

[How To Drive Prospects To Your HIT Business With Facebook Ads](#)

I highly recommend you [watch the presentation here](#)

Josh: All right, so today we're going to talk about Driving Prospects to your HIT Business with Facebook Ads and how we get \$3.50 leads. So let's jump right in. I'm assuming most of you guys have websites. If not, you're probably going to want a website to make this work. It can work without a website, but given the nature of the businesses that we have, having a website for your customers to be able to go and research and see what it's all about is going to be a big help. So let's jump right in here. So two methods that we typically use, one of them is free and that's just using the built in Facebook Ads Manager, tons of bells and whistles there. It's perfectly fine to use, but it's a lot more advanced and there's just so many things that you can do with it that it's easy to just get lost and confused.

Josh: Our preference for people just starting off is using AdEspresso. It is a paid tool. I think at the time of this video it's around six or \$700 a year to use, but it's worth getting your feet wet by using something like that. Just because of the learning curve. You can do split testing. So meaning you can, one of the big things when you're testing Facebook Ads is it's hard to know which videos, which pictures, which headlines, which content copy, which one of those are going to work best. So with AdEspresso lets you create all of those various combinations and see which ones your prospects are responding to.

Josh: The other thing it allows you to do is data sync with Google Docs. Where that comes in handy is if you're doing a lead form on Facebook, so the person, the prospect is filling out and giving you their name, address, date

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of birth, email, phone number, whatever it is you want to collect, and then have that automatically populate a Google spreadsheet or Google doc so that you can then work those leads.

Josh: But then last thing on here, courses, ad galleries, webinars, resources. They make it really easy to continue your learning process. And Facebook's always changing the platform, so being able to keep up with what those changes are and how to continue to optimize what you're doing on Facebook. So we use both. But for today I'm going to just, I'm going to go through how we use the AdEspresso tool just because I think for people just starting out, it's going to be a much simpler way to get started.

Josh: So we got, this is the main page when you log into your AdEspresso account, you can set up a new campaign, you got, here's the tools, there's the data sync that I was referencing earlier where you can sync that data back into Google Docs. You can generate reports, build your own optimization rules, which is a little more advanced, but gives you the ability to shut ads off if someone's seen it so many times or increase your budget if it's really outperforming. Lots of stuff you can do there. The university here. This is where there's lots of courses, webinars, ad galleries where you can get some inspiration here and you can see what other gyms, what other businesses, local businesses are doing to drive traffic to their homepages or local businesses. So let me go back.

Josh: All right, so I already set an ad up so that we can just make it a little quicker to go through, but we'll still be able to go through the steps here

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and see how we set the ad up. So when you create the campaign, the first thing you're going to do is you're going to name it. So one thing to point out here, if you have a Facebook page, they are steps that you will need to take to set up your ad account, give them your credit card information and all that stuff. You may need to have a web developer install a pixel on your webpage. The purpose of that pixel is so that when someone clicks on your ad and goes to the webpage, you're able to track that that traffic got to your page and then measure the performance of the ad.

Josh: You can technically do this without that, but one thing AdEspresso does do is give you that code that you can. If you don't do your own website, you can give it to your developer and they can put that pixel on the site, AdEspresso actually also has, if you're using WordPress, if you just search under the WordPress plugins for AdEspresso, they have a plugin that links to your Facebook ad account and makes it really easy to install the pixels on your page. So let's jump in.

Josh: We've got the campaign name. So down here we're going to tell AdEspresso, what kind of campaign do we want to run? So external website is probably the most common, one that you're going to do, where you're going to send traffic to your website from the ad. So we're going to go ahead and proceed. So the next page, this is where you're going to create the content of the ad. So page, this is already selected. If you have multiple pages under your ad account, you'll have to pick the one that you want to use. So in this case, Quantify Fitness is the only one. And your headline for the ad. So as you can see here, one thing that Facebook

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doesn't let you do right out of the box or within Facebook is change the font and bold and underline and do all these things.

