

Facebook Fortunes
Webinar 35 (Podcast)
Search to Social Ads: How to Use Google With Facebook to Build Niche
Audiences

Host:

Welcome to the Social Media Marketing Podcast. Helping you navigate the social media jungle. And now here's your host Michael Stelzner.

Michael:

Hello, hello, hello. Thank you so much for joining me for the social media marketing podcast. Brought to you by: socialmediaexaminer.com. I'm your host Michael Stelzner and this is the podcast for marketers and business owners who want to know what works with social media.

Today's show is sponsored by Social Media Marketing World 2018: The Mega Conference, for you, the Social Media Marketer and the creator. I am really excited about today's show. I'm going to be joined by Shane Sams. And we'll focus on how to build low cost, niche audiences using Google ads with Facebook ads. Yes, you heard that right. With Facebook ads. Pay attention to this podcast episode.

By the way, want to reach me? email me podcast@socialmediaexaminer.com. Let's transition over this week's brand new discovery.

Host: Helping you stay alive in a social jungle. Here's this week's survival tip.

Michael:

This week, I'm joined by Eric Fischer with his brand new discovery. What did you find Eric?

Eric:

I decided to dig back and see if we have mentioned one of my Go to apps which is Text Expander, and we had never talked about it on the show before.

Michael:

So, for those who don't know what it is, tell us what it is.

Eric:

So, Text Expander is an app for Mac and IOS and Windows that lets you instantly insert snippets of text that you've already stored away like, boiler plates or other types of abbreviations or different things that lets you stream line pasting in text at a moment's notice, to save you tons of time.

So, I'm going to give you an example. Typing on the words Social Media Examiner like I do all the time. Can be tedious but if I have it set up in my text expander to expand the letters SME when I

typed them. It does that, I typed, SME and it goes Bleeped and it drops in Social Media Examiner. So, I don't have to type it over and over and over again all the time.

Michael:

Interesting. And it works on even the IOS which is even more interesting, does it?

Eric:

Yes.

Michael:

On the IOS, does it work within all apps or just certain apps?

Eric:

It's set up like a keyboard, when you install the keyboard and that keyboard pops up like when you switch over from an emoji keyboard to a text expander keyboard.

Michael:

very interesting. So, what are other applications you do with it other than just like social media examiner?

Eric:

So, there's a ton of stuff in here that I use it for. One of the quickest and easiest one, just for example, when we sign off our social posts as a social team, we always to do a dash space and then our first name. Well what I've got it set up as is if I type dash e for Eric, it then changes to dash Eric. So, I don't have to type it all the way out. That's one quick easy way.

Michael:

What about common questions too? I mean if I imagine, there's boiler plates for questions that we get over and over on our social channels, you could pre coverly craft those, right? As long as you knew what the cheats were, whatever. Right?

Eric:

Yeah, exactly. You know what your triggers are, you know what. And that's the great thing is you can go in to text offender. And if you don't remember what the trigger is, you don't remember what the answer is fully. You go in and type in kind of Google search on your email.

"I know that email is in there somewhere" well you have a text expander and you typed that Facebook ads, for example and it'll pull up those snippets its, and then you go, "Op! There's the one" and then type in, I don't know, FB ads would be the short case for example. This is also really cool way to bring up not just a single emoji but maybe a combination of emoji that maybe you use all the time. Or maybe some gifts.

You can pre-populate and train text expander to bring those things up and what's even cooler is that you can sync these snippets its, not just across your devices. But, you can share out a group

of snippets that you've created and send that over to a co-worker or a friend so that they can import those into their text expander as well

Michael:

Oh, interesting and it sounds like the mobile and the desktop sync as well or you have to share it? Is that the idea?

Eric:

The mobile and the desktop sync on your own account. But again, you can import, export groups of snippets it's from other users if you want to. And you can even set it up for teams and organizations.

So, for example, if we wanted to, we could set multiple people inside an organization and we could say "Okay, these are the snippets its and if I say, for example, here we go we coming on selling tickets to an event or something and we want the boiler language to be the same for everybody as they drop that in everywhere and we could literally have one person in charge of going in, changing that discount, that tax, that whatever.

So, anytime anywhere, somebody says, I don't know, SME sale. It would boom! Drop out, and it would be the same language for everybody and everybody would always have up-to-date boiler language.

Michael:

That's really slick. I've heard a lot of people saying prices of these, what does it cost, where do we find it?

Eric:

Yeah, to find it, it's easy to find. It's just textexpander.com and about \$3 a month is what it is per user. I mean that's... It pays for itself to be honest. And its \$8 a month for a 4 person when you're doing a team set up.

