



The Online Marketing Made Easy Podcast with Amy Porterfield Session #28

7 Steps to a Profitable Facebook Marketing Plan

Show notes at: <http://www.amyporterfield.com/28>

You are listening to the Online Marketing Made Easy Podcast Episode #28.

Welcome to the Online Marketing Made Easy Podcast. Business advice is so easy you'll feel like you're cheating. And now your host, Amy Porterfield.

Hey there! Amy Porterfield here and welcome to another edition of the Online Marketing Made Easy Podcast. Thank you so much for being here.

Now today, I'm going to do something a little bit different. I am currently promoting my signature program, [Facebook Marketing Profit Lab](#). And when I promote a new program, I always create a free value-packed training around the promotion. The free training for my current promotion is called How to Create an Easy to Implement Facebook Marketing Plan That Really Works.

Now, the way I deliver my training is through live webinars. Well, after the promotion is over in a few weeks, the live webinars will no longer be available. But I have worked so hard on this free training and I've made sure that it's really, really valuable that I want it to live on beyond just my promotion so I thought, "What better way to do that than to put the training into a podcast?" I think you're going to find it extremely valuable.

At the end of this podcast, you will have a really good understanding of how to create a Facebook marketing plan that is very specific to your business and the needs of your customers and in addition to that, it will actually help you product revenue on a consistent basis on Facebook. That sounds pretty good, right?

So let's go ahead and dive right into it. So here's the thing. If you're listening right now, you might be able to identify with some of the big concerns I hear about Facebook all the time. Usually I hear that people are not really sure what the heck they're doing and they feel really stuck or a lot of my students come to me and say, "I am really frustrated with my list-building strategies. My list is growing painfully slow and I want to see it happen much more quickly." Or a lot of people come to me and say, "I'm just frustrated with Facebook." But

they're still holding out a little hope because they really want it to work for them and they put a lot of effort, sometimes a lot of money into it and they're not just getting the results back.

And in addition to that, a lot of people say, "Look, I'm just looking for a plan. I want to know what to do and how to do it so I can actually see results from my Facebook efforts. I want more fans, more leads, and more sales." So if you can relate to any of that then this podcast today is perfect for you.

Now, here's what I'm going to teach you. First, I'm going to show you how to narrow down your search on Facebook and discover your perfect customer profile. I'm going to help you find those Facebook users who are highly likely to become your next happy customers.

Now you will also learn how to create a quick and easy Facebook list-building funnel to grow your email list. I'm actually going to show you how you can turn \$50 into \$200 a day on Facebook. Really, I'm truly going to show you that.

Also, discover the only five emails you actually need in order to turn your new leads into customers. And we want to put all of that on autopilot. So at the end of the training, you will know the only seven steps you need to create a Facebook marketing plan that really works.

Now, I've got to tell you, the reason I'm so obsessed with Facebook is because I have seen amazing results from my efforts. Now, my efforts don't just revolve around getting more fans and getting a lot of engagement on Facebook. They go much further than that and they're much more strategic than that as well. And that's why I felt so compelled to share these seven steps with you. I use them every single day. All of my peers that are getting great results on Facebook use this as well. I'm in a mastermind and so many of the people in my little mastermind are using these seven steps in getting amazing results. So I thought now is the time to really walk people through these seven steps so you get what goes into a Facebook marketing plan that actually produces revenue.

Now back to the reason why I'm so obsessed with Facebook. Well, the first thing is that I have seen my subscriber list climb quickly ever since I started using Facebook marketing strategies for list-building. So back in 2010, early 2011, my list was around 600 subscribers. Since I've started using these Facebook marketing strategies, my list is well over 80,000 subscribers today. That's a really big jump. And I have always said it. So if you ever listen to any of my content, you know that I firmly believe the energy of your business is directly tied to your email list.

Today, you can't really have a viable business without a really quality email list. It doesn't need to be huge but it definitely needs to be quality and you want it to grow consistently every single day with new leads that are excited about what you have to offer. So your email list is crucial to your profits and to your overall success of your business.

Now in addition to that, speaking of profits, I have seen my profits climb steadily ever since I've been deploying these Facebook marketing strategies. From 2011 to 2012, my profits increased by a 118%. From 2012 to 2013, they increased by 300%. Now, I talked about this and I think it was [podcast #23](#) where I talked about some big lessons learned from last year. Now, one of the lessons learned that I really didn't get into detail with that podcast episode was I used Facebook specifically to generate revenue.

