

Mastering 2 Powerful Facebook Ad Strategies: The Triple Threat Ad Objective and the Audience Identifier Campaign

JOSH: Alright. So, today I'm excited about the content. We're going to dive into Facebook Ads Mastery and really going to give you 2 powerful strategies that you can use in your agencies. So, it's going to be really good and I'm going to turn the reins over to Wayne here in just a moment.

But, before I do that, I just want to kind of reiterate, you know, why it's important to really figure this Facebook advertising platform out for your agency. I know you guys know it's important. Obviously, you're part of the academy and all that but just to, kind of refocus, recalibrate and know that this is, this, there's a lot of potential here to use Facebook to generate leads in business for your agency.

So, I'm not going to spend too much time on this but just want to remind you that, you know, a major milestone was hit last year, August 24th 2015, when there was 1 billion active users on one day, yeah, on that day. So, that's, just think about that. I mean 1 billion, the world's population was on one website in one day. That's just, that's amazing. It's a massive platform. So, you know, the other facts are, there's 968 million daily active users on Facebook. And then, for the monthly active users as of June there was 1 and half billion. So, obviously, everybody's on Facebook. We know that people are spending a ton of time on there. The average American spends 40 minutes per day just on Facebook, not on their smart phones and on everything else but just on Facebook. So, as they're scrolling down, look at that guy look at his phone, just how you look at your phone. You know that every so often he's going to see an ad, right? You know, and so, how can we get your ad in front of that guy, in front of your ideal customer. So, that's the purpose here.

And, if you guys have been on some of our previous webinars, you might have heard this step. I just think this is fascinating is there is a study done by Stanford University and what they did, they studied 86,000 volunteers and they wanted to see who would be better at judging their personality. So, they were comparing, it was a split test basically between their friends and their family, so between people and between a computer and what the computer had to work with were the information that was fed by the likes that people had on Facebook. So, the computer could see all the things that people liked and then it would answer the questions accordingly. And so, that was done and here's what they found.

So, out of those 86,000 people who took the test, there's a hundred item long personality questionnaire and what they found was that with just 10 likes, the computer actually did a better job predicting someone's personality than a co-worker. And then, when the computer had access to 70 different likes. So, people who liked, you know, 70 different things on Facebook, pages, movies, you know, whatever, music. When there were 70 different likes they had to pull from, the computer did a better job predicting that person's personality than their friends. And then, when there was 150 likes, they did a better job than family members. And, the really crazy thing is if the computer could see 300 likes that the person had, it did a better job predicting their personality more than their spouse.

So, it's kind of scary how well Facebook knows us, right? I mean it knows our daily routine. It knows all the little things about us. You know, when you're scrolling down on your newsfeed, I don't know

if you guys know this but when you just pause to kind of look at something, you don't even have to click like or comment or share but when you just slow down to something, Facebook takes note of that. It knows, you know, how you're interacting with content. It knows where you're going because of the GPS on there. You know, it is kind of crazy but for a marketer's perspective, it's amazing, you know. So, that's really what we want to tap into today is how can we use this to grow our agencies. So, that's all the time I'm going to spend on, you know, why Facebook is important because I really want to give Wayne time to share these 2 powerful strategies today. So, yeah, I'm going to, I'd like to introduce Wayne. Again, he's our Facebook Marketing Specialist here at Insurance Funnels and he's got a great show in store today. So, I will turn it over to you, Wayne.

The Triple Threat Ad Objective

WAYNE: Alright. Thank you so much, Josh. And, just to reiterate what Josh said, Facebook is the tool right now that you should be looking at, that you should be learning and exploring to drive leads for your agency. But today, we're going to cover 2 different strategies. The first strategy that we're going to cover is what we call the Triple-Threat Ad objective. And then, we're going to dive into, after that we're going to dive into how specifically you can utilize, how you can utilize an audience identifier campaign so that you can use Facebook to help you figure out which ad and which audiences are going to be the most responsive for you and your ads on Facebook and I'm going to show you exactly how to quickly go in and set that up.