Michael:

Cool and just disclosure folks, we are never paid to mention these apps. These are just things that we discover and we share with you. These are not sponsors. So again, is it textexpander.com, right?

Eric:

Yes, yes, textexpander.com. I mean I really do and literally use this, daily, all day.

Michael:

Thank you so much, Eric.

Eric:

You're welcome.

Michael:

Just a quick reminder, don't forget to check out, Social Media Marketing World: 2018. If you register now, you're going to get significant savings. Do not delay; check it out, socialmediaworld18.com and now for today's interview with Shane Sams.

Host:

To help simplify your social safari. Here's this week's special guest.

Michael:

This week I'm excited to be joined by Shane Sams. If you don't know who Shane is, he's the co-host of the Flipped Lifestyle podcast. The show focused on helping families make money online. He describes himself as a normal guy from Kentucky who loves helping others. He's also the founder of Flipped Your Life Community. Shane, welcome to the show.

Shane:

Hey Mike, thanks for having me on the show today man, I appreciate it.

Michael:

I am super stoked about what we are going to talk about today. Shane and I are going to explore a strategy for locating super narrow niche communities using Google ads in combination with Facebook ads. Very noble idea. Before we get into what's involved with that. Shane, I want to ask you, what's your story man? How did you get into what you're doing right now?

Shane:

It's kind of one that pass, it's kind of weave in and out man, you know what I mean. Like you said in the intro. I'm just a normal guy from Kentucky, my wife is also from Kentucky, and her name is Jocelyn. We actually met at the University of Kentucky. Big blue baby, big blue nation. We just kind of graduated in college and got into a normal life. Jocelyn worked corporate for a while.

I did some coaching in football, in colleges and high school around the country and we kind of settled in and said, "let's be school teachers, let's have that normal life. We'll get our 2.2 kids or 2.2 cars and just kind of ride off into the sunset." So, we did that for about 10 years.

I was a social studies teacher; my wife was an elementary school librarian. I coach football on the side. And man, we really had some bad experiences at work. I actually lost the job, because 2 school systems consolidated and my job was eliminated completely. Found my next job man, I had a really, really bad experience at work.

My son had a very negative incident at the daycare center and I had a really bad boss that really threatened me basically about my job if I was going to leave to school that day to go help my son. That was the moment that I realized I had kind of given my life to other people to control just for

a little bit of security. So, at that point I started looking for other things to do with my life, I said "There's going to be a better way that we can take control of our life and make our own money.

Michael:

How long ago was this by the way Shane? What year is this?

Shane:

This is 5 years ago. This all happened in 2012.

Michael:

So, you've decided to take control of your life what's the next part of the story?

Shane:

What happened was, I was driving around town one day and I looked over at my wife, Jocelyn. I said, "I wonder if I can get a hundred of people to send me \$50." She kind of looked at me like "What are you talking about?" I said "I don't know, there's like 7 billion people on the planet, surely there's a hundred of people that would give me \$50 and if they all give that in a month, that'd be 5,000 bucks and if I do that 12 months in a row, that'd be \$60,000.

So, if we can just do that every month, we can leave our job and quit teaching." I sounded so simple in the car that day Mike and Jocelyn looked at me, of course, and said "How are you going to do that?" and I said, "I don't know, let me see if I can figure it out."

So, I started looking for information about business like how to sell stuffs, how to do anything. And one day I was mowing my grass and I was sick of the music on my podcast and said, "I'm going to look at business podcasts."

I'm a big wrestling fan, I was listening to the pro wrestling podcast at that time and said, "There's got to be something about business, if these idiots are talking about pro-wrestling, surely someone's going to tell me how to make money online or something, right?"

Michael:

Right.

Shane:

So, I started flipping through the podcast. I hear all these stuffy people like suits in business attire on. and I'm not going to wear suit, that's ridiculous. And then I saw this podcast on. This little guy looking over the bottom of the podcast all of his eyeballs and I'm like "Who is this dude?" It was smart passive income of and I clicked over the path site and I saw him standing there, holding his son and I said, "Wait a minute; I got a son exactly that age."

So, I listened to his podcast that day on my lawn mower and he started telling a story about how he sold a study guide and he would email at the people and they would give me money or give him money. So, man I hit the break on that lawn mower and I skid on my grass and I jumped off

and I was running inside thinking, "Oh my gosh, I just figured out on how am I to get a hundred of people that give me 50 bucks. We'll sell emails; we'll sell pdf's of information."

