

*Insanely Effortless **FB** Profits*



Insane **FB** Profits

WhyFacebook? *Disclaimer*

I cannot guarantee you or anyone else any specific results or amounts of money that will be made with this method, if any. The method is working for me but it does not mean it will work for you or anyone else, especially if you are not willing to put in the time and effort to make it work. With that being said, there is a great potential in this method but it really depends on the hours you are willing to put in, your work ethic and even luck... I'd also like to note that some of the links in this eBook are affiliate links and I do enjoy the commissions but I want to stress that, I'm using all of the products I'm recommending myself and I'd never recommend anything that is not worth much more than the price for it to you!

Hey there and Welcome to Effortless **FB Profits!**

First of all I'd like to congratulate you! You've taken action and it was a wise decision on your part - investing in yourself and learning more whenever you can is the most important thing when it comes to your online success.

I'm excited and you should be as well because what you've invested today will come back to you multiplied very soon, if you'll do everything correctly...

According to Alexa.com Facebook is **number 2** website in the **world** and number 1 social media site in the world...



If you're still not sure about why to use Facebook than let me share a few **eye opening facts** with you:

- Facebook has over **1 billion users** and more than 500,000 login each and every day,
- An average user is spending **20 minutes per visit**. This gives you an amazing opportunity to get in front of anyone with your offer,
- People visiting Facebook are **engaged** - over 500,000 comments are posted every minute,
- Over 50% of shoppers who click through from a Facebook

Free Facebook Traffic

Page **make a purchase** and spend an average of \$100,

- 51% of fans are **more likely** to purchase from brands they “like” on Facebook,
- 68% of marketers say **Facebook Ads** are the most effective tool when it comes to targeted fan and customer acquisition!



Apart of mastering Facebook Ads (which is a **Goldmine!**), I also wanted you to be able to get some absolutely free traffic from Facebook...

Facebook is making it harder and harder to get **free traffic** from their site simply because their main focus is to sell ads - but there are plenty of ways around that!

The basic idea behind it is to share something (of course with our link included) and do our best for it to go **VIRAL!**

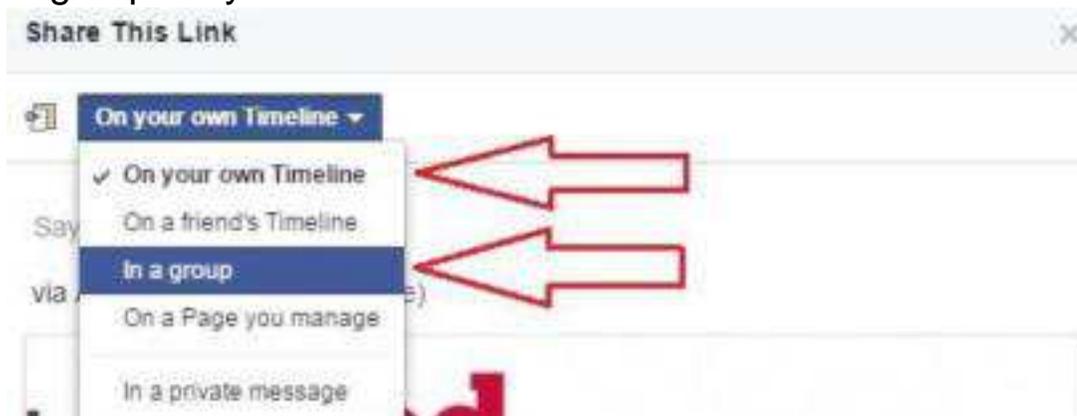
If you want to be **successful** with this tactic, you'll need to do a few things first:

- research your niche very well and add as many people that are in that niche as **friends**,
- join ALL of the **fb groups** in your niche,
- create **your own group** (or even a few) in your niche and add as many people to it as possible,
- create a corresponding **Facebook Page** where you'll be sharing the content from!

