $8,000 consulting program. So we call it the cleanup campaign and essentially you're going to sell a trial of something. It could be for your membership site, it could be for whatever. You want to be able to monetize people who aren't going to join your high ticket. You also want something else to bring them in, because they might need something small, just like this audiobook, it's $2. It's a no brainer. You want something small to get them in your world. This piece brought in a ton of revenue. Want to make sure after 45 days you will, you are segmenting these people in your advertising and you're segmenting these people in your email campaigns after 45 days. If someone is booking a call you upsell from there. Make sure that you could bring in some revenue. I hope that helped. I tried to dive in as much as possible. If you have any questions about that Webinar, email me, Mike@Mikebuontempo.com and I'll help you out.

I hope you enjoyed our audiobook. I went over our whole process on what we do too, scale clients to the seven and eight figure level. What we charge clients up to $10,000 a month for. Our whole process. A lot of you are going to go out there, you're going to run with it yourselves, and that's great. If you want my team and my guidance to actually scale your business with Facebook ads, then we can work with you. We launched clients with a very specific process that we just went over, which simply gets results. We do all of our videos and creatives in our office in New Jersey, we write all the copy, we test the multiple different creatives, different interests, and we scale your ads profitably. We also set up Google tag manager to create those custom audiences we talked about. For the dynamic retargeting sequences and tracking for best results. Now, ideally, we like to work with clients that we can scale to seven figures in revenue and you need to have a budget of at least $2,000 a month to spend on ads. If you don't have $2,000 a month to spend on ads, you're not going to be a good fit for us. We can refer you out to some of our mentees, or some colleagues, but if you're under $2,000 a month, you're just not ready for us. If you want my team to essentially do all this for you, you can book a call. You could go to partnerwithmikeb.com/book agency. I really hope you enjoy this audiobook, and again if you have any questions, any concerns, anyway I can make this better, email me, mike@mikebuontempo.com and I'll talk to you guys soon.