



ServeNoMaster 103: How To Launch Your First Facebook Ad Campaign

Highlights:

[1:30] Understand the structure then start building each piece to make it less daunting.

[1:58] Decide what you want to sell. Start with end goal in mind.

[2:50] The first piece is the Facebook Ad. It should be educational.

[3:17] The second piece is the lead capture page where you get their email.

[3:32] The third piece is the delivery and/or sales page where you offer a full product after they have sampled your initial offer.

[5:22] The 1st two conversion pieces are the Facebook Ad and the opt-in page which would show who clicks your ad and who gives you their email address.

[6:11] Do split testing with your Facebook Ad. This can be simple with the help of apps like AdEspresso.

[8:25] If you use the Facebook Ad to send your customer directly to the sales page, you only have one chance to sell to them. Take their email address first to build a nice mailing list.

[10:10] Tripwire sale - your first sale you need to make.

[12:39] When you structure your Facebook ad, it's all about systems and how much you want to make.

[15:39] Don't be daunted. It takes only 1 - 3 days to build your funnel.

[19:39] Keep your spend low so you keep your risks low.

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