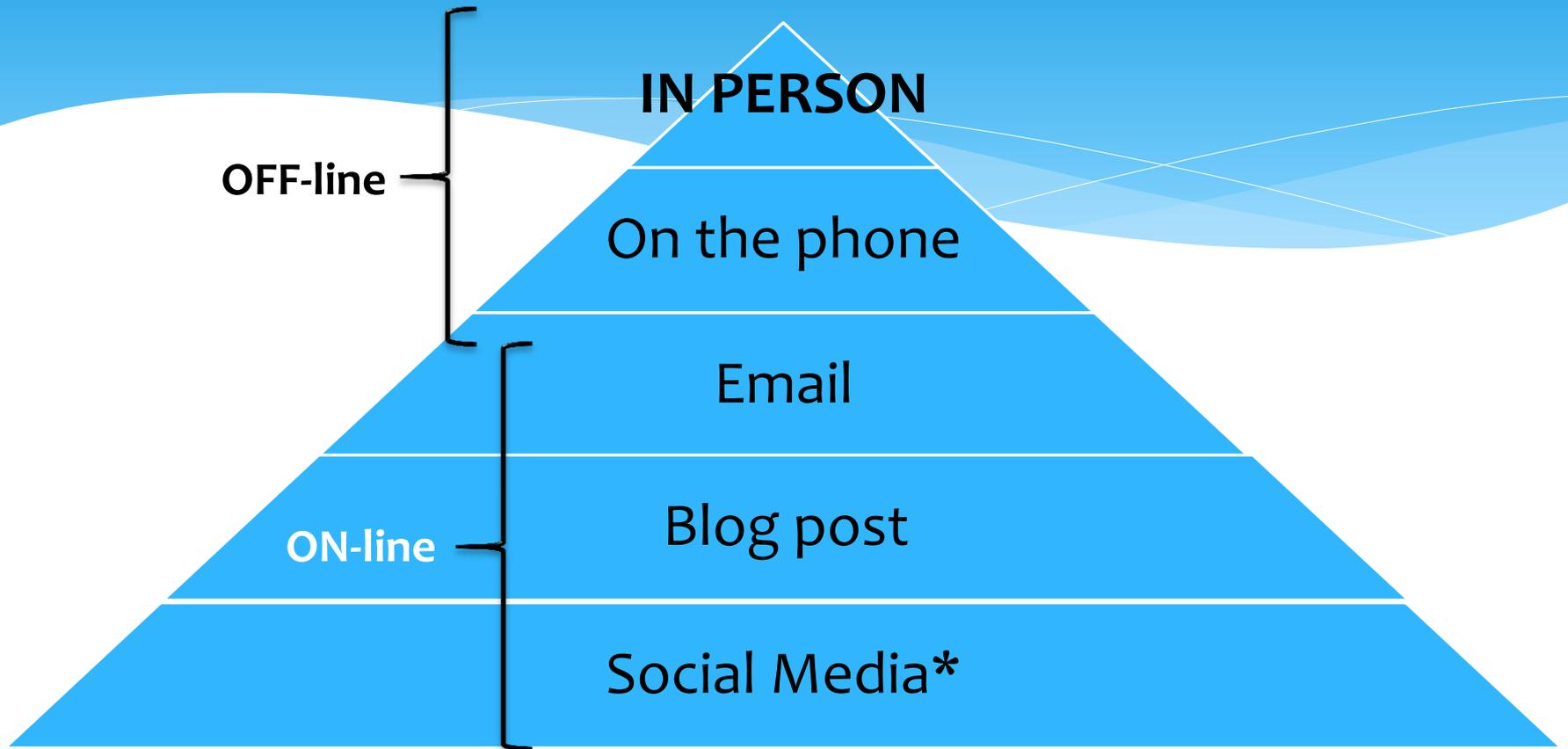


# Set Up Your Loop of Engagement

Three basic parts working in sync

# Best ways to share/connect/engage with an audience



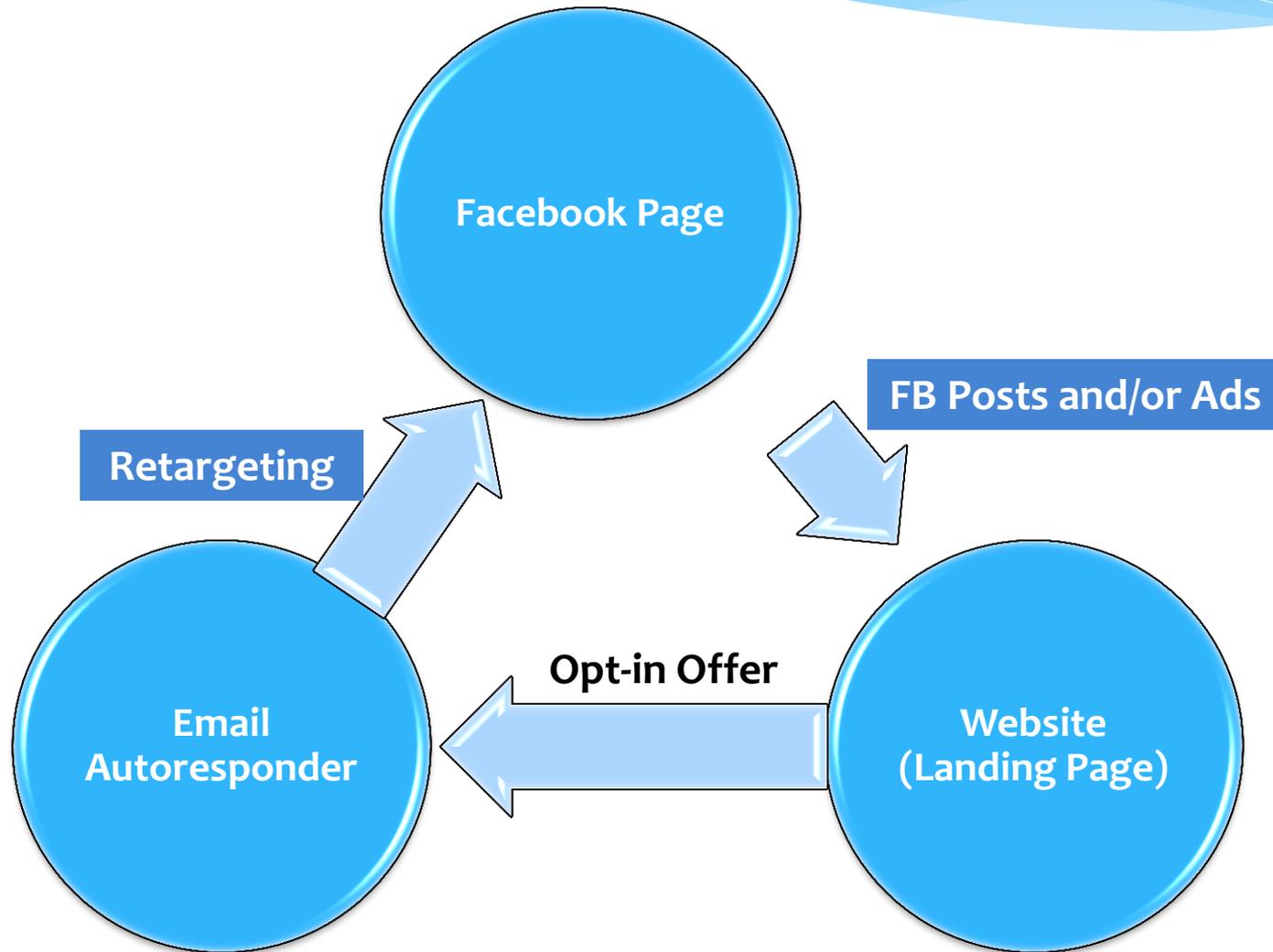
The moral? Establish a credible presence on **2-3 social media platforms**, but don't let it suck your time away from the things that will actually get results.

You can reach more people via social media, but the relationship becomes more meaningful as you move them UP the pyramid.

