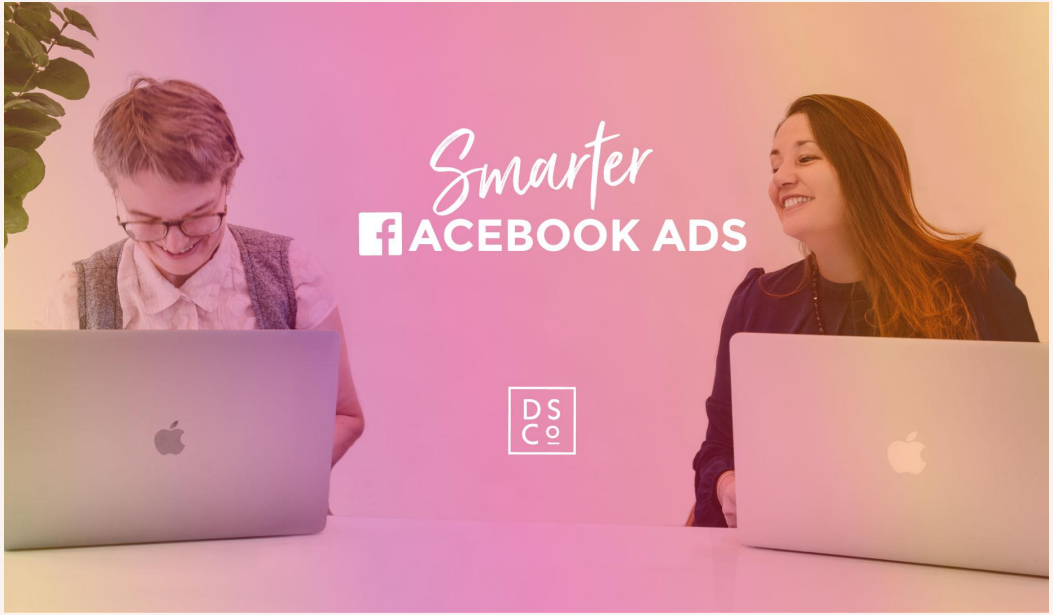
Take our quick survey about Facebook and Instagram ads while you get settled in.

Point your phone camera, and click the link.

themarketingfix.co/survey

Facebook Ads for Photographers

MELISSA LOVE +
KAY PEACEY



Kay
Tech tools

Melissa
Creative

Allison
Strategy

There are only 2 types of marketing.

Luck marketing

Posting a large amount of content to a small amount of people in a short time frame and hoping an ideal client sees it.

Luck marketing

- Relying on referrals
- You are only posting organically on social media (and it’s not working)
- You are chasing new business by networking online or in person
- Nothing is automated
- You’re not clear who your ideal client is and what you should be selling to them

2. Having a system

Showing a small amount of content to a large amount of carefully targeted people, with an irresistible call to action and an automated follow-up system.

Having a system

- You have a steady stream of ideal clients approaching you
- You can ‘turn on the tap’ to increase that stream when you need it
- Your clients already understand that you are the ‘least risk’ option because they know you are the expert they need
- Your offer is irresistible meaning that closing the sale is easy
- Your clients stop making the decision to work with you based on price

Which option do you want to choose?

TRICK QUESTION

Luck

System

Which option do you want to choose?

