Module 3 – 3 FB Training – Audience Insights

September 14, 2015

In a previous module, he used fishing as an example. In the last module he used dogs. This technique will work with any niche as long as you find the right kind of product.

We are in the early stages of eCommerce. It is still developing.

Focus on each small step. (Nibble, Nibble! I can eat the whole damn elephant if I just Nibble, Nibble!)

1. ID a product
2. ID the Edge
3. Create the Single Page ad in your WordPress site.
4. Create the FB ad (on a relevant Fan Page that you may have to create)

OPEN FB Ads Manger

(if you don't have an account, Google for Facebook Ads Manager. It is free to set up.)
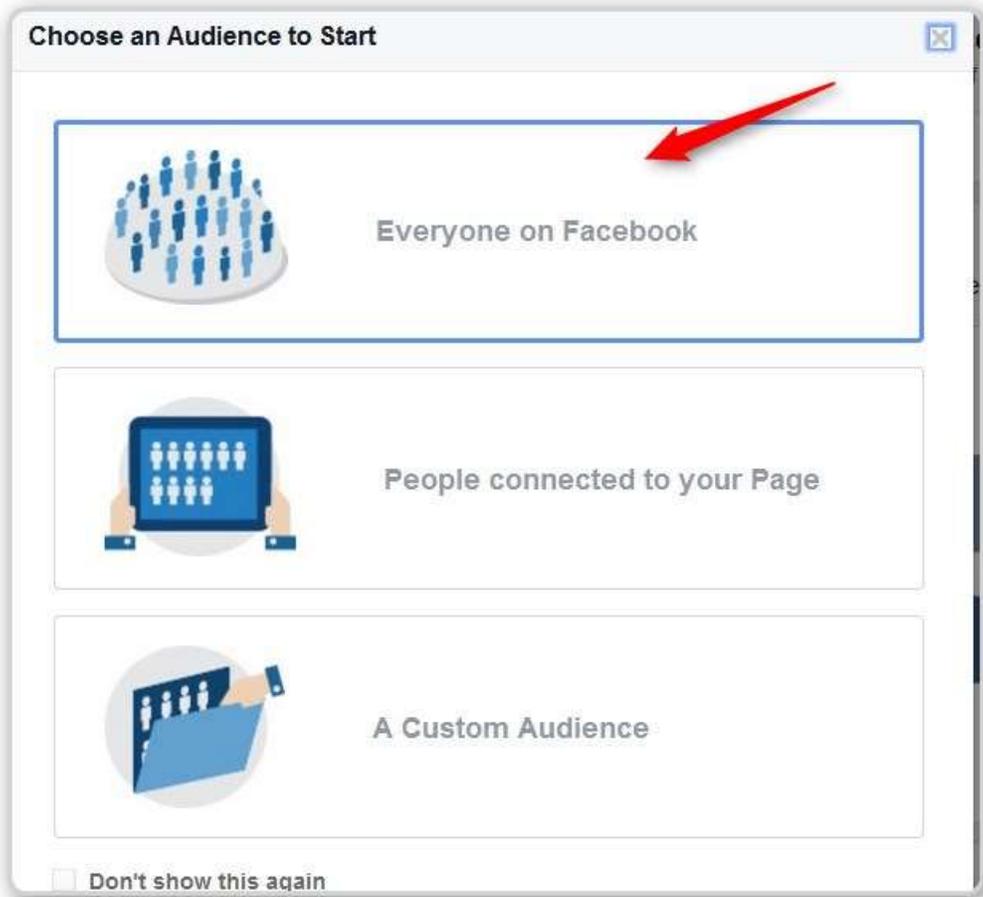
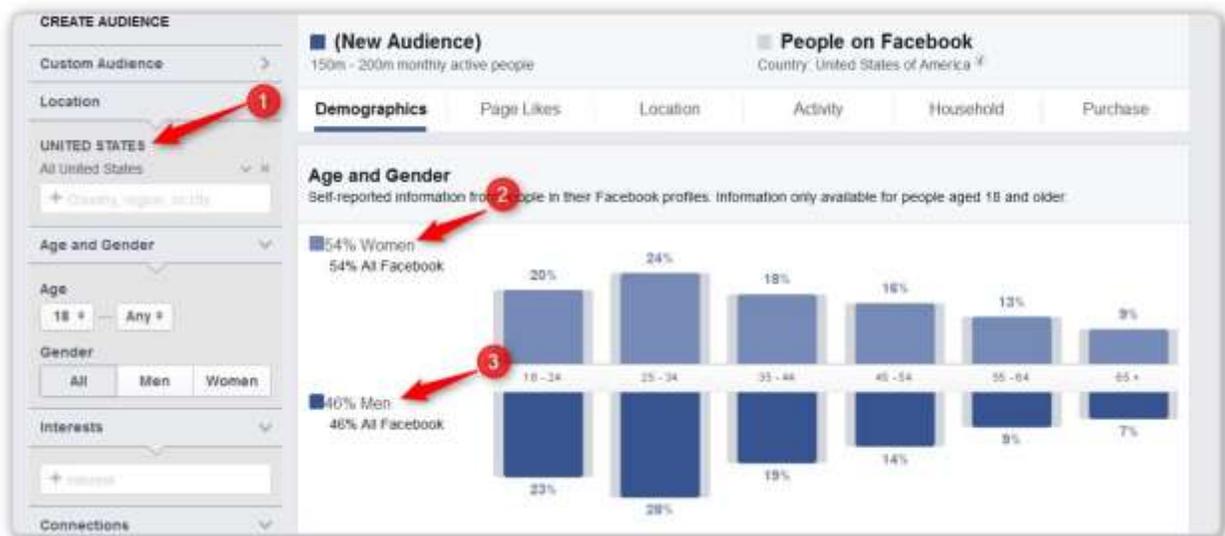Start with Audience Insights
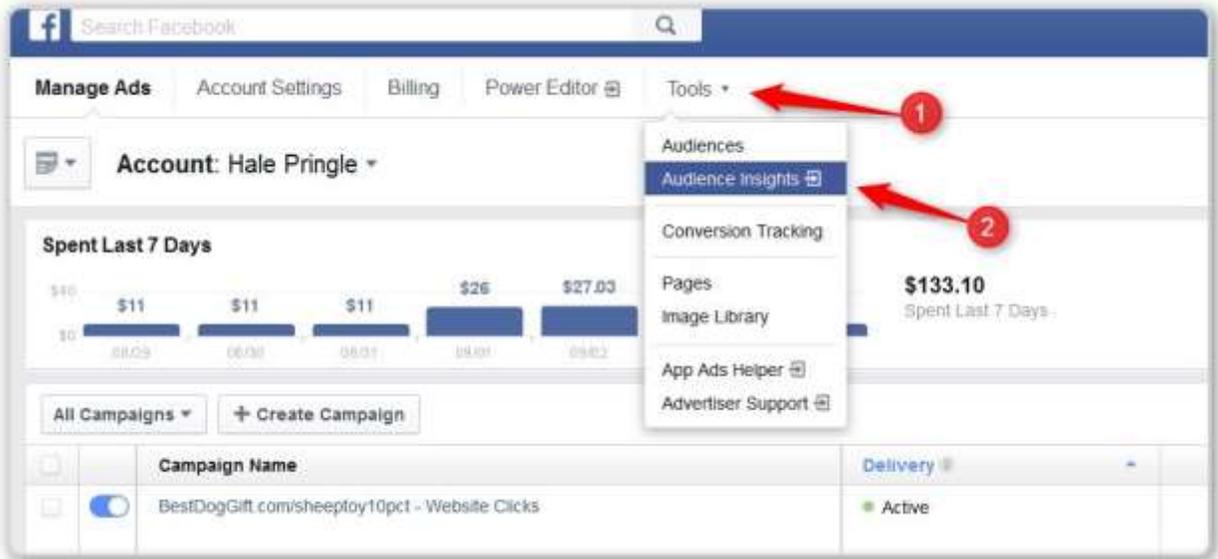
#1 – Click on Tools

