

Facebook Fortunes Webinar 25

Selling Physical Products On Facebook

Kerry: Hello everyone and welcome to this week's Facebook Fortunes Webinar.

It is Webinar 25 and today we will be covering a system for selling physical products on Facebook.

As mentioned, I have just come back from Social Media Marketing World and although the system is something that I am already doing, what I really love about this particular system is that it was put into a system.

I was able to speak with the person that has put together the system and they have a over a million dollar business selling products on Facebook in the US and they went through how to do this and then I sat with him afterwards and went through it in a little bit more detail, which was absolutely fantastic and I am passing all of this onto you today.

Today we will be covering why it is important to run several different types of ads to sell physical products on Facebook.

I am going to go through Facebook Ads snapshots - breaking down the different types of ads that you can run, in terms of selling physical products on Facebook. They are slightly different to some of the other ads that you can run on Facebook.

Next, I will go through scaling your business with Facebook - how you can scale it up.

Next, I will cover advertising to a cold traffic and as you know, cold traffic is people who don't know you right now and how we put them in the top end of our funnel and how we get them to come out the other end as clients.

Next, I want to give you some offer examples - things that you might want to do.

Next, I want to share with you some Landing Page examples once I have them done up.

Then I am going through the purpose of the cold traffic ads - the people who don't know you right now.

Then I will go through the purpose of warm traffic ads, once they do get to know you.

Then I will go through targeting tips for beginners.

Then I will go through some creative and the best types of Facebook Ads that you can run to sell physical products on Facebook.

We have quite a few things to cover and I don't think it will take too long to go through.

Let's talk about Selling Physical Products on Facebook:

We know that customers require quite a bit of a warm up before making a purchasing decision. Now, the statistics say that they need 4-8 points before making that decision.

We want to make sure that we are doing different types of ads and getting in front of people in different types of ways, so that they can learn to build up rapport or trust with us, before they make that purchasing decision.

There is a statistic out there that only 1% of people who do not know you right now, will come to your website and buy something from you, if it is under \$100. E.g. you have 100 people visit your website and you are selling something that is worth \$49.95 and of those 100 people, only 1 will buy off you, if those people have not had some sort of prior relationship with you.

Customers typically browse on their mobile phone. Now, I don't know about you guys, but I will be sitting somewhere e.g. waiting for a plane or I might go to bed and I'll start to browse because my book is a bit boring and I'm not tired yet, which is probably the worst thing to do or I might be sitting in between ads, if I am watching TV, which is very, very rare and it is usually when I am waiting for something that I go onto my mobile phone and start browsing.

I do shop off my mobile phone, but apparently most people use their mobile phone to browse, but when they go back to their desktop or tablet they then purchase and that is why sometimes when you look at your Google Analytics - and you should all have it on your site - you will see that there are very few sales that are directly attributed to Facebook.

Actually, someone explained this to me really, really well at the workshop, because I have clients come to me saying: "You are telling me that there you have had "x" amount of sales from Facebook!" and I want to give you some inside information here, so that you understand it when you get a little bit more savvy with your Google Analytics.

So, when you run an ad on Facebook and someone comes to your website and they purchase, then it goes right through to a Thank You page and the pixel is fired on that Thank You page, so we have n't set up a conversion that every single time that someone comes to that page, that's fired and it is a sale and they have come from a Facebook page.

Now, that is set up from 1-day after viewing the ad and 28-days of clicking through to your website. So, they have viewed your ad and have come through to your website. If they come back within 28-days after that, no matter where they come back from, it is classed as a conversion through Facebook, because they originally came from Facebook.

Whereas, Google Analytics will use the last place that the person came from and count it from there. So, let's just say that someone has been browsing on his or her mobile phone and they come to your site through Facebook and they have a look and decide that they really like what they have seen. They get off their mobile phone and let's say that an hour later they go onto their computer and they know what the website is, so they go straight to your website.

Google Analytics will count that sale as coming from Google, because it will be the last site that the person was on before they came to your site and made a purchase.