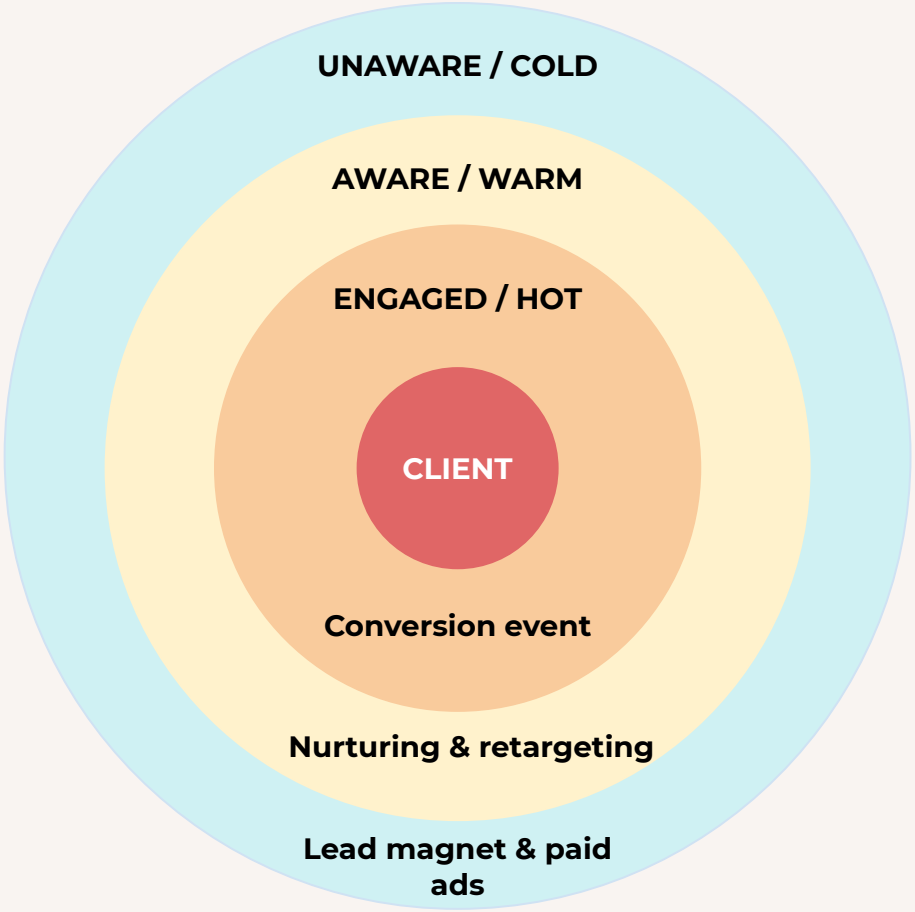
Share amazing content

Promote it

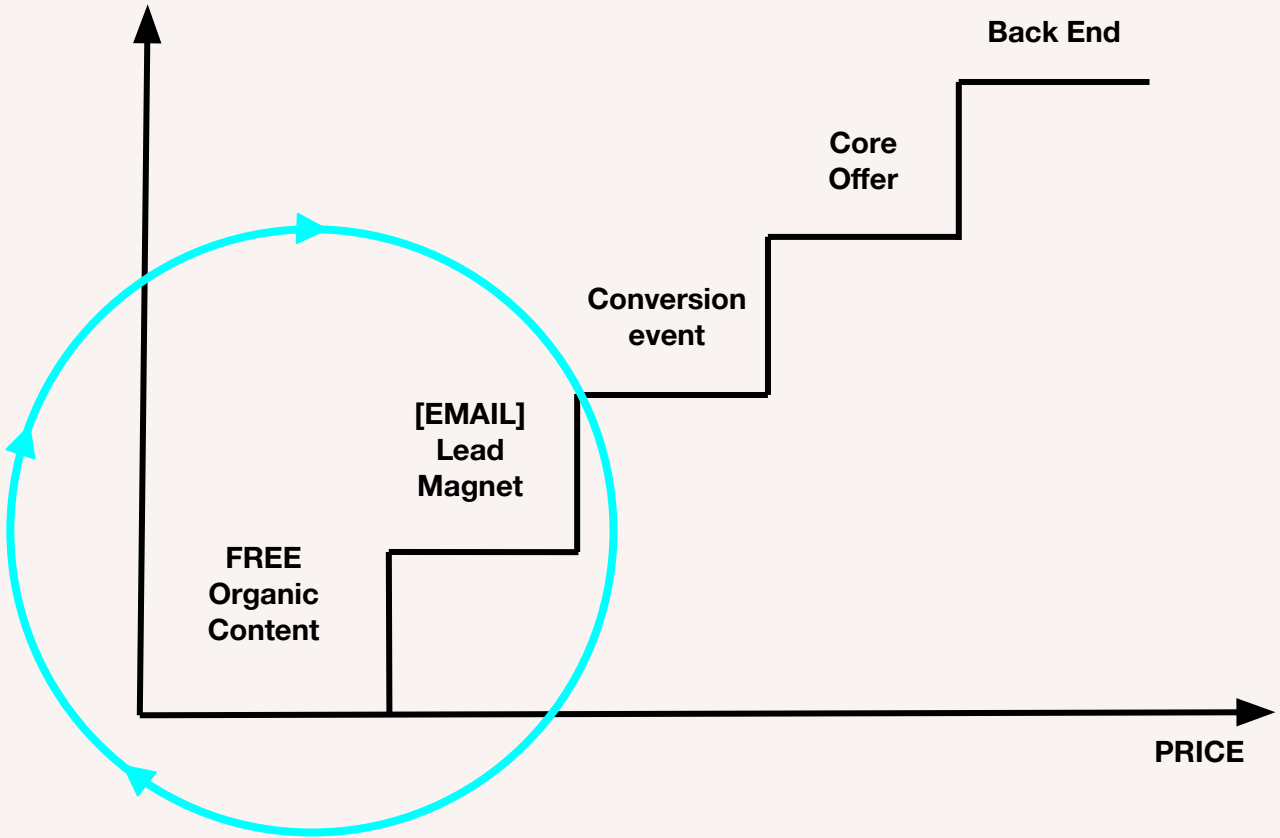
Which option do you want to choose?

Share amazing content	Promote it

The Sales Funnel


UNAWARE / COLD
AWARE / WARM
ENGAGED / HOT
CLIENT
Conversion event
Nurturing & retargeting
Lead magnet & paid ads

The Value Ladder



The system.

Mindset &
strategy

+

Skills &
tools

Scale.

- Create a lead magnet
- Start an email list
- Paid ads & retargeting

But my clients aren't on Facebook

In the **UK** specifically, there are now 40 million Facebook users who can be reached with ads.

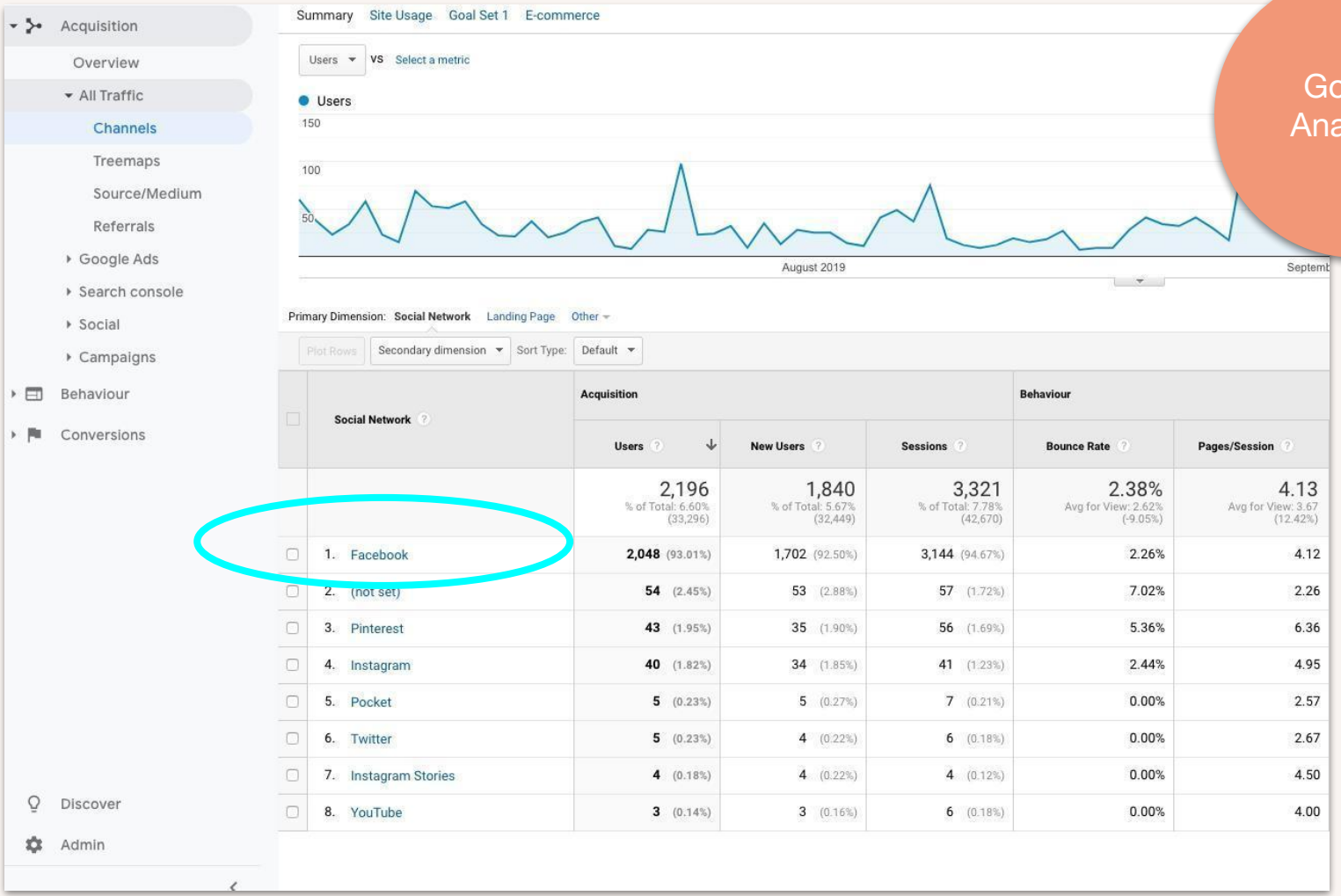
This equates to 71% of **UK adults.**

42% of **UK adults** can be reached with **Instagram ads**.