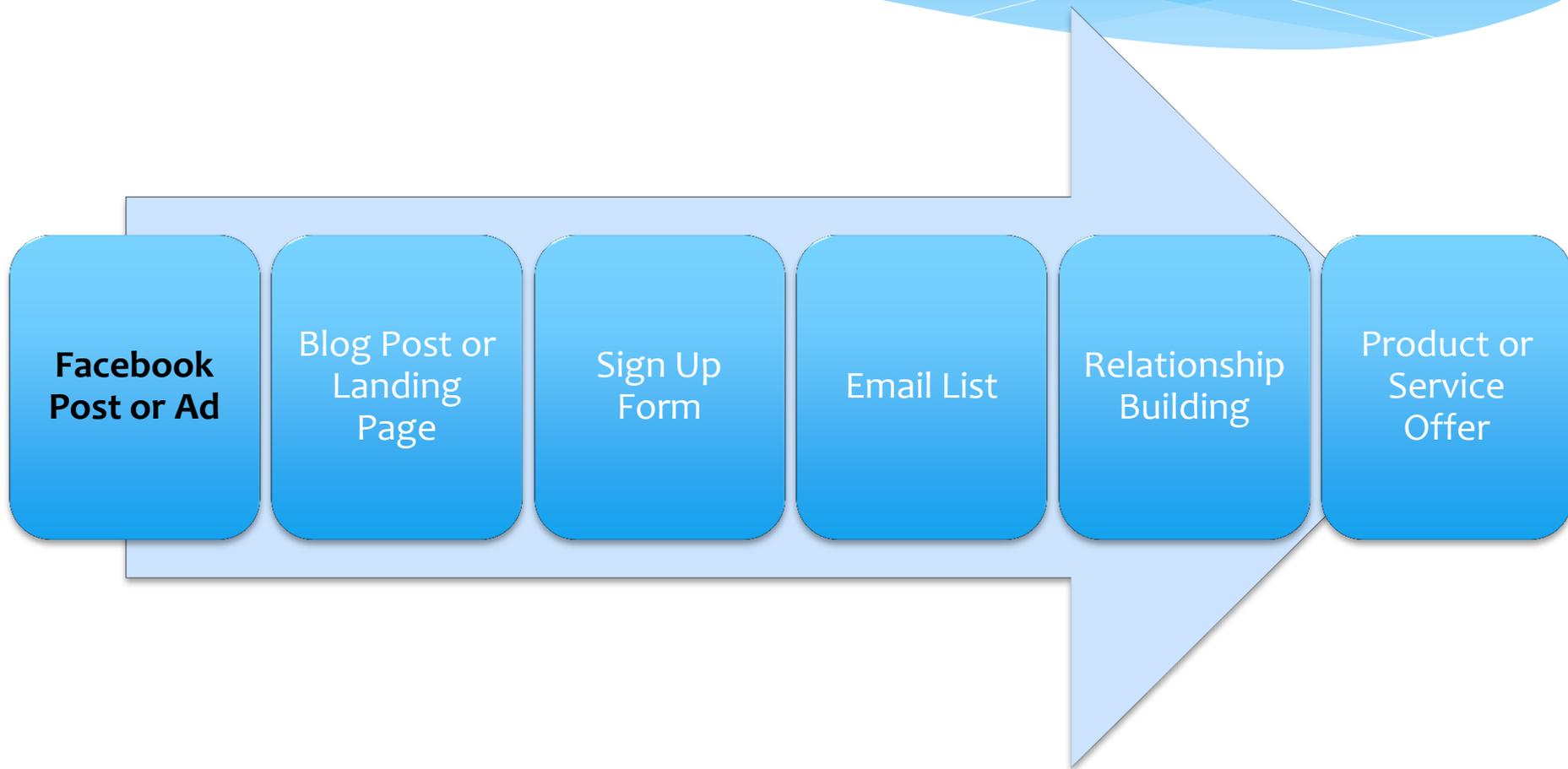
# Facebook Fan/Business Page

The first step; this is where we find our audience

# “A Loop of Engagement”



# “Typical” Online Sales Funnel



# Facebook Page

- Yes, **every business or personal brand must have a Facebook Page** these days. But don't get too carried away with it. Your time is better spent on your own platforms.
- That said, you'll need to set it up according to some best practices so that it looks professional and provides all the information a potential client/customer might want or need. Keep the information current. **An abandoned Facebook Page gives the illusion of an abandoned business!**
- BUT—while you shouldn't spend too much **time** on Facebook, you should spend a little bit of **money**. **Paid traffic makes a lot of sense!**

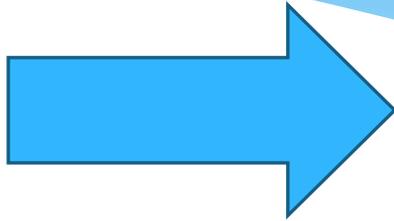
# FB Business Page Best Practices

- \* BufferApp: [How to Create the Perfect Facebook Page for Your Business: The Complete A to Z Guide](#)
- \* HubSpot: [14 Essential Tips for an Engaging Facebook Business Page](#)

# Why Facebook Ads?

- \* Not many people will see your content if you rely solely on organic traffic.
- \* Why? Your “**Newsfeed Algorithm**” (formally, “EdgeRank Score”) determines your organic reach. FACTORS?
- \* Ads ensure exposure to a MUCH more focused audience, who are likely to engage with your content. (Therefore, it’s NOT just quantity, but quality.)
- \* The “**social proof**” found on Facebook makes ads seem more credible than, say, Google.