You can change the attribution window in Google, but most people don't and that is the default.

That is why sometimes when you look at your Google Analytics and you compare it to your Facebook Analytics, they can be out. Facebook will say that if it is 28-days from the original click from Facebook and

they will count it as theirs and Google will take the last site that they came from e.g. Google; YouTube or whatever it was.

The stats are out there that most people do browse on their mobile phone, but they go to their tablet or desktop to buy and I would say that would be 100% true when it comes to buying eproducts e.g. ebooks or ecourses etc. That is exactly what I do! I won't buy an eproduct or opt into a list or download an eproduct on my mobile phone, I would definitely go to my desktop.

So, with all of that in mind, that is why it is important to have multiple ways to bring a customer back to your store, when they are ready.

They may have come to your store, initially to browse around and we want to use different ways as well as the ones that we have already used, to get them back to our website to purchase.

That is the first part! Why it is important that we have multiple ways? Because people need 4-8 points and customers are typically browsing off their mobile, but buying off their desktop.

If you have any questions after that segment, then let me know.

Next, we have the different types of ads that we have on Facebook to sell physical products. Now, I don't go into a huge amount of detail on the Facebook Dynamic Ads and I will be straight up with you, the reason why is because they are an absolute bugger to set up. Once they are set up they are great and the thing that I heard that people were saying about these ads is that they didn't work as well as the single image/single item ad.

So, I will break them down in a minute, but they are a bugger to set up and you also have to have a product feed, also - that is a spread sheet with your product feed in it.

It is very, very good for businesses that are selling multiple products or big chains and the larger type of ecommerce. Facebook Dynamic Ads work really well for these, but if you are a smaller scale, like Marathon Girl, for example, and you only have one or two products, then Facebook Dynamic Ads are not so successful.

The different types of ads that you can run are Facebook Dynamic Ads or Cross Sell Ads and that is effectively what I would call Retargeting Ads.

You can do a Win Back Campaign and again, that is a Retargeting type of campaign and then you can do your typical Retargeting Campaign.

I want to break these down for you, so you have a better understanding of them.

Let's go into the Facebook Dynamic Ad and what it is all about.

The Facebook Dynamic Ad involves you uploading your product feed into Facebook. Now, I know that many of you probably don't have this! It is going to be quite irrelevant to many of you, but somewhere down the track this maybe where you will go and I can certainly help you with that.

After you have uploaded your product feed into Facebook, Facebook will show exact products that the customer was browsing on your site. It relies heavily on your pixel and it is very, very good for people who are already coming to your website. In fact, this is pretty much the only way that it works.

In terms of the way that they look, they can look like a stock standard ad or a carousel ad. You may have seen them, but if you haven't and you would like to I can get some screen shots put into Base Camp, but it is basically a multiple image ad, where you would see a little, square image 600 x 600 of a product and then you can scroll through the ad to see more images. It is slightly different to a Canvas Ad. It is basically multiple products in one ad.

So, with a Facebook Dynamic Product, it will either be an exact product e.g. you bought this and we saw you browsing on this, so you might also like this. Facebook will show exact products that the customer was browsing on your site, also.

If they see a customer come to your site, then when they go back to Facebook, it will show, based on that browsing history, those particular products.

A Facebook Dynamic Ad is for people who have purchased from your store in the past 28 -days. Facebook using its algorithms will show them retargeted products that they might be interested in. E.g. seen as though you bought this, you maybe also interested in this product.

This is all done automatically through Facebook Dynamic Ads. So, you can understand that they are a bit difficult to set up, first and foremost, but once you have them set up and if you have a large enough ecommerce framework, then they can work extremely well because you are not in there having to do this manually, which is really, really cool.

Now, based on your customers behaviour, Facebook will determine what products to show them e.g. the customer has gone in and is looking at a pair of shoes and then a pair of jeans (let's say that this is Zara or an outlet store); then they look at a top and then they go back to Facebook and then Facebook will start to show them the products that they didn't buy or products that other people have searched for or things that match.

