

**Facebook Fortunes  
Webinar 36**

**Search to Social Ads – How to use Google with Facebook to Build Niche Audiences (Part 2)**

**Kerry:**

Hi and welcome to the Facebook Fortunes Webinar number 36. It's Kerry Fitzgibbon and today we are going through a strategy on finding your audience with search. So, using Google and following them with socials. So, using Facebook to, I guess, do the good stuff, make the money, get the opt ins, build the list and make the sales.

Now, this strategy is designed specifically to help you find your exact audience and it works really, really well if audience is little bit hard to find in Facebook. Now, there's many reasons why audiences be hard to find in Facebook. It might be that your clients don't really like to like things, okay? So, if you're trying to drive them into your page to get them to like your page. The clients might not like your page.

So, we can't do up page likes or they might not like your posts. So, they're not interacting with your posts. And so, therefore, they're really, really hard to find out who those people are as well. They might be people that liked to look but not necessarily interact. Or it might be the fact that it might be some negative topics there. So, violence, abuse or whatever else.

It might also be, for instance, Tony this one be for you, it might be that some of the things are really, really hard to advertise. Like weight loss and stuff. In Facebook, we might be able to find them in Google send them to page on our website and then remark it to begin on Facebook which is pretty much how our whole strategy works.

So, with this particular strategy, we're going to find our exact audience using Google and then we're going to target them how to get the next action to take in Facebook. So, I'm going to go through the step by step process and then I'm going to show you how you can do it. Which took a little bit of figuring out on my behalf. So, I spent probably a good 8 or 9 hours working on these. So, that you guys don't have to.

You just need to follow my video and find out exactly how to do this, okay. So, first and foremost, search in social. So, you're going to search with Google. So, people search and we know this. People search solutions to their problems and I typically do this on Google. I'm not typically searching for the solutions in problems in Facebook, that's growing through their theme in Facebook and way up finding them, right.

So, we can find customers in any niche and find them realistically in one place. For, instance, they might be typing in or searching for, Marathon Training Programs for Beginners. But the thing is finding them is never really enough. We need to be able to follow up. Now, the least expense of way to follow up and finding is obviously using Facebook. So that's where Facebook comes in. So, what we do is we might set up some stuff with Marathon Training Programs for Beginners, just

to give you an example, and then we set up custom audiences in Facebook. And set up ads to get those audiences to take actions. So, build a list and sell something. So, let's basically go through the process and how it works and then ask me if you got any questions. So, first and foremost, you can use the keyword planner in Google. And we're going to find what we call long-tail keywords that people are searching for.

Now, what long tail keywords are? Are things like Marathon Training Program for Beginners, okay? A short tail keyword would be Marathon Training. Now, the reason why we're looking for the longer tail keywords. So, a few more words, 3 to 4 to 5 that people are searching for is that you'll find that it's less expensive to tag it long tailed keywords and is to tag shorter ones, okay?

So, how Google works, PPC Google works is it costs per click and it works on keywords, quite different than Facebook. Facebook works with audiences, so to speak and is not necessarily keyword, it's impression based. It can be cost per click or cost per impression in Facebook based on audiences. Whereas Google is based on keywords that people are typing in. So, those are the fundamental differences. So, when we're advertising inside Google, we're looking at cutting out our cost per click.

Now, the shorter and more popular the keywords, the more expensive it is to advertise to those keywords. So, for instance, if I was to run an ad to people typing in Marathon Training, it's going to be a lot more expensive than it is to run an ad to Marathon Training Program for Beginners. Like I've said, I'm going to show you exactly what we're talking about once we begin it.

So, that's why with looking for these long tail keywords is that people do search for exact terms and we want to be out of target then but for at least cost as possible. Because the, the front-end strategy we are not going to make money in. So, at the top of the funnel, it's ultimately finding your audience. So, it's not really make the money. So, we want to make sure that it's not too expensive and at the other end, when we can't take them out the other side to the bottom in to that funnel to build the list or buy that we actually get a return of investment.