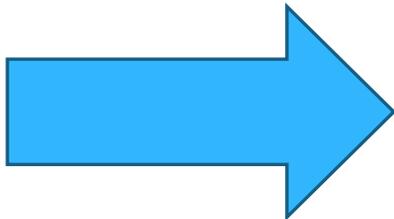
MY friends who  
“like” this company



# Social Proof

The Social Proof built into  
Facebook Ads give them **10x**  
influencing power over Google  
Ads or random banner ads.

Total number of  
“likes,” comments,  
and shares



Davide Camera and Jason Verde like Tableau Software.

**Tableau Software**  
Sponsored · 🌐

Like Page

Dashboards do more than visualize data, they tell a story. Read how to craft a data story.

HOW TO BUILD DASHBOARDS THAT PERSUADE, INFORM, AND ENGAGE

**Build a Better Dashboard**

Dashboards are great at telling stories. Get in the flow with your own data and create dashboards that better persuade, inform, and engage.

TABLEAU.COM

Download

👍❤️😲 256

18 Comments 44 Shares

Like Comment Share

# To get started...

- \* You should create ads with a Facebook Fan (**Business**) Page and NOT from a personal profile. (Why?)

<https://www.facebook.com/business/learn/set-up-facebook-page>

- \* You must guarantee payment with a credit card; you can set upper spending limits to prevent accidental overcharges (it can happen!).
- \* Best to use Google Chrome as your web browser.
- \* Find some high-quality photos that do not have any copyright restrictions.  
<https://pixabay.com/>

# Photo Guidelines



**N.B.** You can (and should) use multiple images, up to six, for the “same” ad.

- Ideally sized at **1200 x 628 pixels** to look good on every type of device, whether desktop or mobile. The size for a video should be 504 x 283.
- Your images should contain **no more than 20% text**, otherwise the ad will be considered “spammy” and may cost you more money\*. Facebook provides a [Grid Tool](#) so you can verify your image before you upload it to an ad campaign.
- Use **your own photos**, when possible. In general, people do not respond as well to “stock images.”

# Ad Copy

- \* Keep it concise and relative to the link you're sending them to.
- \* Also, make sure that the copy “matches” the image.
- \* Focus on the benefits to the reader.
- \* Minimal use of CAPS LOCK and exclamation points!!!!!!
- \* The only way to know what works is to A/B (split) test several different versions against each other.

# Know “WHY” You’re Creating the Ad

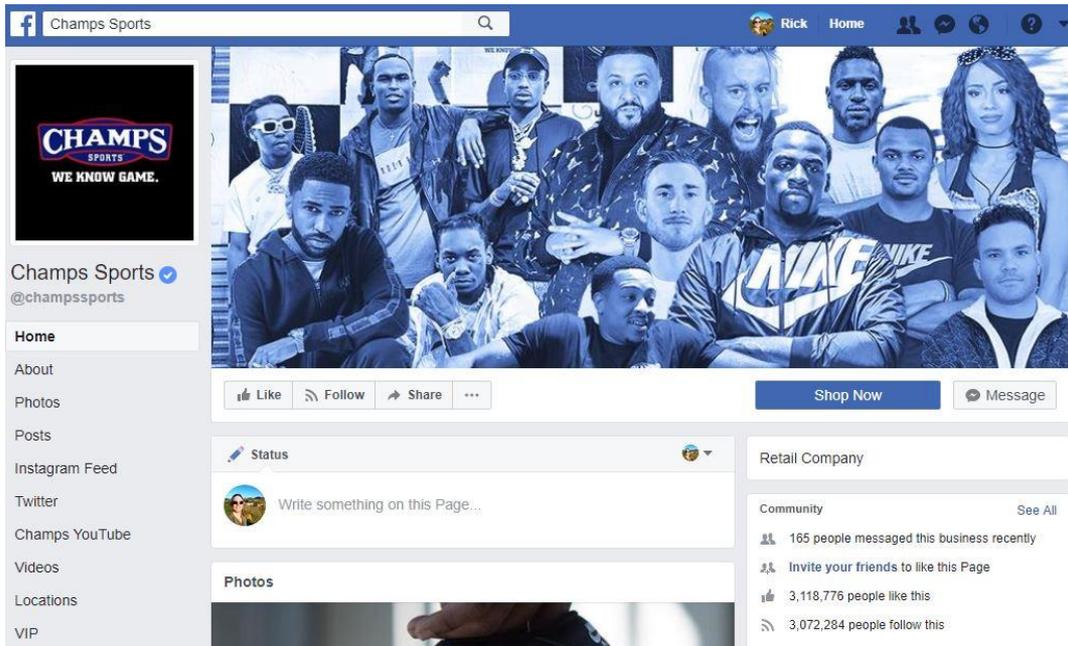
What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits 
	 Video views	
	 Lead generation	
	 Messages	

# Targeting Strategies

3 simple ways to make sure that your ads are reaching the right audience.

