

FACEBOOK FORTUNES WEBINAR 31

LAYERED REMARKETING

Hi! It's Kerry Fitzgibbon here and we are up to Facebook Fortunes Webinar number 31 and today we are going to be doing an Advanced Facebook Strategy and it's called Layered Remarketing and then we're going to do a demo. So, what I wanna do is I wanna spend more time doing the demo than I do at explaining this, so to speak and it's on doing the demo, I can explain exactly what we're doing.

So, what is Layered Retargeting or Remarketing. So just to give you an idea on, any of you guys maybe if you heard of talking about Remarketing before. In the state, I called it Retargeting. It's effectively the same thing. So, it's about advertising to people or getting back in front of people that have either taken a particular action or not taking a particular action.

Either on Facebook or off Facebook, so to speak, okay?

So, with that in mind, that's Remarketing/ Retargeting. You guys know that I call it stalking people around the internet based on the actions about taken or not taken on and off Facebook.

So what layered Remarketing is it's taking it to a step further. So typically, we might do ad but might be have... someone comes to my workshop with workshop registration page and doesn't registers my workshop.

When I go back to Facebook, I would have set up an ad that they would see the ad saying "Hey! I see you came to my Facebook Workshop Registration page but didn't register. Here's why you want to think benefit, benefit, benefit alright? So that's the people that didn't register and that's a typical Remarketing ad.

Or someone who has video viewed your video, let's just say and not click on link to go through at your website or not registered for a bid. It's like "Hey, I see you've watched my video on XYZ but didn't registered to come along to my bid.

Here's why you need to come along, benefit, benefit, benefit. So that is the first layer, it's the okay, sorry, but well, yeah that's the first Retargeting Layer. So, you'd have an ad that draws people to your registration page may it that be an image ad, video ad, carousel ad, canvass ad, all benefit credit tops of ads that take people to page to buy something to catch them, whatever might be. We're gonna use my workshop as an example.

So, when we're talking about "layered, it means that what we do is we take that and effectively I'm gonna use to saying "Putlog steroids". So, what that means is sometimes people get a little bit of Benner blindness or ad blindness, now wat I mean by that is, they start seeing your ad and then all of a sudden, they don't see it anymore even if it's in front of them because you know what?

That just saying over time I get blind to it, okay? We wouldn't know what that is and probably wouldn't know the experience to ourselves. So, what you wanna do with that Layered Retargeting and not just that also sometimes if you are running an ad and let's just say it's a typical retargeting ad, I see you came to my registration page but didn't register.

Here's why you want to be benefit, benefit, benefit, alright? And you run that for 7 days after that clicked on your ad but not registered and then 14 days and it turn into a month then it's a month and a half, so right? After that clicked on the link but still not registered, well obviously the ad's not working. Or you haven't given them enough reason to register or try catch and I'll buy, put in a demo in your list or book an appointment or whatever that might be.

So, you wanna try a different angle perhaps, and that's where layered remarketing comes into. So, kind of it is a little bit of a twofold benefit or approach. So, the first one is, it gets people to... it stops the Benner blindness because they don't get Benner blinded if you gonna do different types of ads and second it gives a different call to action that might entice them to come along. So, if A didn't work then B might work, okay?

So, when we were talking about Layered remarketing, were gonna advertise to someone again using the example of my workshop. Let's just say that they might see my Facebook video... Facebook workshop ad. "Hey! Wanna know, you know how to use Facebook, here's the latest Facebook marketing strategies, here's why you wanna come to workshop, this one's gonna do for you, benefit, benefit, benefit.

And they can, they let through they read it, they go for whatever reasons and that they like go to the events, there's some people that want to book you this time around and they go back to Facebook. For the next 7 days afterwards, they are going to see a different ad and it might be something along this lines of "I see you came but didn't register" top of that, then let's just say, so say next 7 days.

Now were going to 14 days after that link through to my page and haven't registered on the 14th day after they're going to start seeing a different ad in their feed and it might be "Don't take our word for it, here's what others had to say and it might be a video testimony or reel or whatever it might be, okay?

