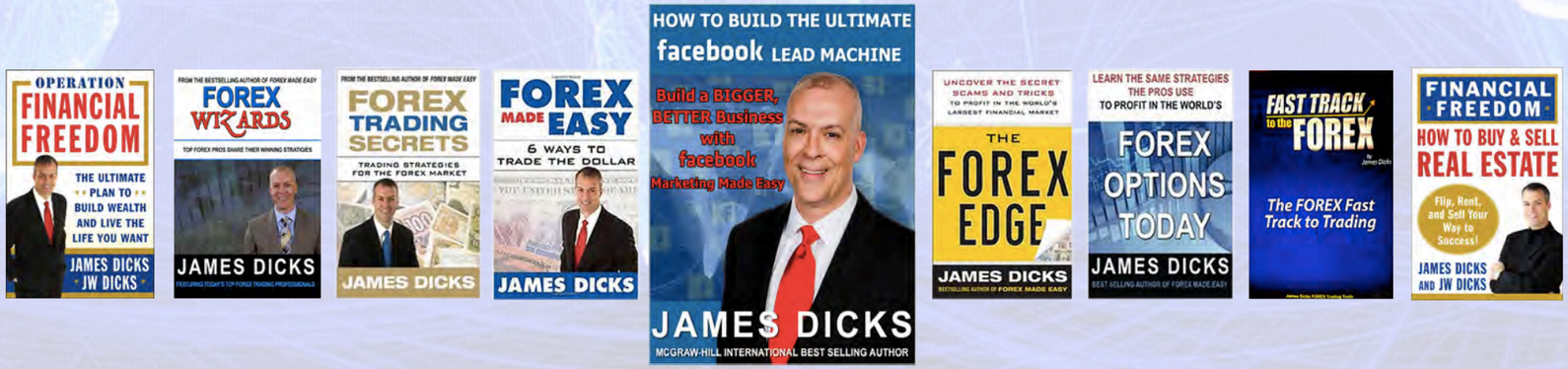
HOW TO BUILD THE *ULTIMATE* FACEBOOK LEAD MACHINE

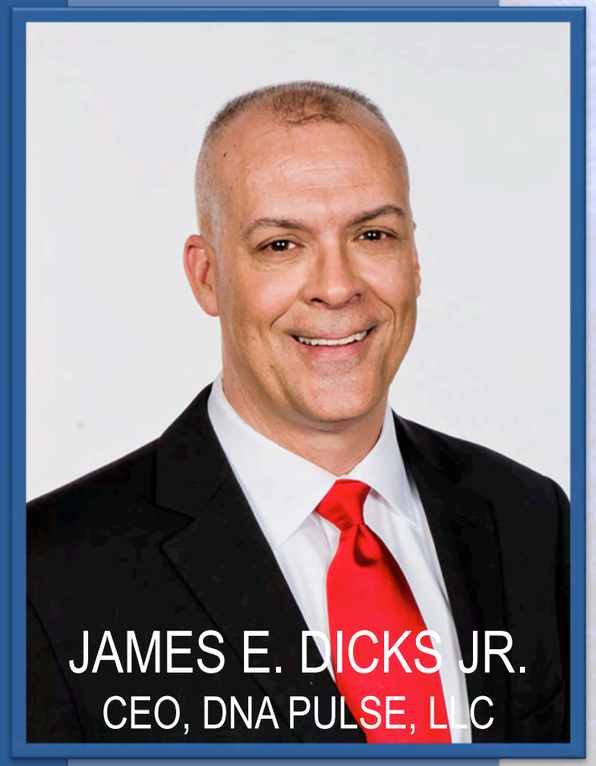
MCGRAW-HILL

INTERNATIONAL BEST-SELLING AUTHOR



As Seen On: CNBC NBC abc FOX CBS

MY FACEBOOK STORY



- How I got started marketing on Facebook
- How I built an overseas business with Facebook
- Produced Content in 5 Languages

DNA PULSE STORY

- Founded DNA Pulse in late 2015
- Took over JW and Nick's Marketing
- Clients include Harley-Davidson Dealers, Community Banks, Financial Planners, Attorneys and more

"WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA"

Google

PEOPLE SEARCH FOR A SOLUTION

KEYWORDS ARE LIMITED AND EXPENSIVE

LinkedIn

LINKEDIN ADS ARE ALSO EXPENSIVE

facebook

PEOPLE WHO WANT THE SOLUTION

FACEBOOK ADS ARE CHEAP

DNA PULSE

WHO CAN BENEFIT FROM FACEBOOK ADS?

ANY BUSINESS
LOOKING TO INCREASE
LEAD FLOW & SALES

"WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA"

DNA™ PULSE

5 REASONS TO ADVERTISE ON FACEBOOK

REASON #1

YOUR TARGET AUDIENCE IS ON FACEBOOK

facebook Community Update
4.27.2016
1.65 Billion
on Facebook each month
1 Billion
on WhatsApp each month
900 Million
on Messenger each month
400 Million
on Instagram each month
Facebook is providing businesses with the largest advertising opportunity than ever before.
Facebook has a user base larger than the population of China!
Introduced Reactions
Like
Love
Haha
Wow
Sad
Angry
Artificial Intelligence
Access for the blind and visually impaired
Oculus Rift
Shipped with 50+ games and apps

UPI TOP NEWS ENTERTAINMENT ODD NEWS BUSINESS SPORTS SCIENCE HEALTH OPINION PHOTOS ARCHIVE

Facebook smashes revenue predictions with $5.4B; income up 195 percent; Zuckerberg gains billions

Facebook also announced a 3-for-1 stock split plan Wednesday to create billions of additional shares of the company.

