

Facebook Marketing for Pet Business Owners (Made Easy)

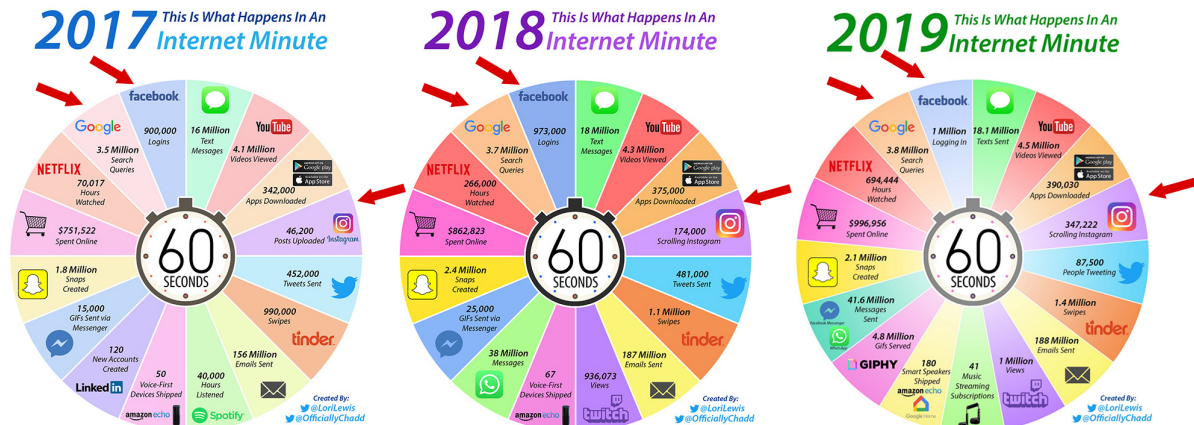


Woohoo!
agency


SIX-FIGURE
PET BUSINESS ACADEMY™

launch. expand. thrive.

WHY DIGITAL MARKETING?



Google is about being visible when people are ready to buy (they do a “search”) – they already know they need your service.

Facebook & Instagram are about interrupting the right audiences – before they even know they need your product.

WHEN TO START

How to know when your business is ready for Facebook Ads!

1. **PROVEN BUSINESS MODEL:** You have a proven business model (aka. You have a track record of selling your products/services successfully over at least a 6 month period).
2. **MARKETING BUDGET:** You have money set aside for a marketing budget.
3. **LIFETIME VALUE (LTV):** You have a clear understanding of the Lifetime Value of a new customer (or at least the annual value of new customer).
 - Note: LTV of your product or service should be at least \$500 to be profitable on Facebook.

MARKETING STRATEGY

How do you fit Facebook Ads into your existing marketing strategy?



TRADITIONAL MARKETING

This is true of all print, TV, radio and magazine advertising. You pay for EVERYONE to see your ad, regardless if they are likely to buy or not!

For example, out of 10 people, you could spend a lot of money showing your ads over and over again to 9 uninterested prospects – just to find the 1 that's interested.

Facebook Ads are different! You can actually choose who sees your ads!

If you target your ideal customer, **then you only pay when your *ideal customer* sees your ad!** How awesome is that!?



You only pay for your IDEAL potential customer to see your ad



Do the “Facebook Ad Challenge”

Test the profitability of Facebook Ads against any of your other marketing!

Remove one of your traditional marketing items for one month – and see how Facebook Ads stack up and measure it...

Dollar for Dollar!

Money Spent Vs Money Made

7 SECRETS TO SUCCESSFUL FB ADS

1. Proven Products & Services
2. Research your Competition
3. A GREAT offer
4. Copywriting / Imagery
5. Landing Page
6. Setting up Your Facebook Pixel
7. Perfect Audiences

1. PROVEN PRODUCTS AND SERVICES

If you are brand new business, Facebook Ads can be the fastest way to fail!

RULE THUMB: Don't use paid advertising until you have a proven business model (aka at least 100 people have bought your product or used your service).

2. RESEARCH COMPETITION

- a. Type key word into Google for your industry - Example: "Omaha Pet Sitters"
- b. Check for competitor's Google Ads (since most businesses will run Google Ads before Facebook Ads)
- c. Click on Ad, Go to their Web Site, Find their Facebook page icon on their web site
- d. Go to their Facebook Page
- e. Click on page transparency
- f. Check FB Ads
- g. Review FB ads
- h. Find which ones have been running a while
- i. Use these ideas to write your ad
- j. Check out their landing pages

3. GREAT OFFER - WOW IDEAS

A great offer is something that when someone reads it...they say WOW! So it's usually more than a free consultation.