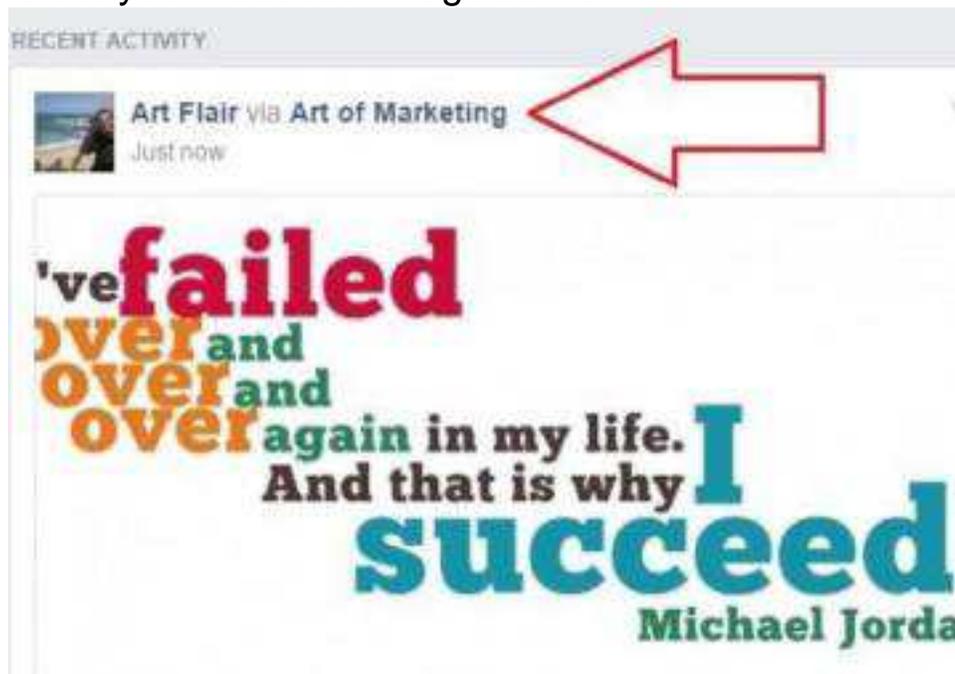
Free Facebook Traffic

So when you'll already have a piece of content that you want to share, you'll first post it on your Fb Page! Why? Because you want to get **Free Facebook Likes** apart of the traffic, right? ©

So after the post is ready, you'll share it on your timeline and all the groups in your niche:



This way you are sharing not only the post, status update or picture but your Facebook Page as well:



Why you're failing over and over again? | Art of Marketing Blog

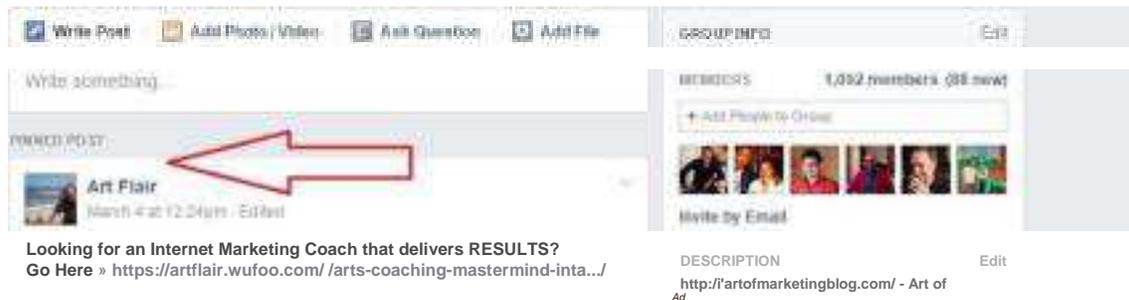
Why you're failing over and over again? Today I wanted to touch on a subject that is not directly connected to internet marketing or making money online...

ARTOFMARKETINGBLOG.COM

With your own Facebook Group, **you are in control!**

You can literally force each and every member of your group to see whatever you want to promote and you'll do so by:

- changing the group cover,
- pinning one of your promotion posts to top.



Here are the things you should focus on if you really want your posts to go Viral and get all that Free Traffic:

Visual content - if you want your post to go viral, make sure that everything you're sharing is visual and eye catching! I'm talking about stunning content that people will simply **HAVE TO** click on! You can always use free tools like [Photo Scape](#) or others to create your own amazingly visual content.

Shareable content - pick and choose what you're sharing on Facebook intelligently! The two things that are working extremely well are: humor and motivation. Put yourself in the shoes of the people who will see your content - would you like to share it yourself if you'd see it posted by someone else?

