

Scaling Facebook Spend:

5 Things You Must Know To Successfully Scale Your Monthly FaceBook Ad Spend to \$300,000, \$1,000,000,000 or More!

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REACH
Global Media

A "Brief" Summary by Robert Grant & Mike Hill

What you will find in this presentation

- How We Have Been Spending Over 1mm/mo In FB Ads
- The Overlooked Fundamentals of Success
- The 5 Key Leverage Points For Scale
- Two Regular Guys With a Lot Of Experience.
- A Darn Near Checklist For Success You Can Hand To Anyone.
- Some Amazing Free Gifts For Those Looking To Scale up to 500K or 1mm/mo

IMPORTANT: These findings you are about to hear are from over 35 years of combined media buying experience and well over one million per month in ad spend. This presentation is for those who like working in collaboration and with compassion and shared learnings.

If you go into this looking to justify your own results or to prove how smart you are, now is a good time to leave because you will definitely always find what you are looking for.



A Quick Recap of The Fundamentals

The Fundamentals of Success

KPI's for The 62% Here Spending Less Than 50K/month

- Targeting vs Algo vs LA
- CPM
- CTR
- CPC
- Relevance Score
- Quality Score
- Conversion Rate Ranking
- CAPI Integration
- CRO
- Strategy
- Signals (pixel use)
- Copy
- Imagery
- Identity Ads
(Mike Hill's thing)

Targeting vs Algo Vs LA

The lie most believe & share

- On low volume targeting can be amazing, at high volume, it can kill scale
- Target when you have a **very** specific creative AND landing page.
- The algo will automatically target by ad/adset based on creative interaction/conversion.
- Your "target audience" could be a result of your efforts and not your best audience.
- Lookalike Audiences are great to start, but are not great for true scale.
- Every targeting overlay may increase costs & hurt AI driven campaigns
- Be careful of auction overlap between campaigns & accounts

CPM Rates

Why are my CPM rates so high!?

- On start of a campaign they are high for most everyone
- Over time CPM rates come down as the AI judges your CTR and CR etc
- High CPM can mean high value users or crappy ads/experience
- The better the UX, CTR, CR, usually the lower the CPM rates
- Excessive "ad hides" will increase CPM and hurt your account
- Low page score can hurt your CPM and overall reach to "quality users"
- More targeting and retargeting = higher CPM rates

Your Ads CTR

3-5% is a great starting goal

- Set yourself a solid CTR goal to start, know it will change
- At scale, your CTR is going to decrease, so start high!
- CTR is a reflection of relevance to the audience, not targeting. (AI targets too)
- Don't let targeting fool you that you have a great ad!
- Strategy is the best CTR tactic, be sure you strategize your ad creative
- Remember to use timely, relevant ads to today's users (not 2019 look & feel)
- Ad relevance should start at "Above Average" and is NOT a reflection of targeting either.
- What is the ratio of all clicks, to click through on link? (The higher the better usually)

Your CPC

Low is great, but not always...

- Getting a low CPC can be amazing, IF you driving buyers! Ads must attract buyers
- Try not to anchor "free" or you get low CPC and no buyers
- Your CPC and CTR are very closely linked
- Shoot for .50 or less at volume when your audience can support it.
(Dont expect .50 on financial offers)
- Other CPC Factors Include: Increased CPM, auction competition, creative imagery, video engagement, copy used, organic feel of ads, comment moderation and seeding, etc.

Your Ads Scores

These matter!!

- Relevance Score is Key, but don't think it means "your targeting".
- Relevance is a measure of ads importance to the ad recipient.
- Quality Score is the quality of your ad vs the competition (always strive for above average)
- Conversion rate ranking is your sites CR to your target goal as compared to other advertisers in the same "sub niche" for the same "standard goal". Be SURE you are using a goal that has you exceeding your competitors, or consider a non standard goal if your situation is indeed unique.

CAPI Integration

Why you **MUST** have CAPI

- CAPI = Facebook Conversion API
- With iOS 14, Facebook made changes to how ads are tracked, you simply must have CAPI installed to compete.
- There are simple software titles for this that we won't get in to, but we do have a doc if you are interested that covers all of the needed parameters.
- Without CAPI, you will not accurately be able to track all sales and FB will THINK you are not converting and you will pay more!
- You truly should have browser AND server events firing. When both fire, the server will be ignored when deduplication is in place.
- Let's not focus on this too much, it gets deep way too quickly. Let's agree, it is a must.

