

# Advanced Facebook Ads

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AS SEEN ON



WP



# VIDEO MARKETING STATISTICS

01

VIDEOS ON SOCIAL PLATFORMS



5 billion

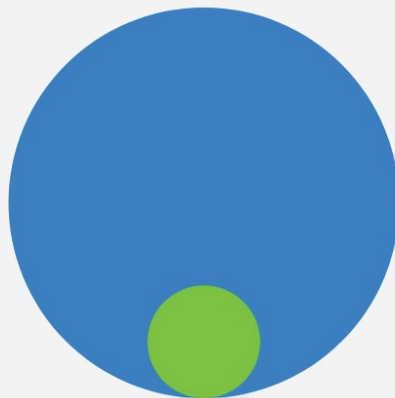
videos are watched on Youtube every single day

16%

of videos on YouTube are embedded, linked, shared on Tuesday between 11am and 1pm

1/3 of people

on the internet, which is over 1 billion users, are YouTube users



■ Text and Images ■ Videos

1200% more shares are generated by social videos, than text and images combined

100 million

hours of video per day are watched on Facebook

85% of videos

on Facebook is watched without sound

45% of people

watch more than an hour of Facebook or YouTube videos a week

82% of users

watch video content on Twitter



- 86% of online video marketers use video content.
- 81% of people feature their video on their brand's website.
- 7 out of 10 marketing professionals are optimizing video for SEO.
- Marketers who use video grow revenue 49% faster than non-video users.
- Marketers who use video receive 41% more web traffic from search than non-users.
- 43% of marketers said they'd create more video content if there were no obstacles like time, resources, and budget.
- 52% of marketing professionals worldwide name video as the type of content with the best ROI.



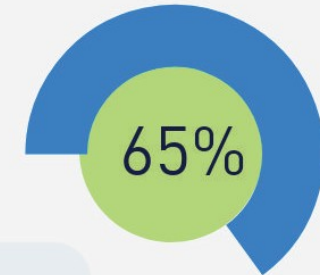
■ Viewers

Will stop watching a video after 1 minute



■ Viewers

Will stop watching by 2 minutes



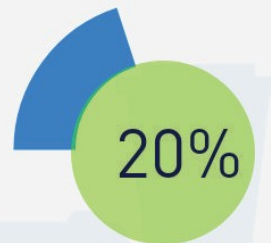
■ Viewers

Watch more than 3/4 of a video

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65% of executives will visit a website and 39% will call a vendor after viewing a video.

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■ Viewers

Will click away from a video in 10 seconds or fewer, according to Visible Measures



■ Viewers

Say that product videos are helpful in the decision process



- Video in email leads to a 200 - 300% increase in click-through rates.
- Including video on a landing page can increase conversions by 80%.
- Combining video with a full-page ad boosts engagement by at least 22%.
- 70% of marketing professionals report video converts better than any other mediums.
- Including a video on your homepage can increase conversion rates by 20% or more.
- Animated explainer videos increase conversion rates by 20%.
- Replacing an image with a video on a landing page increases conversions by 12.62%.
- Using the word 'video' in an email subject line boosts the open rates by 19%.



## 80% of users

recall a video ad they have viewed online in the past month

## 40% of users

take some kind of action after viewing a video ad

## 4.6 billion

video ads are watched online each year

36% of users trust online video ads.

Video ads make up 35% of total online spending.

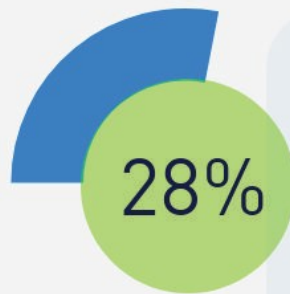
The average user spends over 16 minutes watching online video ads every month.

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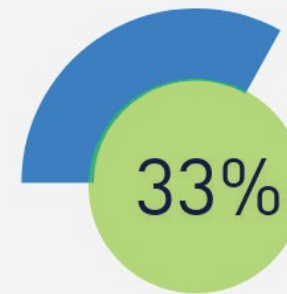


- 1 in 4 shoppers say they've used YouTube to search for a video related to a product they're considering in-store.
- After watching a video, 64% of users are more likely to buy a product online.
- 55% of shoppers often research on mobile devices, where visual content helps inform their product selection.
- 92% of shoppers say visuals are the most influential factor affecting purchase decisions.
- Online shoppers who view demo videos are 1.81x more likely to purchase than non-viewers.
- 7 out 10 Millennials are likely to watch a company video when shopping online.



Smartphone Users

Watch a video on their device  
at least once a day



Tablet Owners

Watch one hour of video per  
day on their device

92% of mobile video consumers share videos with others.

Mobile makes up 40% of the global watch time on YouTube.

YouTube reports mobile video consumption rises at least 100% year over year.



- <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/shopping-micro-moments-guide/>
- <https://www.youtube.com/yt/about/press/>
- <http://techcrunch.com/2015/10/13/facebook-video-feed/>
- <https://research.hubspot.com/the-future-of-content-marketing>
- <https://www.brandwatch.com/blog/96-amazing-social-media-statistics-and-facts/>
- <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

© RENDERFOREST





A woman with long dark hair, wearing a dark blazer over a light-colored top and a necklace, is standing on a stage. She has her right hand raised in a gesture, and her left hand is holding a small black remote. The background is dark with blue and green stage lighting. The text "Facebook Ad Basics" is overlaid at the bottom of the image.

# Facebook Ad Basics

# 3 COMPONENTS TO A WHY VIDEO



## 1. WHEN I WAS \_\_\_\_.

Waste no time, get right to the story.  
This is where the "WHY" comes in.



## 2. I BELIEVE THAT \_\_\_\_.

Now go from the emotion of the  
story you just told to the  
overarching lesson of what you  
stand for.

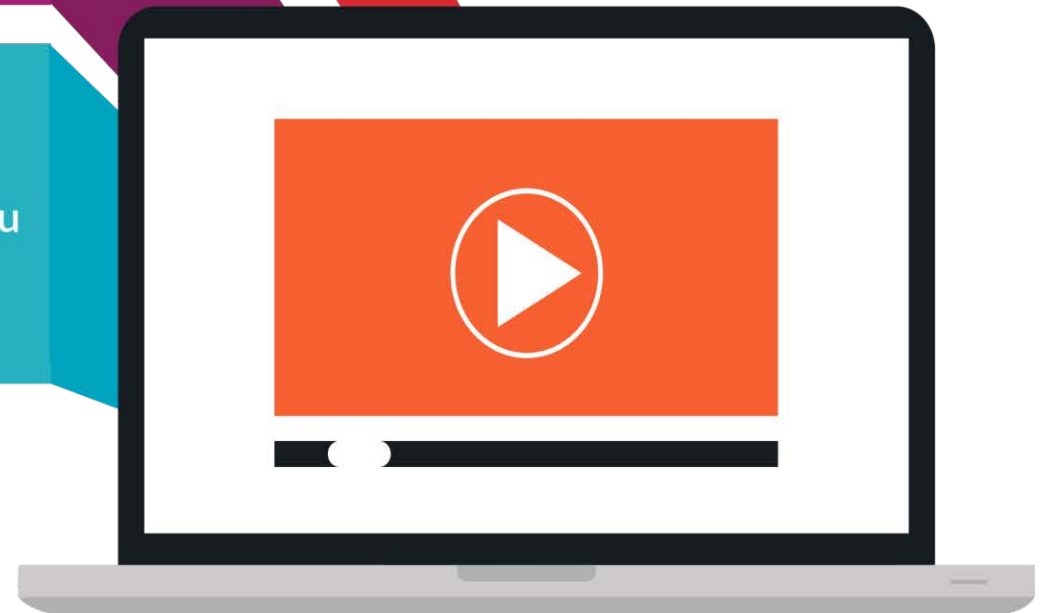


## 3. I AM \_\_\_\_.

Give a brief explanation of what you  
do. Make sure to be specific and  
concise.

**blitzmetrics**

Learn more at [blitzmetrics.com/WHY](https://blitzmetrics.com/WHY).



# THE STRUCTURE OF THE ONE MINUTE WHY VIDEO





# THE STRUCTURE OF THE ONE MINUTE WHY VIDEO



## Components to a WHY video

**1. WHEN I  
WAS \_\_\_\_\_**

Waste no time, get right to the story.  
This is where the "WHY" comes in.

## Components to a WHY video

# 2. I BELIEVE THAT \_\_\_\_\_.

Now go from the emotion of the story you just told to the overarching lesson of what you stand for.

# Components to a WHY video

## 3. I AM \_\_\_\_\_

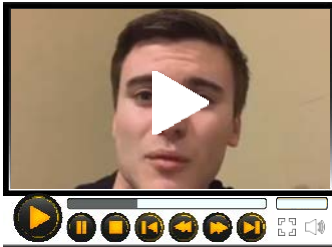
Give a brief explanation of what you do. Make sure to be specific and concise.