Another trick is to use Free Stuff (a cool free eBook for example) and share that.

Track and Repeat - try to share something every day and track each and every post! You'll definitely see a pattern of some posts performing better than others, after some time and all you have to do is see what works for your audience and do more of the same!

Mirror other Successful People/Brands - follow other successful people and brands in your niche and if you'll notice that they are sharing a particular format quite often than try to mirror it. Big brands are spending millions of dollars each and every year on marketing and trust me - they have it figured out.

Finding Free Images - you'll need them both for your Free Traffic endeavors as well as your Fb Ads. You can simply buy stock images but if you're going to be posting stuff daily than I suggest that you check these free options as well:

- [Google Images](#),
- [Lensicle](#),
- [Free Images](#).

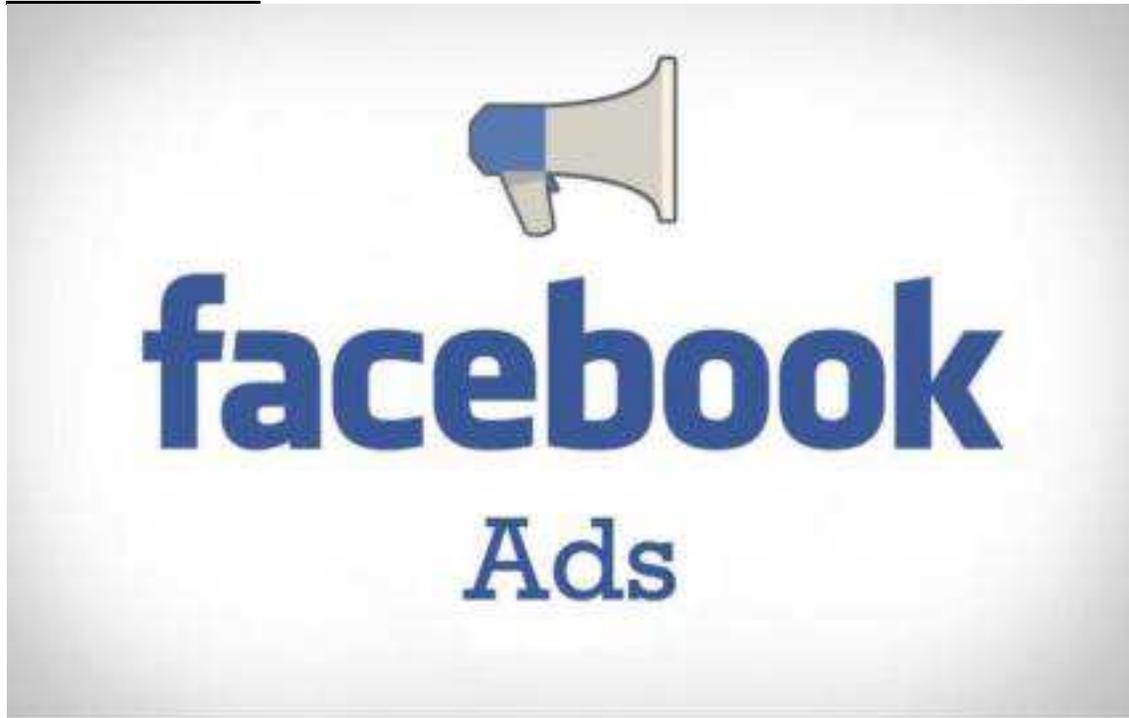
To get a better click through rate on images you can also use a '**Fake Video Image**' - I'm sure you've seen these before:



If you have a website or a blog you can also add a **Facebook Badge** to your sidebar - that will get people more engaged and excited about your offers and your brand.

You can get your Facebook Badge [HERE!](#)

Facebook Ads



Without a doubt, in today's online world Facebook Ads are the Number 1 way to get **Laser Targeted** visitors to your offer in ANY niche! Why? Because you can target people who already expressed their interest in '**Liking**' a very specific interest or brand! No other website in the world will allow you to target people in such a detailed manner. With that in mind, we still have to do a bit of research and pick the right type of ad, for it to convert well.