Local Service Business: Crazy Discount is a great way to start!

RULE OF THUMB FOR THE "CRAZY DISCOUNT:"

1. If you are sending out mailers – double discount
2. Match your Groupon Type Offer (at least in perception)

4. COPY WRITING AND IMAGERY

- **Job of the image** – stop the scroll
- **Job of the headline** – read the ad
- **Job of the ad copy** – click to landing page

THE PERFECT FACEBOOK AD

Talk about the "problem" you are solving – before you offer the solution.

In the ad follow these 5 simple steps...

1. the problem (what is the actual problem you solve?)
2. the solution (how does your solution really work?)
3. overcome objections (why are people afraid to buy this?)
4. irresistible offer (what is a special discount or compelling reason to act now?)
5. create urgency (time limit or limited number – must be real)

EXAMPLE AD TEXT

Worried about who will walk your dog when you're away? (*problem*)

Try our trusted dog walkers! (*solution*)

We have 5-star reviews and an A+ Rating in the BBB. (*overcome objections*)

Get \$20 off your first dog walking service (offer good for the next 48 hours)!" (*irresistible offer with urgency*)

5. LANDING PAGE

Always send them to a special landing page (designed to go with your ad).
Keys to a great Landing Page:

1. **Congruency** (picture and words on ad match picture and words on landing page)
2. **Feels “Local”**
3. **Only ONE action** (not a lot of other places to click around and get lost)

KEY TO SUCCESS = HEALTHY LANDING PAGE: How to tell if your landing page is doing well...

- Sales / Ecommerce – 1-5%
- Lead Generation – 20%

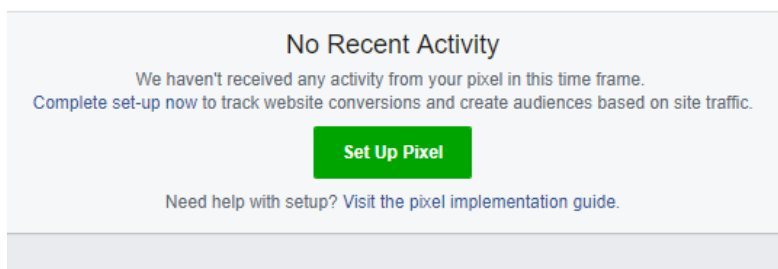
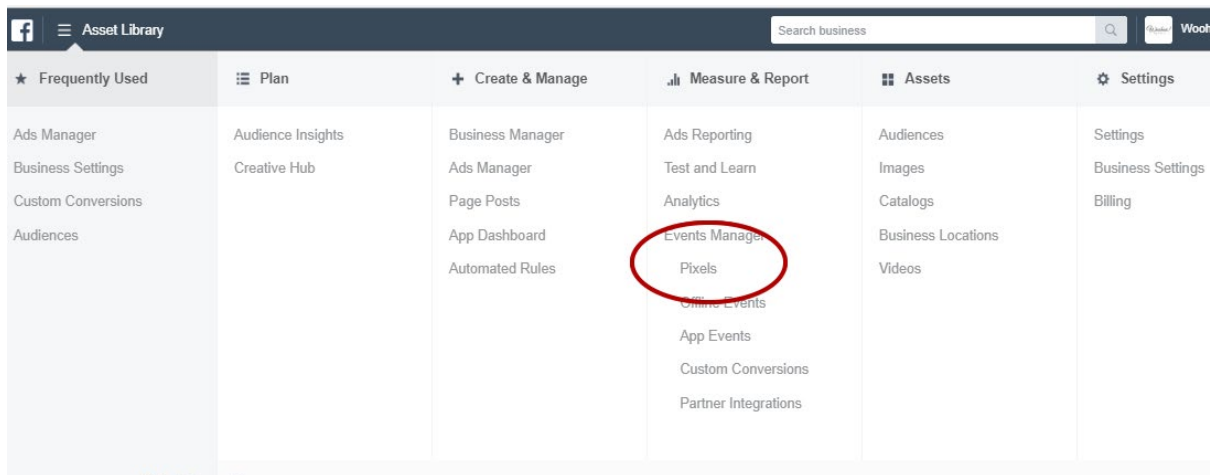
6. THE PIXEL: MYSTERY UNLOCKED