CRO

Why ego makes most people fail.

- Ad Scale is not a reflection of your agency, its a reflection of high conversion.
- At low volume, anyone can look like they have great CR.
- With hyper targeting via LA, your CR can also look amazing, but never scale.
- You MUST have a CRO specialist and pay them VERY WELL!
- You can borrow copy and a CRO specialist can test it cheaper than paying a high priced copy writer and end up failing! (Too many people do this simple mistake based on reputation only)
- Highest points of CRO interest are: Ad copy, Landing page, sales page, upsell page, auto responder series, VSL/webinar.
- Remember you MUST have a strategy for ALL, including CRO and Agency should be assisting you in that copy strategy, a good agency will even have a few suggestions, but ultimately, copy testing is what will make or break your campaigns.

Strategy

Failing to plan is planning to fail.

- Your agency should be paid to help you strategize ad campaigns.
- Most high end agencies charge 6 figures JUST for the strategy.
- What did the Geiko lizard, pig or cavemen do for the insurance industry?
- How are you using emotional anchoring, fun and pain (safely) in your ads?
- Are you carrying your strategy through the entire funnel sequence?
- Be sure you keep your voice consistent with the strategy or it will never work.
- A strategist is built to strategize. They must be empathic AND analytical and focus their day mostly on strategic development.

Signals

How signals are used in scale

- All AI driven platforms use signals to increase Algo effectiveness
- The more signals you send, the easier you make it on the AI
- Are you tracking your ads effectiveness from signals? (Leads, regs, etc)
- CAPI is a huge must to allow for signals to be seen on all devices.
- When your CPS target is too high and your budget is too low, you must use a predictive signals to get to Statistical Significance or you will never scale.
- Shoot for at least 5X the CPS target in spend per ad, per day. If not, lower the volume of ads or increase budget.

Copy

This is not English class!

- Your copy should match your audiences speech pattern. Match education too.
- If you are writing to left brain analysts, write more left brain copy, but do not remove right brain emotional elements for anyone, ever.
- If it's not "OMG how do I buy this" or "OMG thats me!", then keep writing until you get it!
- Don't let your ego stop you from sales. Let the results speak for themselves.
- Use competitive intelligence and spy on your FB pages to see their copy.
- Don't assume because you would engage with an ad, that it will work.
- Put money into copy, but not 25K for a sales page! Be smart about your investments.

Imagery

A Picture is worth 1,000 words

- Imagery is the foundation of your strategy, be sure it matches.
- Ad blindness can and will kill your scale! Brand Guidelines can = death.
- Use color accents, not dominant color palettes to scale
- Remember we're in a TikTok world. The world is a voyeur, use that.
- Sex doesn't sell, it creates negative ad feedback at scale!
- Do not defame any body part, condition or more. You must comply.
- Videos follow the same requirements!
- They will decide in under 1 second to continue based on your image!

Identity Ads

Mike's Holy Grail of Ads

- How does your ad define ME as a person?
- How can the ad speak to my deepest pains without making me feel bad?
- How can the ad look less like an ad?
- How does your ad make me feel PROUD and want to connect with YOU?
- What if your ads didn't look like an ad at all?

The 5 Things You Must Know for Scale

AFTER you have set your foundation and while you scale.

- 3 Fast Ways to Reduce CPM Costs
- Marketing PD & Spirituality That Works
- The 4 Deadly Things In The Finance & Marketing Niche
- 5 Things You Think Are Compliant, but they will get you banned
- How To Avoid Being Banned By Facebook

3 Fast Ways to Reduce CPM Costs

1. Dynamic Ads

- Dynamic ads feature more than one image and copy set.
- Load up images for every placement size in your Dyn Ads
- Facebook wants everyone to use dynamic, so it appears they are rewarding you for doing so, use that.
- They are easy to set up, but nearly impossible to report on what worked within that ad.