The **Number 1 thing** that you need to understand about Facebook Ads, if you want to pay much less for your clicks, is the **CTR (Click Through Rate) to CPC (Cost Per Click) ratio!**

The higher the CTR is, the lower your CPC will be - it's that easy (well, at least in theory).

The bottom line is this - if you want to pay less for your ads by bringing your CPC down than you'll have to put in some work and research your target prospects. You want a High CTR which means that, the **more targeted** your ad will be, the more people will click on it and the **less you'll pay** - makes

sense? I'll focus on it in more detail in the next chapters but before you'll continue reading, just make sure that you understand the **CTR vs CPC** ratio!

Your Goal

Before even thinking about your next Facebook Ad campaign, you should have a **clear goal in mind**. Ask yourself a question - what specific outcome am I interested in?

Without a clear goal in your mind, you'll simply find that your results aren't that good and that is also the fastest way to **burn a ton of cash** along the way...

What do you want to focus on first?

- do you want to build a huge email list?
- do you want to attract followers?
- do you want to promote affiliate offers?
- do you want to promote CPA offers?
- do you want to promote your own products/services?
- do you want to promote webinars?

After really thinking it through, we can now focus on the next step - the types of Facebook Ads and picking **the right one** for us!

Types of Facebook Ads

Choose^ objective for your campaign

Help: choosing an Objective

There are a few different types of Facebook Ads and each one has a slightly different purpose... Let's go through it now:

Boost your post - you'll need to have a Facebook Page created for this one. This ad can show up in the News Feed or on the right side panel of your target audience. The first option is right in front of their faces and that is why it is a bit more expensive. The right ad will convert very well and you can get away with more (when it comes to the approval of your ad by Facebook) because you are using your fb page and in the eyes of Facebook you're not sending people away from their site (at least not directly). This will allow you to promote virtually anything and later send that traffic from Facebook wherever you want ©

Promote your Page - with this option you are basically paying for Likes on your Facebook Page. It used to be a very effective strategy but recently Facebook changed their algorithm and now hardly anyone will see your fb page updates which makes paying for likes counterproductive. On the other hand, if you have a brand new page, you'll have to do it, just to get some social proof - a fb page with less than 100 likes

doesn't look very appealing and if you want to position yourself And/or your brand as an expert in your niche than having a lot of Likes on your page will definitely help you. Another thing is that you can also target your own audience with a different set of fb ads and this way you get much cheaper clicks...

Send people to your website - pretty self-explanatory. You can send this traffic anywhere you want outside of Facebook - to your Squeeze Page, latest blog post, affiliate or cpa offer etc. Now because you are sending people away from Facebook, you'll pay more for your clicks. Facebook doesn't like people leaving their website and if you want to capture their visitors, you'll have to be willing to pay premium for that.

Recommended networks to promote: \$500 Daily

Clickbank tends to be the gold standard for earning money off Facebook and Youtube. The downside is that you earn commissions only after a product is purchased. Personally I much prefer promoting offers that don't cost visitors a thing- but which yields me up to \$30 per click. These are my sources:

AdNet: <http://www.hoply.info/jq7p>

CLead: <http://www.hoply.info/moneylead1.html>

PowerLead: <http://www.hoply.info/moneylead2.html>

Right Side or Newsfeed?

There are certain advantaged and disadvantages when it comes to both and you have to be aware of these before you'll choose the right format for your ad. Of course for maximum exposure you can create the same ad as both a Newsfeed Ad and a Right Side Ad but you'll also pay more for that...

Newsfeed Ads are definitely the ones that will give you more

The image shows a Facebook Newsfeed interface. On the left, a sponsored post from 'at Art of Marketing' is visible. The post features a red banner with the text '100% Commissions - High Converting Funnel' and an image of a book titled '100% FB Profits'. Below the banner, there are several circular profile pictures of people. A red arrow points upwards from the bottom of the post towards the 'People You May Know' section on the right. This section lists three people: Kunal Lodha (131 mutual friends), Jason Fatley (100 mutual friends), and Chad Hamzeh (255 mutual friends). Below this, another instance of the '100% Commissions - High Converting Funnel' ad is shown, with a red arrow pointing downwards from the 'People You May Know' section towards it. The ad text includes 'February 27th 11AM EST', 'artofmarketingBlog.com', '\$200 in JV Contest Prizes with NO MINIMUMS!', 'Jump on board now!', and 'Saul Maraney likes this'.

exposure and will get people more engaged! However this comes with a higher price tag since, as I mentioned before, these ads are literally in front of your target audience's face and they don't even look like ads - they look more like an regular update and that's why people will engage with these much more.

