

## Facebook fortunes Weekly

### Webinar 29

#### HOW TO PUT MAXIMUM REACH USING FACEBOOK

**Kerry:**

Hi and welcome to Facebook Fortunes Webinar #29. Hello everyone like I said earlier, I've been away for a couple of weeks. We have had these webinars for a couple of weeks but I'm back and ready to share some great content with you guys. Today, we're going to be talking about how to get maximum reach using Facebook. What we first and foremost going to be talking about is organic reach.

What is organic reach and what happening with the Facebook newsfeed right now? Creating great content so you can get in front of more of the right people; we run through step by step on creating great content. What we're looking for is, how you should be posting and getting traction on your post. What you need to do to be able to not just post but as the post is up and running. How you can get more people to see the post or react the posts which will mean that more people will see it and responding to your audience.

What you need to do once the post is up and running for a little amount of time. How to interact with your audience? Then of course using paid advertising methods to get even more engagement. Boosting your post to get even more engagement which is what Facebook really like. By the way it's just me Kerry Fitzgibbon today; we haven't got Daryl on today. I think she's actually back next week to share some really good ease with you guys but we're just finalizing that.

Anyway, let's talk about organic reach. Organic reach is what we class as free reach. When you post and you don't put any advertising spin to it that's classed as organic. What's happening with Facebook is it's getting harder and harder to achieve organic reach. Free methods on Facebook using the old methods of posting which used to be put something up or put something funny up that was unrelated and you get lots of organic reach.

It's getting harder in fact, organic reach on average now sits around 2% to 6% of page fans or friends will see you post. As compared to 2012, there was around about 16% would get to see it. What I'm going to show you today is how to increase those percentages. But if you've got a page of 100,000 people, average to 6% for free is better than nothing realistically. With your people seeing your page organic post, this will mean less engagement which includes less people like on your stuff, less people commenting on your stuff, less people sharing and less link clicks.

With engagement interactions dropping off on your post, this means your leads conversions and customers effectively or sales, so that's organic! I use Facebook ads to build up those interactions for leads conversions, for sales and so on. But today, we're going to be focusing on posting so that we can increase all that stuff. Then, having few of those interactions also means fewer conversion leads and customers through the free posting method. Let's dive deep into how to get maximum reach using free and we're going to intermingle it with a little bit of paid stuff to increase your traffic, your leads and your sales.

Have you got any questions on organic reach? Tony, good question, "What is the reason for the drop off in organic reach?" The reason is that, the newsfeed is getting full inside Facebook and space especially on mobile is getting full as well. With that in mind, Facebook is organic because there are more people and more businesses on Facebook. When there's only a certain amount of space, that means that Facebook has to allocate that space to please the business and to please the end-users which is your consumer as well.

That's why over the years it has dropped off as more people have come on Facebook and the competitiveness of space on your mobile newsfeed. Does that answer it for you Tony? Yes, to a certain extent Carrie Katrine, they are giving preference to boosted and page because they are making money. Yes and No, they still need to please the end-user. Facebook has always said and I do it to discuss throughout webinar and I have in the past is that they reward you for doing good.

If you can post stuff on Facebook that people like, Facebook still needs to please the end-users, the consumers and obviously the investors as well, because it is a business and it's on the stock market. But Facebook wouldn't be around if it wasn't for a consumer and end-user. They do need to please them and pleasing those means putting posts in front of them that they're interested in. I know that they're interested in them because they may engage with them. If people will be engaging with the posting, Facebook will give it more reach so it will send it out to more people to see it.

There is more advertising like, there is more competition for that space and they do need to please both users. Good question, "How can we tell of a like us from paid ads versus organic reach?". We can see that in our insights and our statistics. We can have a look at it in the backend of our insights. This is the amount of page we got on this particular post; this is the amount of organic reach.

If we have time today, I'll take you in the back there and show you where we can get that information from. Let's look at creating great content unless we've got any more questions there. What you going to do is start thinking about creating content that is likely to get interaction and think about what someone share this. Is it going to make people stop and read as they scroll through their newsfeed? We both all know that people are really busy that scrolling to the newsfeed; I'm thinking about what's going to get them to stop.

In the past, I've spoken about Facebook rewarding you could doing good and this is true when it comes to your content. The more reactions, the comments, and the shares your post get, the better the reach so Facebook goes. It shot to a few people when you first post as it starts to get reactions. It'll send out to more people as they come online who liked your page or their friends or as there is more interaction such as in Facebook's like. This spot post is popular, people liked it, and we're going to send it out to more.