So recently, I started a brand new campaign on Facebook. And this campaign was built around a free giveaway and a \$97 program teaching some Facebook marketing strategies. So I put together a list-building funnel that I used only on Facebook and I've been running this for a while. But to give you a snapshot, over the last 28 days, every day I put in between \$200 and \$250 into a Facebook ad campaign. And at the end of 20 days, I've generated \$35,605. Pretty good, right? So I put in a little, got out a lot. And I can do this every single day. This is working for me.

Now the reason it's working is because I've done some very specific things to build a funnel. I'm just not running Facebook ads and selling stuff. I have a funnel around it, a campaign and that's what I want to share with you.

Now you might have heard my story, if you're brand new to my podcast, this might be new to you but the reason why I really had a big kick in the pants when it comes to getting Facebook to work for me is because a few years back, my husband came to me at the age of 38 and said, "I want to become a firefighter. I want to quit my job and follow my dream and become a firefighter."

And he was 38 at the time. In California, that is really, really tough. I mean it's a competitive, competitive career here and the kids are like 21 years old when they're going for this, even some a little younger. But my husband wanted it and that meant for the last three years, he hasn't really produced a lot of revenue. He has been going through all of the trainings needed to become a firefighter.

So at that time I thought, "I better make this work. I better grow my email list and start generating consistent revenue or quite literally, we couldn't pay for our mortgage." It was very important that this actually worked.

So I had to make Facebook marketing worked for me and that's exactly what I did. So when you have a little fire under you, it's funny the things that you can make work, right? Well, that's kind of my story why all of this came together because I was determined to make sure my new online marketing business actually works so my husband could go follow this amazing dream that I fully supported.

So I'm proud to say, he is now a San Diego firefighter. It has almost been one full year and it's really cool because our son, Cade, who's 11 now, he got to see my husband go for a really big goal when a lot of odds were stuck against him. So it was just a great experience. I'm so proud of my husband. But I'm really, really proud of myself that I was able to support our family during this time. I did that doing my Facebook marketing strategies. So that's what I want to share with you today.

Truly in my business, I live and die by seven very simple strategies I've integrated into one Facebook marketing plan. I figured out what works and I repeat the same plan over and over again. That is my Facebook marketing plan and it truly runs the bulk of my business.

Now before we get into the seven steps, I know I keep teasing you with them, but before we get into them we've got to talk about that big elephant in the room because I'd be doing you a huge disservice if I didn't actually talk about the fact that organic reach is dramatically down on Facebook. That is very, very true. And we all know that Facebook changes all the time. It's incredibly stressful and frustrating when you're building your business around this huge platform and then they go ahead and change something instantly. And there's no guidebook to Facebook.

So the challenge is how do you create a Facebook marketing plan that really works even though Facebook changes all the time and their organic reach is drastically down? Well, the thing is and this is very interesting what's happening right now, I'd say 99% of business owners that I talked to are sick of Facebook. And many of them are walking away because Facebook has confirmed that you have to pay to play. And I'm here to say that in many ways, that is really what's happening. You do have to pay to play to some extent in order to get big results on Facebook.

But I'm going to show you why you will want to pay to get these big results because I feel that the people that are turning their backs on Facebook right now are missing a huge opportunity. And what that means for you is this is your golden opportunity. If you use these seven steps I'm going to teach you, you're going to actually realize what it takes to generate revenue on Facebook. I think this is a missed opportunity.

But for those that actually will be opened to a mindset shift on Facebook, to look at Facebook as an investment not just a place to post your content and hope that some people pay attention then that's when Facebook starts to work for you much differently than it is working for you now. So truly and I mean this, when you understand how these seven simple strategies transform the way you do business on Facebook, you will gladly give Mr. Mark Zuckerberg \$100 every single day while he gives you five or ten times that back.

And I really do mean that because I make that exchange every single day. I would never ever teach you anything like a get rich quick kind of scheme or something that's an experiment that may or may not work. I really want to teach you those strategies that you can take action on and see real results. That's why I'm so passionate about all of this.

So truly, it is a mindset shift. The way you look at Facebook has to change in order for you to start seeing big results with your efforts. Now, will most people pass this up because they're angry or frustrated with Facebook that it's not completely free? Yes, for sure. The real question is, will you? And I'm hoping at the end of this podcast, you're excited about the opportunity and you're excited that what you can do with Facebook marketing plan and you want to go out and actually do it. That is my hope for you on this session today.