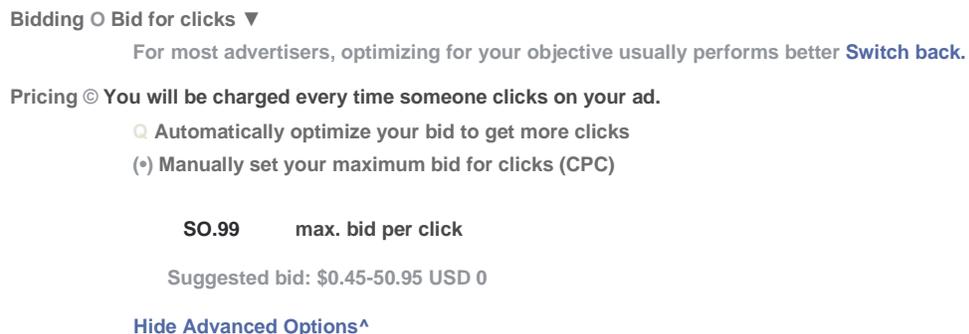
Right Side Ads are much cheaper but will get a bit less clicks. people browsing Facebook have the so called "banner Blindness" already but it doesn't mean that the Right Side Ads are useless! You'll need an attention grabbing photo and a great headline but after that's in place you'll be able to get

much cheaper clicks! You can also use these for purely branding purposes (with so called “fame campaigns”) when you focus mainly on getting the ad seen (with a photo of your face) but not necessarily on the conversions.

Tracking is definitely key here and if you’re trying out a new campaign I’d recommend trying out both options and seeing which one is performing better. Luckily Facebook allows you to track everything in a very detailed manner.

Bidding

This is the one of the most important parts or the whole set up! When it comes to bidding, there are 2 different approaches and both work well - it is up to you to choose which one you’re more comfortable with...



As you can see on the screenshot above, Facebook is suggesting bidding \$0.45-\$0.95 in this case.

Here are your **2 options** that will allow you to get the lowest clicks:

- **Bid lower** than the minimum Suggested bid! In this case I’d start with \$0.20 and wait for 1-2 hours to see if we’re getting any clicks. If not, raise the bid to \$0.25 - repeat this process until Facebook will start sending us clicks.

Bid higher than the maximum Suggested bid! In this case I'd start with \$1.00 bid - this way the ad is approved much faster, we're getting clicks immediately (because we're bidding higher) and if the ad converts well, we're going to pay much lower anyway. So if after 1h you see that after bidding \$1.00 per click, you're actually paying only \$0.50 per click you can lower your bid without worrying that the traffic will stop. If your cost per click will go even lower, you lower your bid and repeat the same process until you'll find the sweet spot!

CPC vs CPM - should you pick the CPC (Cost Per Click) or the CPM (Cost Per 1000 Impressions) option?

For most of your campaigns I'd Highly Recommend you to go with the CPC option - it is much more flexible and easier to manage. CPM campaigns work very well with 'Fame Campaigns' where you don't really care how many clicks you're getting and all you want is exposure.

Budgeting

Unless you're Super Proficient with FB Ads and you have a TON of money to spend than I'd Highly Suggest you set up a **Daily Budget** for your ads.

At first you'll have a daily limit of \$100 but the more you spend with Facebook, the higher your limit will be.

If you are testing a new campaign out, I'd recommend you to **go with a \$20 budget** - spending \$20 as a test will give you a good idea of whether your campaign is working or not and if you need to tweak anything. Even if it's a total disaster, you'll only loose \$20, right?

Once you'll see that your campaign performs good, you can set a daily limit as high or as low as you're comfortable with.

You can set it to \$5 a day or \$100 a day - the more money you'll spend, the more traffic you'll get but remember that campaigns will add up and it is always good to play safe.

Laser Targeted Traffic

As I already mentioned before, Facebook allows you to target anyone and you won't be able to find more targeted traffic anywhere online!