Facebook will determine this and that is why, in the past, I've heard from some people who have used this and have big ecommerce frameworks, that it was very hit and miss, but I believe that Facebook has improved it and a person that I was talking to about this, said that it was his highest converting ad on Facebook and he said that it converts at 10-12 times for her store.

So, basically, he uploads his product hook folios to Facebook and includes prices and images and then Facebook will display the exact product that the customer was browsing through on the site and he believes that it has 1,000-1,200% return on ad spend, but this guy is spending a lot of money on Facebook, but to have 1,000-1,200 return on ad spend is absolutely fantastic.

Now, most of you guys - even if you are selling physical products, right now - are most likely here. The only person that I could think of right now is Carina, with the Never Look Back product and that is something that I will be testing for her.

That is the Facebook Dynamic Ads.

Does anyone have any questions?

The next step is the Cross Sell Ads.

In terms of the Cross Sell Ads, I think I have shown you some of these before, but in terms of these ones here, you could do automatic Cross Sell Ads and that would be your Facebook Dynamic Ad and Facebook would work it out or you can do manual Cross Sell Ads and you can separate customers, based on what they have purchase.

There are a couple of different ways that you can do this.

You can use an audience on people that have purchased. This only works if you can determine, on your website, that people have come through the funnel on your website and have come through to the checkout and the checkout has a different URL for each product, then it is happy days, but if doesn't and it just goes to a Thank You, then it is more difficult in terms of tracking people who have converted through Facebook.

Otherwise, it is a manual process where you have to go to the product and sort it out in your ecommerce platform, at the back. This is where you can click on the product and see all the people who have bought it, then download the list and upload it into Facebook and remarket to them.

Again, it is a bit more of a manual process, but put it this way, if someone purchases a Marathon Girl top, they might see a Marathon Girl Bracelet or a Training Program and in fact, one of my retail ads is The Training Program - you bought a Marathon Girl Training Top, so do you need a Training Program to get you crossing the finish line faster, safer and having more fun - \$100 of the program.

So, that is your typical Cross Sell Ad, if you have several different products.

Let's just say that you have clients and they haven't been around for a while. Did you know that a customer who has purchased from you is 65% more likely to purchase, again. I know that we all rush out and try to find new clients, but - and this goes for nearly anything - if they have had a good customer experience then they are more likely to come back again, so you want to do some ads that will get back in front of them again.

Every customer has a lifestyle and they won't even think of your company, unless you remind them.

I don't know about you, but I am certainly not walking around thinking about Guess Jeans every day, but if I go into a shopping centre and I walk past the Guess shop, I remember that I like them and I will go in and have a look or if they pop up in my newsfeed, it reminds me that I have two pairs of Guess Jeans and a pair of Guess shoes that I bought in the US, so even I need to be reminded.

So, they often won't think about your company unless you remind them and again, this doesn't just apply to physical products, it applies to everything.

So, if a customer hasn't purchased from you in a while, then you might want to tease them back and you could tease them back with a coupon e.g. send them a specific coupon to a Landing Page. You send them to a Landing Page and the Landing Page would be say something like: "Please have a look around and take \$10 of anything in our store - today only!" and you have a timer that is counting down and then, you have a "grab the coupon code".

They have to click on that button, enter their details, get the coupon code and then they can go shopping.

If you were going to do something like, then my suggestion would be that is exactly how you'd do it.

You would take them from Facebook to a Landing Page that welcomes them back and asks them to take a browse around and grab 10% of anything in the store today. Have a countdown and there are plugins that can recalculate, depending on the first time that a person visits your site, according to your IP address e.g. click this link and grab your coupon code and then you collect their details again, as well.

That would be one way of winning them back again, but you might change it up a bit and you might change it depending on how many days they have come to your site e.g. it has been 3-months since they have been to your site. So, you might send the people who have not visited your site in 3-6 months, you might send them to one type of ad and a different type of Landing Page and if it was longer than 6-months, then you could have another ad and Landing Page.

