



4 Traffic Plays to Deploy in Any Business

Molly Pittman

DigitalMarketer.com

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4 Traffic Plays to Deploy in Any Business (Converted 2017)

Molly Pittman is vice president of marketing and traffic manager for DigitalMarketer. When it comes to paid traffic, Molly's a big deal. She's maintained a positive return on over \$6 million in ad spending. She's advised over a 150 brands on their strategies, and we're excited to have her here at Converted. Put your hands together for Molly Pittman.

Molly: Thank you. How's it going guys? I can see all of you. That's cool. Jenna, thanks for the-

Audience: I love you, Molly.

Molly: Yeah. Thank you. Thank you guys for having me. You guys are doing the second most important activity that I think you can do to become a better marketer and that's learning. Make sure you really soak it up the next two days and then you go home and actually do shit. That's the biggest recommendation I can make. I know you guys have a cool little sheet in your bag, where you can write out a to do list. I highly recommend doing so as you're sitting through these presentations. Make sure that you're not just learning, but you're applying what you're learning to your business, so that when you go home, you have stuff to do. Does that sound good?

Cool. Just a little bit more about me, I actually started at DigitalMarketer five years ago as an intern. I knew nothing about any of this. I actually didn't even own a laptop at the time. Over the past five years, I'd been able to come to awesome events like this, learn from some really smart people, but most of what I've learned has come from actually doing. Just to reiterate that,

even if you're just starting at the beginning of your marketing or business journey, there is hope. If you do things and you learn from them and mostly failing. Who's ready to learn a little bit about traffic? Yeah.

Okay, so this presentation is pretty unique. I'm going to start with some basic marketing information so that we're all on the same page and speaking the same language. Then I'm actually going to teach you four, I added an extra one here, I'm going to teach you four traffic play. I believe every business should have a marketing playbook. You should have go to marketing campaigns that you know, that if executed, those campaigns will give you a desired end result, right? I'm going to share four that we use at DigitalMarketer that are applicable to pretty much any business out there. You guys pick which ones work for you, and I hope that you deploy them in the coming year.

I love using this meme. This is what most marketers are doing unfortunately. It says, so for our first date, I was thinking we could figure out names for our children. Super creepy, right? Unfortunately, this is what most marketers, this is what most business owners are doing especially online. People think that they can run a Facebook ad or throw up a banner, and just because it exist, prospects are going to click and they're immediately going to become customers. Not only is that their expectation, but they think that they can sell their biggest product or service to someone who has never met them before. It's very much like this meme.

Unfortunately, consumer behavior online is almost identical to what you would see in a retail store. People walk in the store, they know what they're looking for, they're going to assess the different products, they're going to look at the prices, and they're going to make the decision and buy the product that is best suited for them. Others are over compensating and never get out of the friend zone, right? "Listen, I really like you." She says, "Oh, I like you too. You're a good friend." Other marketers are giving so much value upfront that they never ask someone to actually buy. This is just as bad as asking someone to buy too soon. There's a perfect balance here.

That's what I want to teach you guys how to do. How do you know when to ask for money? When is the perfect time to ask one to actually buy your product or service so that you're not the creepy gal in the first meme, or you're not this guy who has been friend zoned. Here's how to not be that guy or gal. Write this down, this is very, very important. The role of marketing is to move prospects and customers seamlessly and subtly through each stage of the value journey. The goal of marketing is not to put in a dollar and make

a million dollars. The goal of marketing isn't necessarily even to spread the message of your product or service to as many people as possible. The goal of marketing is to take someone from completely unaware of your business, completely unaware of your product or service to an advocate, to attending events, to loving your product and service so much that they tell all of their friends about it.

Does that make sense? That's the only role of marketing in your business, moving people through something that we call the value journey. This is the value journey canvass. We use this in almost all of our courses at DigitalMarketer. If you can think about your marketing efforts and how they pertain to this value journey canvass and how your marketing campaigns are moving people through each of these steps, you're going to be in really, really good shape. I just want to teach you this really fast before we get into the traffic campaigns.