Now, if you don't know, if you've clicked the Boost Post button before, that is just one type of campaign objective that Facebook has. There's actually 14 different links that you can utilize when you're utilizing Power Editor and I know inside the academy, although you have access to a little training, I'm going to walk you through how to use Power Editor. So, today I'm really not going to spend a lot of time on the structure of how to use Power Editor instead I'm going to teach you these 2 core strategies that once you implement will have a profound impact on everything that you do going forward on Facebook.

So, without further ado, let's talk about the Triple-Threat Ad objective. So, what we're going to do when we use this, this campaign is we're going to utilize 3 different campaign objectives that Facebook has for us. The first one we're going to utilize is just simply a page post engagement which would be similar to clicking the Boost Post button but we're going to do that through Power Editor. The next thing we're going to do is going to be video views and then the final one would be clicks to your website. So, in order to use the Triple-Threat Ad objective, what we need to do is we need to make sure that your post on Facebook that you're using is a video. Okay. So, you need to make sure you have a video. The next thing that you need to ensure is that you have a link in the description area or in the video itself. So, when you upload a video, if you haven't done that, when you upload a video to Facebook, down below where you're uploading it, it gives you a spot to enter a URL where you want to see people after they watch the video. So, those are kind of the requirements for the strategy to work.

Now, the reason you want to look at using this strategy is when you utilize this strategy, you are utilizing really the full power of Facebook for your agency and here's why. As Josh mentioned just a

few minutes ago, Facebook knows a lot about their users. So, Facebook knows who's more likely to watch a video. Facebook also knows who's more likely to click on a link. And so, when you run those ads through Power Editor, Facebook is first going to deliver your ad to people who are more likely to take the action or do the objective that you're running that campaign for. So, when you run this Triple-Threat Ad Objective strategy, what you're doing is you're really utilizing 3 different campaign objectives all in one ad or for one post that you made on Facebook.

So, let's now walkthrough this and as I'm going through this I'm going to move pretty fast through some of these slides. And again, if you haven't had a chance to watch the video where I walkthrough Power Editor, that will give you kind of the fundamentals on actually how to go and instruct through this and do these, you know, the set up of these. But, what I want you to understand today is the strategy behind this and the principal behind this and why this is so effective for your agency.

So, the very first thing you're going to do is, again, to use Power Editor, you got to be in Google Chrome web browser. Now, Facebook is constantly making changes and constantly updating their software. And so, if you logged into Power Editor and your screen looks like what you see here, what you'll want to do is you'll want to click up on the top right to switch back to the older version. Now, we'll cover this a bit later in some additional sessions and some videos that you'll be getting later. But, you'll want to switch back to the older version.

Now, when you do that, you'll be back on the normal Power Editor and you will go ahead and click on Create Campaign. Now, for this first one, again we're doing Page Post Engagement as our first objective in our Triple-Threat strategy. So, you're going to click on Page Post Engagement and then go ahead and click Create down in the bottom right. Now, again as we talked about in the Power Editor video, you don't want to set your budget, your campaign budget right here. You want to go ahead and move to the ad set which is over there on the left hand side. So, once you click on the Ad Set, this is where you will go in and set your budget, do your audience and those things.

Now, I'm going to walk you through that really fast. Feel free to go ahead and make some notes. At the end of this we're more than happy to open up the call for the questions. So, if you have some questions, make note of those and I'm more than happy to dive back in and answer specific questions that you may have on this.

So, go ahead and set your budget. Again, we recommend setting a lifetime budget and in this case, you'll see we just used \$10 and you're going to have to set an end date on when you want that campaign to end. Next, you scroll down the page a little bit further and you will select the geographical region that you want to target. In this case, we're targeting just the state of North Carolina. Okay, so then, right down below that you got some demographic information, you can set age range and all that type of stuff. But then, we get in to the targeting. And so, for this campaign, what we're doing is we are targeting aviation insurance. And so, we are just selecting people who have expressed interest in being a pilot. As you can see over on the right over here, in North Carolina there're about 160,000 people who've expressed interest in that on Facebook, so we know that we're going to be targeting people in North Carolina with interest in being a pilot.