So where do you start? Well, you start with turning your fans and non-fans actually, people on Facebook that you haven't yet connected with, you start by turning them into your leads. We've got to grow your email list.

Now, I mentioned that I'm running a campaign right now that is generating around \$35,000 a month for me and I'm only putting in about \$200 to \$250 a day to generate that kind of revenue. Now, I'm going to show you how I did it but if you're just starting out with Facebook ads or if you've kind of been burned by Facebook advertising and you haven't really seen big results on Facebook, these numbers might seem a little unrealistic to you. And believe me, I totally get that. So I want to tell you a quick story that you can maybe relate to a little bit more.

A few weeks ago, I sent out an email. And in the email, it was full of great Facebook marketing strategies. And in this email, at the very end I said, "Look, I want to hear from you. I want to know if you are generating an extra \$5,000 a month from Facebook, what would the additional revenue do for you? Would you take your family on a much needed vacation or would you hire that VA that you've been desperately needing? Or maybe you would finally finish that program that you've been working on that you really want to launch. I mean what you do with the extra \$5,000?"

And in the email, I included a link and encouraged people to go to my Facebook page and leave a comment. And here's a little side note of this exercise. If you want to get more engagement on your Facebook page and you have a list, no matter if it's big or small, try this strategy. Ask a question that will evoke some emotion and get people to really want to respond. Ask that question in your email and send them over to your Facebook page to answer. Not only will you get more Facebook fans, you will boost your engagement and get out into the News Feed more often when you do strategies like this.

But that's actually not why I did it. I really wanted to know what people had to say about this \$5,000 extra a month. I was pleasantly surprised at how many people actually engaged with me. I had hundreds and hundreds and hundreds of responses and I had promised people that I would read every single one of them and I definitely have. I responded to about 99% of the people as well.

So that's important that if you're going to ask a question, make sure you actually read what they have to say and respond to as many as possible. The cool thing is responses were coming in weeks after I sent that email which I love that the email actually is living on beyond that first 24 hours when I sent it.

But here's what I found out. So many people would take that money each month and actually help other people. I loved it. This woman, Maria, said, "An extra 5k per month would go toward my sons, both of them," so she's got two, "college education so they can graduate debt-free." I mean good stuff, right?

Other people said, "I would hire a VA. I'd get more support." One woman, Kristen, said, "I would use the money to help my parents retire. I mean that's amazing. I love that. So many of you said you'd put the money back into your business and many of you did say, "I would take my family on a much needed vacation." which I love as well.

The thing is, so many of you knew exactly what you would do with that money. I mean it's life-changing to think about having \$5,000 extra a month. Now, the strategy I'm going to teach you, these seven steps, they don't guarantee that you're going to make \$5,000 a month but I wanted to show you just how that might work for you because that's an exciting thing that could happen if you really start putting the strategy behind what you do on Facebook.

Now, I can't guarantee that these seven steps I'm going to show you today will generate \$5,000 a month for you. However, I feel that it is very, very likely this could happen for you because I've seen it happen over and over again with so many people that are actually putting the strategy behind their Facebook marketing efforts.

Now, let's break down this \$5,000 a day. Here's the deal. If you put a campaign together and you were willing to put in \$50 a day as an ad spend and let's say Facebook gave you back a little over \$200. So to be specific, \$217 a day you were generating from your Facebook promotion. So you put in \$50, Facebook gives you back \$217 a day. If you did this for 30 days, at the end of the 30 days, you would make a profit of \$5,000. Pretty great, right? Especially if you think about if you have a \$200 program that you're selling, you're going to sell a little over one a day. And if you do that by the end of the month, you have \$5,000. That's the kind of stuff I get excited about. When you can break it down and think, "Wait, this is really doable." So when you look at it that way, it gets pretty exciting.

So the way I did it, the way I am currently generating that 35,000 plus dollars a month, so let's get into the seven steps to a timeless and profitable Facebook marketing plan. I'll walk you through every step of the way.

So here are the seven steps:

Step one, you're going to create a lead magnet, an irresistible giveaway that you give away for free.

Step two, you're going to set up your lead capture page so you can capture names and emails.

Step three, create a got-to-have-it Facebook post and turn it into a Facebook ad.

Four, only show your ad to your perfect customer target list.

Five, only pay for leads that have a true interest in your offer.

Six, always know in real time if your lead magnet is actually working for you on Facebook.

And seven, create the five must emails to perfectly position your offer once you attract your new lead.