So, I busted at the back-door mat and told my wife, I said, "I figured it out, Jocelyn. I know exactly how are we going to quit our jobs, get away from these teachings stuff, we're going to sell people emails." And she just paused and looked at me like "Go mow the grass, what are you talking about?" But, I went down that path, man. I went down that rabbit hole and tried some stuff online and I was eventually able to make money and eventually year later we replaced our income in July of 2013, we make \$15,000 online.

Michael:

What we're you selling back then?

Shane:

In August, we made \$36,000 online.

Michael:

What were you selling back then?

Shane:

We were selling lesson plans. Lesson plans, football playbooks to coaches. Things like that, things you could make a pdf and email it to people. Basically.

Michael:

Got you.

Shane:

And we walked in to September 2013, man. September 27, 2013 quit our jobs. So, that's kind of a nutshell version of how we stumbled into this rabbit hole.

Michael:

And now, what are you doing?

Shane:

Now, our main focus is flippedlifestyle.com. We actually just sold one of our education companies. It was a 7-figured sale. We got a couple of other things going on that are really successful. So, what happens was, when we quit our job, of course the first thing that happens is, you get people asking you questions, right? Well Jocelyn had a friend at that time and Lindsey who had chosen to be a stay home mom. She quit her job and she was like "Hey! Do you think I can make some money online?" She was a former school teacher too. So, we helped her make some digital products and she was actually able to go make a thousand bucks on the internet in a month. And her husband came up to me Mike and one day at charge and there's tears in his

eyes was like "Man, I don't think you understand how much that's helped our family and it is made possible for my daughter to have her mom home with her, everyday.

Michael:

Very cool.

Shane:

And on the way home from church that day, I looked over at Jocelyn and I said, "We know something that could change people's lives and we got to really be able to go out there." So, we started Flipped Lifestyle and it's gotten really popular and we've helped a lot of people kind of do the same thing that we did. Everybody always says like "Why is it called the Flipped Lifestyle? And the funny thing is, when we quit our jobs, this was right after the recession.

The great recession and everybody was freaking out like, "you're giving up the teaching job, you got tenure, you got insurance, what are you doing?" My mom actually cornered me in a bedroom in her house one day and said, "Shane Sams, you've got babies, you have lost your mind, you have flipped out and I do not approve this decision." So, that's when we decided to do this, I said, "Let's call it Flipped Lifestyle, because we had flipped out."

Michael:

I love it. I love it though because it also as about flipping your life, you know.

Shane:

It's like flipping your life, just like a house man. You flipped it up, you make it better. You do it in a better way. You invest in your future.

Michael:

There you go. Awesome story. So, that's a perfect set up for the next question right which is now, you're obviously helping other people figure out how to do what you guys did, which is I think a good set-up for most of the dialog that we're going to have from here on now, which is about, "Finding these niche audiences."

What you do, which I think is so fascinating. You use not just Facebook but Google in combination with Facebook and I'd kind of like it. First of all, before we get into what the strategy is. Why these 2 together?

Shane:

Right. Well, when we started helping people, a lot of the information that you get online comes from people really ingrained, almost inbred into these social media.

I'm a business coach and I'm testing things about trying to get people to sign up from our business coaching or I'm trying to teach people on how to do a podcast or how to do the mechanics around actual online business, right? And we found really early on that a lot of the things that people

were teaching like "Hey, just use Facebook ads and everything will be okay" didn't work for like education, like elementary librarians or history teachers or football coaches.

And when we started working with other people, we figured out that it was really hard to target people on Facebook because when you're doing something in the business world, you can go target Timothy Ferris or Gary V. or somebody big that has a million followers and you know they're all entrepreneurs, right? But when you try to sell somebody, you know, civil war battlefield crossword puzzles.

It was a little harder to find people on a Facebook and social media networks because they don't just like that stuff. You might be able to find a teacher but how do you know they're not teaching algebra and you're trying to sell them, you know, librarian stuff. But, what we did realize was, hey! People search for solutions, they go to Google and they try to find the answers to their questions.

So, if we could go to Google and we could say, "Hey find a customer who's looking for the solution that I'm already offering, pixel them and follow them up at Facebook." We could have this powerful like domino effect where we could get really cheap traffic and we could follow up with them. Because the core of our marketing is follow up. It's not just "Hey here's my thing one time.

That's what you get a hundred Pepsi commercials every football game." right? That's because they want to engrain themselves in your brain until that point you really want a soft drink and you'll go buy a Pepsi.

So, we're trying to do the same thing. We're trying to find people exactly where they are looking for their solution, introduce ourselves to them and then, we'll follow up with them. The analogy I always give Mike is like a car lot salesman.

If someone walks on to a car lot. You have a high like you're going to sell the car. But if you walk into a random church service or Wednesday night pot luck and you say "Hey! I've got this great escalate I'm going to sell you." You're going to have a very low conversion rate at the church pot luck.