It is very important to pick a very specific niche and not be too general. For example - if you're going to sell a Photography Course, you need to target Photographers and not people interested in Photography! Probably millions of people like Photography but it is the professional Photographer that will be willing to pay for a Photography course - makes sense?

Age - if you want to sell, you need to find people that are most likely to buy! For that reason, keep the age at a minimum of 20 years old.

Countries - Tier 1 countries (USA, Canada, UK, Australia, New Zealand) are always proven sellers but you can always try to add a few European countries as well (Norway, Sweden, Germany, Denmark, Holland, Spain are the ones performing well).

Language - English, unless your offer is targeting a different group of people.

Celebrities - a cool trick when you want to target the right audience is to target "celebrities" in your niche. If you want to target internet marketers you can target people who like Frank Kern and/or Ryan Deiss. If you want to target people who are interested in skateboarding, you should target pro skaters like Tony Hawk and/or Rodney Mullen.

Brands - same as with celebrities... If you want to target internet marketers you can target people who like Aweber or Get Response. If you want to target people who are interested in MMA you can target people who like UFC, Bellator or Tap Out.

Penny Clicks

Everyone talks about penny clicks nowadays, right? The truth about them is that you'll really have to do a great job to get quality clicks for pennies.

These are 3 ways you can get penny clicks easily:

- **Facebook Likes** - if you'll do a good research and target the right audience you will get likes to your fb page for pennies. For example - if you want to target people who love German Shepherds, don't target only people who like the breed 'German Shepherd' but also other pages like 'I love German Shepherds', 'German Shepherds Tips', 'German Shepherd Dogs' etc. The better click-through you'll have on your ad, the lower the cost will be and if you'll manage to really narrow it down, you'll pay \$0.01 per click or less!
- **Tier 3 countries** - because no one bids for clicks from third world countries, you'll be able to get penny clicks almost instantly, even without doing much research. The trick is to target people who speak English in these countries, so they won't be totally worthless fans. Another criteria would be a colleague degree. You won't make massive amounts of sales this way but if you want 'Likes' to your fb page than this is a very good strategy.
- **Custom Audience** - with Facebook you can upload a custom audience (for example your email list) and target these people with fb ads. These people will be much more responsive to your ads, simply because they know

you already (and hopefully trust you). Again - the higher click-through rate, the lower the price per click is and this way you can bring it way down to a few pennies per click.

The Perfect Ad

Each Facebook Ad has 3 elements and all 3 are critical when it comes to success or failure of your ad...

- **Headline** - The best way to catch people's attention is to ask a question that your prospect will answer 'Yes' to! So if you want to target German Shepherd owners, you can ask "Love German Shepherds?" This rule will apply to any niche plus if you want to target a specific location you can do the same: "Love New York?". I hope that you get the point ;)
- **Image** - it really needs to grab attention! What works? Anything funny or sexy, bright colors, smiling faces, red arrows etc. You can also add text on the image, but you'll have to make sure that it covers 20% or less of the total of the picture. If it's more than your ad will not be approved. You can add a red outline to the image to grab attention or simply make the whole background red, to make it stand out even more!
- **Body** - before writing the body text you need to ask yourself - what does your prospect really want? Depending on what you're trying to sell, make a promise and then say something like: "Click Here to See Now" or "Here's what you need to know". You can also use bullet points here to get your message across!

Getting your Ad approved

Facebook has a set of guidelines when it comes to approving ads and you need to keep a few things in mind while creating yours if you actually want it to go live...

- **Image** - as I already mentioned before, the text on your image cannot exceed 20% of the total of the whole picture,
- **Link** - depending on what you want to promote you might run into problems with getting different affiliate networks approved (Click Bank, JVZoo, Warrior Plus etc). That's why it's a smart move to send the visitors to a squeeze page first (we'll focus on that in the next chapter - Facebook Funnels).
- **No Exit Pop Ups** - if you're sending traffic outside of Facebook, you can't have any exit pop ups on the page!
- **No Hype** - often times ads are not getting approved if the headline or text is too hype'y or if it includes a promise (of making a specific amount of money for example) so stay away from these.