#2 – Click on Audience Insights

Just like we did the the Overview of the FB Ads Screens, we pick "Everyone on Facebook"

Click on Everyone in Facebook

Facebook shows you the demographics of "Everyone"

#1 - Mine defaulted to Location is United States – which is okay. That is all I plan to ship to.
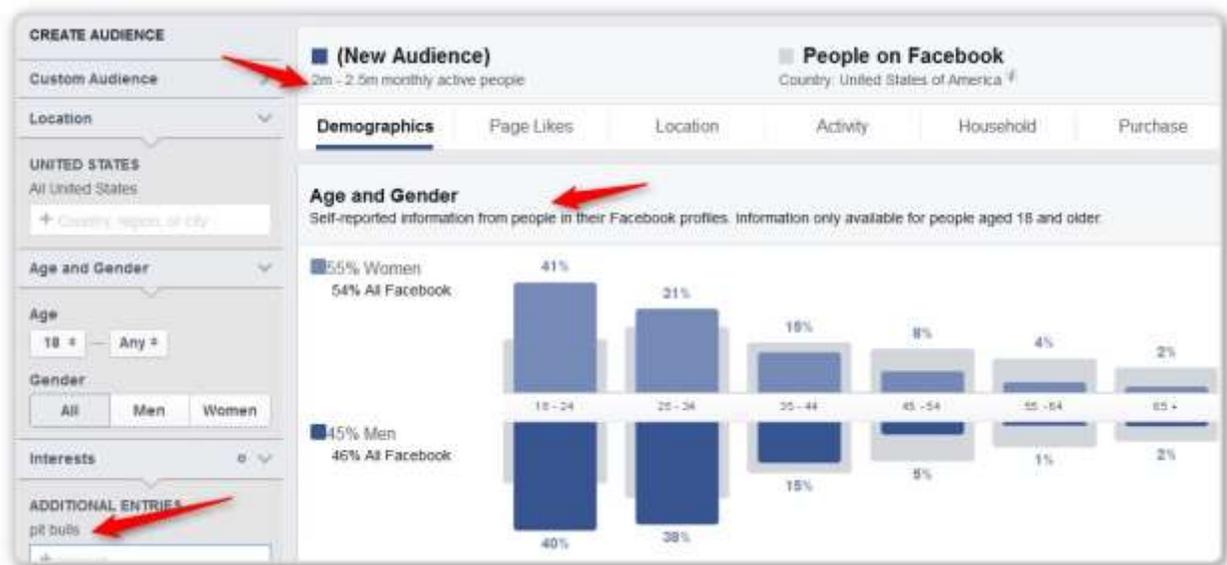
#2 & #2 – Examples – You can see the genders of the general US Population who use Facebook.

This is NOT the audience we want.

Let's Put Pit Bulls in the Interests Field

NOTE: There are two Pit Bull Entries.

Here is the one that is all lower case

 2 to 2.5 million people

Here is the one with the "P" in Pit Bull capitalized and in bold face. This is a category that Facebook has set up and they attach people to the category for the very slightest of reasons (You LIKE a picture where you sister says "Here is my neighbor's Pit Bull" – now you are a Pit Bull Lover – NOT, but Facebook drops you into the Category). This is a good starting place, but NOT a good ending place.

Now we have 9 to 10 million people - way too many.

NOTE: There is a Rapper who goes by the name Pitbull, even though it is one word there is no doubt that there is some crossover.

HOW TO SEPARATE OUT THE PEOPLE YOU REALLY WANT

Click on "Page Likes" above the graph bars.