But if you sold the guy in your car lot, he said, "I want this car" you say "Okay let's talk about it," he said "We'll not today." But then you go into his church and you see him at the pot luck and you're going to follow up with him, then you could close the sale, over time. So, that's kind of where we got this.

Michael:

What I love about this strategy and that's we're kind of dig in and wrap up around this little bit here. But, what I love about this strategy is that, people go to Google when they have an intent and they're searching for something. And the idea is you are able to figure out how to tap in to that audience that's searching for something and for those folks who are listening right now, this is now.

This is not just applicable to "I'm struggling to get an audience on Facebook." This is applicable for anything that you sell that someone might be searching for to use Google in combination with Facebook. I've never heard this before, I think it's brilliant.

So, at a high level, you know, you kind of talked about why both. But, is there any more to this strategy? I mean, is it just as simple as, are they searching and pixel them on Facebook or is there a little more to the high level strategy here?

Shane:

The basic, we call it "Search to Social Marketing" okay? Because a lot of people just hits one thing, like here's how to set-up a Google ad, here's how to set up Pinterest, here's how to set up Twitter, here's how to set up Facebook and we kind of lose track of the point.

The point that people are using all these things. So, why not catch people wherever they are, okay? So, from a very high level, you basically start at where your customer is looking for solutions to their problem. This doesn't have to be Google; we're going to talk about Google of a lot, because that's what the way we do it.

But it could be buying ads on a forum for guitar players if you sell guitar lesson plans. We'll go buy ads there. That's where people are searching for answers and then funnel them back to your page where you pixel them in your Facebook ads to follow up.

But, a very high level what you do is you go on and create keywords. You're going to look at keywords. You set up an ad in Google based on those keywords and you're going to drive traffic to a page where you give away that for free.

And you stress in your ad, this is a free thing that you're looking for, right now to solve your immediate search problem. Because, you don't want any friction at all and then get into that page and feeling really happy about what they found because this is their first interaction with your brand.

Michael:

When you say free, do you mean, ungated? You don't have to put your email address and nothing?

Shane:

Yes. This is completely ungated; you can have an opting on the page if you want to for their next step. But, whatever you've said you're going to give them in the ad, you're literally going to give them that, when they get to that page.

Because you don't have to get the email right then, because you're going to pixel, then you're going to put the pixel on that page for Facebook and now we're going to show them follow ups

over on Facebook to try to get them the opt in to take them to get the next step to get them to go to the next level. it's not just exposure, it's a hand shake. It's "Hi, I'm Shane.

I sell history lesson plans. Here's the thing you search for. You search for civil war battle site crossword puzzle. I'm going to give you that." That get searched for 4,000x a month in August every year Mike. That exact term.

So, we had an actual crossword puzzle that we give away for free in August and we drive traffic to it because it costs like 2 cents to get clicks, because nobody else is targeting that and we get thousands and thousands of searches. They get pixel they get followed up emails like "Hey, I know you just got a civil war lesson plan.

Michael:

Emails or Facebook ads?

Shane:

Facebook ads. The Facebook ad is going to say "Hey, you've just finished the civil war. You're going to teach Spanish American war, next. Here's a lesson plan. Click here. They're going to opt in to get that. Now, we're going to say bam! "Buy your entire lesson plan for x dollars a month.

So, that how it works at a high high level is get them to click to the page. Get them pixelated and now go build the no lock in trust on Facebook. But use Google to find people first. That a lot easier and cheaper that way.

Michael:

So, I know people are saying, "Okay, wait a second, I'm paying twice, right? I'm paying once for Google and again for Facebook. Why not just get into opting at the first point and I know there's a reason why. So, I want you to tell everybody why you're just giving it away right out of the gate for free from Google?

Shane:

Because I don't want friction in our relationship. I just wanted you to get pixelated. I'm going to follow up with you over on Facebook where I can build a relationship with you. Because that's where people are, that's what people do on Facebook is they build in no lock in trust.

They hang out with their friends and their family. I just wanted to introduce myself to you. Give you a really quick ran. Get the cheapest traffic I can find to build an audience and then I'll go follow up with you over on Facebook. Because I'm not going to be able to follow up with you on Google as good.

You know if you started random ads and they search display network, you're not going to have success. If you follow up on Facebook and their newsfeed, you started giving them more free stuff. They're going to be much more luckily to buy over there.

Michael:

Plus, I would imagine, they're going to recognize your brand. Because they've already gotten something of value from you right? And they're going to say "Hey! This guy's done me well, once before. I'm going to go ahead and this time I'm willing to give them my email address" and that is where the relationship starts. Is that right?

