Marlon's Marketing Minute

New Subscriber Edition

Hello,

Marlon here.

In this issue:

"Can You Really Get Your Ad On Facebook In 5 Minutes?"

(And What Happened When I Tested 383 Age, Sex & Country Combinations?)

This is an AWESOME issue.

Are you only 5 minutes away from a successful Facebook ad?

You'll find out this issue!

This issue is an issue of my ezine published every Saturday morning called Marlon's Marketing Minute. You'll be receiving it and the articles are in-depth and contain very useful content.

You'll want to click NOT SPAM in your email box next to my emails, otherwise they'll end up getting deleted or put in your spam folder.

Best wishes,

Marlon

PS: If you have NOT heard THIS AUDIO yet, you'll want to listen to it ASAP. It's very important. It is REQUIRED LISTENING for all members of my list.

This issue contains:

A. Who Else Wants 60% Front End and 50% Back End?

B. Announcements from Marlon (Important)

C. Main Article: Can You Really Get Your Ad On Facebook In 5 Minutes?

D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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New Bonus – Watch Me Generate a Boatload Of Traffic – LIVE!!

http://www.thetrafficdashboard.com

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source witha 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created!

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A. Who Else Wants Generous Affiliate Commissionswith great tracking, tools and regular updates?

If you want to promote my products as an affiliate, go here.

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B. ANNOUNCEMENTS FROM MARLON

One: How to Get Support

a. Do NOT email us. Please.

Go to:

http://www.getyoursupport.com

Normally, I put announcements for the week in this spot.

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C. Today's Article:

"Can You Really Get Your Ad On Facebook In 5 Minutes?"

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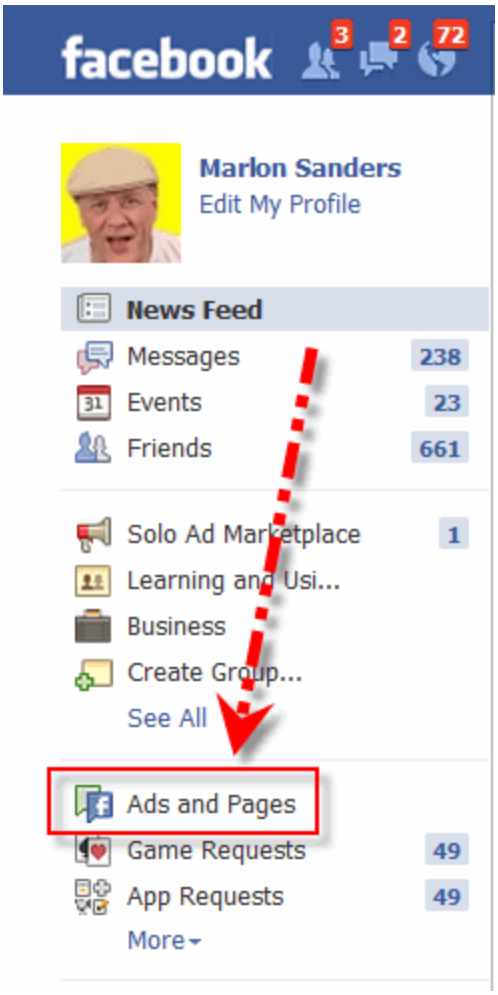
No freaking way.

Are you serious?

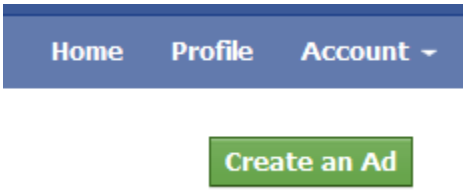
Get an ad up and running on Facebook in only 5 minutes. Is that possible?

That's the question I tackle in today's Marlon's Marketing Minute.