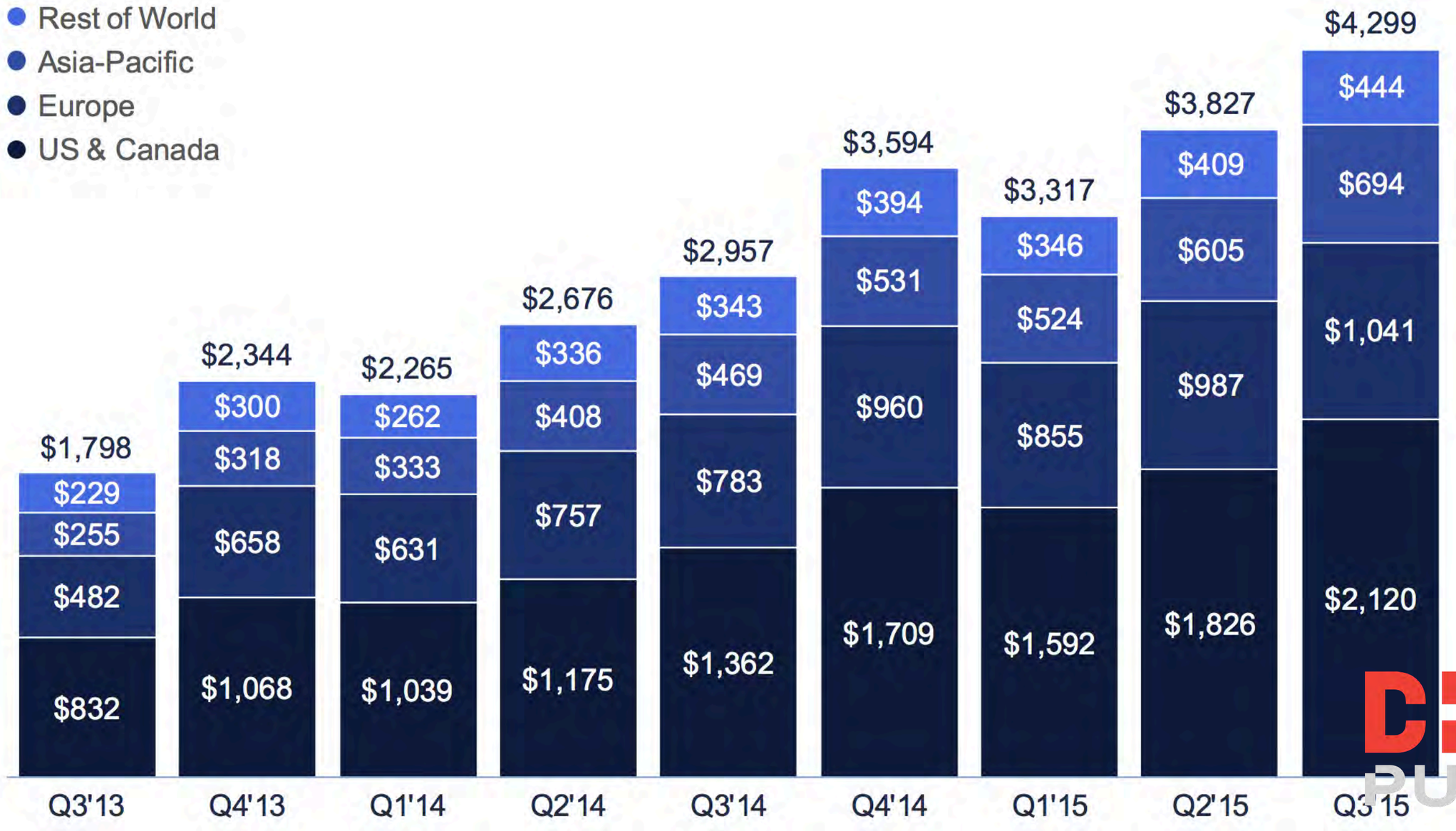
By Doug G. Ware | Updated April 27, 2016 at 10:46 PM Follow @upi