Facebook Funnels

There are a few options when it comes to setting up your Facebook Funnel (depending on whether you want to get opt-ins and build your list or not), but again - the most important thing to keep in mind is that Facebook will charge you more per click if you're sending the traffic away from Facebook. Of course there are ways around that ©

Building a list:

- Squeeze Page on a FB page with an opt-in box - you can easily create a new tab on your facebook page and turn it into a squeeze page with an opt-in box using

the [iFrame App](#). This way you will get opt-ins and build your list while paying less for clicks, because you're not sending people away from Facebook. However, this method has a downside if you want to redirect your visitor to another page after opting-in. You will be able to do so, only if it is a secure "https" website. If you don't have access to one, your visitor will simply stay on the squeeze



page...

- Squeeze Page on a FB page without an opt-in box - if you want to redirect your visitors after opting-in to see your other offers and upsells but you don't have a "https" website than you can do this: all you'll have on your squeeze page is an image and after clicking on it your visitors will be redirected to your regular squeeze page outside of Facebook. This way you will still pay less per click, because you're keeping the traffic inside

Facebook - people are clicking through to your squeeze page after you already paid for the click! Here's an example image that you'd use:

Like Us Above ^{^Like}

Kindle Passive Income And See This FREE VIDEO Revealing a Kindle Passive Income Strategy that virtually No One is using!

You'll be surprised how Easy it is... Guaranteed!

100% Absolutely FRIEIm

Get Instant Access Now!

This is my favorite strategy because you're only paying once (at a lower rate), you get free likes to your fb page and you can take people outside of Facebook and into your regular funnel!

- Free Video with an opt-in box later in the funnel - you can force your visitors to opt-in before they'll get your free report of video but if you want to create more trust and authority you can send them straight to a free video, provide value and in the end of the video simply tell them to opt-in if they want to get more free gifts and videos. This way you can really stand out from the crowd and position yourself as a true expert.

With all 3 options, you'll get better results if you'll have a **retargeting pixel** on your squeeze pages but we'll talk about that in the next chapter!

If you'll choose to send your visitors straight to your **squeeze page located outside of Facebook** (and pay more per click because you're sending traffic away from Facebook) than you'll need to add 'Terms of Service' and 'Email Policy' boxes to your squeeze page. Without these, you might find that your ads are not getting approved.

Straight to offer promo:

- Ad to Sales Page - if you don't want to capture the emails of your visitors, you can simply send them straight to the sales page of the offer you want to promote. This approach is not very effective but if you want to get your feet wet with Facebook Ads first, you can try it out this way. As I mentioned before, you'll probably run into some problems with the approval of your ads and that's why there's also a second option...
- Ad to webpage and redirect to Sales Page - this is a more sneaky way to do it. All you'd do is send your visitors to a page on your blog or website and set up a simple redirect to the sales page 1 second after anyone lands on your page. This way you can get your ad approved easily plus you can add a retargeting pixel to your page and market to all the visitors you're sending to your page over and over again (more details on this in the next chapter).

Retargeting

This is the **most powerful** marketing method that you'll find inside Facebook!

How does this work? You know how sometimes you might visit a website of let's say Host Gator and after you leave, all of the sudden you're seeing their ads everywhere?

That exactly what retargeting is! It is so powerful because on average, people will have to see an offer at least **4-5 times** before they'll decide to buy.

This way you're not only reminding them about the offer but if they'll actually click on your ad again and buy, you're making the money (and not another marketer who is promoting a similar offer to the same audience).

Now this might sound a bit complicated but **it isn't!** All you have to do is copy-paste a few lines of code on the page that you're sending the traffic to.

This way you can easily **separate** the people who visited your squeeze page but didn't opt-in, your freebie seekers and your buyers!

- You simply create one 'audience' of people who visited your squeeze page by adding a piece of code to your squeeze page.
- The second 'audience' will contain the people who opted-in - here you'll add the code on your upsell page.
- The third 'audience' are your buyers and to separate these, you'll simply add the code to your Thank You page that only your buyers will be able to see (after they pay for your product).

Knowing exactly who are you 'retargeting' will allow you to pick the right offer to promote.

- people who didn't opt-in should see an ad taking them to your squeeze page again,
- people who opted in but didn't buy should see an ad taking them back to your paid offer,
- people who bought your offer should see ads selling them other similar offers!