3 Fast Ways to Reduce CPM Costs

2. Increase your ad CTR

- The image is noticed FIRST. Use organic imagery that avoids ad blindness.
- Use copy that can invite trust and not raise suspicion
- Moderate & respond to comments to be sure you appear caring.
- Try adding an FAQ in comments if your offer is more complex.
- Don't try to seed engagement, that's just lame.
- Be clear, why are they clicking? Whats next?

3 Fast Ways to Reduce CPM Costs

3. Increase your engagement ranking

- First goal is ad interaction, second goal is link clicks.
- What will get them to engage? What is your curiosity hook?
- Watch comments and don't say its "just haters". Learn!
- Invite positive customers to comment on your "outreach campaign" (ads).
- Have compelling ads that people WANT to engage with. What's in it for them to engage?

3 Fast Ways to Reduce CPM Costs

BONUS: Keep intentions separate.

- AI ad targeting is based on the ad, try to keep the theme of a DYN consistent.
- Don't mix different interest types into one DYN ad.
- Create thematic ads to ensure the AI can really define easily the user to go after.
- Remember, your job is to make the AI's job easier. Think like a computer.

Marketing PD/Spirituality That Works

42% of responses were in this niche!

- Unicorns & Rainbows
- Are You Building a Sucker List?
- Identity Ads in Spirituality
- Under deliver, Over Promise?
- Are You About To Be Banned

Unicorns & Rainbows

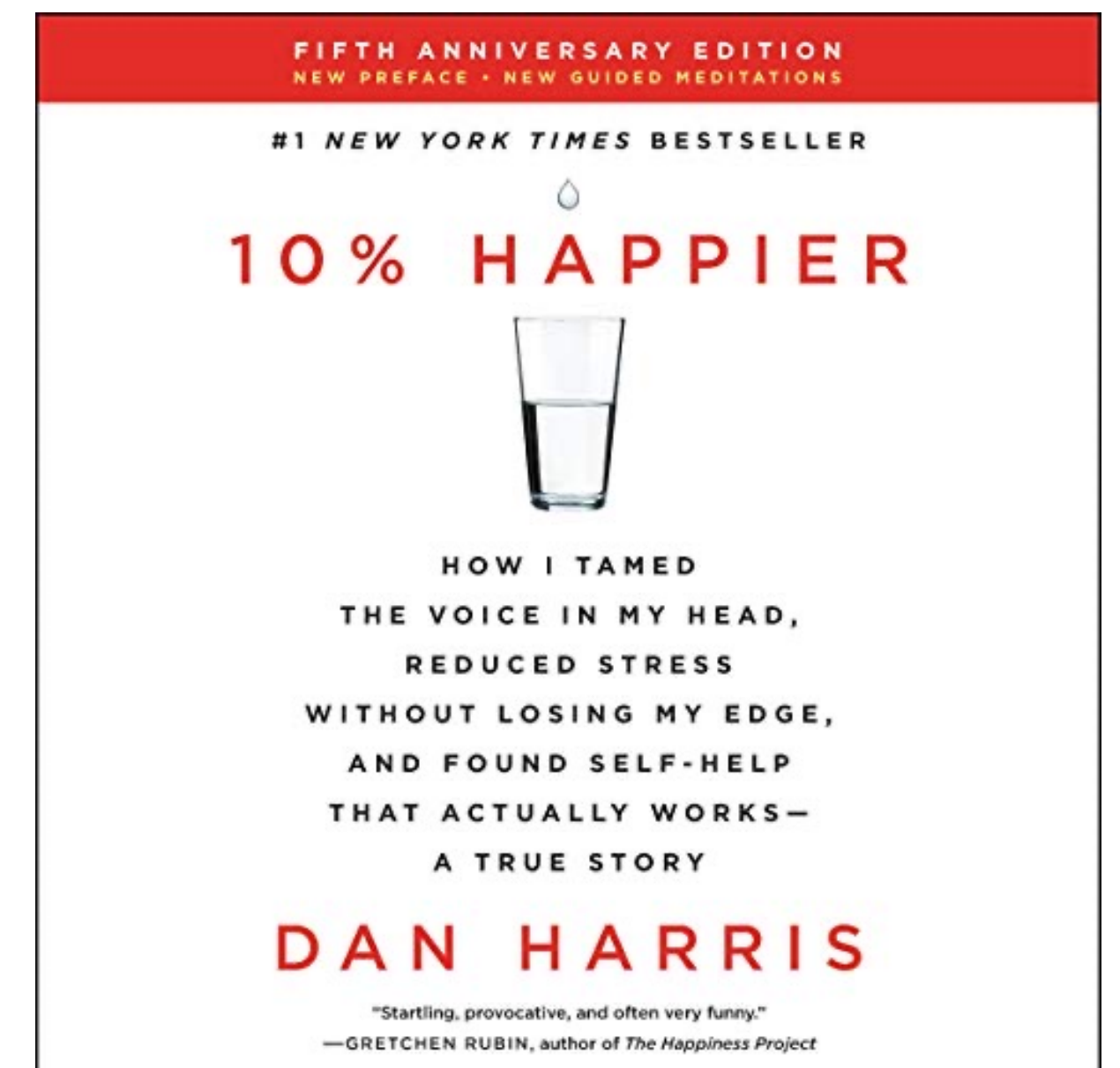
Live The Lie Of Your Dreams (thats how they read it)