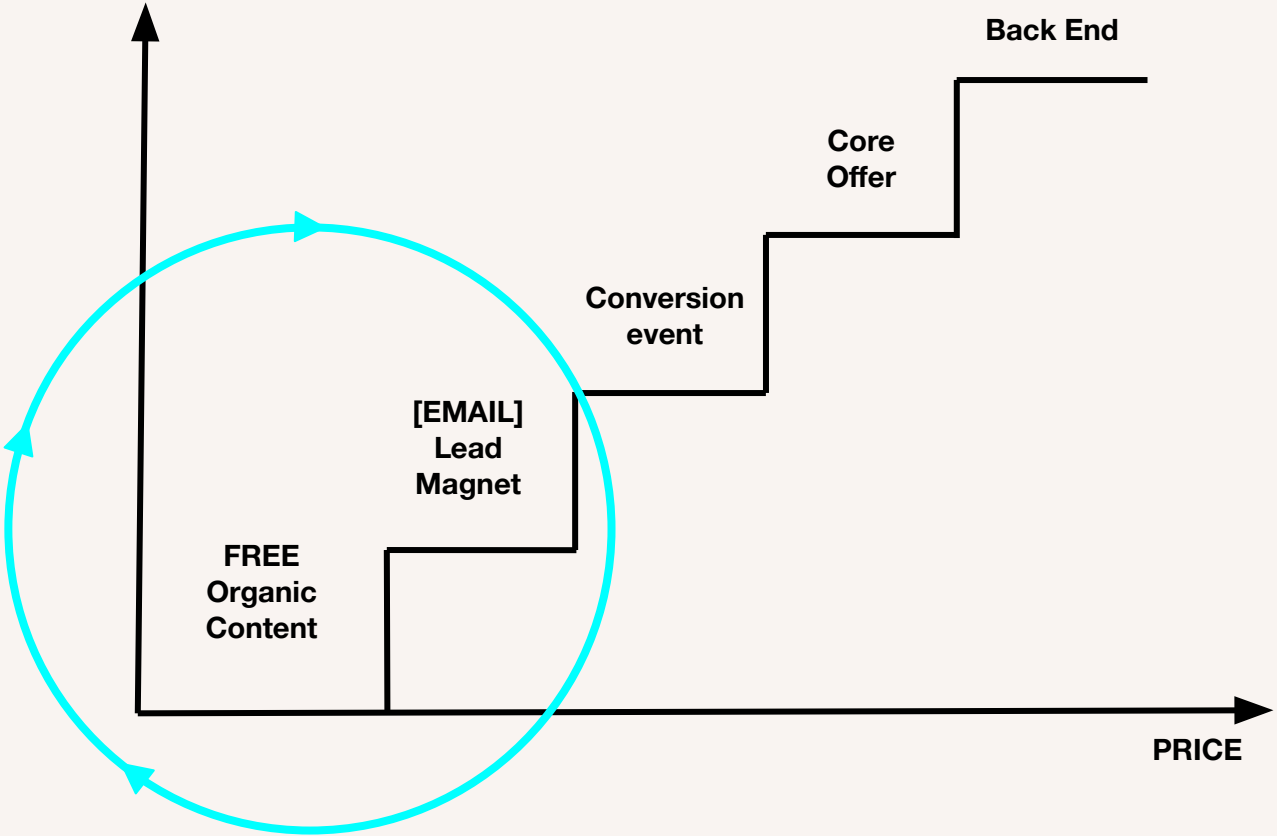
Finding your audience

- Are your ideal clients really hanging out where you think they are hanging out?
- How do you know?
- Have you checked your traffic sources?

The validation challenge


Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search console
Social
Campaigns
Behaviour
Conversions
Discover
Admin
Summary
Site Usage
Goal Set 1
E-commerce
Users
vs
Select a metric
Users
150
100
50
August 2019
Primary Dimension: Social Network
Landing Page
Other
Plot Rows
Secondary dimension
Sort Type:
Default
Social Network
Acquisition
Behaviour
Users
New Users
Sessions
Bounce Rate
Pages/Session
2,196
% of Total: 6.60%
(33,296)
1,840
% of Total: 5.67%
(32,449)
3,321
% of Total: 7.78%
(42,670)
2.38%
Avg for View: 2.62%
(-9.05%)
4.13
Avg for View: 3.67
(12.42%)
1. Facebook 2,048 (93.01%) 1,702 (92.50%) 3,144 (94.67%) 2.26% 4.12
2. (not set) 54 (2.45%) 53 (2.88%) 57 (1.72%) 7.02% 2.26
3. Pinterest 43 (1.95%) 35 (1.90%) 56 (1.69%) 5.36% 6.36
4. Instagram 40 (1.82%) 34 (1.85%) 41 (1.23%) 2.44% 4.95
5. Pocket 5 (0.23%) 5 (0.27%) 7 (0.21%) 0.00% 2.57
6. Twitter 5 (0.23%) 4 (0.22%) 6 (0.18%) 0.00% 2.67
7. Instagram Stories 4 (0.18%) 4 (0.22%) 4 (0.12%) 0.00% 4.50
8. YouTube 3 (0.14%) 3 (0.16%) 6 (0.18%) 0.00% 4.00
Google Analytics

The Value Ladder



Lead magnet.

A successful lead magnet solves a real problem for someone by promising to help that person get something done faster, better or cheaper.

A successful lead magnet tells your ideal client that they don't need to reinvent the wheel, because you've already been there, done that and can teach them too. ie. it directly establishes your expertise and authority.

Email marketing.

- Sign up page
- Sign up thank you page
- Delivery email with link to...
- Delivery page
- Triggers follow-up email sequence

The magic of retargeting.

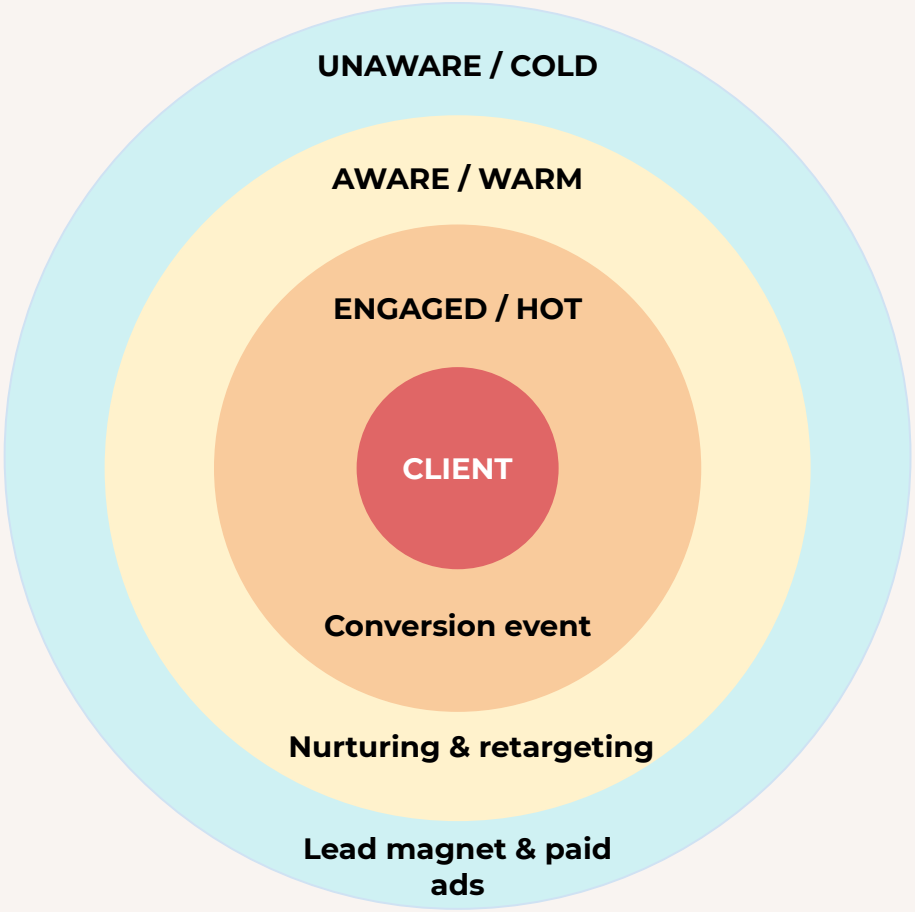
- Identify people who looked but didn’t act
- Show them content to give them a nudge
- Super-specific + micro-budget = effective
- Will remind them how great you are
- **Won’t** spam them with ads

THE marketing FIX

~~Boring.~~

Beyond the contact form.