So, they see that for the next week, at 21 days and still haven't registered, I don't know why, but maybe they've got some questions that needs answers, so then they might see messenger ad that says "Got any questions? Click here and we'll check you." And that might be for the next 7 days. And so, 28 days after that click on your website, they haven't registered or bored or whatever else that might be, "Hi! Last chance to register it on this week." Okay? So that is class, is layered remarketing.

So, at different times through the particular funnel or at different times through what here could be the funnel, they are seeing different types of ads. So, the people that are, and you're excluding them from seeing the ad beforehand. So soon as I see it from 7 days to 14 days they won't see the 7 days one again. If this all goes to plan, Okay?

So, I'm going to show you how to set that up. Like I said, it has a twofold benefit and one is to stop the Benner blindness but two it shows them, it takes them through with the sales tunnel and it might convince them, one of those ads might convince them more so the other are yes, a bit to take action.

So how many weeks, months to modify act before we stop doing this. I've been typically trying to spur around about the 28 days or a month, just over a month at from intervene. If you have a shorter time frame, then you might be doing a shorter time frame.

The Facebook say it to me that it works quite well if you do it. What I'm actually saying is something along the lines of 4 days after and then 7 days after, and then 10 days after having different ads so doing it in a shorter time frame.

Again, with anything like this, you need to experiment as to how many days out from let's just say in a week or how many days in a row you should do it and so on. Because 7 days might be too much and your industry you might say right.

Three days after that click through at your website and not take action you wanna get back to confront them with a different ad. I wouldn't go any shorter realistically than a 3-day period because remember it takes back 3 days for an ad to fly.

But again, you know, experiment with this stuff, that's what I'm saying. So, have we got any questions about layered remarketing, how many weeks that... And first of all, what types of ads would we run as well, okay? So, this before I take off before the demo. Well this is the good thing about this is that you can do different types of creatives.

So, you might have one that's a single image creative, you might have another carousel creative, you might have another one that's a video ad. So again, I like to play around with these because you know people react to different things, so we wanna try different types of ads to make sure everyone across the board.

So, before I jump into the demo, please let me know if you have any questions about that. And if you don't have any questions about it can you please just pop a little check box over to the right dear, "No questions, thank you Kerry."

Excellent, excellent, so far, we don't get any questions. Excellent. Do you feel like in the mood for turn around and put in the comments in Karen you look good today. Oh dear, oh dear. This one has the current meeting and this one turn on feeling the cold and Caren's feeling the sundries. I've got my jeans long shirt sleeves on, wooden hat, year photo yeah, Ugg boots and clogs and a scotch and she's wearing sunnies.

Okay let's jump into the demo, I've got joking slightly but I'm just trying to lighten up the mood before I get super serious on you guys because this is gonna take a lot of brains here.

Crazy, crazy, crazy woman. Well, at least one of us need to be crazy here. Okay so alright, let's go. I was actually hoping my kids took my iPad and I was actually hoping doing the same thing.

But what I'd like to do these days really, really soon is do it to do a married thing, you can hold your iPad up to your computer and then I could like draw a lot of diagrams in my iPad as you can see on my computer screen which I can show you and so I can draw it out this post for you which is really, really cool.

Okay so I'm gonna start a brand-new campaign, I'm gonna make like I'm doing this right from the very, very start. So, I'm gonna go create an ad. And since not in formal what I'm going to do I'm gonna start from the very, very start and create the audiences okay?

So, I'm gonna go at the ads manager, we gonna go to audiences, because this involves during audiences at certain paths and then we've got to do...ads. So, go on audiences, okay. Now I actually have all these audiences in here so I really don't wanna confuse myself too much but I will put them in a queue just purely so that I can show you guys.

I think that's probably be similar that I can go what for a moment doing an audit. So, you cast an audience we wanna go on website traffic, specific audience for your website, we gonna go to the page. It's my copy there. Here we go.

