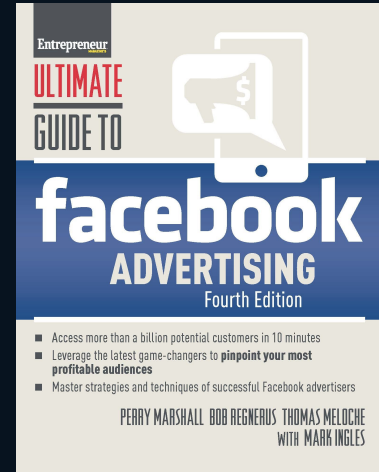


# Facebook Blueprints For Every Kind of Business



BOB REGNERUS

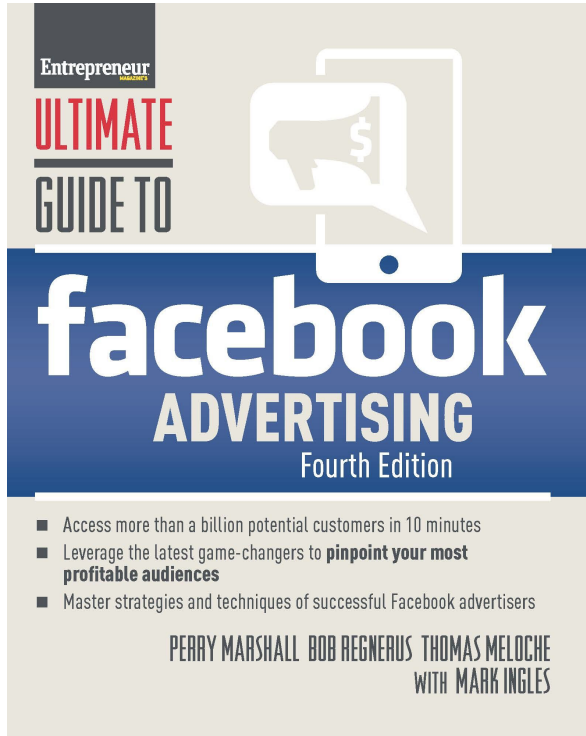


**a** THE AD COACHES

**Entrepreneur**

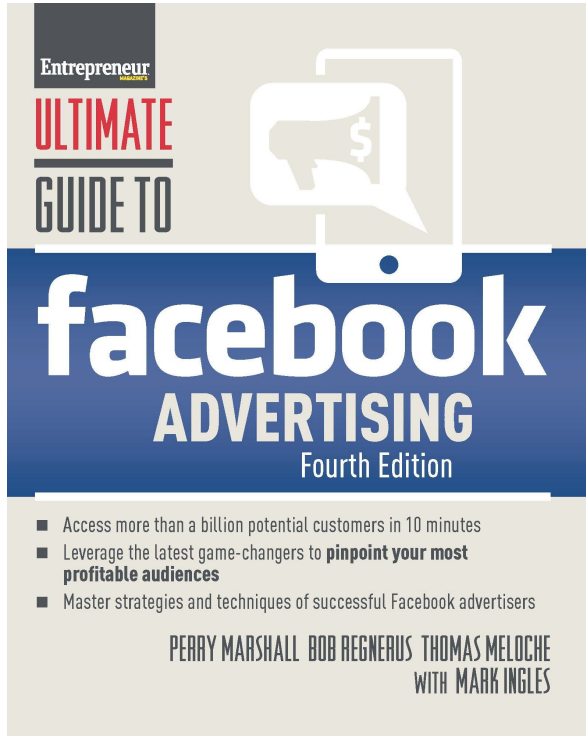
## ADVERTISING GOAL:

Build Highly Responsive Facebook Ad Campaigns That Deliver The **Right Content** At The **Right Time** To The **Right Audience**



## Chapters 3 & 20

### Retargeting In-Depth



## Chapter 23

### Blueprints and Strategies to Help You Launch Campaigns Quickly

**80% of My Questions Are:**

**“Bob, how would you  
market a \_\_\_\_\_ business?”**

# Basic Facebook Outreach Strategy

**a** THE AD COACHES

**Entrepreneur.**

# Basic Facebook Outreach Strategy

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1. Identify a Market
2. Get Market's Attention
3. Build Audience Of Interested Users
4. Nurture the Audience
5. Retarget Non-Responders