- Your form has been successfully submitted
- The contact success page


UNAWARE / COLD
AWARE / WARM
ENGAGED / HOT
CLIENT
Conversion event
Nurturing & retargeting
Lead magnet & paid ads

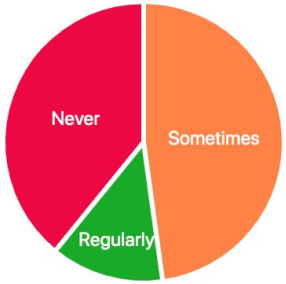
Boost Post

- ➔ TEMPTING
- ➔ EASY
- ➔ CONVENIENT

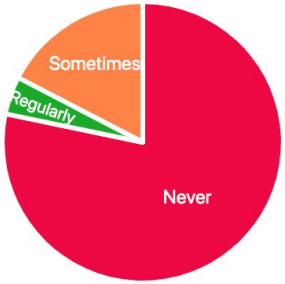
- ➔ RANDOM
- ➔ BLIND
- ➔ EXPENSIVE

Where you are building ads

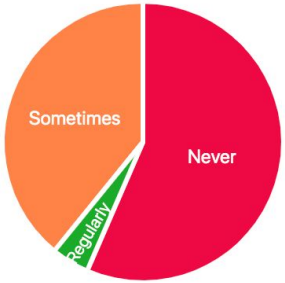
Use Boost Post - Facebook



Use Promote Post - Instagram



Use the Ads Manager or Ads App



How much you are spending each month

Lowest Sp...

£0

Lowest monthly spend

Mean Spend

£17

Average Monthly Spend

Highest Sp...

£100

Highest Monthly Spend

how many people answered

23

survey entries

Total spend

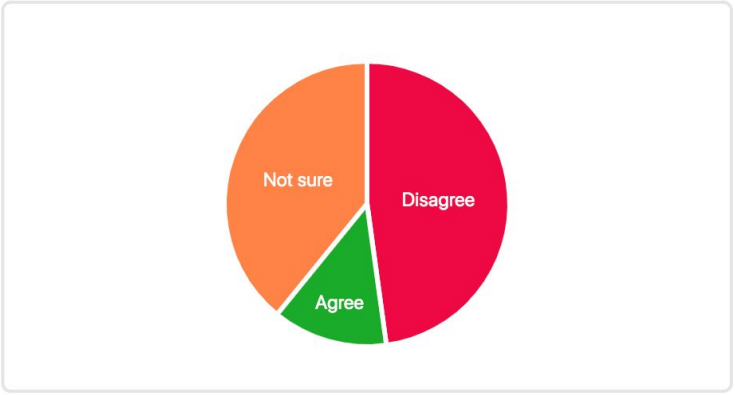
£400

Total monthly spend

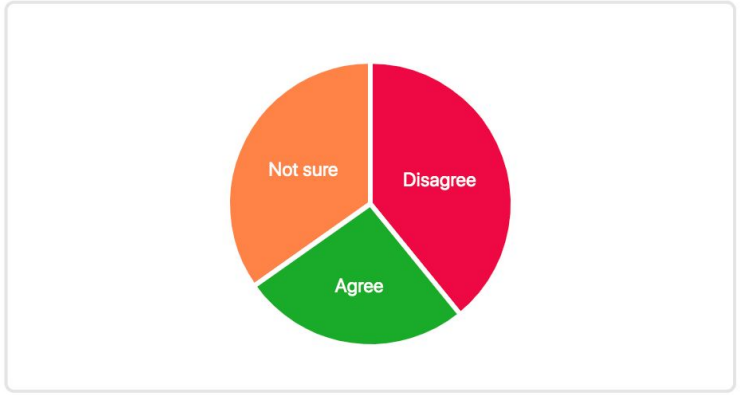
Hide blocks ⌘ SHIFT \

about your ads

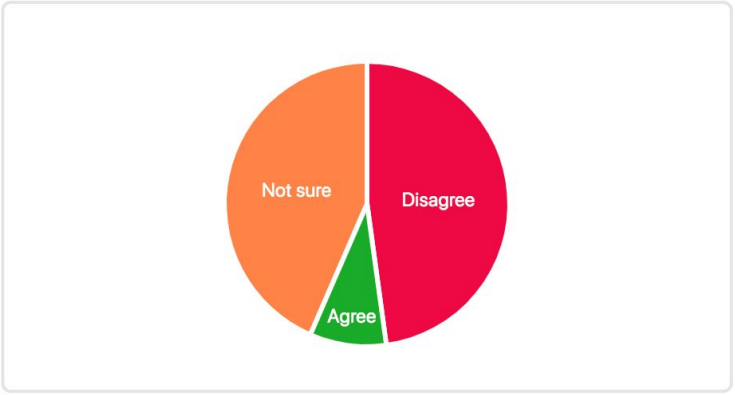
I know the benefits to my business



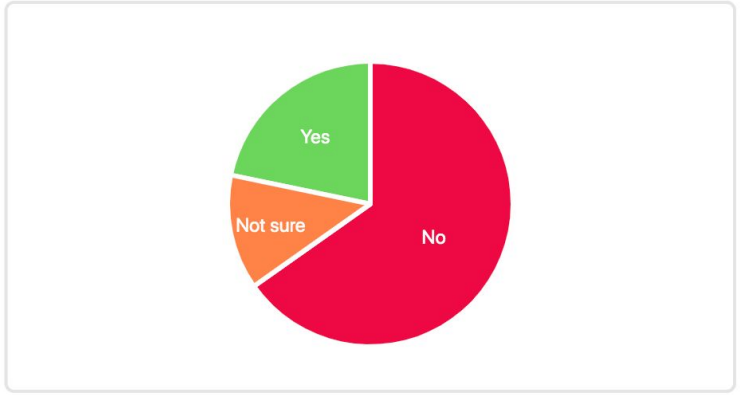
I know the actions taken



I know the return on my ad spend



The Facebook Pixel is working on my website



Four point ad planning

1. **DESIRABLE OUTCOME**
   - know what you want to happen
2. **STRONG CONTENT**
   - use something that already did well and got that outcome
3. **RIGHT PEOPLE**
   - show it to the people who are likely to do that thing you want
4. **KNOW THE OUTCOMES**
   - know what actually happened, and at what cost

The tools.

CUSTOM
AUDIENCES

Gold Dust Data
You already have

FACEBOOK
PIXEL

What, why
and how

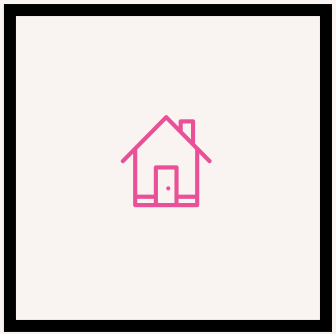
**SMARTER
ADS**

**BETTER
BOOSTING**

1. Custom audiences

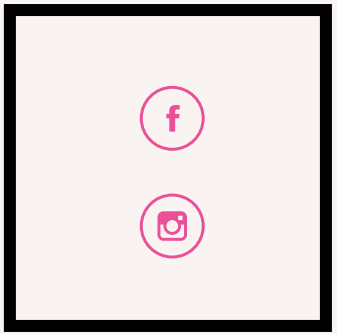
YOUR CUSTOMERS

Reach these actual people



YOUR WEBSITE VISITORS

Any page or particular pages



YOUR SOCIAL AUDIENCE

Any kind of engagement

Sort them and stack them

INCLUDE & EXCLUDE AUDIENCES
TO REACH EXACTLY THE ONES YOU WANT

- ➔ WHAT THEY DID ON YOUR WEBSITE
- ➔ HOW THEY INTERACTED WITH YOU ON SOCIAL MEDIA
- ➔ IF THEY HAVE MADE AN ENQUIRY / BOOKED

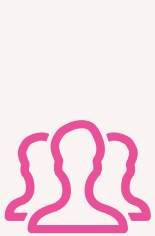
Squeeze them

Demographics and Interests

- Location
- Gender
- Marital Status
- Hobbies and Jobs

No more guesswork to find new fans

CUSTOM AUDIENCES



LOOKALIKE AUDIENCES

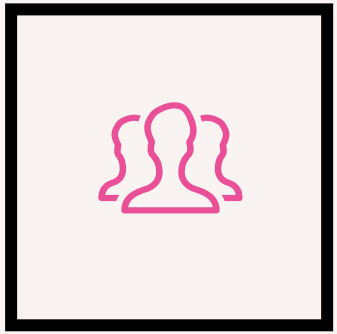
2. The Facebook Pixel

Your friend on the inside

“

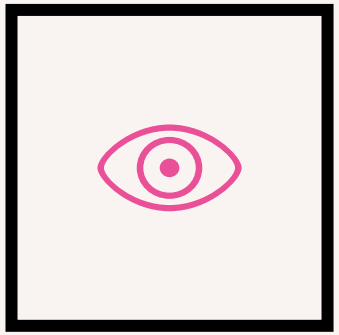
One pixel to rule them all, one pixel to find them

Why pixel your site?