Josh: So we have found a tool, it's called YayText. So what you can do is go here to YayText and type in whatever it is you want to test or whatever oops ... type in whatever it is you want to change the font. And then down here you can see all these different options that you can do with the font. So the one that we use a lot is this bold Sans, which then lets us use bold font within Facebook. So that's why these look bolder than just the regular texts that if you just did a Facebook ad without using YayText.

Josh: The other one we use a lot is Emojipedia. So here you can go and search all the different emojis, open bicep, you just hit copy and then you can paste it in here. We've done some test where we'll do the text of the ad and we'll do it with and without emojis and see how it performs. And in this case, we've found that having a few emojis just helps grabs people attention. You got to think about the average user when they're scrolling through their feed in Facebook, you need something to sort of interrupt their pattern of get them to stop and read what it is that you have in the ad.

Josh: But one thing I would encourage you to do is do a lot of testing. So here the plus sign here lets us create a new headline. So now we got two headlines. We could do the same thing on the ad text. So now we have two headlines, two ad texts. So, that's going to give us a total of four ads. So it's going to create all the different combinations. Right now we only have the one video, but I could add more videos and that would just

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increase the number of ads that AdEspresso is going to create. You don't want to have too many because then it's going to require a bigger budget to do all the testing. But in the beginning doing a couple of headlines, doing a couple of ad text. If you have different videos or images you're trying to test, it's a good way to figure out what works best.

Josh: And then after you've sort of determined that you can go back and start increasing your budget to drive traffic to whichever one worked the best. So down here, this is where I can pick, you can pick which pictures or videos. So I've already picked a video here, but you can upload a video directly into AdEspresso and then the ones that you upload will be in your gallery that you can pick. One thing to point out sometimes Facebook is going to pick which image to use for the cover of your video, but you can go in here and select a different frame. So if there was something else you wanted to use, you could pick that here or you could even upload your own image.

Josh: Down here is where the URL that when someone clicks on your ad, that's where AdEspresso is going to send them or Facebook is going to send them. Basically all this is doing is instead of showing this ugly long URL, it's just going to say QuantifyFitness.com on the ad and then link description. And so let me scroll down here and then call to action. There's various call to actions you can use because we are trying to get people with higher intent. We went with sign up, I've seen a lot of people use learn more, but we're trying to only get people that are really

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interested in moving forward. So we've went with sign up to accomplish that.

Josh: Let me pull up the ad here. The other thing I want to point out is most people are using mobile these days. So we do 100% of our ads on mobile. But you can choose if you want to do desktop, you can do the audience network. So those are like those display ads you see on other websites. You can do it on the right column on Facebook if someone's on desktop Instagram, lots of various places you can put it, but we tend to stick with mobile feed just based on some of the testing we've done. That's where we seem to get the best response.

Josh: So here's just an example of one of the ads. So it's got the ad text here, there's the video, there's the link, the headline, and then the link text here. So when someone clicks this sign up, it's going to take them to the Quantify website to our sign up form where they can fill that out and get in the system and go ahead and get scheduled to come in. Down here at the bottom if you're using Google Analytics, this is where you can put some of that data to track. I wouldn't worry about it if you're not using Google analytics yet, and here's the pixel that I mentioned earlier where you are going to want to put that on that website if you want to be able to track how many clicks from your ad made it to the website and then what they did after.

Josh: The one thing, Facebook will still track the clicks in your Ads Manager, but one thing you can do with the pixel is once you have that on your site, you can use that to retarget people that have landed on your site and have

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already shown some level of interest based on how much time they spend on the site or did they watch videos on your site? So I'd encourage you to figure that out and work with your developer or if you already know how to do it, go ahead and get that code on your site.