If you post and it gets crickets, then Facebook is going to go a year not so popular. We're not sending this out to people. This applies to both organic and paid. If you are paying for boosting your posts or whatever else, the more interaction with that, it means that your dollars will go further. It cost you less to run ad.

In terms of creating great content, of course, I probably don't need to research but I will an eye-catching image something that's going to stop people in the newsfeed. I did a nice little research and I found this nice Starbucks one here and this is actually a huge about of interaction on it. It's very simple but look, it's going to stop people in their newsfeed. It's pretty plus water plus iced Americano, happen to like those. Let me take you on and show you what this looked like as a post and then I'll go through why this was good.

Let's see what I can do it like this. Here's the post, no, it's going to other information on the front here as it stands. We've got 251,000 people reacted to it, 6,720 shares and a whole lot of comments. They hit the jackpot with this one, 6.2K comment on here. Think about of the things that I've been teaching you, perhaps like we had the messenger popped on here or the comment spot that every time someone link message, we could actually send the message setting box.

If they reacted to that and responded back, then we can build a messenger audience. That would be really good strategy to use for this particular one. You could actually ask the Christians hey, what's your favourite Starbucks coffee or hey, thanks for leaving a comment. Here's your \$5 off Starbucks, whatever else. Or join the VIP list and get 20% discount on the next coffee.

These are all sorts of different things that we could do with this particular strategy but a nice eye-catching image. This one here is good too. Let's go back with my work highly relevant that showcase Starbucks coffee. It was posted in the US summer so nice and hot for them. I've got 250K likes and nearly 7,000 shares and over 6,000 comments on it.

Nice, simple, elegant stood out stop people in their newsfeed. Another thing to do is, actually Tony, they're really good commenter, observation. I've noticed that posting automatically from constant contact don't work well as see Facebook penalized for using auto, 100% correct. You are best if you are going to post directly on Facebook and not use a third-party application to do the posting. These likes of hood suite which is a third-party application which you can use to post to other social channels but not necessarily to Facebook.

There are a few different sources and whatever else but if you want the most maximum exposure for your post, just post directly into Facebook that works the best. We need funny and engaging videos as well and thoroughly recommend this. But make sure that they're relevant to your audience. If any of the stuff, make it relevant to your audience. I actually am going to play this video because I found it hilarious.

I hope you guys do too. Here was one that was put together; it is classed as one of the most all-time, most popular videos on Facebook. It got 63M views over 434,000 shares, 340,000 comments and considering they only had 150,000 followers that got extra exposure on it. And it is using actors and producers now, whatever else but will 53M views and counting, not bad for a page with 150,000 fans which is now grown significantly since this was posted in October 2016. It is a perfect example of a highly shareable video, it's entertaining, it's relevant and a lot of people shared and I would probably did it got a lot of business from as well but here we are apply it for you guys.

I'm assuming you want to say it, let me know if you don't. Who's curious? Let's do it. Does she stand up? Yes, she does I see Tony. Yes she does.

*"I have 3 kids and I work from home so people always ask me how I stay so calm and organized. Hahahaha!! I'm kidding. Do you think I have time for a bath? I'm fully clothed. I fell in the tub I was timing my son holding his breath. 26 seconds! Now go fetch Mommy's hair dryer. Motherhood goes by too fast. I haven't slept more than 4 hours in 12 years. My diet consists of the protein bars and pita chips. I inhale in the dark in my pantry. My children are growing like weeds but I barely have enough time to keep them alive. Let alone print pictures of them. Here's the problem: making photo books sucks. It sucks. Don't say "suck". They're designed for moms with lots of free time-imaginary moms. What?! My hedgehog! Really? Formatting them takes*