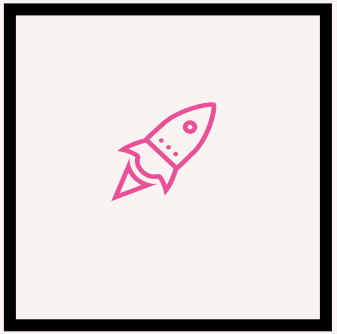
BUILD AUDIENCES

From your site visitors



TRACK RESULTS

Know exactly what they do after seeing your ad



OPTIMISE OUTCOMES

Facebook helps you get the outcome you want

Installing and testing the pixel

FREE WORDPRESS PLUGIN
SQUARESPACE CODE INJECTOR

Chrome extension - Facebook Pixel Helper

THE MAGIC OF

RETARGETING

VISITS YOUR SITE

Facebook Pixel knows where they have been

GOES TO SOCIAL MEDIA

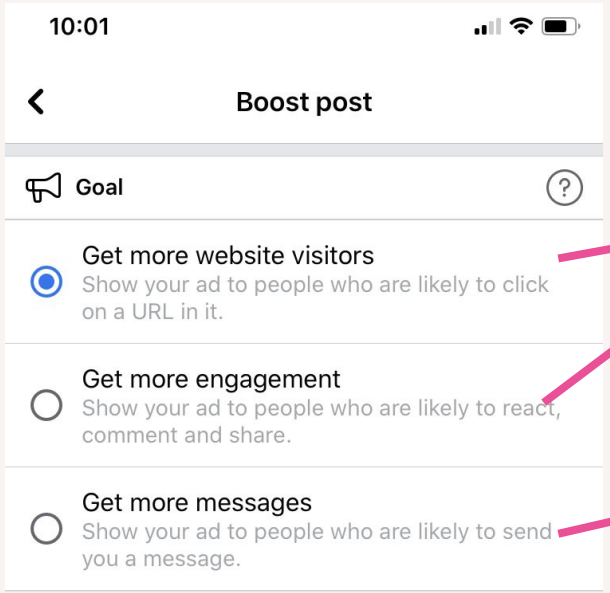
Facebook or Instagram shows them your ad

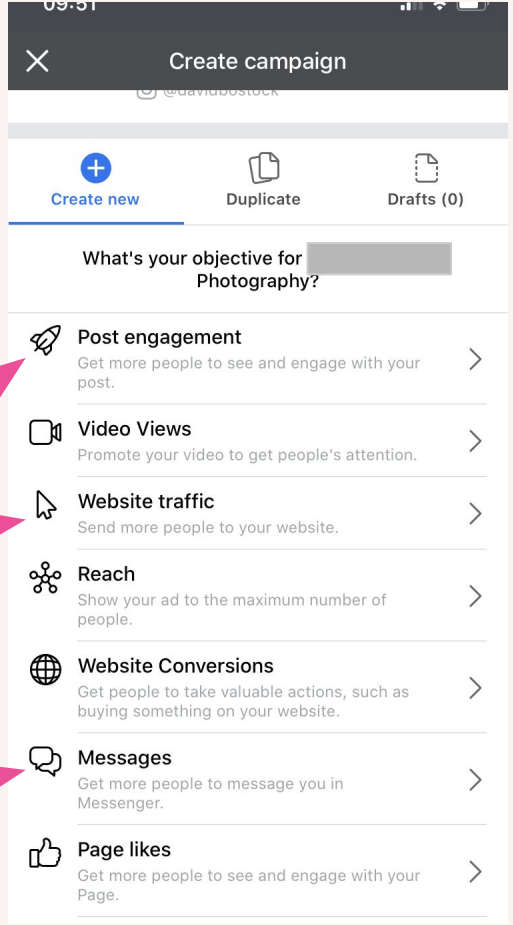
GOES BACK TO LEARN MORE

Becomes a customer or repeat customer

1. DESIRABLE OUTCOME

- know what you want to happen
- the campaign objective



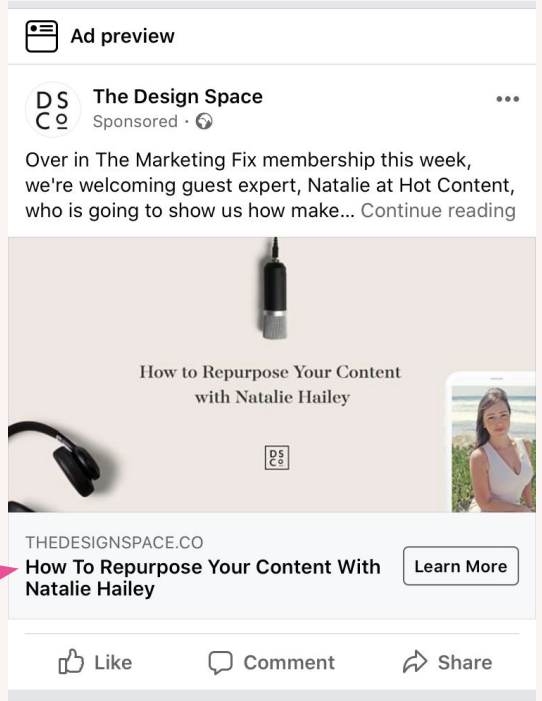


2. STRONG CONTENT

- use something that already did well
- can be an existing post

Add a Call To Action Button

- to highlight that thing you want them to do



3. RIGHT PEOPLE

- show to people who will do the thing you want
- use custom audiences

Lookalikes = cold, never heard of you

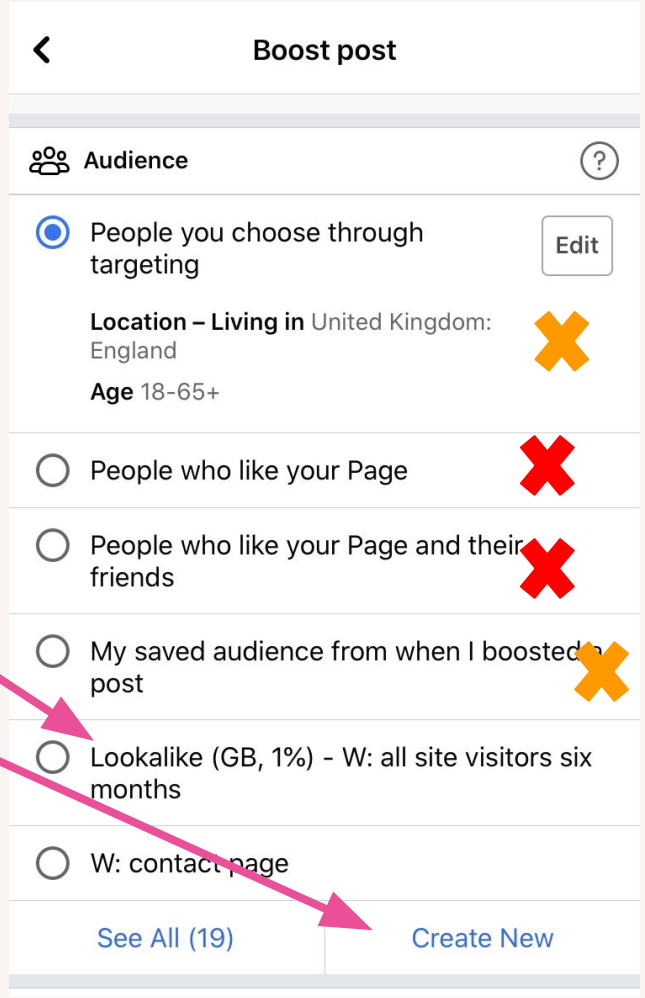
Stack and squeeze for a hot retarget

INCLUDE

[all website visitors from past two weeks]

