

Facebook **LIVE** MARKETING



Cheat Sheet

**Cash in With Facebook Live
Money Machine**

Shocking Facts

- ✓ In a study that evaluated various strategies in terms of the average lift in search activity generated for an advertised brand, retargeting represented the highest lift in trademark search behavior at 1,046%. ([source](#))
- ✓ Nearly 3 out of 5 U.S. online buyers said they notice ads for products they looked up on other websites. ([source](#))
- ✓ 30% of consumers have a positive reaction to retargeted ads vs. 11% who feel negatively about them, 59% had a neutral reaction. ([source](#))
- ✓ 1 in 5 marketers dedicate budget for retargeting. ([source](#))
- ✓ Retargeting can boost ad response up to 400%. ([source](#))
- ✓ 46% of search engine marketing professionals believe retargeting is the most underused online marketing technology. ([source](#))
- ✓ E-mail retargeting CTRs and conversion rates are anywhere from 3 to 5% higher with upsells, as compared to standard site retargeting. ([source](#))
- ✓ Online consumers are open to receiving behaviorally retargeted ads. While the majority of consumers (60%) remain neutral about the topic of retargeting ads, 25% enjoy them because they remind them of what they were looking at previously. ([source](#))
- ✓ CPG company Kimberly-Clark relies on retargeting, saying it is seeing 50 to 60% higher conversion rates among consumers who have been retargeted. ([source](#))
- ✓ The average click-through rate for display ads is 0.07%, and the average click-through for retargeted ads is about 0.7%. ([source](#))
- ✓ Web site visitors who are retargeted with display ads are 70% more likely to convert on your Web site. ([source](#))
- ✓ Retargeting can boost ad response up to 400%. ([source](#))
- ✓ Retargeted customers are 4 times more likely to convert than new customers. ([source](#))
- ✓ Retargeted ads have led to a 1,046% increase in branded search. ([source](#))
- ✓ Web visitors who have been retargeted with display ads are 70% more likely to convert ([source](#))
- ✓ Websites see a 726% lift in site visitation after 4 weeks of retargeting exposure ([source](#))
- ✓ Retargeting can increase conversion rates by as high as 147% ([source](#))
- ✓ 72% of online shoppers are likely to abandon their carts before checking out. Without retargeting, only 8% of those customers return to complete their transaction. ([source](#))
- ✓ When looking at more than 1 billion impressions from 547 advertisers running retargeting campaigns on Facebook's right-hand side, Facebook News Feed, and standard Web retargeting, after just one month, Facebook's News Feed accounted for 15% of clicks, despite having just 0.5% of the total ad impressions. ([source](#))
- ✓ Click-through conversion rates for retargeted Facebook ads were slightly lower at 9% under Web retargeting and 16% lower than right-hand side conversion rates. ([source](#))
- ✓ 67% of online advertisers are now using Facebook exchange for retargeting ([source](#))
- ✓ Facebook ad clicks are increasing 70% year over year, and ad click-through rates are increasing 160%. ([source](#))
- ✓ There are 1.083 billion daily active users. ([source](#))
- ✓ 47% of Facebook users only access the platform through mobile. ([source](#))
- ✓ 83% of parents on Facebook are friends with their children. ([source](#))
- ✓ Worldwide, 38.6% of the online population use Facebook. ([source](#))
- ✓ Facebook takes up to 22% of the internet time Americans spend on mobile devices, compared with 11% on Google search and YouTube combined. ([source](#))
- ✓ There are 50 million active small business Pages. ([source](#))
- ✓ However, there are only 2.5 million of those businesses paying to be 'active advertisers'. ([source](#))
- ✓ Although 75% of brands will pay to promote posts. ([source](#))
- ✓ Facebook claimed 19% of the \$70 billion spent on mobile advertising worldwide in 2015. ([source](#))
- ✓ 78% of Facebook advertising revenue comes from mobile ads. ([source](#))
- ✓ The average advertisement click through rate on Facebook is 0.9%. ([source](#))
- ✓ Although adding a CTA button can lift click-through-rates by 2.85 times. ([source](#))
- ✓ In 2015, Facebook's average advertising revenue per user was \$11.96. ([source](#))
- ✓ 49% of users like a Facebook page to support a brand they like. ([source](#))
- ✓ Videos earn the highest rate of engagement, despite only making up 3% of content. ([source](#))
- ✓ Mobile advertising represents 80% of

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The Customer File

- ✓ **Step 1: Set up your Autoresponder Service**
 - [AWeber](#)
 - [MailChimp](#)
 - [GetResponse](#)
 - [Infusion Soft](#)
- ✓ **Step 2: Create your Lead Magnet**
- ✓ **Step 3: Create your Landing Page**
 - [instapage.com](#)
 - [landingi.com](#)
 - [landerapp.com](#)
 - [Fiverr.com](#)
- ✓ **Step 4: Send traffic to your landing page**

App Activity

Creating your App with Facebook:

- ✓ Go to [developers.facebook.com](#)

Creating your App outside of Facebook:

- ✓ [www.cygnismedia.com](#)
- ✓ [picpicsocial.com](#)
- ✓ [www.socialpuzzle.com](#)
- ✓ [www.guru.com](#)
- ✓ [www.upwork.com](#)
- ✓ [fiverr.com](#)

10 do's

- ✓ Keep your live video Dynamic
- ✓ Keep your live Video as specific as possible
- ✓ Use color to reach your goals
- ✓ Include a call to action in live video
- ✓ Remarket with recommendations
- ✓ Segment your audience
- ✓ Market through a mailing list
- ✓ Restrain yourself
- ✓ Always test

Website traffic

Some Free Ways to send traffic to your site:

- ✓ Article Posting
- ✓ Forum Commenting
- ✓ Video Uploading
- ✓ SEO
- ✓ Social Media

Some Paid Ways to send traffic to your site:

- ✓ PPC on Social Sites
- ✓ PPC on other websites
- ✓ Paid Mobile Traffic
- ✓ SEO Services
- ✓ Video Advertising Services

Engagement on Facebook

- ✓ [www.facebook.com/business/ads-guide](#)
- ✓ [www.facebook.com/ads/manager/creation](#)
- ✓ [Facebook's Canvas](#)

10 don'ts

- ✓ Don't Remarket to current customers
- ✓ Don't Use the exact same live video for all users
- ✓ Don't focus on only one aspect of your audience
- ✓ Don't Focus on daily performance
- ✓ Don't forget about your conversion pixel
- ✓ Don't forget about filling in the details
- ✓ Don't focus on high CTR
- ✓ Don't be afraid of using what you know works
- ✓ Don't forget about organic content
- ✓ Don't limit yourself

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