# Target Your Competitors' Pages



➤ For example, if you sell sporting goods, you could target your ad to anyone who has liked Champ's Facebook page.

➤ Then make your search more focused by filtering for age, gender, or geographic area.

OR...

➤ Search for other pages that your fans have also "liked." In this case, you would enter into the search field "pages liked by people who like (Your Page)."

# Add a Tracking Pixel to your Website

## REMARKETING!

### View Pixel Code

#### Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. Get help installing your pixel.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');
```

#### Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. Keep in mind standard event codes are case-sensitive. [Learn about conversion tracking.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex: product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex: click/landing page on Add to Cart button)	fbq('track', 'AddToCart');

### Tracking Codes

#### Head-Tag Tracking Code

```
<!-- Facebook Conversion Code for Claire Pelletreau -->
<script>(function() {
var _fbq = window._fbq || (window._fbq = []);
```

#### End-of-Body-Tag Tracking Code

**Paste your conversion pixel code here.**

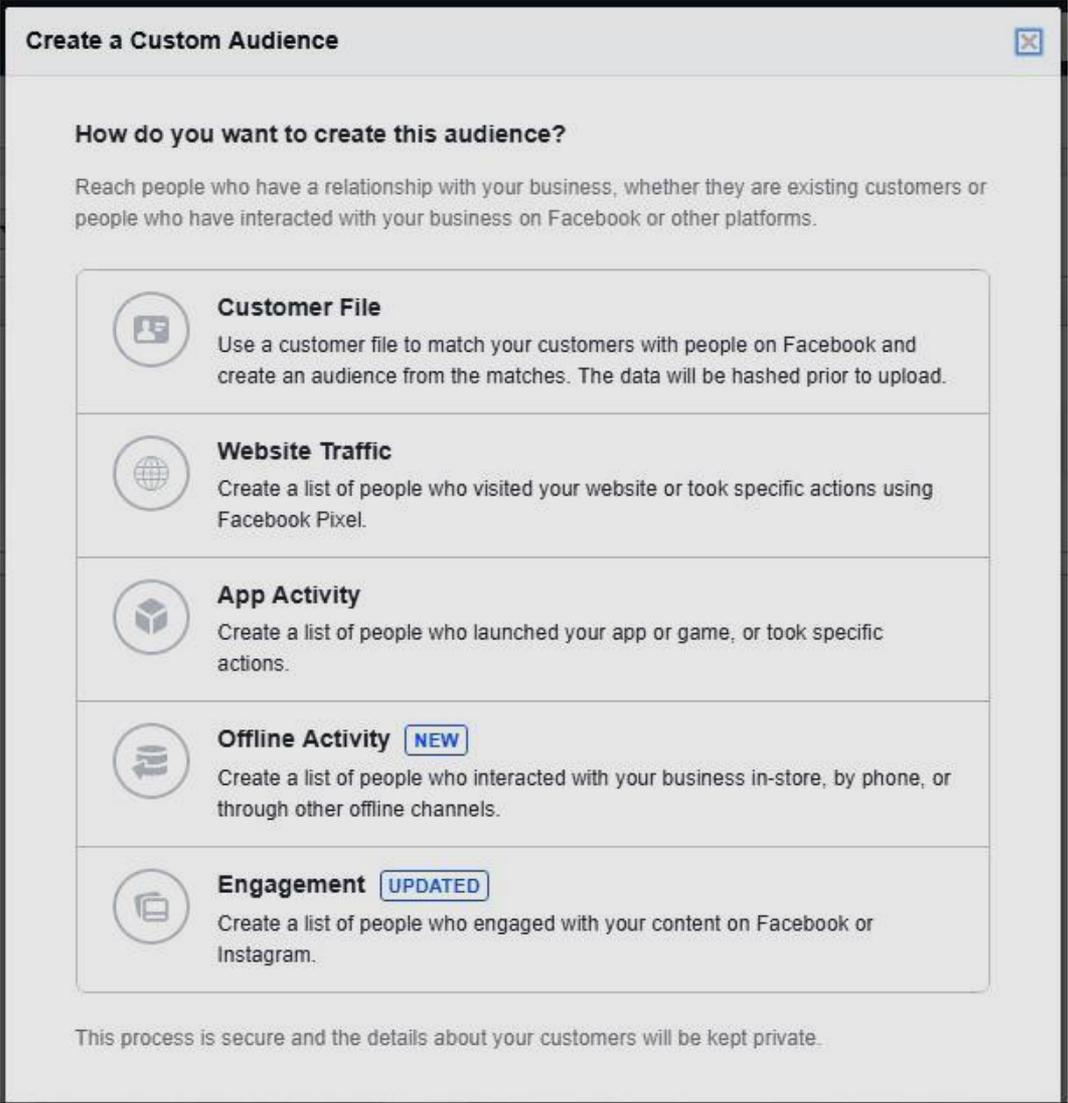
You're welcome to post any analytics code you want in the spaces we provide, above. However, please note that we do not provide support for this. If you have any questions about set-up or tracking, please use the support and documentation for whatever analytics service provider you use (Google Analytics, Visual Website Optimizer, etc.). Any additional non-tracking code that you place in the above areas is unsupported and may cause major problems with your LeadPage, so please be very careful!

Done

\*Your theme may have a different way to do this

# Custom Audiences

- 1) Import your email list of leads, which will then compare to their database of Facebook accounts. Not everyone on your email list will have a Facebook account, of course, but most will.
- 2) Have Facebook track your website visitors with a tracking pixel. This is a little piece of code that you put on your site to tell Facebook which accounts are visiting you on the web.