So, you can have a lot of fun with this and you could also make it really, really complicated, but you can have a lot of fun with it, depending on how long it has been since someone has come to your site.

Does anyone have any questions about the Win Back Campaign?

Effectively, it is a beautiful, big system in the backend of Facebook for Ads, that can be complicated. You can get back to anyone based on what actions they took and didn't take, where they are in the sales funnel, when was the last time that they bought from you, what did they buy from you etc.

I don't know about you, but I get really, really excited about this stuff and I wish that I had enough time in my day to be able to experiment with all the different derivatives of this, especially in my business, specifically. I have experimented with some of them e.g. you haven't visited my site in 1-week and then between 1-2 weeks etc. It can be quite fun!

Then, we have our Retargeting Campaigns and these are aimed at people who have read your content, watched your videos and/or visited your site and let's just say the retargeting campaign might be that you have sent them to a blog or video on your website. They have watched it and then don't act on that within a 14-30 day window.

They don't necessarily look at the product, but they go back to Facebook. You want to show them a certain type of ad that gets them to come back and look at your product, because they will recognise your brand, so they are more likely to convert, after that.

So, that is what you might want to use the Retargeting Campaign for and that will make a bit more sense.

In this instance, you would want to drive people to your website to watch a video or read some content or whatever it is. Let's just say that they don't look at your product, because the only thing that the ad wants them to do is to get them to the Landing Page on your website, to read your content, just to build rapport and then they go back to Facebook and then you do a certain type of ad to get them to come back to your website.

According to this particular guy and I want to give you the stats, but it would be different for us and a few other people.

He said that the Facebook Dynamic Ads have a 1,325% return on Ad Spend.

Facebook Dynamic Cross Sell Ads - these are the ones that say where they see you have bought something and offer you something else and he said that this was 1,550% return on Ad Spend.

His Win Back Campaigns were 541% return on Ad Spend. That is the campaign to get them to come back to your site when they have not been there for a while.

The manual Cross Sell Campaign is the one where you might say that you see they have bought something and then offer them another product and he said that was a 300-600% return on Ad Spend.

Then, the Retargeting Campaign, which is the one where you ask them to come and look at your content. They go back to Facebook and a product that they may not have seen, but might like is advertised to them and he said that was a 286% return on Ad Spend.

That is what he is doing and once these ads are set up, they are pretty much a set and forget, which is really, really cool!

Are there any questions about those different types of campaigns?

You probably can't do the Facebook Dynamic one and to a certain extent we are doing the other ones, with some of you.

Who likes the idea of those campaigns?

Here is the secret sauce to scaling your business!

This is pretty much exactly what we do anyway! Don't fear! We have been doing this in your business, anyway! You won't hear anything here that you wouldn't have heard from me!

You need to run a Facebook Ad To Content and/or Special Offer Pages on your website e.g. a Blog post or somewhere where you have a special offer.

Of course you are going to pixel your visitors. They come to your website and get tagged with a unique code.

You want to build a list, obviously

You then want to convert them in the backend - email marketing; Facebook Ads or Retargeting.

You can single out interested customers and that is when we take the people who have already bought and load them into Facebook and create a look-a-like audience and we rinse and repeat!

So, that is pretty much the system that we have been using and that most of the top, multi-million dollar businesses who are using Facebook successfully are doing.

Let's go back to when they are a look-a-like audience or an interest based audience e.g. if we are talking about my Marathon Girl business, the interest based audience are people who like the Boston, New York, Gold Coast Marathons etc.

A look-a-like audience might be loading my clients into Facebook to produce a look-a-like audience. Facebook is pretty good at that, but either way, they are a cold audience that don't know you right now, so we need to look at advertising to those people - a cold audience.

In terms of advertising to a cold audience - many of you have heard me rabbiting on about Facebook Live, but I am going to use this stuff and then I will rabbit a bit more about Facebook Live, because I really want you guys doing it! It is working really well!

You need to use an enticing video ad. Video gets more traction than a stock standard image ad, but I have found that a video ad doesn't convert as well and this guy is saying that he finds that it converts well. So, there you go! I am going to try them again!