Comments Share Tweet Email Print

TOP STORIES

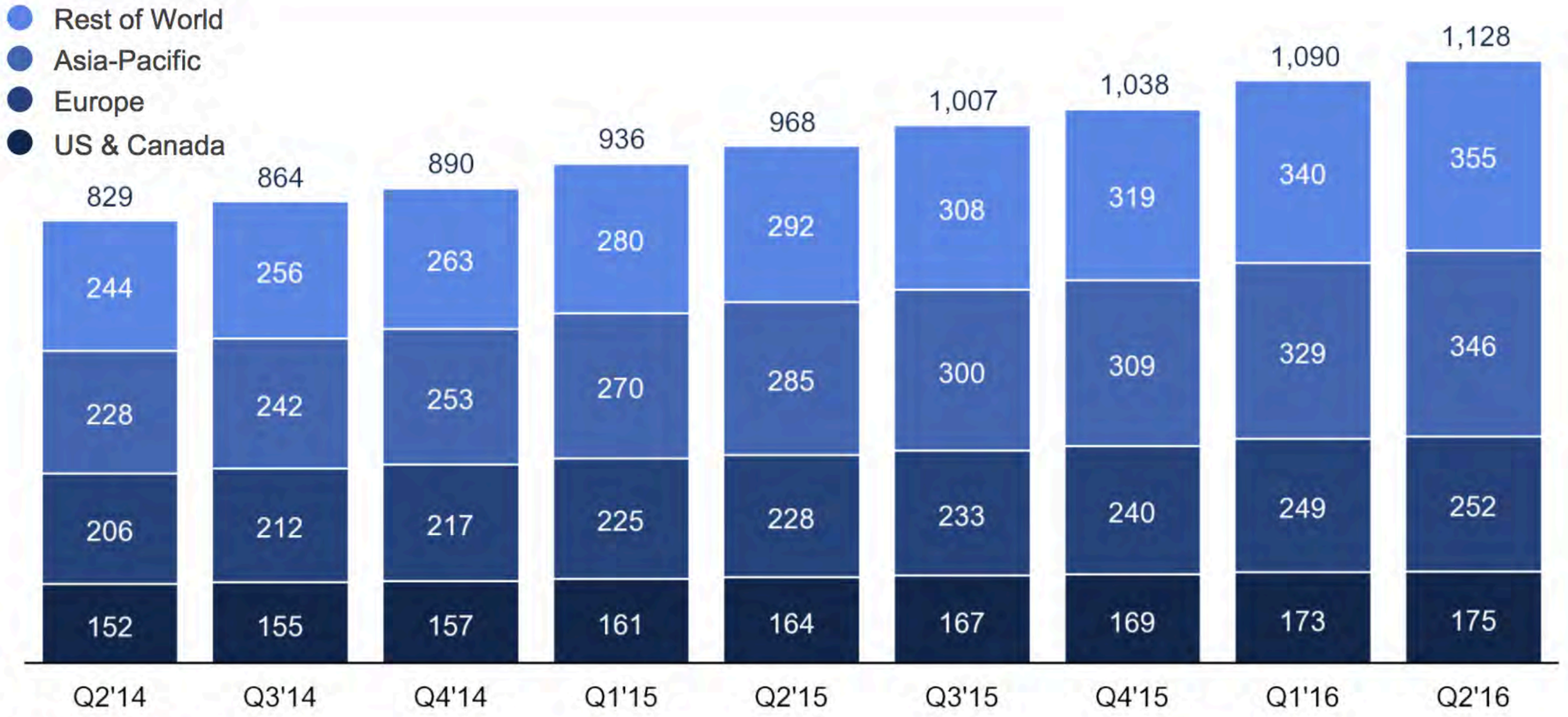
Advertising Revenue by User Geography

In Millions



Daily Active Users (DAUs)

In Millions



DAUs / MAUs

Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16
63%	64%	64%	65%	65%	65%	65%	66%	66%

REASON #2

TARGETING CAPABILITIES OF FACEBOOK ARE EXCEPTIONAL

TARGETING CAPABILITIES OF FACEBOOK

You can literally target your neighbor

You can dig pretty deep with these targeting capabilities and layer them upon each other to ensure you're getting rid of any questionable, out-of-market clickers.

- Behaviors
- Interests
- Demographics
- Connections
- Age Ranges
- Languages
- Locations
- Income

Locations

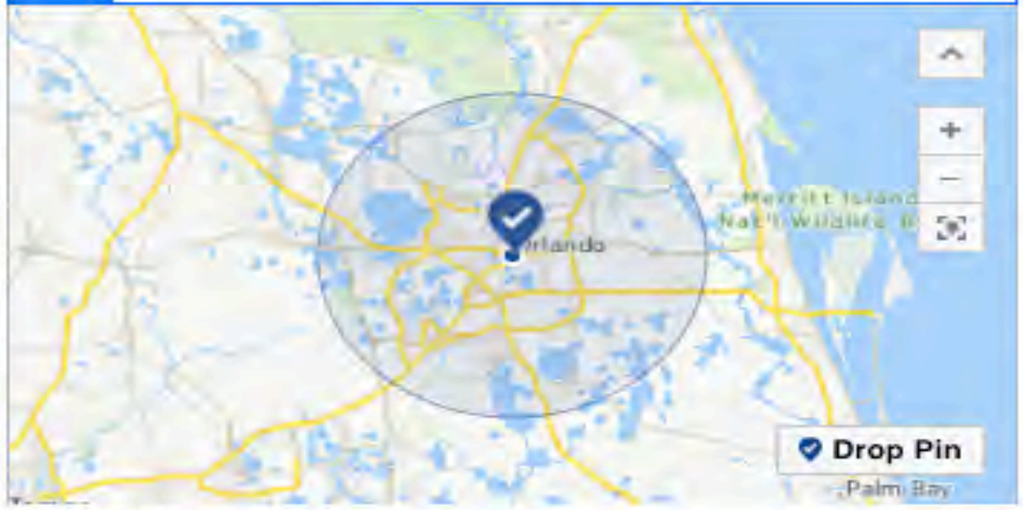
Everyone in this location

United States

Orlando, Florida + 25mi

Include | Add locations

Your audience location has been changed from United States to Orlando. Undo Change



Add Bulk Locations...

Age 23 - 65+

Gender All | Men | Women

Languages English (US)

Audience Definition

Your audience is defined.

