

# FACEBOOK AD SECRETS



0 to 200 Leads in 23 Days!  
(And You Can Too!)

*A Guide on Getting  
More Leads and  
Customers Through  
FACEBOOK ADS*

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## ~ Introduction ~



Hi, I'm Kristen Robinson, the Lead Generation Specialist of KR Design. KR Design is an online marketing company dedicated to helping online entrepreneurs generate more leads for their launches and promotions using Facebook Ads, livestreaming, and social media.

That's where I am now. You see, I have spent the last 4+ years building my business online. Before that, KR Design was a marketing agency that served local business with their marketing.

In 2012, I wanted to change direction. I was getting tired of doing websites, logos, and promotional products and I loved social media. So, I discontinued our services to offer only social media marketing. It was the best decision I ever made for my business.

In November 2013, I was approached by a military spouse who wanted to start her own business. We had known each other for a while and she knew my reputation as a military spouse and a social media marketer. She had seen the success I had in my business online with social media and success offline with various speaking engagements in the community. I decided to mentor her since I was a fellow military spouse and was flattered that she came to me for help. Fast forward 6 months later, she was doing amazing things in her business! This made me look for other military spouses to mentor and help them start their businesses.

In 2014, it looked like I was going to change directions in my business again. I loved helping military spouses start online businesses that allowed them to work from home doing what they loved! That year, I mentored several military spouses to become entrepreneurs and avoid the pitfalls I had made in my business. I was on the verge of something exciting!

As 2014 started coming to an end, a dark cloud came over me. I had to figure out a way to get out there and let other military spouses know what I offered. This is what I wanted to focus on in my business, but I had a big problem. The problem was that I had spent all of my business years serving business professionals and entrepreneurs and I had no clue on how to reach military spouses. So, I turned to one of the marketing techniques that had worked so well for me for over the years: social media.

Let's take a break and recap...

- I wanted to help military spouses start online businesses
- I had been mentoring military spouses for some time and they were getting great results
- I wanted to get out there and offer my services to other military spouses
- But I had NO CLUE on how to find them or reach out to them about my services

### **Does this sound familiar?**

Here I was this supposedly savvy social media marketer and I had no clue how to reach the people I wanted to help. Some expert I was! After panicking for about 2 days, I calmed down. There had to be something I could do, someplace I could start on social media to get the word out about what I was doing.

And then it hit me! Everyone had been talking about Facebook Ads: how well it was working for their business and how fast the results were. Maybe, just maybe it could work for me. I'll admit that I was hesitant at first, because my previous experiences with Facebook Ads were not pleasant ones.

I started looking at other Facebook Ads in my NewsFeed and applied some of the tips and techniques I had learned from previous courses. **In 23 days, I had over 200 leads** on my email list who were interested in what I had to offer!

## *~ What to Expect From This Facebook Ad Guide ~*

This Facebook Ad guide is really meant for people like you. You want to get your name out there quickly and attract qualified candidates for your products and services. Believe me, I get it! So, here's what you can expect from this guide:

### **1. How I did it**

I'll break down what I did step by step and how I achieved Facebook Ad success.

### **2. Avoid Mistakes**

I'll show you the mistakes I made from previous Facebook ads and how I've corrected since then. That way, you don't have to make the same mistakes I did!

### **3. Bonus Tips**

I've picked up a couple of tips and tricks along the way that have increased my results. I want to share them with you so you can have great results too!

### **4. Unique Point of View**

This is for you if you're just getting started with Facebook Ads and you have a small email list. Or maybe you're starting your email list from scratch. Remember, I started out with close to nothing: no prospective clients who were interested in my services and a small social media following with the wrong audience.

**Are you ready to get started?**

## *~ Who Are You Talking To? Define Your Audience ~*

One of the biggest mistakes people make with Facebook Ads is their audience. I start with this step first because it is the most crucial step. Looking back at my past Facebook Ad campaigns, this is where 90% of my mistakes were made: I didn't target the right people.