As you can see, this is a road almost, it's like a board game, and your prospects are starting down here at the aware stage. They're completely unaware of your business before they move into this first box. The goal is to move them all the way into the interior. We want them to go all the way to the promoter stage. How does someone become aware of your brand? What is the role of marketing in this awareness stage? For us and for a lot of businesses, it's something like this, a prospect simply sees an ad or here's about you via a referral. That's how they become aware of your business, of your product or service. We're going through this jot down, what do you currently have in your business? What marketing campaigns do you have in play right now that helps people become aware of your business who previously had never heard of you before?

This is the first step of the customer value journey. The second is engagement. Notice that the second isn't conversion. They're not giving us money until we get to the green box. Engage. This looks something like a prospect to read the blog post on your website. Maybe they engage with you on social media. If you are a brick and mortar store, maybe they come into your store and start to browse. They watch a video on YouTube or on your website. They have now become aware and they are engaging. They are giving you a little bit of time and you are giving them value in return. Does that make sense? Again, we're not at the conversion stage yet. We're simply engaging with them. If this was dating, this would be asking someone to go out for coffee.

The next is subscribe. You were at Leadpages conference. Most of you know what a lead magnet is. This is where you're asking for their contact information. You're asking for a permission to follow up with them in the subscribe stage. It looks something like a prospect opting in to receive, gated content. Maybe it's some guide or a templates, maybe they're opting in to receive free appetizer if you own a restaurant. This is the next step after engage. This is when you now have permission to follow up with them. They have given you their phone number.

Now, the next stage is convert. This is where things get really exciting. A prospect makes a small purchase. They sign up for a demo. They sign up for a trial. They are giving you their time or their money. This is when things start to get exciting. You'll notice that we have lines that go back to engage. Sometimes people will convert and then they're not ready to move to the excite stage, so they'll move back down to engage. They need to read more of your content. They need to build a little bit more of a relationship with you before they continue down the journey.

Now, after the convert stage is excite. This is a step that most businesses miss. They say, "Yeah, someone bought. Now, we're done talking to them until we ask them to buy something else." The excite stage is really, really important. After they've purchased, what marketing campaigns are you using to excite the end user? This looks like onboarding sequences. This looks like follow up calls, making sure that they're actually consuming the product or service that they purchase and that they're excited about it, because if they're not excited about it, if they don't enjoy what they just purchased, they're definitely not going to continue the journey. Does that make sense to you guys?

The excite stage, customer gets value from initial transaction. They're pleased. They want to continue their relationship with their business. Then the next is ascend. This is all about up selling and asking the customer for more money, whether it's purchasing the same product again, purchasing another product. How can you increase the value of this customer? We call it a core offer. Then we'll upsell them another product, upsell number two, upsell number three, four, five. It really depends on your business model and your product lines.

Next is advocate. A successful customer gives a testimonial or a case study. I saw the folks here at Convertive have a video testimonial room. Hopefully, if you have a good experience here, you take the time to go give them a video testimonial. Those are really powerful for businesses and you should have

marketing campaigns in your business that are asking people at the advocate stage to give you a testimonial so that you can use those for people that are down here at the beginning of the customer journey. Then the last step, promote successful customers tell their friends about your brand.

At DigitalMarketer, we have a certified partner program, the lovely ladies that were making noise down here, they're certified partners at DigitalMarketer. They promote our brand and sell our products for us, because they're at the end of the customer journey. They love the business so much that they essentially want to be a part of it. That should be your ultimate goal in your business is to ensure that as many customers as possible, reach that promote stage. Does this make sense to you guys? Awesome. I just wanted to run through this before we got into the traffic play.

You should be using your marketing playbook that we talked about at the beginning of the presentation, to execute campaigns that move people through this journey. Unfortunately, most businesses are doing this. They set up a Facebook campaign, they send an email, they're using affiliate marketing, and they're expecting that one campaign to take someone all the way from aware to promote. Unfortunately, that's just not how it works, and it's why a lot of people are having trouble in this day and age of marketing.

A lot of people are doing this too. They think that marketing only happens at the beginning of the journey, especially in that aware and engage stage. We, our highest ROI campaigns at DigitalMarketer are actually campaigns that are living here at the end of the journey. Make sure that you're not just thinking of marketing as something that happens down here at the awareness stage in your business. There's so much you can get out of deploying marketing campaigns later in the customer journey. This is what you should be doing. We use these terms cold, warm, and hot pretty simple to speak about prospects and customers and how familiar they are with our brand.

