

Easily harness the power of Facebook advertising to build an audience, create raving fans, and impact more lives.

(Without breaking the bank)



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What we're going to cover

- **Why** Facebook ads are ideal for businesses and coaches
- **How** to use them properly
- **What** you need to do to build this for yourself



Jeremy Gillespie

- Paid advertising consultant with +10 years of helping top companies like LinkedIn and other high-impact organizations accelerate growth with paid media.
- Specializes in using a multi-channel approach to turn clicks into customers at scale.

Section 1

WHY FACEBOOK ADS ARE IDEAL FOR COACHES

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For coaches, Facebook is the best platform to attract, engage and nurture prospects into customers.

I know what you're thinking... What about
LinkedIn?

LinkedIn vs. Facebook - LinkedIn is a great platform for professionals, but Facebook has is beat in a few important categories:

- Cost - Facebook is ~3x cheaper than LinkedIn
- Reach - While your audience does use LinkedIn, it's limited to work related. Facebook is platform they're on day and night.
- Platform Maturity - Facebook is significantly more advance when it comes to targeting and meeting your objectives.

With that said, LinkedIn definitely has its place...

I recommend using LinkedIn for Retargeting and nurturing people who've showed interest in your services.

Facebook excels at targeting your ideal prospects
and gives you the ability to refine targeting in a few key ways.

- Demographics
- Geography
- Interests (the 'X' factor)
- Device

**We'll go into much more detail on each of these*

The other main area Facebook is better than most platforms - ad creative types.

- Creative: You have the ability to use both images and videos to engage your audience.
- Copy: Facebook allows you to use extensive amount of copy in your ads, which allows you to use ads in much more creative ways. (LinkedIn only allows 150 characters)

Images - The Pros and Cons of using images:

Pros

- Easy to create
- Can be used on all placements

Cons

- Limited in your ability to connect and educate your audience

**Tip: Make sure the images you use convey the emotion(s) you want your audience to feel.*



Videos - The Pros and Cons of using videos:

Pros

- Have the ability to engage your audience much more than images
- Creates intimacy with you and your brand