**Create a Custom Audience**

**How do you want to create this audience?**

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

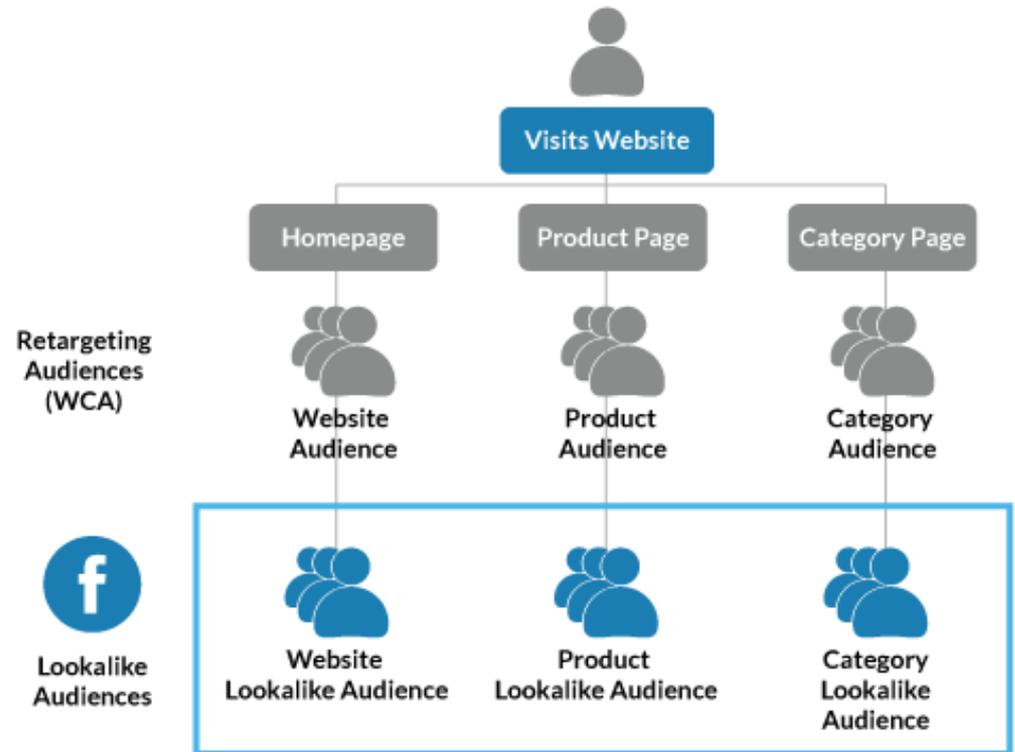
- Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**  
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity**  
Create a list of people who launched your app or game, or took specific actions.
- Offline Activity** NEW  
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- Engagement** UPDATED  
Create a list of people who engaged with your content on Facebook or Instagram.

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

# Lookalike Audiences

- Facebook will search its massive database for accounts that have demographics, “likes,” interests, and behaviors similar to your selected Custom Audience.
- Gives you have a MUCH bigger potential market that demographically “looks” exactly like the followers that you already have.
- Even if your original Custom Audience is small, this “Lookalike” group will likely be over a million, so you might want to filter the search a bit more.

## Facebook Lookalike Audiences



# What's Next?

- \* **OK, now you've got highly targeted traffic coming to your website. So what do you do with it?**

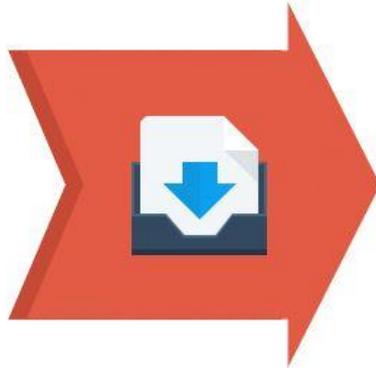
# Have you seen these before?

FREE Action Guide Reveals How to Generate Online Income in 30 Days or Less [Click Here](#)

## 3-Minute

50% Complete

Almost there: please complete this form and click the button below to gain instant access.



Enter Your Email Address Below

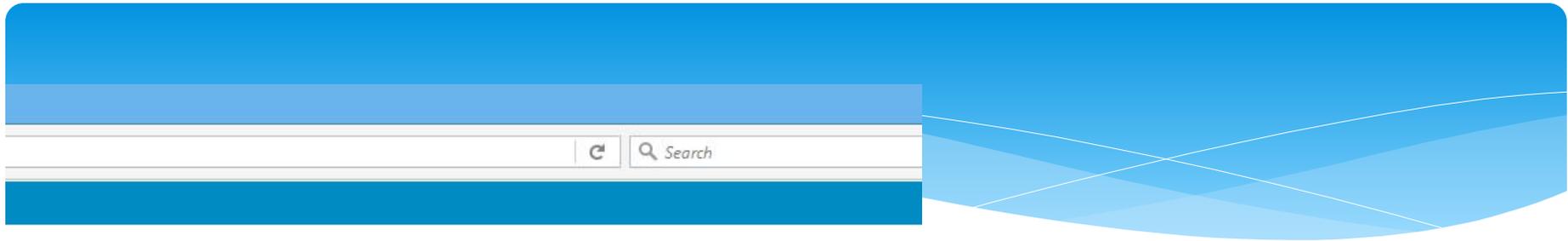
Email



[DOWNLOAD THE MANUAL »](#)



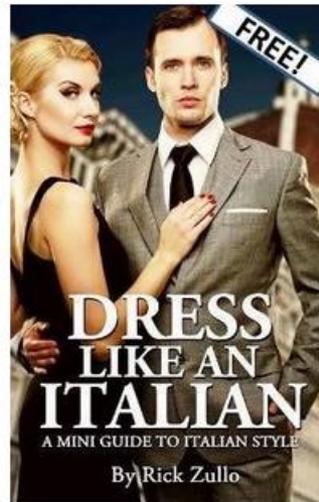
We hate SPAM and promise to keep your email address safe.



## Yes, in Italy, the clothes matter!

Sign up below and learn how to make a *bella figura* with this simple guide.

**GET THE FREE GUIDE**



**Key Points Covered:** \*Keeping it simple \*Matching colors \*Dress for the occasion  
\*Seasonal changes \*What NOT to do!

## Goals depend on who you are targeting:

- ✓ For **COLD** leads, maybe just get some “Likes” or send them to some of the best content on your site.
- ✓ For **WARM** leads, get them to a landing page to sign up for your email list. (pictured)
- ✓ For **HOT** leads, send them directly to a sales page.