■ (New Audience)		**▢ People on Facebook**
9m - 10m monthly active people		Country: United States of America *i*

| Demographics | **Page Likes** | Location | Activity | Household | Purcl |

Top Categories

1	Athlete	Wallace the Pit Bull
2	Society/Culture	America's Dog Pit Bull Rescue
3	Personal Website	I Love Pitbulls · Stop Pitbull Bans
4	Organization	The Bully Market
5	Clothing	Hendrick & Co. · Country Outfitter
6	Cause	I'm Against Animal Abuse
7	Community	I Love My Pit Bull · Pitbull Lovers · Pit Bull Chat · Second Chance Rescue NYC Dogs
8	TV Show	Pit Bulls and Parolees · Sons of Anarchy
9	Non-Profit Organization	The Animal Rescue Site · Villalobos Rescue Center · The Positive Pit Bull
10	Pet Supplies	Pit Bulls and Itty Pitties · Bully Max · PetSmart · Petco · Protect the love

See All

He just wanted to make sure the Pages listed were for the dog and not the rapper.

Back to the Demographic Pit bull screen

In case you haven't seen these screens before, the light grey bars represent Facebook in general. The dark blue bars represent our current target audience. You can see the upper left bar shows that females 18 to 24 years old (18.6%) makes up a much larger portion of the Facebook community than the Pit bull community (7%).

Let look at what we are looking for:

Pit bull owners who want to walk their dog and the dog pulls all the time. They are passionate about their dog, but would like to talk a walk without hurting their dog and not having their arms jerked all the time. This is a much smaller group than "all people interested in Pit bulls."

Plan on Action

1. Look under Interests for Pages that only passionate Pit bull owners would like (you won't find many)
2. Add interest that only passionate Pit bull owners would like
3. REMOVE THE TOO GENERAL INTEREST "Pit bull"

SIX MORE SEARCH TECHNIQUES

1. In the Interests Section of the Create an Ad Screen
   a. In the Interests section type your main keyword (e.g. pit bull) and then type the letter "A" – look at the suggestions that pop up
   b. Erase the "A" and type b
   c. Then C
   d. Go through the alphabet adding anything interesting that comes up to your list of people you will target with your ad.
2. Open a second window and open Audience Insights and see what it suggests (You'd think this would give the same results as the Ad Creation Tool, but it doesn't)
3. Google Search for your keyword and do the same thing (add an a and then b etc.)
4. In Facebook try some of these in the Search Bar at the Top of Facebook. (You'd think this would give the same results as the Ad Creation Tool, but it doesn't)
   a. Groups of people who like PAGE NAME
   b. Groups of people who like PAGE NAME and PAGE NAME
   c. Favorite interests of people who like PAGE NAME
   d. Employers liked by people who like PAGE NAME
   e. Pages liked by people who like PAGE NAME
   f. Pages liked by GENDER who like PAGE NAME
   g. People who live in (city or state) and like PAGE NAME
   h. Favorite interests of people who like PAGE NAME and PAGE NAME
   i. Pages liked by INTEREST
   j. Groups of people who are interested in INTEREST

    k. Groups of people who like TOPIC and like PAGE NAME

    l. People who like PAGE NAME/TOPIC and checked in at PLACE

    m. TYPE OF BUSINESS in LOCATION visited by people who like PAGE NAME

    n. Pages liked by GENDER who like PAGE NAME

    o. Pages liked by people over the age of NUMBER who like PAGE NAME

    p. Games played by fans of PAGE NAME

5. Look up some artilces in Google about people who are expert in TOPIC

6. Look in Wikipedia and see if some interests of people pop up that might show in the Interests section of the Ad Creation Tool

He took time out to do two things.

1. Create an ad page on his website created with Product Pages Theme

Instant Pit Bull Trainer Leash Trains Pit Bulls to Stop Pulling - As Seen On Tv

✔ The gentle way to train a Pit Bull to be a perfect walker
✔ Instantly trains to stop pulling without choking – for Pit Bulls
✔ Attaches to any collar (collar not included)
✔ 6 foot leash once attached
✔ Vet and trainer approved – as seen on TV

This Deal Expires on:

00 00 00 00
DAYS HOURS MINUTES SECONDS

Price: $9.99

BUY IT NOW

WARNING: LOW IN STOCK

2. He found or created a Facebook page specific to Pit bulls. You have to create a post on a page in order to show it to people as an add (Promote your post). In the Power Editor you can create the post as if it is one the page and never actually have it show on the page (Dark Posts), but you still need a page to associate the post / ad to.   His page is I Love Pit bulls. It currently has 438 likes. It is NOT a big pit bull page.

Here is the post he put up.

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance	Audience	Facebook	Affinity
I Love My Pit Bull	1	The audience (**520K people**) likes **I Love My Pit Bull**		9.2x
The Animal Rescue Site	2	This audience is **9.2x** as likely to like this than the All Facebook audience		3.3x
Villalobos Rescue Center	3			6.4x
Pit Bulls and Paroloos	4	477K	962.1K	5.7x

He looked at the pages that have a high affinity with the category Pit bull.   People who fall in the Pit bull Interest category are 9.2 times more likely to like the first FB page "I Love MY Pit Bull" than the general population of Facebook is. According to the Facebook help, you can't actually attach to a Facebook page that you don't own, but some names and phrases become so common that they show up as Interests. "I love my pit bull" is one of those.