So step number one, create your lead magnet. Now it's important that you think of an irresistible giveaway that you know your audience is going to love. Some examples for you, the ladies at SimpleGreenSmoothies.com, they do a 30-day green smoothie challenges. So you might want to do a challenge because it lasts for 30 days, it ignites a lot of engagement, you'll definitely get more fans and people opt in to get your 30-day challenge. So they're going to give you their name and email in exchange for all the details.

You could do some type of quiz where people give you some information and you generate a report. I know a good friend of mine does an eating personality quiz. So she asks a bunch of questions and then lets them know what their personality is around food and cooking and nutrition and all that good stuff.

Or if you already have a product or a program that you're selling, you could take a piece of that out and keep it included in there but take a piece of that out and make a giveaway around it because if you already have the content, you can entice your perfect audience on Facebook with something that you've already created. If they love that then they're going to love your program as well.

You could do a five-part video series where you teach someone how to do whatever it is that you teach, so video series are always great. If you want to keep it really simple, you could do a PDF as your giveaway and think of something to create as a cheat sheet or a checklist or something that adds value and you know that delivering it as a PDF will be a great way to get the message out. So you're going to think of how you're going to deliver it; webinars, video series, PDF, a challenge.

Also, you're going to think about what you're going to deliver. And that's actually more important. So let me give you three lead magnet essentials. So when you're creating this lead magnet, the first thing is, you want to solve a problem by giving actionable steps. Meaning, whatever you create, make sure that they're going to take action and get results because if they get results with a free giveaway, I promise you, they're coming back for more. And make it so good that your fans would pay for it. I know that creates a little angst with some people and it might make you nervous but you got to give some of your best stuff away for free in order to attract your perfect audience on Facebook.

So again, make it so good that you could charge for it and your audience would be happy to pay for it to get their hands on this great content.

And lastly, this one is important, create something that is aligned with your offer. Meaning, the lesson or the value you provide in your giveaway, you want to prove that they need you with that content. So for example, when I'm creating free giveaways around my content, inside my giveaway, I make sure that the message that I'm sending them is that, "You need Facebook. Facebook is important for your business."

And I always put some kind of slant to make sure that they know that I'm there to help them and I'm a great solution for their challenges. You see how that works? I'm not talking about myself in the giveaway but I'm making sure they understand how important it is to

get the training and support they need in order to have success with the content that I'm teaching. See how that works? So that's an important piece that most people forget to add to their giveaway but it's going to lead people to want to know more about your offers later down this funnel that we're creating.

Now the question is, do you already have a lead magnet? And you might already have one. If it's not producing 50 to 100 new leads a day for you, we want to reevaluate. Now, it might just be that you don't have a good system to drive traffic to it or it might be that that giveaway isn't really something your ideal audience wants to know about. So you've got to evaluate what it might be.

One thing you could do is on your Facebook page today, post something that says, "Let me know which free training would be the most valuable to you right now? Choose one, two, or three." And then you list just titles one, two, or three of things that could be really great as a free giveaway.

So for me I might say, number one, how to create a Facebook ad in less 15 minutes. Number two, seven sure fire strategies to increase fan engagement. Number three, how to generate \$200 a day on Facebook on autopilot.

So in the survey you could say, "Choose your favorite training and I might just create it for you this week. Let me know which one is best for you." And then you want to include an image, anything that will resonate with your audience and related to what you're asking them but include an image in that post to grab attention.

But even if you're not getting tons of engagement on Facebook, including a post like this on your Facebook page, it will generate some conversation. So at least, it will start you down that journey to figure out what would be a great giveaway for your audience.

OK. Moving on to step number two, and that is set up your lead capture page. So you want to set up a page, and opt-in page, squeeze page, whatever you want to call it to actually collect the names and emails.

Now, the way I do it is I use [LeadPages](https://www.leadpages.com/). So I always tell people, LeadPages is my tool of choice. You can find out everything you need to know about it at [AmyPorterfield.com/leads](https://www.amyporterfield.com/leads). That is an affiliate link because I am a proud affiliate of LeadPages. I use it every single day.

The reason I use it is because you don't need to pay a programmer and you don't need to pay a designer to help you create a really well-designed lead page that actually converts.

They split test all of their lead pages and they only use the ones that actually convert because here's the deal, you don't want to work really hard on this irresistible giveaway and then drive traffic to a lead page that is not converting your fans into leads. So it's important how you set up this page. Use [LeadPages](#) to take all the guessing work out of it.

