

Facebook Fortunes Webinar 19

Facebook Live Template Facebook Live and Ad Demo

Kerry: Hi everyone and welcome to this week's Facebook Fortunes webinar.

It is Webinar 19 in the series and I will go through the Facebook Live Template and Facebook Live and Ad Demo.

What we are doing is brand new! Last week we discussed how to use Facebook Live to grow your business and as an authority and I went through the steps on how you can do it, but of course, I didn't demo it because it is a bit more difficult to do than just a screen share. However, that is what I am going to try and do for you today.

We will do the Facebook Live and Ad Demo.

Today I am going to show you how to do the steps that I explained to you last week, so you can become super experts.

The really cool thing about it is that not many people are doing Facebook Live and the ones that are, are not doing them very well. So using my 3-step formula and with what I talked you through last week, I am hopefully going to be able to show you myself on Facebook Live today.

You guys will be in the top 5% of Facebook Live experts.

To jump straight in, Anna helps people to put people into homes e.g. people who cannot afford a deposit etc. and she is able to put them into a brand new home and show them the process, but Anna shared this with me and I want to share it with you all because I think it is a really good story.

Anna told me the process to help couples decide whether they will get their new home through her or someone else. She does it in a really lovely way by taking them out. So, she takes them out to the block of land that her builder owns and this particular one was in Redbank Plains.

She shows them the area and of course, it looks really nice and then she shows them the current house and land prices, which are a lot more expensive than what she can get them for and she paints the picture.

She then takes them through one of the house designs that they have and paints a picture of what they can do in it and of course, they get excited about all the different things that they can do, so by the time that she asks them if they want to proceed, she doesn't need to because they are asking where they can sign the documents, because they are already invested and their heart is in the property.

On our last call, I suggested that Anna do a Facebook Live where she takes a massive audience on Facebook, through a similar process. I suggested she show them the land and talk through the normal house prices and flick through and show them the scenery or show them through a house. So, effectively, do an open home, but it is a Facebook Live where she can talk through the process and Anna is jumping in and doing that on Saturday, I believe!

That is fantastic!

Let's get under way.

I'm on my Facebook Page now and I want to give you a picture of how this has been going over the past couple of days on trying to test this test on Facebook Live.

You can see the "Kerry Fitzgibbon was Live" post. I cannot share it from my computer. I have to share it from my phone. Some people can, but I don't have the function to do it with my computer, right now, which also means that I don't have the function to run Facebook Live into a Group from my computer, as well.

I did this one via my phone and I did it to Only Me, to test it. I'd love to show you how to do that, but I cannot from my computer. If I was really cheeky and I have had a cheeky person help me with this in the past, I could mirror my phone onto the computer for you, but that wasn't working for me either.

Let's do it a nice simple way, because I expect that most of you would do this from your page, anyway, so I will go to my Social Media for Business page.

It is as simple as doing a post.

We have a few options of what to do - Share a photo or video; Advertise your business; Get bookings; Get messages; Create an event; Create an offer; Write a note and Start a Live Video and that is the one that we want.

During this process, I might not be able to see your questions, so if you do have them, I will come back to them later. I will demo a Facebook Live and after, I will show you how to boost it, how to download it, how to run an ad to it and how to repurpose it, as well.

I put the heading of the topic in the Write Something box and today it is going to be "How to create Facebook Live content.

Have a look at yourself and make sure that you are looking good and are ready to go. Get the camera centered on you.

Can you see the Facebook Live Screen?

Excellent! It is great that you can!

I click the Live button and I am Live!

"Hi, It is Kerry Fitzgibbon here and I am a Facebook Marketing and Ad Specialist. I help businesses all over the world and I help them with the latest Facebook Marketing techniques.

I guess, one of the things that is a little bit different to me and others is that I really do focus on Facebook to make money and not just friends. It is a Social Network, I know, but right now I am in business mode and I want to share with you some of the strategies that I use to use Facebook and make money for business and it works really, really well.

I guess, what might be important to you is that I do concentrate and focus and specialise on building long term scalable and sustainable income streams, using Facebook. If that is something that you are interested in, then keep watching my Facebook Lives, but today's topic is How to Create Content for Facebook Live.

I know that lots of people out there are really interested in doing Facebook Live, but having nothing to talk about and don't want to jump on and just ramble, so to speak.

So, if this is you, listen up because I am going to take you through the 3E Formula on how you can create content, using Facebook Live.

I'd like to say hi to everyone! Hi Karen! Hi Tony!