If we're speaking cold traffic, these are people that have never heard of us before. This is when we're going to use interest targeting on Facebook or affiliate marketing, or buying ads on the Google display network. We're really focusing on the aware, engage, and subscribe phase. The way we speak of those people is that they're cold. They've never heard of us before. Warm traffic, the conversion and excite stage. They're aware of our brand. They've liked us on Facebook. They're on our email list. We have them pixelated, but

they haven't yet converted. The goals of that campaign are really conversion and excite. That's what we're trying to achieve with our warm audiences.

Then our hot audiences, the most underutilized of all time are people who have purchased from us in the past. These are our buyers. These are the people that when we set up a marketing campaign or a Facebook campaign, they actually buy, but it's unfortunate, most companies, especially bigger brands quit marketing to people after they convert. I know later tomorrow, you guys are going to learn more about how to do more with the customers you already have. Really, really important sessions to attend and for us, that's what we call our hot audiences.

Five elements of a high converting campaign. Before we go into this traffic play, I just want to teach you guys this really quick. If you can make sure that three of these five elements are really solid and any marketing campaign that you deploy, I promise that you will have success. Again, this could be Facebook, Google, email, anything that you're sitting down to plan and strategize. If you can really focus on these five elements, you're going to be good to go.

The first is the offer. This is what most people screw up. The offer is not your product or service. The offer is the way you position your product or service. It has to do with things like price, giving stuff away for free, giving discounts, maybe bundling with other products that you're selling. The offer has to be so irresistible that the person cannot say "no." If your offer is not good, it doesn't matter how beautiful your ad is or how compelling your copy. People are not going to take action. The offer is where you always start with a marketing campaign.

Have you guys heard of those, the ancestry DNA test, 23andMe that you can buy online, it tells you where you're from? I bought one a few weeks ago and I just received an email from them yesterday. It was a brilliant offer. It said, "Basically, distribute this to a family member and get half off of that DNA test." It's a wonderful offer. I bought. My customer value just increased by 50%, because they sent an email making a really, really good offer. It's not always about discounts, but it's really about thinking, "How can I craft this offer that's almost irresistible to the end user?"

The second is copy. Copy is simply the articulation of why the offer is something that people want. Copy is very important, and you can take a few different stabs at copy. I like to really write feeling-based copy. You can write copy that speaks to people that are more status or ego focused. You can tell a story in your ad copy, but it's really important that that copy articulates

why the offer is good and how if they take action, the end user will be transformed from an undesirable before state to a desirable after state.

The third is your creative. I see a lot of Facebook ads, especially that our stock photos, the image or the video is the last thing that Facebook ask you to add to your campaign. I think a lot of people are tired and they hop over to Dreamstime and download a puppy stock photo, and throw it up there in their ad. It's unfortunate, because the creative is so important. The creative is the first thing that people are going to look at in your emails or in your Facebook campaigns. The creative should articulate why your offer is good, just as well as your ad copy does.

Some recommendations I have for ad creatives, especially for Facebook, I like to take keywords out of the ad copy, whatever the really important message is. I'll throw those keywords into Google, press the image tab, and Google will show which images around the web are most related to those keywords that you put into Google. Now, that's powerful, because like I said, you only have two or three seconds to catch someone's attention when they see your ad, but it's not just about catching their attention. You're trying to articulate the message also.

If you're looking at the Google image results, let Google tell you which images people have clicked on most in relation to those keywords and create a similar ad image or video. You don't save as and then just use the image that you found on Google, but use Google images as a way to research and get inspiration for your ad creatives. Does that make sense? You really want the creative to portray your message. You want someone to be able to look at that image or video and absolutely know what your hook is without ever reading the ad copy. Put a lot of time into the research and the explanation of what you're looking for to your designers too.

You should never just say, "Hey designer, I need an ad for this product or service. Excited to see what you come up with." Designers are artist and they need to be given directions, so make sure you're sketching those out, that you're doing research that you're really explaining to them what you need from a marketing sense. Number four, targeting. People build these beautiful ad campaigns and they put the campaign in front of the wrong people, and it fails. Make sure that with your targeting, that you're always thinking about your market to message match. Do your research here. If you're using Facebook ads. Make sure you're using Google first to figure out where is your marketing hanging out? What books do they read? What events do they

attend? What authority figures do they look up to? Where are they getting their news? What tools do they use?