Shane:

Yeah, and there's funny thing that happen with your email list. We actually convert a lot higher sales on a retargeting pixel than n we do on our email list. Because, emails get old over time. You may have a 10,000 person email list, but 2,000 of them are from 2012 or whatever.

Michael:

Well, they don't get delivered because...

Shane:

They don't get delivered because someone filters them out or whatever. But on Facebook, if you have set that 30 days, 90 days, 180 day. Those people are going to see your ad and they're going to remember that you helped them that day. That you gave them an answer to what they were looking for and it's going to be a lot easier to commence them to, you know, you got solutions going forward.

Michael:

Okay, we're going to get some of the mechanics now. So, let's start with the keyword research. What do we need to know, how do we do that research?

Shane:

This goes back to kind of an old school term you don't really hear anymore. It's the long tail keywords. Remember when about 3 years ago and everybody was like "Oh, you got a long techy words" and nobody really talks about that, because everyone's obsessed with Facebook ads and things like that or bots in people's messenger service or whatever. But in reality, those long tail keywords are really where the power is.

You can't look for civil war. If I'm looking for civil war lesson plans for history teachers. I can't do that because there are a lot of people that look up civil war stuff and they don't care about teaching. They may not even a teacher; they might just be interested in it. So, I've got to go deeper, I've got to go to civil war crossword puzzle or Abraham Lincoln work sheet or if I'm doing my football site, I might look for, I can't just look for football.

It's going to be football fans. I got to find the coaches. What do coaches look for? Coaches look for quarterback football drills. They look forward defense of back drills for cover 3 secondaries.

You have to dig down deep into the keyword research tools and find things that your avatar definitely looking for and you're going to strike right there to get your ads targeted.

Because, those are the keywords, there were 2 cents, 3 cents. I've actually got some pulled up right here for my civil war site or for my civil war lesson plans. 2 cents, 3 cents, no line at all, no competition. And that's how you're going to build... I call him keyboard coalitions.

It's not about finding a keyword with 20,000 searches a month. It's about finding 40 keywords with 500 searches a month. Target those and get them to your site, you have almost unlimited related traffic and then follow up like crazy on Facebook.

Michael:

Does that mean you have to create us a special offer for every single one of these keyword phrases?

Shane:

No. Because, if you're smart about it, you can create like categories. Like for example, if I'm going to... All I'm looking for with the history teacher is basically; I want somebody that's teaching the civil war. Now I need a bunch of terms to add up together that teach the civil war. But, I can just send them to a civil war lesson plan and basically give them all the stuff they're looking for.

You, know? And they can have all unit, I don't care give them 2 weeks of lesson plans. It doesn't matter. I wanted them to have everything they need to succeed so 2 weeks from now and they see that ad that's World War I or whatever the next thing is. They're going to be much more likely to take action on my next offer.

Michael:

So, are there tools that you used to help you find the longer tail keywords, phrases that you're talking about?

Shane:

You know, I used to do the third-party stuff. But, nowadays man, I just go into the Google ad words and I just used the keyword planner. Because, it's just really intuitive. You can see all the information you need. You get the average monthly searches.

They've got Trans, you can hover over a little graph. You can see like what month is with the biggest searches, right? And then it tells you your competition, you kind of get a good idea what you're going to pay for ads. So, I really just use that. And I'm going to build my ads there anyway.

So, why not just grab the keywords as I'm going. So, I want to start the ad that's already ready. And it's free when you sign up for, you just going to run some ads to get it going.

Michael:

For somebody who's just getting started. What kind of budget should they be setting aside for this kind of stuff?

Shane:

It's going to depend on your niche. Because even in this way, you know, cheap for some niche markets might be a dollar. Cheap for others are going to be 2 cents.

Michael:

Right.

Shane:

But you need to be running some substantial money. You want to be trying to get a thousand people, you now, a day maybe or a month or whatever to drive thru. You're going to have a...

You can't just put a dollar a day and hope to succeed. You're going to have to put some investment into this. But, we tried to start all of our ads at \$5-\$10 a day, to start collecting data, learn what's working and then make adjustments if you have to.

Michael:

What kind of copy are you putting in these Google ads?

Shane:

Really clear stuff. Like if I'm going to search for Civil War Battle Site Crossword, right? If I'm going to search for that. That's going to be the title of my thing and it says "Click here. Download this worksheet for free." It's exactly what they want, as clear as day. Nothing in between me and them. No friction. They searched for it. They see it. That's exactly what they search for, they're going to get. So, try to use the keyword in your copy, specially that little heading you get with Google.

Michael:

Right.