So then, we've set up, again we've set up our Ad Set. So, we set the budget. We set the demographics. We set the geographic region that we want to target. And so, then we simply click one ad. We should really set the actual ad itself. So, you see that over on the left hand side and we

click that. And, on the ad page what we want to do is we will scroll down just a little bit and we want to select use existing post. So, let me kind of jump all the way back. To use the strategy, what you want to do is you want to make a post on your Facebook page, right? So, you want to make the actual post on your Facebook page just like you normally would, you know. Again, to use this strategy, the Triple-Threat strategy, you have to use a video and you have to have a link in your text description as well as part of the video. When you're uploading the video, you want to use the link there. So, those are the kind of requirements for this.

So then, back in here, what you'll do is select 'use existing post' and then from the dropdown you'll select the post that you want to use. Once you select it, it will pop up over on the right hand side just like that so you can make sure it's the right post that you're going to be promoting. So, that is how, again, that's just, you know, kind of the basic to walking through and setting up a page post engagement.

Now, here is what we're going to do next. So, next thing we're going to do is we're going to jump back to the campaign overview, reach over on the left, you're going to click on the top folder and we're going to jump back over there. So, once we're there, the next thing we're going to do is we're going to go in and create a new campaign, an entirely new campaign. Now, this new campaign that we're going to do next is going to be a different objective. We're going to set up a different objective.

So, this time, we're going to set up for clicks to a website. So again, walking back through the same process, you can see right here in the blue box, we've selected the objective as 'clicks to the website' and then down on the bottom right, click create. Okay, so again, we're not going to adjust the budget here on this page. We're going to click the middle and go to Ad Set and in our Ad Set, again, we're going to change this. We're going to change it from daily budget, we're going to change that to lifetime budget and we're going to adjust the end data on that. So you can see, it's what we did right there. And then, what we're going to do is we're going to just keep moving down the page, just like we did before. So, we're going to set the geographic region that we want to target. That'd be in North Carolina for this example. And then, down below that, again, we have to reselect the interest that we want. So again, pilots are who we're targeting.

Okay, so one thing to note when you're running this for video and for 'clicks to website', it gives you the option to publish this on Instagram. So, if you have an Instagram account set up, Facebook will automatically run this ad on Instagram for you. Now, one caveat, if you're running video on Instagram there's different requirements. So, one being your videos must be less than 60 seconds. Before, just 2 weeks back it was 15 seconds. Now, they've changed that to 60 seconds. But, in this case our video's too long, regardless so we're going to uncheck Instagram. Now, if you were to go through this entire process to get to the end, Facebook will basically just give you a warning saying "Hey, we can't post this. We can't run this ad on Instagram." So, they would let you know they can't do that for you.

Alright, so then, we're going to go ahead and click on the actual ad itself, just like we did the last time. And again, in the ad, we're going to click on 'use existing post'. And again, all we're going to do is select that exact same post again. Okay. So now, the first time we went through this, we selected this post and we set up a campaign post engagement, Page Post Engagement. Now again, what that's going to do, Facebook's going to show that ad to people who are more likely to like, share and

comment. Now, the one we just walked through, we did that with the 'clicks to a website'. So, what Facebook's going to do for this one, using this exact same post, they're going to show this ad, this post to people who are more likely to click on the link. So, I don't know if you can see it very well but there's a link right here that's going through our quote page. Also, at the end of the video, when reaching the end there's a link that pops up on the video that says "Basically, this is our website, get a quote."