# Basic Facebook Outreach Strategy

---

1. **Identify a Market**
2. Get Market's Attention
3. Build Audience Of Interested Users
4. Nurture the Audience
5. Retarget Non-Responders



# Identify a Market

---

- Define your Customer Avatar
- Write out how your product/service solves a problem for that customer
- Build a Lookalike Audience from existing lists -OR-
- Build an Interest-Based Audience

# Basic Facebook Outreach Strategy

---

1. Identify a Market
2. **Get Market's Attention**
3. Build Audience Of Interested Users
4. Nurture the Audience
5. Retarget Non-Responders

# Get Market's Attention

---

- Create a one minute video that identifies a problem in your market and solutions to the problem
- Create a 750 word article that identifies a problem in your market and solutions to the problem and find an image that stands out
- Refer to your document you created for creative ideas
- Run a Facebook Ad targeting your market
- *ADVANCED*: Create 3 videos/articles and test all 3

# Basic Facebook Outreach Strategy

---

1. Identify a Market
2. Get Market's Attention
3. **Build Audience Of Interested Users**
4. Nurture the Audience
5. Retarget Non-Responders

# Build Audience Of Interested Users

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- Create a Video Custom Audience of people that watch 75% or more of your video
- Create a Website Custom Audience of people who visited your article page

# Basic Facebook Outreach Strategy

---

1. Identify a Market
2. Get Market's Attention
3. Build Audience Of Interested Users
4. **Nurture the Audience**
5. Retarget Non-Responders

# Nurture the Audience

---

- Create additional content in video and/or article format that:
  - Builds Rapport
  - Answers Prospect's Questions
  - Establishes Your Credibility
  - Stokes Fire of Demand

# Build Audience Of Interested Users

---

- Make a clear and compelling **call-to-action** a user must act on
  - Optin for more detailed information
  - Register for an Event
  - Schedule a Free Consult
  - Attend a Webinar
  - Start a Free Trial
  - Buy Now



# Basic Facebook Outreach Strategy

---

1. Identify a Market
2. Get Market's Attention
3. Build Audience Of Interested Users
4. Nurture the Audience
5. **Retarget Non-Responders**

# Retarget Non-Responders

---

- Retarget the prospects that consume your Lead Magnet or participate in your sales presentation
- Make a clear and concise **Offer to Buy**

# Campaign **Blueprints**

**a** THE AD COACHES

**Entrepreneur.**

# Home Services

---

1. Pest Control
2. In-Home Nursing
3. Home Improvement
4. HVAC Service
5. Swimming Pools

# Home Services

---

- Focus on getting leads/appointments
- Agitate the problems you solve
- Prove expertise and credibility

# Pest Control Strategy

---

- Identify a Market
  - Homeowners in a set of Zip Codes
- Get Market's Attention
  - Video "3 Ways To Get Rid of Ants For Good"
- Build Audience Of Interested Users
  - 75% Viewers of the "3 Ways" video
- Nurture the Audience
  - Testimonials and reviews from actual homeowners
- Retarget Non-Responders
  - Offer a "1st visit Free" or "25% off special"

# Business Services

---

1. Tax Planning
2. Printing
3. Ad Agency
4. Legal
5. Coach / Consultant

# Business Services

---

- Focus on getting leads/appointments
- Agitate the problems you solve
- Prove expertise and credibility



# Coach/Consultant Strategy

---

- Identify a Market
  - HVAC Business Owners
- Get Market's Attention
  - Free Report "7 Hidden Profit Services For HVAC Companies"
- Build Audience Of Interested Users
  - People that download the report
- Nurture the Audience
  - Testimonials and reviews from fellow HVAC owners
- Retarget Non-Responders
  - Offer free strategy session or bonus webinar

# Consumer Retail/Professional Services

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1. Auto Repair/Service
2. Medical / Dental / Massage / Acupuncture / Chiro
3. Spas
4. Dry Cleaning
5. Gyms / Fitness

