# Getting The Most Out Of Facebook Advertising

## Transcript and 10 Point Checklist

# Nicholas Kusmich

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a full transcript of this episode, as well as a **10 point checklist** that gives the next, real steps you can take to take your marketing to the next level.

**MARKETING SPEAK** 🎙

**HOSTED BY STEPHAN SPENCER**

"Nobody goes onto Facebook with credit card in hand and says "I'm really looking to buy something today". So when a seller then comes and tries to sell on a platform not designed for that, there's an automatic disconnect with the platform. "

**NICHOLAS KUSMICH**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.**

- ☐ Start thinking about the context of your Facebook strategy - what do you want to see when you are on Facebook? What do you hate seeing?

- ☐ Start A/B testing with your Facebook ads. Is there a certain call to action that works better? How about image or color?

- ☐ Create some great content that you are proud to share via Facebook -a resource that you would gladly drop some info for.

- ☐ Add a retargeting pixel to that great content so you can advertise to that user in the future.

- ☐ Got an email list? Upload it to Facebook for some of the best leads.

- ☐ Put a retargeting pixel on your site to be able to target audiences that have already shown interest in your site offerings.

- ☐ A lookalike audience is a great way to expand the potential of your audience.

- ☐ Or, look at the audience of popular influencers that are in the same realm as your product or service. Then, work off of their fanbase in your targeting.

- ☐ For a super cheap A/B test, run 4 tests to split two ads between two thought leaders. At around $20 per run, it'll only cost around $80 total to get great insights.

- ☐ Make sure your thank you page is optimized to its full potential. Offer them more resources here, or a video showing how to use these materials.