# TYPES OF ONE MINUTE VIDEOS

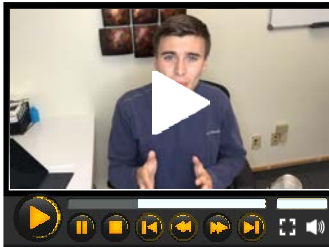
## WHY VIDEOS



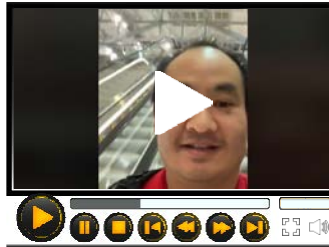
STAGE



STORY



GRATITUDE



SELFIE



INTERVIEW



SIZZLE REEL

## HOW VIDEOS



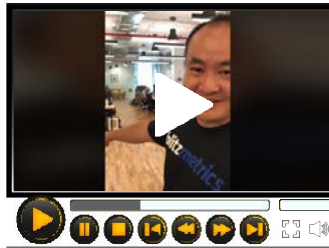
PERSON INTERVIEW  
SELFIE



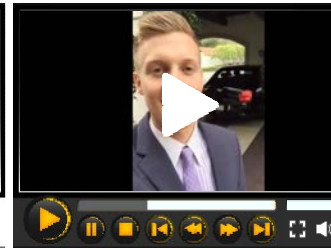
PERSON INTERVIEW  
SELFIE



FORMAL INTERVIEW



FORMAL COURSE



SELFIE



ASSISTED HOW TO

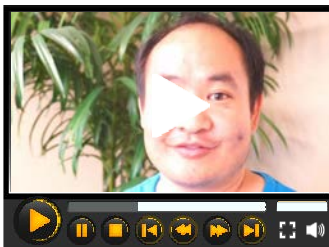
## WHAT VIDEOS



WEBINAR PROMO



PRODUCT INFO



GUIDE OFFER



LET'S TALK

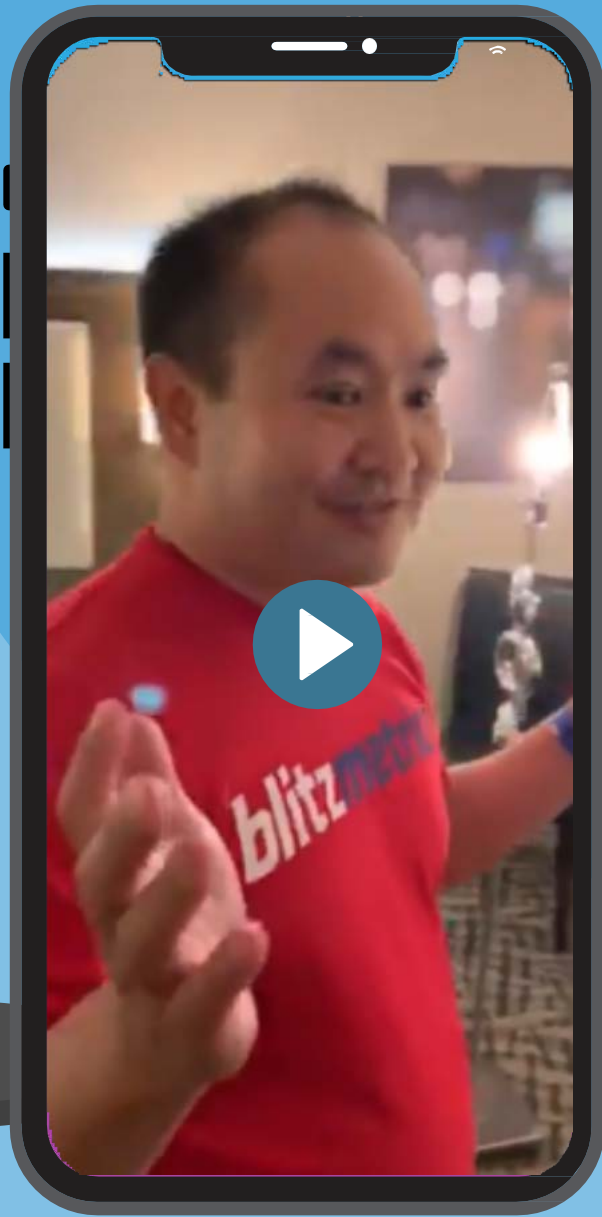


TOUR



OFFER

# HOW TO SHOOT VIDEO INTERVIEWS IN A HOTEL WHEN ALL YOU HAVE IS AN IPHONE AND NO EQUIPMENT



Use lamp shades and put lights on both sides while you hold your phone doing the interview.



Have as much open space behind the subject you are interviewing.



Ideally the subject should be facing in the corner.



If you're tired, to help make you look fresh, put some ice under your eyes. It reduces the puffiness making you look vibrant and reenergized.



## 4 COMPONENTS OF THE ONE MINUTE VIDEO



1

### HOOK

(FROM 0-3 SECONDS)



Capture their attention immediately, so no video bumper, saying your name, or reusing what you might have in a TV spot.

2

### IGNITE PAIN/PLEASURE

(FROM 3-15 SECONDS)



Users must identify with the problem or opportunity. Ask a question, show success or failure, make clear the benefit.

3

### DESCRIBE SOLUTION

(FROM 15-50 SECONDS)



What are you offering, what is the product or service?

4

### CALL TO ACTION

(FROM 50-60 SECONDS)



What do you want them to do?

*blitzmetrics*

## Planning out one minute videos



- Know your audience - <https://blitzmetrics.com/IGC>
- Know your brand - <https://blitzmetrics.com/PBG>
- Know your content - <https://blitzmetrics.com/CMG>

### Assignment

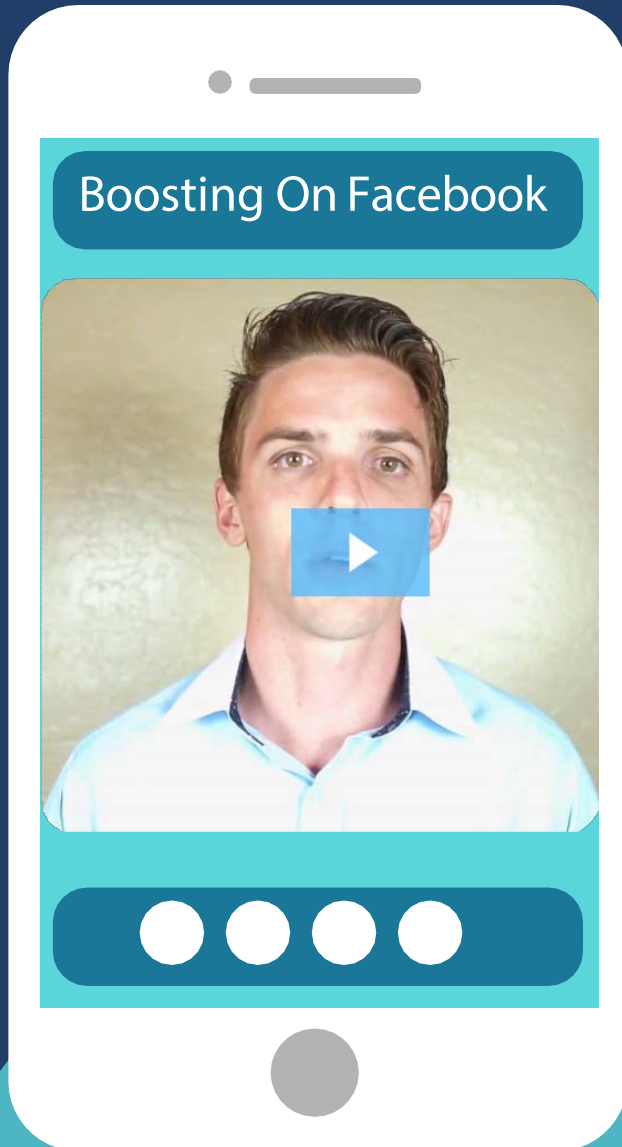
Identify the three items above for your business/brand and upload a word document.



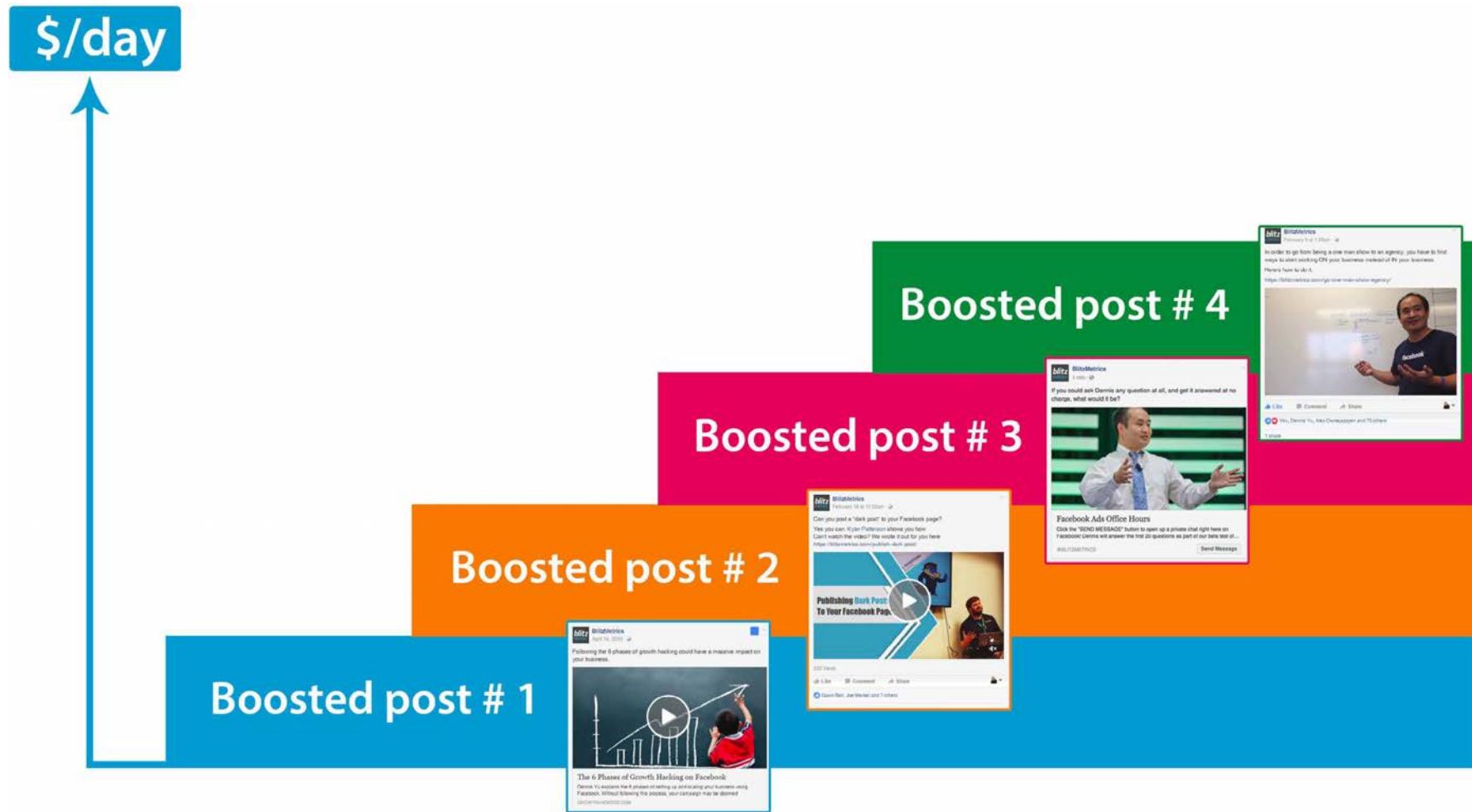
# AMPLIFYING VIDEO

- ✓ Use \$1/day on Facebook to make sure your video is seen by the people who will engage with it.
- ✓ Micro-target selected audiences to match the content.
- ✓ Learn how to boost posts effectively on Facebook. Check out our Facebook Dollar a Day course. <https://blitzmetrics.com/fdd/>

- ✓ **Assignment**  
Boost a video for \$1 a day for 5 days.