I love to use this example. We are working with a yoga company. They are selling yoga gear and running Facebook ads, and they hopped into Facebook and they just typed yoga as the interest and have like 30 million following it. Great, there's lots of people here. We'll select this interest. Launch the campaign, it didn't work, and it didn't work, because it wasn't specific enough. We were trying to find people that really loved yoga, practice yoga enough that they wanted to buy the accessories.

We started targeting famous yogis, other companies that were selling yoga products, yoga blogs, yoga books, magazines, and the campaign was really, really successful. It doesn't matter if you're using Facebook, Google, Twitter, whatever. When you're going to find your audience on one of these ad platforms, make sure that you do research, so that your targeting is very, very specific. Does that make sense? By specific, I don't mean age, gender. It's funny, most business owners or marketers, you ask, who is your avatar?

They say something like, "Women, age 55 to 65." It's like, "Come on guys, this is 2017. We can target people based off of what they're interested in, what they're doing online. I don't care how old they are or what their gender is or their race. That mattered 50 years ago when that's all you could really use to target people in magazines and print ads." Really, go deep into the mind of these people so that your targeting is very, very specific.

One more example there. Our sister company is Survival Life. It's a pretty crazy brand. We sell knives, and bug out bags, and different outdoor gear to people who think the world is going to end basically. The media buyer for that brand always targeted men in their 50s and 60s, which isn't wrong. That is mostly who buys that stuff. Onetime, she was setting up the Facebook campaign, she forgot to fill in the age and the gender, and a few days later she's like, "Molly, our lowest cost for acquisition for this campaign is actually women in their 30s. I've been leaving out a huge part of this market."

Just a little story to show you how important it is to focus on intent based marketing, what people are actually interested in, what's relevant to your market, not what these people look like. Does that make sense? Then the last one is AdSense. This one's pretty quick. AdSense basically means congruency. You have this beautiful ad campaign, they click on the ad and they hit your landing page and it's so different from the ad that they hit the back bar. They hit the back button. This happens a lot. People get so

focused on the ad campaign, that it ends up looking and saying very different things from the landing page.

As humans, our brains are wired to really search the web in a hub and spoke model. Have you ever been scrolling through your Facebook feed and you look up 25 minutes later and you're like, "Wow, what was I doing? How did I get lost in Facebook for that long?" The reason you got lost is because everything was congruent. Nothing told your brain, "Hit the back button, you're in the wrong spot." As marketers, we should take advantage of that. Keep in mind the colors you used, the ad copy, make sure the offer is the same. I was Googling Disney vacation ones and Universal Studios was offering buy three nights and get the fourth night free.

I clicked and then on the page, there was nothing about that offer. I was like, "Guys, this is totally incongruent." Make sure you're paying attention to that. Like I said, if you can nail three out of five of these guys, you will be good to go five out of five. Your campaign will run for a long, long time and you'll be very happy. Sound good? Cool. All right. Let's go into this traffic play. The first one is Facebook comment to message. Just to give you a little background on this play, so I created a course earlier this year and I'm just like, "How can I basically take everything from my brain and put it into this course in an easy digestible way?"

We created this play, which you'll see, feel free to take pictures. There are these little one-sheeters and they show a visual diagram of how to execute this particular strategy with all of the little stuff that Facebook's going to ask you for. How to bid, what to optimize for, where to place the ads. These are the answers to the questions that I get from a lot of you guys on one sheet of paper. The idea behind this play also is that there's more than one way to do marketing. There's more than one way to do Facebook ads. Pick the plays that are best suited for your business and your current marketing goals.

This first one, Facebook comment to message play. This is pretty new technology that some of you guys may have seen. It's best used when you want to generate leads, low dollar sales, or Facebook Messenger subscribers. It's best used when you have a very attractive piece of warm content or offer that someone is willing to comment on a Facebook post for. Maybe you're giving a coupon away, some lead magnet. I'm going to show you guys a lot of examples, but you have to give them something in exchange for commenting on a Facebook post, and you'll see how it works here in a second.