EXCLUDE

[site visitors who reached my contact success page



4 - KNOW THE OUTCOMES

See what happened at what cost - AKA metrics reporting

Reach = how many saw it

Frequency = how many times they saw it

Clicks = how many people clicked

Landing Page Views = how many loaded the page

Cost per click

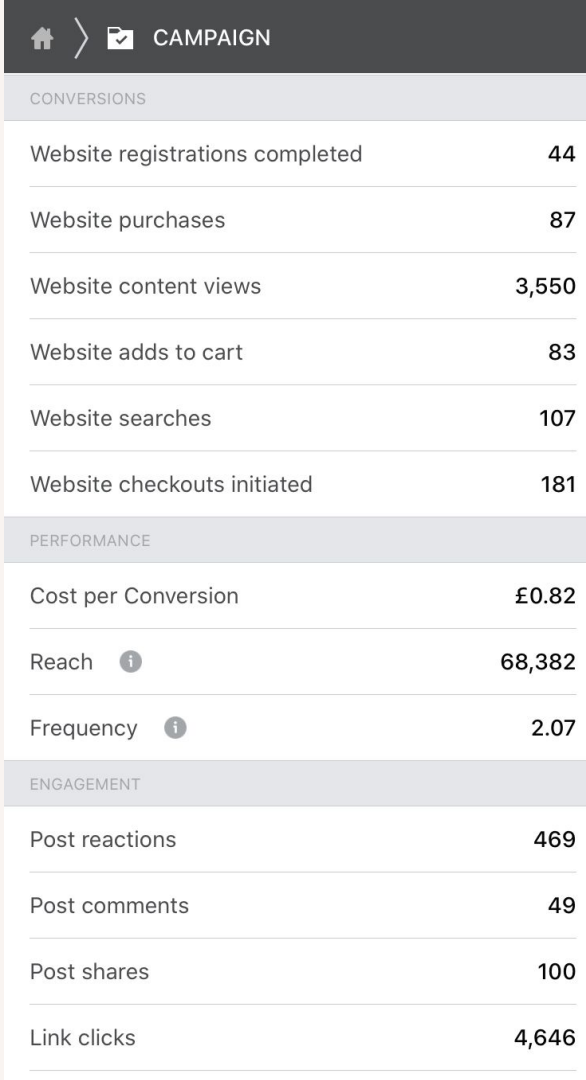
= clicks / spend

= how much on average it cost you to get one click

Cost per “thing”

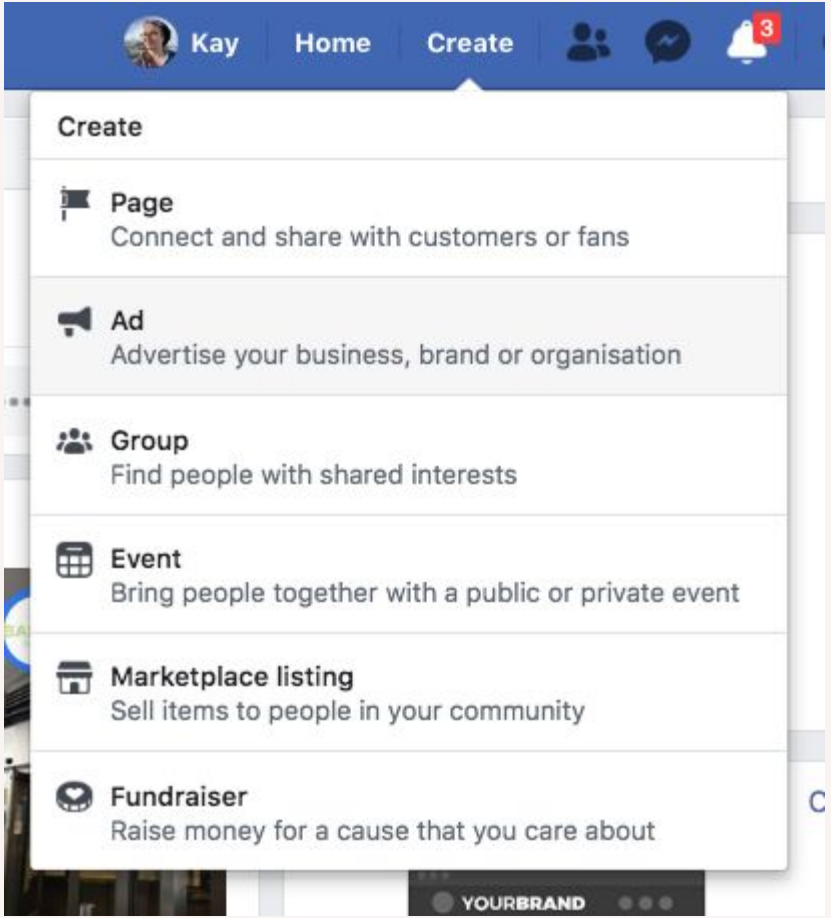
= number of “things” / spend

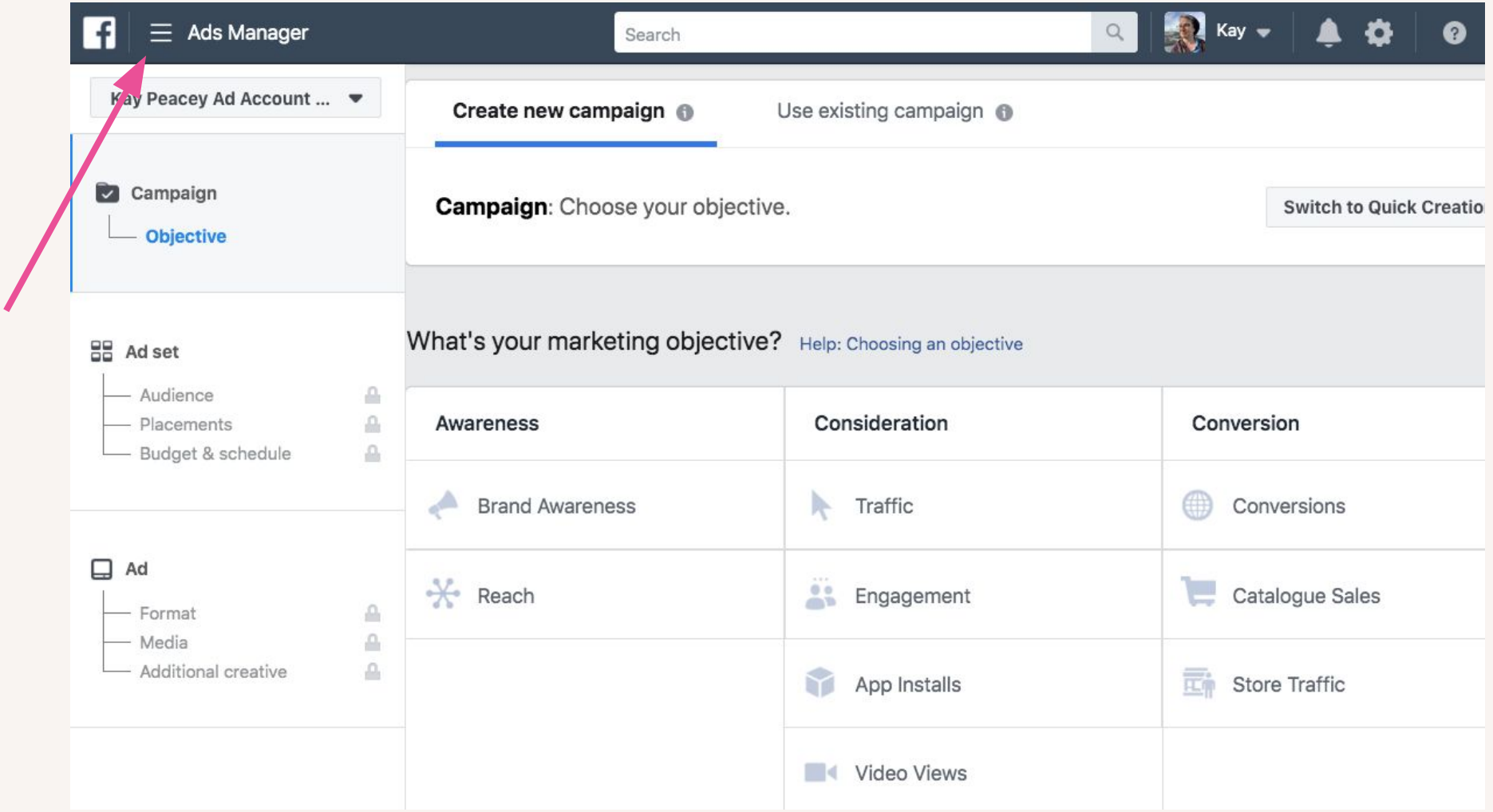
= how much on average it cost you to get “thing” to happen