If you do find this information interesting and you do have some friends that you believe will find this information interesting, please go and share this Facebook Live. There is a button there for you to Share it and that way we can help you and some of your friends out.

If you like what I am saying or have any questions, as I go through this, please write them in the comments box.

So, let's get into how to create great content or how to come up with ideas for a Facebook Live.

It is a 3 Formula. It is nice and simple.

First of all, we want to empower.

You might want to do a Facebook Live on an empowering type of situation e.g. an inspirational or motivational story. Let me share one of my stories with you and hopefully, it inspires you and you will get an idea of the kind of empowering story that I am talking about.

I have had a great life and am very fortunate, but I believe that I have made my life like that.

When I first moved to Australia, I was in my early 30's and I knew really no one here, at all. I had one family up in Brisbane, whom I call my Brisbane Family, but other than them, I really knew no one and like most young people, I lived from paycheck to paycheck.

I moved on a few years and met a nice young Kiwi boy and had children and it was when my second child was born that I thought that I didn't want to be in a job anymore. I wanted to be home for him. I had to go back to work when my first baby was only 3-4 months old. She was a tiny little baby and I had to send her off to day care, because we couldn't afford to live on one wage, so I went back to work.

So, when I had Caleb - baby number 2 - I swore that wouldn't happen and that I would set up an online business that I could work from home.

Now, that didn't come easy, but the steps that I put in place - and this is what I want to share in my motivational story - were to set the goal and I went for it and did whatever I could to get there. I found mentors that were doing what I wanted to do, which was an online business and I did what they told me to do and did what it took. I looked after my children and worked during the day and then worked on an online business, during the night, sometimes until 3-4am and then wake up to children a few hours later.

I did that for so many months and for probably the first year there was very little sleep going on and I was still looking after children and running.

A few years later, I have a couple of very successful businesses and a whole group of people whom I coach and they are fantastic. In fact, they are online with me right now because I am holding a webinar and showing them how to do a Facebook Live.

Anyway, I just wanted to share that motivational story with you, because I believe that anyone can do it. Anyone can make things happen! Set yourself that goal or target - whatever you want to call - and do what it takes to get there. Believe strongly enough and take action and find people that are already doing it and follow them and that will certainly help.

That is the kind of motivational story that you can tell. That one is dear to my heart and why I am here today and why I continue to succeed, because I don't accept that it won't work and if I do try a business idea that is not as good as some of the other ones, I might move on, but the end goal is still the same on what I want to do with my life and help myself and kids to have freedom.

A story like this might be your inspirational and motivational story as part of your Empower in the 3E's and coming up with content. We want to Empower people.

You could talk about a great book that you have read. At the moment, I am reading a great book that I was put onto and it is called Contagious - Why Things Catch On and it is absolutely fantastic. It talks about story telling etc. You might read something in a book that you really, really like, so that might be worth doing a Facebook Live, to discuss it. You could say something like 'Hey, I have been reading this book called Contagious and I wanted to cover some of the key learning's that I have learnt from it, that might help you!'

It might be a video that you have watched or discussing a podcast. I listen to podcasts, every day, so it can be something like that.

It might be about facing fear and the first time that you went on Facebook Live and how it was super scary, but you go through it and to the other side and that might help your people, so anything to do with facing fear is great.

For me, when I first started to teach Facebook, one of the first things that I had to do was get up on stage and teach it and I was really shy about it. People might be surprised to hear that I am shy. I'm not around people that I know and initially, when I first met you I was shy, you just didn't know it. So, jumping up in front of a whole big group of people was a massive big fear and I didn't want to do it.

I did do it and now, I love it! I have such a passion for getting up on stage and sharing my information and knowing that it is helping people. It just lights me up more than anything else.

Sometimes, you have to check out your notes and that is ok.

You might want to share a quote, also.

That is how to empower - something inspirational, motivational, story telling, facing fear, sharing a quote or good book etc.

The second E in the 3E Formula is Entertaining.

This might be a nice, fun story that your potential target market might relate to. It might be something that is adventurous that you have done, that they will relate to.

If I was talking to my marathon running people, I might share a story on the time I was training for the Boston Marathon and no matter what, I was going to make it happen and I jumped on the plane and I did the Boston Marathon and it was absolutely fantastic and the people that I met afterwards, walking through the airport and my Boston Marathon gear on and my medal on, because someone said I should

wear and be proud that I did the Boston Marathon because it was important and there was a lovely couple in the airport at the same time as me and they called me over and asked me if I had done the marathon.