hours. It may push some buttons and in the end, they easily cost \$50. So, when Sarah does something adorable I have to say, "Mmmm, tha's cute... but not \$50 cute." But at least scrapbooking's great if you have no job or no kids so not great. Jeffrey, put down the crossbow! I'm so tired. Don't get me wrong. I love Instagram, but my kids never see our photos. They refuse to follow me. Hi Jeffrey! You're doing great! But now there's a solution I do have time for because it takes no time. Introducing Chatbooks! The app that automatically creates quality photo books from your phone. Chatbooks is shockingly easy because you already did the work when you took the photos. Chatbooks creates and ships a photo book to you every time you add 60 photos to Instagram, Facebook, or your phone favorites. It even includes the original dates and captions. It's like getting a magazine subscription to you own life. Thank you! Why is dad wearing a dress? Ok, that's me. Alright! The short hair was a mistake. Ok?! Unlike a photo books site, the Chatbooks app takes monly 30 seconds to set up and you do it once. 30 seconds to record the lives of your kids! Technically, that's less time than it actually took to make the kids. How do you make kids? What? What? What? What? So, if you love your kids...or think you someday might... search Chatbooks in the App Store or Google Play to install the Chatbooks app today. What's awesome is your Chatbooks require zero formatting. And if you're saying, "No Formatting?" "That's the only reason I do photo books," then this isn't for you, freak mom. These books are already beautifully designed. Did you do it? Do we get to do the potty dance? No! Plus, these Chatbooks cost just \$8. That's what you'd pay for a day's worth, a day's worth of diapers except you fill Chatbooks with the kind of crap you care about. How about.... Go away! Mush. Mush. Mush! Mush! Then your photo books won't just be for special occasions. They'll be for all the quirky daily stuff you and your family care about. Yes, it's that easy! It really prints and ships you photo books without you having to lift a finger. Thank you! Jeffrey, get off the roof! Ok! Oww... Every time a Chatbook is shipped you'll be notified with enough time to edit your order. And if you're not satisfied, you can, you can always get your money back with our Love Chatbooks Guarantee. This was really stupid. Chatbooks are made with the same paper and ink as photo books 5x their price. So you can spend the savings on your little thumbsuckers. Suck! Don't say "suck". My family's life is insane...and I want to hold on to every single freaking stupid, stressful, beautiful moment...and now I can! Click the link aboce in this post...or search "Chatbooks" in the App Store or goolge play to install the app today. Chatbooks. Live your life and let Chatbooks print it. Oh hi, there! This is an actual bubble bath since Chatbooks gave me the time for them. In fact, I'm ordering one now...and I'm done! I did not think that through."

What you guys think of that? Tell me! I love it! It's so good! I'd love to see the stats on how many they sold but I just realized that I probably want to get one too now. We're not going to be able to do something like that, but you get the ideas. Think outside the square with the content in your videos and get your videos to tell us a story as well. That's just one example just gone off and done really well on Facebook.

Another you can do which often I capture images we're talking about using video and we're talking about live video. In fact, I listen to a podcast today, and in the podcast, that were they we're talking about the new Facebook. What you need to do differently than you've done in the past? The stuff that I've been teaching you guys was really good to sort of; you just review this stuff. These 3 different types of New Facebook now: this Facebook, this Instagram and this messenger.

They all come under the same banner. If you are not using video or live video to tell your story and story-telling on Facebook, you are going to be left behind. That is the new media. That's what they're encouraging everyone to do these. Other things that they were talking about which I'll share with you at a later date including groups and some things like that.

But one of the things that they were saying about the video because I've always said listen for an advertorial type of videos; a video to promote something so an ad a video ad trying to keep it between 30 and 60 seconds. That actually talks statistic that you haven't come along me. But these statistics were used 15 seconds or less for an ad just make it captivating. They were saying videos to tell a story or other types of videos to showcase and whatever else. They were saying about 90 seconds mark and then for Facebook lives, you're looking about 5 minutes or more.

Those were the key figures that they threw out that were working really well with Facebook. 15 seconds for a video ad effectively, I say 30 to 60 but for a video ad 15 seconds and for story-telling engagement type of a video which you can let me tag later. Looking at 90 seconds and for Facebook live because you need to build the audience; you're looking at around 5 minutes. Those are kind of the time to think about in running a video on Facebook. The 3<sup>rd</sup> keys period using Facebook live, I have that whole tutorial that agenda, I wish I could remember offhand.

Karen, can you look it up for me? The training on Facebook live. What agenda that was, that's I'm saying Facebook live. Yes, we did cover another and another; it was number 19. I'll just claim here while we're here in Facebook, webinar 19.

This agenda is going to be up in the interior? Ensure creative mix of content that combines promotional post with post that add value, that educate people and entertain people. When you do include a call to action, to get them like a chatbooks one come and download that app. Keep it nice and simple that's in terms of post. Any question on any of that stuff that I've discovered, the funny engaging videos, I catching posts, creating great content, anything before I've moved on to the next section?