Cons

- They typically cost more than images
- Harder to create

**Tip: Use videos more in Retargeting to accelerate your know/like/trust factor.*



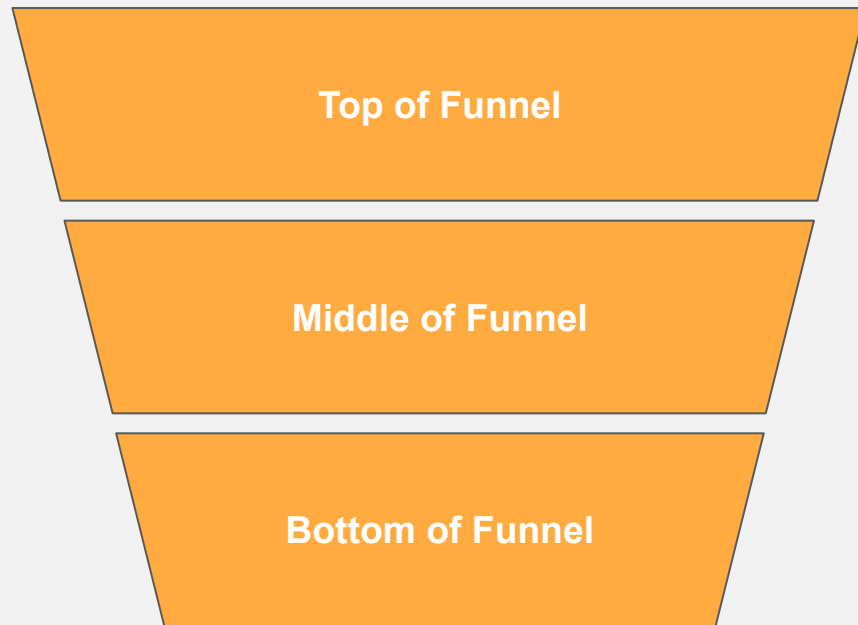
Section 2

HOW TO USE FACEBOOK ADS TO FIND AND CONVERT YOUR TARGET AUDIENCE INTO CUSTOMERS

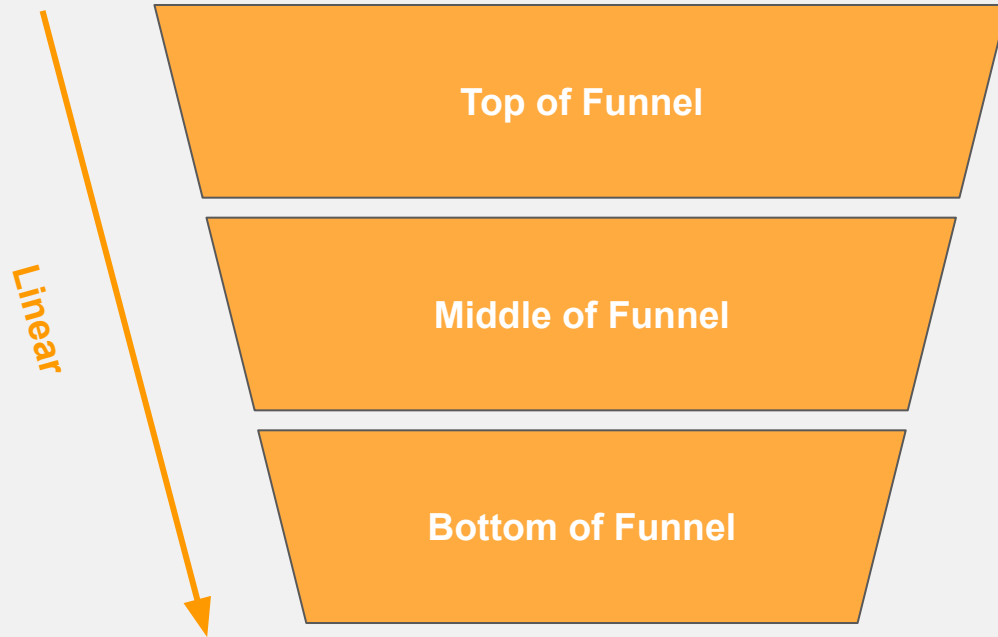
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The traditional marketing funnel has evolved
and has to allow for non-linear progression
through the funnel.