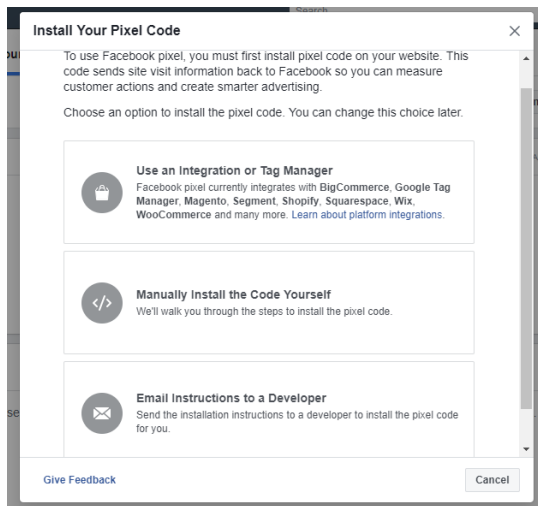
If you do **NOTHING** else after this webinar – you must set up your pixel!

“Facebook Pixel Helper” – Chrome Extension to check to see if the pixel is properly installed.

3 EASY STEPS TO SETTING UP YOUR PIXEL:

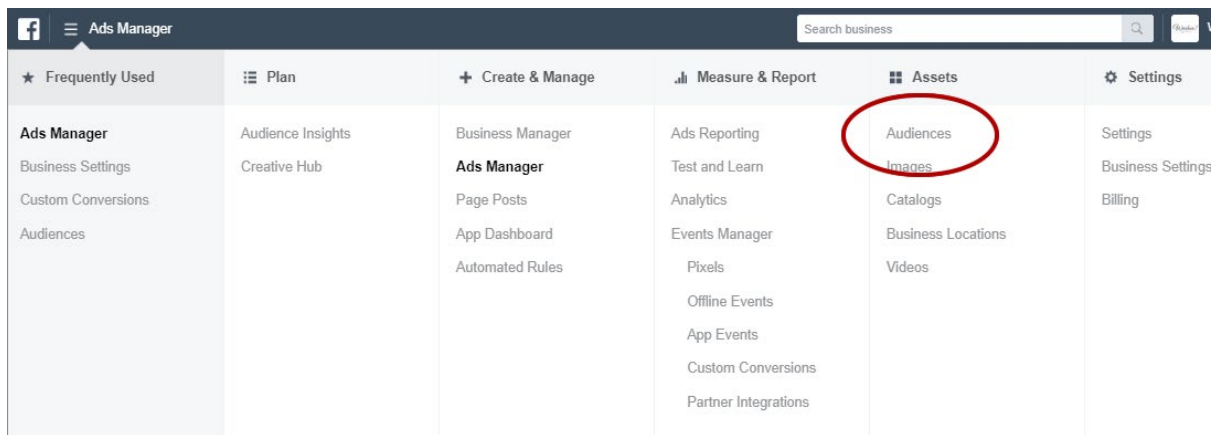
1. Go to Ads Manager
2. Pixel – generate code
3. Ask your developer to place the code in the header tag of all your web site pages.





7. PERFECT AUDIENCES FOR LOCAL BUSINESSES:

1. **10 Mile Radius (everyone)**
2. **3 magical audiences – Custom Audience**
 - Site visitors
 - Customer List
 - Facebook Page Engagers



Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Saved Audience


Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

Create a Custom Audience


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.




Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.



App Activity


Create a list of people who launched your app or game, or took specific actions.



Offline Activity

UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



Engagement

UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

if you have a list of 1,000 (upload spreadsheet)


If you have your pixel on your web site

If you have people who have liked your Facebook page

This process is secure and the details about your customers will be kept private.

What do you want to use to create this audience?



Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.




Video

UPDATED

Create a list of people who have spent time watching your videos on Facebook or Instagram.



From:  




Lead form

UPDATED

Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.


From:  




Fullscreen Experience

UPDATED


Create a list of people who have opened your collection ad or Canvas on Facebook.

From: 



Facebook Page

Create a list of people who have interacted with your Page on Facebook.