# Lead Magnets

Short Video Course

eBook or pdf document

**AUTHORITY PUB ACADEMY**

**FREE SERIES! Bestselling Authors Share How to Earn Your First \$10,000 Self-Publishing.**

Breakthrough Bestseller Video Teaching Series



**AUTHORITY PUB ACADEMY**

THE HUFFINGTON POST | PROBLOGGER | Daily Mail

**Yes, Give Me Access Now**

[Yes, Give Me Access Now](#)

\*This is a Free series and no credit card is required.

Italy Restaurant Guide

*Sign up for my free newsletter and download the restaurant guide!*

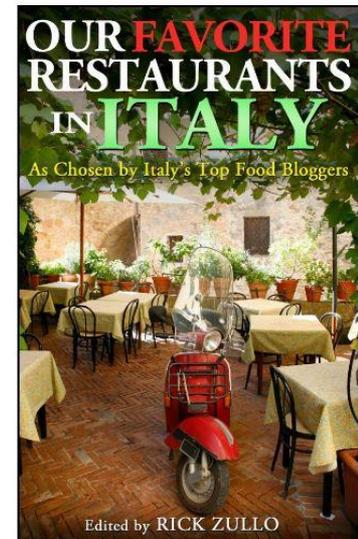
Name:

Email:

**Sign up!**

We respect your [email](#) [privacy](#).

*Buon Appetito!*



**\*IMPORTANT\*** Make it clearly relevant to your audience and your content.

# Other Types of Lead Magnets

- \* 1. An exclusive e-book not sold on Amazon
- \* 2. An interview with a leading expert in your niche
- \* 3. A case study of how a specific technique is used
- \* 4. An audio version of your Kindle book
- \* 5. Cheat-sheet or blueprint to provide a quick action plan
- \* 6. A screen capture video that demonstrates a strategy
- \* 7. A chapter from an upcoming book release
- \* 8. Templates to make tough tasks easier
- \* 9. Quiz or challenge
- \* 10. A webinar

What are some ideas that YOU might use for your site?

# Things to Keep in Mind for Lead Magnets

- \* Provide **one “quick win”** for a highly-targeted audience.
- \* Make it “irresistible,” so they feel compelled to act.
- \* Create **several lead magnets** for your site, **each one targeting to a different “segment”** of your audience.
- \* **Two-step opt-in seems to be more effective.** Once they’ve made that easy, initial “commitment,” it’s more likely they’ll complete the process.
- \* Use a **double opt-in** system to eliminate spam and grow a more focused, relevant list.
- \* “Bigger” is not necessarily better. Indeed, it should be **something quick and easy** so that they can put it to good use right away, thereby validating your value to them.

# Where are we so far?

- \* Publish an article on your blog
- \* Create a Facebook post pointed back the blog post
- \* Create a Facebook ad pointed to a squeeze page
- \* Collect data from Facebook Analytics and Tracking Pixel