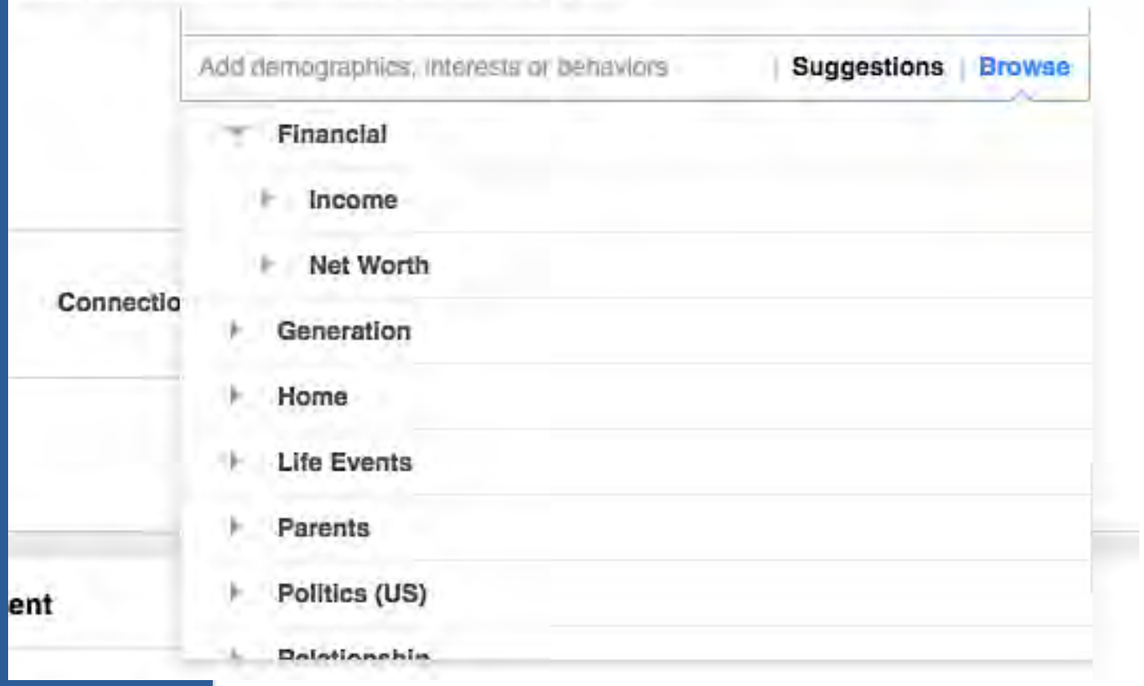
Potential Reach: 8,800 people

Estimated Daily Reach

120 - 320 people on Facebook

0 of 7,500

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

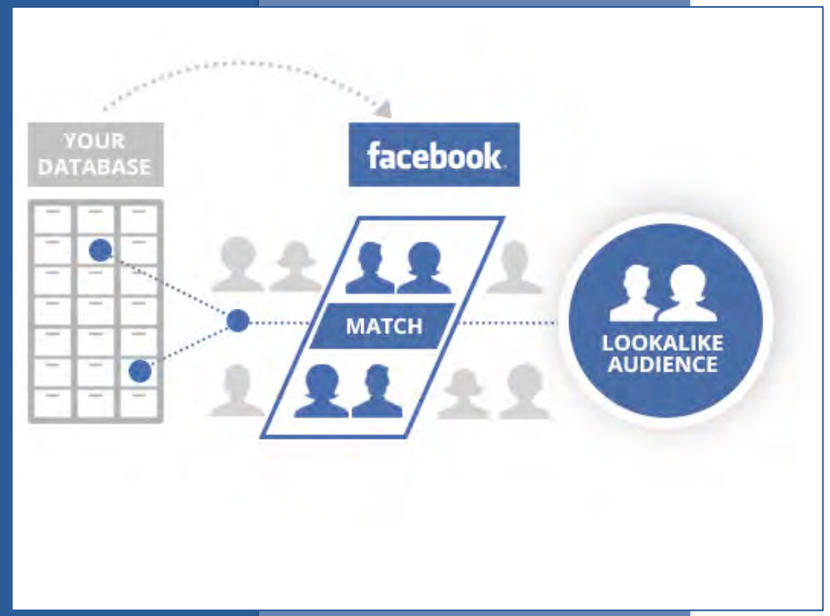


"WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA"

DNA PULSE

REASON #3

Remarketing, Retargeting and Lookalike Audience's



Once you've found an audience that converts like crazy, you can clone them.

Lookalike Audiences

Reach new people

Similar to your customers

People who like your Page

Great way to find old emails

Visited your website

Existing email list

REASON #4

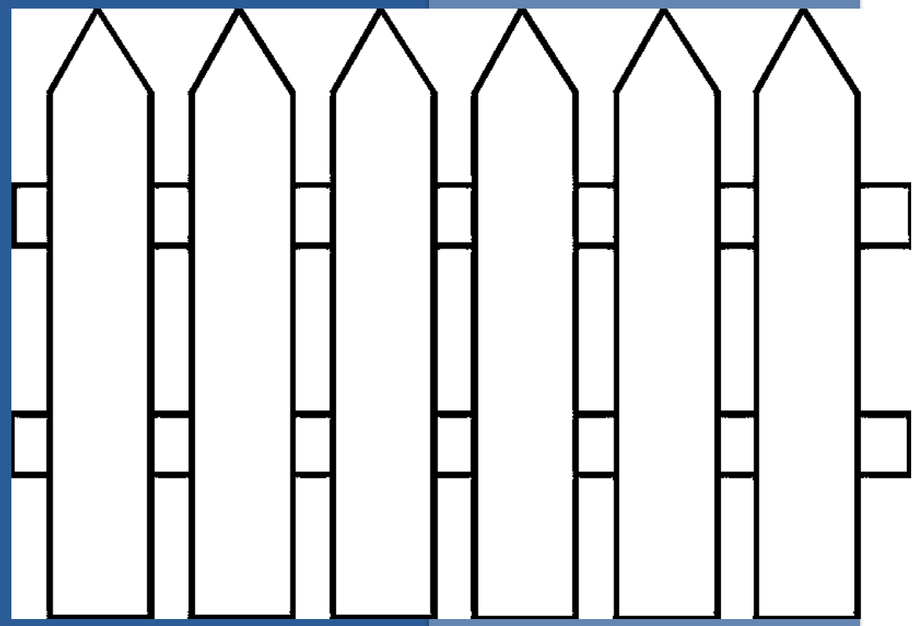
SCALABILITY

Monthly Budget

- Can be infinite (1.71 Billion Users)