It's best if you're a bit more advanced and tech savvy, but not necessary I believe in you guys. Here's the first example. This is from us at DigitalMarketer and the ad. This is an ad. It could also be an organic post on your Facebook page, so it doesn't have to be an ad. It says, "We put together a free guide to ending the war between sales and marketing in your organization. All you have to do is comment below with the word 'guide' and follow the instructions that appear within Facebook Messenger." You can see in the first few hours, we already had 535 comments, a 137 shares, and that's not because we have this hugely engaged audience. It's because people were commenting so quickly that Facebook's algorithm said, "Wow, this must be a really enticing post or really enticing ad. Let's show this to more people."

As soon as you comment, you can see I commented guide below. It immediately opens in Facebook Messenger. If you're on desktop, it'll pop up right there inside of your Facebook, just like a message would show up from a friend. If you're on your phone and you have the Messenger app installed, it'll show up just like a message from your friend. This is really new cool technology, but what it's allowing you to do is actually bypass that initial landing page, so you can bypass someone having to go over on the landing page, fill out all of their information. In this day and age, that's a pain in the ass.

You can see that we immediately responded, "Hey Neil, looking for our guide to ending the war between sales and marketing, just type 'guide' below and we'll send it right over." You want to ask them again to type in the word, because now they've become a Messenger subscriber. How many of you guys knew that you have a Messenger subscriber list? Yeah, just a few people. Anyone who has messaged you on Facebook is added to your Messenger subscriber list and you can send broadcast to them like email. Facebook Messenger is going to become the new email marketing. It doesn't mean email marketing is going away, but Facebook Messenger is going to be just as important as email marketing in the next few years.

If someone messages you, so they type "guide," they've now become a subscriber. We said, "Awesome. We're excited that you're committed to excellence in a well old marketing team. Click below to download the report." When they click get the report, it opens right there on their desktop. Now, we use a tool called, "ManyChat," M-A-N-Y-C-H-A-T. It's a really awesome tool. It's only \$10 a month, that integrates right with your Facebook page. Now, since we ran this test, they have a Zapier Integration. Whatever CRM you're using they probably integrate with and you can say things like, "Great. We would

love to send this over. What's your first and last name? What's your email address?"

That's pushing over to your CRM so you're not losing the ability to collect that information. Does that make sense? Really, really powerful. Let me show you some other examples. This is just a follow up. Also, inside of ManyChat, you can set up follow up sequences, just like you can inside of your CRM. A few days later, we followed up with everyone who requested the guide. We said, "Hey, thanks for requesting. We have a quick question, are you starting your marketing team from scratch or are you looking to, sorry, are you starting your team from scratch or do you currently have a marketing team that you're looking to train and grow?" This is a really important question for us to ask in our sales process, whether it's email, Facebook, phone, it doesn't matter, because it leads the conversation two very different ways.

We followed up with this simple message, depending on which button they clicked on. They went in to some other follow up sequences. You can set up some pretty interesting and advanced automation and follow up sequences here inside the Messenger. Here's a much simpler application of the Facebook comment to message play. This guy, he's a Digital Marketer lab member. He sells clothes for kids. It says, "One of my favorite shots of our little but fierce T. Comment the little heart emoji below for a special offer." Awesome. You put the heart emoji. It says, "Hey, thanks so much for commenting. We really appreciate the engagement. If you or someone you know would love this shirt or anything else from our site, use the code Little Five. Checkout for \$5 off your whole order."

This is working really, really well for him. He was like, "Molly, I'm getting half. I'm paying half to acquire a customer using this, then sending them to a landing page, because it's much easier for the end user. It's frictionless. They don't have to remember the code and then hop back over to the page and then look in their email." Everything's happening right here inside of Messenger. Here's another example, if you're interested in YouTube strategy, checkout the YouTube channel, "I Love Basketball." They have a really great organic strategy and they have a Facebook page for their personality Coach Rock.

If you go to this Facebook page, you will see that they are using Facebook comment to message organically every day. I talked to them yesterday. They're like, "Molly, we generated 13,000 email leads yesterday using this comment to message tool, because it's so much easier for the end user," but they used it a bit different than you've seen in the past two examples. It says,

"Shoot the basketball with better accuracy, comment 'Score' to receive your free scoring workout." That's just a simple little lead magnet. It's just a little PDF.