Step One: Click Ads and Pages



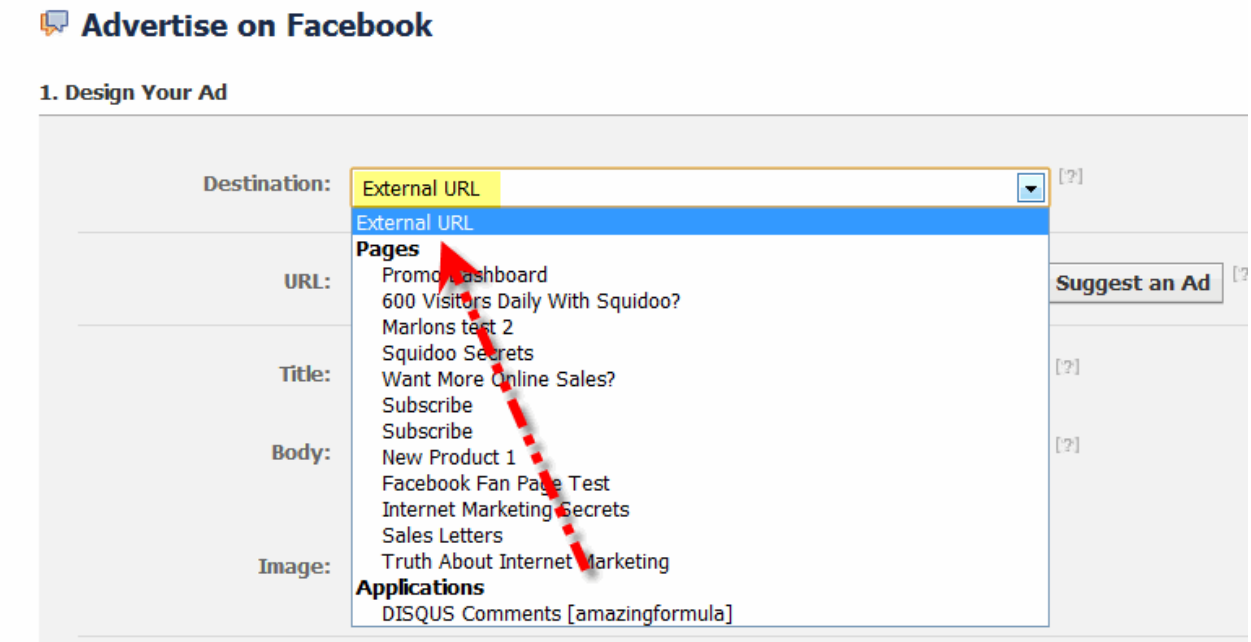
Step Two: Click Create Ad



This step COULD look different for you. You might have to hunt around for the create an ad button. And the reason I say that is since I'm already running ads, I can't see the screen you see. I'd create test account but Facebook doesn't allow you to have more than one.

Anyway, hunt down that green sucker and CLICK IT!

Step Three: Select External URL

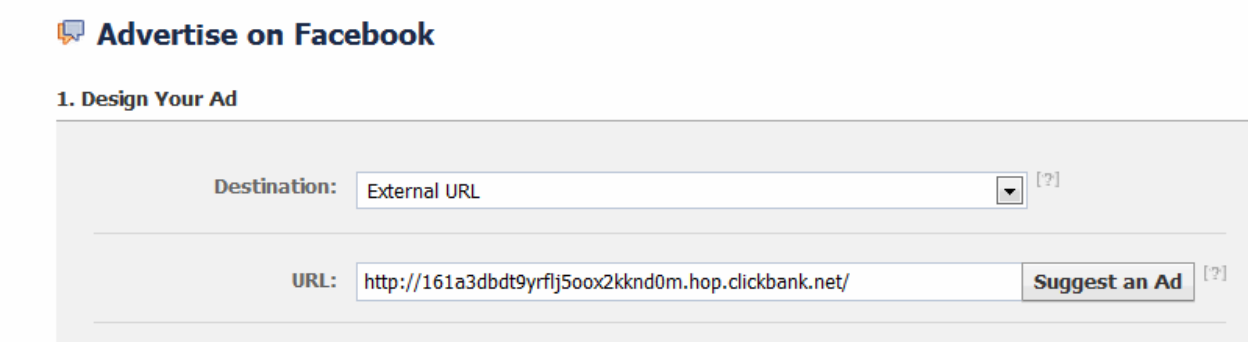


Step Four: Type In Your External URL

In this case, I went to Clickbank.com, clicked on "marketplace" and found a product to promote:

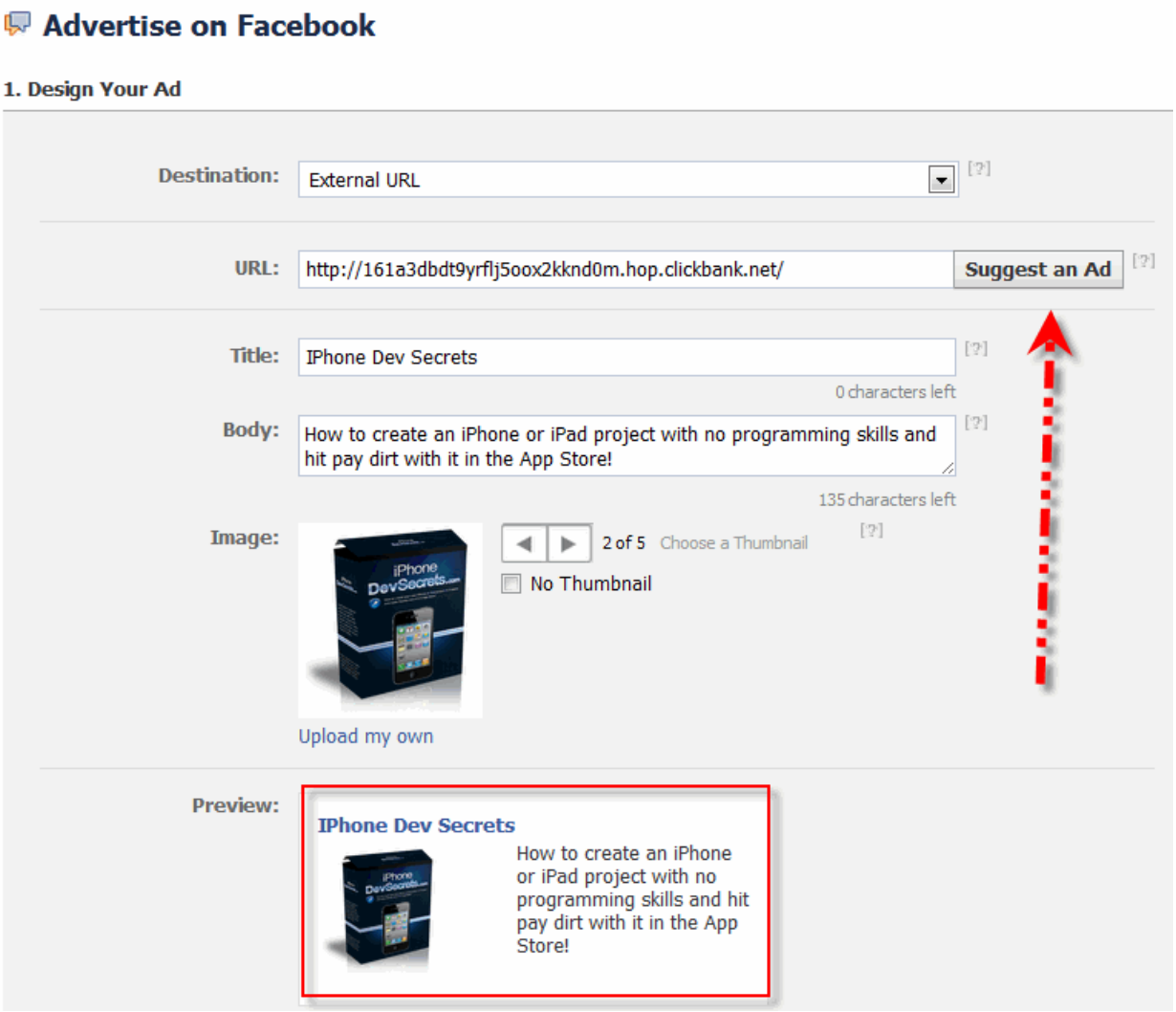
I clicked on the green "promote" button and put in my Clickbank username I got when I signed up as an affiliate.

Now I just copy and paste in that URL:



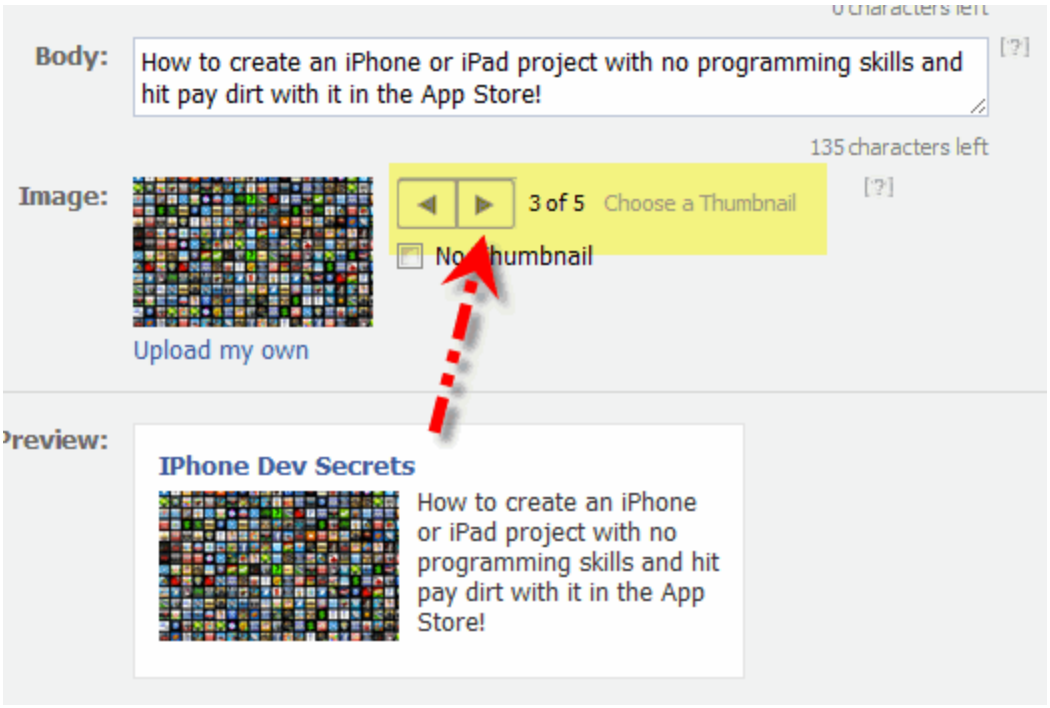
You put the URL in there of WHATEVER product you're promoting, whether it's your own or someone else's. If you were promoting MY products, you'd put your affiliate URL in there.

Step Five: Click Suggest An Ad



Facebook LITERALLY created this ad for me! All I did was click the little arrow there to the right of the image that says "Choose a Thumbnail" and that let me scroll through several photos I found on the page.

I could JUST as easily chosen this picture:



You see? All I did was click that arrow and it found this other pix. Now, that's not a very descriptive picture so I'm goin' with the box. If the photos aren't good, then go to bigstockphoto.com and buy a photo for a buck.

Some people like to try photos that SCREAM for attention like THIS one I found:

Step Six: Add A Call To Action

You'll notice that it found that text and put it in the ad for me but there is no call to action.

So add somethin' tellin' 'em to CLICK!

Being the GENIUS copywriter I am, I added "Read more here."

You know what?

That iPhone picture is so awesome I bought it. Now, I figure I can't run this ad on the interest of iPhone because those people aren't programmers. I'm guessing programmers might buy this.

So I removed the words "with no programming skills" since that might turn off programmers. And I added the photo:

I bought that in a jiffy at bigstockphoto.com for a buck (choose the small size) and uploaded it.

I added a question mark in the headline.

This looks good!

Step Seven: Choose Your Targeting

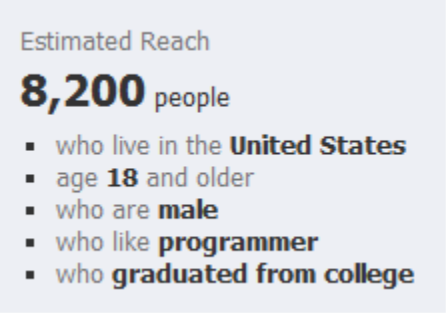
I chose US for the country. I'd run separate ads for UK, Australia and Canada. One for each country. I chose males. I would run a separate ad for females. For the INTEREST I chose "programmer".

Now, this campaign has a bit of a flaw. There isn't an EASY to choose interest that screams that the person would WANT this product. I have NO idea if programmers are interested in developing apps for the iphone. It's a guess.