- Do not be perceived as praying on the desperate. (Even if you aren't)
- The 5 Unicorn Horn principle. 0 horns = horse (fact), 5 horns = bullshit.
- Measure every statement in horn values.. how believable is that statement?
- What does life look like when I succeed with/complete your course?
- Are you setting a realistic model they believe they can achieve?
- Does this ad/you trigger my inner fear of being taken advantage of?

Hire a real writer!

Copywriters in PD mostly suck :(

- Claims will kill your business, remember 10% happier from Dan Harris.
- Speak to the identity of the user: Am I buying crystals yet? Am I justifying quitting my job? Getting a divorce? Am I going through mid life? Am I shifting from ambition to meaning or meaning to ambition? Do I hate my life as it currently is? Do I feel lost and disconnected from society and the world? Really think about where they are and serve them there.
- They are on a journey, create habitual buying, not a one time sale.
- What if you were their consultant and not a salesperson?



Take a different approach

When everyone is promising the moon and stars, sell binoculars.

- How can your offer be seen as totally different from the rest of the offers?
- What makes you stand out as the ONLY credible resource?
- Why will they want to share your product/ company at Christmas dinner?
- Is your website your offer? Or is it a real website to them?
- With not much effort, you can look like a God among men/women.

The 4 Deadly Things In The Finance & Marketing Niche

That everyone thinks is safe, but they end up banned (shadow)?

- Stating The Truth About Results! (Yes really)
- Motivating Your Customers
- Keeping Your Ads Clean From Haters
- Thinking You Are Different Because ???

Stating The Truth About Results

Why this is actually going to kill you.

- If your results mention money, you are making an income claim.
- If you share student results that set an expectation, you are making a claim.
- If you share, you MUST share with constant disclaimers, they won't hurt CR.
- Your disclaimer is most likely NOT compliant in the USA. Get the rules!
- The UK is even more strict than the USA.
- Advertising networks are not lawyers, they will simply remove you if the liability is too high, regardless of if you are right!

Motivating Your Customers

How this can get you banned & in legal trouble.

- Not everyone has the same abilities, to say "anyone can do it" is a lie.
- You lose credibility & trust when you make claims that are hard to believe.
- These people worked harder and were smarter than most. I don't know your ability, dedication or experience, but I have seen what students who go above and beyond are capable of and I have seen failure for those who simply don't try or are just not built for this work. Let me help you determine if you are built for this or not.
- How would you explain your offer to someone you love, who is a skeptic?
- Motivate in the AR, be humble and honest always, but even more while you are still building trust.
- It doesn't matter if it was possible for Cindy, can they believe its possible for them, and can they actually achieve it (when you remember not everyone has the same IQ or experience)

Keeping Your Ads Clean From Haters

Why your good intent could be killing ad performance

- 100 comments and only 10 visible? Stop Hiding Comments, delete until you don't have to.
- What are you learning from your comments? They are huge lessons in the real perception the audience has about your messaging.
- Leave some haters that were responded to by your tribe who protects you.
- For every hater comment, there were likely 10X the volume of "Ad Hides" :(
- Eventually you should not have to hide many haters, you will use comments to make better ads and a better and more believable offer!

Thinking You Are Different

Because ????