# Dollar a day layering technique



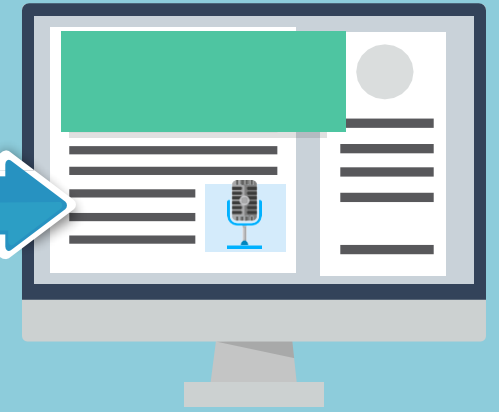
You may boost multiple posts that stack up, spending a dollar a day each. Over time, you might spend \$50 a day across 50 posts, or a budget that makes sense, as you accumulate more ever-green posts for different users at different stages in the funnel.

For example, you may boost a post each day that runs for a week to promote the next webinar you're hosting and end up boosting 5-10 posts over the course of a week that are running together at a dollar a day.

# AMPLIFYING YOUR VIDEO



Transcription  
(FancyHands task)

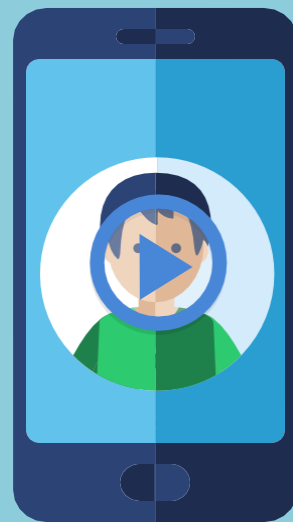


Article (blog post)



<https://youtu.be/VtS4n5l10mM>

Full YouTube internal link



15-second highlights



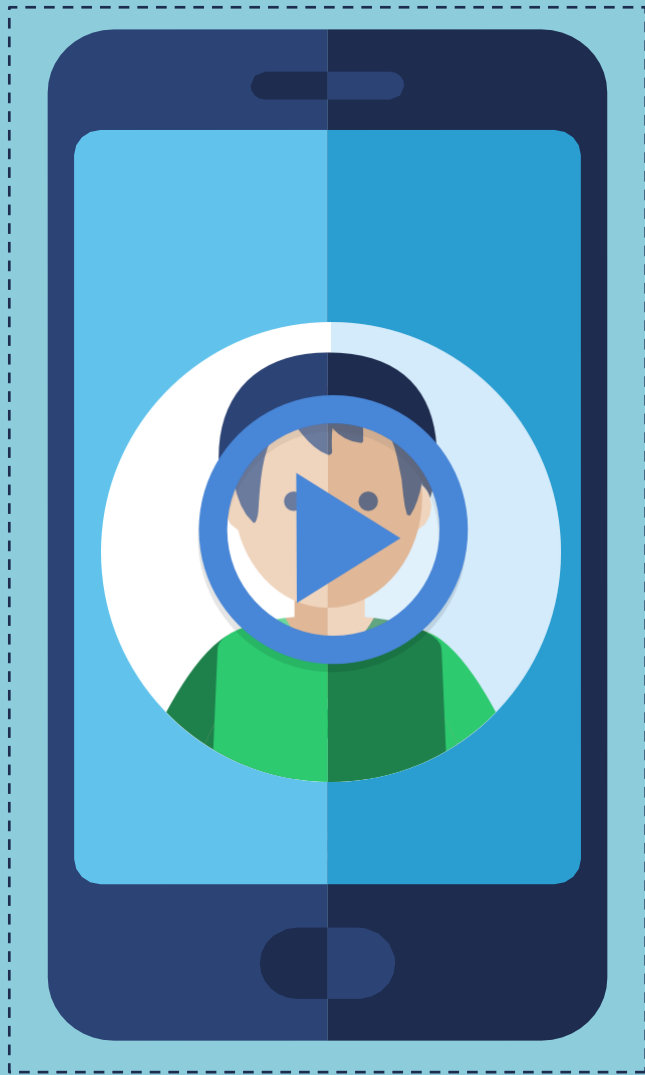
One-minute video snippets  
(show 3-4, ideally square)



Show notes (landing  
page that has  
podcast link)