Josh: All right, so did I miss anything? I think we're good here. So I'm going to go ahead and proceed to the next page. This next page here, this is where you're going to create your audience. So Facebook has a lot of different options on who you can target. At the top here, if you were to have saved audiences in Facebook, you can load them up. I'm just going to go through like we were creating one fresh. So the first thing you're going to do is the location. Every location is going to be different. We've tested out to 25 miles and we've found that our best response for our particular location is 15 miles. Sometimes we'll do 10 but 10 to 15 miles seems to work best for us.

Josh: Go down to here, we got age, so our demo is typically 35 and up. Just FYI, if you put a 65 in here, Facebook is going to treat that as 65 and up. So if you don't want to go higher than 64, 65 you have to change up to 64, because if you leave that at 65 that's going to, the age is going to be anything over 65. Down here, this is where you can pick your interests. So lots of things to pick from as far as demographic interests, behaviors. And you can pick people with certain levels of education, whether they're parents, what they do for work, interests. So there's tons of stuff in here for fitness and wellness.

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Josh: The one thing, so up here, look up here on the top right, the audience right now, if I'm just doing 15 miles within the gym, of the gym location, make sure you have people who live in this location, because if you don't change that or if that gets changed accidentally, you may get people that are traveling to that location, which is fine if you're running an ad that's specifically targeted to people that are visiting. Make sure you consciously pick what you want there.

Josh: Age, 35 to 65 and up. So based on that, Facebook is telling me or AdEspresso is telling me that'll be about 360,000 people. When I go down here and pick physical fitness, that's going to drop that down to 130. So definitely want to use these to refine your audience and target it a little more. If there's things that you want to, you can just type in and it'll start pre-fill. So if I want to do CrossFit, didn't really change it because these CrossFit people were probably already in the physical fitness. Right now it's set to any of the above, so it's if you're CrossFit or physical fitness. If I wanted to say all of the above, now it drops it down to 23,000. So people that are physical fitness and like CrossFit, there'd be 23,000 people I'd be targeting. If I get rid of the physical fitness, it goes up 5,000. So that basically tells you that all but 5,000 of the CrossFit people also like ... Facebook has them as interested in physical fitness.

Josh: I'm going to show you though what we've found to work the best. So when you go into your Facebook's ad account, you can create your own custom audiences. So that means if you have a customer list or an email list, you can upload that into Facebook and use that as an audience. So

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we have a lot of different audiences we created based on web visits, whether they watch certain videos, different levels of client audiences. So this is all of our clients. These are clients that spend the most with us, new clients, so various ways to slice and dice. What we found to work the best is taking our clients and building a list off of the ones that spend the most and then telling Facebook we want everyone that looks like our best clients, the top 1% in the country.

Josh: So, if Facebook has 220 million people in the US, it's going to find the 2.2 million people that look the most like our clients that spend the most money with us. When you apply that to these other criteria up here, 15 miles, 30 to 65, you can see that brings this 360 down to the 180, so cuts it in half. One thing we like to do as well is combine. So there's 180,000 people that Facebook is saying lives within 15 miles of the gym. But I'm going to go up here and go back to where we were picking these physical fitness. So now I can start to make sure that that lookalike is really laser focused in on the ones that are going to respond the best to the gym and then ... go down here, proceed.

Josh: This gives you the option of adding, so we've got four ads. If you remember, we had the two headlines, the two ad text, the one video, so that generates four ads. If we also wanted to test any of these other things that Facebook has in. So gender, what mobile operating system. If I click that, there's two genders, male, female, it's going to make that eight ads. Typically, we don't use that because there's still data you can get from Facebook to see how these various things are performing without having

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to increase the number of ads, which would then increase the budget that's required.

Josh: So then you're going to ... this last page here, this is where you're going to set the budget and the bidding. In this case, I want to do \$5 a day. There are some options down here. What we typically do is pay for clicks, so that if you pay for impressions, that means every time someone sees an ad you're going to get charged. Or if you're optimizing for clicks and paying for clicks, then you're only going to pay for the clicks when someone comes to your website. Just another thing that you should test is whether you want to pay for clicks or impressions. We're typically going to pay for link clicks because we've just found that the cost, the acquisition costs come in better when we do that.

