

**WebFire Presents: Wednesday Marketing Webinars**

**What We Learned After  
Spending Over \$5 Million on Ads  
in Various Niches**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for Our Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Now let's move onto our training for this week where we'll reveal what we learned after spending \$5 million on ads...



# Overview for Today

- Key Takeaways
- Live Demo of Spying on Your Competition
- Live Demo of Researching and Picking Products
- Q&A
- Cash Giveaway



## Key Takeaways from \$5 Million in Ads

- Your offer **MUST** be super enticing and ideally an impulse buy (nothing over \$20) – (Although there are some exceptions...)
- And you need something to get them to take action now (limited time deal, special discount, limited supply, etc.).
- The money is made almost entirely on the backend from upsells, e-mail offers, etc..
- A good example of a path that works is free plus shipping followed by offers of \$10 to \$20, \$20 or less / month, and lastly one or so higher end offer of like \$50+.
- Monitor the comments in your ads, respond to them, and hide (not delete) the abusive commenters (other competitors, super negative people for no reason, etc. – here's why...).



# Key Takeaways from \$5 Million in Ads

- For Facebook ads, absolutely use pixels and optimize for leads first and later sales (you want at least 50 or so of each to start getting good data).
- Once you have a good Facebook pixel, you can start targeting more broad instead of just targeting by interests (here's why...).
- Know your data (use Facebook's breakdown feature if advertising there – or better yet, Use Automated Ads – here's why...)





# Key Takeaways from \$5 Million in Ads

- The images you use on your ads often can make HUGE differences in the ROI that you get (they need to stand out and summarize what your offer is well).
- Use links in the text and description as well of your ad (why that helps).
- Especially for small audiences, images occasionally need to be refreshed to newer stuff to stand out.
- The more broad your offer is, the more mass appeal you'll have (and likely the cheaper your results will be).



## Key Takeaways from \$5 Million in Ads

- If you're targeting a high price point offer or service, you can't obviously get impulse purchases, so try to warm up the prospects first...
- You can do this by talking about case studies that your prospects would be interested in (and then prompting them to reach out if they want similar results).
- Or you can have a video talking about a case study or revealing information that they'd be very interested in...
- And then retargeting those who watch a good portion of the video (you should use retargeting in almost all your ads and on your sites too).



## Key Takeaways from \$5 Million in Ads

- Know your target prospect well – what is their age, gender, etc. (and actually have facts to back up what you think).
- On Facebook ads, test a variety of placements from “all” to just desktop vs. just mobile vs. just newsfeed vs. just desktop right side, etc. – results can vary a TON.
- For ads on Google search / Adwords, consider the keywords you pick – are they likely to be buyers or just people searching for information?
- Look into other ad sources – e-mail ads, banner ads, etc. – reach out to places to buy mailings and ads as a test and see where others are advertising (Backlink tool in WebFire can help).



## Key Takeaways from \$5 Million in Ads

- Don't try to be the ONLY person running an ad unique to just you, as there's likely a reason why no one else is... (And if it works, others will follow...)
- Instead, try to see what OTHERS are already advertising, see what their comments are saying (good and bad – and how many), and sign-up and buy their stuff to check out their funnels and future promotions ... then mimic what seems to be working!
- Check on the number of views, comments (and age of comments), spy on their other ads (live demo how shortly), spy on their shortened links if they use those (live demo how shortly – don't use these yourself), etc.
- Do this for several competitors and try to take the best of the best from each one and combine it into your own offers (in many cases you can even test theirs first as an affiliate).



## Key Takeaways from \$5 Million in Ads

- Test the easiest way first before diving into something... Aliexpress.com can be great for this (live demo shortly...)
- Giveaways or contests can be a great way to get leads and even some sales (and to test an interest).
- Although blog posts filled with good content can get cheap clicks, typically a simple, short opt-in page will get the cheapest leads (with a few exceptions) – longer ones tend to not work as well.
- The money is in the list is very true here, so don't ignore e-mail leads!
- Know your numbers and what the true value of the sales and leads are!!!



# Live Demo of Spying on Your Competitors' Ads and Picking / Researching Products / Offers!



Any other questions???

(cash giveaway  
right after)



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