# AMPLIFYING YOUR VIDEO

## CHANNEL VARIANTS



15-second highlights



Instagram for vertical



YouTube for landscape

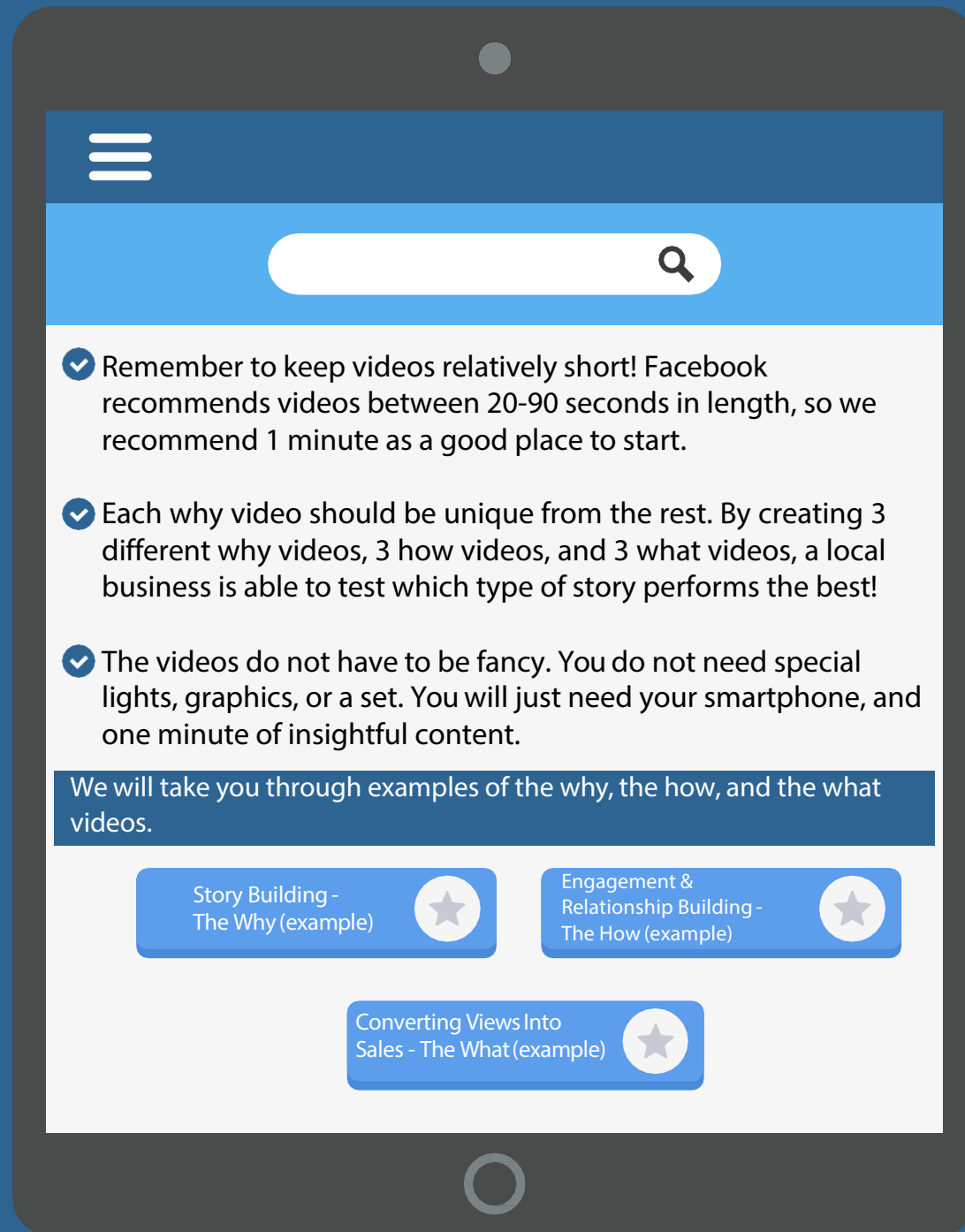


Square for Facebook



Square for website

# Key Video Tips & Examples



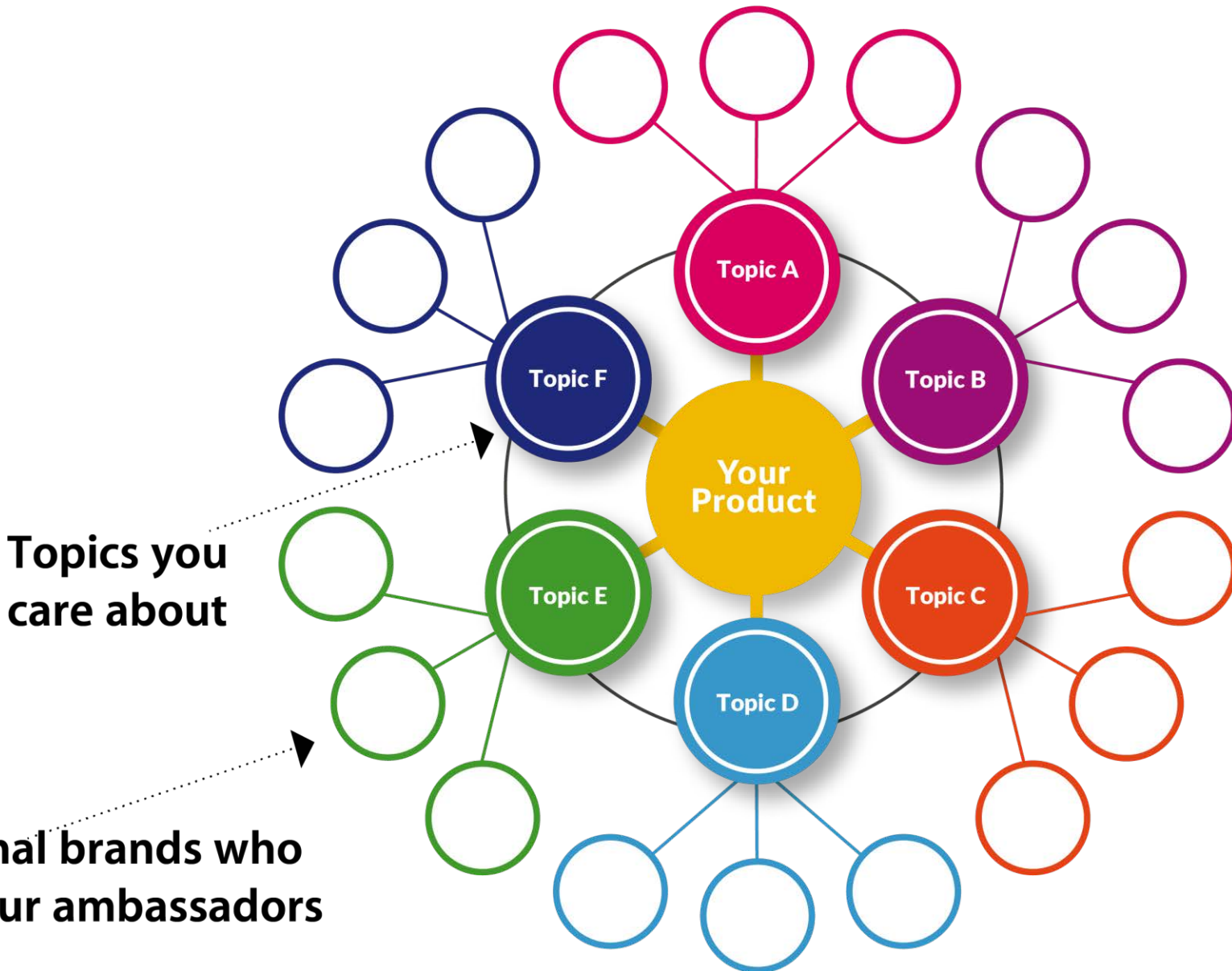
# Topic Wheel

Your Brand



# Topic Wheel

**Your Brand**

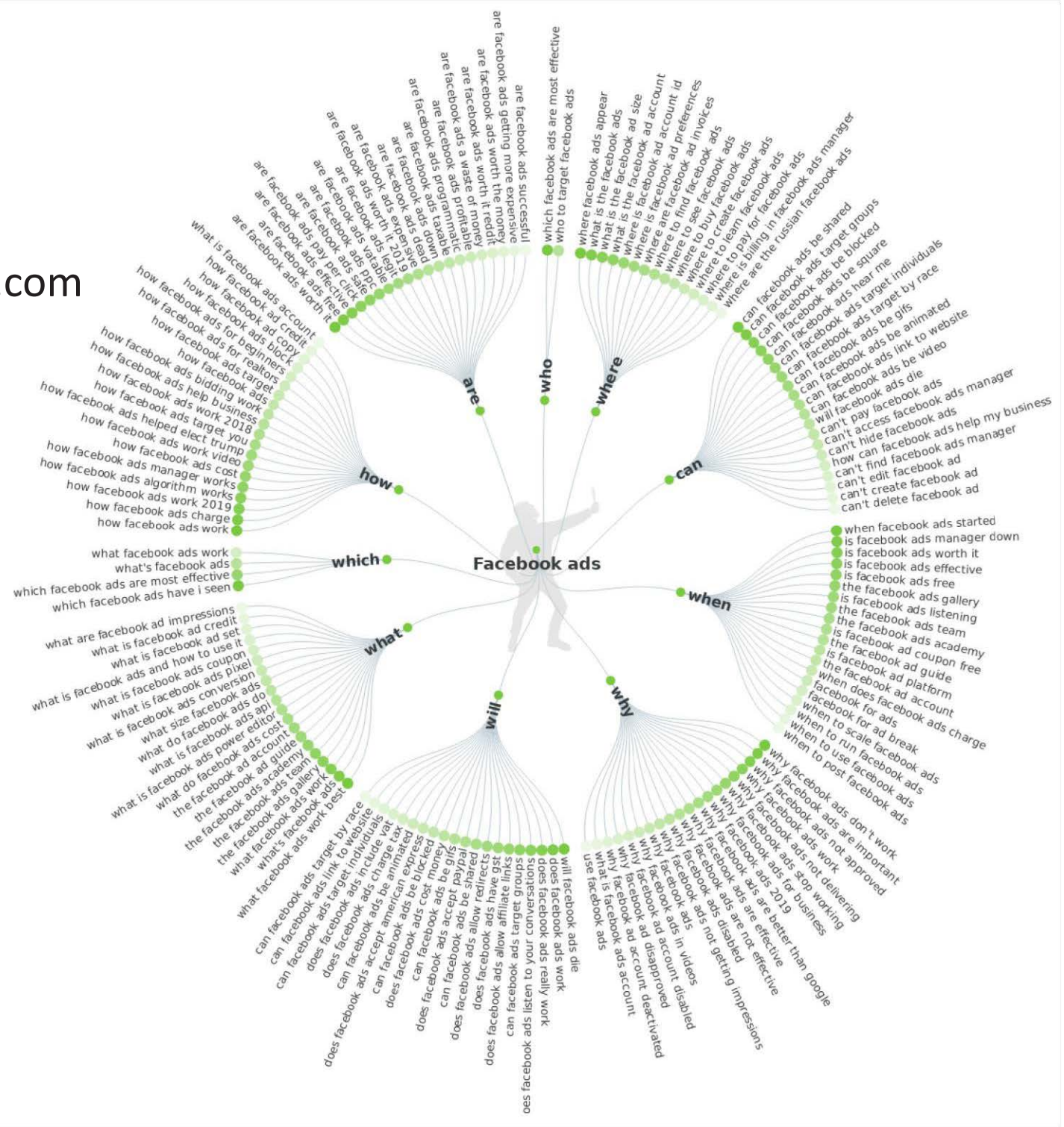


**Topics you care about**

**Personal brands who are your ambassadors**

# Topic Wheel

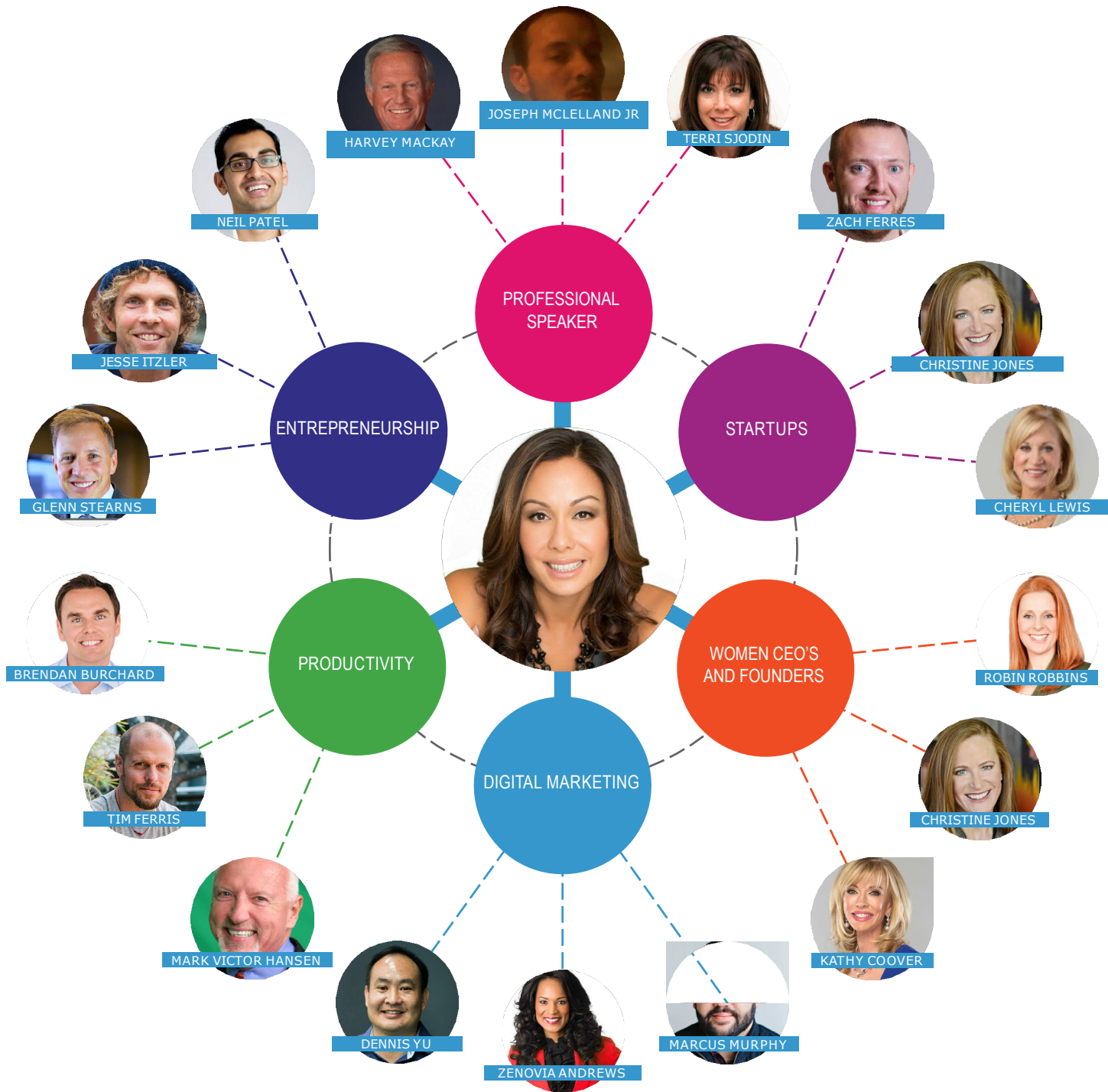
Use [answerthepublic.com](https://www.answerthepublic.com) or look at type-ahead search results.