But I'll come back to that in a minute. Let's look at the targeting:

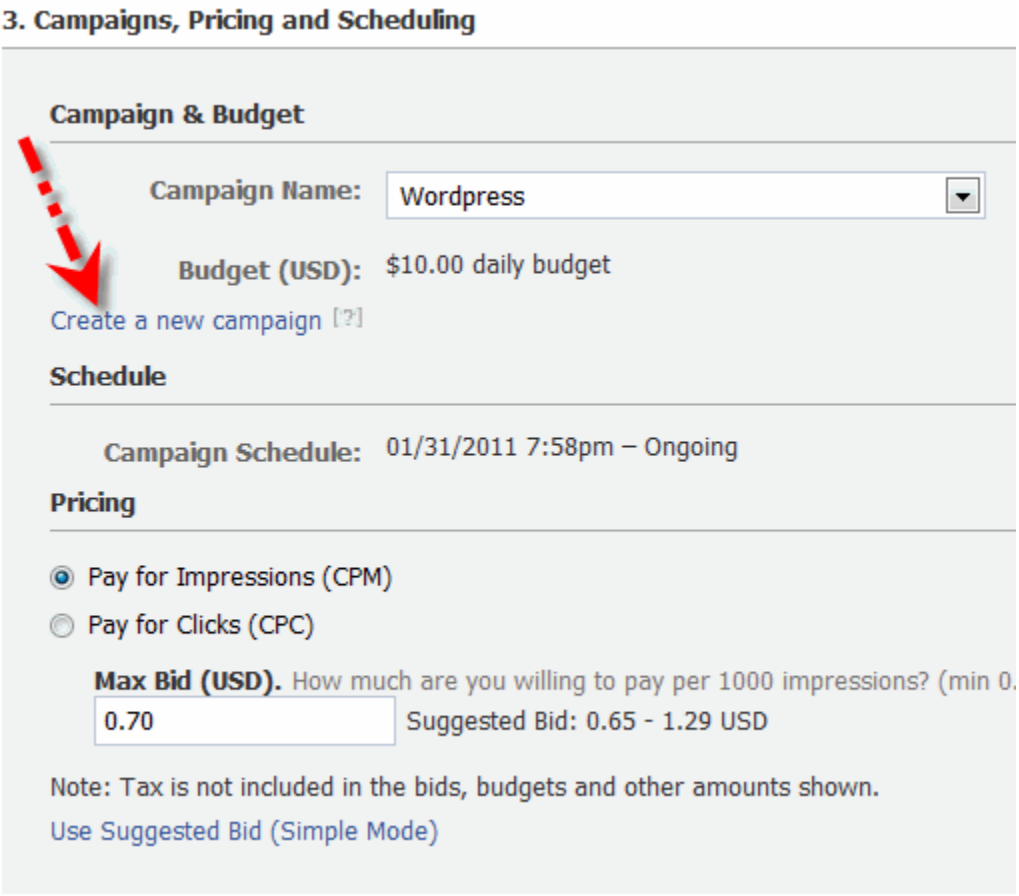
I chose college grad because they probably have more money to spend.

The good news is this is a very targeted ad:



I can easily test male vs. female, other countries, other interests on a very targeted basis and see if any of them are profitable.

Step Eight: Choose your campaign name, pricing and schedule



I'm creating a new campaign and calling it iphone dev.

It's a GUESS to me whether I pay per click or per impressions. I'm probably better off paying per click since this ad is a long shot. I mean, HOW do I find people with an interest in creating iphone apps?

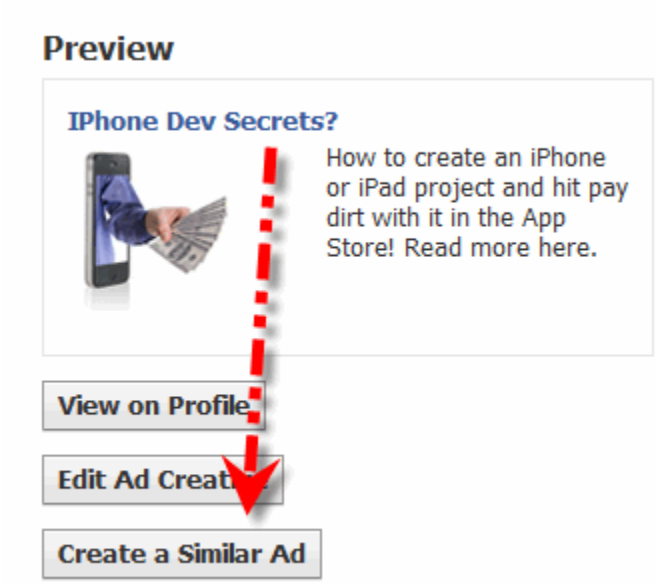
I raised my budget to $20 a day and in spite of my better judgement, I'm going CPM.

Step Nine: Place Your Order

Just hit that PLACE ORDER button!