Shane:

And that way, there's no ambiguity. They know, this is what I came for. That's my answer. I'm going into this page.

Michael:

Got it. And you definitely put the word free in there. "Download free immediately," that kind of stuff or "Download for Free Now" that kind of stuff?

Shane:

Yes. Instant access, anything that says, "Solve your problem now..."

Michael:

Got it.

Shane:

"For free"

Michael:

Alright. Let's say we've done this and we're driving some traffic to a specific page. Let's say, we've got the Facebook pixel, obviously, already in place on this Civil War page that you're talking about, right?

Shane:

Okay.

Michael:

And where's we've got a custom audience now in Facebook that were build in, right with these people that are visiting from Google. What's the next step of the Facebook side of things? Like how do we now use Facebook in conjunction with the traffic that's being driven by Google. What do we do next?

Shane:

Okay. The first thing we do is you know your avatar's calendar. And they've told you what they're doing now. So, you want to give them the next step in whatever product you're selling. So, for me, alright. They come in, they download the Civil War thing, right? I know that, that person's teaching Civil War.

The next thing that they're going to teach is Spanish American War or World War I, whatever. I want to them to see an ad for their next step. I want them to say "Hey! You just had a great time with our Civil War thing. Click here to get a free next step. You're free World War I lesson plan unit."

Once they go there, this is where I'm going to start collecting opt ins. I'm trying to get emails off of Facebook. Because when I opt in, I can make my internal email auto responder and my marketing sell them the actual stuff, the whole program for the whole year. So, the Facebook ads are designed to give them the next step and get the email address.

Michael:

So, what if we're not the only teachers who have like an obvious curriculum. Can you give some other examples?

Shane:

You have to know your avatar's counter. Like if I was going to take. Let me give you a random example here. If I was going to take like an internet entrepreneur, right? So, we've already established that in January we don't have a goal setting guide. What happens next in that person's thing?

Maybe we look forward to summer. What are they going to do in summer? Maybe we help them set up something for, you know, your best summer sales ever. And we create a sales funnel course that they would take there. That could be their next step. They sent a bunch of goals in early part of the year.

They've done some things, they've not done some things. So, we sell them the next step maybe in March of "Hey, go do this. This is your sales funnel. This is your auto responder. This'll teach you to go to the next level. Maybe it's a football coach or a football coach which is I get them in January.

Let's say I get them in August. He's going to have a game plan thing that he downloaded for free. Because he's getting ready to play games. What happens at the end of fall? Football's over. What does my Avatar do next? He takes his kid in into the weight room.

So, in January, I'm going to sell him a weight lifting manual or whatever. You've got to know your avatar. you've got to know the general flow of their year and you sell them their next steps once you collect the information like you get them on your pixelated list and you get them in your email list. Always be selling them the next steps, that's what you're trying to do.

Michael:

So, one of the questions that comes to mind is how these audience that were set into place from google search. Like how soon before we offer them the next thing on Facebook. They come from Google today, let's say when we offer them something from Facebook that's the next part of the process.

Shane:

Well, we always have ads going to that pixel immediately.

Michael:

Okay.

Shane:

For example, like in our lesson plan sites. I'll just start a new ad each month on what I think is their next step, based on my Avatar's counter. So, I want to do immediately get followed up with, so they get pixelated and they're immediately on an ad that's running to my pixelated audience.

Michael:

Okay, I think I begin to interrupt my brain on this. So, the idea is there's this constant traffic big or small, depending on what the search raises, right? That's coming into the page on Google and then there's constant ads that you have running against that audience on Facebook and you might change them based on what the cycle or in the case of teachers obviously or football coaches in actual cycle.

But in the case of entrepreneurs there might be certain kinds of next steps that they want to, to use. But the idea is that you're constantly offering that new inflexible traffic this thing. And you, know, it does bring up a question with Facebook and I don't run ads, someone else does.

So, I don't know if you know the answer to this. But don't you have to decide how long the audience remains or something like that? Like 30 days, or 90 days or 120 days. Get that all that figured out, before you start doing these offers to them, do you know?

Shane:

I just usually pick 180. I don't set my ads up here. So, I don't know how that works. But I know that we tried to just use the 180-day pixel. Because we want everybody that's been to the side and the longer the period as possible to see the ads, right?

Michael:

Right. Got it.

Shane;

And we're setting our ads up more based on the calendar, where the triggering comes in to place, more your email list.

Michael:

Got it.

Shane: So, once they opt in to something like the next thing that they get, your automation can handle all of that in your email list a lot easier. We're really big on knowing our avatar. I want to know what my avatar was doing on January 25th every year. Okay?

Michael:

Got it.