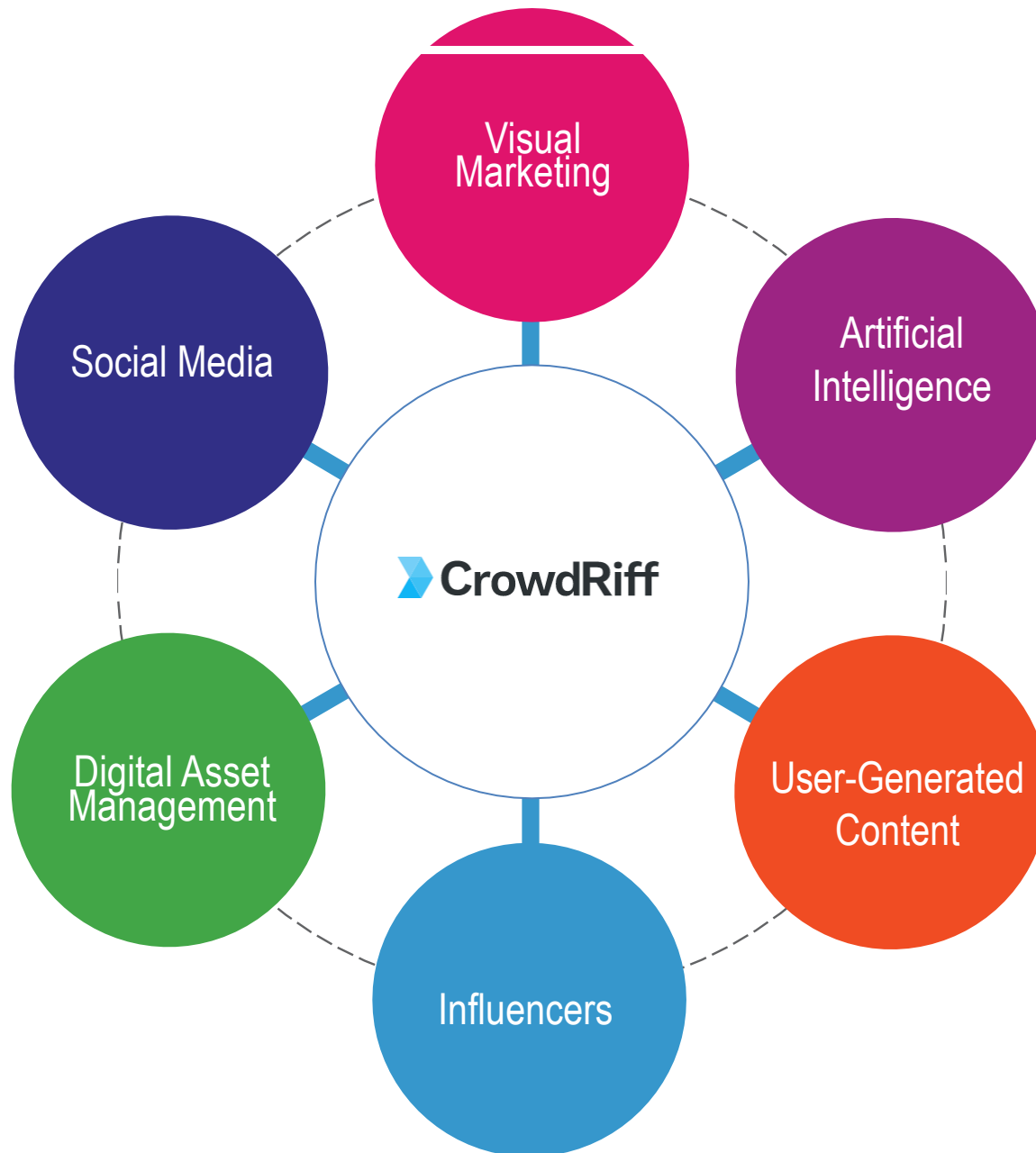


# Susan Sly's Topic Wheel

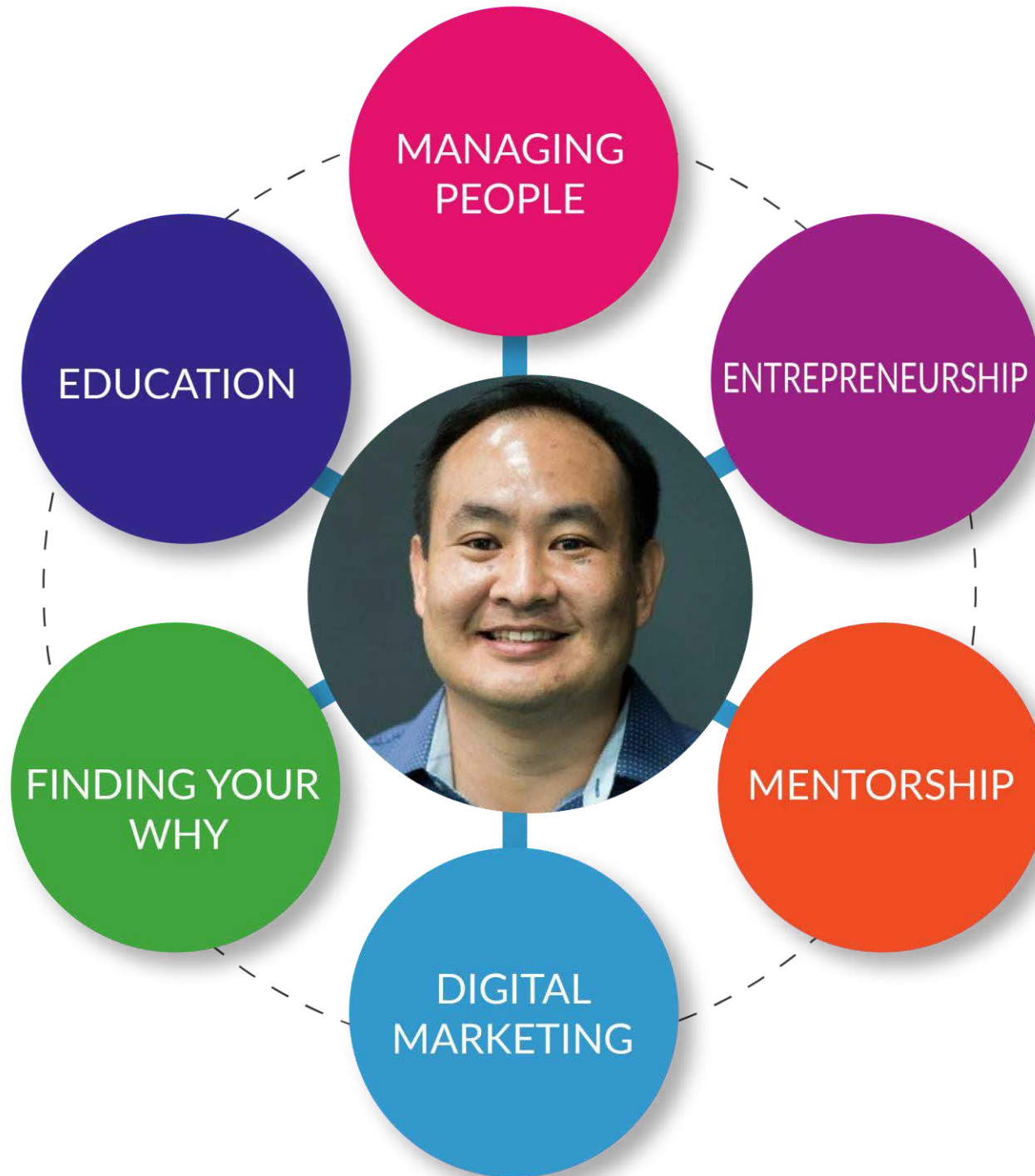




# CrowdRiff's Topic Wheel



# Topic Wheel

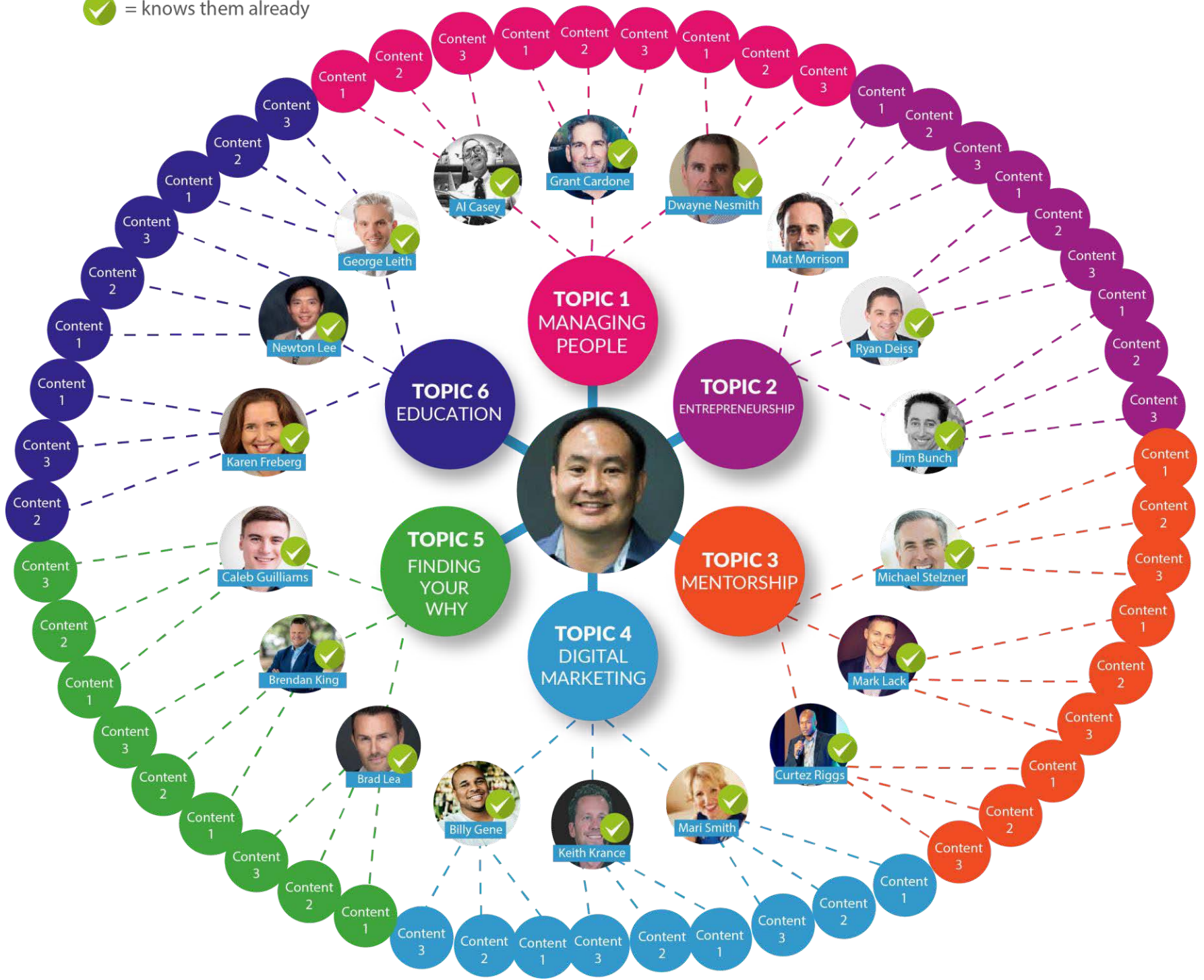


# Topic Wheel

✔ = knows them already



✓ = knows them already





Dennis Yu

# NETWORK MAPPING

✓ = knows them already

01	02	03	04	05	06
Managing People	Entrepreneurship	Mentorship	Digital Marketing	Finding your WHY	Education
 Al Casey ✓	 Mat Morrison ✓	 Michael Stelzner ✓	 Mari Smith ✓	 Caleb Guilliams ✓	 George Leith ✓
 Dwayne Nesmith ✓	 Ryan Deiss ✓	 Mark Lack ✓	 Keith Krance ✓	 Brendan King ✓	 Newton Lee ✓
 Grant Cardone ✓	 Jim Bunch ✓	 Curtéz Riggs ✓	 Billy Gene ✓	 Brad Lea ✓	 Karen Freberg ✓
 John Jonas ✓	 Nathan Latka ✓	 Aaron Agius ✓	 Mike Arce ✓	 Phil Mershon ✓	 Stuart Draper ✓
 Ryan Deiss ✓	 Gary Vaynerchuk ✓	 Grant Cardone ✓	 Larry Kim ✓	 Phil Randazzo ✓	 Naveen Jain ✓
 Susan Sly ✓	 Robert Scoble ✓	 Rand Fishkin ✓	 AJ Wilcox ✓	 Molly Pittman ✓	 Karen Sutherland ✓
 Josh Fechter ✓	 Brian Solis ✓	 Neil Patel ✓	 Ted McGrath ✓	 Heather Dopson ✓	 Adam Durfee ✓

BlitzMetrics

# ONE MINUTE VIDEO COURSE

blitzmetrics

## GET IT IN THREE EASY STEPS



Time to complete  
 5 hours initially  
 30 minutes weekly

### One Minute Video Course

1\_min\_video\_Course\_2019\_0507\_v4.9





**MAKE  
A ONE-MINUTE VIDEO**





Search for people, places and things



Home



Update Status



Add Photos/Video

What's on your mind?

What's on your mind?



Public

Post



# POST VIDEO AS FACEBOOK POST



**EMAIL**

**URL TO**

**OPERATIONS@BLITZMETRICS.COM**



# Advanced Facebook ads

**THREE PARTS OF  
AUDIENCE  
CREATION**

**CUSTOM  
AUDIENCES**

The various forms of first party data



**SAVED  
AUDIENCES**



Build upon custom audiences

**LOOKALIKE  
AUDIENCES**



# SAVED AUDIENCES

## - Core audiences

(any of Facebook's own data) we can bucket by the targets we learn from running Audience Insights on our highest signal custom audiences.



## - Combination audiences

we can create combination audiences of custom and core audiences (people who have been to the site in the last 30 days and are fans of Digital Marketer). Or combos to create triggers such as they are in one custom audience, but not in another.

## - Media Workplace and other Influencer Audiences

drive great indirect top of funnel traffic, since it results in more mentions that drive organic power, which we can share to get more viral."

## Example Influencer Audiences

 **Audience Details**  
View how this audience is defined

**Audience Name** Sports Media Workplaces - 13k  
**Saved Audience Details** Location: United States  
Age: 18 - 65+  