I told them I had and they asked me to sit down and chat. It turns out that they were on the same flight to San Diego as I was and because I hadn't booked any accommodation, because I am a last minute girl and they invited me back to stay at their house and I ended up staying with them for over a week when I was in San Diego. They showed me all of the running tracks and we are really good friends and I will be visiting them again at the end of March.

That is a fun and adventurous story, I think and it would work well for my Marathon niche - don't be afraid to show off your gear when you are doing a marathon, because you are pretty damn cool for having done it and meeting new people and learning new experiences, all through the power of running, but it can also be a good business story, as well, about opening up and taking chances and speaking to people.

It might be adventurous or a real life event. You might want to combine the whole lot, also.

It might be a sporting event, like the story I just told, but one of the things that you might want to do is to make sure that you use your sense of humour, also. It is really important to let your personality come through, so people can get to know you.

If you don't have a great personality, then maybe you can use that, as well, because people will like you for what you are, so always make sure that you let your personality shine through.

In terms of me, when I am doing stuff, I am extremely funny, as you know and if you don't laugh at me, I will just laugh at myself.

The third E that we have is to Educate.

This is a really good step because we want to educate people and teach them something and it is really cool to do that on a Facebook Live. It might be value drive or it might be teaching. What I am sharing with you today is more teaching, with a little bit of the other stories, in between, as examples, but ultimately, I am teaching you how to create content for Facebook Live with the 3E Formula, so this would be a more of an educational Facebook Live, even though I am throwing all of the other stuff, as well.

You might want to share some helpful tips and tricks or you might want to be discussing one of your products or services and be talking about the pros and cons e.g. this is why we do Facebook Live. These are the pros of doing Facebook Live on your page, as opposed to your personal profile or these are the cons to doing Facebook Live on your page, as opposed to your personal profile.

That is basically how you can use Facebook Live and how to create content.

If you have any questions, please put them in the question box.

Karen, can you comment so that I can do a demo on this after, also.

If you have really liked this Facebook Live, I'd like you to let me know right now, in the comments. I'd also like you to let me know what else you'd like to hear about.

I have been doing Facebook for the last 7-8 years and my whole focus is predominantly Facebook Ads and Retargeting and I have managed hundreds of businesses with Facebook, so if there is anything that you specifically want to know and want a Facebook Love about, can you please let me know in the comments

and I might be able to answer those questions before I end this Facebook Live, which has been going for 13 whole minutes. Time does fly!

One of the reasons that I am asking you to put comments in is because in a Facebook Live, we have a formula. I have just showed you the 3E's - Empower, Educate and Entertain - and how to create content, but this formula, as such, takes you through a call to action, that you always do at the end. Get your audience to do something! Whether it be to ask them to go to a landing page to register for a webinar or get a free gift about Facebook Live or just comment or share etc.

Thanks Anna and Tony and Karen! You guys rock and I will be doing a few more Facebook Lives over the next week, showing you how you can use Facebook Live and how you can use Facebook Ads, but for now, see you later!"

So, team, I hope that you weren't hearing a double double during that.

I click on "Done" and by rights that should pop up on my screen.

It got 94 views, but there weren't that many people commenting. They must have been a bit shy. It is a bit different to doing it on your phone. It was actually really difficult to see how many people were on that Facebook Live, to be honest.

Here are some stats on the Facebook Live.

The Video Average Watch Time was 0:10 seconds! Oh dear! So, there is obviously something that I did that meant these people didn't want to watch this.

There are 8-Live Viewers and then it goes through to show us at what stages it peaked and then when it dropped off.

We can have a look at the Video View and Reactions, Comments & Shares etc.

We go back to the main menu and look at the Minutes Viewed. We have gone from 0 to 34. Some people shared it!

It is saying that Boost is unavailable, so it won't let me boost it for some reason, which isn't very nice.

It had 92 Unique Viewers; 112 Video Views; 27 10-Second Views.

I wonder how they got that? Possibly because it was going in and out.

That is the first part of it.

24-hours after, we will like all of the comments on the post and a few hours after that, I would comment myself and tag the people whom have made a comment, which lets them know and everyone else, that I have replied to their comments.

That is the next step.

You know I said that the first step was doing the Facebook Live and we have the structure for doing that.

The second step, is to go through 24-hours later and like any comments that have been made on the Facebook Live and then comment on any of the comments, tagging the person's name.

The third step is to download it, so that we can repurpose it.

This is the interesting part that I am going to try to do now.

When you click on the post, it will bring up a full screen of the Facebook Live Video. You click on the three dots that are in the top right hand side of the screen and you can then download it.