Let's get to a girl we're getting traction on your post. It is really tempting to post and then promote the post straightaway. I know many people do that. If you're looking to get more reach and engagement, however, my suggestion is hold off! Let your post run for at least 6 to 24 hours organically.

So, post, leave it for 6 to 24 hours to gain some traction before you boost them. Another way to get traction on your posts, here are some tips to get more views and shares: first in foremost, post it run for 6 to 24 hours if it is a post that you're going to boost which I will talk about a minute. Why, what strategy behind that? Post more videos either in the native or live format. Just like I said, if you're not doing more of these, you're going to be left behind.

What I mean by native is not live. I've got an example, here's what I've done on run marathon training, I used to like a great runner, it was when I was not running and it was hot climbing a hill so feel the hill climb burn oh, ahh! Look at the scenery! And I did the life's little rut. I was running up the hill and I just did see of a little bit of a view around because it was very beautiful.

But I was still in the burn and I mean that kind of a thing, this related to my runners. That reached nearly 6,000 people. I had to point 1,000 views on that and I got quite a few comments and things like that. Those two points 1,000 views I can then retarget with an ad. I might retarget it with let's just say I might follow them up with an article about hill climbs and use incorporated hill climbing into your marathon training because they watched it.

Or the importance of mixing up running and running trails; and what not to keep it to make it more motivating to go out for a run and drive them off to the website to read an article. I might sell them from that one I visited that article on the website. I might then send out and put an ad on promoting them to come and check out my marathon training program. That could be the structure of that. You could watch the video, send them to an article of that whole climbing and the 3 things that you need to do to hill climb like a mini program on hill climbing.

Then it takes them to purchase an American training program. Video is get approximately triple the engagement than a text or an image post and about 1200% more shares if done right of course. Do you know what's the cool thing about it is, as you guys know exactly why i taught you the stuff and we are running native? So, it has the bang! Facebook loves the video and also factors and time spent on video as well as the likes, shares and comments. It gave more visibility and reach.

If you post something on Facebook, another thing was listening to a podcast today. They were talking about square video. Square videos, obviously, you'd have to format this, so you can take

the video on your phone and use software to turn it into square format. As opposed to what you can see here, this isn't, but I found it really interesting. But your format to be a square and it takes up more of the newsfeed and it gets more interaction.

Also, they're talking about portrait as well. There was this big thing a while ago; we had here off spot the novices because they do their videos in portrait rather than landscape. Landscape take up full screen. Now they're saying that will actually uploading a video in square format or square video or portrait to get more views because it looks different in the newsfeed. There are a couple of little tips for you about that.

We were up to for more visibility and more reach. Also, you build a Facebook audience of video views which you can remarket to later. Like I said, you can remarket up to it. If I was using that example to take them into an article on my website about hill climbs, then sell on my marathon training programs as well.

Some other tips create a mix of post type. Use different delivery methods for your post including videos. You can do slides if you want too. You can do photos and you can do text. The text format is the least effective format.

But now, they've got these new posts that might have seen out where you can add some color, big bold color backgrounds to your posts. Let's jump to Facebook newsfeed just for brief second. I'm risking it here because I don't know what's going to pop up. But I bet one of those does. They're all new.

Is anyone seen them before? Basically, if someone's writing something but they've got a bright pink or colored background, I think you only do it on mobile. I haven't seen that on here yet. I'm sure it will only take a few seconds before we run it one. Let me know if you've seen them. Not going to see ones, not.

There we go, no. anyway, it's colored background on text that are standing out. I think it's sort of turning it into a little bit more of an image type of ad. But with text, yeah not even that one it's unusual. As soon as I stopped it, one will show up. It takes less interaction than in a video or image but with the new background, bright background that's on your mobile phone.

You might find that you can do nice quotes and stuff like that. Mix it up as basically and then you can get views from a variety of different audiences or different users who liked different types, different visually like visual things. Don't be afraid to repurpose popular post either. If you've got a bit of content that's done really well that's got a lot of attention, treat this like a radio station. Repost it again and re-catch people that didn't see it the first time around.



It's like when you listen to the radio, you see the most popular songs on the radio, and you keep getting replays because they are popular as people tune in and out throughout the day. It's very much the same as Facebook. If you've got popular content it maybe few days later at a different time posted again. Don't be afraid to do that. You can also use organic audience targeting.