Okay, so we got 2 of the 3 set up. And now, what we're going to do is we're going to again just click back over on the left hand side and go back to the Campaign tab and I'm not going to walk you through the process again but this third time. Sorry, I skipped ahead there. This third time you're going to go in Power Editor and you're going to select instead of page post or instead of 'clicks to a website', you're going to select 'video views' and you're going to walk through the process again. And so, the reason that this strategy is so effective is because you're now getting Facebook to deliver your ad to everyone within your selected interest and demographics based on their behaviors on Facebook. So, if I'm more likely to watch a video, then Facebook's going to show me that. If I'm more likely to click the link, Facebook's going to show me that because I'm running 3 different campaign objectives, I'm really using the full power of Facebook for my one ad. So, that's why it's so important and this will come later on in the academy. But, that's why it's so important that you get your copyright when you're doing your post and that you're making compelling offers and that you're engaging your audience.

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So again, the Triple –Threat gives you the ability to harness the power of Facebook. So, I can tell you just from some campaigns that we run using this, when you use this strategy as opposed to just one single campaign objective, you will often see somewhere between 30% and about 55% more engagement and more activity from that one post. Okay, using the exact same budget. So, if you were to take and run a campaign, let's just use \$100, that you were to sink all that \$100 just into any one of those 3, say \$100 into page post or \$100 into clicks or \$100 into 'video views' as opposed to taking the same \$100 and spending basically \$33 on post engagement, \$33 on clicks and \$33 on video views, what we've discovered in doing that is we get somewhere between 30 and 55% more engagement, more ROI for our money by spending the exact same amount of money but using this strategy. So, that's the Triple-Threat and I can tell you that doing this strategy, following this strategy, yes, it's a little bit more work and , yes, it's a little bit more time consuming to do but it will immediately put you in the top 1% for sure of Facebook advertisers. So, you're really using, utilizing a strategy that very few people know about and very few people are using.

The Audience Identifier Campaign

So, the next thing that we want to talk about today is we want to talk about the Audience Identifier. Now, this is basically like doing due diligence before you do any type of advertising. I can't stress enough the importance of running an audience identifier campaign. The best analogy for this would be if a radio station or a television station came to you and your agency and said, "Look, we want you to advertise with us. We think we can get results for you. Like, you know, we've got 3 different

stations here that we manage. And so, what we're going to do for you is we're going to run your ad on all 3 different stations and we're going to run a different phone number on each ad. Everything else will be consistent. We're going to use a different phone number. Then, at the end of a month, what we'll do is we'll let you just choose which one gave you the highest results, the best ROI for your money." So, if anybody came to you and offered you that, you'd say "Yeah, that makes a lot of sense. Obviously, I want to put my money where it's getting worked the hardest for me and for my agency." And, that's exactly what this audience identifier campaign is going to do for you.

There are very few platforms out there that exist, that allow you to really test your assumptions. Right, so as agency owners and brokers, we often have to make assumptions when it comes to our marketing. But, with Facebook and using the Audience Identifier, you can really get rid of those assumptions and you can make decisions based on numbers and based on facts. And so, I'm going to walk you through exactly how to set up an Audience Identifier campaign. So again, I just mentioned some of it. Don't start spending your money without first testing your assumptions. Okay. The first thing you're going to want to do before you sit down and go through this campaign is you're going to want to make a list, just pen and paper, make a list of the hobbies, interests or the characteristics of the audience that you want to target. Okay. And then, what we'll do once you see how this campaign's set up and how it's run, use the metrics, use the numbers that this campaign generates to make educated decisions about where to allocate your spending going forward.

So, let's go ahead and dive into this campaign. So, the very first thing you're going to do, again, you just want to go to your page and you want to make a post. Okay, so in this case we're going to use a video again, just for sake of example. I'm going to make a video post. So again, you would click upload. Now, with this campaign, I mean when I say this, you don't have to use video. You can really do this with any form of post that you'd like to do. We like the video. We find that, you know, there's a lot of benefit to using a video right now on Facebook and we'll dive into that in more detail later. But, so for this video, so here you can see we've uploaded the video. We've entered the text that will appear above of the text where I post or appear right above the video. You see down here, like I mentioned in the Triple-Threat strategy where you can enter the URL, that's where I was referring to entering the URL, right down here on the bottom.