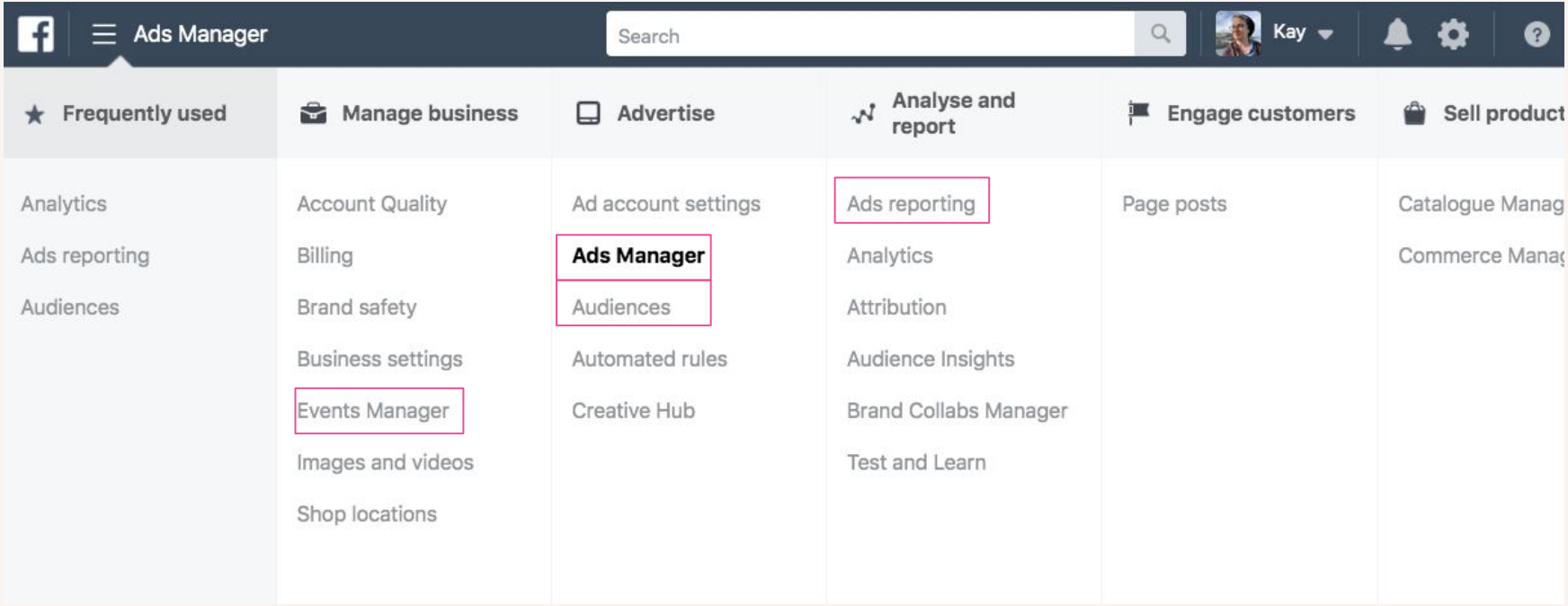


When you're ready for

Desktop Ads Platform




Ads Manager
Search
Kay
Kay Peacey Ad Account ...
Campaign
Objective
Ad set
Audience
Placements
Budget & schedule
Ad
Format
Media
Additional creative
Create new campaign
Use existing campaign
Campaign: Choose your objective.
Switch to Quick Creatio
What's your marketing objective?
Help: Choosing an objective
Awareness
Consideration
Conversion
Brand Awareness
Traffic
Conversions
Reach
Engagement
Catalogue Sales
App Installs
Store Traffic
Video Views


Ads Manager
Search
Kay
Frequently used
Manage business
Advertise
Analyse and report
Engage customers
Sell product
Analytics
Ads reporting
Audiences
Account Quality
Billing
Brand safety
Business settings
Events Manager
Images and videos
Shop locations
Ad account settings
Ads Manager
Audiences
Automated rules
Creative Hub
Ads reporting
Analytics
Attribution
Audience Insights
Brand Collabs Manager
Test and Learn
Page posts
Catalogue Manag
Commerce Manag

Four point plan

1. **DESIRABLE OUTCOME** - know what you want to happen
2. **STRONG CONTENT** - use something that already did well and got that outcome
3. **RIGHT PEOPLE** - show it to the people who are likely to do that thing you want
4. **KNOW THE OUTCOMES** - know what actually happened, and at what cost