Spend to Diminishing Point of Return

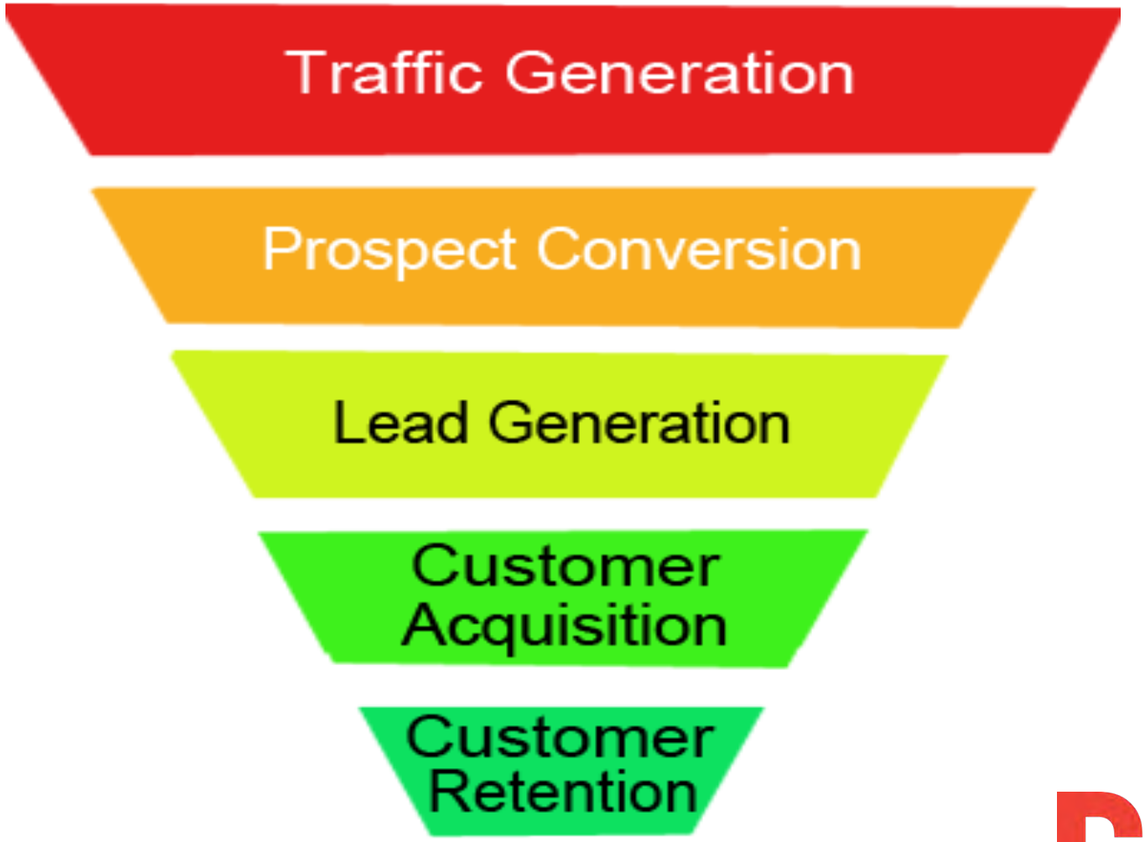
- A/B Testing



REASON #5

FACEBOOK IS EFFECTIVE TO PUSH ON-THE-FENCE LEADS DOWN THE SALES FUNNEL

SALES FUNNEL (CUSTOMER JOUNREY)



DNA™ PULSE

2 PHASES FOR A SUCCESSFUL FACEBOOK CAMPAIGN

PHASE I
Lead Conversion

Targeting Strategy

Ad Types

- Conversion VS Engagement

Landing Pages VS Lead Ads

Strong Offers

- **E**ducation, **T**rain and **S**upport
- Give Away's & Trial Offers

PHASE II
Sales Conversion

Lead Management

Lead Source ID's & Tags

Automated Follow Up

Sales Automation

Real Time Reporting

Facebook Ads Manager

Grow

Infusionsoft

DNA™ PULSE

LEVERAGE TECHNOLOGY

click funnels

LeadPages™

Infusionsoft.

WordPress

hootsuite™
Social Media Dashboard

AppointmentCore

FixYourFunnel
Mobile, Automated, Personalized

TOP 5 FACEBOOK MARKETING MISTAKES

MISTAKE #1

VIOLATING FACEBOOK'S ADVERTISING POLICIES

- ✓ Write “Facebook” With A Capital “F”
- ✓ Display The Word “Facebook” In The Same Font Size And Style As The Content Surrounding It

Go to: facebook.com/policies/ads/

- Use The Facebook Logo In Place Of The Word “Facebook”
- Make Facebook Plural, Use It As A Verb Or Abbreviate It
- Use An Altered Version Of The Facebook Logo In The Image For Your Ad

DNA PULSE

VIOLATING FACEBOOK'S ADVERTISING POLICY

We reserve the right to reject, approve or remove any ad for **any reason**, in our sole discretion, including ads that negatively affect our relationship with our users or that promote content, services, or activities, contrary to our competitive position, interests, or advertising philosophy.

MISTAKE #2

TOO MUCH PROMOTION / DON’T BE PUSHY

MISTAKE #3

DON’T SELL TOO LITTLE

MISTAKE #4

DON’T IGNORE COMMENTS NOT RESPONDING TO POSTS & COMMENTS

MISTAKE #5

DON’T FORGET ABOUT VIDEO POST

USING VIDEO

More Organic Reach

Closed Caption

Early Motion

Keep Short

HOW TO IMPROVE YOUR FACEBOOK AD

- ✓ Headline
- ✓ Image
- ✓ Body copy
- ✓ Link description
- ✓ Call-to-Action
- ✓ Targeting options

DNA PULSE

TOP 10 FACEBOOK ADS YOU CAN LEARN FROM

#6 PremiereTrade is forex trading platform. This is how they recruit new users on Facebook.