So, first step, use the keyword planner in Google to find long tail keywords that people are searching for. Number 2 is we want to find some of these keywords, you can jot them down or put them in a word document or something for future reference, but we want to produce content around the long-tailed keywords.

So, we couldn't write a blog or record a video or buy a product label rights something, something that's around that if you don't want to write yourself or ask out someone to write it, or do some research about the topic and then do a video, recording yourself, talking about someone else's writing. So, there's lots of different ways that you can do content, I think I've covered some of those ways, in fact I'm having some of the previous training.

But you want to produce some contents about it, around it that you post on your website. Now, one of the things you want to make sure is that your website has a Facebook pixel and make sure

that the landing page that you have. So, the blog post has the pixel on it, the Facebook pixel installed on it.

Now, you know that you can use the Facebook pixel help which is a chrome extension to check whether the page has a pixel on it. That if you're using word and web installed it then that should be on there. So, the next step after that is you want to then set up a Google ad using those long-tailed keywords. So, to give you an example, it might be Marathon Training Program for Beginners.

So, we want to use a long tail keywords to drive people to the website landing page and the landing page is going to be titled Long tailed keywords. So, Marathon Training Programs for Beginners as an example, right?

The next step after that is we're going back to Facebook and set up an audience inside Facebook of people who went to that landing page and read the contents and then we're going to follow up with Facebook ads to those people that have reached the landing page to get opt ins, or sales. So, any questions about that, before I break it down? Does it make sense? All make sense. Excellent.

Okay. So, let's break this down a little bit. So, first and foremost we're going to go to the Google Keyword Planner tool. I'm going to go to it now. Now, one of the things that you do, need to make sure that you've done, as you have to set up an ad words account.

If you don't, have one already. So, you need a Google account and an ad words account. You may also need to set up an ad to get started. You can modify the ad once you've done the research or you can post yet. But, this is something that I've found. SO, when I first did this and I'll give you guys a word of warning.

When I first did this, i set up an ad and it actually took over 24 hours until I got full functionality of the keyword planner. So, I had to put money in. I had to put credit to the Google ad words account, set up an ad campaign and I had to leave it for over 24 hours to be able to get full function.

So, I will show you the function that I was able to get, but that's what I had to do first and foremost. So, I'm going to show you to do that right now, what I'm going to show you to set up keywords with planner.

You still have functionality, if you still go in, set-up ad words account and set up an ad but pulls the ad, just stumble, pulls the ad. You still have functionality of the keyword planner, you just want to get the trans which one of the things that's missing until I had the ad running for 24 hours.

So, let's go in and show you what to do. Here's what I prepared earlier. So, I've logged in to my keyword account now. I just want to close the chat box up here. So, do you have any questions? I'm sorry I won't get that up, until the end.

I just want to run through this or I'll check the question box periodically through this. I just like to run through and make it nice and seamless. So, when you want to see back to this, you can follow up step by step, right here. So, I'm signed into the keyword planner. So, you typed in or you can go and just the links and the agenda. Let's go back here.

The link's here. This agenda will be in the members area but I'll also put this in the chat box as well. Here we go. It's in the chat box as well, okay just in case you want to get started right away. So, you can start using keyword planner. But ask you 2 sign in to Google.

If you haven't got a Google account, then you need to set one up, okay? It's not too difficult to do that. When you Googled how to set up a Google account. But, it's not difficult and I think unless you guys should have one.

So, once you've done that. You open up to here, okay? When I first tested this site, she has to go in and set up an ad that topped me through the whole process. But let's start here. So, we can type in some keywords in here. So, the first thing we want to do, sorry let's close it down a bit.

So, I'll just take it from scratch. So, end up here. Find your keywords and get search volume data. Search new keywords using phrase, website or categories. So, that's the one that we are going to.

We're going to click on top on here and type in some keywords. So, I might go Marathon Training Program. Here's what you're going to do in these side of things, is you need to put yourself in the shoes of your audience. What sorts of things would they be searching on in Google.