Don’t boost blind, Do install the pixel, Do use Custom Audiences

Copy & Creative

- **ATTENTION**
- **CURIOSITY**
- **ACTION**
- **STOP THE SCROLL**

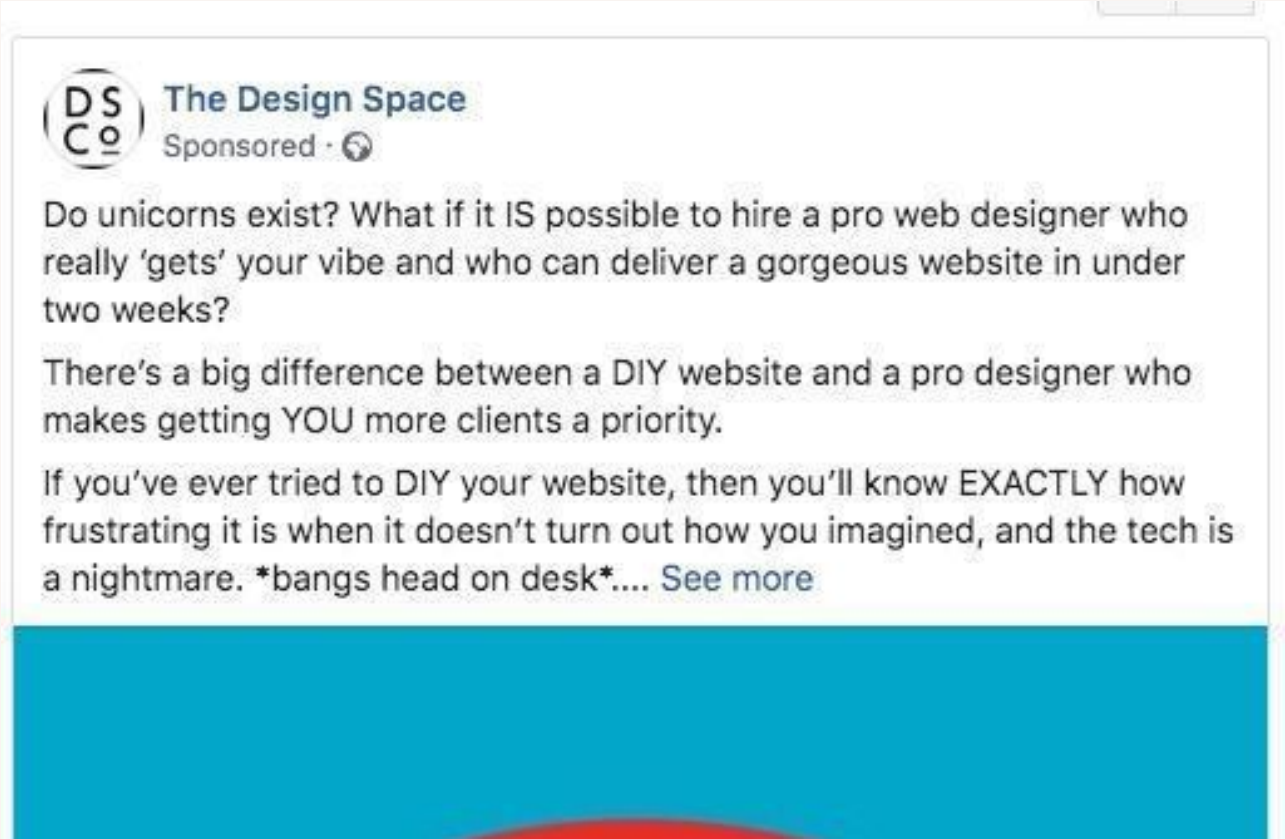
Copy & Creative

1. Strong challenge statement or question that gets a ‘response / yes moment”
Speaks specifically to your ideal client’s pain points.

2. Build rapport & press on pain points
Use a connecting statement followed by “The Discovery”.

3. Offer & Call To Action

Above the Fold



Above the Fold

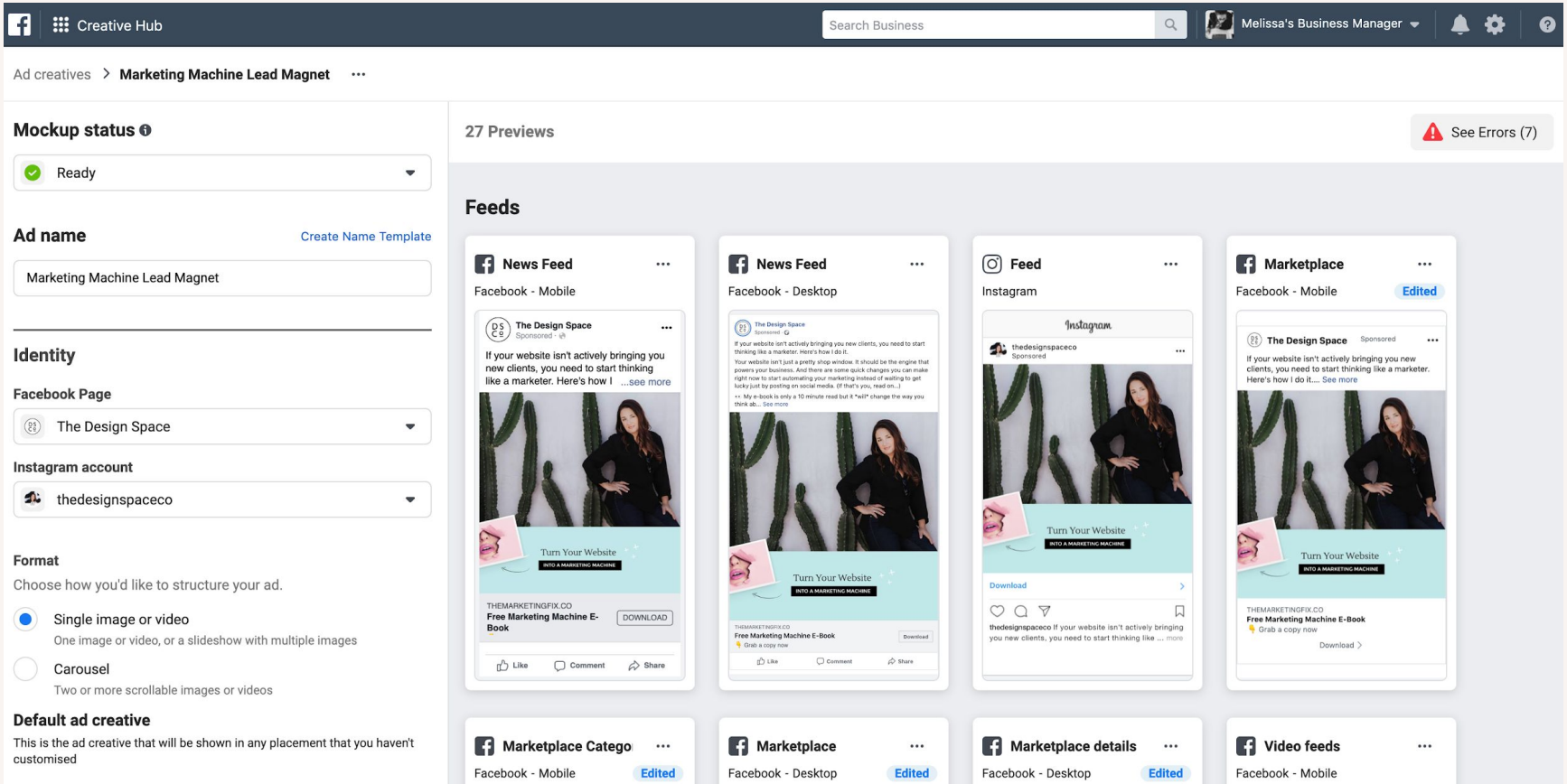
The Design Space
Sponsored ·

If your website isn't actively bringing you new clients, you need to start thinking like a marketer. Here's how I do it.

Your website isn't just a pretty shop window. It should be the engine that powers your business. And there are some quick changes you can make right now to start automating your marketing instead of waiting to get lucky just by posting on social media. (If that's you, read on...)

👀 My e-book is only a 10 minute read but it *will* change the way you think ab... See more

Creative Hub



Action.

- Get the Facebook pixel in
- Set up a contact success page
- Set up a simple retargeting ad
- Check out Creative Hub

(The email automation can come later - see Kay after class.)

Is everyone ok?

The Marketing Fix

MEMBERSHIP

What is it?

A membership site for creative businesses who are ready to get serious about their marketing and who need expert help, strategy, accountability and feedback.

It’s for you if...

You've got a website

(which you might not even like that much)

but it's just sitting there looking pretty and not

doing anything for you...

It’s for you if...

Your 'marketing plan' is posting on social media but you're not very consistent and you don't have any real strategy.

It’s for you if...

There are so many marketing activities you know you should be doing that you feel completely overwhelmed, so you end up doing nothing.

What's inside?

- Our core courses
- Monthly 'fixes' with expert guests
- Live Q&A sessions
- Private community
- Resource library
- Top perks

themarketingfix.co/freebies

MELISSA LOVE +
KAY PEACEY