Shane:

Because they all have a flow. So, if you know that you can start your ads each month and do whatever you want Without even to automate everything.

Michael:

How is your Facebook ad language, different than what your Google ad is? Is it very similar? as far as the copy?

Shane: It's very similar, we tried to be as direct as possible, specially once they've already clicked. Because they know about us. I mean you got a big giant logo there that says like "USA teachers of Flipped Lifestyle" or whatever and then once we get into it, it's always very clear and direct like, "This is your next step" if it's not your next step, you will not click it anyway, right?

But we tried to keep it really short and sweet. A big thing we do on pictures as I don't like to use a lot of words on my pictures because, those seem to be the things that people don't react to as much. I want it to be as natural on their feed as possible.

I'm your friend, you met me, I helped you, and I'm going to help you again. Here's what I think you need help with and we just try to keep it as clean as possible.

Michael:

Have you figured out kind of the flow for like every thousand that you get from Google, you get this like the funnel, like maybe 200 that have come from Facebook and 50 of them turn in to the email, I mean there's some sort of a "Do you have that figure out?" or is there some sort of a system? As far as like the percentages that you figured out on this stuff?

Shane:

It's very hard, track it. Because, you got Google coming and you can set up your pixel there to de-track like your traffic in Google analytics and stuff and then you got your Facebook stuff. But you know? One thing about all that is, if you look at you like, lead pages and you look at your Facebook ads and you look at your Google traffic. It's never quite the same, right? So, it's a lot more intuitive to kind of look at it like, "Okay, this is how much traffic I got. Now let's transfer it to over to this, how many clicks I got. And even though there's a little like, it's like the missing link in the history of evolution or whatever, you know? Like you kind of have intuitively. So, okay when we had a thousand people land on this page. Okay, now this pixel into that being 700 people I guess. Because not everyone in your pixels ends up in your Facebook list.

Michael:

Right.

Shane:

From that point you can track it. Because now it's in the Facebook system, right? But there is a little gap there between the Google traffic and the Facebook traffic. We kind of make up for that Mike by using clean funnels as what we say.

We set up straight lines likes this ad goes to this page and this is the only way to get to this page. It's not on our site, there's no other links to it. So, hopefully that date is as clean as possible. So, when we jump over to the social media network, it's a lot easier to kind of close that gap.

Michael;

So, just hypothetically, let's say for page in your case, it gets a thousand visitors, let's say a month and 700 of them are on Facebook, you know, what percentage of them are you getting? and I know it's highly verbal based on your offer. But, what are we talking like 10 or 20? or are we talking hundreds at opt in to get on your email cycle?

Shane:

Oh yeah. You're going to get 10-15% off then on that list. We had one page I know for sure. I just liked that the other day. It like opted in, it's like 16% of the traffic.

Michael:

Got it.

Shane:

And then what happens is, once you get those people on that email list, if your emails are set up correctly where it's really hyper targeted like "Okay this person logged in or came for free for this, got on the email for this, then step 3 is surely a buy, right? That can convert that super high rates. Super high rates.

Michael:

So, just out of curiosity. Do you find that the cost to actually turn someone into a customer by going to this Google to Facebook and then to email is actually quite economical in the grand scheme of things, compared to just trying to sell directly on Google or on Facebook?

Shane:

Yes. Because it's a lot cheaper, like a lot easier to find to people. And also, if you do the keyword research right, you have to know your avatar, you have to know their problem, the solution has to be ripe and you got to research the keywords right? So, that's your keeping that cost down. Because, if you screwed that up you can end up blown to a budget, really fast. Right? It stays, very, very low. I mean we built a million-dollar education company, doing this with pennies on the click.

Michael:

Wow, that's amazing. Now, once they get into your email are you obviously, immediately offering them. You had another something for free in exchange for the email from Facebook, right? What happens after that?

Shane:

Right. Once they get on the email list, I'm a big believer in pitching fast on the email list. I know some people say drought out and all that. But I kind of feel that you've already been through the dating phase when you get through this process. If they've made it this far, they basically accepted and taken action and got results from 2 of your solutions. So, it's a pretty natural pitch to go ahead and move them toward the sale. So, I'll pitch probably like the 2nd email, they get indoctrinated.

They get their welcome email with their thing that delivered on the opt in and the very next thing is, "Hey! you just downloaded that. This will solve your big problem over all forever, why not just go ahead and buy it. And then we'll kind of do a couple of tricks along the way like if they don't take that first offer. We give them more things and then we offer again. Maybe we offer trial eventually. So, they can keep the tires a little bit more and we'll just take them down a normal kind of email auto responders sales funnel.