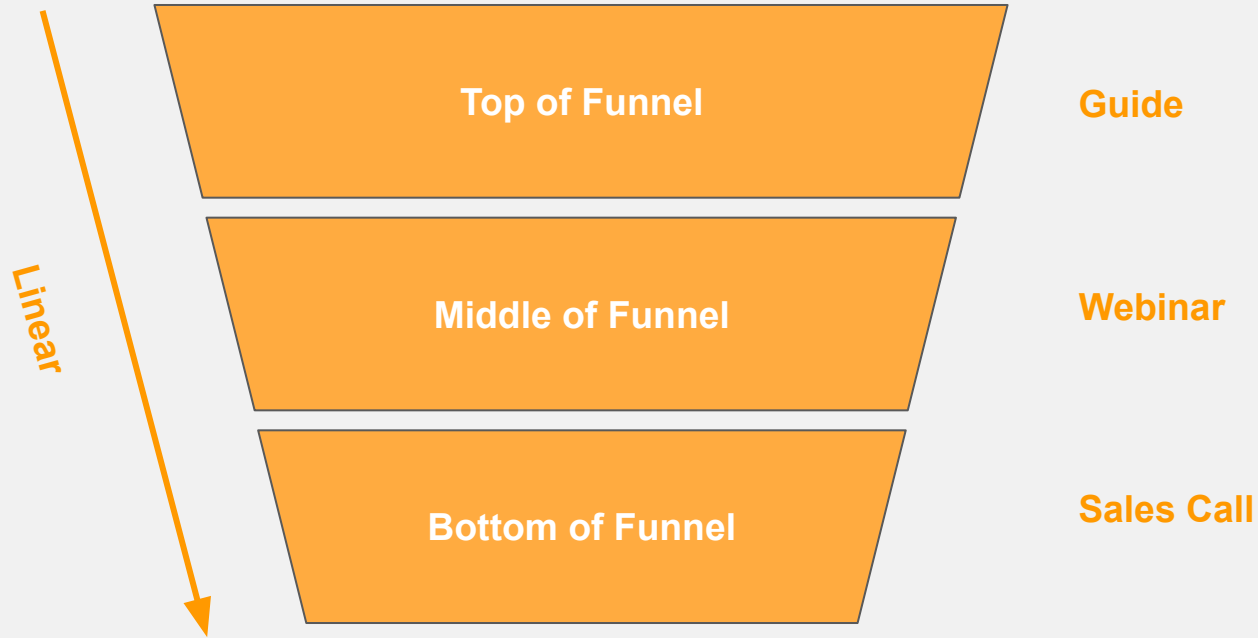
Traditional Marketing Funnel



Traditional Marketing Funnel

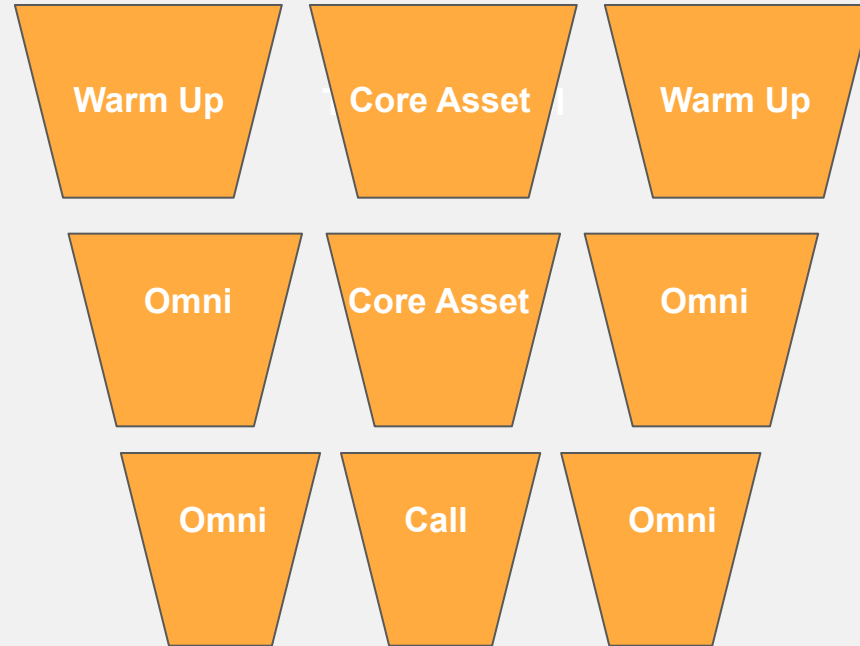


Traditional Marketing Funnel



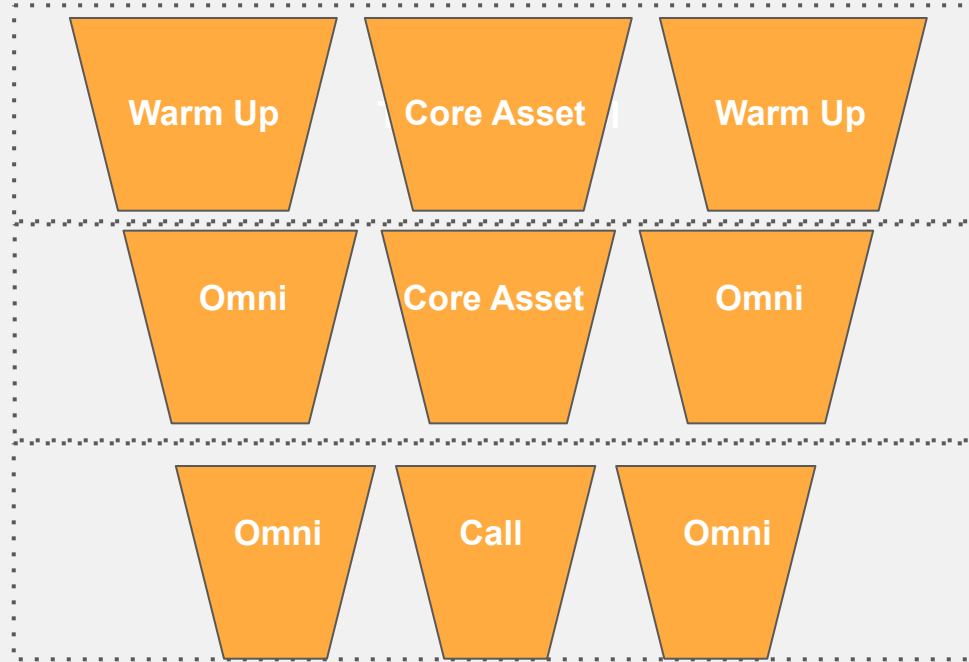
Instead, we need to setup micro-funnels that
act as little ecosystems at each stage of the funnel.

Modern Marketing Funnel



Modern Marketing Funnel

Each stage is a mini environment of valuable content



TOP OF FUNNEL - This stage of the funnel is focused on identifying people in your target audience that have current pains / problems you help solve.

- Unaware vs. Aware:
 - Unaware - Prospects who have the current problem, but have not yet identified it.
 - Aware - Prospects who are aware they have a problem and are actively trying to solve it.

MIDDLE OF FUNNEL - This stage of the funnel is focused on educating people on their problem, connect with who you are, and provide deeper level knowledge about your methodology.

- Educate - Make sure they're aware you've solved this problem many times before with your unique methodology.
- Connect - Introduce them to your story, coaching philosophy and provide credibility.

BOTTOM OF FUNNEL - This stage of the funnel is about solving their problem.

- Conversion mechanism - Give them the information they need to take the next step and become a client. Typically, this is done through a sales call, webinar or a mechanism that provides them information about your service offering(s).
- Enroll - Become a client and enroll them in your program.

Section 3

Let's put this into practice - Build your Facebook ads plan

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This sounds great, but how do I start?

Step 1: Identify your target audience, but answering the following questions:

- What is the typical age of your ideal client?
- Are your clients predominantly on gender or split ~50/50?