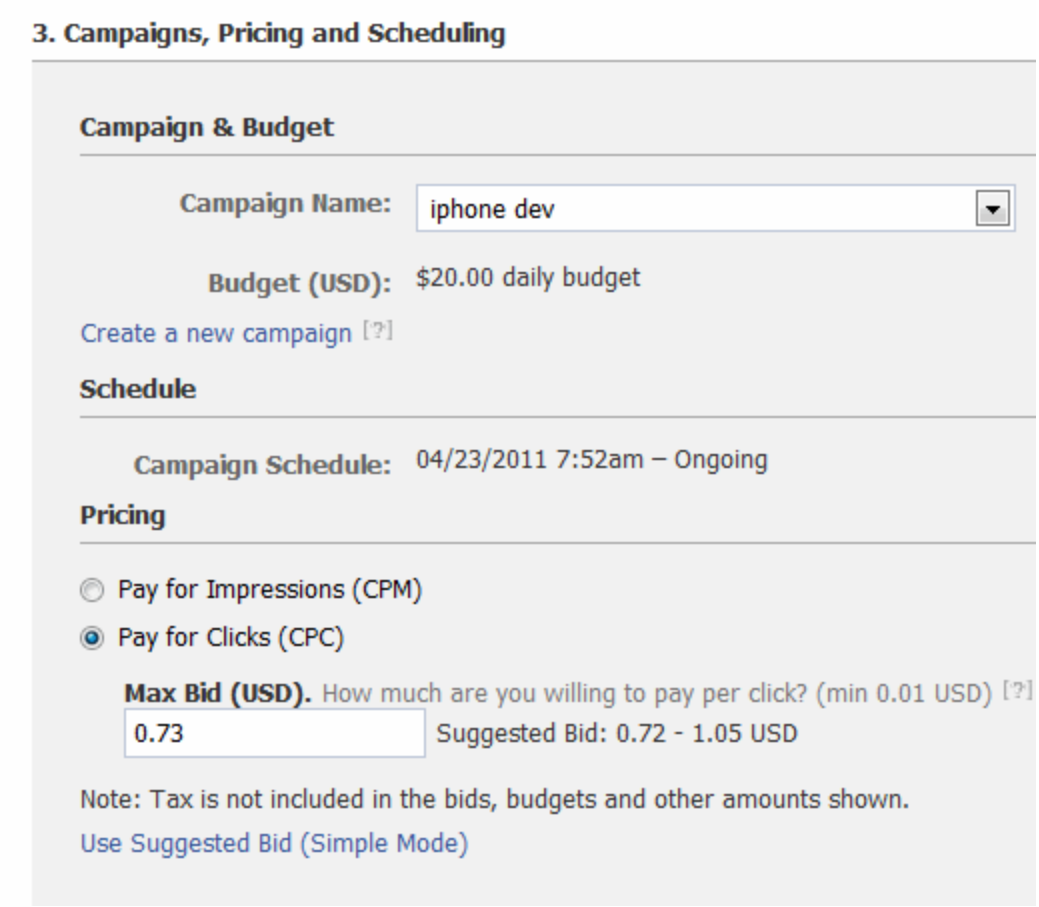
Step Ten: CLONE your ads and test other variables

Doing CPM is probably a mistake so I'll run the SAME ad as CPC also.



That LITERALLY clones your ad!

Now all I do is add in my CPC bid:



I figure I'll be a BIG spender and go a penny above the low bid. Some people go ½ way in between. Some people go ½ of the BOTTOM bid!

There are all kinds of theories about bidding. Some love CPM (you pay $X for every 1,000 times your ad is shown.) Others love CPC where you pay ONLY when someone clicks your ad.

I can JUST as easily:

* Change the country to Australia, Canada or UK (or wherever).

* Change the sex from male to female

* Change the ages targeted

* Change the "interest" keyword I typed in from "programmer" to somethin' else.

The Flaw In This Campaign

This campaign is now LIVE pending Facebook review of the ad which should get accepted.

There IS a flaw in it: How do I know if programmers are interested in developing an iPhone app?

Who knows?

A BETTER bet is to use something laser targeted. Here's an ad I placed earlier this morning:

That's NOT the actual ad…for some reason Facebook isn't displaying the ad I created. I DO have a call to action on the one I'll run! But it's basically this ad with a call to action.

This targets people interested in hydroponics.