You comment, "Hey, Molly. Grab your workout here. Can you please respond and let me know this link open for you?" They're just using this to send traffic back over to the regular squeeze page that they've always used to generate email leads. What's interesting is when they used to just post a link to the page, "Hey, go grab the scoring work out here." Their conversion rate on that page was about 30% to 40% executing this new strategy when people land on that page, they're so ready to download. They're seeing a 60% to 70% conversion rate. So, same volume of leads, especially because of the virality.

I mean, 11 hours, they had 286 comments. If you visit their page more, now, they're getting thousands of comments. Same volume, actually, higher volume of leads much higher conversion rate on the landing page. Do you guys see how powerful that is? Really, really easy to set up. One more, Gabby Bernstein. Gabby is a best-selling author. She's been on Oprah. She's really cool. She talks a lot about mindset, and meditating, and things like that. She uses Facebook comment to message on her Facebook lives. She's doing a Facebook live, she's giving information.

Then it's, "I have an awesome gift for you. Type visualization below to grab my free manifesting meditation album that will help you create an energy of joy, excitement, and inspiration." You see, there's over 5,500 comments below here of people typing visualization. Again, that's creating a huge viral effect on this post. Hugely beneficial. If you're running Facebook ads, if you know what a relevant score is, if you use this strategy, your relevant score is going to be much higher, because there's more engagement on the ad. People type visualization. "Hey, thanks for connecting. Type visualization below." You type it and then she's sending people back over to the landing page. Does that make sense to you guys? Cool.

ManyChat, this is the tool that I was telling you guys about. They're constantly updating, building more. They're about to launch basically a flow builder, where you can drag and drop, and build out all of these sequences. If you're interested and anything to do with Messenger marketing, check out ManyChat, they're definitely the best. Here is the play for Facebook comment to message. Let me just give you a little instructions on these. You can see there is a purpose, used cases, and then the value journey stages. Those match up to the canvass that I showed you initially. This is obviously best

used to make people aware of your business to engage them, and to build subscribers.

Traffic temperature cold to warm. Then you can see at the top, if you're running an ad, you would use a page post engagement campaign that would open in Facebook Messenger and you can build a follow up sequence there, or you could do the same thing, and just send people over to a landing page, sales page, and not deal with all the automation stuff inside of Messenger. Then below, everything at the bottom is just what asset you need, what you would optimize for, success metric is what you would track to say, "Is this working? Is this not working? Bidding optimization, and placement," all just buttons that you click inside of the Facebook ad platform. Does that make sense to you guys?

Cool. All right, let's move to the next play. This one's called, "The video boomerang play." This is best used when you have a strong cold video asset that sparks curiosity or gives value. You're not selling in this video. You're educating, you're making them laugh, just an easy quick little Facebook video. You're in a broader market where value first is very important. It's best used when you have your cold piece of content lead seamlessly into a pitch for your product. If you're selling dog collars, you wouldn't want to use a Facebook video ad of cute cats. You want to make sure that whatever your first video is, that it leads seamlessly into a pitch for your product.

You need to have patience to allow your retargeting audience to grow so that you can re-target them. Have a bit more experience running ads. Again, not totally necessary. Here's an example of this. Let me give you a little background here. At DigitalMarketer, we've always had trouble speaking to people who own brick and mortar local businesses, because we've never taught directly to them. When we teach our strategies, they've just had trouble applying what we teach to local business. We have a lead magnet called, "Facebook ad templates," that people download and then we sell them some of our products about Facebook ads.

I was trying to come up with a way to create a bridge to educate the local audience so that I could re-target them with a Facebook ad templates, right? That's where this video came along. It says, "If you want more people to walk through the door of your salon, restaurant, clothing store, dental office, concert bar, or any local establishment, then let's get to it." It's five ways to use Facebook to grow your local business. We ask them to buy nothing. We ask them to do nothing. They can either watch the video or click on the link

to go read the blog post, which is named, "Five ways to use Facebook to grow your local business." Total value first here.