From: 

Create a Custom Audience

Include people who meet **ANY** of the following criteria:

Page: **Tribe**

Everyone who engaged with your Page in the past **365** days

[Include More](#) [Exclude](#)

☒ I agree to the [Facebook pixel terms](#)

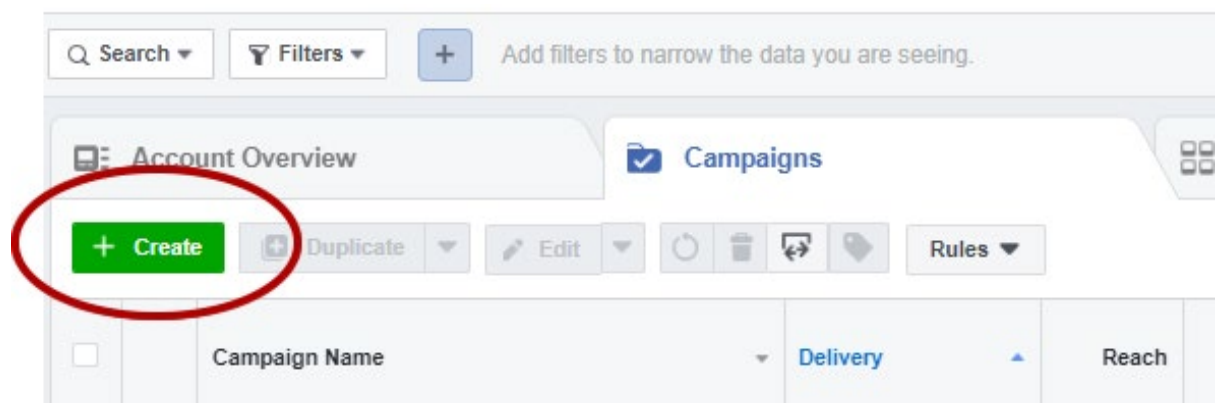
Audience name 50 [Show description](#)

[Cancel](#) [Back](#) [Create Audience](#)

How TO SET UP FACEBOOK ADS

You don't need any other third-party software to run FB ads.

STEP 1: Create Campaign



Choose objective

- Traffic
- Page Likes
- Conversion
 - Lead Generation - Voucher/Schedule a Consultation
 - Online Sales

Campaign Name

Buying Type **Auction**

Campaign Objective **Traffic**

Ad Set Name

Creating 1 campaign and 1 ad set

Conversions

Save to Draft

FOR A CONVERSIONS CAMPAIGN - you need to set up your custom conversion first

Ads Manager					
★ Frequently Used	☰ Plan	+ Create & Manage	📊 Measure & Report	📦 Assets	⚙ Settings
Ads Manager Business Settings Custom Conversions Audiences	Audience Insights Creative Hub	Business Manager Ads Manager Page Posts App Dashboard Automated Rules	Ads Reporting Test and Learn Analytics Events Manager Pixels Offline Events App Events Custom Conversions Partner Integrations	Audiences Images Catalogs Business Locations Videos	Settings Business Setting Billing

Add a Custom Conversion

Custom conversions allow you to measure unique activities, such as when a customer adds a specific product to their shopping cart, or when purchases occur above a specific price.

Create a custom conversion by applying rules to existing events or groups of events.



Create Custom Conversion

Create a Custom Conversion

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Website Event

All URL Traffic

Include All URL Traffic events that meet the following criteria:

X Rule 1

URL

contains

Add URL keywords

Add another rule

Name

Name your conversion 50

Add a description

Category

Select a category

Value

Enter a conversion value (optional)