Okay, so we made our post. We've published the post on the page and now again we come over to Power Editor which we open Google Chrome to do and we're going to click on, if we see the screen that looks like this we're going to click switch back to the older version and when we do, what we're going to do, we're going to click create campaign and what we want to do is we want to create a Page Post Engagement campaign. So, we got that selected right there. And again, you just enter the title for that and when you're titling or when you're entering the titles for your campaign, your Ad Set and your ad, we recommend that you label them according to what it is you're doing. So, in this case, it's Post Engagement with the type of campaign that we're running. And so, you can see we just keep that consistent all the way down. Now, in just a second I'm going to show you where we're going to edit that and I'll explain why in just a minute. So, when you're going back and looking at reporting and looking at the metrics or the numbers, if you haven't labeled this way, it makes it really easy to quickly at a glance, tell what is working and what isn't working for you.

Alright, so we got that set up. So, we'll click create and again, this is just the basics of Power Editor. So, if you haven't had a chance, make sure you go back and watch that other video. So again, we're

not going to set the budget here on the campaign page. We're going to click over on the left hand side and we're going to go to the Ad Set. And again, in the Ad Set we're going to change from daily budget to lifetime budget. And, one of the questions we often get is, you know, "Why can't we run a daily budget? Why do you all recommend running a lifetime budget?" And, there's a couple of reasons but one of the most basic reasons or, well, one of the reasons we've seen people run into is they'll set up a daily budget campaign and they'll forget that it's running. And so, they end up with a large bill from Facebook that they unintentionally had because of the fact they set up the daily campaign, they forgot it was running. So, we recommend switching that to lifetime budget and that takes place right here. It's where you change that. So again, you see we have a lifetime budget and when you switch to the lifetime, you've got to select the end date, when the campaign's going to end.

So again, just scroll on down the page, we select the geographic region that we want to target. And then, if you want it, set some demographics, you'd set that right above. Now, we're in to the detailed targeting section. So, remember when we started that I said "You need a list of kind of the hobbies, the interest of the audience that you're thinking about targeting." So, what we're going to do here is we, again, are going to target people who have expressed interest in being a pilot. Okay. So again, if you look over on the right, Facebook tells us that there are approximately 160,000 people in North Carolina who have expressed interest in being a pilot. Okay. So, that's important information. We'll come back to that in just a second. So, I just want to kind of keep an eye on that and the interest that we've selected there.

So, can you go ahead and go over to the left hand side and we're going to go ahead and click on now creating the actual ad. So again, because we just need to post on Facebook, there's no need for us to actually build out the ad right here in Power Editor. So, instead we're going to click on select and then select 'use an existing post' and then we're going to select the post that we'd like to use. So again, you can see here that here's the post that we're going to use. It's showing up over on the right hand side. So, just let this note that we've selected the post that we intended to select. And now, what we're going to do and this is where it gets a little bit different from what we've done before. So, the interest that we're targeting in Facebook is we're targeting people who have expressed interest in being a pilot. So, all I'm going to do is I'm filling the ad page. I'm going to scroll back up into the end of my ad name, I'm just going to type '- Pilot (interest)'. And so, what that's doing is basically just renaming this specific ad to that. So, as I go back and I'll look later, I'll quickly get to tell "Okay, that's the campaign that we are running for people who have expressed the interest in being a pilot.

So, the next thing that we're going to do is we're going to click back to our Ad Set, okay, and on our Ad Set, we're again going to change the name to 'Pilot (interest)'. So, just to clarify real quick, Facebook gives you the ability to name the campaign, the Ad Set and the ad. So, you could actually have a different name for each of those. So, you're running one campaign but you named the campaign one thing, you named the Ad Set something else and you named the ad something completely different. So, that gets handy but later on I should get in some additional, kind of more complex strategies. But, for now, you can come back to the Ad set and you add to the end of that what we are targeting. So again, we're targeting people who've expressed interest in being a pilot.