- Facebook does not see you as different (Unless you are spending well over 500k/mo)
- If the villagers are burning witches, do not sweep the porch in your favorite pointed hat! You **MUST** be aware of how you are perceived by all.
- Don't be attached to being right, be attached creating ads that get high engagement.
- Use exclusionary rules while you can. (Don't challenge belief systems)

5 Things You Think Are Compliant

But may get you banned...

- What Your Page Score? 75% didn't know!
- Any Statement Of Result, Shared In Any Way
- Letting a Copywriter Write Your Copy
- Using the Best Converting Landing Page
- Doing What Everyone Else Is Doing.

You Page Score

Shockingly 75% had no idea of their score

- Facebook surveys your buyers randomly with multiple criteria and a final score from your users.
- If your overall score drops below a 2 you are in real trouble. You don't want to stay there!
- If your score drops below a 1 you will likely lose your ad account.
- Set your timeline to survey in your page to coincide with happiest time of consumer journey, you will get a better result.
- Be sure your page name is remembered and NOT confused with another brand!
- Your goal is a 4-5 Page score, work at it and make it a focus.

You Page Score

This page had to stop ads and work to increase score.

Current Feedback Score

Feedback about this page is **good**

This feedback score—calculated using interactions between people and your business—indicates this business is meeting customer expectations. [See feedback score details.](#)

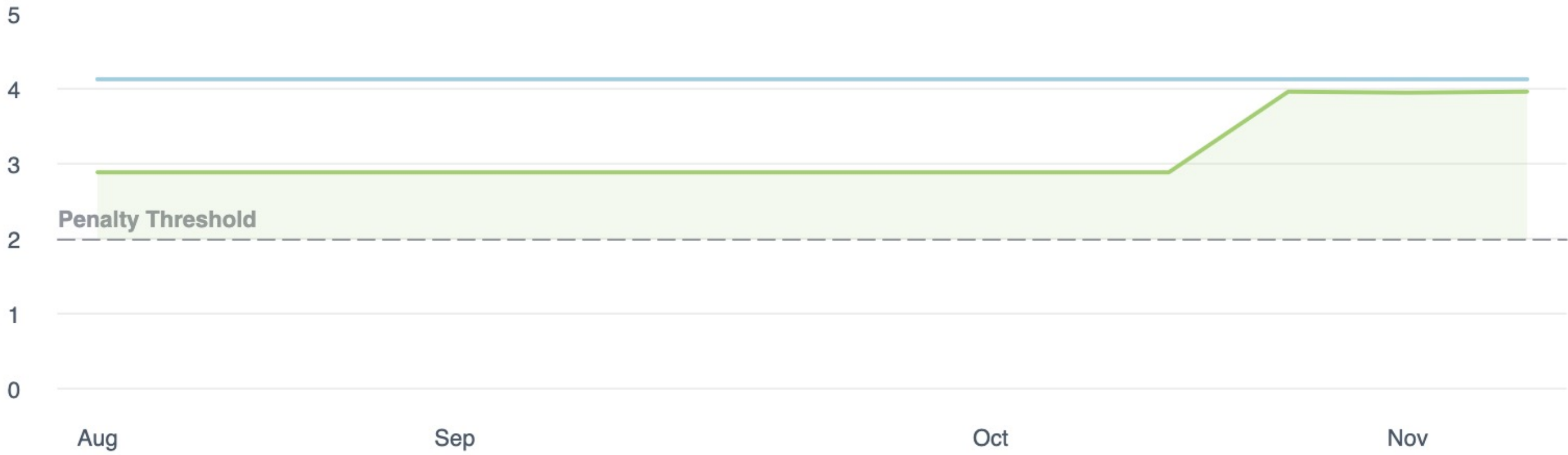
Feedback score ⓘ

3.9

Weeks restricted ⓘ

0

Your Feedback Score **Average Feedback Score**



Any Statement of Result

Share in any way

- Even if your attorney said you were legal and compliant, they are NOT Facebook. FB will not send all your information to attorneys to agree with you. They will simply ban you.
- Testimonials count too... Even if they said it, it's still a claim!
- If you MUST include them, be sure that you use 50% font size disclaimers by each and every statement and they must be clear and conspicuous.
- If you can, work with an agency that can run all by policy BEFORE you run the ads to be sure you are safe.