So the next thing you want to do, number three, is to create a got-to-have-it Facebook post and turn it into an ad. So this post is going to promote your free giveaway. Now, this is really important to know. What I do is I create an unpublished post, also called a dark post, and I create this in the Power Editor. If you're brand new Facebook ads, you can find the Power Editor at [AmyPorterfield.com/PE](#) for Power Editor. It will just show where to locate it. That's all that link is going to do.

So when you click the link inside the Power Editor that says, "Create a new unpublished post" you then will see this pop-up box. And in that pop-up box, you get to add all the information. And it looks like you're just setting up a Facebook post. You've got the little area on the top where you add your content and then below that you have your big image. Below that, you can actually write your title. And below the title, you get to write a little description.

So I'll include in the show notes an actual image of this ad. All you need to do is go to [AmyPorterfield.com/28](#), the number 28, and you will actually see an example of this. But you're going to add all your information there and they will ask you, "Do you want to create a post and an ad or just make this an ad?" So it will either post to your Facebook page and turn into an ad or you can even skip your Facebook page and just say, "OK. I just want this to be an ad."

Now this ad will go out into the News Feed. That's where you want to place the ad, in the News Feed. So what it will look like is a Facebook post, just a regular Facebook post that's promoting a really good giveaway. So an unpublished post is the way to go.

Now, the cool thing with an unpublished post is that when it's in the News Feed and you show it to people that are not yet fans of your Facebook page, automatically, a like button appears in that post. So you're not only going to get more leads, you will also going to get more likes. I love the way that works. Every time I run an ad campaign, I always get a bunch of new likes even though that's not my goal. It's always a little nice added incentive to run Facebook ads.

Now, make sure you visit my show notes because I'll kind of break it down for you just a little bit more and I'll give you the image specs and where to include the information. It's a little bit hard to explain it on a podcast but if you're listening now, all you need to know is

that you want to create an unpublished post and turn that into an ad and that ad is going to get people to sign up for your free giveaway.

So here are three copy tips for that got-to-have-it post that you're going to turn into an ad. Number one, make it all about them, not about you. So make sure you really explain to them what they get when they sign up for your giveaway. Be extremely specific and actionable.

So number two, make it sound incredibly irresistible. If you work had on this giveaway and you know it's good, you've got to tuck it up in that ad.

Number three, write as though you are talking to a good friend, not someone you've never met before. On Facebook, you've got to keep it casual, friendly, light. Do that in your ad copy as well and you will definitely attract more people.

So there are two tools that I use to create my ad images. So the first tool I use is called [PicMonkey](#). Now, PicMonkey is completely free and they have a custom template inside of PicMonkey where you can actually do the dimensions of the ad. You can set up the dimensions of the ad so that it's perfectly set up for when you download the image, it's good to go to upload it into your Facebook ad's dashboard.

Another tool I've been playing with, this is new for me, it's called [Canva](#), C-A-N-V-A.com. Canva is also free and it is one of the coolest tools in terms of they give you so many different images and different fonts and different layouts for your image. I think you're going to be blown away as to how much they offer inside this tool. So for a great image tool especially to create your ad image, definitely check out Canva.com.

OK. Moving on to step number four, only show your ad to your perfect customer target list. Now, here's what you can do with Facebook targeting. I used to teach Facebook by telling people, "OK. In the interest section of your Facebook ad dashboard, you can actually type in different Facebook pages and target those pages with your ad." Now, I'm still a fan of that and I actually still do that but there is now a more powerful way to target with your Facebook ads. And that is with custom audiences and look-alike audiences.

Now, here is how it works. Let's say you have an email list already. You can upload that email list to Facebook. They will check it against their database and when they find a match with email addresses, they will create one custom audience for you. That custom audience is an audience that you can target with your ads. Meaning, you can target this giveaway that you're creating to all the people that are already on your list.

And you might want to say, "Amy, why would I do that? I'm creating this campaign to build my list." Well, one thing that we're going to do in this funnel is actually move this new lead to one of your promotions. So if you have a list of people that have never bought your program, product, or service, they might be worth targeting on Facebook. But if you just want to go after new leads, well then what you can do is create that list and then ask Facebook, "Take this custom list of all of my subscribers and create a look-alike list."