It is literally that easy ©

Now let me just show you how to get this piece of code that will make you a **TON** of money:

- Click on 'Manage Ads' from the Facebook drop-down menu,



On your left side you'll see the 'Audiences' tab,

[fa Ads Manager

Account

Artur Wojciechowski ▼

[£J Campaigns

£fl Pages  Reports £

Audience Insights IS

Settings Hi) Billing

£> Conversion Tracking

Power Editor CO Account

History J2 Audiences

[p Help Center □

Advertiser Support

On your right hand side click on 'Create Audience' and then 'Custom Audience',



- Click on 'Website Traffic'

Create a Custom Audience

Choose the type or audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private

Customer List

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs people on Facebook

Website Traffic

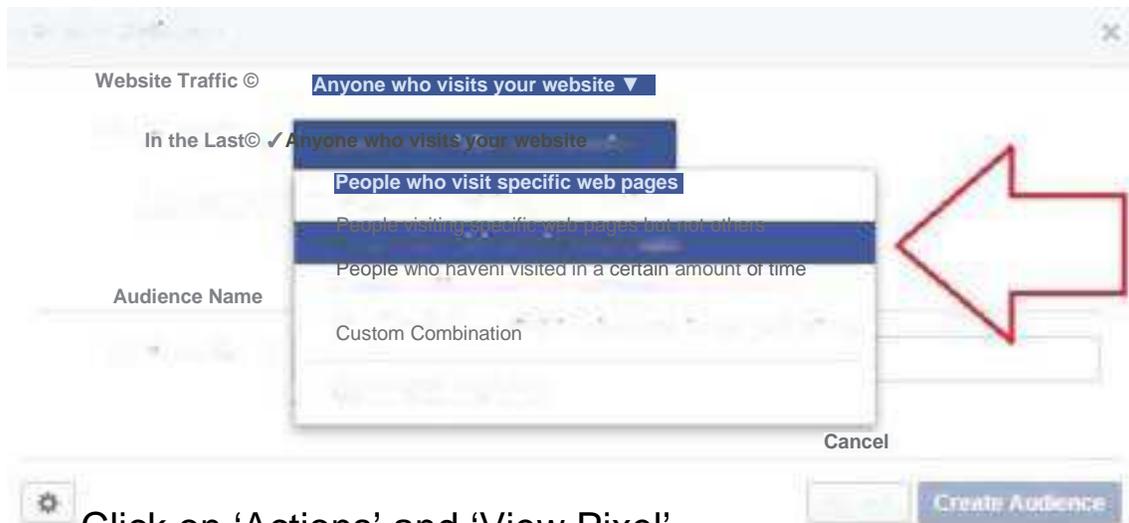
Create a list of people who vrei4w\$ur website or view specific web pages

App Activity



- Select 'People who visit specific web pages', add your url, set the time to 180 days and add your Audience Name and click on the 'Create Audience' button,

Create Audience



- Click on 'Actions' and 'View Pixel',

Audiences

Name	Type	Source
ETP 0T01	Website	Website
Buyers List Ninja JV	Custom Audience Custom Audience	Website

- Copy the Pixel Code and paste it between the <head> and </head> in your website code (simply edit the html code in wordpress),

Pixel Code

Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website

Send the code to your website developer

```
<script>(function()
var fbq = window._fbq || (window
if(! _roq loaded!)
/!r rods = document.createElement('script')
rods.async = true
rods.src = //connect.facebook.net/en_US/rods.js
v 3r document.getElementsByTagName('script')[0]
parentNode.insertBefore(rods, s)
_roq_loaded = true
fbq.push(['addPixelId', 1546969225544133
window._fbq = window._fbq || []

```

Facebook will automatically add all the visitors who will visit the pages of your choice to your **custom audiences**.

If you want to market to them, you simply choose the 'Custom Audiences' option when setting up your ad:

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach?

Custom Audiences Choose a Custom Audience

Create New Custom Audience...

Locations Add a country, state/territory, city or ZIP

Age 18 55+

Gender All Men Women

Languages Enter a language...

More Demographics

All done - super simple and Extremely Effective! ©

That's it Baby!



All you need to do now is **implement** these strategies and see how your traffic numbers are skyrocketing (together with your income)!

The most important part of it all is **consistency** - make it your daily ritual...