Let's remove the general Pit bull interest and go back to Demographics and see what we have.
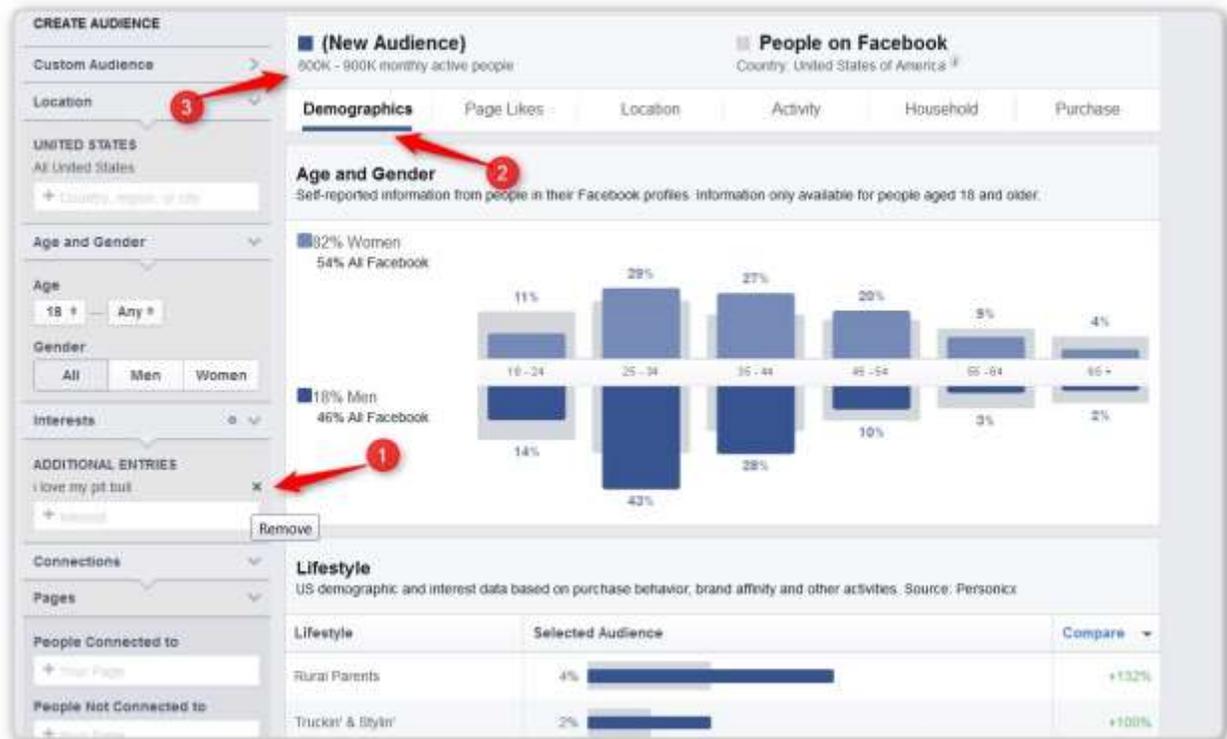
#1 – This shows the little "X" that allows you to remove one of the interests. That is how we got rid of the general category Pit bull.

#2 – We clicked on Demographics

#3 – Note that we have 800K to 900K active users who like this topic.

Adding more interests is always done with Interest-1 OR interest-2. This means the number will always go up (until you are always adding the same people you already have). There are tools that let you do Interest-1 AND interest-2, but they are all third party tools.

START CREATING AN AD

At this point he shifted over to the Create an Ad screen

1. Click on the Green Create and Ad button.
2. Choose Use the Ad Creation Tool (not the Power Editor)

3. Choose YOUR page (Note: In the video, Boris chose "I love Pit bulls" as the page. What he wasn't clear about was that this was HIS page. The interest he is targeting is "I Love MY Pit bull". This is also the name of a page with a lot of followers.)

4. Chose the Post you put on your page that is an Ad.
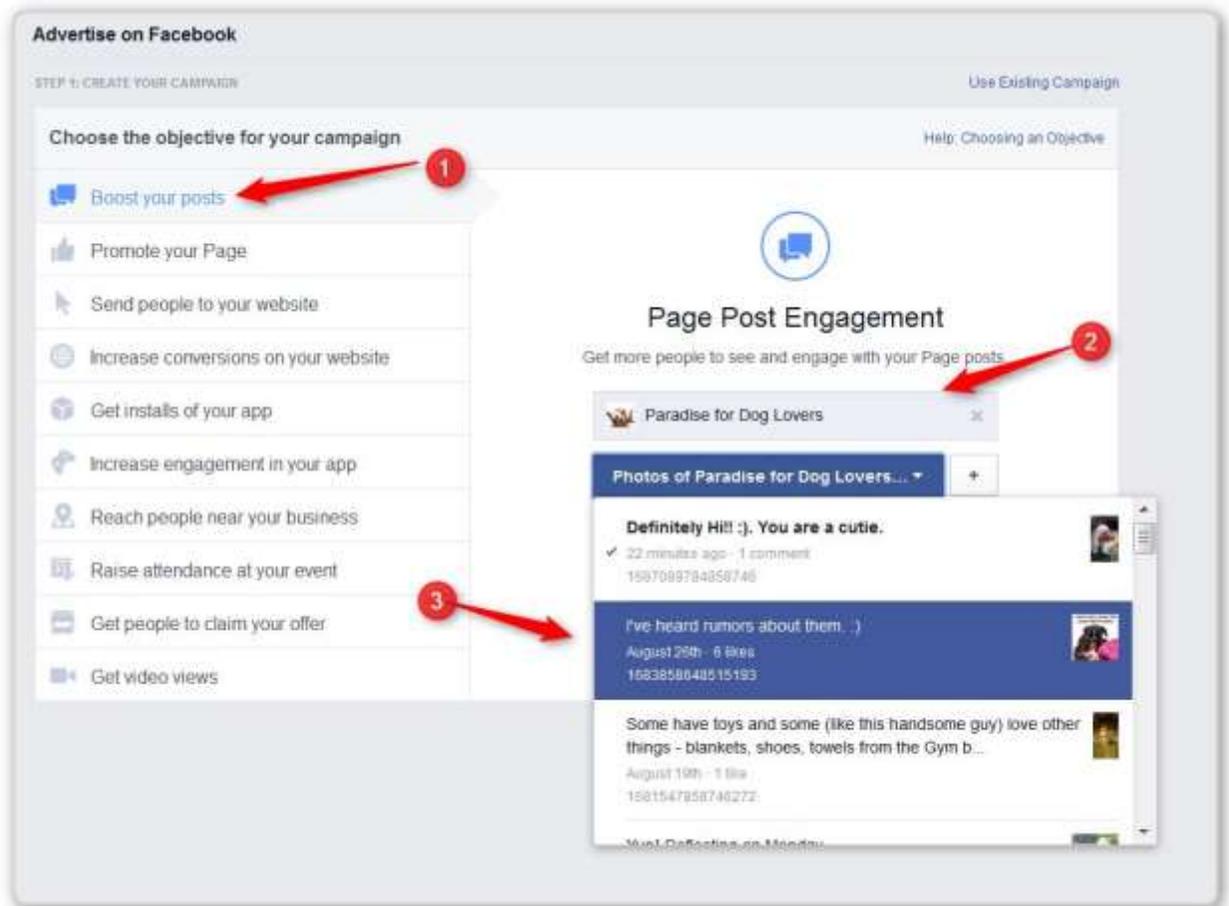
#1 - Click on Boost Your Post

#2 – Click on YOUR page that is related to this topic (Boris chose "I Love Pit bulls", which is his page)

#3 – Click on the post you created as an ad to send people to your single page Sales Page create in your Product Pages website.