Contains and this one, 7 days. I'm just gonna put Facebook. Layered Remarketing and it's 7 days. I'll just put PV – Page view. Okay. Create the audience. Website Traffic, visited your specific pages. This one's gonna be 14. Page view, 14. Next One.

Audience Traffic. So, I'm just gonna show you the demo on 7, 14, 21 and 28. Just to let you know that's the demo that I'm going to show you today. So, 21. Now test how popular this audiences. Looks something that confused you, here they are. Let's just put 28 in between.

So, what've we got there, we've got 7, 14, 21, 28, okay. And anything I can think of here is a massive and mastered registered page because that looks like no one has registered and there is. So, let's go through

again. Let me just register for just to take us there to double check that monk. Anyway, just put up Karen, you register me again.

I'll register my son, Kaeleb. What email address I'm gonna use to him. Let her system goes, because I'm gonna get phone call for taken, I'm gonna get phone call from Kaeleb and a phone call for myself and probably from my mother because I've register her on some stage.

Okay. So that's where I went wrong. I have got this link in here that. So, I'm gonna show you so what I'm gonna do is create audience, some pages, and we'll go... These pages what we got wrong... Booked. June. So, let's see if the audience show up let's just refresh this post.

So, it might take a little bit to those etching to populate sometimes it happen all the time. It takes a little bit longer now, so it might look like this, nothing there. So that would take a bit of time, but we've now got those audiences so go to the audiences before anything else.

So, have you put any questions about setting up audiences there? Yeah, so I probably get advanced on how we eliminate people who did register, how does this eliminate did register by accident. Basically, how we eliminate people that does register.

If anyone that you see that has Booked. I'm going to exclude them when it comes down to the adlib or I'll show you in a minute on how to do. So, it doesn't like you got any questions, let's roll on. So now I'm gonna go to the ads. So, we're going to the ads manager.

I'm going to show this through ads manager like I said I'm not abyss anymore in ads manager, but I had been so much more significant of light. Okay so were gonna go create an ad. I'm going to start over here cause. Let's just prime this ads before.

So, I'm going to go traffic. I couldn't cheat to anyone of this. For this one's the retargeting ones. My cheat to that to get more use of it, that will most likely to click the ad and go through to the website again. Now this what she showed back through to the people that most likely to get people to a head foot on it. I can do engagement as well, that's probably the main tool that I might do. I probably wouldn't worry about conversions at this stage.

Let's lay a bit of a traffic. I'm gonna do Facebook. So, this one here it's going to be 7 days, so it took a website, a messenger app. This will get down to our custom audiences so we're going to go Page view 7 days. We're going to exclude people that are booked.

I'll just take a location here. I'll put it back to Australia purely back to... We don't actually put on location when you have custom audience by the way. But I will do this one. SO obviously you've got fewer than 1000 and you've got 340 visited the last 7 days. 340 that haven't already got...

So, we can put an age bracket to put on for and gender to choose to but we are on custom audience so we don't have to do either of that stuff. Placements what'll I have to do is take on the audience network. I'm gonna take Instagram too. Daily budget, It's only small budget here.

So realistically we're just gonna wait 60 to 230 so let's just laid at back. Optimize for link clicks. You can do Impressions as well so more people will see it or Daily Unique Reach. So, since were doing it for 7 days I think the Link clicks will be enough and we're going to continue.

I mean I wouldn't run it for 7 days, cause I'm doing workshops this weekend but this is what I do setting it up. Okay? So, the ad name is "I see you came but didn't register." And select the page, single image and go browse your library cause I'm going to do one here.

Let's just take one before, but you can take the ones month ago. I can do way back on it, don't miss out. Turn back to registration page. Okay when I say about copy the link, you copy the link from the website, okay? I'm gonna do website, not messenger.

And headline. Just say a plain text in here. I'm just going to say... You can be more specific say I see you came to my Facebook workshop registration page in the last week but didn't register. Now word of warning as this one, it works well for me cause I'm sure in these strategies, okay?

Might not work as quiet well for you if you get that specific. Purely because it might see really stalker-ish. So, you might want to do something a little bit less.