Now, keep in mind that everyone that watches this video that I'm about to show you becomes, is added to a retargeting audience inside of Facebook. We now have the ability to follow up with them. We're giving them value first, speaking directly to who they are, local business owners. They're becoming part of our retargeting audience, so now I can show them the ads for Facebook ad templates. Does that make sense? Cool. Let me show you the video real quick so you can see how easy this is.

Cool, so we made that in a service called, "Animoto," A-N-I-M-O-T-O. Really, really easy. I could've made that video. It doesn't require any skills, but all I did was took a blog post that already existed, and just created that short little video. You don't even have to have a blog post. You're going to just use a video. The blog post is optional, but I wanted to give people who like to read a place to go if they wanted to read more. We build an audience of 500,000 people that watch this local video, 500,000 people watched that video and I was targeting chambers of commerce and different interest that I knew those local business owners were hanging out.

We built an audience of about half a million people. I think it took about a week or so to do so. Then we started retargeting them with the ad that I actually wanted to show them, but this hadn't made sense before, because they didn't know why Facebook was good or how it could help their business. They watched the video, they became a part of the retargeting audience, and then they saw this ad to download our Facebook ad template library. Really, really simple, great strategy. Then that went over to a landing page where they could download the Facebook ad template library. You might be thinking, that sounds really expensive.

Before, when I was running traffic directly to the Facebook ad template library for this audience, our cost per lead was 10 bucks. It was really expensive for us. Even adding in the extra money that we spent, \$43,000 spent on the initial video, 10,000 spends on the campaign that re-targeted those people, we generated 12,000 leads, 449 a lead, even though we ran that extra campaign in the beginning. Does that make sense to you guys? We're just educating them first building that retargeting audience.

Here's the video boomerang play. You start with the video views campaign, build that audience, re-target with the website conversion campaign on Facebook over to your landing page. Thank you. Again, this is aware, engage, subscribe, convert, because you are running two campaigns and you're

educating them first, you can go a bit further in the customer journey with this particular play. Again, this is great if you're in a broader market, a market where you can create a quick video to entertain them, to educate them, and then re-target with the lead magnet, re-target asking them to sign up for a demo, re-target asking them to buy one of your cheaper products. Really simple. Very, very easy.

Everyone good on this one? Awesome. The next one is the opt-in play. This one's fast. This one's best used when you have a specific action you want someone to take on your website. You want them to opt-in for a lead magnet, sign up for a webinar. You want them to buy a low dollar product. Whatever that entry point action is that you require in your customer journey, that convert stage, that subscribe or convert stage depending on your business model.

It's best used when you have a very attractive a piece of warm content. Very similar to their Facebook comment to message strategy. You have to give them something in return for taking this action. Make sure you have a really good lead magnet or offer. It's best used when you want results fast. It's best used when you really know your audience. Here's an example, and these are ads just directly to a squeeze page or a sales page. We have a lead magnet called, "The customer avatar worksheet." We run ads directly to this lead magnet and it works, because people really, really want the worksheet.

It says, "Whether we're rolling out a brand new offer, traffic campaign or content plan, the first step is the avatar, use this worksheet to get clear on who you are marketing to directly over to the landing page." Here's another example. We have a property called, "doubleyoursales.com" that we do with Infusionsoft. It's a six-week course, but we're running ads directly to the course optimizing for people to fill out this form and hit that next thank you page. SaneBox, if you guys seen SaneBox's ads, they're so good. They're going directly over to a 14-day free trial.

An ad for 22 years I was doing email wrong and I didn't even know it, meet untidy email going right over to that 14-day trial. They really, really know their audience so they can do this. Zendesk, listen up, it's time to root for the customer service team. Agent life cycle guide. Again, sending traffic right there to that landing page. You know when you're in a position that you need to do this, if you need quick results, these campaigns aren't super scalable for years to come, but they will give you that quick traffic that you need.

This one's simple. It's just simply a website conversion campaign. Facebook asks what your objective is. Your objective is conversions and you're

optimizing for people to visit whatever the next page is after your landing page. You want people to fill out that form, you want them to hit that next page. This is really in the engage, subscribe stage of the customer journey, but this will allow you to get quick wins. I only have a few seconds left, but I'm going to scroll through this last play really quick. It's a bit different than these and I don't have an image for it. I just added it a bit ago, but this is a holiday monetization play.