#4 – Click on the blue Continue Button (not shown – hidden un the list of posts on the page.)

Name the Campaign. This text box will show up right where the Continue Button was.

Go to the Interests field and enter the Page you found. (He entered "I Love Pit bulls", but it found "I Love MY Pit bull" and that is what he selected.)

#1 – He hasn't changed any of this yet

#2 – Here is where he selected "I Love My Pit Bull"

#3 – On my screen we are at 810,000 people

He chose several more off of the list that Facebook presented. Each time the list grew some. He avoided things like "Pit bulls against

misinformation" He is interested is owners who want to walk their dog, not politically active pit bull owners.

Another one that particularly interested him was Pitbulls Parolees. This is a TV show. You must have some interest if you watch a show about Pit bulls.

#1 – Here are some of the interests you can choose

#2 – Here is the number of Facebook users who like the interest currently highlighted. The total number you have selected is up a little higher under the speedometer.

Back to the Audience Insights Tool and did his best to select some of the high number items he found over in the Create an Ad tool.

CREATE AUDIENCE

Custom Audience

Location

UNITED STATES
All United States

Age and Gender

Age
18 — Any

Gender
All | Men | Women

Interests

ADDITIONAL ENTRIES
i love my pit bull
i love pitbulls
Peace Love & Pitbulls
Pit Bulls & Parolees
pitbulls parolees

- Business and industry +
- Entertainment +
- Family and relationships +
- Fitness and wellness +
- Food and drink +
- Hobbies and activities +
- Shopping and fashion +

Advanced

■ (New Audience)
2m - 2.5m monthly active people

People on Facebook
Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

■ 90% Women
54% All Facebook

■ 10% Men
46% All Facebook

Men 25 - 34 are
38.3% of selected audience
27.9% of Facebook users
Click chart to target

Lifestyle
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personicx

Lifestyle	Selected Audience	Compare ▾
Rural Parents	3%	+74%
Solo and Stable	1%	+57%
Country Single	1%	+50%
Truckin' & Stylin'	2%	+45%
Raisin' GrandKids	4%	+29%
Cartoons and Carpools	3%	+29%

#1 – I most have selected more than he did since I have 2+ million

#2 – Note that it is 90% Women. One video I watched suggested that any group that is less than 10% should be eliminated. He chose to eliminate the men from his ad campaign.

#3 – Here are some interest we found

#4 – Note that #4 is a LARGE blue box. It looks like a significant number of people.

#5 – You have to remember that the 38% we were just looking at is 38% of the 10% men. If we had a thousand people, 100 would be men and the 38% of them is about 4 people. The women's percentage is 24%; however

that is 24% of the remeaning 900 in our original 1,000. That is 216 people.
So we have 4 men and 216 women. Obviously the 216 is a much larger
group.

> #1 – In my case this didn't reduce the numbers much. We are still at
> 2 million to 2.5 million.

Looking at the age range, the 18-24 is obviously small. In this case things tend to
drop off after age 54. He suggests that we target 25 to 54

I removed the pitbulls paraoles to reduce things some.

#1 – we are at 1.5 million

#2 – Age is 25 to 54

#3 – Gender is Women only

#4 – We have several interests that are specific to Pit Bull owners.

We are not looking for a special number (like 5 million). We are looking for groups that are passionate about what we are selling.

An Aside

He chose pitbulls parolees – which has about 143,000 people

There is another interest Pitbulls & Parolees – that is a category and it as 2.4 million. I removed it from here on out to reduce the total population to something manageable.