If some of you have that had slightly different of mix audiences, it might be so what if I'm talking about my marathon running page. I've got a lot of marathon runners; I've got males and female demographic on there and it's just I want to write or post something specific to the female audience then I can select them. If you have a specialized content that's more likely to be interested to a specific type of Facebook user, use specific audience targeting to choose more friendly audience for that content. What you want to do is always check the best work because in the past, when I've used audience selection I've had less of a response than what I have if I left it. The option is there to look at it.

I might go in here then share a photo or a video; upload a photo. I've got one PD Eliot by the way. Crazy thing that my computer does is it? There you go. I can go to female. I can go into choose food audience interest, we meant to have a female male one in here.

All its restrictions; limit who can see this place only people and the audiences you choose can see this post anywhere on Facebook so we can go 30 to 64 females. I can choose location and then go say.

Publish it so that we'll only be shown to females and it's quite cool and I have done that in the past where I've compared a run like this with an audience restriction and then a couple of days later at the same time, I've run it as no audience restriction. Definitely a lot more interaction with the known audience restriction but if you have got something very specific then you might want to limit the audience to this particular audience. That's an option as well.

Tony put a question here; can I use insights to find popular historic posts? By reach, yes you can go and sort by reach. That's funny because might this page just been crashing quite a bit lately. Why? Let's carry on. What you can do after the post runs has referred to the audience insight feature to see how the post performed so that you can adjust the preferred audience if you want to.

Have a look at you audience insights or your insights and your posts in there and double-check. Did it work? No, it didn't. Let's go back and tweak it or whatever. Make sure that you respond to your audience.

Interact with your audience. If they comment, respond back to them, liked the comments then, leave a comment back. But someone messages you respond promptly. Check all sorts of things. If I can go back here, you want to be looking at pages.

Heads been flying up, go down to another page, I don't know what's going on with that run marathon training. I used both males and females on the recent post. When introducing a new female stuff member, I've got a lot of reach boosted it. It got massive reach and engagement. But it was 80% males who probably had nothing to do with having someone needing speech therapy.

Yes, perhaps was it a good-looking female member, was it? That might have been not yet. I looked at my inbox in here, checking messenger basically but go through and see where people have commented and go back and like thus stuff. And reply or like his stuff and leave a comment. Always be interacting with you people or on your page.

Keeps an eye on people messaging; I was just a little slow for me to go through and show you this for some reasons. There's just everything precious moment. Maybe it's time that I need to restart chrome. This last step is to advertise. Next up your post like I said give them some traction initially and then boost your posts or more engagement.

Here we used that pay to boost the reach of your content to improve your Facebook marketing and ROI considerably. Rather than promoting everything, apply some strategic selection to amplify the establish organic reach of specific post with Facebook. Don't just boost a post for the sake of boosting it. What if I want to achieve from this post? If we go back to my running hill running one.

That could start if I boosted the post, would boost it with the whole thing in mind that I want to drive them to an article even who read it. To an article specifically about that post then I could sell the training program. For some posts, your objectives maybe to raise awareness, increase engagement and video views. Perhaps any of that stuff, you can run ads to engagement on your post. You can build an engagement audience, video views on your post.

You can build a video view audience but the other posts you might want to promote those with a link so you can drive traffic to your website. Now, what I call money post, the direct money post. After you select you post, decide how you want to allocate your budget. The best results spread out your ad spend and avoid blowing your entire budget on a single post with one boost or one ad. Those are kinds of a little bit of tips for increasing your reach.

We were able to get through that relatively quickly today. Let me know if you have any questions about like the boosters. I won't share with you again the strategy for Facebook live as some of you guys might know. For my Facebook lives and the only if they run quickly. Make sure if you haven't watched the video on Facebook live yet, go back and watch it.

It is video #19 and I will have the link in the agenda but when you repurposing that Facebook live, you want to leave for 24 hours then you go through and do the audience interaction that I'm talking about here. Go through and respond to your audience like comment then after that leave for 24 hours so that 48 hours. Then you wanna boost such. Boost it for about 24 hours and after that you remarket to people that have watched the Facebook live video. That's one of the strategies that we use, I'd talk about that in # 19. Tell me, do you have any questions?

Tony, if you're running an ad at what stage do you swap it out? A new photo you'd copy when it stops working. Tony, is my webinar ad I've been using for shivers that a year and a half now. I got it optimized and if it's dropped off and was getting me less results then I'd change it out. Some people use frequency.