Here's the key with your audience when it comes to Facebook ads: **the more general you are, the harder it is for Facebook to serve your ad to the right people.** I've been having the best success with Facebook Ads when I target a specific group of people.

How specific do you need to be? Here's a good tip: Take a piece of printer paper, surround yourself with crayons, markers, and colored pencils, and draw one person from that audience you want to target. This may seem silly but this will really help you narrow down EXACTLY who you want to target with your Facebook Ad.

Once you've narrowed down your audience, it's time for the demographics:

- How old are they? What is the age range you're targeting?
- Are they married, divorced, or single? What is their relationship status?
- Is there a specific country or countries you'd like to target?
- Do they need to speak a specific language?

Once you've gotten all of the information that you need, store the information digitally so when you're ready to compose your Facebook Ad, everything is one place. I highly recommend using Evernote.

Lastly, you need to do some research. What helped me get the right people was targeting the fans of other Facebook Pages. Once I knew of one Facebook page that served my ideal audience then I just had to find other pages that were similar. I did a simple Facebook search and used the phrase "Military Spouse Pages" and clicked on the "Pages" tab. This gave me many Facebook pages to choose from to target. I chose the top 4 that had the highest amount of Facebook likes.

## How I did it...

The only 2 Facebook pages that I knew were popular for military spouses were “Military Spouse Magazine” and “Army Wife 101”. I did a search on Facebook for similar pages and came up with “Army Wife Network” and “Military Spouse Central”. The total amount of likes for all 4 Facebook pages was 379,000 likes.

When I added in my demographic information (21-55, Married, Women, only in the United States, etc.), the targeted audience shrunk to 146,000. I was able to use this small number and have great results. Typically, the advice around the Internet is to have a target audience of 500,000 to 1 million people. Remember, that **you want to be as specific as possible**. When you’re specific, you can achieve great results with a smaller number. You also want the number to be greater than 100,000 if you know your specific audience (if you’re in a niche market, it’s perfectly ok to have a targeted audience reach, less than 100,000). This is to ensure that you have a big enough audience for people to click on your ad and sign up for what you’re offering.

## Mistakes to Avoid

In my previous Facebook Ad campaigns, my target audience was entrepreneurs. That was too general. I should have targeted a specific group of entrepreneurs such as real estate agents, business coaches, speakers, etc. **When you narrow down your audience to EXACTLY who you want to target, it makes it easier for Facebook to show your ad to the right people**. For example, my best performing Facebook Ads for military spouses are when I target women who are 25-45, who like military spouse business pages, live in the United States, and are married. If that doesn’t tell Facebook to show my ads to military spouses, I don’t know what does!

## Bonus Tips

If you’re having a tough time narrowing down your audience, ask your current clients (or someone who you would like to be your client) what Facebook pages they like regarding their profession. You’ll be able to get some great Facebook page suggestions and look for similar pages with a Facebook search. Another way of gathering more information is a survey. I created a survey using Survey Monkey and posted it on my personal Facebook account and encouraged my military spouse friends to fill it out. Some of the questions that I asked was what Facebook Pages did they visit to get more information about starting a business or maintaining their business. I got great feedback on which Facebook Pages to target for my Facebook Ad.

## ~ *What To Say In Your Facebook Ad and The 20% Rule* ~

The most difficult step of creating your Facebook Ad is the text and the photo. These two items should be created with extra attention and care. If your Facebook Ad is seen by the right audience but doesn't have an attention-grabbing image or compelling words, no one will click on your ad and you won't have potential customers.

Let's start with the text of the Facebook Ad. You want to **address 1 pain point or issue that your audience has that your product/service solves**. There may be several but just pick one. Another good tip to writing compelling words is to use their language. I like to refer to this as the "Nighttime Talk". When your audience is lying in bed about to go to sleep, **what is the one thing that keeps them up at night and how do they say it to themselves or to their spouse/partner?** These are the words you want to use in your Facebook Ad. These words will speak to your perfect potential client, show them that you have the solution, and click on your ad. This is also **the best way to increase the quality of the leads you get from Facebook Ads**.