[30:34]

Alright, so what we want to do now is we want to come up to the top of the screen, right here, just under the word Reporting and what you want to do is you want to click this 2 little squares that are kind of overlapping and what that button is going to do is that's a duplicate button. And so, let me explain to you what we're doing with this strategy. I probably should have mentioned this a little sooner just to give you a little bit better context. So, I apologize for that. But, what we're going to do with this strategy is we are going to set up a different ad, a different Ad Set for individual interest. So, in this case, we're targeting people who are interested in aviation. And so, what we're going to do is we're going to set up the same, use an exact same ad, we're going to set up multiple campaigns and we're going to test our assumptions about what the interest, what the behaviors are of the people that we're targeting. So, it'll be a little bit more clear as I move back forward through this and continue on. But, what we're going to do, so we've set up the first one, we've got, you know, we've set up a campaign, we've set up the Ad Set and then we've selected the ad or the post from our page.

And so, now we're back on the Ad Set and we're going to click on the duplicate button right there and when you click on that, it's going to pop up and say "Okay, do you want to keep the same campaign? Do you want to use an existing campaign but not this campaign but another existing campaign? Or, do you want to create a new campaign?" And, what we want to do is we want to keep the same campaign, okay. So, we're keeping it under the same campaign which is page post engagement but we're going to create new Ad Set and a new ad under this.

So again, click on Create and what we're going to target this time is we're going to target Cessna, which is a brand of aircraft. And so, I took from our list the behaviors, the interest, the characteristics of our target audience. And so, we are going to target people who have expressed the interest in Cessna, the brand Cessna, the type of aircraft that's Cessna. So, you can see right here under the Ad Set, I changed the name. I just simply added, I removed Pilot interest and I changed that to Cessna. And so, now what we're going to do is we're going to go ahead and scroll down a little bit and we're going to remove where it says Pilot. Because again, we've just duplicated the previous Ad Set that we've set up which was targeting people who were interested in being a pilot or expressed interest in pilot. So, we're going to simply, when you put your mouse over that, over on the right of that interest or the X that appears, you can click that X and that will delete that interest out. And then, what we're going to do is we're going to and select all the phrases that have to do with Cessna. So, in this case, Cessna has a lot of different models of the airplanes or aircraft. And so, we just simply went through and we selected or clicked on each of those.

Now, the great thing about this detailed targeting section on Facebook is Facebook will make suggestions through you. So, they will suggest additional terms. But, for this Audience Identifier campaign, what we want to do is we want to ensure that we're keeping the focus very narrow, right? So, in this case, we're targeting people who have expressed just interest in Cessna. Okay, not any other type of aircrafts, so not a Cirrus or a Beechcraft or Boeing or any other brand but just Cessna. So, that's an important distinction when setting up your Audience Identifier campaign.

Alright, so, what we're going to do now, we've got all the Cessna aircraft selected so we're going to go ahead and click over on the left and go to our ad itself. Now, in the ad, you can see that because we duplicated it, right, so when you duplicate the Ad Set, it duplicates the Ad Set and any ads that are under that Ad Set. So, it duplicated our last set as well. As you can see here that it still says Pilot

interest. So, we're just going to change that to say Cessna because that's what we're now targeting with this particular ad. So, when we do that, again the ad party there, so you got the post selected, so nothing else to change there, okay. So now, all you're going to do is you're going to again go back to Ad Set again.