Fill in the Rest of the Ad Creation Information

#1 - $10 per day

#2 – Leave it as as Post Engagement

#3 – Name the Ad Set so we can remember what it is targeting

#4 – Estimated number of people who will see the ad per day
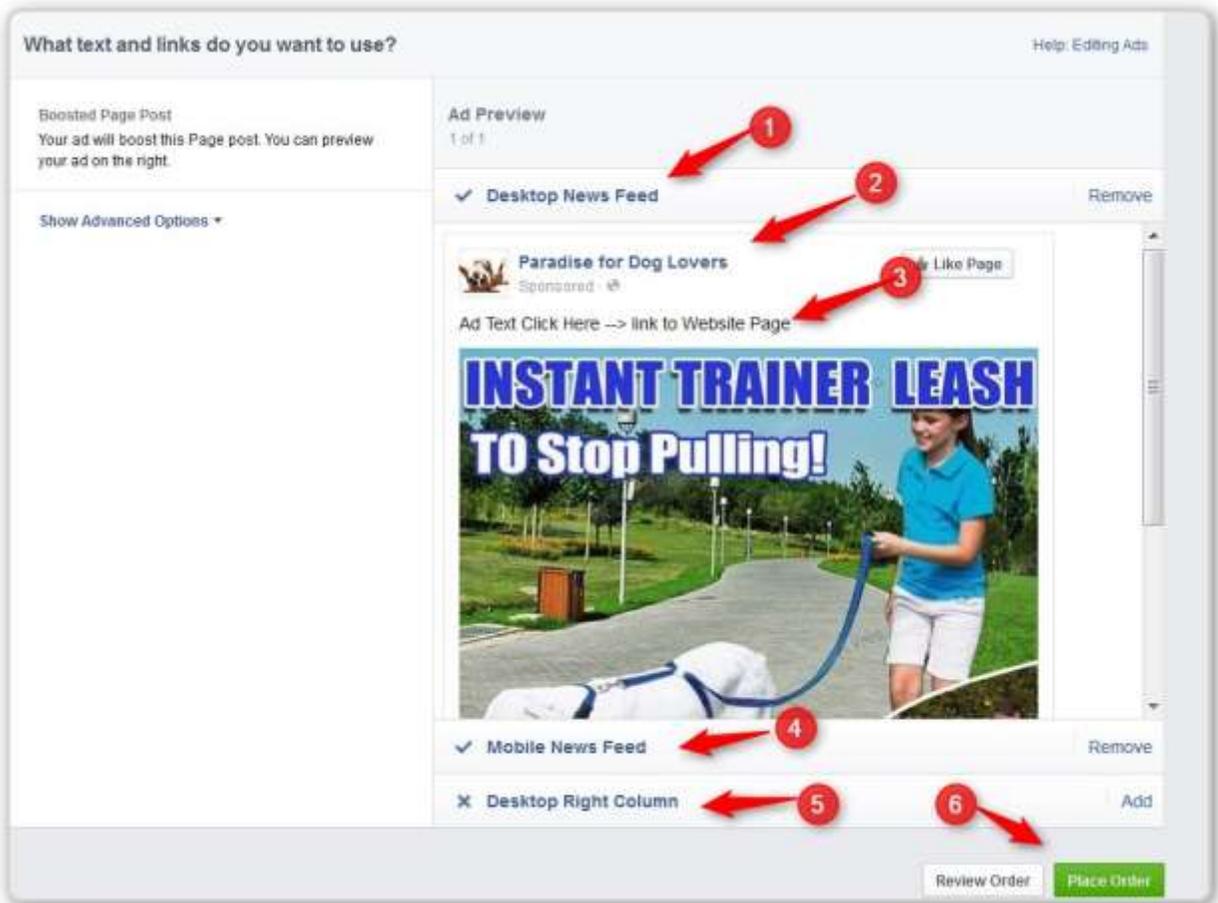
#1 – Desktop News Feed – YES

#2 – This will be YOUR Facebook Fan Page

#3 – This will contain your marketing text (you can see his above where I first showed this picture)

#4 – Mobile News Feed – YES

#5 – Desktop Right Column - NO

He talked about how important targeting is. If you are getting a general population type spread you are probably doing something wrong.

Post Engagement ads take a while to gain some traction – give them a couple of days.

Transcript

Facebook Audience Insights

All right and welcome back to video three. We're going to jump into Facebook insights and break down the targeting of how we're going to essentially advertise this product so we can bring in the proper target of people looking for this product. And I hope you're excited about this because you know before when the previous modules we chose fishing as one of the products here we came across a pretty cool product right off the bat and absolutely from scratch right in front of your eyes as I just showed you. And as you can see this doesn't have to be a specific niche in any area. This could be in sports, this could be with dogs, this could be with fishing, this could be with clothing or electronics or anything you can imagine. You can basically create this E-commerce Arbitrage as long as you find the proper product for that niche and you target it correctly. So once again we're going to jump into Facebook insights, I'll walk you right to it in just a moment but I just wanted to kind of you know take the temperatu re so to speak and tell you and share with you that we are in early stages of E-commerce Arbitrage. We're in early stages of E-commerce even though this isn't the first year that e-commerce exists and even though giants like Amazon exist as well. But on this scale where an every individual is able to generate passive income and even massive income to be honest, you know whether it's millions and millions of dollars which people do all around the world this is possible. This is doable and I you know as we've just seen and we're going to see this is a very simple process. You don't need to get overwhelmed. You just need to chunk it to small pieces.

So all we you need to do is focus on each individual piece first, you know you would look for a product,

then you would look how to target this product then you would look how to build these pages that we covered in previous modules. Every small piece, once you get the hang of it you'll be able to spit them out in a matter of minutes just like we did and you'll be able to generate massive income from anywhere from you know maybe a couple hundred dollars a month and it's up to you to tens and thousands to hundreds of thousands of dollars a month like we have done and proven and are passing on to you. So with that let's jump on into Facebook Audience Insights and we do that by going into the ads manager in your account and

if you don't have by the way an ads manager because you never ran ads on Facebook before, simply go to Google and type in Facebook Ads Manager and if you don't have one it's going to take you to the proper page. Facebook advertising is a good start. You come here and you would basically see a different page where you would manage your ads, you would set everything up, it's pretty simple, pretty straightforward and you can get going in just a matter of minutes. It's very very self- evident and very easy to do. There's no need to spend any time on it. Just I wouldn't be able to show you because I would need to create a whole new account because my account is already linked to the Facebook ads account but it's very straightforward. Simply fill it out and they walk you through the whole process with your email, your name and so on and so forth.

So inside the ads manager we have something called audience ins
ights and audience insights is a tool that
Facebook provides us with to do research essentially so we can become better at targeting, so we can
advertise more with Facebook, so we can spend more money with them but also so we can generate
results because i
f we're not going to generate results then we're not going to come back to them and they
want us spending money with them. So they're giving us every possible tool, that they think is going to
help us to generate awesome results. This is certainly one of t
hose tools. So you can start by clicking
everyone on Facebook and what ends up happening is actually they're taking me to it here, but when ends

up happening is Facebook shows you the age and gender demographics of who is on Facebook at all at

any given ti

me and in general covering pretty much everybody. But we're not looking for everybody. We

are looking for specific people who are dog lovers and even more specifically who are pit bull lovers. So

we can start writing something pretty general like a pit bul

l and seeing what it is that we're going to be

generating in terms of the age and gender and page likes. In this particular case because there is an actual

singer or performer by the name of Pitbull as well and of course he's typically written you know a r

apper

as one word versus two, you still want to be careful. You want to go, the first thing you do in cases like

these is you want to go to page likes and make sure that these page like excuse me the top categories for

other pages are related to what it is

that you're actually looking for which is a dog. So now we can come back rest assured that we are actually looking up information about pit bulls the dogs and not the rapper,

we can now explore who it is that we should be targeting at least as per Faceboo

k's custom audiences.