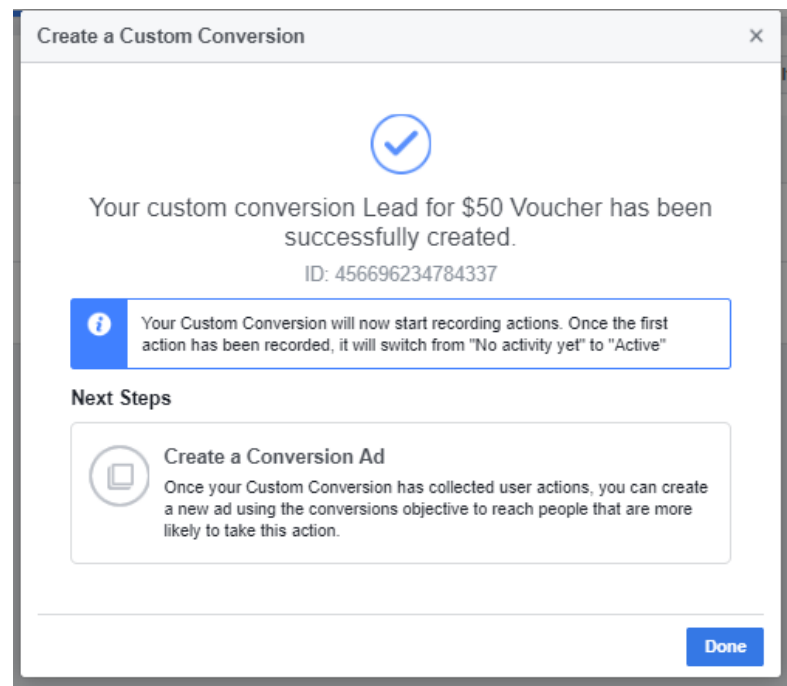
Set the value that each of these conversions is worth to you to track your return on ad spend.
[Learn more.](#)

Or Value of a lead (put at least 1)

Cancel Create

URL of "thank you page" (after the .com)

Value of a sale



STEP 2: Create Ad Set - Choose...

- Daily budget
- Start and end date
- Scheduling
- Audiences
- Location
- Age*
- Gender
- Language*
- Custom Audiences
- Detailed Targeting
- Placement
- Bid Cap*



Creating Ad Set: Untitled Ad Set

Ad Set Name
[Advanced Options](#)


Conversion

Conversion Event Location

☒ Website

Please select a conversion event.  


☐ App

☐ Messenger 

Dynamic Creative
Automatically find the most effective combinations of creative assets for your audience. [Learn more.](#) ☐


Creating Ad Set: Untitled Ad Set

Budget
\$20.00 USD

Actual amount spent daily may vary. 

Start Date
Central Time

End Date ☒ Don't schedule end date, run as ongoing
☐ End run on:

Ad Scheduling  ☒ Run ads all the time
☐ Run ads on a schedule

To use custom audiences - you need to set up a custom audience first

Creating Ad Set: Untitled Ad Set

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ
Exclude | Create New ▾

Locations ⓘ

United States
Include ▾ | Type to add more locations | Browse
Add Locations in Bulk

Age ⓘ - ← **Don't set these**

Gender ⓘ ← **Don't set these**

Languages ⓘ ← **Don't set these**

3 SETTINGS you can use quickly to get better results in Facebook Ads...

- **Age** - don't set them (trust the algorithm)
- **Language** - don't set it (don't put English US)
- **Bid Cap** – Use automatic or triple bid cap \$

>

Creating Ad Set: Untitled Ad Set

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Don't check this

Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ Add a connection type ▼

Save This Audience

>

Creating Ad Set: Untitled Ad Set

Placement

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
▼ Instagram	<input type="checkbox"/>
Feed	<input type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Audience Network	<input checked="" type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>
▼ Messenger	<input type="checkbox"/>
Home	<input type="checkbox"/>

Creating Ad Set: Untitled Ad Set

Exclude Content and Publishers
Available for Audience Network, Instant Articles and In-Stream Videos.

Apply Block Lists ⓘ

Exclude Categories ⓘ

Optimization & Delivery

Optimization for Ad Delivery ⓘ

Conversions ▼

Conversion window ⓘ

7 days click or 1 day view ▼

Bid Strategy ⓘ

☒ Lowest cost - Get the most conversions for your budget
☐ Set a bid cap

☐ Target cost - Maintain a stable average cost per conversion as you raise budget

When You Get Charged ⓘ

Impression

Delivery Type ⓘ

Standard - Get results throughout your selected schedule
[More Options](#)

Always start with
"Lowest Cost"

SET UP YOUR AD:

☒ Image ☐ Video / Slideshow



[Clear Images](#)



dog2.jpg
1300 x 895



Select the link type for your ad

☒  Website
☐  Facebook Event

Name your ad and choose your image.

Note: You can create a quick video by uploading several still images in “VIDEO/SLIDESHOW” option above and creating a moving slideshow.