Josh: And then down here you can do some dayparting, which means you don't want Facebook to show your ad 24/7, we actually do just based on performance and trying to make sure we have the money being spent at the optimal times of the day. We'll do like 6:00 in the morning to about 10:00 in the evening just because we do get traffic on those out of hours. But they usually don't turn into prospects. So we want to avoid paying for things that aren't converting. And so once you do that, you're going to hit proceed.

Josh: AdEspresso is going to make sure your budget's high enough to run the campaign. And when you're ready you're going to hit publish to Facebook. And then usually it can take up to a day, sometimes longer, sometimes quicker. Sometimes you submit an ad and Facebook may

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reject it depending on what's in the ad. You can read on Facebook's website which things they won't allow to be approved. So I would encourage you to do that. So let me jump back.

Josh: I'm going to show you an ad we just did for Mother's Day. So this was run the Friday and Saturday before Mother's Day. And I mentioned earlier, we do use the dayparting. So from 6:00 AM to 10:00 PM target audience size was about 49,000 people. We did, we targeted that 1% lookalike audience based on our highest revenue clients that were also 35 and up. They had to be parents, they had to live within 10 miles and they had to be interested in physical exercise.

Josh: Over here on the right you can see what the ad content look like. So being a mom means less you time. That often means no time for exercise, problem solve, get results in minutes a week at Nashville's first and only smart gym. And then we have the video from the ad and down at the bottom Mother's Day special free two week workout intro plus sauna.

Josh: So we ran that for the two days and these are the results for those two days. So we only spent 100 bucks, actually \$98.48 and we generated 28 leads. So, that's about 14 leads a day. And these are people that completed the registration form by giving us their name, email, phone number, and date of birth. And so that comes out to about \$3.52 a lead. Compared to other things we've done for advertising those numbers are hard to beat. So we'll run ads like this, same type of setup and we're usually, I mean I think the average since we started doing this is probably in the five to \$6 per lead. In this case, the more targeted you can get and

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have your content in your ad be very relevant to the audience that's seeing it, the better it's going to perform.

Josh: So when we're doing just our basic ad, it's usually in the five or six bucks. Because we're just targeting a broader audience. But that's still a very good acquisition cost for us. And in a lot of cases we have to turn the ad off just because we want to make sure we work those leads, call them, text them, try to make sure we get them in, in case they don't schedule on their own. So we'll run the ad for a few days, generate a list of leads, follow up with them, get them in. And then once we work through those, we'll turn the ads back on.

Josh: All right. So, that's really it. This is really something that if you can spend the time and learn how to do your own Facebook ads. You're going to save yourself a lot of money. But if you've been in business for a while, I'm sure you've already received calls from marketing agencies telling you they're going to get you to page one on Google and they can do all of your advertising stuff for you. These agencies aren't going to understand your business. So save yourself money, learn to run your own ads. Start small and test.

Josh: If you do have questions along the way, we offer consulting services, just [Quantifyfitness.com/consulting](https://www.quantifyfitness.com/consulting). So hopefully this was helpful. One of the other types of campaigns we run are retargeting campaigns. So let's say someone clicks on that Facebook ad, they go to your website, but they don't fill out the registration form or somebody that is liking your posts on Facebook but has never signed up. What you can do is retarget those

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people with ads on Facebook. And a lot of times you're going to want to use a different content.

Josh: You're going to have like the ad I showed you here, this was meant to target people that have never heard about us. Once they've heard about us, then you can start giving them more content that's relevant to some of the services you offer or some testimonials. That way you warm them up to get those people that aren't the type that are going to sign up after seeing you once or twice on Facebook. So you definitely want to really build out your funnel so that you have campaigns that are focused on finding new prospects, using those lookalike audiences. And then once you do have them, once you have someone that's engaged with you, you want to retarget them to try to get them to come in. Again, so if you have any questions, you can reach us at Quantifyfitness.com and thank you.