If you run a freemium or similar business model, try using your free offer to reduce friction

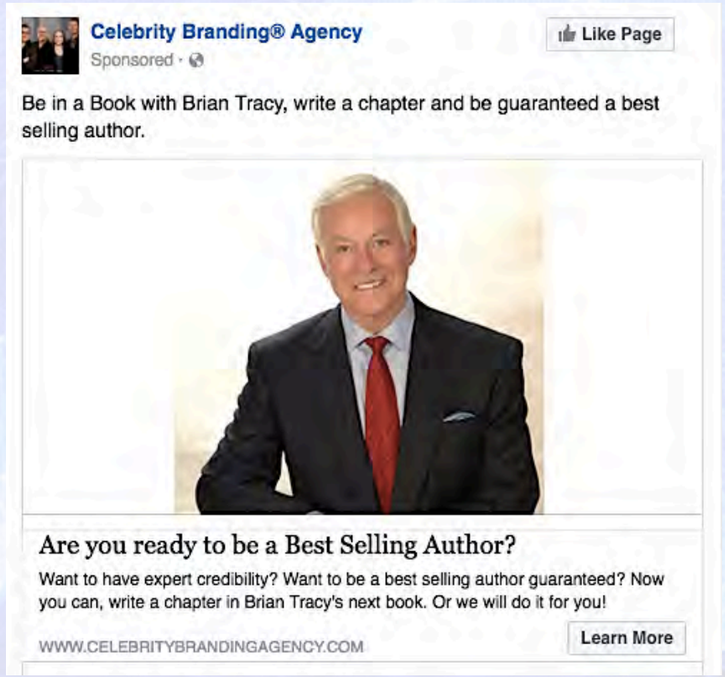
Use your best social proof; you don't necessarily need to show profits and sales.

Whatever you do, make sure your headline qualifies your audience

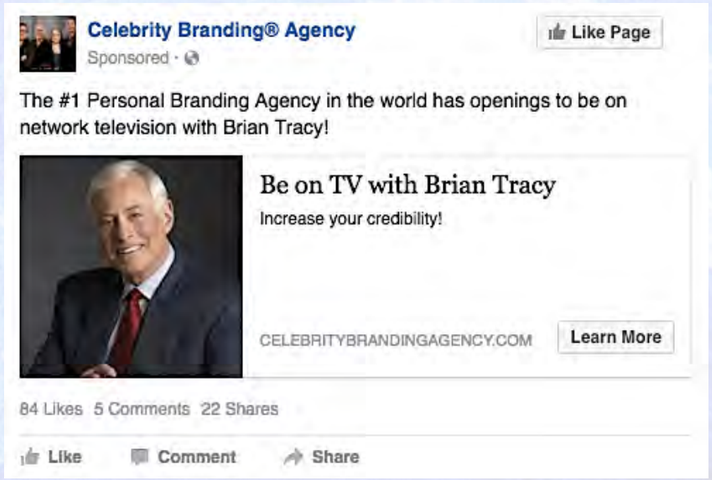
DNA PULSE

HOW DO WE MEASURE SUCCESS

6.29:1



10.75:1



8.67:1

DNA PULSE

DNA FACEBOOK REVENUE TO DATE

$1,058,397.02

HOW WE CAN HELP YOU SUCCEED ON FACEBOOK

READY TO ADVERTISE SERVICES

- ✓ New Client On-Boarding Meeting
- ✓ Write Ads
- ✓ Design Ads
- ✓ Create Targeted Lists
- ✓ Launch Campaigns
- ✓ Manage / Optimize Campaigns

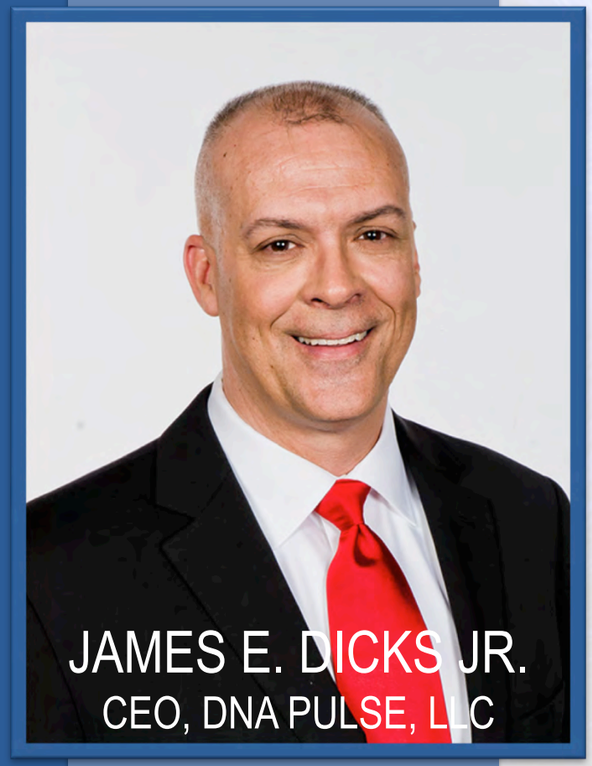
FACEBOOK LEADS ARE AUTOMATICALLY EMAILED TO YOU! CUSTOM API SOLUTIONS AVAILABLE

WORK WITH DNA PULSE!

Our services typically start at $2,000 per month, plus 15% of the advertising budget to place your ads.