The holidays are coming up. If you need to make some quick cash, here's a good way to do so. At DM, every year, we do 12 days of DigitalMarketer deals. It allows us to make some quick money at the end of the year. We send emails to this page and we send Facebook ads to this page, but only to people who already know our brand. This is later in the customer journey. This is the ascend stage. This isn't used to acquire new customers. This is used for monetization.

We create a really simple page. I think we did it in Leadpages. It says, "End of the year super sale. Save 50% to 85% off of our bestselling products." We put a little Santa hat up there on the DM logo, warm and fuzzy, definitely be festive. The holidays are a time that you can really appeal to people's emotions. Make sure you do so through stories, through warm and fuzzy Santa Christmas type stuff. It's okay to do that. People like that. Enter the conversation that they're already having, and the conversation they're having in December is about the holidays.

Just some takeaways from this promo. Show some personality. Announce the sale then talk about specific items. I'm going to show you all of the email subject lines that we used, and you'll notice that we came out. We announce the sale and then every other email that we sent was about a particular product that was on sale. It wasn't about the sale as a whole, it was about a specific product that they could get at a discount. Specificity. Sell your best in most popular stuff at a discount. Leverage one click upsells and subscription programs to maximize revenue on the backend of these funnels.

Leverage urgency twice as much as you think you should. It's a sale. Even big companies, Kate Spade, Victoria's Secret, you watch them around the holidays, they're sending a hell of a lot of emails, and it's okay. Leverage urgency. This is a time of year that you can absolutely do so. Just to show you the personality thing, this is the first email that we sent. We're getting into the holiday spirit or maybe it's the eggnog at DigitalMarketer, and we wanted to share the fun with you.

Over the next 12 days, Santa dice will share 12 special deals on some of our bestselling tools, systems, and trainings that you can stuff in your digital stocking. Super simple. We announced the sale, and we never really talked about the sale again. This is my last side. The first email we sent announcing DM's 12-days of deals, subjects, email number two, day two, deal two. If you can do that, if you can create 12 days or 10 days, or 8 days, it's going to work really, really well. Day two, deal two, 84% off our best selling software. We didn't talk about the deal, we talked about one small thing that was for sale.

The third one, day three, deal three. Six-step market research plan and workbook, just \$7. When they clicked over to the page, they saw the countdown timer, and all of the products were listed below on the same page. I forgot that earlier. Day four, deal four, this one is really weird. Curiosity based. Merry Christmas. Don't try to sell on the actual day. Just say Merry Christmas, show some gratitude, mention the sale on the PS if you would like.

Day seven, deal seven. I think we missed one here, 74% off, \$10 a day, traffic plan. Again, that's a specific product. Day eight, deal eight, the perfect New Year's resolution. This one was more about its time to get your business in good shape for the New Year, so take us up on one of our certifications. Day nine, deal nine, added in a little fancy circle around the nine there. Still, our 36 proven email campaigns, day ten, deal ten, that works because we did it again. Become a paid traffic master, 50% off. Day eleven, deal eleven, again, keep doing it if it works. 72% off our favorite video software. Day twelve, deal twelve, 80% off my favorite email tool.

Feel free to use these guys. If you are going to do a holiday sale, if you need some quick cash at the end of the year, announce the sale, and then talk about specific products or specific discounts that you want to give. Even if you're selling one product the whole time, make sure each email talks about different benefits of your product or different offers that you're making over these 12 days. Does that make sense? I just want to share this with you guys, because the holidays are coming up quick. I hope it was beneficial.

Oh, last chance, 12 amazing deals got it that night, so scarcity email there to finish off that campaign. Everybody got a picture of that? She's still working here. Perfect. Awesome guys. That's all I have. Thank you so much. I hope you enjoy the rest of your time here. Yeah. Thank you.

Additional Resources

- Conversion Coaching Sessions with Leadpages
leadpages.net/immreplay
- Free Educational and Landing Page Resources
convertedu.com/app/#/marketing-resources
- Expert Experiments and Strategies with ConversionCast
conversioncast.com
- Implementation: Hire a Conversion Certified Professional
convertedu.com/certified/
- Marketing Automation Software
drip.com

Keep Up with Future Converted Events at [Converted.com](https://convertedu.com)