Now, a look-alike list or look-alike audience is what it's called, is basically an audience on Facebook that is very similar to your current custom list you created. Meaning, this look-alike audience will have the same habits, interests, likes as your current email subscriber list. Facebook already knows everything about us and even though that's a little bit daunting to think about, take advantage of it with these look-alike audiences. They will create a list of a lot more people than you probably have on your email list now of people you should target for your free giveaway offer. Good stuff, right?

Now, here's the deal. If you don't have a list, you could actually create a look-alike audience based on your current fan base. So what that means is you take your current fan base and you create a look-alike audience from that fan base so now you have a bigger audience to target and these people are very similar to the interests, likes, the psychographics basically of your fan base. And they will take into consideration the demographics as well. So this is really, really cool stuff. So definitely look into look-alike audiences in order to target your new Facebook ad.

So number five, only pay for leads that have a genuine interest in your offer. Now what I mean by that is you want to get really clear who you're targeting. And we just went over that in the last step. But once you get clear as to who you're targeting, make sure that you feel comfortable paying for what you're paying for your fan to turn into a lead or a non-fan to turn into a lead.

Now, what I wanted to give you was some benchmarks. If the ad is successful, you likely will pay between 80 cents and \$5 to turn a fan into a lead. Now, I know that's a pretty big gap but the better you get at this, the more you are actually working on it, the less you will pay for that lead. But in the beginning, you might pay as high as \$5 and that's not a bad thing because think of it this way. Inside this funnel, you're going to give something away. But at the end of the funnel, you're going to start to promote your offer, your product, your program, your service, whatever that might be. So when you start to promote, that's when you start to see the revenue come in.

So you have to decide how much is it worth it to you to pay for a lead on Facebook? If you're selling a \$100 program and it might be worth it to you to pay up to \$5 to turn that

fan into a lead because these are quality leads that you're going to nurture and turn into customers. Of course, you're not going to turn them all into customers. But when you get a really good conversion rate, when you get better at this then you could spend more money and of course, get more money back.

So again, to go from a fan to a lead, usually around 80 cents to \$5 is good. I tend to pay less but I've been at it for a long time and I probably shouldn't be teaching this if I'm paying you a lot for a lead, right? So you will get better at it but that's your benchmark.

Now, when you want to turn a non-fan into a lead because with your ads, you can target fans and non-fans, you will likely pay if you're doing a solid job anywhere between \$3 and \$8 for that lead. It's going to be more expensive. So what does that tell you? Build up your fan base, run your ads to your fan base and you're going to pay less money. Now that you already have the fan, Facebook tends to charge you less to convert that fan into a lead or at least to get that fan to click on your ad when you do whatever you're going to do with them. But it's going to cost less for a fan to click on an ad versus a non-fan to do it.

So just something to think about but remember, you've got to look at the big picture before you decide how much you want to pay for that lead. And it might be a little bit more than you expected but we've got to decide how we're going to turn that lead into a customer then it makes sense to spend the money to get the lead.

So step number six, always know in real time if your lead magnet is working. So here's what I mean by that. There is a tool inside Facebook called the Conversion Tracking Tool. And you can use this tool to get a little piece of pixel and you take that pixel, the code, and you put it on your thank you page after somebody opts in to your free giveaway.

So I click on your ad. I go to your lead capture page. I give you my name and email in exchange for the free giveaway. And then the next page I should see instantly is a thank you page. And on that thank you page, you can place this little piece of code from Facebook so that Facebook will know when somebody lands on your thank you page. And what does it mean when someone lands on your thank you page? They just became a lead.

So Facebook will start to track for you who actually clicked on your ad and then became a lead. I shouldn't say who but how many people clicked on your ad and actually became a lead. Now, you'll know how many people clicked on your ad and do not become a lead versus how many clicked on your lead and do become a lead. When you look at that different ratio between the two, that's when you know if you feel comfortable with how many people are actually converting. The percentages are going to be different and they're

all relative depending on what you're doing but you've got to really pay attention to those two numbers.

So here's what's cool about this. That thank you page I told you about, you can create that with LeadPages, the tool I mentioned earlier. I will link to it in my show notes as well. But LeadPages not only helps you create that lead capture page, you can create a replay page for a webinar. You can create a sales page. You can create a thank you page. There are a lot of different things you can do with [LeadPages](#). That's why I'm such a fan of the tool.

Now step number seven, this is our final step, you're going to create the five must emails to perfectly position your offer. Now, what are these five emails? Well, the first thing you want to do and remember, let me back up a bit, you're going to use Facebook to turn your fan into a lead. You're going to actually use email marketing to turn that lead into a customer. This is not typically how other Facebook trainers teach Facebook marketing but it's definitely an extremely powerful way to turn that lead into a customer.