People Who Match: Employers: Bleacherreport.com, Athletics Weekly, ESPN, FanSided, ESPN The Magazine, Sporting News, ThePostGame, Yahoo Sports Fantasy, ESPN Magazine, FOX Sports, TNT Drama, HoopsHype, SB Nation NBA, Sports Illustrated, SportsCenter, Yardbarker, NBC Sports, Basketball Insiders, SportsPro, Sports Center, Professional Sports Publications, RealGM, Bleacher Report Radio, Yahoo! Sports Radio, CBS Sports, NBADraft.net, SLAM Magazine, Yahoo Sports, SB Nation, FOX Sports Arizona, RantSports, Sports Weekly Magazine, Scout Media, RealGM.com, Deadspin, FOX Sports Ohio, Bleacher Report, SportsCenter Inc, ESPN3 or Sports journalism

[Edit](#)

 **Audience Details**  
View how this audience is defined

**Audience Name** Media Workplaces - 97k  
**Saved Audience Details** Location: United States  
Age: 18 - 65+  
People Who Match: Employers: The Guardian, Ellen DeGeneres, People magazine, SFGate, Time Warner Cable, CNN Sports Illustrated, ESPN, ESPN First Take, FOX Sports, ESPN on ABC, Live Nation Entertainment, TIME, The Late Show with Stephen Colbert, Chron.com from the Houston Chronicle, NBC Nightly News with Lester Holt, Webclinic, Today Show, CBS News, The San Diego Union-Tribune, Live with Regis and Kelly, USA TODAY, iHeartMedia Chicago, Mike and Mike, Detroit Free Press, New York Post, Viacom, Weekly World News, SportsCenter, The Tonight Show with Jay Leno, Good Morning America, USA TODAY Sports, The Dr. Oz Show - Zoco Productions, NBC News, NBCUniversal, NBC Sports, Oprah Winfrey Show, The Late Late Show with James Corden, Fox News, Iheart Media, Steve Harvey Morning Show, New York Daily News Sports, CBS Radio, Jimmy Kimmel, The Buffalo News, Dr Oz Show, Business Insider, Mashable, CNN International, Newsweek, The Dallas Morning News, Newsday, The Sacramento Bee, PBS, FOX10 News, Sports Center, New York Times, New York Daily News, MSNBC, iHeartMedia Inc., CBS Sports, The Star-Ledger, iHeartMedia, iHeartMedia Portland, Miami Herald, XFINITY, The Seattle Times, Dr. Mehmet Oz, Jimmy Kimmel Show, The Charlotte Observer, CNN Sport, Turner, ESPN3, Star Tribune, Jimmy Kimmel Live!, Hartford Courant, The Chicago Sun-Times, Late Show With David Letterman, Live With Kelly And Micheal, azcentral, The New York Times, The Boston Globe, CNN, Orlando Sentinel, Las Vegas Review-Journal, Washington Post, Chicago Tribune, Los Angeles Times, Omaha World-Herald, Sun Sentinel, Orange County Register, CNET, ISM Sports, CBS Sports Network, ABC News, The Columbus Dispatch, The Kansas City Star, O, The Oprah Magazine, NBC, Tampa Bay Times or The Virginian-Pilot

[Edit](#)

# CORE AUDIENCES





# LOOKALIKE AUDIENCES

Build upon custom audiences



- CONVERSION  
LOOKALIKES

- LEAD  
LOOKALIKES

We're assuming lookalikes are an extension of custom audiences, since the custom audience is a seed. Not all seeds are strong enough to be worth having lookalikes built. And only the strongest seeds (high enough volume and low enough in the funnel) should have 1%, 3%, and 5% audiences made (with appropriate exclusions, of course).

