

Facebook Marketing
for Pet Business Owners
(Made Easy)

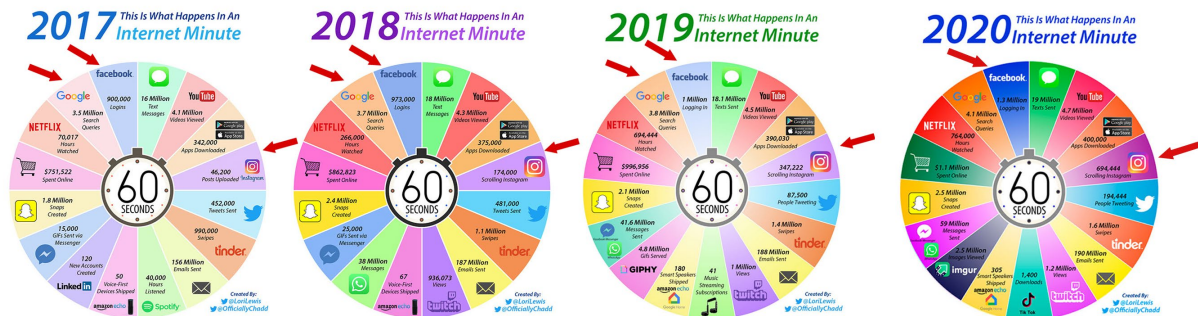


Woohoo!
agency

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 -20 Mile Radius (everyone)
2. Lookalike
3. 3 magical audiences – Custom Audience
 1. Site visitors
 2. Customer List
 3. Facebook Page Engagers

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.

NEW!

HOW TO SET UP FACEBOOK ADS IN 2021

1. Make sure you control the Business Manager that "owns" your Business Facebook Page

- Go to your Facebook Business Page
- Go to Settings
- Go to Page Roles
- Make sure you are a Page Admin
- Check to see who is the “Page Owner” (this is the Business Manager – not a person)

2. Go to business.facebook.com and make sure it logs you in (if not - someone else set up the Business Manager or now controls it). Once logged in....

1. TWO FACTOR AUTHENTICATION FOR USERS: Go to USERS > PEOPLE to set up two factor authentication (click on your name and follow the steps)

2. VERIFY DOMAIN NAME

- brand safety
- domain
 - add
 - type in domain
 - choose method
 - meta-tag verification = add that code to the HTML head tag of your site
 - dns verification = log into "manager DNS" area of your domain name registrar and add TXT record
 - verify
 - assign partners
 - add assets (Facebook pagepage)

3. AGGREGATED EVENTS

- Business Manager: Event Manager
- Data Sources: Pixel (Open in Ads Manager)
 - settings
 - event setup
 - open event set up tool
 - find url for conversion
 - set up new event
 - track an event using a url
 - select event (lead/contact)
 - url equals – confirm – finish set up

- a. pixel - settings - create allow list
- b. pixel - test events
- c. pixel - overview - aggregated event measurement
 - Configure web events
 - Select domain
 - Manage events
 - Add event
 - Choose pixel or custom conversion – choose event name (new events must propagate – could take 30-40 minutes)

SPECIAL: Pet Industry Facebook Ads Done For You!

What if someone else handled EVERYTHING for your Facebook Ads to run successfully?

So you can sit back and collect qualified leads for your business!

Get info at pet.woohooagency.com

Special offer expires May 7th, 2021 (or when fully booked)

QUESTIONS: Julie Ostrand: 402.609.6410 | julie@woohooagency.com