Now, if I want to, I can go and upload the video onto YouTube and I can put it onto my Blog Post from there.

I won't be showing you how to do that in this webinar, but if you do want to do that and are stuck, after trying on your own, then reach out and let me know, but I don't have it set up to do it today and it would take too long, as well.

You can also Embed the video. You click on the three dots again and then click on Embed and it will embed the link into your post and you can just post it directly onto your website. It will come up, just like this, on your website.

Fantastic!

That might be just as easy as using YouTube, but I'd put it onto YouTube, as well.

You can edit the post in here, also.

That is this side of Facebook Live. We have done it and are waiting for the video to download and 24-hours later we will go and like the comments and reply to them.

The next step is 48-hours after you've done your Facebook Live, you want to promote it.

It is much easier if we could just boost it, but we can't so we will go into Business Manager - Ads Manager. It is a little bit different when I go into my own Business Manager because it can often take all sorts of different steps to get in, but I'll do it the nice and easy way by clicking on Manage Ads.

This takes me to my Ad Accounts page.

By rights, we will go in here and we will Create Ad & click on the Engagement and then Post Engagement

Facebook will optimise this post to get more engagement and the campaign name I'm using is FB-3 E Formula - PE and click Continue The Engagement Objective means that I want to get more engagement on something.

In this instance, I am going to advertise it to my Australian and predominantly US audience.

An example of one of the audiences that I am going to advertise to and that is my page fans.

I will put the dates in for how long I want to run it for and I am putting in 3-days. I don't know why they are asking for specific times here!

In the Connections box, I choose people who like my Facebook Page.

So, I am going to advertise this to my fans, but you might want to advertise it to your fans and another ad set to a look-a-like audience and ad set to interest based audience.

I am doing it to my fans to build up engagement, right now, but I would also look at interest based, as well, so that other people can get to know me.

I then put a name in the Ad Set Name box.

I select the new Facebook Live and in this one, I probably should have given it a bit more of a plug.

Unfortunately, to manage this I have to go back through Business Manager and it takes me back through the page, again.

I am a bit fussy because once I start boosting this, I cannot change it, so I need to make sure that it is right before I boost and promote it.

I add the text that I want to go along with the video and then give it a title in the Video Title box and then I Save it.

Now, we are going to go back to the Ads and refresh that and reload it.

This is the last part of it, but it puts all of the pieces together for you.

It brings me to a page that says, "Where you left off".

So, now we have a blurb up the top.

You don't necessarily have to track anything with the pixel, because we haven't got anything to track, but I like to turn it on anyway, just in case someone watches this and a few days later they see something else and go to my page and convert!

Then, we Place the Order.

A screen comes up to tell you that your order has been placed.

Just to let you know, I would do it to a fan based audience.

If you want to stay on a bit longer, I will show you some tricks of the trade to do with this, as well, so that you know, but if you don't want to, you can pop off and obviously, this will be in the members' area today or tomorrow.

I'm really sorry about last week's one because I didn't get it through quick enough for you all to do your homework.

I'm going into Ads Manager and then into Power Editor because it makes it so much easier to duplicate it and put it out into my other audiences.

Chrome is where Power Editor works, so you have to use Chrome. I thought I had it going in Firefox the other day, but it usually doesn't.

So, I click on it and it brings up the list of my posts. I click on the post that I have just done and click Apply and you will see that there is one campaign, one ad set and there is one ad.

I want to take this ad and duplicate it and I click on Use Existing, which is the second one down and not Keep Same Campaign. I choose the 3E Formula.

In the Choose An Ad Set, I don't want to Use Existing, I want to Create New and I give it the name and I click on Create.

I make sure that it all looks good.

We don't want it on Instagram - it won't work on Instagram, anyway.

Once it is all-good you can close that window.

I go into the look-a-like duplicate that we just made and click on Edit.

I am going to use the same budget. I am setting the audience to Australia, for now and am choosing a look-a-like audience.

I Edit Placements and turn off Instagram.

If you want to get really, really sneaky, you can click on the drop down arrows and you can switch on Feeds and you can choose Right Column etc.

I scroll down and make sure that it is all good.

I am going to change the ages.

It is nice, easy and quick.

I can review it by clicking on the green Review Changes in the top right hand corner of the screen.

Now that I have created it, I have fans and look-a-like audiences for that particular one.

Effectively, that is the third step.

So, if we are talking the first step being recording, step two, being 24-hours later, is liking and commenting on the comments, 48-hours later we will do the ad and then 72-hours later we are going to run a retargeting ad and that will look something like this.