I know life can get in a way. Okay, you can say "Hey what's going on, I see you came to my Facebook workshop registration page last week but didn't register? I know life can get in the way so I wanted to give you another chance to book for my 2-day Live event on how to grow your business using Facebook. Click the book now button to go back to the registration page and register.

Looking forward to seeing you there. PS: I will even show you how to do the strategy." This... Perfect. I will even show you how to do remarketing strategy which has 66% conversion rate. So, we go book now. Here you go. So that's pretty much for the first step. So, the next 7 days after they didn't come and you've see that they haven't registered, as you can see they will save this little copy, right. You look at the news page. Here we are that's what she looks like.

Okay? Place order. And that's all good to go. So, we'll gonna do another ad now, that's the first now, I'm going to do another list. Now the second one is 14 days later, okay? So, we gonna go back into the late sets here. We can go Create, Use Existing Campaign. Here you go.

Why's he doing that? That's the campaign we're using. And much into the Ad Set now. Create new Ad Set or you can Create Multiple Ad Set. This is interesting. Okay Don't mind them anyway. We can obviously do that multiple stuff here, but go back to the typical way that I can do it.

So, let's just create a new one. Keep it nice and easy. So, we've got Facebook Workshop 14 to 21 days. Custom audience is 14, and so we go down here and we exclude Booked, and exclude people that've been here in the last 7 days. Okay?

So, we don't want the ones that have been here for the last 7 days to see this, so... Australia wide, everything else is the same change the placements, untick, untick. Might go up 180, which we can make at a \$20 budget. So, we go continue. Just wondering before we carry on, do you have any questions about the last one that I just did. So, I think I just answered it.

As soon you can see it does in a 14-day group, include the 7 days, if you just say that I exclude the 7 days. So, we're going to the 14-day group, excluding the people that have seen the last 7 days takes from 7-14 days. So, it's single image. So, this one just had a canvass so let's choose Single Video. Browse library I did one in here. Here we go Testimonial, select.

Okay. Now let's just do...Okay "Don't just take our word for it – people come from all over the world to learn the latest in Facebook Marketing Strategies from Kerry Fitzgibbon. Here's what American business owner Greg Gordon had to say after attending Kerry's Workshop."

Don't miss that. Okay. All good, Place Order. Let's go and name it, or let's make sure that I got it well-named. Save. That's that one. Any questions after that one. That's great, so Susan asked a question, "I still don't

understand, does that mean the people from the 7-day group, who still haven't registered won't see this new ad?"

That is correct. But by then so that's anyone coming off in 7 days. They can see ad 1. From 7 to 14 days, that's why I switch from 7 to 14 days they'd seen ad 2. From 14 to 21 days, they see ad 3, from 21-28 days they see ad 4, as kind of how the funnel goes.

And we're excluding them from any other ad that goes flooded cause they're goes through the funnels and they effectively going down the slide. Does that make a little more sense? Yeah, Cool, excellent. So, let's get back into the Create New Ad, Use Existing Campaign.

Preview ad set this one is going to be called... One that I just do, I did the 14 days, "Don't take words" for it says 28 days so Facebook Workshop 21...and we go...the audience is 21. Now we're going to exclude for this is; Booked, 21, 7 and 14. Did I haven't included that clip, one minute. We're doing the 21 so... It gets a little bit more confusing here. So, I'm doing 21.

Include 21. Exclude 7, 14 and already booked. So, we're getting narrow and narrower now. Placements. I've got currently available. I'll just take it back to 15, cause we're probably needing more than that. And I'm gonna go back and make this as a Messenger Ads.

So, you see that's why that's here. Let's just go back at here. Page so this is going to be "Got any questions?" Select Single Image. Have a question? Now this time and see that they're going towards our URL we're going to see to go at Some placement... right, Remove Replacements.

That's it. What we're doing at messenger ad is certain replacements that you all not accept. Messenger and so that includes, you just gonna have Facebook and this top and in mobile other one and that do, okay. So, we're going to messenger.