There has been a lot of confusion with the 20% text rule for the image you are going to use on your Facebook Ad. **Here's the deal: your image cannot contain more than 20% text**. When you think about it, that makes sense. You want the image to grab their attention, so they will read the compelling words and click on your ad.

In order to create an attention-grabbing image, use a graphic that resonates with your audience on that one issue you chose to use in your text for the Facebook Ad. Below is the image to my best performing Facebook Ad for military spouse entrepreneurs.



*The image to my best performing Facebook Ad*

Notice that the one issue I chose to target with military spouse entrepreneurs is the pain from moving from location to location. The image I have chosen to use has boxes in the kitchen. This clearly resonates with any military spouse when it comes to moving and relocating. That is the effect you want your image for your Facebook Ad to have.



## How I did it...

For my text with my Facebook Ad, **I really thought about what and how military spouse entrepreneurs address their pain point to themselves, their spouses, and their friends and families.** One of the most difficult things was coming up with the words for my ads, so I asked around. I also had a survey that I posted on Facebook and asked my friends who knew military spouses to pass it on to them and have them fill it out. That really helped me with the words for my Facebook Ad that **generated a good response of high quality leads.**

For my image, I took a closer look at the Facebook Ads in my NewsFeed and how they looked. I found that **most of them had the same structure: an image on one side and the words and text on the other side in the middle (just like the image above).** I have tried other formats and noticed that this structure gets the most clicks.

## Mistakes to Avoid

Don't try to cram every single detail in the image you're using for your Facebook Ad. **Remember, the purpose of the image is to grab your audience's attention.** Once they have noticed your Facebook Ad, they will read the text and click on your Facebook Ad for more details. In order to comply with the 20% rule, you will want to use the Facebook Overlay Tool. This shows you how Facebook determines if your image can be used with your Facebook Ad. [Click here to access the Facebook Overlay Tool.](#)

For your text, you want to use the "Nighttime Talk" words. This was difficult for me because I tend to use industry words and jargon. If you start using words that are familiar to your industry, your audience will not understand what you are offering or if your solution is the right one for them. **Use EXACTLY the words that your audience would use.** In my previous Facebook Ad campaigns, this was the other big mistake I made.

## Bonus Tips

If you're having a tough time with the text for your Facebook Ad or your image (I struggled with this a lot at first), **take a look at your own Facebook NewsFeed and take screenshots of the Facebook Ads you see.** This really helps you with words that you can use or that particular image that will resonate with your audience. I still have a folder on my computer desktop where I collect screenshots of various Facebook Ads to see what's working and how I can improve my Facebook Ads.

## *~ Your Facebook Ad Budget ~*

One of the biggest questions I get when it comes to Facebook Ads is: “How much should I spend?” Believe it or not, you don’t have to spend a fortune on Facebook Ads to get great results. **If you go to Starbucks for your daily coffee or latte, you have the budget for a Facebook Ad.**

**I highly recommend starting with a budget of \$10 per day.** This gives you the opportunity to test your Facebook Ad without spending a fortune. If the Facebook Ad is working and you’re getting leads, then you can increase the budget to an amount that’s comfortable for you.

How do I know if my Facebook Ad is working? Good question. **If you don’t see any leads coming in from your Facebook Ad within 48-72 hours, then it’s probably not working.** You may want to take a look at your image for your Facebook Ad, your text for your Facebook Ad, and the audience you’re targeting with your Facebook Ad (and no, not necessarily in that order but you want to look at those three things).

How long you run your Facebook Ad is dependent on what the goal is for the Facebook Ad and what you’re trying to accomplish. If you’re trying to add leads to your email list, the Facebook Ad you’re running will be for the long-term. If you’re running a Facebook Ad for a sale or promotion, then the Facebook Ad will be running no longer than 2 weeks. **Keep in mind that a smaller Facebook Ad budget reaches LESS people.** For example, if you spend \$5 per day on a Facebook Ad it won’t reach as many people if you spent \$10 per day. Remember this when you are thinking about how many leads you want to attract and how much you are willing to spend on your Facebook Ad.