SPECIAL SUMMIT PRICING

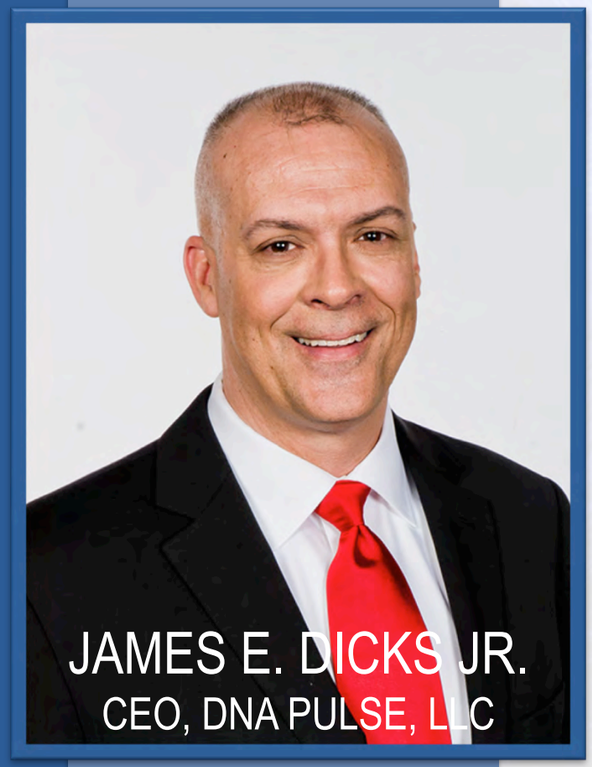
Monthly: $1,500



GET MY SLIDE DECK TEXTED TO YOU

TEXT: Pulse

323-498-2068



CONGRATULATIONS BEST-SELLING AUTHORS!

HOW TO BUILD THE ULTIMATE FACEBOOK LEAD MACHINE

DNA™ PULSE

4.5 BILLION LIKES GENERATED DAILY AS OF MAY 2013 WHICH IS A 67 PERCENT INCREASE FROM AUGUST 2012

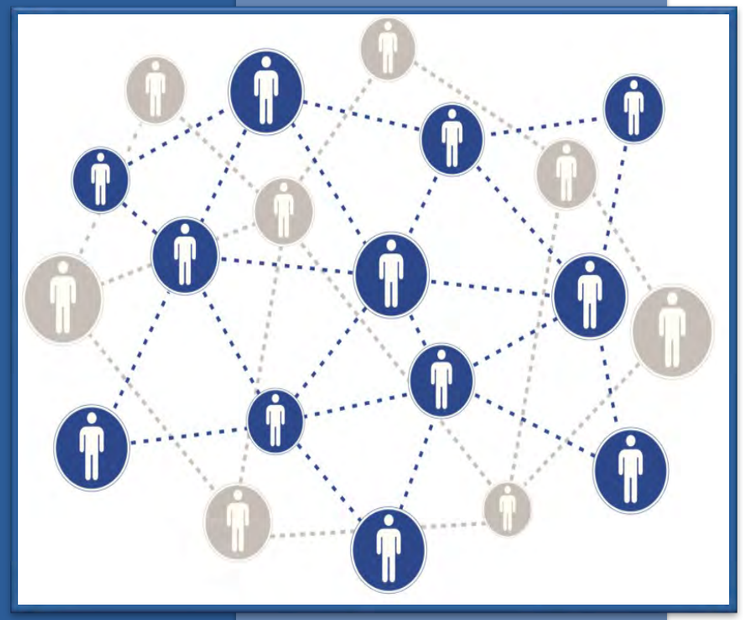
“WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA”

DNA™ PULSE

WORLDWIDE, THERE ARE OVER 1.71 BILLION MONTHLY ACTIVE USERS (FACEBOOK DAU) ON FACEBOOK WHICH IS A 15 PERCENT INCREASE YEAR OVER YEAR.

1.13 BILLION PEOPLE LOG ONTO FACEBOOK **DAILY ACTIVE USERS** (FACEBOOK DAU) FOR JUNE 2016, WHICH REPRESENTS A **17% INCREASE YEAR OVER YEAR**

DNA PULSE



THERE ARE 1.57 BILLION MOBILE ACTIVE USERS (Mobile Facebook MAU) FOR JUNE 2016

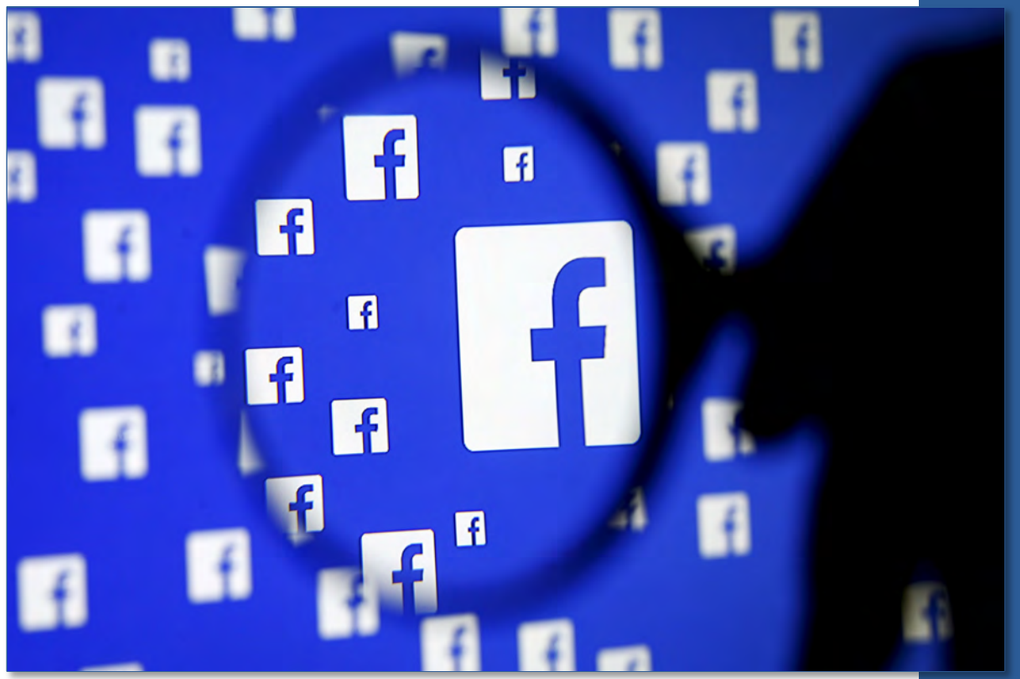
THERE ARE 1.03 BILLION MOBILE DAILY ACTIVE USERS (Facebook DAU) FOR JUNE 2016 WHICH IS AN INCREASE OF 22% YEAR-OVER YEAR.