If you try to sell on Facebook, it is very difficult. Posting and leading people directly to a sales page is not going to produce big results. So the reason I want you to have this great mindset shift around Facebook is because once you see, OK, Facebook is a perfect place for me to build relationships and turn those relationships into leads. When it comes to turning those leads into customers, that's where email marketing comes into play.

So there are five emails I typically use after I get a brand new lead on Facebook. The first email is you're going to deliver whatever it is you promised. So a link to a webinar, a link to a video series, a link to download the PDF, whatever it might be.

The second email is you want to follow up and make sure that they really engaged with your free giveaway whatever it was. It means nothing to you if they get it and do nothing with it. So the second email, you want to encourage them to actually do something with that giveaway that you've provided.

Now in the giveaway, at the end let's say of a webinar or at the end of a report or e-book that you create, you could talk about your offer. What's the next step? For me, it tends to be an inexpensive product like a \$97 no brainer price product. That way, it's my entry level into my world basically, my brand. So if I wanted them to get to know me a little bit more, learn something from me, trust me, I start them out at a \$97 program that's full of great content that will knock their socks off but it's at a price point that's a no brainer since maybe they don't even know who I am just yet.

So that's how I do it. At the end of the webinar, I tend to talk about a product that people can actually pay for to work with me further. So you could do that. You could talk about your offer, your program, product, or service at the end of your giveaway wherever that might make sense. If that doesn't make sense for you, you want to make sure you follow up with an email that tells them how they can do business with you. After you deliver the giveaway, after you make sure that they've actually used it or consumed it in one way or the other, you can start talking about your offer.

Now once you do that, the next email you want to send is the value-add email. Now this email talks about your offer again but it also teaches them something. Now, why this is important is you don't just want to promote, promote, promote right when you get the lead. You still must offer value.

So what I do is I create an email. I tell them a little bit more about my program but I also say, "Let me show you how powerful this program can be for you. Here is something you can do on Facebook. I teach this in my program but let me give you a little snapshot of it." So you see how that works? You're giving value but you're also promoting.

Now the other email that you definitely want to include is the email I call the gut questions email. This email answers any objections your new lead might have with buying a product, program, or service from you. So no matter what you're promoting, I can promise you there is a list of questions that people will ask before they buy.

So when I'm promoting an ad's program, I know people are going to ask, "Well, how much do I need to spend on ads? And what if I don't have anything to sell just yet? Can I still do this?" Like I know those questions so I put them all in an email. I usually do five questions. And this is long email. I really make sure they have all the information they need. And of course in the email, you're linking to your sales page so they can read up on more of how they can buy once they understand or once they get their questions answered. So that's kind of how it works. Now this gut questions email, this is going to provide clarity and support to your ideal audience.

Now the final email I always send in a series, you can have five emails, you can have more than five emails, if you want to sell more value-add emails, that's always a good idea but that final email I send is the now is the time email. The now is the time email is so very important because this ignites action and sparks scarcity.

So what you'll want to do with that final email is you need to create scarcity like real scarcity. Meaning, you take a discount code away. It's no longer going to work after today or a bonus is no longer going to be available. Or you've got to do something that says, "Act

now or you lose out.” Because it’s human nature for us to procrastinate. If there’s real no reason why I have to buy now, I likely will wait and then it might happen and I just forget it all together. We get busy, right? So you need to give them a reason and make it very clear, “This is the last chance you have to purchase in order to get this, this, and this.” You got to kind of spell it out for them.

Also before I forget, use images in your emails. Using images in your emails will grab their attention instantly when they open up those emails. I’m a huge advocate of creating great images for your emails as well because this is just one more layer of engagement, so just something to think about.

Now, you might be thinking, “OK Amy, what if I don’t yet have something to sell? So I want to do these seven steps but I have a giveaway or I could create a giveaway but I’m not ready to sell something.” Well, that is a decision that you have to make. If it were up to me, I would still do these seven steps because creating an email list is extremely important.

So in the email phase once I have the lead, I will just continue to give them value, just knock their socks off with great, great value that you know they will find irresistible. Until you’re ready to promote something, continue to nurture that relationship on a consistent basis, let’s say once a week with a really great email that you teach them something, solve a problem, add value in one way or another. So that’s a great way that you can do this.