# CUSTOM AUDIENCES

The various forms of first party data

## - WCA

**(website custom audiences)**

combos of time period and part of the site.

## - Email audiences

( which can be automatically updated if using integrated OAuth or a third party like LeadsBridge) or manual, broken out by segment.

## - Native audiences

all video views, some video views (in last 14 days), general page engagement.

## - Special audiences

offline conversions, app activities, partial match audiences.




## Create a Custom Audience



### Use your sources

 Website traffic

 Customer list

 App activity

 Offline activity

 Store visits

### Use Facebook sources

 Video

 Instagram business profile

 Lead form

 Events

 Instant Experience

 Facebook Page



### About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

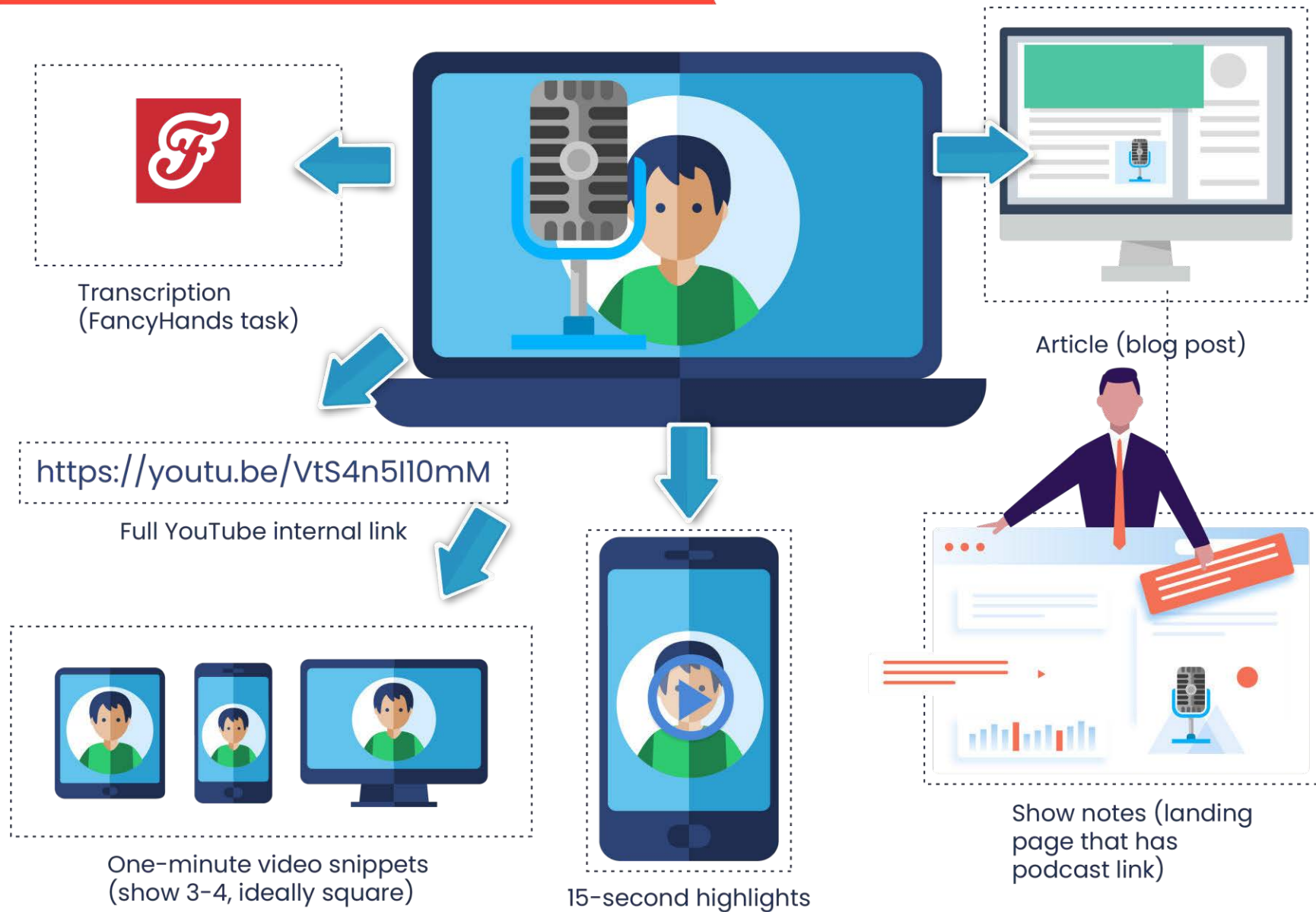
# Omni-Channel

## AMPLIFYING YOUR VIDEO

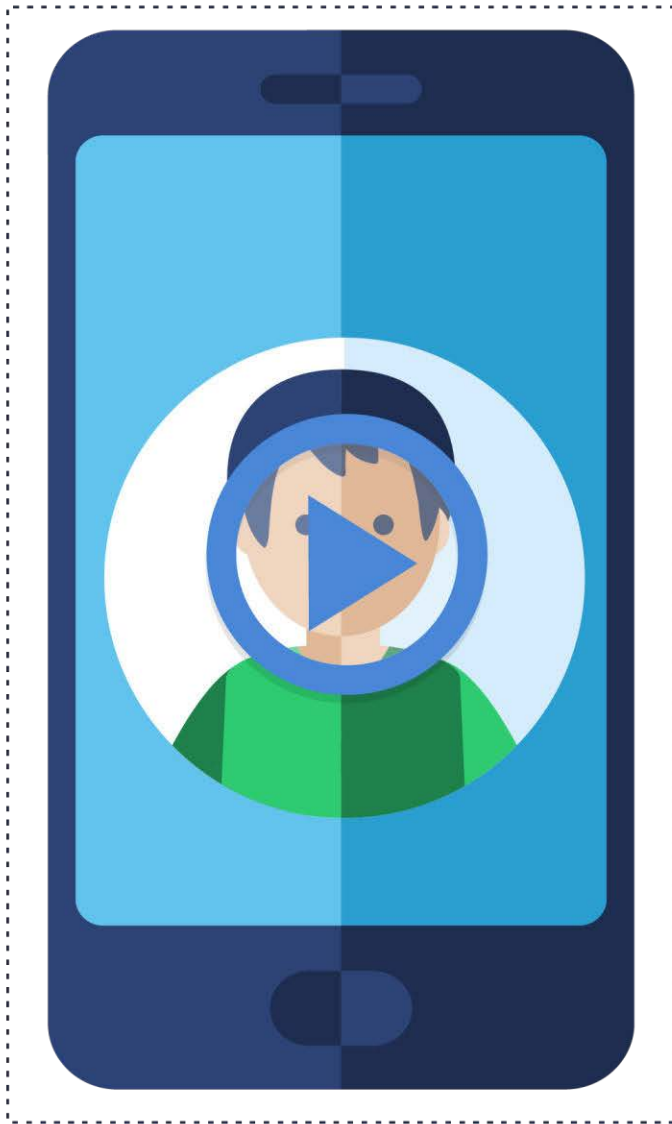


# Omni-Channel

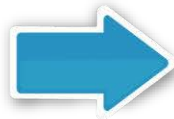
## AMPLIFYING YOUR VIDEO



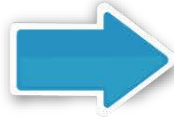
# Omni-Channel CHANNEL VARIANTS



15-second highlights



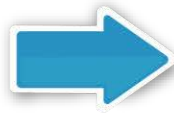
Instagram for vertical



YouTube for landscape



Square for Facebook



Square for website

# Repurposing Content

## SINGLE PIECE OF PILLAR CONTENT

Videos, podcasts, interviews, articles, etc.

## MANY PIECES OF MICRO CONTENT, ALL DERIVED FROM A SINGLE PIECE OF PILLAR CONTENT

One-minute videos, social media posts, articles, etc.

## DISTRIBUTION OF MICRO CONTENT

Determine which pieces of content are performing well across multiple platforms and produce similar content accordingly

# Repurposing Content

1



**PILLAR CONTENT**



**MICRO CONTENT**



**DISTRIBUTION**

2




3



# Repurposing Content

## Why are you not seeing results on Facebook Ads?

 Posted by Dennis Yu

The process of conversion is done over time via lightweight interactions, growing and deepening engagement.

Too many times I see people expecting conversions without ever taking the time to build trust or like-ability with their audience beforehand.

By sequencing the content your customers see, you can effectively guide them through the funnel in a very natural and trustworthy way.

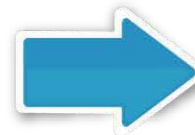
Save yourself the time and money we spent to learn this by checking out our Content Marketing course below:

### Content Marketing



Let's grow your business' online presence! Personal branding is the plumbing, content marketing (this module) is the fuel, and ads are the dynamite. For this to work, you must actually be recognized as an expert in an area you care about. You must personally tell your story in such a compelling way that others irresistibly follow you.

 BlitzMetrics Academy



 Dennis Yu  
Published by BlitzMetrics [?] · July 11 · 

The process of conversion on Facebook is done over time via lightweight interactions, growing and deepening engagement.

Too many times I see people expecting conversions without ever taking the time to build trust or likeability with their audience beforehand.

By sequencing the content your customers see, you can effectively guide them through the funnel in a very natural and trustworthy way.