On average, the Like and Share Buttons are viewed across almost 10 million websites daily.

IN EURPOE, OVER 307 MILLION PEOPLE ARE ON FACEBOOK.

AGE 25 TO 34, AT 29.7% OF USERS, IS THE MOST COMMON AGE DEMOGRAPHIC.

FIVE NEW PROFILES ARE CREATED EVERY SECOND.



YOUR POTENTIAL AUDIENCE ON FACEBOOK IS GROWING EXPONENTIALLY.

HIGHEST TRAFFIC OCCURS MID-WEEK BEWTEEN 1 TO 3 PM.

ON THURSDAYS AND FRIDAYS ENGAGEMENT IS 18% HIGHER.

DNA™ PULSE

PHOTO UPLOADS TOTAL 300 MILLION PER DAY.

TARGET YOUR EFFORTS STRATEGICALLY.

AVERAGE TIME SPENT PER FACEBOOK VISIT IS 20 MINUTES.

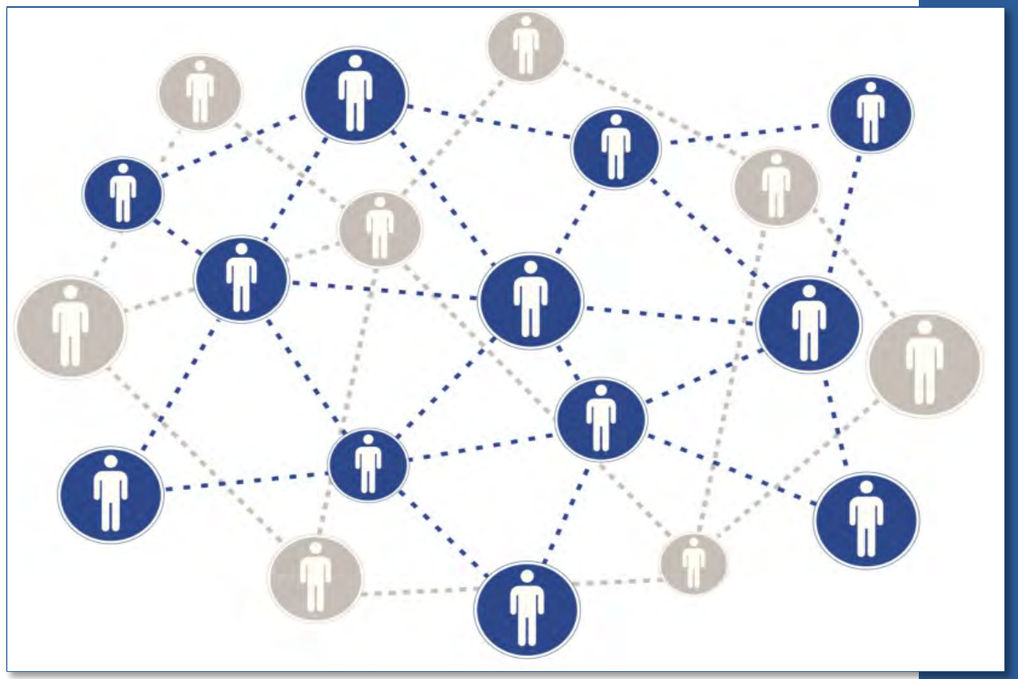
EVERY 60 SECONDS ON FACEBOOK: 510 COMMENTS ARE POSTED, 293,000 STATUSES ARE UPDATED, AND 136,000 PHOTOS ARE UPLOADED.

DNA™ PULSE

QUALITY AND STRATEGY ON YOUR PART MATTER.

“WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA”

DNA™ PULSE



4.75 billion pieces of content shared daily as of May 2013 which is a 94 percent increase from August 2012.

DNA PULSE

50% OF 18-24 YEAR-OLDS GO ON FACEBOOK WHEN THEY WAKEUUP.

ONE IN FIVE PAGE VIEWS IN THE UNITED STATES OCCURS ON FACEBOOK.

42% OF MARKETERS REPORT THAT FACEBOOK IS CRITICAL OR IMPORTANT TO THEIR BUSINESS.

“WE SPECIALIZE IN EFFECTIVE DIGITAL MEDIA - IT'S IN OUR DNA”

DNA™ PULSE

You can’t afford to sit on the sidelines.

16 MILLION LOCAL BUSINESS PAGES HAVE BEEN CREATED AS OF MAY 2013 WHICH IS A 100 PERCENT INCREASE FROM 8 MILLION IN JUNE 2012.

FACEBOOK HAS MORE MONTHLY ACTIVE USERS THAN WHATSAPP (500 MILLION), TWITTER (284 MILLION) AND INSTAGRAM (200 MILLION)—COMBINED.

FACEBOOK CONTINUES TO REIGN IN POPULARITY OVER SOCIAL MEDIA CHANNELS.