Now THERE is an easy to target word. But are people interested in hydroponics ALSO interested in Aquaponics? I have NO idea. I don't even know what Aquaponics is. I just grabbed a Clickbank product and put it up.

It's BEST to do ads where you KNOW something about the topic because you have a BETTER idea WHO will be interested in it. The more you can put up an ad that has EXACTLY what the people you're targeting WANT the higher the probability you'll make sales.

I've done NOTHING in the above examples to match demographics. I show how to do THAT in the Traffic Dashboard on the Facebook icon and the whole banner advertising row.

It's important to match the demographics of the product's buyers to the people you target on Facebook if your audience is large enough.

With the programmers, I only have 8,000 I'm targeting so I don't have room to narrow it down much more by age.

Look What Happened When I Tested 383 Age, Sex & Country Combinations

Age CAN make a WHOPPING difference. I showed in the Traffic Dashboard webinar how I did the following test in only minutes. Look at the MASSIVE difference testing by AGES makes:

Ad Name	Status	Bid	Type	Impressions	Social %	Clicks	CTR	CPC	CPM	Spent
Want 600 Visitors Daily?65+_Male_married_US		$2.39	CPC	82,879	32.4%	84	0.101%	$0.63	$0.64	$52.78
Want 600 Visitors Daily?40-49_Female_married_US		$2.39	CPC	30,066	25.8%	25	0.083%	$0.72	$0.60	$18.06
Want 600 Visitors Daily?65+_Female_married_US		$2.39	CPC	25,558	21.4%	24	0.094%	$0.78	$0.73	$18.77
Want 600 Visitors Daily?65+_Male_relationship_US		$2.39	CPC	21,464	19.0%	21	0.098%	$0.56	$0.55	$11.70
Want 600 Visitors Daily?40-49_Female_single_US		$2.39	CPC	19,263	33.1%	18	0.093%	$0.60	$0.56	$10.73
Want 600 Visitors Daily?65+_Male_single_CA		$2.39	CPC	18,001	16.6%	18	0.100%	$0.59	$0.59	$10.59
Want 600 Visitors Daily?50-64_Male_single_US		$2.39	CPC	14,108	34.7%	15	0.106%	$0.62	$0.66	$9.27
Want 600 Visitors Daily?35-39_Male_single_US		$2.39	CPC	13,018	31.0%	14	0.108%	$0.60	$0.65	$8.43
Want 600 Visitors Daily?50-64_Female_married_US		$2.39	CPC	13,689	36.9%	12	0.088%	$0.82	$0.72	$9.81
Want 600 Visitors Daily?65+_Female_married_AU		$2.39	CPC	9,648	28.1%	11	0.114%	$0.92	$1.05	$10.09
Want 600 Visitors Daily?50-64_Male_married_US		$2.39	CPC	10,200	44.0%	10	0.098%	$0.85	$0.83	$8.47
Want 600 Visitors Daily?30-34_Male_married_US		$2.39	CPC	8,466	29.3%	9	0.106%	$0.80	$0.85	$7.16

Get that. 65+ married males in the U.S. did better on this PARTICULAR ad than any other age, sex or country out of 383 tested.

The awesome thing is it didn't take me long to do this test. Now CAUTION: Using an automated app like the one I used to do this could VIOLATE Facebook's terms of service. I'm trying to get an answer to this and will report my findings. So be careful. Violating Facebook's tos COULD get u banned.

The campaign is paused because I am revamping the Fan Page to collect opt ins. Right now it's only collecting "likes" which is good but not sufficient to justify the .63 per click cost.

If I can get ½ of clicks to opt in, THEN I have a $1.26 cost per opt in.

My AVERAGE opt in is historically worth $10-$12 per year.

WOULD YOU SPEND $1.26 TO MAKE $10?

Now, on my Ateam call on Thursday I showed how my pal James Jones makes $40 per OPT IN in a year.

Very simple actually.

But I'm not doing what James does 'cause I don't wanna have to work the extra 2 hours a week.

And I certainly don't represent YOU in YOUR niche will make any of the money above. I can ONLY report what I know I do and what talented, successful friends do. You may or may not be able to duplicate or even come close to those results.

I have to say that to be legal. But it's also true.

What I CAN TELL you is THIS:

If you follow the STEPS in this issue, you CAN put up a Facebook campaign in 5-10 minutes using the Facebook wizard just like I've shown you.

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet.

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REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

http://www.ateamsuccess.com

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

http://www.poemhunter.com/

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