- \* Use data to create BETTER, more relevant and more targeted ads for remarketing.

12

## The Best Restaurants in Italy

I hear you snickering out there already... what does Rick Zullo know about the best restaurants in Italy? Precious little, I'm afraid. I've never claimed to be a gourmet, *buongustaio*, or foodie. In any case, my Sicilian wife is a great cook and we eat at home quite a bit (especially now with a *piccolina* in the house). But fortunately, I have a few friends that know quite a bit about the best restaurants in Italy and I'm not afraid to exploit them for the purposes of promoting my blog. I'm kidding, they've all offered to contribute voluntarily, for which I'm both perplexed and extremely grateful.

Seriously folks, you will not encounter a more genuine or authoritative group of food writers than the all-star roster that I've duped into contributing to this effort. How did I come to discover these folks? Well, I was searching for restaurant information myself—both online and on the ground—and these names kept reappearing. Eventually I found their websites, bought their apps, and followed them on Facebook and Twitter. That's when it occurred to me to create this little book, as a way of introducing them to my readers and to anybody who wants to increase their knowledge of Italian food culture, and make sure that their next visit to Italy includes some

4

## Italy Restaurant Guide

Sign up for my free newsletter and download the restaurant guide!

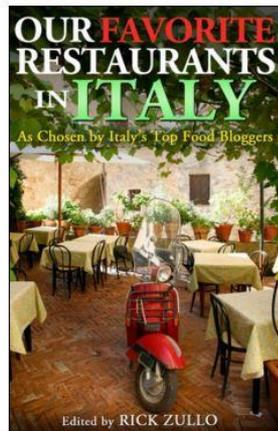
Name:

Email:

**Sign up!**

We respect your [email privacy](#)

*Buon Appetito!*



rickzullo.com  
September 6 · 🌐

Mamma's kitchen provides more wisdom than any scientific research on the topic healthy eating. Mangiate!



### Why do Italians live longer than Americans while eating pasta?

An explanation of the "Why do Italians live longer" question has been addressed in some recent articles and scientific studies.

RICKZULLO.COM

👍 Like    💬 Comment    ➦ Share

Ad



rickzullo.com  
Sponsored · 🌐



A FREE Restaurant Guide by some of the top food bloggers in Italy. Mangia, mangia!



**Eat Like a Local in Italy**

rickzullo.com

Download

Objective  
Website Conversions

# Next Time

We will “close the loop” with the final (arguably the most important) step.