# Consumer Retail/Professional Services

---

- Focus on getting booked appoints in your location
- Agitate the problems you solve
- Prove expertise and credibility

# Auto Repair Strategy

---

- Identify a Market
  - Drivers in a set of Zip Codes
- Get Market's Attention
  - Video "How To Winterize Your Car and Reduce Repair Costs"
- Build Audience Of Interested Users
  - 75% Viewers of the "How To" video
- Nurture the Audience
  - Testimonials and reviews from customers
- Retarget Non-Responders
  - Offer discount oil change or free winter inspection

# Retail Brick & Mortar

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1. Clothing
2. Home Improvement
3. Technology
4. Beauty

## Retail Brick & Mortar

---

- Focus on getting foot traffic
- Highlight the ease of doing business with you
- Make it worthwhile to leave the house

# Local Clothing Retailer Strategy

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- Identify a Market
  - 22-39 year old women in a set of zip codes
- Get Market's Attention
  - Carousel ad showing 5 hot new items in stock
- Build Audience Of Interested Users
  - People who interacted with the ad
- Nurture the Audience
  - User generated content and reviews showing your product
- Retarget Non-Responders
  - Offer 20% discount or “secret” VIP preview event

# Entertainment

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1. Golf Course
2. Theaters
3. Family Play Centers
4. Music Venues / Concerts



# Entertainment

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- Focus on getting foot traffic
- Highlight the enjoyment of the experience
- Incentivize them to bring others along

# Golf Course Strategy

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- Identify a Market
  - Golfers in select zip codes
- Get Market's Attention
  - Image ad showing people teeing off your signature hole and announcing tee times and specials
- Build Audience Of Interested Users
  - Users who clicked through the ad to see details
- Nurture the Audience
  - Testimonials and reviews from customers
- Retarget Non-Responders
  - Offer 25% discount for booking now or off-peak special rates

# Hospitality

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1. Restaurants
2. Hotels / B&B / VRBO / AirBnB
3. Adventures / Activities
4. Theme Parks

# Hospitality

---

- Focus on getting foot traffic
- Highlight the enjoyment of the experience
- Incentivize them to bring others along

# Restaurant Strategy

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- Identify a Market
  - People in select zip codes with upcoming birthdays or anniversaries
- Get Market's Attention
  - Image ad or video ad showing people eating safely in your dining room and announcing "Birthday/Anniversary Package"
- Build Audience Of Interested Users
  - People who clicked through the ad to see details
- Nurture the Audience
  - Testimonials and reviews from customers
- Retarget Non-Responders
  - Offer special package rates or bonus free cake or dessert

# ECommerce

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1. Single Product / Multi-Product
2. Subscription
3. Online Training
4. SaaS
5. Mobile Apps

# Ecommerce

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- Focus on getting traffic to the product quickly
- Clear and descriptive product information
- Share reviews and social proof
- Simple navigation
- Reasonable shipping policies

# SaaS Strategy

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- Identify a Market
  - Home office workers in the USA
- Get Market's Attention
  - Video ad showing a 1 minute demo of your productivity software
- Build Audience Of Interested Users
  - 75% Viewers of the demo video
- Nurture the Audience
  - Testimonials and reviews showing your product
- Retarget Non-Responders
  - Offer free trial for 30 days



## In Closing...

There is never a single way to do this.

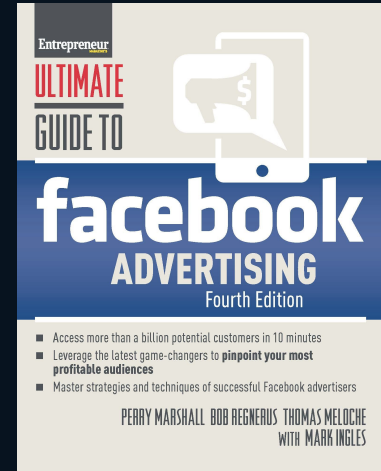
Test everything.

Model campaigns you like.

# THANK YOU



BOB REGNERUS



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