Once it gets over a certain frequency but to me and tends to usually use the magic number. As long as the ads are not dropping off and I'm still getting any results, then would pretty much keep it going and like split test on another campaign, another image and whatever. I hope that answers your question. Doesn't specifically tell you how do you know who have watched a video? You don't actually know who, you just have a number of builds an audience, so it will tell you how many people are in that audience. You know it would hundreds of people have viewed it and it created a hundred people in an audience but that's pretty much. You don't specifically know who they are. Do we have any more questions about maximizing your reach? You'll reach using Facebook and you might have to be a bit more definitive on the retargeting. How do you retarget them so, how do you retarget people that watched your videos?

I believe I've done a webinar on that so I can show you. What is the daily budget that I would recommend if you're talking about for a boost to get for a boosted post? It depends on how many people you want to reach and Facebook tells you that. If I'm promoting a post, I will tend to promote it for about 2 to 3 days and I'll put \$5 a day. But again, if it's a larger audience then I will spend more. Only if it's strategic, only if I now that I'm going to get the results.

You guys know that I'm a big fan of actually doing the normal advertising and clips to website advertising. I tend to allow \$5 to \$15 a day depending on the audience size. Yeah, \$10 a day even while here as long as it gets rough as 7 days. If it's to introduce the staff member, that's one you

did, I don't think that was probably a very wise spend of money. I guess here why you would have boosted the post to promote the staff member and what the actual posts see on it.

If it's beneficial because staff had certain skill that is bringing new business to the clinic, to send it of call. In terms or retargeting, let me see whether I can do this. I know that we had got whole trainings on the retargeting side of things. But if we're going to retarget video views, go into audiences basically. It's just too slow for me to show you.

I'll see whether I can find the training that has that specific training in it. Everything's going slow here for me to demonstrate unless I go into Firefox which might be a bit better for us. So, we have a few more minutes. On the screen, its ads manager but I'm going through business manager. This is what you would just normally come to.

I'm going to ads manager here. I'd be going into audiences. This is how I remarked and I'm going to get a remarketing audience from people who have watched the video or those have looked at the post or have interacted with the post; a custom audience, engagement audience on Facebook. Let's go video. Choose videos, now I'm going to pick my page, no marathon training. That's my hill climb one. I took that, confirmed.

Run marathon training, I'll climb now I probably do it for this terrific buzzer all long once a year back is a long time so let's go last 30 days, which is just 60 days videos and they create the audience. I can create an ad using the audience that you're remarketing ad. I hope it helps you now how to retarget them so that's what I do and then I'd create another ad targeting that audience that said, hey listen I want to know the benefits of hill climbing and how to make it. How the get the best of hill climbing or how to incorporate hill climbing in your marathon training? Or 3 things that you need to do know: before you start hill climbing so you don't get injured or something like that.

Does it help? Excellent! So, you're trying to get awareness of our clinic and use certain skills. That's quite extreme \$50 a week on that, I would have been looking into statistics after the first 24-48 hours and just having a look what type of interaction you were getting and wasn't working to drive more people into the clinic. Have we got any more questions and while some and ads manager here if you want to see.

Anything else? Better show you here you go, audience looks good, custom audience, engagement, we can do page. I'll show you this, I have nice. Anyone engage your page, anyone who visits your page, people have engaged people at any call to action button, people who have

sent a message to your page and people who saved your page or any post as well. Anyone visiting your page, you could actually go to an ad only who visited your page.

Exclude people that have already liked it and run like campaigns those people perhaps that might be the strategy there. No questions? I had lots of reach, comments if I boosted that like it was in ads for a business. Google. No more questions here? Excellent!

Team have a good rest day, go around and play with posting and I would love to see some of your creativity and what you come up with. Next week at the stage we're getting Daryll on board to go through Google Analytics with you guys. Read your analytics to give us access we need so that you can really track and measure what's happening inside Google analytics. We can see what's happening on the Facebook side of things but that's really important to have a look actually what's happening inside the page as well which is what Google Analytics does. Thank you very much.

Have a look at that competition that we're running with Mr. Taylor. I'll have a look at that. That's going well. Team, we'll have the ginger out and the next webinar out Monday, Tuesday next week for you but like I said it fully be Google with it for the stage that you've got any questions, you know obviously go into base camp if you have you got any questions about what I've discussed here just shoot us a message to base camp. And I'll be chatting to some of you this week and other ones see you on the webinar next week. Have a good one!