What are some of the problems that they have, okay? So, in my people might be searching for Marathon Training Programs, okay? Program on Marathon Training Programs. They might be searching on Marathon Training Programs for Beginners. Marathon running.

If you're not sure, you can go on to Google and say common questions... Frequently asked questions about Marathon Running. Not running in Marathon. So, I might go in here and have a look. They've been... Should I join and do the inter run? 3-6 miles in training.

Let's go and put that in here. Separate everything per comma. that's a real longtail keyword, that is. There's running bad from my knee. Should I run If I have a cold? What should I wear in the marathon? Well marathon running top of course. Why would you? What should I consume during a marathon. So, if you're not sure, what sorts of things your client would type in, go and search.

But, some of the key want to be Marathon Training Program, Marathon Training Programs, Marathon Training Programs for Beginners, Marathon Running and we might had just done, Marathon Training as well, okay? So, type in some keywords, go down, get ideas.

So, what happens here is it'll show the exact keywords that you put in here at the top. And then that will show ideas down below. So, at this stage and some of the express information that I now have. You see this scurvy line here? That's the monthly searches, it's the days of the trans. I didn't have that before.

So, we can go on here. mountain training has 27,100 people searching for it and suggested that as a \$72. If we look at the graph here. We can see that January, of course because you kind of expect that. People are searching for Marathon Training and again in April as quite high as well. So, we've got 40,000 there, 40,000 there, 33,000. Still not too bad, realistically as such.

And again, in August. So, this is a really good time for me to start advertising, September and October. Okay. So, we've got Marathon Training, we've got Marathon Running. So, this is not as good.

Because it's still quite high cost per click but you've got less people searching for Marathon Running. Same sort of dates as well. marathon Training Program for Beginners we've got a 140 people a month searching for this. But we've got 2 cents a click.

So, that might be well worth looking at. At least we can target a 140 people. It's not a huge amount, but it's very, very low cost per click to get in front of people that might be looking at Marathon Training for beginners.

And we've got Marathon Training Program here which is 6,600 people looking at this at \$2.61. So, and there's a real big peak here and that is in April. We've got people 22,000 people searching for that in April.

Oh, do you say that's because a few marathons and leisure and right. So, that's... have a look here at these other ones they're just too low. There's nothing do I even know these were the questions I say I most commonly asked. We don't have any data on these particular questions here.

So, now we can get some ideas on other keywords here. So, of course we've got run here at just way to broad. You wouldn't do anything on that. but you've got half Marathon Training 49,000 \$2.33.

Marathon Training Plan, Marathon Trainings, so we've got all sorts of ideas in here which we can scroll through and have a look through. This is a really, really great was also of coming up with obviously topics for blog posts and things. So, that we can carry on with this strategy.

So, you can sort this and you can sort it by suggest a bit. But the other thing to look at here so, these are keyword ideas and this is the ad group ideas. So, we add group idea, gives us sort of, I

guess, big at categories that people are searching for. So, in here we might have Schedule Half, 5k Training, Plan a Half, 10k Training. We've got Marathon program in here.

So, it has to do with Programs which might be something that we want to, to look at. 12,000 of people are searching here. Again, your top dates are 17,000 in August, so that's quite good that might be something to look at now. One training. marathon program spells slightly different.

Running for Beginners and so on. So, you can go through we might look at okay we might be going okay we will going to go and look at. let's go into keywords ideas back here again I'm a click on. It's going to... Sorry, I was... different words that was shown up before I was this whole planned up for you guys.

So, if we had to click on some of the stuff here as an we might look at Marathon preparation, we can click on that and then it will bring up other keywords as well. So, how to prepare for half marathon, how to prepare for the marathon and so on. So, you can actually dig in really, really deep into this and have a look at some longer tail keywords.

But, let's go back and let's go back into keyword ideas and we might want to have a look at, suggested that and trying to get something that's a little bit low as... Let's click on that. Stats. Stats says, high going to low. Oh no there we go that's 2 cents.