## How I did it...

When it came to my budget for my Facebook Ad, I felt comfortable spending \$10 per day. **Within hours, I was getting leads on my email list!** (Yes, this was VERY exciting for me!) When I saw that the Facebook Ad was working, I decided to increase my Facebook Ad budget to \$20 per day. Coincidentally, I noticed that when I doubled my budget, I also doubled the leads that were coming on my email list.

I ran my Facebook Ad for only 2 weeks. **My goal for my Facebook Ad was for my audience to sign up for free online educational events (i.e. webinar, summit).** Since I had an online event planned with a certain date, this limited how long I could run my Facebook Ad.

## Mistakes to Avoid

Start with a budget that is comfortable for you. **If \$5 per day for your Facebook Ad is comfortable for you, by all means go for it!** The point is to get started and don't let your budget keep you from getting prospective clients. On the other hand, don't get too carried away with your budget and start with \$50 per day. Many of the online marketing gurus spend hundreds and thousands of dollars per day for their Facebook Ad.

**Remember this: you're not them. You're just getting started!** You will get to the point when you're spending hundreds and thousands of dollars per day and have prospects pouring into your business.

The biggest mistake I made with my previous Facebook Ads was starting with a budget of \$30 per day. **Within 72 hours, I could see that the Facebook Ad was not working and I wasted \$90.** I was very disappointed because I could have used that \$90 to increase the budget of a Facebook Ad that was working.

## Bonus Tips

If you see that your Facebook Ad is working, increase your budget. This is good! **If you're getting a good reaction from your audience, why not increase your budget to get your Facebook Ad shown to more people and get more prospective customers?** You don't want to get too aggressive because Facebook will spend your new budget all in 1 day! Eek! Look at your overall planned budget for your Facebook Ad, how long the Facebook Ad will run, and see what the appropriate increase should be.

## ~ Conclusion ~

And that's how I did it! I hope this guide gave you great insight on how to use Facebook Ads to grow your business and get more customers. NOW is the BEST time to use Facebook Ads for your business. **Facebook is the #1 social media platform in the world and chances are your ideal clients and customers are there too!**

I have ran other Facebook Ads since creating this guide and have gotten much better since then, but I wanted to share some of the numbers from my infamous Facebook Ad campaign where I acquired over 200 leads in 23 days. Here is the breakdown...

- 207 new leads to my email list in 23 days
- 35% of those leads came through a Facebook Ad
- My Facebook Ads reached about 25,000 people
- I spent \$319.11 on my Facebook Ads over 23 days

- Cost Per Lead (Non-fan to an email subscriber) = \$4.43

*\*The average cost per lead for a non-fan to convert into a lead ranges from \$3.00 - \$8.00*

You will get better as you do it. It's kind of like practice. Once you've done it the first couple of times, you know where you can improve and adjust.

**My best piece of advice to you is to just do it.** Follow the steps in this guide and get going with your first Facebook Ad. If you're having trouble with Facebook Ads or are hesitant about trying Facebook Ads and would like some one-on-one help from me, take a look at my invitation for you on the next page.

I look forward to hearing about your success and good luck!

Kristen Robinson

## ~ Resources ~



If you're having trouble with your Facebook Ad or are hesitant after reading this guide and would like some one-on-one help from me, then I encourage you to apply for a Facebook Ads Strategy Session with me.

In this session, we meet by phone to discuss your you, your business, your business goals, and how you plan to get there. We will also discuss the challenges that are holding you back. During our time together, **I will make clear recommendations of what you need RIGHT NOW and your best next step to get you moving in the right direction.**

You will leave this powerful session with:

- Knowing if you and your business are ready for Facebook Ads
- A deeper understanding of why Facebook Ads will/will not work for your business
- Clarity on what you need to do next to see the results you want from Facebook Ads

These sessions are **extremely limited**, so please apply **ONLY** if you're serious about getting more potential customers and clients with Facebook Ads and being committed to doing what it takes to succeed. (Strategy Sessions are valued at \$497)

**[CLICK HERE to apply for your Facebook Ads Strategy Session!](#)**