Okay, so when you go back to Ad Set, all you're going to do this time is click the duplicate button again and when you click that duplicate button again it's going to do the exact same thing that we went through last time. So, we're going to duplicate the Ad Set, which in turn is going to duplicate the ad as well. So, we're going to go ahead and keep the same campaign. We're going to click create. And now, when we do that you see it changes the term or it changes the title to Cessna – Copy. Well, this time we're going to change that because we're going to target based on different interests or different characteristics and this time what we're going to do is we're going to target people based on their automotive interest that they've expressed here. And so, I'll show you what that looks like here in a second. So, we just changed the name to Automotive right here. When we scroll back down under the detailed targeting, you can see what we've done is we'd gone in and we've selected kind of luxury car brands because we know that our audience, they're private pilot so they often drive luxury vehicles. So, we've gone and selected Audi, BMW, Jaguar, Land Rover, Mercedes, etc. So, we titled this one, automotive, okay. So now, we got this selected. So, now what we're going to do is just simply go over to the ad itself and there again we're going to change it because it still says Cessna from the last time from when we duplicated it. So, we're going to simply change that to Automotive. Okay.

So now, when we set up these campaigns, the Audience Identifier campaign, we typically run \$10 budget. So, we're not talking a lot of money, \$10 budget per ad that we run. So, per interest or behavior that we're targeting, we will spend \$10. Now, what this does or an assumption we have is that pilots in North Carolina drive luxury vehicles. Okay, that makes sense as an assumption, right? If it makes sense that would be true. But, when we run this campaign, what we're actually doing is we're running ads to each individual targeted audience. So, we're running one ad targeting people who have luxury, expressed interest in luxury automobiles. The other one, we're targeting people who expressed interest in Cessna aircraft and the other one was just people who express interest in being a pilot.

So now, what we're able to do is we're able to actually look at metrics. Look at that in terms of who, which of these audiences was the most responsive to our messaging that we put out there. Okay, so what this campaign gives you the ability to do is it gives you the ability to make decisions based on facts, based on numbers instead of making decisions based on our assumptions. Now, we're all guilty of making assumptions and we believe based on history, based on our context that we're working from, that we think we know what people on Facebook would respond to, right, if we target people who like luxury automobiles then we assume that they're going to be a good fit. That may not be true on Facebook. And so, for a \$10 experiment, we're able to know if that is true because where it gets costly is when you were to say "Okay, I know from experience that my customers that come in our agency, they all drive luxury automobiles. If we're ensuring their aircraft, they drive a luxury automobile. But, that doesn't mean that's going to be the best audience for us to target on Facebook because maybe the people who like luxury automobiles on Facebook don't actually drive automobiles. They just expressed interest.

So, this campaign gives you the ability to test those assumptions and we recommend going in and creating 10 of these. So, you would simply repeat that process 10 times. So, you're looking at a \$100-test that you're going to run and when you do that, you now have data. You now have data that says, "Okay, from this \$10, here's the number of clicks I got, here's the number of likes, here's the number of shares or here's the number of video views." Whatever the type of campaign that you're running, you hit the data across the board for all of that. So, you could test those assumptions out. So, when you're done going through that process, again just like with anything you do in Power Editor, you'd simply click up on the top right, Review Changes, and what that's going to do, that's going to upload that to Facebook and that would do it. Ensuring that you're, you know, into with your ad guidelines and if so your campaigns will run based on the schedule that you said.

So, at this time, we're happy to open up for any questions.

JOSH: Yeah, thank you, Wayne. I just changed it to Q&A mode. So, if you guys do have any questions you can raise your hand and speak out your question for the recording there. But yeah, I just wanted to kind of recap before we get to any questions, you know, these are 2 powerful campaigns, you know, the Triple-Threat Ad Objective and the Audience Identifier Campaign. So, going into next week when we have our private coaching calls, I do urge you guys to implement this. So, there's a lot of things you can be doing in Facebook. It's easy to get overwhelmed and distracted but these are 2 important things that it's worth figuring out before, you know, you kind of go any further and start doing a lot of other things because as you can see, like Wayne said when you can test out your assumptions then you can make more intelligent data-driven, you know, investments with your marketing budget. So, I'm excited about, you know, applying this for each of your unique situations in your agencies, so. And, I'm sure you have lots of questions. So, there's a recording. I'm going to turn this into a transcript too. So, you'll have the actual written version of this shortly. So, you can have that and then a little handout for some, kind of key point reminders. So, we'll equip you with all of that.

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