So, high then low. And we'll go that way around. So, marathon Training Program for Beginners 140 of people are searching it at 2 cents. So, when your marathon training plan. So, we want to scroll through here. Novice marathon training. When I first look at that, that was 1 to a thousand. But now, I've got more exact net that should've demo that I've done.

So, it's 2 cents a click and we've got a hundred and forty people popping here. So, I might take novice marathon training and right now, I kind of fall around those keywords. Full marathon training for beginners, we've got 70 and 2 cents. So, we can go through here and look at okay, these are the typical topics that I can put aside and... I mean I might not advertise a marathon to practice schedule with only 30 people.

I'll go through and find a high one, had a run a half marathon 218 pay per month. So, we want to go through and play with as yourself. Or you might want to target specific names. So, I can go in here. We've got 14,800 people searching on Disney marathon.

Now, hopefully that wouldn't be a... We'll need to double check whether that was actually marathon or whether it's watching a Disney Marathon which might be not quite so cool. Marathon tips we've got a thousand at 25 cents a click. So, we might run that on our marathon tips to cross a lot of finish line and so on. We might better go through here and the lower important was running tips which I probably wouldn't do Disney Half Marathon. It must be marathon.

Las Vegas Marathon, so I could write a "How to train for the Las Vegas Marathon" article. And drive people to that and 34 cents a click and then on sales that. Something can get the idea of that but basically, we're getting ideas for articles. We can do it through a keyword idea or let's just say, it was a marathon training program.

You never looked at the trends as well. See what times in a month you might want to advertise to. You know, it quite drops down quite significantly low while you might want to do anything that month. You might want to wait the next month and we want to have a look at the ad group ideas as well and so you might go, okay. Great idea, marathon program here. I'm going to click on that and then break it down, okay?

See, what else. training program for marathon. See what we can get. a bit lower. Training program for half marathon, 320 people searching for times they've done it. So, I might want to do an article in January on a training program for half marathons. Still on the sticky one though, it's quite high. But, that's just the easy to make as well. Marathon running program. Still quite low. So, that's how we are going to do our key word research.

So, we're going to go and figure out what people are talking about and then use it and break it down to come up with better ideas, for article. So, one of the ones I used, we go back and that's because that she had better information than I've been running these for a while.

But when I first did this, the novice marathon training came up with between up to a thousand-people searching at a month. Now, it's dropped down to 140. So, I don't know why I had that much leads. So, April 2010 is still the best time to... But still, you know, 110 August, 140.

So, I had done an article, now how I come up with the idea. How I got the information for the article. So, what novice marathon training. So, the next step after that is to get some content.

Now first and foremost. What I did is I went and typed into Google. Novice Marathon Training. And I had to look at some of the stuffs here to get ideas. So, we've got Novice 1 training, programs. So, we've got Hal Higdon. He's one of the top American training guys.

He's got some good training programs actually. He's got an article here: 20-week Foolproof Beginners Marathon Training Programme. So that was the keywords, Beginner's Marathon Training Program and here, and so on. So, I went through here and I've got some information about Novice Marathon Training, right? Marathon Trainings for Beginners and so on. I also use the information that I had as well to write up an article.

So, that's what you might want to do, you might want to go through and do some research. Now, there's a couple of ways you can do this. I'm the one talking it up because I had some information about Beginning, starting a Marathon and I use 4 of my tips. But you might want to go through and have a look at one of these, okay? So, for instance, I could have gone through and gone 20-Week Foolproof Beginner's Marathon Training Programme, okay?

Let's see how she got the Training Programme in here. And got some tips about it. So, starting running a marathon, got some tips and done a video. I'm talking about, "Hey! listen. Today, I'm going to be talking about the 20-week foolproof beginner's novice training programme if you're just starting out running a marathon.

Here's some of the things that you need to keep in mind when you're running the marathon" and then I go on and just have a look at some other people's stuff and move onwards in making a video, okay.

So, next step after that is you have the contents. Either you research it or you use your own content if you know that, whatever else. Then you write the article on your website using those keywords. So, mine is Novice Marathon Training using the keywords: 4 tips to get you up and running. My image, I do this in canva and then the 4 tips.