We go up to Power Editor and back into Ads Manager and we now run a remarketing ad to people who viewed about 50% of the Facebook Video and get them to take some sort of action e.g. we go into Audiences and we click on Create Audience and then Custom Audience.

Then we click on Engagement on Facebook and then Video.

We might choose a little less than 50%, at this stage, because there were a few people that came off quite early. They may have been busy and not been able to watch it, right then, so we know that the average time was 10-seconds, so I am going to choose People who viewed at least 10-seconds of your video and that way it will get back in front of more people.

I usually say 50%, but because I have seen the amount of 10% in the stats that is why I might target them again.

I choose the video that I want to retarget and click on Confirm. I am going to choose 14-days in the past and I am going to give it an Audience Name.

I then click on the Create Audience tab.

A thank you screen comes up, thanking you for creating the audience.

I go into create the look-a-like audience. Hopefully there are enough.

It may not be a great audience because I said 10-seconds.

That is the audience that has been created. It will eventually start, but probably not yet.

Then, I would go back into Ads Manager.

I run webinar ads through another ad account and not through this one, but I might have a webinar ad so I can show you what you can do.

I name my ads so that I can look them up easily.

Let's say that I wanted to get people onto my lists and this is a great video for getting people onto my list, so I might run an ad to the people that viewed that particular Facebook Live and get them to come and have a look at this video and opt in to my list or it might be to drive them to my webinar, but for the purposes of showing you right now and I don't hold my webinars in this particular ad program, I am going to show you how I would repurpose that had just using this opt in.

I would go into Power Editor, because it makes life so much easier.

I am going to close this one down, because I have highlighted it.

I am going to highlight the one that I said was my lead catcher, before and then click on Apply.

I take one of my ads and duplicate it.

I create a New Campaign and name it.

In the Choose An Ad Set box I am choosing Create New and giving it a name.

I switch off the Instagram and check that the ad is all ok and has a call to action.

I am giving them a bit more education, at the same time. They have already been educated and have seen a bit of it or even 50% or we might drive them back to come and watch the Facebook Live, again, which is what we are going to do, but for the purposes of this, I am going to check the one that I want and then Edit. I'll leave it as it is.

I will change the Custom Audience to the people who watched part of the video.

I add the Location and you don't really have to choose the age brackets in here.

You Edit Placements and take it off Instagram and Audience Network, so we only have it on Facebook. I optimise the link clicks and then Continue.

I am now targeting people who have watched over 10-seconds worth.

Just to let you know, just in case you are taking this verbatim, I wouldn't advertise that particular opt in to people who have only watched 10-seconds of the video. I would probably advertise that particular opt in to people who have watched 50% or more and I might do an audience who have only watched a certain percentage of and get them to watch the video again.

So, if it is 50% or more, I would get them to opt in, because they are already a little bit warm, but if they haven't then I would either repurpose them to come and watch them live, again.

So, those are the steps to doing Facebook Live.

It has worked and we are all good to go, so now that the ad is running, let's go back to the Word Document and repurpose it.

We have done Step One, Step Two Step, Three and Step Four.

We have gone a bit overtime today, but I am going to check if you have any questions.

You don't need to download Power Editor, you automatically have it.

You need to use Chrome for it to open up.

If you haven't used Power Editor before and you are going to duplicate anything, just follow exactly what I did. I'm think I have touched on a Power Editor lesson, but I am happy to do a full Power Editor lesson, if anyone wants that, just put in your requests and perhaps, we can do it next week.

I know that Daryl has some other things planned, including membership sites, but if you want me to do a Power Editor one, next week, I am quite happy to go through and do that.

I thought I had done it!

I am getting into a routine of doing at least one Facebook Live per week and that is what I am teaching you to do. I will walk the walk and do a lot more investigation into scheduling Facebook Live, so that I can send out links to you so that you know when they are on.

I am also going to set a special time each week, also, but I need to confirm with Karen what day of the week and time it will be. At this stage, I'd like to do it on Thursday, straight after this webinar, but Karen rules the roost in terms of my calendar, so I am not sure.

I will see what I can do about getting information & showing you how to do a Facebook Live and sending the link out in advance.

When I saw it, I saw it in an Advanced Facebook Group and someone had been given access to it and as with anything in Facebook, when they roll them out, they roll them out really slowly.

I haven't had access to a Scheduling System, yet, but I have seen it done.

If you have any questions during the week please put them into Base Camp.

See you later!