What I find with Video Ads and even with Facebook Live - actually, Facebook Live is a bit different & I am getting people to convert off Facebook Lives, which is awesome - and what he is saying is that you need an enticing video ad.

Let's use my Marathon Girl Top as an example. I might get on and do a video saying:

"Hey! It is Kerry Fitzgibbon here from the Marathon Girl Shop! I just wanted to share some information about running and feeling really, really comfortable and looking really good, at the same time, so here are my Marathon Girl Tops.

I have specially selected the material, because I am a long distance runner. Some tops get sticky, feel uncomfortable and are scratchy etc. and that is a bit of a bummer if you are running a marathon, so that is why I have sourced specific material so that this top is durable and lasts a long time.

You will still get hot, but it will take the moisture away from your body and it is comfortable and the way that it is sewn together, there are no seams digging into you. So that is the material side of things!

Hey, but look! It looks really cool, as well and it has a message: Never Mess With A Woman Who Runs 42.2km Just For Fun! So, the number of people who comment on my top and say that they love it, then encourages me to run better. That is what I absolutely love about this!

I love the fact that it feels comfortable and is specifically designed for those long distances and that it has a really, really good fit and is a little bit longer, so that your belly is not showing and then, it has a message that encourages people to encourage me to run further.

If you want to grab one, then click on the link below!"

That is exactly the type of video that I would put together to promote the top or it might be something like this:

"Hey, here is the deal! I am giving two of these away - one for you and one for your mate, as well. Make sure that you click on the link below and you will get taken to a page where you can enter your details and then go into the draw to win one of these tops."

Use an enticing video ad that takes them to a Landing Page, that also contains an enticing offer or content. This is called the top end of your funnel. When you are selling a physical product or whatever your business is, the top end of the funnel is what is in it for them! It has to have benefits and be enticing. It might not sell right now and you might lose money on the ads at the top end of the funnel or it might not make you money, at least.

The way this works if you want to start with a video ad, then you want to create a look a like audience on people who have viewed the video. You want to create an audience from all of the people who have viewed the video.

Video Ads have a higher click through rate and engagement.

Live also has higher click through rate and higher engagement.

You want to go to those people and advertise and enticing offer.

One of the things that you might want to do with this video is add sub-titles and Facebook has it built in automatically.

I'm not sure if you understand, but if someone is scrolling through their newsfeed and they see a video there is no sound, unless they push play on it. When they push play, then there is sound, so you are best to have sub-titles in there, so they can start to read the stuff and hopefully, they will enjoy it and then push play.

Happy Days! A lot of people are recommending to use sub-titles on your videos. Facebook does it automatically, but you might want to get that done elsewhere, because the sad thing about the Facebook Plugin for it, is that the words that it interprets are often way out to what they should be - it doesn't put the right words up - does that make sense?

So, the purpose of the top end of the funnel ads - the cold audience - is designed to gather information, predominantly, because these people are cold. Like I said, customers require up to 4-8 touch points before making a purchase from you, so we want to collect their email addresses and pixel people who click on our ads.

We want to pixel people who engage with our ads. We want to use the above audiences - the people's email addresses; people who clicked on the ad; people who engaged with the ad and went to the website - we want to use these audiences to run ads and email campaigns to what we call the bottom of the funnel - the people that are now warm and we want to also create look-a-like audiences from these people, as well.

Are there any questions about any of that?

Question: What is the latest preferred file type for sub-titles?

Answer: Good question! There is a site where for \$5-\$10 you can send your video and they will type them up for you, but I actually get it all done for me, when I have done them in the past, so I will find that out for you, because there is a specific file type that you need to upload to get those sub-titles in and it has escaped me, at this very second.

Question: What is the difference between a click on an ad and an engage with an ad?

Answer: That is a very good question! A click on an ad is when they click on the ad to be taken through to the website. That is also classed as an "engaged", but an engaged audience is either people who have spent some time on your ad. This is also classed as an engaged audience, so Facebook is able to figure out if someone has stopped on your ad for a period of time - I can't tell you the exact time - but typically an engaged audience is someone who has liked it, commented on it and/or shared your ad.