Michael:

Got it. So, you've got... You do give them some sort of a "Hey this is something you might want to consider yet a third thing but this one does cost money and if they don't buy that. You have some sort of sequence where you'll continue to provide value and every one's in a while pitch them on something. Is that correct?

Shane:

Pretty much, yeah. Like if they don't take the core offer which for us is usually about, it's \$50 a month for access to the full labyrinth plans, right? If they don't take that core offer, then we may follow up with more of a, I guess a tripped wire, as what you would say like "Hey! you took a Civil War lesson plan, what if your next lesson plans were World War I? This is 12 bucks, try it out."

We don't offer this one for free, but you can buy it for 12 bucks, they take that then we follow up with "Woah! you just bought the \$12 one. Hey! just sign up, you get access to everything, it's a lot cheaper.

Michael:

Do you do all of your quote and quote selling through the email list at this point? or once you're on the list? Do you also, occasionally try to sell them through Facebook ads as well?

Shane:

Yes, like we will do Facebook ads but has to be tied to something like in the counter that's happening. Like the black Friday sale or like for Jocelyn's site, she sells to the elementary librarians. So, a huge thing every week is every year is Dr. Seuss birthday week.

So, she might have Dr. Seuss' sale or something like that. We tried to tie it to something that are already experiencing in their normal flow of life. So, that it feels like a bonus in what they're already experiencing basically.

Michael:

Just out of curiosity. How many people have you added to your email list, you know, or some of your clients have they added to their email list using this kind of strategy we talking. Because these are very small communities, right? So, it doesn't need to be a huge number, am I right or am I wrong on that?

Shane:

It doesn't have to be a huge number. Because they're so targeted. But like our education sites are right in to 30 to 50,000 email range. And all of that's pretty much done to these ad strategies.

Michael:

Once you have this kind of set-up. It's almost a set it and forget it kind of thing?

Shane:

Mike, I've got an 8-year-old and a 6-year-old and 2 dogs. Everything is set it and forget it in my house man. I don't have time for lab webinar during live lab man.

I have to figure out a way to make it and set it and forget it as possible where I can show up and start ads each month and be alright. So, yeah, definitely.

Michael:

So, that's how you're growing your business. And I would imagine, once you get it done to kind of a mad science then you go after a different niche or you figure out new products to offer to the existing target audience is that the idea?

Shane:

Yes, that's the idea. I like to add things, rather than try to start a whole new. I mean I could start any education site and probably make this work. As long as I have the content, but it's a lot easier just to think of new ways to get in people's mind.

So, like for example, let's say, there's a big library conference or something, right? Librarian conference. I would rather just start an ad that says "Hey! are you prepared for this conference here? There's a new thing we offer." and it's like a survival pack.

I really just find new ways to get in their mind what I already got through the Facebook ads. Keep building that relationship. Keep bumping into the mountain public kind of thing. And just use that exposure than create something. because you're never going to have a 100% of the market. SO, why not keep selling to the market, right?

Michael:

First of all, I just want to say Shane that this has been fascinating for me to kind of unpack this with you, I think that there's a lot of people listening right now that are like "Oh my gosh, I love this!"

Shane:

Right.

Michael:

And it's so cool. So, Shane wanted to tell everybody where they can discover more about, you know, all the great things you guys got going on.

Shane:

Sure, you can connect with us on Instagram and twitter. Our user name is FlippedLs and you can also check out the Flipped Lifestyle podcast on iTunes each week. Jocelyn and I do a live coaching call on air with a real person to help them and the listener take their visits the next level.

And many of you talked a lot about this and I hope my country accent and my rambling has not confused everyone today. But, I'm actually going to put together a course on this, totally for free and I'll give it to everybody who's listening to podcast today, flippedlifestyle.com/sme. So, I'm going to put that together just for your audience. We'd never offered this like publicly before...

Michael:

Awesome.

Shane:

But, I'll put it together to explain it in detail, anything that we might have missed on the show.

Michael:

Very cool, very cool. Shane Sams. Thank you so much for coming out and sharing your insight.

Shane:

Hey Mike, I appreciate the opportunity to be on your show.

Michael:

Well I hope you find a lot of value in today's episode. If there was anything we mentioned and you didn't catch it. Don't worry, we take all the notes for you. Simply visit socialmediaexaminer.com/260. By the way if you're new to this podcast, click the subscribe button on your podcast player of choice. Last thing, do not forget social media marketing world 2018. The conference that you know you don't want to miss, socialmediaworld18.com. Again, socialmediaworld18.com. This brings us to the end of another episode of the social media marketing podcast. I'm your host Michael Stelzner. I'll be back with you in the driver seat next week. I hope you make the absolute pass out of your day and make social media continue to change your world.

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