We're gonna set up a messenger content. There's a Message Text on it. Okay. "Thanks for taking a look at my Facebook Workshop. Please feel free to ask about how this Facebook Workshop will help you and if it is a right fit for your business. We will get back to you asap." "Leave a message and we will get back to you as soon as possible," how's that?

So, there's 2 things we can do here. One we can say Book Now, if I click on like they can go through the website Book, but at the state that they actually wanna check to us. So, I would most likely put... Alright Open a Website. "Leave a message below or click this button to book. That's the website page. We can preview in messenger app so that I can show you.

Oh, it just sent me a message. Look. Send everyone to, but it's okay, it's all good. Done. Send message. Here we go. That's it. That's one we basically, from 21 days to 28 days, okay? And so, we place the Order. We've got time more for the last one, if you would like me to go to the last one, or you want to get going later and this one it would be in the recording, see you Tiny. I'm glad that she mostly goes on to plan. That's rush, okay? Luckily, I have my Kerry team.

Okay, I'll do it on a Place and Order. Unless you wanna change it down there that is not really good. Here we go. Place order. I will go through after this team and I would proofread check everything else and I might get someone else to proof check, that's what my team to do. The light of Karen, the spelling called Nazi which is a good tip of the team. And we gonna do this one. Use Existing Campaign. And this one's here the Last Chance to Book, okay? I might at this one even does.

I might even do at this particular instance a Video Ad or something like that. I'm just gonna do this one out. Last Chance. So, we're going to target 28, exclude booked, 21, 14 and 7, edit placements. This stage I'm

gonna get it down to 10. Continue. Single Image Ad. Browse, and I think I got Last Chance to Book Now, 1, last chance to book. Tried it one before though.

I think I did that Last Chance to book? No. I think it's on this week one. Make me double check. On next week. Yeah, that's on this week 1, that's the one I want. Destination is here and... That should do. Done. So Last chance to book on this week. Here we go that's the last, place order.

So, team we got through the lot, that was really good at what she does right there, that's probably quicker than sometimes it takes me when I'm not an issue in recording myself when doing this and I'm glad you guys set through it. Thank you so much for being so patiently have gone a little bit overtime of that, we did start a little bit late today.

So, we're gonna have a look at what does it look like, let's just hope that it goes laid out correctly, we should name one, a minute, edit, the Last Chance this week, save. What that should it look like, it should have one campaign, could that be Layered Retargeting one.

We should have... last chance there, okay so this one is... 7 days, 14 to 21, 21 to 28 and 28-day last chance, 28 days last chance. And each one of these we should have... all the ads. I'll just tick the one, so it goes... come on.

And then we got all the ads. So, it starts with, "I see ads but didn't register" to the "Don't take our word for it" to the "Got any questions" to the "Alright! This is your last, last chance. Book Now!" So that's pretty much it. That's layered Remarketing.

How do we feel about that? Do you have any questions? It stuck when you're in the marketing group, I know! That's a really good question. So Susie just asked . "Do the people, each in the 4 audience just remained fixed as at the time you created the group, or did the groups updated day by day?" The groups get updated day by day.

So, let's just say you came on today and got through 7 days, then you do the 14. Let's just say I came on a week later, well I would be in 7-day group. So, it depends when the people came on but they are basically updated every single day, just if you can imagine, people that have visited the website in the last 7 days, tomorrow it's still 7 days, the next day, it's still 7days, understand?

Cool, excellent. Any more question, team. If you have any questions just make sure you leave a chat in there and let me know if you're all good to go, all good for me to go. That's probably the key thing here. Excellent. Cool, thanks T. Alright, thank you so much for being patient, I'm going through that, I'd love to see you back if you like the idea of doing some great Layered Remarketing Ad.

Cool, some your funnel and we would like to help with that, of course, if you got videos or anything like that, that you'd like to join and come. If you've got any questions, make sure you leave those in base camp for us. I will sign off right now and put another jacket on and talk to some of you during the weekend and others, well see you next week.