Now what we immediately see when we put in something as broad as just a pit bull which probably

attracts millions of people and we'll test that or check it in just a few minutes. The audience seems to be

a little bit too broad and we

can actually see right here that it says ten to fifteen million monthly active people that are basically eighteen and older between men and women that's our settings at the moment

who are interested in something as general as a pit bull. And we also see t hat it's a split between women

and men 67% women, 33% men and it almost covers kind of every age group which immediately tells me

that's a little bit of a red flag because if I'm covering essentially everybody for the most part you know I

am way too broad

. Remember we're looking for passionate pet owners who are in the midst
of
essentially
having
trouble walking their dog who probably pulls on the leash all the time
because it's a big dog, it's an
aggressive dog and the owners don't necessarily want to hav
e that experience. They want to have a
regular easy
walk and
control of the whole situation. And those are going to be a smaller group
you know,
a very passionate group that are very much into walking their dog taking
care of them without harming
them in a
ny way and this leash that we're trying to this instant trainer is obviously
you know that type of
product. But with pit bulls this is a little bit too broad of an audience based
on the picture that we're
seeing. So let's see what else we can pick up by go
ing into page likes okay. So based on the interest and
the age and the gender that we've put on Facebook says that these
combinations give us a top categories
of Facebook pages as well as other pages that are very relevant and have
a very large or small or
some
kind of affinity with the group and target that we're looking for.
Now what we can do because we started so broad is kind of ad other items
or other pages or other
interests and then take away something that's as broad as just a pit bull
and then co
me back to the
demographics and see how that plays a role and see we are getting much
better information in terms of
the people who we are looking to show our offer to
, right
, which is the instant trainer leash. Now let me
pause here for two seconds and go
back to the previous modules where remember we have created

different pages using the word press theme. We have gotten over the fact that the image that we were

going to use was an image from Amazon so what I'm going to do is I'm going to pause this video

for just a

few minutes I'm going to go through the trouble of making you watch how I do that thing again where we

already covered that in module two how to set up a page and of course then come back to you and show

you what we have done. I'll also see if

I can dig up

an

old Facebook page because I have so many of them

in so many different niches that it's very likely that I already have a page just from you know a year ago

something like that. And what I'll do is I'll set up an ad and I'll walk you through

the whole thing kind of

reverse engineer the whole process. You know we'll come back where we left off which is how to

essentially zoom in and go for a much broader target and audience where we are right now to something

more specific. So I'm going to pau

se this and come back in what seems to be a second, so I'll be right back. All right and as I said that probably seemed like a second, but what I've done is create a page. Remember

this page or the way that this is set up. I've priced it at $9.99 plus shi pping I believe it's something like

$4.99 so the bottom end of the day the price is like $12.98 for the product and shipping together. So if

we're buying it at $4.99 selling it at $12.98 we're making approximately eight dollars in profit. And I've

added a

few pictures, so to give people an idea of what exactly we're selling. Even though it says an instant

trainer leash for obviously a dog, I've put a pit bull in the title twice actually. I've put the pit bull in the

description twice as well and I actually

forgot to turn on clock but that's not as relevant right now but the

idea here is really simple. You want people who are going to be coming off of the Facebook ad to come to

this page and feel like they're in the right place. So you want the pit bulls in t

he description in the title, so

again they feel comfortable and of course they're much more likely to buy. So that's how we segregate a

segment and kind of splinter off something like a dog product into a specific breed. Now if this was a

Labrador ad for e

xample I would change

everywhere

you see pit bull into a Labrador it's that simple. That

you know we'll duplicate this page, just change the title and description a bit and you're good to go.

So with that we have like I said the picture that we've used

and you can see it's the exact same picture,

we have the audience insights and I've also created a Facebook page and on that page I've posted, well I

didn't create the page now I had an old page that I dig up and I posted this specific ad on that page and

now what we're going to do is dig into the demographics and then I'll walk you through how that Facebook

post looks like before the actual ad. Because here's the thing you have to create this page, you have to

create a Facebook page and you have to create

a Facebook post in order to be able to use the drop down

menu here to pull that post up and say that I wouldn't run ads to that specific post. That's why created

everything had it ready for you so you don't have to wait and now we're going to go back

we ki

nd

of left

off and see which pages have a high affinity which means they are likely, they're 6.7 times likely to like

the pit bull that we've put it here interest based on the again the age and demographics and the interest.

The people who like I love my p

it bull are 6.7 times likely to like the general interest of pit bulls, so perfect

that's a really good interest. I love my pit bull, come out come out wherever you are I'm sure it's here

somewhere, let's see. I don't know how eBay got here. I love my pit

bull. Not quite sure why it's not coming

up. Not every interests by the way are

going

to come up. I love let's try pit bull. There we go, I love pit

bulls that's close but that's

not exactly

it. Let's see if we can, sometimes the Facebook tools don't funct

ion

as great as we'd love them too. So let's take away the general pit bulls and leave the I love pit bulls and

go back to demographics and see there you go.

So look at this, now, once we put in the I love pit bulls the demographics changed dramatically b

ecause

now we're talking about only one million to one point five million monthly active people, who are very

much in touch so to speak with this particular page and we can add other interests to do this to see even

more, but you can see that 91% are women

as opposed to that general graph that we saw before. So now

if we keep adding, let's go to page likes and see

, peace

love and pit bulls okay that's very interesting. Peace

love and pit bulls, is that one word or two, pit bulls? You know what, it's actuall

y easier if we start an ad.