Text

Enter text that clearly tells people about what you're promoting

Website URL ⓘ

Preview URL

Enter the URL you want to promote



Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

Headline ⓘ

News Feed Link Description ⓘ



Call To Action ⓘ

Learn More ▼

Fill out this information to create your ad

TEXT: This is the content that appears above your photo or video

WEB SITE URL: Link to your landing page (aka Fido.com/landing page)

DISPLAY LINK: Short link of your web site (aka Fido.com)

HEADLINE: Should be short and not “cut off” in mobile version.

NEWS FEED LINK DESCRIPTION: This serves as a type of “sub-header” and shows up below the headline only in the desktop newsfeed.

INSIDER KNOWLEDGE on the number one biggest mistake you can make with Facebook Ads and how to avoid it!

The Algorithm is ALWAYS changing!

What is Facebook's Main Objective?

Hint: It's not making money off your ad specifically

ANSWER! Keeping people on Facebook

The Algorithm gets “nervous” when people don’t like your ad – because Facebook doesn’t want people to log off of FB! If people don’t interact with your ads (very few likes, shares, clicks) – Facebook determines people don’t “like” your ad – and they don’t want to show them!

Facebook handles this by penalizing your ads...

1. Charging you more per impression/click
2. Not showing your ad to as many people (low “reach”)

NUMBER 1 WORST THING THAT CAN HAPPEN TO YOUR FACEBOOK AD....If people mark your ad with HIDE AD or REPORT AD – you will get “negative marks” on your Facebook Ad Account.



THE SOLUTION... RUN GOOD ADS THAT PEOPLE LIKE (AND CAN'T WAIT TO SHARE)!

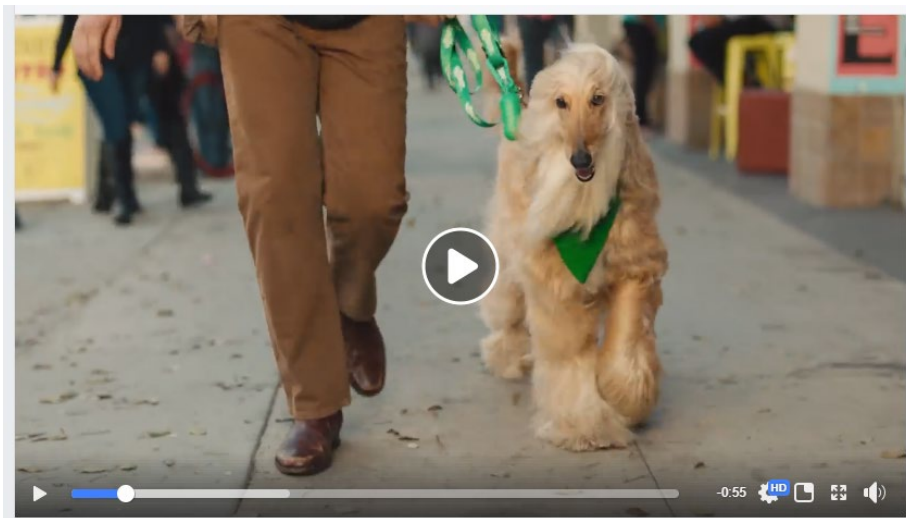
HINT: People love to share “discounts” with their friends. So if you run a “discount” ad you can expect to get “shares.”

SIMPLE TECHNIQUES IN A NUT SHELL

1. Come up with Great Offer (your WOW idea – start with the Crazy Discount).
2. Send your ad to the right audiences (using the tools I showed you).
3. Make sure your Landing Page only does ONE thing with ONE call to action above the “scroll.”

ADVANCED TECHNIQUES

Retargeting your ads! **Use videos in your ads** – retarget to people who have viewed them



[\\$250 - \\$77 – Pet Industry: Easy Facebook Ad Kit](#)

Discount expires on Wednesday, December 18th 2019 at midnight

You will get 5 Facebook ads and 5 Landing Page Mock-ups for your pet business!

Just add your business name to the Facebook Ads and Landing Pages text.

Pet Businesses included:

dog sitting, dog walking, pet groomers, dog trainers and dog day care owners

- **5 Facebook Ads for pet industry** – text and 5 image options
- **5 High Converting Landing Page Mock-ups** - jpg mock-up of landing page, along with separate jpg image files to give to your web designer

➡ Get your Pet Industry Marketing Files

pet.woohooagency.com