Now, this kind of seven steps, it works for so many different niches because a lot of people will say, “Well, I’m in MLM or a home business. Will this really work?” Well, if your goal is to build your email list and sell more, then yes. If you’re in real estate, if you sell a physical product and not an online product, this can still work for you. It really depends on your business goals. So if your business goal is to get more exposure, build up your email list and move those new leads to become a customer, “Here are your seven steps. This is how you do it on Facebook.”

And the coolest thing about these seven steps is you could use them on Pinterest, in Twitter, in YouTube because it’s not just all about Facebook. The reason that I teach these seven steps in the order that I do is because they’re timeless in terms of Facebook can change but you can still have your free giveaway. Your lead capture page still stands the way it does when you created it. What might need to change is the way you create your ad or the way you target.

But the other stuff is the foundation of your business. Every business should have an irresistible giveaway. Every business should be collecting leads. So you see how these seven steps to create a Facebook marketing plan can actually translate in other areas of your

business as well? That is why I love to teach these because they really stand on their own in many ways in order to create an online marketing plan for your business.

Now to wrap things up, let me repeat those seven steps for you one more time. But also, make sure that you go over to my show notes at AmyPorterfield.com/28 because I created a cheat sheet for you with these seven steps and a little bit of information on each of them so you don't forget them.

So step number one, create your lead magnet. Step number two, set up your lead capture page. Step number three, create a got-to-have-it Facebook post that you turn into a Facebook ad. Step number four, only show your ad to your perfect customer look-alike target audience. Step number five, only pay for leads that have a true interest in your offer. You're going to get clear on how much you want to spend on your ads. Step number six, always know in real time if your lead magnet is working. That's with the Conversion Tracking Tool. And step number seven, you're going to create an email series that follows up with your brand new lead. Inside that email series is where you're going to sell your program, product, or service. That's how it all comes together. That's how you start with a giveaway and you end with a happy customer with these seven steps.

So hopefully, you found all of this valuable. And remember, nothing that I shared with you right now is theory. This is truly what I use to generate revenue on Facebook every single day and I want you to remember that I'm not extra special. I don't have extra special resources or tools to make this work. I just have a Facebook marketing plan that I use over and over again to get results.

Now as I mentioned earlier, at the time of this recording, I am actively promoting my signature program, the Facebook Marketing Profit Lab. Now, the Profit Lab was literally created to walk you through these seven steps and actually get you to take action on them. So I've created a Facebook marketing template based on these seven steps. The Facebook marketing plan gives you this template and walks you through training module by training module all seven steps so that you actually end the Profit Lab with a Facebook marketing plan for your unique business.

Now, you can actually take action and execute on the plan yourself or you can take this plan and give it to a VA or a project manager to do for you. What I really want to make sure that you're aware of is that if you do this on your own, it can be extremely costly if you don't know what you're doing. And that's where I want to voice a little caution with that because I've heard so many horror stories of people trying to create a Facebook marketing campaign with Facebook ads and losing a lot of money. And that is the last thing that I want for you.

But I also really want you to consider creating these seven steps as you're Facebook marketing plan to take the guesswork out of what you should be posting and what you should be doing on Facebook. So you can read all about the Facebook Marketing Profit Lab if you go to AmyPorterfield.com/FBProfitLab. I'll link to it in my show notes as well. But the Profit Lab is my very favorite program I've ever created. It's a six-week online interactive course where I'm highly involved. We do live Q&A calls every single week to make sure you're moving forward on your personal Facebook marketing plan.

At the end of the program, you'll have your free giveaway, your lead capture page, you'll be running your Facebook ad in order to start attracting leads every single day on Facebook and you'll have an opportunity to look at my email campaign so you can write your email series as well. I want you to actually get all of this into place so that it's generating revenue for you quickly.

So learn about the Profit Lab, all you need to do is go to AmyPorterfield.com/FBProfitLab. If you have any questions on that page, we have a live chat with my team. So you might talk to Trivia or Rebecca or Gina or me. So definitely, don't hold back. If you have questions, just click the chat and we'd be happy to help you out. There's a 30-day no questions asked money back guarantee and there are some really cool bonuses I've added. So go check out the page and see if the Profit Lab is right for you.

Regardless if you're interested in the Profit Lab or not, I just wanted to make sure that you knew how these seven steps could work to generate revenue for you on Facebook. So thank you so very much for taking the time to go through these seven steps with me today. And I hope you have a wonderful day. Take care and I'll talk to you again soon.

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