We go into great depth about how to implement an effective content marketing strategy that leads to conversions in our Content Marketing course. Save yourself all the time and money we spent learning this by clicking the link below:

<https://academy.blitzmetrics.com/courses/content-marketing/>

## Why you are not seeing results on your Facebook Ads





## KEY FACEBOOK RESOURCES

Creative Considerations for Direct Response - best practices for mobile-first creative

- Video Creation Toolkit – new tool that enables video creation from still assets
- Building a Manual Product Catalog - necessary for Collection Ad Format
- Improve your Facebook targeting by leveraging all of the FB targeting options
  - Custom Audiences
  - Lookalike Audiences
  - Facebook Native Audiences
- Free Facebook Training via Blueprint - <https://www.facebook.com/blueprint>
- Hiring ads on Facebook - <https://www.facebook.com/business/pages/post-job>
  - Reach applicants in your local market through boosting - [https://www.facebook.com/business/help/135546850296973?ref=fbb\\_jobs](https://www.facebook.com/business/help/135546850296973?ref=fbb_jobs)

# KEY FACEBOOK RESOURCES

- For creative inspiration and sharing of mocks on devices - <https://www.facebook.com/ads/creativehub>
- Facebook Marketplace information - <https://www.facebook.com/marketplace/learn-more/business/ecommerce>
- Store Visit Methodology Information:
  1. Store visits - <https://www.facebook.com/business/help/176164682883378>
  2. How we calculate store visits - <https://www.facebook.com/business/help/1150627594978290>
  3. Understanding measurement - <https://www.facebook.com/business/help/561829764004039>
- Offline Conversion:
  1. [About Facebook Offline Conversions](#)
  2. [Getting Started](#)
  3. [Uploading offline data](#)
- [Retail Playbook Resource Guide](#) – overview all our ad formats and objectives
- great document to train employees or as a reference guide



# One-Minute Video Checklist

## 1. Become a member of our Facebook Group

<https://www.facebook.com/groups/BlitzAcademy/>

- BlitzMetrics Academy Group*: a safe place for members of this course to create and publish their videos, in a supportive setting with other members.
- Assignment**—Join the Facebook group and post a 1 minute video so the other members can get to know you better.

## 2. Making a One Minute Video <sup>#254</sup>

- Study the 4 components of a one minute video. <sup>#253</sup>
- Why one minute video?*
- Assignment** - Make one-minute video.

## 3. Production vs. Post-production

- Set up camera, lighting, tripod and microphone. <sup>#255</sup>
- Learn how to screen capture for free – Wistia Soapbox. <sup>#256</sup>
- Use free editing software – HitFilm Express. <sup>#257</sup>
- Learn to use Facebook auto captioning for free. <sup>#251</sup>
- Assignment** - Record a video and upload it without editing to Facebook Page.

## 4. Content Planning

- Understand and research your audience/targeting. Know
- your brand - [www.blitzmetrics.com/PBG](http://www.blitzmetrics.com/PBG)
- Assignment** - Identify the three most important items to your brand.

## 5. Editing Video

- Save time on editing by not recording more footage than you need.
- Use free editing software until you are proficient to reach to move to a premier software, like Camtasia, Adobe AfterEffects, etc.
- Assignment** - Clip the head and tail of your video so there is no wasted time.

BlitzMetrics

# ONE MINUTE VIDEO COURSE

blitzmetrics

## GET IT IN THREE EASY STEPS



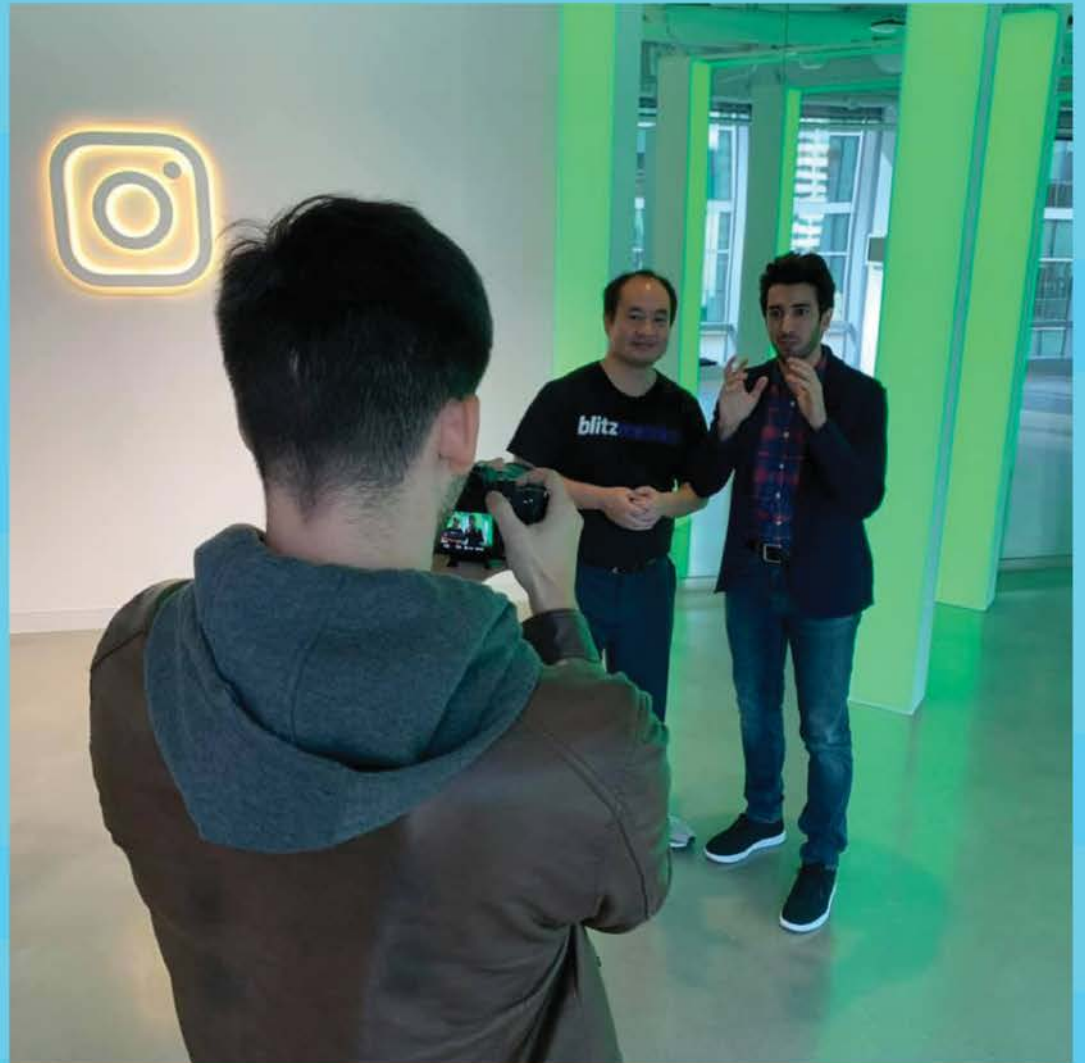
Time to complete  
 5 hours initially  
 30 minutes weekly

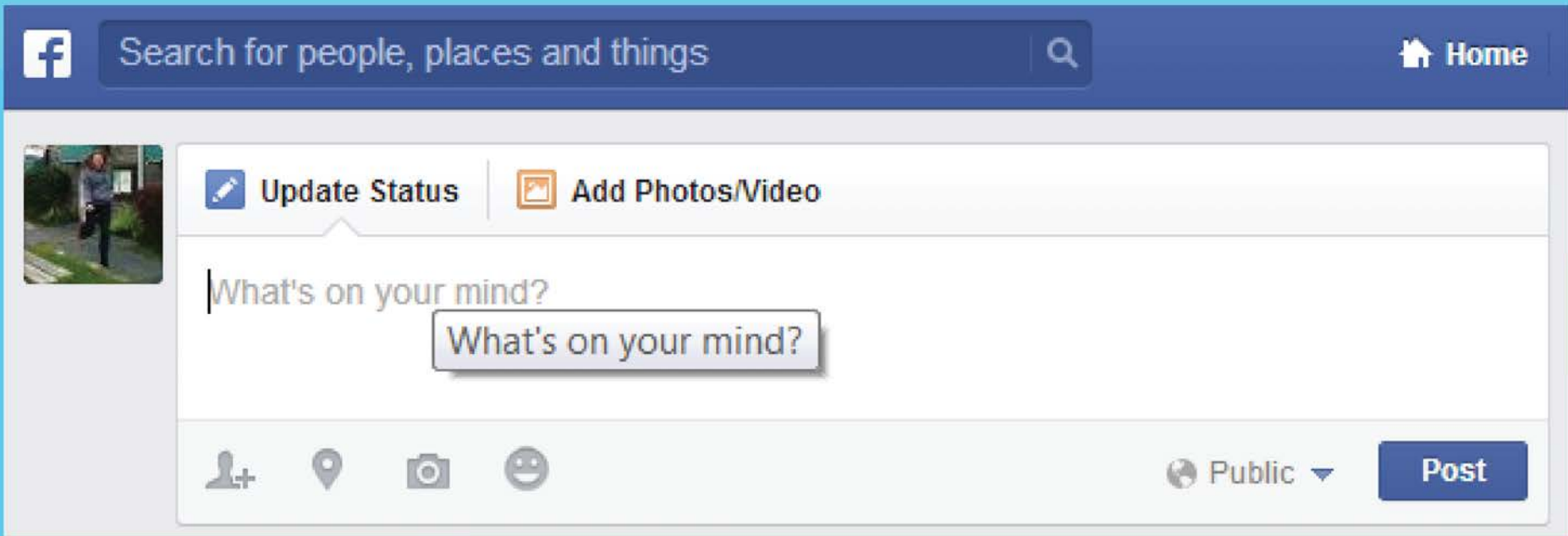
### One Minute Video Course

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**MAKE  
A ONE-MINUTE VIDEO**





# 2 POST VIDEO AS FACEBOOK POST



# EMAIL

URL TO

[OPERATIONS@BLITZMETRICS.COM](mailto:OPERATIONS@BLITZMETRICS.COM)