Letting a Copywriter Write Your Copy

They write with triggers in mind... these will get you banned

- Avoid all of the trigger words for your niche. Samples: Rich, Wealthy, \$, Cure, Treatment, Effective, Safe, Anyone, Dreams, earn, make, retire, cash, millions.. etc etc
- Most copywriters write to covert based on how they were trained. Not the new 2022 style of writing that hinges on social trust, but the manipulative style that uses NLP, guilt and negatives. Todays audience can not take any more negative and they will complain.
- If you can't scale, look to completely redo all copy thought out your process. It's not the ads that are the problem most likely, it's the copy and strategy in the funnel.

Using The Best Converting Landing Page

Wait what?

- If that landing page was written with triggers, it could get you banned.
- Did you go two clicks deep on the landing page at a minimum? FB will!
- Are you converting more people who will simply want a refund and complain about your page?
- Is what you are selling leading to happier customers? Your page and ad scores will be affected by the offering, even if it's your highest converting offer.
- **BONUS:** Only 31 % knew their LTV over a time index, your highest value page may not be your best converting page.

Doing What Everyone Else Is Doing

Can you copy greatness?

- Copying someone who is at scale could get you banned. While there may not officially be two sets of rules, there are two levels of assistance with issues.
- But wealthcashmagicians.com has no privacy policy, earnings disclaimer, and they make all kinds of claims!? They may either be spending more, or are two minutes away from a ban.
- All of my competitors are using this method, it must be the best? False! Marketing lemmings are all too popular. Build for your own unique self.
- Everyone else is selling the "get rich quick" in the AR, that must be safe. Guess again. It will result in unhappy prospects and legal issues.

How to Avoid Being Banned

And what to do if you are!

- Comments - your user voice that most advertisers ignore
- You are the sum of your 5 closest friends
- What does your website say about you?
- Who represents you in Facebook court?

Comments

Why are we harping on this so much?

- Your ad comments reveal how you are perceived and they are predictors of page score and ad scoring.
- They can reveal new products and offerings you need to make
- Comments can reveal a lack of clarity between you and the customers
- You must create a comment sentiment doc to know what they are saying.
- After a ban, there is nothing you can do about comments, unless you are re-instated, then you better focus on them now.
- The best time to use comments to grow is last year, the next best time is NOW!

Your 5 Closest Friends

Who is in your ad account?

- Every log in is tracked and monitored. If you are doing your own ads, what accounts are you linked to?
- If you have an agency, who are they working with and are they getting banned accounts still?
- Does your agency or partners have a high diversity and volume of account types? (Specialization is not always best)
- Has your agency or P.M.A been in business at least 10 years?
- Do frequent access audits and keep your team minimum! Use a BM!!!
- If it's too late and someone who has access is banned in any way, remove them fast!

What Is Your Website Saying About You?

Really, how would the news perceive your site?

- Does your homepage make it clear who your company is and what it does?
- Do you have a diversity of offers and customers?
- Are you using news logos without credit or links to those articles?
- Does the site look trustworthy and would people WANT to come back?
- Would someone want to link to your site as a credible resource?
- Are you putting all your time into a funnel, but neglecting the trust your website builds?

Who Represents You In Court?

The attorney who defends himself in court, has a fool for a client.

- Facebook loves agencies & businesses that spend over 500k-1mm/mo
- No one takes an actor without an agent seriously, neither does Facebook.
- Be selective with who you choose to represent you, it matters.
- Facebook sees better performance from businesses with agencies and considers them "real businesses". If your media spend is low, your a fish without a school and more likely to be picked off by a passing predator.
- No matter who you choose, if you are in PD, spirituality or finance/marketing, before you scale, get representation.

Who Likes Gifts?

We have a lot we're going to simply give away.

- We have put together a CAPI one sheet that will help your coders understand what to implement.
- We also have an ROI Calculator that reveals the big gaps that may exist in your revenue model that are preventing scale.
- There's also a lot more we will be sending out to those who want more training, but most we can't post publicly, so if you are interested in these gifts, or in being considered for representation by us, please submit your interest here:

<https://reachglobalmedia.com/digistore>

Thank You So Much For Your Time

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