So, you decided to run a marathon, firstly a huge Congratulations so on, so on, so on. Set your goal. Have a Training Schedule. Stay Motivated to Stick to Your Schedule and Have the right Running Gear, okay? And then I asked at the end of it to join my community.

Now, the whole end here is to use those keywords to really keyword it. So, when someone is searching and it's a 140 a month. Novice Marathon Training, your Google ad pops up with Novice Marathon Training and they come to a page that says "You guessed it, Novice Marathon Training.

Now, with these, all you're doing is providing content or you might have at the bottom of it and opt in, maybe. You can mix it up a little bit and I'm going to be playing with both. So, that's pretty much the steps so far. The next step after that, once you've come up with your content is to run a Google ad. Actually, first and foremost we check that the pixels are on our site. I've got a pixel on here, okay?

So, what I want to do next week is, I am gonna leave it here. Because I want you to actually go through that part of the process. So, set yourself up a google ad words account if you don't have one already and go through the keyword planning stuff. So, go into the keyword planner, find so many keywords that all researched in the frequently asked questions or provide solution to people's problems and then come up with your content and put alone your website.

The next step after that is, what I'm going to show you next week is set up those ads, set up the audience in Facebook which you guys should know how to do already and re-tackling through the funnel, okay? So, I've got a couple of different things that I'm going to drive these people too.

One, I'm going to drive them to... I'm going to build a list through an opt in page on Marathon goes guide to running a marathon, key things that you need to know to run a marathon. So, that's my free guide which is I'm going to sell them into my marathon go club which got training programs, nutrition programs and whatever else which is actually just the club is just being complete now. SO, that I will show you all of that, next week as well.

So, have you got any questions or would you like me to go over anything again? And did that make sense? Write it down like that. Real quiet today. Thanks, Sue. Thanks Tony. Okay, the rest is so quiet, okay.

Excellent. So, your homework. So, I would just go back to this. So, that was step 1. Step 2 is search for your keywords using a phrase, website of categories. So, I've used example Marathon Training Program, Marathon Training Programs for Beginners, Marathon Running and Marathon go.

And please note in step you need to put yourself in the mind of your avatar. What sorts of things would they be most likely to search. And what are to teach in your problems. Then you hit submit. The top area will show the exact keywords with average monthly searches, competitions and suggest a bit. Under these would be other keyword ideas, related searches. So that, you can get an idea on some other keywords your customer is typing. This forms the basis of your content.

So, like I said we can break it down even further into ad groups. So, the keyword idea was how to train for full marathon and average monthly searches was one to 10,000 when I searched that yesterday. It was \$2.94. Because I've got now more access that shows me exact ad group ideas, marathon program, average searches monthly were one to 10,000 at \$2.29. Marathon Running Training Program was average search monthly was 10 to a hundred at 92 cents. You can take it even further. Marathon Running Training Program and then go into the process again.

So, rewind. Go through it again. So, you can do it with several different words. So, you come up with all sorts of things. Half marathon to marathon training plan was what I found in the ad groups and that was average monthly search. A hundred to a thousand at 11 cents.

So, step 3 is to write, overcoat the content on the exact keywords. So, I used the example of half marathon to marathon training plan or what I use was novice marathon training. So, sit forward as you set up your Facebook, your google ads to target keyword and we will be showing you that like I said next week. I just think, you got plenty of things to go through and terms to look up the keywords. Writing a content, getting a content on your page. So that, we could get going.

Go and flex Tony. Yes! That's on this weekend. Those are like 3 games Karen, isn't it?  
When's the 5th day when there's no 5th?

Excellent. Okay team, your turn. If you got any questions make sure you get in to basecamp and ask those questions but so far, I'm really, really liking what I'm seeing with these using search and social. It's like I've said something that I've been looking at to sometime and I'm breaking it down and putting it into actions to see how well it works. Yes. They've won once in 3 games and there we go. You're going to it, Tony? You got your gear on? Yep. excellent. Righty on team you have a good one and we'll be talking to you all very, very soon. See yah!