- Where do your ideal clients reside? (Country / State / City)

Step 2: Determine how you'll target them with Facebook ads:

- Who are they?
 - Job title(s), Employers, Associations they belong to or certifications they hold.
- What do they consume?
 - Books / Publications
 - Industry experts / Competitors
 - Interest topics



Step 3: Identify their current pains and problems you can help them solve.

- **Create a list** with 3-5 of the most common problems you clients are dealing with.
- **Develop a lightweight piece of content** that helps them reshape they how they think about the problem and introduces them to your methodology.

(Checklist, guide, short 5-10 min. video)



Step 4: Create your conversion mechanism about your process.

- **Create a presentation** that details you methodology and results you've achieved.
- **Compile content** that you have around personal story, philosophy, PR, Case Studies.

Step 5: Launch your TOF ads to build audience:

- Look for acquiring leads at <\$5
- Make sure your click through rate is above 1%

Step 6: Retarget leads with your middle of funnel content:

- 0 - 7 Days: Personal store / Philosophy / Results
- 7 - 14 Days: Proof / Webinar / Credibility
- 14 - 30 Days: Webinar / Case Studies

** If they attend the webinar, remove them from these audiences.*

Step 7: Book calls and collect \$\$\$:

- Follow-up with webinar attendees
 - Retarget with ads to book a call and more results-focused content.

Section 4

Recap

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If you only take a few things from this, they should be:

- **Target audience** IS on Facebook
- **Traditional Marketing Funnel** does not get the job done
- **Create ecosystems** not funnels for non-linear movement
- **Start slow** and hone in on their pains / problems



Thank You!

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