So what we've done is really go to internet, show ads manager, choose boosts your posts, choose the

page, I love pit bulls, put these, chose the post that we're going to be running traffic to, click continue and

now we're going

to leave this stuff alone for now and just go over and put in I love pit bulls because this

suggestion tool is going to help us. I love pit bulls there we go, perfect. So now we're talking about seven

hundred and twenty five plus thousand people a much sma

ller audience which is a much more passionate

and targeted group of people that we want to target. So we're right on track. And let's keep writing I love

pit bulls right because remember I love my pit bull,

here's

that group, fantastic, I love my pit bull

again,

here's that group, I love pit bulls. I love pit bulls. Pit bull is family perfect. I mean we're really this is

actually, I don't know

that guy

sneaked up on us. This is great. Let's see pit bulls org fantastic. My pit bull is family. I think I adde

d the wrong one. And you're going to click

on suggestions

. I love dogs again is a

little too broad for us and you can see immediately you have a five plus million group people that means

it's a much broader group of people so we're not as dialed in. My pit bull is family great.

Let's see pit bulls against misinformation. Yes but we're not necessarily kind of going after you know the

whole pit bull ban issue because right now we are targeting people who are a lot more interested in loving

their pit bulls ta

king care of them and of course being able to walk them in the best way possible so we're

not really into the whole protective pit bulls and all that stuff. Peace, love and pit bulls is more likely what

we're looking for. Pit bull chat great

, where

did you

go. Oh, pit bull and parolees, that's a T.V. show. So

these people must be very much you know interested in pit bulls, if they're going to be sitting and watching

a show about it. So I mean we're good.

We're like

at

1.8 hundred

thousand people right now.

But

remember we haven't touched the age and the gender yet so this number is definitely going to get smaller
as we tighten our age and gender demographics. So we have a lot of very very cool very tight interests if
you will keywords. So let's go back to au
dience insights because for some reason this interest suggestion
tool doesn't work very well. So let's see that show that we saw, pit bulls and parolees, I think. Because
what's going to happen is to pit bulls and parole
e
s. Right because what's going to ha
ppen,
there we
go.
What's going to happen is we get to see the people who are interested enough in this stuff to really watch
a T.V. show about you know this particular breed. Now this might be the greatest T.V show in the world,
but again the only people
who are going to be more interested in it are the people who are very interested
in this particular breed. So let's go back to demographics and there we go. We're still pretty dominant
lead in the women gender, in the female gender. So immediately the firs
t thing I'm going to do is go over
to my ad and say this is only for women.
Okay so
that one point eight million
just dropped
to one point five million. The next thing I'm going to do
is go back to the insights and look at the women's breakdown in terms o
f the age groups. Now you can
see that there's thirty seven percent men which is a pretty nice chunk but don't forget that's out of the
eight percent of the men who are interested which is comparably negligible to the ninety two or
statistically negligible
. The thirty seven percent even though that's a great number, it's a big number, it's
a big chunk but it

only represents
thirty seven percent of the eight percent of the men from the total. So
really again irrelevant. We're only going to go after women rig
ht now and the age groups really jumped
up to twenty five and kind of falls off right about at fifty four. So that's what
we're going to play with
twenty five to fifty
four perfect
. And we just drop to right under a million at nine hundred and forty
thousa
nd. That's great that's fine. You know we are not necessarily looking for a
specific number like five
million. We are looking for a lot of smaller groups of passionate pit bull
owners, lovers you know people
who consider them family, because that's who we
are going to go after. So now we have a pretty nice
tight group of keywords we are going to go for about ten dollars a day.
We're going to keep post
engagement, we're going to name the asset pit bulls US which is where the
location of the people who
we're
going to be targeting, women twenty five to fifty four.
This is only for us so we can remember who it is that we're targeting. We're
going to go and make sure
that the right column is removed. We're only going to go for the newsfeed,
desktop newsfeed and
mobile
newsfeed ads and essentially we're going to go for the walking your pit bull
just got easier, get it here, link
to this picture, to this post. That's exactly what the post said and we're
going to place this order and run
this ad and essentially we'r
e going to get some results at some point and see what it is that we can
generate with this ad right. That's it guys. That's essentially how you use
the audience insights to gain
insight into the demographics that you should be targeting. Just be careful
b
ecause this is going to show
you, you know whatever you put in here is what you're going to get out.
You have to be able to read it

and think why you know why is this... Remember when we had pretty much coverage of everybody? You

know that's not necessaril

y a great thing. Why are we covering everybody when you know obviously not

everybody is into pit bulls? So if you see a little bit of a more blanket coverage of age and the gender, you

are doing something a little bit off target. So look for something more specific like we went with the T.V.

show right. Maybe a specific magazine about your breed, maybe a specific popular book an author,

something that's a little bit more specific to your niche or even your sub

-

niche and then you'll be able to

get a better p

icture or clearer picture as to what it is or who it is that you should be targeting. Because

that's the most important part of Facebook. If you

get the

targeting right you'll start getting conversions

and sales even at twice the price compared to for exam

ple the eBay where we're buying this product in

the first place. So with that I'm going to start this ad, see where that leads us, as I mentioned I'm also

going to start an additional ad for future videos.

So that's going to start accumulating data becau

se we need time for that as well. And I'll kind of walk you

through the whole process in the first place on how to basically do that.

Now in terms of setting up a post

inside your page,

again simply

go to your page and you know put in the post, upload a pi

cture and write

something like this. It doesn't, it's not complicated it's just you talking to the people who you're trying to

offer this product to. Obviously this product is all about walking the dog so we went right to kind of the

heart of the matter. W

alking your pit bull just got easier, go here now, that's it. Very simple, you know

there isn't any marketing skills here it's just you know they're pretty direct. That's all we're going to do
and we're going to follow this ad and see what it brings us in
terms of sales and in terms of how people
react, if we're going to get any shares, likes and just general statistics as to what it's going to cost us. All
right so we'll dive in into what we have in a day or two and see where that leads us because remember
that post engagement ads take a little bit of time. They need a little bit of kind of the fire to get kind of started and that takes a day or two or three. So we're going to keep an eye on it and we're going to come back and dissect it once we have some data. So I'll see you in the next video.