If they have clicked on your ad, yes, they are an engaged audience, but they also become a website click audience, as well.

I hope that makes sense!

Let's talk about the purpose of the bottom of the funnel ads and this is our warm audience.

It is not impossible to sell to a cold audience. I have sold quite a lot of Marathon Girl tops to a cold audience, but most of the time they are not the top buyers. Your top buyers are the people who already know you. The bulk of your sales will occur from the bottom of your funnel ads.

These would be your Facebook Dynamic Ads, Retargeting Ads and Email Marketing.

So, we have got them by the content, we have driven them to our website, we have built our list, we have given them great content, we have given them great content and value, we've let them watch a video, we've let them watch a wide and then we retarget to them to get them to take action.

Remember, you want to bring people back to your site, over and over again, until they buy and in fact, I think that Mal Emery says something like: "Until they buy or die!"

Next, I'll give you some ideas and targeting tips for beginners.

I know that you know this by now, but let's just run through it anyway.

Start with the pages that they are interested in e.g. Marathon Girl; Boston Marathon; Gold Coast Marathon etc.

Then you can advertise by demographics e.g. females aged between 35 - 45 year old, that are married or complicated or single, whatever it may be.

You can advertise to certain types of publications e.g. certain types of magazines or a certain type of media or based on hobbies.

You want to start with the interest-based audience.

You could make an educated guess about your audience and typically, when we first start out, that is what we are doing. It is a very educated guess! You run a video ad that showcases your products or something.

You run a retargeting ad to people who have watched 75% or more of the video.

You can create a look-a-like audience of people, based on who has watched 75%, who has clicked on the ad, who have added something to the cart or people who have read your content, so you break those look-a-like audiences up into individual look-a-like audiences and you can test those, as well. We can test out of Wazoo, to be honest.

So, the Creative is really, really important in this and I have always said that we are looking for a click through rate of 1%. Now, 1% is good in this instance - and it is probably more for mobile - you want it up another 3%.

So, what we mean by click through rate, just in case I haven't explained this in the past, is people that have viewed your ad and then people who have clicked through - so, it is the number of people who have clicked through divided by the people who have viewed your add = the click through rate and we want that to be 3% or more! 3% is good and if you get anything under 1%, then you may want to start again.

99.9% of the time a non-converting ad is due to poor ad creators or poor targeting or a poor landing page or not having Facebook Retargeting set up.

So, we are covering every single base here! If your ad is not converting, it can be either the Facebook side of things, which we can tell - pretty much, if it is not higher than, in this instance, a 3% click through rate, then we might want to go back to the Creative and the Targeting.

If it is over that and you are sending them to the website and the website has a low converting rate, then it is your Landing Page that is the problem and then if they have come to your Landing Page and they haven't bought the first time around, then we want to retarget to get back in front of them.

We want to use Creative to get click or views and then turn those visits into a look-a-like audience and also, retarget those people.

So, what this guy said - and again, I thought it was very cool - was that the best physical product ads either instil fear - if you don't get one of these, you are not going to be able to run a marathon or if you don't get one of these marathon girl tops, you are running the risk of getting really hot and sweaty or getting chaffing. This top guarantees that you won't get chaffing - Instilling fear.

Making you curious is another type of best physical product to add.

Solving a problem or making you laugh.

Those are the best physical products ads.

Hopefully, they don't do all of the above, although in a sales letter, you could do that.

Fear - what have we got - this is what solves your problem - tell a funny story!

That is pretty much all that I have today, in terms of this system.

If you do want to have a look at some Landing Pages, I can make sure that I get some together and send them through, but again, I would have to get permission from my friend and see if we can have a look at her Offer Landing Pages, but if she is fine with that then it is happy days and I can share them with you.

Other than that, if you have any questions, let me know!

I will chat to some of you this week; otherwise I will speak to you all in next week's webinar.

Bye!